



## **DOWNTOWN BEAUTIFICATION & CURB APPEAL PROGRAMS**

In an additional effort to make our downtown appealing to both visitors and residents of our city, the Downtown Oshkosh BID has compiled all of the information you might need to beautify your business in Downtown Oshkosh along with information on the BID Beautification Grant Program.

### **INCLUDED:**

- Sandwich Board Signage
- Sidewalk Cafes
- Blade Sign Program
- Flower Pot Pilot Program
- Beautification Grant Program
- Public Murals & BID Mural Grant Program

**Downtown Oshkosh BID**  
BID Manager - Jessica Meidl  
920-303-9200 ext. 101  
[jessie@downtownoshkosh.com](mailto:jessie@downtownoshkosh.com)

# **DOWNTOWN BEAUTIFICATION AND CURB APPEAL PROGRAMS**

## **SANDWICH BOARDS.....PAGE 3**

Sandwich board signs are double-sided signs constructed to form an A-like shape. Sandwich board signs can help inform customers and pedestrians of what's inside a business, discounts or offerings and more. Sandwich boards are permitted for businesses with adequate street frontage.

## **SIDEWALK CAFÉS.....PAGE 7**

Sidewalk cafés are allowed on North Main St where a proposed sidewalk café allows at least 4ft of clearance for pedestrians. Sidewalk cafés bring new life to the street - encouraging more pedestrian use, increasing business visibility and curb appeal and creating a lively environment people want to be.

## **BLADE SIGNS.....PAGE 15**

Blade signs are important to brick and mortar businesses for attracting pedestrians. The Blade Sign Program and Downtown Beautification Grant Program is intended to provide financial assistance and guidance to BID members who add an approved blade (projecting) sign to their commercial facade.

## **FLOWER POT PILOT PROGRAM.....PAGE 22**

The Downtown Oshkosh BID recognizes the importance of creating an inviting atmosphere for customers and shoppers in Downtown Oshkosh. Businesses located in the 0-500 blocks of N Main St are able to put flower pots of up to 15" outside of their storefronts with a signed encroachment agreement with the City of Oshkosh.

## **BEAUTIFICATION GRANT PROGRAM.....PAGE 26**

The Beautification Grant Program has been established by the Downtown Oshkosh BID and was created to improve the business climate downtown, implement minimum standards to enhance the architectural identify found within the district, improve front and rear facades and building conditions and encourage curb appeal throughout the district. Property owners and business tenants within the BID are eligible for up to \$1000 in matching grant funds for exterior facade and curb appeal improvements.

## **PUBLIC MURALS.....PAGE 31**

The Downtown BID recognizes the importance of public art in the central city district. Public art is important for tourism, economic development and creating a sense of community within our city. Businesses within the BID are encouraged to apply for the BID Mural Grant Program and some properties may be selected as a potential location for the BID's annual mural project.



# **SANDWICH BOARD SIGNAGE**



## City of Oshkosh Sandwich Board Signs Information

City of Oshkosh  
Planning Services Division  
215 Church Avenue  
PO Box 1130  
Oshkosh, WI 54903-1130  
920-236-5059

### What is a Sandwich Board Sign?



Sandwich board signs are defined as a double-sided sign constructed to form an “A”-like shape, hinged or not hinged at the top, with each angular face held together at an appropriate distance by a supporting element such as a folding bar, latch, or chain; or a double-sided frame into which a sign face can be inserted, erected upon weighted metal or plastic base.

### Where Permitted?

Sandwich board signs are only permitted in the RH, NMU, SMU, UMU, CMU, RMU, and BP zoning districts within the City of Oshkosh. If you have questions regarding the zoning of your property, please call Planning Services at 920-236-5059.

### Sign Standards

One sandwich board sign shall be permitted per business with public street frontage, provided no other daily notice type signs are present. If there is not adequate space available on a business's private premises to place a Sandwich Board Sign in a manner that is visible to the public, a Sandwich Board Sign may be placed between the side of the building with the customer entrance and the curb, provided the following locational requirements are met:

- **Area** – Sign face area shall not exceed twelve (12) square feet per sign face with a maximum of two (2) faces per sign.
- **Width** – Sign face shall not exceed three (3) feet measured at the widest point of the sign face.
- **Height** – Sign height shall not exceed four (4) feet measured from ground to top of sign.
- **Portability** – Signs shall not be permanently affixed to any structure within the right-of-way or sidewalk.
- **Color/Illumination** – The sign shall not be painted traffic yellow or construction zone orange, nor be reflective, fluorescent, or illuminated. Signs shall not resemble or contain any traffic signal, sign, signal or device, as determined by the Transportation Director.
- A maximum of one (1) sign shall be permitted per property. No supplemental sign, notice, flag, balloon, or other decoration shall be attached to the sign.
- The sign shall be manufactured to a professional standard of construction, finish and graphics; be fabricated of sign grade wood, plastic, or metal and be free-standing and self-supporting and not be affixed to or mounted on wheels.
- The sign shall be secured so as to remain stationery in moderate winds.
- The sign shall be maintained in good repair.

