



Village of Waterford Heritage District Design Committee Agenda

**Heritage District Design Committee
Wednesday, August 15, 2018
4:00 p.m.**

The Heritage District Design Committee will meet at 4:00 p.m. on Wednesday, August 15, 2018 in Village Hall at 123 N. River Street, Waterford, WI 53185.

Call to Order

Period of Public Comment

Reading of the Minutes

1. Review and act on the April 18, 2018 Heritage District Design Committee minutes.

Old Business

2. Review and consider recommendation for approval of the Revised Curb Appeal/Refresh Grant application. Clarifications needed in grant materials:
 - a. Will recipients of a curb appeal grant, also be eligible to apply for the Refresh grant?
 - b. Will applicants be able to apply for curb appeal for both front and rear entrances, for a maximum grant award of \$7,500?

New Business

3. Curb Appeal Grant request for Waterford Veterinary Clinic

Correspondence

Adjournment

Don Houston, Chairman

Please note that upon reasonable notice efforts will be made to accommodate the needs of disabled individuals through appropriate aids and service. For additional information or to request this service contact the Clerk's office at 262-534-3980.

Posted: 8/10/18; 12:00 p.m.

Village of Waterford
Heritage District Design Committee
Minutes April 18, 2018

Attendees: Don Houston, Bil Luth, Maureen VanderSanden, Bob Gariepy, Diane Lemanczyk
Also present: Barbara Messick, Zeke Jackson, Jim Strehlow (Waterford Automotive)
Absent: Kari Mullikin

The meeting was called to order at 4:00 p.m. by Chairman Houston.

Vander Sanden moved to approve minutes of 12-20-17, second by Gariepy. Motion carried.

The committee reviewed paint choices for Waterford Automotive building and fence at 404 Division St. Jim Strehlow, business owner shared photos of his selections. The barn red color sample provided will be painted on concrete blocks and will mute the color. Luth motioned to approve paint for the building in barn red with white trim and that the 6th solid wood fence will be left natural. Second by Vander Sanden. Motion carried.

Chairman Houston appointed Luth to take control of the meeting as the next agenda item review was his building. Luth asked the committee to review design of 228 E. Main rear business entrance. Lemanczyk motioned to approve design of 228 E Main rear entrance as proposed on condition that business signage be included. Second by Gariepy. Motion carried.

Review of Curb Appeal grant for 228 E. Main St. Houston is seeking the grant for the rear entrance as he is improving the building appearance and creating a clear business entrance. Discussion continued around ensuring that visitors can clearly understand that this is an entrance to the business and not to a residence. Signage will be important. Committee members also suggested that the entrance not end on the grass, but include a concrete or paved walkway to the entrance. Houston agreed and stated that this is his intent. Lemanczyk motioned to approve the grant up to \$2500 for rear façade improvements at 228 E. Main as outlined in the guidelines. Second by Gariepy. Motion carried.

Luth returned the meeting to Houston. Jackson gave the members an update on Village plans for the downtown district and for the Village as a whole. He told them of the Village Board and Plan Commission intent to acquire land downtown and on the outskirts along Hwy 36 and 80/23 to the west as part of the Vision Waterford 2018 strategic plan. Downtown purchases will facilitate construction of a river walk and opportunities to encourage new business to move to the downtown. He asked them to consider, for the future, some to the curb appeal grant program to incentivize business and property owners to make greater improvements. He suggested adding:

- Enhancing signage enhancements and providing a larger reimbursement. Signage can be a large expense, but the impact on a business' appeal can be greatly improved.
- Expand the dollar reimbursement to a large extent to encourage greater improvements
- Add a landscaping program

Jackson also noted that the Board and Commission will be considering zoning changes that will extend Heritage District guidelines and set standards for the entire village.

Vander Sanden noted that Absolutely Waterford will hold a ribbon cutting on May 24th of the Absolutely Waterford Heritage Sites Walking Tour from 5-8 pm during National Historic Preservation Month.

Luth motioned to adjourn at 5:04 pm. Second by Lemanczyk. Motion carried.

