

# Memo

To: Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: FAÇADE IMPROVEMENT PROGRAM RULES AND POLICIES

Date: 12 April 2019

Attached is a draft of the Façade Improvement Program application, with proposed amendments marked. The proposed amendments include language regarding the timeline a grantee has to provide evidence of project completion, as well as eliminating the submission dates.

Staff presented the completion timeline change at the April 5<sup>th</sup> Economic Development Committee meeting. The committee discussed the program and recommended the change.

The Village Board is asked to review the proposed amendments to the Façade Improvement Program application and approve as is, approve with recommendations, or deny at this time.



Allouez Village Hall • 1900 Libal Street • Green Bay, WI 54301-2453 • (920) 448-2800 • Fax (920) 448-2850

## VILLAGE OF ALLOUEZ, WI FAÇADE IMPROVEMENT PROGRAM GUIDELINES

The purpose of the Façade Improvement Program is to encourage the upgrading and renewal of the exterior facades, signs and architectural features of existing commercial buildings within Tax Incremental Finance District #1 (TID #1) that is sufficient in scope to produce visible improvements to building facades.

The program provides funding for projects that will help maintain and enhance the overall attractiveness and commercial viability of TID #1; as well as supporting the health and growth of individual businesses. It is also the Village Board's intent to support projects which meet the comprehensive plan goals, support specific sustainable qualities and characteristics and the vision of the community.

### General Requirements

1. The Façade Improvement Program only applies to the exterior facades, signs and architectural features visible from the public right of way of commercial properties within TID #1.
2. Projects shall be completed within one (1) year of the grant approval date. Substantiation shall be completed within two (2) years of grant approval date. In rare cases, likely due to extenuating circumstances, the Village may allow completion extensions upon request of the applicant. The Village reserves the right to eliminate project funding if not completed within the specified time period and is not obligated to granting time extensions.
3. Projects shall comply with all applicable Village zoning and development standards and requirements.
4. Projects shall be consistent with and further the stated goals and objectives of the TID Project Plan.
5. Concurrent applications from the same applicant, unless for separate properties, shall not be allowed. An applicant may re-apply for another project after any existing project by the same applicant is completed to the satisfaction of the Village.

6. Total grant or loan funding for any single property may not exceed \$20,000 of matching funds from the Village over a four (4) year period with a minimum of six (6) months between requests. No more than a 50% match, with a maximum of \$10,000 max allowed per request.
7. Business must agree to maintain façade or other improvements for a period of five (5) years.
8. If any business removes façade improvements funded through the grant program for any reason within 5 years of receiving the grant, they must repay the entire grant award in full within 30 days of removal.
9. Work already completed is not eligible.
10. Priority will be given to contiguous properties applying at the same time, whether individual or multiple owners exist, and to the projects preserving historical character.
11. This is a reimbursable program, no funds will be awarded prior to completion of the project or pre-approved phases of the project.
12. Funding will be considered at the soonest second Village Board meeting practical after submission of a completed application ~~of the month following the application deadlines of January 1st, April 1st, June 1st, August 1st, and October 1st~~ and will be supported according to grant funds the Village Board has made available.
13. No funding will be provided for purchased materials or labor provided personally by the applicant or any other party besides the contractor approved to complete the work.
14. Applicants who are delinquent with their property or personal tax, or have outstanding municipal code violations are not eligible until said issues are resolved.
15. Minor changes to the project will require submittal and approval by the Village Administrator. Significant project changes, as determined by Village Administrator, will require approval of the Village Board.
16. The owner/applicant is responsible for verifying the project is being constructed on their property (property lines may need to be verified at the applicants cost).

### Eligible Improvements

Grant Eligible Items: Projects grant eligible are ones which provide a more attractive look to the building and are easily seen from the street. Grant amount up to \$10,000. Specific funding information is on page 4.

- Improvement or historic restoration
- Improvement to or addition of entrances, doors, and display windows.
- Improvement of existing signs and awnings.
- New signage and awnings.

- Upgrade of building façade
- Decorative lighting
- Parking lot improvements to include pedestrian and bicycle accommodations and improved or additional landscaping

Loan Eligible Items: Projects loan eligible are ones which are not as evident and more maintenance based. Loan amounts available up to \$7,500. Specific funding information is on page 4.

- Qualified professional design services.
- Painting of exterior building surfaces
- Cleaning of exterior building surfaces.
- Landscaping improvements.
- Permanent exterior lighting.
- Parking Lot Improvements

#### Non-Eligible Improvements

- Interior improvements.
- Purchase of property.
- Construction of a new building.
- Fixtures and equipment.
- Removal without replacement of architecturally significant features and design elements.
- Any activity that is not consistent with the TID project plan and program goals.
- Sidewalk repairs, unless necessitated by eligible façade improvements.
- Correction of code violations.
- Any roof repair or replacements.
- Other activities as designated by the Village Board.