- **Placement**
  - **Sidewalk Width** – Signs shall be placed so that a minimum of 5 feet in width of unobstructed travel way remains available on the sidewalk at all times. The sign shall not obstruct access to any bus stop boarding area, fire hydrant, fire escape or fire door.
  - **Removal** – Signs may only be displayed during the period a business is open to the public and shall be removed and stored inside the interior of the building at the close of business each day. Signs shall not be placed in such a way as to interfere with snowplowing of the streets. The area around the sign shall be free of snow and ice and shall be placed on the ground at all times. Signs shall not be placed on snow banks. Businesses that utilize these signs shall hold the City harmless from damage to the signs due to snow removal and plowing.
  - **Location** – Signs shall be located according to the following standards:
    - The sign shall be placed directly in front of the business to which it is related and in front of the same lot of the subject business.
    - No sign shall be placed within ten (10) linear feet of another sign. Signs shall not be located adjacent to a bus stop or placed to interfere with passengers boarding or alighting a transit vehicle. The sign shall be placed a minimum of twenty-five (25) feet from an intersection and a minimum of ten (10) feet from a building corner or crosswalk.
    - Sandwich Boards shall be placed a minimum of 4 feet from all obstructions within the sidewalk right-of-way, including newspaper boxes, outdoor seating and tables, trees and tree grates, bicycle racks, trash receptacles, and any other item impeding pedestrian or wheelchair movement.
    - Signs shall not obstruct the clear view of any traffic signal, regulatory sign or street sign. Whether such a prohibited obstruction is created by the Sandwich Board Sign shall be the determination of the City.
    - Signs shall not be located in any “bump out” area.
    - **ADA Compliance** – Sign placement shall meet all Americans with Disabilities Act (ADA) requirements.
  
- **Permit Required** – An annual permit shall be required for placement of sandwich board signs. Permits are issued on a calendar year basis and are valid from January 1 through December 31. Permits purchased after January 1 in any given calendar year will also expire December 31 of that year; and permit fees will not be pro-rated. Permit fees will be established by the Common Council.
  
- **Enforcement** – More than two violations of these sign standards in one calendar year shall result in the revocation of the permit for the sandwich board sign. A new sign permit shall not be issued for the business/property owner for a minimum of twelve (12) months from the date of the sign permit revocation.



### Sandwich Board Sign Permit Application

City of Oshkosh  
Planning Services Division  
215 Church Avenue  
PO Box 1130  
Oshkosh, WI 54903-1130  
920-236-5059

**PERMIT IS VALID FOR ONE CALENDAR YEAR BEGINNING JANUARY 1, AND ENDING DECEMBER 31.** Permits purchased after January 1 in any given calendar year will also expire December 31 of that year; and permit fees will not be pro-rated. More than two violations of the sandwich board sign standards in one calendar year shall result in the revocation of the permit for the sign. A new sandwich board sign permit shall not be issued for the business/property owner for minimum of (12) months from the date of the sign permit revocation.

#### Site Information

Site Address: \_\_\_\_\_ Zoning District: \_\_\_\_\_

#### Owner & Applicant Information

Property Owner Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Applicant/Contractor Name: \_\_\_\_\_ Phone: \_\_\_\_\_

#### Applicant Signature

*Applicant has received a copy of the informational handout entitled "Sandwich Board Sign Information," and hereby agrees to comply with all rules and regulations governing signage consistent with the City of Oshkosh Municipal Code and Zoning Ordinances.*

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

#### Sandwich Board Sign Information

**ATTACH DRAWINGS OF PROPOSED SIGN AND SITE PLAN.** Site plan shall include the proposed sign location in relation to the building entrance on site, and the sidewalk location and width. Please note that this application will not be considered complete unless the required site plans are attached.

(1) **SIZE OF SIGN**

Length: \_\_\_\_\_ Width: \_\_\_\_\_ Total Area: \_\_\_\_\_ SQ FT

Total Sign Height from Ground: \_\_\_\_\_ Width of Sidewalk: \_\_\_\_\_

Distance From Front Building Entrance: \_\_\_\_\_

(2) **MATERIALS.** Please list ALL sandwich board sign materials proposed in detail, with explanations as needed:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# **SIDEWALK CAFÉS**



**Sidewalk Café  
Site Plan Review  
City of Oshkosh, Wisconsin**

**Introduction**

Site plan review is required for every commercial, industrial, institutional, and multi-family (three or more units) project in the City prior to issuance of a building permit or development activity. The site plan review requirement applies to first-time development of property as well as for additions and expansions. Site plan approval does not constitute approval of a building permit or any other required approvals by the Department of Public Works or other reviewing departments.

