

Rev. 10/20/2011



# *Operation Facelift*

The City of Vineland's

Main Street

Façade Improvement Program

*Program Description & Application*

**For information contact:**

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**Submit application to:**

Office of Economic Development  
640 E. Wood Street  
Vineland, NJ 08360

# **OPERATION FACELIFT**

## **The City of Vineland's Main Street Façade Improvement Program**

### **Purpose and Mission**

The purpose of this program is to improve the appearance of commercial properties located in the Main Street Vineland area (bounded by Wood Street, Elmer Street, Myrtle Street and Delsea Drive). Improving the appearance of commercial buildings is part of an overall strategy to attract consumers and new businesses as well as to support existing businesses there.

### **Strategy**

Operation Facelift is designed to achieve its purpose by providing attractive and substantial financial incentives for current and prospective property owners in the Main Street area to significantly improve the appearance of the outside of their buildings. These incentives will include interest-free, forgivable loans for a substantial portion of the property improvements. To assure that the improvements are of uniformly high quality, are cost effective and are in keeping with Main Street Vineland's goals of authentic, historically sensitive redevelopment, all improvements must comply with design guidelines developed by Main Street Vineland in conjunction with current property owners. Compliance will be determined by the City of Vineland Redevelopment Director in consultation with the Program Design Committee and the Program's professional architect retained for that purpose.

To encourage property owners to make needed improvements to the structure and to the interior of their buildings as well, owners who undertake interior and/or structural improvements concurrently with exterior improvements will receive a reduced interest rate on City financing for the interior and structural improvements.

### **Program Eligibility**

The Program is available to commercial properties in the Main Street Vineland area. Decisions on applications for this program are based on the criteria outlined in this document. Each application/request will be considered solely on its merits, without regard to age (provided the applicant is of age as prescribed by law), color, creed, martial status, national origin, political party affiliation, race or sex of the applicant(s).

### **Eligible Use of Funds**

Program funds are restricted in use to the permanent financing of design and implementation of an approved plan for improvements to the exterior - front, sides and rear - of existing commercial buildings in the Main Street Vineland area. Included elements are facades, windows, signs, sidewalks, entranceways and exterior lighting. Off-street parking and landscaping may also be included, but only if part of an overall exterior improvement plan. For interior improvements or structural improvements, including roof repair or replacement, participants in this program are eligible for reduced-interest financing from the Vineland-Millville Urban Enterprise Zone.

### **Qualifications for the Program**

- The property must be primarily for commercial use (51% of building space is for commercial purposes) and located in the Main Street Vineland service area (bounded by Wood, Elmer and Myrtle streets and Delsea Drive). Commercial properties on both sides of Wood, Elmer and Myrtle streets are considered to be in the Main Street area while properties on the east side only of Delsea Drive are considered to be in the area.
- The property owner and business therein must be members of the Vineland-Millville Urban Enterprise Zone or have a pending application for membership.
- **UEZ business participating in this program must be and remain in tax compliance with the State of New Jersey, Division of Taxation.**

### **The Property Improvement Plan**

- A Property Improvement Plan must be developed that addresses the entire exterior of the property - front, rear and all exposed sides. The Property Improvement Plan must include reasonable timelines for completion of all work. Loans received through the program will be contingent on adherence to the timelines and all other elements of the Plan.
- The Property Improvement Plan must be developed in consultation with the Program's architect, whose services will be provided at no charge to the property owner. The Program Architect will review and evaluate for guideline compliance only. All applicants will be responsible for hiring their own project architect, as necessary. Reasonable architectural costs will be considered as part of the project cost and eligible for permanent funding under the program once improvements have been completed.
- The Property Improvement Plan must comply with the approved Design Standards of Main Street Vineland, as determined by the City of Vineland Redevelopment Director following review and comment from the Program Design Committee. The Program Design Committee shall consist of a minimum of 5 individuals appointed to two-year terms by Vineland City Council and 2 alternates. The two program architects will serve in an advisory capacity to the board.

