



WAUPUN

CITY OF SCULPTURE

A G E N D A
CITY OF WAUPUN BID MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, March 19, 2024 at 7:00 AM

The Waupun Business Improvement District will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

Virtual: <https://us02web.zoom.us/j/83626747403?pwd=eTM3V2RtMjJyRDRxYTQ5TXpZdnFJZz09>

Meeting ID: 836 2674 7403

Passcode: 857325

Phone: 312 626 6799

CALL TO ORDER

ROLL CALL

APPROVE AGENDA

CONSENT AGENDA

- [1.](#) Approve Minutes from February 20, 2024 BID Meeting
- [2.](#) Approve February 2024 BID Financials

PRIOR OUTSTANDING APPLICATIONS: (if expired, possible extension or cancellation)

- [3.](#) Review Outstanding Applications and Approve Any Needed Amendments

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

- [4.](#) Application for 18 S Madison Street (Kartechner & Girls Flower Co.)
- [5.](#) Application for 14 S Madison Street (Be Still Massage)
- [6.](#) Application for 14 S Madison Street (Body Logic Massage)
- [7.](#) Application for 12 S Madison Street (Step A Head Styling)

DISCUSSION ITEMS:

- [8.](#) Waupun Business Alliance Update
- [9.](#) Administrator Updates

ADVANCED PLANNING:

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 BUSINESS IMPROVEMENT
DISTRICT (BID) MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, February 20, 2024 at 7:00 AM

CALL TO ORDER

Meeting called to order at 7 a.m. by Chairperson Bishop.

Roll call was taken. Present: Gary DeJager, Rich Matravets, Jodi Mallas, Tyler Schulz, Krista Bishop, Rich Matravets, Kate Bresser, Teresa Ruch, and Craig Much. Absent and excused is Mitch Greenfield. Also present Administrator Schlieve, Assistant Administrator Langenfeld, Raina Lyman, Meaghan DeJager, Emily Englehardt, Mayor Rohn Bishop, and Jason Whitford (online).

Motion Schulz, second Matravets to approve the agenda as written. Carried unanimously.

Motion Schulz, second Bresser to approve minutes from January 16, 2024 BID meeting. Carried unanimously.

Motion DeJager, second Much to approve the January 2024 BID Financials as presented. Carried unanimously.

Motion Schulz, second Ruch to approve the 2023 BID Annual Report as presented. Carried unanimously.

Meaghan DeJager is present and presents her application for signage at 20 S Madison St. Her new business is called Charming Reads and will open in March. DeJager will be seeking a conditional use for the projecting sign at the February Plan Commission meeting. Motion Schulz, second Matravets to approve the application in the amount of \$387.50 contingent on the approval of a conditional use application by the Waupun Plan Commission. Approved 7-0 with Much abstaining.

Emily Englehardt is present and presents her application for exterior improvements to 16 Fond du Lac St for Waupun Gymnastics. Business will be adding new doors and an awning. Motion Schulz, second Matravets to provide a matching of \$2,100. Carried unanimously.

Nominations for Waupun Business Alliance Awards were discussed based on grants completed in 2023. Best Façade Improvement for 2023 to Jud's for their front façade project. Best Mixed Used Redevelopment to B&B Plumbing for 20 W Main St. Best Community Development Project to Valido Homes for Tanager St development. Members were encouraged to register for the WBA Annual Meeting on March 28 at the Rock.

Discussed purpose of and date for a Kick Start Workshop to be held this spring. The Kick Start is the next step in the Design WI implementation plan and will involve youth from WASD along with stakeholders from the community with the goal of prioritizing and providing input on projects identified in the Design WI plan. Group felt a Monday evening from 5 to 9 p.m. would work best for planning the workshop. Schlieve will work with other stakeholders and identify a Monday in April to coordinate the event.

Raina Lyman provides a Waupun Business Alliance update. Members are encouraged to attend the annual meeting on March 28. Additional emphasis was placed on a small business marketing series being offered with the next workshop planned in Waupun on March 11 entitled Website Excellence. Additionally, Envision will be running a workshop on March 25 for food entrepreneurs that will provide Q&A time with the Health Department.