Site plan review is an administrative process that is typically held within 7-12 working days after the completed plans and application are received. A pre-submittal meeting is required prior to filing a site plan for acceptance. It is recommended to schedule this meeting with the Development Review Coordinator several days before the submittal deadline for the upcoming site plan review committee meeting. For projects that involve stormwater management, a pre-submittal meeting is recommended with City Engineering prior to meeting with the Development Review Coordinator. The Development Review Coordinator will serve as the central point of contact between the various City Departments involved in the review process and the developer.

The site plan illustrates the proposed structure and its use, the surrounding property including property lines, street rights-of-way, parking lot, driveway, drainage, utilities, setbacks, parking area, and other physical features of the property pertinent to its footprint and use. Elevation drawings are required as determined by the Development Review Coordinator. It is not necessary to provide construction drawings.

The Site Plan Review Committee meets twice a month on the second and fourth Wednesdays and plans submitted by the noon deadline (see schedule) will be reviewed within 7-12 working days after the completed plans are received. Additional committee meetings may be held in exceptional circumstances dependent on workload and staff availability. The Site Plan Review Committee includes City staff representatives of Community Development, Engineering, Transit, Police, Fire Departments, and other departments as needed depending on project. While it is not required, the applicant/owner may attend the Committee meeting to answer questions and discuss the project.

Please consult the Site Plan Application Checklist (attached) for a complete list of plan requirements.



## **Sidewalk Café**

### **Site Plan Review Process/Procedure**

1. The applicant is **required** to meet with the Development Review Coordinator prior to submitting an application to review the application requirements. *Plans should be 60-90% complete prior to meeting with the Coordinator.* Appointment is required.
2. After pre-submittal meeting applicant may submit plans. Site plan applications submitted by the noon deadline will be reviewed within 7-12 working days. See schedule for meeting dates and submission deadlines.
3. The applicant shall submit the completed form and required submittals to the Development Review Coordinator. Applications may be denied or put on hold if all required plans and completed checklists are not submitted.
4. The review fee shall be provided at the time of submittal.
5. Review fee = \$50.00.
6. Upon submittal of all required information, project will be scheduled before the Site Plan Review Committee, which will occur within 7-12 working days after the noon submittal deadline.
7. Site Plan Review Committee will meet to review project, approve, approve conditionally, hold, or deny the submission. The applicant/owner may attend the meeting to discuss project details and answer questions.
8. Applicant and/or owner will be informed in writing of the recommendation of the Site Plan Review Committee. The Development Review Coordinator will also contact the applicant to provide the status of the review within 1-2 working days after the meeting.

**Sidewalk Café Site Plan Review Application  
City of Oshkosh, Wisconsin**

<b>Mailing Information</b>	
Name of Project	Applicant's name, address, phone #, fax #  <b>Signature:</b> <span style="float: right;"><b>Date:</b></span>
Owner's name, address, phone (if different than applicant)	Relationship of applicant to owner
<b>Site/Project Description</b>	
Street address and parcel number (s) of site.	
Description of proposed development including:  proposed land uses: number of seats: existing inside capacity: number of bathroom fixtures: time schedules for completion:	Description of accessory uses(s)       Zoning District:
Total Current Employees	Employees Added by Expansion
<b>Office Use Only:</b> <input type="checkbox"/> 10 sets of plans submitted <input type="checkbox"/> Application Fee Received	