Submitted by
Barbara Messick, PIO



FAÇADE IMPROVEMENT PROGRAM CHECKLIST

Please include this checklist when you submit your application. Questions? Contact the Clerk at 262-534-3980, ext. 223

General

- Application
- Photograph of existing condition of building and/or structure to be improved
- Project plans and specifications of proposed improvements; include all materials and colors
- Written permission from property owner (if applicable)

Architectural Assistance

- Written proposal from accredited architect

Facade

- Provide a rendering of all major changes, including specific samples of any materials and/or colors that will be used
- When painting, provide paint samples and note where each color will be used
- When installing an awning, provide information about the color, style, and position of the awning chosen
- Submit a written estimate from a contractor or service that provides a detailed estimate of the cost breakdown for the entire project

Sign/Awning/Lighting

- Provide a color rendering of the design
- Include specifications as to the size (height, width, depth) of the sign/awning/lighting
- Note how and where the sign/awning/lighting will be located on the building
- Submit a written estimate of the cost breakdown

Send Completed Application, Checklist, and related documents to:

Curb Appeal Grant Program
Village of Waterford
123 N. River St., Waterford WI 53185
rladewig@waterfordwi.org



CURB APPEAL GRANT PROGRAM

Adopted 8.28.12, Resolution #713, Update History: 10.8.12; 9.18.13; revised December 2017

About the Curb Appeal Grant

Rationale: The Curb Appeal Grant Program is intended to stimulate improvements to the exterior of commercial buildings and building signs located in the Village of Waterford, with special focus on the Waterford Heritage District. See Heritage District Overlay Map and Heritage District Design Guidelines.

Funding Source: Village of Waterford General Fund

Purpose: Provides funding to stimulate building and signage improvements

Eligibility: Owners and tenants of existing commercial buildings. Tenant applicants are required to submit written evidence of building owner approval with the application. All applicants agree to comply with the Heritage District Design Guidelines to the extent the Design Guidelines do not conflict with the regulations for the applicant’s applicable district.

Eligible Uses: The Façade and Signage Grant Program can be used to fund improvements to the exterior front, rear and side facades and signs of existing commercial buildings. Other eligible uses include the following:

♦ Painting	♦ Window Repair	♦ Signage	♦ Entrances	♦ Roofs with decorative elements will be considered
♦ Awnings	♦ Architectural Assistance	♦ Cleaning	♦ Masonry Work	
♦ Labor		♦ Materials	♦ Lighting	

Ineligible Uses:

♦ Interior work and inappropriate cleaning methods	♦ Exclusively residential properties
♦ Tax delinquent and tax exempt properties	♦ Projects begun/finished before grant program adoption date (8-28-12)
♦ Delinquencies on utility charges and other Village billings	

Maximum Grant Award: The maximum grant amount will be 50% of the total eligible façade improvement project, for a maximum of \$5,000 Façade Grant. No more than \$250 of the total grant amount may be used for exterior signage; signage grants are not to exceed 50% of the cost of the sign. Abutting properties will be considered for individual façade grants based upon each property being architecturally distinctive, as determined by the Village of Waterford Heritage District Design Committee.

New in December 2017: Funds are also available via the “Heritage District Construction Refresh Matching Grant” in the amount of \$1,000 maximum (50% paid by the grant program and 50% paid by the business owner or up to \$1,000 each party) for the purpose of adding/enhancing awnings, painting, lighting, cleaning or updating entrances/facades (doors) due to the STH 20/83 construction. Applications for this additional money will be reviewed beginning May 1, 2019, and if approved, the work must be completed 6 months after the initial paving is done to the roads under the 2018-19 Hwy 83/20 project. To be used for businesses located in the road construction area only. Prior recipients of a Curb Appeal Grant are eligible to apply for this Refresh grant.

Available Funds: \$60,000 has been made available for these grants. Once these funds are depleted, no more applications will be accepted unless additional funds are secured. Grants are awarded on a first-come, first-served basis.

Marketing: Marketing of the program is done through Village staff. Information about the grant can be found at Village Hall and at www.waterfordwi.org.

Application: Applications will be accepted by the Village of Waterford Clerk via hardcopy, fax (262-534-5373) or email (rladewig@waterfordwi.org). The deadline is 15 days prior to the Village of Waterford Heritage District Design Committee meeting, which is held the third Wednesday of each month as needed.