### **Financing**

- **Maximum Amount**

A Property Improvement Plan will be prepared by the Program Architect and the property owner will be responsible for obtaining 3 bids. For properties with Landis Avenue frontage or side streets the guide is \$50,000 per exposed building face up to 1,500 sq. ft in area. Higher amounts may be considered for larger building faces or historical significance. Properties located on Elmer and Wood Streets are eligible for \$75,000 total unless the building has historic significance.
- **Owners Equity Contribution**

20% for properties for owners who submitted a completed application after April 21, 2006.

- Term 15 years - Principal will remain unchanged for 1<sup>st</sup> 5 years, thereafter reducing by 10% per year on the anniversary date of the loan.
- Interest Rate 0%

### **Terms and Conditions**

- Title Insurance and Property Insurance required
- Collateral - 2<sup>nd</sup> Mortgage Lien on Improved Property
- Increase in Property Assessment will qualify for Five Year Tax Abatement
- Real Estate taxes must be current at the time application is made and kept current

### **Required Documents**

The application process is a 3-step process: 1) Preliminary Approval, 2) Improvement Plan Approval and 3) Contractor Proposal Submission. The following is needed for each step:

#### **Preliminary Approval**

- A completed and signed preliminary application form
- A description of intended use of funds, which may be amended following consultation with the Program's Architect
- Three years of federal tax returns (for interior loans)
- A personal financial statement of each guarantor (for interior loans)
- A copy of lease on property if not occupied by owner
- Non-refundable application fee of \$250, which will be credited toward the owner's equity contribution.

#### **Improvement Plan Approval**

- A completed Façade Improvement Plan prepared in consultation with Program Architect
- Rendering of proposed new facade
- A project estimate prepared by the Program Architect
- Pictures of existing façade on all exposed sides

#### **Contractor Proposal Submission**

- Actual Project Costs as indicated by contractor proposals
- Description of Interior Improvements if participating in low-interest loan program
- Interior Renovation contractor proposals if participating in low-interest loan program

#### **Note:**

The creditworthiness of the applicant as determined by the Loan Program Underwriting, Loan Committee, and the previously mentioned criteria, will determine approval or denial of a loan. The Loan Committee for this Loan Program reserves the right to waive any of the above requirements should any of the above requirements become a deterrent to economic development or the worthiness of a project.

Any information contained in this document, including program terms, conditions and availability is subject to change without notice.

## **Interior Improvement Program**

The Interior Improvement Program is available to property owners that participate in Operation Facelift. The purpose of the program is to finance improvements that improve the building but are not eligible under the exterior facade Improvement Program such as roof improvements, new flooring, ceilings, etc. The program guidelines are as follows:

- Must be a participant in Operation Facelift.
- Maximum amount of loan is \$100,000 for non targeted retail and up to \$300,000 for targeted retail that include food related retail, entertainment and other specialty businesses that further enhance the redevelopment of downtown as determined by the Loan Committee and City Council.
- A 10% equity contribution is required
- Interest rate on the Interior Improvement Program is 2.5%.
- Term of the loan is up to 15 years depending on use of funds.
- This loan is subject to the same underwriting criteria as the UEZ loan program.