Administrator Schlieve provided updates on the following:

- Waupun Ice Fest was very successful over the weekend. A representative from the WI Dept of Tourism was in town on Saturday to present a Joint Effort Marketing (JEM) Grant valued at more than \$16K to support the

event. Schlieve notes that we are now eligible to apply for additional funding to support the annual event for the next several years.

- Schlieve confirms that the pending CDI Grant for brewery project cleared its last hurdle and that we are just waiting on contracts from WEDC.
- Kartechner & Girls Floral & Gift Shop will open at 18 S Madison Street this spring.
- The City has approved an agreement with the Eau Claire Tourism Sculpture Affiliation Program. That will bring rotating sculpture exhibits to the community with five new sculptures arriving in spring of 2024. This is being done in partnership with Jeni Maly's non-profit Waupun City of Sculpture. Maly has secured funding for 5 sculptures in 2024. The City is covering the cost of the affiliation agreement and cement bases for each of the sculptures. Work is underway with Jeni Maly to seek grants to fund marketing collateral for the project.
- Schlieve reports that she is currently interviewing three possible independent contractors to fill the role of communication and marketing professional for the central business district. The position will be contracted and funded by \$5K from Downtown Promotions; \$5K from BID; with the balance coming from tourism funds.
- Schlieve notes that Dodge County Tourism is working on rebranding and was a recipient of a JEM grant as well.
- Schlieve notes that conversations are underway on the Senior Center disposition with construction of the new facility running on schedule.
- Schlieve explains that there will be a ribbon cutting for a dedicated employee health clinic on March 4 with the Waupun Business Alliance and explains that the city has created the clinic with a partnership with WASD as part of a strategy to contain healthcare premiums through improved access to care and a focus on employee wellness.

Motion DeJager, second Much to adjourn the meeting at 7:34 a.m. Motion carried unanimously.

CASH ON HAND

Prior Month Ending Balance	\$	30,605.86
Plus Current Month Deposits	\$	-
Less Current Month Expenses (including expenses in accounts payable)	\$	(2,000.00)
Total Cash on Hand	\$	28,605.86
Less Outstanding Grants/Checks (not in accounts payable)	\$	(6,252.73)
BID Funds Available	\$	22,353.13

BUDGET

2023 Budget Revenue Carryover	\$	6,572.58
2024 Revenue	\$	24,633.28
Less Approved Grants & Expenses	\$	(10,852.73)
Remaining Budget Funds Available	\$	20,353.13

2024 Grants Approved - Not Dispersed

Gysber's Jewelry	(2023)	\$	(2,000.00)
Maedox Tax & Accounting	(2023)	\$	(974.00)
Madeline Clothing	2024	\$	(1,178.73)
Waupun Gymnastics	2024	\$	(2,100.00)
		\$	(6,252.73)

2024 Actual Operating Expenses

1/9/2024	Downtown Planters	\$	(500.00)
1/24/2024	Broken Threads	\$	(2,000.00)
1/29/2024	Madeline Clothing Co.	\$	(2,100.00)
		\$	(4,600.00)

Total of Grants Approved Not Dispersed and Actual Expenses **\$ (10,852.73)**

2024 Upcoming Operating Expenses

\$ -

Projected Unrestricted Funds **\$ 20,353.13**



AGENDA SUMMARY SHEET

MEETING DATE: 3/19/24
AGENDA SECTION: DISCUSSION/ACTION
PRESENTER: Schlieve

TITLE: Review Outstanding Applications and Approve Any Needed Amendments

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

ISSUE SUMMARY:

Applications for the following business are outstanding:

- Maedox Tax & Accounting expired / will remove from March financials (no action required)
- Madeline Clothing Company for \$1178.73 (Project complete and reimbursements being processed)
- Waupun Gymnastics Club for \$2,100 (Project approved February; no recommended extensions at this time)
- Gysber's Jewelry Store for \$2,000 (current extension expires end of March)

STAFF RECOMMENDATION:

ATTACHMENTS:

RECOMMENDED MOTION:

Motion to extend application for Gysber's Jewelry Store to [insert date].

Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~

Applications missing any materials will be returned for completion.

Date: 2/20/24
Applicant Name: Christina Kartechner
Applicant Address: W5928 Milligan Rd
Phone: (920)463-0846 Fax: — Email: gould.christina04@gmail.com
Name of Business/Property: Kartechner & Girls Flower Co
Property Address: 18.5. Madison St. Waupun, WI
Property Use: Retail Flower and Gift Shop
Property owner, if different than applicant: Gappa Properties LLC
Owner address: 1203 Storbeck Dr. Waupun, WI 53963 Owner Phone: (920)345-7251

Project Summary:

Brief Project Summary: Installation of 36" Fixed Mount Sign Bracket w/ Sign and Window Graphics to post hours of operation and wording "flowers"

Total Estimated Cost: \$ 2,115.99

Total Grant Request: \$ 1,057.99

"plants"
"gifts"

Projected Start Date: ASAP

Projected Completion Date: ASAP

Name of Contractor: EP Direct
Warrior Innovation Center

Issue Payment if approved: Applicant or Business (circle)

Approval of City Building Inspector: CU (Inspector's initials)

Required attachments:

- Project plan(s) to 1/4" scale, if applicable
- Release of Information Letter (attached)
- Quotes/Estimates

- Current photo(s) of property
- Paint color(s) or material sample(s), if applicable

Submit application form and attachments to:

Waupun Business Improvement District – City Clerk, Waupun City Hall
201 E. Main Street, Waupun WI 53963
920-324-7915 ext. 5

To be completed by City staff only:

Date application received: _____
Application reviewed for completeness by _____ (initials). Date: _____
Applicant notified of scheduled BID meeting by _____ (initials). Date: _____

36" D Fixed Mount Sign Bracket with Sign Blank

Constructed out of 1" square steel tubing, this unique bracket is powder coated and finished in black in order to counter rust, giving your sign the ever-popular aesthetic of modern-minimalist design, without sacrificing strength or durability.

Double-sided sign

Installation done by customer

Cost: \$750.00





PLEASE NOTE NEW MAILING ADDRESS:
 EP-Direct, Inc.
 1479 S. Hickory St.
 Fond du Lac, WI 54937
 920/923-6310 | Fax 920/922-3164

