



City of Green Bay Downtown Parklet Grant Program

Application Guide



Department of Community & Economic Development
100 N. Jefferson Street, Room 608
Green Bay, WI 54301
920.448.3400

Program Overview & Purpose

The City of Green Bay's Downtown Parklet Grant Program provides funds of up to \$5,000 to eligible recipients for the reimbursement of parklet construction and installation costs. This program aims to support the downtown business community in the wake of the COVID-19 Pandemic by providing resources to allow for the safe expansion of business operations outdoors and into the public right of way. The program also implements the City's Shared Corridor Vision, which provides design recommendations to make downtown streets more pedestrian friendly, to manage curbside activities, and to activate the corridors during special events and during the social distancing times of COVID-19.



The Program is managed and administered by the City of Green Bay's Department of Community & Economic Development and overseen by the Green Bay Economic Development Authority (EDA). The Program is funded by Tax Increment District (TID) #5, and therefore limits eligibility to parklet projects located within a half mile of the boundaries of that district, as shown in the map on Page 3. Applicants are strongly encouraged to review the City's Parklets Handbook before preparing their application. The handbook may be downloaded at www.greenbaywi.gov/parklets.

Applicant Eligibility

The following entities or individuals operating within a half mile from the boundaries of TID #5 (as shown on the map below) are eligible to apply for a Parklet Grant:

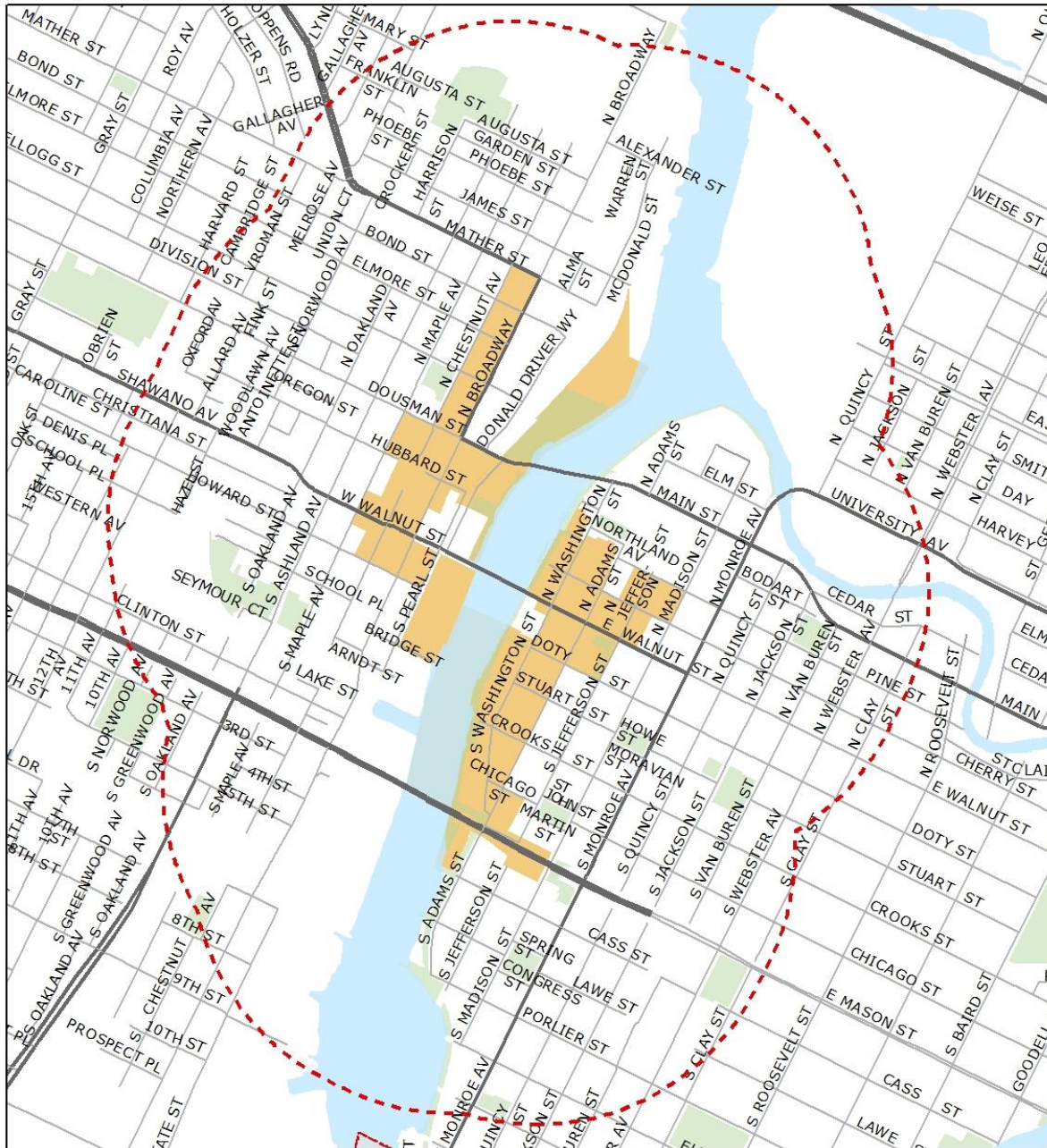
- Commercial property owners
- Business owners
- Non-profit organizations
- Business Improvement Districts (BIDs)