### **Steps in program participation** (Provided for illustrative purposes only.)

- 1) Property owner or prospective owner with site control submits preliminary application and \$250 non-refundable application fee along with required documents to the City of Vineland Director of Redevelopment.
- 2) City staff confirm property ownership, existing liens on property, zoning compliance and applicant's credit worthiness.
- 3) Property Owner and Program Architect develop a Property Improvement Plan that conforms to the Main Street Vineland Design Guidelines along with a cost estimate prepared by Program Architect.
- 4) Property Improvement Plan is submitted to the Program Design Committee for their review. The committee recommends to the Director of Redevelopment that the Plan be accepted, rejected or modified.
- 5) The Director of Redevelopment certifies the Plan, with or without modifications, or rejects the Plan.
- 6) An application for the Interior Improvement Plan must be submitted at this time if the property owner wishes to make interior improvements.
- 7) The certified Plan is then given to the property owner to implement utilizing his or her own architect for developing construction plans and specifications and obtaining contractor proposals.
- 8) Contractor proposals are submitted to the Director of Redevelopment to determine actual cost of project.
- 9) The Property Improvement Plan with contractor costs, along with the Interior Improvement loan request if the property owner is participating, is forwarded to the loan committee for approval. A letter of commitment is given to the owner for permanent financing as determined by contractor proposals.
- 10) A mortgage lien is placed on the Main Street property for a period of 15 years.

## **Storefront Improvement Program**

### **Existing Businesses:**

Grants will be made to eligible business owners, whether property owner or tenant, who are Urban Enterprise Zone certified, *and in business 2 years or longer*, to address a combination of the following areas of a building's exterior front.

- Cleaning and Painting
- New awnings and signs
- Exterior wall repairs, including the repair, restorative installation of decorative details and other design features
- Building mounted façade lighting
- Entries, door and window repairs and replacements
- Miscellaneous façade improvements
- Façade code violation eradication

The project will offer an outright grant not to exceed \$3,750 per business to offset the cost of façade improvements. The business owner must provide a matching contribution of \$1,250 or an 80/20% matching plan. The grant will induce neighboring owners and businesses to participate in the façade project and instill a renewed sense of civic pride.

### **New Businesses:**

Grant for signage will be made to eligible business owners, whether property owner or tenant, who are Urban Enterprise Zone certified, *and in business for less than 2 years*.

The project will offer an outright grant not to exceed \$1,000 per business to offset the cost of signage. The business owner must provide a matching contribution of 20%. Should 80% of the sign project exceed \$1,000, the additional cost will be the responsibility of the business owner.



*Please make sure that your business has been certified as an Urban Enterprise Zone (UEZ) business before completing and submitting this application. For more information on how to become a certified UEZ business, contact 856-563-0440.*

*Please complete the attached  
State of New Jersey, Division of Taxation - UZ-5-SB-A form.*

# LOAN - GRANT - PROJECT

UZ-5-SB-A  
10-10

## STATE OF NEW JERSEY DIVISION OF TAXATION

### Application for Exemption from Sales Tax on Purchases of Goods and Materials for Exclusive Use or Consumption within an Urban Enterprise Zone

1. NJ Taxpayer ID #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ / \_\_\_\_\_

2. Name of Business (Individual, Partnership or Corporate Name) \_\_\_\_\_

Trade Name/Alternative Name (if any) \_\_\_\_\_

Business Address in the Urban Enterprise Zone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail Address \_\_\_\_\_

3. Contact Name \_\_\_\_\_

4. Contact Telephone Number \_\_\_\_\_ 5. Contact E-mail Address \_\_\_\_\_

6. Principal Product or Service \_\_\_\_\_

7. Re-certification Beginning Date \_\_\_\_\_ Re-certification Ending Date \_\_\_\_\_

8. UEZ File Number \_\_\_\_\_

Please check the following box that pertains to your business. The Division will verify the business gross receipts based on the tax data available.

The business gross receipts from all locations of this business entity for the prior annual tax period were less than \$10 million. I am requesting that you certify the business listed above as a qualified small business and that you issue to this business a UZ-5-SB Exempt Purchase Certificate.

The business gross receipts from all locations of this business entity for the prior annual tax period were \$10 million or more. I will be applying to the Division of Taxation for refunds of any use tax and/or sales tax paid at the point of purchase for goods and materials purchased by this business entity for use or consumption exclusively at its zone location.

The business listed on this application must be in full tax compliance with the State of New Jersey before any certification, recertification of eligibility in the Urban Enterprise Zone (UEZ) program, or the awarding of a business incentive or grant associated with the UEZ program is authorized.

