

**A DESIGN MANUAL . . .  
FOR FACADE IMPROVEMENTS AND NEW CONSTRUCTION  
HISTORIC DOWNTOWN JEFFERSON  
WISCONSIN**

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# **Acknowledgements**

## **COMMON COUNCIL**

David Endl  
Dale Oppermann  
Paul Peachey  
Steve Cross  
William R. Brandel  
Toby Tully Jr.  
Christopher Havill  
Peg Beyer, President of Council  
Mayor Gary Myers

## **REDEVELOPMENT AUTHORITY**

Chuck Klug  
Collin Stevens  
David Volk  
Steve Lewis  
Mary Haag  
Alderman Steve Cross  
Alderman William R. Brandel, Chair  
Mayor Gary Myers  
Tim Freitag, Executive Director

## **CREATED BY VANDEWALLE & ASSOCIATES**

Dean Proctor, AIA, Principal Urban Designer  
Jolena Presti, AICP, Associate Planner  
Elona Kiefer, Assistant Neighborhood Designer  
Amy Babula, Presentation Specialist

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# Introduction

## CONGRATULATIONS

... You are the owner of a historic Jefferson downtown building and/or property! Your property is a part of the exceptional historic building stock of the downtown and reflection of the community's rich history. Every owner is the current steward of this Jefferson architectural legacy and a participant in shaping the character of downtown Jefferson today!



## THE FACADE IMPROVEMENT LOAN PROGRAM ...

As a part of implementing the City of Jefferson's vision laid out in the Downtown & Riverfront Redevelopment Plan (adopted January 2007) the City and the Redevelopment Authority (RDA) is offering a Facade Improvement Grant and Loan Program. This program will allow the community to capitalize on valuable downtown property, create new downtown business and residential opportunities, create new development value (increment) and maintain Jefferson's historic downtown character.

The purpose of the Facade Improvement Grant and Loan Program is to provide a resource to help downtown businesses and building owners with their revitalization efforts to stimulate exterior building improvements in a targeted area of downtown Jefferson. Resources available through the program include grant and loan funds and limited technical assistance from City Staff. The Program is administered and funded by the Jefferson RDA. (The Program is not intended to finance routine repairs or maintenance that would be required under existing building codes or that does not contribute to the character of downtown.)

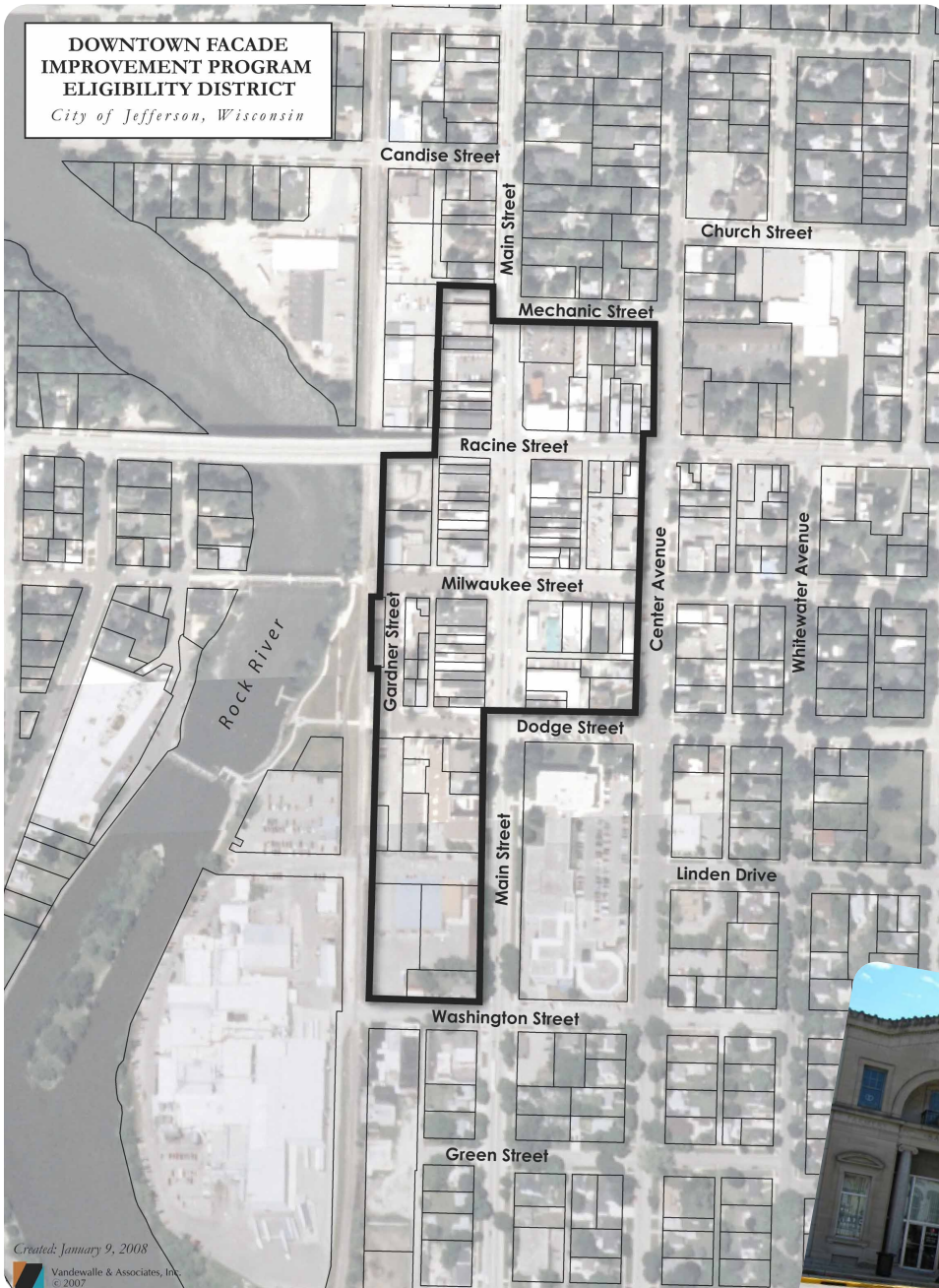
The basis for the reward and approval of facade improvement financial assistance under the program will be the following design guidelines. These guidelines can help you make design decisions for your facade restoration or rehabilitation, your new structure, or your new building addition. They also are intended to maintain the proud character and spirit that is downtown Jefferson and to make your project rewarding.

