

**COUNCIL ACTION FORM**

**SUBJECT:** REFERRAL OF REQUEST FOR A SECOND ROUND OF  
CAMPUSTOWN FAÇADE GRANT APPLICATIONS FOR FY 2018-19

**BACKGROUND:**

City Council received a request from Mathew Goodman to initiate a second round of façade grant applications for this fiscal year. City Council referred the matter to a future agenda for discussion.

The Campustown Façade Program was developed to enhance the appearance of Campustown commercial buildings, fulfilling the City Council's objective of supporting Campustown. The goal of this program is to promote diverse building styles and increased activity and commercial use. This program has one round of façade grant awards per year due to limited size of the area. Requests for applications are in the winter with the intent to awards grants in the spring. On average, only 1-2 applications are received each grant cycle. The most recent request for applications was in February 2019, the City received no application for grants during the most recent cycle. The next planned opportunity to apply for a grant is February 2020.

The Campustown Façade Program has a balance of \$120,020.00 for FY18/19. The grants are available as matching dollar for dollar expenditures by an applicant, up to \$15,000. The program also includes the allowance for up to \$2,000 in additional funding for design fees when a project includes a licensed design professional.

When City staff solicits for grant applications, an invitation for applications is sent to all eligible property and business owners. This process includes approximately 150 mailed post cards. Additionally, the program is also publicized by Campustown Action Association and with media outlets. In some years, staff has also hosted an open house to answer questions about the program.

If the façade grant application program is re-opened by City Council, staff would follow the typical process described above for mailed notice and publicizing the opportunity with others. This process allows for approximately three weeks to submit an application. Once the applications are received, they are evaluated by staff and then placed on a City Council agenda for approval. Staff estimates the earliest City Council could approve a grant request would be at its July 9<sup>th</sup> meeting, if the process started on June 3<sup>rd</sup>. **Re-opening an application window for Campustown Façade grants should not require other projects to be reprioritized as the number of applications received for this program have historically been few.**

# Attachment A

