



DOWNTOWN DEVELOPMENT AUTHORITY

CHAIRMAN JIM EYRE, MEMBER JOHN BEMIS, MEMBER JOSH BARE, MEMBER BRENDON FRAZIER,
MEMBER TIM MORESCO, MEMBER LAUREN SUMMERS, MEMBER LIZ JACKSON

January 24, 2024

SKIN ALLEY IMPROVEMENT GRANT PROGRAM

Dear Property/Business Owner,

On behalf of the Downtown Development Authority of the City of Norcross (DDA), I am pleased to offer the attached Skin Alley Improvement Grant Program for 2023-2024. The goal of this program is to provide a financial incentive to new or existing property and business owners that front on Skin Alley in the downtown Norcross area who invest in either 1.) A New Food & Beverage Business on Skin Alley or 2.) Expands their current Food & Beverage business to include an active entrance on Skin Alley.

The program can provide matching grants of up to \$10,000 per property.

The DDA has allocated \$50,000 in matching funds for the program, for a total of \$100,000 in public/private investment to activate Skin Alley as a pedestrian destination in the city's vital downtown area.

Any new or existing business is eligible to apply for a matching grant for the approved renovation projects described in Sections 2 and 3 of the attached guidelines. Applications will be reviewed by the DDA Board Members within five-eight weeks of receiving your application.

Please note that applications will be reviewed in the order in which they are received. After reviewing the enclosed Program Guidelines and Application Form, please contact me for additional information at 678-628-8793.

We hope that you will take full advantage of the opportunity this matching grant program presents. As our business community continues to fully activate their Skin Alley properties, downtown Norcross will also continue to flourish.

Sincerely,

Stephanie Newton

Stephanie Newton
Downtown Manager



CITY OF NORCROSS

SKIN ALLEY IMPROVEMENT GRANT

PROGRAM GUIDELINES

1. PURPOSE AND OVERVIEW

The Downtown Development Authority of the City of Norcross (DDA) Skin Alley Improvement Grant Program is intended to stimulate investment to activate Skin Alley as a pedestrian destination in Norcross.

Matching funds are available for eligible improvements to new or existing businesses along Skin Alley. Improvements must provide new food or beverage establishments or re-engage existing businesses with Skin Alley to activate the area in support of Norcross City Council's Skin Alley pedestrian initiative. Improvements will preserve the individual character of each building with its unique features, while making a contribution and impact to the appeal of the Skin Alley area for pedestrian activity. Note that all such improvements must meet the Architectural Review Board's (ARB's) design standards.

The Skin Alley Improvement Grant Program is funded by the DDA and is administered by the Downtown Manager. The DDA will determine the amount of the matching funds based on the proposed change, grant funds available, and the number of requests under consideration.

2. SKIN ALLEY IMPROVEMENT GRANT ELIGIBILITY CRITERIA

- Eligible project locations include:
 - Properties fronting along Skin Alley.
- Eligible projects must be located on properties with a commercial zoning designation that front directly on Skin Alley. For location eligibility confirmation, please contact the City of Norcross Downtown Manager at 678-628-8793.
- Eligible participants include new and existing commercial and mixed-use property owners and business owners. Government entities, churches, residential zoned properties and national franchises of all types are excluded. If the property is leased, the property owner must consent to the proposed project. This consent may be provided in the form of an owner consent letter, or the property owner may co-sign the grant application.



- Priority will be given to proposed food or beverage activity in buildings that are visually prominent on Skin Alley and provide a real draw for pedestrian traffic to the area.
- To qualify for a Skin Alley Improvement grant, projects must result in improvements that:
 - Add a new Food & Beverage Business or activate an existing Food & Beverage business entrance to Skin Alley.
 - Provide a fresh active use to the Skin Alley area that will draw additional pedestrian traffic to the area and positively contribute to the appearance and vitality of Skin Alley in Downtown Norcross.
- Eligible projects must:
 - Be in accordance with all government rules, regulations, and laws, including but not limited to the City of Norcross' ordinances and building codes, and the ARB's Architectural Design Standards.

3. GUIDELINES FOR SKIN ALLEY IMPROVEMENTS

- Potentially eligible work is limited to new food or beverage establishments in existing buildings or new additions to current structures providing an active entrance facing Skin Alley.
- From minor improvements to full-scale restoration or building additions, a wide range of investment proposals will be considered, including but not limited to:
 - new build or restoration of buildings fronting Skin Alley to provide direct access.
 - painting
 - signs
 - canopies and awnings
 - exterior & interior improvements to accommodate an existing or new food or beverage establishment that activates Skin Alley
 - new connection to the Skin Alley grease trap system and/or grease trap connection fees
 - new entrances
 - decks, patios or other improvements to encourage the pedestrian engagement of Skin Alley
 - masonry cleaning (by gentlest means possible)
- Ineligible work includes but is not limited to:
 - Existing structures along Skin Alley that do not provide an active Food & Beverage establishment or new Entrance to an existing food or beverage business that encourages Skin Alley pedestrian activity.
 - New businesses that are not under the category of Food & Beverage.
- Colors should be harmonious with the neighboring structures and comply with the ARB's design standards.



