

WUDAC 10/11/2022

Call to order 7:00 pm

II. Review/Approve July & September minutes 7:02 pm

No quorum to approve minutes

III. Community Concerns 7:05 pm

Limited to 2 minutes per speaker

IV. Reports/Updates 7:15 pm

a. Elected representatives in attendance

Natali Fani Gonzalez in attendance

b. Chamber of Commerce, TBD

Met today, gearing up for holiday on duty providing meals for public safety personnel
one Montgomery green presented and shared about their shared objectives and goals, hope to
be connecting businesses with resources by the end of the month
joined by a new board member from M&T bank

c. MCCAB, Rob Fox

d. MCPD, 4th District, Safety and Recruitment Update, Lt. Bunge

Nick Augustine has been nominated to be the chief of the investigative services bureau

Captain David Smith coming in as the 4th district commander

Thefts from autos continues to be a major challenge

Still struggling with recruitment and maintaining the number of officers

Looking to increase the share of women officers by 2030

e. Mid-County RSC, Luisa Cardona

This is a police recruitment class that's back to regular, and we're starting to see pay parity
happen and diversity goals be achieved in the classes

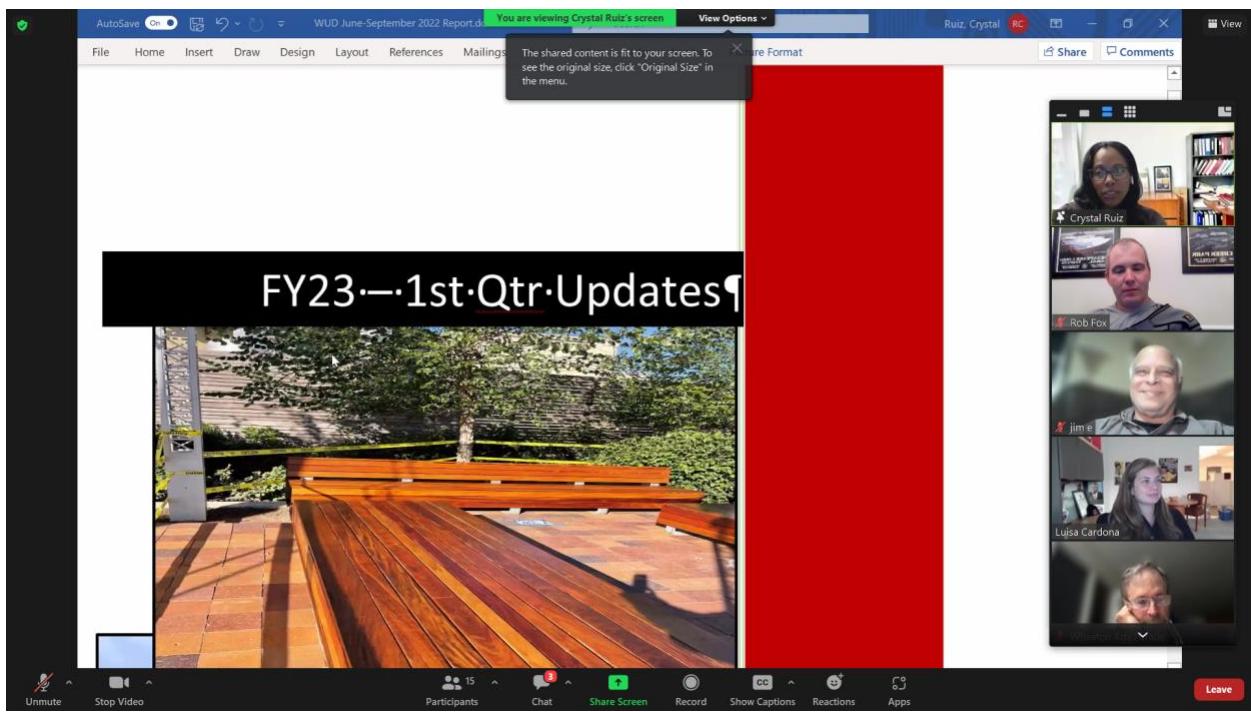
The Hispanic heritage celebration at 6pm on the 15th with the county executive, salsa and 16
area schools performing dance routines

