



136 North Monroe Street  
Waterloo, WI 53594  
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[www.waterloowi.us](http://www.waterloowi.us)

## **A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

Date: April 18, 2023  
Time: 6:00 p.m.  
Location: Municipal Building, 136 North Monroe Street

- 1) CALL TO ORDER, PLEDGE OF ALLEGIANCE & ROLL CALL
- 2) MEETING MINUTES APPROVAL: March 16, 2023
- 3) UPDATES & REPORTS
  - a) Non-Metro Connections Update
  - b) Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600
  - c) Blight Blue and Whitelist
  - d) Business Association Liaison Report, (contact undetermined)
  - e) School District Liaison (contact undetermined)
- 4) OLD BUSINESS
- 5) NEW BUSINESS
  - a) Downtown Master Plan – Action Plan
  - b) Recommendation from Council to review Façade grant approval procedure.
  - c) Discussion regarding land for sale. [NOTE: The CDA may meet in closed session per Wis. Stat. 19.85 (1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Upon concluding a closed session, the Committee will reconvene in open session.
- 6) CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a) Annual Calendar
- 7) ADJOURNMENT

Jeanne Ritter, Clerk/Deputy Treasurer

**Community Development Authority:** Soter, Petts, C. Kuhl, A. Kuhl, Hudson, O'Connell, Zimmermann, and School District Superintendent Brian Henning as non-voting School District liaison  
Posted, Mailed and E-mailed: 04/14/2023.

Please note it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may attend the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noted. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

**WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: March 21, 2023**

Digital audio files are archived with these written minutes additionally serving as the official record.

1. PLEDGE OF ALLEGIANCE, ROLL CALL AND CALL TO ORDER. CDA Chair O'Connell called the meeting to order at 6:00 p.m. Members present: C. Kuhl, A. Kuhl, O'Connell, Soter, Hudson and Petts. Remote: none Absent: Sharpe and the non-voting member from School District and Business Association. Others in Attendance or remote: Everett Butzine, Steve Parker, Maureen Giese, Don Nell, Fran Gartner, Tim Thomas and Clerk Ritter.
2. MEETING MINUTES APPROVAL: With changes. MOTION: With changes Soter absent A.Kuhl present [A. Kuhl/Petts] VOICE VOTE: Motion carried.
3. UPDATES & REPORTS.  
  
Motion to move 3a. to after 5 e. Motion [Kuhl/Petts] VOICE VOTE: Motion carried.
  - a. Non-Metro Connections – reviewed March update
  - b. Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600.
  - c. Blight Blue & White list
  - d. Business Association Liaison Report. none
  - e. School District Liaison. none
4. OLD BUSINESS - none
5. NEW BUSINESS
  - a. Waterloo Business Association rental of Maunesha Business Center – Steve Parker spoke on behalf of the WBA. They would like to rent business center up to 10 days a month for \$100 a month. Will submit agreement. Motion [C.Kuhl/O'Connell] VOICE VOTE: Motion carried.
  - b. Fran Gartner pop-up rental of Manuesha Business Center. Fran would like to rent business center 3 days every other month for her pop-up stain-glass retail business. Charge would be \$50 for the month. Motion [O'Connell/A. Kuhl] VOICE VOTE: Motion carried.
  - c. Downtown Development Plan Review. Downtown Master plan is currently a concept to work off of. Butzine will be presenting an action plan to the CDA next month so steps can be taken to implement plan.
  - d. Offer to Purchase One Acre 333 Portland Road by RTG Enterprise LLC Committee to give Griffin a 90 day freeze to work out details of purchase. Motion [Petts/O'Connell] VOICE VOTE: Motion carried.
  - e. Recommendation from Council to review Façade grant approval procedure. Committee would like to see other communities and how they process façade grants at next meeting.
6. CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a. Annual Calendar
7. ADJOURNMENT. MOTION: [C. Kuhl/A. Kuhl] VOICE VOTE: Motion carried. Time: 7:19 pm.

Attest:

Jeanne Ritter  
Clerk/Deputy Treasurer

# CITY OF WATERLOO

BALANCE SHEET  
MARCH 31, 2023

## 412-TIF DISTRICT 2 FUND

### ASSETS

412-11100	TREASURER'S CASH	514,766.23	
412-15800	DUE FROM AGENCY FUND TAXES	( 36,104.16)	
	TOTAL ASSETS		478,662.07

### LIABILITIES AND EQUITY

#### LIABILITIES

412-26100	DEFERRED REVENUE	( 36,104.04)	
	TOTAL LIABILITIES		( 36,104.04)

#### FUND EQUITY

412-34300	FUND BALANCE	544,175.56	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	( 29,409.45)	
	TOTAL FUND EQUITY		514,766.11
	TOTAL LIABILITIES AND EQUITY		478,662.07

# CITY OF WATERLOO

BALANCE SHEET  
MARCH 31, 2023

## 413-TIF DISTRICT 3 FUND

### ASSETS

413-11100	TREASURER'S CASH	119,653.70	
413-15800	DUE FROM AGENCY FUND TAXES	( 52,149.57)	
	TOTAL ASSETS		67,504.13

### LIABILITIES AND EQUITY

#### LIABILITIES

413-26100	DEFERRED REVENUE	( 52,149.69)	
	TOTAL LIABILITIES		( 52,149.69)

#### FUND EQUITY

413-34300	FUND BALANCE	68,445.42	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	51,208.40	
	TOTAL FUND EQUITY		119,653.82
	TOTAL LIABILITIES AND EQUITY		67,504.13



# CITY OF WATERLOO

BALANCE SHEET  
MARCH 31, 2023

## 414-TIF DISTRICT 4 FUND

### ASSETS

414-11100	TREASURER'S CASH	99,197.24	
414-15800	DUE FROM AGENCY FUND TAXES	( 36,235.70)	
	TOTAL ASSETS		62,961.54

### LIABILITIES AND EQUITY

#### LIABILITIES

414-26100	DEFERRED REVENUE	( 36,235.70)	
	TOTAL LIABILITIES	( 36,235.70)	

#### FUND EQUITY

414-34300	FUND BALANCE	76,292.22	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	22,905.02	
	TOTAL FUND EQUITY		99,197.24
	TOTAL LIABILITIES AND EQUITY		62,961.54

## TID 5 EXPENSES - PAID FROM TID 2

DATE OF INVOICE	VENDOR	DESCRIPTION	PAID DATE OF INVOICE	NOTES	AMOUNT	0	CHECK # *
December 31 2022	APG PF SW	TID 5 W/ MAP	January 24 2023		\$457.65		#55888
January 17 2023	NON-METRO CONNECTIONS LLC	TID 5 CREATION	January 24 2023	RESOLUTION #2022-34	\$5,000.00		#55597
January 31 2023	APG PF SW	TID 5 W/ MAP	February 10 2023		\$457.65		#55656
February 8 2023	NON-METRO CONNECTIONS LLC	TID 5 CREATION	February 21 2023		\$9,969.00		#55716
February 28 2023	APG PF SW	TID 5-NOTICE OF MEETING	March 7 2023		\$31.75		#55753
March 21 2023	ST OF WI-DEPT OF REVENUE	TID CREATION	MARCH 21 2023	NEW TID CREATION	\$1,000.00		EFT
March 22 2023	NON-METRO CONNECTIONS LLC	TID 5 CREATION	March 24 2023		\$8,000.00		#55834
March 23 2023	AXLEY BRYNELSON LLP	TID 5 REVIEW PROJ PLAN	March 30 2023	INV #925939	\$167.50		#55850
March 23 2023	AXLEY BRYNELSON LLP	TID 5 LEGAL OPINION	March 30 2023	INV #925937	\$634.50		#55850

