



**CITY OF MADISON**  
**FAÇADE IMPROVEMENT GRANT PROGRAM**  
*Building and beautifying Madison, one storefront at a time*



Department of Planning & Community & Economic Development  
Economic Development Division  
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## **OBJECTIVES AND CRITERIA**

All applications for Façade grants will be reviewed for compliance with the following Objectives and Criteria, which were approved by the Common Council on February 3, 2004.

### **PROGRAM OBJECTIVE**

Restoring, or substantially beautifying, or enhancing the entire façade or elevation of a commercial building.

### **GENERAL CRITERIA FOR THE FAÇADE 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 for funding. Governmental entities and public and quasi-public authorities are ineligible for funding.
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 façades, 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 façade 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 façade, \$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 Manager of the Office of Economic Revitalization, the Housing Rehabilitation Specialist, the Planner III, Historic Preservation; the Office of Business Resources Manager, and the Principal Planner, or designee. The Director of the Department of Planning and Community and Economic 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
  - Sherman Avenue
  - All commercially zoned City designated historic landmarks in the City of Madison

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

## **SPECIFIC REQUIREMENTS FOR THE FAÇADE 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/contractor shall obtain the required permits before beginning the construction work. Copies of the permits shall be furnished to the Economic Development Division staff.
5. Owner/tenant will pay for the completed construction work and submit paid receipts and lien waivers from the contractors to the Economic Development Division 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 Economic Development Division, 215 Martin Luther King Jr. Blvd., Suite 300, 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 FAÇADE IMPROVEMENT GRANT PROGRAM**

The Common Council has designated the Community Development Authority of the City of Madison (CDA) as the agent of the City for the purposes of operating and administering the Façade Improvement Grant Program. The CDA is responsible for reviewing the administration of the Façade Improvement Grant Program by the Department of Planning and Community and Economic Development (DPCED) staff and making recommendations to the Mayor, and Common Council on matters pertaining to program policies, procedures, and administration. Consistent with the rehabilitation loans of the City administered by the CDA, the Director of the DPCED or his designee is hereby authorized and directed to administer the Façade Improvement Grant Program.

1. The DPCED Director, with the approval of the CDA, 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 Façade Improvement Grant Program.
2. The DPCED Director, under appropriate circumstances or conditions and with the prior approval of the CDA, is authorized to waive such provisions or requirements as are promulgated in the Façade Grant Program.

3. The DPCED Director is authorized on behalf of the CDA to call upon any department, board, commission, or agency of the City for assistance and cooperation in carrying out the Façade Grant Program, and all City departments, boards, commissions, and agencies are authorized and directed to cooperate with and furnish assistance to the CDA, the DPD Director, and the DPD staff in carrying out the Program.
4. The DPCED Director, or designee, is authorized on behalf of the CDA to approve or reject Façade 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, the proposal will be referred to the Urban Design Commission (UDC) for comments and recommendations, and if the proposal meets the requirements of the Façade Improvement 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 Community and Economic Development Department or the Director of the Economic Development Division, or the Manager of the Office of Economic Revitalization. All other communications from staff are advisory and do not represent commitments