Hallowheaton is 10/30 from 2-4 pm, asking for folks to judge the costume contest

Budget forums have started, Monday November 14th will be the Spanish forum, and mid-county
November 16th from 7-830 will be the English forum

These will be streamed on county platforms including cable, this will be in the county planning
rooms

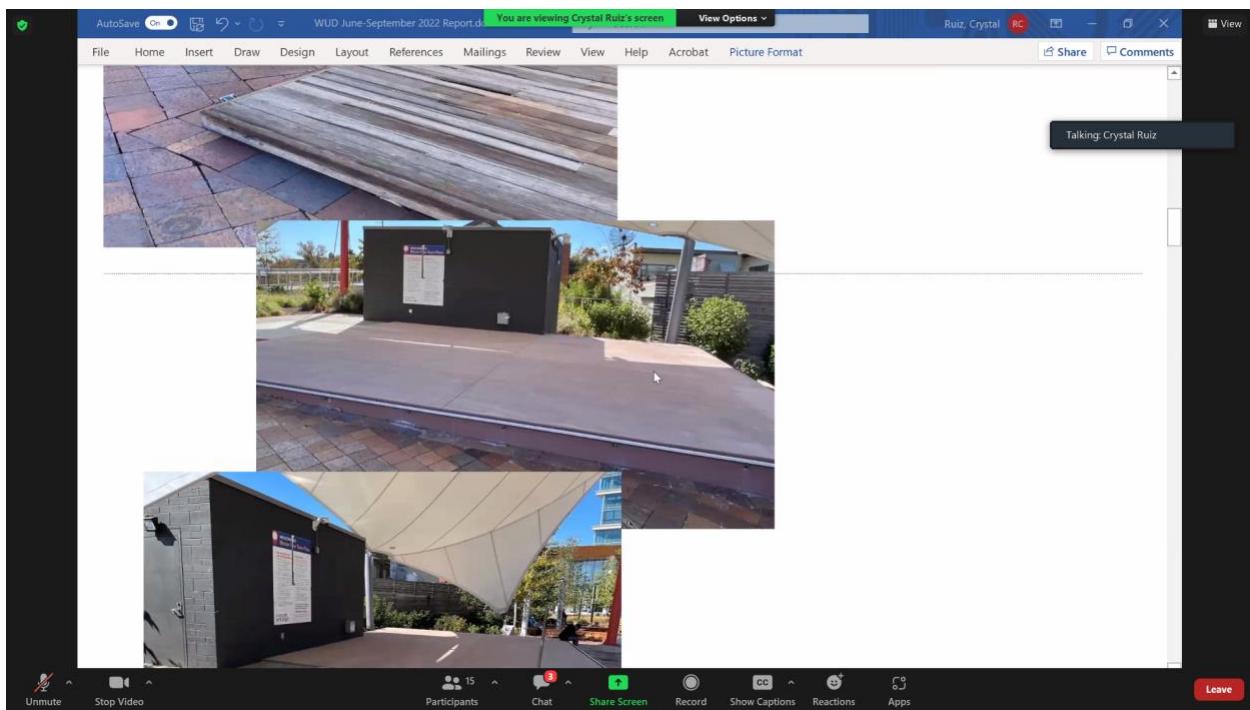
f. WUD, Crystal Ruiz



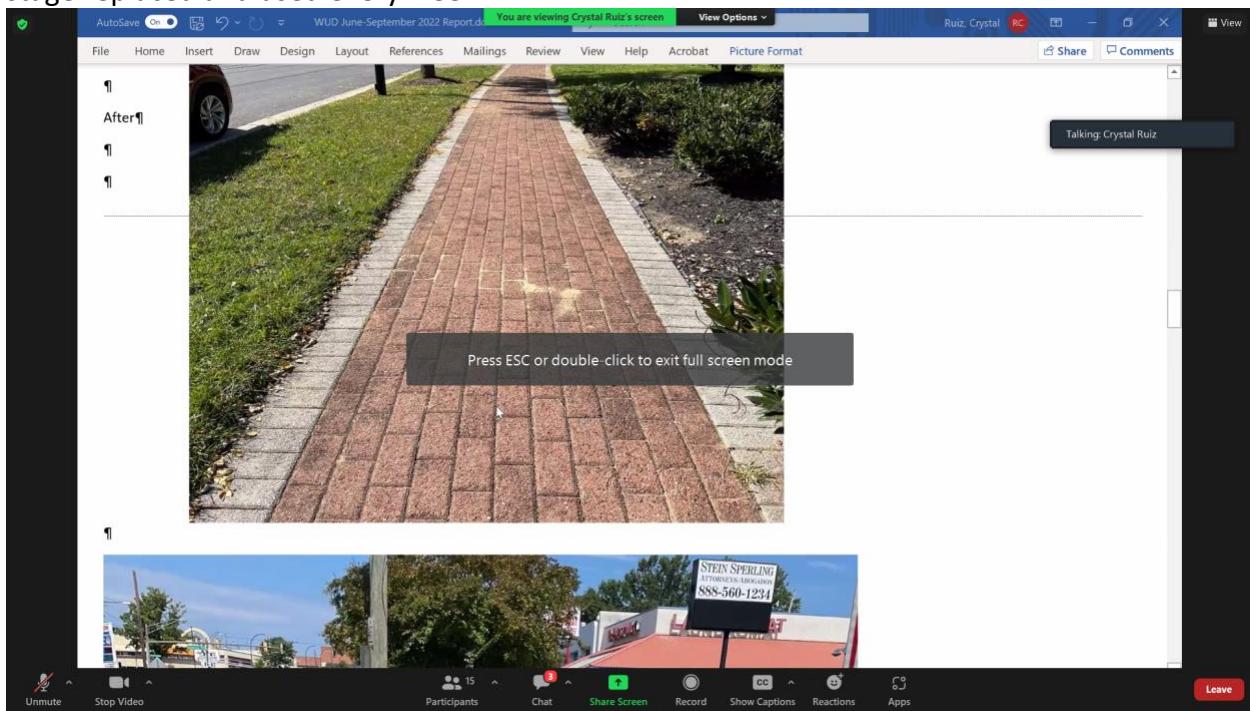
Sanded and stained the benches on the plaza



