

The Downtown Reading Storefront Improvement Program (DTSIP) is managed and administered by the Greater Reading Chamber Alliance (GRCA) and is made possible by a grant from the Truist Foundation.

The DTSIP provides funding to business owners within a targeted area (see eligibility) to complete interior and exterior improvement projects. The program reimburses 100% of the cost of eligible improvements with a maximum grant of \$1,000 per property.

To assist with storefront display window design and layout, Reading Muhlenberg Career and Technology (RMCTC) Advertising Arts and Design as well as Albright College Fashion and Merchandising students are available to work collaboratively with the store owner to bring ideas to fruition.

## Downtown Reading Storefront Improvement Program

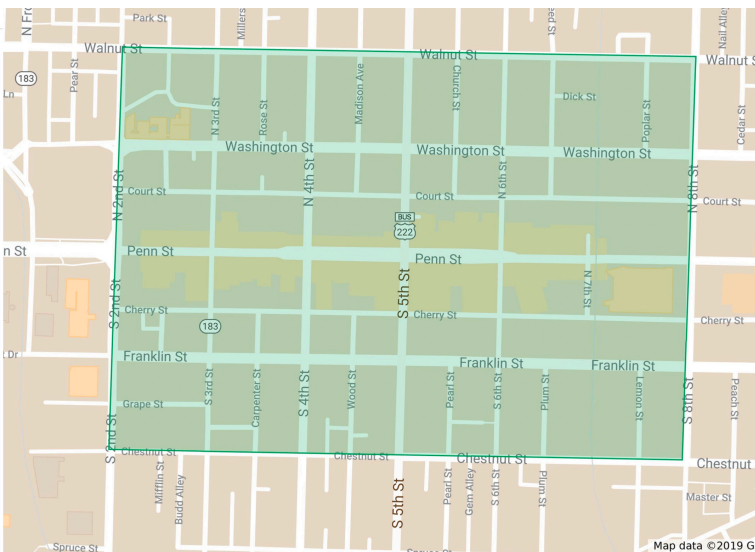
Included in the program is the opportunity to participate in the OPEN flag program to hang on the storefront at no cost. These flags have been acquired to create a sense of unity and continuity throughout the targeted area, making the area more attractive to

### How will it work:

Submit your completed application form and required attachments via email to [development@greaterreading.org](mailto:development@greaterreading.org) on or before December 10th, 2021

### Review Process

Projects proposed to be undertaken at properties with most needed improvement within a block of Penn Street (see area of focus map) will be given priority approval.



Eligibility Area

## Grant Award

- The Development and Revitalization team will notify each Applicant in writing as to the determination regarding its Application.

Award checks up to \$1,000 per business will be issued directly to the store or LLC.

## ELIGIBILITY:

In order to be eligible for grant as part of the Window display Improvement Program an applicant and its proposed project and property must meet all of the following criteria:

- A property must be located in the target area for this program (See map )

The Applicant must be the owner of either the property or business for which funding is sought. If the Applicant is a business owner, written permission must be obtained from the property owner in order to proceed with the process of applying.

- The project proposal, as set forth in this Application (and any attachments hereto), must comply with all applicable zoning, building/trades, historic preservation and other laws and regulations of all governmental entities having jurisdiction over the owner, the project and/or the project property.

NOTE: Beginning a project prior to approval will be grounds for funding disqualification.

Property Owner's written permission for work must be obtained and submitted with application.

## APPLICANT INFORMATION

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

**APPLICANT NAME** – Applicants must be the owner of a commercially occupied property or an operating tenant business.

Applicant Name. \_\_\_\_\_

Applicant's Mailing Address (if different than above) \_\_\_\_\_

\_\_\_\_\_

Contact Person & Title \_\_\_\_\_

Contact Phone # \_\_\_\_\_ Email \_\_\_\_\_

**BUSINESS INFORMATION** – Applicants must be operating legally, properly registered, licensed with the City of Reading. Eligible properties must be occupied by a business. Describe the business below.

Name of Business in Property Being Improved

\_\_\_\_\_

Type of Business \_\_\_\_\_

Applicant Commercial Activities License # \_\_\_\_\_ EIN

Legal Name of Property

Owner \_\_\_\_\_

I certify that:

1. The information contained here is accurate.
2. The business and property owner(s) are current with all City obligations, including but not limited to taxes, licenses, water revenue billings etc, All permits, licenses, environmental and historical requirements associated with the above work will be complied with.
3. I have read and will comply with the requirements outlined in this application.

APPLICANT OR DESIGNATED REPRESENTATIVE

Name\_\_\_\_\_

Title\_\_\_\_\_

Signature\_\_\_\_\_

Date\_\_\_\_\_

Submit your completed application to [development@greaterreading.org](mailto:development@greaterreading.org).

You will receive a notification by e-mail when your application is received. Application questions can be directed to Tanya Meléndez

\_\_\_\_\_

## Budget

Use this form to itemize costs of the improvements planned for your storefront.

Improvement Type	Total Costs	Your Selected Contractor/Vendor
Window boxes	\$	
Canopies/awnings	\$	
Painting	\$	
Display features	\$	
Perforated Vinyl	\$	RMCTC
Display lighting	\$	
Digital Design	\$	RMCTC
Other:	\$	
Other:	\$	
<b>TOTAL</b>	\$	

# Store Window Improvement Concept Proposal

Describe your proposed improvements in the box below. Improvements must be made visible to the public and preserve and enhance the historic and architectural integrity of buildings.

- **HISTORIC DISTRICT REQUIREMENTS** – Projects within areas with special design controls or within historic districts must comply with those requirements. HARB  
**INELIGIBLE IMPROVEMENTS** – SIP funds cannot be used for new construction. Projects which use solid security grates, vinyl awnings, reduce the size of masonry openings/eliminate windows, or cover previously uncovered masonry (e.g. brick, stone, limestone, etc.) with paint, stucco, siding, etc. are NOT eligible.

Describe concept: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe the improvements you plan to make to your storefront:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Process and attachment checklist

1. Please email the completed, signed and dated application and a recent digital photographs of the display area that would be impacted
2. The Applicant will receive a confirmation email with additional information as well as possible dates and time to meet project manager to discuss ideas and best practices.
3. The applicant will email the completed design description and Budget pages.
4. Letter from building owner (if different from applicant) granting permission for the proposed work .
5. Once the design and budget have been approved the applicant will receive a check for half of the amount quoted on budget minus the costs of any design and vinyl if used for the project. ( that will be paid directly to the design and print shop
6. The store owner will have 60 days to complete the updates and send digital photograph of said improvements. (window Vinyl can be installed with the assistance of the CTC ) Once the Finished product images have been received the store owner will be issued a check for the balance.