



## **DOWNTOWN MARSHFIELD 50/50 FAÇADE IMPROVEMENT PROGRAM DESCRIPTION**

The purpose of the 50/50 Façade 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 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 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 2017, **\$50,000** has been designated as funds for façade improvements within TIF #4. The intent of the grant is to restore the buildings in the area and to promote Marshfield as a pedestrian friendly area.

### ***Eligible Properties***

- All properties that are located within the boundaries of TIF #4
- 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 rear façade where entrances are accessible and visible from Public Right of Way or/or public parking lot.

### ***Ineligible Properties***

- Properties that the principal use is residential
- Properties that are tax exempt
- Properties with any outstanding fees or taxes owed to the City of Marshfield

### ***Improvements***

#### ***Eligible***

- Restoration and rehabilitation of your building's exterior wall(s) which face a public street. Examples include:

- Back-alley Entrance Wall
- Front Entrance Wall
- Signage\*
- Doors and windows\*
- Wall treatments (painting, acid washes, etc.)
- 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 strongly 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 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 Program Design Committee reserves the right to refuse reimbursement in whole or part for work that:

- Does not conform to the program design guidelines.
- Does 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 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 assistance will be reviewed by the Program Design Committee 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 Program Design Committee will begin their review of all requests as they are received, and determine which project or projects best meet the Program's objectives. The Committee 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 Committee 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 Committee'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.

## **Application Reviews:**

First review of applications will begin March 1<sup>st</sup>

**Main Street Marshfield, Inc.  
139 South Central Avenue  
Marshfield, WI 54449  
Phone: (715) 387-3299**