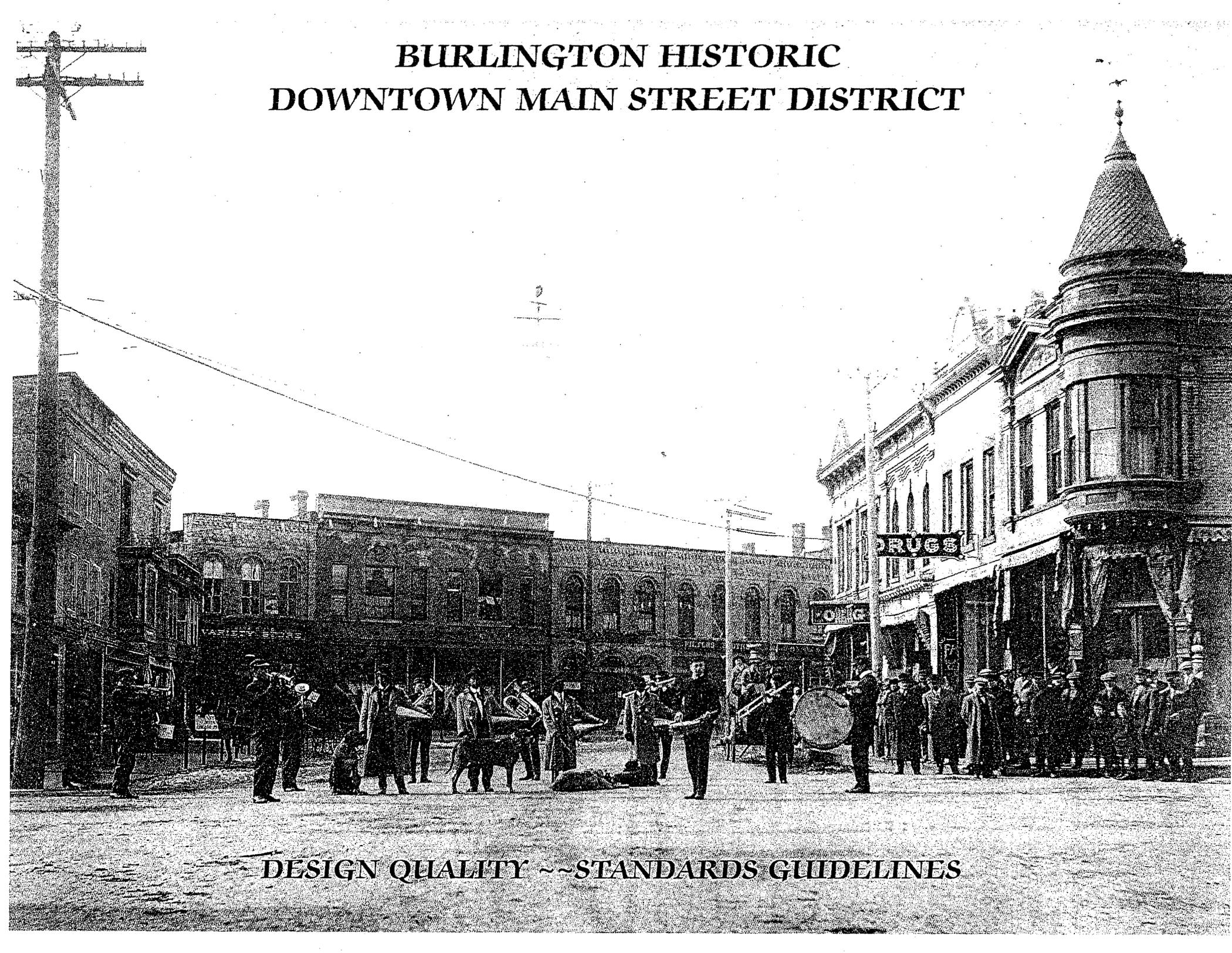


BURLINGTON HISTORIC DOWNTOWN MAIN STREET DISTRICT



DESIGN QUALITY ~ ~ STANDARDS GUIDELINES

BURLINGTON HISTORIC DOWNTOWN MAIN STREET DISTRICT



Mission Statement

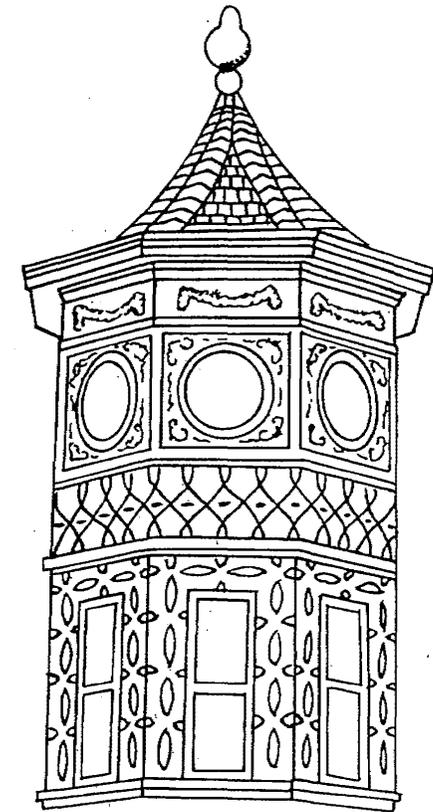
*The Burlington Historic Downtown Main Street District
Design Guidelines will enhance community identity
and heritage, through sensitive rehabilitation of
historic properties in the historic downtown,
the heart of the community.*



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Rehabilitation is defined as the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values.



1993 Main Street Program

Program Manager:	Thomas O'Hara
Board President:	Frank Cannella, Jr.
Board Secretary:	Judy Weis
Board Treasurer:	Scott Temple
Design Chairman:	Dick Granholm
Promotion Chairman:	Shad Branen
Economic Restructuring Chairman:	Kevin McKillip
Chamber President:	Dr. William Stone

Board Members:

Matt Daniels	Ig Robers
Gail Ellis	Dave Roegner
Mayor Jeannie Hefty	Judy Stone
Dianne Leyerle	

INTRODUCTION

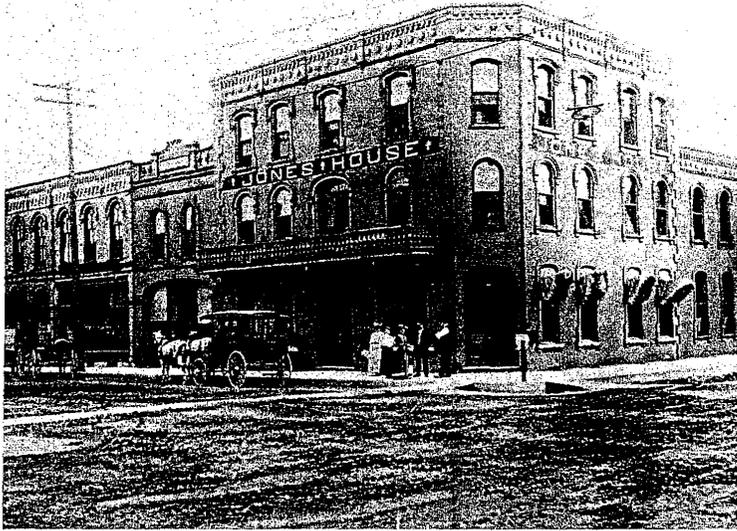
Design Quality Standards Guidelines

Each building in Burlington's downtown plays a unique and vital role in its overall image. The storefront and its window displays; the signage, awnings and canopies; the scale and proportion of the building; as well as the materials and ornamentation are all integral components in the successful design of the building. Property owners interested in improving the visual appeal of their building need to assess the current condition of the entire facade keeping in mind the following questions:

- ⌘ What impact does a visual improvement have upon the image of my business?
- ⌘ How can a storefront improvement relate to the entire visual impact of the building?
- ⌘ How does the building relate to the neighboring buildings?
- ⌘ How does a storefront improvement relate to the historic upper facade of the building?
- ⌘ What changes can be made to improve the appearance and integrity of the upper facade of the building?

The following Design Quality Standards Guidelines serve as a reference for rehabilitation and improvement projects in the Burlington Historic Downtown Main Street District.

Building Owners wishing to participate in the Burlington Historic Downtown Main Street District's Low Interest Loan Program are required to have all drawings approved by the Historic Downtown Main Street Design Review Committee in order to access the funds. Information on the Low Interest Loan Program is located in Appendix C.



*Southeast corner of Chestnut and Milwaukee.
Former site of the Jones House Hotel*

HISTORY OF BURLINGTON

It was not until the Black Hawk War of 1832 that settlers seeking homesites began to come in any number to this region. Moses Smith and William Whiting were the first persons to stake out a claim upon the present site of Burlington on December 15, 1835. On this visit they made a "jack-knife" claim; that is they carved their names and the date on trees.

