



136 North Monroe Street
Waterloo, WI 53594
Phone: (920) 478-3025
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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



info@non-mc.com

329 W 3rd St., Fox Lake, WI 53933

920-203-3859

April 16, 2023

Community Development Authority
136 North Monroe St.
Waterloo, WI 53594

RE: April Update

CDA Board,

I have partook in many key meetings and work over the past month, including:

- Jefferson County Economic Development Consortium
 - Monthly JCEDC Board meeting → Vice Chair
 - ThriveED Executive Committee
 - Interview panel member for Community Development Director position
- 333 Portland Rd.
- Project Forward
- Dempsey Property
- Developer contacts
- 2 BRE visits
- Downtown Master Plan

Please let me know if there are any additional areas of focus you would like me to start on.

Everett Butzine
Owner/Managing Member
Non-Metro Connections

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 | | <u>478,662.07</u> |

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 | | <u>514,766.11</u> |
| | TOTAL LIABILITIES AND EQUITY | | <u>478,662.07</u> |

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 | | <u>67,504.13</u> |

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 | | <u>119,653.82</u> |
| | TOTAL LIABILITIES AND EQUITY | | <u>67,504.13</u> |

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 | | <u>62,961.54</u> |

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 | <u>22,905.02</u> | |
| | TOTAL FUND EQUITY | | <u>99,197.24</u> |
| | TOTAL LIABILITIES AND EQUITY | | <u>62,961.54</u> |

TID 5 EXPENSES - PAID FROM TID 2

| DATE OF INVOICE | VENDOR | DESCRIPTION | PAID DATE OF INVOICE | NOTES | AMOUNT | 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 |

Downtown Master Plan Education

Waterloo Downtown Revolving Loan Fund (WDRLF)

- Gap financing
- Self-replenishing pool of money
 - Utilizing interest and principal payments of old loans to issue new ones
- Loans at market or otherwise competitive and attractive rates
- Potential for grants
- Typical uses
 - Operating capital
 - Acquisition of land and buildings
 - New construction
 - Façade and building renovation
 - Landscape and property improvements
 - Machinery and equipment
- Our own unique program to the City of Waterloo

Waterloo Business Improvement District (WBID)

- A tool that a municipality can implement, that creates a geographic area within the municipality to be specially assessed
 - Additional tax revenue proceeds go to fund an operational plan (set of activities) developed by the Business Improvement District members
- SS 66.1109 (Business Improvement Districts)
- SS 66.0701, 66.0703, 66.0705 & 66.0709 (Special Assessments)
- An area within a municipality consisting of contiguous parcels Geographic designated area

Waterloo Main Street Community

- What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level, integral support and expertise provided by Coordinating Programs at the city, county, and state level, and leadership and direction from Main Street America.

Main Street America is also a special mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns.



SUCCESSFUL COMMERCIAL DISTRICTS DON'T JUST HAPPEN.

They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders who share a vision for the community.

WEDC's downtown development programs are designed to help communities identify necessary initiatives, stakeholders and resources to make their downtown or urban commercial district a more vibrant and engaging place to live, work and play.

Our programs are designed around The Main Street Approach®, which provides a holistic framework for downtown revitalization focused on four key points:

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.

Design works to create a safe, inviting environment for shoppers, workers and visitors while preserving a place's historic character.

Economic Vitality works to build a commercial district that responds to the needs of today's consumers while promoting economically profitable businesses and properties.

Promotion communicates unique characteristics, cultural traditions and community pride to create a positive image and attract interest in and traffic to your district.

DOWNTOWNS AND HISTORIC COMMERCIAL DISTRICTS PLAY AN IMPORTANT ROLE IN OUR COMMUNITIES AND IN WISCONSIN'S OVERALL ECONOMY.



Photos courtesy of Main Street Marshfield, Sturgeon Bay Visitor Center, and Eagle River Revitalization Program.

WEDC.ORG



DOWNTOWN DEVELOPMENT PROGRAMS

ACHIEVING YOUR VISION FOR REVITALIZATION

MAIN STREET | CONNECT COMMUNITIES



RESOURCES AND SERVICES

Participants in both the Wisconsin Main Street and Connect Community Programs enjoy access to a wide variety of educational resources, training and tools designed to further local revitalization initiatives, including:

- Regional workshops on pertinent topics
- Annual conference programming
- Regular webinars
- Case studies and best practices
- Regional networking events
- Manager/board orientation/training
- Toolkits on relevant topics such as market analysis, volunteer management, event production, design guidelines, marketing, etc.

WISCONSIN MAIN STREET communities receive intensive technical assistance from WEDC's downtown development staff and consultants to provide tailored support, design assistance and topical solutions for local challenges as well as targeted support for local businesses and property owners.

OUTCOMES

Downtown development is not a one-size-fits-all endeavor, and local outcomes are as unique as the communities they represent. Ranging in size from 700 to 600,000 residents, each program has made strides in achieving local goals. Participants commonly report increased storefront occupancy, improved environment and aesthetics, increased property values and an expanded customer base, among other outcomes.

PROGRAMS



MAIN STREET

The **Wisconsin Main Street** program was created in 1987, and is affiliated with the National Main Street Center. The **Main Street America™** program is designed to provide technical support and training for organizations dedicated to downtown or commercial corridor revitalization activities. The program is flexible in its ability to accommodate a wide range of community sizes and situations. Successful programs will have established a strong local base of support which enables them to undertake a broad spectrum of initiatives specifically designed to foster local success.

