City of Baraboo

Facade Improvement Program
Operating Plan[1]

PROGRAM DESCRIPTION

The purpose of the City of Baraboo Façade Improvement Program ("**Program**") is to provide resources to help City businesses and downtown building owners with their revitalization efforts in the Downtown Baraboo Business Improvement District ("**BID**"). Although *façade* is defined as "the principle or front elevation of a building," this Program may be used to make improvements to any side of a building that is visible from a public right-of-way. Resources available through the Program include forgivable loans/grant funds, repayable loans and limited technical assistance from City and Community Development Authority for the City of Baraboo ("**CDA**") staff.

PROGRAM INTENT

The Program is intended to finance high-quality building improvements that will improve the appearance and character of the BID revitalization area. 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 the downtown. The CDA reserves the right to approve or deny all applications. Any improvements must be done conformance with existing local and state building codes. The following questions should be kept in mind when completing an application for a loan or grant.

1. Will the project create or expand the business?
2. Do the proposed improvements have a positive aesthetic impact on the character of the downtown?
3. Does the project capitalize on the building's architectural assets?
4. Is the historical integrity of the building preserved with the renovation plans (renderings)?
5. Are the proposed improvements considered "general improvements" or an "historic restoration or rehabilitation"?
6. Is the property State/National Historic Register eligible?
7. Are there other building improvements beyond those proposed to be made through this Program?
8. Will lighted window displays be created to enhance downtown?
9. Does the project demonstrate collaboration/partnership?

FAÇADE IMPROVEMENT LOANS/GRANTS

The Program is designed to offer both forgivable loans/grants and repayable loans based upon the owner's investment match.

[1] Adopted by the Baraboo City Council on 2 13-18 Resolution #17-134. CDA approved 11-7-17.

1. Forgivable Loan/Grant: If an applicant's match amount is at a ratio of 5:1 or higher, the CDA will offer a loan that may convert into a forgivable grant of up to the maximum amount listed below.
    a. The applicant will enter into a thirty-six (36) consecutive month agreement with the CDA. At the conclusion of the thirty-six months, the loan will become due and payable in full.
    b. No payments will be required during the thirty-six month period.
    c. The note will bear an interest rate of up to 4% per annum.
    d. If the business remains open and in operation for the entire 36 consecutive months, and the business provides proof of this to the CDA (such as tax returns, lease agreement, etc.), the CDA will forgive any and all repayment of this loan, including interest, thereby converting the loan into a forgivable grant.

2. Repayable Loan. If an applicant's match amount is less than a ratio of 5:1, the CDA will offer a loan that will not allow for conversion to a forgivable grant. These loans will be for a term not to exceed ten (10) years. The note shall bear an interest rate of up to 4% per annum.

LOAN/GRANT AMOUNT

The matching grants or loans may be provided up to $7,500 per façade, $15,000 maximum per building, for the improvement of commercial building façade in the BID district. Matching grants or loans of up to $20,000 per façade, $30,000 maximum per building, may be awarded for improvements of commercial building façade when the improvement plan demonstrates a significant restoration or rehabilitation of an historic structure that will have a positive economic impact in the BID. Several grants or loans may be awarded per building or parcel; however, the aggregate cannot exceed the maximum per the program without specific action of the CDA. Façade improvements outside of the Downtown BID area shall not be eligible for the Program. The CDA has the authority to exceed these limits for projects that have a significant economic impact on the downtown.

The CDA will determine whether a project is a general improvement or a significant historic restoration or rehabilitation, which has a substantial economic impact on the downtown. Buildings listed in the Buildings Eligible for Significant Historic Restoration or Rehabilitation Grant Amounts, will be referred to when making this decision, however other buildings may be considered if the applicant proves that a building should be eligible.

Maximum Grant Amount: $7,500 per Facade, $15,000 maximum per bldg. for general improvements, or $20,000 per Façade, $30,000 maximum per bldg. for a significant restoration or rehabilitation of an historic structure.
Match Amount: 1:1 Private match required for general improvements; 5:1 Private match required for forgivable grants/loans; 2:1 Private match required for significant historic restoration or rehabilitation

APPLICATION AND PROGRAM PROCESS

1. Prior to submitting the application, the Applicant must meet with the City and CDA staff to discuss the project, program requirements, and design guidelines.