Specific eligible and ineligible improvements are listed in detail on the following pages.



## GRANT AND LOAN PROGRAM ELIGIBILITY

- The applicant must be the property owner or a tenant with written permission from the property owner;
- There must be no delinquent bills, charges, or taxes due to the City;
- The project must meet all state and local building codes and zoning requirements;



- Projects must be located within Redevelopment Area #1 and TIF District #5 – within the designated eligible project area (see map). Other buildings may be considered as well, if the applicant proves that a building should be eligible;
- All facade improvements must follow the principles and guidelines of this Design Manual, administered by the City, to ensure compatibility with the existing downtown, and help to create a uniform and coordinated streetscape that is attractive and functional; and
- Priority will be given to facade restorations that are sensitive to and restore the original architecture of the building in a historically appropriate manner.



### ELIGIBLE IMPROVEMENTS\*

- Restoration and rehabilitation of facades (front, rear or side) of your building facing a public right-of-way. Examples include:
  - Storefronts
  - Signage
  - Doors and windows
  - Wall treatments
  - Details
  - Site features
- Building additions that meet local building codes and zoning requirements and the principles and guidelines of this Design Manual.
- New “infill” buildings that meet local building codes and zoning requirements and the principles and guidelines of this Design Manual.



\* Improvements to properties listed on the state and/or federal historic register must obtain final site plan approval from the Jefferson Historic Preservation Commission.

### INELIGIBLE IMPROVEMENTS\*

- Interior improvements, fixtures and furnishings, or roof repair, not visible from the street;
- Removal of architecturally significant features;
- Sidewalk repairs;
- Purchase of property;
- Inventory or operating capital;
- Any activity completed prior to receiving final approval of loan funds;
- Improvements not specified in this Design Manual and approved by the RDA; the RDA reserves the right to determine eligible and ineligible improvements on a case-by-case basis.

\* Inquire with the City of Jefferson regarding other resources that may be available for improvements that are ineligible for the facade improvement program.



## HOW TO USE THIS MANUAL . . .

Use this manual to help you plan and design your project and qualify for a facade improvement grant or loan.

The following manual describes the historical background and importance of downtown Jefferson's stock and character, lays out important design principles that will apply to all projects seeking improvement grants or loans, and identifies specific guidelines for facade restoration and rehabilitation, building additions and new infill buildings.

### USE THIS MANUAL TO:

1. Determine if you are eligible for the program.
2. Decide on the improvements you'd like to make to your facade or property.
3. Learn about Downtown Jefferson's history, architecture, and the importance of design today.
4. Use the basic design principles to guide your design.
5. Use the specific guidelines that address your project improvements to guide your design.
6. Estimate the costs of your improvement project.
7. Sit down with City Staff to review your project for approval.





## Downtown Jefferson

The riverfront community of Jefferson, Wisconsin was settled at the junction of the Crawfish and Rock Rivers in the early 1800s. The downtown was the center of commerce and bustling with activity. People came to visit the shops for the variety of goods and services they provided. Already in the mid 1800s Jefferson was home to an array of stores, shoe shops, mills, churches and hotels including one of the oldest remaining buildings in Jefferson, the Jefferson House. Events and celebrations often filled the streets of this vibrant downtown.

Buildings lined both sides of the street and their open storefronts allowed passersby to see what each shop had to offer. Businesses occupied the storefronts of the first stories while residences and offices were in the second and the occasional third stories.





A variety of architectural styles were used in the commercial buildings of downtown. A strong emphasis was on the Italianate style with some Queen Anne style primarily expressed through second story bay windows. The majority of structures still standing today were constructed of brick with high levels of detailing and ornamentation not found in the buildings built today.

Through time these buildings have been modified to varying degrees to accommodate the changing commercial needs of downtown Jefferson. Many of the storefronts have been altered to no longer reflect or relate to the architectural style of the building. In many cases fewer modifications have been made to the upper stories. The once bustling commerce of the riverfront has diminished, leaving the rear facades of many downtown historic buildings exposed. Even through the many changes over the years, solid building stock remains. If respected and enhanced these buildings can continue to serve downtown Jefferson well.



## **Design Principles**

To follow are a few basic design principles that have been identified to preserve and enhance the architectural character of downtown Jefferson. Whether your project is the restoration or rehabilitation of a facade, an addition, or a new infill building, reading and understanding the following principles should assist you in your design process and meeting the requirements of the Design Manual.

## PROJECT APPROACH AND PRIORITIES



Once Jefferson's original historic architecture is gone, it is gone. Although there are contemporary needs that require modification of historic buildings, approach your project by prioritizing preservation, restoration, and enhancement of your architectural legacy.

- Preserve as much of the historic exterior configuration, structure, materials, and details as possible. Repair, clean, and maintain these original components and materials. (Contact the Jefferson Historical Society for potential historic photos of your building.)
- Restore the exterior of your building to the original configuration where possible. Replace missing facade elements with original or reproduction components and materials.
- Where preservation and restoration is not possible, rehabilitate the facade respectfully.
- Adapt the functions of your building to respect and complement the historic building configuration, size, and character.
- Make the historic building an asset by highlighting historic character.

## GO WITH THE FLOW: RESPECT THE ORIGINAL

When your building was constructed, it had design integrity. The configuration of your facade respected structural necessity and was designed with aesthetic proportions. Work with – not against – the original structure, and the original pattern of openings, rhythms, style, and scale of facade components.

For instance . . .

- Do not apply other architectural styles over the original.
- Work with the original structural pattern and bays on all building levels.
- Choose colors based on the historic brick color.



