



# STAFF REPORT

## Façade Grant Program – Addition of Tier 3 Grants

December 10, 2024 Town Council Meeting



- Tier 3 Grants are offered on a Quarterly Submittal and Award Cycle each fiscal year, beginning on July 1. All projects submitted within one of the quarterly award cycles will be considered by Town Council on their merits. It is at the Town Council’s sole discretion whether to award a façade grant to one project, no projects, or multiple projects.

### Quarterly Submittal and Award Cycle:

Quarter	Submittal Month	Town Council Meeting & Decision
1	July	September
2	October	December
3	January	March
4	April	June

- Tier 3 Projects may include elements shown in the Downtown Plan or proposed for Council consideration on publicly viewable portions of the property:
  - a. Streetscape elements matching Downtown Plan in public right-of-way.
  - b. Streetscape elements (pavers/bricks/bus stops) on private property.
  - c. Creation of patios or other outdoor service areas for public use and benefit on private property.
  - d. Permanent streetscape-style outdoor furniture (tables, chairs, benches, permanent planters not to include vegetation, etc.) for public use and benefit on public or private property.
  - e. Other Downtown Plan elements like catenary lighting, wall murals, ground murals, etc.
  - f. Public parking on private property.
  - g. Other significant improvements which in the Town Council’s sole determination provide benefit to the general public or serve as a catalyst for future development.
- A façade easement and easement agreement is a requirement of the Tier 3 grant approval. The façade easement agreement shall be worked out between Town staff and the property owner prior to Council approval. The factors to be considered in the façade easement agreement shall include but not be limited to the following considerations:
  - a. Level of financial participation by the Town.
  - b. The type of façade/property improvements being proposed.
  - c. The term of the proposed easement; a higher funding amount should require a longer easement length.
  - d. Any other public requirements the Town would need/like to have in exchange for the Town funds.
  - e. Any expenditure of public funds must be for a public purpose.

### STAFF RECOMMENDATION:

Planning staff recommend approval of the updated Façade Grant Program to include Tier 3 grants as described in the attached Façade Grant Program Application.