



# Baybrook Façade Improvement Grant

## Information Packet

Make improvements to your building exterior with a grant from the Greater Baybrook Alliance!

Contact Elias Hinderberger, the program manager, to apply or ask questions:  
[elias@greaterbaybrookalliance.org](mailto:elias@greaterbaybrookalliance.org) - (443) 219-7212

SIGNAGE \* WINDOWS \* DOORS \* CORNICE \* PAINTING \* EXTERIOR FINISHES \* LIGHTING



The Baybrook Façade Improvement Grant is administered by The Greater Baybrook Alliance. Visit [www.greaterbaybrookalliance.org](http://www.greaterbaybrookalliance.org) for more information about other programs and grant opportunities.

# About the Baybrook Façade Improvement Grant (BFIG)

The BFIG Program offers up to \$7,500 of matching money towards façade improvement projects (building front exterior) in the Greater Baybrook Commercial Target Area (see the map of City designated areas.) This program partners with the Baltimore Development Corporation to leverage up to an additional \$7,500 in grant funds for a total grant award of up to \$15,000.

Example: An improvement project costs a total of \$5,000 – grantees will be reimbursed \$2,500 from GBA's program and \$2,500 from the BDC incentive program.

## Why are Exterior Improvements Right for You?

The goal is to encourage businesses and property owners to improve the front exterior of their commercial properties, making these areas more attractive to shoppers and growing their vitality and economic performance.

Studies show that after exterior improvements:

- Sales improvements were sustained for several years,
- Sales increases exceeded increases in local taxes,
- The improvements attracted new businesses and shoppers to the area
- Owners/tenants of businesses in surrounding areas were motivated to make improvement

## How to Apply

*\*You must apply and be approved before beginning any work to be eligible for reimbursement!\**

1. Contact the Program Manager to discuss your ideas. GBA can assist you with all aspects of your application and project, from façade design to permit applications and contractor selection. Call Elias today at (443) 219-7212, or email him at [elias@greaterbaybrookalliance.org](mailto:elias@greaterbaybrookalliance.org).
2. Complete the BDC Façade Improvement Application (refer to the application later in this information packet for more details about the requirements of this application):
  - a. Determine project scope (if needed, obtain drawings/renderings)
    - You can request FREE architectural (concept) drawings, simply check the “Request for Design Services” box on your application.
  - b. Obtain a minimum of TWO estimates from two independent contractors
    - Estimates should be on the contractor’s letterhead
    - Two estimates are needed for each part of the work.
      - (Ex: Applicant requests funds for windows and awnings, but no company will provide both services. The applicant would then need FOUR total estimates: 2 for the window work and 2 for the awning work.)
    - Take “before” pictures of the building
3. Submit the application and above items to the Greater Baybrook Alliance Program Manager for design review.
4. Once approval is received, begin work! You have 30 days to begin work once you receive your approval letter, and 60 days to finish the project.
5. Submit receipts/proof of payment and completed pictures to Greater Baybrook Alliance for reimbursement, after the work is complete
6. Changes to the project proposal or an extension request must be sent in writing prior to work being done. Extension requests must be received one week prior to the project expiration date. Approval will be mailed.

## Eligibility

1. You must make significant aesthetic improvements to the front of your building, including new windows and doors, lighting and signage, repair of historic elements such as cornices, façade repair, and brick repointing.
2. The building must be within the Greater Baybrook Target Commercial Area- See the map below and ask Elias for more information.
3. Your building must be a commercial property in which you can confirm lease or ownership. Properties leased must show evidence of owner permission.
4. The property must be occupied by a business, or have evidence of plans to occupy (such as a lease agreement).
5. Designs should consider the history of the building, the culture of the corridor, and the identity of the business.
6. Maintenance of improvements is required.
7. Applicant/ Business must be in good standing with the federal, state, and local authorities. You can check your businesses standing with the state of MD here:  
[www.egov.maryland.gov/BusinessExpress/EntitySearch](http://www.egov.maryland.gov/BusinessExpress/EntitySearch)

