



Department of Planning & Community & Economic Development

Economic Development Division

Website: www.cityofmadison.com

- Office of Business Resources
- Office of Economic Revitalization
- Office of Real Estate Services

Madison Municipal Building, Room 312
215 Martin Luther King, Jr. Boulevard
P.O. Box 2983
Madison, WI 53701-2983

FAX 608 261 6126
PH 608 266 4222

DATE: March 13, 2012

TO: Urban Design Commission

FROM: Percy Brown, Manager of the Office of Economic Revitalization

SUBJECT: Façade Improvement Grant Program Update

INTRODUCTION:

On October 3, 2000, the Common Council enacted the Façade Improvement Grant Program to support and encourage small businesses to reinvest in the downtown and City's older neighborhood business districts. The Program provides matching grants up to \$10,000 per façade for the purpose of assisting small business owners and tenants to restore or beautify their facades or storefronts that are located within the Program target areas (see attached target areas map). As of today, the City of Madison has awarded 56 Façade Improvement grants, totaling \$732,957. In addition, \$1,334,331 of private funds was invested leading to a total new investment of \$2,067,288 (see attached list of Façade projects).

RECENT PROGRAM POLICY CHANGES:

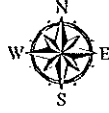
1. Council resolution to expand the Façade Improvement Grant Program target areas to include all commercially zoned City designated historic landmarks in the City of Madison (see attached resolution, list and map of City designated landmarks located outside the Program target areas).
2. Amendment of Objectives and Criteria to specify that governmental entities; and public and quasi-public authorities are ineligible for Façade Improvement grants (see attached adopted Council resolution).

GENERAL CRITERIA HIGHLIGHTS (see attached adopted Council resolution):

1. The Program is intended to assist owners or tenants with improvements or restoration of the aesthetic and architectural appearance of a complete building façade. The Program is not intended for repairs or maintenance activities.
2. The Program is intended to assist projects that create an attractive environment, encourage neighborhood character and architectural design, use quality materials, and incorporate design concepts.

3. Façade grant funds may be used to restore the historical appearance of a building or to rehabilitate, enhance, or beautify the structure. The Program will only fund projects that significantly improve or transform the visual appearance of the whole façade of the property from the street.