I consent to the release of information by the Division of Taxation to the Urban Enterprise Zone Authority (within the New Jersey Department of Community Affairs), municipal Urban Enterprise Zone coordinators, and the New Jersey Division of Revenue, which shall be limited solely to the business's tax compliance status and verification of annual gross receipts for the duration of the application and renewal processes.

Signature of Owner, Partner or Officer

Print or Type Name and Title

Date

**THIS FORM MUST BE COMPLETED, SIGNED, AND RETURNED TO YOUR MUNICIPAL UEZ LOCAL COORDINATOR, ALONG WITH YOUR APPLICATION FOR UEZ CERTIFICATION OR RE-CERTIFICATION**

**SEE INSTRUCTIONS ON REVERSE SIDE**

PLEASE READ THESE INSTRUCTIONS CAREFULLY BEFORE COMPLETING THIS FORM. PRINT OR TYPE ALL INFORMATION.  
FAILURE TO PROPERLY COMPLETE THE ENTIRE APPLICATION WILL DELAY YOUR QUALIFICATION FOR THIS SALES TAX BENEFIT.

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## INSTRUCTIONS

### General Instructions

Retail sales of personal property (except motor vehicles and energy) and sales of services (except telecommunications and utility services) to a qualified business for the exclusive use or consumption of such business within its business location in an enterprise zone are exempt from the taxes imposed under the Sales and Use Tax Act (N.J.S.A. 54:32B-1 et seq.).

Effective July 15, 2006, Chapter 34, P.L. 2006 revised the Urban Enterprise Zones Act (N.J.S.A. 52:27H-60, et seq.). The purchase exemption for purchases made by the qualified business remains effective; however, procedural amendments to the law now require the sales tax to be collected on sales made to qualified businesses, unless the business is a "small qualified business" (annual gross receipts less than \$10 million in the prior annual tax period). For purposes of the point of sale exemption, sellers can no longer rely on the qualified business' prior exemption certificate (UZ-5). A "small qualified business" must furnish a UZ-5-SB to its supplier. A qualified business that is not a "small qualified business" must pay sales tax at the point of purchase, or self-assess use tax, and apply to the Division of Taxation for a refund within one year of the purchase, on the proper form (A-3730-UEZ) and in accordance with procedures prescribed by the Division of Taxation. General instructions can be found on the Division's Web Site at [www.state.nj.us/treasury/taxation/pdf/other\\_forms/uez/a3730uez\\_claimin.pdf](http://www.state.nj.us/treasury/taxation/pdf/other_forms/uez/a3730uez_claimin.pdf). Form A-3730-UEZ which can be accessed at <http://www.state.nj.us/treasury/taxation/a3730uez.xls> is downloadable, but cannot be filed on-line.

The partial sales tax exemption (3.5%) offered by certified retail businesses was not changed by revisions to the law.

An application must be completed annually upon application for continued participation in the UEZ program.

### Specific Instructions

The following instructions refer to the numbered entry items on the application.

- ITEM 1** Enter the NJ Taxpayer ID# your business received when you registered your business for state tax purposes, with the Client Registration Branch (NJ Division of Revenue). This must be the ID# used for state tax filings for the exact location completing this application.
- ITEM 2** Enter the name of the business, and trade/alternative name, if any, as registered with the Division of Taxation and the address where the business is located within the zone. Also provide the e-mail address of the business. If you are an inc., LLC, LLP, or LP, the trade/alternative name, if different from the business name, must be registered with Commercial Recording. Sole proprietors and general partnerships are not required to register their trade/alternative names on a state level, but may be required to register them on a County and local level.
- ITEM 3** Enter the name of a person knowledgeable about the business and available for contact.
- ITEM 4** Enter the business location's telephone number where the person entered in Item 3 can be reached.
- ITEM 5** Enter an e-mail address for the contact person.
- ITEM 6** Enter the principal product your business sells or the principal service your business provides.
- ITEM 7** Enter the beginning and ending dates for the re-certification period for which you apply for UEZ qualification. Leave blank if this is a first-time application for UEZ qualification.
- ITEM 8** Enter your UEZ File Number, if any. This number may be found on letters your business receives from the UEZ Authority.