## Additional Resources

1. The façade improvement program manager can assist you with all aspects of your project, from developing façade designs to assisting with permit applications and contractor selection. Please contact the program manager, Elias Hinderberger, for assistance. You can email him at [elias@greaterbaybrookalliance.org](mailto:elias@greaterbaybrookalliance.org) or call at (443) 219-7212
2. Depending on the scope, you may qualify for professional design assistance including an architectural consult and development of design drawing for an additional value of \$2,500. Please check the Design Assistance box on the application if you are interested.
3. Need a small business loan, or other types of assistance to establish your business? Our partner LEDC (described below) can assist you.
4. If you are considering an interior renovation to bring new business to the area, you may qualify for Greater Baybrook Alliance's Tenant Fit-Out Grant. Ask the program manager for details.
5. A similar program is offered to Anne Arundel County businesses through a partnership with GBA and the Anne Arundel Economic Development Corporation. Please contact GBA for more information, or visit our website at [www.greaterbaybrookalliance.org](http://www.greaterbaybrookalliance.org).

## Permits Reminder!

Baltimore City requires permits for most work done to hour building. Permits are required for signs, awnings, and any construction (as well as other improvement work).

To obtain a permit you must provide a permit application and drawings/ pictures of your business and the proposed work before beginning any work.

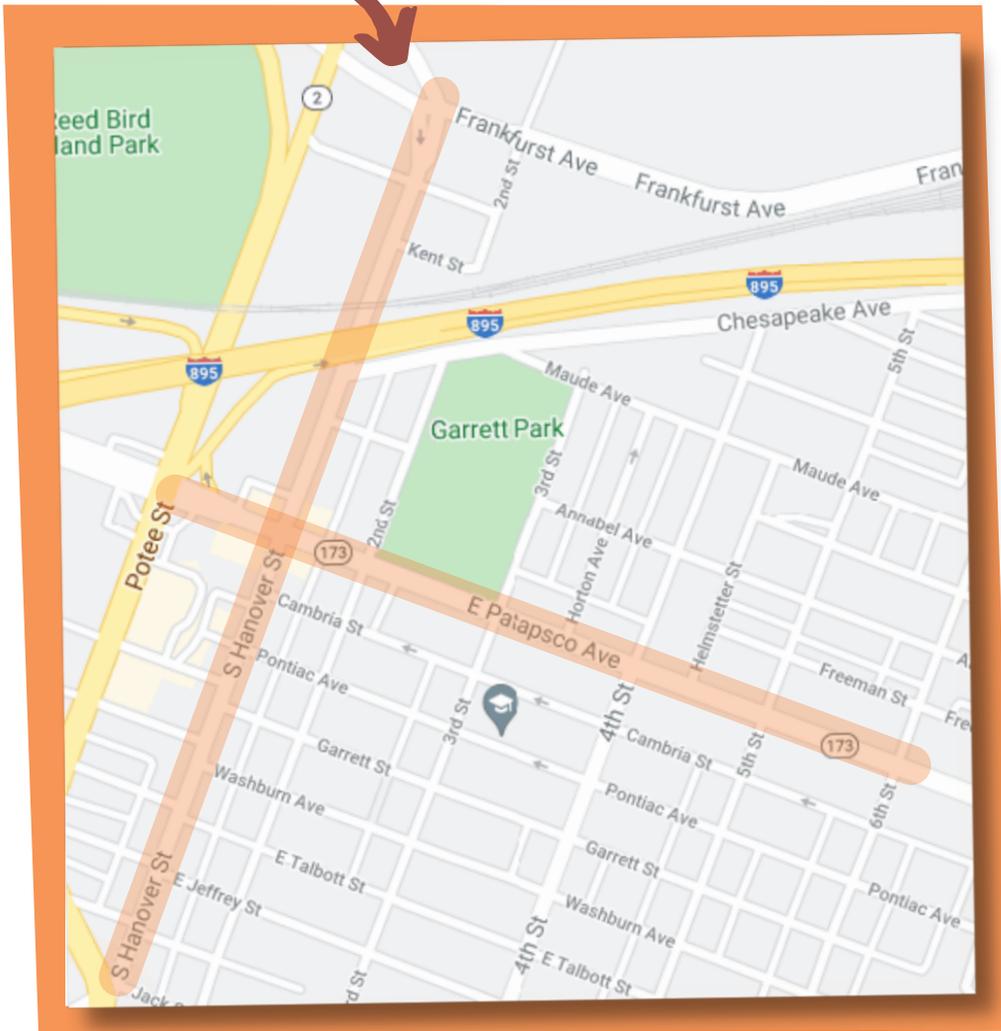
To get more info on permits, visit the Baltimore City permitting website at:  
[www.dhcd.baltimorecity.gov/pi/e-permits](http://www.dhcd.baltimorecity.gov/pi/e-permits)

