

Deadline April 15, 2022



## NEW City Façade Improvement Program (FIP)

### Introduction

The City has developed a Façade Improvement Program (FIP) to encourage improvement and investment in commercial structures in additional areas to the Main Street District Façade program. The FIP will support investments in buildings to enhance the appearance of the downtown and near downtown area. The eligible area applies to retail/commercial businesses shown on the FIP Program map.

### Building Improvements

The program intends to assist with the rehabilitation of property exteriors, and enhancing the the historical character of the property and the eligible areas. Buildings and projects should reflect and complement the character of Two Rivers as much as possible.

### Eligible Project Area

The eligible project area is along the street front identified on the FIP Map. Eligible improvements shall be visible from public right-of-way.

### Program and Process: Award maximum is \$10,000.

The program is a *reimbursement* and *matching-based* program. The FIP applications are submitted to the Community Development Office, will be reviewed by the Main Street Design Committee with funding award approval given by the City Council.

**Facade Improvements:** A 50 percent reimbursement up to \$10,000 of the actual costs for the facade and/or related exterior rehabilitation expenses. Applicants must match the grant amount with funding from other sources.

**Sign, Awning, & Lighting:** A 50 percent reimbursement up to \$1,250 of actual costs associated with the replacement of existing awnings, lighting, and/or signage or installation of new signage, awnings, or lighting.

**Awards** of up to \$1,250 for signs or \$10,000 for facades may be given. A split combination of lesser grant amounts equal to a maximum of \$10,000 may be awarded instead.



## *NEW*

# City Façade Improvement Program (FIP)

### **Eligible Activities/Expenses**

Items include, but are not limited to:

- Repair to building exterior facades
- Masonry repair
- Exterior painting
- Cornices, entrances, doors, windows, decorative detail, awnings, canopies
- Signs, window display areas
- Lighting or similar enhancements
- Outdoor dining areas
- Other repairs that may improve or restore the historic appearance of the building

### **Ineligible Activities/Expenses**

Items include, but are not limited to:

- Interior improvements
- Roofing
- Additions to existing structures
- Sidewalks
- Parking lots
- Purchase of interior furnishings or equipment
- Improvements completed or in progress prior to notification of approval
- Repair or creation of features not compatible with original architecture
- Sweat equity

### **Rules and Requirements**

1. Applications will be accepted quarterly. Incomplete applications will be returned.
2. Eligible businesses must be currently open or must open within six months of submitting the grant application. Any new business receiving grant money that is not open and operating within six months of the signed award letter may be subject to forfeiture of the grant funds awarded.
3. All work requesting grant assistance must be done on front façade of building, unless approved otherwise by the Two Rivers Main Street Design Committee.
4. Property/business applying for grant assistance must be an independently owned business or not-for-profit 501(c)(3) based in Two Rivers, Wisconsin.
5. Work must be completed within six months of the signed award letter. An extension may be granted with approval of the City Council.

6. Any property or business owner with proper authorization may apply for a facade grant if the building is in the eligible project area.
7. All work must comply with existing zoning regulations and/or sign ordinances.
8. All work must receive design approval from the Two Rivers Main Street Design Committee to be eligible. The applicant is responsible for ensuring compliance with city ordinances.
9. All exterior code deficiencies or violations. imminent health and safety hazards must be corrected to receive a funding award.
10. Applicants shall be responsible for all construction management and contracting work as well as obtaining any necessary building permits if necessary and comply with all applicable local, state, and federal codes. (Available through the Two Rivers Zoning Office)
11. If the property is sold within four (4) years of receiving a grant, a repayment plan is as follows: Within the first year, 100% of grant is repaid, second year, 75%, third year, 50% and fourth year, 25%.
12. Name of business, location, and/or before and after photos may be used on behalf of the City's FIP for advertisement or publicity.

### **Application Process**

For assistance with the application process, contact Elizabeth Runge at the Community Development Office 920.793.5564.

The following items are required for a complete application.

### **Application**

The purpose of the application and required attachments is to provide the Design Committee with all relevant information needed to make an appropriate recommendation concerning funding. The application form is included in this document. The required attachments include:

- Completed application form.
- A minimum of two quotes from appropriately licensed and insured contractors or vendors where required by city codes (The City reserves the right to require additional quotes).
- Only quotes submitted with application may be used for completion of job.
- A current photo of the project area.
- An illustration showing what the project area will look like after the proposed improvements are made.
- A rendering of the façade improvement may be required for a façade grant.
- Proof of payment for all applicable property taxes.
- Proof of ownership or documented authorization from owner.

Applicants may be asked to provide color swatches, material samples, and catalog photos etc. to illustrate the proposed work.

