

PCDC's VISION FOR DOWNTOWNS & COMMUNITY VITALITY

Downtown is the heart of any community. Its condition telegraphs the vitality, culture, and livability of a town to visitors and residents alike. If Phelps County intends to grow and be a viable option for young adults and new families, its downtown areas and other core community assets must present the kind of appearance that mirrors the aspirations of its residents.

GO! DREAM aims to restore and improve buildings in the downtown core and throughout the community, especially those with high-visibility and historic or important architectural features. Recognizing the unique significance of the downtown core, the program prioritizes both exterior facades and certain interior renovations of buildings within the Core Central Business District. All Phelps County communities qualify for GO! DREAM funding.

Buildings outside the downtown core may qualify for assistance based on staff review and approval by the design and loan committees under the heading of Building Exterior Improvement Grants.

OVERVIEW: GO! DREAM PROGRAMS & GUIDELINES

- **FIRST IMPRESSION / EXTERIOR IMPROVEMENT GRANTS**
 - **BUILDING SIGNS & MURALS**
 - **BUILDING INTEGRITY GRANTS**
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- PCDC defines the boundaries of a Central Business District (downtown core) by using municipal zoning, visual cues, and other contributing factors. The boundaries are subject to periodic review and revision based upon market conditions and available resources. In the absence of clear official boundaries PCDC staff will decide in consultation with city or village officials.
 - Applicants will consult with PCDC staff to complete a project description and application, which will include comprehensive supporting materials including photos, schematics, financial projects, and other information that may be necessary.
 - PCDC's participation is intended to supplement or fill gaps in conventional financing and act as a stimulus for downtown development. In addition to façade improvements and structural integrity, the creation of downtown residential units is a priority.
 - Each project will be subject to review by the PCDC GO! DREAM Design Committee and the PCDC Loan Committee. Each committee serves unique and separate purposes to ensure projects meet the program guidelines.
 - The Design and Loan Committees will each meet as often as necessary.
 - Once the Design Committee has approved a project, the project will be reviewed by the Loan Committee. Upon approval by the Loan Committee the project will be presented to the PCDC Board of Directors for its ratification at a regular board meeting or electronically.



DOWNTOWN REVITALIZATION & ECONOMIC ASSISTANCE MISSION

- Where practical, taking cost and construction methods into consideration, all building facades shall be restored to or mimic their original design. If it is deemed not practical by the GO! DREAM Design Committee, other appropriate architectural design and improvements may be considered.
- If a building does not have a historical or architectural significance the committee will consider appropriate design approaches taking into consideration the applicants' presentation and any reasonable alternatives.
- All building fronts shall be designed, constructed, and maintained to compliment design aesthetics that are compatible with and strengthen downtown's overall appearance. All accessories, signs, lighting, and awnings shall harmonize with the overall character of the building and adjacent properties.
- All color schemes shall accent the building and harmonize with adjacent buildings. When appropriate, colors shall be period specific.
- Murals, modern wall treatments or streetscapes will be considered on a case-by-case basis.
- Funds shall be allocated on a first-come basis depending on availability as well as project qualifications. Tenants may apply with receipt of written consent of the owner of the building.
- No project applying for assistance may begin work, other than demolition, until final approval by all PCDC reviewing entities, Design Committee, Loan Committee, PCDC Board of Directors.
- No grants will be made to government-owned properties or to tenants in government-owned properties.
- Self-performed labor must conform with market norms or by providing an estimate from an outside, unrelated source to verify costs are reasonable; final decision is at the committee's discretion.
- The PCDC Loan and Design Committees will review all applications, designs, and architectural plans. Applicant may be denied, approved, or asked to reconsider certain aspects of the project. The final amount will be determined upon approval of the grant and is at the discretion of PCDC's Loan Committee with input from the Design Committee.
- Incomplete applications will not be accepted or considered. All required materials must be submitted.
- Projects that do not meet eligibility requirements or do not demonstrate conformity with applicable building and zoning codes will not be accepted or approved.
- Each project will be reviewed and judged based on their individual merits and components.



DOWNTOWN REVITALIZATION & ECONOMIC ASSISTANCE MISSION

GO! DREAM: First Impression Grant

- **BUILDING FACADES:** Up to \$5,000 matching grant - dollar for dollar - for paint, windows, awnings, doors, lighting, repair, installation, masonry, etc. for exterior improvements meeting the Downtown Design Committee standards.
- **SIGNS & MURALS:** Up to \$2,500 matching grant - dollar for dollar - for signs meeting Design Committee standards. May be applied to building murals with staff, design committee, and board approval.

GUIDELINES:

- Building owner/developer may contribute funding above the grant thresholds but PCDC's max grant is \$5,000 per project and/or \$2,500 for signs murals, up to \$7,500 total.
- Prior recipients of the original FIG program may reapply for any GO! DREAM program for projects that add to the first grant award 12 months or more after the first award.
- Grant may be paired with other GO! DREAM programs to complete a project.
- All funds are distributed on a reimbursement basis from itemized statements presented by the applicant (unless other arrangements have been made at time of approval). Documentation must be legible and summarized in an Excel report (or other similar format) that clearly and accurately conveys information. PCDC will not reformat materials submitted by applicants to verify information.
- Once approved, the project must be substantially completed according to the original design within 12 months of approval. PCDC Loan and Design Committees must approve any changes to design or timeline for any reason.
- No work should begin until approval is authorized by PCDC in writing, except for demolition. Photos of the property preceding demolition are required.
- Progress will be reviewed by PCDC staff, Design and Loan Committees throughout the duration of the project and the applicant must grant PCDC reasonable access.
- All policies in "PCDC's Downtown Vision Program Guidelines" apply.
- To qualify, Applicant must provide:
 - Completed Application signed by all owners of the building.
 - Detailed project summary.
 - Itemized Budget for project.
 - All estimates and proposals (material and labor costs must be clearly divided up on the documentation).
 - Pricing sheets for additional added features not included on the estimates.
 - Sketches or drafts of the proposed project.
 - Photos of the building's current, pre-demolition, condition.
 - Any available historic photos of the building.