*\*Any permits required for project proposal (relating to signs, awnings, construction) must be obtained and submitted after approval of the application and before beginning any work.*

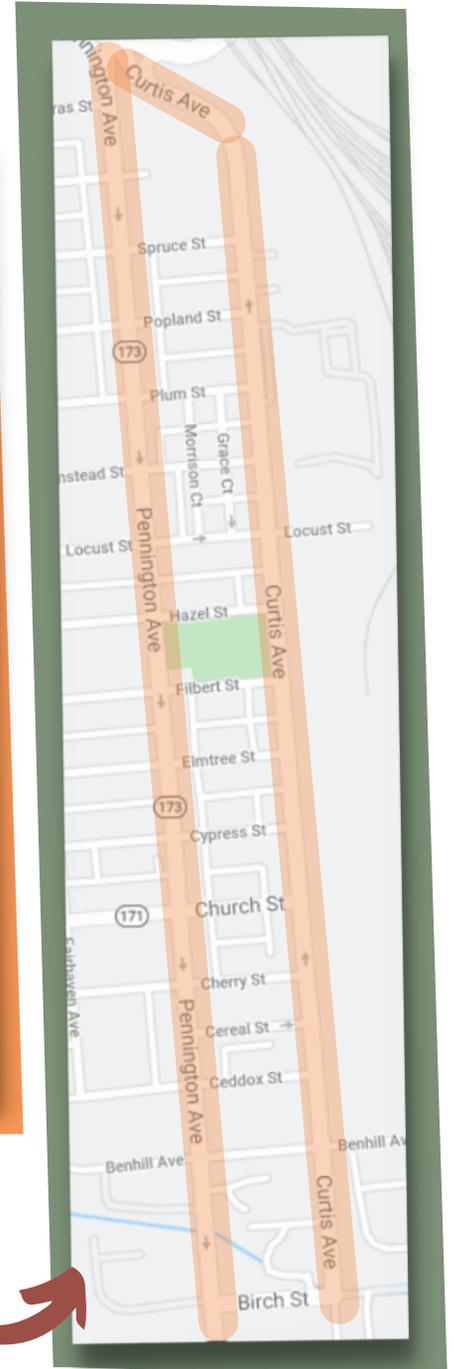
## Target Commercial Areas

Brooklyn & Curtis Bay

In Brooklyn, the target area extends along S Hanover St from Frankfurst Ave to Jack St, and along E Patapsco Ave from Potee St to 6th St.



In Curtis Bay, the target area extends down Pennington Ave from the intersection with Curtis Ave to Birch St, and along Curtis Ave from Birch St to Pennington Ave.



# Design Guidance

Designs should embrace the identity of the business, the culture of the corridor, and the history of the building

## Building Fronts and Sides

- Front:** Transparency, through windows or door openings, connect shoppers to your goods and services and allow for natural surveillance of the street from within. Building fronts should be clean, with no peeling paint or damage remaining after improvements are made.
- Details:** Historic features should be revealed if covered, repaired or replaced if damaged. Exposed wood should be painted or stained.
- Siding:** When possible, restoring the building material to original brick is preferred. Residential building materials like vinyl siding can make a business feel temporary instead of a reliable, permanent part of the neighborhood retail market.
- Awnings:** Can punctuate entrances and can be used as a place to display signage. Consider awnings that are eye-catching but avoid blocking unique architectural features or signs



## Windows and Displays

- Windows:** Storefront windows are a cost-effective way to market your products and services. Windows should not be filled with wall material or boarded up. Excessive window decals and signs can distract from your storefront and make it difficult for customers to find you.
- Signs:** Make a strong first impression! Signs should be easy to read and clearly communicate the name and identity of your business. Sign styles include hanging/protruding, wall-mounted, and window signs. Signage cannot cover more than 20% of the building storefront area. Signs cannot blink or change color.
- Lighting:** To improve the visibility of your store and increase safety, we highly recommend including lighting your storefront. Gooseneck lights are a classic way to provide lighting on your business sign, as well as the front sidewalk. Lighting interior windows can provide additional space to advertise your products and services.



