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# Commercial Revitalization Program

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**Presented by:** Ken Little, Commercial Corridor Manager  
Department of City Development  
Commercial Corridor Revitalization Team  
April 2016

# Commercial Corridor Team

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- Ken Little
  - Commercial Corridor Manager
- Natanael Martinez
  - Economic Development Specialist
- Vacant
  - Economic Development Specialist
- Vacant
  - Economic Development Specialist

# Commercial Revitalization Grants

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- Signage Grant
- Façade Grant
- White Box Grant
- Retail Investment Fund (RIF) Grant
- Commercial Foreclosed Property Fund
- Arts and Community Resources Fund

# Signage Grant



- Project budget must exceed \$2,000
- Typical grants up to **\$2,500**
- Internally illuminated box signs not eligible





# Signage Grant



# Façade Grants



- Commercial buildings
- Project budget must exceed \$2,000
- Grants up **\$5,000** per storefront
- Windows, doors, awnings and landscaping
- No reimbursement for work completed prior to approval





# Retail Investment Fund (RIF)



- Retail projects in commercial corridors
- For-profit, tax paying business
- Applicant may OWN or LEASE
- Reimbursement program
- Award based on job creation
- **\$5,000** per FTE or Part-time equivalent up to **\$50,000**



# White Box Grants



- Incentive for commercial property / business owners
- Recruit businesses to vacant commercial / retail spaces
- Reimbursable grant funds up \$25,000
- No reimbursement for work completed prior to application approval
- Cannot be used in conjunction with RIF grant





# Ineligible Properties



- Tax delinquent
  - Code Violations
  - Property in litigation, condemnation or receivership
  - Property owned by religious groups
- Properties, on which taxes are being paid, but have nonprofit use
  - Exclusively residential buildings
  - Daycare Centers

# Ineligible Businesses

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- Non-profit agencies, entities or businesses
- Schools, day care centers
- Currency exchanges including check cashing agencies and some non-bank financial retail outlets
- Taverns, liquor stores
- Gun shops, pawnshops

# Submission Requirements



- A completed application
- Lease / written consent from owner
- Documentation to illustrate visual impact of the proposed project
- *Two competitive proposals*



3524 W. Burnham  
Before



After



- Site visit conducted by DCD to verify existing conditions
- Code violations and taxes checked by DCD

# milwaukee.gov/facade

**City Wide Facade Grant Program Application**  
Questions? Call the Facade Grant Coordinator at 414.286.0759

Contact: Rhonda Manuel  
809 N. Broadway  
Milwaukee, WI 53202

**FOR OFFICE USE ONLY**

**APPLICANT INFORMATION**

Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Referred by \_\_\_\_\_  
DUNS Number (http://fedgov.dnb.com/webform) \_\_\_\_\_

**FOR OFFICE USE ONLY**

Application Date \_\_\_\_\_ Amount \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Tax ID Number \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Historic Code \_\_\_\_\_ Owner Occupied \_\_\_\_\_

**PROJECT INFORMATION**

Name of Business \_\_\_\_\_ Business Owner's Name \_\_\_\_\_  
Address \_\_\_\_\_ State WI \_\_\_\_\_ Phone \_\_\_\_\_  
City Milwaukee \_\_\_\_\_ Zip \_\_\_\_\_  
Type of Business \_\_\_\_\_ Upper floor use \_\_\_\_\_

**PROPERTY OWNER INFORMATION**

Owner's Name \_\_\_\_\_ Years owned \_\_\_\_\_  
Address \_\_\_\_\_ Type of Ownership \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Owner's Signature of Approval \_\_\_\_\_

**PROPOSED IMPROVEMENTS**

Storefront Improvements \_\_\_\_\_  
Upper Facade Improvements \_\_\_\_\_ Estimated Cost of Improvements \_\_\_\_\_  
Other Improvements \_\_\_\_\_