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\*Effective 12/17/08, the gross receipts criterion for certification as a "small qualified business" was increased to \$10 million, by P.L. 2008, c. 118.

# City of Vineland

## Façade Improvement Program

### Preliminary Application

This form is designed to provide the City of Vineland with sufficient information to determine eligibility for participation in the Façade Improvement Program. Once preliminary approval is granted, a Property Improvement Plan must be submitted for approval followed by actual cost estimates.

Please Note: There is a **\$250.00 non-refundable application fee** payable to Vineland Development Corporation when submitting this application.

#### *Applicant Information*

Name of Property Owner/Entity \_\_\_\_\_

Business Address \_\_\_\_\_  
 \_\_\_\_\_

Mailing Address \_\_\_\_\_  
 \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

Mobile # \_\_\_\_\_ Fax # \_\_\_\_\_

e-mail \_\_\_\_\_ website \_\_\_\_\_

Legal Structure of Ownership \_\_\_\_\_ UEZ Certification Date \_\_\_\_\_

List all owners and/or stockholders with 20% or more of total ownership:

<i>Name &amp; Title</i>	<i>Social Security #</i>	<i>Date of Birth</i>	<i>Percentage Owned</i>

***Business Information (Mainstreet Business)***

Legal Name of Business (\*) \_\_\_\_\_  
(\* This is the name you used to register your business with the State of New Jersey.

Address of Business Property \_\_\_\_\_

Years in Business \_\_\_\_\_ UEZ Certification Date \_\_\_\_\_ Tax ID \_\_\_\_\_

Property is: Occupied by Owner \_\_\_\_\_ Leased \_\_\_\_\_

Name of Tenant if Leased \_\_\_\_\_

Original Date of Lease \_\_\_\_\_ Expiration Date of Lease \_\_\_\_\_

***Financial Information***

Existing Loans Payable (Property Owner)

Creditor Name & Account Number	Original Amount	Loan Date Mo/Yr	Term	Interest Rate	Outstanding Balance	Collateral

***Accountant and Attorney Information***

Name of Accountant: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Name of Attorney: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_



I/We authorize the City of Vineland to investigate my/our personal and business financial credit history as necessary to process a mortgage loan application and share this information with associated lending institutions. The undersigned authorize any person or consumer reporting agency to give you any information it may have on the undersigned. Each of the undersigned authorizes you to answer questions about your credit experience with the undersigned. THE UNDERSIGNED, in applying for financial assistance from the City of Vineland Façade Improvement Program and/or Vineland Urban Enterprise Zone Loan Fund, recognizes that prior to receiving any financial assistance he or she will agree to comply with all federal, state and local laws and regulations to the extent that such are applicable. The purpose of the loan is to support business activities for which traditional credit is not otherwise available on terms and conditions which would permit the completion or operation of the project.

\_\_\_\_\_  
**Name of Business**

\_\_\_\_\_  
**Signature/Title**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature/Title**

**EQUAL CREDIT OPPORTUNITY ACT**

The Federal Equal Opportunity Act prohibits creditors from discriminating against credit applicants on the basis of race, color, religion, national origin, sex, marital status, age (provided that the applicant has the capacity to enter into a binding contract); because all or part of the applicant's income derived from any public assistance program; or because the applicant has in good faith exercised any right under the Consumer Credit Protection Act. The Federal agency that administrates compliance with this law concerning this creditor is the Federal Trade Commission, Equal Credit Opportunity, Room 500, 633 Indiana Avenue, N.W., Washington, DC 20580.