# Sample Application

Refer to this guide to understand what kind of information and documentation you should prepare before applying. ***THIS IS NOT THE APPLICATION, USE IT AS A REFERENCE ONLY!*** When you're ready, contact the program manager and they will send you the official application to fill out online.

**Information Required:** You will need to have the following information prepared to complete the application.

1. Applicant contact info and mailing address
2. Business info
  - a. Business contact info and website
  - b. Commercial corridor
  - c. Registered Minority Business Enterprise (MBE)/ Woman Business Enterprise (WBE) status
  - d. Use/Occupancy permit #
    - i. (Note: Information required for all commercial/retail businesses. If you do not have a use/occupancy permit at the time of application, you must have one prior to reimbursement.)
  - e. Tax ID (EIN) #
  - f. Business license #
  - g. The number of current employees
  - h. Will this improvement create possible new jobs? If so, approximately how many?
    - i. Describe your business. What do you do? How long have you been in business? Etc.
3. Building Info
  - a. Square footage of the building
  - b. Ownership Status: Do you lease or own the building?
    - i. If you're a tenant, you'll need to provide the expiration date of your lease
  - c. Describe the building. What state is it in? Have you renovated it before? Etc.
4. Describe the proposed improvements (e.g., signage, windows/doors, exterior finishes, awnings, fencing, painting, repairs, etc.), and the materials you plan to use.

**Documentation Required:** You will need to upload the documents outlined below to complete the application

1. Ownership/ Leasing Docs:
  - a. If you are the building owner, you will need to upload proof of ownership, such as a title or closing documents
  - b. If you are a tenant, you will need to upload both of the following:
    - i. A signed and current lease
    - ii. A signed and dated letter from the building owner consenting to the proposed improvements (a blank template letter can be obtained from the program manager)
2. Current photos of the property to use as "before" pictures
3. Cost estimates (two quotes) showing details of the project
4. Drawings to show what is being proposed.
  - a. Design assistance is available at request. If you are requesting design assistance, you do not need to submit a drawing at this point, but you do need to let the project manager know so they can connect you with a designer

# Program Partners

The following organizations work together to make this grant opportunity available.

## Greater Baybrook Alliance (GBA)

The region's community development corporation with the mission to act as a catalyst and conduit for equitable development and reinvestment in the Brooklyn, Brooklyn Park, and Curtis Bay neighborhoods and empower our residents to strengthen the Baybrook community.

- GBA is the administrator of the BFIG Program and leads in doing outreach, recruitment, and supporting eligible business and property owners through the application process while also offering additional technical assistance.



## Latino Economic Development Center (LEDC)

Equips underserved Greater DC and Baltimore area residents with the skills and financial tools to create a better future for their families and communities. Participants in LEDC programs learn how to build their long-term financial security by buying and staying in their homes, taking control of decisions affecting their apartment buildings, and starting or expanding their small businesses. The entire DC-MD-VA region is stronger when all families have the power to achieve financial independence and join with their neighbors to improve their communities.

- LEDC supports GBA in outreach and offers small business loan products to cover the gap costs for project expenses for exterior improvements.



## Baltimore Development Corporation (BDC)

BDC is a non-profit organization, which serves as the economic development agency for the City of Baltimore. Our mission is to retain and expand existing businesses, support cultural resources, and attract new opportunities that spur economic growth and help create jobs. BDC serves as a one-stop shop for anyone interested in opening, expanding, or relocating a business in Baltimore City.

- BDC runs the Façade Improvement Program in the cityside that the BFIG Program matches 1:1



## Maryland Department of Housing and Community Development (MDHCD)

MDHCD is a Maryland State agency that administers the Baltimore Neighborhood Regional Initiative, which funds the BFIG program.

