City of Brodhead
Building Improvement Program

Introduction

The City of Brodhead is offering grants to business and property owners for improvements to buildings and
storefronts in Downtown Brodhead (see attached map). This Building Improvement Program has been created
to enhance the quality of Brodhead's downtown structures, foster working relationships between the public
and private sectors, and increase the City's downtown business base.

Building Improvement Program

Property owners and businesses within Tax Increment Districts (TIDs) No. 5 and No. 7 of the City of Brodhead are
eligible for matching grant funds for improvements made to their building. As a matching grant program, the
City will reimburse the property owner or business for up to 50% of the expense, to a maximum match of $5,000.
Each parcel with an existing building, as delineated in the attached map, is eligible for up to $5,000. Grants will
be awarded to eligible applicants while funds are available. Business Improvement District (BID) funds may not
be used as matching funds to the Building Improvement Program, however, participants in this program may
be eligible for other grants and incentives. For example, the Brodhead Water & Light participates in the Focus
on Energy program, which can provide financial incentives and technical assistance to businesses and
property owners for a variety of energy efficiency upgrades. Applicants who secure funds from other non-BID
grant programs may use those funds as a match for the Building Improvement Program.

Eligibility

The Business Improvement Program is available to any Brodhead property owner or business located within the
TID No. 5 or No. 7 boundary (see attached map). Businesses that lease their space must provide written
permission from their landlord to participate. Applications will be reviewed by the Community Development
Authority (CDA) on a first-come, first-serve basis. The program funds eligible activities for existing structures only
— new construction is not eligible. Tax-exempt properties are not eligible. All work must be completed within
twelve months of the date of the agreement signed under #6 below.

Eligible Activities

- Architectural/Engineering services
- Trim work
- Painting & siding
- Signs & awnings
- Correction of code violations (interior or exterior)
- Facade repairs/improvements
- Door and window replacement
- Rehabilitation & historic preservation
- Exterior lighting
- Site amenities (such as fences, permanent benches, etc.)
- Interior remodeling

Process

1. Review this packet for Building Improvement Program Requirements.
2. Solicit proposals and select a contractor to prepare a preliminary design concept and cost estimate.
3. Submit completed application form, with necessary attachments, to the City Clerk. The CDA will act on
   complete applications within thirty-five (35) days. Depending upon the project, the applicant may
   need to also seek Plan Commission design review concurrent with CDA review (the bodies meet at the
   same time). A separate application form must be completed if design review is necessary for a project.
   Applications that include exterior work must apply for a Certificate of Appropriateness from the Historic
   Preservation Commission (HPC). The City Clerk or Building Inspector may be consulted to determine
   whether design review and/or a Certificate of Appropriateness is required.
4. Upon CDA and HPC approval, contractor prepares final plans, cost estimates and construction
   schedule, which must be submitted to the Building Inspector for review and issuance of a building
   permit. Business applicants must include a statement of approval from the property owner. All
   applicants must submit a signed statement (available as a separate form) certifying availability and
source of matching funds and stating that design principles (listed below) will be followed. If final plans are not substantially similar to plans approved by the CDA and HPC, further review will be required.

5. The Building Inspector will send a signed letter to the applicant upon approval of final plans.

6. Upon commitment of the applicant’s matching funds the business/property owner enters into an agreement with the contractor to do the work and the contractor obtains the necessary permits (application approval does not release applicant from obtaining all relevant building permits).

7. Appropriate documentation, such as invoices, must be submitted to the City Clerk and approved by the CDA for fund reimbursement. The City will disburse grant funds upon completion of work and final inspection.

Changes/Amendments to Approved Plans

Projects must proceed consistent with approved plans. Projects that deviate from approved plans may not be eligible for reimbursement under the Program at the CDA’s discretion. Changes or amendments to any approved plans must be submitted to the Building Inspector for review prior to proceeding, and may require CDA and/or HPC review and approval if substantial changes are made.