Process:

1. The Curb Appeal Grant application and the Design Review application are available at Waterford Village Hall and online at waterford-wi.org/grantopportunities.
2. Although not a requirement, it is recommended that the applicant consult with an architect regarding any structural or major façade renovation activities.
3. Grants must be used for entrances that are used by customers (not just employees); up to \$5,000 can be used for one entrance and up to \$2,500 for a second entrance.
4. In order to complete the Curb Appeal and Design Review applications, the applicant must schedule a meeting with the Village building inspector to discuss the proposed project and any site plans developed. Any questions regarding the ordinance and related matters may be discussed with the inspector or other appropriate Village staff.
5. Completed grant applications (including all required attachments) must be returned to the Village Clerk for review 15 days prior to the Village of Waterford Heritage District Design Committee Meeting.
6. In reviewing grant applications, Village staff will check for unpaid taxes, unpaid utility charges, and other outstanding billings from the Village.
7. Completed grant applications, along with Village staff recommendations pertaining to the grant application, will be presented to the Heritage District Design Committee. Applicants are encouraged to attend the meeting and present materials as deemed necessary.
8. Upon approval of the Curb Appeal Grant Application, grant dollars will be awarded (earmarked) to the applicant for reimbursement purposes.
9. If the application is not approved, the applicant may appeal the decision to the Village Board by filing a written appeal with the Village Clerk within 10 days of the date of the Committee's decision. The Heritage District Design Committee will provide information to the applicant regarding the appeal process in its decision on the application. The Village Board shall consider the appeal at its next regular meeting and may uphold, modify, or overturn the Heritage District Design Committee's decision.
10. Grant recipients will agree to allow the Village staff to take before and after photos of the property and utilize the photos in program marketing and advertising.
11. Grant recipients are strongly encouraged to give back to their community by volunteering their time to the non-profit organizations located in the Village of Waterford to improve and build the community.
12. Grant monies will be distributed to the applicant upon completion of the following activities.
 - a. Building Inspector will monitor the progress of the project.
 - b. Any and all changes, not approved in the original Curb Appeal Grant application, must be approved by the Village of Waterford Heritage District Design Committee. Approved changes in work specifications must be attached to the original dated grant application. Any unapproved deviations from the original work specified in the grant application will disqualify the applicant.
 - c. The applicant and Building Inspector will conduct a final inspection and the Building Inspector will provide written correspondence of the project approval to the Village staff.
 - d. Invoices, project receipts, and final lien waivers provided by the applicant to the Village Treasurer will be reviewed by Village Clerk to ensure compliance with the original grant application.
 - e. Clerk will submit written request for disbursement of funds to the Treasurer. Within 45 days of receipt of the written request, funds will be disbursed and mailed (or made available for pick up) to the applicant.

Nondiscrimination: In awarding or refusing a grant to an eligible applicant, the Village will not discriminate on any basis prohibited by Wisconsin Statute s.111.321, including but not limited to age, race, creed, color, disability, marital status, sex, national origin, ancestry, arrest or conviction record, or military service, subject to the provisions of Wisconsin Statute sections 111.33 to 111.365.



CURB APPEAL GRANT APPLICATION

Office Use Only
Date Received _____ Staff Initials _____

Applicant Information	Name(s) _____ Phone _____
	Address _____ Email _____

Property Information	Business Name(s) _____ Phone _____
	Address _____ Email _____
	Property Address: _____ Parcel ID# _____

Project Details	<p>Does applicant own project building? Yes <input type="checkbox"/> No <input type="checkbox"/> If no, building owner must sign grant application below.</p> <p>Are you using the services of an architect or engineer? Yes <input type="checkbox"/> No <input type="checkbox"/> Name of architect/engineer _____</p> <p>Grants must be used for entrances that are used by customers (not just employees); up to \$5,000 can be used for one entrance and up to \$2,500 for a second entrance.</p> <ul style="list-style-type: none"> ♦ State the location of the first entrance for which the grant will be used (up to \$5,000) _____ Estimated project cost: _____ Proposed start date: _____ Proposed completion date: _____ ♦ Location of second entrance for which grant will be used (up to \$2,500) _____ Estimated project cost: _____ Proposed start date: _____ Proposed completion date: _____ ♦ Location of entrance for Heritage District Refresh Grant will be used (up to \$1,000) _____ Estimated project cost _____ Proposed start date _____ Proposed completion date _____ <p>How is the project building currently used? _____</p> <p>Will this project proposal cause a change in the building's use? Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please explain _____</p> <p><i>Please attach qualified contractor bid documents and all cost breakdowns by category, i.e. masonry repair, window replacement, painting, awning, etc.</i></p>
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Would you be interested in receiving information about the following finance options for this project?