FACADE GRANT TARGET AREAS

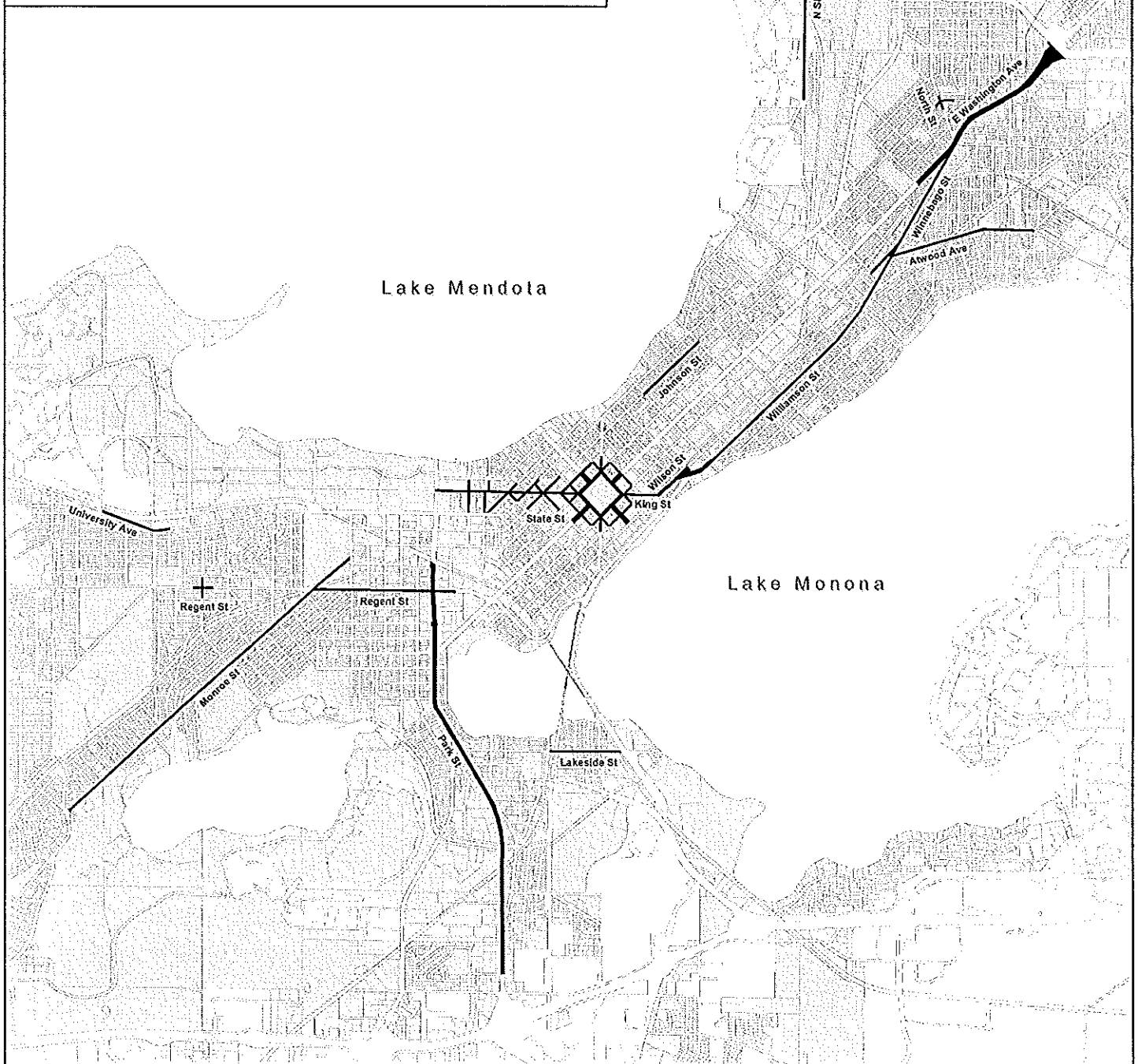


0 2,000 4,000 8,000 12,000 Feet

Legend

 Facade Grant Target Areas

Prepared by City of Madison Department of Planning & Community & Economic Development
4/16/2008



Facade Improvement Grants

2001 - Present

Business Name	No.	Dir.	St. Name	Ald. District	Year Closed	Grant Amount	Private Dollars	Estimated Total Project Cost
1 Africana Restaurant	2701		Atwood Ave.	6	2008	\$10,707.00	\$10,707.00	\$21,414.00
2 Ancora	110-112		King St.	4	2010	\$10,000.00	\$42,009.00	\$52,009.00
3 Barriques	961 S		Park St.	13	Committed	\$13,500.00	\$12,729.00	\$26,229.00
4 Bartell Theatre	113 E		Mifflin St.	4	2005	\$10,000.00	\$30,357.00	\$40,357.00
5 Bialy Brown's Deli	564		State St.	13	2001	\$15,631.54	\$15,631.53	\$31,263.07
6 Bock Water Heaters	110 S		Dickinson St.	6	2010	\$7,888.00	\$8,452.00	\$16,340.00
7 Brocach	7-9 W		Main St.	4	2004	\$10,000.00	\$42,400.00	\$52,400.00
8 Castle & Doyle	125		State St.	4	2004	\$10,000.00	\$34,500.00	\$44,500.00
9 Chez Vous Catering	831		Williamson St.	6	2011	\$10,000.00	\$14,350.00	\$24,350.00
10 Chiripa	636 S		Park St.	13	2006	\$20,000.00	\$23,846.00	\$43,846.00
11 Fat Sandwich Company	555		State St.	4	2010	\$6,963.44	\$6,963.44	\$13,926.88
12 Food Matters, LLC	923		Williamson St.	6	2011	\$7,675.00	\$19,197.00	\$26,872.00
13 Fromagination	12 S		Carroll St.	4	2007	\$10,000.00	\$49,315.00	\$59,315.00
14 Guitar Shop of Wisconsin	2215		Atwood Ave.	6	2011	\$8,506.00	\$10,922.00	\$19,428.00
15 Home Savings	6 S		Carroll St.	4	2002	\$20,000.00	\$30,026.66	\$50,026.66
16 Hong Kong Café	2 S		Mills	13	2009	\$20,000.00	\$22,434.00	\$42,434.00
17 Irish Pub	317		State St.	4	2004	\$7,418.50	\$8,581.50	\$16,000.00
18 Johannsen's Greenhouses	2600 W		Beltline Hwy.	14	2005	\$10,000.00	\$30,387.00	\$40,387.00
19 Kohn Veterinarian	1014		Williamson St.	6	2002	\$10,000.00	\$10,237.00	\$20,237.00
20 LaMop Hair Studio	2201		Regent St.	10	2010	\$20,000.00	\$21,203.00	\$41,203.00
21 LaMovado Radio	1017 S		Park St.	13	2002	\$19,498.00	\$19,498.00	\$38,996.00
22 Machinery Row	615		Williamson St.	6	2002	\$20,000.00	\$21,470.00	\$41,470.00
23 Madison Children's Museum	100 N		Hamilton St.	4	2010	\$25,000.00	\$112,448.00	\$137,448.00
24 Madison Chiropractic	2205 N		Sherman Ave.	12	2010	\$20,000.00	\$24,711.00	\$44,711.00
25 Madison Sourdough Company	916		Williamson St.	6	2011	\$10,000.00	\$17,343.48	\$27,343.48
26 Marlen Building	627-631		State St.	8	2010	\$7,500.00	\$7,889.00	\$15,389.00
27 Neuhauser Pharmacy	1875		Monroe St.	13	2005	\$20,000.00	\$43,940.00	\$63,940.00
28 Nick's Restaurant	226		State St.	4	2001	\$10,000.00	\$12,950.00	\$22,950.00
29 Opus Lounge & Woofs	114-116		King St.	4	2010	\$20,000.00	\$24,979.00	\$44,979.00
30 Park Street Garage	2116 S		Park St.	13	2011	\$20,000.00	\$27,146.00	\$47,146.00
31 Pizza Hut	520 S		Park St.	13	2009	\$10,000.00	\$15,361.00	\$25,361.00
32 Plan B	924		Williamson St.	6	2010	\$10,000.00	\$18,100.00	\$28,100.00
33 Plough Inn	3402		Monroe St.	10	2004	\$17,500.00	\$22,500.00	\$40,000.00
34 Ragstock	325-327		State St.	4	2004	\$10,000.00	\$39,868.00	\$49,868.00
35 Reed Sendecke, Inc.	240 W		Gilman St.	8	2001	\$10,000.00	\$41,378.00	\$51,378.00