## AN ACTIVE FACADE: TRANSPARENCY



Your building facade plays a very important role in how your street, blockface, and downtown looks and feels. It makes a big impression on people. In part, people decide how safe, interesting, alive, commercially healthy, and functional your street is by looking at your facade. Open up your facade so that the activity (and merchandise) of your building is visible to the street and its traffic and pedestrians! For instance . . .

- Maximize the amount of transparent windows and doors within the storefront and masonry openings.
- Use interior lighting to highlight activity and merchandise.

## SIMPLER IS BETTER: DON'T OUTSHINE THE ORIGINAL

When rehabilitating your facade, adding an addition, or building a new building, the new construction should be visually secondary to the historic original structure and its character. Use simple new elements that highlight and “set-off” the patina, details, and other character of the original building. The new should visually recede and not distract from the historic. For instance . . .

- Specify simple forms and details.
- Use new components and detailing that are simpler and more neutral than the original components.





## DON'T CONFUSE HISTORY: DISTINGUISH BETWEEN THE OLD AND THE NEW

When adding new components to an existing building or a new addition to a building, the new construction should respect the surrounding historic buildings, but not confuse what is old and what is new. Repair and replace historic building components with respectful authentic materials where possible, but new construction should differentiate the new additions from the historic building and not try to duplicate or outshine the original. For instance . . .

- Use proportions, patterns, rhythms, etc. of the historic structures without “mimicking”.
- Recess or visually separate new components from the old.

## QUALITY

Use high quality materials that match the long-lasting attributes of your existing building components. This may require using somewhat heavier and durable materials than typically specified today. Use high-quality cleaning materials and techniques. Effectively finish and weatherproof all exposed materials to ensure durability and quality appearance over time.



## STREETSCAPE SCALE: THE SUM OF THE PARTS

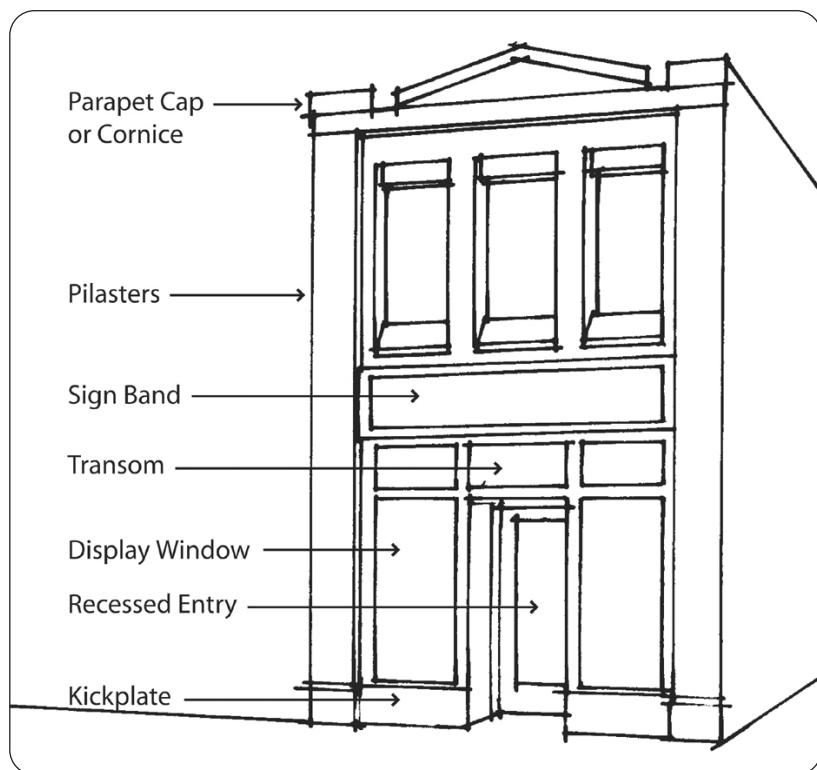
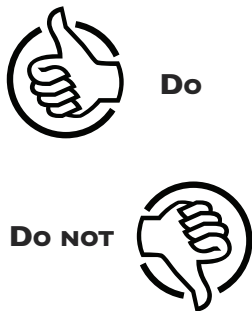


When designing your project step back and look at the surrounding facades and streetscape. While your building can express your business and/or property’s individuality, your project should “fit in” with the block’s overall building scale, proportions, materials, setbacks. Notice what your neighbors have in common such as the materials, the location of signage, or the distinction between the upper and lower stories.

# Design Guidelines: Facade Restoration and Rehabilitation

Facade restorations and rehabilitations have a major impact on the character, image, and appearance of downtown. The following guidelines have been developed to guide you in your design process and project decision-making. They are organized by design issue and include a clarification of the design issue, broad recommendations, and specific “do” and “don’t” recommendations.

These guidelines are specifically applicable to facade restorations and rehabilitations and will be reviewed in your project approval process. If your project involves an addition or new building, the following guidelines may also apply to individual components of your design.



*Storefronts are where the retail space and the shopper meet! It is where the activity of the downtown is visible to the street!*

## STOREFRONTS

Storefronts are the most prominent component of a commercial building's facade, especially to the pedestrian. It is important that the storefronts help to keep the streetscapes and building frontages of Jefferson's downtown attractive, active, and compatible with the historic building character. (Storefronts are the portion of facades most likely to have been modified through the years.)

When renovating your storefront, be sure it is compatible with the historic facade and enhances visibility of activity into the store.

### Do . . .

- Preserve as much of original building fabric as possible
- If possible, restore to match original (configuration, materials, and details)
- Retain original composition of structural elements, kick panels, large shop windows, entryway, upper transom (if original), and storefront cornices
- Maintain/construct pilasters and columns to match original dimensions and proportions
- Include transparent windows in at least 75 percent of the lower storefront
- Limit height of kick panel at the base of the storefront to 30 inches
- Use durable metal or finished wood for trim and kick panels
- Locate any new exterior storefront wall on the historic alignment

### Do NOT . . .

- Destroy original storefront building fabric
- Close in the storefront opening with opaque walls
- Apply building components with architectural styles other than original
- Use faux materials, vinyl, plastic, or rough-sawn wood
- Use vinyl awnings

### PERMITTED . . .

- Triangular shaped awnings





*Signage is very important to the visibility and therefore the viability of businesses. This is where businesses "put out their shingle" and present themselves to the world. Signage may express the individuality of your business.*

## SIGNAGE

Because it is its purpose to catch people's eye, signage also has a major impact on the appearance of a facade and the streetscape. It is important that signage enhance, and not detract from, the building and streetscape.

