

# UPDATE NORTH LA CROSSE!

## NORTHSIDE FAÇADE IMPROVEMENT GRANT PROGRAM

### GOALS:

The mission of this façade restoration program is to provide incentives to downtown property and business owners for revitalizing the exteriors of their buildings. The grant is available to business and property owners located within ½ mile of the Amtrak Depot Tax Increment Finance District (TID 7).

### BENEFITS:

This program will provide grants up to a maximum amount of \$10,000 at no more than a 50/50 match for eligible expenses. All successful applicants must meet the program requirements and go through the approval process prior to beginning any construction work.

This funding has been made possible by the City of La Crosse and through the generous support of the La Crosse City Council, Economic Development Commission and Planning Department.

### ELIGIBLE PROPERTIES AND SCOPE OF WORK:

#### Eligible Properties

- Properties must be located within the designated Northside district.
- Applicants must be property owners or building tenants obtaining written permission from the building owner
- Project must meet all state and local codes and zoning ordinances
- Project must conform to the design standards for the City of La Crosse and be reviewed by the design review committee and/or façade review committee.

#### Ineligible Properties

- Buildings containing a dwelling unit on the first/ ground floor
- Properties with back taxes
- Building owners with back taxes on other properties
- Properties and/or Owners with outstanding citations/orders from the Inspection Department, unless this grant is being used to correct those violations.

#### Eligible Work

- Front (street) facade
- Side (street/alley) facade
- Rear (alley/parking lot) facade
- Restoration of architectural, historic, or ornamental features
- Lighting attached to the building
- Awnings and signage will only be eligible for a maximum of a \$1,000 grant

#### Eligible Expenses (Priority shall be given to front facades)

- Exterior wall restoration/rehabilitation
- Front entry work
- Masonry restoration
- Ornamental details including but not limited to metalwork, stone, wood, terra cotta, stained glass, and hardware
- Doors, windows and storefronts
- Exterior lighting
- Up to \$1,000 for architecture and engineering fees to generate construction documents

### **Ineligible Work**

- Interior improvements
- Roofing
- Exterior portions of the building not visible from a public street/alley
- Removal or insensitive alterations to historic or architecturally significant building features
- Activities completed prior to receiving conditional approval from the committee in written form

### **Ineligible Expenses**

- Furniture, interior fixtures and equipment
- Purchase of property
- Marketing/Advertising
- Inventory/Overhead
- Fees for government approvals, taxes, permits, etc.
- New additions

## **GRANT SELECTION CRITERIA:**

### **Buy Local**

While not required, it is strongly recommended to hire local contractors and craftsmen to help support and strengthen the local economy.

### **Applicant Checklist**

Applicants should make sure to have all items in the list below completed and submitted by the quarterly application date that they wish to have their project reviewed by the Facade Committee.

- Facade Grant Application Form
- Colored, rendered elevations drawing(s) to scale
- Electronic photos with a key plan illustrating existing conditions
- Contractor's Opinion of Probable Cost
- Anticipated construction start and completion date

### **How To Apply**

- First and foremost an applicant must define the scope of work to be done. This will often require retaining the services of an Architect for the "Rendered Elevation(s)" and could also include a Contractor to assist in preparing the "Opinion of Probable Cost."
- Fill out all requested information on the application form. Please provide current contact information. If there is a question and we aren't able to get in contact with you it may delay the processing of your application. If an area does not apply to your project simply write "N/A".
- Colored, rendered elevations should be 2-dimensional line drawings with color and notes clarifying materials, finishes. Shadows and other features are optional. Drawings are preferred at 1/4"=1'-0" scale, but 1/8"=1'-0" scale drawings are acceptable for larger buildings. All submitted images may be used by the City at their discretion for advertising and educational purposes. Renderings may be done on any standard paper size.
- Submit electronic photographs depicting the existing condition of the building. These photos shall be numbered 1 of 20, 2 of 20 and so on. All photos will be keyed to a plan where the number of the photo is shown with an arrow pointing in the direction the photo is taken. Photos illustrating the overall facade(s) as well as detail shots shall be included. (Please keep in mind that photos taken at the same location after project completion will be required prior to final disbursement of funds.)
- The "Opinion of Probable Cost" may best be compiled by a Contractor, but an Architect could also provide this document. Costs shall be broken down by discipline, i.e. masonry, carpentry, doors/windows, overhead and profit, etc. This breakdown shall also list the work to be performed, such as masonry may have cleaning, tuckpointing and new masonry installation work all listed under the "masonry" section. A minimum of a 10% construction contingency to help cover unforeseen conditions shall also be included.

### **Award of Funds**

- After the complete submittal has been received, it will be reviewed and voted on at the quarterly Facade Committee Meeting, held in March, June, September and December.
- Applicants will be notified if their project is "Conditionally Approved" or "Denied." Applicants who are conditionally approved may see items requiring action on their part. Any requested corrections should be addressed in writing and may require the elevation drawing(s) to be resubmitted.
- Portions of work on the project utilizing these funds can only begin after receiving a Conditional Approval Letter from the City.
- When all construction work is **COMPLETE**, submit a request for final inspection. The final submittal shall include color photos showing the completed project and shall be taken from similar angles/locations as the original submitted photos. All receipts and invoices paid in full must also be submitted (invoices should have an itemized breakdown of work done and show the cost of each item, such as X square feet or tuckpointing \$5,000). The reimbursement form must also be submitted.
- After final review, if the completed project has met the requirements, the City of La Crosse will release funding to the applicant.

### **Other Program Specifics**

- All photos, drawings and other documents shall be able to be used by the City for marketing and advertising purposes without any compensation to the Owner or other parties involved.
- The project may be rejected for not conforming to the design guidelines.
- Work that does not conform to the proposal submitted, reviewed and approved may be partially or totally rejected.
- Work done that does not comply with building codes and zoning will be rejected.
- Projects not completed within 12 months of the date on the conditional approval letter may have part or all of the funding denied.
- Grant and loan amounts may be reduced due to insufficient funds being available.
- Applicants may be encouraged to resubmit in the future if their project is believed to be eligible, but funding has been exhausted for the year.
- Applicants may apply once annually for this program. Do not apply for an additional grant/loan until the project currently eligible to receive funds is 100% complete.

For questions and more information:

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