Facade Improvement Grants 2001 - Present

Business Name	No. Dir.	St. Name	Ald. District	Year Closed	Grant Amount	Private Dollars	Estimated Total Project Cost
36 Revolution Cycles	2330	Atwood Ave.	6	2008	\$10,000.00	\$11,666.00	\$21,666.00
37 Rick's Roeffler Salon	1305 S	Park St.	13	2001	\$8,200.00	\$8,200.00	\$16,400.00
38 Roman Candle	1054	Williamson St.	6	2004	\$11,008.10	\$11,167.90	\$22,176.00
39 Sacred Feather	417	State St.	8	2001	\$5,350.00	\$5,350.00	\$10,700.00
40 South Side State Bank	330 W	Lakeside St.	13	2002	\$8,302.00	\$8,303.00	\$16,605.00
41 Spice's Deli	117	State St.	4	2001	\$20,000.00	\$56,600.00	\$76,600.00
42 Tellurian	1051-1053	Williamson St.	6	2010	\$20,000.00	\$35,000.00	\$55,000.00
43 The Cardinal	418 E	Wilson St.	6	2011	\$20,000.00	\$21,481.00	\$41,481.00
44 The Froth House	11 N	Allen St.	5	2008	\$8,545.09	\$8,545.90	\$17,090.99
45 The Livingston Inn	752 E	Gorham St.	2	2011	\$10,000.00	\$10,022.00	\$20,022.00
46 The Project Lodge	817 E	Johnson St.	2	2011	\$10,000.00	\$12,327.00	\$22,327.00
47 The Stop & Shop Grocery	501	State St.	4	2010	\$25,000.00	\$66,700.00	\$91,700.00
48 Tiger Lily	128	State St.	4	2002	\$11,109.47	\$11,109.46	\$22,218.93
49 Vacant	336 W	Lakeside St.	13	2002	\$10,000.00	\$12,400.00	\$22,400.00
50 Vacant	121 S	Pinckney St.	4	2011	\$20,000.00	\$43,148.50	\$63,148.50
51 Vacant	811	Williamson St.	6	2011	\$10,000.00	\$25,000.00	\$35,000.00
52 Vientiane Restaurant	626-628 S	Park St.	13	2004	\$10,000.00	\$10,100.00	\$20,100.00
53 Wando's Bar & Grill	602	University Ave.	8	2010	\$20,000.00	\$23,000.00	\$43,000.00
54 Warren Heating	912	Williamson St.	6	2002	\$7,655.00	\$7,660.00	\$15,315.00
55 Willy Street Co-op	1221	Williamson St.	6	2011	\$10,000.00	\$42,596.00	\$52,596.00
56 Yoga Studio	823 E	Johnson St.	2	2011	\$10,000.00	\$10,125.00	\$20,125.00
TOTAL					\$732,957.14	\$1,334,331.37	\$2,067,288.51



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 25458

File ID: 25458	File Type: Resolution	Status: Council New Business
Version: 1	Reference:	Controlling Body: COMMON COUNCIL
File Name: Facade Landmarks		File Created Date : 02/23/2012
Final Action:		
<div>Title: Approving the expansion of the Facade Improvement Grant Program target areas to include all commercially zoned City designated historic landmarks in the City of Madison.</div>		
Notes:		
Sponsors: Tim Bruer, Sue Ellingson and Marsha A. Rummel		CC Agenda Date: 03/06/2012
Attachments: FacadeLandmarksList.pdf, FacadeLandmarksMap.pdf		Agenda Number: 47.
Author: Percy Brown, Manager - Office of Economic Revitalization,		Effective Date:
Entered by: afreedman@cityofmadison.com		Enactment Number:
		Hearing Date:
		Published Date:

Approval History

Version	Date	Approver	Action
1	02/27/2012	Daniel Bohrod	Approve

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	02/23/2012	Referred for Introduction				
	Action Text:		This Resolution was Referred for Introduction				
	Notes:		Community Development Authority				
1	COMMON COUNCIL	03/06/2012					
1	COMMUNITY DEVELOPMENT AUTHORITY	03/08/2012					

Text of Legislative File 25458

Fiscal Note

This policy modification has no direct fiscal impact.

Title

Approving the expansion of the Façade Improvement Grant Program target areas to include all commercially zoned City designated historic landmarks in the City of Madison.

Body

On February 3, 2004, the Common Council adopted Resolution ID # 61179, approving the Façade Improvement Grant Program as part of the Madison Capital Revolving fund, and designating the Community Development Authority (CDA) as the agent of the City for the operation and administration of the Program. The objective of the Program is to support and encourage small local businesses to reinvest in the downtown, and the City's older neighborhood business districts. Matching grants are provided in the maximum amount of \$10,000 per façade for the purpose of assisting small private businesses to restore or enhance the physical appearance of their facades or storefronts that are located within a delineated target area. The Program is administered by the Economic Development Division. The adopted 2012 Operating Budget authorizes the expenditures of 150,000 for Program grants this year.

