



156 East First Street
New Richmond, WI 54017
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June 13, 2019

TO ALL MEMBERS OF THE HISTORIC PRESERVATION COMMISSION

Mike Montello
Mary Sather
Jon Hailey
Ben Kurth

Tara Van Eperen
Tammy Rubida
Nicole Wocelka

There will be a meeting of the Historic Preservation Commission on Wednesday, June 19, 2019 at 5:00 p.m. in the E.D. Lab of the Civic Center, 156 East First Street, New Richmond.

AGENDA:

1. Roll Call
2. Adoption of Agenda
3. Approval of the minutes of the previous meeting, May 29, 2019
4. Application for Façade Grant from Salon Thairapy on Main at 235 South Knowles Avenue
5. Communications and Miscellaneous
6. Adjournment

BOARD MEMBERS – PLEASE NOTIFY ME AT 246-4268 IF YOU ARE UNABLE TO ATTEND.

Tanya Batchelor,
City Clerk

Copies:
The News
Northwest Communications
City Website

**HISTORIC PRESERVATION COMMISSION
MAY 29, 2019 - 5:00 P.M.**

Members Present: Tara Van Eperen, Mike Montello, Ben Kurth and Jon Hailey

Members Absent: Mary Sather, Tammy Rubida and Nicole Wocelka

Others Presents: Beth Thompson, Philip Connolly and Heidi Beckstrom

Tara Van Eperen called the meeting to order at 5:05 p.m. and roll call was taken.

Mike Montello moved to adopt the agenda as presented, seconded by Jon Hailey and carried.

Mike Montello moved to approve the minutes of the previous meeting, May 16, 2019, seconded by Jon Hailey and carried.

Certificate of Appropriateness

Beth Thompson reviewed the location of the home and carriage house and started the discussion on new paint colors and new roof for both buildings. Tara Van Eperen made a point of clarification, selection of paint colors does not need to be approved by the Historic Preservation Commission, but the Commission can make suggestions to follow the historic nature of the home. Discussion by Philip and Heidi followed on their paint and roof colors. They -chose colors from the historic paint selection which were a Classic Ivory and Pearl Grey. The trim will continue to be white and the roof will be black. They also discussed location of the paint colors and showed a historic picture of the home with the two-tone color scheme. They will be following the two-tone color scheme but will be picking lighter colors than were used in the past. Further discussion followed.

A motion was made by Mike Montello to approve the Certificate of Appropriateness as discussed, seconded by Jon Hailey and carried.

Communications & Miscellaneous

None

A motion was made by Mike Montello to adjourn, seconded by Jon Hailey and carried.

Meeting adjourned at 5:20 p.m.

Minutes by Beth Thompson, Community Development Director



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MEMORANDUM

TO: Historic Preservation Commission

FROM: Noah Wiedenfeld, Director of Planning

DATE: June 11, 2019

SUBJECT: Façade Grant Application: Salon Thairapy on Main

BACKGROUND

Salon Thairapy on Main has submitted a downtown façade grant application for a project that consists of new signage and downcast gooseneck lighting. The signage would be installed as soon as possible for their grand reopening event, and the lighting would be installed later this year. Both the signage and the lighting are eligible improvements and are consistent with the downtown design guidelines. The total estimated project cost is \$1,665.

The Historic Preservation Commission has the discretion to award up to \$5,000 per property, generally not to exceed more than 25% of the total project cost.

ACTION REQUESTED

- 1) Motion to approve a grant in the amount of \$416.25, which is 25% of the total project cost of \$1,665 because this project is listed as an eligible activity under the façade grant program.
- 2) Motion to deny the application because the Commission does not feel the project is an eligible activity under the façade grant program.
- 3) Motion to table the application.



CITY OF NEW RICHMOND DOWNTOWN FAÇADE IMPROVEMENT GRANT PROGRAM

PROGRAM PURPOSE

The objective of the downtown façade grant program is to provide financial assistance for property owners or tenants seeking to improve or restore commercial properties within the City of New Richmond's downtown. The grant program is intended to stimulate high-quality building improvements while being mindful of the historical significance and uniqueness of downtown architecture. The appearance of the downtown business area reflects not only the local business climate, but also the history, character, and quality of life of the New Richmond community.

APPLICANT ELIGIBILITY REQUIREMENTS

Property owners or tenants of commercial or mixed-use structures located within the downtown are eligible to apply. For purposes of this grant, the geographic boundaries of the downtown include properties along Knowles Avenue from First Street to Sixth Street (north to south) and from Minnesota Avenue to Arch Avenue (west to east). If a tenant is applying, the permission of the property owner is required. Property taxes and all other City accounts must be current. Property owners or tenants may not receive more than one award per calendar year.

