

# FAÇADE IMPROVEMENT PROGRAM



*Your storefront could  
be your most valuable  
marketing tool...*

*Are you making  
the most of it?*

## PURPOSE

The Façade Improvement Program, a partnership between Old Town Cape, Inc., the Industrial Development Authority of Cape Girardeau County, and the Cape Girardeau Area Community Development Corporation, provides financial assistance in the form of low-interest loans to qualified property owners/tenants that want to make improvements to their building facades in the Old Town Cape Area. The purpose of the loan program is to provide an incentive toward upgrading and enhancing existing properties. The façade is defined as the exterior of a property in public view.

## ELIGIBILITY

### ELIGIBLE PARTICIPANTS

Property owners/tenants of commercial property with public street frontage

### ELIGIBLE CORRIDORS

The Broadway Corridor will be the primary target for the initial funding. The Riverfront, Good Hope and Sprigg Street Corridors will also be considered as funds are available.

### ELIGIBLE WORK

Rehabilitation of building facades visible from the street, including storefronts; cornices, gutters and downspouts; signs and graphics; exterior lighting; canopies and awnings; painting and masonry cleaning; interior window display lighting; permit and design fees.

### INELIGIBLE WORK

Maintenance improvements; roofs; structural foundations; billboards; security systems; non-permanent fixtures; interior window coverings; vinyl awnings; personal property and equipment; security bars; razor/barbed wire fencing; landscaping, sidewalks, and paving.

## DESIGN & TECHNICAL ASSISTANCE

Qualified property owners/tenants will have access to professional design assistance to help enhance their façade on a first come first serve basis. An architect will consult with property and business owners to discuss their objectives for the building's façade. The design will also be consistent with the Design Standards for the Central Business District. Staff from Old Town Cape and the CDC will provide the necessary guidance through the loan and city processes.

## HOW DO I GET STARTED?

### THE PROCESS

1. Submit Application of Interest
2. Meet with OTC staff to receive an overview about the facade program
3. Complete CDC Investment Application
4. Once pre-approved, consult with design professional and start the design process
5. Complete design, review and receive approvals from OTC Design sub-Committee and City of Cape
6. Receive initial funding and begin construction

### TIMEFRAME

Approximately 60-90 days to start construction from the time the application is submitted for review by the CDC.

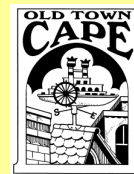
### LOAN TERMS

- Minimum of 3% interest
- 3 to 5 year term
- Loans are unsecured
- Minimum loan amount is \$2,500
- Maximum loan amount is \$7,500

### BENEFITS

- Give your building a "face lift,"
- Maintain architectural features or details of your building,
- Reduce costs of the improvements to your building,
- Attract more customers to your store,
- Improve the look of the downtown area,
- Increase market value of your property.

*Make your best first impression!*



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