CONNECT COMMUNITIES

Created in 2013, the Connect Communities program is designed to provide training and networking for communities or organizations working on revitalization topics. Connect Communities is a great option for communities beginning new revitalization efforts, those looking to provide additional resources to support local commercial district businesses and property owners, and individuals interested in networking with other professionals and gaining useful information on strategies and techniques to address common revitalization challenges.

APPLICATION INFORMATION

MAIN STREET

Applicants to the Wisconsin Main Street program must be organizations focused on downtown or urban commercial district issues. The organization must have paid staff and an adequate budget for carrying out activities (\$40,000 in communities under 5,000 or \$70,000 in larger communities).

Applications are accepted annually in the spring, and interviews will be held with eligible applicants to determine organization readiness. Up to 3 new communities will be admitted to the program in the following fiscal year.

Participating organizations must complete regular reporting and meet annual attendance requirements to remain in the Wisconsin Main Street Program.

CONNECT COMMUNITIES

Applicants for Connect Communities program may be any organization or governmental entity interested in pursuing revitalization activities at the local level.

Applications are accepted twice annually in the spring and fall, and up to 20 new communities will be admitted to the program in each fiscal year.

Participating organizations must complete annual reporting and meet annual attendance requirements to remain in the Connect Communities program.



NEIGHBORHOOD IMPROVEMENT DISTRICTS, BUSINESS IMPROVEMENT DISTRICTS AND SPECIAL ASSESSMENT DISTRICTS

KARL GREEN

LOCAL GOVERNMENT EDUCATION PROGRAM MANAGER

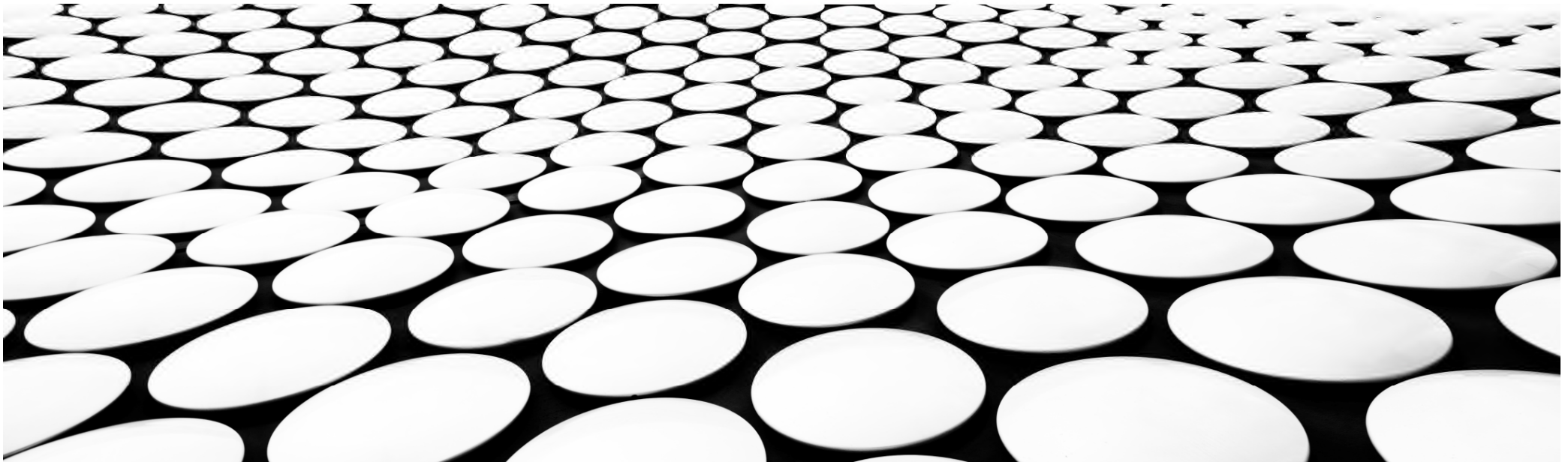
DIVISION OF EXTENSION - UW MADISON



Local
Government
Education



Extension
UNIVERSITY OF WISCONSIN-MADISON



**TODAY WE WILL
REVIEW STATE
STATUTES COVERING
NID'S, BID'S &
SPECIAL ASSESSMENT
DISTRICTS**

SS 66.1109 (Business
Improvement Districts)

SS 66.1110 (Neighborhood
Improvement Districts)

SS 66.0701, 66.0703, 66.0705
& 66.0709 (Special
Assessments)



TODAY WE WILL NOT

- Provide all potential aspects of the NID, BID & Special Assessment Districts
- Provide legal advice, City must seek professional legal counsel



NEIGHBORHOOD IMPROVEMENT DISTRICT

SS 66.1110 (Neighborhood
Improvement Districts)

In Summary

- A Neighborhood Improvement District means :
 - “An area within a municipality consisting of nearby, but not necessarily contiguous parcels, at least some of which are used for residential purposes and are subject to general real estate taxes...”
 - Geographic designated area
 - Does not need to be contiguous
 - Must include residential properties (diff. from BID)
- Residential property must have representation (real property used exclusively for less than 8 residential units may not be specially assessed for purposes of the NID (66.1110(7))
- Requires an initial operating plan, an appointed Board, and annual reporting of current status, spending revenues, etc.
- Boundaries can be annexed, but must follow process similar to creation of NID
- All special assessments from a NID and all other appropriations received for the benefit of the NID shall be placed in segregated account in the municipal treasury
- Eligible activities for NID’s are not defined by state statutes, nor are they limited by statutes
 - Unwritten rule - Expenditures must be supported by members