As of today, the City of Madison has awarded 56 Façade Improvement grants, mostly for historic buildings totaling \$732,957. In addition, \$1,334,331 of private funds was invested leading to a total new investment of \$2,067,288. Several of the façade projects have received historic preservation awards. Since the early years of the Program the CDA has provided grant funds to assist a significant number of City designated landmarks such as the Plough Inn on Monroe Street and most recently granted a waiver of the Program target areas for the Livingston Inn on East Gorham Street, a City of Madison landmark, listed on the National Register.

In response to the recommendations of the Draft Cultural Plan and the Draft Downtown Plan, The CDA is working with the Landmarks Commission and the Façade Improvement Grant Program Staff Team to provide financial incentives for City of Madison designated landmark property owners. Many landmark properties are already located within the Program target areas and are able to take advantage of the Façade Improvement grants. However, there remain seventeen (17) Landmark properties in the City of Madison that are located outside of the Program target areas and would be potentially eligible for Façade grant assistance if the Program target areas were expanded to include all commercially zoned City designated landmarks in the City of Madison (see attached list and map of City designated landmarks outside of existing Program target areas). Expanding the Program target areas to include all commercially zoned landmark properties will offer a financial incentive for landmark property owners and encourage the maintenance and restoration of landmark properties which will continue the preservation of cultural resources in the City of Madison.

NOW THEREFORE BE IT RESOLVED, that the Common Council does hereby approve the expansion of the Façade Improvement Grant Program target areas to include all commercially zoned City designated landmarks in the City of Madison.



Department of Planning & Development
Planning Division

Website: www.cityofmadison.com

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TO: Percy Brown, Aaron Olver

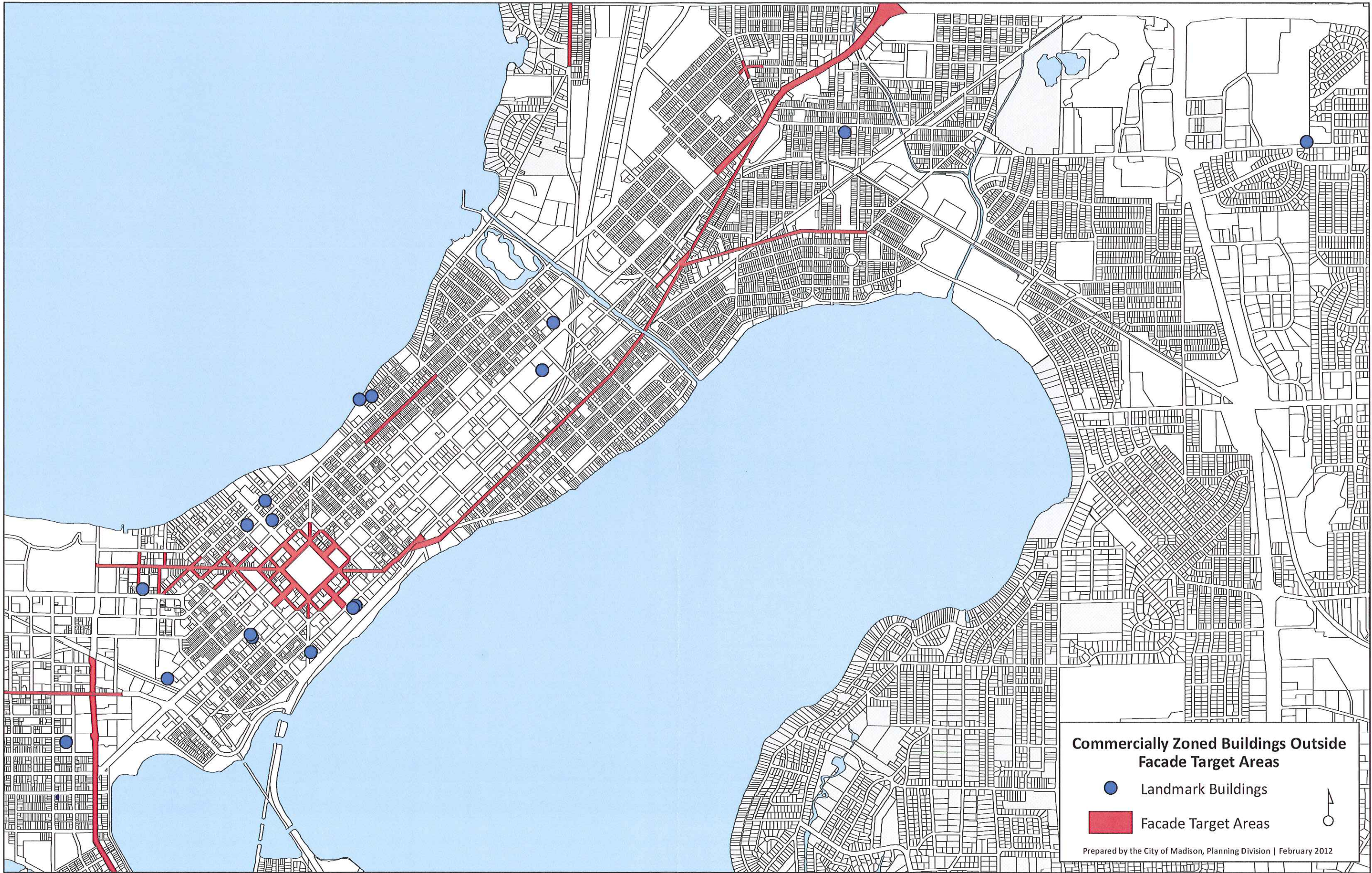
FROM: Amy L Scanlon, Preservation Planner