**PAYMENT INFORMATION**

Reimbursement check will be to the entity or person paying for the improvements. Cash transactions are not reimbursable.  
Entity/Person paying for improvements as appears on account \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Entity/Person's Address \_\_\_\_\_  
By signing I agree that I have answered honestly and have read the City Wide Facade Grant Program Guidelines. I understand that if the proposal is approved, I will make the above improvements to the property within the specified time. Further, I agree to allow the City of Milwaukee to use images collected during this process for promotional purposes.  
Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

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## City Wide Facade Grant Program Guidelines

### REIMBURSEMENT REQUIREMENTS

Projects are expected to be completed within 9 months. Your grant may be subject to cancellation if not completed by the completion date. Written requests for extensions will be considered if the project has demonstrated progress.

Reimbursement can be expected in approximately 3 to 6 weeks after all the following documentation has been submitted:

- ☐ Copies of all paid invoices for all the facade work covered by the grant. The invoices must be marked paid, signed and dated by the contractor.
- ☐ All cancelled checks or bank statements corresponding to the invoices. All project expenditures must be paid by check, money order, or credit. **Cash payments are not accepted.**
- ☐ Color photographs of the completed project.
- ☐ Documentation supporting any contingencies placed on your reimbursement. For example, the Committee may have granted you an award contingent on retaining full occupancy. In this case, you will need to submit proof of occupancy.

### Design Guidelines

The Facade Design Guidelines outline the standards for renovating buildings using a facade grant. They take into consideration a building's historic significance in determining the appropriate treatment. Projects that affect city-designated historic buildings also require a separate review by the City of Milwaukee Historic Preservation Commission. Buildings in Renewal Projects require separate approval by the staff of the Redevelopment Authority.

**Facade:** The facade is the entire exposed exterior surface of the building that fronts a public street and contains the building's primary entrance. However, any elevation fronting a public street is eligible for a facade grant.

**Storefronts:** It is the intent of these guidelines that most buildings should have a storefront-type windows facing the street, that could accommodate retail uses in the future. **Tinted or reflective glass is not permitted.**

**Masonry:** Unpainted brick, stone, or terra cotta should not be painted or covered. Sandblasting and other abrasive cleaning methods are prohibited. Duplicated existing materials as closely as possible.

**Windows:** Avoid filling-in or covering of openings with materials like glass-block. Do not deviate far from the original styles and patterns existing.

In most cases it is recommended to stay true to the original building style. For historic buildings, all structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design. All buildings, but especially those that are an integral part of a historic street, should reflect and complement the character of the surrounding area.



BEFORE



AFTER

1. UPPER CORNER
2. BRACKET
3. CORBELLED BRICK
4. WINDOW HEAD (BUILDING)
5. WINDOW HEAD (ENTRANCE)
6. STOREFRONT CORNER
7. BRICK
8. TERRAZZO (ENTRANCE)
9. DISPLAY WINDOW
10. HANDED DOOR
11. DOUBLE LEAF ENTRY DOOR
12. ENTRY TO UPPER FLOOR
13. BALCONY
14. ENTRY PORCH

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**Applications are available online**

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A/R Program Manual  
Program Observer Handbook

### Retail Investment Fund

Comments: Questions

The Retail Investment Fund (RIF) is limited to funding RETAIL development projects in an existing retail district. These businesses cannot be home based. They must be located on or near a commercial street. The size of a RIF grant is determined by the size of the project, private investment, and job creation. There is a \$0.000 per FTE job grant limit. A start-up business as well as any additional jobs. The expansion of an existing business shall be allowable only if additional jobs beyond those in existence at the time of application are created by the grantees.

The RIF program is a reimbursement program. The grants will only be available for eligible post-application job creation. Grant funds cannot be disbursed until all conditions of the grant contract have been fulfilled, including job creation.

A. Eligible types of businesses: Retail (commercial) service or professional office type neighborhood serving businesses (those exempt from #1). There must be a public benefit to the neighborhood such as the provision of goods and services currently not available; new jobs; blight elimination, etc.