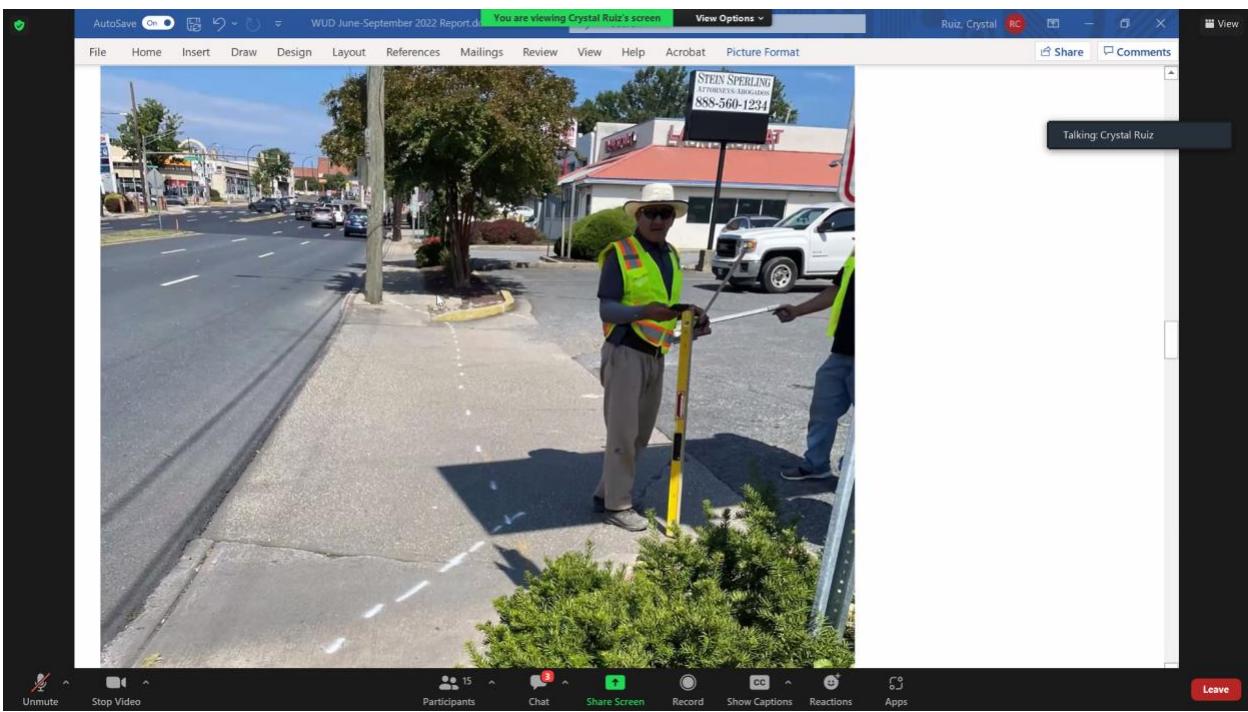
Wheaton arts parade



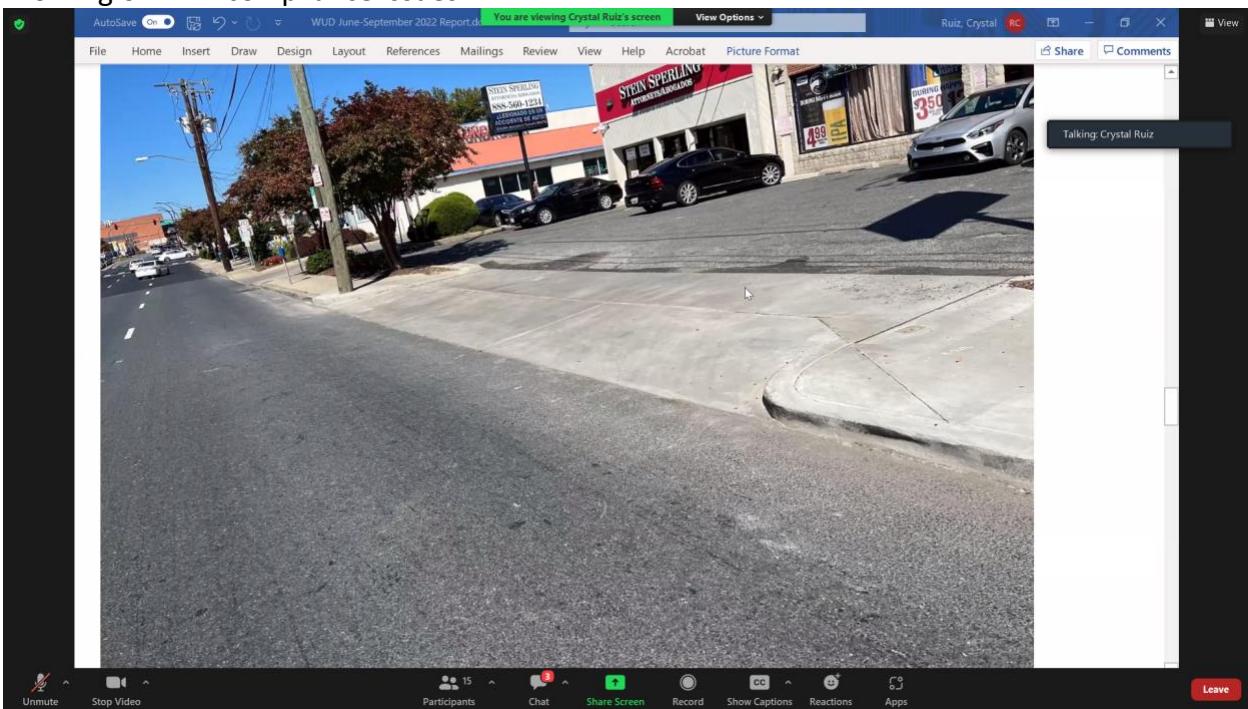
stage replaced and used every week

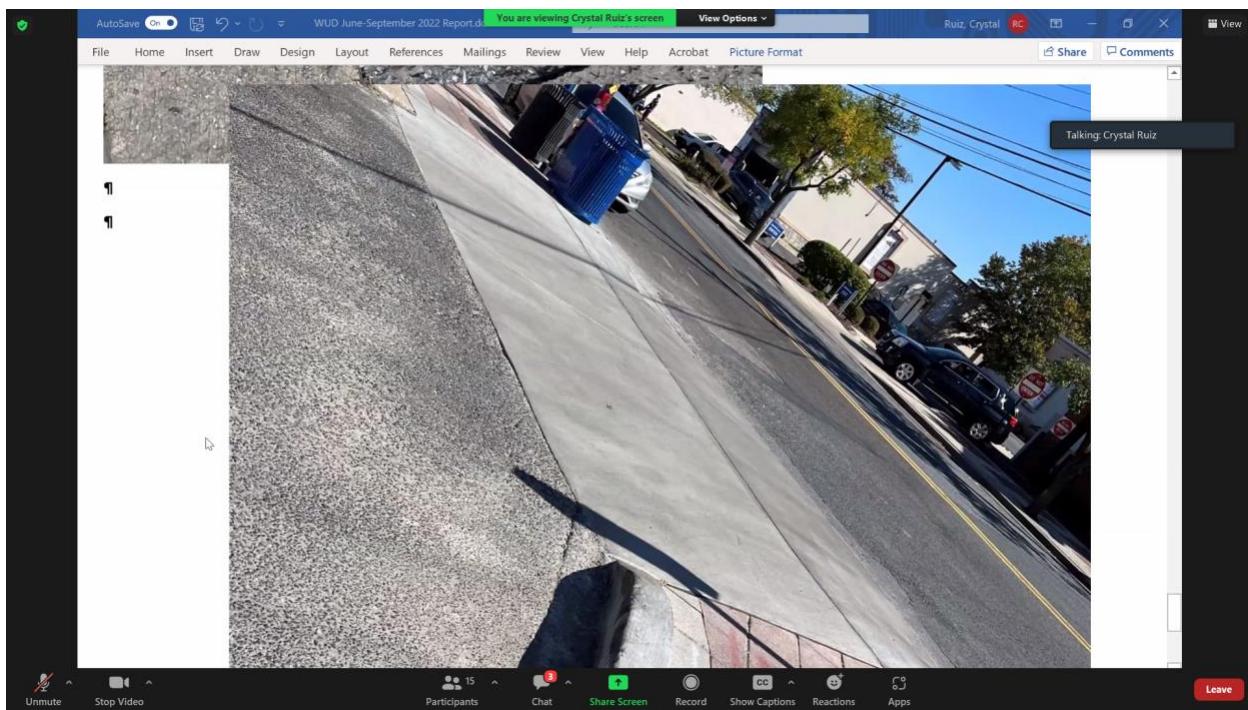


Replaced brickwork



Working on ADA compliance issues





New concrete pad near caramello bakery

Wheaton gateway signs – we just approved a new purchase order to have those restored, we're selecting a new stone to replace them with, hoping to start that next week

Able to make improvements in areas that are the right of way in the Wheaton urban district

i Wheaton Arts Parade, Dan Thompson, Wheaton Arts Parade

WUDAC helped with acquiring funding for the Wheaton arts parade for this year

This needs a contractor or an urban district staff member to support it and run the parade and festival

They spent about \$8k on contracts and their total budget was \$60k, they raised \$65k

In order to run this event you need a planner, someone to do the parade, the festival, that's \$20k on an annual basis

We'd like to put in place a contract to work this

Tents were \$20k

Sound was a few k

Rely upon Westfield, only got \$8k from the arts and humanities council

Rob Fox asked for if info on the expenses can be shared for our financial asks to the county

Ali Oliver-Krueger said that the expenses Dan is speaking to are low-ball numbers for the required costs

ii Wheaton Mural, The Art and Walkability Project, Margaret Rifkin

Going to have lights installed and plaques for the sponsors and info

Looking for \$2k to meet all of their obligations, hoping to not have to renegotiate things with folks to wrap things up properly

Call to action is that they really need a fully funded program for murals and street art in Wheaton, not going to discuss how much this project has aged her in the last years, like to continue to lobby for that

Thank very much the WUD in helping, from water hookups, to advice, to helping with streetscape funding, the signs for selfies people take in front of the mural so people know it's Wheaton MD

Crystal – would it be possible to put a mural on the concrete wall on the stairway down from the plaza?

