

PCDC's DOWNTOWN VISION

The Central Downtown Business District is a Vibrant, Visually Distinctive Destination.

The purpose of GO! DREAM is to restore and improve buildings in the downtown core, especially those with historic architectural features while stimulating investment and activity in the hearts of our communities. Recognizing the unique significance of the downtown core to a community, the program will address both exterior facades of commercial buildings and interior renovations anywhere within the Central Business District. All Phelps County communities qualify for GO! DREAM funding.

GO! DREAM 4-PART PROGRAM GUIDELINES:

FIRST IMPRESSION GRANTS EXTERIOR REMEDIATION GRANTS RESIDENTIAL CODE COMPLIANCE GRANTS FLEX LOANS

- A. The Central Business District (downtown core) is defined by city zoning boundaries and the guidelines are subject to periodic review and revision based upon market conditions and available resources. In the absence of clear official boundaries PCDC staff will make a determination in consultation with city or village officials.
- B. 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.
- C. PCDC's participation is intended to supplement or fill gaps in conventional financing and act as a stimulus for downtown development.
- D. Each project will be subject to review by the PCDC GO! DREAM Design Committee and also the PCDC Loan Committee. Each committee serves unique and separate purposes to ensure projects meet the program guidelines. The Design Committee will be composed of three members who bring to the committee experience in one of the following areas: architecture/engineering; graphic design/interior design; history/historic preservation; or business-civic leader. Members must be generally recognized as proficient in one of the four areas but not duplicate representation.
- E. The Design and Loan Committees will each meet as often as necessary to review and approve projects but no less than quarterly.
- F. Once the Design Committee has approved a project, the project will be reviewed by the loan committee. Upon approval by the loan committee a project will be presented to the PCDC board of directors for its ratification at a regular board meeting.

GO! DREAM 3-PART PROGRAM GUIDELINES CONTINUED:

- G. Where practical (taking into consideration cost and construction methods), all building facades shall be restored to their original period design. If it is deemed not practical by the GO! DREAM Design Committee, then a similar or otherwise appropriate architectural design shall be used.
- H. If a building does not have a historically significant architectural design or feature, then a proposed design may be submitted to qualify for the grant program.
- I. All building fronts shall be designed, constructed, and maintained to compliment an overall architectural design aesthetic that strengthens downtown's overall appeal. All accessories, signs, lighting and awnings shall likewise harmonize with the overall character of the building.
- J. All color schemes shall accent the building as well as harmonize with adjacent buildings. When appropriate, colors shall be period specific. Historical murals will be considered on a case-by-case basis.
- K. 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.
- L. No project applying for assistance may begin work until final approval by all PCDC reviewing entities, Design Committee, Loan Committee, PCDC Board of Directors.
- M. No grants will be made to government-owned properties or to tenants in government-owned properties.
- N. Self-performed labor requires an estimate from an outside, unrelated source to verify costs are reasonable; final decision at the committee's discretion.
- O. 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 Design and Loan Committees.
- P. Incomplete applications will not be accepted. All required materials must be submitted.
- Q. Projects that do not meet eligibility requirements or do not demonstrate meeting applicable building and zoning codes will not be accepted.
- R. Each project will be reviewed and judged based on their individual merits and components.