- For-profit, property-tax-paying businesses
- Preferable the applicant should own the real estate in which the business is located
- Preferable the applicant be a minority-owned business
- Preferable the applicant be a disadvantaged small business

B. Base # of jobs: The number of FTE jobs at the time of application.<sup>1</sup>

C. Job creation: The new jobs must be created after approval. A job qualifies as being established if it exists in existence for at least 90 working days. Up to three part-time employees can count toward the requirement of one FTE (the hours worked add up to at least 2080 per year). In such a case, they would be converted to one full-time equivalent. To meet the terms of this grant all new FTEs, which will the requirements of the grant, must be paid at the prevailing wage.

<sup>1</sup> If the total number of jobs created exceeds the total number of jobs in the area, the applicant may apply for a grant to cover the difference. This is subject to the availability of funds. The applicant must also provide evidence of the ability to pay the prevailing wage. The applicant must also provide evidence of the ability to pay the prevailing wage. The applicant must also provide evidence of the ability to pay the prevailing wage.

# Additional Information Online



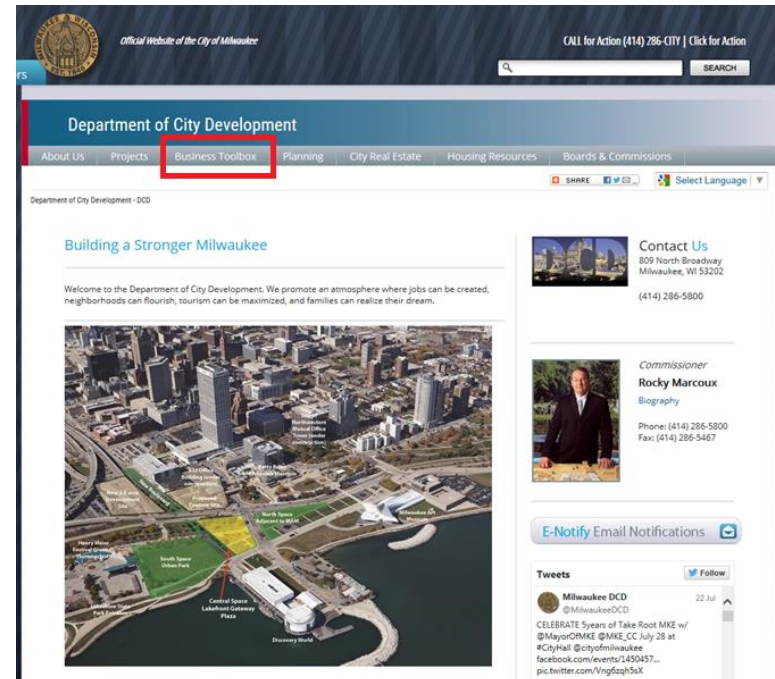
## Applications and Guidelines are available online:

- Visit [Milwaukee.Gov/DCD](http://Milwaukee.Gov/DCD)
- Click on Business Toolbox

