



**A G E N D A**  
**CITY OF WAUPUN COMMUNITY DEVELOPMENT**  
**AUTHORITY**  
**Waupun City Hall – 201 E. Main Street, Waupun WI**  
**Tuesday, August 19, 2025 at 7:45 AM**

The Community Development Authority will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

**VIRTUAL LINK:** <https://us02web.zoom.us/j/87861706547?pwd=tHvrvbMpJQToZ2mf8V0y7DfE8Suv2t.1>

**MEETING ID:** 878 6170 6547

**PASSCODE:** 136402

**CALL TO ORDER**

**ROLL CALL**

**ADOPT AGENDA**

**PERSONS WISHING TO ADDRESS THE COMMUNITY DEVELOPMENT AUTHORITY**--*State name, address, and subject of comments. (2 Minutes)*

**CONSENT AGENDA:**

- [1.](#) Minutes from June 17, 2025 CDA Meeting
- [2.](#) CDA Financials June 2025
- [3.](#) CDA Financials July 2025

**CONSIDERATION - ACTION:**

- [4.](#) Application for 425 E Main St - Tony's Family Restaurant
- [5.](#) Appeal of CDA Review of 319 E Main Street Façade
- [6.](#) 101 Fond du Lac Street Renovation Plan
- [7.](#) Administrator Update

**ADVANCED PLANNING**

8. Next Regularly Scheduled Meeting of CDA is September 16, 2025 at 7:45 am

**ADJOURNMENT**

*Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact the City Clerk at 920-324-7915.*



**MINUTES**  
**CITY OF WAUPUN COMMUNITY DEVELOPMENT**  
**AUTHORITY**  
**Waupun City Hall – 201 E. Main Street, Waupun WI**  
**Tuesday, June 17, 2025 at 7:45 AM**

Meeting called to order by Chairperson, Mayor Bishop at 7:45 am.

Roll call was taken. Members present include: Mayor Rohn Bishop; Derek Drews; Steve Daute (online); Gary DeJager. Absent and excused are Cassandra Verhage, Bobbi Jo Kunz, Sue Vandeberg. Also present, Administrator Schlieve, and Assistant Administrator Langenfeld, Jason Whitford (online).

Mayor Bishop recognizes committee members and thanks them for their service. There are no changes in board membership.

Motion DeJager, second Daute to nominate Sue Vandeberg to the role of Vice Chair for the CDA board. No further nominations are submitted. Motion amended to close nominations and recommend Sue Vandeberg unanimously to the role. Carried unanimously.

Motion DeJager, second Drews to maintain the meeting and currently scheduled on the third Tuesday of each month at 7:45 am. Carried unanimously.

Motion Drews, second DeJager to approve the Minutes from April 15, 2025 CDA meeting as presented. Carried unanimously.

Motion Daute, second Drews to approve the April and May 2025 financial report as presented. Carried unanimously.

Administrator Schlieve provides an overview of the WI Main Street Cohort program that the city has applied to. Schlieve notes that joining the Main Street program is a goal of many downtown development organizations and that the original BID plan was built on the four pillar Main Street approach. Previous groups have tried to figure out how to get the City to Main Street status. If Waupun is accepted into the cohort program, a team will need to work through a 10-month process to develop a plan to become a designated Main St community. Only five communities will be accepted into the cohort program. Staff expect to hear whether the city's application has been accepted by late summer. Members of the CDA Board are encouraged to participate in the cohort if selected.

Administrator Schlieve provides an overview of the WRNC Opportunity Fund. The fund is a regional financial assistance program designed to empower small businesses in the Cities of Waupun and Ripon and the Villages of North Fond du Lac and Campbellsport. This initiative—supported in part by a Small Business Development Grant from the Wisconsin Economic Development Corporation—focuses on enhancing local economies through two targeted funding tracks: the WRNC Start-Up Fund and the WRNC Expansion Fund. Each award includes a forgivable grant component for businesses that meet specific milestones like opening, job creation, or revenue growth. Applicants are required to receive technical assistance from Envision Greater Fond du Lac to ensure they're ready to succeed.

Administrator Schlieve provides an overview of Ignite Rural, an innovative business accelerator program that will be offered in Waupun this fall. The program will culminate with a pitch competition with substantial prize awards for 1<sup>st</sup> and second place. A maximum of ten individuals will be allowed into the program. Active recruitment is happening now with information scheduled across Fond du Lac County. CDA members are encouraged to share information about the program within their network.

Administrator Schlieve provides updates on the following:

- The Joint Review Board (JRB) meets on 6/17, to consider an amendment to TID 9 boundaries to pick up additional land to support future industrial and residential development, as well as to consider creation of a new TID to support redevelopment of 331 Bly St.
- The city was awarded an estimated \$900K Community Development Grant from Dodge County to extend Shaler Dr from the travel plaza to the high schools.
- The city has acquired 18A N Madison St as part of the North Alley project in the 300 Block of E Main.
- City staff are working on zoning modifications to clarify Planned Community Development zoning requirements and streamline the process.
- Business Retention and Expansion (BRE) work is ongoing with the focus on reaching as many existing business owners to assess conditions as possible over the course of 2025.
- Envision has a summer intern that is working with area businesses to audit and recommend improvements to a business's social media/online presence. This service is offered at no cost to members.
- A sub-committee is being sought from the BID Board members interested in working on the 2026 BID Operating Plan. Gary DeJager, Tyler Schultz, Mitch Greenfield, and Craig Much volunteer to work on this project.

Motion DeJager, second Drews to adjourn the meeting at 7:50 am. Carried unanimously.



