

Incentive Program

Lake View East Chamber of Commerce

Façade Incentive Program

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Façade:

Boundaries of Lakeview East:

(north side of Diversey from Sheridan to Halsted, Halsted from Diversey to Belmont, Clark from Diversey to Barry, Belmont from Sheridan to Halsted and Broadway from Diversey to Grace)

(noun): the entire exterior front surface of a building from sidewalk grade to the roof line

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H. Colors

Choose colors carefully, and coordinate building colors with sign colors. Neutral colors like whites, grays and beige bring out the most detail. Colors like browns and blacks cover defects and conceal details. Do not use too many colors, as only one or two give the best effect. Use blue, green, red, yellow and orange sparingly, and limit use to entry and door details.

I. Windows and Doors

Windows and doors should be tight and have sashes of proper size and design. Window frames with rotten wood, broken joints or loose mullions should be replaced. All broken and missing windows should be replaced with new glass. Display windows, entrances, signs, lighting, sun protections, etc., should be compatible and harmonious with the original scale and character of the structure. No storefront should be covered or boarded up. No security gates of any kind will be allowed. The Chamber and police department recommends electronic security systems. If existing security gates or bars are present, they will need to be removed. Lighting of display windows and the façade is encouraged during evening hours and at times agreed upon by the Lake View East Chamber of Commerce.

V. MISCELLANEOUS IMPROVEMENTS

A. Parking Lots

Parking lots facing shopping streets and serving adjacent stores may be eligible for landscaping, lighting and decorative fences along the edges that screen or buffer the area from pedestrian shoppers. Such lots must receive special approval from the Lake View East Chamber of Commerce to participate in the program. Parking lots facing side streets only, or not visible from the main shopping street, are not eligible under the program.

B. Wall Murals and Graphics

Wall murals and graphics can be attractive improvements to a building and also to an overall shopping area. Murals and graphics also can help establish a unique identity and manage for a business. If the side of a building, proposed for a graphic or mural, is highly visible from the main shopping street, such art work may be considered an eligible expenditure.

C. Softscape Improvements

The Chamber will fund 100% of approved softscape improvements. For a listing of available and approved softscape elements please contact the Chamber office.

VI. PERMIT INFORMATION

A. Building Permits

1. A building permit is issued by the Building Department, City Hall Room 800, 121 N. LaSalle Street, to assure compliance with the Chicago

Building Code which establishes minimum health safety standards for all construction in Chicago. Permits are required for all additions, alterations and new construction. Permits are also displayed for some repair work. Building permits should be clearly displayed at all construction sites.

2. For facade improvements only, there is no need for architectural elevations; an architect's design sketch would suffice. In cases where a substantial amount of work is to be done, such as structural changes, installation of new window framing, or a change in the size of windows, the Building Department would require a set of architectural drawings (312-744-3449).
3. For concrete work, a licensed mason contractor should obtain a building permit. Replacing windows, storefronts or a change in the number of doors and windows would require a building permit.

B. Barricade Permits

1. As applicable to the Facade Incentive Program, a permit is required for setting up a barricade for work. This is handled by the Street Permit Section, Building Department.
2. Tuck Pointing and cleaning of brick masonry normally do not require a permit, but if public safety is involved, a barricade permit should be secured.

C. Awnings and Canopies

Awnings and canopies that extend two feet or more over the public right of way necessitate a permit from the Compensation Unit of the Department of Revenue, 333 South State Street, Room LL30, 312-747-3824. After securing a canopy permit application from the Bureau, and obtaining the signature of the local alderman from the applicant submits the completed applications to the Department of Revenue for further processing. These permits can only be issued after the passage of an enabling ordinance by the City Council. (Allow twelve weeks for issuance of the permit). A permit for an awning, or canopy, that extends less than two feet over the public right of way, can be secured through the Building Department.

D. Electrical Permits

Electrical permits are secured by a licensed electrical contractor for light fixtures, neon signs and lighted window displays (312-744-3449)

For further information, contact the Lake View East Chamber of Commerce staff at 773-348-8608.

