



DIVERSIFYING MADISON'S FAÇADE GRANT PROGRAM AFTER 20 YEARS

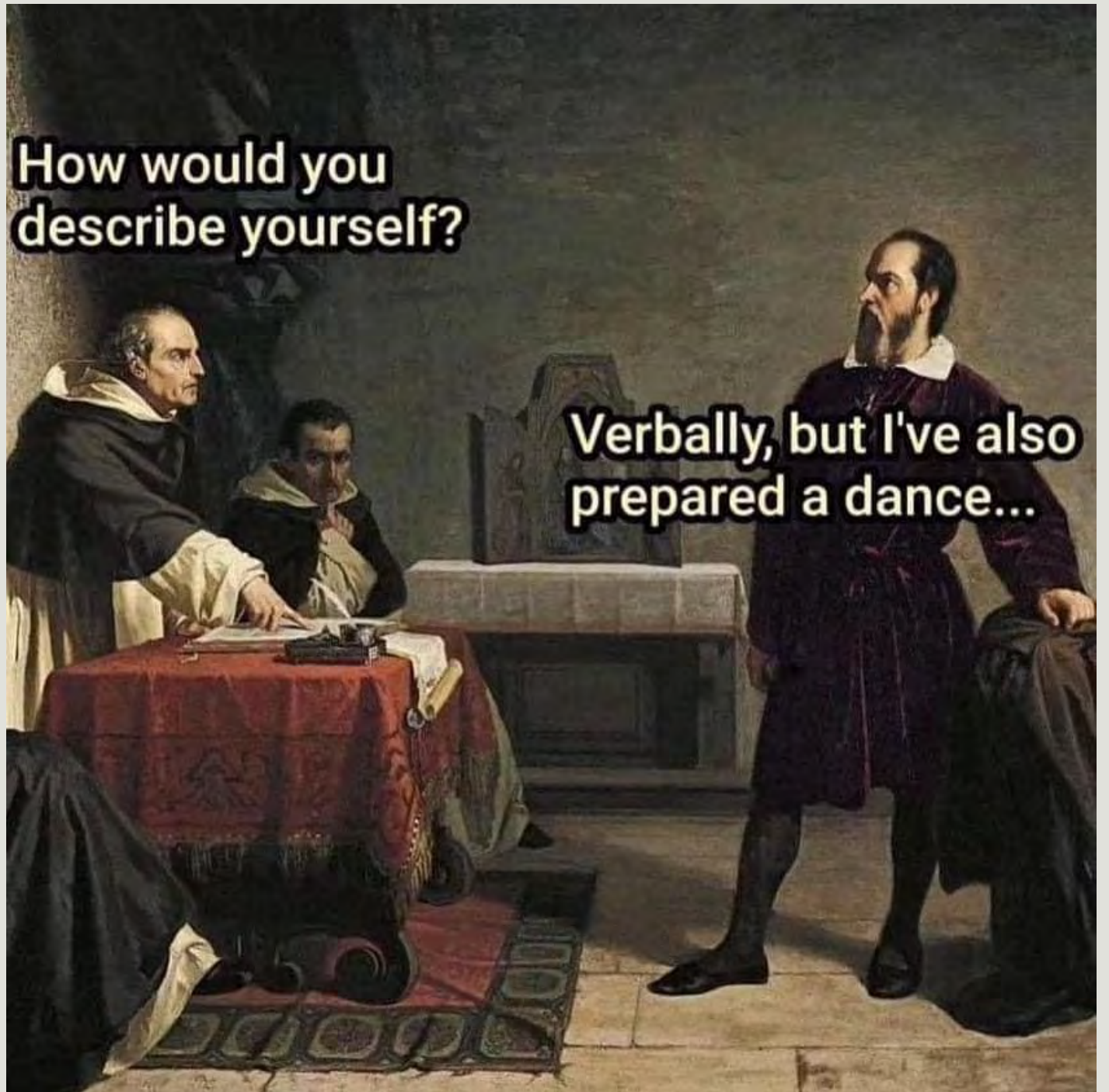
APA-WI, SEPTEMBER 21, 2023

Façade Grant Team

- Economic Development Specialist
- Urban Design Commission Secretary
- Preservation Planner
- Urban Design Planner