DATE: February 2, 2012

SUBJECT: Commercially zoned City designated landmarks outside of existing façade grant target areas

The following properties are affected (See attached map):

Parcel No.	Street Address	Landmark Name
070923203354	626 UNIVERSITY AVE	Luther Memorial Chapel
070923229251	640 W WASHINGTON AVE	Milwaukee Road Depot
070923305077	210 S BROOKS ST	Longfellow School
070924201159	15 E WILSON ST	Madison Catholic Assn. Clubhouse
070924201175	5 E WILSON ST	Madison Club
070924211033	321 S HAMILTON ST	Stoner House
071004106011	4418 MILWAUKEE ST	Heistand School
071005222048	2817 MILWAUKEE ST	Stang-Wirth House
070913101071	1245 E WASHINGTON AVE	Gisholt Machine Co. Manufacturing Complex
070913102136	1356 E WASHINGTON AVE	Fuller & Johnson Manufacturing Co. Office Building
070913208025	802 E GORHAM ST	Kayser House
070913215054	752 E GORHAM ST	Leitch House
070914407048	424 N PINCKNEY ST	Pierce House
070914412071	401 N CARROLL ST	Stevens House
070914413087	315 WISCONSIN AVE	First Church of Christ, Scientist
070923122059	14 S BROOM ST	Bush House
070923122067	403 W WASHINGTON AVE	Casserly House





City of Madison

Legislative File Number 22947 (version 1)

Title

Amending the Façade Improvement Grant Program Objectives and Criteria to specify that governmental entities and public and quasi-public authorities are ineligible for Façade Improvement Grants

Body

In 2000, the Common Council enacted the Façade Improvement Grant Program as a part of the Madison Capital Revolving fund. In 2004, the Common Council adopted amended Objectives and Criteria for the Façade Improvement Grant Program by Amended Substitute Resolution No.61179, ID No. 34241. Grants are provided in the maximum amount of \$10,000 per façade for the purpose of assisting small private businesses that are located within a delineated target area. The Program is administered by the Economic Development Division. The adopted 2011 Operating Budget authorizes the expenditure of \$190,000 for Program Grants this year. The Program is available to property owners of service or commercial/mixed use structures and building tenants with leases of more than one year. This Resolution would serve to amend the Objectives and Criteria to specify that governmental entities and public and quasi-public authorities are ineligible for the Grants.

NOW THEREFORE, BE IT RESOLVED, that the City of Madison Façade Improvement Grant Program Objectives and Criteria is hereby amended to specify that governmental entities and public and quasi-public authorities are ineligible for Façade Improvement Grants.

Fiscal Note

This policy modification has no direct fiscal impact.

City of Madison, Wisconsin

**AN AMENDED SUBSTITUTE
RESOLUTION**

Accepting the Report of the Community Development Authority regarding the revised Objectives and Criteria for the 2004-2005 Madison Capital Revolving Fund and the Façade Improvement Grant Program.

PRESENTED June 17, 2003/Reconsidered 1-20-04
 REFERRED Board of Estimates,
 Community Development Authority
 EDC
 Board of Public Works
REFERRED: BOE, CDA (1-20-04)
 REREFERRED Above (8-5), (9-16), (11-4)

Drafted By: Percy Brown
 Deputy Executive Director
 Community Development Authority

REPORTED BACK August 5, 2003
 September 16, 2003, November 4, 2003,
 January 6, 2004, February 3, 2004
 ADOPTED X POF _____
 RULES SUSPENDED _____
 PUBLIC HEARING _____

Date: December 3, 2003

Fiscal Note: The 2004 Planning and Development Capital Budget, under project No. 7, "Capital Revolving Fund" and project No. 40, "Façade Improvement Grants," authorizes \$500,000 for Capital Revolving Fund loans and \$100,000 for Façade Improvement grants. No General Obligation (G.O.) borrowing is needed to support the Program in 2004.

APPROVAL OF FISCAL NOTE IS NEEDED BY THE COMPTROLLER'S OFFICE Approved By _____ _____ Comptroller's Office
--

Sponsors: Mayor David J. Cieslewicz, Alder
 Matt Sloan, Mike Verveer, Tim
 Bruer

SUBSTITUTE	61179
RESOLUTION NUMBER	
ID NUMBER	34241

PREAMBLE

On October 3, 2000, the Common Council enacted the Façade Improvement Grant Program as part of the Madison Capital Revolving Fund (MCRF). The Program was a huge success during the first year of operation as a grant program. Fourteen grants were made, totaling \$175,746. An additional \$260,814 of private funds were invested leading to a total new investment of \$436,560 in Madison's downtown and our neighborhood business districts. On November 20, 2001, the Common Council switched the Façade Improvement Program from a grant program to a deferred

loan program. Since the Program was changed to a deferred loan, no applications have been received, despite our marketing effort.