NEIGHBORHOOD IMPROVEMENT DISTRICT

SS 66.1110 (Neighborhood
Improvement Districts)

In Order to Create:

- 66.1110 (3)
 - A municipality may create a NID and adopt its operating plan *IF* all of the following conditions have been met:
 1. An owner of real property subject to general property real estate taxes and located within the proposed NID has petitioned the municipality for creation of a NID
 2. The Planning Commission (see def.) has designated a proposed neighborhood improvement district and adopted its proposed initial operating plan
 3. Hold public hearing at least 30 days before the creation of the NID and adoption of the initial operating plan,
 - Sent notice by certified mail to all owners of real property within the proposed NID indicating
 - Boundaries of the proposed NID
 - Indicate copy of proposed operating plan is available through planning commission
 4. Within 30 days following the hearing no protests from
 - Owners representing >40% of valuation of NID, based on Operating Plan specified valuation method, or
 - Owners representing >40% of assessed valuation of NID
 5. City Council votes to approve proposed initial operating plan, with Class 2 notices posted and sent by cert. mail to all owners of real property within NID

NEIGHBORHOOD IMPROVEMENT DISTRICT

SS 66.1110 (Neighborhood
Improvement Districts)

Operating Plan

- 66.1110(2)(a-f)
 - shall contain (at least) all of the following:
 1. The special assessment method applicable to the NID
 - Ex. Based on valuation, sq. ft of land, lineal feet of street, etc.
 2. The kind, number and location of all proposed expenditures within the NID
 3. Description of the method of financing all estimated expenditures and the time when related costs will be incurred
 4. Description of how the NID promotes the orderly development of the City, and relation to City Master (Comp.) plan
 5. A statement whether the City Council authorizes the NID Board to own real property
 - If allowed, description of real property to be owned
 - Purpose of ownership
 - Statement regarding to whom real property will be transferred if NID is terminated
 6. Legal opinion that above items #1-#5 have been met
 - Operating plan considered/updated annually

NEIGHBORHOOD IMPROVEMENT DISTRICT

SS 66.1110 (Neighborhood
Improvement Districts)

Board Formation

- **66.1110 (4)(a)**
 - If the City Council adopts the operating plan, then it shall determine the size of the board:
 - Board shall consist of minimum 5 members
 - All board members shall own/occupy real property in the NID
 - # of board members must represent both commercial & residential property
 - As closely as possible, in same proportion as aggregate value to total value in NID
 - Ex. 60% property commercial
40% property residential
Minimum 3 commercial property owners/occupants, 2 residential property owners/occupants
 - Board members serve 1-year terms, appointed by City Council
 - Board membership encouraged to be expanded as properties developed (representative)

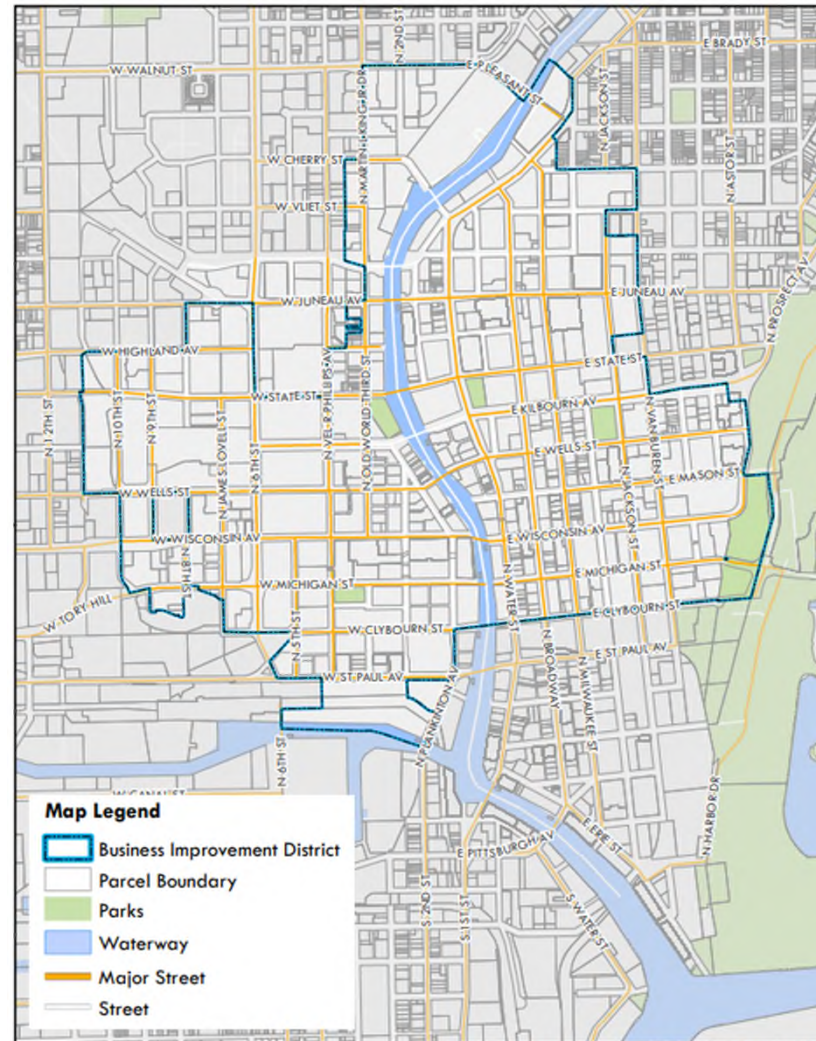
BUSINESS IMPROVEMENT DISTRICT

SS 66.1109 (Business Improvement Districts)

