

GUIDELINES FOR THE UEZ

These Guidelines were developed in collaboration between the Gloucester City Urban Enterprise Zone (GCUEZ) and the Gloucester City Historic Preservation Commission (GCHPC) in order to enhance the visual aesthetics in the Gloucester City commercial and historic districts.

Program Overviews:

The GCHPC reviews Certificate of Appropriateness (COA) applications for proposed exterior alterations to properties within the historic districts visible from a public way. The applicant is responsible for complying with the provisions of the Zoning and Building Codes at the time of application. The applicant must obtain a Certificate of Appropriateness (COA) as well as all necessary permits prior to proceeding with any work. For more information, or to obtain permit applications, please call the Administrative Zoning Officer at (856) 456-7689.

The GCUEZ program promotes economic growth by helping neighborhood businesses succeed through offering incentives which encourage growth while stimulating the local economy. One of these such programs is the GCUEZ signage and matching façade grant program where UEZ businesses only can receive up to \$10,000 in matching facade grants as well as \$1,000 in signage grants to enhance their business storefronts. For more information, contact the UEZ Coordinator at (856) 456-6075 or via email at uez@cityofgloucester.org.

Using the *Guidelines*:

Please review this information during the early stages of planning your project. Familiarity with this material can assist in moving a project quickly through the approval process, saving applicants both time and money.

Additional *Guidelines* addressing other historic building topics and application forms are available at the Municipal Building and on the City's web site at www.cityofgloucester.org.



Some businesses have obtained façade grants through the UEZ for improvements.

WHAT IS THE GLOUCESTER CITY UEZ?

The Urban Enterprise Zone (UEZ) Program was created to foster an economic climate to revitalize designated urban communities and stimulate their growth by encouraging businesses to develop and create private sector jobs through public and private investment. The Gloucester City UEZ was established in 2004 to stimulate the local economy.

Certified commercial businesses within the GCUEZ district, which includes most of the City, can benefit from UEZ incentives. With every dollar spent at eligible GCUEZ businesses, 3.5% of the sales tax collected is invested back into the local community. To date, the GCUEZ has dedicated over \$1.5 million into the revitalization of the Gloucester City community. These reinvestment projects include:

- Business Loans
- Façade & Signage Grants
- Local Events (Shamrock Festival and the Rock & Roll Revival)
- Business Recruitment and Retention Initiatives
- Crime Prevention Patrols
- Entryway Enhancements
- Property Acquisitions
- Streetscape Improvements

HOW CAN A BUSINESS JOIN THE UEZ?

Any size, type or classification of business within the designated zone is eligible to become UEZ certified. To join the UEZ a business must complete the Certification Application including all necessary attachments, and submit it to the GCUEZ Coordinator. There is no application fee, however all required documentation must be provided.

After reviewing the information, the GCUEZ Coordinator will submit the Application Package to the Authority in Trenton for review and approval.

WHAT ARE THE BENEFITS OF THE UEZ?

Certain certified UEZ businesses can:

- Charge their customers 3.5% sales tax, providing a competitive edge to registered businesses;
- Benefit from tax-free purchases on business supplies and equipment;
- Obtain a one-time \$1,500 tax credit for each full-time employee hired;
- Benefit from lower unemployment insurance costs; and
- Obtain priority financial assistance from the New Jersey Local Development Financing Fund and the Department of Labor Job Training Program.

WHEN IS THE BEST TIME TO JOIN?

All businesses within the designated district can apply to join the UEZ whenever they want to begin to take advantage of the incentives and save money. Completed applications can be submitted at any time, but it can be particularly beneficial to join the UEZ before signing a lease or property deed.

ADDITIONAL INFORMATION

If you represent a commercial business and would like additional information about the UEZ, please contact the GCUEZ Coordinator at (856) 456-6075 or by e-mail at uez@cityofgloucester.org.

Log onto www.state.nj.us/njbusiness/locationdata/uez or call (866) 534-7789 for additional information about the New Jersey UEZ Program.

WHO IS ON THE GCUEZ BOARD?

The seven members of the GCUEZ Board of Directors include the Mayor and representatives of local UEZ businesses who are appointed by Mayor and Council in staggered terms.



A variety of programs are funded through the UEZ.

UEZ PROPERTY IMPROVEMENT PROGRAMS

Through the GCUEZ property improvement programs, UEZ certified businesses can receive up to \$10,000 in matching façade grants as well as \$1,000 in signage grants to enhance their business storefronts.

ARE THERE RESTRICTIONS ON BUILDING IMPROVEMENTS?

If the business property is located within the bounds of a Gloucester City Historic District or at a designated Historic Site, exterior changes to a property may be subject to review by the Gloucester City Historic Preservation Commission.

Owners planning improvements to any property within Gloucester City are encouraged to comply with the recommendations found in the *Design Guidelines*. The *Design Guidelines* are intended to help manage change and protect the City of Gloucester's architectural and historical resources. If exterior property improvements are completed utilizing UEZ funds, conformance with the *Design Guidelines* is required.



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