



# FAÇADE IMPROVEMENT PROGRAM

## Southtown Façade Improvement Program

# OVERVIEW

A vibrant façade improvement program is one of the many tools neighborhoods in Grand Rapids and across the country have used to stimulate and expand the economic vitality of local business districts.

The financial assistance program described below is intended to reimburse eligible business owners for façade upgrades or alterations to building exteriors.

### PROGRAM OBJECTIVE

Enhances the facades of commercial buildings in the Southtown CIA; furthering the stated vision and mission and the community goals established in the Business Area Specific Plan.

### VISION

Make Southtown a destination within Grand Rapids that is celebrated for its vibrant diversity, culture, history and charm.

### MISSION

Promote Southtown's unique identity to draw a diverse customer base, help businesses thrive and create gathering places for residents and visitors.

# OVERVIEW

## FUNDING

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Approved projects are eligible for reimbursement of up to 100 percent of project costs (i.e. upgrades or alterations to building exteriors) for (1) eligible application per property (i.e. upgrades or alterations to building exteriors) per fiscal year at up to \$10,000 per application.

Each property may be awarded only two facade awards, at a rate of (1) application per Fiscal Year, for up to two years.

Funding is provided on a competitive basis. In addition, up to \$5,000 is available per property for professional architectural design planning.

## POTENTIAL USES

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- Doors, windows, siding
- Business Signage
- Outdoor Lighting Improvements
- Exterior Masonry
- Attached Awnings

# OVERVIEW

## EVALUATION

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Any building located in the Southtown Corridor Improvement Authority (CIA) boundary is eligible for the Southtown CIA Business Façade Improvement Program. Submitted applications will be evaluated to determine their ability to advance the goals of the Tax Increment Financing (TIF) and Development Plan, with a specific focus on commercial buildings. The Southtown CIA will fund project elements and enhancements in addition to what is required by the City of Grand Rapids, and which are deemed to be privately owned.

Applications will be reviewed by the Façade Committee appointed by the Southtown CIA board. The Façade Committee will recommend projects to the board for approval. On an annual basis, the Southtown CIA Board will review the Program Guidelines to determine if changes are required to meet the ever-evolving needs of Southtown.

# OVERVIEW

## REQUIREMENTS

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- Property must be located within the Southtown CIA boundary (see page 7)
- Property must contain an active commercial business or be undergoing renovations for the opening of a business within six months
- Applicants must be current on City of Grand Rapids taxes and must not owe other City fees prior to filing an application

## ELIGIBILITY

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- The installation of a new façade
- Major enhancement to an existing façade
- Business owners leasing space can apply with written permission from the property owner;
- Property should not be targeted for redevelopment.

General maintenance and upkeep of existing exterior is NOT included in this program.

# OVERVIEW

## PROGRAM PROCESS

- Submit application with required attachments
- CIA Façade Improvement Committee reviews application to confirm project eligibility and make recommendations to the board
- Agreement executed following CIA Board approval
- Project completed
- Itemized Receipts and proof of payment provided by applicant to Corridor Manager
- Façade Improvement committee presents update to CIA Board at regular monthly meeting
- Reimbursement issued
- Funding will be rescinded two (2) years after the approval date.

## Southtown Façade Improvement Program

# OVERVIEW

### PROGRAM PROCESS (CONT'D)

Applications will be reviewed monthly by the Façade Improvement Committee.

Funding is provided on a competitive, first-come, first-served basis based on the CIA fiscal year and program budget. Funding will be rescinded two years after the approval date.

