



City of Racine

730 Washington Ave

Racine, WI

Program Contact:

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262/636-9151

Design Overlay Districts:

What are they?

Many eligible areas are part of special design overlay districts.

Remember to consult with the City's Planning Department to understand the

impact of the design standards for your project.



Commercial Building Façade Grant Program

Eligible Project Costs

1. Exterior improvements only
2. Improvements for the building side facing a public street
3. Work to be performed in accordance with City Code and all permits must be obtained
4. Work to include any correction of exterior building code violations
5. Signs are eligible but cannot exceed more than 50% of the total project cost
6. Routine maintenance allowed IF part of greater improvement project
7. All work to comply with "Grant Program Design Guidelines" (Attachment #1) OR approved by the Department of City Development



Some examples of eligible expenses when part of a greater improvement project:

- Awnings & canopies
- Entrance improvements
- Window & door replacement & repair
- Masonry work
- Lighting
- Signage
- Landscaping
- Painting

Ineligible Project Costs

1. Buildings **less than** 50 years old (some exceptions may apply)
2. Tax delinquent properties
3. Properties in litigation, condemnation or receivership
4. Tax-exempt properties
5. Exclusively used residential buildings
6. Properties licensed by the City for alcoholic beverages for which the owner or licensee has been found to be in violation of the conditions of their license.
7. Properties outside of the Target Area
8. Properties not on State highways or other major streets
9. Any work started or in progress before application is approved by the City
10. Building permits, government approvals and taxes are not eligible expenses
11. Projects totaling less than \$1,000.00



Application Contents

1. Completed application form
2. Photos of existing conditions
3. Scaled drawings of the improvements
4. Samples of materials and colors to be used
5. Manufacturer information for windows, doors, etc
6. Any visual supportive information to better understand the project
7. A minimum of 2 competitive bids from licensed and bonded contractors
8. Bids should include detailed cost information and schedules to begin and complete work
9. Owners or merchants may want to perform work on their own building—but cannot be reimbursed for their labor
10. Material cost and labor of employees are eligible - if the number of hours worked, rate of pay and employee social security numbers are provided
11. Materials submitted with the application will not be returned

Remember to consult with City Staff to determine the number of copies that need to be submitted.



Award of Grant

Reimbursement shall be limited to no more than 50% of total eligible costs, not to exceed \$10,000.00

Reimbursement can be refused in whole or part if:

- Completed project does not conform to the program or guidelines
- Completed project does not conform to the application submitted
- Project is not commensurate with the workmanship and costs customary in the industry
- Project that is not completed within 120 days (time extensions will be considered ONLY if made in writing and progress toward completion has been demonstrated)
- Staff will inspect all work to ensure compliance with application and approval
- Any changes to the approved application and plans require a written request from the applicant and approval by the City & the Review Committee

Facade Grant Program

Applicant Information

Name: _____

Referred by: _____

Building Owner Telephone: _____

Business Owner Telephone: _____

Business Information

Name & Type of Business: _____

Owner's Name: _____

Address: _____

Telephone: _____ Yrs. In Business: _____

Building occupancy %: _____

Property Owner Information

Name: _____

Address: _____

Years Owned: _____

Proposed Improvements

Storefront: _____

Upper façade: _____

Other: _____

Estimated total cost: _____

Applicant Certification

I have read the "Commercial Façade Design Guidelines" (attached). If the application is approved, I will make the above improvements to the property.

Signature: _____ Date: _____

• *For Office Use Only*

• Appl. # _____

• Appl. date: _____

• Approval date: _____

Facade Grant Application

Commercial Façade Design Guidelines

The Commercial Façade Design Guidelines outline the standards that should be followed when renovating buildings using a City Façade Grant (Program). These guidelines take into consideration a building's neighborhood context and historic character in determining an appropriate design solution to the renovation.



The Façade

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any elevation not containing the main entrance but fronting a public street exposed to public view will be considered a secondary elevation. Secondary elevations may also be eligible for façade grants.

Storefronts

It is the intent of these guidelines that most buildings should have a storefront-type glazing facing the street. When alterations are made to the first floor levels of buildings that currently have more closed up or opaque storefronts, the Program



will usually require that the storefront be restored to its original condition of a more open façade. Opaque or permanently enclosed storefronts are prohibited, as are window treatments that significantly decrease the amount of original window area. All damaged or otherwise deteriorated elements of storefronts, display windows, entrances, upper facades or signs should be repaired or replaced to match or be compatible with the original materials and design of the building.