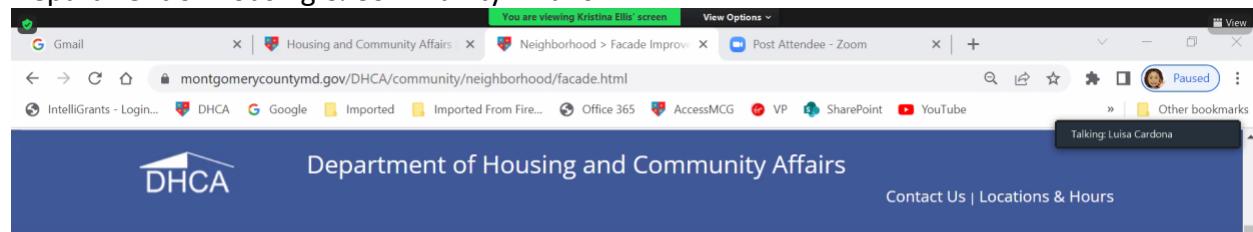
Yes – the main issue is the legal permission, with the second item being holding our heads high and paying our artists what they're worth and not lowballing it

Dan – the county can apply for MD state arts funding, as a group or on their own

V. Presentations 7:50 pm

Countywide Façade Improvement Program (CFIP), Kristina Ellis, Senior Planning Specialist – Neighborhood Revitalization Section, Division of Community Development, Montgomery County

Department of Housing & Community Affairs



About DHCA's Countywide Façade Easement Program

DHCA, through its Neighborhood Revitalization Section, provides technical and financial support to assist property and business owners with implementing significant physical improvements to the facades of their buildings and adjoining property sites. A new **Countywide Façade Improvement Program** is now available to help transform the exteriors of older (10 or more years) commercial properties and/or businesses to meet today's commercial standards and dramatically improve aesthetic appeal. The overall objective is to encourage more visually inviting, safer commercial environments across the County.

The Program will initially focus on targeted commercial areas including Glenmont, Hillandale, Long Branch, Layhill, Long Branch, Montgomery Village and Downtown Wheaton. The Program will support the local economy through public/private investment, whereby eligible property and business owners are reimbursed up to 50% of the approved costs for design and construction of facade improvement projects. Once completed, participants are required to maintain those improvements for a negotiated term.



Managing the new countywide façade program, have money for projects throughout the county

Targeting older areas of the county like Wheaton with older facades for improvement

PROGRAM OVERVIEW AND ADMINISTRATION

The Countywide Façade Improvement Program (Program) was established to provide technical and financial assistance to property and business owners throughout the County to spur the undertaking of a physical improvements (Project) on their building and property facades (exteriors). The goal of the Program is to help ensure that older commercial properties are improved to meet today's commercial standards and have visually appealing and inviting exteriors.

Program staff is responsible for providing technical and advisory services to ensure proper and efficient administration of the Program, including timely processing of payments to approved program participants for all eligible improvement costs incurred under the Program.

To be eligible to participate in the Program, the Program applicant and the property owner if different from the applicant, must execute a Participant Agreement (Agreement) with the County (Program Participant), whereby the County agrees to reimburse Program Participants up to 50% of eligible costs incurred as part of a County-approved Project. Reimbursement of eligible Project costs is dependent upon the applicant and the property owner if different from the applicant, executing a façade easement for the benefit of the County (Easement). As detailed later in these guidelines, the Easement sets out the dollar amount the County will pay a Program Participant for a completed Project and the period of time that the

FUNDING LEVELS AND EASEMENT TERMS:

Program Participants will be reimbursed for up to 50% of the eligible Project costs, up to \$500,000*. The County's participation in an easement purchase will always be based on available funding at the time the Agreement is executed.

The following are the Program's Project funding levels and corresponding Easement Terms:

Project Funding Level	Facade Easement Term
Up to \$150,000	Three (3) years from the Easement being recorded in County land records (Easement Recordation)
\$150,001- \$350,000	Five (5) years from Easement Recordation
\$350,001- \$500,000	Seven (7) years from Easement Recordation, with lien subordination required**

*Funding above \$500,000 MAY be available at the discretion of the Director of DHCA based on the availability of Program funds AND evaluation of the overall scope of improvements on a per-Project basis.