**Return to:    Department of Community Development  
215 Church Avenue, Room 204, Oshkosh, WI 54901**

**Site Plan Review Committee  
City of Oshkosh**

Department	Contact Person	Areas of Review
Planning Services Division	Todd Muehrer <b>Development Review Coordinator</b> <a href="mailto:tmuehrer@ci.oshkosh.wi.us">tmuehrer@ci.oshkosh.wi.us</a> 920-236-5059	Zoning & performance standards
Inspection Services Division Building & HVAC	John Zarate Chief Building Official <a href="mailto:jzarate@ci.oshkosh.wi.us">jzarate@ci.oshkosh.wi.us</a> 920-236-5119	Building code & permitting
Inspection Services Division Plumbing	Jerry Fabisch Building System Inspector <a href="mailto:jfabisch@ci.oshkosh.wi.us">jfabisch@ci.oshkosh.wi.us</a> 920-236-5052	Plumbing code & permitting
Public Works/Engineering	Steve Gohde Assistant Director of Public Works <a href="mailto:sgohde@ci.oshkosh.wi.us">sgohde@ci.oshkosh.wi.us</a> 920-236-5065	Sanitary sewer, water, storm sewer, drainage requirements; any work in the right-of-way
Public Works/Storm Water	John Ferris Civil Engineering Supervisor <a href="mailto:jferris@ci.oshkosh.wi.us">jferris@ci.oshkosh.wi.us</a> 920-236-5065	Grading and drainage plans, stormwater review
Fire Department	Brian Bending Battalion Chief <a href="mailto:bbending@ci.oshkosh.wi.us">bbending@ci.oshkosh.wi.us</a> 920-236-5241	Fire safety and protection
Police Department	Officer Joe Nichols CPTED Crime Prevention <a href="mailto:jnichols@ci.oshkosh.wi.us">jnichols@ci.oshkosh.wi.us</a> 920-236-5742	Public safety
Transportation Department	Jim Collins Transportation Director <a href="mailto:jcollins@ci.oshkosh.wi.us">jcollins@ci.oshkosh.wi.us</a> 920-232-5342	Access control, driveways, street lights, parking lot design, transit
Parks Department	Raymond Maurer Parks Director <a href="mailto:RMaurer@ci.oshkosh.wi.us">RMaurer@ci.oshkosh.wi.us</a> 920-236-5080	Parks & trails
Forestry Division	Bill Sturm Landscape Operations Manager/City Forester <a href="mailto:bsturm@ci.oshkosh.wi.us">bsturm@ci.oshkosh.wi.us</a> 920-232-5314	Street trees
Winnebago County Health Department	Anne Boyce Environmental Health Supervisor <a href="mailto:ABoyce@co.winnebago.wi.us">ABoyce@co.winnebago.wi.us</a> 920-232-3011	Licensing and Inspection of food establishments; animal establishments; lodging facilities; recreational water facilities; mobile home parks; campgrounds; and tattoo parlors
Wisconsin Public Service	Jeff Henkelmann Account Executive <a href="mailto:JPHenkelmann@wisconsinpublicservice.com">JPHenkelmann@wisconsinpublicservice.com</a> 920-433-1277	Private utility issues
City Attorney	Lynn Lorensen City Attorney <a href="mailto:LLorensen@ci.oshkosh.wi.us">LLorensen@ci.oshkosh.wi.us</a> 920-236-5115	Developer & encroachment agreements

## Site Plan Checklist

These checklists have been prepared to assist the applicant in providing information to the City in order to complete a Site Plan review. It is the City's goal that by providing the following detailed information that review time, and conditions, will be kept to a minimum and will prevent delays caused by submission of incomplete plans. Please follow the checklist carefully and provide the required information. If you have questions regarding the checklists, or information to be provided, please contact the Development Review Coordinator.

### Application Form and Site Plan Set

Application forms are available from the Department of Community Development and need to be completed prior to submitting a request for Site Plan Review. Only the property owner, person having power of attorney, or a representative of the owner such as an architect, engineer, or other agent designated by the property owner may file for Site Plan Review. All applications must contain an original signature by the property owner or agent. All sections of the application must be completed. Incomplete submissions will not be reviewed by the Committee. If there are questions as to the applicability of required information, please contact the Development Review Coordinator.

When the application, Site Plan set, documentation and other required information have been prepared, please schedule an appointment with the Development Review Coordinator for plan acceptance. Plans will not be accepted for processing until staff has completed an initial review for completeness. An incomplete application or a Site Plan set lacking complete information will not be accepted or reviewed.

#### **A complete application includes:**

- ✓ Completed Site Plan Application and fee – check made payable to “City of Oshkosh”
- ✓ 10 Site Plan Sets including:
  - Section 1 – Title Sheet, Site Plan Layout & Streets

Submit the completed applications, fees, calculations and 10 Site Plan Sets to:

**Department of Community Development  
215 Church Avenue, Room 204, Oshkosh, WI 54901**

Please call the Development Review Coordinator at (920) 236-5059 to schedule an appointment for a Pre-Submittal Review meeting.



# Sidewalk Café Site Plan Review Checklist

Date: \_\_\_\_\_ Project Name: \_\_\_\_\_

Applicant: \_\_\_\_\_ Phone # \_\_\_\_\_

Contact email: \_\_\_\_\_

**Note: This document is used to assure a complete submittal has been prepared. This is not inclusive of all requirements needed to obtain site plan approval. Substantial changes to the Site Plan could affect other requirements. Site Plan approval does not negate the requirement for a building permit and if a building permit is required, it can be obtained at the Inspections Services Division.**

**Please review the following checklist and mark each box to indicate that the requirement has been met. Failure to provide the required information will result in delay of the project review by the Site Plan Review Committee.**

A Site Plan Set consists of the following information:

- 10 complete sets, drawn to scale on numbered sheets of a uniform size. Recommended sheet size is 8½" X 11". Recommended scale is 1" = 20'.
- Name of project, address, tax key number, description of proposed use and existing zoning designations.
- Name, address and phone number of the record property owner and site plan preparer (include fax number and/or email if available)
- North arrow, date of preparation and scale
- Name(s) of adjacent or surrounding streets
- Recorded property lines and their dimensions
- Identification of food and/or beverage sales, a public swimming pool or whirlpool, or overnight lodging on the site.
- Number of tables, chairs, seating capacity
- Type of barrier (required for sale of alcohol)