Buildings that are an integral element of the traditional streetscape should reflect and complement the character of the surrounding area to the greatest extent possible.

If an existing storefront is to be replaced, the new storefront should be traditional in character and include an appropriately designed bulkhead panel, large glass display windows, a glazed transom surmounted by a storefront cornice and a traditional glazed storefront door. This new storefront should fill the full height of the original masonry opening.

Masonry

Unpainted brick, stone or terra cotta should not be painted or covered by another cladding material. Previously painted masonry, however, may be painted. If it is necessary to remove paint or clean unpainted masonry, the gentlest method should be employed. Sandblasting and other abrasive cleaning methods are prohibited because of the damage it can do to the masonry.

Façade Grant Program

Commercial Façade Design Guidelines

(Masonry, continued)

Defective mortar should be repointed by duplicating the original mortar in color, style, texture and strength. Deteriorated masonry should be replaced with new masonry that duplicates the old masonry material as closely as possible.



Upper Story Windows

Upper story windows that are visible from the public right-of-way should be restored to their original condition. Creating additional openings, enlarging or reducing window opening sizes and filling openings with materials such as glass block, should be avoided.

If the replacement of a window sash is necessary, the replacement should duplicate the appearance and design of the original sash to the extent possible. Modern style window units such as horizontal sliding sash or single panes of fixed glass in place of an original double hung sash, as well as the substitution of units with glazing configurations not appropriate to the style of the building should be avoided.



Trim and Ornamentation

All structural and decorative elements of eligible facades should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. This includes, but is not limited to, window caps, carved stonework, ornamental plaques and cornices.



Awning and Entrance Canopies

If storefront awnings are to be used, they should be of a traditional tent style. Internally illuminated, half round hoop and truncated wedge shaped awnings will generally not be approved. Awnings should be made of canvas or neoprene impregnated fabric instead of shiny vinyl. In general, awnings with soffit panels should not be used. Custom awnings may be approved if sensitively designed to enhance a new storefront design.



Entrance canopies extending out to the curb may be permitted if they are traditional in design, fabric covered and sized to complement the proportions of the storefront. Fixed, metal, asphalt shingle or mansard type canopies should not be used.

Commercial Façade Design Guidelines

Signage

New signage should be traditional in character to complement the architecture of many of the older buildings in Racine's neighborhoods. There are many types of traditional signs that are appropriate for use on older storefronts.

Signboards

A flat signboard with hand painted or raised lettering is the most appropriate type of sign for older commercial buildings. These signs should be placed in the narrow band above the storefront call the "sign zone" and be externally lit. Internally lit box signs are generally not permitted when using the Program.



Awning Signs

Awning signs have lettering on the edge flap or "skirting" of the awning. Lettering on the main part of the awning is generally not permitted.

Display Window Lettering

Another common type of storefront signage is lettering that is painted on or etched into the interior side of display windows and glazed entry doors. These signs should consist of only lettering and/or a logo, should not cover more than 1/5 of the area of the glass panel and should not obscure the display area.

Hanging Signs

Hanging signs are signs that project from the building's wall and are supported by metal brackets. These signs can come in all shapes and sizes and are sometimes made in the likeness of objects or symbols associated with a particular type of business. These signs should project no more than 4 feet from the face of the building and should not obscure the signage of other nearby businesses. The signs and brackets should be designed to complement the architecture of the building and mounted in the mortar joints of masonry buildings. All projecting signs should be hung within the base zone of the building or parallel to the second story windows and be externally lit. Internally lit and moving projecting signs are generally not permitted.

Transom Signs

A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. These can be illuminated at night with back-lighting or illuminated from the glow of interior store lights. These signs can be made today by leaded glass craft workers and can be made "as easy to remove" panels that can be changed with tenants change.

Façade Grant Program

Facade Grant Program

Commercial Façade Design Guidelines

Neon Signs

Neon signs first became popular in the late 1920's and 30's and are seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will complement an older storefront. Exterior neon signs are most appropriate for post 1920's commercial buildings, while neon signs that are mounted within a display window can be successfully adapted for use on all types of commercial structures.

Yard and Sidewalk Signs

When appropriate, permanent yard signs as well as portable sidewalk signs ("sandwich boards") displayed during business hours can be used.