- A Business Improvement District means :
- “An area within a municipality consisting of contiguous parcels
 - May include railroad right of ways, rivers, or highways continuously bounded by the parcels on at least one side

BID NO. 21: MILWAUKEE DOWNTOWN CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 8/12/2020
Source: City of Milwaukee Information Technology Management Division
Dept. of City Development Commercial Corridor Team



BUSINESS IMPROVEMENT DISTRICT

SS 66.1109 (Business
Improvement Districts)

In Summary

- A Business Improvement District means :
- An area within a municipality consisting of contiguous parcels
Geographic designated area
 - Does need to be contiguous, but can jump boundaries such as railroad ROW's, rivers, highways, etc.
- Requires an initial operating plan, an appointed Board, and annual reporting of current status, spending revenues, etc.
- Boundaries can be annexed, but must follow process similar to creation of BID
- Real Property used exclusively for residential purposes may not be specially assessed for BID purposes
- BID's may be converted to NID's if petitioned by an owner of taxable real property used exclusively for residential (**>8 units**)
- Eligible activities for BID's are not defined by state statutes, nor are they limited by statutes
 - Unwritten rule - Expenditures must be supported by members
 - Examples: Graffiti removal, Trash & clean up services, landscaping, public service ambassadors, to name a few....

BUSINESS IMPROVEMENT DISTRICT

SS 66.1109 (Business
Improvement Districts)

In Order to Create:

- 66.1109(2)
 - A municipality may create a BID and adopt its operating plan *IF* all of the following conditions have been met:
 1. An owner of real property used for commercial purposes and located in the proposed BID has petitioned the municipality for creation of a BID
 2. The Planning Commission (see def.) has designated a proposed neighborhood improvement district and adopted its proposed initial operating plan
 3. Hold public hearing at least 30 days before the creation of the BID and adoption of the initial operating plan, published as a class 2 notice
 - Before publication, send notice by certified mail to all owners of real property within the proposed BID indicating
 - Boundaries of the proposed BID
 - A copy of proposed operating plan
 - Detailed map showing the proposed BID boundaries
 4. Within 30 days following the hearing no protests from
 - Owners representing >40% of valuation of BID, based on Operating Plan specified valuation method, or
 - Owners representing >40% of assessed valuation of BID
 5. City Council votes to approve proposed initial operating plan

BUSINESS IMPROVEMENT DISTRICT

SS 66.1109 (Business
Improvement Districts)

Operating Plan

- 66.1109(1)(F)(1-5)
- The plan adopted/amended for the development, redevelopment, maintenance, operation & promotion of a BID including all of the following:
 1. The special assessment method applicable to the BID
 - Specifically whether real property used exclusively for manufacturing purposes will be specially assessed
 2. The kind, number and location of all proposed expenditures within the BID
 3. Description of the method of financing all estimated expenditures and the time
 4. Description of how the BID promotes the orderly development of the City, including relation to City Master (Comp.) plan
 5. Legal opinion that above items #1-#4 have been met
 - Operating plan considered/updated annually

BUSINESS IMPROVEMENT DISTRICT

SS 66.1109 (Business
Improvement Districts)

Board Formation

- 66.1109 (3)
 - The Chief Elected Officer shall appoint members to the BID Board to implement the operating plan, confirmed by Legislative body:
 - Board shall consist of minimum 5 members
 - A majority of board members shall own/occupy real property in the BID
 - Board members serve 1-year terms, but may be consecutive
 - Board membership encouraged to be expanded as properties developed (representative)
 - Changes to the operating plan shall be approved by the City Council
 - Board shall prepare (and make available to the public) annual reports describing the current status of the BID, Exp. & Rev, and
 - Certified Audit if cash balance exceeded \$300,000* (at any point)
 - Reviewed financial statement if under \$300,000*
 - Must be in segregated account in municipal treasury

*After 2018, \$300,000 x annual CPI

SPECIAL ASSESSMENTS

SS 66.0701 – 66.0709

In Summary

- 1st class cities may pass Special Assessments by 2 Resolutions of its governing body (City Council)
- Special Assessments better option for infrastructure improvements, not services that improve conditions
- Preliminary Resolution shall describe:
 - City's intent to exercise special assessment for a stated municipal purpose
 - The limits of the proposed assessment district
 - The number of installments in which special assessments may be paid (may be determined during public hearing)
 - Direct proper municipal officer or employee to make a "Report" on the proposal

SPECIAL ASSESSMENTS

SS 66.0701 – 66.0709

Report shall include:

- Preliminary or final plans & specifications
- An estimate of the entire cost of the proposed work or improvement
 - Costs may include: direct/indirect costs, interest on bonds/notes issued, reasonable administrative charges of the city, architectural, engineering or legal services, any other costs reasonably attributed to the proposed work or improvement
- An estimate, as to each parcel/property affected of:
 1. The assessment of benefits to be levied
 2. Damages to be awarded for property taken or damaged
 3. The net amount of benefits over damages, or vice versa
- A copy of the completed report shall be filed with the municipal clerk for public inspection

SPECIAL ASSESSMENTS

SS 66.0701 – 66.0709

Public Notification & Hearing shall include:

- Public Notice stating:
 - Nature of the proposed work
 - General boundary lines of the proposed assessment district
 - Where & when the report can be inspected
 - Where & when governing body will meet to receive input from public
 - Mailed to “every interested party”
 - Class 1 notice, at least 10 days, but no longer than 40 days from the public hearing event
- After the public hearing, the governing body may approve, disapprove, or modify report
- Final resolution needs to be passed directing the work to be carried out as finalized after public hearing.