# CDA Financial Statement

For the Month Ending:

6/30/2025

## BUDGET

		YTD Actual	Balance
<b>REVENUE</b>	\$ 228,059	\$ 228,059	\$ 228,059
CARRYOVER 2024 RESTRICTED	100,000	\$ 100,000	\$ 100,000
CARRYOVER 2024 UNRESTRICTED	47,147	\$ 47,147	\$ 47,147
<b>TOTAL REVENUE</b>	\$ 375,206		\$ 375,206

EXPENSE	Budget Amt	YTD Actual	Balance
WAGES	\$ 14,300	\$ (5,089)	\$ 9,211
PROFESSIONAL SERVICES/AUDIT FEES	\$ 1,500	\$ (5,769)	\$ (4,269)
DEBT PAYMENTS	\$ 31,788	\$ -	\$ 31,788
PAYOUT FOR 2024 PROJECTS	\$ 100,000	\$ (97,005)	\$ 2,995
TARGETED REINVESTMENT	\$ 120,710	\$ (85,271)	\$ 35,439
STREETSCAPING	\$ 35,000	\$ -	\$ 35,000
FAÇADE IMPROVEMENT PROJECTS	\$ 71,908	\$ -	\$ 71,908
<b>TOTAL EXPENSE</b>	\$ 375,206	\$ (193,134)	\$ 182,072

## AVAILABLE PROJECT FUNDS

IMPROVEMENT PROJECTS	\$ 70,973
TARGETED INVESTMENTS	\$ 2,995
CARRYOVER FUNDS PRIOR YEAR(S)	\$ 47,147
	<b>\$ 121,115</b>

Funds Disbursement			
GRANTS APPROVED	Date	\$	71,908
Ravenvale, LLC (4/15/25)		\$	935
AVAILABLE IMPROVEMENT PROJECT FUNDS		\$	70,973

GRANTS - TARGETED INVESTMENTS	Funds Disbursement Date	\$	220,710
BREWERY 2023	3/12/2025	\$	97,005
BACK ALLEY/DESIGN/ENGINEERING		\$	120,710
AVAILABLE TARGETED IMPROVEMENT PROJECT FUNDS		\$	2,995

Funds Disbursement			
GRANTS - CARRYOVER FUNDS	Date	\$	47,147
AVAILABLE IMPROVEMENT PROJECT FUNDS		\$	47,147



## CDA Financial Statement

For the Month Ending:

7/31/2025

### BUDGET

		YTD Actual	Balance
<b>REVENUE</b>	\$ 228,059	\$ 228,059	\$ 228,059
CARRYOVER 2024 RESTRICTED	100,000	\$ 100,000	\$ 100,000
CARRYOVER 2024 UNRESTRICTED	47,147	\$ 47,147	\$ 47,147
<b>TOTAL REVENUE</b>	\$ 375,206		\$ 375,206

	Budget Amt	YTD Actual	Balance
<b>EXPENSE</b>			
WAGES	\$ 14,300	\$ (5,952)	\$ 8,348
PROFESSIONAL SERVICES/AUDIT FEES	\$ 1,500	\$ (9,985)	\$ (8,485)
DEBT PAYMENTS	\$ 31,788	\$ (31,754)	\$ 34
PAYOUT FOR 2024 PROJECTS	\$ 100,000	\$ (97,005)	\$ 2,995
TARGETED REINVESTMENT	\$ 120,710	\$ (96,945)	\$ 23,765
STREETSCAPING	\$ 35,000	\$ -	\$ 35,000
FAÇADE IMPROVEMENT PROJECTS	\$ 71,908	\$ -	\$ 71,908
<b>TOTAL EXPENSE</b>	\$ 375,206	\$ (241,641)	\$ 133,565

### AVAILABLE PROJECT FUNDS

IMPROVEMENT PROJECTS	\$ 70,973
TARGETED INVESTMENTS	\$ 2,995
CARRYOVER FUNDS PRIOR YEAR(S)	\$ 36,458
	<b>\$ 110,425</b>

Funds Disbursement			
<b>GRANTS APPROVED</b>	<b>Date</b>	<b>\$</b>	<b>71,908</b>
Home Sweet Home Real Estate	7/14/2025	\$	935
<b>AVAILABLE IMPROVEMENT PROJECT FUNDS</b>		<b>\$</b>	<b>70,973</b>

<b>GRANTS - TARGETED INVESTMENTS</b>	<b>Funds Disbursement Date</b>	<b>\$</b>	<b>220,710</b>
BREWERY 2023	3/12/2025	\$	97,005
BACK ALLEY/DESIGN/ENGINEERING		\$	120,710
<b>AVAILABLE TARGETED IMPROVEMENT PROJECT FUNDS</b>		<b>\$</b>	<b>2,995</b>

Funds Disbursement			
<b>GRANTS - CARRYOVER FUNDS</b>	<b>Date</b>	<b>\$</b>	<b>47,147</b>
PURCHASE PROPERTY 425 E FRANKLIN ST	7/31/2025	\$	10,689
<b>AVAILABLE IMPROVEMENT PROJECT FUNDS</b>		<b>\$</b>	<b>36,458</b>

## **2025 Waupun Community Development Authority Downtown Revitalization Grant**

### **PURPOSE**

- Stimulate private investment in high-quality building facade improvements that contribute to the overall strength of downtown as a shopping and dining destination
- Grow the tax base within Tax Increment District 3
- Attract and retain more small retail, restaurant, high density office, and destination locations to our downtown

The Downtown Revitalization Grant Program is available to property owners and businesses within the City of Waupun's Tax Increment District 3 (TID 3). As a matching grant program, the CDA will reimburse the grantee for up to 50% of expenses, with a maximum award of \$5,000. The CDA reserves the right under this program to exceed the maximum grant amount on a case-by-case basis. Applicants are eligible for only one grant award per assessed parcel every two years, unless otherwise approved by the CDA. Exception will be granted to multiple business entities located on a single tax parcel. The Downtown Revitalization Grant Program may be used in conjunction with the Business Improvement District's Façade Improvement Program.