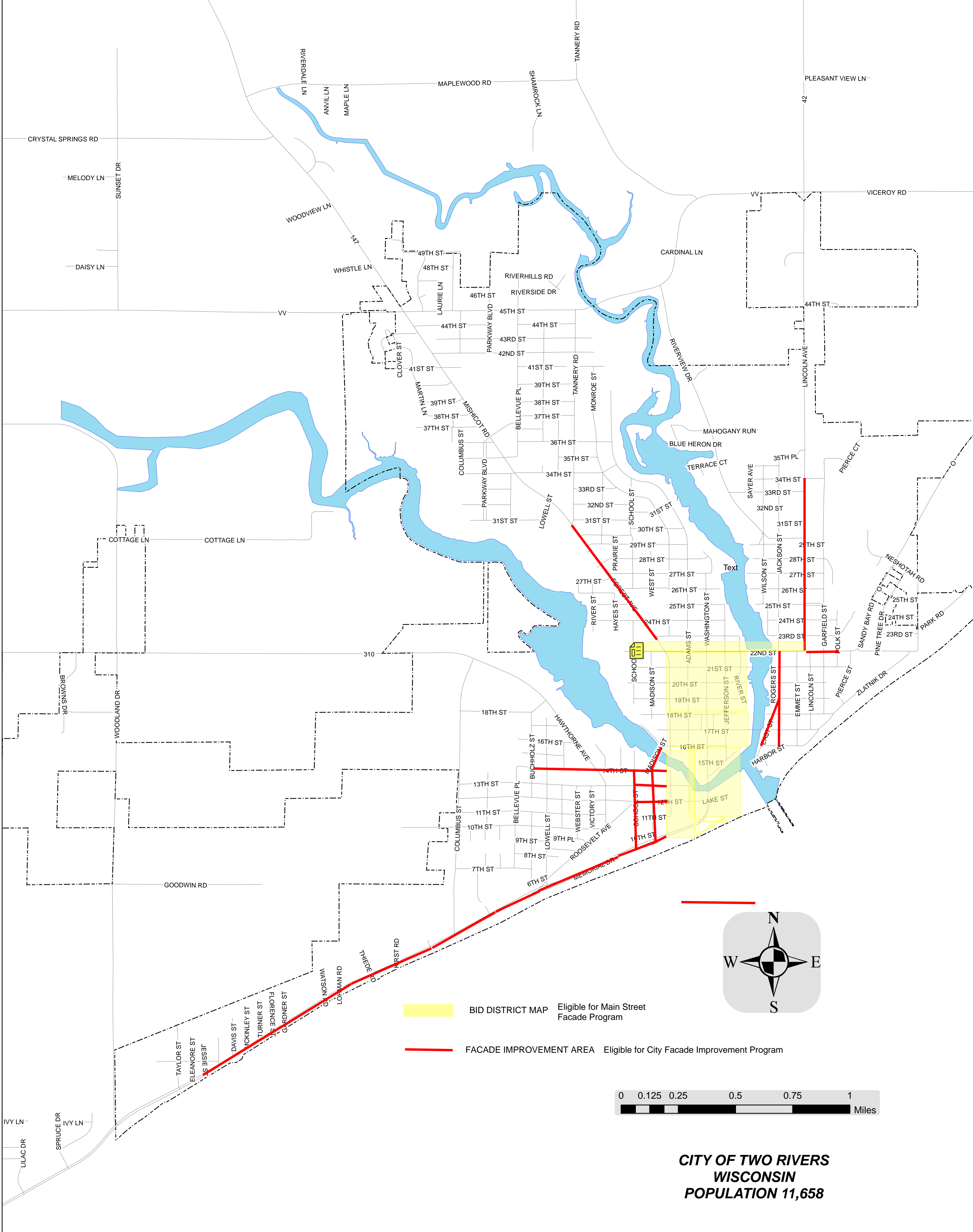
Please send or deliver your completed application and accompanying materials to:

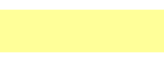
Two Rivers Community Development  
P.O. Box 87  
1717 E. Park Street  
Two Rivers, WI 54241

Community Development Office is located on the 3rd Floor of Two Rivers City Hall.

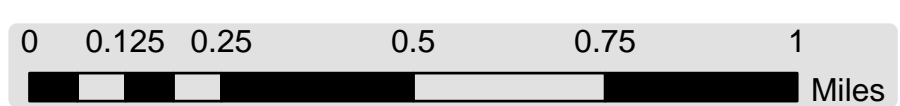
If you have any questions about this application, please contact:

Elizabeth Runge, Community Development Director  
920.793.5564  
Email: [erunge@two-rivers.org](mailto:erunge@two-rivers.org)



 BID DISTRICT MAP Eligible for Main Street Facade Program

 FACADE IMPROVEMENT AREA Eligible for City Facade Improvement Program



**CITY OF TWO RIVERS  
WISCONSIN  
POPULATION 11,658**