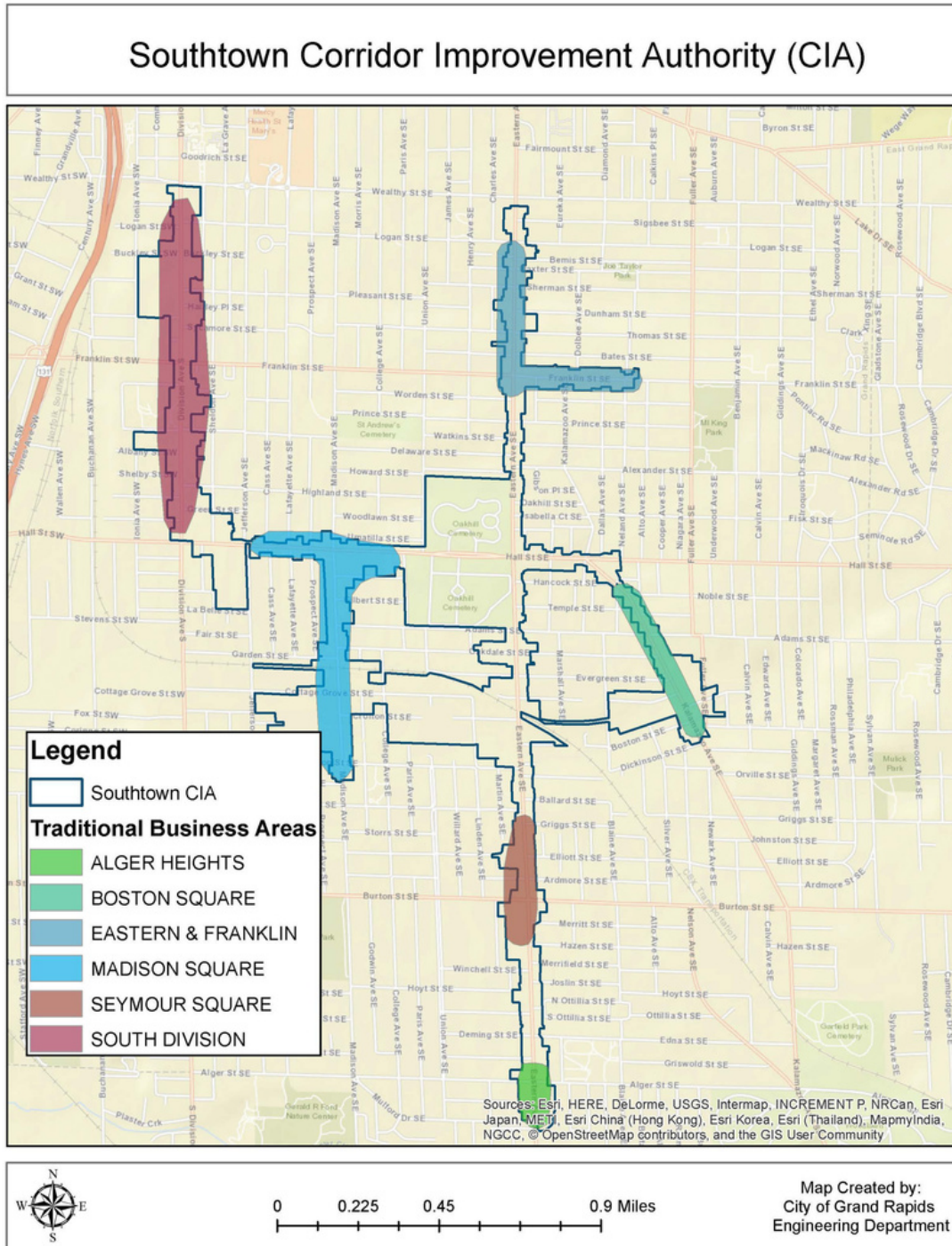
Approved projects are eligible for reimbursement of up to 100 percent of project costs for eligible project elements (i.e. upgrades or alterations to building exteriors) at up to \$10,000 for up to (1) projects per property.

Each property may be awarded only two facade awards, at a rate of (1) application per Fiscal Year, for up to two years.