### **APPLICANT ELIGIBILITY**

- The property must be located within TID 3 boundaries, see attached map
- Property owners and tenants are eligible to apply; joint applications are encouraged
- Tenants must have a minimum of 1 year remaining on current lease from the date of application
- Properties zoned residential are not eligible
- Tax exempt properties are not eligible
- Properties will not be eligible if any special assessments, real estate or personal property taxes, utility bills, or other city charges are delinquent
- Applicants located within the Business Improvement District (BID) must first apply to the BID through their Façade Improvement Program. If a BID grant is awarded, the CDA will consider the portion of the application not covered by the BID award. In this case the CDA would reimburse the grantee for up to **50% of the remaining expenses, with a maximum award of \$5,000.**

### **ELIGIBLE IMPROVEMENTS**

Improvements shall be visible from the exterior of the building, must comply with all building and zoning requirements, and must be in conformance with the Central Business District Design Guidelines (Waupun Municipal Code Chapter 25, attached). Special consideration will be given to projects that have the ability to generate significant tax increment.

Eligible improvements include but are not limited to:

- Façade Renovations
- Painting, tuck-pointing, masonry repairs
- Signage
- Doors
- Windows
- Awnings

- Deck Construction or Repair
- Outdoor Seating
- Exterior Lighting
- Labor for eligible improvements provided by a hired contractor
- Other activities designated by the CDA

#### **INELIGIBLE IMPROVEMENTS**

- General Maintenance
- Interior Improvements *\*Exceptions will be granted for projects that have the ability to generate significant tax increment*
- Parking Lot Construction or Repair
- Roof Repairs
- Landscaping
- Property acquisition
- Any improvements completed prior to receiving grant approval

#### **APPLICATION SUBMITTAL AND REVIEW PROCESS**

- a. Applications are distributed and collected by the CDA.
- b. Prior to submission, applicants must receive project approval by the Building Inspector.
- c. Prior to submission, applicants must obtain Cost Estimates\*, Property Photos, a Project Plan drawn to ¼" scale, and Paint/Material Samples. *\*Program funds come from local tax revenues to support local projects. Although not required, it is appreciated if applicants consider obtaining bids from local contractors in preparing their application.*
- d. Completed applications are reviewed on an as needed basis by the CDA, which has discretion over the program. Applicants must attend the scheduled CDA meeting.
- e. Notification of approval/denial will be provided to the applicant by the CDA within 7 days of the scheduled CDA meeting. Note that the project must be approved prior to any of the work taking place.
- f. Changes to an approved project must be reviewed and approved by the City Administrator. Additional approval by the CDA may be deemed necessary. Failure to obtain approval may result in reduction of award amount or grant forfeiture.

#### **PROJECT COMPLETION AND REIMBURSEMENT**

- a. Upon project completion, grantee must submit copies of paid invoices and pictures of completed work to CDA for reimbursement.
- b. Only approved eligible expenses will be considered for reimbursement.
- c. The Grant award amount is not a guaranteed payment amount. Final grant payout is based on project costs reflected in actual paid invoices submitted for reimbursement.
- d. Payout will not exceed the maximum grant amount approved by the CDA. If total project costs are less than estimated, the grant reimbursement will be pro-rated in accordance with grant guidelines.
- e. Projects must commence within ninety (90) days and be completed within six (6) months of grant approval unless otherwise approved by the CDA.
- f. Projects not completed by the deadline will be considered closed due to incompletion and grant will be forfeited.
- g. Once grant payout is made, the application will be considered closed and no additional expenses will be allowable.



Waupun Community Development Authority (CDA)  
Downtown Revitalization Grant Application

Applicant Name: Jose A Benitez Gomez  
Applicant Address: 596 Sonset Ln Fond du Lac WI 54935  
(street, city, state, zip)  
Phone: 920 583 5138 FAX: \_\_\_\_\_ Email: Benitezag1221@gmail.com  
Name of Business/Property: Tony's Family Restaurant  
Property Address: 435 E Main St Waupun WI 53963  
(street, city, state, zip)  
Property Use: \_\_\_\_\_

For Tenants:

The CDA requires you to work with your landlord to obtain project approval indicated by signature below.  
If you are the owner of the building, you can leave this section blank.

Property Owner Name: Jesus C Venegas Gutierrez  
Phone: 920 209 2685 Email: mateoRestaurant@yahoo.com  
Property Owner Address: 4319 W Spencer St Appleton WI 54914  
(street, city, state, zip)  
Property Owner Signature: \_\_\_\_\_ Date Signed: 08/06/2025  
Expiration Date of Current Lease Agreement: 06/01/2026 Owner Initials: J.V.

Project Summary: (Provide a brief project summary)	<u>New Signage</u>
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Estimated Start Date: 8/20/25 Estimated Completion Date: 11/20/25

City Building Inspector Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Required Attachments:

- |   |  |
|---|--|
| <input type="checkbox"/> Cost Estimates               | <input type="checkbox"/> Project plan(s) drawn to 1/4" scale, if applicable  |
| <input type="checkbox"/> Current photo(s) of property | <input type="checkbox"/> Paint color(s) or material sample(s), if applicable |

Project Budget:

Projects located in the Business Improvement District: (CDA will consider non-BID covered expenses only)

Did you apply for BID's Façade Improvement Grant: ☐ YES ☐ NO

Total Estimated Cost of Application: \$ \_\_\_\_\_

Total CDA Grant Request: \$ \_\_\_\_\_ (50% of non-BID covered expenses)



**Release of Information:**

I hereby authorize the Waupun Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the CDA meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Applicant Name: Jose A Benitez Gomez

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Submit Application and attachments to:**

Waupun Community Development Authority – City of Waupun  
201 E. Waupun St., Waupun, WI 53963  
kathy@cityofwaupunwi.gov

**THIS SECTION IS FOR CITY OFFICE STAFF ONLY**

Date application received: \_\_\_\_\_ Application reviewed for completeness by: (initials) \_\_\_\_\_ Date reviewed: \_\_\_\_\_

Property reviewed for delinquency by: (initials) \_\_\_\_\_ Date: \_\_\_\_\_

Applicant notified of scheduled CDA meeting by: (initials) \_\_\_\_\_ Date: \_\_\_\_\_

CDA ACTION: ☐ Approved ☐ Denied Date approved: \_\_\_\_\_ Amount Approved: \$ \_\_\_\_\_

Motion/Seconded: \_\_\_\_\_ Vote Results: \_\_\_\_\_

Give application and supporting docs to Finance Director to hold until receipts are received from project. Once receipts are provided City Administrator will notify Finance Director that it is ok to pay applicant.



