



ELEVATE GRANTS

DOWNTOWN FACADE GRANT PROGRAM

ELEVATE GOALS:

The mission of this façade restoration program is to provide grants and low interest loans to downtown property owners for revitalizing the exteriors of their buildings. Properties must be located within the downtown district.

ELEVATE BENEFITS:

This program will provide grants up to a maximum amount of \$20,000 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. Preference will be given to historic buildings.

This program has been made possible by Downtown Mainstreet, Inc. (DMI) and the City of La Crosse, through the generous support of the La Crosse City Council, Economic Development Commission, Heritage Preservation Commission and the Planning Department.

ELIGIBLE PROPERTIES AND SCOPE OF WORK:

Eligible Properties

- Properties must be located within the designated downtown district.
- Buildings shall have been constructed 50 years ago or more
- Applicants must be property owners or building tenants with written permission from the building owner
- Project must meet all state and local codes and zoning ordinances
- Project must conform to the Downtown Commercial Historic Design Standards for the City of La Crosse and be reviewed by the Heritage Preservation Commission in addition to the DMI design review committee.
- Buildings listed in the National Register of Historic Places individually or as contributing to an historic district shall comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties

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 written conditional approval from the committee

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

The following items shall be completed and submitted by the quarterly application due date that they wish to have their project reviewed by the Downtown Mainstreet, Inc. Facade Committee.

- Facade Grant Application Form
- Colored, rendered elevations drawing(s) to scale
- Photos (4x6 or larger) with a key plan illustrating existing conditions
- Historic photos with dates listed (if available)
- 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. Delays in processing of the application may occur if the committee cannot reach the Applicant for questions and clarifications. If a section of the application does not apply to the project simply write "N/A".
- 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 DMI at their discretion for advertising and educational purposes. Renderings may be done on any standard paper size.
- Submit one copy of photographs depicting the existing condition of the building. Photos should be printed in color on photo paper and should be a minimum of 4x6 in size. 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.)

- Submit one copy of any historic photographs of your building. Photos should be a minimum of 4x6 in size. Photos should list the location of the photograph and the approximate date if available. Please note that not all buildings have historic photos available. Two of the best places to search for historic photos locally are the La Crosse Public Library Archives and the University of Wisconsin - La Crosse Murphy Library Special Collections. If using these resources please call ahead and inform the staff of the property you wish to research.
- 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 specific work to be performed in each category; for example, the "masonry" section may have cleaning, tuckpointing and new masonry installation work specified. A minimum of a 10% construction contingency to help cover unforeseen conditions shall also be included.
- Submit a digital copy of all items listed above on either CD or flash/USB drive.

Award of Funds

- After the complete submittal has been received, it will be reviewed and voted on at the quarterly DMI Facade Committee Meeting, held the second Tuesday of each month in March, June, September and December. Final approval will take place at the Economic Development Commission meeting held on the fourth Thursday of each month.
- 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 DMI.
- When all construction work is **COMPLETE**, submit a request for final inspection. The final submittal shall include the reimbursement form, along with 4x6 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).
- A final copy of the research and/or design must be submitted to the Design Review Board.
- After final review by DMI, if the completed project has met the requirements, DMI will send a written letter to the City of La Crosse requesting the release of funding to the building owner.

Other Program Specifics

- All photos, drawings and other documents shall be able to be used by DMI 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 "Downtown Design Guidelines."
- Work that does not conform to the proposal submitted, reviewed and approved by the DMI Facade Committee 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.
- 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.
- Building owners may apply once annually for this program. Owners may not apply for an additional grant/loan until the project currently eligible to receive funds is 100% complete.

For questions and more information:

LACROSSEDOWNTOWN.COM/LAUNCHLACROSSE

Robin Moses, Executive Director, Downtown Mainstreet, Inc. (608) 784-0440 robin.moses@lacsessedowntown.com

Andrea Schnick, Economic Development Planner, City of La Crosse (608) 789-8321 schnicka@cityoflacrosse.org



ELEVATE GRANTS

DOWNTOWN FACADE GRANT PROGRAM

ELEVATE DOWNTOWN FACADE GRANT APPLICATION FORM

Downtown Mainstreet, Inc. (DMI) and the City of La Crosse, through the generous support of the La Crosse City Council, Economic Development Commission and Planning Department will provide funds to promote facade renovation of historic buildings. The Elevate Façade grant program will help to conserve valuable architecture and to preserve the City’s ethnic and cultural heritage as reflected in its historic structures. The grant is also available to businesses and property owners located in the Downtown district that are not historic buildings.