FINAL THOUGHTS

- Timing of BID or NID may be difficult with only one property owner (RDA) and no/minimal assessed value
- Transfer of ownership could challenge BID and NID longevity
- Significant amount of administrative work required to operate & maintain the BID/NID activities, including
 - Accounting of expenses, updating operating plan annually, annual reporting, meeting requirements, etc.
- Special Assessment District could possibly help with isolated storm sewer expenses
- Any special taxation district will take City resources and work setting structure up, potentially supporting long term...

QUESTIONS?



Extension

UNIVERSITY OF WISCONSIN-MADISON



**Local
Government
Education**

CONTACT INFO:

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LOCAL GOVERNMENT EDUCATION

PROGRAM MANAGER

UW MADISON

DIVISION OF EXTENSION

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Extension

UNIVERSITY OF WISCONSIN-MADISON



**Local
Government
Education**

DESIGN REVIEW GUIDELINES

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

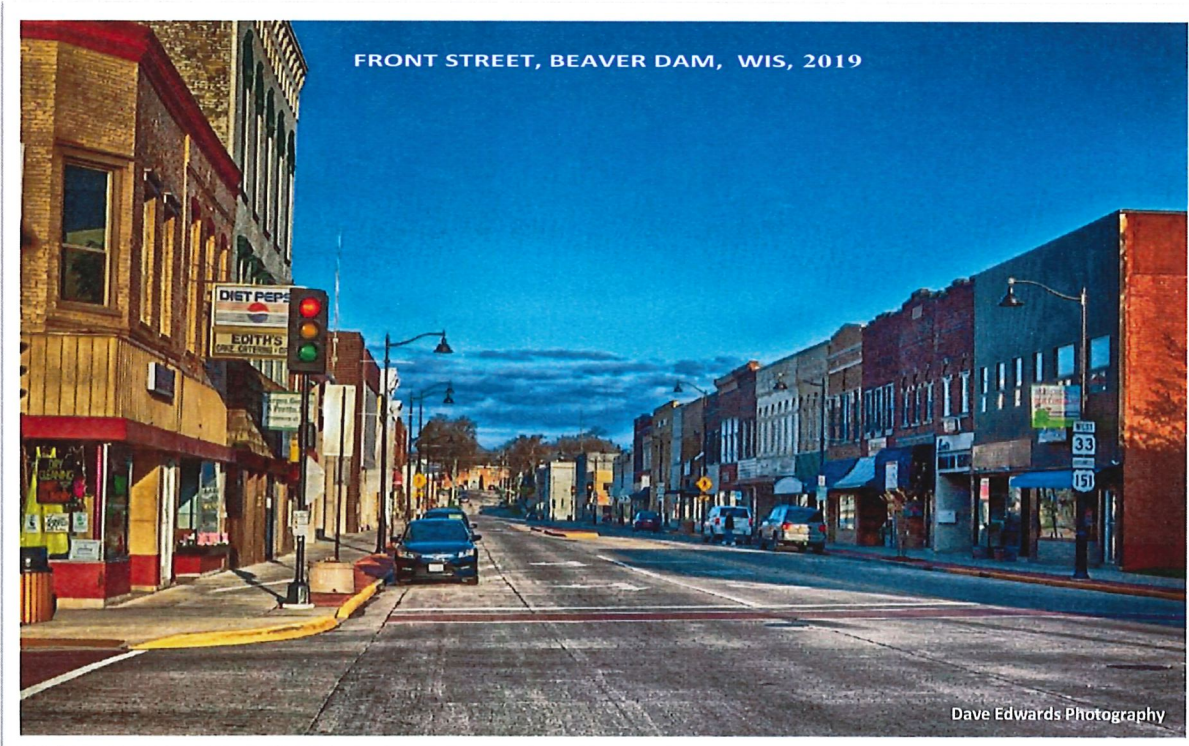
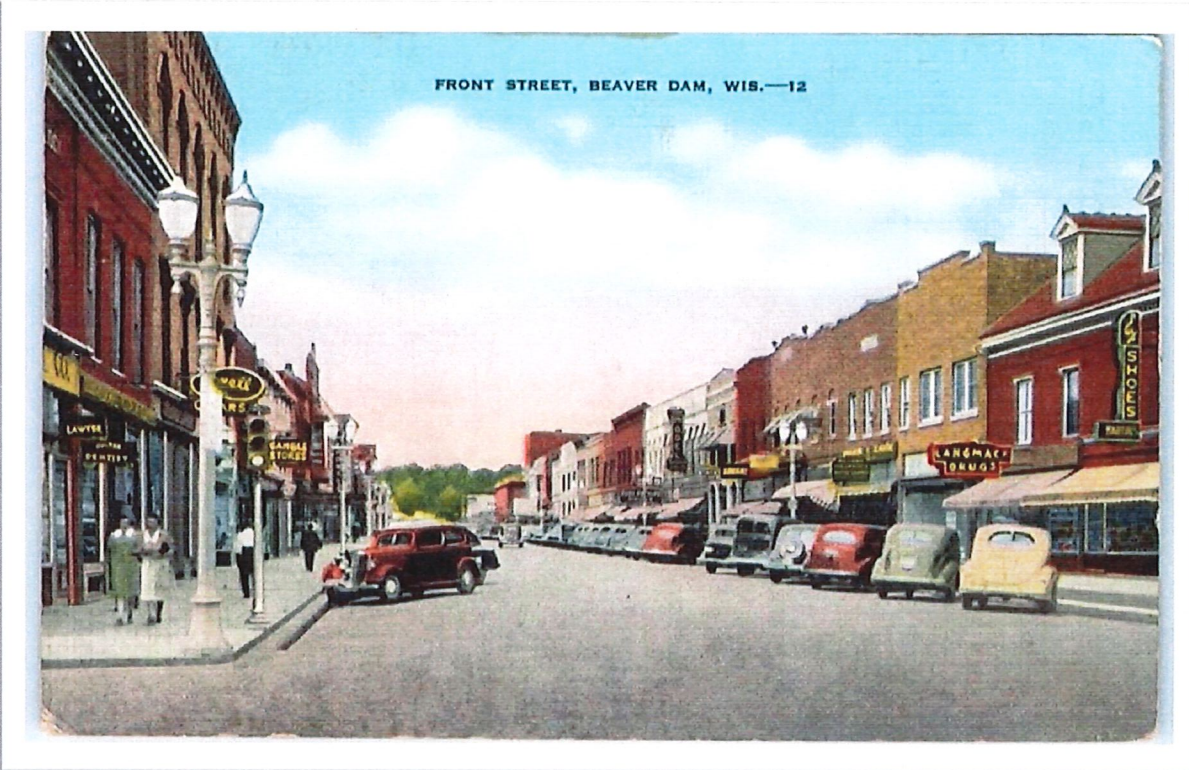