# ESTIMATE

## ES-F-56584

Payment Terms: 50% Down, Bal on Completion

Created Date: 8/8/2025

### DESCRIPTION: Update All Exterior Signs Budget

Bill To: Tony's family restaurant  
435 East Main Street  
Waupun, WI 53963  
US

Pickup At: Signarama  
N5528 Miranda Way  
Fond du Lac, WI 54937  
US

Requested By: Jose a Benitez  
Email: benitezag1221@gmail.com  
Work Phone: (920) 583-5747  
Cell Phone: (920) 583-5747

Salesperson: Andy Wapneski  
Email: Andy@Signarama-FDL.com  
Work Phone: 920.921.7181

PRODUCTS	QTY	UNIT PRICE	TAXABLE	TOTALS
1 Update All Exterior Signage	1	\$5,207.71	\$5,207.71	\$5,207.71

#### Exterior Signage Updates (Budget)

- Qty: 1 (Aluminum Exterior Sign)
- Size: 48" x 48" (estimate)
- Material: 3MM ACM
- Copy: Tony's Family Restaurant
- Qty: 1 (Aluminum Exterior Sign)
- Size: 96" x 48" (estimate)
- Material: 3MM ACM
- Copy: Tony's Family Restaurant
- Qty: 1 (Mirror)
- Size: 4 sq ft
- Material: Frosted Vinyl
- Copy: Tony's Family Restaurant
- Qty: 4 (Exterior Windows)
- Size: 19 sq ft
- Material: IJ180
- Copy: Tony's Family Restaurant also Name and Hours on Front Door
- Qty: 11
- Size: 82 sq ft
- Material: 70/30 Window Perf
- Copy: Tony's Family Restaurant

Removal and Install Included. Removal price is based on the Window Vinyl coming off easily. If this does not come off as planned, then pricing could increase but a discussion will be had before this happens.

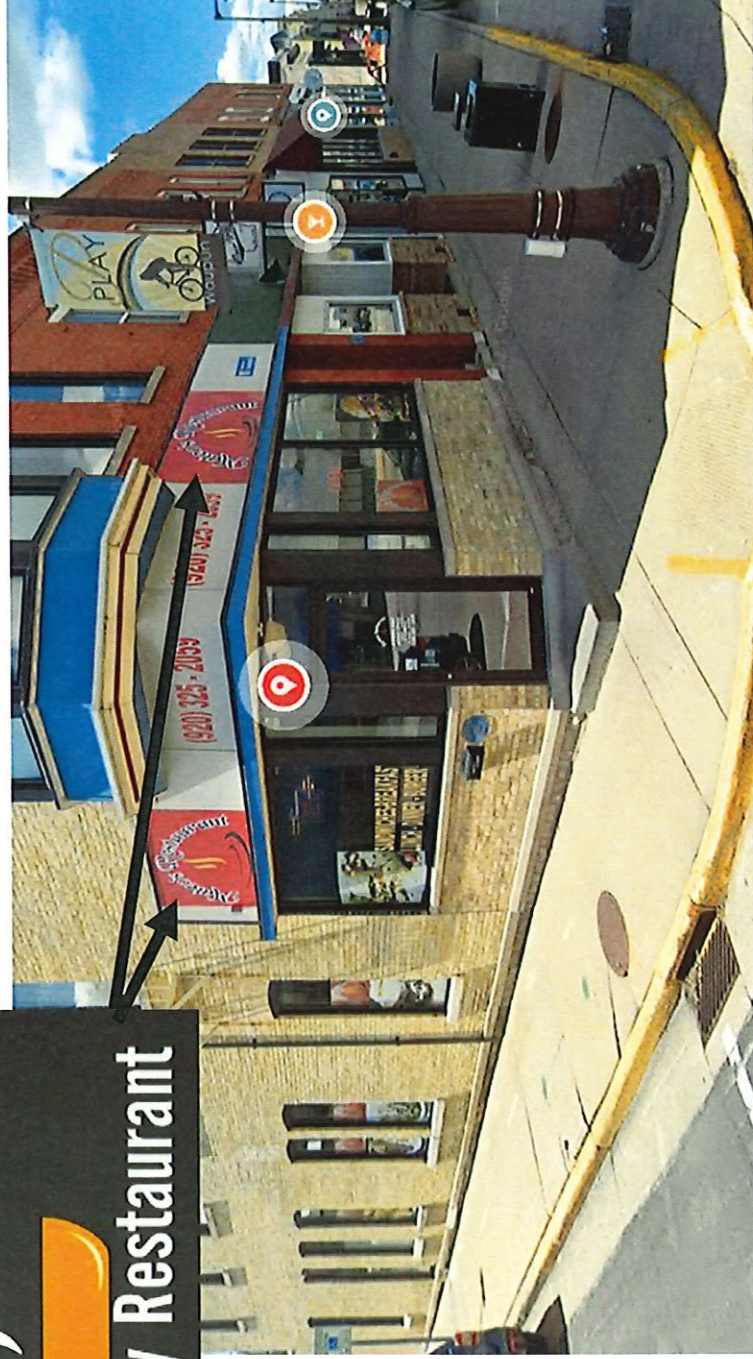
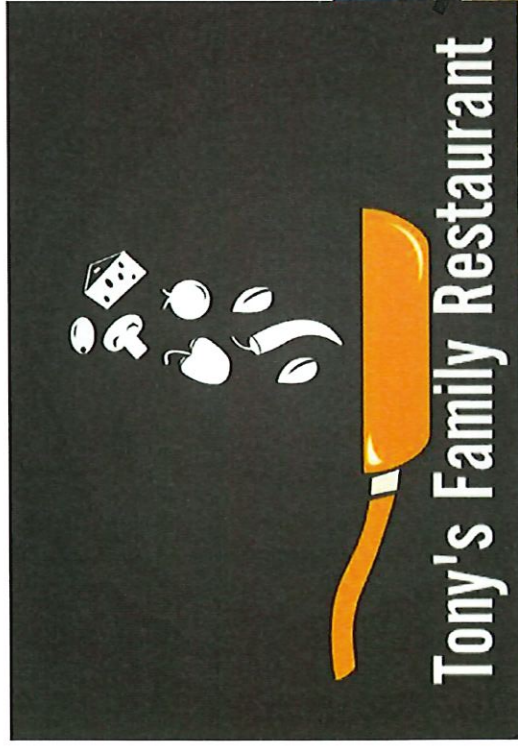
This estimate assumes installation will involve regular access, soil, and wall conditions. In the event of sub-surface obstacles or obstructions in or behind walls, the parties agree to adjust the installation costs based on Signarama's additional costs. This quote does not include relocation of underground utilities if