When locating your signage work with the building's character and architectural composition. Design your signage so that it is compatible with your building and not dominate or detract from the historic character of the building and clutter the streetscape. Also, meet requirements of City sign codes.

### Do . . .

- Integrate with architectural composition and character of building facade
- Locate in signage band (above transom and below storefront cornice), on windows, or on (triangular shaped) awning
- Light signage with a shielded external source
- Use colors that complement facade
- Coordinate signage types between multiple tenants
- Meet requirements (e.g. size, number) of sign codes

### Do NOT . . .

- Locate signs above the storefront cornice line
- Use internally lit signs
- Use pole or monument signs
- Cover architectural details or storefront transoms
- Use obtrusive lighting (e.g. bright, flashing) or colors (e.g. day glow)

### PERMITTED . . .

- Wall signs, projecting signs, and awning signs
- Signs on side walls that do not cover architectural details
- Interior neon window signs
- Wood, metal, canvas, etched glass



*Doors and windows are where people interact directly with the building, where light enters, and where interior activity is visible from the street!*

## DOORS AND WINDOWS

Doors and windows are primary visual elements on facades that establish their rhythm and composition. Their configuration, material, and color impact the appearance and coherency of facades.

When renovating your doors and windows or adding new ones, be sure they are compatible with the existing historic facade, work with the existing openings, and match historic configurations. They should enhance visibility and allow light to enter the building.

### Do . . .

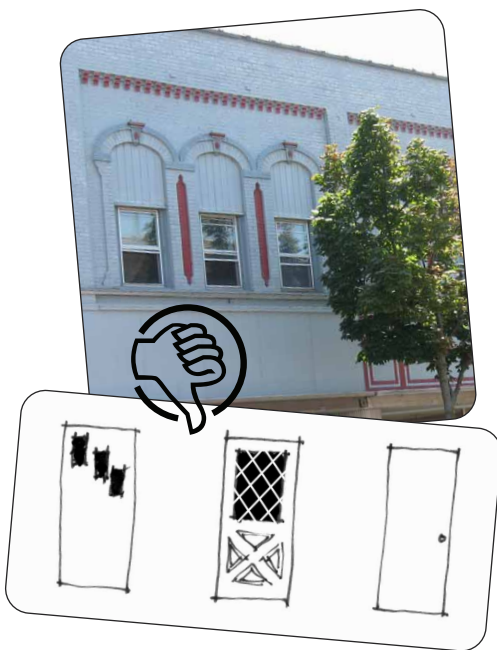
- Restore or renovate original doors and windows where possible
- If replacing, match configuration and style of originals
- Fill masonry openings to match original configuration of doors and windows
- Match or simplify original door and window frame profiles
- Use vertically proportioned windows
- At street level entries use full-view doors
- At entries to upper stories use full, three-quarter view, or paneled doors
- Use clear or slightly tinted glazing

### Do NOT . . .

- Use reflective, smoky, or heavily tinted glass, or non-transparent glass
- Use doors and windows of architectural styles other than the original building
- Use unarticulated full-panel doors

### PERMITTED . . .

- Triangular awnings on individual upper story windows



*The walls of your building are the unifying component of your facades. They form the structure, the framework for other building elements, and the "canvas" for building details!*

## WALL TREATMENTS

These exterior walls comprise the largest portion of the surface area of your facades and, more than other components, are seen from a distance. The treatment and finish of your exterior walls have a major impact on the structural and architectural integrity of the building, as well as its appearance as a part of the downtown streetscape.

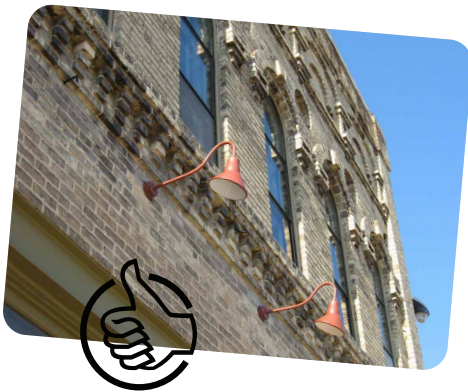
When renovating your building, preserve the structural and surface integrity of the exterior walls, maintain as much of the original material as possible, and do not obscure historic wall surfaces.

### Do . . .

- Preserve as much of original building fabric as possible
- Use brick and match size and color of predominant downtown buildings
- Use durable materials at areas subject to wear from use or abuse
- Maintain original masonry openings
- Use consistent color scheme throughout the site and building facades
- Use a limited palette of colors (e.g. three or less)
- Restore painted brick with care
- Match downtown palette of materials when modifying existing buildings designed in a more contemporary style
- Follow guidelines for all facade elements when modifying existing buildings designed in a more contemporary style

### Do NOT . . .

- Use cleaning techniques that are damaging to wall materials
- Fill in original window openings
- Cover original wall surfaces with other materials or "decoration"
- Use exposed cinder or concrete block
- Use "false" materials
- Use obtrusive colors (e.g. day glow)
- Paint exposed brick
- Emphasize proportions and features (with new modifications) of existing buildings designed in a contemporary style (not of "turn of the century" era)



*Details add character, reflect a time gone by, highlight building components, and articulate the top and base of facades and storefronts.*

## DETAILS

Together, the details of Jefferson's historic facades are themselves an aesthetic asset of the downtown. They are very important to downtown's architectural image and play a role in shaping people's impression of downtown.

When renovating your building preserve, repair, and replace existing historic detailing. New construction should highlight historic detailing, not distract or compete with it.