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BEAVER DAM
Life is good
here

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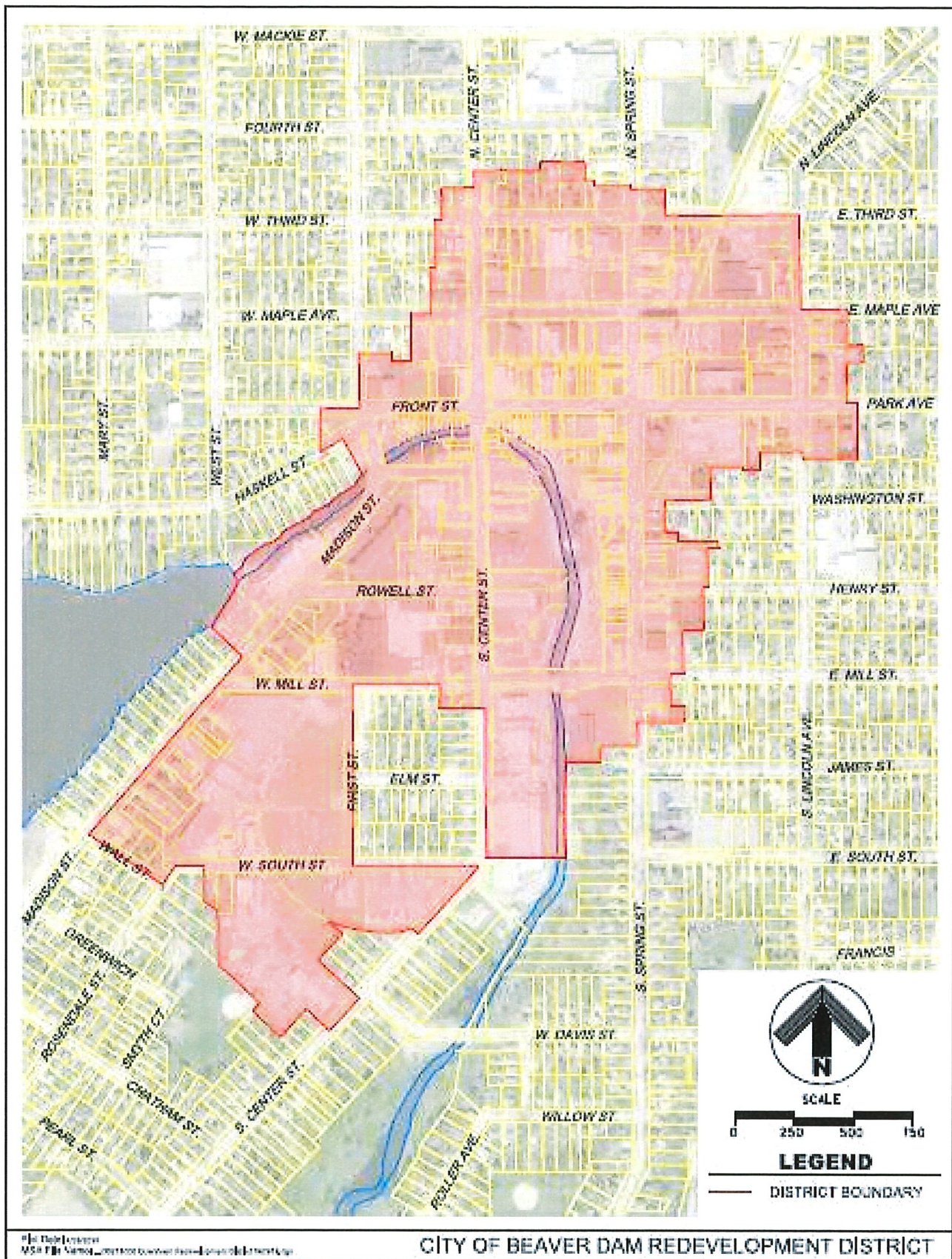
City Attorney