GO! DREAM

DOWNTOWN REVITALIZATION & ECONOMIC ASSISTANCE MISSION

APPLICATION: GO! DREAM First Impression / Exterior Improvement Grant

PROJECT DESCRIPTION (Façade, Sign, Mural) _____

APPLICANT'S NAME: _____

BUSINESS/BUILDING NAME: _____

APPLICANT'S ADDRESS: _____

APPLICANT'S PHONE NUMBER: _____

APPLICANT'S EMAIL: _____

LIST ALL BUILDING OWNER(S): _____

PROJECT PROPERTY ADDRESS: _____

CURRENT USE OF BUILDING: _____

BUILDING TENANTS: _____

EXISTING EXTERIOR CONDITION: _____

PROJECTED CONST. START DATE: _____ COMPLETION DATE: _____

ESTIMATED TOTAL PROJECT COST: _____

ASSESSED PROPERTY VALUE: _____ ESTIMATED VALUE AT COMPLETION: _____

SOURCE OF FINANCING: _____

DEVELOPER / OWNER EQUITY: _____ BANK LOAN AMOUNT: _____

AMOUNT OF GRANT REQUESTED: _____

PROPERTY OWNER _____ DATE _____

PROPERTY OWNER _____ DATE _____

PCDC REVIEW COMPLETED DATE: _____

ACTION RECOMMENDED: [Approve](#) / [Disapprove](#)

PCDC REPRESENTATIVE

DATE

CHECKLIST: PROJECT SUMMARY, ESTIMATES, BUDGET, PRICING SHEETS, RENDERINGS, CURRENT PHOTOS, HISTORIC PHOTOS



GO! DREAM

DOWNTOWN REVITALIZATION & ECONOMIC ASSISTANCE MISSION

GO! DREAM: Building Integrity Grant

Intended to address structural deficiencies or property flaws of commercial or retail buildings that prevent or discourage further investment to the exterior or interior spaces. The program is intended to promote fire, life, and safety upgrades required by code and regulating officials to make buildings functional and safe. Applies to commercial or retail structures anywhere within corporate limits of any Phelps County community.

GUIDELINES & QUALIFYING ACTIVITIES:

- Structural, exterior wall, or foundation improvements that produce a safe, stable environment that allows for additional investment by the owner.
- Major plumbing and electrical system upgrades that bring the building to modern standards.
- Addition of fire sprinkler systems as required by Fire Marshall or local building codes.
- Major environmental remediation identified as necessary by regulating officials or professional engineers, such as asbestos and hazardous waste removal.
- Radon system installations and routine environmental improvements are **excluded**.
- Roofing, HVAC systems and routine electrical or plumbing work is **excluded**.
- The grant may be paired with other GO! DREAM programs to complete a project.
- PCDC may match up to a maximum of \$5,000 of qualifying expense per building at its discretion.
- Prior recipients of the original FIG program may reapply for any GO! DREAM program for projects that add to the first grant award 12 months or more after the first award have elapsed.
- All funds are distributed on a reimbursement basis from itemized statements presented by the applicant.
- Once approved, the project must be substantially completed according to the original design within 12 months of approval.
- PCDC Loan and Design Committees must approve any material deviations from the approved plan.
- Other than demolition, no work may begin until PCDC has approved the project and notified the applicant in writing.
- Project progress will be reviewed by PCDC staff, Design and Loan Committees throughout the process.
- To qualify, Applicant must provide:
 - Completed Application signed by all owners of the building.
 - Detailed project summary.
 - Itemized Budget for the entire project as well as for the grant related work.
 - Cost estimates (separate material and labor costs must be identified)
 - Sketches or drafts of the proposed project.
 - Photos of the building's current condition.
 - Any available historic photos of the building.



GO! DREAM

DOWNTOWN REVITALIZATION & ECONOMIC ASSISTANCE MISSION

APPLICATION: GO! DREAM: Building Integrity Grant

PROJECT DESCRIPTION: _____

APPLICANT'S NAME: _____

BUSINESS/BUILDING NAME: _____

APPLICANT'S ADDRESS: _____

APPLICANT'S PHONE NUMBER: _____

APPLICANT'S EMAIL: _____

LIST ALL BUILDING OWNER(S): _____

PROJECT PROPERTY ADDRESS: _____

CURRENT USE OF BUILDING: _____

BUILDING TENANTS: _____

EXISTING EXTERIOR CONDITION: _____

PROJECTED CONST. START DATE: _____ COMPLETION DATE: _____

ESTIMATED TOTAL PROJECT COST: _____

ASSESSED PROPERTY VALUE: _____ ESTIMATED VALUE AT COMPLETION: _____

SOURCE OF FINANCING: _____

DEVELOPER / OWNER EQUITY: _____ BANK LOAN AMOUNT: _____

AMOUNT OF GRANT REQUESTED: _____

PROPERTY OWNER DATE

PROPERTY OWNER DATE

PCDC REVIEW COMPLETED DATE:

ACTION RECOMMENDED: [Approve](#) / [Disapprove](#)

PCDC REPRESENTATIVE

DATE

CHECKLIST: PROJECT SUMMARY, ESTIMATES, BUDGET, PRICING SHEETS, RENDERINGS, CURRENT PHOTOS, HISTORIC PHOTOS