



Pueblo Urban Renewal Authority
126 N. Mechanic Street
Pueblo, CO 81003
(719) 542-2577
<http://pueblourbanrenewal.org>

Union Avenue Facade Improvement Program

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Introduction and Program Description

The Pueblo Urban Renewal Authority (PURA) PURA has established a Facade Improvement Program that provides financial assistance to property owners seeking to renovate or restore their exterior facades and other relevant public improvements (see “Eligible Improvements”). The Program’s objectives are to improve the physical appearance of independent businesses and enhance the viability of businesses located within the Union Avenue Urban Renewal Project Area (see “Building Eligibility”). The Program provides a below market interest rate loan in an amount up to \$50,000; matching grant opportunities in conjunction with a loan in an amount not to exceed 25% of the total façade improvement project, including a Program loan and all private loan(s) and equity secured by the Applicant, for the funding of well-designed improvements that will coordinate all the important features of the storefront into a more attractive image. This may include the restoration of facades, enhanced public access, architectural details, improvement of windows and doors, sidewalk landscaping, and well-proportioned signage and lighting. Improvements made prior to written approval of a proposed design by the PURA’s Façade Improvement Committee will not be funded. Deviations from the strict requirements of the scope of general improvements may be considered and approved by the Façade Improvement Committee for good cause shown and where strict adherence is not compatible with the intent and purpose of the program. Additionally, grant opportunities are available via cooperative funding from the PURA and the Pueblo Downtown



Association, for improvements to sidewalks and landscaping (see “PURA/Pueblo Downtown Association Grants”), and may be applied for independent of a loan application.

Eligible Improvements

Improvements shall be oriented to the pedestrian and provide visual interest both day and night. Effort should be made to facilitate access into the building and to create a building identity unique to Pueblo and consistent with the building’s surrounding architecture. The following improvements are eligible for financing:

1. Restoration of details in historically contributing or significant buildings, and removal of elements which cover architectural details;
2. Window display areas which are appropriately scaled and which facilitate night viewing;
3. Front window replacement and window framing visible from the street which are appropriately scaled to the building;
4. Signage that is attractively integrated into the architecture of the building, including the window area, awnings or canopies, and entryways;
5. Lighting that is visually appealing and appropriately illuminates signage, storefront window displays, improves area safety, and recessed areas of a building façade;
6. Awnings or canopies that can be both functional and visually appealing;
7. Landscaping features attached to the building where appropriate, such as window boxes or planters;
8. Landscaping features related to the sidewalk where appropriate, such as trees, shrubs, flowers, soil, and irrigation systems.
9. Cleaning, paint removal, repainting, and/or residing of buildings;
10. Street grade entrances which contribute to the active edge along streets;
11. Removal of barriers to public accessibility; and
12. Deviations from the strict requirements of the scope of general improvements may be considered and approved by the Façade Improvement Committee for good cause shown and where strict adherence is not compatible with the intent and purpose of the program.



Design Guidelines

The below guidelines shall be considered during the loan approval process by the PURA's façade Improvement Committee. Non-conforming improvements, pursuant to municipal and regional zoning and building codes, the Historic Preservation Commission, and any other guidelines pursuant to the designation of the Union Avenue Historic District, shall not be considered.

1. Every reasonable effort shall be made to provide a compatible use for property that requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.
2. The distinguishing original qualities or character of a building, structure, or site and its environment shall be preserved to the extent possible. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
3. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis shall be discouraged.
4. Changes that may have taken place in the course of time are evidence of the history and development of a building, structure or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
5. Distinctive stylistic features or examples of skilled craftsmanship that characterized a building, structure, or site shall be treated with sensitivity.
6. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural design of the availability of different architectural elements from other buildings or structures.
7. Masonry restoration shall adhere to National Parks Service and Secretary of the Interior standards for rehabilitation.
8. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood or environment.



9. Wherever possible, alterations to structures shall be done in such a manner that if such alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.
10. All projects shall be subject to design guidelines as outlined in the *Pueblo Downtown Development Strategy*.

Loan/Grant Details

1. Eligibility Criteria:
 - a. To the extent legally possible, special preference will be given to locally owned businesses.
 - b. Applicant must own the property on which improvements are intended, and must not be in default of taxes. Applications will be accepted from those who intend to purchase a property and renovate post closing. PURA funding shall not be made available prior to applicant obtaining title.
 - c. Loans/Grants are subject to availability of funding.
 - d. Funding shall not be made available to properties located outside of the Union Avenue Urban Renewal Project Area (see “Building Eligibility”).
2. Loan Amount: Loans may be considered/approved up to \$50,000.
3. Grants may be considered/approved up to 25% of the total façade improvement project, including a Program loan and all private loan(s) and equity secured by the Applicant, and shall only be disbursed in conjunction with an approved loan.
4. Loan Fees: Unless applicant wishes to fund fees up front, an origination fee of 1.25% of the total approved loan and grant amount and an underwriting fee of \$350 shall be calculated onto the principal amount of approved loan and grant.
5. Loan Term: A maximum loan term of 10 years may be considered.
6. Loan to Value of Improvements: Loans may be considered up to 75% of the value of total eligible improvements up to 25% of all loans, liens, mortgages, and other encumbrances to value of the property. Unless provided otherwise with an appraisal not more than one year old, the value of the property shall be determined utilizing data on file with the Pueblo County Assessor.
7. Repayment/Deferment: Loans shall be repaid monthly upon completion of improvements. Borrowers are eligible to defer payment(s) for a period not to exceed six (6) months directly following completion of construction. For the period of deferment, accrued interest shall capitalize upon the principal of the loan.



