CITY OF MADISON

FACADE IMPROVEMENT GRANT

Economic Development Division
215 Martin Luther King Jr., Boulevard, Rm 312
P.O. Box 2983
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www.cityofmadison.com/facadegrant

PROGRAM SUMMARY

The Facade Improvement Grant Program was established to support and encourage small business to reinvest in the downtown and neighborhood business districts. The Program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts.

Attractive building facades support and encourage local businesses. They can have a significant effect on the attractiveness and marketability of the surrounding area. To encourage business owners to reinvest in the downtown and smaller, neighborhood business areas, the City of Madison is offering grants to assist in the exterior renovations of these otherwise sound and vital properties.

Applicant Eligibility Requirements

Property owners of service or commercial/mixed-use structures and building (business) tenants, with leases of more than one year in length, located within the target area or emerging commercial node/activity area, are eligible for funding. Governmental entities and public and quasi-public authorities are ineligible for funding.

All independent businesses that fit the eligibility requirements are eligible.

Property Eligibility Requirements

Properties that are used in whole or part for service or commercial activities are eligible for funding. 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. Applicants may apply for one of two grant options:

- Mini Grant - Grant requests for amounts up to $10,000 for street facing facades have no match requirement.
- Façade Improvement Grant - Grant requests for over $10,000 require a one-to-one match. Projects can request up to $20,000 per street facing façade, $40,000 per two street facing facades (i.e. a corner building), and $50,000 for a Flatiron Building.

Target Area

The property must be located within City of Madison ***Eligible Areas Map*** or in an emerging commercial node or activity area. All commercially zoned City designated historic landmarks in the City of Madison are eligible. All commercial/mixed-use structures within the Central Business Improvement District are

eligible. If you are not in the eligible areas but think your project is part of a new or emerging commercial node, please reach out to the facade Grant Team.

Grant Amount

There are two tiers of grants:

Mini Grants
Grant requests for amounts up to $10,000 have no match requirement.

Façade Improvement Grants
Grant requests for amounts over $10,000 require a one-to-one match. Projects can request up to $20,000 per street facing façade, $40,000 per two street facing facades, and $50,000 for a Flatiron Building.

Eligible Costs

Grants may be used for comprehensively restoring or substantially beautifying, or enhancing the entire facade or elevation of a commercial building. Eligible items include uncovering and restoring historical facades, removing existing facade materials and replacing them with more appropriate and attractive designs and materials, and other detailing which leads to a substantially enhanced appearance. New windows and doors, signage, tuck-pointing, painting, exterior lighting, shutters, gutters, awnings, and historical architectural elements are eligible. The program will fund projects that significantly improve the visual appearance of the property from the street. Design and permit fees associated with the construction are eligible project costs. The program is not intended for minor repairs or maintenance. This program is not intended for projects that are only signage or only awnings.

Mini Grants can be used for smaller improvements that are impactful for existing businesses and new local entrepreneurs. Eligible items could include windows, doors, awnings, lighting, visual impact projects, some signage, etc. Awnings or signage may be eligible as part of a larger project but are not eligible in and of themselves.

Ineligible Costs

The cost of new construction, repair or replacement of a roof, work to an alley facade, work that principally involves minor repairs, painting or maintenance, billboards, landscaping or paving are not eligible under the grant program.

Grant Requirements

Projects must be started within 30 days of approval and completed within 120 days. Extensions to the 120-day completion period may be granted for inclement weather, supply chain issues or the ordering of specialty building materials. The applicant must request an extension in writing. The City will notify the applicant in writing of its approval or denial.

Applicants cannot begin their project until they have received Façade Improvement Grant approval. If work begins before application or approval, the City cannot fund the project with Façade Improvement Grant funds.

All projects must receive all applicable City building permits, if required.

The owner/tenant shall comply with all sign control ordinances contained in Chapter 31 of the Madison General Ordinances and keep the exterior surfaces maintained to prevent deterioration and to present an attractive appearance.

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 grant 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.

Applicant pays for completed construction work and submits paid receipts and lien waiver from contractors to the Economic Development Division.

Upon verification, the Economic Development Division authorizes a payment request for the approved amount.

Processing Steps

Step 1 Call or e-mail City Staff to discuss your project: totto@cityofmadison.com or 608-243-0178.

Step 2 Applications are accepted on an ongoing basis. Applications must be submitted to the Economic Development Division. Email applications are preferred.

Step 3 Staff Team meeting with Applicant to discuss project scope and eligibility and to provide input and guidance

- Mini Grants: Mini grants only need Facade Grant Team Staff Approval, unless they are in an Urban Design District and/or require Landmarks Commission approval. If project is a Mini Grant and Staff Team is supportive of the project a Letter of Approval is sent to the owner/tenant. This letter may require modifications to the original proposal.

- Façade Improvement Grants: All projects over $10,000 require approval by both the Facade Grant Staff Team and the Urban Design Commission (UDC). If the Staff Team and UDC is supportive of the project a Letter of Approval is sent to the owner/tenant. This letter may require modifications to the original proposal. Some Façade Improvement Grants may also need to be approved by the Landmarks Commission (LC).

Step 4 If UDC or LC approval is required, once that approval is obtained a Letter of Approval is sent to the owner/tenant. Work on the project can now begin once grant approval and building permits are issued. Grant recipient must display "Financing provided by the City of Madison Façade Grant Program" sign provided by the City on project site.

Step 5 Applicant pays for completed construction work and submits paid receipts and lien waiver from contractors to the Economic Development Division.

Step 6 Upon verification, the Economic Development Division authorizes a payment request for the approved amount.

E-mail application to:	**Drop off application:**	**Mail application:**
Tom Otto Economic Development Specialist City of Madison totto@cityofmadison.com *PREFFERED DELIVERY METHOD*	ATTN: Tom Otto Economic Development Division Madison Municipal Building 215 Martin Luther King Jr. Blvd Rm 312 Madison, WI 53701	ATTN: Tom Otto City of Madison Economic Development Division P.O Box 2983 Madison, WI 53701-2983