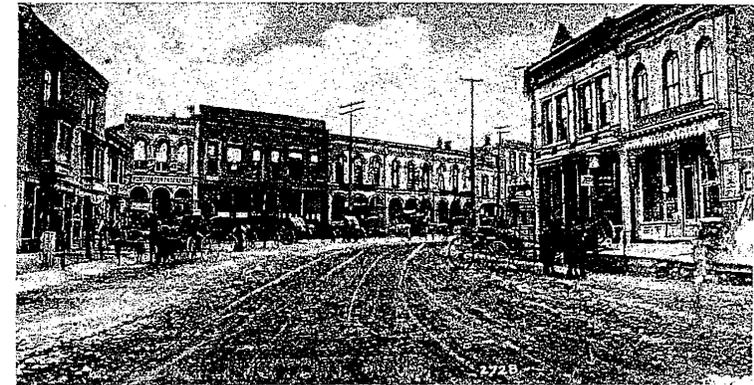
During the summer of 1836 the pace of arrivals increased significantly. For the most part settlers came to the area from New England by way of the Great Lakes. It was at that time that Moses Smith and Samuel C. Vaughn began to develop lumber mill sites. They constructed a dam and an "up and down" saw mill on the Fox River. The dam and its mill were only partially completed when Vaughn and Smith dissolved their partnership. In the spring of 1837 Pliny Perkins and his father, Ephraim, came to town from Joliet, Illinois, and purchased the unfinished dam and mill. It was at that time that they began to build a small grist mill, known as a three-run mill. Both mills were instrumental in helping to establish the small village.

Settlers continued to arrive in the small community of Foxville, as Burlington was then known. Tradespeople, farmers, retailers, and saloon keepers all attempted to eke out a living. Life in the small village was difficult and harsh but the people persisted and prospered. The town was officially renamed Burlington in 1839.

A more material effect upon village growth was the establishment of roads. In 1841 Burlington business interests required a thoroughfare directly to Lake Michigan. The road to Southport, first staked out by E.D. Putman in 1836, was selected as the most feasible route. That road remained an important one for many years.

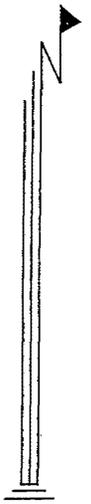
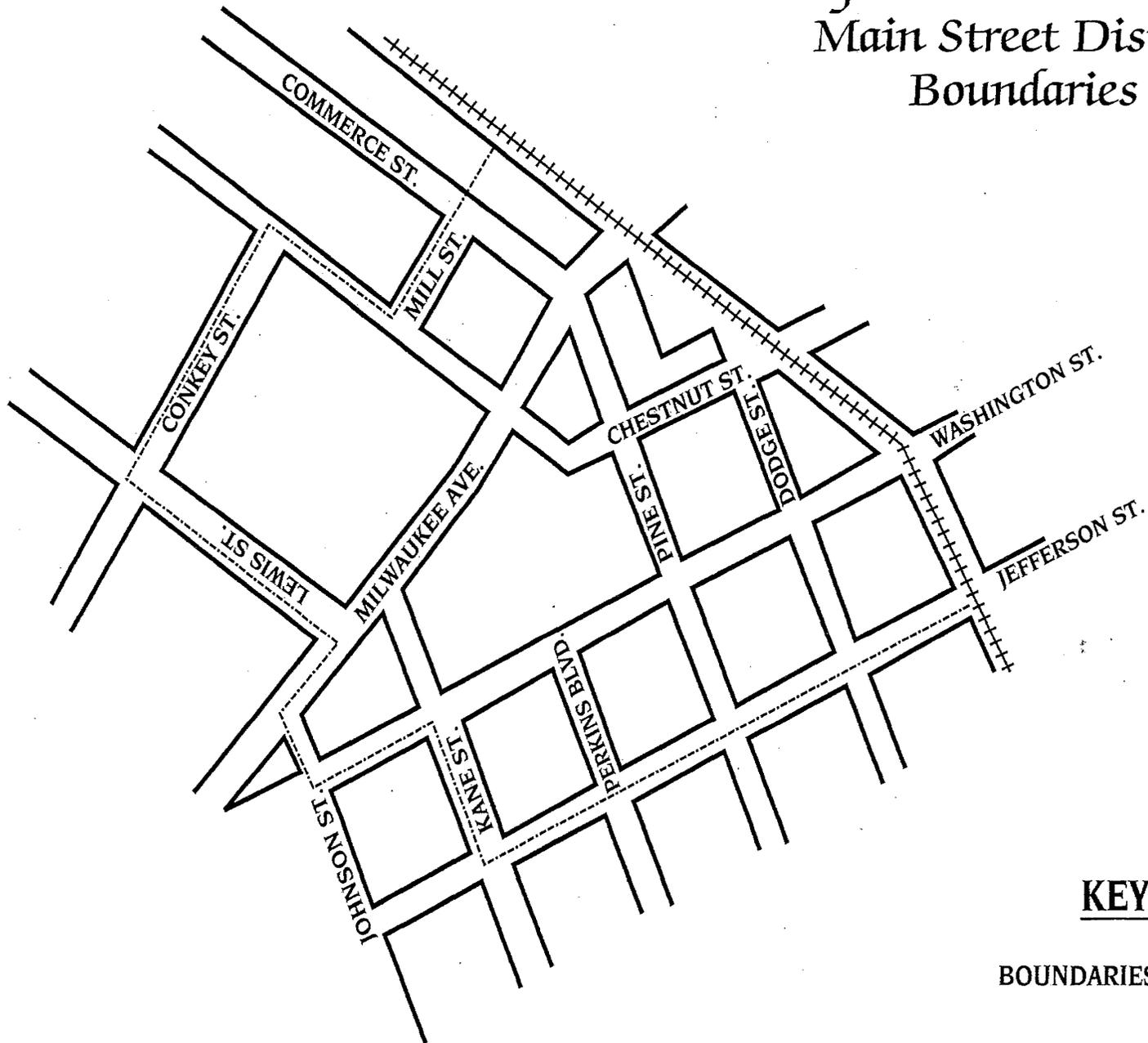
The late 1880's saw great strides made in the growth of the village. In November 1886 the settlement had reached the status of an incorporated village. By February of 1900, when the population had increased to 2,256 residents, it officially became a town. The town officials carried on the improvements started by the village government with a new dedication and purpose. The paving of streets, the development of a waterworks and sewer system, the organization of a fire department, the establishment of city wide postal service, and the installation of electrical, telephone, and gas services all helped shape Burlington into the city it is today.

The history of Burlington is marked by industrious people who left their legacy in the buildings and homes of our beautiful city. They built structures to house every type of retail service available on the prospering frontier and in the process created an exceptional downtown. These structures were built with a quality of craftsmanship and detailing that sets these buildings apart from any other in our region. Burlington, as a result, is one of the most architecturally distinct towns in southeastern Wisconsin.



Chestnut Street "Loop", looking west

Burlington Historic Downtown Main Street District Boundaries



KEY _____

BOUNDARIES { +++++
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DESIGN ISSUES

The Traditional Facade

The traditional commercial storefront is the most important element that distinguishes and gives historical significance and a unique character to downtown Burlington. The majority of our historic commercial buildings date from the late 1800's to the early 1900's. When originally constructed, the buildings shared a consistency in design and proportion that created a strong visual image. A visually unified downtown goes a long way in attracting people to our area as well as to the individual shops and businesses that are located here.

The basic commercial facade consists of three parts: the storefront with an entrance and large display windows, an upper masonry facade with regularly spaced windows, and a decorative cornice. These components may appear in various shapes, sizes, and styles but the result is essentially the same facade.