### Do . . .

- Retain, repair, and replace original architectural features
- Preserve original signage bands, cornices, transoms, headers, sills, bases, and storefront detailing
- Repair damaged detailing to prevent further harm from weathering
- Replace missing portions of detailing to match existing

### DO NOT . . .

- Remove original details
- Cover original detailing or fill original masonry openings
- Use new detailing that detracts or "outshines" the original

### PERMITTED . . .

- In renovation projects, new detailing that does not detract from original (e.g. recessed, simple, neutral colored)



## ADDITIONAL REAR FACADE GUIDELINES

*Rear facades and rear areas of downtown buildings are often the functional "back of house" for businesses and residents!*



Treatment of your rear facade is important, especially when it is visible from the riverfront area, bridges, and other areas of downtown. Parking areas, as well as some business entries, are often located at the rear of buildings. Your business can be inviting to customer traffic at two entries!

When modifying your rear facade or property, be sure to consider its visibility from nearby areas. While rear facades are naturally more visually "interesting," minimize clutter and work with the historic buildings character. Manage waste handling and location of utilities so that they do not negatively impact the appearance of the building and people's experience. Enhance this area with site features and encourage activity (e.g. outdoor dining). Coordinate with City efforts to enhance the alleys and the rear of Main Street businesses.

### Do . . .

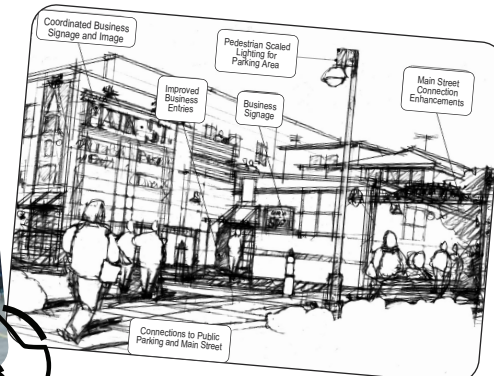
- Create inviting entries at public entrances
- Conceal outdoor utility systems and waste receptacles within enclosures
- Use same materials as front and side facades
- Use same design motifs as front and side facades
- Use materials on utility enclosures that are compatible with building

### Do NOT . . .

- Expose utilities, equipment, and waste receptacles
- Destroy original detailing
- Create new door or window openings that are not compatible with original

### PERMITTED . . .

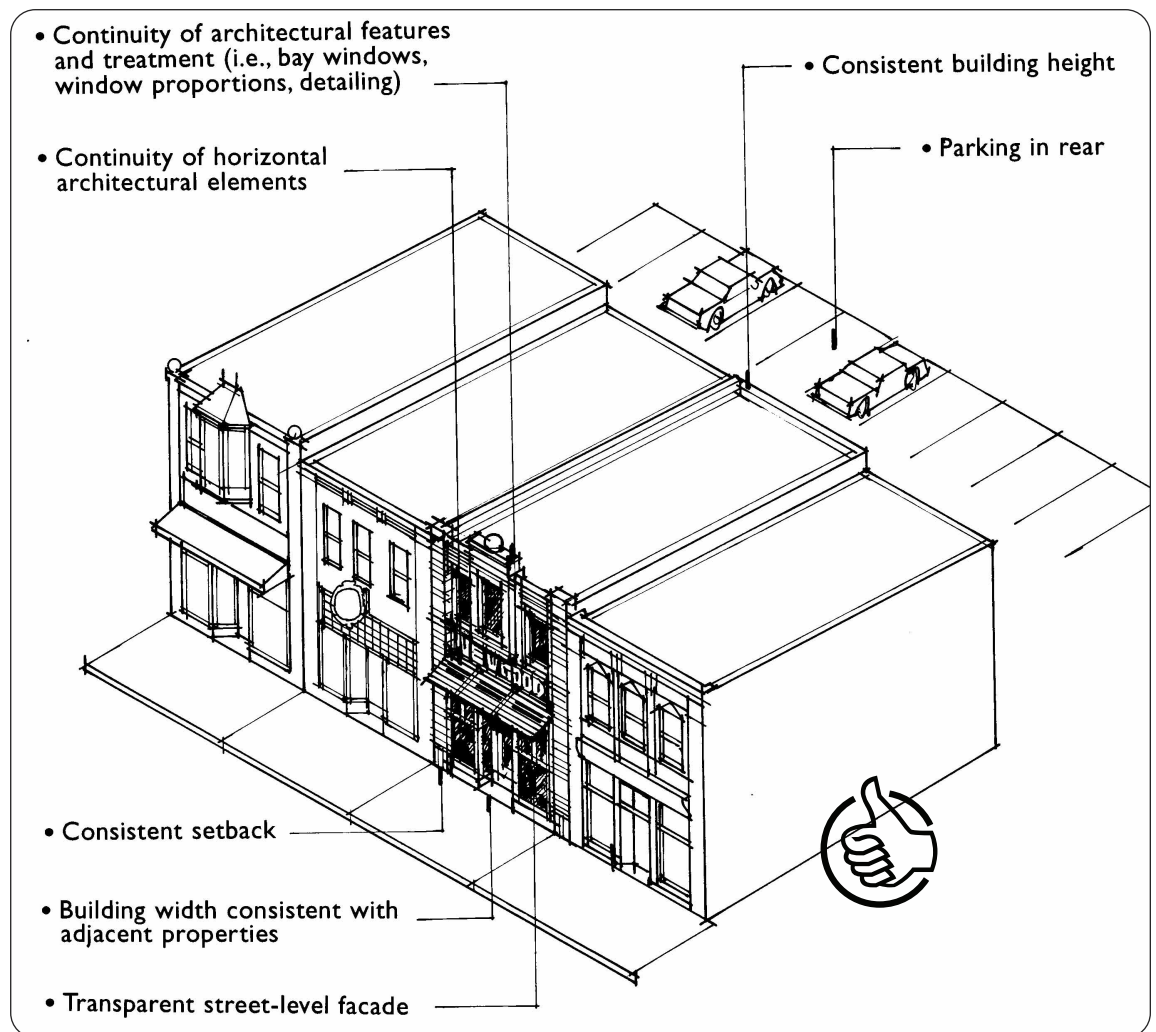
- Wall signs, projecting signs, and awning signs
- Pathways and stairs that add or enhance customer access to building
- Lighting that enhances safety and highlights public entries and signage
- Add outdoor activity area (e.g. deck, seating)



# Design Guidelines: Building Additions and New Infill Construction

Additions to existing buildings and new buildings placed on vacant properties of downtown sites have a major impact on the character, image, and appearance of downtown. In addition to the design issues for facades expressed above, additions and infill construction involve major site planning and design issues.