Project Requirements

The parklet being proposed must comply with the technical standards required by City Ordinance 18-20 of the Green Bay Municipal Code (Attachment A). City staff will deny applications that are considered detrimental to the public health, safety, or welfare; or if the proposed location is reserved for another public purpose. Potential applicants are required to meet with City staff before completing their application to discuss the project location and preliminary design considerations.

If the parklet is planned to be used for outdoor dining, the application must include the information required for the Sidewalk Café Permit, which is included as part of the Parklet Permit Application.

The Downtown Parklet Grant Program is funded by Tax Increment District (TID) #5. Therefore, grant funds are limited to projects located within a half mile of the boundaries of TID 5, as shown in the map below.





Grant Eligibility Area




Eligible Area (half-mile from TID 5)

Tax Increment Finance District

Parks

Parks

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 29 Mar 2021 X:\Planning\Work Order Requests\2021\21.08 Parklets\Parklet Grant Area.mxd

Use of Funds

The Downtown Parklet Grant Program may issue reimbursement for the following eligible costs:

- Materials necessary to construct and install a parklet, such as:
 - Lumber/plywood
 - Composite decking and other materials for flooring
 - Railing/fencing
 - Object Markers, soft-hit posts, signs and barriers meant to increase the visibility of parklets to drivers and cyclists.
 - Paints and stains
 - Materials to construct built-in seating and tables
 - Canopies and shade structures
 - Bike racks
 - Plants and planting materials
 - Lighting
 - Solar panels
 - Other materials as approved by EDA
- Contracted labor costs necessary for parklet construction and installation
- Permits and licensing fees
- Delivery/shipping costs for materials

Grant Application Scoring Criteria

City staff will utilize the following scoring criteria when reviewing applications and making grant approval recommendations to EDA:

- **Safety** – The proposal strongly considers the safety of parklet users, pedestrians, and other roadway users. City staff will deny proposals that are considered detrimental to the public health, safety, or welfare.
- **Economic Impact** – The project expands the operations of a business and creates opportunities for economic growth in the downtown. There is strong potential that the project will influence a ripple effect and promote others to invest in their business or property.
- **Sustainability and Permanence** – The parklet is constructed of high-quality, durable materials that are easy to maintain and ensure the structure will have lasting value.
- **Placemaking and Activation** - The proposal creates a unique sense of place and offers multiple amenities that provide comfort to parklet users. The parklet's location demonstrates it is likely to be well used and active.
- **Aesthetic Quality** - The proposal's design is visually appealing through appropriate use of materials, colors, plantings, or other elements that enhance the streetscape and complement neighboring properties.
- **Applicant Capability** – The proposal may be reasonably accomplished. The construction and installation work will be conducted by qualified professionals. The parklet will be used and

managed by a business/organization that is in good standing without significant community complaints, violations, or citations.

Application Approval Process & Timeline

To be considered for the first review period, applications must be submitted by July 9, 2021. If funds are still available after the first funding round, a second round will be offered with an application review period due date of August 13, 2021. Subsequent rounds/application due dates may be released if funds are available. The following steps are required as part of the application approval process.