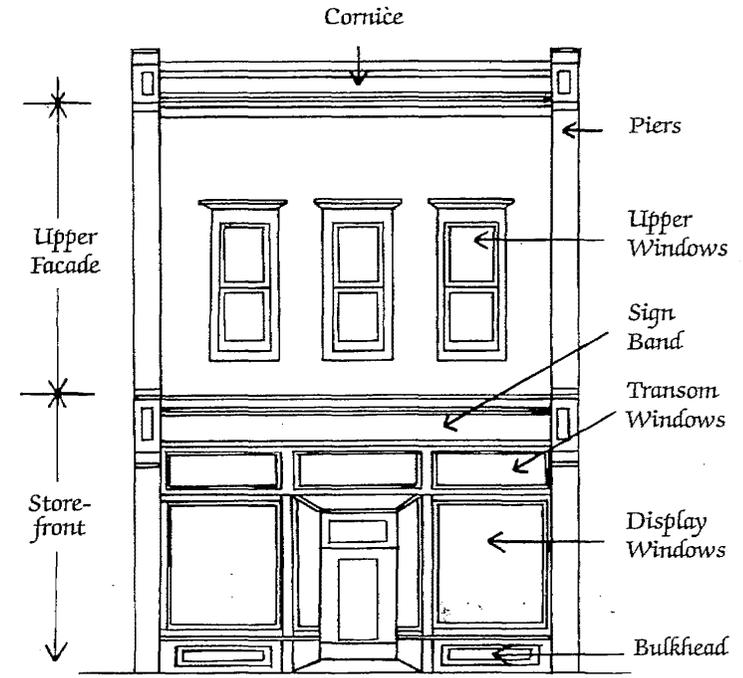
Over the years changes have occurred to commercial buildings in response to various merchandising trends, technology, and changing tenants. In most cases the changes are only at the storefront level while the upper facade remains intact. Most revisions to the storefront area are superficial, leaving the structural integrity of the original storefronts in place.

Storefront Design

The traditional building facade has a well-defined opening that the original storefront filled. The opening is bounded on each side by piers that were usually constructed of masonry. It is bounded on the top by the storefront cornice which is the structural member that supports the upper facade, the opening is bounded below by the bulkheads and sidewalk.

The storefront is composed almost entirely of windows. The large glazed opening of the storefront served as an area to display goods. Additionally, the transom windows above the display area served to allow natural light to reach deep into the store thus minimizing the need for artificial lighting.

The windows of the storefront are also an important factor because they contribute to the overall proportion of the facade. The proportion of window to wall areas in the traditional facade calls for more glass and less wall at the storefront level. It is balanced by more wall and less glass on the upper facade. When buildings were constructed using these proportions, the downtown maintained a consistent design theme.



TRADITIONAL FACADE
COMPONENTS

Storefront Improvements

In considering improvements to the facade it is very important that the original storefront opening is respected and maintained. The renovated storefront should be designed to fit the dimensions of the original storefront opening.

Ideally, the basic storefront design should include: large windows with narrow framing members, a recessed entrance, an overhead transom, a storefront cornice, an exposed structural element of a horizontal sign panel at the top of the storefront cornice to separate it from the upper facade, and low bulkheads at the base to protect the windows and act as a platform for window displays. The basic configuration can be constructed from traditional or contemporary materials.

Key points to consider in storefront improvements:

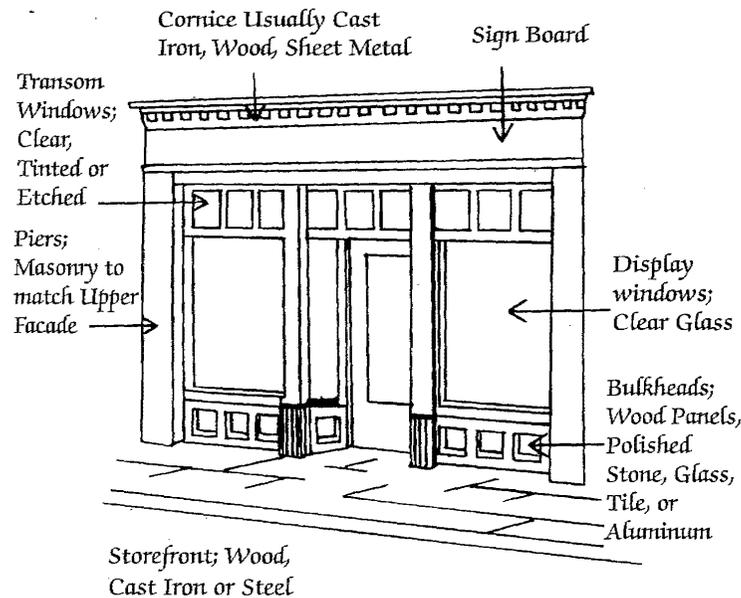
- ⊗ The storefront should be composed almost entirely of glass. If glass is not appropriate for the business, consider the use of interior window treatments as a solution.
- ⊗ The entry should be maintained and restored in its original location and configuration. If the original entry has been changed, the new entry should be designed and placed considering traditional design themes and its relationship to the overall building facade and symmetry.
- ⊗ Transom windows that have been covered or blocked should be restored.
- ⊗ Storefront bulkheads should be restored or renovated.
- ⊗ Original elements such as cast iron columns, storefront cornices, entry doors and lighting fixtures should be restored.
- ⊗ Lighting, signage and awnings should all be integrated into the overall design of the storefront.

The storefront design must be true to the time period in which the building was constructed. Renovating late 19th and early 20th century buildings such as the ones we have in Burlington with inappropriate historical motifs is unsuitable.

Building owners planning the renovation of a storefront will find it very helpful to contact the Burlington Historical Society to inquire if any historic photographs of the building are available. These photographs can be valuable tools in helping to determine the original design, materials, and signage used on the building.

Storefront Materials

When designing a new storefront or renovating an existing storefront, the goal should be a transparent facade. Keeping the storefront materials simple and unobtrusive will help to achieve this goal. There is no need to introduce additional types of building materials to those that originally existed on the building.



COMMON STOREFRONT MATERIALS

Utilization of existing materials is preferred whenever possible. Repairing those materials when not up to standards is more appropriate than replacing them. If replacement is necessary, quality materials and their consistent use throughout the building is necessary to achieve simplicity and uniformity in the design.

Typical examples of materials and their location on the storefront:

- ⊗ Storefront Frame – wood, cast iron, anodized aluminum
- ⊗ Display Windows – clear untinted glass
- ⊗ Transom Windows – clear, tinted, stained or etched glass
- ⊗ Entrance Doors – wood or commercial aluminum with a large glass panel
- ⊗ Bulkheads – wood panels, polished stone, glass, tile or metal clad plywood panels
- ⊗ Storefront Cornice – wood, cast iron or sheet metal
- ⊗ Side Piers – same material as the upper facade (typically masonry)

Certain materials should never be used on traditional commercial buildings because they have no relationship to the building's original design themes and therefore flaw the consistency of appearance of the building and as a result the entire downtown area. Such inappropriate materials include but are not limited to: cultured stone, artificial brick, rough textured wood siding, wooden shingles on mansard roofs, gravel aggregate and stucco materials.

Color

As with materials, the color scheme chosen for the facade should be sensitive to the time period of the building. It should also be sensitive to the neighboring buildings and to the style of the building itself.

If the masonry facade was painted at some time and the paint seems to be holding - it should be painted again. When repainted the masonry should be within its natural color range.

Colors should accentuate the architectural details of the building. The levels of coloration can be broken down as follows:

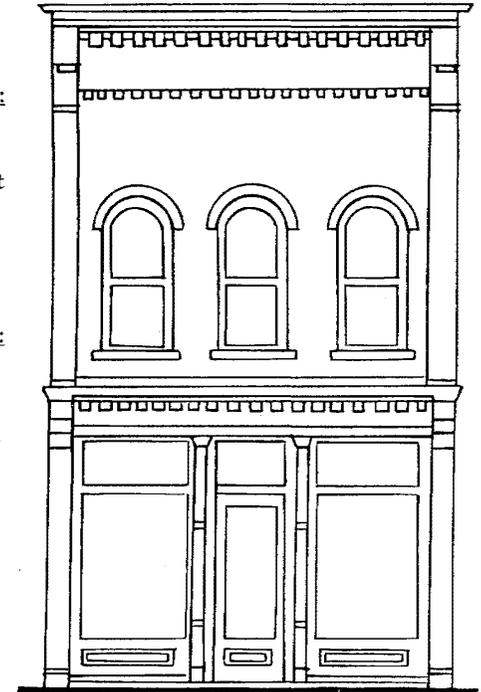
- ⊗ Base Color
- ⊗ Major Trim Color
- ⊗ Minor Trim Color
- ⊗ Accent Color

Base Color: Wall Surfaces, Storefront Piers,
Cornice – When it is the same material as
the wall

Major Trim Color:
Cornice, Window
Hoods, Window
Frames, Storefront
Cornice

Minor Trim Color:
Window Sash,
Doors

Accent Colors:
Small Details on
Window Lintels,
Cornices,
Columns,
Bulkheads



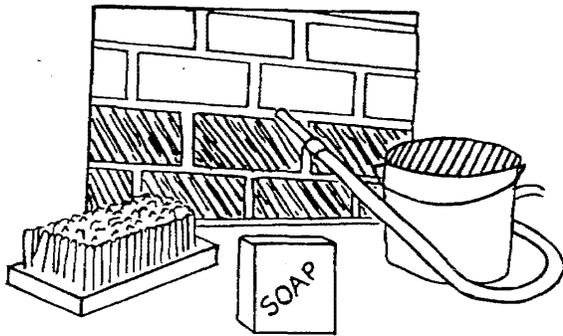
PAINT SCHEME COMPONENTS

MAINTENANCE AND REPAIR

Many of the buildings in downtown Burlington possess two favorable qualities. One is that they have been minimally altered, thus keeping the structural integrity intact. The second quality is the survival of original design features and materials. Many alterations consist of materials that were merely attached to existing walls and did not involve reconstruction or demolition. This very favorable situation will enable downtown property owners to renovate and repair their buildings with little effort. With very few exceptions, each building can easily be restored to its original design creating a beautiful and visually pleasing business center.