Estimate

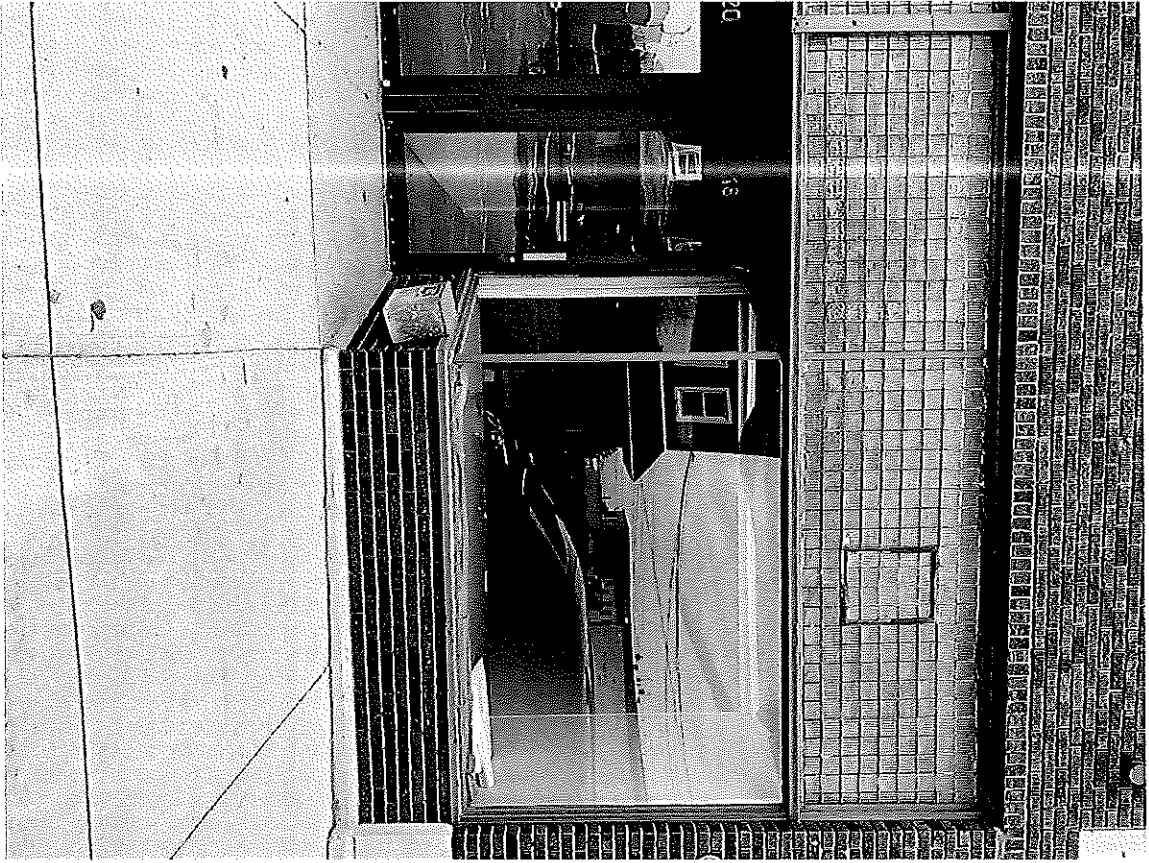
No: **80557**

Date: **2/20/24**

Customer PO:

KARTECHNER AND GIRLS FLOWER CO.

Quantity	Description	Amount
1	DOOR LETTERING (LOGO AND HOURS OF OPERATION)	\$ 63.45
1	WINDOW GRAPHICS (STRIPE ALONG BOTTOM WITH WORDING AND FLOWER GRAPHICS) - 24" X 8' - PRINTED ON IJ35 WITH LAMINATION	\$ 176.00
1	WINDOW GRAPHICS (SLANTED WINDOW) - 24" X 52" - PRINTED ON IJ35 WITH LAMINATION	\$ 95.33
2	DESIGN AND SET UP FILES - ESTIMATED BETWEEN 2 AND 3 HOURS AT \$120 AN HOUR	\$ 240.00
4	INSTALL	\$ 720.00
Estimate based on current market pricing - subject to change. Delivery/Ship charges not included in estimate price. 4% will be added if paying by credit card. Accepted by _____ Date _____		SUBTOTAL \$ 1,294.78 TAX \$ 71.21 SHIPPING \$ 0.00 TOTAL \$ 1,365.99



Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: 2/21/24

To: Waupun Business Improvement District – Clerk’s Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

I hereby authorize the Waupun Business Improvement District (BID) permission to share all application materials with BID board members who will be reviewing my application. I acknowledge that information provided to the BID 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 BID board meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Signed,

Name (print): Christina Kartechner

Signature: CKartechner

Date: 2/21/24

Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~

Applications missing any materials will be returned for completion.

Date: 2/22/24
Applicant Name: Dana Vande Kolk
Applicant Address: 9 Chapman Pl Waupun WI 53963
Phone: 920 219 1970 Fax: N/A Email: dana.vandekolk@gmail.com
Name of Business/Property: Be Still Massage, LLC
Property Address: 14 S. Madison St Waupun WI 53963
Property Use: Small Business - Massage Therapy
Property owner, if different than applicant: Gappa Properties LLC
Owner address: 1203 Storbeck Dr. Waupun WI 53963 Owner Phone: 920-583-5859
(Zac Gappa)

Project Summary:

Brief Project Summary: Business Sign

Total Estimated Cost: \$ 850.⁰⁰
Business Sign and install
Projected Start Date: _____

Total Grant Request: \$ 850.⁰⁰

Projected Completion Date: _____

Name of Contractor: Josh DeJager

Issue Payment if approved: Applicant of Business (circle)