ELIGIBLE IMPROVEMENTS

All grant-funded improvements are for the external front and rear façades and visible sides, and must be permanent and fixed in type and/or nature. Improvements must meet all City of New Richmond code requirements including zoning, building, and safety codes. The applicant must obtain all necessary permits and pay any corresponding fees. The City of New Richmond's Historic Preservation Commission reserves the right to determine the eligibility of all items in a project's scope of work. Eligible items include, but may not be limited to:

- Façade rehabilitation
- Door and window repair and replacement, if part of a larger project or historic restoration
- Exterior painting
- Masonry cleaning and/or repair
- Cloth awnings
- Lighting
- Shutters
- Gutters
- Hardscape services: decks, fountains, patios, etc.
- Signage

INELIGIBLE IMPROVEMENTS

- Cost of new construction, repair, or replacement of a new roof unless it is a significant architectural element of the building and is visible from street level in the immediate vicinity of the building
- Tinted windows
- Landscaping
- Vinyl awnings
- Removal of architecturally significant features
- Purchase of property
- Sandblasting
- Electronic signs
- Security systems
- Paving
- Land acquisition
- Equipment
- Furnishings
- Costs for a graphic designer to develop a logo or brand
- Inventory and operating capital
- New construction or additions that would increase space
- Any activity started prior to receiving final approval of grant funds

BUY LOCAL

Whenever possible, applicants are strongly encouraged to use local contractors to complete all tasks associated with their renovation. This will not only help garner support to continue this program, but more importantly help boost our local economy.

APPLICATION REVIEW PROCESS

In order to qualify, applicants cannot start on their project until after receiving the necessary approvals. If work begins before application or approval, grant funds will not be awarded.

1. Applications and supporting documentation are submitted to the City of New Richmond.
2. The application is reviewed by the Historic Preservation Commission; approved projects will receive a letter of intent committing to providing the grant funds upon completion of the project. If denied, applicants may submit a revised application.
3. Applicants sign an agreement with the City of New Richmond.
4. Applicants take out appropriate building or sign permits. Projects must be completed within 12 months of the approval date. Minor changes to the project will require submittal and approval by the Building and Zoning Inspector. Significant changes, as determined by the Building and Zoning Inspector, will require approval of the Historic Preservation Commission. The City of New Richmond reserves the right to withhold funding for projects that are not completed on time or significantly change in scope.
5. Payment is made on a reimbursement basis upon completion of the project. Applicants shall provide itemized paid invoices for the project for eligible expenses under the grant.

EVALUATION CRITERIA

The City of New Richmond's Historic Preservation Commission's decision to accept an application will be based on available funds, the merits of the proposed project, and the support it provides to the general beautification of downtown New Richmond. All approved projects will meet the criteria presented in this document.

- Appropriateness to the original, historic façade of the building
- Significant improvements of the visual appearance of the building and surrounding area
- The level of investment being made to the property
- Collective participation of adjacent property owners, if applicable
- Relationship of the project to the overall existing architecture

GRANT AWARD

Grants will be awarded on a first-come, first-serve basis. This is a reimbursable program. Grants made under this program shall not exceed \$5,000 and generally will not exceed 25% of the total project cost unless otherwise determined by the Historic Preservation Commission. Funding requests for stand-alone signage projects shall not exceed \$500.

APPLICATION SUBMISSION

Please send the completed application form and accompanying materials to:

City of New Richmond Historic Preservation Commission
Attn: Tanya Batchelor, City Clerk
156 East First Street, New Richmond WI 54017
715-246-4268
tbatchelor@newrichmondwi.gov



DOWNTOWN FAÇADE IMPROVEMENT GRANT PROGRAM APPLICATION

Applicant Name: Kris Hoff
 Phone Number: 715-246-9455 Email: Kris@SalonThairapyonMain.com
 Business Name: Salon Thairapy on Main
 Business Address: 235 South Knowles Ave New Richmond
 Property Owner Name: Kris Hoff
 Describe Project Scope: 2 new Signs on front of building - goose neck down lighting to come in the future

Project Budget: List individual project elements (e.g. awning, lights, sign, painting of trim, etc.)

<u>Sign 1</u>	<u>290.13</u>
<u>Sign 2</u>	<u>475.00</u>
<u>go lighting</u>	<u>900.00</u>
<u> </u>	<u> </u>
Total:	\$1,665.13

Required Attachments:

- Photographs of existing façade
- Written authorization from property owner (if tenant is the applicant)
- Bids, estimates, contracts, and/or design drawings, if appropriate

Have you checked with the Building & Zoning Office to determine if permits are needed?

- Yes
- No, but I will check with them prior to the start of any work

Applicant's Certification

The applicant has reviewed the grant application materials and downtown design guidelines. The applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant through the City of New Richmond Downtown Façade Improvement Grant Program, and is true and complete to the best of the applicant's knowledge and belief.

Signature: *Kris Hoff* Date: 5/31/19





3'7" x 3' sign, double-sided, hanging



10' x 4' sign, wall sign



Example Gooseneck Lighting

