Downtown Façade Grant Program

APPLICATION

Contact: Rhonda Manuel
809 N. Broadway
Milwaukee, WI 53202
414-286-8201

APPLICANT INFORMATION

Name:	
Phone:	
Referred by:	
DUNS Number: **(http://fedgov.dnb.com/webform)**	

FOR OFFICE USE ONLY

Application Date:	
Approval Date:	Amount:
Tax ID number:	
Aldermanic District:	Historic Code:

PROPERTY OWNER INFORMATION

Name:		Years Owned:
Address:		Phone:
City:	State:	Zip:
Type of Ownership:		Owner's Signature-Improvements Approved:

BUSINESS AND / OR PROJECT INFORMATION

Name of Business:		Business / Project Owner's Name:
Address:		Phone:
City:	State:	Zip:
Type of Business:		Upper floor use:

PROPOSED IMPROVEMENTS

Storefront Improvements:	
Upper Façade Improvements:	
Other Improvements:	Estimated Cost of Improvements:

Check appropriately:

☐ I own the property in consideration ☐ I lease the property in consideration

I have read the Downtown Façade Grant Program and Design Guidelines. I understand that if the proposal is approved, I will make the above improvements to the property within the specified time allowed.

APPLICANT'S SIGNATURE:

⇨ **DATE:**

Downtown Façade Grant Program

INTAKE SHEET

Applicant Information

Company Name_____

Name of Individual: First_____ Middle Initial_____ Last _____

Residential Address _____ City_____ State____ Zip Code_____

Telephone_____

Gender:

Male ☐ Female ☐

Household:

Head of Household: Yes No

Number in Household: ☐

Race:

☐ White

☐ American Indian/Alaskan Native

☐ Black/African American & White

☐ American Indian/Alaskan Native & White

☐ American Indian/Alaskan Native & African American/Black

African American/Black ☐

Hawaiian/Pacific Islander ☐

Asian and White ☐

Asian ☐

Other Multi Race ☐

CLIENT'S SIGNATURE:

Program Guidelines

Eligibility Requirements

Please check each box to indicate acceptance of the eligibility requirement. Work that does not comply with the eligibility requirements is subject to reduction or retraction of award.

- ☐ All work must be done on a street facing side of an existing building
- ☐ All work must be done on the exterior of the building and result in a publicly visible improvement. Work on the rear or roof of the building is not eligible for a façade grant.
- ☐ **Downtown Façade Grant funds can not be used to correct outstanding code violations, for property damaged by collision, acts of nature or occurrences covered by insurance.**
- ☐ Only work begun ***after*** approval by the Façade Grant Committee will be eligible for a grant.
- ☐ All work must comply with the Downtown Façade Grant Program's design guidelines.
- ☐ Project Cost must exceed $2,000 to be considered for a façade grant.
- ☐ Live in work studios must be classified as a commercial or mixed use building. Staff will conduct a site visit.
- ☐ Routine maintenance such as painting, masonry, fencing and lighting has to be part of a larger renovation project.
- ☐ New construction projects are eligible to apply for the following items: Signage, fencing, awnings and landscaping.

Properties that are not Eligible

The following types of property are not eligible for the Downtown Façade Grant Program:

Tax delinquent property

Property whose owner has any other tax delinquent property

Property in litigation

Property in condemnation or receivership

Property owned by religious groups

Property owned by 501(c)3 nonprofit organizations on which taxes are not being paid

Properties, on which taxes are being paid, but have nonprofit use, such as schools, charities, clubs or organizations, etc.

Exclusively residential buildings

Properties purchased from the city are viewed on a case by case basic

Daycare Centers

National Franchises or Retail Chain Stores

Funeral Homes

Program Guidelines

Application Review

Staff will determine if the application package that is submitted is sufficiently complete to review, and will draft a recommendation to the Façade Grant Committee.

The Façade Grant Committee meets once a month. The application package is expected at least two weeks before a committee meeting.

The application package will be reviewed by the Façade Grant Committee to determine whether the project should receive a grant and determine the amount of the award. In making the determination, the committee will consider the following factors and may give priority to projects that meet the following criteria:

Is the project in a historic district or is it in an individually eligible historic building?

Will the project positively contribute to the city's assisted redevelopment effort?

Will the project ameliorate a blighting influence?

Will the project substantially leverage more investments than the required matching amount of the grant?

Will the grant result in an improvement that would not be made otherwise?

Does the project comply with the Downtown Façade Grant Program's Design Guidelines?

