



Ladysmith

MAIN STREET

A DESIGN MANUAL...

FOR FAÇADE IMPROVEMENTS AND NEW CONSTRUCTION
HISTORIC DOWNTOWN LADYSMITH, WISCONSIN

ADOPTED: 5/11/15

ACKNOWLEDGEMENTS

COMMON COUNCIL

LADYSMITH MAIN STREET PROGRAM

DESIGN COMMITTEE

CREATED BY:

Ladysmith Main Street Design Committee

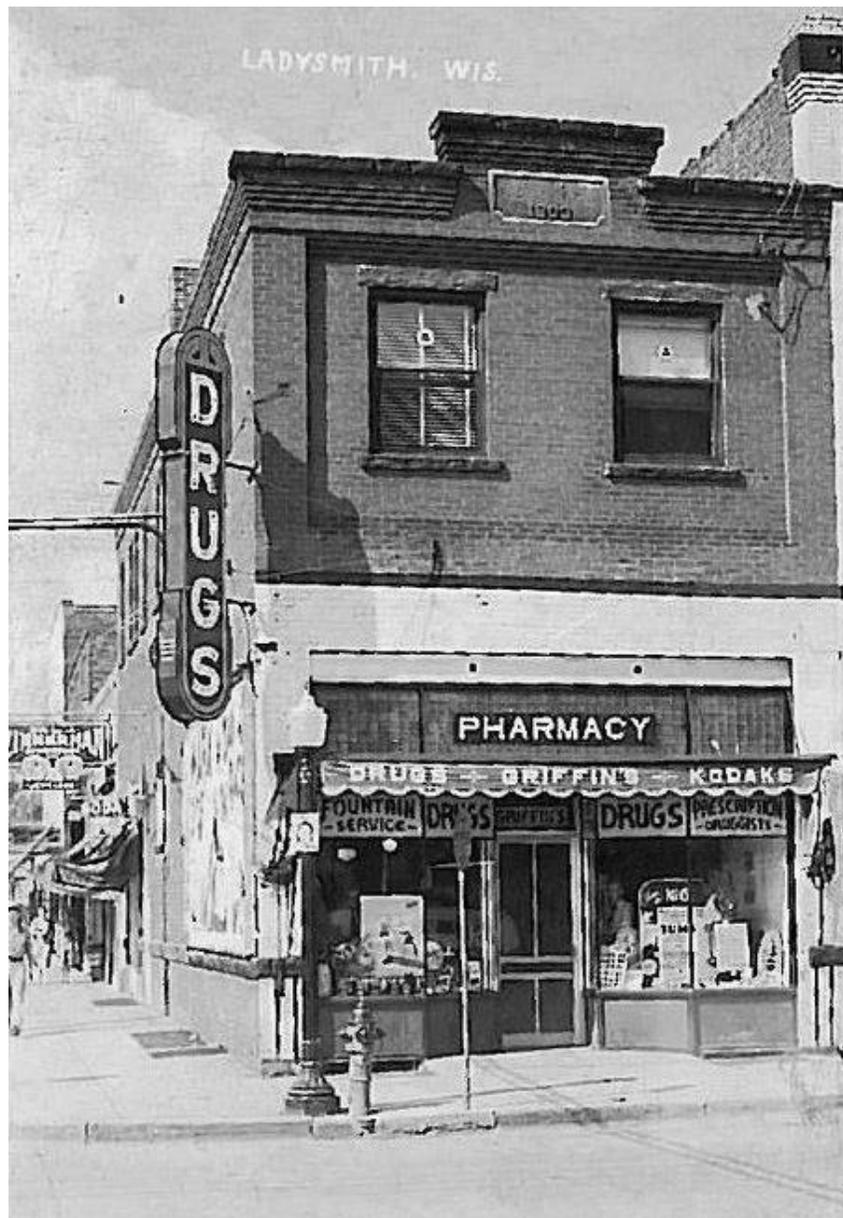
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Introduction

CONGRATULATIONS

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



THE FAÇADE IMPROVEMENT LOAN PROGRAM.....

As a part of implementing Ladysmith Main Street's vision laid out in the Ladysmith Main Street Work Plan the City of Ladysmith and the Ladysmith Development Corporation (LDC) is offering a Façade 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 Ladysmith's historic downtown character.

The purpose of the Façade 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 Ladysmith. Resources available through the program include grant and loan funds and limited technical assistance. The Program is administered and funded by the City of Ladysmith. (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 façade improvement financial assistance under the program will be the following design guidelines. These guidelines can help you make design decisions for your façade 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 Ladysmith 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 TIF District #8 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 façade 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 façade 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 stand and/or federal historic register must obtain final site plan approval from the Ladysmith 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
 - Inquire with the City of Ladysmith regarding other resources that may be available for improvements that are ineligible for the façade improvement program.
 - Improvements not specified in this Design Manual and approved by the DESIGN COMMITTEE; the DESIGN COMMITTEE reserves the right to determine eligible and ineligible improvements on a case-by-case basis.