Design Principles

All Program applicants shall utilize the design standards set forth below.

1. PURPOSE & INTENT

   It is the general intent of the CDA to assist renovation, preservation and maintenance of properties within the TID No. 5 and No. 7 area of the City of Brodhead through a process of design review in order to:

   • Encourage urban design excellence.
   • Integrate urban design and preservation of Brodhead’s heritage into the process of revitalization.
   • Enhance the character of the Brodhead business community.

2. APPLICABILITY

   • Building Context: The building project is designed in a manner that is mindful of and complementary to the existing building and surrounding context. All buildings shall be designed with attention and sensitivity to the historical, architectural and physical context in which they are located. The facility should be compatible with nearby buildings’ architectural scale, color, rhythm and proportions.
   • Materials: The building project uses materials that are appropriate to both the specific building and the surrounding context. Generally speaking, modern façade materials such as vinyl/aluminum siding and EIFS will not be permitted, while historically appropriate materials such as brick, stone, and wood will be permitted.
   • Facades: Facades should exhibit rhythms similar to those found in adjacent structures. Color selection of exterior surfaces, materials and equipment should not detract from the surrounding area. Neon and fluorescent tones shall not be used.
   • Awnings: Awnings and canopies are encouraged. If provided, they shall be designed as an integral component of the building façade.
   • Signage: Placement of signs shall not be unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the character of the area through the incorporation of tasteful presentations.
   • Historic preservation: Preservation of unique historic or architectural landmarks is required. Approval by the Historic Preservation Commission is required for all proposals that include exterior building work. Applicants must apply for a Certificate of Appropriateness from the HPC. A Certificate is judged by the criteria under sec. 13-4-5(b)(2) and (3) of Brodhead ordinances.

Note: All improvements, including signage, awnings, and lighting, must comply with all zoning requirements.
# City of Brodhead - Building Improvement Program Application#

**Owner/Applicant Name:**

**Owner/Applicant Address:**

**Phone:**

**Fax:**

**Email:**

**Name of Business/Property:**

**Property Address:**

**Property Use:**

## Design Consultant Information

**Company Name:**

**Company Representative:**

**Company Address:**

**Phone:**

**Fax:**

**Email:**

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<thead>
<tr>
<th>Item</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td>1) Architectural/Engineering Services</td>
<td>$</td>
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<tr>
<td>2) Correction of Code Violations</td>
<td>$</td>
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<td>3) Painting &amp; Siding</td>
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<td>4) Signs &amp; Awnings</td>
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<td>5) Trim Work</td>
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<td>6) Exterior Lighting</td>
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<td>7) Façade Repairs/Improvements</td>
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<td>8) Door &amp; Window Replacement</td>
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<td>9) Rehabilitation &amp; Historic Preservation</td>
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<td>10) Site Amenities</td>
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<td>11) Interior remodeling</td>
<td>$</td>
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<td>12) Other (specify in box at right)</td>
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**TOTAL PROJECT BUDGET** $0

**Required application attachments:** Applications missing any information will be returned for completion.

- Letter of Intent, addressed to the CDA which briefly outlines the **scope** (what renovations will be undertaken), **objectives**, and **timeline** of the project in question.
- Documentation of available funds for match.
- Letter from property owner approving of proposed plans (for businesses that lease space)
- Digital photo of property (resolution of at least 1920x1080). May be submitted on CD or emailed to: cityclerk@cityofbrodheadwi.us
- Project plan(s) drawn to 1/4 inch scale.
- Paint color(s) or material sample(s), if applicable.

I hereby grant the City of Brodhead permission to share all application materials with CDA members and City staff who will be reviewing my application. I acknowledge that information provided to the CDA may be used to promote the building improvement program and/or released upon request in accordance with open record requirements. I certify that, to the best of my knowledge and belief, the content of this application is true and correct.

