

**Village of Shorewood  
Community Development Authority  
And  
Shorewood Business Improvement District**

## **FACADE IMPROVEMENT PROGRAM**

### **PURPOSE**

This Facade Improvement Program is established to stimulate exterior building improvements to existing commercial buildings in the Central Business District which are sufficient in scope to produce visible changes to the building facades.

### **PROGRAM GOALS**

- ▲ Enhance the attractiveness of the Central Business District.
- ▲ Promote a high level of maintenance for a sustainable commercial area.
- ▲ Promote commercial vitality and increase economic activity.
- ▲ Maintain or improve existing property values in the target area and adjacent areas.

### **TARGET AREA**

The target area for this Facade Improvement Program is the area included within Tax Incremental District #1. Please see the attached map.

It is the intent of this program and its sponsors that grantees follow the Design Guidelines approved in the Master Plan for the Central Business District. Renovations and improvement projects that do not follow these guidelines and zoning code revisions will be prohibited from benefiting from this program.

### **ELIGIBLE ACTIVITIES**

Eligible activities shall include but are not limited to the following:

- ▲ Repair and/or replacement of the original building's materials and decorative details which are deteriorated or missing.
- ▲ Repair of non-original materials which cannot be removed due to deterioration of the underlying original building material.
- ▲ Cleaning of exterior building surfaces.
- ▲ Tuck pointing and masonry repair.
- ▲ Painting.
- ▲ Repair, replacement or addition of entrances, doors, display windows, transoms, or second story windows.
- ▲ Removal, repair and/or replacement of existing signs and awnings.

- ▲ New signs and awnings.
- ▲ Design fees on completed projects.
- ▲ Landscaping improvements and planters.
- ▲ Permanent exterior lighting.
- ▲ Permit fees for completed projects.

### **NON-ELIGIBLE ACTIVITIES**

- ∅ Work on a facade not visible from a public street.
- ∅ Work on a roof.
- ∅ Work done before approval of an Application Agreement for this Facade Improvement Program.
- ∅ Purchase of property.
- ∅ Construction of a NEW building.
- ∅ Fixtures and equipment.
- ∅ Inventory.

### **PROGRAM FUNDING**

This program is established to stimulate superior façade improvements in the Central Business District. Two types of grants are available under the program.

#### Concept Design Grant

This grant will share the cost of developing a conceptual design and cost estimate for improvement of the subject building facade. An approved applicant will receive 90% of the consultant cost for developing the COMPLETED conceptual design and cost estimate up to \$2,000.

#### Facade Improvement Grant

This grant will share in the actual cost of implementing the improvements identified in the conceptual design and cost estimate including the cost to complete final design and construction documents.

An approved applicant will receive an amount equal to 50% of the aforementioned costs up to \$25,000. Amounts above the maximum may be authorized with approval by the Community Development Authority of the Village of Shorewood.

### **APPLICATION PROCESS**

- A. An official application containing all information requested shall be submitted to the Executive Director of the Shorewood BID (Staff) by an Owner/Applicant.
- B. Staff will review the application and will meet with the Owner/Applicant to discuss the concept design process and program agreement.

- C. Staff and/or Owner/Applicant arranges for preliminary consultation with a design professional to ascertain the aesthetic and functional goals of the facade remodeling and determine the potential budget parameters.
- D. Design professional prepares schematic concept elevation of the facade and a cost estimate for approval by Owner/Applicant and Village review process.
- E. Owner/Applicant submits the design proposal to the Village and the Design Review Board for approval.
- F. Owner/Applicant obtains a minimum of two written proposals from experienced contractors to complete the remodeling in accordance with the approved plans and specifications and all applicable laws and submits them to staff for review and approval.
- G. The Owner/Applicant and BID will execute an agreement in which the Owner/Applicant agrees to complete the project within one year. In return, the BID agrees to reimburse the Owner/Applicant for 50% of the cost of the project, up to \$25,000, including the preparation of plans and specifications, upon completion of the project.

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