Natanael Martinez

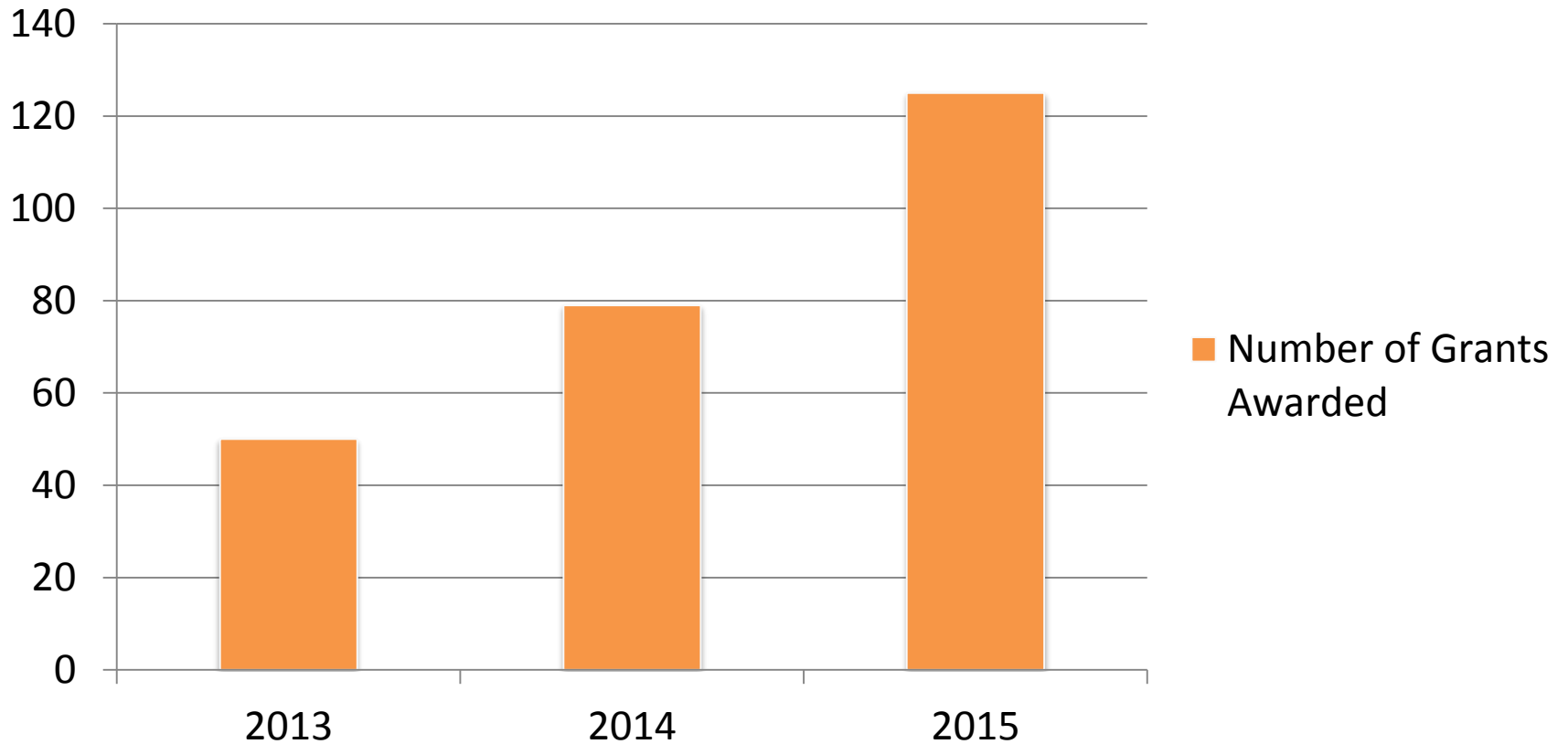
414-286-5813

[Natanael.Martinez@milwaukee.gov](mailto:Natanael.Martinez@milwaukee.gov)