Required Materials for Application

Application packages must include enough documentation to illustrate the visual impact of the project and its costs. ***Failure to provide required information will delay the review process****. The items submitted should include:*

- ☐ **A completed application form**
- ☐ **Written consent from property owner giving permission to conduct façade improvements.**
- ☐ **Color photographs of existing conditions**
- ☐ Samples of materials and colors to be used
- ☐ Any other documentation necessary to illustrate the visual impact of the proposed project completion schedule.
- ☐ ***Submit two competitive proposals from licensed and bonded contractors***. These proposals should give detailed information about the work to be done, the costs, and the project completion schedule. Any contractor that has submitted a competitive detailed estimate may be used. ***Contractors cannot be changed unless new proposals have been submitted to the Façade Grant Committee.***
- ☐ Owners or merchants who are in contracting business and intend to perform work on their own properties or businesses, must furnish at least one proposal other than their own to be done.
- ☐ Owners and merchants may also perform work on their own buildings; however, they will not be reimbursed for their time while acting as contractor and/or installing material. **Material costs and labor of employees are reimbursable; however, documentation must be produced for the number of hours worked on the project by the employees, the rate of pay of the employees' social security numbers etc.**

Program Guidelines

Award Reimbursement

Reimbursement shall be limited to no more than 30% of the total cost of eligible improvements, not to exceed $50,000 per building. All necessary government approvals, building permits, and taxes are not eligible items for reimbursement.

The Façade Grant Committee reserves the right to refuse reimbursements in whole or in part for work that:

- Does not conform to the program design guidelines.
- ***Do not conform to the proposals submitted with your application and authorized by the Façade Grant Committee.***
- Are not commensurate with the workmanship and cost customary to the industry
- Are not completed within 1 year. Since the Façade Grant Committee cannot reserve funds indefinitely, your grant may be subject to cancellation if not completed or significant progress hasn't been made by the completion date. ***Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.***

Staff will inspect work to ensure that it complies with the approved plans. ***Any changes to the approved plan will require a written request from the applicant and approval by the Façade Grant Committee in order to retain the façade grant.***

Required Materials for Reimbursement

Reimbursement can be expected in approximately **three (3) to six (6) weeks** after all of the following documentation has been submitted

- Copies of all paid invoices, canceled checks, and or bank statements for all of the façade work covered by grant. These must equal at least the required matching amount plus the amount of the signage grant. All project expenditures must be paid by check. The invoices must be marked paid, signed, and dated by the contractors. ***Cash payments are not accepted.***
- Lien waivers can not be substituted for canceled checks or bank statements.
- **Color photographs of completed project**.
- **Projects that have received a Downtown Façade grant prior to having secured tenants for rental space must have half occupancy before a partial reimbursement will be processed. Owner has one year to retain full occupancy in order to receive full reimbursement**
- **Properties that receive grants in excess of $10,000 will have a lien placed on the property. This lien will remain in effect for three years. If the property is sold or transferred within that time period a portion of the award will be deducted from the proceeds of the sale. A property sold or transferred within one year will require repayment of the full amount, within two years 66% and within three years 33%.**

Downtown Design Guidelines

The Downtown Façade Design Guidelines outlines the standards, which must be followed when renovating buildings using a façade grant. These design guidelines take into consideration a building's historic significance in determining what would be an appropriate treatment. Projects that affect city-designated historic buildings also require a separate review by the City of Milwaukee Historic Preservation Commission. Buildings in Renewal Projects also require a separate approval by the staff of the Redevelopment Authority.

I. 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 on a public street exposed to public view will be considered a secondary elevation. Secondary Elevations may also be eligible for façade grants.

II. Storefronts

It is the intent of these guidelines that most buildings should have storefront-type glazing facing the street. When alterations are made to the first floor levels of buildings that presently have more opaque wall treatments, the façade grant program will usually require that storefront type glazing be installed that could accommodate retail uses in the future.

If an existing storefront is to be replaced, the new storefront should be traditional in character and include an appropriately designed bulkhead panel; large, undivided areas of clear glass display windows; a glazed transom surmounted by a storefront cornice; and a traditional, fully glazed storefront floor. The new storefront should fill the full height of the original masonry opening. Display windows should be of clear glass in pieces as large as is practical. Only clear low-E glass is permitted. The display windows should not be divided into small panes of glass; unless historic documentation exists that indicates this is the original design. ***Tinted or reflective glazing in not permitted.***

For historic buildings, all structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings, that are an integral element of a historic streetscape, should reflect and complement the character of the surrounding area to the greatest extent possible.

II. Masonry

Unpainted brick, stone or terra cotta should not be painted or covered. Previously painted masonry may be painted. If it is necessary to remove paint or clean unpainted masonry, use the gentlest methods possible. Sandblasting and other abrasive cleaning methods are prohibited. Repaint defective mortar by duplicating the original in color, style, texture and strength. Repair or replace deteriorated masonry with new masonry that duplicates the old material as closely a possible.

