

## COMPLETED PROJECTS

**Salad Creations** : 6001 Monona Drive

Completed January 2012

Facade improvements included substantial remodeling of the east and north facades of the building, including new stone walls, EIFS exterior, and an outdoor patio area.



**The Ultimate Spa Salon** : 5713 Monona Drive

Completed December 2011

Facade improvements included a new front awning, canopy and stucco repair, and paint on the building and columns.



**Tully's II** : 6401 Monona Drive

Completed March 2010

Facade improvements included a new building entrance, front facade, and heated covered patio seating area.

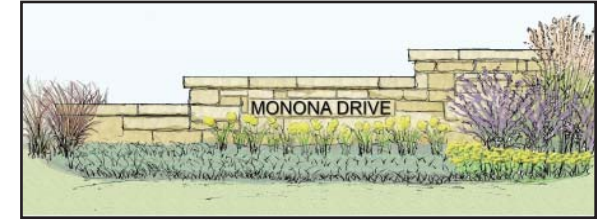


City of Monona  
Planning & Community Development  
5211 Schluter Road  
Monona, WI 53716



monona drive

## FACADE IMPROVEMENT PROGRAM



The City of Monona's Façade Improvement Program was established to enhance the visual aesthetics of a major portion of the Monona Drive corridor in the City of Monona by offering grant funding to property owners to invest in their building facades and sites. The program is being implemented in combination with the city's overall redevelopment and reconstruction of Monona Drive. Improvements to the visual appearance of the corridor are designed to spur reinvestment, which will lead to enhanced economic vitality in this area of the city.

## ELIGIBILITY

Eligible applicants include any 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 Broadway on the south and Winnequah Road on the north. Eligible properties are highlighted on the map on the reverse side of this brochure. Business owners who lease space are not eligible to submit an application, but are encouraged to speak with the property owner about applying.



## ELIGIBLE PROPERTIES



## ELIGIBLE USES OF FUNDING

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 remainder 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 grant funds are being made available through the use of Tax Incremental Financing (TIF), and should be used to improve the overall aesthetic quality of the building façade and site, and will not include interior improvements.

The eligible project costs for which grant funding can be applied are:

- **Exterior improvements**
  - o Exterior materials, entrance ways, masonry work, awnings, lighting, etc.
- **Sites**
  - o Decorative walkways, permanent planters, patios, landscaping, etc.
- **Roof replacement**
  - o Roof replacement is an eligible use for grant funding, as long as it is part of a broader façade improvement. Grant funds used for roof replacement activities cannot exceed 25% of the total improvement project cost.
- **Additions**
  - o To be eligible, improvements with additions must also make improvements to the existing building facade
  - o Must have a substantial impact on the overall appeal and aesthetic quality of the building façade
- **Professional design work**
  - o Up to a maximum of 5% of the total grant award

## APPLICATION PROCESS

City Staff will assist eligible property owners with the application process. An overview of the steps involved includes:

1. Contact City planning staff to schedule a pre-application meeting
2. Submit application and all required materials to the City of Monona Planning Department for review of grant request by the Finance and Personnel Committee, and for review of plans and designs by the Plan Commission.
3. The plans and designs must conform to the Urban Design Guidelines for Monona Drive, and the Monona Municipal Zoning Ordinance.
4. Following City review of the application & design, applicant will be notified of grant amount and any conditions.
5. Grant amount is issued as a reimbursement following completion & acceptance of improvements.

See the [Monona Drive Facade Improvement Program Application Guide](#) for complete details of the application and approval process.

If you would like additional information or an application, or to determine if you are eligible, please contact:

### Douglas Plowman

City of Monona  
City Planner and Assistant Economic Development Director:

**Mail:** 5211 Schluter Road  
Monona, WI 53716

**Phone:** (608) 222-2525

**Email:** [dplowman@ci.monona.wi.us](mailto:dplowman@ci.monona.wi.us)

Program applications are available in the Planning and Community Development Department at City Hall, 5211 Schluter Road, Monona, or on the City's website: [www.mymonona.com](http://www.mymonona.com) (select **City Departments**, then **Planning and Community Development**).