Questions can be directed to Kelsey Liebenow, Corridor Manager for the Southtown Corridor Improvement Authority at [southtowncid@gmail.com](mailto:southtowncid@gmail.com)

# Southtown Façade Improvement Program

# MAP





Southtown Façade Improvement Program

# APPLICATION

## APPLICANT INFORMATION:

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List the names of the organization exactly as it is registered as well as the full names of all persons having an interest in the property.

Applicant Name(s):

Business/Organization Name:

Mailing Address:

Applicant's Email:

Applicant's Phone:

If the applicant is not an individual, indicate the type of organization:

- ☐ Partnership
- ☐ Corporation
- ☐ Limited Liability Corporation
- ☐ Other
- ☐ SS# or EIN#:

Identify the applicant's legal interest in the property:

- ☐ Property owner having title
- ☐ Land contract vendee
- ☐ Purchaser by option or purchase agreement
- ☐ Lessee
- ☐ Other:

Southtown Façade Improvement Program

# APPLICATION

## PROJECT INFORMATION:

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Property Address:

Parcel Number:

Current Use:

Proposed Use (if different from Current use):

Current and/or future tenant(s):

# of floors in building:

Total Linear Frontage Area:

Project Architect Name (if applicable):

# APPLICATION

## PROJECT DESCRIPTION:

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Total Project Cost:

Amount Requested for Reimbursement:

Estimated completion date:

Include the following attachments:

- o Contractor estimates
- o Site plans
- o Photos of existing Conditions
- o Lease (if applicable)
- o Renderings
- o Owner Approval Letter (if applicant is not the property owner)

Southtown Façade Improvement Program

# APPLICATION

## APPLICANT REQUEST:

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Applicant must read the following statement and sign.

The undersigned hereby request that the Southtown Corridor Improvement Authority provide assistance to the project described in this application for the expressed purpose described above.

The applicant affirms and acknowledges that the applicant has legal interest in the property as described on page of this application.

The offer of assistance will only be effective upon execution of the agreement between the applicant and the Southtown CIA.

The answers and statements contained in this application and in the attachments are in all respects true and correct to the best of my knowledge and belief.

\_\_\_\_\_  
Print Applicant Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

Southtown Façade Improvement Program

# APPLICATION

OWNER'S SIGNATURE:

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Owner Name(s):

Owner Mailing Address:

Owner's Email:

Owner's Phone:

If the applicant is not the owner or the property, the property owner must read the following and sign below.

The undersigned hereby affirms and acknowledges that they are the owner(s) of the property described in the application, are aware of the contents of this application, and hereby authorize the applicant to submit this application and represent the undersigned in the matter being reviewed by the Southtown Façade Improvement Committee and CIA.

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Print Owner Name Date

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Owner Signature

Southtown Façade Improvement Program

# APPLICATION

**Return completed application with attachments to:**

City of Grand Rapids Office of Economic Development  
Southtown Corridor Improvement Authority  
300 Monroe Ave NW, 9th Floor  
Grand Rapids, MI 49503

Questions? Contact Kelsey Liebenow, Corridor Manager  
Email: [southtowncid@gmail.com](mailto:southtowncid@gmail.com)

# EVALUATION

1. What percent of the total project rehabilitation cost does the request represent?

- 6% - 20% (15)
- 21% - 40% (10)
- More than 40% (5)

2. What is the current occupancy status of the building proposed to be rehabilitated?

- Vacant (5)
- Occupied, vacancy exceeds 50% of building space (10)
- Occupied, vacancy is less than 50% of building space (15)

3. What percentage of total building frontage will be rehabilitated through the project?

- 100% (30)
- 75% - 99% (25)
- 50% - 74% (20)
- 20% - 49% (15)
- Less than 20% (10)

4. When completed, will the project be owner-occupied?

- Yes (10)
- No (5)

# EVALUATION

5. Does the project propose to rehabilitate an existing building constructed prior to 1950?

- Yes (10)
- No (5)

6. Are exterior renovation plans consistent with the Secretary of Interior's Standards for Historic Rehabilitation?

- Yes (10)
- No (5)