III. Upper Story Windows

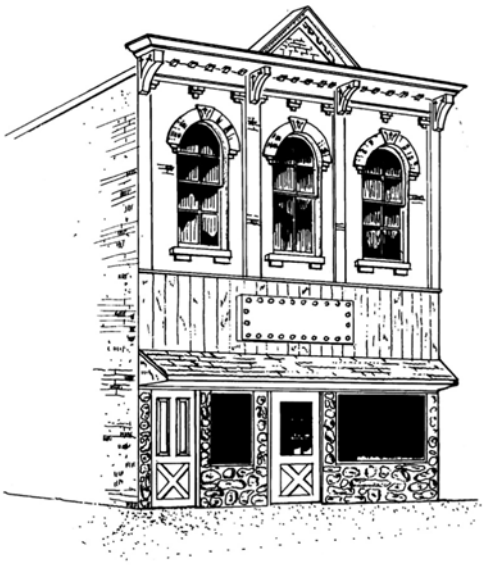
Retain original upper story window openings that are visible from the public right-of-way. Retain the present configuration of window panes and sashes except when historic photographs indicate a more original condition. Avoid making additional openings or changes in the principal elevations by enlarging or reducing window-opening sizes. The intent is to restore the original window configuration not to create new designs. If the replacement of a window sash is necessary, the replacement should duplicate the appearance and design of the original window sash to the extent possible.

Avoid the filling-in or covering of openings with materials like glass-block. Avoid using modern style window units such as horizontal sliding sash or fix sash in place of double –hung sash. Do not replace round head windows with square top windows. Interior mounted window grids used to simulate muntins are not allowed.

IV. Trim and Ornamentation

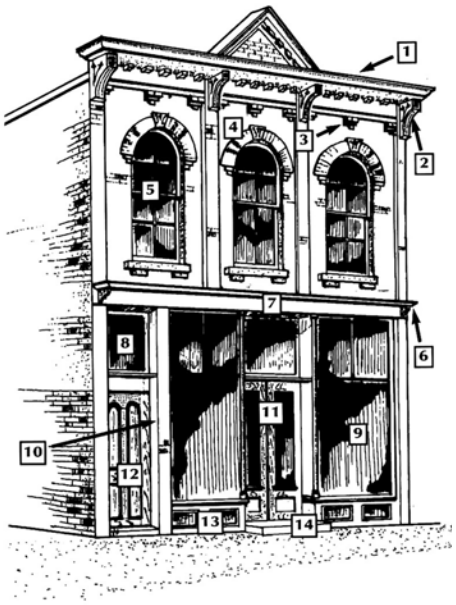
Retain and repair or replace character giving trim ornamentation including, but not limited to, window caps, carved stone work, ornamental plaques, storefront cornices and eaves cornices. Replacement should match the design, dimensions and material of the original trim and ornamentation.

Storefront Before and After



BEFORE

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



AFTER

Design Guidelines for Signage

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

Sign Boards
A flat signboard with hand painted 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. Modern internally lit box signs are not permitted.

Awning Signs
Awning signs have lettering on the edge flap or skirting of the awning that remains visible when the awning is either retracted or opened. Lettering on the main part of the awning generally not permitted.

Display Window Lettering
Another common type of storefront signage is lettering that is Painted on or retched into the interior side of display windows and glazed entry doorways. These signs should consist of lettering and/or a logo, should not cover more than 1/5 of the area of he glass panel, and should not obscure the display area.

Hanging Signs
Hanging signs are signs that project form a buildings 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 and symbols associated with an actual type of business. These signs should project no more that four 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 window, and be externally lit. Internally lit and moving projecting signs are not permitted.
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Transom Signs
A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. This can be illuminated at night with backlighting or illuminated from the lower interior part of the store lights. These signs can be made today by leaded glass craft workers and can be made as easily to remove panels.

Neon Signs
Neon signs first became popular in the late 1920s and 30s, and are a seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will compliment old storefronts. Exterior neon signs are most appropriate for post 1920s 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 displayed during business hours can be used. However sign posts in yards should not be more that 10 feet in height.

Awnings & Entrance Canopies
If storefront awnings are to be used, they should be of a tradition tent style. Internally illuminated, half round hoop, and truncated wedge shaped awning will generally not approved. Awnings should be made of canvas or neoprene impregnated fabric instead of shiny vinyl. Awnings with soffit panels should not be used to allow the structure on the underside of the awning to be exposed. 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.

Security Gates and Bars

The installation of 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 obstructive retractable interior security gates, security devices, alarm systems or unbreakable glazing material are preferred alternative security measures. ***Please note, the listed items are not considered eligible façade cost.***

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 fire escapes, ladders, standpipes, vents, etc. should either be painted to blend with the wall on which it is mounted.

Landscaping & 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 extraordinary architectural character such as a wrought iron fence with masonry piers. Common fences such as stockade, bound-on board, picket and chain link would not be eligible for a façade grant. Planter or retaining walls should be built of materials of the adjacent buildings. Generally, brick or other suitable masonry units would be considered while certain types of interlocking concrete block, landscaping timers, sidewalks, and curbs would not be eligible.