Be Still Massage

Approval of City Building Inspector: _____ (Inspector's initials)

Required attachments:

- Project plan(s) to 1/4" scale, if applicable
 Release of Information Letter (attached)
 Quotes/Estimates
- Current photo(s) of property
 Paint color(s) or material sample(s), if applicable

Submit application form and attachments to:
Waupun Business Improvement District – City Clerk, Waupun City Hall
201 E. Main Street, Waupun WI 53963
920-324-7915 ext. 5

To be completed by City staff only:

Date application received: _____
Application reviewed for completeness by _____ (initials). Date: _____
Applicant notified of scheduled BID meeting by _____ (initials). Date: _____

Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: 2/22/24

To: Waupun Business Improvement District - Clerk's Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

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Signed,

Name (print): Dana Vande Koik

Signature: Dana Vande Koik

Date: 2/22/24

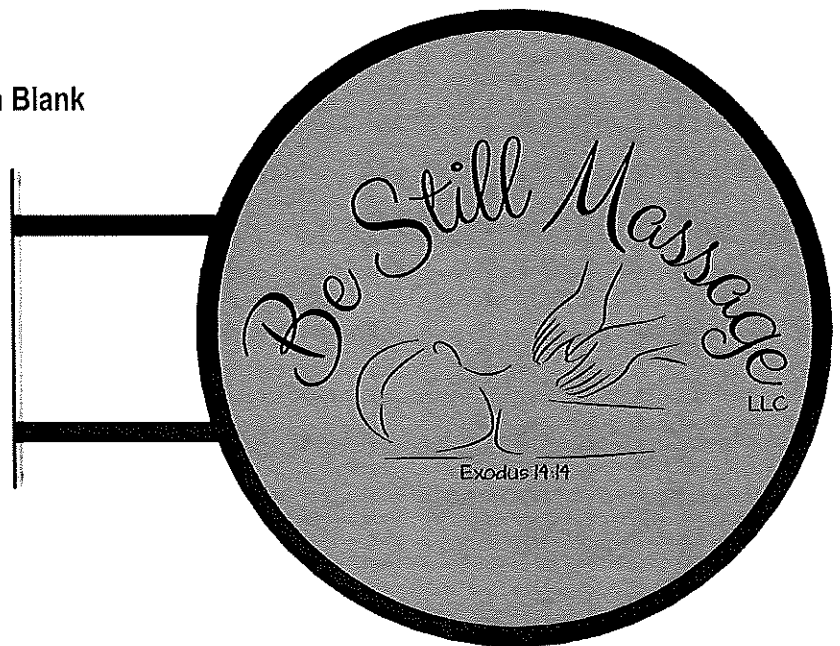
36" D Fixed Mount Sign Bracket with Sign Blank

Constructed out of 1" square steel tubing, this unique bracket is powder coated and finished in black in order to counter rust, giving your sign the ever-popular aesthetic of modern-minimalist design, without sacrificing strength or durability.

Double-sided sign

Installation done by customer

Cost: \$750.00





Dana Vande Kolk <danavandekolk@gmail.com>

Re: Be Still Massage Sign Quote

Gappa Properties <gappaproperties@gmail.com>

Tue, Feb 20 at 8:09 AM

To: Dana Vande Kolk <danavandekolk@gmail.com>

Yes thank you! I just heard back yesterday. You can put down \$100 for the installation cost.

On Mon, Feb 19, 2024 at 4:37 PM Dana Vande Kolk <danavandekolk@gmail.com> wrote:

Hey! Just wanted to follow up on if you were able to get a price quote for the installation of the signs.

Thanks,

Dana VandeKolk

On Thu, Feb 15, 2024 at 12:53 PM Gappa Properties <gappaproperties@gmail.com> wrote:

Hi Dana,

The building owner is:

Gappa Properties LLC
1203 Storbeck Drive
Waupun, WI 53963

I have asked Josh DeJager for a price for mounting all of the signs to the building. I'm going to assume it'll come out to a relatively affordable amount per sign, but I haven't heard back yet. I'll ping him again on it today and let you know what I find out.