Comments:

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Restaurant

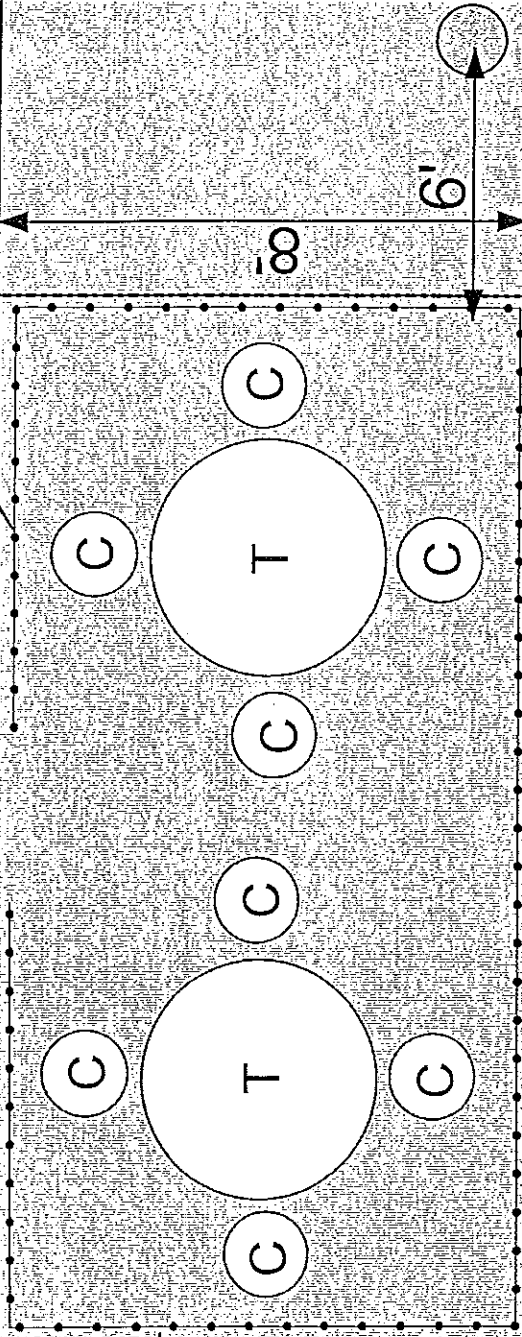
40'

3' tall decorative barrier  
See attached

10'

Bench

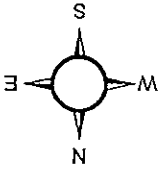
6'



N

N. Main Street

Proposed Sidewalk Cafe # Tables = 2  
Food & Beverage Service # Chairs = 8  
John's Coffe Shop & Spirits  
Joe Smith - owner  
jsmith@hotmail.com  
(920) 555-1234  
123 N. Main St.  
Tax #01-0001-0004



Scale: 1" = 20'

May 4, 2011



# **BLADE SIGNS**

# BLADE SIGNS

## OVERVIEW

The Downtown Oshkosh BID recognizes the importance of effective signage to brick & mortar businesses and specifically, the effectiveness of blade (projecting) signage to attract pedestrians. The Downtown Oshkosh Beautification Grant and Blade Sign Program is intended to provide financial assistance to Downtown Oshkosh BID members who add an approved blade (projecting) sign to their commercial facade.

## CREATE YOUR SIGN

The following signs have been pre-approved and meet requirements of the City of Oshkosh. A permit is required and signage must meet the requirements listed below.

George & Willy Signs - [www.georgeandwilly.com](http://www.georgeandwilly.com)



These signs will come without any branding or vinyl printed on them. A business can contract with a local company to have vinyl printed on the blade sign. Recommended companies include:

- Art City Wraps: [www.artcitywraps.com](http://www.artcitywraps.com)
- Image 360: [www.image-360.com](http://www.image-360.com)
- Kal's Sign Art: [www.kalssigns.com](http://www.kalssigns.com)

It is highly recommended that the blade sign showcase the business type over the business logo; however, this is the choice of the business and/or property owner.



## **SIGN REQUIREMENTS**

Site Plan Review Fee - \$100

Sign Permits - \$37+

For assistance, please contact Sean Fitzgerald at the City of Oshkosh Planning Department.