Before considering any repair or remodeling, materials should be examined by an architect or contractor as to their actual condition and potential for cleaning and repair. Once the materials have been evaluated then cleaning, maintenance, and repair may proceed.

All work should be professionally done, so that proper equipment and technique can be utilized. A brief description of repair and maintenance follow for the property owner's basic familiarity.



*Use of a detergent and scrub brush
is the safest method*

Masonry –

Many of the buildings in downtown Burlington are constructed of brick; there are few made from stone or concrete block. It should not be assumed that all masonry needs to be cleaned. Minor staining or discoloration adds character to the structure and should remain as an acceptable condition. If the masonry is deemed unacceptable, several cleaning methods may be used. Because of the wide variety of unforeseeable factors in masonry cleaning, a test patch of the chosen method in an inconspicuous area of the building should always be required.

Water Cleaning –

Washing with water and a detergent is the simplest method and is successful on lightly soiled masonry. This method is probably the easiest for the amateur. Water cleaning involves two steps: the first is spraying with water to presoak the masonry, thus removing dirt deposits not tightly bonded to the surface. The final step involves scrubbing with a hand or power brush.

Whether done by an amateur or professional, care must be taken to avoid water damage. Brick cleaning should be done before finishing the interior of that particular wall to avoid water damage. Water cleaning should be avoided in colder weather, as absorbed water can freeze and fracture surfaces. Test washing a small area of the wall will determine how long it will take and how effective it will be.

Pressurized Water Cleaning –

PRESSURIZED WATER CLEANING SHOULD NOT EXCEED 600 PSI ON MASONRY SURFACES AND EXTREME CARE SHOULD BE TAKEN WHEN CLEANING WOOD SURFACES WITH WATER.

High pressure water cleaning can be as detrimental as sand blasting on some building surfaces. The process uses special equipment to develop enough hydraulic pressure to “force spray” the building surface. If too much pressure is used it will force mortar out from between the joints creating the need to repoint the masonry. It can also severely damage already unsound masonry. Interior water damage and unacceptable water absorption are also concerns with this method of cleaning.

Chemical Cleaning –

Due to the large variety of chemicals, potential toxicity, clean-up, and specialized equipment, professional help must be used. Chemical cleaning is best suited for paint removal and for the removal of deep stains. Once the chemical has been applied and the paint has softened, it is then rinsed off with a spray of water not to exceed 600 psi. Care must be taken in the use of acids. It is important to recognize that even in a diluted solution, acids can be harmful to limestone, marble and some types of metals.

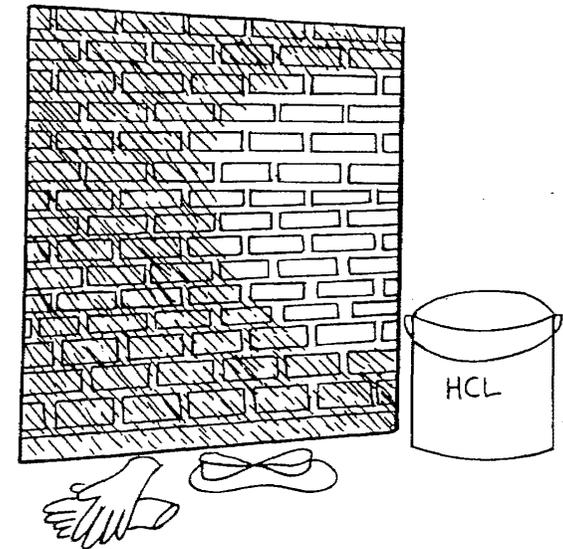
Sandblast Cleaning –

SANDBLASTING IS NOT RECOMMENDED ON ANY MASONRY WALL.

Sandblasting is the most detrimental of all cleaning methods, especially when considering brick. Sandblasting removes the hard outer surface of the brick and exposes the softer inner surface to weathering. The pitting and roughness that sandblasting creates will hasten premature weathering and damage. Sandblasting can, however, be used for the cleaning of cast iron.

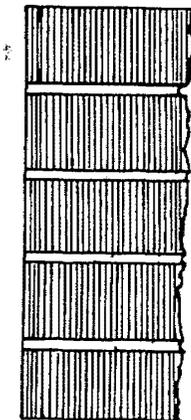
Tuckpointing –

Weathering of masonry also involves the mortar joints. If the masonry is to be cleaned, the addition of new mortar to the joints may be necessary. This is called tuckpointing. The joints are first thoroughly cleaned in a manner which will be the least damaging to the sound mortar still in place and to the bricks. Then, new mortar that matches the historic mortar in color and texture, and is softer than the brick and is as soft or softer than the historic mortar can be filled in and finished to match the original depth and style of the joint. Mortar can also be tinted to match any existing color. After tuckpointing, the surrounding masonry must be cleaned free of the excess mortar.

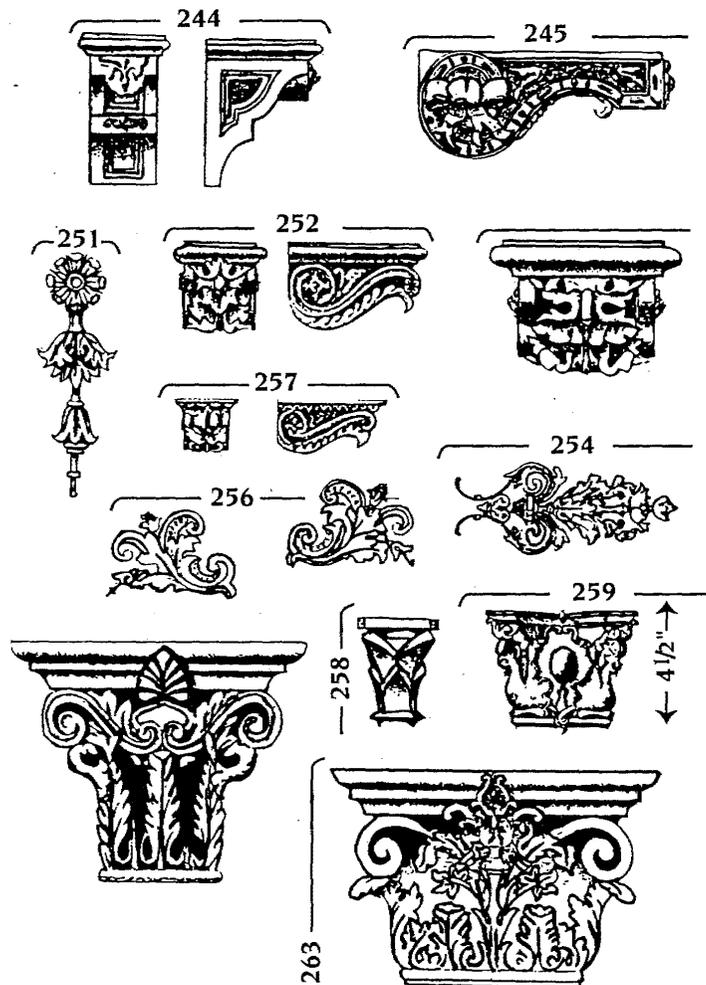


DO A TEST PATCH FIRST TO DETERMINE EFFECTIVENESS

Sandblasting destroys outer surface of the brick exposing the softer inner surface to weathering



Zinc Roofing & Ornamenting Co.



Wood

The exterior use of wood on buildings in downtown Burlington has been primarily for the construction of window and door framing. Although masonry dominates storefronts as a building material, wood was also used in creating cornices, brackets, bracing and trim. It is important to recognize the value of retaining the wood elements contained in the original design to keep the building's integrity intact.

When repairing wood there are a variety of options that can be used depending upon the severity of damage. Retaining the existing wood is the first option to be considered. Repairing the wood in place, whether by splicing or using a consolidant, is the next best method. Total replacement of the damaged wood is the final option. The philosophy being, retain if it is possible, repair if it is necessary, and replace if there is no other option.

Architectural Metals

Architectural metals such as cast iron, copper, galvanized steel, tin and zinc, are also used on the traditional building facade. Aluminum can also be found, primarily on window and door frames.