If your project involves an addition or new building, the following guidelines apply to your design. Guidelines for individual design components described above, if involved in your project, also apply.



*By building and siting a new building in this historic context, you are contributing to the evolution of downtown Jefferson's architectural and urban design legacy.*

## BUILDING LOCATION

The location of a new building or addition will have a major impact on the appearance and feel of the downtown. Its location on its site will determine how well your building respects and complements the existing historic structures and the street.

When locating your new building or addition, align it with existing building location patterns. Locate your more public and active spaces at, and any on-site parking away from, street frontages.

### Do . . .

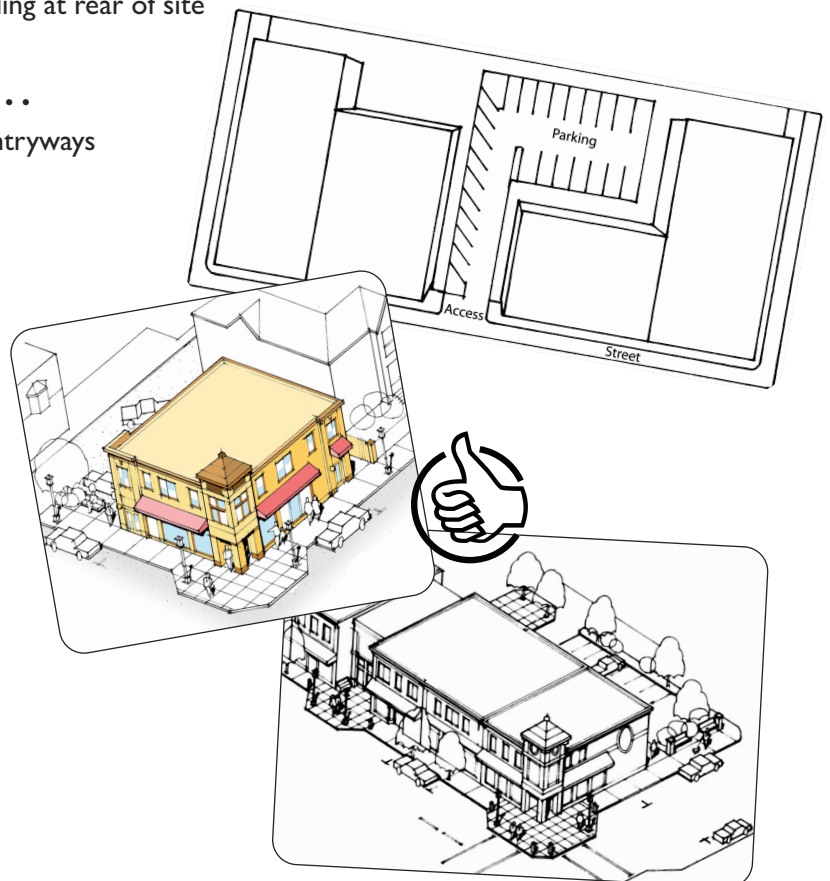
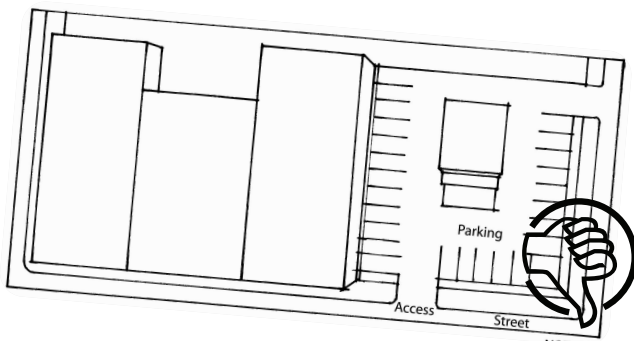
- Match setback of adjacent buildings at street frontage
- Locate building to maximize the continuity of the blockface
- Locate building to maximize exposure of active spaces and to screen “back of house” activities
- If a corner site, match historic pattern of building location at corner

### Do NOT . . .

- Locate parking in front of building
- Locate “back of house” activities on street frontage
- Locate building at rear of site

### PERMITTED . . .

- Recessed entryways



*Building scale and proportions are created by the design of structural bays, patterns of major facade elements, and the building or addition's overall height and width.*

## BUILDING SCALE AND PROPORTION

The scale and proportion of a new building or addition (the height-to-width ratio of a building and its primary components) has a major impact on how the addition to an historic blockface or street fits in. It affects the scale of the blockface and streetscape as a whole.

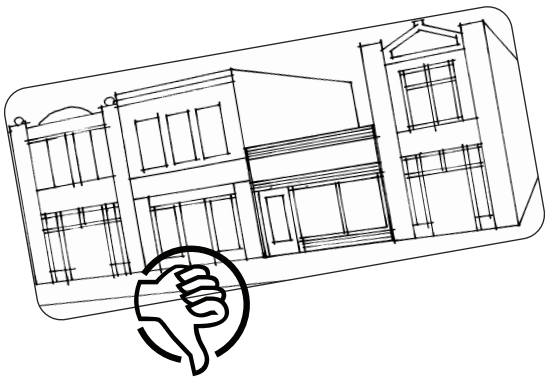
When designing your new building or addition, establish the building height to match, or nearly match, that of adjacent structures and blockface. Create proportions in your new building or addition, and the major components, that are compatible with the historic patterns of the street.

