





LAST CHANCE!

MARSHFIELD FAÇADE IMPROVEMENT PROGRAM DESCRIPTION

To help implement the City of Marshfield's vision laid out in the Downtown Master Plan as well as the City's Strategic Plan, the City of Marshfield has partnered with Main Street Marshfield to offer a Façade Improvement Matching Grant. This program will allow the community to: capitalize on valuable property; create new business opportunities; create new development value; and enhance Marshfield's historic downtown character.

The purpose of the Façade Improvement Matching Grant is to provide a resource to help businesses and non-residential building owners with their revitalization efforts to stimulate exterior building improvements in a targeted area. The Program is funded and administered in partnership by Main Street Marshfield and the City of Marshfield.

The basis for the award and approval of façade improvement financial assistance under the program will be the following design guidelines. These guidelines can help you make design decisions for your façade restoration or rehabilitation, your new structure, or your new building addition. They also are intended to maintain the character and spirit of Downtown Marshfield and to make your project a success.

Grant Program

For 2012, approximately **\$40,000** has been designated as matching funds for façade improvements within TIF District #4. The intent of the grant is to restore the buildings in the area and to promote Marshfield as a pedestrian friendly area.

The program is an offering of up to a 50/50 matching grant, not to exceed a negotiated amount per building. Depending on their specific project needs, downtown property and business owners are eligible to apply for a Façade Improvement Matching Grant. Main Street Marshfield will accept applications until all funds have been exhausted, or until July 31st, whichever comes first. Any funds that remain after July 31st will be transferred to other downtown improvement projects. The Facade Review Team will award matching grants based upon fund availability and the projects potential impact to the TIF District.

Eligible Properties

- All properties that are located within the boundaries of Tax Increment Financing District # 4 (see attached map for program boundaries);
- The applicant must be the property owner or a tenant with written permission from the property owner;

- The project must meet all state and local building codes and zoning requirements;
- All façade improvements must follow the principles and guidelines of the Marshfield City Code, Downtown Master Plan, and the Main Street Marshfield Design Guidelines to ensure compatibility with the existing downtown, and help to create a uniform and coordinated streetscape that is attractive and functional;
- Priority will be given to façade restorations that are sensitive to and restore the original architecture of the building in a historically appropriate manner.

Properties NOT Eligible

- Any property owned by a unit of government (federal, state, county, local, etc.);
- Properties that have any delinquent payments due to the City, such as: bills, charges, or taxes.

Improvements

Eligible

- Restoration and rehabilitation of your buildings exterior wall(s) which face a public street (alleys are not included). Examples include:
 - Storefronts
 - o Signage *
 - Doors and windows *
 - o Wall treatments (painting, acid washes, etc.)
 - o Details (light fixtures, awnings, etc.) *
- Building additions that meet local building codes and zoning requirements and the principles and guidelines of the Program.
 - * Costs associated with these improvements may only be considered for matching grant funds if they are part of an overall building improvement project. Just replacing your awning, signage, or windows does not meet the intent of the program and will not qualify for matching grant funds.

Ineligible

- Interior improvements, fixtures and furnishings, or roof repair, not visible from the street;
- Removal of architecturally significant features;
- Purchase of property;
- Inventory or operating capital;
- Any activity completed prior to receiving final approval of grant funds;
- Properties exclusively used as residences.

Historic Buildings

All structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings, that are an integral element of a historic streetscape, should reflect and complement the character of the surrounding area to the greatest extent possible.

"Buy Local"

Whenever possible, Applicants are <u>strongly</u> encouraged to use local contractors to complete all tasks associated with their renovation. This will not only help garner support to continue this program, but more importantly help boost our local economy.

Award Reimbursement

Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements. All necessary government approvals, building permits, and taxes are not eligible for reimbursement.

Projects approved for matching grant assistance will be required to submit a written request to release the funds upon completion of the entire project. Copies of all invoices and receipts related to the façade improvements must accompany the request for release of funding. Invoices and receipts shall clearly explain the related work (i.e. \$ for square feet of brick cleaning).

The Façade Review Team reserves the right to refuse reimbursement in whole or part for work that:

- Does not conform to the program design guidelines.
- Do not conform to the proposal submitted with your application and authorized by the Team.
- Are not completed within 1 year from the date the project was approved for funding.

How to Apply

To be considered for matching grant assistance, please complete the attached "Façade Improvement Program Application" and deliver to Main Street Marshfield at the address listed below. Only applications that contain all required information will be considered for funding.

All applications for Façade Improvement Matching Grant assistance will be reviewed by the Facade Review Team to determine the project's compliance with the specific standards contained within this Program Description as well as with other components of the Downtown Master Plan and Design Guidelines.

The Facade Review Team will begin their review of all requests as they are received, and determine which project or projects best meet the Program's objectives. The Team may then interview the applicant(s) to determine which project(s) will receive matching grant funds to support their proposed project. Following their review, the Team will notify the applicant(s) of their decision to approve or deny the request.

If your request for financial assistance is approved, you will receive a written notice of the Team's decision detailing: the amount of funding approved, any terms and/or conditions of the approval, as well as how the funds will be released. You will be asked

to sign and return a copy of the document accepting all terms and/or conditions of the approval, which will then serve as the contract between the two parties.

Ranking Order of Applicants

Generally, projects having the greatest aesthetic impact in the TIF District will be given first priority. Priority will also be given to the following:

- 1. Projects that will encourage other restoration or redevelopment within the downtown TIF District area.
- 2. Buildings where an immediate renovation will stop serious deterioration of the building's façade.
- 3. Projects that improve the architectural integrity of the building and restore the historic architecture
- 4. Buildings where historic or architecturally significant features contributing to the building's character are in danger of being lost due to disrepair.
- 5. Vacant properties where façade improvements would help to improve the overall appearance.
- 6. Projects that demonstrate collaboration and will help to attract people.
- 7. Projects that will result in significant new investment and creation of jobs.
- 8. Projects that incorporate mixed uses or multiple tenants.

Application Deadline

Complete the attached application and return to Main Street Marshfield, Inc. Applications will be accepted until all funds have been exhausted, or until July 31st, whichever comes first. Only applications that contain all required information will be considered for funding.

> Main Street Marshfield, Inc. 222 South Central Avenue, Suite 205 Marshfield, WI 54449 Phone: (715) 387-3299

Questions

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