**\$25,718.05**

# ALL DEPARTMENT BLIGHT LIST updated 03.02.2023

Street	Property #	Open Date	Owner of Property	Who Complained/follow up with	Desired Outcome	Link to Ordinance	Notes	Action	Who is following up	NMC Time spent
Adam St	380	12.01.2022/03.02.2023	Jeanette Petts	DPW/PD			Junks & Unregistered Vehicles	Verbal warning	PD	0
Beech Rd	126	03.02.2023	Jennifer Kick	DPW/PD			Tree		DPW	0
Bradford Drive	420	03.02.2023	James Kuhlow	DPW/PD			Trees		DPW	0
Chestnut St	1302	03.02.2023	Alfonso Chairez	DPW/PD			Vehicle		PD	0
Cleveland	527	03.02.2023	Robert Gingles	DPW/PD			Vehicle		PD	0
Crestview	565	2.15.2023/03.02.2023	565 Crestview LLC	Mayor/DPW/PD			Junk		PD	0
Edison St	443	03.02.2023	Robert Wollin	DPW/PD			Vehicle		PD	0
E Madison St	130	03.02.2023	Mark Hurley	DPW/PD			Structure damage		SB	0
E Madison St	466	1.12.2023/03.02.2023	Theodore Stenberg	DPW/PD			Building		SB	0
E Madison St	506	03.02.2023	Steven Brey	DPW/PD			Vehicle		PD	0
E Madison St	1109	03.02.2023	Cass Gilbertson	DPW/PD			Tree		DPW	0
Harrison	505	03.02.2023	Bryan Rowin	DPW/PD			Vehicle		PD	0
Herron Court	735	03.02.2023	Jason Meyer	DPW/PD			Trailer		PD	0
Herron Drive	815	03.02.2023	Dan Smith	DPW/PD			Car/boat		PD	0
Herron Drive	915	1.12.2023/03.02.2023	Pascal Assine	DPW/PD			Boat & car		PD	0
Hiawatha	840	03.02.2023	Andrea Lendborg	DPW/PD			Trees		DPW	0
Indian Hills	403	03.02.2023	Ronald Klug	DPW/PD			Trailer		PD	0
Indian Hills	605	03.02.2023	Matthew Rennebohm	DPW/PD			Trailer		PD	0
Jackson	595	1.12.2023/03.02.2023	Shyla Davis	DPW/PD			Tree		DPW	0
Jefferson	144	1.12.2023/03.02.2023	Patricia Schickert	DPW/PD			Junk/Tree		PD	0
Knowlton St	334	1.12.2023/03.02.2023	Bradley Bauer	DPW/PD			House Repair		SB	0
Knowlton St	530	03.02.2023	Bryon Bergeron	DPW/PD			Junk		PD	0
Lum	920	1.12.2023/03.02.2023	Kenneth Frandle	DPW/PD			Junk		PD	0
Lum	1085	03.02.2023	Susan Hein	DPW/PD			Building Permit		SB	0
Mill St	140	03.02.2023	John Iwanski	DPW/PD			Vehicle		PD	0
Mill St	173	1.12.2023/03.02.2023	Debra Hottinger	DPW/PD			Vehicle		PD	0
Mill St	257	1.12.2023/03.02.2023	Juan Nava	DPW/PD			Brush		DPW	0
N Monroe	508	1.12.2023/03.02.2023	508 N Monroe LLC	DPW/PD			Junk		PD	0
N Monroe	608	03.02.2023	Chad Chadwick	DPW/PD			Trailer		PD	0
Oak	1332	03.02.2023	Lorna Bredehorn	DPW/PD			Trailer/vehicle		PD	0
Pierce	451	03.02.2023	Paul Marty	DPW/PD			Vehicles		PD	0
Portland Rd	208	1.12.2023/03.02.2023	Gordon Yelk	DPW/PD			Junk		PD	0
Portland Rd	230	1.12.2023/03.02.2023	James Steindorf	DPW/PD			Junk		PD	0
Van Buren	201	03.02.2023	Brian Braunschweig	DPW/PD			Vehicle		PD	0
W Madison St	662	1.12.2023/03.02.2023	Chad Decaluwe	DPW/PD			Junk		PD	0
W Madison St	213	1.12.2023	Bill Hart	DPW/PD			Junk	Certified Letter sent by PD on 1/11/2023	PD	
Washington	164	03.02.2023	Daniel Sokolowski	DPW/PD			Tree		DPW	0
Washington	306	1.12.2023/03.02.2023	Jeffrey Grotjahn	DPW/PD			Building		PD	0
Washington	516	1.12.2023/03.02.2023	James Marshall	DPW/PD			Junk		PD	0

(Insert in “How to apply”)

Prior to applying, interested parties will be able to contact the City Clerk to propose a project and review its eligibility. During the initial evaluation process, staff will work with each applicant to ensure a complete grant application. The Community Development Authority (CDA) will meet within 30 days after the grant submittal to review applications and award funds.

- Once complete, City staff will initially review the applicant’s project plan, credit and background checks, confirm any code violations, and summarize the project purpose, based upon discussions with the applicant. A complete application includes the following:

- ❖ Application form,
- ❖ Planned project renderings (including colors and materials),
- ❖ Photos of the existing façade/space which demonstrate the need for improvements,
- ❖ Project cost estimate by a qualified, licensed contractor,
- ❖ Applications for tenant improvement upgrades must also include a signed lease agreement, and if application is submitted by tenant, a written letter of permission from the property owner approving the project.

Complete applications will be considered and evaluated according to adherence with the area’s overall development plan or vision and will be based on available funding, grants will be awarded to qualified projects based on anticipated project impact.

City staff will then submit the completed application and summary to the Community Development Authority (CDA) for their consideration.

Grant applicants must attend the Community Development Authority meetings when their representative is requested to respond to any application and project-specific questions.

All applicants will be required to execute a grant agreement and provide a W-9 with the agreement.

If denied by the CDA, staff will inform the applicant in written form within five (5) business days of application decision with the reasons for the denial. Applicants receiving a denial may re-apply for a new project grant.

The City reserves the right to offer a lesser dollar amount than requested if the amount of eligible projects exceeds allocated funding. Grant offers may also be made contingent on adjustments to proposed plan of work to better meet City goals and objectives. Applicants must accept or reject the grant funds in writing within 30 days of award.

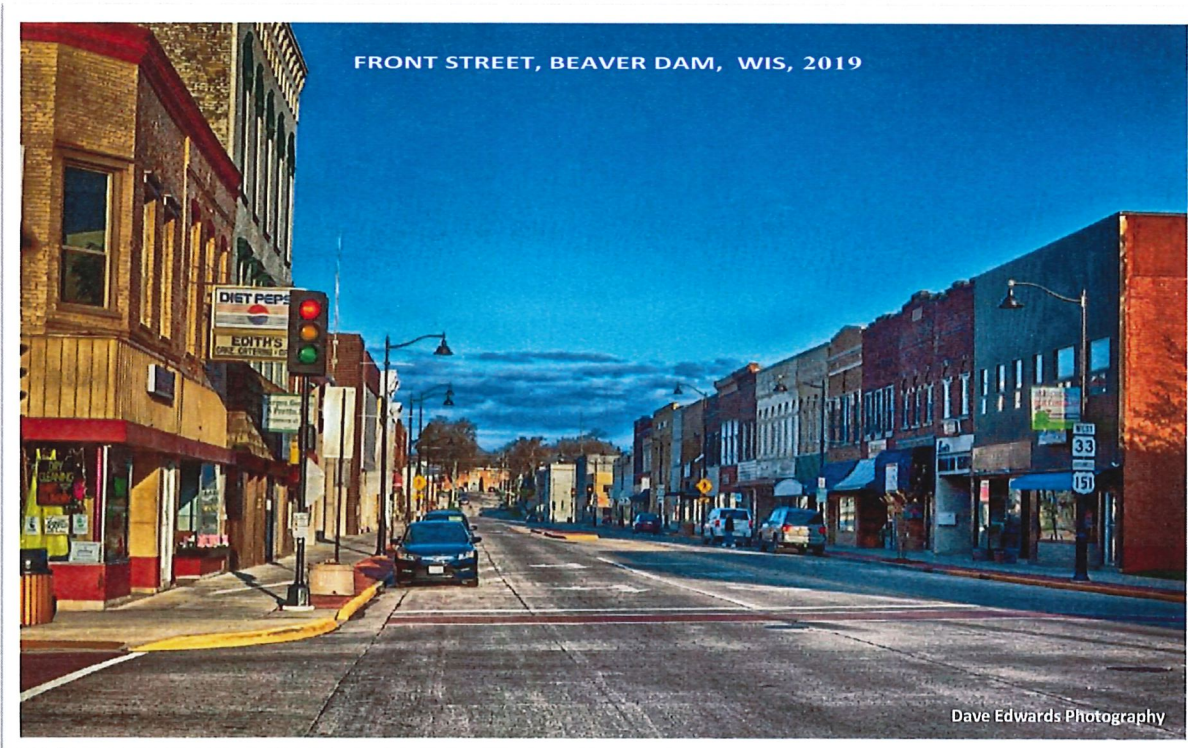
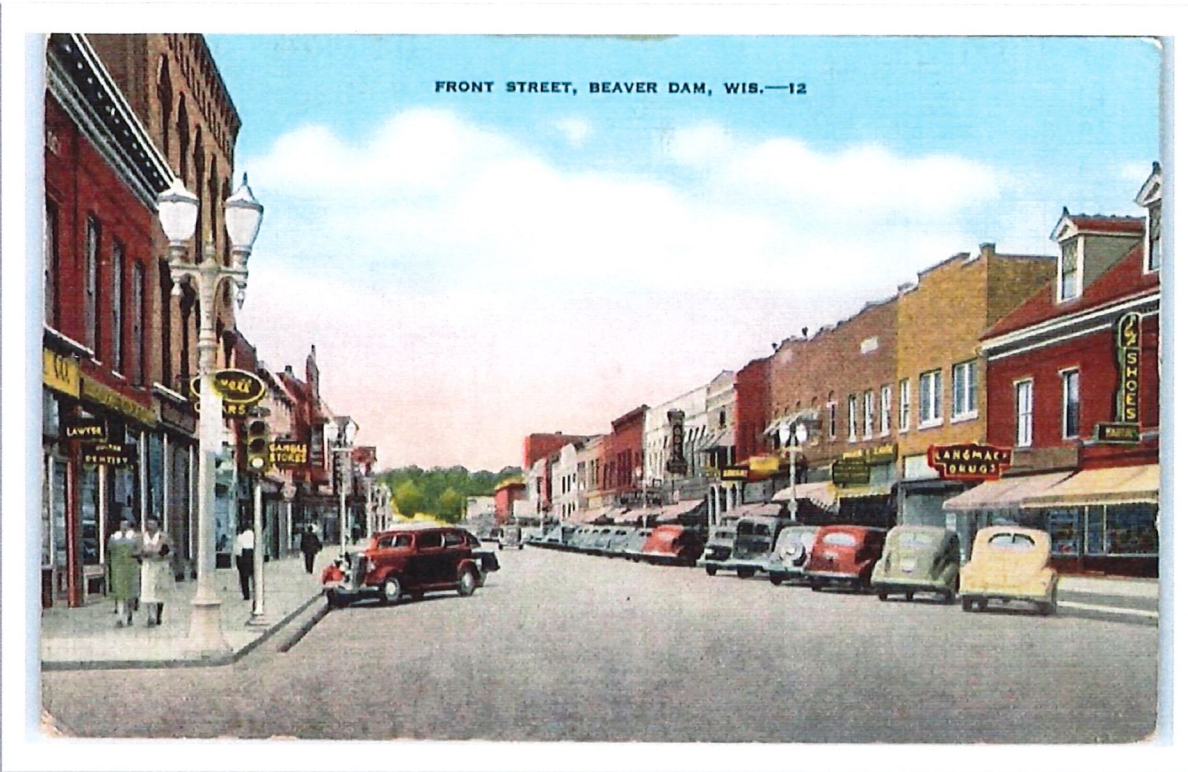
Projects must obtain all required building permits and follow all City, State and Federal regulations in regard to construction activities.

