

## APPLICATION PROCESS

The City shall administer each UFRL in the same fashion. The following are basic steps in pursuing a UFRL:

1. Applicant meets with City Planning Department staff to see if proposal qualifies for UFRL assistance. Applicant must provide: statement describing nature of the proposal, itemized list of costs for building improvement and/or equipment, a five-year cash flow projection, a compiled profit and loss statement for the past three years, and personal financial statement(s) for use in connection with applicant's equity requirements. The UFRL guidelines contain the complete list of submission requirements.
2. An architectural and engineering analysis is required for projects that involve rehabilitation or building modification. 80% of the cost of this analysis is reimbursed by the City.
3. The Finance and Personnel Committee will review and take action on qualifying applications. All loan documents shall be executed by the Mayor and the City Clerk on behalf of the City. Processing will take a minimum of 45 days from date of submission of a complete application. Projects involving historic structures will take longer.
4. Once the loan documents are executed, activities may begin. Bills for completed work will be submitted to the City Planning Department and checked by the City Finance Department for approval and payment.

## FURTHER INFORMATION

For more information an/or a complete loan application package, contact the City Planning Department at City Hall, 400 La Crosse Street, La Crosse, WI 54601. Telephone: (608) 789-7512 or via email at [peterzona@cityoflacrosse.org](mailto:peterzona@cityoflacrosse.org). Forms are available on the web at [www.grandrivergreatcity.com](http://www.grandrivergreatcity.com).



## UPPER FLOOR RENOVATION LOAN PROGRAM SUMMARY

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FOR MORE INFORMATION: 608.789.7512  
[www.grandrivergreatcity.com](http://www.grandrivergreatcity.com)

## **BACKGROUND INFORMATION**

The Upper Floor Renovation Loan Program (UFRL) was initiated by the City of La Crosse Common Council via Resolution approved October 11, 2001. The Resolution adopting the program guidelines was approved December 12, 2002. The resolution authorizes the City of La Crosse to use State of Wisconsin Board of Commissioners of Public Lands funding for activities that renovate upper floors of buildings in Downtown La Crosse. The City of La Crosse Common Council is the policy setting body for the Program and is responsible for revising and amending guidelines and approving loans. The UFRL was revised October 8, 2015 to expand the area of service to the City of La Crosse.

## **SCOPE OF ACTIVITIES**

The UFRL funds may be used for rehabilitation or reconstruction of the interior of upper floors of eligible buildings. Eligible activities include structural and mechanical building systems and permanent equipment. Qualified projects must conform to the general concept plan for the area and must be located in the City of La Crosse.

## **LOAN REQUIREMENTS**

UFRL is designed to provide funding to renovate deteriorating building upper floor interiors for increased building values. Properties eligible for loans include those buildings that are: located in the City of La Crosse, private taxable properties proposed for commercial or mixed-use activity and have vacant and/or underutilized upper floors. Eligible applicants for rehabilitation loans include property owners of eligible properties.



## **PROGRAM OBJECTIVES**

The program is designed to encourage long-term economic growth in the City of La Crosse. The Program seeks to achieve the following objectives:

1. Develop the interior of upper floors of vacant or underutilized buildings.
2. Eliminate blight and conserve important properties.
3. Develop an attractive and profitable commercial environment.
4. Increase property values.
5. Increase housing opportunities.

## **PUBLIC BENEFIT**

Public benefit will be measured by the increase in property value as a result of the project. The percent increase in property value will be set in the loan terms and cannot be less than a 25% increase of the City loan value (A \$50,000 city loan must result in a minimum \$62,500 increase in property value, however this amount is subject to change via the loan terms).

## **PROJECT SELECTION**

Projects will be selected for funding based on two main criteria.

1. The degree to which the proposal meets program objectives. How well the project contributes to an improved commercial environment and provides housing.
2. The proposal's economic viability based on financial documentation (including pro forma and market feasibility).

## **LOAN TERMS/CONDITIONS**

The UFRL is designed to leverage lender's funds to make projects economically feasible. Loan terms are tailored to the needs of the individual project.

1. Interest rate will not exceed the rate the City pays for the borrowed funds.
2. Amortization periods will be based on reasonable public underwriting principles from 5 to 10 years.
3. Loans may be taken for up to 50% of the total project cost pending availability of funds and public benefit from the project. Maximum loan amount shall not exceed \$200,000.
4. Applicant must invest equity in the amount of 10% of the total project cost.
5. Loan funds will be secured by a mortgage in favor of the City of La Crosse and subordinated at the discretion of the Common Council.
6. Construction must start within six months of committee approval.
7. Loan to value ratio shall not exceed 120%.
8. A non-refundable loan origination fee of \$250 is required at time of submission of the loan application. Fees shall be used to offset administrative expenses relative to application review and program implementation.