**Phone:** 920-236-5028

**Email:** sfitzgerald@ci.oshkosh.wi.us

### ***Guidelines***

- **Maximum sign area:** The total area of all combined exterior signage in total square feet cannot exceed the same number of linear feet of building frontage to the road.
  - Ex. If your property has 80 feet of frontage on Main St, you're allowed up to 80 square feet of total exterior wall signs
  - Window signage does not count toward this total
- Maximum length of 4 ft of projection from the side of the building
- Minimum 8 ft of clearance from ground to the bottom of the sign
- Requirements for how the sign is mounted to the building or is suspended from an overhang will need to be determined on a case by case basis
  - Mounting and installation requirements may differ based upon the weight of the sign, distance it projects outward, building material the sign will be mounted to, and the materials used for securing the load of the sign
  - Goal is to ensure the building supports the sign through extreme conditions to minimize the risk of injuring a person or damaging nearby property
- Applicant should submit a hand drawn site plan
- Encroachment agreement required

## **BEAUTIFICATION GRANT REQUIREMENTS**

Those making exterior facade improvements such as adding blade signs to their building are encouraged to apply for the Downtown Oshkosh BID Beautification Program. Applicants can apply for this 50/50 matching grant program that awards property/business owners up to \$1000 per project.

Grant dollars can be used toward the total project cost and can include sign materials, installation, graphic design, etc.

View the application and its requirements on page 26.



# Signs, Canopies, Awnings- Zoning Code Requirements

City of Oshkosh Planning Services Division

## Zoning Code Guide:

This guide was developed to help direct you through the zoning process. Following the steps below will help to eliminate possible delays in obtaining your zoning permit approval.

### 1. Provide a Site Plan

The plans shall be drawn at 1 inch = 20 feet or larger scale and shall include the following (see the sample site plan). Blank site plans may be purchased at the Planning Services counter for a fee. Please include on your site plan:

- All existing structures on site.
- Property lot lines.
- Location of proposed structure(s).
- Dimensions of proposed structure(s).
- Distance (setbacks) proposed structure(s) are from property lines and other structures.
- Location, dimension and purpose (i.e. water, sewer, etc.) of all known easements.

### 2. Other Information

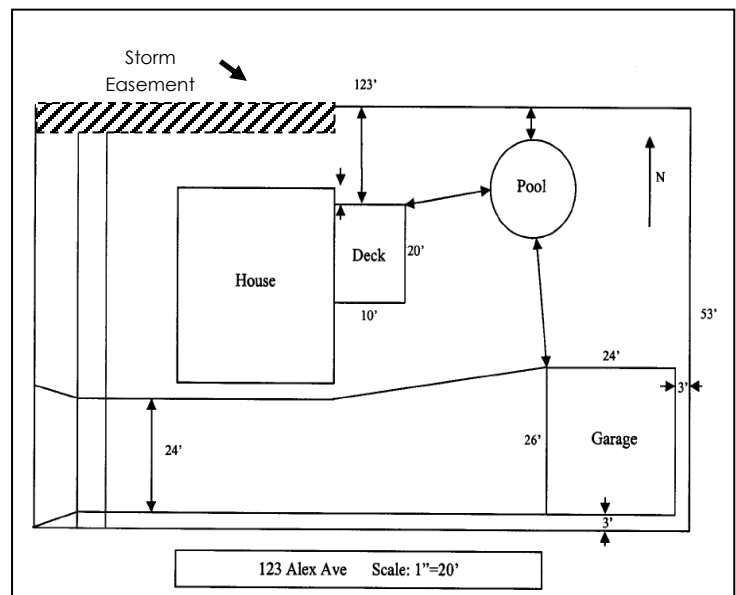
With the site plan other information that may be required :

- Materials used
- Height of structure(s)
- Elevations (if applicable)

### 3. Apply for the Permit

Please plan ahead to apply for your permit. We suggest that you apply for the permit 2 weeks prior to wanting to start construction. The Planning Services Division is located at 215 Church Ave, Oshkosh Room 204, Level 2 and open Monday– Friday 8am to 4:30pm.

Sample Site Plan



If you have questions please feel free to contact the  
Planning Services Division at (920) 236-5059.

Web Site: [www.ci.oshkosh.wi.us](http://www.ci.oshkosh.wi.us)



# Signs, Canopies, Awnings- Zoning Code Requirements

City of Oshkosh Planning Services Division

## Ground Mounted Signs:

Provide the following information:

- Scaled site plan showing the location of all existing and proposed ground mounted signs. The signs must be shown in plan view to properly represent their location and distances to property lines.
- setback dimensions to all property lines.
- Location of the proposed sign in relation to the parking lot, parking stalls and buildings.
- Size of the property (total square footage).
- All design information for each proposed sign including:
  - Overall Height
  - Size of the signage
  - State if it's illuminated or non-illuminated
  - Foundation and connection details (Pylon signs are required to be designed by a licensed WI architect and/or engineer and the plans are required to be stamped.)
  - Post/Pole Details
  - Connection details of the sign panels to the building structure
  - UL numbers
- A summary of existing and proposed ground mounted signs including:
  - Total square footage (both/all sides) of each existing ground sign and all proposed signs.
  - Cost of signage and installation

## Wall Signs:

**(Signs that do not project more than 18" from the face of the building.)**

Provide the following information:

- Scaled elevation drawing of each wall where a sign is proposed to be installed including:
  - Overall dimensions of each wall
  - Proposed signs must be shown on each elevation to scale, dimensioned, proposed copy and in the location they are proposed to be installed.
  - Existing signs must also be shown on each elevation to determine the total square footage on the elevation.
- Summary of wall signage for each elevation that signage is being requested.
  - Provide the size of each existing and proposed sign and the total square footage of the wall affected. (Wall area is defined as the area from the grade level to the underside of any roof overhang or to the top of any parapet walls.)
- Indicate whether the signage is illuminated or non-illuminated.
- Provide UL numbers for illuminated signage.
- Cost of Signage Installation.



