

SHOREWOOD FACADE IMPROVEMENT PROGRAM

Purpose

Shorewood's Facade Improvement Program was established to stimulate high-quality, exterior building improvements to existing commercial buildings in the Central Business District – improvements that are sufficient in scope to produce visible changes to the building facades.

Program Goals

- Enhance the attractiveness of the Central Business District.
- Ensure 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 the Facade Improvement Program is the area included within Tax Incremental District #1 (all commercial property along East Capitol Drive and North Oakland Avenue).

To take advantage of the program, grantees must follow the design guidelines approved in the Master Plan for the Central Business District. Only renovations and improvement projects that follow the guidelines and zoning code revisions are eligible to benefit from the program.

Who is eligible to participate?

Only commercial properties within the original and expanded TID #1 district are eligible to apply and receive grant money. Properties that are exclusively residential, even though they are located within the



3510 N. OAKLAND AVE.
Improvements include new windows, signage and decorative ironwork.

TID district, are not eligible. Tenants must have permission of the property owner in order to engage in the program, and the Village of Shorewood must grant all appropriate permits and approvals before work can begin.

Eligible Activities

Eligible activities include, but are not limited to:

- Repair and/or replacement of the original building's materials and decorative details that are deteriorated or missing.
- Repair of non-original materials that 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.
- Landscaping improvements and planters.
- Permanent exterior lighting.
- Design fees on completed projects.
- Permit fees for completed projects.

Non-Eligible Activities

- Work on a facade not visible from a public street.
- Work on a roof.
- Purchase of property.
- Construction of a new building.
- Fixtures and equipment.
- Inventory.
- Work done before approval of an application agreement for the Facade Improvement Program.



OFFICES OF TIMOTHY HART, D.D.S AND DR. JESSE SMITH, D.D.S.
1729 E. LAKE BLUFF BLVD.
Improvements include new brickwork, windows and landscaping.

Program Funding

Two types of grants are available under the program.

Concept Design Grant

This grant shares the cost of developing a conceptual design and cost estimate for improvement of the building facade. An approved applicant receives 90% of the consultant cost (up to \$2,000) for developing the completed conceptual design.

Facade Improvement Grant

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

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



SCHRAMM PROPERTIES
2317-2323 E. CAPITOL DR.
Improvements include new windows, blade signs, awnings and brick restoration.



SHOREWOOD
JUST
TWO FEET
FROM
EVERYTHING

In cooperation with the Village of Shorewood CDA (Community Development Authority), the Shorewood Business Improvement District has created a grant program to help property owners upgrade the facade of their business or commercial properties. Since its inception, this grant program has allocated almost \$300,000 to improve Shorewood's storefronts and commercial buildings.



SHOREWOOD PRESS/ROBERT LAURENCE SALON
4060 N. OAKLAND AVE. Improvements include new siding, windows and doors.

FACADE IMPROVEMENT PROGRAM APPLICATION PROCESS

- An official application containing all requested information must be submitted by the property owner/applicant to the executive director of the Shorewood Business Improvement District.
- Staff will review the application and meet with the owner/applicant to discuss the concept design process and program agreement.
- 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.
- Design professional prepares a schematic concept elevation of the facade and a cost estimate for approval by owner/applicant and Village review process.
- Owner/applicant submits the design proposal to the Village and the Design Review Board for approval.
- Owner/applicant obtains a minimum of two written proposals from experienced contractors to complete the remodeling in accordance with the approved plans, specifications and all applicable laws, and submits the proposals to staff for review and approval.
- The owner/applicant and the Shorewood BID executes an agreement in which the owner/applicant agrees to complete the project within one year. In return, the Shorewood 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.

If you are interested in learning more, contact Shorewood Business Improvement Executive Director Jim Plaisted at 414.272.5823 or jim@shorewoodwi.com to schedule an appointment to review the program guidelines and application process.



OAKCREST TAVERN
4022 N. OAKLAND AVE.
Improvements include a new door and windows.



AUNT PEG'S LLC BUILDING
4312-4334 N. OAKLAND AVE.
Improvements to this multi-use building that houses retailers such as Sherwin-Williams, Thirst & Vine and EYEZ boutique include a complete new facade with new windows and awnings.



shorewoodwi.com

SHOREWOOD FACADE IMPROVEMENT PROGRAM

Sponsored by the Village of Shorewood Community Development Authority and the Shorewood Business Improvement District



JUST TWO FEET FROM EVERYTHING