For Agreements with a County easement purchase price of more than \$350,000 AND for Project properties with a mortgage or deed of trust, the first/senior mortgagor or trust holder **must agree to subordinate their lien to the County's façade easement (the County will provide the required subordination agreement to participants).

Strip properties owners had issues with their businesses staying in business, inflation and supply chain issues on top of that makes it difficult to justify an aesthetic improvement

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Try to make it more attractive to potential participants, the easement required is now only required for a relatively significant contribution of \$350k or more, and the duration of the easement is reduced as well

It's an assurance that things won't be immediately changed or do things not in character with the community

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- a lessee of the property, if the terms of the lease give the lessee legal authority to make any or all eligible façade improvements or the owner of the property agrees, in writing, to allow lessee to participate in the Program.

Employees of DHCA and their family members are NOT eligible to apply for this Program. The participation of other County employees may require the review and approval of the County's Chief Administrative Officer and the County's Ethics Commission.

An eligible property is:

- an existing building more than ten (10) years old at time of application; and
- a commercial or mixed-use building with a substantial retail/commercial component; and
- an existing building four or less stories tall.

Priority consideration will be given to Projects that:

- are located in one of the Program priority areas of Glenmont, Hillandale, Layhill, Long Branch, Montgomery Village or Wheaton; and/or
- are located in an Equity Focus Area* within the County; and/or

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ELIGIBLE COSTS

Eligible Program costs include expenditures for architectural and engineering design services and expenditures related to the overall façade improvement project. The following are some of the most common Project elements reimbursed under the Program.

Building elements as follows:

- removing the existing facade and/or center signage features necessary for planned improvements; and/or
- cleaning of building exterior; and/or
- painting of building exterior; and/or
- installing new windows and/or doors; and/or
- installing new canopies/awnings; and/or
- exterior electrical work (i.e., burying and/or relocating electrical wires/poles).

Signage elements as follows:

- cleaning existing affixed and/or detached property signage; and/or
- installing new, affixed building and/or property/center pylon signage.

Site/Landscape elements as follows:

- installing new building and/or property lighting; and/or
- installing new landscape features, ideally low-maintenance, non-invasive species.

Parking Lot/Paving Elements as follows:

- parking lot and/or sidewalk repaving/replacement, (i.e., new asphalt, concrete, pavers, etc.); and/or

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INELIGIBLE COSTS

Costs incurred for any architectural and engineering design services and/or renovation work prior to the County's approval of a Program Participant's Project, as demonstrated by an executed Agreement with the County, are ineligible for reimbursement. Additionally, costs for interior improvements, unless directly required as part the submitted and approved exterior facade Project, are ineligible for reimbursement.

APPLICATION PROCESS

Interested property and/or business owners must complete a Program Interest Form (Form) found at www.montgomerycountymd.gov/DHCA/community/neighborhood/facade.html. Both in-person and online Program information sessions will be held periodically, and notification of

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KRISTINA.ELLIS@montgomerycountymd.gov and/or complete a brief program interest form.

Burtonsville Facade Improvements



Above left, before photo of Burtonsville Automotive Service; above right, after photo with facade improvements.

- In total, DHCA invested \$1.3 million over seven years in this public-private partnership, prompting more than \$1.5 million in private/owner funded improvements.
- The Burtonsville Facade Improvement Program facilitated dramatic improvements including new facade structures, energy efficient windows, doors, siding, LED exterior lighting, landscaping, signage and more for 21 businesses located among six separate buildings.
- The Program received a National Association of Counties Achievement Award.

Learn more and see project photos

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Example in Burtonsville

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Colesville Façade Improvements

Above left, before photo of Colesville façade project; above right, after photo with façade improvements.

- Modeled on the successful Burtonsville Façade Improvement Program, the Colesville Façade Improvement Program focused on targeted commercial sites along New Hampshire Avenue near Randolph/East Randolph Road.
- The pictures above show the façade project located at 13401 New Hampshire Avenue in Colesville.

Learn more and see project photos

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Jim Epstein - What incentives exist if the business owner wants to make an improvement but the landowner doesn't?