# Signs, Canopies, Awnings- Zoning Code Requirements

City of Oshkosh Planning Services Division

## Projecting Signs, Canopies & Awnings: (Those which project more than 18;" from the front face of the building.)

Provide the following information:

- Scaled site plan showing the following:
  - Height of the sidewalk, grade
  - Size, dimensions and square footage
  - Projection dimension from the face of the building
  - Width of the public sidewalk from building or property line to the back side of the street curb for signs projecting over the public sidewalk
  - Sign copy and size for awnings and canopies
- Note if the sign is illuminated or non-illuminated
- Cost of the signage, canopy or awning and installation

In addition to the above listed requirements, any sign/canopy/awning proposed to extend over a public sidewalk/right-of-way is required to schedule a pre-submittal meeting with the Development Review Coordinator prior to filing the application for a building permit. The pre-submittal meeting will outline the overall review process, timeline, and details needed for processing an application. The following departments are involved with sign/canopy/awning requests extending over the public sidewalk/right-of-way:

- City Attorney's office (draft encroachment agreement between property owner & City of Oshkosh)
- City Clerk's office (review insurance & bonding requirements)
- Department of Public Works (review placement & potential conflicts with streetscaping)
- Inspection Services Division (review connection details)
- Zoning (review placement & aesthetic standards)

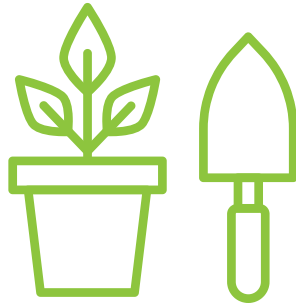
Upon completion of the pre-submittal meeting, the application will follow the established Site Plan Review Committee meeting schedule which generally occurs 7 to 12 working days after receipt of an application. Please be aware additional time may be needed for the property owner to gather proper signatures to finalize the required encroachment agreement.

Contact the Development Review Coordinator @ 920-236-5059 or [tmuehrer@ci.oshkosh.wi.us](mailto:tmuehrer@ci.oshkosh.wi.us) to schedule a pre-submittal meeting and start the application process.

## Temporary/ Portable Signs/ Banners:

This type of signage proposed to be installed on the ground or attached to existing sign poles, parking lot lights, etc. must submit the same information as ground mounted signs. This type of signage installed on a building must submit the same information as required for wall signs. In addition, we will need to know the period of time (date range) these signs are proposed to be displayed, as temporary signage is limited to three 30-day periods per calendar year.





# **FLOWER POT PILOT PROGRAM**

# FLOWER POT PILOT PROGRAM

## OVERVIEW

The Downtown Oshkosh BID recognizes the importance of creating an inviting atmosphere for customers and shoppers in Downtown Oshkosh. Businesses located on the 100-500 blocks of N Main St are now able to put flower pots of up to 15" outside of their storefronts with a signed encroachment agreement with the City of Oshkosh.

## INCLUDED

- Pilot Program rules and requirements
- Encroachment agreement information
- Beautification Grant Program

## ENCROACHMENT AGREEMENT

Please contact the City of Oshkosh Planning Department for a copy of the city's encroachment agreement.

**Contact:** Sean Fitzgerald

**Phone:** 920-236-5028

**Email:** [sfitzgerald@ci.oshkosh.wi.us](mailto:sfitzgerald@ci.oshkosh.wi.us)

## RULES & REQUIREMENTS

- Flower pots may only be 15" or less
- Business must be located on N Main Street between the 100 block and 500 block
- Businesses are required to have a signed encroachment agreement filed with the City of Oshkosh
- Businesses are required to maintain flowers or materials within pots

## BEAUTIFICATION GRANT REQUIREMENTS

- Businesses must have a signed encroachment agreement with the city
- Businesses must be located on N Main St if they are going to use the grant for the Flower Pot Pilot Program
- Businesses can apply up to twice per year - once per season for a total of up to \$1000 (50/50 matching grant)