APPLICANT INFORMATION

Name(s) _____ Telephone _____
Current Address _____ Email Address _____
City _____ State _____ Zip _____

PROPERTY OWNER INFORMATION

Name(s) _____ Telephone _____
Years Owned _____ Type of Ownership _____
Current Address _____ Email Address _____
City _____ State _____ Zip _____
Property Owners Signature _____ Date _____

PROJECT INFORMATION (costs must be verified by written estimates from contractors)

Name of Business _____ Project Owners Name _____
Project Address _____
Type of Business _____ Upper Floor Use _____
Architect Name(s) _____ Telephone _____
Current Address _____ Email Address _____
City _____ State _____ Zip _____

Primary Facade Cost: _____ Other Facade Cost: _____ Total Building Restoration: _____
Brief description of the work to be undertaken _____

Project Completion Date: _____ Has a Grant for research work been approved previously? YES or NO (Circle)

Please review the Eligibility Requirements on page 2 of the Application Materials and check appropriately:

- _____ I am applying for grant funding as a business/property owner of a Historic Structure.
- _____ I am applying for grant funding as a business/property owner of a Non-Historic Structure.
- _____ I have reviewed and will comply with the Downtown Façade Grant Program and Design Guidelines.

Name _____

Signature _____ Date _____

FOR DMI USE ONLY:

Application Date _____ Approval Date _____ Amount _____ Tax ID number _____
Conditional Approval _____ Items needed to complete _____

ELEVATE DOWNTOWN FACADE GRANT

ELIGIBILITY REQUIREMENTS

An applicant shall qualify for the Elevate Downtown Façade Grant if:

- The property for which the facade grant is being requested is listed on the local historic inventory, on the State or National Register of Historic Places or is potentially eligible to be listed on the State or National Register of Historic Places.
- The applicant is a business or property owner of a non-historic structure.
- The property must be located within the designated Downtown District

Please check each line to indicate acceptance of the eligibility requirement. Work that does not comply with the eligibility requirements is subject to reduction or retraction of award.

- _____ The design work must be done on the exterior of the building and result in a publicly visible improvement.
- _____ Only design work begun **after the grant application has been submitted and approved** will be eligible for a grant.
- _____ All design work must comply with the Downtown design guidelines.
- _____ Only one (1) grant per building address for historic buildings.

HISTORIC PRESERVATION INFORMATION (Required)

Name of Property: _____

Property Address: _____

Local Historic Inventory: _____ State/National Register of Historic Places: _____

Potentially Eligible for State/National Register of Historic Places: _____ Historic District _____

Verified by: _____

NON-HISTORIC STRUCTURE INFORMATION (Required)

Company Name _____

Name of Owner(s): First _____ Middle Initial _____ Last _____

RELEASE OF INFORMATION

To Whom It May Concern:

I hereby authorize Downtown Mainstreet, Inc. (DMI) permission to share all application materials with the City of La Crosse, committees and members who will be reviewing my application. I acknowledge that information provided to DMI and the City may be released as part of the program requirements and in the reporting and promotion of the program.

CERTIFICATE

I hereby certify that all the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Name _____

Signature _____ Date _____

For questions and more information:

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Andrea Schnick, Economic Development Planner, City of La Crosse (608) 789-8321 schnicka@cityoflacrosse.org

APPLICATION REVIEW

The application package will be reviewed by Downtown Mainstreet, Inc. to determine whether the project should receive a grant and determine the amount of the award. In making the determination, the committee will consider the following factors and may give priority to projects that meet the following criteria:

REQUIRED MATERIALS FOR APPLICATION

Application packages must include:

- _____ A completed application form (Pages 1-2)
- _____ Written consent from property owner giving permission to conduct façade improvements.
- _____ Design Cost Estimate from Licensed Architect based within La Crosse County.
- _____ Photographs (4 x 6 or larger) with a key plan illustrating existing conditions.
- _____ Historic photos with dates listed (if available).
- _____ Colored, rendered elevations drawing(s) to scale.

GRANT REIMBURSEMENT

- When all construction work is **COMPLETE**, submit a request for final inspection and the façade reimbursement form.
- After final review by DMI, if the completed project has met the requirements, DMI will send a written letter to the City of La Crosse requesting the release of funding to the building owner.
- Reimbursement can be expected in approximately (1) month after the following documentation has been submitted.

Required Materials for Reimbursement

- Copies of all paid invoices and canceled checks for all of the façade design work covered by grant.
- The invoices must be marked paid, signed, and dated by the consultants. All project expenditures must be paid by check. Cash payments are not accepted. 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).
- A final copy of the research and/or design must be submitted to the Design Review Board.
- 4x6 color photos showing the completed project, photos shall be taken from similar angles/locations as the original submitted photos.
- Construction work must be completed within one (1) year of authorization to proceed by the Design Review Board.

The Design Review Board reserves the right to refuse reimbursements in whole or in part for work that:

- Does not conform to the Downtown Design Guidelines.
- Work that does not conform to the proposal submitted, reviewed and approved by the DMI Facade Committee may be partially or totally rejected.
- Work done that does not comply with building codes and zoning will be rejected.
- The façade improvements are not constructed within 1 year. Since the Design Review Board cannot reserve funds indefinitely, your grant may be subject to cancellation if not completed or significant progress hasn't been made by the completion date. Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.

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