

## CITY OF WILDWOOD - NEIGHBORHOOD PRESERVATION PROGRAM

The New Jersey Department of Community Affairs (DCA) and the City of Wildwood entered into an agreement to administer the Neighborhood Preservation Program (NPP) in the Pacific Avenue NPP District in order to address the comprehensive revitalization needs within the targeted area. See “Exhibit A” for the boundaries of the Pacific Avenue NPP District.

The City of Wildwood and District Stakeholder Team have developed an NPP Implementation Plan which includes comprehensive revitalization goals and a budget to accomplish the objectives of the plan.

This manual identifies the policy and procedures that the City of Wildwood will follow in accomplishing the projects detailed in the Implementation Plan. This procedural manual will be in effect for the duration of the NPP grant in the City of Wildwood from October 1<sup>st</sup>, 2021 to the December 31<sup>st</sup>, 2026.

The NPP Program in the City of Wildwood will provide various types of assistance to commercial and residential property owners within the NPP neighborhood district, including:

- Façade Rehabilitation Assistance
  - Commercial Façades
  - Residential Façades
  - Historic Façade Preservation
- Material Grants
  - Commercial Facades
  - Residential Facades
- Business Assistance Grants
  - Visual Merchandising Assistance for Commercial Properties
  - Branding, Signage, and other Design Assistance
  - Business Marketing Support
- Placemaking
- District Amenities
- Catalyst Projects

## COMMERCIAL AND RESIDENTIAL FAÇADE REHABILITATION GRANT

The NPP program in the City of Wildwood will provide rehabilitation assistance for needed exterior (façade) repairs to eligible property owners in the Pacific Avenue NPP District. This assistance will be provided for properties that are used for both commercial or service activities and residential housing.

NPP will provide a portion of the total cost of the exterior renovations needed on a property. *The property owner will be responsible for providing the remaining cost of rehabilitation through documented sources as well as any taxes due because of the grant.* The amount of this assistance will not exceed \$5,000 in any NPP program year.

The NPP portion of the assistance will be provided as a Grant to the property owner.

The maximum amount of assistance provided to any one property owner under this grant will not exceed \$5,000 over the course of the 5-year program.

For all projects, a pedestrian-legible sign must be placed on site during the period of work and at least one week after completion of the project that lists all funding partners with logos including NPP and the NJ Department of Community Affairs.

### BASIC ELIGIBILITY REQUIREMENTS FOR COMMERCIAL AND RESIDENTIAL FAÇADE GRANT PROGRAM

In order to be eligible for a Façade Grant the property owner must be current on their real estate taxes for said property and the work on the property must be:

- visible from the street,
- located in the Pacific Avenue NPP District,
- free of any major code violations,
- in alignment with the strategic goals identified in the approved NPP Implementation Plan.

Grant applications for exterior repairs on side(s) or rear walls will ONLY be considered if:

- the side or rear walls are publicly visible,
- the front façade of said property has been addressed (or will be addressed at the same time as the side and/or rear),
- all other eligible applications for street façades in the NPP District have been fulfilled,
- the local NPP Coordinator receives written approval by the NPP Team Member.

### PROPERTY OWNER'S CONTRIBUTION

The property owner or business owner applying for the façade grant may be required by your local NPP entity to provide a minimum match for their project. This match is not to exceed the amount of the grant given. Typically, this match requirement is for commercial and mixed-use facades only.

Projects which exceed the maximum grant award of \$5,000 require the owner to provide the difference between the maximum grant award and total cost of the project. Funds for this difference must be placed in escrow with the City of Wildwood prior to the commencement of construction.

## OWNER ELIGIBILITY

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### COMMERCIAL PROPERTY/BUSINESS OWNERS ELIGIBLE FOR FAÇADE GRANTS

Commercial Façade Grants will be made available to: Commercial Property (Business) Owners, Commercial Property Non-Business Owners and Vacant Storefront Property Owners. Occupied buildings with active businesses will be prioritized for commercial façade and storefront assistance. Commercial Property Resident Owners who live above their commercial building will be processed as a Commercial Façade Grant.

