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

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

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
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
**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: _____________
The Commercial Façade Design Guidelines outline the standards that should be fol-
lowed 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 build-
ing 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. Sec-
ondary 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 origi-
nal condition of a more open façade. Opaque or permanently
encoded storefronts are prohibited, as are window treat-
ments that significantly decrease the amount of original win-
dow 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 compati-
ble 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 possi-
ble.

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 dis-
play windows, a glazed transom surmounted by a storefront cornice and a tradi-
tional 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.
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 called 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 backlighting 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.
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 Jakubovich, 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:

<table>
<thead>
<tr>
<th>PROJECT TYPE: Exterior Remodel</th>
<th>Addition</th>
<th>New Construction</th>
<th>Façade Restoration</th>
<th>Sign</th>
<th>Other</th>
</tr>
</thead>
</table>

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) 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.

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 awning 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.

(Msadowski/Forms/051509AccessDsgnRvwApp.doc)