

Facade Improvement Grant Program

Purpose

The City of Brookfield established the Façade Improvement Grant Program in order to promote renovations to the exterior of commercial buildings within the Village of Brookfield Business District. The program is designed to enhance building appearance, promote a unique sense of place, and preserve individual buildings and the significance of the historic area and business district in total.

Program Goals

1. Provide financial assistance to business and property owners to make revitalization efforts affordable.
2. Improve the attractiveness of The Village with quality design principles that enhance and preserve its historical significance.
3. Maintain and increase existing property values within the target area and the surrounding neighborhood.
4. Promote commercial vitality and increase economic activity.
5. Establish high levels of maintenance for a sustainable commercial district.

Maximum Grant Amount

Awarded grants will cover up to 50% of a business or property owner's total expenses for rehabilitation of building facades with a maximum grant amount of \$5,000. For example, a project that exceeds \$10,000 would still only receive a \$5,000 grant and an \$8,000 project would only be eligible for a \$4,000 grant. **Funds may not be utilized for signage.**

Eligibility

The Façade Improvement Grant Program is available to all commercial buildings located in The Village Area Business District. (See Grant Program Boundary Map)

All applicants must agree to comply with the design guidelines administered by the City of Brookfield Staff. (See Village of Brookfield Design Guidelines)

Ineligible Buildings

Ineligible properties include, but are not limited to the following:

1. Buildings less than 20 years old (Some exceptions may apply)
2. Buildings not within the Village Business District boundary
3. Tax delinquent properties & tax exempt properties
4. Exclusively residential properties
5. Properties in litigation, mediation, condemnation, or receivership
6. Properties with outstanding code violation orders (unless these are corrected as part of the project)

Design Requirements

All Façade improvements must be consistent with the Village of Brookfield Design Guidelines.

The grant program focuses on façade projects that protect the historic integrity of the building and improve the overall appearance of the village area. Building facades should reflect their appearance following their initial construction; however, it is recognized that some buildings may have a different period of architectural significance that supersedes the original construction appearance. Ideal projects will retain or repair original features and use historic materials. For example, repairing a building's original wood siding and masonry would receive grant funds, but covering or replacing these historic materials with new vinyl siding would not qualify.

Projects should draw upon the history and architecture of the building while still reflecting the current use. The intent involves expressing the distinctive character of the building and business district to enhance their overall atmosphere and value, not to recreate a past time in the history of the Village of Brookfield. Creative new uses for existing building stock will be strongly encouraged, as well as contemporary architectural design features compatible with surrounding Village character and design guidelines set by the City of Brookfield staff.

Eligible Activities

Street facing facades are the priority of the program

1. Awnings/Canopies
2. Window Replacement/Repair
3. Materials (Construction)
4. Masonry Work
5. Architectural Detail Replacement/Repair
6. Entrances
7. Permanent Exterior Lighting
8. Landscaping (Must include other significant improvements)
9. Painting/Staining (Must include other significant improvements)
10. Removal of Non-Historic/Non-Original Elements

Funds will only be provided for projects that conform to all Village of Brookfield and WI zoning, permitting, and licensing requirements, along with necessary requests from City of Brookfield staff throughout the approval process.

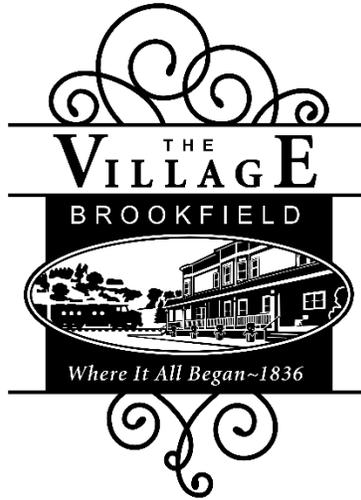
Ineligible Activities

1. Interior Work & Furnishings
2. Side and Rear Rehabilitation (Exceptions may apply)
3. Simple Repainting/Staining Only
4. Signs
5. Roof Repairs (Regular Maintenance)
6. Construction of New Buildings
7. Purchase of Property
8. Equipment
9. Demolition
10. Inventory or Operating Capital
11. Inappropriate Cleaning Methods

12. Structural foundations, billboards, security systems, non-permanent fixtures, interior window coverings, security bars, and awnings considered business advertising.
13. Routine Building Maintenance and Repair (The cost of incidental repairs which neither materially add to the value of the property nor appreciably prolong its life, but keep it in an ordinarily efficient operating condition.)
14. Work done before the approval of an application

Approval Process

1. An official application containing all requested information must be submitted by the property owner/applicant to the Department of Community Development.
2. Staff will review the application and meet with the owner/applicant to discuss the concept design for the project and the process and program agreements for obtaining grant fund approval.
3. The application and its supporting materials will go through appropriate City of Brookfield approval process. It is encouraged that all involved parties attend the necessary meetings involved in the approval process to improve the prospect of receiving grant funds.
4. Upon grant funding approval, the business/property owner must obtain a building permit from the City of Brookfield Inspection Department before the start of construction.
5. All project construction must be completed within one year of obtaining a building permit to receive grant funds.
6. Once construction is completed, owner/applicant must provide any necessary final documentation (detailed costs, receipts, pictures, etc.) requested by the City of Brookfield staff in lieu of grant fund approval.
7. All approved grant funds will be distributed within six weeks of receiving final documentation.