encountered or restoration of the surrounding landscaped area if disturbed by trucks. Buyer shall bring feed wires of suitable capacity and approved type to the sign's location before installation. Buyer shall provide all necessary reinforcements to the building on which the sign is installed.

2	Permit (To be billed at cost)	1	\$0.00	\$0.00	\$0.00
Please Note: The prices provided in this estimate are subject to change based on the scope of work required. We strive to offer accurate estimates, but additional factors or requirements may impact the final cost. We will communicate any adjustments transparently and discuss them with you before proceeding. Thank you for your understanding and trust in our services. The estimate is valid for 30 days.			Base Subtotal:		\$5,207.71
			Subtotal:		\$5,207.71
			Taxable Amount:		\$5,207.71
			WI State Tax Rate (5.0000%):		\$260.39
			WI County Tax (0.5000%):		\$26.04
			Total Taxes:		\$286.43
			Grand Total:		\$5,494.14
			Deposit Required:		\$5,494.14

Signature: \_\_\_\_\_

Date: \_\_\_\_\_





## AGENDA SUMMARY SHEET

**MEETING DATE:** 8/19/25

**TITLE:** Appeal of CDA Review of 319 E Main Street  
Façade

**AGENDA SECTION:** DISCUSSION/ACTION

**PRESENTER:** Schlieve

DEPARTMENT GOAL(S) SUPPORTED <i>(if applicable)</i>	FISCAL IMPACT	
Economic Vitality	--	

### ISSUE SUMMARY:

Staff have met with Betty Woxland regarding façade updates on 319 E Main St. Woxland contends that the colors painted are similar to the colors of the building in the 1970s when a bakery resided in the space and notes that the city originally painted over tile that had a windmill on the section of the building that is immediately to the left of the main door. Staff did research with the Historical Society and was able to track down a video showing the original design of the building from the 1970s (estimated). Woxland also notes that since painting her building, she has had improved traffic flow in the space, and received positive comments from the public. Woxland is appealing the CDA's previous directive requiring her to repaint the space based on both historic references and positive feedback from the public. Woxland also expressed concern that significantly restricting color choices limits a business when it comes to their individualized branding.

To research this further, staff next reviewed ordinances and contacted the consultant hired to work with the City on the original design guidelines. A copy of the design guideline ordinance (Chapter 25) is included in this packet with key language highlighted specific to color selection. Note that references to earth tone colors appears to be specific to brick and paint colors are intended to be complementary to the existing materials on the façade but are not restricted to earthtone colors. In talking with the consultant who assisted with the original project, a historic color palette was found in old paper files at City Hall. A copy of the recommended color palette is shown in the following picture. You can see that there is a wide variation of color suggestions along with a contemporary color suggestion that is closely aligned with Woxland's current color selection.



**STAFF RECOMMENDATION:**

Consider the facts of the appeal and review initial decision on paint

**ATTACHMENTS:**

**RECOMMENDED MOTION:**



## CHAPTER 25

# CENTRAL BUSINESS DISTRICT DESIGN GUIDELINES

### (Cr. #07-09)

25.01	General Purpose
25.02	Signs
25.03	Facades
25.04	Outdoor Furniture
25.05	Parking
25.06	Conditional Use Permit; Abrogation and Greater Restrictions

#### **25.01 GENERAL PURPOSE.**

It is the general intent of the Waupun Common Council and the Community Development Authority (CDA) to renovate, preserve and maintain properties within the Central Business District (CBD) through a process of design guidelines in order to:

- (1) Encourage urban design and uniformity.
- (2) Integrate urban design and preservation of Waupun's heritage into the process of redevelopment and revitalization.
- (3) Enhance the character of the Waupun downtown business community.

This chapter shall be liberally construed to effectuate this purpose.

#### **25.02 SIGNS.**

- (1) **PURPOSE.** The purpose of this subsection is to regulate, standardize, and enforce outdoor sign advertising and display in the Waupun Central Business District. This subsection is intended to promote the effective use of signs as a means to communicate, maintain, and enhance the aesthetic value of the Central Business District; promote pedestrian and vehicular safety; protect property values; and provide fair and consistent enforcement.
- (2) **DEFINITIONS.** The following terms have the meanings indicated:
  - (a) Abandoned Sign: Any sign of a business or building owner that is no longer in use or is in a state of disrepair.
  - (b) Business Identification Sign: Any sign that displays the name, address, slogan, logo, or emblem of a particular business.
  - (c) Canopy/Awning: A protective roof-like covering, often of canvas, mounted on a frame over a walkway or door.
  - (d) Central Business District: The Central Business District includes parcels zoned B-2 and designated as the Central Business District in §16.04(2) of the Waupun Municipal Code.