2. Applicant completes application and includes source of matching funds and at least two different contractor bids containing a description of the project, building elevation drawings, proposed materials, cost estimates, and proposed timeline.
3. The City and CDA staff will review the application to determine if the project meets the program guidelines. If the project meets the program guidelines, the CDA will prepare a report and schedule a Loan Review Committee meeting.
4. The Committee will review the report and make a recommendation to the Board to approve or deny the application. The applicant may appear and speak at the Committee and the Board if the applicant desires. The Board then votes on whether to approve the project and the amount to award, subject to CDA approval of the final design.
5. If the project is approved by the CDA Board and upon approval of the final design by CDA, the applicant hires the contractor and the work is performed.
6. During the performance of the work or at the conclusion of the work, as agreed to between the applicant and contractor, the applicant pays the contractor with the applicants match funds.
7. After the work is completed, there will be a final inspection by the City and CDA and if the final inspection is passed, the loan/grant money will be disbursed either directly to the contractor (preferred) or to the applicant. Funds will not be disbursed until a receipt is provided showing that the applicant has first paid the contractor their matching funds.

Any work completed prior to receiving final approval of loan/grant funds shall not be eligible for loan/grant funding under this Program. Individual proposals by building owners to place vinyl siding or other material to mask the façade will not be funded. For questions about the process, or to obtain an application, please contact CDA at 608-356-4822, Monday through Friday between the hours of 8 a.m. – 4:30 p.m.

ELIGIBILITY REQUIREMENTS

Priority will be given to façade restorations that are sensitive to and restore the original architecture of buildings in a historically appropriate manner.

1. The applicant must be the property owner or a tenant with written permission from the property owner
2. There must be no delinquent bills, charges, or taxes due to the City
3. The proposal must meet all state and local building codes and zoning requirements
4. The buildings must be located within the downtown area as defined in this Program
5. All improvements must follow the FIP Design Guidelines listed below (these guidelines are administered by the CDA to ensure compatibility with the existing downtown, and help to create a uniform and coordinated streetscape that is attractive and functional)
6. All improvements must be completed within two (2) years from the grant approval date. Failure to complete such work within this time frame will result in expiration of the grant. The applicant may request in writing, an extension of the time frame, subject to CDA review and written approval.

ELIGIBLE IMPROVEMENTS

Not all of the following improvements listed may be considered restoration or rehabilitation, however as part of a larger overall restoration or rehabilitation project, all items may be considered for the restoration or rehabilitation fund amounts.

- 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 details, which are deteriorated or missing, in historically contributing or significant buildings and removal of elements which cover architectural details
- Window replacement and window treatments visible from the street
- Landscaping features where appropriate, such as window boxes, planters, or trellises
- Signs 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 (alternative materials may be considered on a case-by-case basis)
- New traditional storefront construction within an existing building (see traditional storefront diagram below)
- Cleaning, repainting or residing of buildings, provided the improvements are in accordance with the design guidelines
- Skim coating, or painting previously painted brick surfaces
- Exterior wall repair, re-plastering, and painting
- Cleaning and re-pointing of brick and other masonry repair
- Exterior storefront and/or storefront display lighting
- Restoration or rehabilitation of exterior facade (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)
- Removal of shingled awnings
- Other improvements not listed here may be considered on a case-by-case basis

ELIGIBLE IMPROVEMENTS ON A CASE-BY-CASE BASIS

- Interior improvements or roof repair, not visible from the street
- Interior fixtures and furnishings
- Sandblasting brick or other masonry surfaces

The CDA reserves the right to determine eligible and ineligible improvements on a case-by-case basis.

INELIGIBLE IMPROVEMENTS

- Individual proposals by building owners to place vinyl siding or other material to mask the façade
- Ground floor window areas which do not allow or encourage viewing into the restaurant, business or store
- Loading docks or parking entrances and exits that disrupt the flow of pedestrians
- Removal of architecturally significant features
- Entrances that restrict access to the sidewalk

- Installation of plastic or vinyl awnings or canopies
- Installation of vinyl siding
- Skim coating, or painting unpainted brick surfaces
- Sidewalk repairs
- Construction of a new building
- Purchase of property
- Inventory or operating capital
- Any activity completed prior to receiving final approval of loan/grant funds
- Improvements not approved by the CDA

The CDA reserves the right to determine eligible and ineligible improvements on a case-by-case basis.

ELIGIBLE BUILDINGS

Based on a City conducted survey of buildings in the downtown, the following list represents buildings with the potential for historic restoration or rehabilitation based on the May 2, 2014 historic district report. This determination was made based on the traditional historic character of the original buildings. Buildings not listed may be eligible, as determined by the CDA, if proven to meet the criteria for such improvements. See Attachment A for list.