Any metal encountered can be cleaned. As with masonry, care must be taken to avoid damage by using the gentlest means possible. Sand blasting is to be avoided on all metals with the exception being cast iron. Softer metals can be cleaned with solvents or sanding.

Ferrous metals (metals with an iron content) such as steel door frames, should be painted to prevent rusting. Copper, stainless steel or other similar metals are meant to be exposed. Aluminum can be painted, unpainted or installed with a factory finish.

Metals that are damaged beyond repair can be reconstructed from a variety of materials including wood, fiberglass, epoxy, or another metal. Please note, there is a naturally occurring reaction called electrolysis which happens when two dissimilar metals come into contact with each other. The result is damaging to both surfaces. When replacing a damaged element with metal always be sure to insulate between the two dissimilar metals.

Windows

Windows are a prominent and important feature of storefronts. Unfortunately, they are often the most altered and neglected of storefront materials. Repair of the existing window frames and sash should be done whenever possible. This can be accomplished by patching, splicing and consolidating the existing materials. Only if the existing windows are beyond repair should total window replacement be considered. Good windows contain several attributes.

1. ENERGY CONSERVATION – Modern units contain insulated glazing and “thermally broken” frames. Both glazing and frames contain either an air space or gasketing to eliminate frost and moisture penetration. If original units are repaired, custom fabricated storm units can be installed to provide similar energy savings.
2. LIGHT QUALITY – Proper sizing of the storefront window will enhance the amount of natural light entering the store. Modern glass can even control the type of light entering through it. This type of glass is known as E-rated glass and can help prevent the discoloration of merchandise. All storefront glass should be untinted.
3. AESTHETICS – Window manufacturers offer many colors, shapes and styles in a variety of standard and custom sizes. Custom units can be made to fit any opening or building style. Properly designed windows will enhance the original character of the building and add to its overall value.

If windows are to be completely replaced, the new units should fill the entire original opening and match the profile of the existing units. If replacement windows are currently in place that do not fill the entire opening the new units should restore what has been lost through the previous remodeling. Consideration should be given to the window mullions which will help provide design continuity throughout the entire building.

A WORD OF WARNING

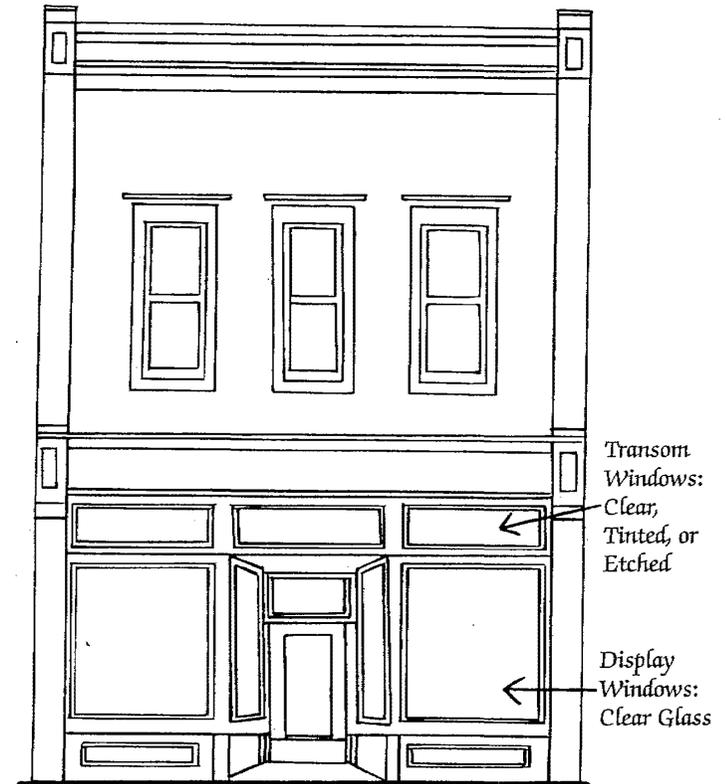
Maintenance and repair of existing buildings often require removal of undesirable or damaged materials. Burlington’s buildings were constructed before asbestos or lead paint were discovered to be hazardous materials. Not only is it unhealthy to remove certain forms of asbestos, it is unlawful. If asbestos or materials containing asbestos or lead paint is suspected, notify an architect or contractor who will verify its presence and recommend a certified removal company, if necessary.

AWNINGS AND SIGNS

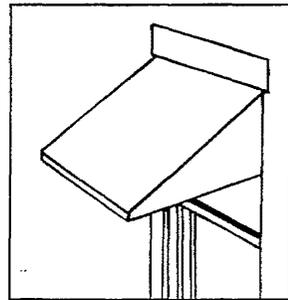
Awnings

Canvas awnings were traditionally used to provide protection for pedestrians and shade for the storefront window. Today, both awnings and signs are important design elements and contribute to the overall appearance of the building. A quality awning and an appropriate sign can add significantly to the image of the business inside the building.

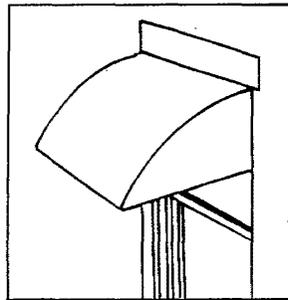
Lettering and signage on the awning should be limited to the valance and ideally will meet the standards set forth in the section on signs and the City of Burlington Sign Ordinance.



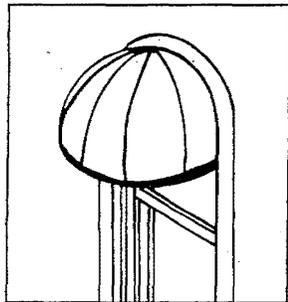
Windows



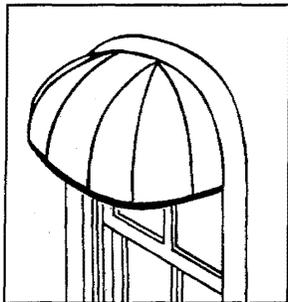
Standard



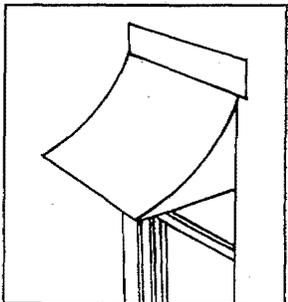
Convex



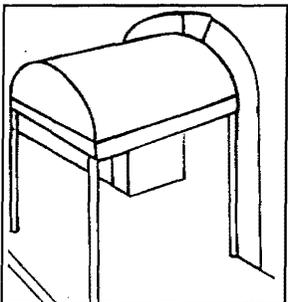
Dome



Bullnose



Concave



Marquee

Cloth awnings are the type typically used in historic downtowns. Other materials are available and may be acceptable provided they reinforce the integrity of the building and the surrounding buildings.

The awning color selected should be compatible with the building and with adjacent buildings.

The traditional commercial awning profile is of the watershed design, a standard design with straight seams and no curves. Other profiles are available but tend to be too contemporary when placed on a traditional facade. The dome or bullnose profile should only be used in conjunction with arched window openings.

Sign Guidelines and Recommendations

The purpose of these guidelines is to make suggestions to building owners on how to better enhance their business image and the image of downtown Burlington through signage. After a building's facade, signage is the next most important element in creating a positive first impression on customers. These recommendations have been written with the intention of promoting voluntary change. The committee has had to consider both the needs of the business and the public. It should be noted that in all cases concerning signage the City of Burlington Sign Ordinance, section 2-17-0609, and the city Building Inspector should be consulted.

Types of Signs:

PLASTIC FORMED SIGNS – are not appropriate for downtown. Their original intention was to be used in strip shopping center areas and with newer structures. The integrity of the historic building is lost when plastic formed signs are applied.

NEON – is an appropriate sign type for downtown, especially on some buildings that were built between 1920 and 1950. The size should fit within the guidelines published in this booklet.

WOODEN – painted or carved signs, or wooden letters are appropriate for all buildings in downtown.

BANNERS and CLOTH SIGNS – are appropriate for the downtown area. Care must be taken to be sure that the sign is fastened securely.

METAL – aluminum, copper and steel are a few of the options available for metal signs and are appropriate for downtown.

PAINTED – signs placed directly on the storefront window are appropriate for downtown.

STANDARDS FOR SIGNS

SIZE – The size of the lettering on the sign usually determines the size of the sign. The lettering should be no larger than 12 inches in height, and cover no more than 60% of the surface area of the sign board. The actual sign board should be no larger than the length of the building and two feet high.