Thanks,

Zac

On Wed, Feb 14, 2024 at 7:05 PM Dana Vande Kolk <danavandekolk@gmail.com> wrote:

Hey yes! Since we operate under different business names we thought it would look the best to just have 2 signs. I have the BID application printed and am working on completing it. It looks like I'll need the building owners address and phone number. I was also wondering about cost of installation and if there is documentation/quote that needs to be sent to the city for that as well.

Dana

On Wed, Feb 14, 2024 at 4:52 PM Gappa Properties <gappaproperties@gmail.com> wrote:

Thanks for sharing Dana! So you and Lynsey are each hoping to have your own sign then?

Did you start down the road of pursuing any City BID grant funding to help cover some of the cost?

Thanks!

Zac

On Fri, Feb 9, 2024 at 9:06 PM Dana Vande Kolk <danavandekolk@gmail.com> wrote:

Hey Calvin and Zac,

I received my mockup and quote back from Dawn Disch tonight. I have it attached.

Thank you,

Dana Vande Kolk

Be Still Massage, LLC

Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~

Applications missing any materials will be returned for completion.

Date: Feb 22, 2024

Applicant Name: Lynsey Ex

Applicant Address: N3760 City Rd M Waupun

Phone: 920-3447681 Fax: _____ Email: manabearboys2@gmail.com

Name of Business/Property: Body Logic Massage

Property Address: 14 S. Madison Street Waupun

Property Use: Massage Therapy + Bodywork

Property owner, if different than applicant: Gappa Properties, LLC

Owner address: 1203 Starbeck Dr Waupun Owner Phone: 920-583-5859 (Zach)

Project Summary:

Brief Project Summary: Business Sign

Total Estimated Cost: \$ 850.00

Total Grant Request: \$ 850.00

Projected Start Date: TBD

Projected Completion Date: TBD

Name of Contractor: Warrior Innovation Center @ DeSager construction

Issue Payment if approved: Applicant or Business (circle)

Approval of City Building Inspector: _____ (Inspector's initials)

Required attachments:

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

Submit application form and attachments to:
Waupun Business Improvement District – City Clerk, Waupun City Hall
201 E. Main Street, Waupun WI 53963
920-324-7915 ext. 5

To be completed by City staff only:

Date application received: _____
Application reviewed for completeness by _____ (initials). Date: _____
Applicant notified of scheduled BID meeting by _____ (initials). Date: _____

Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: Feb 15, 2024

To: Waupun Business Improvement District – Clerk’s Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

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Signed,

Name (print): Lynsey Fix

Signature: 

Date: Feb 13, 24

36" D Fixed Mount Sign Bracket with Sign Blank

Constructed out of 1" square steel tubing, this unique bracket is powder coated and finished in black in order to counter rust, giving your sign the ever-popular aesthetic of modern-minimalist design, without sacrificing strength or durability.

Double-sided sign
Installation done by customer
Cost: \$750.00



Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~

Applications missing any materials will be returned for completion.

Date: 2-1-24

Applicant Name: Julie Patrouille, Becky VerHage, Caitie Winning

Applicant Address: ^{Julie} N4044 Center Rd, Waupun

Phone: 920-210-7935 Fax: Email: stepaheadstyling@gmail.com

Name of Business/Property: Step A Head Styling

Property Address: 12 S. Madison St

Property Use: Hair + Wig Salon

Property owner, if different than applicant: Gappa Properties LLC

Owner address: 1203 Storbeck Dr Owner Phone: 920-583-6707

Project Summary:

Brief Project Summary: Signage for outside of building
store front. And ~~an~~ a Door Decal for
front Door.