8. Underwriting Requirements:
 - a. A preferred credit score of 700, unless otherwise approved by the PURA.
 - b. Evidence of personal and/or business generated revenue that exceeds the total of the following by 115%: 1) monthly operating expenses (including labor and utilities), 2) prior mortgage(s) and/or general indebtedness, and 3) the debt service on the requested loan amount.
 - c. Borrower shall provide lender with personal guaranty, lender reserves the right to place a lien on borrower's property.
9. Interest Rate: Subject to section 7(b) above, interest rate may be adjusted to adequately coincide with the applicant's debt capacity and value of proposed improvements. Interest shall be fixed and shall not exceed prime less 200 basis points, or an amount to the current US Bank one year certificate of deposit.
10. Draw Requests: Upon closing, an escrow account shall be established for disbursement of loan proceeds and, if applicable, grant proceeds. Signatories on said account shall be a PURA representative and the applicant. Draws shall be made upon receipt of documentation of completed items as confirmed by a PURA representative.

Loan/Grant Application Process

Loan applications are subject to several levels of approval. The estimated time from application submittal to closing is approximately two (2) months.

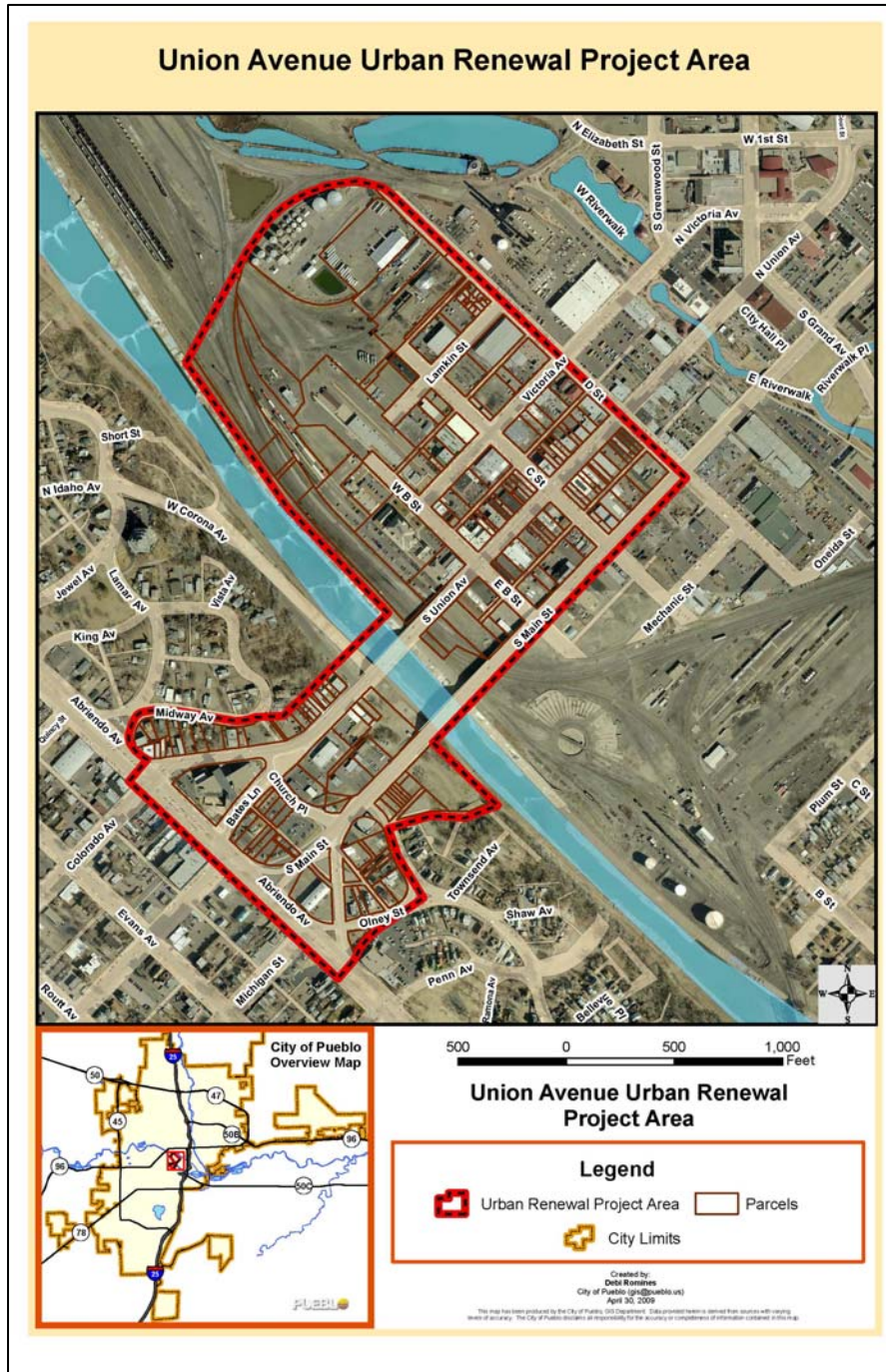
1. Applicant reviews proposed improvements with a PURA representative;
2. Application and all supporting materials are submitted to the PURA;
3. Façade Improvement Committee reviews application with applicant in accordance with PURA policy and approves, disapproves, or modifies application;
4. Underwriting approves/disapproves application in accordance with PURA loan standards (underwriting processes application concurrently with the PURA approval process);
5. PURA Board of Commissioners approves/disapproves application;
6. Applicant submits certified cost estimate and final design schematics;
7. Loan closing;
8. Applicable permit(s) obtained;