NUMBER OF SIGNS – Each business should have no more than three signs on its storefront, indicating the name and type of business. The building number is not considered a sign. The committee recommends that all businesses paint their building number somewhere near the entrance of the business. There should be only one overhanging sign, one flush mounted sign and one window sign or signage on the awning. Each business should have no more than one sign on the back of the building. Signs used on the rear facade of buildings should be similar in style and color to the front signage.

PLACEMENT OF SIGNS – Signs may be flush mounted on the building. Two places which are ideal for signage, depending on the type of sign being considered, are the transom area and that area directly over the transom. Overhanging signs are also acceptable and should be limited to one per business. Overhanging signs must meet the requirements in the city sign ordinance. Signs may also be painted on the window or on the awning valance.

Too much signage, poorly maintained signage, or signs placed in competition with one another can give the entire downtown a negative image. Each business owner should be aware of how their signs look in relationship to their buildings, their neighbors' buildings and also how their signs affect the look of the business district as a whole.

LIGHTING

Buildings are illuminated for a number of reasons such as business identity, prestige, aesthetics, safety, or symbolism. Regardless of reason, lighting is a subtle and refined, yet highly effective means of advertising.

Today's light sources provide an excellent opportunity to enhance the charm and individual characteristics of a building's exterior. Whatever the application, well-planned night-time lighting is a chance to dramatize building facades with a minimal investment. Neon lighting can be an option if it is in keeping with the historic character and time frame of the building.



Letters are to be 50% (maximum) of the height of the signboard

Window signs should be small and concise so as to not interfere with the merchandise



Pine Street, Burlington, Wisconsin

Entry Lighting

A recessed light fixture with a diffuser lens can often be incorporated in an entry way if a sufficient cavity above is available. Other alternatives are surface mounted ceiling fixtures or possibly traditional style wall mounted lanterns, as long as they are appropriate for the building style.

Sign Lighting

Depending on the type and style of signage, most can be illuminated with directional light sources mounted directly to the sign or from the building. Consideration must be given to passing pedestrian and vehicular traffic, so that the lights do not create glare.

VISUAL SCREENING

Many places of business require outside trash receptacles, mechanical units and other apparatus that is obtrusive, unsightly and often impedes pedestrian traffic. As essential as this equipment may be, these objects provide little to the aesthetics of the building. There are several methods of reducing their negative effects.

1. **ELIMINATION** – If possible, eliminate these objects. Trash receptacles can be located inside if there is space available without endangering health or creating an odor problem. Air conditioning condensers can be roof mounted and electrical transformers can be installed inside the building. It must be noted however, that some equipment must be housed in fire-rated and ventilated areas.
2. **PLACEMENT** – The most economical method of “screening” is placing unwanted objects away from pedestrian and vehicular traffic. Attention should be given to access for maintenance and pickup, especially if the objects in question are trash receptacles. Consideration should also be given to adjacent property owners and their pedestrian and vehicular traffic patterns.
3. **CONCEALMENT** – In many instances, trash receptacles, condensers or transformers must occupy the same general area desired for pedestrians. At that point the only option is concealment. There are many types of visual barriers that are available. The preferred method would be to construct the barrier out of the same material as the adjacent building. Barriers can also be made of wood or metal fencing material, but keep in mind that wood is the preferred material when considering historic buildings. Another viable option would be to use landscaping as concealment. Landscaping can be a beautiful addition to any downtown area.

PEDESTRIAN ACCESS

Building entrances must be planned in such a way as to ensure convenience, safety and repeat business. Customer access must be associated with a clear identification of entry points:

Front Entrances – are an integral part of the storefront design. It is the first impression a customer has of a business and is therefore very important. A strong image and positive first impression can be created around the front entrance by taking into account how awnings, canopies, color, lighting, signs, and the overall proportions will affect the customer.

Rear and Side Entrances – are important additional points of entry and should not be overlooked. In some instances these additional points of entry are accessible to more convenient parking than the front entrance. For that reason, rear and side entrance treatments should include the entire exposed wall for identity. The potential impact of those walls should not be overlooked.

A combination of front entrances along with side or rear entrances is known as “double fronting”. There are certain advantages to this:

1. Circulation patterns are enhanced.
2. Customers may have better access to off street parking.
3. Store identity can be created on more than one side of the building.

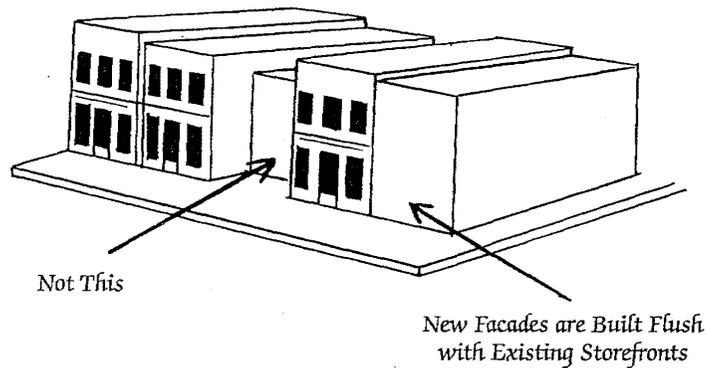
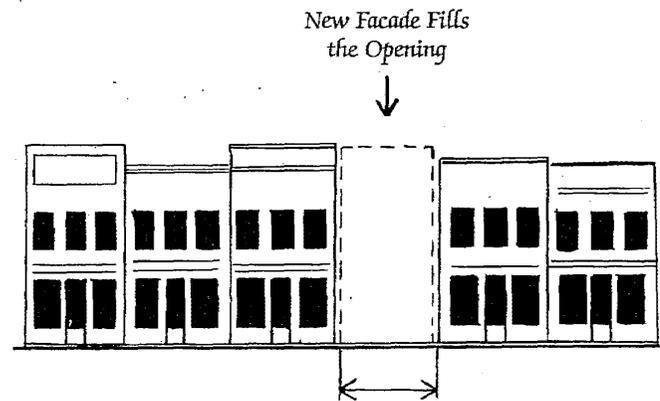
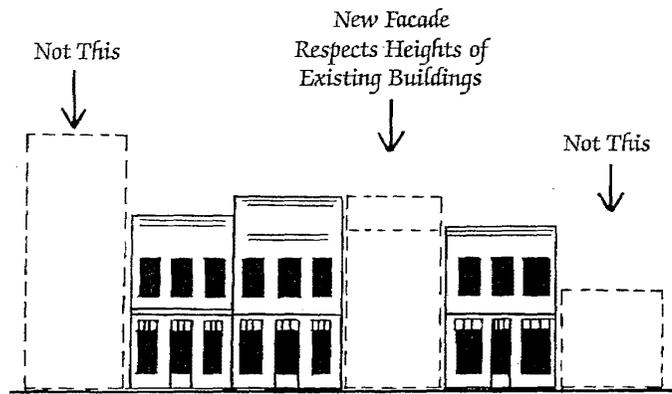
INFILL STRUCTURES

Appropriate new construction on vacant downtown lots is encouraged. The success of these buildings can be enhanced by recreating the rhythm of existing building facades. It is important that individual buildings act as part of the entire street facade, also known as the streetscape. When a building is missing and a parking lot or out of scale building is built, for example, the streetscape is disrupted and the rhythm of the buildings is thrown off.

The design of the new buildings must be compatible with neighboring buildings. Because these infill buildings are new they should look new and not attempt to duplicate historic structures. The appearance, however, should be sensitive and appropriate to the characteristics of the surrounding buildings. Infill structures must take design cues from existing architectural parameters already established in the downtown area, such as height, width and the rhythm of the bays that surrounding buildings have established.



Western Corner of Chestnut and Pine Streets



PROPORTION – The height and width of infill structures will be determined by the proportions of the buildings that are immediately adjacent to it. The building height should be similar to adjacent buildings. The entire width of the void between the buildings should be filled. If the void is wider than the surrounding buildings, the facade should be broken into discernible bays which mimic the rhythm of facades on the streetscape.

COMPOSITION – The organization of the elements for the new facade should be similar to that of surrounding facades. Storefront cornice heights, bulkhead heights and rhythms that exist throughout the block should be carried out in the new facade. Existing window opening patterns of the upper facade and existing window openings of the lower storefront should be acknowledged in the new design. The ratio of window openings to solid wall should be in keeping with nearby buildings.

BUILDING SETBACK – Infill structures should align their facades flush with the adjacent buildings to reinforce the rhythm and consistency of the streetscape.

MATERIALS – The most common building material in downtown Burlington is brick, although there are a few constructed of other masonry products. Infill facades should be constructed with materials similar to the material in adjacent facades.

BUILDING CODES AND PERMITS

Remodeling of existing buildings or the construction of new ones must comply with all applicable building codes. The City of Burlington Municipal Building Code and the State of Wisconsin Department of Industry, Labor, and Human Relations Building and Heating Codes are two that will always apply. Eating establishments must also comply with the Wisconsin Department of Health. Prior to the start of any construction, remodeling or demolition project, the City of Burlington Building Inspector must be consulted for the appropriate permits. Permits are the sole responsibility of the property owner or tenant.