Applicants must submit receipts upon completion of work, and work must be reviewed to ensure project reflects application materials. Following project approval, building inspection (if required) and submission of all applicable receipts, grant funds will be released to applicant.

Participant Applicant shall display a sign (provided by the City) indicating participation in the program, either on the exterior or in the front window of the property during improvements and signage to remain for a 30- day period following project completion.

# DESIGN REVIEW GUIDELINES

Administered by the Landmark Commission  
for Properties within Beaver Dam's Downtown Redevelopment District  
Updated June 2019



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## CONTACTS

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### City of Beaver Dam

205 South Lincoln Avenue

Beaver Dam WI 53916

920.887.4600

Office Hours: 7:30am-4:30pm Mon-Fri

[www.cityofbeaverdam.com](http://www.cityofbeaverdam.com)



**BEAVER DAM**

Life is good  
*here*

### Mayor

Rebecca Glewen

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### Inspection Services

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### Engineering

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### Administration/Finance

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### City Attorney

Maryann Schacht

920.887.4638

[cityattorney@cityofbeaverdam.com](mailto:cityattorney@cityofbeaverdam.com)

### Landmark Commission

Chairperson: Michael Firchow

Members: Jessalyn Braun

Ruth Metz

Dean Mueller

Kate Schneider

Alternate: Glen Link

Mark Murphy (Co-Chair)

Non-Voting: Ritchie Piltz, Secretary

Mayor Becky Glewen

John Moosreiner, Inspection Services

City Attorney Maryann Schacht





## PURPOSE

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To foster an active Downtown Arts, Entertainment and Business District, a cultural center celebrating the arts, history, recreation, dining, and unique shopping experiences.

To accomplish this, the downtown must be developed as an aesthetically pleasing pedestrian friendly place where both people and merchandise are visible from the street; to create a downtown that is both attractive and an attraction, thereby increasing pedestrian traffic, and ultimately, merchants' success. The physical design and appeal of any city center contributes greatly to the overall image of the community.

The City of Beaver Dam has established Design Review Guidelines administered by the Landmark Commission for properties within the Downtown Redevelopment District.

The guidelines and the review process through which they are administered seek to:

- Revitalize and mobilize a downtown that attracts new business and fosters business growth.
- Maintain the downtown as a cohesive and livable place with an attractive and pedestrian-oriented environment.
- Preserve and enhance the architectural character of downtown.
- Promote maintenance of our downtown's traditional character while encouraging architectural creativity and contemporary design.
- Encourage flexible and individual creativity rather than anonymous uniformity.
- Support the strategic vision for downtown revitalization that reflects the issues and priorities outlined in the city's most current Downtown Redevelopment Plan:  
[https://www.cityofbeaverdam.com/egov/documents/1517583563\\_22301.PDF](https://www.cityofbeaverdam.com/egov/documents/1517583563_22301.PDF)
- In general, design guidelines are intended to provide ideas and stimulate thinking and promote good design among the many participants in the downtown commercial district.

The principles and guidelines in this document apply to all buildings (except one and two family residential) within the Downtown Redevelopment District. All proposals for new development and exterior alterations to existing buildings must be presented to the Landmark Commission for a Certificate of Appropriateness approval.





## DESIGN

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### **Achieve Excellence in Design**

All development in Downtown should achieve excellence in design.

This includes using high quality materials and construction methods, and paying attention to the intent of the guidelines. The bar for design in Downtown should be set high. Thoughtful designs should establish a distinctive sense of character and provide a positive pedestrian-oriented experience.

### **Express Human Scale**

People relate best to a building when it includes elements that are at a scale they can easily perceive. Designing a building to convey human scale is critical to creating an appealing public realm. Each project should express a human scale through the organization, scaling and composition of its architectural elements.

### **Design for Compatibility and Creativity**

The Downtown District has a rich and eclectic mix of traditional buildings that embody the character of Beaver Dam. Numerous historical buildings provide a sense of heritage and culture with distinct character. The guidelines establish expectations for compatible development, while also encouraging creativity in design. Downtown has a wide mix of building types and architectural styles. This variety should be embraced and new projects that exhibit architectural creativity are encouraged. New infill and renovation projects should draw design inspiration from older, traditional buildings in creative new ways.

### **Adaptive Reuse and Incorporating Existing Buildings**

Downtown's character is strongly influenced by the variety of commercial, mixed use and residential buildings. Redevelopment is anticipated and encouraged in Downtown, but it should be balanced with conservation of current buildings. This involves reusing existing buildings and sometimes integrating them into new development projects. Reusing a building avoids the use of energy and resources required to produce new construction materials, significantly reducing environmental impacts. New development should explore opportunities to integrate an existing building or buildings into a site design.





BEFORE \_\_\_\_\_ AFTER \_\_\_\_\_





## STOREFRONT FACADES

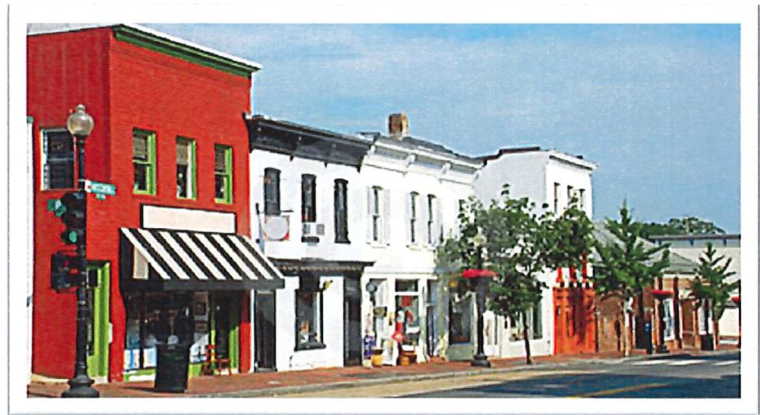
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Facade restorations and rehabilitations have a major impact on the character, image, and appearance of Downtown. The storefront is the architectural focal point of the building. Historic facades are very important to Downtown's architectural image and play a role in shaping people's impression of Downtown.

Attractive building facades support and encourage local businesses. They can have a significant effect on the attractiveness and marketability of the surrounding area. As a business, your store-front is critical in the acquisition of new customers.

### DO...

- The facades of a building visible from a street play an important role in contributing to the amenity and attractiveness of an area. Facades should therefore be designed to have a pleasing scale and appearance, proportion and rhythm, solid-to-void relationship and materiality. Care and attention should be given to their design to ensure the building stands up to critical observation from near and afar. It is essential that all building elevations are considered and designed as an integral part of the overall development.
- Respect the entire commercial corridor by assessing the context of your building in the surrounding streetscape – ask, “How does my building work in the street?”
- Design storefronts in a manner that is sensitive to the building's overall appearance; contemporary alterations should be compatible with the distinguishing features of a building.
- Street-level facades should incorporate rich visual detail.
- Ensure facades contribute to an interesting and lively public realm by incorporating:
  - Frequent doors and windows, with few blank walls
  - Projections and voids through the use of architectural detail
  - Lively internal uses visible from the exterior or projecting outside
  - The use of materials and details that show care in design and execution; consider the treatment of the base, middle and top in the overall façade composition.
- Include upper floors in façade improvement plans.
- Whenever possible, existing historic storefronts should be refurbished or restored.
- Original size and shape of windows should be preserved and restored.
- Alterations may be retained if they are well designed and constructed.
- When a new storefront is required, it should be constructed of materials similar to those of historic storefronts with materials, proportions, heights and profiles that are appropriate to prevailing existing storefronts.
- Use lighting to accentuate the architectural features of the building.



### DO NOT...

- Fill in any windows or doors.
- Create windowless blank walls or destroy original architectural detail.
- Remove existing quality materials and details from a building.

### BEST PRACTICES...

Exterior surfaces and spaces shall be maintained to prevent deterioration and to present an attractive appearance.

## WALLS

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Finishes and materials that are of high quality and durability confirm a sense of permanence and contribute to Beaver Dam's reputation for design excellence. Materials, finishes and color convey the identity and attitude of a business.

### DO...

- Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area.
- Masonry walls and features should be repaired by tuckpointing/repointing.
- Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials that they represent.
- The cornice line on buildings in the downtown core should be expressed.
- While excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole. A sophisticated use of color and contrast create a visually interesting composition.
- Color should be used to bring together the elements of the entire façade and should be considered in the context of the entire commercial corridor.
- Brighter, bolder colors (including corporate branding colors) may be applied to areas or elements of the building where they are secondary in application.