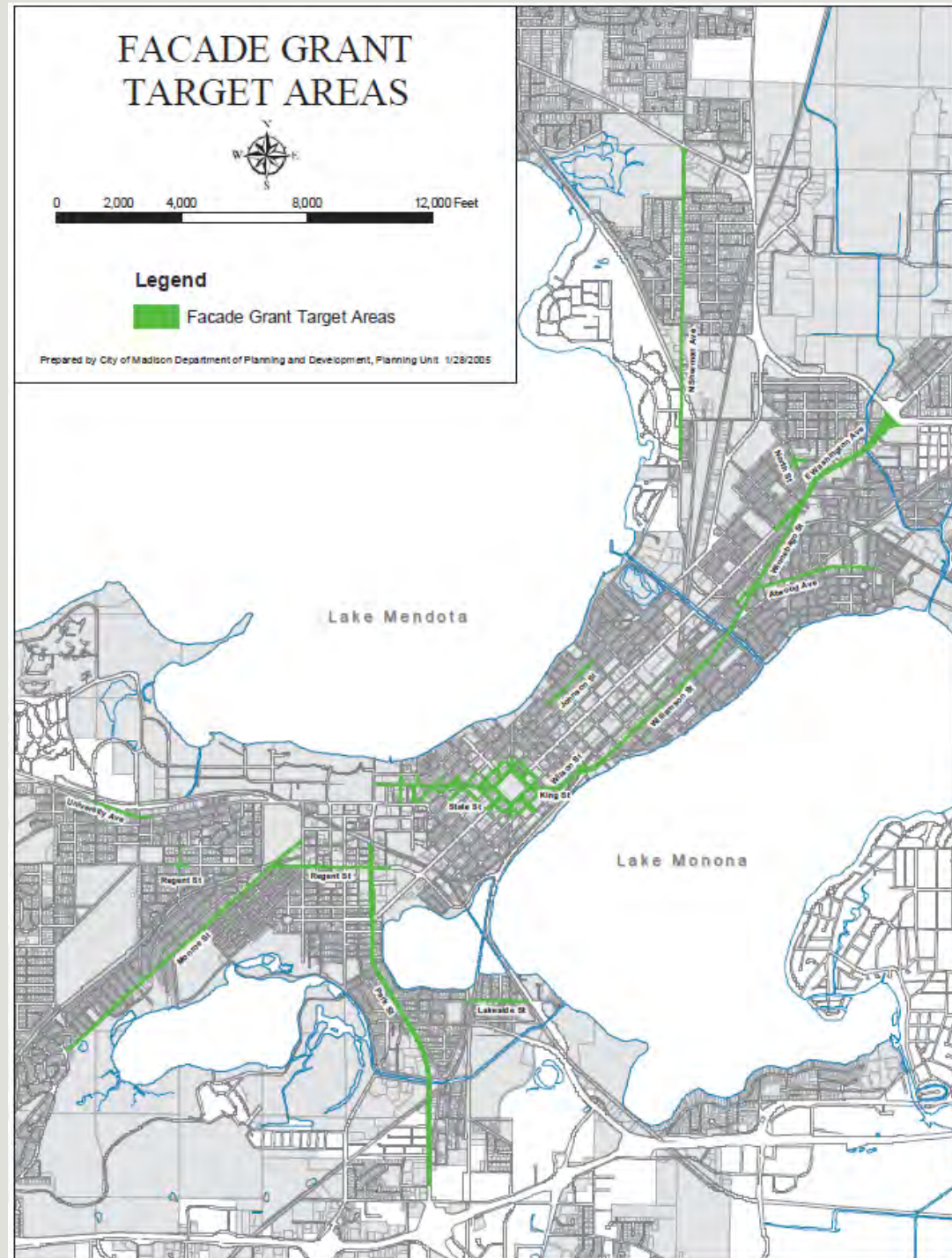
How would you describe yourself?

Verbally, but I've also prepared a dance...