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- (e) Nonconforming Sign: Any sign that does not comply with City of Waupun Municipal Code §§25.02, 13.41, 16.11, or any other State or Municipal Statute, ordinance or regulation pertaining to signs.
  - (f) Permanent Sign: Any sign that is displayed for the intent of advertising for more than 30 consecutive days.
  - (g) Projection Sign: Any wall sign that protrudes more than 4 inches from the exterior wall of a building.
  - (h) Sandwich Board Sign: Any freestanding sign with an A-frame shape and messages on at least 2 sides that is generally placed on a sidewalk in close proximity to the business making use of it.
  - (i) Temporary Sign: Any sign that is displayed with the intention of advertising for not more than 30 consecutive days in any calendar year.
  - (j) Wall Sign: Any sign mounted or otherwise attached to any one of the outside structural walls of a building.
  - (k) Weatherproof: Material capable of withstanding exposure to all types of repeated weather conditions.
  - (l) Window Sign: Any sign of permanent or temporary nature displayed in any exterior window of a building.
  - (m) Banner: Any sign of lightweight fabric or similar material that is mounted to a building. Banners are permitted for seasonal events, sales, special events, and other similar uses provided such banners are removed within three days following the event, sale, special event, or similar use.
- (3) **NONCONFORMING SIGNS**. Signs in existence prior to the adoption of this chapter and not considered abandoned shall be deemed lawful nonconforming signs. If signs deemed nonconforming are relocated or reconstructed then they shall be subject to the provisions of this chapter.
- (4) **ABANDONED SIGNS**. The following restrictions shall apply to all signs located within the Central Business District:
- (a) Any sign in the Central Business District that advertises or identifies a business or similar activity must be removed within 60 days of the date this business ceases operation or vacates the premises, or the activity ceases. Any sign shall also be removed when it becomes so old, dilapidated or in disrepair as to be unsafe or unsightly.
  - (b) Sign removal shall be the responsibility of the owner of the property on which it is located. If the owner fails to timely remove signs as required here, the City of Waupun shall give the owner of the building 30 days' written notice thereof, and on the owner's failure to comply with this notice the City of Waupun may cause removal to be executed, the expenses of which shall be assessed to the tax roll of the property on which the abandoned sign is located.
- (5) **WALL SIGNS**. The following restrictions shall apply to wall signs located within the Central Business District:
- (a) Each business shall be permitted one externally mounted permanent sign on the main floor of the building, except that any building located on a corner lot shall be permitted 2 externally mounted permanent signs on the main floor of the building, one sign facing each thoroughfare.
  - (b) Wall signs shall not exceed 10% of the building's exterior facade or one square foot per foot of frontage of building, whichever is less.
  - (c) Wall signs shall be located above the first floor windows and doors but below second story window sill.
  - (d) Second story wall signs shall not exceed 8 square feet in area.
  - (e) Wall signs shall be used solely for identification of the business name, services provided and/or available products.

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- (f) Wall signs shall not physically diminish the architectural quality or structure of the building to which they are attached.
  - (g) Projection signs are prohibited.
  - (h) Wall signs of a temporary nature such as business identification banners shall be displayed for a period no more than 45 days, prior to affixing the permanent business signage.
- (6) WINDOW SIGNS. Within the Central Business District, permanent or temporary signs displayed in or on exterior windows shall not cover more than 50% of the window surface. Window signs may be illuminated, but are subject to City of Waupun Municipal Ordinances §16.11.
- (7) SANDWICH BOARD SIGNS. The following restrictions shall apply to sandwich board signs located within the Central Business District:
- (a) No more than one sandwich board sign shall be permitted per property, unless on a corner lot in which case 2 such signs shall be permitted, one on each sidewalk along each thoroughfare.
  - (b) Sandwich board signs shall be not greater than 2 feet in width and 4 feet in height. Height is measured from ground level to the peak of the sign. Width is measured from the farthest outside edge of the surface area to the opposite outside edge of the surface area.
  - (c) Sandwich board signs shall allow for a minimum of 2½ feet of unhindered sidewalk between the inside edge of the sign and the building exterior wall and 2½ feet of unhindered sidewalk between the outside edge of the sign and the outermost portion of curb directly parallel to the sign. Overall, it shall not take up more than one-quarter of the sidewalk width.
  - (d) Sandwich boards shall not be placed so as to extend beyond the property lines on either side of the property to which they apply.
  - (e) Sandwich board signs shall contain no more than 2 sides each on which different messages may appear. Message lettering shall be neat, orderly, and visually attractive.
  - (f) Sandwich board signs shall be made of durable weatherproof material.
  - (g) Lighting is not permitted on sandwich board signs.
  - (h) Sandwich board signs shall not be attached to any public property or fixture owned by the City of Waupun.
  - [(i) Reserved.]
  - (j) Sandwich board signs shall only be displayed during business hours of the business to which they apply. If established business hours permit sandwich board signs to remain after dusk, then such signs shall be placed in a well-lit area for pedestrian safety.
- (8) CANOPIES/AWNINGS. The following restrictions shall apply to canopies and awnings located within the Central Business District:
- (a) Canopies and awnings shall have a minimum ground level clearance of 7 feet 6 inches.
  - (b) Canopies and awnings shall not project more than 6 feet from the building's exterior wall.
  - (c) Canopies and awnings shall project a minimum of 3 feet from the exterior wall of the building, but shall not extend closer than 2 feet from any sidewalk curbing.
  - (d) Canopies and awnings shall be well maintained and shall be made of fire-resistant material.
  - (e) Words or graphics displayed on any canopy or awning shall not exceed 16 square feet in overall surface area.