**Applicant Signature:**

**Date:**

**Drop off applications at:**

- Brodhead City Hall
  - 1111 W. Second Avenue
  - Brodhead, WI

**Or mail applications to:**

- City of Brodhead
  - Building Improvement Program
  - PO Box 168
  - Brodhead, WI 53520-0168

**FOR CITY USE ONLY**

| Date Received: | Application #: |
AGREEMENT FOR IMPROVEMENTS BETWEEN CITY AND APPLICANT
Brodhead, Wisconsin Community Development Authority
Façade Improvement Program
PO Box 168
Brodhead, WI 53520

Certification:

By signing this form, the applicant and the Community Development Authority (CDA) certify that all information is correct. The applicant understands that all minor or major amendments to initial application plans must be approved by the CDA.

I, ________________________, hereby understand that if project improvements stated in the initial application and approved by the CDA are:

- 1. not completed,
- 2. not consistent with what was approved by the CDA, Historic Preservation Commission, and/or the Building Inspector, or
- 3. the appropriate forms are not completed,

the Brodhead CDA reserves the right to deny a reimbursement funding request. These situations will be dealt with on a case-by-case basis by the CDA, and funds will be withheld until improvements are made according to what was approved or has been officially amended. I acknowledge that I have twelve (12) months from the date this form is executed to complete stated improvements, at which point the CDA will reimburse me in the amount of $______________ as approved by the Brodhead CDA on _____/_____/_______. All improvements will be made consistent with design plans approved by the CDA on _____/_____/_______, the Building Inspector on _____/_____/_______, and the Historic Preservation Commission on _____/_____/_______ (HPC approval is only needed for exterior work). Furthermore, I confirm that matching funds have been secured from

__________________________________________

Name of applicant (please print): ________________________________

Signature of applicant: ________________________________

Date signed: ________________________________

City Clerk (please print): ________________________________

Signature: ________________________________

Date signed: ________________________________

For Administrative Use Only:

Date of amendment approval: ________________________________

Type of amendment: ____________________________________
CERTIFICATE OF APPROPRIATENESS APPLICATION

Address of Property: ________________________________

Name of Applicant: ________________________________

Address of Applicant: ________________________________

Business Name: ________________________________

Name of Property Owner: ________________________________

Address of Owner: PH# ________________________________

The Following Approval is Requested:

___ Roof repair/replacement

___ Gutter repair/replacement with like materials & styles

___ Private sidewalk & Driveway repair/replacement with like materials

___ Window repair/replacement with like materials

___ Stair & Stoop repair/replacement with like materials

___ Columns, awnings, & railings/replacement with like materials

___ Chimney repair & tuck pointing in like color & design

___ Painting

___ Exterior Siding

___ Storm window/storm door repair/replacement

___ Soffitt, fascia, façade, or trim work repair/replacement

___ Lighting

___ Signage

___ Demolition

___ Other ________________________________
Description of Project: Describe each item of the project separately. Project Item: Include existing condition(s) when describing item. Also describe the proposed work, material(s) to be used, and the impact the item would have on existing historic or architectural features of the property. (Attach additional sheets if necessary).

Attachments:

___ Site plan of the lot (please indicated direction of north, dimensions, adjoining structures, etc)

___ Sketches, drawings, building & streetscape elevations

___ Exterior Photos

___ Specifications (materials) for the project

___ Phased development plan for the project (if proposed in phases)

___ Inspection report (required for demolition requests only)

___ Other (please explain):

NOTE: The Brodhead Historic Preservation Commission meets on the 4th Thursday of the month. A Special Meeting will be called if time is of the essence. Please contact Chairperson Barbara Krattiger with notice of application @ 608.897.4848.

If you have questions or need assistance in completing this form, contact Brodhead Building Inspector or any BHPC member.

______________________________  ____________________________
signature of applicant          date

THIS PLAN IS:  APPROVED  DISAPPROVED

Compliance with Certificate of Appropriateness shall be started within 12 months of issuance ________________________________

______________________________  ____________________________
chairperson                    secretary