DESIGN GUIDELINES

1. New Traditional Storefront within an Existing Building — the use of the following traditional building components is encouraged to unify the overall street facade: kick plate, recessed entry, display window, transom, sign band, pilasters, parapet cap or cornice, awnings (where appropriate). These building components should be compatible in design and elevation with existing buildings in the immediate area, aligning with other building components in the block to create continuity. Large flat blank surfaces without windows or architectural details should be avoided, particularly at the pedestrian level. A distinction between the lower and upper floors should be maintained. The first floor should be transparent (through the use of display windows) and inviting to the public, while upper stories may be less transparent.
2. Painting — the use of color throughout the commercial area should be harmonious. Paint colors must be chosen where they do not clash with surrounding buildings. Separate paint colors for buildings walls and architectural details and trim is encouraged. The goal is to enhance the architectural details of the building and not suppress them.
    a. Painting of stucco and previously painted masonry surfaces may be done to help protect it from wind and moisture. The CDA will not fund the painting of masonry surfaces that were not previously painted.
    b. Painting a building with bright colors or in a manner whereby the building is painted to look like a large sign is discouraged and will not be funded.
3. New Walls and Siding, and Repair of Same — use suitable materials, which are compatible in texture, scale, and color with those already found in the downtown area and on the structure. Proposals for vinyl siding or metal panels will not be funded.
4. New Awnings — as permitted by the City of Baraboo's Municipal Code. Awnings should have coordinating colors to match building facades and details. Original architectural details must not be removed to install awnings. If awnings are used, canvas awnings are strongly recommended

since they can be used without covering over existing architecture and are more compatible with the original building design. Wood shingled canopies, mansard overhangs and metal or plastic canopies are discouraged and will not be funded since they tend to disguise and cover up original architecture.

5. Exterior Storefront and/or Storefront Lighting — fixtures must not cover architectural details and should be compatible with the existing structure in scale and design. Lighting must not throw off more light than is necessary to show a sign or storefront. Lights must face the façade and bulbs are not to be visible from the street as they increase glare and make for an unpleasant environment. Exterior wiring along building facades should be eliminated.
6. Cleaning of Building Facade — appropriate cleaning techniques should be used, which will not mar building facades or contribute to future decay. For example, sandblasting, application of caustic solutions, or high-pressure water blasting a brick surface exposes the softer masonry inside to moisture and wind damage and may not be funded.
7. New Signage — must comply with the City of Baraboo's Municipal Code. Signage must also be compatible with the building façade, use coordinating colors to match building facades and details, as well as, be appropriately sized to fit the scale of the building. New signage must not cover any significant architectural details. Exterior box-type backlit, moving, flashing or neon signs and awnings are discouraged except when part of a structure's original architectural design. Detailed information about businesses must be reserved for smaller window signs (hours of operation, etc.) while business name and some immediate relevant information only should be displayed on the primary sign.
8. Windows and Window Treatments — must be consistent with scale and design of the original structure. Replacement windows must be historically appropriate in design in relationship to the structure.
9. Additional design guideline resources to be consulted during the application review:
    a. The Secretary of the Interior's Standards for Rehabilitation, and
    b. Wisconsin Historical Society Preservation Briefs.

PRIORITY LIST/RANKING ORDER OF APPLICANTS

Important priorities that will be considered by the CDA in deciding whether to approve or deny an application include the following:

1. Buildings where an immediate renovation will stop serious deterioration of the building's facade.
2. Historic properties in danger of being lost, in part or in total, to disrepair. This may include properties listed on the State and/or National Registers of Historic places, or properties with historical, architectural, or cultural significance.
3. Buildings where historic or architecturally significant features contributing to the building's character are in danger of being lost due to disrepair.
4. Vacant properties where facade improvement would help to improve the overall appearance of Downtown.
5. Projects that demonstrate collaboration and will help to attract people Downtown.
6. Projects that will result in significant new investment and creation of jobs Downtown.