Pre-2023 Façade Grant Program

- Help small business owners
- Enhanced building design
- Focus on urban corridors
- UDC approval
- CDA for exceptions



Past Façade Grant Examples

- Capitol Square



Madison Children's Museum and Lucille



Past Façade Grant Examples

- Capitol Square



Fromagination and Brocach



Past Façade Grant Examples

- State Street



Tiger Lily and Irish Pub



Past Façade Grant Examples

- Willie Street/TLR



Roman Candle and Madison Sourdough



Past Façade Grant Examples

- S Park St



Chiripa and Pizza Hut



Past Façade Grant Examples

- Industrial Rehabs

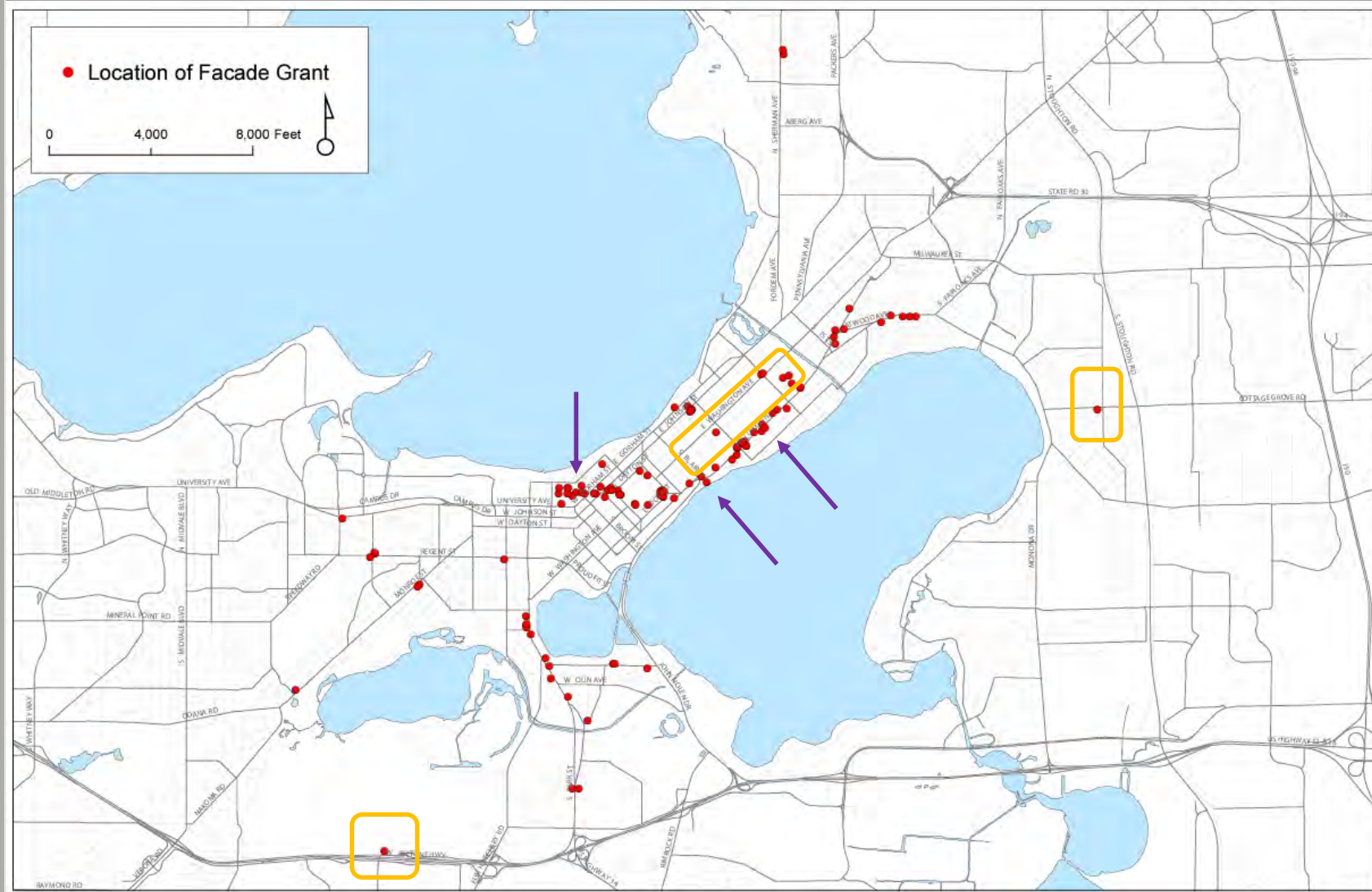


Tin Smith and The Buraka



Pre-2023 Façade Grant Program Summary

- Unchanged grant amount of \$10,000
- Process requirements
- Lengthy review
 - UDC
 - CDA
- Limited geographic scope