### DO NOT...

- Large featureless façade surfaces should be avoided.
- Use cleaning techniques that are damaging to wall materials.
- Paint arbitrary decorative lines, bands or graphics on the façade if not related to the building's character or detailing.

### NOTE...

- B-Side Districts: Brighter colors may be applied more predominantly to contribute positively to a more vibrant, exciting setting but must still be coordinated with the building composition and surrounding character.

**BEFORE**



**AFTER**





## DOORS AND WINDOWS

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Entrances should be obvious and welcome. Recessed entries allow doors to swing outward without obstructing the sidewalk and can create additional space for welcoming displays.

Store-front windows should help attract attention to the products or services within; to stimulate interest in the business. Window area on the ground floor façade should be maximized to the degree suitable to the uses contained in the first floor of the building. Buildings with generous ground floor windows can house a variety of uses.

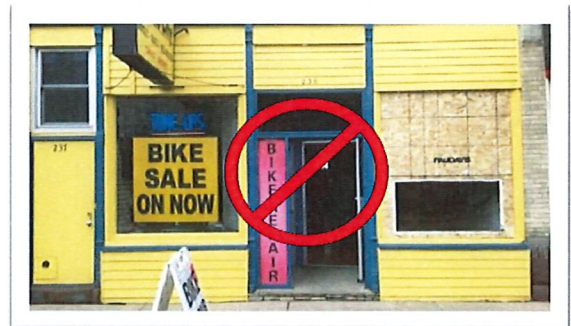
### DO...

- Retain or restore original doors and windows where possible.
- Use authentic materials. When not possible, ensure that synthetic materials realistically convey the materials that they represent.
- The type or style door should be compatible with the architectural style of the building and the businesses or functions it contains. Full-view entry doors are preferred for businesses.
- Service and upper floor entrances may use solid doors with little or no glass area.
- Original size and shape of windows should be preserved and restored. If new windows are required, make sure they fill the original opening.
- Maximize window area. Large transparent glass windows are essential to shopping and dining uses.
- Transom windows can add to the architectural interest and allow more natural light into the building. Operable transoms can allow seasonal natural ventilation.
- Storefront doors and windows are an area where a pop of color is appropriate. Limit yourself to one or two complementary colors.



### DO NOT...

- Use non-transparent, reflective, smoky or heavily tinted glass.
- Use residential doors or windows on your commercial structure. They are not as durable and create customer confusion.
- Install smaller windows than the original opening.
- Fill in original window openings.



### SPECIAL CONDITIONS...

- Incorporate ADA access as an overall part of the entrance design. Work with adjacent stores to coordinate shared ramps or stairs.

### BEST PRACTICES...

- Clean glass and sweep store-fronts regularly.
- Do not use ground floor or upper floor window or door space for storage.
- Change window displays often to keep passerby interest and continually draw in the potential customer.
- Do not keep empty or cluttered, un-kept window displays.

## CANOPIES AND AWNINGS

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Canopies and awnings provide shade and rain protection for pedestrians and block direct sunlight in interior spaces. They also help accentuate the ground floor façade and main entrances. Historically, awnings served important functional roles such as keeping interior space cooler, preventing merchandise from fading, protecting shoppers, and defining storefronts. Awnings can add an exterior building element that serves a practical purpose and enhance a store's appearance, adding variety and color to downtown sidewalks.

### DO...

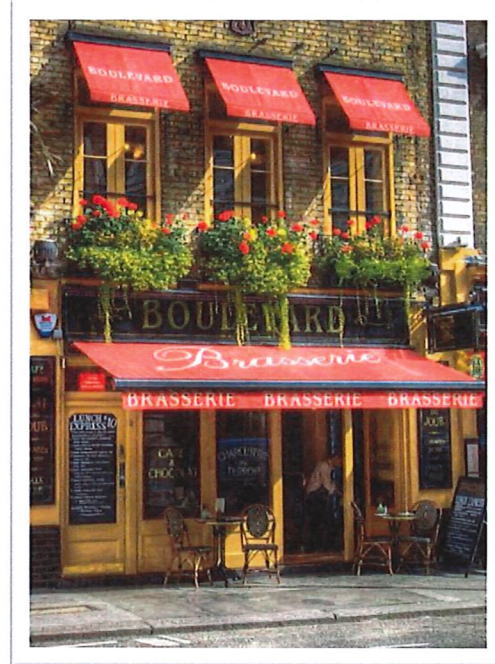
- To permit good visibility into storefront windows and shade out the sun, awnings should run along the entire length of the display windows, over the front door and may be placed over the second story windows on the front façade.
- Weather resistant canvas style fabric awnings are preferable to metal awnings.
- The size of the awning must be scaled to the size of the building and its context in the commercial corridor.
- A clear height of at least 7' between the bottom of the awning and the sidewalk should be provided.
- Consider using retractable awnings to adjust to changing weather conditions.
- A loose valance allowing movement in the wind is encouraged.
- Utilize your awning as a sign.

### DO NOT...

- Use back-lit or internally lit awnings.
- Damage or cover architectural details with continuous or oversized awnings.
- Cover more than one-third of the storefront window.
- No awning or canopy shall extend beyond 6' from the face of the building nor impinge upon the right of way. (Contact the City Engineering Department for specific requirements for your location.)
- Use shiny synthetic fabric, aluminum, wood or plastic.

### NOTE...

- Awnings should be kept in good repair. Maintenance of awning hardware and fabric is important. Fabric should be gently cleaned and replaced when necessary.



## ROOFS

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Roofs are an integral part of the façade on some buildings. For those buildings, the replacement of the roof should preserve the character of the façade. If similar roofing materials are not practical, alternative materials should be used that duplicate the original roof and are compatible with the entire building.

Rooftop mechanicals should be placed on an area of the roof that is not visible by a person standing at street level. When this is not possible, the mechanicals should be screened in a manner to blend the mechanicals with the rest of the façade.



## LIGHTING

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Effective lighting makes the street feel lively, inviting and secure for pedestrians. Used effectively, exterior lighting can highlight and reinforce a building and district's architectural character and can enhance the landscaping. Used ineffectively, lighting can detract from and overly emphasize a building or site. It can also be a nuisance to abutting properties if the wattage is too high and the angle of illumination is not considered.

### DO...

- Preserve and maintain original lighting fixtures when possible.
- Use lighting to draw attention to signs, a building's architectural details and window displays.
- Select fixtures that are similar in style to those on other buildings along the corridor and direct light down towards the sidewalk or building face.
- Use exterior fixtures that complement the facade.
- Use warm spectrum (white) light sources and unobtrusive fixtures.
- Locate lighting sources in strategic locations on the building or site to create a subtle and inviting ambiance.
- Introduce low-level lighting in public areas and at the private-public edge of properties for the safety of pedestrians.
- Use a timer/photo-sensor to turn lighting fixtures on at dusk and off at dawn.
- Keep window displays well lit, and when possible upper floor windows, after business hours to convey a sense of activity and safety.
- Mount security lighting on the rear or sides of the building.
- Consider LED and solar-powered lighting to reduce energy costs while maintaining lighting levels and quality.

### DO NOT...

- Flashing, pulsating or moving lights are not allowed. (Except for Holiday Displays)
- Use lighting fixtures that clash with the architectural style and character of the facade.
- Use lighting that is overly bright for the surroundings.
- Use mercury vapor, sodium or florescent lighting.
- Create light pollution; Avoid fixtures that spread a lot of light in all directions.

### NOTE...

- Accent lighting is encouraged to add visual interest.





## B-SIDE / ALLEYS

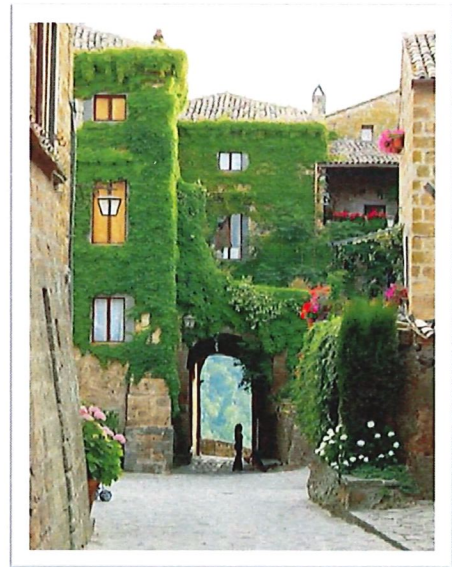
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Treatment of your rear façade is important, especially when it is visible from the riverfront, parking areas, bridges and other downtown areas. Back entries can be very inviting to customer traffic and a benefit to your business.

Activated B-Side areas and alleys can provide a clean, safe and walkable network of spaces that celebrate art and nature, foster commercial presence, allow for outdoor dining, stimulate the senses, honor existing historical features, provide family-friendly activities and spaces, and make people want to return again and again.

### DO...

- Take pride in how your B-side looks.
- Create “second storefronts” along alleys.
- Incorporate landscape elements, special pavement, pedestrian-oriented lighting, seating, art and shade elements.
- Provide business signage.
- Decorative or artistic liberty may be taken with type, design, color and style.
- Dumpsters, trash bins, utility boxes, HVAC units and similar elements should be screened where possible and maintained in a clean, orderly condition.
- Creative use of planters, window boxes, vines and other “green components” can add valuable visual appeal to the environment and help screen trash and utilities.
- Mount security lighting on the rear or sides of the building.
- Shared service areas and dumpsters is encouraged. Collaborative dumpster agreements can:
  - Reduce overall costs of waste management.
  - Enhance aesthetic appearance.
  - Reduce odor.
  - Improve pest control.
- Encourage staff to park in public parking areas, allowing the back of your building to be activated for customer use.
- Consider redesigning a parking or other area behind a building as an active outdoor use, such as a plaza, outdoor seating area, display area or similar space.
- Establish increased landscaping in an existing parking area.