APPENDIX A

The Secretary of Interior's "Standards for Rehabilitation"

The following standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired, rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture and other visual qualities, and where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

* The Secretary of Interior's publication "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings" can be obtained through the Burlington Area Chamber of Commerce Office.

APPENDIX B

State and Federal Rehabilitation Tax Credits

Owning a historic property in Wisconsin carries several benefits. One of these is the ability to participate in state and federal income tax incentive programs for the rehabilitation of historic properties. As of 31 December 1993, there are three programs available to property owners of structures that are listed in the national or state registers of historic places, or that may be eligible for listing in the national register. These programs are:

Federal 20% Historic Rehabilitation Credit.

A 20 percent federal investment tax credit (ITC) for rehabilitation of income producing historic buildings.

Wisconsin 5% Supplement to the Federal Historic Rehabilitation Tax Credit.

An additional 5 percent Wisconsin investment tax credit (ITC) for persons who qualify for the 20 percent tax credit and who begin actual rehabilitation work after January 1, 1989.

Wisconsin 25% Historic Rehabilitation Credit.

A 25 percent Wisconsin investment tax credit (ITC) for persons who rehabilitate non-income producing historic properties and who begin actual rehabilitation work after January 1, 1989.

There is also a program available to owners of properties which are not listed in the National Register.

Federal 10% Non-Historic Tax Credit.

A 10% federal investment tax credit (ITC) for persons who rehabilitate income-producing buildings which were built before 1936.

The rules for applying for these programs vary and are subject to change. A complete recitation of the rules governing these programs is beyond the scope of this summary.

If you own or plan to own qualifying property, the Burlington Historic Downtown Main Street District and the Division of Historic Preservation will be happy to assist you in participating in these programs.

PROGRAM REQUIREMENTS

Federal 20% Rehabilitation Credit plus Wisconsin 5% Supplement

- ⊕ Property must be historic. It must be listed in the National Register or within the boundaries of a National Register district and be a contributing structure; or be determined to be eligible for inclusion in the National Register through part one of the application process.
- ⊕ Minimum investment. You must spend at least as much as the adjusted basis of the building; or \$5,000, whichever is greater.
- ⊕ Must comply with the Secretary of the Interior's Standards for Rehabilitation.
- ⊕ Formal application is required.
- ⊕ Property must be a building.
- ⊕ Property must be income producing. It must be depreciable by IRS standards.
- ⊕ Cannot sell the building or destroy its historical significance for five years or repay the tax credit to the IRS.
- ⊕ May apply after work is begun to receive federal 20% credit; Must apply before work begins to receive additional Wisconsin 5% credit.

APPENDIX C

Low Interest Loan Pool Guidelines

I. GOAL

The goal of revitalization in the Burlington Downtown Historic Main Street District (BDHMSD) is an important one for many reasons. Not only is it the traditional center of community activity, the downtown is also the center of the community's existence, reflecting its spirit, pride, commitment and the economic health and vigor of the entire city.

II. INTENT

The intent of the BDHMSD Low Interest Loan Pool is to provide financial incentives and assistance to aid in the rehabilitation of historic downtown Burlington properties. A low interest loan for the purposes of this program is one that is given at the prime lending rate at the time of closing. The rehabilitation of downtown commercial buildings is essential for creating an atmosphere conducive to investment: an atmosphere that will foster the development of new businesses, create jobs, increase civic pride, reserve the wealth of historic buildings downtown and create a sense of community progress and economic growth.

III. ELIGIBLE PROPERTIES

The real property to be improved must be located within the designated Historic Downtown Main Street District boundaries as illustrated by the map on page 6 of these guidelines. Multiple facades or storefronts, which are part of one building and with the same owner, will be considered as one project and as such will be eligible for a single loan.

IV. ELIGIBLE ACTIVITIES

All projects using Low Interest Loan Pool funds must comply with the Design Quality Standards Guidelines and be approved by the BDHMSD Design Review Committee. In order to ensure visible renovation, all projects must involve improvements directly affecting the main building facade and may include, (but not limited to): repair to building exteriors; painting and/or cleaning exterior surfaces; masonry repair; repairing or replacing - cornices, entrances, windows, awnings or decorative details; and sign removal, repair or replacement.

In addition, once the exterior design has been approved, funds may be used for the following eligible activities: structural repair; renovation of rear entrances; site improvements; fixed improvements to the interior; upper story renovation into high quality office or apartment use; and professional design or architectural services.

V. INELIGIBLE ACTIVITIES

Only new loan applications will be accepted. No refinancing of existing debts, non-fixed improvements, business inventory, property acquisition, sweat-equity, working capital, improvements made prior to approval or periodic maintenance will be allowed under this program.

VI. MINIMUM/MAXIMUM LOAN AMOUNTS

For the purpose of this loan pool, a minimum loan is \$2,000. The maximum amount to be loaned is determined by the project scope and its historic preservation significance.

VII. BORROWING CRITERIA

Loans shall be made to eligible tenants or owners of structures or businesses consistent with criteria established within this policy. No loan shall be made under this program to any party who does not meet the borrowing standards of the financial institution assisting BDHMSD in the financial administration of the loan. The lender may require collateral to secure the loan. The approval or rejection of the funding request is the sole responsibility of the lender. ALL FINANCIAL INFORMATION WILL BE HELD IN THE STRICTEST CONFIDENCE BETWEEN THE LENDER AND THE APPLICANT AND WILL NOT BE MADE AVAILABLE TO BDHMSD AT ANY TIME.

VIII. CLOSING COSTS

All loans shall be serviced by the participating lender. All standard and customary closing costs may be included in the loan amount.

IX. LOAN INTEREST RATE

Participating lender interest rates will be variable; however it will not exceed the prime lending rate as quoted in the *Wall Street Journal* on the day of closing. This rate will be floating, but will not exceed 10% nor be lower than 6%, and can only be adjusted by a maximum of 1% per year on the anniversary date of the closing.

X. PROPOSED TERMS

Each participating lender will determine the appropriate monthly payment to amortize the loan over a term of up to five years. All loans shall be secured by a fully recorded deed of trust or similar security instrument at the discretion of the lender. Sufficient equity must exist in the property to cover any outstanding liens and the amount of the low interest loan. The project must commence within 30 days after the loan approval and be completed within 150 days after loan approval. Loans made to tenants shall be secured by collateral acceptable to the financial institution, and other conditions may apply. Tenants shall have an acceptable long-term lease for the property (at least as long as the terms of the loan). Specific loan terms will vary by project and lender guidelines. Loans are processed on a first come first serve basis and funds are limited. The loan will become immediately due and payable at the time of sale, transfer or any other conveyance of the property.

XI. DISBURSEMENT

The loan funds will be disbursed on a construction draw basis until the rehabilitation work is completed. Final payments will be issued after a final inspection has been completed by BDHMSD and the borrower has approved the final work. The BDHMSD will be responsible for approving an acceptable level of exterior renovation in conformity to its established Design Quality Standards Guidelines, stated herein.

XII. BUILDING MAINTENANCE CLAUSE

As a condition of having access to the loan pool funds the borrower agrees to maintain the building for a period of time to be co-terminus with the amortization period of the loan. If the building is not maintained the borrower would first receive a letter from BDHMSD stating the lack of maintenance to the building and their responsibility according to the loan agreement. If after two such notices the problem still remains unchanged the bank would then be notified that the borrower is in default of the original loan agreement and the loan rate will be increased to market rate for personal loans or the calling due of the loan.

XIII. APPLICATION PROCESS

The proposed borrower will obtain a facade renovation application form from the BDHMSD office (see page 25). This will be used to determine initial project scope and appropriateness.

The proposed borrower will submit a complete work renovation plan or drawings with cost estimates from at least two contractors, along with a description of methods and materials to be used and the completed BDHMSD application along with any other appropriate project information to the Chamber office.

The plans for the proposed work shall be reviewed by the BDHMSD Design Review Committee to assure compliance with the Design Quality Standards Guidelines.

Upon approval by the review committee the application packet will be stamped "Approved For Lending Only If This Design Plan Is Strictly Followed". It will then be forwarded to the participating BDHMSD loan pool lender (selected by the borrower) for loan application, final underwriting, and loan approval.

The borrower will then complete all necessary loan forms from the lender who will then accept or decline the loan based on the lender's criteria. All financial information will be kept between the lender and the borrower, under no circumstances will the BDHMSD have access to financial records.

The lender reserves the right to require additional information, modify the loan request or impose collateral requirements.

