



Department of Planning & Community & Economic Development
Office of the Director

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DATE: October 4, 2012

TO: Mayor Paul Soglin
All Alders
CDA Commissioners
Urban Design Commissioners

FROM: Steven R. Cover, AICP, Director
Department of Planning & Community & Economic Development

SUBJECT: Façade Improvement Grant Program: 2000-2012 Display Booklet

Twelve years ago, the Common Council established the Façade Improvement Grant Program to support improvements to small businesses in our Downtown and neighborhood business districts. The Program provides matching grants to businesses for a variety of façade improvements to enhance the visual appearance and economic vitality of these areas. It was also designed to assist businesses that would not otherwise be eligible for the Capital Revolving Loan Fund or Tax Incremental Financing. The Community Development Authority was designated the administering agent for the Program.

In the twelve years since its inception, the Program has 56 projects, investing over \$732,556 in the projects and leveraging in excess of \$1.3 million in additional investment by the businesses in targeted commercial districts throughout the city.

The attached display booklet shows where the grants have been used, and before and after photos of all of the projects that have been assisted by the Program. The range of improvements has covered everything from storefront restoration, historic rehabilitation, to uncovering significant architectural detail that had been forgotten. No matter what was done the improvements on many of the projects have been very important to strengthening the character and vitality of these areas. That many are close to one another has also helped to improve the look and feel of these areas.

The display booklet is also featured on the Department's web site. The web address is: <http://www.cityofmadison.com/planning/facade.html>. I would like to thank Percy Brown, Dan Rolfs, Craig Wilson, and Ryan Jonely of my staff for helping to pull this remarkable booklet together.

If you have any questions, please feel free to contact Percy Brown, Manager of the Office of Economic Revitalization at 266-6558.