Facade Improvement Grant Program Application

Applicant/Business Owner Name: _____

Applicant Address (street, unit): _____

City: _____ State: _____ Zip: _____

E-Mail: _____ Phone: _____

Business/Property Address: _____

Name of Business: _____

Provide a Brief Description of the Business: _____

Legal Entity of Applicant: Sole Proprietorship Partnership Corporation LLC

Other: _____ *If Applicant is not the Property Owner:*

Property Owner Name: _____

Owner Address (street, unit): _____

City: _____ State: _____ Zip: _____

E-Mail: _____ Phone: _____

Proposed Project Cost Estimates

List the contractors who will be doing the work and a breakdown of the cost estimates for each of the major components of this project. If applicant will be performing the work, attach a supplier's estimate for materials to demonstrate the estimated cost for each component:

Item	Contractor	Estimated Cost
Awning and Canopy		
Entranceway		
Exterior Lighting		
Electrical		
Landscaping		
Painting and/or Staining		
Removal of non-Historic/ non-Original Elements		
Replacement/Addition of Architectural Elements		
Window Replacement		
Masonry		
Exterior Surface Cleaning		
Other (Specify):		

Total Estimated Cost:
Grant Amount Requested:

Proposed Starting Date: ____/____/____ Proposed Completion Date: ____/____/____

Additional Submittal Requirements:

The following check list of materials must be provided along with the application form

- _____ Recent pictures showing the current building conditions.
- _____ Historic photographs and information (if available).
- _____ Description of proposed improvements.
- _____ Scale elevation drawings detailing alterations, colors, materials, architectural additions, and/or other improvements being proposed.
- _____ Contractor cost estimates and contact information.
- _____ If the project is being pursued by a tenant, written approval from the property owner and evidence of leasehold interest must be provided. The property owner must also sign this application.

I have read and understand the process and rules to receive the Village of Brookfield Façade Improvement Grant Program funds. I understand that failure to abide by the outlined process and rules will result in denial of funds. I understand that should the project be found not in compliance with the original application and proposal as submitted and approved, I may be denied issuance of the grant program funds. The undersigned applicant(s) affirms that the information submitted is accurate to the best of my knowledge. If selected to receive funding from the Façade Improvement Grant Program, I will follow all requirements and design guidelines provided by the City of Brookfield.