No matter which type of sign is chosen, they should include only the formal name of the business, the nature of the business and the address. There should be no advertising of brand names, credit card, service club affiliations, etc. This information detracts from the readability of the primary message of the sign. Large advertising signs on upper facades, roof top signs, billboards and other outdoor signs painted or mounted on structure are not eligible.

Security Gates and Bars

The installation of either interior or exterior, permanent or retractable security gates or bars is prohibited. They are out of character with the architecture, create an impression that the area is unsafe and ultimately hurt business. Less obtrusive security devices, alarm systems or unbreakable glazing material are preferred alternative security measures.

Exterior Lighting

Spot or flood lighting to highlight the architectural detailing of a building should be inconspicuous and blend with the wall on which it is mounted. No lights should move, flash or make noise.



Other Exterior Elements

Existing exterior elements such as fire escapes, ladders, standpipes, vents, etc. should be painted to blend with the wall on which they are mounted.

Commercial Façade Design Guidelines

Landscaping and Fencing

In some projects, landscaping and fencing will be considered. Simply installing fencing around a parking lot or a portion of the parking lot will generally not qualify for a façade grant. If fencing is part of a larger renovation project, it will be considered only if the fence has architectural character such as wrought iron with masonry piers. Common fences such as stockade, bound-on board, picket and chain link would not be eligible. Planters or retaining walls should be built of material, which complements the materials of the adjacent buildings. Generally, brick or other suitable masonry units would be considered while certain types of interlocking concrete block and landscaping timbers would not be eligible.