WHEREAS, the Common Council approved the 2004 Capital Budget to include \$500,000 for MCRF loans and \$100,000 for Façade Improvement grants; and

WHEREAS, the City is desirous of changing the Façade Improvement Program from a deferred loan program back to a grant program.

NOW THEREFORE BE IT RESOLVED that the Common Council hereby amends the Objectives and Criteria for the MCRF to change the Façade Improvement Program from a deferred loan program to a grant program.

BE IT FURTHER RESOLVED that the Common Council does hereby accept the Report of the CDA regarding the revised 2004-2005 Objectives and Criteria for the MCRF, which incorporates the Objectives and Criteria for the Façade Improvement Grant Program.

Report attached

BE IT FINALLY RESOLVED that all Facade Improvement proposals will be referred to the Urban Design Commission (UDC) for comments and recommendations to be promptly made to the Community Development Authority (CDA). The Urban Design Commission (UDC) may recommend referral back to the Urban Design Commission (UDC) if designs are challenging. The Community Development Authority (CDA) will recommend projects to the Common Council.

COMMUNITY DEVELOPMENT AUTHORITY
CITY OF MADISON, WISCONSIN

REPORT OF: Community Development Authority

TITLE: Revised Objectives and Criteria for the Madison
Capital Revolving Fund for 2004-2005

AUTHOR: Mark Olinger, Executive Secretary
Community Development Authority

DATED: December 4, 2003

PRESENTED: December 15, 2003

REFERRED TO: _____

REPORTED BACK: _____

ADOPTED: _____

PLACED ON FILE: _____

MOVED BY: _____

SECONDED BY: _____

Yeas: _____ Nays: _____ Absent: _____

The Community Development Authority, at its meeting of December 11, 2003, considered the revised Objectives and Criteria for the 2004-2005 Madison Capital Revolving Fund (MCRF) and the Façade Improvement Grant Program. The MCRF has completed its sixteenth year of operation and continues to be a significant financing tool to assist housing, neighborhood, commercial and economic development in the Isthmus. On October 3, 2000, the Common Council enacted the Façade Improvement Grant Program as part of the MCRF. The primary aim of the Program was to enhance the visual appearance of Madison's downtown and our neighborhood business districts. The Program was a huge success during the first year of operation as a grant program. Fourteen grants were made totaling \$175,746. An additional \$260,814 of private funds were invested leading to a total new investment of \$436,560 (see attached before and after photo examples). Several of the façade properties were blighted and sitting vacant prior to City participation, but have since become thriving retail businesses. As a result, the economic health of the community as a whole has improved. The Commercial Assessment Areas (CAA) where façade improvements have occurred have increased by an average of 14.66%, compared to a city-wide percentage total (excluding new construction) of 4.5% (see attached chart for more details on the façade grants).

RECOMMENDATION

The CDA recommends that MCRF and Façade Improvement projects be reviewed to meet the following Objectives and Criteria:

MADISON CAPITAL REVOLVING FUND PROPOSALS

All proposals will be reviewed for compliance with the following Criteria, which were originally based on the Report of the Madison Capital Revolving Fund Task Force, approved by the Common Council on May 19, 1987, and the subsequent addition in the year 2003 Capital Budget of the Façade Improvement Program. The

Objectives listed below describe the entire Program. Following the Objectives, are the General Criteria for the Capital Revolving Fund with subsequent details, followed by the Revised General Criteria for the Façade Improvement Grant Program and its subsequent details.

TOTAL PROGRAM OBJECTIVES

1. Encouraging the expansion of new and existing business enterprises that create jobs for unemployed and underemployed people.
2. Preserving and expanding the housing supply within the City, including market rate housing and affordable housing for low- and moderate-income households.
3. Redeveloping blighted and underutilized properties for uses consistent with a strategy for neighborhood and downtown revitalization.
4. Restoring, or substantially beautifying, or enhancing the entire façade or elevation of a commercial building.

GENERAL CRITERIA FOR THE CAPITAL REVOLVING LOAN FUND

1. The evaluation of all projects shall consider how rapidly debt service and the term of the proposed loan replenish the Madison Capital Revolving Fund for future projects.
2. The evaluation of all projects shall consider the amount of equity provided by the project sponsor, and the extent that public financing from all sources leverages private resources.
3. The evaluation of all projects shall consider the City's loan security and risk exposure. The total loan-to-value ratio for all debt in the project shall not exceed 90 percent.
4. The evaluation of all projects shall include consideration of the developer's capacity to commence and carry out a project in a timely manner.
5. The evaluation of all projects shall include consideration of the projects feasibility and viability.
6. The evaluation of all projects shall include consideration of whether the property meets State codes pertaining to energy.
7. The evaluation of projects, especially residential development, shall include consideration of the degree to which facilities are accessible to persons with physical disabilities.
8. Madison Capital Revolving Loan Funds are to be used for end loan financing following project completion.
9. All projects must comply with Madison General Ordinance Section 3.72 concerning accessibility requirements for persons with disabilities and the Americans With Disabilities Act, where appropriate. Priority will be given to projects serving a special needs population.
10. All projects shall comply with applicable local, State, and federal provisions concerning Equal Opportunity and Fair Housing.
11. The borrower shall provide a personal guarantee for the full amount of the MCRF loan.

