



Storefront Design Programs & Guidance

April 9, 2021

City of New Haven
Justin Elicker, Mayor
Board of Alders

TOGETHER
NEW HAVEN

TOGETHER NEW HAVEN

Our response and recovery from the coronavirus supports small business, helping owners stabilize and reopen to a changing world; builds up the great places of our city to instill market confidence; and works for our people in a time of uncertainty.



SUPPORTING OUR RESIDENTS, ECONOMY & GREAT PLACES



CHOOSE THE RIGHT PROGRAMS FOR YOUR RENOVATION



**FAÇADE IMPROVEMENT
GRANT PROGRAM**
(EXTERIOR FAÇADE
IMPROVEMENTS)

**LEASEHOLD IMPROVEMENT
PROGRAM**
(INTERIOR IMPROVEMENTS)

LEASEHOLD IMPROVEMENT PROGRAM FOR SMALL BUSINESSES

- Interior equipment, finishes and non-structural elements

FAÇADE IMPROVEMENT GRANT PROGRAM

- Exterior building features
- Elements must be attached to the building
- Design to complement neighborhood or historic context

FAÇADE IMPROVEMENT GRANT PROGRAM (PANDEMIC-RELATED)

- Exterior features related to the outdoor experience and natural ventilation

TERRASSE PROGRAM

- Exterior dining & shopping features
- Applies to certain areas of New Haven



TERRASSE PROGRAM
(NON-FIXED SIDEWALK DINING)

**FAÇADE IMPROVEMENT GRANT
PROGRAM (PANDEMIC-RELATED)**
(EXTERIOR IMPROVEMENTS & NATURAL
VENTILATION)

WHERE TO FIND MORE INFO



LEASEHOLD IMPROVEMENT PROGRAM FOR SMALL BUSINESSES

jmoreno@newhavenct.org

FAÇADE IMPROVEMENT GRANT PROGRAM

cwilliam@newhavenct.gov

PANDEMIC FAÇADE IMPROVEMENT GRANT PROGRAM

cwilliam@newhavenct.gov

TERRASSE PROGRAM

matthew@downtownnewhaven.com

<https://www.newhavenct.gov/civicax/fi/lebank/blobdload.aspx?blobid=32692>

<https://outdoor-seating-newhavenct.hub.arcgis.com/>

CITY OF NEW HAVEN: GET INCENTIVES AND FUNDING

https://www.newhavenct.gov/gov/depts/obd/business/get_incentives_n_funding.htm

FAÇADE IMPROVEMENT GRANT PROGRAM
(EXTERIOR FAÇADE IMPROVEMENTS)

LEASEHOLD IMPROVEMENT PROGRAM
(INTERIOR IMPROVEMENTS & EQUIPMENT)



TERRASSE PROGRAM
(NON-FIXED SIDEWALK DINING)

PANDEMIC FAÇADE IMPROVEMENT GRANT PROGRAM
(EXTERIOR IMPROVEMENTS & NATURAL VENTILATION)