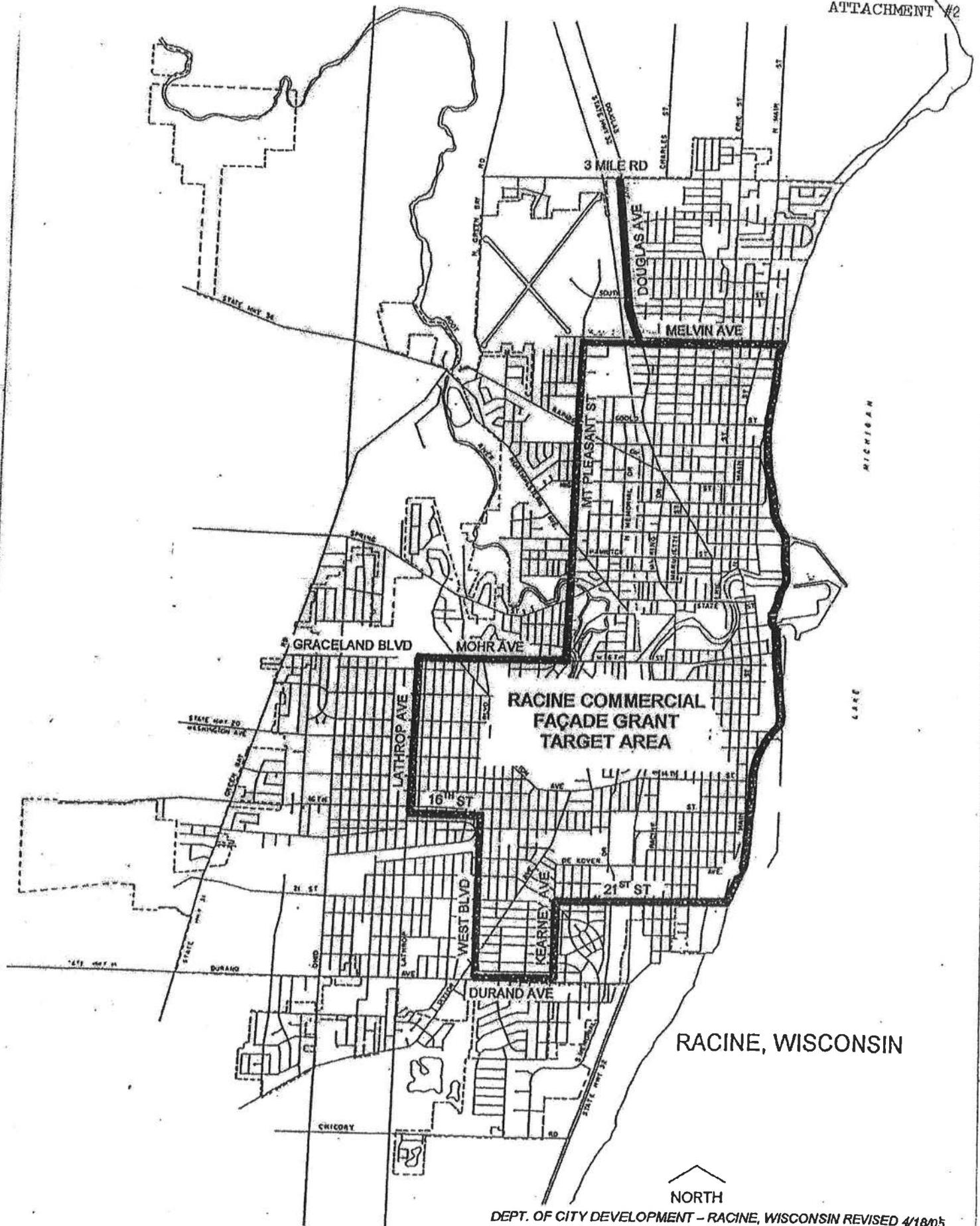


TERMS USED TO DESCRIBE STOREFRONT FEATURES

1. UPPER CORNICE
2. BRACKET
3. CORBELLED BRICK DECORATION
4. WINDOW HOOD MOLDING
5. DOUBLE HUNG WINDOW UNIT
6. STOREFRONT CORNICE
7. SIGN ZONE
8. TRANSOM WINDOW
9. DISPLAY WINDOW
10. MASONRY PIER
11. DOUBLE LEAF ENTRY DOOR
12. DOOR TO UPPER FLOOR
13. BULKHEAD
14. ENTRY RECESS



Source: Paul Jakobovich, et al; Good for Business; City of Milwaukee Department of City Development; 1995



CITY OF RACINE, WISCONSIN
APPLICATION FOR PROJECT REVIEW
BY A DESIGN OR DEVELOPMENT REVIEW AUTHORITY

Downtown _____ State Street _____ West Racine _____ Uptown _____ Douglas Avenue _____
 Olsen Industrial Park _____ Young Industrial Park _____ (Jacobsen/Textron) Redevelopment Area _____ (Racine Steel)
 Redevelopment Area _____ Plan Commission _____ Landmarks Commission _____

(Not a substitute for building or sign permit approval)

Submit Completed Application and Supporting Materials To:

Department of City Development
 730 Washington Ave., Room 102, Racine, WI 53403
 Phone: (262)636-9151 or Fax: (262)635-5347

IMPORTANT NOTICE: Failure to submit a complete application and required supporting materials may result in an application being rejected, or the review body deferring or denying a proposal.

PROJECT ADDRESS OR LOCATION: _____

PROJECT TYPE: Exterior Remodel _____ Addition _____ New Construction _____ Façade Restoration _____ Sign _____ Other _____

Provide Estimate of Aggregate Project Cost: _____

BRIEFLY DESCRIBE PROJECT: _____

Anticipated Start Date: _____

Estimated Completion Date: _____

PROPERTY OWNER: Owner Name: _____
 (Required Information)
 Address: _____ State: _____ Zip Code: _____ Phone #: _____
 Fax #: _____ E-Mail: _____ Date: _____ Signature: _____

BUSINESS INFO: Business Representative: _____ Business Name: _____
 Business Address: _____ State: _____ Zip Code: _____ Phone #: _____
 Fax #: _____ E-Mail: _____ Date: _____ Signature: _____

AGENT INFO: Firm Name: _____ and Contact: _____
 (Architect/Engineer/Designer)
 Address: _____ State: _____ Zip Code: _____ Phone #: _____
 Fax #: _____ E-Mail: _____ Date: _____ Signature: _____

CITY STAFF COMPLETE THIS SECTION

Date received: _____ Date to be reviewed: _____ Action: _____

SUBJECT PROPERTY IS (CHECK ALL THAT APPLY):

In a Historic District _____ Designated Local Landmark _____ State Landmark _____ National Landmark _____ NA _____

ADDITIONAL CITY ACTION THAT MAY BE REQUIRED:

Date of Plan Commission review: _____ Plan Commission action: _____

Date of Common Council review: _____ Common Council action: _____

Other: _____

SEE REVERSE SIDE FOR SUBMITTAL REQUIREMENTS

SUBMITTAL REQUIREMENTS

Number of Complete Sets of Materials Needed by Review Body:

Downtown Design Review Commission = 9 complete sets. Access Corridor Development Review Committee = 3 complete sets.