WI Historic Rehabilitation Tax Credit Program (lowers income tax owed by property owner financing improvements by 10%) Yes No

Local lenders façade improvement loans Yes No

I give permission to the Village staff to take before and after photographs of my project and use these photographs in program marketing and advertising.

REQUIRED: I have attached the completed "Design Review Application" and met with a the Village Building Inspector. Yes No

_____ Applicant Signature	_____ Date
_____ Signature of Property Owner	_____ Date

Grant recipients are very strongly encouraged to give back to their community by volunteering with nonprofit organizations located in the Village of Waterford.

Would you like information about volunteering? Yes No

Would you like someone to contact you about volunteering? Yes No

Village of Waterford - Curb Appeal Grant Program
Application Form

Office Use Only: Date Received and Staff Initials _____

Applicant's Name(s): Meg Robinson
Name of Property Owner: Meg Robinson
Name of Business: Waterford Veterinary Clinic
Applicant Telephone #: Wed 534-8400 Parcel ID #: 206A W Main St
Applicant E-Mail Address: wigoshawk@aie.tds.net
Project Address: 206A W Main St, Waterford, WI
Applicant Mailing Address: 206A W Main St

- 1) Does the applicant own the project building? Yes No
a) If the answer to the above question is no, the building owner must sign this grant application below.
- 2) Will you be using the services of an architect or engineer? Yes No
a) If yes, list your architect or engineer: _____
b) If no, and if the project is located in the Heritage Overlay District, would you be interested in receiving a free façade rendering from Absolutely Waterford, Inc.? Yes No
- 3) Estimated Project Cost: 1865.00 (Repairs + Upkeep)
a) Please attach qualified contractor bid documents and all cost breakdowns by category such as masonry repair, window replacement, painting, awning, etc.
- 4) Proposed start date: ASAP Proposed completion date: _____
- 5) What is (are) the existing use(s) of the building? Veterinary Clinic
a) Will this project proposal cause a change in the building's use? Yes No
b) If yes, please explain. _____
- 6) Would you be interested in receiving information about the following finance options for this project?
a) WI Historic Rehabilitation Tax Credit Program (lowers the amount of income tax owed by the property owner financing the improvements by 10%) Yes No
b) Local lenders façade improvement loans Yes No
- 7) I give permission to Village and Absolutely Waterford, Inc. staff to take before and after photographs of my project and use these photographs in program marketing and advertising.

8) Required: I have completed and attached the "Façade and Signage Improvement Application" (formal name TBD) and I have met with the Village Building Inspector. Yes No

Meg Robinson
Signature of Applicant
Dorothy Robinson
Signature of Property Owner

8/6/18
Date
8/16/18
Date

**Grant recipients are very strongly encouraged to give back to their community by volunteering their time to the nonprofit organizations located in the Village of Waterford.

ESTIMATE



Waterford Veterinary Clinic
206A West Main St.
Waterford, WI 53185

Handy 911 LLC

530 Elizabeth St
Waterford, WI 53185

Phone: (262) 289-3175

Email: chad@myhandy911.com

Web: myhandy911.com

Estimate #

018-50

Date

08/02/2018

Description	Quantity	Rate	Total
Prep and paint front entry area with same color Paint three walls at entry with same color as existing.	1.0	\$600.00	\$600.00
Repair bottom piece of siding with PVC material Install new PVC trim boards over rusted siding. Paint to match.	1.0	\$450.00	\$450.00
Repair asphalt to concret intersection Repair this area using cold patch asphalt.	1.0	\$215.00	\$215.00
Remove existing carpet and replace with new provided carpet at entry. Scrape old carpet from concrete. Prep area and install owner provided carpet.	1.0	\$600.00	\$600.00

Subtotal \$1,865.00

Total **\$1,865.00**