### **25.03 FACADE.**

- (1) **PURPOSE.** The purpose of this subsection is to promote uniformity and overall aesthetically pleasing facades of the buildings located in the Central Business District for the City of Waupun. The following restrictions shall apply to facades for all buildings located within the Central Business District:
- (2) **WINDOWS.** The following restrictions shall apply to windows in need of substantial repair and all window replacement for buildings located within the Central Business District:
  - (a) New windows shall reflect the design and overall theme of the Central Business District.
  - (b) Windows that have been blocked or screened by concrete or other materials shall be reopened to reestablish the intent of the original facade.
  - (c) Windows shall be kept clean and free of obstruction.
  - (d) Broken windows shall be repaired or replaced in a reasonable period of time, not to exceed 21 days. If repair or replacement is not timely made, the City may initiate such repairs, the cost of which shall be assessed to the tax roll of the applicable property.
- (3) **ELECTRICAL HARDWARE AND WIRING.** Electrical hardware and wiring for all buildings located in the Central Business District shall be covered and positioned in a manner that is safe and as aesthetically pleasing as practicable.
  - (a) Electrical wiring shall be bundled when possible to eliminate mess and hazard when hanging in front or down the side of businesses.
  - (b) Electrical hardware on the exterior walls of buildings shall be covered in an appropriate manner as to avoid injury and accident.
  - (c) Due to the possible danger that electrical hardware may pose to residents and property, all electrical hardware is subject to this chapter, regardless of whether preexisting. All electrical hardware not conforming to this amendment at the time of its adoption will be subject to sanctions if not corrected within 30 days of passage of this chapter.
- (4) **BUILDING NUMBERING.** All new building numbering should be done in a manner to promote uniformity throughout the Waupun Central Business District. All new building numbering shall be displayed on the main entrance to the building. Numbers shall be block styled, bold, black, and have a 3-inch minimum size.
- (5) **EXTERIOR WALLS AND MURALS.**
  - (a) All exterior walls shall be maintained in an effort to promote the historical theme of the Waupun Central Business District.
  - (b) Any additions to exterior walls or the installation of new exterior walls within the Central Business District shall be constructed in a manner that coincides with the surrounding architecture. Plans for substantial remodeling of building facades shall be approved by the Community Development Authority prior to construction.
  - (c) Plans regarding murals on business exterior walls shall be approved by the Waupun Community Development Authority prior to mural installation, placement or painting. Mural size, color scheme and theme shall be approved by the Community Development Authority on a case-by-case basis.
- (6) **EXTERIOR MATERIALS AND COLOR.** Exterior building materials for facades in the Central Business District shall be complimentary to a building's original materials as well as those of adjacent buildings.

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- (a) Brick, stone, and decorative concrete block are preferred and recommended for all exterior facade repair and rehabilitation. When repairing brick exterior care shall be taken to match appropriate size, color and texture to existing brick exterior.
  - (b) Colors that are considered earth tone, natural, and terra cotta are the preferred choices for brick or stone exteriors. All other materials for prospective projects shall be approved by the Community Development Authority prior to construction.
  - (c) Use of false-brick veneer, vinyl or aluminum siding is prohibited on the ground level and may only be used for second story and third story improvements with prior approval from the Community Development Authority. Other materials made to either imitate exterior finish materials or used to cover original architectural features are also prohibited unless otherwise approved by the Community Development Authority.
  - (d) Paint shall be used only on surfaces intended for paint application including wood, etc. Paint shall compliment the colors of existing materials on the facade such as brick and stone.

#### **25.04 OUTDOOR FURNITURE.**

Furnishings purchased through the Community Development Authority or City of Waupun pursuant to grants, donations, et cetera remain the property of the City of Waupun. Such items shall include without limitation: benches, bicycle racks, flowerpots, tree tubs, urns, and lighting fixtures. The City shall be responsible for maintenance, pickup, and removal of these furnishings at appropriate times. On a case-by-case basis and only with a business owner consensual agreement between the business owner and Community Development Authority, local business owners may be responsible for daily upkeep of plants, trees, shrubbery and other maintenance. Unless otherwise noted, City of Waupun shall maintain all furnishings acquired for the express purpose of downtown revitalization.

#### **25.05 PARKING AND PARKING LOTS.**

The following subsection shall apply to parking lots located in the Central Business District that are not under ownership of the City of Waupun:

- (1) Parking lots or areas in the Central Business District shall be maintained by the property owner of such parking area. Parking areas shall be free from any detriment that may endanger public safety or personal property.
- (2) Parking areas shall be properly lit from the time period directly following dusk until the closure of the business served by the parking area. Lighting shall not be required if hours of business are concluded before dusk.
- (3) Trash receptacles, dumpsters, storage bins and other containers located in parking areas shall be confined to specified areas and shall remain secured and closed at all times to insure public health and safety.

#### **25.06 CONDITIONAL USE; ABROGATION AND GREATER RESTRICTIONS.**

- (1) Any provision contained in this chapter may be conditionally amended by the Community Development Authority as to any property located within the Central Business District, on application by the property owner. In considering whether to grant such application, the Community Development Authority shall give due consideration to the purpose of this chapter as stated in §25.01 above. In granting such conditional use, the Community Development Authority may impose reasonable restrictions it considers appropriate in carrying out the purposes of this chapter.

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- (2) The enactment of this chapter is not intended to repeal, abrogate or impair any existing state or municipal statute, ordinance or regulation. In the event this chapter conflicts with any other provisions of this Code, easement, covenant or deed restriction, the more stringent restriction shall apply.

**Waupun Community Development Authority  
Downtown Revitalization Grant Application**

Applicant Name: Betty Woxland  
Applicant Address: 516 Morse St Waupun WI 53963  
Phone: 920 602 1502 Fax: — Email: \_\_\_\_\_  
Name of Business/Property: Electric Beach Tanning  
Property Address: 319 E. Main St Waupun WI 53963  
Property Use: Tanning

**For Tenants:**

The CDA requires you to work with your landlord to obtain project approval indicated by signature below. If you are the owner of the building, you can leave this section blank.