Applicant

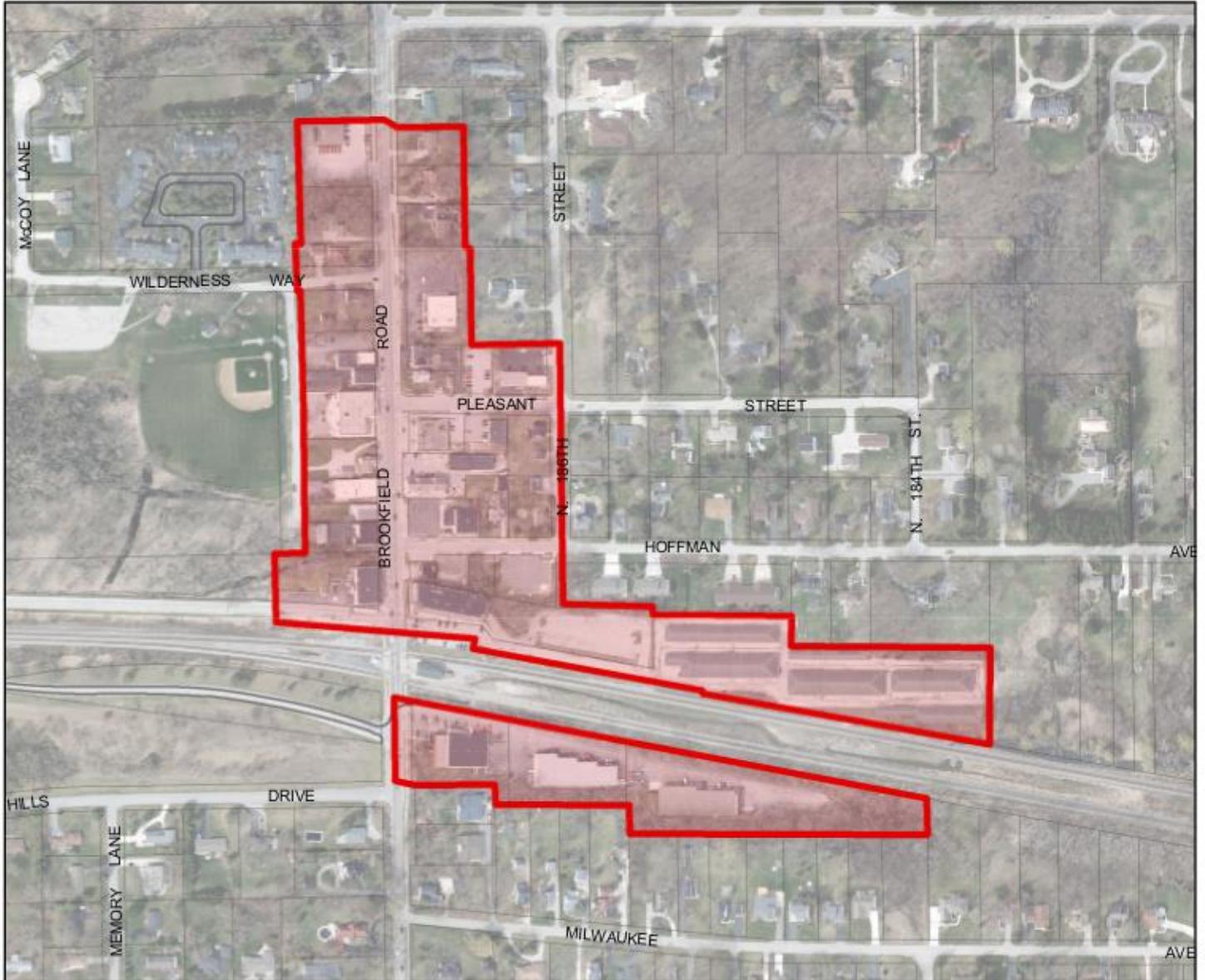
Signed: _____ Date: ____/____/____

Property Owner (if not the above)

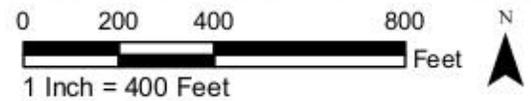
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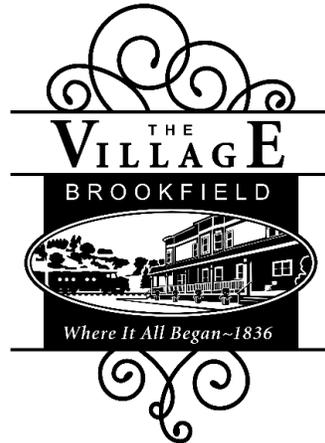
THE VILLAGE BROOKFIELD

Facade Improvement Grant Program Boundary



 Eligibility Area





Village of Brookfield Design Guidelines

Intent

The Village of Brookfield Design Guidelines outline the standards that should be followed when renovating commercial buildings in the Village of Brookfield Business District using funds acquired through the Façade Improvement Grant Program. These guidelines take into consideration the neighborhood's context and historic character in determining the most appropriate design solution to the renovation. The guidelines encourage architectural features, including but not limited to, styles that embody the design of rail depots of the early 20th Century. For some buildings, this will help to create a motif for the Village of Brookfield that includes: overhangs with exposed brackets; large store-front window openings along the street; wood and masonry façade compositions; and shaded or covered setbacks, porches/porticos, and ground floor windows and entrances. Although these guidelines provide specific outlines for design, every building and project is unique and consideration will be taken outside the following standards on a case by case basis.

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 on the ground level floor. 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 incorporate a more open façade renovation with large window treatments that allow views into the commercial/retail space from the street. Opaque, reflective, 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, or upper facades should be repaired or replaced to match or be compatible with the existing materials and design of the building not being repaired or replaced. If an existing storefront is to be replaced, the new storefront should include a bulkhead panel with high-quality design and materials, large glass display windows, a glazed transom surmounted by a storefront overhang with exposed brackets (where appropriate to the building), and a storefront door with partial or complete glazing. This new storefront should fill the full height of the building's original masonry opening or structural first floor equivalent.

Masonry

Unpainted masonry should not be painted or covered by another cladding material. Previously painted masonry, however, may be repainted. 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. 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 original 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 fit the original window openings. Creating additional openings larger or smaller than the existing opening sizes, disregarding the modular/spacing of openings and architectural elements, 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 should be avoided.

Trim and Ornamentation

All historically significant 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. Additions of new ornamental features should fit the rail depot motif of the Village of Brookfield requiring, at a minimum, high-quality materials that do not include hard foams, plastics, or imitation composites.

Awnings and Entrance Canopies

High quality, structurally fixed canopies of wood and/or metal construction are the preferred design method for storefront-overhang renovation. If storefront awnings are the only feasible option, 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. Custom canopies and awnings may be approved if sensitively designed to enhance a new storefront design.

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. Excessive and/or extreme levels of illumination should be avoided to reduce light pollution.

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. Other colors may be used on these elements provided they fit the building's overall paint and color schemes and the surrounding context.

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 and may not be code compliant. Planters or retaining walls should be built of materials that complement the materials of the adjacent buildings. Generally, suitable masonry units would be considered while certain types of interlocking concrete block and landscaping timbers would not be eligible.

Rail Depot Motif Architectural Detail Examples

