



City of Green Bay
Department of Community and Economic Development

POLICIES AND PROCEDURES
COMMERCIAL FAÇADE BUILDING MATERIALS GRANT PROGRAM

Program Purpose & Overview

The purpose of the Commercial Façade Building Materials Grant Program is to enhance and revitalize the aesthetics of Green Bay's commercial districts by providing a financial incentive for businesses to invest in their property. The Program aims to address deteriorating property conditions and encourage enhancements to the property as viewed from the public right of way as a means to generate economic development for Green Bay's business districts.

Program participants are eligible to be reimbursed for eligible building material costs for a façade improvement project. The level of grant funding will be determined on a case-by-case basis, depending on the amount of funds available and the application's review score. The Program is funded by Community Development Block Grant (CDBG) provided by the Federal Department of Housing and Urban Development (HUD). The Program is managed and administered by the City of Green Bay's Department of Community & Economic Development.

Applicant Eligibility

Eligible applicants of the Façade Grant Program include commercial property owners and business owners leasing space in a commercial property that contributes property tax or Payment In Lieu of Taxes (PILOT). A business owner who is leasing space must have a current lease and written approval from the property owner to participate in the Program. Applicants, property owners, and any business directly benefiting from the project cannot be delinquent on any current City charges, taxes, or assessments, or have defaulted on any previous City assistance.

Property Eligibility

Eligible properties include commercial buildings located within the City of Green Bay that are within either a Low/Moderate Income Area (LMI Area) or a designated slum/blight area. Properties may be located outside these areas if the project is limited to addressing serious conditions that are detrimental to public health and safety. Potential applicants should consult with City staff before applying to confirm eligibility.

Project Eligibility

The Façade Grant Program may reimburse costs for building materials used for eligible projects that restore or enhance the facades of commercial properties. Proposed building materials shall be especially durable, be of higher quality, and compliment the aesthetics of the surrounding neighborhood or district. Eligible building materials include:

- Commercial windows and doors that allow for visibility both into the building and out to the street
- Siding and masonry/brick
- Supplies needed for creation of murals or permanent art fixtures
- Exterior lighting
- Awnings
- Materials for unique, high quality signs, only when signage is a minor component of a larger overall façade enhancement project.
- Other exterior building materials deemed eligible by the RDA Executive Director that are permanent and will be clearly visible from the public right-of-way.

Ineligible projects include roof improvements that are not “part of the façade” (i.e. do not face the public way; the portion of mansard roofs, for example, facing street frontage are eligible), parking lots, landscaping, fencing, non-permanent fixtures, security systems, personal property, interior window coverings, equipment, any improvements not visible from the public right-of-way or public vantage point, and any improvements deemed to be inconsistent with adopted City Plans or Policies. Materials shall not diminish the integrity of buildings or districts listed on the Local, State or National Register of Historic Places. Potential applicants should consult with City staff before applying to confirm project eligibility.

CDBG National Objective Requirements

The City of Green Bay’s Façade Grant Program is funded by the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) Program. All projects participating in the Façade Grant Program must meet a federally established National Objectives and be an eligible activity. City staff will verify if the project meets one of the following National Objectives:

1. LMI Benefit: The project must benefit a Low/Moderate Income (LMI) Area as defined by HUD.
2. Slum/Blight Area: The project must eliminate slum/blight within a designated blighted area of the community.
3. Slum/Blight Spot Basis: The project, if located outside an LMI Area and a designated slum/blight area, must eliminate slum/blight on a spot basis AND be limited to only those conditions that are detrimental to public health and safety.

Environmental Review & Flood Insurance Requirements

All properties being considered for the Façade Grant Program must have an environmental review conducted by City staff to ensure that the proposed project does not negatively impact the surrounding environment and that the property site itself is safe for development. Every project must follow the

National Environmental Protection Act (NEPA). Flood insurance must be maintained in perpetuity for properties located within the 100-year floodplain.

Application Process

1. Before submitting an application, potential applicants are required to meet with Community & Economic Development staff to discuss project eligibility, preliminary design concepts, proposed building materials, Federal requirements, and the project timeline. If desired by the applicant, this meeting may also include a free design consultation provided by the City's Design Specialist, Real Estate Specialist, and/or Historic Preservation Specialist.
2. After meeting with City staff, the applicant may submit their complete application which includes the following:
 - Facade Grant Application Form
 - Cost estimates for each proposed eligible building material. To help ensure fair pricing, estimates from multiple suppliers should be provided when possible.
 - Building elevation plan or rendering prepared by an architect, contractor, or designer.
 - Detailed information on the proposed building materials, including brands, series, and colors.

Applications are accepted year-round and may be emailed directly to program staff or mailed to the following address:

Commercial Façade Building Materials Grant Program
City of Green Bay
Department of Community & Economic Development
100 N. Jefferson Street, Room 608
Green Bay, WI 54301

3. Complete applications will be reviewed and scored by the Design Review Team. The Design Review Team is made up of a team of City staff specializing in economic development, historic preservation, urban design, and urban planning. If the proposed project is located within an established Business Improvement District (BID), the BID Director (or assigned representative) will also be invited to serve on the Design Review Team. Applications will be scored on the following criteria:
 - Visual Impact and Design Quality
 - Building Material Quality and Durability
 - Economic Impact
 - Applicant Capability and Responsibility
 - Historic Preservation
 - Sustainability

After scoring the application, the Design Review Team will make a recommendation on approval to the Green Bay Redevelopment Authority (RDA).

4. The RDA considers the application at their monthly meeting and will vote to approve or deny.
5. If approved, City staff will prepare a grant agreement, and once executed, the project may proceed.

Project Timeline Requirements

Projects may not begin until after a grant agreement is executed between the RDA and the project participant. No work/improvements conducted prior to the execution of the agreement (including materials ordered, preparation work, etc.) will be eligible for reimbursement. Projects must begin within 3 months of the grant award and be completed within 9 months after the project start date. Longer timelines may be considered depending on the size and scope of the proposed project. Requests to extend an approved timeline must be requested in writing to City staff. The request must include a revised timeline and explanation for delays.

Funding Procedures

Grants may only fund eligible costs for the purchase of building materials. The level of grant funding will be determined on a case-by-case basis, depending on the amount of funds available and the application's review score. Projects must be approved, and a Grant Agreement must be signed between the grant recipient and RDA prior to the purchase of building materials. Once the Grant Agreement is executed, materials may be ordered, and work may proceed.

Grant funds will be provided in the form of reimbursement. Reimbursements will only be issued after the applicant or their contractor submits paid receipts of eligible material costs. Applicants are eligible to receive 50% reimbursement of approved costs prior to the completion of construction or material installation. The remaining 50% of costs shall be reimbursed only upon completion of construction/installation and passing of final inspection by a City Inspector when inspection is required. Grant reimbursement may be reduced or rescinded if the recipient is unable to verify compliance with all applicable policies, procedures, or laws.