I. INTRODUCTION

The Lake View East Facade Incentive Program is designed to promote and revitalize the Lake View East Commercial retail buildings. It is managed by the Lake View East Chamber of Commerce and is funded solely by the Special Service Area #8. The Program provides financial and technical assistance to the owners and tenants of buildings that have street level commercial retail space within the published Special Service Area #8 boundaries, (north side of Diversey from Sheridan to Halsted, Halsted from Diversey to Belmont, Clark from Diversey to Barry, Belmont from Sheridan to Halsted and Broadway from Diversey to Grace – please see map, inside cover). Rebates are provided in recognition of the significant impact storefront improvements have on the appearance and marketing of the Lake View East commercial area. The applicant receives a rebate after his/her project is completed, all costs related to the project have been paid and adequate documentation has been submitted to the Lake View East Chamber of Commerce. Funding is limited, however. Applications will be considered in the order they are received. Projects must be completed in the 180 day time frame and within the same calendar year. Failure to do so will result in applicant's rebate being canceled. This booklet provides a detailed explanation of the Lake View East Facade Incentive Program

II. ELIGIBILITY

A. Eligible Applicants

Owners and tenants (with owner's written consent) of street level commercial/retail property, located within the SSA #8 taxing boundaries, may apply (Please see map). All applicants must submit proof of property tax payment.

In cases where the owners of free standing franchise businesses apply to the program, each case will be reviewed individually. In such cases, applicants may need special permission to deviate from franchise agreement design guidelines. The ability of such applicants to comply with Lake View East Facade Incentive Program's design guidelines will have a significant bearing on acceptance into the program.

Any applicant having participated and completed a project at a specific location or business under the program will not be eligible for similar improvements for a period of five (5) years. Any change in the ownership of a property participating in the program after the issuance of a rebate, will result in the removal of that project from the program. The prior and subsequent owners/applicants of the property shall be ineligible to receive a rebate for that project.

B. Eligible Improvements

Improvements under the Lake View East Facade Incentive Program may include: complete facade renovation, restoration, exterior lighting, new sign, graphics, windows, doors, awnings, and other relevant improvements as approved by the Committee. All

proposed improvements and rehabilitative work will be subject to the review and approval process by the Lake View East Chamber of Commerce. The proposed improvements also must be reviewed by other City of Chicago departments to assure compliance with City of Chicago zoning and building code requirements, and any other local and state laws and ordinances, if applicable, new construction will be deemed eligible after five (5) years.

C. Eligible Expenditure

Approved applicants who plan to install over \$1,000 of exterior storefront improvements are eligible for a rebate of 60% of the approved cost. The improvements must have a positive and significant impact on the commercial area. The rebated amount shall never exceed \$6,000 per store front, or a maximum of one rebate per (25) twenty five linear feet if multiple store fronts of different businesses. A business shall not be entitled to more than two (2) storefronts. It is at the Board's discretion to approve any variances for special requests to this program.

Positive and significant impact defined: Changes that are apparent from the commercial street such as: adding additional square footage to storefront, changing window or door style, size or material type, and reconfiguring traffic pattern of an entry way or window local.

Storefront defined: as a commercial retail business that has direct and immediate pedestrian access from the public way. In cases here several businesses share a common entrance, only the entrance shall be credited as a storefront.

The goal is to concentrate on street level improvements, but upper level improvements may be approved if it has significant impact on the street appearance. This will be subject to review by the Lake View East Chamber of Commerce. Professional, legal, architectural and city permit fees may be included in the total storefront improvement cost. Where the applicant serves as a contractor or supplier will not be considered as an eligible expenditure. Also, in cases where the applicant serves as the contractor, two additional estimates from other contractors will be required for the cost evaluation of the project.

The Chamber requires applicants to submit three (3) sets of cost estimates for review, and reserves the right to reject questionable estimates. Projects whose total cost is estimated at \$3,000 or less need to submit one (1) bid for the project instead of three (3); subject to approval and possible request for additional bids from the Board.

III. PROJECT SEQUENCE

A. Application Phase

An Applicant Must:

1. Submit application form completed in its entirety. Applicant is required to attend Facade Incentive Committee meeting to present the scope of the

project. Please use the Chamber issued form at the end of this packet.