### Do . . .

- Match the height and width of the dominant trend of adjacent structures
- Match proportions of facade components of adjacent structures (e.g. vertically proportioned windows)
- Match the proportions of both the storefront and upper stories of adjacent structures
- If designing a building wider than the dominant trend of adjacent structures, divide the street facade into structural bays to match the existing width

### Do NOT . . .

- Build facades, structural bays, or major building components that do not match similar proportions of the dominant trend of adjacent structures





*Walk in downtown Jefferson and you will notice patterns, vertical and horizontal, in the historic building blockfaces. You can be a good neighbor and express yourself by creatively respecting these patterns.*

## FACADE PATTERN AND RHYTHM

In the rows of facades in the blocks of downtown Jefferson there are consistent patterns and rhythms of structural bays, windows, masonry openings, and other design components. The components of your addition or new building will impact the character and coherency of these blockfaces.

When designing your new building or addition, first note these patterns and rhythm of your block. Utilize these to compose your facades, establish the structural dimensions, and align architectural components.

### Do . . .

- Create a distinction between the street level and the upper levels of the facade
- At street-level front facades, use historic pattern of large storefront window, low kick panels, transom windows, side pilasters, and cornices
- Use vertically-proportioned, regularly spaced upper floor windows
- If a corner site, articulate the corner portion of building

### Do NOT . . .

- Introduce facade patterns and rhythms that are not compatible with the dominant trend of adjacent structures



*Because of its downtown location and the surrounding consistent architectural character some possible (hats) roof forms for your building or addition are more appropriate than others.*

## ROOF FORM

The roof form and/or cornice line of a building creates its silhouette and affects how people perceive the scale and character of the blockface as a whole. The roof form often implies use and era of construction.

When designing your new building or addition, incorporate a roof form that is compatible with adjacent structures. Match general characteristics of adjacent roof forms such as slope and shape.

### Do . . .

- Use a “flat” roof (or gently sloped roof not visible from street)
- Incorporate a parapet cap or cornice at top of street-facing facade
- Align top of building with the dominant height of adjacent buildings

### Do NOT . . .

- Use mansard or other exotic roof shapes
- Use roof form or cornice of a different architectural style than the original



*Being creative with a limited palette of materials and colors can make you get noticed!*

## MATERIALS AND COLORS

Jefferson's downtown historic building stock has a relatively consistent palette of materials and their colors. This is a real strength in its coherency and the image it presents. The materials and colors of a new building or addition to this setting will have a significant impact.

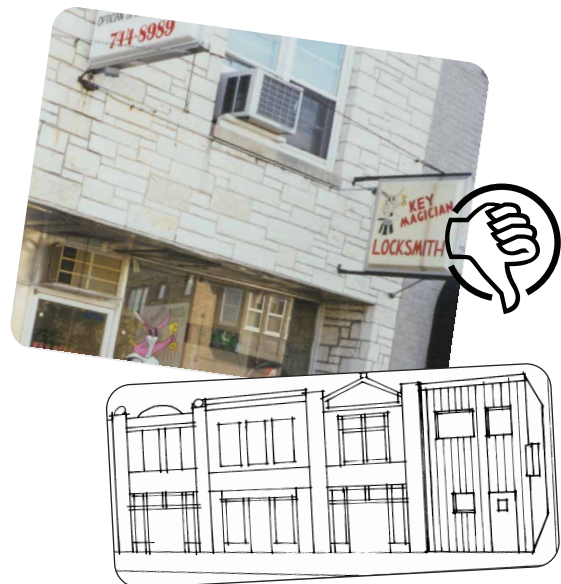
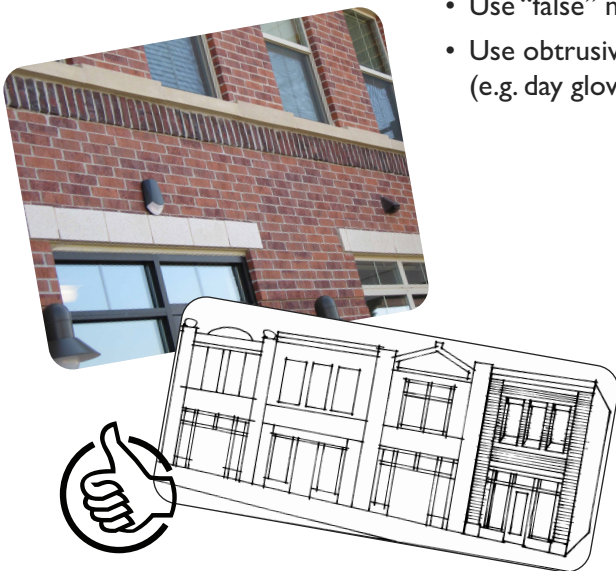
When designing your new building or addition, select materials and colors that are compatible with the historic palette of materials and colors in downtown Jefferson.

### Do . . .

- Use brick and match size and color of predominant downtown buildings
- Use durable materials on all areas subjected to wear and damage from use or abuse
- Use clear or slightly tinted glass
- Use same materials on additions as front and side facades of original building
- Use consistent color scheme throughout the site, existing building, and addition
- Use a limited palette of colors (e.g. three or less)
- Use colors that complement the existing downtown brick colors

### Do NOT . . .

- Use reflective, smoky, or heavily tinted glass
- Use large scale materials such as large concrete or metal panels
- Use exposed cinder or concrete block
- Use "false" materials
- Use obtrusive colors (e.g. day glow)



*Details, details! Follow through with details that respect the old and architecturally enhance the new.*

## DETAILS

The details of a new building or addition affect how well it fits in with the existing structures. Details also determine the visual interest of a facade and affect its overall character.

If you are designing an addition, integrate details that are compatible with and do not detract from the original structure. If you are designing a new building, scale and integrate detailing that articulates building facades, but does not detract from adjacent historic facades.

### Do . . .

- Incorporate signage bands, cornices, transoms, headers, sills, and bases to articulate your facade
- Use detailing in areas of the facade (e.g. cornices, window sills) where detailing occurs on adjacent structures
- On an addition, use new detailing that continues the patterns of the existing, but does not detract from original (e.g. recessed, simple, neutral colored)

### Do NOT . . .

- Construct large, unarticulated surfaces
- Use reproduction historic detailing on new building component
- On an addition, use new detailing that detracts or “outshines” the original



# Approval Process

## FACADE IMPROVEMENT PROGRAM APPLICATION REVIEW PROCESS

All applications for Facade Improvement Program financial assistance will be reviewed by the RDA to determine the project's compliance with the specific standards contained within this Design Manual as well as with other components of the Downtown & Riverfront Redevelopment Plan.