- Inappropriate chemical cleaners and sandblasting are strictly forbidden for surface cleaning of structures, due to possible damage to aged building components.
- The size, color, and shape of a sign should comply with local sign ordinances and add a contemporary interpretation of the historic flavor of the area. **Final approval of signage must be granted by the Community Development Department before the DDA will fund its share of the Project.**
- Participants assume full responsibility for all aspects of the project, any relationships with contractors and suppliers, and securing all necessary municipal approvals, including a Certificate of Appropriateness from the Architectural Review Board.

4. APPLICATION GUIDELINES

The attached application form is to be submitted to: Stephanie Newton, 65 Lawrenceville Street, Norcross, GA, 30071 (stephanie.newton@norcrossga.net). Applicants interested in this program should also consult with members of the ARB, which may be of assistance during project design and proposal. For more information, please contact Stephanie Newton, 678-628-8793.

Applications will be reviewed by the Downtown Manager within four weeks of receipt and in the order received. Only complete application packages will be reviewed by the DDA. A complete application package includes the attached form and all supporting materials as specified in the instructions. Incomplete application packages will be returned to sender.

5. APPLICATION REVIEW

The Downtown Manager authorized by the DDA, shall:

- (a) Review each application package for completeness;
- (b) Make a determination regarding eligibility; ineligible applications will be denied by the Downtown Manager
- (c) Classify the project as either a minor or major improvement; and
- (d) Provide a grant recommendation, based on information provided in the full and complete grant application package, to the DDA for consideration.

Each application package will be judged by the following standards for review:

- Priority will be given to projects that (i) provide a new Food & Beverage establishment with direct access to Skin Alley; and (ii) activate the Skin Alley entrance and/or frontage of an existing Food & Beverage establishment fronting Skin Alley.
- Extent to which the project advances the goals presented within the application.
- The project's positive impact on the walkability and activation of the Skin Alley



- streetscape and pedestrian atmosphere.
- Prominence of the building on Skin Alley.
 - Quality of the work proposed.
 - Level of match participation by the applicant.
 - Range of projects completed and proposed as part of the Skin Alley New Business Grant program.
 - Any other relevant factors deemed by the DDA to be applicable.

Recommendations for the Skin Alley Improvement Grant Program will then be given to the DDA for their review and consideration.

No later than two weeks after the DDA meeting date, each applicant will receive a confirmation letter indicating the grant award decision, or in some cases a request for additional information. In the instance of a decision to deny or table an application, the letter will indicate the Committee's reason for doing so. The DDA reserves the right to table, deny, or request modifications in any or all application packages, in whole or in part, and to negotiate changes in the proposed project. In the case of denial by the DDA, the applicant can address the issues identified and re-apply for a grant. If the application is denied a second time, the applicant can appeal the decision before the DDA.

6. GRANT AWARDS

Approved projects will be reimbursed at fifty percent (50%) of the approved project's total cost, up to a maximum grant of \$10,000 per property.

However, if extensive renovation/build is required, the DDA may consider the application as an Exceptional Case and recommend the maximum award be greater than \$10,000, still with 50% matching funds from business or property owner.

The DDA reserves the right, at its sole discretion, to recommend funds and bonuses as it determines best achieve its purposes and in amounts appropriate to encourage the projects it deems most beneficial. Many factors are considered, such as the budget, number of applicants, financial considerations, applicant match, mixture of proposed projects, and the extent to which projects fulfill the goals and standards for eligible projects as set forth above.

Reimbursements may not exceed fifty percent (50%) of the total cost of the project up to \$10,000 per property unless prior approval for a bonus is obtained.



*The below categories are eligible for a bonus;

- New Food & Beverage establishment with access only from Skin Alley 50% bonus
- Existing Food & Beverage establishment with new activity with primary access from Skin Alley 25 % bonus

7. PROJECT COMPLETION

The DDA shall classify each proposed project as either a minor improvement or a major improvement based on project type and scope. Minor improvements must be started within thirty (30) days of receipt of the confirmation letter and any required City approvals and completed within ninety (90) days of such receipt, or re-application is required. Major improvements must be started within ninety (90) days of receipt of the confirmation letter and any required City approvals and completed within twelve (12) months of said receipt, or reapplication is required. To qualify for reimbursement, all work must be completed in conformance with approved plans and final approval for the work received from the City.