2. Submit three (3) sets of cost estimates for projects over \$3,000.00 and for projects under \$3,000.00 submit one (1) set of cost estimates. All cost estimates should be itemized.
3. Submit a \$50 non-refundable processing fee in the form of a check or money order, made payable to the Lake View East Chamber of Commerce.
4. Submit photos of the existing building and area surrounding the proposed project.
5. Submit a written authorization from the property owner, if different from the applicant. The authorization must state that the applicant has the authority of the building owner to make the proposed improvements and participate in the program. *(Use enclosed form in application).*
6. Applications will be considered in the order they are received.

If the application is providing his/her own designs, please submit the following subject to Lake View East Chamber of Commerce Design Guidelines:

- a) Design drawings which graphically indicate the proposed improvements. Drawings must include all elevations, dimensions and other appropriate measurements and information.
- b) Project specifications, including color samples, designs for awnings and/or signs.
- c) The detailed itemized cost estimates from one to three (1-3) contractors must include color samples, material samples, and awning and sign designs.

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- a) Design drawings which graphically indicate the proposed improvements. Drawings must include all elevations, dimensions and other appropriate measurements and information.
- b) Project specifications, including color samples, designs for awnings and/or signs.
- c) The detailed itemized cost estimates from one to three (1-3) contractors must include color samples, material samples, and awning and sign designs. The Lake View East Chamber of Commerce reserves the right to reject questionable estimates. If any cost is incurred in securing estimates, that cost also may be included as an eligible expense, if the application is approved.

B. Approval Phase

Once the application has been submitted in its entirety, the Image and Development Committee reviews them. The applicant or representative must present the project to the Image and Development Committee. Applications are approved by the full Lake View East Chamber of Commerce's Board of Directors. If the Board approves an application, a Construction Approval Letter will be

written. This letter will serve as the formal agreement between the Lake View East Chamber of Commerce and the applicant. The letter will also authorize the applicant to begin construction and will indicate the potential maximum rebate the applicant will receive if the proposed work is completed. The applicant must complete the improvements in 180 days of the date of the Construction Approval Letter. Under no circumstances is the applicant to begin construction before the issuance of the Construction Approval Letter.

C. Inspection Phase

Upon completion of the work, the applicant is to send the Lake View East Chamber of Commerce a letter certifying that fact, copies of required permits and contractor's affidavit filled out and notarized.

Note: All of the above should be submitted together in one package.

If the documentation is in order, the Lake View East Chamber of Commerce will conduct a field inspection. The inspection ensures the applicant's compliance with the Cost Estimate Letter and the designs previously submitted.

D. Rebate

Upon submission of detailed costs documentation, cancelled checks, bills, copies of building permits and original contractor's final waivers lien and all work is complete according to design specification, the Lake View East Chamber of Commerce will authorize a rebate check for the participant. Because funds for a project cannot be reserved indefinitely, your rebate will be subject to cancellation if not completed by the deadline. In approximately two (2) to four (4) weeks the applicant can pick up their check from the Chamber office. Rebate checks not cashed after ninety (90) days will be null and void. Lake View East Chamber of Commerce reserves the right to delay payment in current application year for limited budgetary reasons. All applicants will be paid based on budgeted funds available. A public legal notice will be made in order to enforce conditions of the Lake View East Chamber of Commerce's Façade Program.

IV. IMPROVEMENT GUIDELINES

A. Façade

The façade is the entire exterior front surface of a building from sidewalk grade to the roof line. Material used for the renovation of the façade should match, or be compatible, with the original materials and the design of the building. Avoid mixing materials and avoid imitations of materials. Solid or permanently enclosed or covered storefronts are prohibited, as are window treatments which significantly decrease the amount of window area. All damaged, or otherwise deteriorated elements of storefronts, display windows, entrances, upper façade or upper signs should be repaired or replaced. Additions to a building should use materials similar to those used in the existing building (i.e.: matching size, color and texture of original materials).

Each building unit, whether existing or proposed, should be an integral element of the total site design. It should reflect and complement the character of the surrounding area.

