



Midland Downtown Development Authority

FAÇADE PROGRAM Guidelines

In 1994, the City of Midland Downtown Development Authority (DDA) established the Façade Program to stimulate improvements to the exterior of downtown buildings. In April of 2003, the Façade Program was updated to reflect the requirements of the gifting foundations. In 2005 the Façade Program fund was depleted. A generous gift from the Gerstacker Foundation has replenished the fund in the amount of \$100,000. In order to become a slightly more self-funding program, the Façade Program will be converted from a totally grant program to a combination no-interest loan and grant program. Following are the program guidelines and application procedures for the program.

PROGRAM GUIDELINES

Program Description: The Façade Program will offer the opportunity for business owners, tenants, together with property owners or property owners to bring their front and rear façades (customer entrances or highly visible areas up to a standard set forth and approved by the DDA (based on the City of Midland / DDA Façade Improvement Study – 7/1/98). Improvements requested by a property owner will be considered, and with DDA approval, the property owner will receive a grant of up to \$5,000 and a zero interest loan of up to \$10,000 amortized over seven-years for approved exterior property improvements. The payments for said loan will be required on an annual basis. Applicants must match the grant and loan amounts dollar for dollar.

Applicant Eligibility: Property owners of a structure located within the DDA District may apply for the façade program. See attached map of DDA District.

Building Eligibility: Any existing building located within the DDA District, is considered eligible for a loan. Newly constructed buildings and additions to existing structures are also eligible. Each building is eligible for the loan program including the grant, up to a maximum of \$15,000 every seven (7) years. Building eligibility shall be at a rate of \$750 per front foot of street front and or side street front façade and \$500 per front foot of rear façade property up to a maximum of \$15,000. Project Financing Arrangements: Applicants may secure additional financing in any manner they choose - commercial mortgage, signature loan, home equity loan, personal or business line or credit, family loan, personal resources or business cash.

Design Guidelines: Projects approved for this program should support the DDA's *Design Guidelines* and comply with all applicable City of Midland building codes and ordinances. Each application will be reviewed by a DDA appointed Design Review Team. The Design Review Team may be comprised of DDA members, downtown business representatives, a representative from

the City of Midland Engineering Department and an architectural firm under consultation by the DDA. The Design Review Team is available for guidance and consultation with property owners and provides the DDA with recommendations on the project eligibility.

Program Review: The Design Review Team will review the Façade Program annually and submit their recommendation to the DDA on program changes and continued funding. The Design Review Team will consist of members of the DDA Economic Sustainability Committee and others appointed by the Economic Sustainability Committee chairperson, not to exceed 5 members.

Timetable: Unless otherwise agreed upon in writing, work on a project must commence within six months of approval. The project shall be completed within 12 months after receiving DDA approval.

APPLICATION PROCEDURES:

Application, Approval and Payment Procedures: A proposed renovation is expected to receive the Design Review Team's approval prior to commencement of work. Any work begun prior to approval may be ineligible for the façade program. Final approval is given by the Downtown Development Authority.

The following are the steps involved in applying for the program.

1. Contact the Downtown Development Authority Office (DDA) for program information, application, and design guidelines.
2. Submit DDA Initial Consultation Application for \$350 grant for architectural services.
3. Set architectural consultation meeting with DDA Director & architectural firm of choice (or architectural firm under consultation by the DDA).
4. Discuss renovation plans with the Design Review Team, a committee of the Downtown Development Authority.
5. Submit the completed application along with design plans, and cost estimates to the DDA Office.

6. The DDA Board acts on the Design Review Team's recommendation. Applicants receive a letter committing funds or advising them of the status of the project.
7. The applicant's matching funds shall first be used to satisfy the contractor's obligations, then the DDA will provide up to 50% of the loan amount directly to the contractor as a deposit for the remaining work at the property.
8. Construction occurs. During construction, changes to the approved design plans must be reviewed and approved by the Design Review Team, or funding may be rescinded and all funds will become due and payable immediately. Any changes made without approval may disqualify the loan and full repayment of loan could be required.
9. DDA Director will prepare a project financial report and provide the DDA Board with updates and proof that approved renovation is complete.
10. DDA will make payment of pre-authorized loan amount (less any previously paid deposit) to contractor upon completion.
11. DDA will inform borrower of annual repayment information.