Looking at up to \$25k improvement as a grant for situations where the normal program doesn't make sense - Haven't gotten the ok from the director to do that yet though

Looking to be flexible and increase the amount of activities at the lower scale like awning replacements or façade cleanings

Can do activities where we do one phase and build on it in future years

James Mensah – in one area on triangle lane, the county ended up deciding to simply replace awnings in a bulk group due to trying to work with individual business owners one-on-one and is glad to hear about the grants as they're more attractive, it was done before

Kristina – there are a variety of options they can work on these things, it's a matter of finding the best way and best partnership for it, going to strongly push the \$25k grant for businesses in targeted areas, which can also help the property owner go for it if they know the business will put in some effort as well

Rob Fox – Glad to hear about the lower cost awning/cleaning areas are growing as an option Helping businesses locate short term financing or understanding how to use it as a bridge for the projects?

There are a variety of ways to loop in the different county economic development aspects to provide grants or low interest loans to help with this, and there might be models of working with property owners and businesses jointly working on these projects.

We can approach businesses and say we'd like everyone to do an awning, you can all coordinate it, come back to the same businesses the next year and upgrade the windows and lighting to do it together for the greater good, and they have agreements with the little ones but they decrease costs by having a bulk contractor rate

VI. Old Business 8:20 pm

VII. New Business 8:25 pm

ICB is supposed to meet on 10/26 at 8AM for the Marian Fryer fees for this year, does anyone want to help set the fees for this year or do we simply accept what'll come for it
WUD sponsored events don't have fees charged for them, so those don't count against the \$75k in funds that we can use towards supporting fees
CUPF and WUD are the two entities that can have events arranged through them, so non-profits go through CUPF and WUD is where county entities go through

VIII. Adjourn 8:30 pm

NEXT WUDAC MEETING: November 8, 2022

19:32:19 From Natali Fani-González to Everyone:

Have to go to the other meeting. Looking forward to working with you Cap. Smith!!

19:32:23 From Natali Fani-González to Everyone:

welcome to WHEATON!!!!

19:34:27 From Captain David Smith to Everyone:

Thank you very much!

19:38:57 From Captain David Smith to Everyone:

Good Evening everyone... my email is 4DCommander@montgomerycountymd.gov and / or David.Smith@montgomerycountymd.gov

19:42:43 From Nicole Mayer to Everyone:

Question and apologies if this isn't the appropriate forum...please direct me if not - but might it be possible to suggest additional areas for "keep wheaton clean" trash & recycle cans?
Thank you

19:43:08 From Luisa Cardona to Everyone:

Please do

19:43:51 From Crystal Ruiz to Everyone:

crystal.ruiz@montgomerycountymd.gov

19:46:24 From Captain David Smith to Everyone:

I have to head out but it was nice to meet everyone. Have a great evening.

20:04:04 From Peijisan Art to Everyone:

I've already been awarded a grant to do temporary murals in Wheaton & will be emailing Luisa, Crystal & can link in with Dan & Margaret as well to work together on the project and my vision 😊 my goal is to do them in spring 2023 ~ just sharing - on public art related topics

20:04:44 From Wheaton Arts Parade to Everyone:

Public Art Across Md is the \$\$ I was suggesting as a source to pay for "Crystal's" mural

20:06:42 From Margaret Rifkin to Everyone:

Shout Out to ONE MONTGOMERY GREEN our partner and fiscal sponsor for the WHEATON MURAL!

20:08:01 From Clara Hernandez to Everyone:

Thank you Margaret, Wendy is away so I am here on her behalf. Congrats again!

20:08:11 From Peijisan Art to Everyone:

I have to hop off...but congrats to all as we continue to use the arts to support the Wheaton area 🎨 Gnite.

20:31:11 From Wheaton Arts Parade to Everyone:

Thank you WUDAC for the opportunity to talk about the parade and festival. I will work with Luisa to get you the budget details. Good. night.

20:31:44 From Clara Hernandez to Everyone:

Thank you Jim, Kristina I will certainly reach out and look forward to working together

20:32:13 From Clara Hernandez to Everyone:

My email is ClaraH@onemontgomerygreen.org

20:35:04 From Luisa Cardona to Everyone:

Great idea Rob

20:40:15 From Clara Hernandez to Everyone:

That sounds great

20:41:03 From Rob Fox to Everyone:

We should work county budget stuff/letters in the future or between now and the county budget forum in November