

REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

Amy Scanlon; Preservation Planner
Michael Miller; Business Development Specialist
Rebecca Cnare; Urban Design Planner
Craig Wilson; Housing Rehabilitation Specialist

TO: Community Development Authority

Request for waiver of Façade Improvement Grant Target Area Restriction
Application: Northern Court LLC, 1401 Northern Ct.

AUTHOR: Craig Wilson
Office of Economic Revitalization, Economic Development Division

DATED: June 28, 2017

On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program and designating the Community Development Authority of the City of Madison as the agent overseeing the operation of the program. The continuing objective of the program is to enhance the visual appearance and economic viability of the downtown and smaller neighborhood commercial areas.

To date, the Façade Grant Program has assisted 94 properties. Six of the properties served have been outside the established target area requiring waivers. \$1,228,625 in Façade Grants have been awarded and those funds combined with over \$2,366,858 in private funds results in a total of \$3,540,508 invested into restoration, preservation, and improvements to building facades in many of the City's most visible corridors and neighborhoods.

1401 Northern Court housed the former Northern Plating Company. This Façade Improvement grant will help to facilitate construction of a storefront entry and be the new home of Imaginary Factory: Beverage Business Incubator.

The scope of the exterior work will include: Repair of existing glass block glazing, installation of new windows and entry doors; new lighting, signage, and awnings. Total cost of the exterior work is estimated at more than \$20,000 and would be eligible for a grant of \$10,000.

The Façade Improvement Grant Staff Team recommends the granting of a waiver to the program target area for inclusion of this project. The Team feels that the project meets the Façade Improvement Program objectives of substantially beautifying the building façade. The grant objectives will also be fulfilled by assisting a small private business in promoting retail activities and the creation of an attractive environment which will add greatly to the neighborhood character and architectural design.