### DO NOT...

- Allow your B-side to be in disrepair or to be an un-kept “collection” area.
- Allow overgrown grass, weeds or rogue trees to take over your backside.

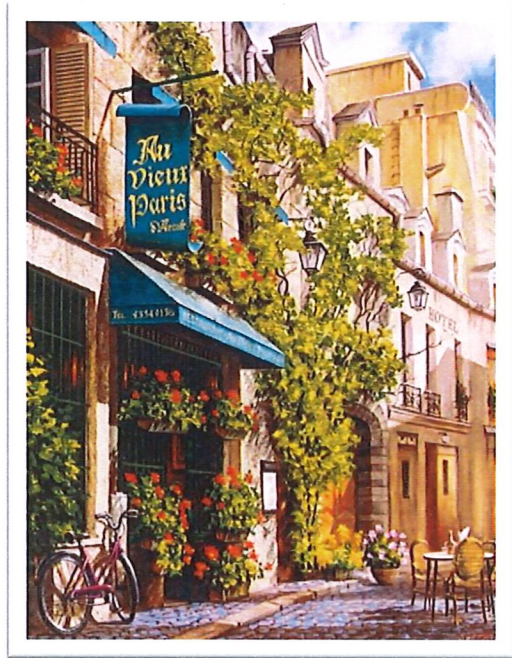
### NOTE...

Exterior surfaces and spaces shall be maintained to prevent deterioration and to present an attractive appearance.



## SIGNS

Signs are one of the most cost-effective and eye-catching ways to draw more attention to your business. Signs should communicate the name of a store and add visual interest to the streetscape experience.



### DO...

- Signs should be professionally fabricated, reflecting the character and architecture of the building and its use.
- A **Wall Sign** should be located above the street-level windows/door and, for multi-story buildings, below the sills of second-story windows. If a signboard area exists, a **Wall Sign** should fit within this space and not extend above, below, or beyond the edges of the signboard area.
- **Two-Sided Projecting Signs** are strongly encouraged to maximize visibility of signs to both pedestrians on the sidewalk and people driving by in cars. **Projecting Signs** should not extend more than 6' from the building and have at least 7' clearance from the sidewalk.
- **Hanging Signage** under an awning or canopy is oriented toward the pedestrian, two-sided, and smaller in size with a 7' minimum clearance above the sidewalk. Creative design is encouraged. Maximum size: 12"H x 48"L
- Well-designed window graphics shall be used in the construction of **Window Signs** to attract attention while still allowing pedestrians to view store interiors.
- In addition to a large **Wall or Projecting Sign** visible to those driving by, prominently display the name of your store at eye level for pedestrian traffic with **Hanging or Window Signage**.
- Use type fonts and colors that are legible. The color tones between a sign's lettering/symbols and background should have sufficient contrast to make the sign clearly legible.
- Use artwork, icons, logos, distinctive lettering and simple messages that represent the business.





- For **Multi-Tenant Buildings**:
  - Placement of individual tenant signs should be coordinated to achieve a unified signage appearance.
  - The number of signs per building façade should be limited to the fewest necessary to clearly identify businesses located within.
  - Building directories are encouraged, rather than individual signs for each business.
- **Lighting**
  - Signs may be front lit at night with lighting directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.
  - Exposed neon tubing may be used in conjunction with other types of materials to artistically emphasize the business name and/or logo.
  - Back-lit, halo-lit illumination, or reverse channel letters with halo illumination convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.
- List services, store hours and website on your door and/or windows.
- Remove all signage from previous businesses/property owners. Signs that are removed or replaced can result in unattractive “patched” areas, requiring proper repair to make aesthetically pleasing.
- An **Architectural Sign** or **Historical Reference Plaque** typically consists of the building’s name, date of construction, original business or other historic significance.
- **Freestanding Signs**: a post sign consisting of a two-sided sign hanging from the extended arm/bracket of a single post anchored into the ground, a sign mounted between two posts anchored into the ground, or a monument sign.
  - May be used for residential buildings that are converted to a commercial use or other buildings that are set back from the sidewalk to enable easier viewing of the sign by people walking on the sidewalk and drivers on the street.
  - Should be placed near and perpendicular to the sidewalk so that they are easily viewed as people pass by the sign.
- **Sandwich Board Signs** should be constructed of durable materials and professionally designed; should be placed next to the building, not obstructing the right-of-way. These temporary signs may only be displayed during business hours.
- **Restaurant Menu Signs** may be located near the entry in a permanently mounted display box on the building.

#### DO NOT...

- Use many signs that are confusing to read. Too many signs with too much information result in visual clutter.
- Overly-ornate and trendy typefaces that are hard-to-read should be avoided.
- Cover any major architectural detail.
- Use internally illuminated cabinet signs, changeable copy signs or flashing/blinking/scrolling/rope lights.
- Advertise for any other business on your building.

#### NOTE...

- A bigger sign is not always better.
- All signs are to be maintained properly such that they are always in clean, working condition and the copy is not obscured or damaged.
- Banners and special event signage is **Temporary Signage** allowed for no more than 30 days.
- The owner/tenant shall comply with all City of Beaver Dam sign ordinances:

[https://www.cityofbeaverdam.com/egov/documents/1320871352\\_500122.pdf](https://www.cityofbeaverdam.com/egov/documents/1320871352_500122.pdf)



## LANDSCAPING & PARKING

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Well-designed landscaping strengthens the appeal of your business and the character of the commercial corridor. How a site is landscaped can “soften” hard edges, make a site more inviting, and bring color and interest to a development.

### DO...

- Consider redesigning a parking or other paved area between a building and the street as an active outdoor use, such as a plaza, outdoor seating area, display area or similar space.
- Use plants and trees that are native to the area and easily maintained.
- Use flower boxes at windows and plant containers at entrances.
- Use plant containers that are sturdy and stable so they cannot be easily tipped or blown over.
- Flower pots and benches may be placed on a sidewalk provided the required right-of-way of sidewalk width remains unobstructed. (Contact the City Engineering Department for specific requirements for your location.)
- Establish increased landscaping in an existing parking area where the number of parking spaces can be reduced.
- Shared driveways are encouraged.
- Shared parking is encouraged. Collaborative parking agreements can:
  - Optimize parking capacity.
  - Provide improved parking for customers, staff and residents.
  - Reduce overall costs of providing and maintaining parking spaces.
  - Create a park once then walk environment.
- Minimize the visual presence of vehicles and parking lots with tall grasses, perennials, shrubs and trees distributed throughout the parking area and in planting strips along the street.
- A landscape buffer should be provided between parking areas and building walls.
- Parking areas should be paved.
- Dumpsters and trash bins should be screened from view. Shared service enclosures are encouraged.



### DO NOT...

- Use chain link fencing or barbed wire.
- Place containers or furniture in pedestrian space.

### NOTE...

- Keep landscaping and plants suitably maintained, watered and pruned.
- Keep plant containers and beds free of weeds, litter and other debris.
- All parking lot site plans must be approved by the City Engineering Department.

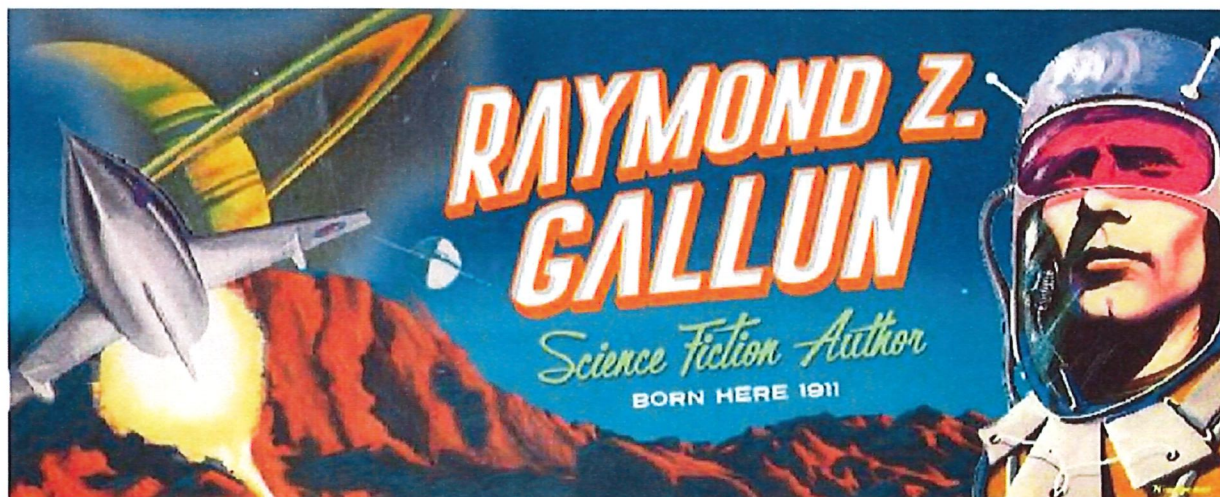


## ARTISTIC FEATURES

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When used in conjunction with other economic development engines, the arts can greatly contribute to the revitalization and economic development of downtown areas. Public art can make a community more beautiful, more beloved and more economically productive, adding unique value and character to a downtown. The most successful public art is the result of community desires and goals, not top-down planning.