Total Estimated Cost: \$ 775

Total Grant Request: \$ \$387.00

Projected Start Date: ASAP

Projected Completion Date: April-May 2024

Name of Contractor: Warrior Innovation
Center

Issue Payment if approved: Applicant or Business (circle)

Approval of City Building Inspector: (Inspector's initials)

Required attachments:

- Project plan(s) to 1/4" scale, if applicable
- Release of Information Letter (attached)
- Quotes/Estimates

- Current photo(s) of property
- Paint color(s) or material sample(s), if applicable

Submit application form and attachments to:
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201 E. Main Street, Waupun WI 53963
920-324-7915 ext. 5

To be completed by City staff only:

Date application received:
Application reviewed for completeness by (initials). Date:
Applicant notified of scheduled BID meeting by (initials). Date:

Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: 3/6/24

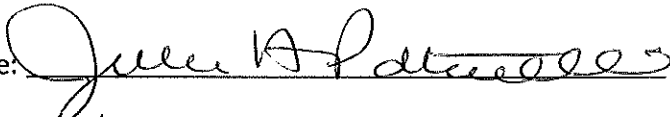
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Signed,

Name (print): Julie A Patrowille

Signature: 

Date: 3/6/24

INVOICE



801 E. Lincoln St.
Waupun, WI 53963
dmdisch@waupun.k12.wi.us

Invoice # 00010017
Date: March-3-2024
Due Date: April-3-2024

Billed to:
Step-A-Head Styling
Julie Patrouille

Description	Qty	Unit Cost	Amount
36" D Fixed Mount Sign Bracket 1" White PVC Sign Blank Digital Print on white vinyl Laminated and applied to both sides Installation not included		\$750.00	\$750.00
24"D Door decal Laminated graphic print applied to door or window Single-sided - applied to exterior of door or window Installation can be done by Dawn Cost: \$25.00			\$ 25.00

Total \$ 775.00
~~\$750.00~~

Please ensure that all payments be made in full by the due date. Thank you!

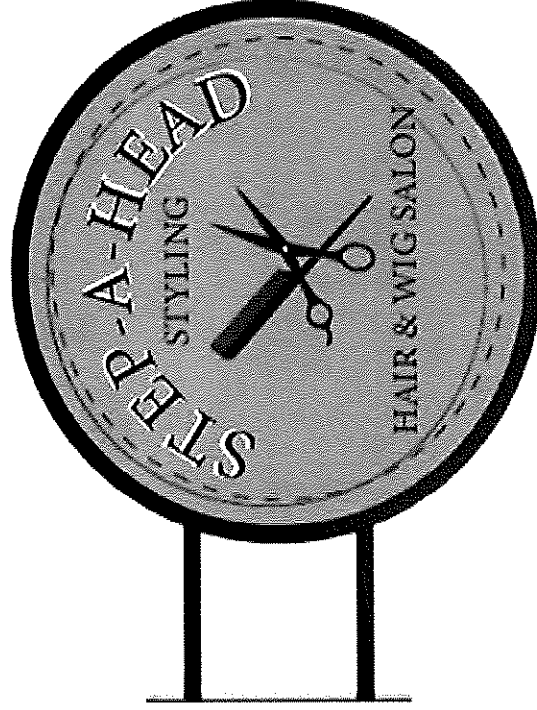
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Double-sided sign

Installation done by customer

Cost: \$750.00



Step A - Head
Styling



Hair & Wig Salon

A. D.
1922

OPEN

14



Phone: 408-438-1111
Fax: 408-438-1112
Email: info@stepa.com



AGENDA SUMMARY SHEET

MEETING DATE: 3/19/24

TITLE: Administrator Updates

AGENDA SECTION: DISCUSSION/ACTION

PRESENTER: Schlieve

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

ISSUE SUMMARY:

An update will be provided on the following:

- Food Truck Alley Construction Project
- Downtown Design Guidelines Ordinance Update (see attached ordinance for reference)
- Waupun Business Alliance Meeting Presentation (Please register at link below)
- SAVE THE DATE! Kick-Off Implementation Community Workshop planned for April 29, 2024, 5:30 to 8:30 pm
Waupun Area Junior/Senior High School Library
- Updates on Waupun Sculpture Tour
- General Administrative Updates

Waupun Business Alliance Annual meeting is March 28, 2025. To register visit

<https://web.envisiongreaterfdl.com/events/WaupunBusiness%20Alliance%20Annual%20Banquet-9919638/details>

STAFF RECOMMENDATION:

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.

-
- (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.