1. Potential applicants are required to meet with City staff before completing their application to discuss the project location and preliminary design considerations. Meetings may be held in person at the proposed location of the parklet, or virtually via Zoom or Microsoft Teams. To schedule a meeting, please contact Erin Rovinski at 920-448-3305 or email erin.rovinski@greenbaywi.gov.
2. Applicants must submit a completed Downtown Parklet Grant application form, Parklet Permit Application Form, site plan, and detailed cost estimates to erin.rovinski@greenbaywi.gov.
3. Complete applications will be reviewed and scored by City staff from the departments of Public Works and Community & Economic Development. Staff will make a recommendation on approval to the Green Bay Economic Development Authority (EDA).
4. The EDA will consider applications at their next scheduled public meeting and will vote to approve or deny. EDA typically meets the first Monday every month at 5:00 PM.
5. If approved, City staff will prepare a grant agreement, and once executed the project may proceed.
6. Parklets must be constructed and installed within one year of the EDA approval date. Longer timelines may be considered in case of extenuating circumstances. Requests to extend an approved timeline must be requested in writing to City staff. The request must include a revised timeline and explanation for delays.

Project Reimbursement Guidelines

Grants may fund up to 80% of approved project costs. Maximum funding levels are determined on a case-by-case basis but will not generally exceed \$5,000.

Grant funds will be provided in the form of reimbursement. Reimbursements may be issued once the grant recipient meets the following conditions:

1. Parklet is fully constructed and installed before the agreed-upon completion date as defined by the grant agreement.
2. Parklet complies with all applicable local, state, and federal policies, procedures, or laws.
3. Grant recipient or their contractor submits paid receipts of eligible expenses.

Downtown Parklet Grant Application Form

| A. Applicant Information | |
|--|-----------------|
| Applicant (business/organization name): | |
| Contact Person Name: | Address: |
| City/State/Zip: | |
| Phone: | Email: |
| Businesses Impacted: | |

| B. Proposed Project | |
|--|--------------------------|
| Describe the proposed parklet in detail, including location, safety considerations, and planned uses and amenities. Attach additional pages if necessary. | |
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| Project Start Date: | Project End Date: |
| Explain why grant funds are needed to complete the project. Would the parklet project occur without the assistance or to a lesser degree? Attach additional pages if necessary. | |
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| C. Summary of Proposed Grant-Eligible Costs | |
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| Proposed Material (attach product information including brand, model, etc.) | Cost Estimate (attach estimate from contractor/supplier) |
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| Materials Total: | |
| Proposed Labor for Construction and Installation | Cost Estimate (attach estimate from contractor) |
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| Labor Total: | |
| Other Proposed Costs (permits, licensing, etc.) | Cost Estimate (attach cost documentation as necessary) |
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| Other Proposed Costs Total: | |

| D. Total Eligible Costs Summary | |
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| Total eligible costs (must equal totals of Table C): | |
| Grant amount requested (must not exceed 80% of total eligible costs): | |
| Applicant cost share (must reach 20% of total eligible costs): | |

| E. Summary of Ineligible Costs covered by Applicant | |
|---|--|
| Proposed Ineligible Costs (storage expenses, removable furniture, games) | Cost Estimate (documentation not required) |
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| Total: | |

Application Checklist

The following materials must be submitted to the City as part of a complete grant application packet.

- Downtown Parklet Grant Application Form
- Parklet Permit Application Form
(including information on liability insurance and applicable sidewalk café licensing)
- Parklet site plan
- Cost estimate for parklet construction and installation, including a line-item list of proposed materials. Images and brand/model information for proposed materials is required.

Certification

The undersigned hereby certifies to the best of his/her/their knowledge and belief that the information contained in this Application and any exhibits or attachments hereto is true and complete and accurately describes the proposed project. I understand that the Economic Development Authority of the City of Green Bay has the right to verify this information and will be in contact with those individuals and institutions involved in the proposed project. False information, in addition to disqualifying me from any further consideration for financial assistance, may also subject me to litigation to recover the City’s expenses related to reviewing this application and/or the costs to collect granted funds. I understand that the Economic Development Authority of the City of Green Bay may release information for public purposes regarding the project, excluding any confidential financial information.