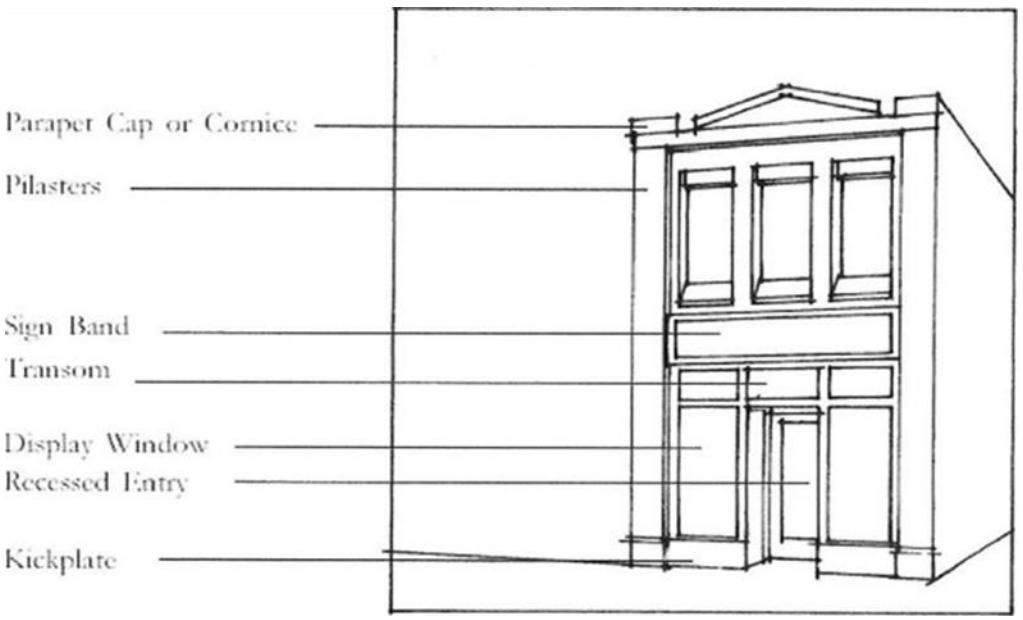
FUNDING SOURCE

This Program is funded equally by the City and but the BID, with both the City and the BID each contributing $10,000. Additional funds may be donated by the City and/or BID at their discretion. The funds will be managed by the CDA. Loans that are repaid will be reinvested into the Program. Project approval is subject to the limits of available funds under this program.

Façade Improvement Grant Program Application Checklist

- □ Completed application form
- □ Historical picture of the façade and particular area to be enhanced, which the CDA may use as a reference.
- □ Brief narrative description of the project
- □ Drawings of the proposed work prepared to scale by a qualified professional as determined by the City[2]
- □ Two (2) different contractor estimates
- □ Proposed use of the building
- □ Owner signature on the application form required
- □ Other pertinent information to the project

Example of Historic Façade:



Attachment A – List of Historically Significant Properties in Baraboo

Address	Historic Name	Date	Class	Style
101 2nd Avenue	City of Baraboo Post Office	1905	C	Neoclassical
108 2nd Avenue	Masonic Temple	1959	C	20th C. Commercial
111 2nd Street	Baraboo Steam Laundry	1901	C	Comm. Vernacular
113 2nd Street	German Methodist Episcopalian Church	1896	C	Romanesque
117 2nd Street	German Methodist Episcopalian Parsonage	1896	C	Queen Anne
123 2nd Street	Janesville Clothing Company	1917	C	20th C. Commercial
124 2nd Street	Baraboo High School	1928	C	Prairie
124 2nd Street	VFW 'Honor Roll' War Memorial	c1990	NC	Object
101 3rd Avenue	Sauk County Bank	1905	C	Neoclassical
113 3rd Avenue	Draper Brother's Meat Market	1872	C	Italianate
115-119 3rd Avenue	Gattiker Brother's Building	1872	C	Italianate
123 3rd Avenue	Stanley and Hoag Company	1875	C	Italianate
125-129 3rd Avenue	Clavadatscher Block	1888	C	Comm. Vernacular
133 3rd Avenue	Frank Miller Saloon	1888	C	Italianate
135 3rd Avenue	Schwartz Farm Equipment	1937	NC	20th C. Commercial
137 3rd Avenue	Headquarters Store	1848	NC	Greek Revival
141 3rd Avenue	P.H. Keyser Grocery	1972	NC	Contemporary
201 3rd Avenue	McGann Furniture	1958	C	Contemporary
215-221 3rd Avenue	Moeller Wagon Shop/Prothero & McGinnis Garage	1880	C	Italianate
100 3rd Street	Corner Drug Store	1880	C	Italianate
104-108 3rd Street	Mills Block	1881	C	Italianate
110-114 3rd Street	G.A.R. Hall	1880	C	Italianate
113 3rd Street	Twist Block	1888	C	Italianate
115-117-119 3rd Street	Tousley Block	1886	C	Italianate
116 3rd Street	'Red Front' Building	1877	C	Italianate
120 3rd Street	Wild Block	1873	C	Italianate
124 3rd Street	Wild Block Extension	1899	C	Italianate
126-130 3rd Street	Miles & Reuhland Building	1881	C	Italianate
127 3rd Street	'The Fair' Building	1886	NC	Italianate
129 3rd Street	Risley Brothers General Mercantile	1910	C	20th C. Commercial
132-136 3rd Street	Hermann & Reinking Building	1880	C	Italianate
135 3rd Street	Locke Bakery	1881	NC	Comm. Vernacular
137 3rd Street	Kasiska Tailor Shop	1881	NC	Comm. Vernacular
138 3rd Street	Tobler Saloon	1878	C	Italianate
139 3rd Street	The Chicago Store	1881	C	Comm. Vernacular
142 3rd Street	Odd Fellows Hall	1878	C	Italianate
143 3rd Street	Sprecher Grocery Store	1881	C	Italianate
144-148 3rd Street	Noyes Block	1875	C	Italianate
145-147 3rd Street	Bacon Block	1882	C	Italianate
150 3rd Street	Baraboo Post Office	1872	C	Italianate
102 4th Avenue	Spurgeon's Department Store	1972	NC	Contemporary
106 4th Avenue	First National Bank of Baraboo	1886	C	Italianate
110 4th Avenue	Baraboo Republic Building	1886	C	Italianate
112 4th Avenue	Ruhland Saloon	1886	C	Italianate
116 4th Avenue	Wisconsin Power & Light Building	1919	C	Period Revival
120-124 4th Avenue	Ashley-Dickie Block	1886	C	Romanesque
128 4th Avenue	Trimpey Building Renovation	1962	C	Period Revival
132 4th Avenue	Pointon's Appliance Store	1946	NC	Contemporary
134-136 4th Avenue	Al Ringling Theatre	1915	NRHP	Beaux-Arts
142-144 4th Avenue	The Wellington Hotel	1900	C	Romanesque