The borrower agrees that the work will be monitored by the BDHMSD Design Review committee to assure compliance with the guidelines and the approved design, and is a condition of the granting of the below market rate loan. No changes will be made to the approved design without the written consent of the BDHMSD. Failure to comply with the requirements imposed by the BDHMSD or the lender will be grounds for calling the loan due or increasing the interest rate to the current market rate for personal loans.

XIV. APPLICATION DISAPPROVAL

The following shall be grounds for disapproval: loan funds used for ineligible activities; the property is ineligible; the borrower does not have sufficient equity or financial security; or if the funds are used for renovation work that is not consistent with the architectural integrity of the building or neighborhood.

XV. CODES AND REGULATIONS

It is imperative that once the design has been approved by the design committee that the plans are shown to the building inspector for conformance to the following issues: zoning and flood plain regulations; sign ordinances; existing Wisconsin building codes; fire codes and any other applicable regulations. Note: approval of the Design Review Committee does not mean that the plans will be approved by the building inspector. A line of communication should be established with the building inspector in conjunction with the preliminary plans meeting and should continue for the benefit of all parties throughout the process. Permits are the responsibility of the borrower. The building inspector for the City of Burlington can be contacted at 763-7950.

The Burlington Downtown Historic Main Street District and its participating lenders are equal opportunity lenders in accordance with federal fair lending laws, and will not discriminate on the basis of age, sex, national origin, religion, handicap or family status.

Summary for participation in the Burlington Historic Main Street District's Low Interest Loan Pool

Contact the Burlington Area Chamber of Commerce office to discuss the scope of the project.

Review this Design Quality Standards Guidelines Booklet for project compliance.

Complete preliminary Historic Downtown Main Street District project application and submit with plans and sketches (as appropriate) and copies of contractor's proposals and cost estimates.

Preliminary application and proposal is approved by the Historic Downtown Main Street Design Review Committee and forwarded to a Low Interest Loan Program participating lender.

The borrower then applies for the the actual loan at the participating lender. The bank and only the bank will then review all appropriate financial information and accept or decline the bank application based on their criteria.

If the loan application is approved by the lender the borrower will receive notification enabling work to begin.

The Historic Downtown Main Street Design Review Committee will monitor progress to insure compliance with the approved plans.

APPENDIX D

IMPORTANT ADDRESSES

Burlington Area Chamber of Commerce
Burlington Downtown Historic Main Street District
112 E. Chestnut St.
(414) 763-6044

City of Burlington
Building Inspector
208 E. Jefferson Street
(414) 763-7950

City of Burlington
City Hall
300 N. Pine Street
(414) 763-3717

City of Burlington
Fire Inspector
165 W. Washington St.
(414) 763-8720

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The 1993 Burlington Main Street Program

These guidelines were written and developed by the Burlington Main Street Program Design Committee.

The "History of Burlington" was written by the late Don Reed, Burlington Historical Society.

A special thanks goes to the Burlington Historical Society for providing the historical photos and Hi-Liter Graphics for their special considerations.

APPLICATION FORM

BURLINGTON HISTORIC DOWNTOWN MAIN STREET DISTRICT PRELIMINARY LOW INTEREST LOAN PROGRAM INFORMATION

Applicant Name: _____

Business Name: _____

Address: _____

Telephone: (work) _____ (home) _____

1. Legal form of applicant entity

_____ Sole Proprietorship _____ Partnership _____ Corporation

2. Status of Applicant

_____ Owner _____ Lessee*

*If applicant is lessee, has the owner given approval of this project? _____ Yes _____ No

Owner's Name: _____

Telephone: _____

3. Give a brief description of the project i.e. what it will accomplish, the items and the work involved, etc.

4. Indicate all items to be addressed within the proposed project.

- _____ Facade restoration
- _____ Exterior paint/new color scheme
- _____ Rear entrance improvements/construction
- _____ Window re-opening or repair
- _____ Structural maintenance
- _____ Improvements to landscaping or parking areas
- _____ New signage
- _____ Replacement or improvement to existing signage
- _____ Awning/canopy - new, repair or replacement
- _____ Other (_____)
- _____ Other (_____)

5. Timeline for project completion:

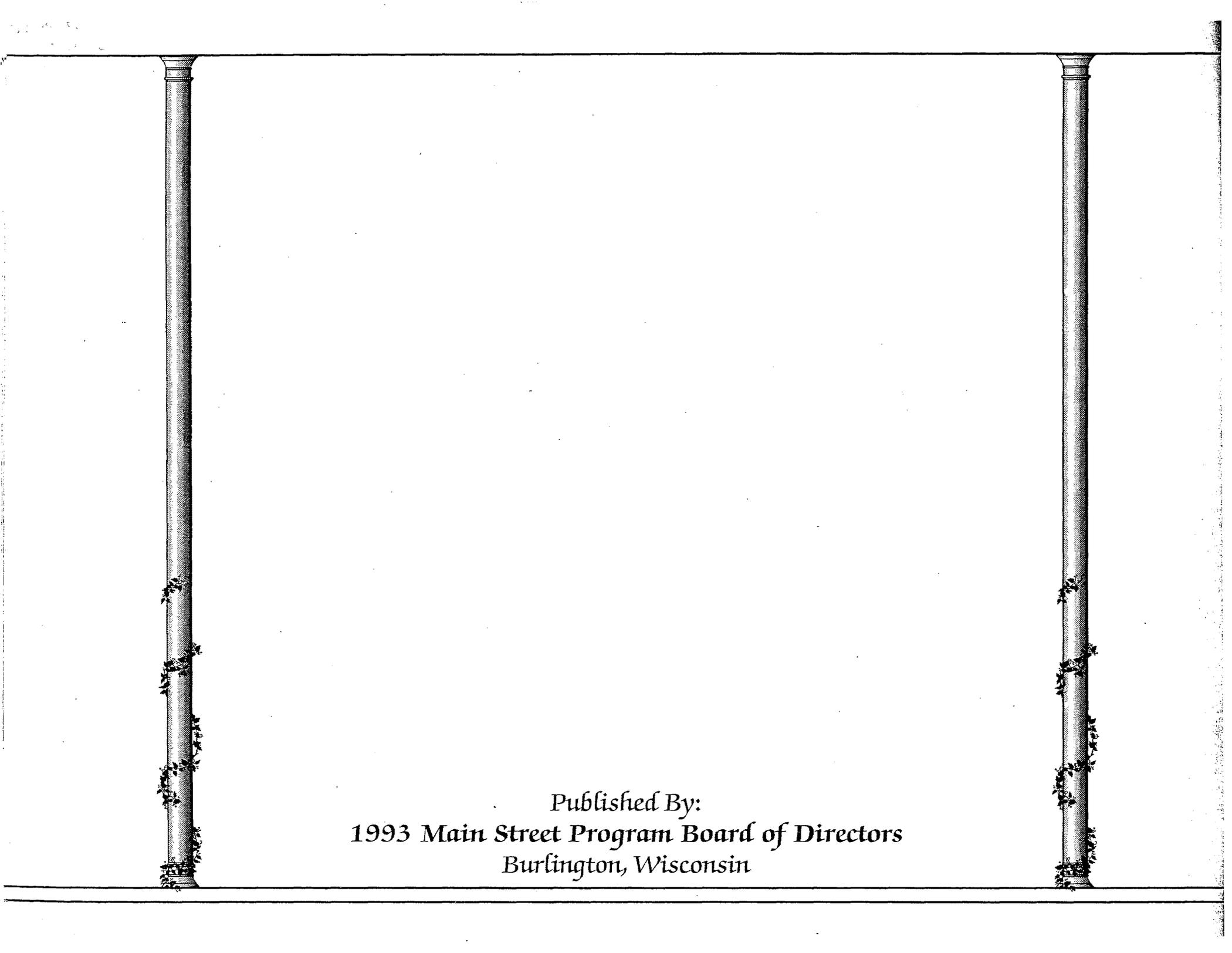
start date _____ end date _____

I have read and understand the process and rules for eligibility in the Burlington Historic Downtown Main Street District Low Interest Loan Program. I understand that failure to abide by the outlined process and rules contained in the Design Quality Standards Guidelines, Loan Pool Guidelines and this application form will result in a determination of non-eligibility for participation in the Low Interest Loan Pool and can result in increasing the interest on the loan to market rate.

Furthermore, I understand that the project will be periodically inspected by the Design Review Committee to insure compliance to the Design Quality Standards Guidelines and the approved building proposal.

Applicant's signature

Date

A decorative border consisting of two vertical columns on the left and right sides, each with a textured, cylindrical appearance and small floral or leaf-like motifs near the bottom. A horizontal line runs across the top and bottom of the page, framing the central text.

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