SPECIFIC ECONOMIC DEVELOPMENT CRITERIA

1. The evaluation of economic development and commercial rehabilitation projects may consider the extent the project advances specific public objectives such as the City's economic development strategy for commercial district revitalization and job creation matching the skills and training of the resident labor force.
2. The evaluation of economic development projects may consider the degree to which new primary sector jobs are created. The evaluation shall include the degree to which primary sector jobs are linked with training programs and projects involving basic industries.
3. The evaluation may include consideration of the number of the new permanent basic sector jobs created. The acceptability of favorable loan terms and rates increases in relation to the generation of new permanent basic sector jobs.

A basic sector business is defined as one, which receives a majority of its earnings from customers outside the Madison-Dane County area, or business customers outside the Madison-Dane County area, or manufacturing a product that would otherwise be imported from outside Dane County.

SPECIFIC HOUSING CRITERIA

1. Low and moderate-income housing developments that are integrated with market rate housing will receive priority consideration.
2. The evaluation of infill housing and residential rehabilitation projects shall include consideration of the number of additional new housing units created or substantially rehabilitated as a result of the project, and the total cost, amount of public financing and public subsidy needed per unit. The loan amount per unit may increase as interest rates and payback terms approach conventional lending standards.

SPECIFIC BLIGHT REMOVAL CRITERIA

1. The evaluation of property rehabilitation projects shall include consideration of the extent that the property exerts a blighting influence on the surrounding neighborhood, and the extent to which the rehabilitated property is likely to be a catalyst for substantial private effort to upgrade other properties in the immediate area.
2. The evaluation of a project shall include consideration of the number of jobs resulting from the project including non-basic jobs and jobs shifted from other locations. The acceptability of favorable loan terms and rates increases in relation to the generation of jobs.

ITEMS TO BE INCLUDED IN LOAN PROPOSAL SUBMITTALS

1. Provide a description of the proposal.
2. Provide the name, responsibility, and experience of development team members.
3. Provide the name, address, and telephone number of principal contact person.
4. Describe the form(s) of security to protect the City's loan participation.

5. Indicate the requested loan amount, interest rate, and payback terms.
6. Provide a source and use of funds statement.
7. Provide a ten-year pro forma indicating income and expenses, debt service, and cash flow.
8. For economic development and blight removal projects, indicate the number of new basic sector and/or non-basic sector jobs to be created as a result of the project.
9. For housing projects, describe the accommodations within the dwelling units that will be made for persons with physical disabilities.
10. For non-housing projects, indicate what accommodations will be incorporated in the construction or renovation of the project to provide accessibility to persons with physical disabilities.
11. Provide a description of the management plan and who will carry it out.
12. Provide development timetables.
13. Provide a description of the degree to which Madison Capital Revolving Loan Funds are needed in order for the project to be accomplished.
14. Indicate if site control has been obtained.
15. Indicate if the relocation of individuals or businesses will be required as a result of the development.

(Please also note that a list of typical Madison Capital Revolving Fund Loan conditions appears on Attachment A of this document)

GENERAL CRITERIA FOR THE FACADE IMPROVEMENT GRANT PROGRAM

1. The Program is intended to assist property owners or tenants with improvements or restorations of the esthetics and architectural appearance of a complete building façade. The Program is not intended for repairs or maintenance activities.
2. The Program is intended to assist projects that promote retail activities, create an attractive environment, encourage neighborhood character and architectural design, use quality materials, and incorporate good design concepts. Projects meeting these objectives are eligible for a grant for up to one half the cost of facade improvements (see General Criteria #5).
3. The Program is intended to assist small private businesses. Property owners of service or commercial/mixed-use structures and building tenants, with leases of more than one year in length, are eligible.
4. The funds may be used to restore the historical appearance of a building or to rehabilitate, enhance, or beautify the structure. Eligible items include uncovering and restoring historical facades, removing existing façade materials and replacing them with more appropriate and attractive designs and materials, and other detailing which leads to a substantially enhanced appearance. Although not eligible for funding on their own, the following may be funded as part of a more comprehensive façade improvement: windows, doors, exterior cleaning, tuckpointing, painting, exterior lighting, shutters, gutters, awnings, and historical architectural elements. The Program will only fund projects that significantly improve the visual appearance of the whole facade of the property from the street. Design and permit fees associated with the construction are also eligible projects costs.