Applicant Name (Print):

Title:

Applicant Company/Organization Name (Print):

Applicant Signature: _____

Date:

GENERAL ORDINANCE NO. 18-20

**AN ORDINANCE
CREATING SECTION 6.158
GREEN BAY MUNICIPAL CODE,
RELATING TO PARKLET PERMITS**

THE COMMON COUNCIL OF THE CITY OF GREEN BAY DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 6.158, Green Bay Municipal Code, is hereby created to read:

6.158 PARKLET PERMIT.

(1) DEFINITIONS.

(a) Parklet. A temporary extension of the terrace area into the parking lane of a public street which provides additional space for amenities, including, but not limited to, seating, dining, bike racks, and/or landscaping. A Parklet may occupy up to two (2) parking spaces or parking space equivalent units.

(b) Parking Space. A designated area between the travel lane of a street and the face of curb, marked by the City of Green Bay Department of Public Works, and dedicated solely for use as automobile parking.

(c) Parking Space Equivalent Unit. An unmarked area located between the travel lane of a street and the face of curb, measuring eight (8) feet perpendicular from the curb face by twenty (20) feet parallel to the curb face.

(2) PERMIT REQUIRED. No person shall operate a Parklet without first obtaining a permit under this section. The Parklet permit shall be valid to occupy the Parking Space(s) or Parking Space Equivalent Unit(s) between the dates of May 1 through October 31, inclusive, annually.

(3) TECHNICAL STANDARDS. Parklets shall conform to the following technical standards:

(a) The Parklet shall provide for unimpeded and ADA-complaint pedestrian access to the sidewalk.

(b) The Parklet shall maintain drainage of storm water in curb line without impediment.

- (c) The finished surface of the parklet shall be flush with the top of curb within one-half (1/2) inch in vertical difference.
- (d) The Parklet shall not prohibit access to utilities located within the public right-of-way, and must be able to be removed upon 72-hour notice to provide access to utilities, if requested.
- (e) The Parklet owner shall be responsible for maintenance within the Parklet area, including garbage collection.
- (f) Reflective soft-hit posts shall be installed on each corner of the Parklet.
- (g) The outside, traffic-facing edge of the Parklet shall be protected by Manual of Uniform Traffic Control Devices-compliant object markers.
- (h) If the Parklet is to be used as a Sidewalk Café, as defined under Section 6.155, GBMC, applicant must also obtain a Sidewalk Café permit.
- (i) Parklet applicant shall be required to provide a Certificate of Insurance, listing the City of Green Bay as an additional insured, for the classifications and limits established by the City of Green Bay Risk Management Department.

(4) APPLICATION. Priority consideration will be given to applications submitted between the dates of November 1 and February 1. The Department of Public Works will consider all submitted applications between February 15 and May 1 of any given year, unless the Department of Public Works grants an extension due to issues raised during the application process. Applications submitted outside this time window will be reviewed on an as-submitted basis.

(5) FEE. The fee for a Parklet permit shall be \$200.00 for permits issued in 2020, and thereafter shall be established by resolution, at a rate of not less than \$200.00.

(6) DURATION OF PERMIT. A Parklet permit shall be valid throughout the period of three (3) calendar years, beginning on the date of issuance. The Parklet permit is non-transferrable without the written consent of the Director of the Department of Public Works.

(7) APPEAL PROCEDURE. Any person aggrieved may appeal the denial or revocation of a Parklet permit to the Improvement and Services Committee. The applicant shall file written notice of appeal with the City Clerk within seven (7) days after receiving notice of the denial. After obtaining receipt of the appeal, the Committee shall place the matter on the soonest Improvement and Services Committee agenda practicable for review.

(8) DUTIES OF PERMITTEE. A permittee hereunder shall comply with all permit directions and conditions and with all applicable laws and ordinances.

(9) REVOCATION OR SUSPENSION OF PERMIT.

(a) The Director of Public Works may revoke a Parklet permit if they determine that the permittee has violated the Technical Standards contained herein; if they determine that occupancy of the parklet is detrimental to the public health, safety, or welfare; or if the right-of-way subject to such permit is required for some other public purpose.

(b) The Director of the Department of Public Works may revoke a Parklet permit if the applicant has misrepresented or provided false information in the application.