All Food & Beverage establishments and improvements must remain in place and be maintained in good order for a period of five (5) years. Property taxes, business license and all permits must be current and kept current during the five-year period. Any graffiti and vandalism must be repaired by the applicant within 15 days during this time period. If improvements are removed or not maintained or any other violation occurs, the DDA may at its discretion seek reimbursement for the total amount of the Skin Alley Improvement grant. If property ownership should change within these five years, the new owner will not be bound by the provisions of this paragraph.

8. REIMBURSEMENT

After project completion, applicant is reimbursed with awarded grant funds upon:

- a) Satisfactory completion of the project with conformance to approved plans;
- b) DDA Receipt of a reimbursement request plus all receipts and proof of payment;
- c) Written approval from City that any improvements comply with all applicable municipal rules, laws, ordinances and regulations; and
- d) Reaffirmation of applicant's commitment to maintain project improvements.



All reimbursement requests are to be submitted to Skin Alley Improvement Grant Committee, c/o Stephanie Newton, 65 Lawrenceville Street, Norcross, GA 30071. The DDA reserves the right to increase or decrease a grant award in accordance with receipt of actual expenditures.

Applicants interested in this program should consult with members of the ARB, which may be of assistance during project design and proposal. For more information, please contact Stephanie Newton at 678-628-8793.



SKIN ALLEY IMPROVEMENT GRANT PROGRAM APPLICATION FORM

OPEN RECORDS NOTICE

All information submitted may be subject to public disclosure under the Georgia Open Records Act and other applicable laws.

1. APPLICANT INFORMATION

Applicant full Name

Business Name

Application Date: _____

Mailing Address

(Contact)

(Telephone)

(E-Mail)

2. PROPERTY INFORMATION

Norcross Street Address

- Owner-Occupied, OR
- Leased from Owner (if so, complete information below)

Owner's Name

____Property Owner Signature [at 6. Authorization], OR ____Property Owner Consent Letter [attached]

Mailing Address

Contact:

(Telephone)

(E-Mail)



3. PLANS FOR PROPOSED IMPROVEMENTS AND FOOD & BEVERAGE ESTABLISHMENT

4. PROJECT SCOPE

- Project Dates:

Proposed beginning date*: - _____ Anticipated Completion date _____

*Project start date, or the date for start of work to be included in the grant award.

- Details of Proposed Work with Projected Costs:

Item 1	Est. Cost
Item 2	Est. Cost
Item 3	Est. Cost
Item 4	Est. Cost
Item 5	Est. Cost

5. PROJECT BUDGET

Total Project Cost: \$ _____

Grant Amount Requested: \$ _____

Applicant Match¹ Intended: \$ _____

QUOTES

> Provide an itemized estimate.

> Have two quotes for work items >\$100



6. AUTHORIZATION

I, _____ do hereby make an application to the Downtown Manager for Skin Alley Improvement Grant for the above project. I verify that the information in this application and its attachments is valid and correct. I verify that I have reviewed and understand the rules and regulations set forth in the City of Norcross Skin Alley Improvement Grant Program Guidelines, and I agree to be bound by same.

I understand any changes in the approved project must be re-approved or I could forfeit funding for the above project(s). I agree to maintain the improvements in place and in good order for five (5) years, making repairs as necessary, or I may be held responsible for reimbursing the DDA the total amount of the revitalization grant.

I understand that receipt by the Downtown Manager of my application does not obligate DDA in any way, indicate any funds are available, or that my application will be approved. I understand that furnishing false or misleading information can lead to denial of my application and/ or bar me from receipt of any funds.

Signature of Applicant

Date

Signature of Owner (or consent letter)

Date

Signed and Sealed in presences of:

Notary Public (SEAL)

My Commission Expires: _____

7. APPROVAL TRACKING

Date Application Submitted: _____

Submitted to FGC Committee: _____

Approved by DDA: _____

Reimbursement Request Submitted: _____



CHECKLIST

- ❑ Fully complete and signed application.
- ❑ Property owner consent letter (if leased).²
- ❑ Complete and itemized project description with architectural drawings and description of new or expanded Food & Business establishment. (Note: A detailed sketch of the facade with improvements made is recommended.)
- ❑ Project budget based on vendor quotes.²
- ❑ Certificate of Appropriateness from the Community Development Department.²

² PLEASE NOTE: These items may be submitted separately; however, these items must be submitted within two (2) weeks of the application deadline. Applications without all the checklist items will be considered incomplete and returned.