The goal of the City of Beaver Dam and the Landmark Commission is to foster an active Downtown Arts, Entertainment and Business District; to promote innovative spirit, rich cultural heritage and diversity through artistic expression and activities. Artistic features are included in the Downtown Grant Program to support this initiative.



### DO...

- Involve artists early in the design process, engaging local artists and art organizations.
- Work with architects, engineers and landscape architects to plan art into the design of buildings, leveraging budgets and adding value.
- Integrate public art on the exterior design of buildings and into open and accessible spaces.
- Art and design elements can be considered a part of everyday things like:
  - Lighting
  - Awnings, Shutters
  - Signage
  - Banners and Flags
  - Fencing
  - Furniture, Benches, Planters
  - Waste structures
  - Utility boxes
- Other criteria to consider:
  - Relevance of the artwork to the building or city, its values, culture, and people
  - Suitability of the work for outdoor display, including its maintenance requirements
  - Appropriateness of the scale of the artwork

Small-scale works integrated into building fronts or alleyways can provide visual surprises, humor, and/or historical references to the area, enhancing the public's experience of the downtown.

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## CERTIFICATE OF APPROPRIATENESS

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A Certificate of Appropriateness (COA) is a signed and dated document evidencing the approval of the Landmark Commission for signage, exterior work or new development proposed by an applicant for property within the Downtown Redevelopment District. The review and approval of a COA ensures the project complies with the Design Review Guidelines adopted by the City Council.

### WHO MUST APPLY?

Property owners or tenants of service or commercial, non-profit or mixed-use structures within the Downtown Redevelopment District must acquire a COA prior to beginning any exterior alterations or new development projects. Single or two-family residences or governmental entities are exempt.

### NOTE...

- A COA must be approved before Downtown Grant Program approval.
- A COA must be obtained before you can apply for a Building Permit.
- You may apply for a COA and the Downtown Grant Program at the same time.

### NOTE:

- If an applicant has presented a properly executed and complete application for Certificate of Appropriateness to the Landmark Commission, and after three consecutive meetings the parties fail to come to agreement on the improvements, the applicant has the right to appeal the decision to the City of Beaver Dam Plan Commission. The City of Beaver Dam Plan Commission will have the authority to issue the Certificate of Appropriateness.
- A **Building Permit** is required for any new building, addition, interior remodeling, deck, porch, pool, sign, shed, garage and fence. A site plan with construction plans will be required. Permits are not required for siding, replacing windows or doors that are the same or smaller size or residential re-roofing. (If changing the pitch or replacing trusses, a building permit is required.) It is the property owner's responsibility to find the property lines; a surveyor will need to be hired if you cannot locate them.

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## DOWNTOWN GRANT PROGRAM

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Attractive buildings and facades support and encourage local businesses. They can have a significant effect on the attractiveness and marketability of the surrounding area. To encourage business owners to invest in the downtown, the City of Beaver Dam is offering grants to assist in exterior renovations of these vital properties.

The program is intended to assist projects that promote retail activities, create an attractive environment, encourage downtown character and architectural design, use quality materials and workmanship, and incorporate good design concepts. Projects should be submitted to the mayor and Beaver Dam Area Development Corporation Director for review.

- Project applicant shall provide photographs and preliminary design concepts to the mayor and BD Area Development Corporation Director.

**APPLICATION**  
**CERTIFICATE OF APPROPRIATENESS**  
**DOWNTOWN PROGRAM**



Street Address of Property

Date

**APPLICANT INFORMATION**

Applicant Name: \_\_\_\_\_

Applicant's Address: \_\_\_\_\_

Daytime Phone: (    ) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

Relationship to Property Owner: \_\_\_\_\_

(ie: owner, tenant, architect, contractor, attorney)

**BUILDING OWNER INFORMATION (If different than applicant)**

Property Owner's Name: \_\_\_\_\_

Property Owner's Address: \_\_\_\_\_

Daytime Phone: (    ) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

**PROPERTY INFORMATION**

Year Built: \_\_\_\_\_ Current Business: \_\_\_\_\_

Use(s): Service | Offices | Commercial | Non-profit | Mixed-Use | Manufacturing (circle)

Original/Prior Use(s): \_\_\_\_\_

**TYPE OF WORK** Check all that apply.

_____ Storefront Remodel	_____ Windows	_____ Doors	_____ Siding	_____ Roof
_____ Porch/Railings	_____ Awning	_____ Lighting	_____ Painting	_____ Stairs
_____ Fence/Gate	_____ Gutters	_____ Landscape	_____ Masonry	_____ Signage
_____ Artistic Feature	Other _____			

**NEW CONSTRUCTION/DEMOLITION/RELOCATION**

\_\_\_\_\_ Demolition    \_\_\_\_\_ New Structure    \_\_\_\_\_ Addition to Existing Structure    \_\_\_\_\_ Relocation

## SCOPE OF WORK

Describe in detail the work to be done. The description should include information about the current state of the property, historic features, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

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## APPLICATIONS MUST INCLUDE:

\_\_\_\_\_ Tenants must provide written landlord approval with application.

\_\_\_\_\_ Photographs of the existing structure and site.

For projects which include any new construction or reconstruction, also include:

\_\_\_\_\_ Sketches/designer/architectural plans and elevation drawings.

\_\_\_\_\_ Proposed materials and colors.

\_\_\_\_\_ Manufacturer's photographs, illustrations and/or specifications & warranty info if applicable

Signage projects must:

\_\_\_\_\_ Reflect the sign details and graphics in color with all necessary dimensions.

\_\_\_\_\_ Show where the signage will be located on the building.

\_\_\_\_\_ Provide construction and material details.

If a relocation project, also include:

\_\_\_\_\_ Photographs and description of new site.

\_\_\_\_\_ Site plan of new location.

Grant Fund applications must include:

\_\_\_\_\_ Detailed estimates from contractors and suppliers for the work described above.

\_\_\_\_\_ Itemization of all estimates showing the project total costs.

**NOTE:** The more detail provided, the easier it will be for the Commission to approve. Depending on the scope of the project, the Landmark Commission may require two competitive bids before grant approval.

## APPLYING FOR:

☐ Certificate of Appropriateness

**Applicant Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

I certify that all statements made in this application are true and complete and understand that any misrepresentations or omissions made by me as part of my application will be sufficient for rejection should one be discovered after approval. Applicant acknowledges that the proposed project must comply with Beaver Dam City Codes, including the Design Review Guidelines. Applicant also acknowledges that if granted, the Certificate of Appropriateness is only for the project and materials as approved, and that applicant will contact the Building Inspections Department prior to making changes that deviate in any way from the approved Certificate of Appropriateness.

## SUBMIT APPLICATION TO:

City of Beaver Dam, Inspections Services, 205 S Lincoln Ave, Room 57–Lower Level, Beaver Dam WI 53916

\*\*\*Application must be submitted in full at least 10 days prior to next scheduled Landmark meeting.

*Internal Use:*

### LANDMARK COMMISSION APPROVAL

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Print Name** \_\_\_\_\_



## APPENDIX A

<b>EXTERIOR ALTERATIONS</b>	<b>Building Permit Required</b>	<b>COA Required</b>
Awnings and Canopies	Yes	Yes
Construction of New Building or Building Addition	Yes	Yes
Decks	Yes	Yes
Demolition	Yes	Yes
Doors	Yes when replacement of a door has a larger opening size	Yes
Dumpster Enclosure	Yes	Yes
Fencing and Retaining Walls	Yes	Yes
Gutters	No	*Yes
Handicapped Accessibility	Yes	Yes
Landscape, Sidewalks	No unless specified as a large development	Yes on all new sidewalks and any significant landscaping projects
Lighting	Yes	Yes
Masonry Cleaning, Sealing, Tuckpointing/ Repointing	No	*Yes
Ordinary Maintenance	No	No
Painting	No	*Yes
Parking Lots	Yes	Yes
Roofing	Yes	Yes, if alterations in roof design are proposed or if changes in materials or color are requested
Rooftop Mechanicals	Yes	*Yes
Shutters	No	Yes
Siding	No	Yes
Signs	Yes	Yes
Skylights	Yes	*Yes
Stairs—exterior	Yes	Yes
Windows	Yes only if increase in size	Yes
*Yes = Can be approved by chairperson or co-chair.		

## ORDINANCE NO. 12-2011

### AN ORDINANCE AMENDING CHAPTER 70, ZONING, IN THE BEAVER DAM MUNICIPAL CODE.

THE COMMON COUNCIL OF THE CITY OF BEAVER DAM DO ORDAIN AS FOLLOWS:

**SECTION I:** Chapter 70, ZONING, Article IV, Supplemental Regulations, Division 2. Signs, is amended to add Section 70-158, Downtown Redevelopment District, as follows:

#### **Section 70-158. Downtown Redevelopment District.**

*A. Procedures and Requirements.* This section is intended for Commercial, Multi-family, Industrial, Medical and Heavy Industry zoned properties within the Downtown Redevelopment District. The purpose of this Section is to provide a procedure and requirement for obtaining a Sign Permit before the construction and alteration of signs. Before any signage can be altered or constructed, a building permit and certificate of Appropriateness must be obtained as follows:

1. No sign shall use any word, phrase, symbol, shape, form or character in such manner as to interfere with moving traffic, including signs that incorporate typical street-type and/or traffic control type signage designs and colors.