2001- 2022 Façade Improvement Grants

Analysis of Previous Program

- Re-Evaluation
of Program
Objectives
- Equity
- Process

- Supporting downtown core, traditional shopping streets, business districts, established and emerging activity centers
- Supporting entrepreneurship of historically underrepresented business and property owners
- Environmental benefits of enhanced streetscape appearance, walkability, and improved building energy efficiency
- Increasing tax base, and supporting local job growth

Analysis of Previous Program

- Program Objectives
- Equity
- Process

- Application fee
- Complicated contracts (legal advice, understanding of process)
- Financial match requirement
- Application materials (architectural drawings)
- Limited eligibility areas

Analysis of Previous Program

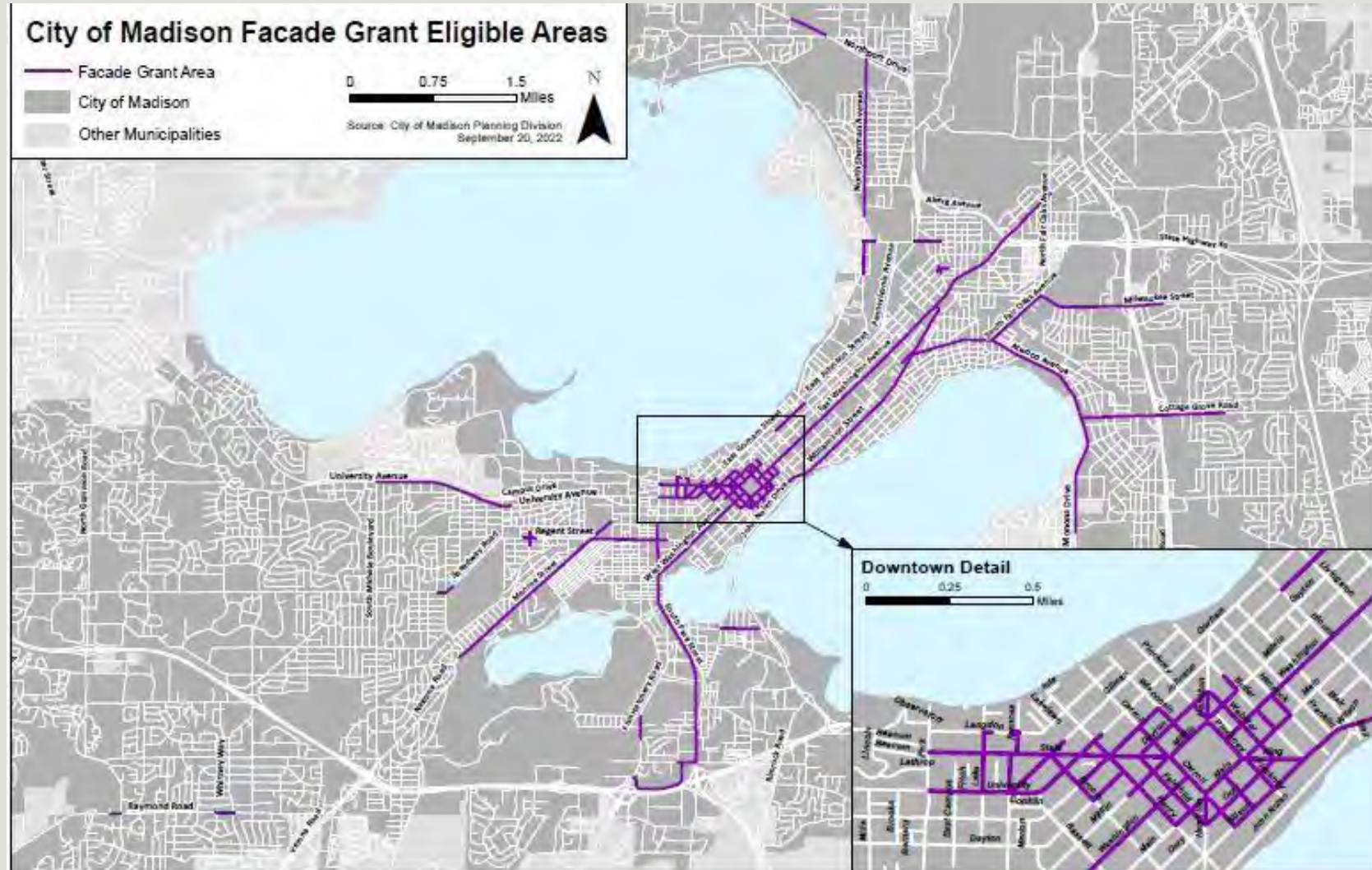
- Program Objectives
- Equity
- Process

- Complicated contract
 - CDA, UDC, LC, Finance, CC (oh my!)
- Accounting
 - Purchase order vs. contract
- Perceived difficult grant process
 - Lead times and coordination
 - Cost to applicant – professional drawings
- Increase Scope
 - Enlarge eligibility area for different types of grants (mini, matching, flatiron)

Program Changes

- Re-Evaluation of Program Objectives
- Equity
- Process

Revise Façade Grant Eligibility Map



Program Changes

- Program Objectives
- Equity
- Process

Grant Application and Process Improvements

- Remove application fee