Property Owner Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Property Owner Address: \_\_\_\_\_  
Property Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Expiration Date of Current Lease Agreement: \_\_\_\_\_ Owner Initials: \_\_\_\_\_

**Project Summary: (Provide a brief project summary)**

Paint Front of 319 E. Main St.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated Start Date: 10-3-2024 Estimated Completion Date: 10-3-2024

City Building Inspector Approval: \_\_\_\_\_ Date: \_\_\_\_\_

**Required Attachments:**

- ☒ Cost Estimates *\$308.00*  
☒ Current photo(s) of property

- ☐ Project plan(s) drawn to 1/4-inch scale, if applicable  
☒ Paint color(s) or material sample(s), if applicable

*Turquoise Powder  
+ Seaside*

**Project Budget:**

**Projects located in the Business Improvement District:** (CDA will consider non-BID covered expenses only)

Did you apply for BID's Façade Improvement Grant? ☐ Yes ☒ No

If yes, BID Meeting Date: \_\_\_\_\_ BID Grant Awarded: \$ \_\_\_\_\_

Total Estimated Cost of Application: \$ \_\_\_\_\_

Total CDA Grant Request: \$ \_\_\_\_\_ (50% of non-BID covered expenses)

**Release of Information:**

I hereby authorize the Waupun Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the CDA meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Applicant Name (print): Betty Woxland

Applicant Signature: Betty Woxland Date: \_\_\_\_\_

**Submit application and attachments to:**

Waupun Community Development Authority - City of Waupun  
201 E. Main Street, Waupun WI 53963  
[Kathy@cityofwaupun.org](mailto:Kathy@cityofwaupun.org)

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**City Staff Use Only:**

Date application received: \_\_\_\_\_

Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

Property reviewed for delinquency by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

Applicant notified of scheduled CDA meeting by \_\_\_\_\_ (initials). Date: \_\_\_\_\_







To: Kathy Schlieve, Administrator

From: Tim Stolaski.

Date: August 5, 2025

RE: Design Approval for 101 Fond du Lac Street.

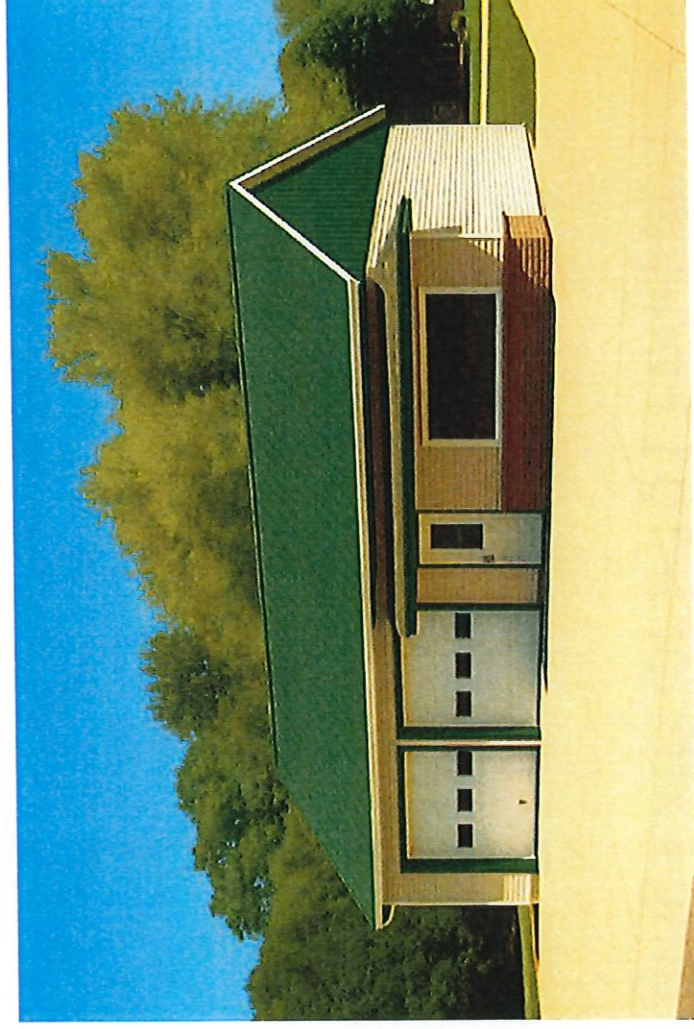
Two pictures of the building are attached. One, as the building currently sits, and the other a visual representation of the building with the proposed new roof system. As seen on picture with the new roofing system, the roof itself would be of a ribbed metal type, and colored green to match the existing green trim on the building. The new gable ends of the walls would also be finished with green metal identical to what would be applied to the new roof. The new soffits would be wrapped in metal and colored white, again as the picture shows. For some reason, in the visual representation picture of the building, the program that generated it changed some aspects of the existing building. It omitted the existing windows as seen on the right side of the building. It omitted the existing brickwork between the personnel door and its nearest overhead door. It also made the walls of the building itself a couple feet shorter than they are. We are not planning on modifying any of these current features that the visual representation omitted or made. The roof itself very accurately depicts our plan, however.



## Current Building Exterior – 101 Fond du Lac Street



## Future Building Exterior – 101 Fond du Lac Street



# ***DODGE COUNTY WORKFORCE FORUM***

*BUILDING TOMORROW'S TALENT TODAY*

**September 10, 2025**

**8:30 - 11:00am**

**Metalcraft of Mayville**

**1000 Metalcraft Dr. Mayville, WI**

Join us for an engaging morning focused on shaping the future of Dodge County's workforce. Hear insights on local workforce trends, learn about partnerships already making an impact, and discover practical ways to help build a stronger pipeline of skilled workers for our community.

Whether you're an employer, educator, or community leader, you'll leave with fresh ideas, useful connections, and real steps to help shape a ready workforce.

## **Agenda Highlights:**

- **Demographic/Workforce Trends and Projections**  
Matt Kures, UW-Extension, Community Development Specialist
- **Work-Based Learning**  
Youth Apprenticeship, Inspire WI, GPS Ed, MBA, & Summer Internship programs
- **Spotlight on successful student-employer partnerships**
- **Q&A**

*Register  
Now* →



Click **HERE** or  
scan the QR code above

**Presented by:**