#### COMMERCIAL PROPERTY (BUSINESS) OWNERS

Commercial Property Business Owners (defined as individuals or entities that own a commercial building AND operate a business out of said building) are eligible to receive assistance if they meet the Basic Eligibility Requirements.

#### COMMERCIAL PROPERTY NON-BUSINESS OWNERS (RENTS TO BUSINESS OWNER)

Commercial Property Non-Business Owners (defined as individuals or entities that own a commercial building BUT DO NOT OPERATE the business located in said building) are eligible to receive assistance if they:

- Rent space to an active business, and
- Have a business tenant with a verifiable lease of more than one year in length

#### VACANT COMMERCIAL PROPERTY OWNERS

Commercial Façade Improvement Grant assistance is available for Vacant Commercial Property owners if:

- The commercial building owner can produce a verifiable lease for an incoming tenant to begin in the same calendar year as the project completion, and
- The NPP Implementation Plan contains a strategy that would require addressing said property type

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### RESIDENTIAL PROPERTY OWNERS ELIGIBLE FOR FAÇADE GRANT

The NPP program in the City of Wildwood, in accordance with their NPP Implementation Plan, will provide assistance to:

- Residential homeowners of single-family units
- Residential owner occupants of a multi-family unit (two to six units)
- Rental property units are eligible for assistance if the owner resides in one of the units.
- If a structure has been converted to a rental property, it must be a legal conversion.
- The multi-family unit cannot exceed 6 units.

## ELIGIBLE IMPROVEMENTS

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### ELIGIBLE IMPROVEMENTS – COMMERCIAL FAÇADE GRANTS

Commercial Façade (and Storefront) Improvement Grants will be used for comprehensively restoring, beautifying, or enhancing the publicly visible storefront or entire façade of a commercial/mixed-use building.

Eligible improvements include:

- Uncovering and restoring historical facades and storefronts,
- Removing existing damaged or poor-quality facade materials,
- Replacing damaged or poor-quality materials with more appropriate and attractive designs materials,
- Replacing signs (both projecting and sign bands) and awnings,
- Replacing inappropriate exterior lighting with appropriate exterior lighting or adding appropriate exterior lighting,
- Restoring or replacing other authentic detailing which leads to a substantially enhanced appearance,
- Roof repair or replacement where visible from street,
- Removing exterior or interior closed storefront security grates entirely or replacing them with open-link interior security grates,
- ADA egress compliance projects,
- Sidewalks that are the responsibility of the property owner.
- Windows, doors, exterior cleaning, tuck-pointing, painting, shutters, gutters, and historical architectural elements (such as cornices) may be funded as part of a more comprehensive facade improvement.

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### INELIGIBLE IMPROVEMENTS – COMMERCIAL FAÇADE GRANTS

Improvements that are not eligible to receive assistance under the Commercial Façade (Storefront) Grant include:

- Paving
- Maintenance
- Billboards
- Exterior walls not visible from the street

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### ELIGIBLE IMPROVEMENTS – RESIDENTIAL FAÇADE GRANTS

Assistance for the rehabilitation and restoration of residential units is restricted to exterior improvements that can be seen from the “street”.

### COMMERCIAL AND RESIDENTIAL FAÇADE GRANT APPLICATION SELECTION PROCESS

The City of Wildwood will accept applications from all eligible property owners.

If the number of applications for either façade grant program exceeds the amount allocated in the budget of the Implementation Plan, projects will be completed on a first come, first-served basis based on the date and time of receipt of the application. Please see “Exhibit C” for more information about the application and construction process.

### REQUIRED COMMERCIAL AND RESIDENTIAL FAÇADE GRANT FILES

The NPP Program in the City of Wildwood will keep a complete set of program files as outlined in the “Exhibit F”.