- Remove contract and implement purchase orders
- CDA approval no longer required
- Limited UDC review/approval required
- Add requirement for “local” (*using SBER Grants as a guide*)

Program Changes

- Program Objectives
- Equity
- Process

Creation of “Mini” Grants

- Grants under \$10,000
- Diversify program
- Remove match
- Simplify grant requirements/submittals
- Staff review and approval

“Mini” Façade Grant Examples

- Examples of past projects that might have been eligible for “Mini Façade Grants”

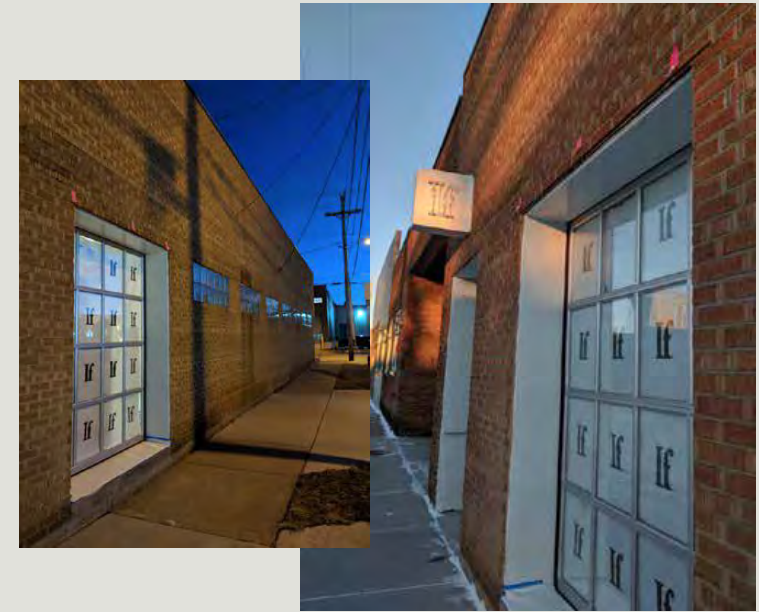


East Johnson Family Restaurant and Tailor Shop



“Mini” Façade Grant Examples

- Examples of past projects that might have been eligible for “Mini Façade Grants”



Imaginary Factory and Northside Animal Hospital



Program Changes

- Example of a recent projects that was awarded a “Mini Façade Grant”



Program Changes

- Matching Façade Grants

- Increase Grant amount to \$20,000 per street facing façade
- 1:1 match required
- Requires Urban Design Commission Approval
 - No longer will go to Finance, CDA or Common Council
- Up to \$40,000 for corner building
- Up to \$50,000 for flatiron building

Better with
\$20,000 per
façade?

Previous \$10,000 per street façade



S/B Ventures



Conclusion

Thank you!



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Façade Improvement Grant Program
<https://www.cityofmadison.com/dpced/economicdevelopment/facade-improvement-grant-program/417/>