

STAFF REPORT

AGENDA ITEMS #: 18-87
COUNCIL MTG OF: July 17, 2018
FROM: David Caron, Town Administrator
OFFERED BY: Administration
PREPARED BY: Administration
SUBJECT: Derry Downtown Façade Improvement Program revisions

PURPOSE: To present proposed revised rules for Downtown Revitalization as presented under Resolution #2018-040.

TOWN ADMINISTRATOR COMMENTS:

The Council is urged to adopt Resolution #2018-040.

BACKGROUND:

The Town Council previously established a Derry Downtown Façade Improvement Program and appropriated \$100,000 for the program pursuant to Resolution #2017-055. The program matched up to \$5,000 per property for façade improvements which met design requirements as adopted by the Council.

The program has enjoyed success, as the Town received 9 applications seeking \$31,718.50 in grant funds. These funds have leveraged over \$141,578 in private investment. With funds remaining in the program, staff recommends that the program be expanded to 1) allow grant applications for up to \$5,000 per store front, and 2) increase the geographical area in which property owners may apply.

DISCUSSION:

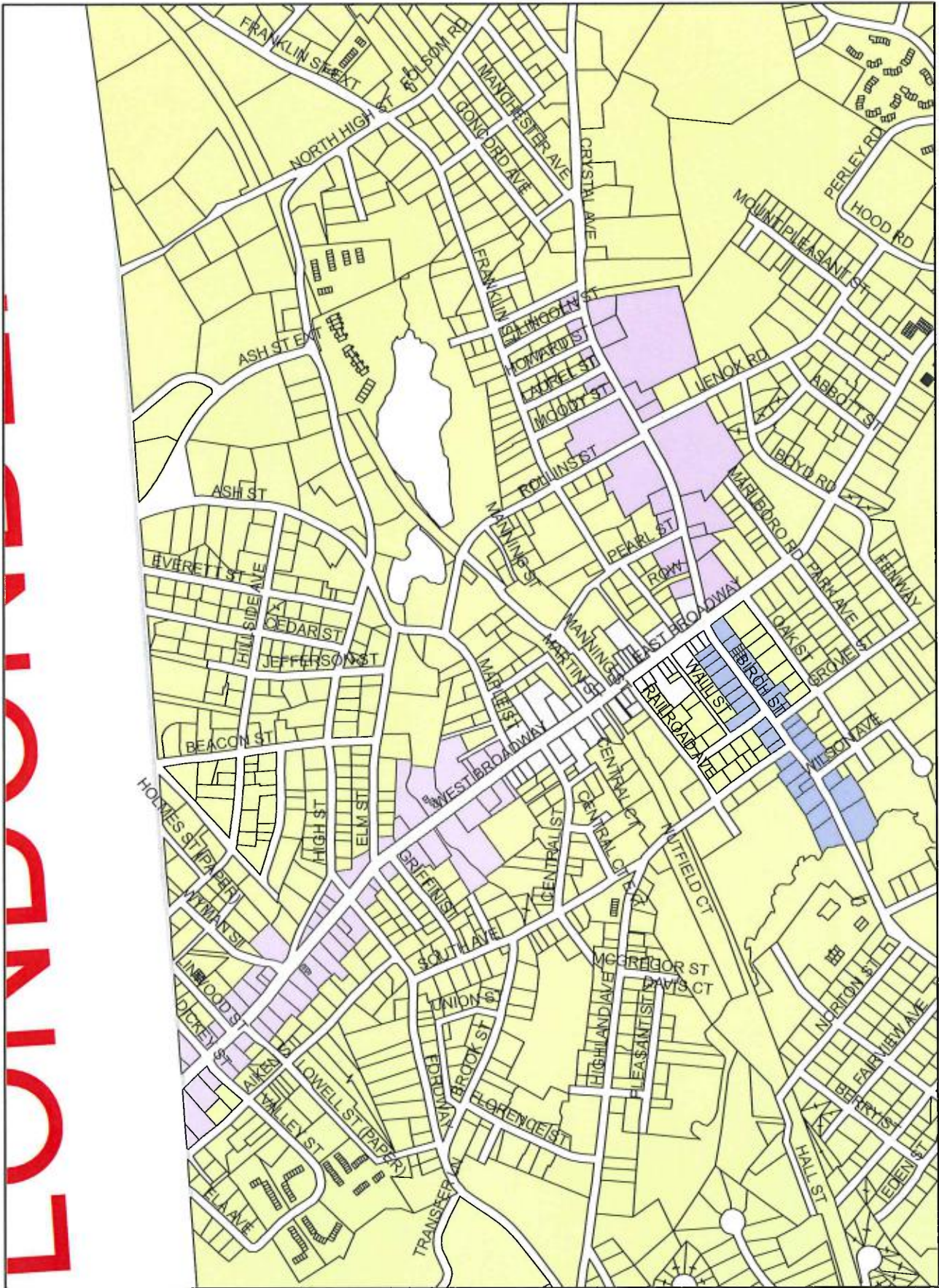
The Economic Development Advisory Committee met on July 2 and unanimously supported the expansion of this program. The attached map depicts the program boundary expansion westerly to the Londonderry line, northerly on Crystal Avenue to the vicinity of Lincoln Street and southerly on Birch Street beyond Wilson Avenue. Staff has received 4 additional applications from property owners in anticipation of the boundary expansion. Together, with the projects in Phase I, it is anticipated that \$51,718.50 will be obligated.

EDAC and staff will return to the Council at a later date to report on the program's accomplishments and may seek future replenishment of the fund.

FISCAL IMPACT: No fiscal impact as the program proposes to utilize funds previously appropriated by the Town Council.

RECOMMENDED MOTION: Please see Resolution #2018-040.

Proposed DFIP Expansion Areas, Round II 2018



- Crystal Ave Extension
- Birch St Extension
- W Broadway Extension
- DFIP Parcels