



DOWNTOWN MARSHFIELD FAÇADE & BUILDING IMPROVEMENT PROGRAM DESCRIPTION

The purpose of the Façade and Building Improvement Grant is to provide a resource to help businesses and building owners with their revitalization efforts to stimulate exterior building improvements in a targeted area and to encourage converting underutilized space into residential units or eating and/or drinking establishments in the downtown area.

The basis for the award and approval of Façade and Building 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 2020, approximately **\$65,000** has been designated as funds for façade and building 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. **Applicants are encouraged to discuss their project with the City's Zoning Administrator prior to submitting an application. He can be reached at 715-486-2077. Awardees are required to obtain all necessary building permits and to complete all required building inspections for funds to be eligible for reimbursement.**

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 in the format provided by the City of Marshfield 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 converting upstairs spaces into new residential units and converting commercial spaces to eating and/or drinking establishments.

Ineligible Properties

- Properties that the only use is residential
- Properties that are tax exempt

- Properties with any outstanding fees or taxes owed to the City of Marshfield

Improvements

- *Eligible*
 - Converting underutilized space on the second story or above into new residential units. Interior renovations to convert space into new residential units. Grant and matching project costs include:
 - Interior renovations related to converting underutilized space into new upper unit apartments.
 - Reimbursement cost of up to \$15/square foot of remodeled project area, not to exceed 50% of the eligible project costs with a maximum grant of \$15,000.
 - Converting office or personal/professional service spaces into a new eating and/or drinking establishment. Grant and matching project costs include:
 - Interior renovations related to new eating and/or drinking establishments.
 - Reimbursement cost of up to \$15/square foot of remodeled project area, not to exceed 50% of the eligible project costs with a maximum grant of \$15,000.
 - Restoration and rehabilitation of your building's exterior wall(s) which face a public street, public alley, or public parking lot. Grant and matching project costs include:
 - Back-alley Entrance Wall
 - Front Entrance Wall
 - Signage*
 - Doors and windows*
 - Wall treatments (painting, acid washes, etc.)
 - Details (light fixtures, awnings, etc.)*
 - Rear entrance accessibility and paving
 - Not to exceed 50% of the eligible project costs with a maximum grant of \$15,000.
 - Building additions that meet local building codes and zoning requirements and the principles and guidelines of the Program.
 - Reimbursement cost of up to \$15/square foot of addition project area, not to exceed 50% of the eligible project costs with a maximum grant of \$10,000.

* 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, doors, windows, or fixtures does not meet the intent of the program and will not qualify for matching grant funds. A combination of those projects may be eligible.**

Property owners looking to modify the exterior of their buildings should consult the Downtown Design Guidelines.

A property owner may be eligible for more than one component of the grant program. For example, if a property owner wanted to convert an upper unit space into a new apartment and complete an exterior façade improvement, they could be eligible for up to \$30,000

- *Ineligible*
 - Furniture, fixtures, and equipment
 - Roof repair when 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 that are only 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. For example if a total renovation project costs \$50,000, but only \$25,000 of the projects consists of eligible projects, the maximum award that can be granted is \$12,500. 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 accept or reject any and all applications in whole or in part. The Committee may refuse reimbursement in whole or part for work that:

- Does not conform to the program design guidelines. Projects that follow the guidelines will be given priority in the review process.
- Does not conform to the proposal submitted with your application and authorized by the Committee.

- The invoice or receipt does not clearly define the completed work.
- Project is not completed within 1 year from the date the project was approved for funding.
- Work that was started before January 1, 2020.
- Did not obtain a required building permit for the work completed.

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. The application process is a competitive one. Grant awards are based on available funding and some projects might not be funded or may only be partially funded.

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:

Deadline for first review of applications is Friday, April 3, 2020 at 4:30 pm.

Applications should be emailed to Kaelie at:
executivedirector@mainstreetmarshfield.com or by mail at:

Main Street Marshfield, Inc.
222 South Central Avenue, Suite 1G
Marshfield, WI 54449
Phone: (715) 387-3299