Industrial Park Review Committee = ____ Redevelopment Authority = ____

IN GENERAL, PROJECT SUBMITTALS SHALL PROVIDE _____ COPIES OF THE FOLLOWING INFORMATION:

- a) Cover letter with brief description of project.
- b) Perpendicular color photo of your building, the buildings on each side of your building, and the buildings across the street.
- c) Plans displaying the following information:
 - i. Name of development or project.
 - ii. Developer's and/or owner's name, address, phone number, facsimile number.
 - iii. Name of person and/or firm preparing plans along with address, phone number, facsimile number.
 - iv. The most current date of preparation/revision.

~~~~ AND ~~~~

## DEPENDING ON THE TYPE OF PROJECT, \_\_\_\_\_ COPIES OF THE FOLLOWING INFORMATION ARE REQUIRED IN THE FORM OF PLANS AND/OR DRAWINGS:

### If Your Project Is A Sign, Submit...

- a) Sign plan drawn to scale showing the design, materials, height, size, location, illumination method, method of installation and number of signs.
- b) Perpendicular color photo of your building, the buildings on each side of your building, and the buildings across the street.
- c) Dimensioned color rendering or digitally enhanced color photo of the proposed signage as it will appear when installed.
- e) Materials samples sign lens, color chips, base materials, anchoring devices (photos or spec. sheets are acceptable).

### If Your Project Includes Awning or Canopies, Submit...

- a) A plan drawn to scale showing dimensions of projection, drop, valances, height above sidewalk, distance to curb.
- b) Perpendicular color photo of your building, the buildings on each side of your building, and the buildings across the street.
- c) Dimensioned color rendering or digitally enhanced color photo of the proposed awning as it will appear when installed.
- e) Materials samples of awning materials, support structures, anchoring devices (spec. sheets are acceptable), color chips, etc.

### If Your Project Is An Exterior Remodeling Or Façade Restoration, Submit...

- a) Architectural treatment of all building exteriors and include materials samples and color chips.
- b) Roof-top equipment descriptions (submit dimensioned brochures, drawings or photos) if applicable.
- c) Dimensioned and to-scale building elevations showing materials, textures and colors (include materials samples and color chips).
- d) Dimensioned and to-scale color rendering of exterior elevations (include color chips)
- e) Dimensioned sign plan drawn to scale showing design, materials, height, size, location, number of, illumination method, etc. (see sign submittal requirements).
- f) Dimensioned and to-scale awning or canopy plan (see sign submittal requirements).

### If Your Project Is a Building Addition or New Construction, Submit ...

- a) Dimensioned and to-scale plot plan showing:
  1. North arrow and scale.
  2. Location of structure(s) on lot.
  3. Parking and access drive locations, parking stall dimensions, curbing, tire stops, loading docks, lighting, etc.
  4. Trash and utility areas, including design, materials, size, location, access to, screening, etc (include materials samples).
  5. Landscaping showing type, size and placement, fencing, berming, walls, screening, etc.
  6. Outdoor lighting showing direction of beam, intensity, and height and type of fixtures (include spec. sheets or drawings).
  7. Location of all easements.
  8. Surface treatment of all outside areas (ie. Grass, asphalt, concrete, paver stones, etc.)
  9. Location of sewer and water lines, gas, electric, telephone, etc.
  10. On-site surface water drainage, grading, building ground elevations, and storm drainage systems.
  11. Parking plans showing number of parking spaces and location.
- b) Dimensioned and to-scale sign plan showing design, materials, height, size, location, number of, etc. (see sign submittal reqs).
- c) Dimensioned and to-scale awning or canopy design (see awning submittal requirements).
- d) Dimensioned and to-scale building plans showing design attributes such as:
  1. Architectural treatment of all building exteriors (provide materials samples).
  2. Roof-top equipment (submit dimensioned brochures, drawings or photos).
  3. Exterior building elevations showing materials, textures and colors (provide materials samples and color chips).
  4. Color rendering of exterior elevations of building (provide color chips).
  5. Floor plans.
  6. Entrances, exits, loading docks, storage areas and building service areas.
- e) A schedule of project information such as:
  1. Lot area.
  2. Number, density, size and distribution of dwelling units (if applicable).
  3. Total square feet in building(s) by floor.
  4. Zoning of the project site.

### OTHER REQUIRED INFORMATION (If applicable).

Number of employees; Hours of operation; Truck traffic and size of truck; Description of business, including machinery used, processes involved, products produced, noise and emissions created; Future expansion.