B. ADA Compliance

In order to insure people's access to purchase goods and services, all applicants who participate must meet, at the minimum, accessibility standards as put forth by the American's With Disabilities Act (ADA) prior to receiving rebate. If awning or canopies exist, or are to be installed, they shall comply with all current and local ordinances. In cases where parking lots are involved in the project, and the parking is to be utilized by the program, a minimum of two parking stalls shall be made accessible to the disabled, and appropriately marked for that use only. These parking stalls shall be adjacent to each other. Each shall be a minimum of sixteen (16) feet in width, including the combined width of two designated access isles. There shall be designated access isles located on each side of the parking space. Each designated access isle shall have a minimum width of four (4) feet. The length of these parking spaces shall be nineteen (19) feet. If the parking element of a project involves over 50 spaces, additional accessible parking spaces will be required as determined by the Lake View East Chamber of Commerce.

C. Cleaning Masonry

Brick and stone are not to be sandblasted, since these materials are porous and can be damaged. Such materials should only be chemically cleaned or steam cleaned. Specifications regarding the cleaning of historic buildings shall be submitted as part of the contractor's proposal.

D. Tuck Pointing

Masonry surfaces should be properly tuck pointed to avoid moisture seepage and excessive wear on the masonry. New mortar should be compatible with color/texture and form of original mortar. With historic buildings, specifications must be submitted with the contractor's proposal.

E. Exterior Lighting

The use of lights to illuminate building facades is highly encouraged and may be done with projecting, or concealed, fixtures. Such fixtures should be inconspicuous and harmonious with the building's design. All fixtures, receptacles and equipment should be in accordance with the City of Chicago Building Code and public Way Ordinance, and all required permits must be obtained by the applicant.

F. Signs

A sign's major purpose is to identify a business and not advertise its merchandise and services. Signs should not be large and overbearing, or cluttered with excessive information. They should be simple, and should be coordinated with neighboring signs. Randomly located signs, signs containing too much information, the use of many signs, and signs that are too large for individual shops and com-

pact neighborhood shopping areas are too often hard to read and easily missed by pedestrian shoppers and drivers. Such signs can give local shopping areas a cluttered, confusing image and must be removed and replaced by awnings that display business name and phone number or replaced with a sign that is fixed against the face of the storefront above the display window. All brackets and supports supporting the projecting sign must be removed to the surface of its origin. Simple signs and their consistent size and location from one storefront to the next, make locating businesses easier for pedestrians and drivers. Signs should be placed on the horizontal bank, above the first storefronts, or in the panel located over the display windows. The signs shall be no larger than 3' x 3' (36" in circumference). The arm of the sign or supporting apparatus shall not be longer than 12" from the building. All signs must be approved by the Commission. A schematic of all signs shall be submitted with your application. Blinking or neon signs, portable, large, upper façade, monument and halogen signs are strictly prohibited; special consideration will be made for public parking garages and entertainment venues. Roof top signs on or above the parapet or cornice of the building, billboards, and other outdoor advertising signs painted or mounted on structures, except as otherwise described, are prohibited. All projecting signs are prohibited. Exceptions of an aesthetic or historic nature shall be considered for approval on a case by case basis.

Sign colors should be coordinated with colors of the building. Sign size should be compatible with the scale of the applied and surrounding buildings. Where sign lettering is to be placed on windows, small letters should be press-on vinyl or painted, printed, marked, stamped or otherwise applied upon the awning. All sign lighting elements, such as switches and panel boxes, should be concealed from view as much as possible. Old signs, unused support structures, and empty electrical conduits should be removed. Projecting sign removals and related expenses will be funded 100%. All other removals will fall under the 60/40 policy.

Temporary signs should advertise short-term sales only. Such signs should not be placed on any part of a building except in display windows, and should not occupy more than 25% of a window area. It is easier for shoppers to read a few simple well-placed sale signs than to try to read a display window cluttered with many signs.

G. Awnings and Canopies

Awnings and canopies can be attractive improvements to a store-front, and a good location for the store's name. They also provide shelter from the sun and rain. Cloth awnings are recommended. Metal, vinyl, and wood type canopies are prohibited. Also, both awnings and canopies should not be less than seven feet six inches (7'-6") above grade, and should be installed against the building. All awnings and canopies must be authorized by the Compensation Unit of the Department of Revenue, since they project over the public right-of-way. Fixed shingle canopies and mansard roof type canopies, whether permanent or temporary are prohibited.