After receiving your application, the RDA will review it to determine consistency of your project design with the intent of the Facade Improvement Program and the Design Manual. The RDA will decide to approve, approve with conditions, or deny your application. Following the application review and decision you will be contacted and instructed as to the next steps in the process. If your application has been approved, the RDA via City staff, will coordinate disbursement of the grant or loan to you.

For more information on the role of the City and the RDA, the grant and loan program, and the application form, please see the appendix.



# Appendix

## THE ROLE OF THE CITY AND REDEVELOPMENT AUTHORITY (RDA)

The role of the City of Jefferson and the RDA in the implementation of the Facade Improvement Program is to:

- Review and make decisions on applications for Facade Improvement Program grants and loans.
- Implement Jefferson's Downtown TIF District (TID #5) and Redevelopment District No. 1.
- Apply design standards and existing zoning code to all future projects.
- Establish cooperative planning efforts between the City and redevelopment area property owners.
- Communicate the desired vision and character of the district to property owners and prospective developers.

The City's contribution to the Downtown revitalization may also include the following public improvements:

- Construction of a riverwalk on both sides of the Rock River downtown.
- Improvement of the Downtown Main Street streetscape.
- Improvement of the public alley way in-between Gardner and Main Street.
- Relocation of business as necessary to create development sites.
- Enhancement of parking and pedestrian areas.
- Beautification of the downtown.

## FACADE IMPROVEMENT GRANT AND LOAN PROGRAM

Depending on their specific project needs, downtown property and business owners are eligible to apply for a facade improvement grant or loan.

### GRANT PROGRAM

A \$5000 maximum grant is available per facade for the rehabilitation of exteriors of downtown properties (\$15,000 maximum per building). Business or property owners must provide a 1:1 match for the project.

### LOAN PROGRAM

A low interest loan is available for the rehabilitation of exteriors of downtown properties. Business or property owners must provide a match for the project.

#### LOAN TERMS AND CONDITIONS:

<b>Maximum loan amount:</b>	\$25,000 per building
<b>Interest rate:</b>	2% (interest paid annually)
<b>Maximum term:</b>	10 years – Repayment required at 10 years or upon sale of building whichever comes first
<b>Minimum match amount:</b>	10%
<b>Application fee:</b>	none
<b>Design fee limitation:</b>	Design fee may not exceed 8% of total project cost
<b>Secured loan:</b>	Secured by a mortgage on the property or sufficient collateral to cover the loan amount
<b>Project timeline:</b>	A loan or grant program funded project must start within 6 months and be completed within 12 months

The RDA has the authority to modify the above limits for projects that have a significant economic impact on the downtown. Total funds currently available through the Program equal \$100,000. Buildings shall be eligible for program funding only one time within any 5 year period. *The RDA will determine whether a project is a general improvement or a significant historic restoration or rehabilitation, which has a substantial economic impact on the downtown.*

This program is funded throughout the City's TIF District #5. Project approval is subject to the limits of available funds under this program.

## **PRIORITY LIST/RANKING ORDER OF APPLICANTS**

Generally, projects having the greatest aesthetic impact in downtown will be given first priority. Priority will also be given to the following:

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



# FAÇADE IMPROVEMENT PROGRAM GRANT/LOAN APPLICATION FORM

CITY OF JEFFERSON, WISCONSIN

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This program will provide grants up to \$5,000 per façade, with a \$15,000 maximum per building, (to account for front, back and/or side façades as applicable) and loans up to \$25,000 for the improvement of commercial building façades in the designated downtown area. Façade improvements outside of the designated area shall not be eligible for Façade Improvement Program grants or loans (unless a special exception is granted by the RDA).

This program is intended to finance high-quality improvements that will improve the appearance and character of the downtown revitalization area. The program is not intended to finance routine repairs or maintenance that would be required under existing building codes or that does not contribute to the character of downtown.

Please review the application checklist then complete the application information below.

## APPLICATION CHECKLIST

- Completed application form.
- Historical picture of the façade and particular area to be enhanced (potential resource—Jefferson Historical Museum).
- Brief narrative description of the project.
- Drawings of the proposed work prepared to scale by a qualified professional as determined by the City. Drawings should consist of building elevations, a site plan (if applicable), and detailed drawings or photos of windows, doors, or other building components to be replaced or restored.
- Two (2) different contractor estimates.
- Proposed use of the building.
- Building owner's signature on the application form required.

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

Applicant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address of Property to be Improved: \_\_\_\_\_

Property Owner Name, Address, Telephone (if different from applicant):  
\_\_\_\_\_

Grant or Loan Amount Requested: \$ \_\_\_\_\_ Match Amount:  
\$ \_\_\_\_\_

Please check the category (or categories) of improvements from the Design Manual categories listed below that most closely relate to your project:

- Storefronts
- Rear Façade
- Side Façade
- Signage and Lighting
- Doors and Windows
- Wall Treatments and Finishes
- Details
- Site Features
- Other improvements not listed here but may be considered on a case-by-case basis, please describe: \_\_\_\_\_

Please provide a brief narrative description of the proposed project below or attach a separate sheet. In your description include the improvements to be made, building materials and colors to be used, proposed timeline for completion of the work, detailed cost estimates for each project, and total grant or loan requested.

Please describe how the proposed improvements will have a positive aesthetic impact on the character of downtown, create or expand business, capitalize on the building's architectural assets, preserve the historical integrity of the building, and whether other improvements are also being made to the building that may not be eligible for this program but that show additional investment in the downtown.

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Additional Comments (if necessary):

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Signature of Applicant

Date

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Signature of Owner (if different from applicant)

Date

*Please refer to the Downtown Design Manual for a complete description of the program guidelines, review process/criteria, and other details.*

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For office use only:

Date received by City: \_\_\_\_\_ File Number: \_\_\_\_\_ RDA meeting date: \_\_\_\_\_