



### **Cover Sheet**

<b>Organization</b>	Lakewood Division of Community Development
<b>Organization Type</b>	Municipal Government
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<b>DUNS #</b>	020629093
<b>Project/Program Name</b>	Storefront Renovation Program
<b>Total FY21 Project Budget</b>	\$265,261
<b>FY21 CDBG Funding Request(s)</b>	\$260,000

**Lakewood Division of Community Development  
Storefront Renovation Program**

**CDBG Eligibility Criteria**

The **City of Lakewood Division of Community Development's** *Storefront Renovation Program* satisfies the following CDBG eligibility criteria and is therefore suitable for CDBG funding consideration.

**CDBG National Objective**

*Slum Blight Area Basis (SBA)*: Activities that aid in the prevention or elimination of slums, blight, or physical decay in a HUD-designated slum/blight area.

**CDBG-Eligible Activity Category**

*Rehabilitation (Commercial)*: Rehabilitation of commercial/industrial structures; restricted to façade improvements and the correction of interior code violations.

**HUD-Designated Performance Objective**

Create Economic Opportunities

**HUD-Designated Performance Outcome**

Sustainability  
Availability/Accessibility

## I. ABSTRACT

The Commercial Property Revitalization Program is designed to rehabilitate and restore properties along our commercial corridors. The program helps building and business owners make much needed improvements to many of the historic structures in Lakewood and subsequently has allowed Lakewood to maintain a large number of traditional commercial structures reminiscent of our streetcar suburb past, while updating them to the needs of today. Restoration of these historic commercial structures often have unforeseen costs for electrical, plumbing, and HVAC, that can quickly make a project financially unfeasible. Our program not only helps pay for those added costs but provides owners with a significant financial incentive to maintain their properties.

For immediate impact on a smaller scale, the Façade Improvement Program provides up to \$2,500 in assistance to install new signage, lighting, awnings, and landscaping. The purpose of this program is to incentivize new and creative signage, while updating the facades of our local businesses. The reconstruction of Madison Avenue has increased inquires for assistance from the program and demand remains high.

## II. PROJECT NARRATIVE

### 1. Community Needs Addressed

The Commercial Revitalization Program provides needed financial support to incentivize the rehabilitation of structures along our commercial corridors. Without this funding, many buildings would not receive much-needed updates. This program incentivizes investment in historic structures to ensure long-term sustainability.

### 2. Primary Goals & Objectives

The goal of the Commercial Revitalization Program is to support the rehabilitation of commercial buildings along our commercial corridors to ensure long term sustainability both the structure and the business. The City intends to continue to support small businesses and building owners as they invest in Lakewood.

### 3. Program Design & Delivery Strategy (*emphasize uniqueness and/or innovation*)

The storefront renovation program offers 3 different options for assistance:

- Rebates up to 40% of total eligible costs, not to exceed a maximum of \$30,000 per project.
- Façade Improvement Program provides up to \$2,500 in assistance to install new signage, lighting, awnings, and landscaping
- 0% loan up to 80% of eligible cost, or a maximum of \$50,000 per project. In addition, minor rebates available for architectural fees, signage, and exterior accessibility improvements designed to use best efforts to meet ADAAG guidelines, and electrical code improvements.

### 4. Geographic Target Areas

Commercial storefronts located on Detroit and Madison Avenues, Berea Road and W. 117th Street are eligible to participate in the program.

## 5. Outreach Strategy & Efforts *(including selecting & prioritizing Storefront Projects)*

The location and potential impact of the project factor into our decision on whether to fund a project. Projects with greater architectural impact, historic restoration, and/or innovative signage are preferred. Most projects enter the program as a result of contact with Planning & Development staff when they are seeking a space for the business or when the project comes before Architectural Board of Review.

## 6. Community Partnerships & Coordination with Complimentary Community Revitalization Efforts

The City work closely with Lakewood Alive, the Chamber of Commerce, and the local business community/merchant associations to help spread the word about the program and to give design guidance. We also have worked with financial institutions to help finance projects. Our rebate allows borrowers to qualify for a larger loan than they would otherwise be able to obtain.

## 7. Staffing

Title	Hours/Week Devoted to Program	% CDBG Funded	Qualifications & Responsibilities
Mary Leigh, Programs Manager	2 - 4	90%	Manage DCD residential and commercial rehab programs, First Time Homebuyer Program, financial management of program income
Katelyn Milius, Senior Planner	2 - 4	10%	Process Storefront and Façade

## 8. Implementation Schedule

Milestone	Completion Deadline
Quarterly Report	April 2021
Quarterly Report	August 2021
Review Program Guidelines	September 2021
Quarterly Report	December 2021

## 9. FY21 Projected Outcomes

Outcome Indicator	Projected Outcome
Applications Processed	6
Projects Initiated	5
Grants Issued (#)	6
Grants Issued (\$)	\$200,000

## 10. Program Evaluation

*(data collection & analysis, outcome measurement procedures & methodology)*

The City evaluates the program based upon the leveraged funds and the impact of each project on the adjacent neighborhood and corridor.

## 11. Additional Data and/or Information Not Previously Requested That Strengthens the Organization's Case for CDBG Funding Support

The Storefront Renovation Program is key element of the City's business attraction and retention toolbox. Businesses receiving reimbursement for eligible repairs complete needed façade and code related improvements to preserve the historic character and structural integrity of properties in Lakewood's commercial corridors.

### III. FY21 PROGRAM BUDGET

#### 1. Expenses

Expenditure Type	Amount	% Budget
Salaries & Fringe Benefits	\$15,000	6%
Storefront Grants	250,000	94%
<b>Total FY20 Budget</b>	<b>\$265,261</b>	

#### 2. Funding Sources

Source	Amount
FY20-FY21 CDBG Carry Forward (proj)	\$5,261
FY21 CDBG Request	\$260,000
<b>Total</b>	<b>\$265,261</b>

### IV. FY21 BUDGET NARRATIVE

#### 1. Describe how CDBG funds will be utilized to support the proposed program.

Funding will be used to staff the program and provide rebates to eligible small businesses that have completed renovations to their properties.

#### 2. Describe how the proposed program would function if it does not receive full amount of requested funding.

Fewer projects will be completed.

#### 3. Describe the department's efforts to develop/leverage other sources of funding to support the proposed program.

The program has historically used program funds to leverage investment by the property/business owners on the Madison, Detroit and W. 117<sup>th</sup> Street Corridors. The business/building owner pays for improvements out of pocket. Upon completion of the project and verification that the Secretary of the Interior, Architectural Board of Review and HUD standards have been met, applicants can receive a rebate of 40% up to \$30,000 to offset the cost of the renovations.