2. No fluttering, undulating, swinging, rotating, or otherwise moving signs, pennants or other decorations shall be permitted.

3. Banner and special event signage shall be allowed, however it is temporary and it is expected that it will only be used to promote a specific event for a limited duration.

4. No mobile or portable signs, as defined. A sign mounted on a frame or chassis designed to be easily relocated, including vehicles and/or trailers whose principal commercial use is for signage. These are prohibited and shall not be construed as being temporary signs

5. No inflatable signs shall be permitted.

6. No sign shall identify or direct attention to a business, activity, or enterprise that is not located on the same premises as the sign.

*B. Monument sign.* A freestanding sign whose bottom edge is located within one foot of a ground mounted pedestal and whose top edge is located no more than eight feet from ground level and 5' minimum from the property line. The base or support(s) of any and all monument signs shall be securely anchored to a concrete base or footing. The sign shall not be erected so that it impedes visibility for safe pedestrian and/or vehicular circulation. The footing and related supporting structure of a freestanding sign, including bolts, flanges, brackets, etc., shall be concealed by the sign exterior, masonry covering, earth and permanent groundcover, or through the use of evergreen shrubs.

*C. Pylon sign.* A freestanding sign erected upon one or more pylons or posts. The base or support(s) of any and all pylon signs shall be securely anchored to a concrete base or footing. The height of a pylon sign shall be measured from the average ground grade adjacent to the sign to the top of the sign. The height of a pylon sign located at the lot line shall not exceed 25 feet from the elevation of the nearest point from the nearest street and 5' minimum from the property line.

D. *Window sign.* A sign installed inside a window for purposes of viewing from outside the premises. This does not include merchandise located in a window or temporary window advertising by retailers for the purpose of informing the public of a “sale” or temporary offer.

E. *Projecting signs.* Means any sign projecting from a building and securely and safely anchored thereto or any sign anchored to or supported by a standard or framework located outside of the thoroughfare right-of-way.

(1) Any sign projecting from a building shall be securely and safely anchored thereto so as not to swing, with rigid rods, taut cables or chains, all of rust resistant materials. All such anchors shall in no way obstruct any door, doorway or window to prevent or hinder the placing of ladders against such building by the fire department as necessity may require.

(2) No such sign shall project from a building wall more than six feet from such wall or no nearer than four feet distant from the nearest back of the curb line, whichever is more restrictive shall apply.

(3) There shall be a clear space of no less than 2 feet between the sidewalk or grade line and the lowest protruding point of such sign.

(4) Any sign anchored to a support or whose support is an integral part of such sign or any sign supported by a framework which is located outside of the thoroughfare right-of-way and overhangs such thoroughfare shall overhang no more than five feet from such right-of-way line or no nearer than four feet distant from the nearest back of curb line, whichever is more restrictive shall apply.

F. *Flat signs.* Means any sign anchored to a building, parallel to a wall of such building.

(1) Any such sign shall be anchored securely and safely with lag bolts, anchor bolts or through bolts and shall be spaced to prevent any sagging or whipping action.

(2) No such sign shall project beyond the end limits of the wall to which it is anchored.

(3) No such sign shall be placed so as to hinder or prevent the placing of a ladder against the building by the fire department as necessity may require.

(4) No such sign shall cover, obstruct or obscure any portion of any door, doorway, window or fire escape, in any manner.

**On Building Signs:**

**total of sign area**

**on front facade shall be  
determined as follows:**

(Sq. Ft)

<u>Façade Length.</u>	<u>Max. Size</u>
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<u>Up to 15feet</u>	<u>34</u>
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<u>16-20 feet</u>	<u>38</u>
-------------------	-----------

<u>21-25 feet</u>	<u>42</u>
-------------------	-----------

<u>26-30 feet</u>	<u>46</u>
-------------------	-----------

<u>31-35 feet</u>	<u>49</u>
-------------------	-----------

<u>36-40 feet</u>	<u>54</u>
-------------------	-----------

<u>41-45 feet</u>	<u>58</u>
-------------------	-----------

<u>46-60 feet</u>	<u>62</u>
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<u>&gt;60 feet</u>	<u>1 sq. ft. per linear foot of façade.</u>
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**Freestanding Signs**

**One (1) sign up to**

**100 sq. ft., Per public street frontage**

G. *Maximum Number of Signs.*

**Building Frontage Wall:** Two (2) on building sign per fronting business or per group of businesses.

**Side-Street Facing Wall:** Two (2) on building sign per business facing the side street or per group of businesses.

**Rear-Facing Wall Viewable by Pedestrian or Vehicular Traffic:** one (1) on building sign for all businesses in the building.

H. *Building Lighting.* All luminaries designed or intended for purposes of lighting any building on the premises shall limit, to the greatest extent possible, spill-over of light into the sky. Building mounted lighting shall be appropriately shielded to prevent glare.

I. *Non-Conforming signs.* A sign which has been constructed and installed as of the effective date of the sign section and does not comply with one or more of these regulations shall be deemed to be a legal non-conforming sign and be retained. A legal non-conforming sign shall become non-conforming and shall be removed or brought into compliance with this section if any one of the following occurs: a) The sign is removed / altered b) The sign is changed due to a change of use or ownership c) The sign is destroyed up to 50 percent or more of its replacement cost or d) A sign is abandoned for more than 30 days.

J. *Alteration of Signs.*

1. For the purposes of this ordinance, alteration of a sign is considered to be any change to the exterior appearance of any part of the sign's frame, supporting structure, or lighting including changing the material, height, or location of the sign.

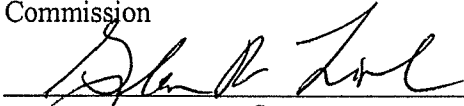
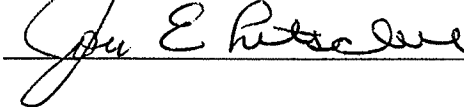
2. Altering a sign does not include maintaining the existing appearance of the sign, or replacing the supporting structure with identical materials, or replacing the message of the sign, provided the size and shape of the sign within its existing frame does not change.

3. All signs found not to be in compliance with the provisions of this chapter shall be removed within 30 days of receiving written notice of noncompliance and removal from the Zoning Administrator.

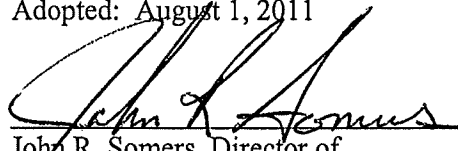
**SECTION II:** Said ordinance shall be effective upon its passage and publication.

First Reading – July 18, 2011

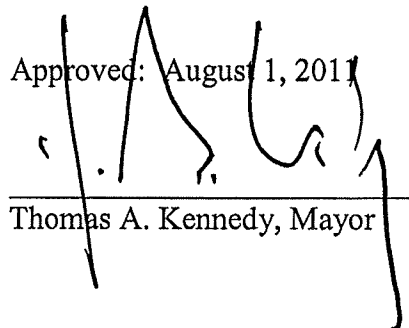
Presented by the following Alder-Persons, members of the Plan Commission

  
  
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Adopted: August 1, 2011

  
John R. Somers, Director of  
Administration

Approved: August 1, 2011

  
Thomas A. Kennedy, Mayor

## **Downtown Grant Program Guidelines are under review! Updates are pending!**

**Click on the links below to download information:**

**[Downtown Redevelopment Map >](#)**

**[Ordinance No. 12-2011 Downtown Redevelopment District Signs >](#)**

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### **Introduction and Purpose:**

By Resolution 38-2012 the Common Council of the City of Beaver Dam has endorsed a Downtown Grant Program for use of TIF #6 positive increment as encouragement for private investment off facade improvements for a Target Downtown Area. TID #6 was designed as a "Blight" TIF. This document is intended to establish guidelines for implementation of the Downtown Grant Program.

**TARGET AREA:** The Target Area where Grant Funds shall be allowed for use are improved parcels within the Beaver Dam Redevelopment District, as previously established by the City Council (which may be periodically amended) and for a period of two years, on parcels located at 100-200 Front Street. The Beaver Dam Redevelopment District lies within the TID #6 boundaries or within ½ mile of the TID #6 boundary as allowed by TIP laws (map attached).

**COVERED PROPERTIES:** Properties eligible shall be any improved, non-residentially zoned, parcels within the boundaries of the Target Area.

**Positive Increment Projection:** Based on current projections it is reasonably anticipated that available positive increment generated in TID #6 for all uses in accordance with the TID #6 project plan will be \$25,000 per year through calendar year 2020. The mandatory end date of TID #6 is 2036.

**TERM:** It is anticipated that the term of the program will be the life of TID #6, or until available Grant Funds have been used, whichever occurs first. The initial terms of the program shall be upon passage and approval of this document by the Common Council of the City of Beaver Dam through calendar year 2020. Grant Funds immediately available shall be in the amount of \$100,000, thus leaving additional funds available for other projects as may be approved by the Common Council. After expiration of the initial terms and/or the use of the initial Grant Funds, the program may be extended by action of the Common Council of the City of Beaver Dam. If prior to the expiration of the initial term it becomes necessary to utilize available increment for other TIF #6 project purposes, the Common Council may, by resolution, suspend this Grant Program. Additionally, any amendments to the Downtown Grant Guidelines as set forth herein shall require Common Council approval.