HOW TO USE THIS MANUAL.....

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

The following manual describes the historical background and importance of downtown Ladysmith'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 façade restoration and rehabilitation, building additions and new infill buildings.

USE THIS MANUAL TO:

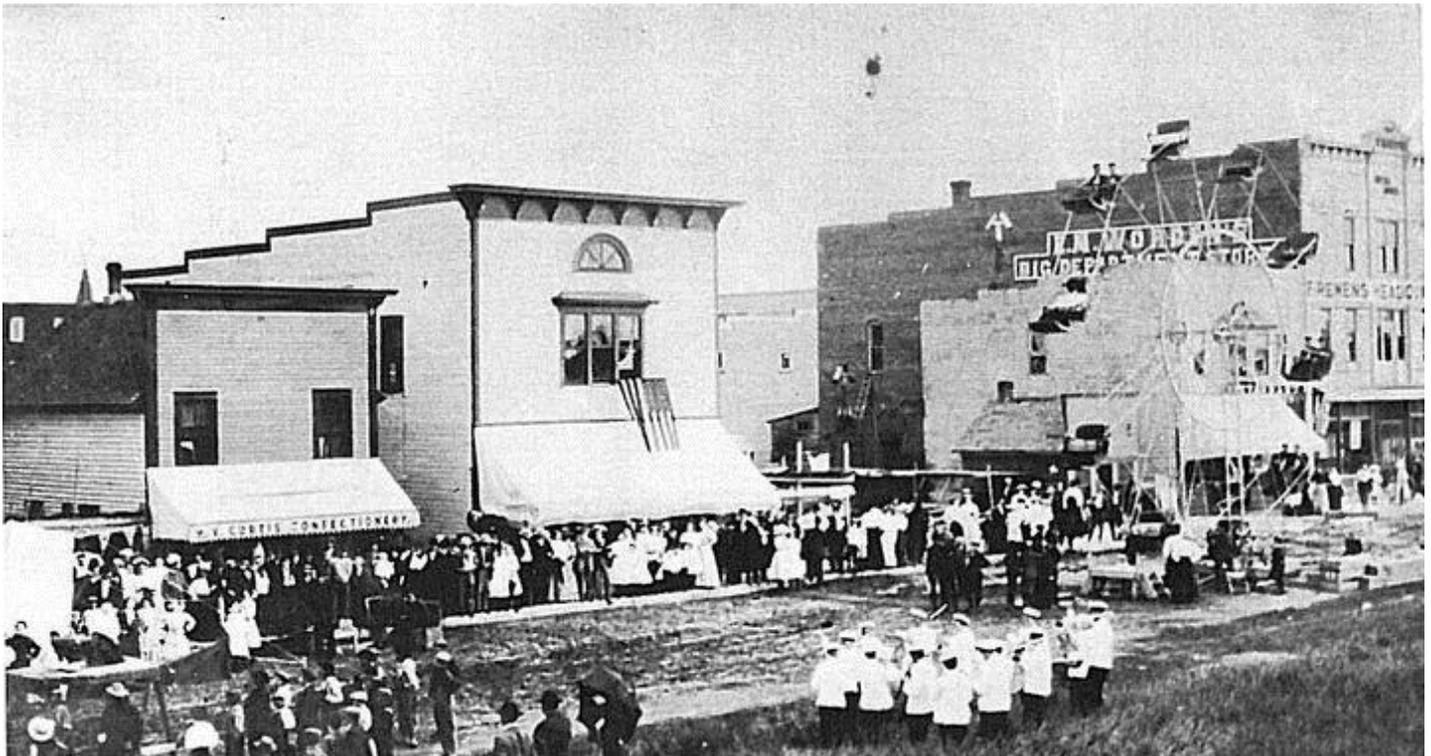
1. Determine if you are eligible for the program.
2. Decide on the improvements you'd like to make to your façade or property.
3. Learn about Downtown Ladysmith's history, architecture, and the importance design today.
4. Use the basic design principles to guide your design.
5. Use the specific guidelines 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 LADYSMITH

The riverfront community of Ladysmith, Wisconsin was settled

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 early 1900's Ladysmith was home to an array of stores, shoe shops, mills, churches, and hotels including one of the oldest buildings in Ladysmith. Events and celebrations often filled the streets of this vibrant downtown.

Buildings lined both sides of the street and their open storefronts allowed passerby's 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. 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 Ladysmith. 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 though the many changes over the years, solid building stock remains. If respected and enhanced these buildings can continue to serve downtown Ladysmith well.



DESIGN PRINCIPLES

To follow a few basic design principles that have been identified to preserve and enhance the architectural character of downtown Ladysmith. Whether your project is the restoration or rehabilitation of a façade, 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 Ladysmith'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 Ladysmith Historical Society for potential historic photos of your building.)
- Restore the exterior of your building to the original configuration where possible. replace missing façade elements with original or reproduction components and materials.
- Where preservation and restoration is not possible, rehabilitate the façade 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 façade components. For instance....