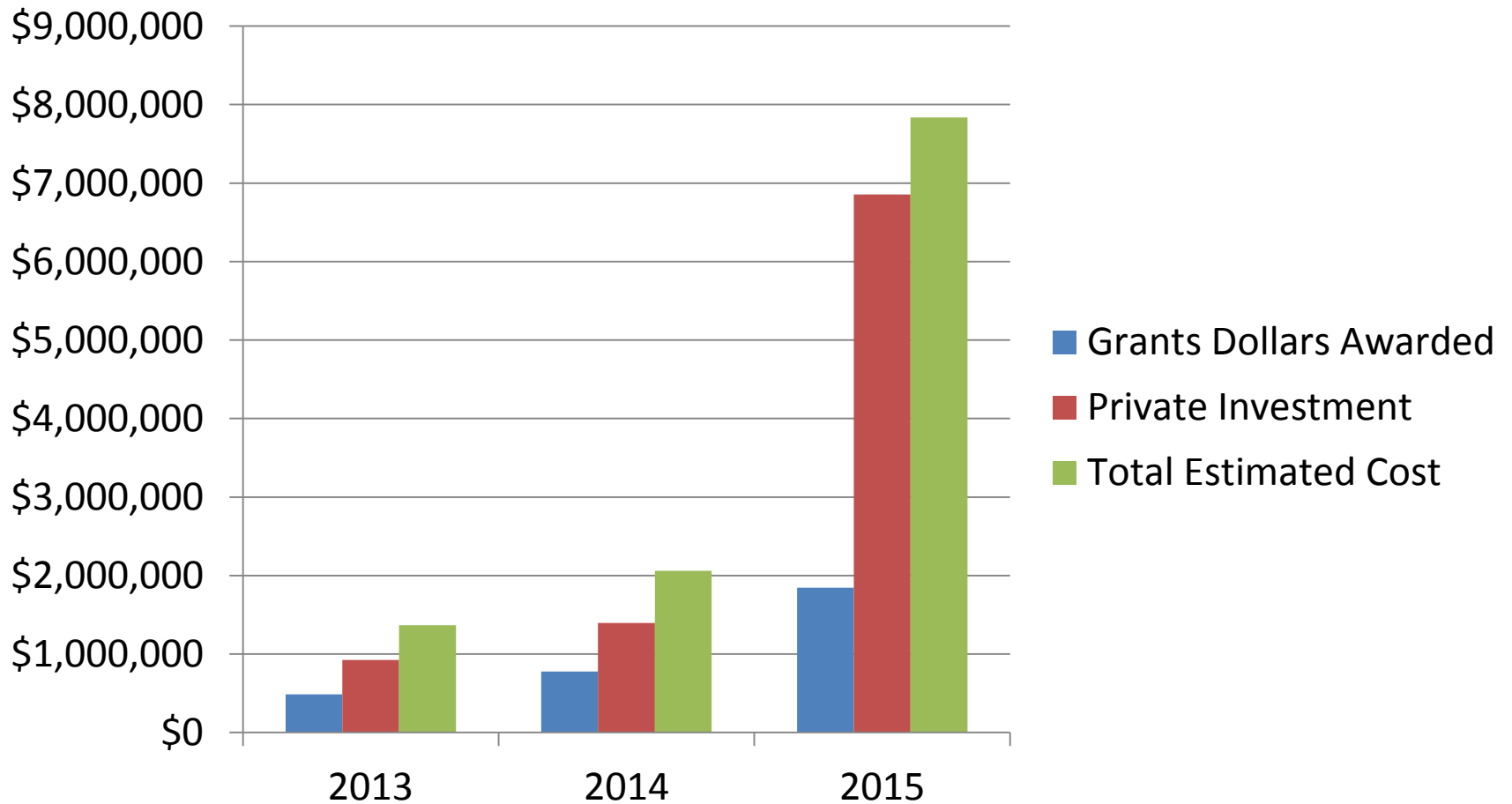


# Commercial Corridor Grants by the Numbers

**Number of Grants Awarded**

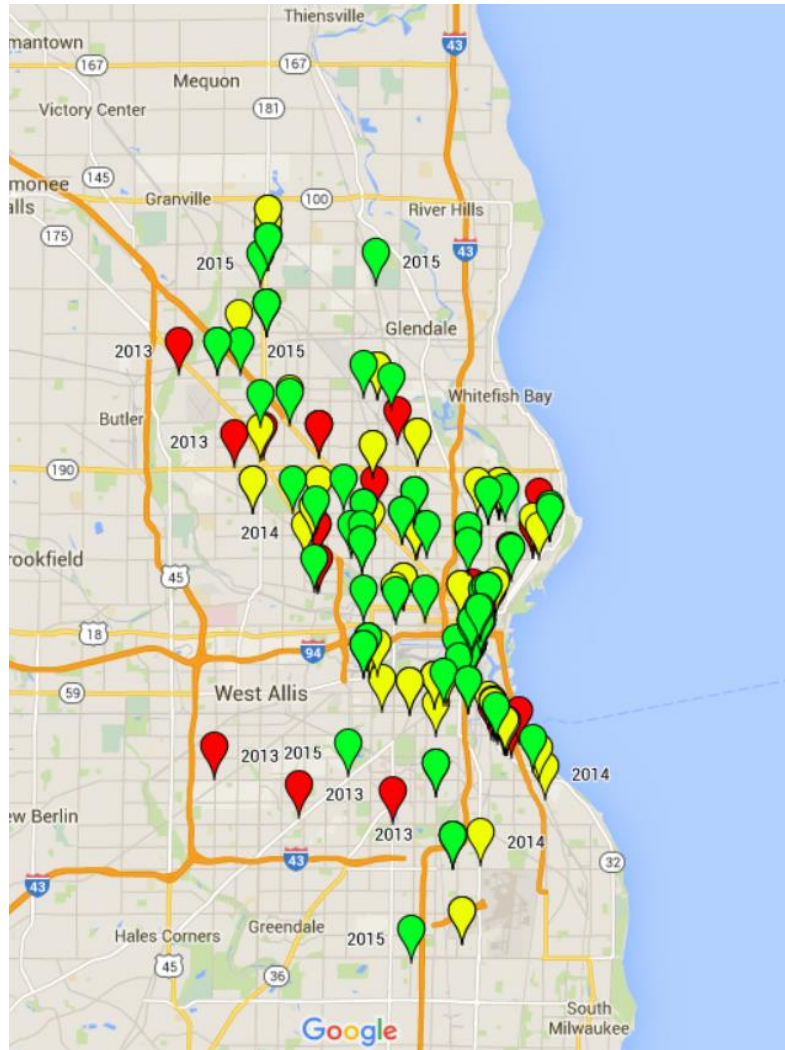


# Commercial Corridor Grants by the Numbers





# Grants Mapping



- 2013
- 2014
- 2015

# Other Grants

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- COMMERCIAL FORECLOSED PROPERTY FUND
- ARTS AND COMMUNITY RESOURCES FUND

# COMMERCIAL FORECLOSED PROPERTY RENNOVATION FUND

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## GOAL:

TO INCENTIVIZE THE SALE AND RENNOVATION OF  
STREGICALLY LOCATED TAX FORECLOSED  
COMMERCIAL PROPERTIES

## CRITERIA:

- SUPPORTED BY COMMUNITY STAKEHOLDERS
- LOCATED NEAR OTHER CITY INVESTMENT
- LOCATED NEAR SIGNIFICANT PRIVATE INVESTMENT

# COMMERCIAL FORECLOSED PROPERTY RENNOVATION FUND

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## STRUCTURE:

- Forgivable Loans
- Minimum: \$ 5,000
- Maximum: \$75,000
- Limited to 1/3 of total renovation cost
- Last \$'s in basis
- Forgiven upon issuance of an occupancy permit by City



# COMMERCIAL FORECLOSED PROPERTY RENNOVATION FUND

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## Eligibility Issues:

- Must be part of a complete renovation project
- Must satisfy all city code violations
- Work completed within 6 months of grant
- Two competitive quotes from licensed and bonded contractors
- 25% DBE requirement

# COMMERCIAL FORECLOSED PROPERTY RENNOVATION FUND

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## Prohibited Uses:

- Tavern/liquor stores
- Social Services
- Religious Assemblies
- Pawn Shops
- Convenience Stores
- Cigarette Shops
- Payday or auto-title loan stores

# ART AND COMMUNITY RESOURCE LOANS

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## ARC LOANS (PROPOSED)

- \$100,000 2016 Budget Amendment
- Support the renovation and re-use of tax foreclosed properties as artist studios and community resource centers
- \$25,000 maximum loan
- Matching dollars required

# ARC LOANS

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## **(PROPOSED)**

- Renovation of mixed used commercial property for use as an artist studio or community center
- Loan term: up to 10 years
- Payments deferred until renovation of residential units are complete
- Interest rate based on city cost of funds (3.5%)
- Available on a first come—first served basis
- May be paired with CFPRF or Rental Rehab funds





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***Commercial Corridor Revitalization Team***

**Ken Little**

Commercial Corridor Manager

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