146 4th Avenue	The Baraboo Republic Building	1895	C	Italianate
101 4th Street	Gust Brothers Store	1877	NRHP	Italianate
105-107 4th Street	Ewing Block	1886	C	Italianate
111 4th Street	Sperling Block	1873	C	Italianate
113 4th Street	Moeller Wagon Shop	1873	C	Italianate
114 4th Street	Alvin Young Grocery Store	1910	C	Comm. Vernacular
115 4th Street	Munroe & Teel Warehouse	1896	NC	Comm. Vernacular
116 4th Street	Harry Apostle Lunch Room	1929	C	20th C. Commercial
117-119 4th Street	Ewing Livery	1885	C	Comm. Vernacular
121 4th Street	Bender Carriage Shop	1885	C	Italianate
123-125 4th Street	Ott Hardware Building	1878	C	Italianate
124-126 4th Street	Elkington Block	1890	C	Comm. Vernacular
127-129 4th Street	Killian Block	1899	C	Italianate
130 4th Street	Wisconsin Telephone Co.	1957	C	20th C. Commercial
131 4th Street	Wisconsin Telephone Co.	1918	C	Period Revival
135 4th Street	Baraboo City Hall	1966	C	International/Modern
415 Ash Street	Koppke Grocery	1902	NC	Comm. Vernacular
515 Broadway Street	Prothero & McGinnis Buick Garage	1915	C	20th C. Commercial
615 Broadway Street	First Methodist Episcopal Church	1898	C	Romanesque
400 Oak Street	R.G. Burglass Bakery	1894	C	Italianate
401 Oak Street	Wisconsin Power & Light	1959	C	20th C.
402-404 Oak Street	Ruhland Block	1894	C	Italianate
407 Oak Street	Weirich Brother's Meat Market	1886	NC	Italianate
408 Oak Street	Baraboo News Publishing Co.	1901	C	Comm. Vernacular
410 Oak Street	William Power Tailor Shop	1885	C	Comm. Vernacular
411 Oak Street	Log Cabin Tavern	1922	C	Comm. Vernacular
412 Oak Street	Lucknow Block	1904	C	Period Revival
413 Oak Street	J.B. Donovan & Co. Pharmacy	1922	C	Period Revival
416 Oak Street	Train Block	1878	C	Italianate
420 Oak Street	Bower Billiards Hall	1877	C	Italianate
424 Oak Street	Raschein Milliners	1886	C	Italianate
500-502 Oak Street	First National Bank	1926	C	Neoclassical
512-516 Oak Street	Gattiker Block	1879	C	Italianate
515 Oak Street	Sauk County Courthouse	1906	NRHP	Neoclassical
515 Oak Street	World War I Memorial	1932	C	Object
515 Oak Street	Civil War Memorial	1896	C	Object
518 Oak Street	Warren Opera House & Billiard Hall	1884	C	Italianate
520 Oak Street	Pfannstiehl Bakery	1879	C	Italianate
522 Oak Street	Keyser Building	1886	C	Italianate
530-532 Oak Street	Wright Block	1881	C	Italianate
606-608 Oak Street	Meyer Meat Market	1889	C	Italianate
610-612 Oak Street	Crouch Livery	1878	C	Comm. Vernacular