



DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

STOREFRONT FACADE GRANT PROGRAM

**2010
PROGRAM GUIDE**



419 Pelissier Street
519-252-5723

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The Downtown Windsor Business Improvement (DWBIA) Facade Improvement Grant Program (FIGP)

This guide has been developed to help business building owners and operators easily determine if their proposed building facade improvements meets the requirements of the DWBIA's FIGP.

The DWBIA has established these guidelines to provide a framework and standard of quality for the buildings within its district.

This approach utilizes consistent standards that can be employed for both new and used buildings.

If these guidelines are followed correctly, business owners and operators can take advantage of grant programs that are available through the DWBIA.

As more buildings within our district are renovated, they improve the overall image of the DWBIA as a pleasant, safe, clean and desirable place to conduct business activities.

The physical character of downtown Windsor contributes to the overall image of our community for its residents, guests and clients. Studies have shown that thoughtful design improvements lead to greater sales for business.

The DWBIA's Facade Improvement Grant Program is administered by a special group administered under the auspices of the DWBIA's Development Committee. This group is made up of DWBIA Board members and administration, as well as downtown Windsor business and property owners and residents, some of whom have design expertise, and those who simply want to improve the physical appearance of the district.

For more information regarding the process for your application, please contact our office at: 519-252-5723.

Frequently Asked Questions

What is the Façade Improvement Grant Program?

A Downtown Windsor Business Improvement Association program that provides grant money for building and business owners to improve their building façade. Fresh Fronts provides up to \$15,000 for approved Façade Improvements.

How does it work?

1. Property owner or tenant reviews these guidelines.
2. Property owner or tenant submits an application (available online or at our office) to the DWBIA outlining the planned façade improvements.
3. Application is reviewed by the DWBIA Review Committee and is accordingly approved or declined, based on criteria established by the committee.
4. A Letter of Understanding outlining all terms and conditions must be signed by the tenant and landlord prior to final approval by the Review Committee.
5. The DWBIA issues payment to successful applicants after completion of the agreed upon work, within the established deadline.

Approved funding is provided for up to **50% of the eligible project costs to a maximum of \$10,000 for non-corner properties and \$15,000 for corner properties.**

The maximum funding provided by the DWBIA is \$10,000 for non-corner properties. A corner property is eligible for a maximum funding of \$15,000, provided improvements are proposed for both the front and corner-side wall of the building facing a public road or pedestrian right-of-way.

What buildings are eligible?

All member properties within the DWBIA boundaries as defined by the City of Windsor.

For the purposes of this program, a property is defined by a storefront address or a business license.

How do I qualify?

You must be the owner of the property used for commercial purposes at street level or be a tenant having the written permission of the property owner.

You must have submitted an application and all required background information to the DWBIA.

You must not start your improvement project before the application is approved by the DWBIA.

You have not received the maximum commercial façade funding for your property in the previous 10 years.

You must have read the DWBIA Conflicts of Interest Policy and disclosed any possible conflict of interest on your application form.

Retail businesses are encouraged to apply.

Multiple businesses within the same block are encouraged to apply.

Do I need to hire an architect?

The DWBIA strongly recommends that all applicants utilize the services of an architect or designer. The DWBIA will reimburse architects fees, up to \$500.00, for successful applicants only.

When would I receive the grant?

Upon completion of the façade improvements to the satisfaction of the Executive Director and; receipt of proof of payment of all invoices i.e. photocopies of all invoices stamped 'paid' or photocopies of cheques or credit card receipts relating to the façade improvements by the Executive Director and; submission of photographs of the building façade after the façade improvements have been completed.

What improvements are eligible?

It is mandatory that applications follow the Downtown Windsor Storefront Façade Guideline Manual and must represent **at least ONE** of the eligible façade improvements mentioned below:

- Brick cleaning façade treatments such as power washing
- Exterior painting
- Replacement of doors & windows
- Replacement and/or repair of cornice, parapets & other architectural features

- Repair & replacement of awnings or canopies
- Repair and / or re-pointing of façade masonry
- Re-facing of facade
- Installation and improvement of signage
- Installation of exterior decorative lighting and upgrading of existing fixtures on external façade
- Redesign of storefront

Other improvements agreed to by the Review Committee.

What improvements are NOT eligible?

Applications for properties that currently have but do not address the following critical elements will be ineligible for the grant program. Applications which incorporate the following critical elements will be ineligible for the grant program.

