



Community & Economic Development Department  
100 North Jefferson Street - Room 608  
Green Bay, Wisconsin 54301-5026  
www.greenbaywi.gov

Phone 920.448.3400  
Fax 920.448.3426

## POLICIES AND PROCEDURES ARPA COMMERCIAL FAÇADE GRANT PROGRAM

### Program Purpose & Overview

The purpose of the American Rescue Plan Act (ARPA) Commercial Façade 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 qualified to be reimbursed for up to 75 percent of eligible 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 the American Rescue Plan Act (ARPA), provided by the U.S. Department of the Treasury. The Program is managed and administered by the City of Green Bay's Community & Economic Development Department.

### Applicant Eligibility

Eligible applicants of the Commercial 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 a Qualified Census Tract. Potential applicants should consult with City staff before applying to confirm eligibility.

### Project Eligibility

The Commercial Façade Grant Program may reimburse costs for eligible projects that restore or enhance the facades of commercial properties. The minimum project cost is \$15,000.

Proposed building materials shall be especially durable, be of higher quality, and compliment the aesthetics of the surrounding neighborhood or district. Eligible improvements include:

- Commercial windows and doors that allow for visibility both into the building and out to the street
- Restoration or preservation of historical or architecturally significant features
- Restoration of masonry, brick, wood, or glass
- New siding and masonry/brick
- Storefront redesign
- Murals or permanent art fixtures
- Exterior lighting

- Awnings
- Unique, high-quality signs (must be a minor component of a larger overall façade enhancement project)
- Patio features such as fencing, wall lighting, canopies, and pavers
- Design fees for hired architect (project must be implemented)
- Green façade treatment that is permanent and fixed to the building



A planted canopy and living wall are examples of green façades

Other permanent building enhancements that are clearly visible from the public right-of-way may be deemed eligible by the Development Director.

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, non-permanent fixtures, security systems, personal property, interior window coverings, equipment, business advertisement, any improvements not visible from the public right-of-way or public vantage point (with the exception of patios), and any improvements deemed to be inconsistent with adopted City Plans or Policies. Materials shall not diminish the integrity of buildings or districts eligible for Local, State or National Register of Historic Places. Potential applicants should consult with City staff before applying to confirm project eligibility.

### Environmental Review & Flood Insurance Requirements

All properties being considered for the Commercial 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 and/or Historic Preservation Specialist.
2. After meeting with City staff, the applicant may submit their complete application which includes the following:
  - Commercial Façade Grant Application Form
  - Cost estimates from design consultants, contractors for labor, and specific cost estimates for each primary building material. To help ensure fair pricing, estimates from multiple design consultants, contractors,

and/or material suppliers should be provided when possible.

- Building elevation plan or rendering prepared by an architect, contractor, or designer.
- Detailed information on the proposed primary 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:

ARPA Commercial Façade Grant Program  
City of Green Bay  
Community & Economic Development Department  
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:
  - a. Visual Impact and Design Quality
  - b. Building Material Quality and Durability
  - c. Economic Impact
  - d. Applicant Capability and Responsibility
  - e. Historic Preservation
  - f. SustainabilityThe Design Review Team will recommend whether a grant should be awarded, and the appropriate amount based on the application's review score, with final approval to be determined by the Development Director.
4. If approved, City staff will prepare a grant agreement, and once executed, the project may proceed.
5. If denied, applicants may appeal to the Green Bay Redevelopment Authority (RDA).

### Project Timeline Requirements

Projects may not begin until after a grant agreement is executed between the City 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 18 months after the project start date, subject to the grant agreement. 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 fund up to 75 percent of approved project costs. 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 City prior to the purchase of building materials and beginning construction. 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 costs. Costs are generally reimbursed only upon completion of construction/installation and passing of final inspection by a City Inspector when inspection is required. Request for partial reimbursement prior to completion may be considered in the terms of the Grant Agreement. Grant reimbursement may be reduced or rescinded if the recipient is unable to verify compliance with the terms of the Grant Agreement, or all applicable policies, procedures, or laws.