5. Grants will be provided in an amount up to 50% of the total project cost, to a maximum of \$10,000 per street facing façade. Maximum amounts would range from \$10,000 for a single street facing facade, \$20,000 for a building with two facades, and \$25,000 for “flatiron” buildings. The owner/tenant must use private, non-City, funds to match the City’s grant.
6. **Review of a specific application will be completed by a staff team consisting of the Community & Economic Development Unit Director, the Community Development Supervisor, the Housing Rehabilitation Specialist, the Planner III, Historic Preservation; and the Principal Planner. The Director of the Department of Planning and Development is an alternate for any absent member.**
7. Properties located in the following target area are eligible:
 - Properties located in the Central Business Improvement District
 - King Street
 - 300, 400, and 500 blocks of East Wilson Street
 - Williamson Street
 - Atwood Avenue
 - East Washington Avenue from Fourth Street to Highway 30
 - South Park Street
 - East Johnson Street
 - Regent Street
 - All of Monroe Street
 - Winnebago Street
 - Lakeside Street
 - **Old University Avenue from Chestnut Street to Farley Avenue**

Please see the attached maps for more detail on the exact areas.

SPECIFIC REQUIREMENTS FOR THE FACADE IMPROVEMENT GRANT PROGRAM

1. Projects must be started within 30 days following approval and completed within 120 days. Extensions to the 120-day completion period may be granted for inclement weather, or the ordering of special building materials. If the applicant requests an extension in writing, the City will notify the applicant of its approval or denial.
2. A Letter of Assurance that construction has not been completed prior to grant approval.
3. The owner/tenant shall comply with all applicable provisions of the Madison General Ordinances concerning equal employment opportunity and affirmative action programs and practices in connection with the construction work being completed using these funds. The owner/tenant shall assist and actively cooperate with the City in obtaining the compliance of contractors with such provisions of the Ordinances, and with the rules, regulations, and relevant orders issued by the City pursuant to such provisions of the Ordinances.
4. The owner/tenant must pay all laborers, workers, and mechanics working on the project pursuant to the City’s Prevailing Wage Ordinance.
5. The owner/tenant/contractor shall obtain the required permits before beginning the construction work. Copies of the permits shall be furnished to the CED staff.

6. Owner/tenant will pay for the completed construction work and submit paid receipts and lien waivers from the contractors to the CED staff for payment. Proof of completion, copies of lien waivers, and compliance with code requirements will be required before reimbursement.

ITEMS TO BE INCLUDED IN THE FAÇADE IMPROVEMENT GRANT PROGRAM REQUEST SUBMITTALS

1. Applications must be submitted to the CED Office of the Department of Planning and Development, 215 Martin Luther King Jr. Boulevard, Room LL-100 along with the \$100 application fee.
2. The application from an owner should include a copy of the building deed, or land contract. An application from a tenant must include a copy of the lease and written approval from the owner for the application.
3. Both applications must include photographs of the facades to be improved.
4. If the application is conditionally approved, the owner/tenant will be required to prepare and submit cost estimates and drawings of the proposed work, in order to obtain final approval.

APPROVAL REQUIREMENTS FOR THE CAPITAL REVOLVING FUND (MCRF)

1. The Common Council has designated the Community Development Authority (CDA) as agent of the City of Madison for the operation and administration of the MCRF Loan Program.
2. The staff are required to review all loan applications for financial assistance to find, if appropriate, that the proposed project meets the objectives and Criteria of the MCRF and so report to the CDA and Common Council.
3. The loan request must be approved by the CDA.
4. The loan request must be approved by the Common Council and authorize the Mayor and City Clerk to execute all documents necessary to close the loan.
5. The Common Council has directed that the Community Development Authority act as the City's agent in closing and administering this loan and in resolving any issues that may arise over the terms and conditions of the loan.

APPROVAL REQUIREMENTS FOR THE FACADE IMPROVEMENT GRANT PROGRAM

Consistent with the rehabilitation loans of the City administered by the CDA, the Director of the Department of Planning and Development (DPD) or his designee is Hereby authorized and directed to administer the Facade Improvement Grant Program.

1. The DPD Director, with the approval of the Community Development Authority, is authorized to make such rules and regulations and to issue such orders and notices, in such form or manner as may be necessary and proper to put into full force and effect any and all of the provisions of the Facade Improvement Grant Program.
2. The DPD Director, under appropriate circumstances or conditions and with the prior approval of the Community Development Authority, is authorized to waive such provisions or requirements as are promulgated in the Facade Improvement Grant Program.
3. The DPD Director is authorized on behalf of the Community Development Authority to call upon any department, board, commission, or agency of the City for assistance and cooperation in carrying out the

Facade Improvement Grant, and all City departments, boards, commissions, and agencies are authorized and directed to cooperate with and furnish assistance to the Community Development Authority, the DPD Director, and the DPD staff in carrying out the Program.

4. The DPD Director, or designee, is authorized on behalf of the Community Development Authority to approve or reject Facade Improvement Grant Program applications under procedures set forth herein.
5. Following submission of the application and fee, the proposal will be reviewed with the owner/tenant, a site visit will be conducted, and if the proposal meets the requirements of the Façade Program, a conditional letter of approval will be forwarded to the owner/tenant. This letter may require improvements or changes in order to qualify for the Grant.
6. An applicant, if approved, will receive a commitment letter from the City stating the approval and any conditions appropriate to the approval. This letter must be signed by the Director of the Planning and Development Department or the Director of the Community and Economic Development Unit, or the Community Development Supervisor. All other communications from staff are advisory and do not represent commitments.

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