#### Submission Requirements

1. Program application completed and signed.
2. Design documents delineating the extent of work to be done.
3. Architectural plans including the type of materials and color.
4. A state certified contractor must be used to complete the project.
5. Estimated cost (3 estimates are required).
6. Photographs of existing building demonstrating need for the project.
7. Those businesses that are tenants of commercial buildings are eligible if the property owner's consent is provided in writing. All applicants must show proof of a signed, written lease agreement for a period of no less than one year at the time of application.
8. If a business is not leasing, the business must provide proof of ownership for the subject property.

Funding Availability

Funds will be awarded by the Village Board. For Eligible Improvements listed on page 2 a matching grant program is available. The property owner/business is expected to contribute a minimum of 50% of the project cost. \$10,000 is the maximum amount awarded per project by the Village. The Village Board reserves the right to exceed this amount if contiguous properties are applying at the same time. Grants may be awarded only if the Village has adequate funds available for this program.

A low interest loan will be available for Eligible Improvements listed on page 3 with a maximum loan amount of \$7,500 per project. The Village will not provide matching funds for these projects. The maximum term of the loan is five (5) years. The loan interest rate shall be equal to the current interest rate for a State Trust Fund Loan at the time of the application. Loans may be awarded only if the Village has adequate funds available for this program.

The grant and loan program will expire when the allocated TID project plan funds have been spent unless additional funding has been authorized by the Village Board, when the allowable TID expenditure period has expired, or when the Village Board chooses to eliminate or amend the program. The business will provide itemized paid invoices for the project, and any outstanding bills which are also eligible for payment under the grant or loan program to Village staff. After the Village Board approves the reimbursement claim, the Village Treasurer forwards the payment directly to the contractor for outstanding bills eligible for payment. Any remaining funds owed for invoices already paid by applicant shall be reimbursed directly to the applicant.

For further information on the Façade Improvement Program please contact Brad Lange, Village Administrator, at (920)448-2800 or email [brad@villageofallouez.com](mailto:brad@villageofallouez.com).

**FAÇADE IMPROVEMENT APPLICATION FORM**  
**APPLICATIONS ARE DUE JANUARY 1<sup>ST</sup>, APRIL 1<sup>ST</sup>, JUNE 1<sup>ST</sup>, AUGUST 1<sup>ST</sup>, OCTOBER 1<sup>ST</sup>**

Applicant Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

I am the (Circle one) of the business property: *Property Owner* or *Tenant*

If you are a tenant, please provide a written consent letter from the property owner, lease agreement, and complete the following information on the property owner.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

When does the lease expire? \_\_\_\_\_

If you are the property owner, please provide proof of ownership.

**Façade Project Information**

Please submit a contractor’s work proposal narrative, 3 detailed cost estimates, and illustration with dimensions. Please briefly describe your project below and explain why Façade Improvements Funds are needed.

Description of Project:

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

Estimated cost (Contractor quote): \_\_\_\_\_

Anticipated start date of project: \_\_\_\_\_

Anticipated completion date of project: \_\_\_\_\_

**Façade Improvement Program Rules**

After reading, please initial each line that pertains to the proposed project, understanding and agreeing to:

Applicants must pay for a minimum of 50% of the project costs for projects where a grant is awarded. The maximum grant award shall not exceed \_\_\_\_\_

\$10,000 (grant applicants only).

\_\_\_\_\_

For the loan program, the maximum term of the loan shall not exceed 5 years. The maximum loan amount is \$7,500. The interest rate is equal to the interest rate for a State Trust Fund Loan at the time of the application (loan applicants only).

\_\_\_\_\_

If business removes façade improvements funded by the grant program within 5 years of receiving grant money, the grant must be repaid in full within 30 days of removal (grant applicants only).

\_\_\_\_\_

Applicants must receive a Notice to Proceed and secure all necessary permits before work may begin.

\_\_\_\_\_

I have received the “Façade Improvement Program Guidelines”

\_\_\_\_\_

I certify that all information contained in this document and any attachments or exhibits is true and correct to the best of my knowledge.

\_\_\_\_\_

I authorize the Village of Allouez to research the company’s history, research key individuals histories, contact respective financial institutions, obtain credit reports and perform other related activities necessary for the reasonable evaluation of this application (loan applicants only).

\_\_\_\_\_

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

Please submit all paperwork to: Brad Lange, Village Administrator  
1900 Libal Street  
Green Bay, WI 54301  
Phone: (920) 448-2800 ext. 106  
Email: [brad@villageofallouez.com](mailto:brad@villageofallouez.com)  
Website: [www.villageofallouez.com](http://www.villageofallouez.com)