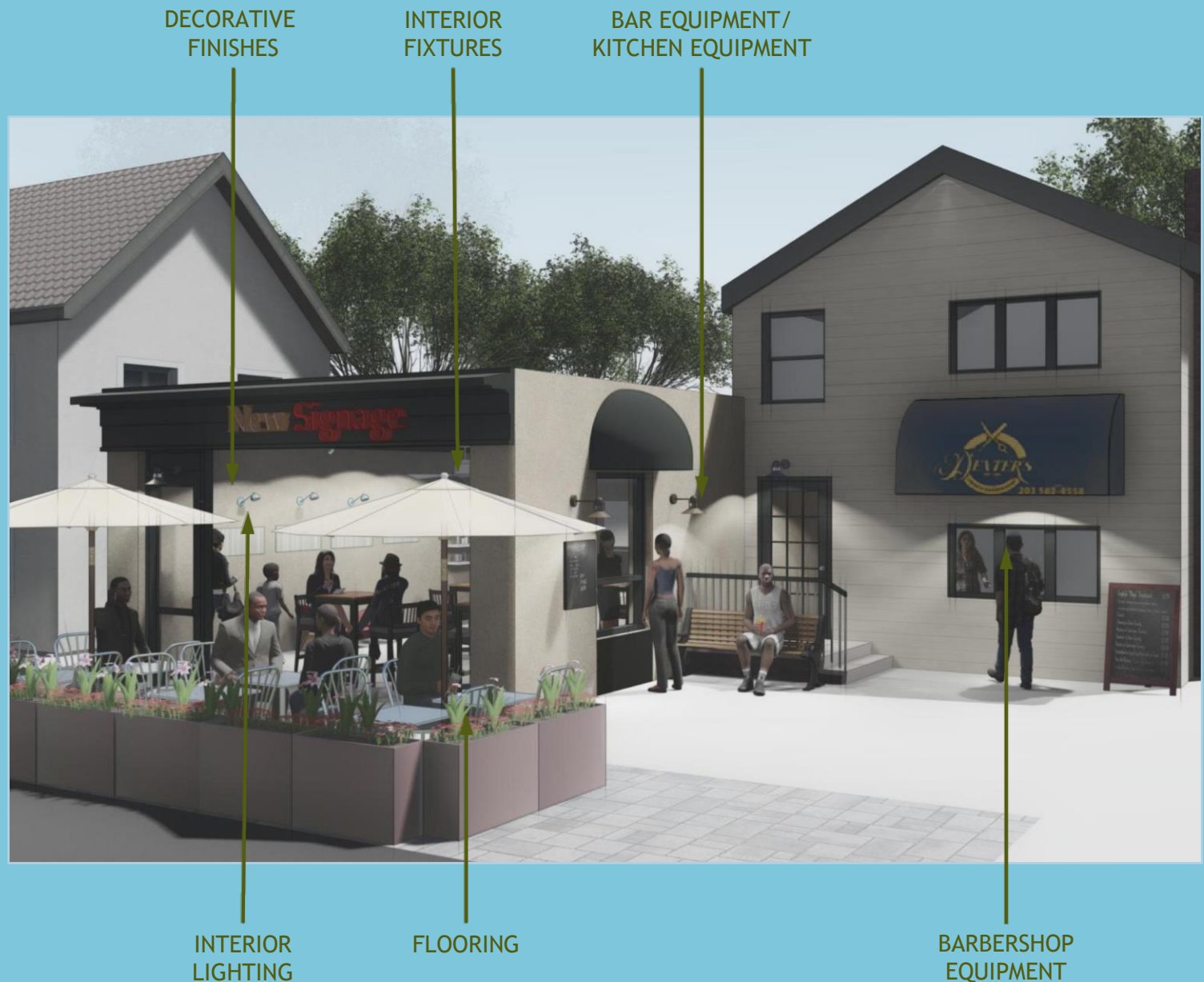
LEASEHOLD IMPROVEMENT PROGRAM FOR SMALL BUSINESSES



A GRANT PROGRAM FOR BUSINESS INTERIORS

ELIGIBLE LEASEHOLD IMPROVEMENTS ARE THOSE NON-STRUCTURAL IMPROVEMENTS MADE TO THE INSIDE OF THE BUSINESS AND INCLUDE:

- Decorative, non-structural, walls
- Flooring
- Interior lighting
- Equipment/trade fixtures
- Other eligible improvements as they may be approved by the project manager



LEASEHOLD IMPROVEMENT PROGRAM FOR SMALL BUSINESSES



HOW TO REACH US:

Jeffrey Moreno
Project Manager
jmoreno@newhavenct.org

ADDITIONAL CONSIDERATIONS:

- Contact Jeffrey Moreno before applying to program
- For restaurant, retail, office or industrial use
- Modifications may require Building Department approval based on scope and changes to your façade



FAÇADE IMPROVEMENT GRANT PROGRAM



A GRANT PROGRAM TO ENHANCE THE FRONT FACE OF YOUR BUILDING

ELIGIBLE FAÇADE IMPROVEMENTS ARE THOSE PERMANENT IMPROVEMENTS MADE TO THE FAÇADE OF THE BUSINESS AND INCLUDE:

- Cornice
- Façade mounted elements, including signage
- Outdoor lighting and security
- Exterior doors
- Windows & Storefronts
- Façade finish, including siding
- Other eligible improvements as they may be approved by the project manager



FAÇADE IMPROVEMENT GRANT PROGRAM



HOW TO REACH US:

Contact Clay Williams
Small Business Development Officer
cwilliam@newhavenct.gov

ADDITIONAL CONSIDERATIONS:

- Contact Clay Williams before applying to program
- Consult with Historic District Commission for allowed modifications if your property is in a historic district
- Modifications may require Building Department approval based on scope and changes to your façade



FAÇADE IMPROVEMENT GRANT PROGRAM (PANDEMIC-RELATED)



A GRANT PROGRAM TO ENHANCE THE INDOOR-OUTDOOR EXPERIENCE

ELIGIBLE FAÇADE IMPROVEMENTS ARE THOSE THAT ARE ATTACHED TO THE FRONT FACE OF THE BUILDING AND INCLUDE:

- Awnings
- Signage
- Façade mounted elements, including signage
- Outdoor lighting and security
- Exterior doors
- Operable windows
- Operable glazed doors, garage-style
- Other eligible improvements as they may be approved by the project manager



OPERABLE PICK-UP WINDOW

AWNINGS

OPERABLE GLAZED DOOR

AFFIXED MENU

BUILDING LIGHTING

OPERABLE WINDOW FOR FRESH AIR

FAÇADE IMPROVEMENT GRANT PROGRAM (PANDEMIC-RELATED)



HOW TO REACH US:

Contact Clay Williams
Small Business Development Officer
cwilliam@newhavenct.gov

ADDITIONAL CONSIDERATIONS:

- Contact Clay Williams before applying to program
- Consult with the Secretary of the Interior's Guidelines for renovation of historic buildings
- Apply to the Historic District Commission if the property is in a Historic District
- Keep a minimum of 5' clear sidewalk width for circulation
- Consider various window types – double-hung, casement, awning, hopper, sliding, accordion, garage-door type
- Consider various awning types – fixed or retractable; traditional, concave, circular, quarter round, dome; with or without valance



OUTDOOR SEATING



CREATING OUTDOOR SEATING CAPACITY

OUTDOOR IMPROVEMENTS ARE THOSE NON-STRUCTURAL IMPROVEMENTS MADE TO THE OUTSIDE OF THE BUSINESS AND MAY INCLUDE:

- Planters with greenery
- Umbrellas are encouraged
- Patio tables and chairs



CHAIRS &
TABLES

UMBRELLAS

PLANTERS

NON-FIXED
SEATING

OUTDOOR SEATING



HOW TO REACH US:

Contact the Economic Development Administration (EDA) at (203) 946-2366, (203) 901-0198
900 Chapel St., Suite 703
New Haven, CT 06510
<https://outdoor-seating-newhavenct.hub.arcgis.com>

ADDITIONAL CONSIDERATIONS:

- Terrasse Program Guidelines
- Terrasse Program available in certain locations only
- Outdoor Seating Application
<https://outdoor-seating-newhavenct.hub.arcgis.com/>
- Consider plants and shading
- Consider circulation for staff and clientele: at service windows, space for queuing
- Create menus at key points
- Consider additional lighting for seating areas



CHAIRS & TABLES

PLANTERS

UMBRELLAS