9. Construction commences, applicant submits progress reports/draw requests; and
10. Improvements are completed, applicant begins monthly loan repayment.

Building Eligibility

All structures located within the boundaries represented by the map below are eligible for funding subject to the requirements of the Program.





Application for Financing PURA Loan/Grant Fund

Please return completed application to: Mike Tedesco
Urban Renewal Authority of Pueblo
126 N. Mechanic Street
Pueblo, CO 81003

1. APPLICANT

Name: _____ Address: _____

Zip Code: _____

Day Phone: _____ Fax: _____

Email: _____ Contact Name: _____

Legal Form: Sole Proprietorship Partnership
Corporation (Profit) Non-profit Other _____

2. BUILDING/BUSINESS to be RENOVATED

Name: _____ Address: _____

Zip Code: _____

S.S.N. or Federal Tax Identification Number: _____

3. PROPOSED IMPROVEMENTS

Please attach cost estimate(s) and preliminary schematic design plan(s).

4. LOAN/GRANT (Personal Details of all Applications will Remain Confidential)

Requested Loan Amount (not to exceed \$50,000): \$ _____

Requested Grant Amount (not to exceed 25% total project costs): \$ _____

Requested Term (not to exceed 120 months): _____ (months)

Please attach documentation of the following: (a) Current mortgages, liens, and other encumbrances, and (b) Two (2) months documentation of total operating expenses (including labor and utilities.)



PURA/Pueblo Downtown Association Grant Program

Program Description

The Pueblo Downtown Association (PDA) currently finances matching grants for sidewalk improvements for business/property owners located within downtown Pueblo. The program currently sets forth a 2% match to the total value of improvements for every year of membership within the PDA, capped at \$1,500. The PURA seeks to enhance the program with a dollar for dollar match of PDA proceeds.

Solely at the expense of the PURA, the PURA may consider grant applications independent of PDA requirements capped at \$1,500. The PURA may provide a 75% match to the value of improvements proposed by the applicant, not to exceed \$1,500.

Eligible Improvements

Eligible improvements include resurfacing/replacement of sidewalks, as well as restoration/replacement of sidewalk landscaping, planters, and irrigation devices.

Eligibility

PURA funds may only be applied toward tenants and property owners located within the Expanded Phase 1 Urban Renewal Project Area and the Union Avenue Urban Renewal Project Area (see “Building Eligibility”). Property owners and business operators are eligible to apply. Non-property owners (tenants) may apply with the written approval of tenant’s landlord.

Application Process

Grant applications are subject to approval and availability of funding. The estimated time from application submittal to closing is approximately two (2) months.

1. Applicant submits application and all supporting materials to both the PURA and PDA;
2. PURA Board of Commissioners and PDA Board of Commissioners approve/disapprove application;
3. Applicant achieves all applicable City of Pueblo approvals;
4. Closing;
5. Applicant commences construction; (funds shall be disbursed upon PURA verification that 75% of the project has been completed; and
6. A PURA representative verifies project completion.



Urban Renewal Authority of Pueblo/Pueblo Downtown Association Grant Application

Please return **two (2) copies** completed application and all supporting materials to:

Mike Tedesco
Urban Renewal Authority of Pueblo
126 N. Mechanic Street
Pueblo, CO 81003

1. APPLICANT

Name: _____ Address: _____

_____ Zip Code: _____

Day Phone: _____ Fax: _____

Email: _____ Contact Name: _____

-Legal Form: Sole Proprietorship Partnership
Corporation (Profit) Non-profit Other _____

-Are you a member of the Pueblo Downtown Association? Yes No

-If yes, for how many years? _____

-Do you operate a business or own property within the Expanded Phase 1 Urban Renewal Project Area or the Union Avenue Project Area (see "Building Eligibility")? Yes No

-If yes, for how many years? _____

2. BUILDING/BUSINESS

Name: _____ Address: _____

_____ Zip Code: _____

Name of building/property owner (if applicable) _____

3. PROPOSED IMPROVEMENTS

Please attach a preliminary design plan and cost estimate(s) of proposed sidewalk/landscaping improvements.