Windows:

- Mirrored, tinted, plexiglas windows (vinyl or aluminum siding)
- Fitting original window with glass block
- Broken or boarded windows “bricking up” existing window openings
- Plexiglas windows flashing, pulsating, dynamic lighting
- Broken or boarded windows

- Painting over old signage
- Box-type backlit signage
- Flashing Signs
- Dilapidated or damaged parapets
- Overhead door
- Residential garage doors
- Solid doors

Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Display Windows	Retain original character	YES	
	Illuminate storefront windows at night	YES	
	Laminated glass instead of security gates	YES	
	Visual access of interior spaces	YES	
	Consistency of design and proportions	YES	
	Removing or converting windows		NO
	Mirrored, tinted, Plexiglas windows		NO
	Filling original window with glass block		NO
	Filling display windows with opaque material		NO
	Bars or security gates		NO
	Broken or boarded windows		NO



Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Upper Windows	Re-open blocked or covered windows	YES	
	Original character should be retained	YES	
	Consistency of design and proportions	YES	
	Match original style such as double hung, casement or awning	YES	
	Removing or covering windows		NO
	Mirrored, tinted, Plexiglas windows		NO
	Filling original window with glass block		NO
	Broken or boarded windows		NO
	Sliding sash windows, if not original		NO
Transoms	Retain original character	YES	
	Cover or filling transoms		NO
	Filling transom with glass block, masonry		NO
	Back-lit signage		NO



Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Bulkheads	Retain original character	YES	
	Filling bulkhead with plywood or rough wood		NO
	Using aluminum, vinyl, imitation brick/stone		NO
Entrances	Retain original character	YES	
	Maximize glass	YES	
	Visual access of interior spaces	YES	
	Barrier free entrances	YES	
	Hardware coordinates with storefront design	YES	
	Restoration of recessed entry flooring/walls	YES	
	Using stock residential doors		NO
	Filling door openings with opaque material		NO
	Exterior bars or security gates		NO
Large Building	Majority glass without signage material	YES	
	Doors that open to the floor	YES	

Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Openings	80% glass (majority of glass without signage material)	YES	
	French sliders in any district	YES	
	French bi-folds in any district	YES	
	Residential garage doors		NO
	Solid doors		NO
	Residential sliding glass doors		NO
Parapets	Parapet design complements façade	YES	
	To add interest utilize creatively contemporary façade design	YES	
	Radically altering an historic building's aesthetic		NO
	Fake "historic" pediments on an otherwise contemporary facade		NO

Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Signage: General	Retain original character of historic signs, if any	YES	
	Professionally designed signage	YES	
	Professionally hand painted signage	YES	
	Directional lighting for wall mounted and/or projecting signage	YES	
	Design & colour to complement façade	YES	
	Radically altering an historical building's aesthetic		NO
	Visually cluttered signage		NO
	Temporary signs		NO
	Signs that obscure more than 15% of glass		NO
	Box-type, back lit signage		NO
	Flashing signs		NO
	Large roof top or billboard-like signs		NO
	Large, internally lit projecting signs		NO
	Exposed conduit		NO

Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Signage: Content	Coordinated signage for multiple tenants	YES	
	Professionally designed signage	YES	
	Signage colour complements façade	YES	
	Professional hand painted glass signage	YES	
	Professional vinyl letter for glass signage	YES	
	Visually cluttered signage		NO
	Addresses listed on awnings		NO
	Product names on awning		NO
	Painted signs over original brick		NO
	Phone numbers listed in signage		NO

Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Colour	Coordinated colour scheme	YES	
	Harmonious with existing building materials	YES	
	Subdued colour schemes	YES	
	Painting non-painted masonry		NO
	Harsh or garish colours		NO
	Harsh chemical cleaning of existing materials		NO
Materials	Retain original character; coordinated and simple material scheme	YES	
	Harmonious with existing building materials	YES	
	Use of permanent material (stone, steal, metal, glass)	YES	
	Matching new brickwork to existing brick	YES	
	Highly durable material in heavy traffic areas	YES	
	Preserve existing window openings	YES	
	"Re-opening" blocked up windows	YES	



Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Materials (cont.)	Painting non-painted masonry		NO
	Concrete block		NO
	Applied false-brick veneer		NO
	Vinyl or aluminum siding		NO
	Too many different materials		NO
	"Bricking up" existing window opening		NO
	Covering historic building features		NO



Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Exterior Lighting	Appropriate to building's style	YES	
	Prevent glare and minimize light beams	YES	
	Highlight building elements	YES	
	Indirect, shielded lighting	YES	
	Coordinated lighting scheme	YES	
	Original Character should be retained	YES	
	Flashing, pulsating, dynamic lighting		NO
	Overly bright lights		NO
	Domestic fixtures		NO
	Nationally distributed neon signs		NO

Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Awnings	Coordinated colour scheme	YES	
	Harmonious with existing building materials	YES	
	Consistent with building character	YES	
	Shed-type	YES	
	Segmented awnings on wide façade	YES	
	Coordinated awning for multiple storefronts	YES	
	Directly attached to building façade	YES	
	Canvas and fire resistant materials	YES	
	Vinyl or plastic		NO
	Residential style		NO
	Concealment of façade details		NO
	Internally lit awnings		NO
	Barrel vault or “bubble” type awnings		NO
	Curved awnings		NO
	Shiny, high gloss, or translucent materials		NO
Signage upon the awning		NO	
Metal strip or molded plastic awnings		NO	

Facade Improvement Grant Program Checklist

Design Element		Acceptable	Not Acceptable
Landscaping	Coordinated colour scheme	YES	
	Well-designed planter boxes	YES	
Menu Boards	Wall mounted professional constructed	YES	
	Professionally hand painted or lettered	YES	
	Glow-in-the-dark letters		NO