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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

DOWNTOWN REDEVELOPMENT DISTRICT _____



City of Beaver Dam
 1500 N. Lincoln Ave.
 Beaver Dam, WI 53001

CITY OF BEAVER DAM REDEVELOPMENT DISTRICT

PURPOSE

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
- 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

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



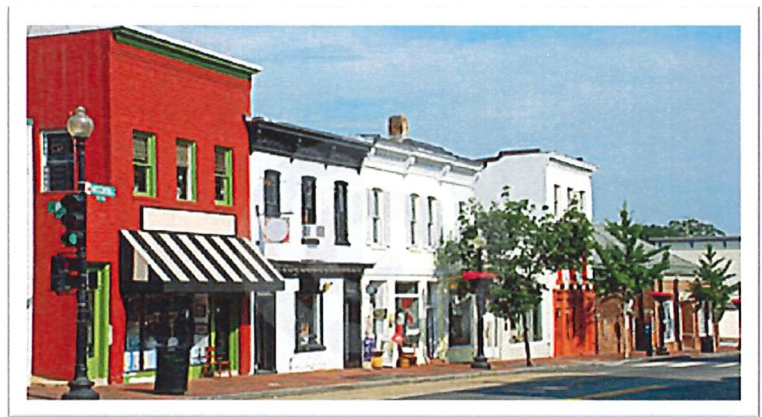
STOREFRONT FACADES

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

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

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.

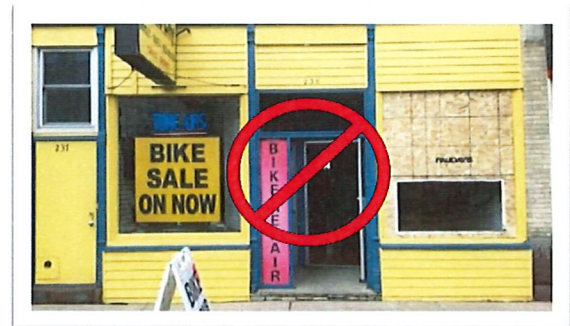
DO...

- 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

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...

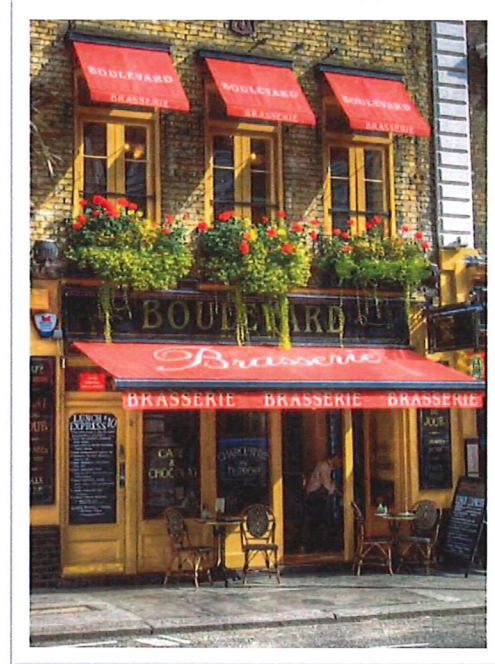
- To permit good visibility into storefront windows and shade out the sun, awnings should run along the entire length of the display windows, over the front door and may be placed over the second story windows on the front façade.
- Weather resistant canvas style fabric awnings are preferable to metal awnings.
- The size of the awning must be scaled to the size of the building and its context in the commercial corridor.
- A clean 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

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

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

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

LANDSCAPING & PARKING

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.

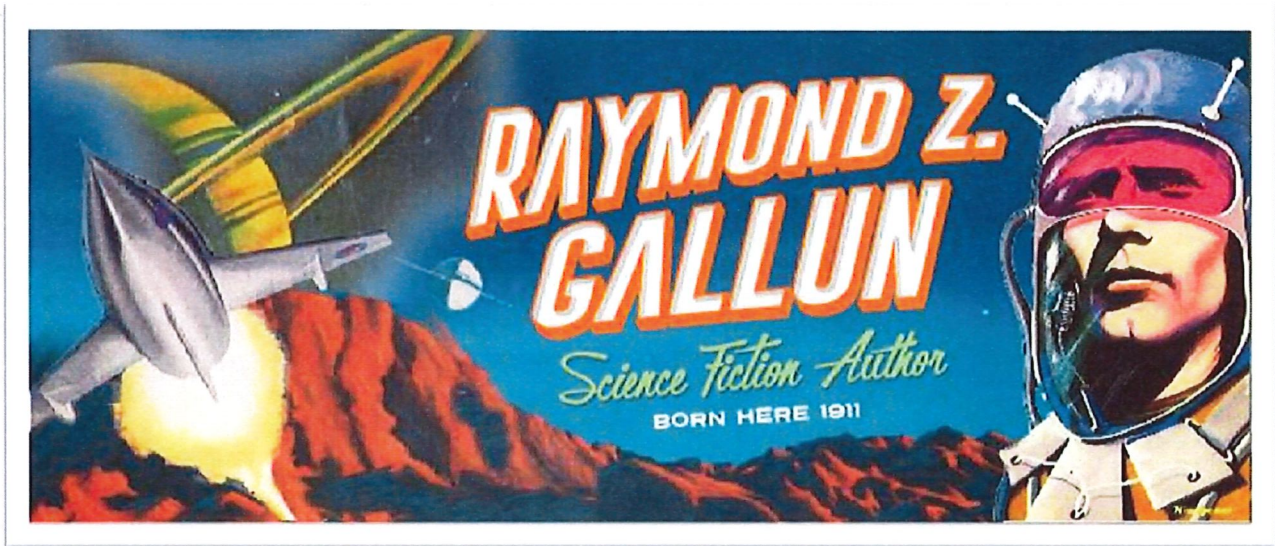
NOTE...

