



Lawrenceville Mainstreets Streetface Façade Program Information Sheet – April 2007

Thank you for your interest in the Streetface Façade Program! This information sheet explains the Streetface programs and the process for applying. Should you have additional questions, please contact Kelly Hoffman, Real Estate Manager at the Lawrenceville Corporation, at 412.782.5100 x 106 or kelly@lawrencevillecorp.com.

About the Streetface Façade Program:	Streetface is a façade improvement program administered by the Urban Redevelopment Authority (URA) of Pittsburgh. The program awards forgivable loans for historical restoration, rehabilitation, and construction of building facades.
Amount of Loan:	Up to 40% or \$30,000 maximum for construction costs and 50% up to \$1,500 for architectural fees when addressing the entire façade (storefront and upper floors.) Prevailing wage rates would apply to projects with a total cost of or above \$25,000.
Type of Loan:	0% interest rate; seven-year term. Annual repayments forgiven provided project remains in compliance. Repayment due only in the event of default.
Eligible Improvements:	Exterior improvements including storefront, upper floors, sidewalls for corner buildings, and buildings adjacent to vacant lots.
Ineligible Improvements:	Roof or interior repairs.
Eligible Buildings:	Commercial establishments (retail and wholesale trade) and service establishments (professional services, personal services, certain repair services, and business services).
Ineligible Buildings:	Banks, savings and loan associations, gas and service stations, used car lots, and adult entertainment establishments.
Eligible Areas:	Butler Street from 34 th to 55 th Street and Penn Avenue from 40 th to 45 th Street, Lawrenceville's two designated Mainstreet districts.
Design Guidelines:	Façade improvements must comply with design guidelines established by the City of Pittsburgh and URA.
Application Process:	<ol style="list-style-type: none"> 1. Notify the Lawrenceville Corporation (LC) of your intent to apply to the program. In order to be considered, your application to the URA must be accompanied by a letter of support from the LC. The LC determines whether to write a letter of support based on the following three criteria: 1) Location and visibility of property; 2) Condition of property; and 3) Readiness to proceed. 2. Once the LC determines that the project is eligible and writes a letter of support, you will send application materials directly to the URA and will coordinate with the URA throughout the remainder of the process (outlined in the <i>Basic Procedure to Get a Streetface Façade Loan</i> document). However, the LC asks that you keep us updated on the status of your application and project.
Points to Remember:	<ul style="list-style-type: none"> • The URA will award Streetface loans on a first-come, first-served basis. • The URA must approve all design and restoration plans and contractor bids. • Contractors must be on, or apply to be on, the URA's qualified contractors' list. • The URA cannot pay for any work that has been completed prior to a Streetface agreement being executed. • Property owner must pay their portion of the project costs before the URA will release its funds.
More Information:	<p>For more information about the Streetface program, please review the enclosed documents, including the program application:</p> <ul style="list-style-type: none"> • Streetface Program Application: In this main application, you'll fill out information about yourself and the property, and include photos, a copy of the occupancy permit, a \$100 application fee, and a letter of support from the LC. • Streetface Program Guidelines: This document explains the program in detail, who may participate, and restrictions. • Basic Procedure to Get a Streetface Façade Loan: This document details the ten steps you can expect to go through during the entire process. • LERTA Information Sheet and Application: These documents concern the tax abatement program called LERTA, which exempts property from a tax increase resulting from tax reassessment caused by renovation for a period of five years. • Design Guidelines: All façade improvements funded through Streetface must comply with these guidelines. The guidelines are intended to maintain, improve, or restore the visual characteristics in neighborhood commercial districts of the city of Pittsburgh.



Lawrenceville Mainstreets Streetface Façade Program Accomplishments

The Streetface Façade Program plays a critical role in improving the face of Lawrenceville's business districts. Hear from some members of the Lawrenceville community who took part in the Streetface program...

"If it hadn't been for the Streetface program, we would have never been able to renovate the exterior of our building. Now, it looks great. I think Streetface is a fabulous program. The URA worked with us every step of the way."
--Sue Sufak, owner of **Sufak's Round Corner Hotel & Bar**



"As a small business owner, it was very helpful to get the Streetface program funding. My experience with the URA was very good. I am grateful for the guidelines set by the URA as they are considerate of the preservation of buildings. Everything went very smoothly for us."
-- Paul Graf, owner of **Artisan Harvest**, a new bakery at 5200 Butler Street scheduled to open in Spring 2007.

"The Streetface Program is the most significant building block for the ongoing revival of the Lawrenceville business corridors. By offering matching grant funding, the Streetface Program makes historic façade restoration a financial reality. The Streetface Program is the most powerful tool available for neighborhood revitalization."
--Joe Edelstein, **Wylie Holdings, L.P.**, a development firm that has improved a number of properties throughout the Lawrenceville community.



BEFORE

3801 Penn Avenue, owned by Wylie Holdings



AFTER

3801 Penn Avenue, owned by Wylie Holdings