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

AN ACTIVE FAÇADE: TRANSPARENCY

Your building façade 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 façade. Open up your façade 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 façade, 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 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 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: FAÇADE RESTORATION AND REHABILITATION

Façade 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 façade 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.

- Parapet Cap or Cornice
- Pilasters
- Sign Band
- Transom
- Display Window
- Recesses Entry
- Kickplate

STOREFRONTS

Storefronts are the most prominent component of a commercial building's façade, especially to the pedestrian. It is important that the storefronts help to keep the streetscapes and building frontages of Ladysmith'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 façade 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 the original
- Use faux materials, vinyl, plastic, or rough-sawn wood
- Use vinyl awnings

Permitted....

- Triangular shaped awnings

SIGNAGE

Because it is its purpose to catch people's eye, signage also has a major impact on the appearance of a façade 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 façade
- 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 façade
- coordinate signage types between multiple tenants

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

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 façade, 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 opening 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

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 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 façade 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 obtrusive colors (e.g. day glow)
 - Emphasize proportions and features (with new modifications) of existing buildings designed in a contemporary style (not of “turn of the century” era)

DETAILS

Together, the detail of Ladysmith'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 FAÇADE GUIDELINES

Treatment of your rear façade 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 façade 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.



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 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 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 a 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 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 façade 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 façade 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

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

FAÇADE PATTERN AND RHYTHM

In the rows of facades in the blocks of downtown Ladysmith 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 façade
- 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 façade patterns and rhythms that are not compatible with the dominant trend of adjacent structures

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 façade
- 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

MATERIALS AND COLORS

Ladysmith's downtown historic building 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 Ladysmith.

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

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 façade 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 façade
- Use detailing in areas of the façade (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

FAÇADE IMPROVEMENT PROGRAM APPLICATION REVIEW PROCESS

All applications for Façade Improvement Program financial assistance will be reviewed by the Ladysmith Main Street Design Committee to determine the project's compliance with the specific standards contained within this Design Manual as well as with other components of the Ladysmith Main Street Work Plan.

After receiving your application, the DESIGN COMMITTEE will review it to determine consistency of your project design with the intent of the Façade Improvement Program and the Design Manual. The DESIGN COMMITTEE 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 DESIGN COMMITTEE via City staff, will coordinate disbursement of the grant or loan to you.

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

APPENDIX

THE ROLE OF THE MAIN STREET DESIGN COMMITTEE

The role of the City of Ladysmith and the DESIGN COMMITTEE in the implementation of the Façade Improvement Program is to:

- Review and make decisions on application for Façade Improvement Program grants and loans
- Implement Ladysmith's Downtown TIF (TID #8)
- 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 Flambeau River near the downtown.
- Improvement of the Downtown Main Street streetscape
- Improvement of the public alley way in the Main Street District.
- Relocation of business as necessary to create development sites
- Enhancement of parking and pedestrian areas
- Beautification of the downtown

FAÇADE IMPROVEMENT GRANT AND LOAN PROGRAM

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

GRANT PROGRAM

A \$5,000 maximum grant is available per façade for the rehabilitation of exteriors of downtown properties (\$15,000 maximum per building). Business or property owners must provide a 75% match for the project. Both a loan and grant may be provided for one project. Building owner costs for interior upgrades may be used for calculating matching fund requirements for grants, with the understanding that the grant will be used for the exterior façade.

LOAN PROGRAM

A low interest loan is available for the rehabilitation of exteriors of downtown properties. Business or property owners are not required to provide match for a loan.

LOAN TERMS AND CONDITIONS:

Maximum loan amount:	\$25,000 per building
Interest rate:	1% (interest paid annually)
Maximum term:	Repayment required upon sale of building.
Minimum match amount:	0%
Application fee:	none
Design fee limitation:	Design fee may not exceed 8% of total project cost
Secured loan:	Secured by a mortgage on the property of sufficient collateral to cover the loan amount

Project timeline: A loan or grant program funded project must start within 6 months and be completed within 12 months

The DESIGN COMMITTEE has the authority to modify the above limits for projects that have a significant economic impact on the downtown.

Buildings shall be eligible for program funding only one time within any 5 year period. the DESIGN COMMITTEE *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 #8. Project approval is subject to the limits of available funds under this program.

PRIORITY LIST/RANKING ORDER OF APPLICANTS

Generally, projects have 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 façade.
2. Projects that improve the architectural integrity of the building and restore the historic architecture Downtown.
3. Buildings where historic or architectural 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 façade 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 result in significant new investment and creation of jobs downtown.

FAÇADE IMPROVEMENT PROGRAM GRANT/LOAN APPLICATION FORM
CITY OF LADYSMITH, WISCONSIN

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 facades as applicable) and loans up to \$25,000 at 1% interest for the improvement of commercial building facades 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 DESIGN COMMITTEE).

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 – Ladysmith 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: _____

Mailed 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 improvement 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/Exterior Seating

Interior Improvements (Up to 50% of loan):

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.