- 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

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.

CERTIFICATE OF APPROPRIATENESS

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.

DOWNTOWN GRANT PROGRAM

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.

- | | | | | |
|---|----------------------------------|------------------------------------|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Storefront Remodel | <input type="checkbox"/> Windows | <input type="checkbox"/> Doors | <input type="checkbox"/> Siding | <input type="checkbox"/> Roof |
| <input type="checkbox"/> Porch/Railings | <input type="checkbox"/> Awning | <input type="checkbox"/> Lighting | <input type="checkbox"/> Painting | <input type="checkbox"/> Stairs |
| <input type="checkbox"/> Fence/Gate | <input type="checkbox"/> Gutters | <input type="checkbox"/> Landscape | <input type="checkbox"/> Masonry | <input type="checkbox"/> Signage |
| <input type="checkbox"/> 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.

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.

| | |
|-------------------------------------|------------|
| <i>Internal Use:</i> | |
| LANDMARK COMMISSION APPROVAL | |
| Signature _____ | Date _____ |
| Print Name _____ | |

APPENDIX A

| EXTERIOR ALTERATIONS | Building Permit Required | COA Required |
|---|--|---|
| 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)

Façade Length. Max. Size

Up to 15feet 34

16-20 feet 38

21-25 feet 42

26-30 feet 46

31-35 feet 49

36-40 feet 54

41-45 feet 58

46-60 feet 62

>60 feet 1 sq. ft. per linear

foot of façade.

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.

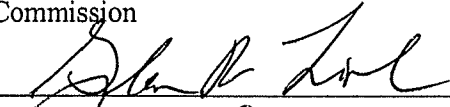
2. Altering a sign does not include maintaining the existing appearance of the sign, or replacing the supporting structure with identical materials, or replacing the message of the sign, provided the size and shape of the sign within its existing frame does not change.

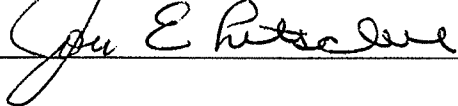
3. All signs found not to be in compliance with the provisions of this chapter shall be removed within 30 days of receiving written notice of noncompliance and removal from the Zoning Administrator.

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

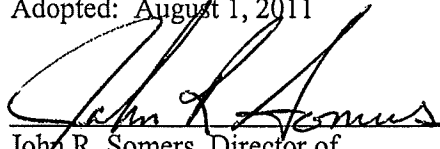
First Reading – July 18, 2011

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



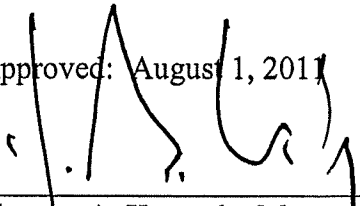


Adopted: August 1, 2011



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 >](#)

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

BID R&R Meeting _____

BID Board Meeting _____

Staff Signature

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).

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:

Signature of Applicant _____ Date _____

Signature of Property Owner _____ Date _____
(if different from applicant)

Send application and all materials to business@cityofsunprairie.com. Any questions call 608-825-0806.

Waterloo Community Development Authority -- Annual Calendar

Preferred meeting night: 3rd Tuesday of month at 6:00 pm

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

| |
|--|
| <p>JANUARY</p> <ul style="list-style-type: none"> - evaluate CDA Progress Measures - finalize prior year Annual Report |
| <p>FEBRUARY</p> <ul style="list-style-type: none"> - notify Mayor of member reappointment interest - align/modify CDA Progress Measures as needed - submit Annual Report to City Council |
| <p>MARCH</p> <ul style="list-style-type: none"> - notify Mayor of member reappointment interest - Push to closeout incomplete prior year items |
| <p>APRIL</p> <ul style="list-style-type: none"> - Mayoral appointments - Push to closeout incomplete prior year items |
| <p>MAY</p> <ul style="list-style-type: none"> - CDA election of Chair and Vice Chair - evaluate CDA Progress Measures |
| <p>JUNE</p> <ul style="list-style-type: none"> - start future year budget submittal - review of tax increment finance district progress |
| <p>JULY</p> <ul style="list-style-type: none"> - 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 |
| <p>AUGUST</p> <ul style="list-style-type: none"> - future year budget submittal to Finance, Insurance & Personnel Committee, including tax incremental finance funds |
| <p>SEPTEMBER</p> <ul style="list-style-type: none"> - evaluate CDA Progress Measures |
| <p>OCTOBER</p> <ul style="list-style-type: none"> - <u>s</u>trength, <u>w</u>eaknesses <u>o</u>pportunities & <u>t</u>hreats (SWOT) exercise |
| <p>NOVEMBER</p> <ul style="list-style-type: none"> - community outreach |
| <p>DECEMBER</p> <ul style="list-style-type: none"> - community outreach - review staff draft, Annual Report to City Council - update calendar |