**GENERAL GUIDELINES/USE OF GRANTS:** TID #6 was designed as a "Blight" TIP, as such, the use of Grant Funds shall be specific to facade or exterior building improvements (awnings are excluded except on properties located at 100-200 Front Street) which will enhance the visual appearance and marketability of existing structures within the Target Area. Grant Funds shall not be used for landscaping, signage, or improvements in which the projected useful life of the improvement is less than 10 years.

The Target Area identified on the map encompasses the area covered under the City's Downtown Redevelopment District. The City has established Design Review Guidelines administered by the Landmark Commission for properties within the Downtown Redevelopment District. As such, all projects in the Target Area seeking Grant Funds under this program shall be in conformance with the Design Review Guidelines as may be applicable at the time of application for Grant Funds.

Property owners or applicants shall be allowed to self-perform work provided that the work is completed in a professional workmanlike manner. In the case of self-performed work only the cost of materials shall be considered for matching Grant Funds.

Property owners using professional contractor services shall submit a minimum of two (2) bids for review and final approval by the Landmark Commission with regard to dollars that may be made available under the Grant Program.

All completed projects shall be subject to inspection or review by a designated City employee or official before payment of Grant Funds.

**FACADE PAINTING:** The original guidelines of the Grant shall be interpreted to include funding of exterior painting of walls facing a public right-of-way within the Redevelopment District on buildings identified by the Building inspector as needing painting improvements to eliminate blighted conditions. The minimum total project cost for the Façade Painting provision shall be \$2,000.00 within the maximum reimbursable percentage being 50%.

## **2022 Façade Improvement Grant (FIG) Information**

The purpose of the Façade Improvement Grant (FIG) Program is to provide resources to help Downtown Sun Prairie businesses and building owners with their revitalization efforts through financial support for improvements and rehabilitation to the exterior of their buildings. Resources available through the program include funds allocated from the TIF District 8, and are awarded on a limited term basis as a 50% reimbursement for project expenses with a maximum grant of \$5,000. In 2022, the Program has a \$30,000 budget.

### **Façade Improvement Grant (FIG) Program**

Grant funds are only available for new projects, and must be approved prior to improvements being made. Grantees must follow all laws and permitting processes for their projects, approval of FIG proposals does not constitute approval from permitting/inspecting agencies.

The FIG application will be reviewed by the BID's Recruitment and Retention Committee, then sent to the BID Board with recommendations from the committee. The BID Board will review the application, and make a recommendation for approval or denial of the request. If approved, it will then be reviewed by the Community Development Authority (CDA) for final approval. The City of Sun Prairie is responsible for administration of this grant. Funds will be distributed for projects only after itemized invoices and proof of payment are received by the Economic Development Department at the completion of the project. Projects must be completed within one year of grant application approval by the CDA. If the project is not complete within one year of CDA approval, the applicant must return to the CDA with a project update and review for potential reapplication.

This program will provide up to a 50% match of funds, through a reimbursement after all work has been completed, with a maximum \$5,000 grant per façade for the improvements of a commercial building facade in Downtown Sun Prairie. Façade improvements outside of the TID 8 area shall not be eligible for FIG grants. This program is intended to help finance high-quality improvements that will improve the appearance and character of Downtown. The program is not intended to finance routine repairs or maintenance that would be required under existing building codes or that does not contribute to the character of Downtown. Examples of routine repairs or maintenance include: gutters, tuck pointing brick, paint touch up, window frame painting, caulking and sealing of windows and doors.

Property owners may be approved for only one (1) application façade per year.

### **Timeline**

Façade Improvement Grant applications can be submitted at any time but will flow through meetings as laid out below:

- Recruitment and Retention Committee meet as needed
- BID Board meets the first Thursday of each month at 8:30AM
- CDA typically meets the second Thursday of the month at 5:30PM

All meetings are subject to change or cancellation. The BID and CDA overall will work with applicant to make sure applications are reviewed in a timely manner.

## Review Criteria – to be filled out by staff

Applications will be reviewed in the order they are received, grants will be approved, and funds awarded based on the following criteria.

1. Property is in within TID 8 district ( Y / N )
2. All application materials have been submitted ( Y / N )
3. Project makes significant façade improvement to building exterior appearance  
1      2      3      4      5      6      7      8      9      10
4. Project exceeds regular repair and maintenance standards  
1      2      3      4      5      6      7      8      9      10
5. Project has sound financial and project plans  
1      2      3      4      5      6      7      8      9      10

- ☐ Completed application form
- ☐ Current photograph of the façade
- ☐ Brief narrative description of the project
- ☐ Drawings of the proposed work prepared to scale by a qualified professional. Drawings should consist of building elevations, a site plan (if applicable), and detailed drawings or photos of windows, doors, or other building components to be replaced or restored.
- ☐ Details regarding the materials and products planned for installation must be included in the application packet
- ☐ Two (2) different contractor estimates for work being proposed
- ☐ Proposed/current use of the building
- ☐ Property owner signature on the application form required

\_\_\_\_\_  
Date Turned In

\_\_\_\_\_  
Staff Signature

BID R&R Meeting \_\_\_\_\_

BID Board Meeting \_\_\_\_\_

CDA Meeting \_\_\_\_\_



## 2022 Façade Improvement Grant (FIG) Application

### Applicant Information

Applicant Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address of property to be improved: \_\_\_\_\_

### Property Owner (if different from applicant)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Grant Project Request

Project Title: \_\_\_\_\_

Project total budget: \$ \_\_\_\_\_

Project Grant Reimbursement request (\$5,000 max): \$ \_\_\_\_\_

### Check the eligible improvements from the list below that most closely relate to your project:

*All projects must comply with Building Inspection and zoning code requirements.*

☐

Appropriately scaled window areas for display or for looking into a retail business, restaurant, or service business, with lighting to facilitate night viewing.

☐

Restoration or replacement of original materials and decorative detail which are deteriorated or missing in historically contributing or significant buildings, and/or removal of elements which cover architectural details.

- ☐ Landscaping features where appropriate, such as window boxes, planters, or trellises.
- ☐ Sign purchase/repair/replacement which are attractively integrated into the architecture of the building including the window area, doorway, and awning or canopy.
- ☐ New/repair/replacement awnings or canopies (cloth or fabric), where these can be both functional and visually appealing.
- ☐ New traditional storefront construction within an existing building.
- ☐ Cleaning, repainting or residing of buildings, provided the improvements are in accordance with the design guidelines (more than routine maintenance).
- ☐ Skim coating or painting previously painted brick surfaces.
- ☐ Exterior wall repair, plastering, and painting.
- ☐ Cleaning and repointing of brick and other masonry repair. Exterior storefront and/or storefront display lighting. Lighting level should be consistent with neighboring businesses.
- ☐ Restoration, replacement, or rehabilitation of exterior façade (door and window replacement/modifications).
- ☐ Repair of non-original materials which cannot be removed due to deterioration of the underlying original building material.
- ☐ Repair, replacement or addition of entrances, doors, display windows, transoms, or second story windows.
- ☐ Exterior improvements for the disabled including but not limited to ramps, doors, door openers, walks, guardrails, no-slip materials, or level platforms at doors (must meet Americans with Disabilities Act (ADA) standards).
- ☐ Material appearance must be in line with the historic nature of the building and overall Downtown aesthetic.
- ☐ Other improvements not listed here, will be considered on a case-by-case basis (describe below).

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## Project Narrative

Please attach a brief narrative description of the proposed project. In your description include the improvements to be made, building materials and colors to be used, proposed timeline for completion of the work, detailed cost estimates for each project, and total grant money requested. Other items to focus on in the project description include how the proposed improvements will have a positive aesthetic impact on the character of downtown, create or expand business, capitalize on the building's architectural assets, preserve the historical integrity of the building, and whether other improvements are also being made to the building that may not be eligible for this program but that show additional investment in the downtown.

## Building Use

Describe how the building is being or will be used:

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Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Signature of Property Owner \_\_\_\_\_ Date \_\_\_\_\_  
(if different from applicant)

Send application and all materials to [business@cityofsunprairie.com](mailto:business@cityofsunprairie.com). Any questions call 608-825-0806.

## Waterloo Community Development Authority -- Annual Calendar

Preferred meeting night: 3<sup>rd</sup> Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress; (2) Grant Application Tracking

<b>JANUARY</b> - evaluate CDA Progress Measures - finalize prior year Annual Report
<b>FEBRUARY</b> - notify Mayor of member reappointment interest - align/modify CDA Progress Measures as needed - submit Annual Report to City Council
<b>MARCH</b> - notify Mayor of member reappointment interest - Push to closeout incomplete prior year items
<b>APRIL</b> - Mayoral appointments - Push to closeout incomplete prior year items
<b>MAY</b> - CDA election of Chair and Vice Chair - evaluate CDA Progress Measures
<b>JUNE</b> - start future year budget submittal - review of tax increment finance district progress
<b>JULY</b> - review of tax increment finance district progress - future year budget planning - align CDA Progress Measures with budget planning - reaffirm or jettison all active programs and projects
<b>AUGUST</b> - future year budget submittal to Finance, Insurance & Personnel Committee, including tax incremental finance funds
<b>SEPTEMBER</b> - evaluate CDA Progress Measures
<b>OCTOBER</b> - <u>s</u> trength, <u>w</u> eaknesses <u>o</u> pportunities & <u>t</u> hreats (SWOT) exercise
<b>NOVEMBER</b> - community outreach
<b>DECEMBER</b> - community outreach - review staff draft, Annual Report to City Council - update calendar