

# Monona Drive Façade Improvement Program Application Guide



City of Monona, Wisconsin

Contacts:

Sonja Reichertz  
City Planner & Economic Development Director  
[sreichertz@ci.monona.wi.us](mailto:sreichertz@ci.monona.wi.us)

5211 Schluter Road  
Monona, WI 53716  
Phone: (608) 222-2525

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### **What is the Monona Façade Improvement Program (FIP)?**

The City of Monona's Façade Improvement Program was established to enhance the visual aesthetics of a portion of the Monona Drive corridor in the City of Monona by offering grant funding to building owners to improve their building frontage on Monona Drive. The program is being undertaken in combination with the City's overall redevelopment of the Monona Drive right-of-way. Improvements to the visual appearance of the corridor are designed to spur reinvestment, which will lead to enhanced economic vitality of this area of the City.

Grant funds will be offered by the City of Monona, which has money budgeted for the program from a Tax Increment District (TID) that includes the area. Successful grant recipients will receive a 50% match reimbursement of all eligible project costs to the amount approved by the City of Monona Finance and Personnel Committee, with a total grant amount not to exceed \$10,000.

### **Who is eligible to receive funding under the FIP?**

Eligible applicants include an individual or entity who currently owns a commercial, retail, mixed-use, or residential building with frontage on Monona Drive in the City of Monona, between US Highway 12 & 18 (the Beltline) on the south and Nichols Road on the north.

### **What can the funds be used for?**

Improvements that receive funding must improve the visual appearance and aesthetic quality of the building frontage that faces Monona Drive. Plans and designs must conform to the Urban Design Guidelines for Monona Drive, the Zoning Ordinance and all other City Ordinances.

Eligible project costs for which grant funding can be applied are, but not limited to the following:

- Exterior improvements, such as: awnings, materials, entranceways, masonry work, lighting, etc.
- Site improvements such as decorative walkways, permanent planters, patios, landscaping, etc., as well as professional design fees may be eligible uses of grant funding.

Applicants are encouraged to have plans for proposed improvements prepared by a design professional.

Sidewall improvements are eligible, as long as they are accompanied by improvements to the façade facing Monona Drive. Improvements made to exterior walls not visible from Monona Drive will not be eligible for grant funding.

To be eligible, improvements with additions must also make improvements to the existing building façade. The addition must have a substantial impact on the overall appeal and aesthetic quality of the building façade.

The successful grant recipient will receive a 50% match reimbursement of all eligible project costs to the amount approved by the City of Monona Finance and Personnel Committee, with a total grant amount not to exceed \$10,000. The applicant is responsible for the other 50% of all eligible project costs for which the grant is applied. The applicant is also responsible for 100% of all non-eligible project costs and 100% of all project costs in excess of \$20,000. The intention is to award only one (1) grant of \$10,000 maximum per building.

### **How is the Program implemented?**

The City of Monona Department of Planning and Community Development will be responsible for the administration of the Program. The following details the steps that a Building Owner (Applicant) must follow to apply for and receive funding through the Grant Program:

1.     **Attend Pre-Application Meeting.**  
Applicant shall contact the City Planner to arrange a meeting to discuss the proposed improvements and to determine eligibility. This meeting will help insure that the applicant understands all aspects of the Program before spending time and money to advance their project.
2.     **Complete Application Form.**  
Applicant completes Application Form and returns the required information to their City contact.
3.     **Obtain City Approvals:**
  - A.     **Prepare Plans and Designs and Meet with City Plan Commission.** Applicant prepares detailed plans and designs for review by the City Plan Commission in a prehearing conference. The plans and designs must conform to the Urban Design Guidelines for Monona Drive, and the Monona Municipal Zoning Ordinance. (The Commission typically meets the second and fourth Monday of each month at 7:00 PM).
  - B.     **Meet with City Finance Committee.** Upon determination of eligibility by the Plan Commission, the applicant will be scheduled to meet with the City Finance and Personnel Committee for evaluation of their Grant Request. (Committee usually meets the first and third Monday of each month at 6:00 PM).
  - C.     **Request Approval from the Plan Commission.** If the Grant Request is approved, the Applicant may then return to the Plan Commission with revised plans as requested at the prehearing conference, if any, and request final approval of their plans.
4.     **Sign Agreement with the City.**  
If any conditions of approval were deemed necessary, revisions must be resubmitted and approval received before agreements can be initiated. Upon receipt of the necessary approvals, the City will enter into a formal agreement with the Applicant.
5.     **Commence Work on the Project.**  
No work may begin on the project prior to approvals, and signing the Agreement for Improvements Between City and Applicant. If designs vary from the original approval, all work must cease and the revisions be resubmitted for approval by the City.
6.     **Project Completion.**  
Applicants have twelve (12) months to complete the improvements. Once the project work is complete, the Applicant must notify their City contact. The City representative will then inspect the project for full compliance with the documents and approvals granted, and the City representative and applicant will sign a Close-Out Form. This Form will acknowledge the successful completion and that the Applicant has complied with all terms of the Agreement with the City.
7.     **Submit Reimbursement Request.**  
Upon receipt of the signed Close-Out Form, the Applicant may submit the Reimbursement Request Form to their City Contact along with the necessary documentation such as invoices, lien waivers if used. This information will be reviewed and if found to be in compliance, the City will issue a reimbursement check to the Applicant.



City of Monona Façade Improvement Program  
City of Monona Department of Planning and Community Development  
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**APPLICATION FORM**  
**City of Monona, Wisconsin**

**Façade Improvement Program**

Please review the Monona Drive Façade Improvement Program Application Guide for terms and conditions of the grant program before completing this application.

Building owner: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

**Building Information:**

Building name: \_\_\_\_\_

Building existing use: \_\_\_\_\_

Building/project address: \_\_\_\_\_

**For Administrative Use Only:**

Date of Plan Commission approval: \_\_\_\_\_

Date of Finance and Personnel Committee Approval: \_\_\_\_\_

Date of execution of Improvement Agreement: \_\_\_\_\_

Date of construction start: \_\_\_\_\_

Any design amendments to date? Yes \_\_\_\_\_ No \_\_\_\_\_

Date of amendment approval: \_\_\_\_\_ Type of amendment: \_\_\_\_\_



**Project Budget**

Please use the table below to describe the budget for the improvements being proposed in this application. Please list all project tasks (e.g. design services, signage, painting, masonry, lighting, labor, etc.) and include a description and the total cost of that task. Please be as specific as possible when listing project tasks. Please continue on the back side of this form if you need more space.

Task/Item	Description/Comments	Total Cost
<b>TOTAL COST OF IMPROVEMENTS</b>		\$
<b>AMOUNT OF FUNDING REQUESTED</b>		\$

**Please Attach:**

- Applicable information for the improvements that are proposed, including any photographs, plans, drawings, and contractor bid documents:
  - Photographs of the existing site and building conditions where improvements are proposed
  - Fee schedule and background information about consultant/firm qualifications to provide architectural design services, if proposed as part of activities to be covered with grant funding
  - Copy of contractor estimates for all services to be performed and covered with grant funding
  - Façade elevations of all proposed improvements to scale
  - Site plan identifying location of proposed changes

**Certification:**

I hereby certify that to the best of my knowledge and belief, the content of the application is true and correct.

Signature of Building Owner: \_\_\_\_\_

Date Signed: \_\_\_\_\_