ENCROACHMENT AGREEMENT  
Planters on Sidewalk

1. This agreement is between the City of Oshkosh (City) and \_\_\_\_\_ (Owner). If applicable, \_\_\_\_\_ (Tenant) is also part of this agreement. The terms of this agreement describe the consideration each party will receive.
2. The City owns and controls the public right-of-way known as Main Street. The Main Street public right-of-way includes many public features, such as the street, terrace area, and sidewalks.
3. The Owner owns property with an address of \_\_\_\_\_ North Main Street, which is along the Main Street public right-of-way. The Tenant, if applicable, operates a business in Owner's property.
4. The City's ownership and control of the public right-of-way means that it has the fundamental right to prevent, limit, or control any obstruction within the right-of-way. The City's Municipal Code at Section 25-26 includes the regulation that objects cannot be placed in the right-of-way unless specifically approved by the City.
5. The Owner, and Tenant if applicable, requests to place a planter in the public right-of-way, on the sidewalk, in front of the property.
6. The City understands and appreciates the Owner's, and Tenant's if applicable, request to enhance the Main Street experience of customers and pedestrians by introducing flowers and other vegetation by the property. Conversely, the Owner, and Tenant if applicable, understands and appreciates the City's rights to control its public right-of-way, including its obligation to ensure safe and efficient pedestrian circulation along with making sure it is in compliance with its legal obligations for things like the Americans with Disabilities Act.
7. The City will allow the requested placement of a planter on the North Main Street sidewalk with the following conditions:
  - a. Planters shall contain only plants and/or plant material. Plants may be live, dried, or in another form.
  - b. Planters, and any plant growth within the planter, cannot extend more than fifteen (15) inches from the building façade into the right-of-way. Large-leaf, trailing plants, and any other plant must be within the 15 inch limitation.
  - c. There is no limit to the number of planters along the property, provided none of them extend more than 15 inches from the façade into the public right-of-way. Planters cannot be placed on neighboring property. Planter placement shall not cause noncompliance with the Americans with Disabilities Act or any other local, state, or federal law.
  - d. Planters shall have trays or equivalent to capture water.
  - e. No electric lights drawing from an AC power source is allowed on, in, or around the planter. Self-contained batter powered and solar powered lights are allowed.



- f. No messages, signs, advertisements, or written expressions are allowed on, in, or around the planter or its contents.
  - g. Planters shall not be stacked or arranged in a vertical format.
  - h. When this agreement expires, or is otherwise terminated, the planter shall be immediately removed by the Owner and Tenant if applicable. If the Owner and Tenant if applicable fails to remove the planter, the City may remove it at the expense of the Owner. The City may move or remove the planter without notice in emergency situations.
  - i. This is a pilot program, and all approvals expire without further notice on December 31, 2022. All planters and related objects must be removed on or before December 31, 2022, unless required to be removed earlier according to other terms of this agreement.
8. The City may, but is not required to, periodically inspect the planters and advise the Owner and Tenant if applicable, of any deficiencies. However, the City exercising its discretion to inspect or not inspect, and notify of deficiencies or not notified of deficiencies, does not act as a waiver of the City's later inspect and/or expect the correction of deficiencies.
9. The Owner, and Tenant if applicable, shall at all times be responsible for personal and property damage to the extent the planter causes such personal and property damage. The City is not responsible for any vandalism related to the planter and any contents of the planter. The Owner, and Tenant if applicable, shall hold the City harmless and indemnify the City for all personal and property damage, as well as fees, costs, and expenses, experienced by the City or third parties making claims against the City to the extent caused by the planter. The City shall not be bound by any agreements or practices between the Owner, Tenant, or any other party when exercising its right for indemnification.
10. The Owner, and Tenant if applicable, is responsible for making sure it has the proper and sufficient insurance to cover damages related to the planter.
11. This agreement does not grant any property rights. It is revocable at any time for any reason at the sole discretion of the City.

Dated: \_\_\_\_\_

Property Owner: \_\_\_\_\_

By: \_\_\_\_\_

Print name                      print title, if applicable

Dated: \_\_\_\_\_

City of Oshkosh

By: \_\_\_\_\_

Mark A Rohloff, City Manager

Tenant: \_\_\_\_\_

By: \_\_\_\_\_

Print name                      print title, if applicable

By: \_\_\_\_\_

Pamela R Ubrig, City Clerk



# **BEAUTIFCATION GRANT PROGRAM**

**Downtown Oshkosh Business Improvement District  
Beautification Grant Program**  
*\$1,000 Maximum Grant Funding*

**INTRODUCTION**

The Beautification Grant Program has been established by the Downtown Oshkosh Business Improvement District and may be utilized alone, or in conjunction with the Oshkosh Chamber of Commerce's Revolving Loan Fund (if requirements are met) or with any other private financing. This Beautification Grant CANNOT be used in conjunction with the Downtown Oshkosh BID Recruitment Fund Grant.

**PURPOSE/MISSION**

- To improve the business climate in Downtown Oshkosh.
- To implement minimum standards to enhance the architectural identity found within this district.
- To improve the front and rear façades and building conditions of existing businesses within the Business Improvement District in Downtown Oshkosh.
- To enhance the quality of life in the Downtown Oshkosh area.
- To encourage the development and maintenance of the buildings within the Business Improvement District.
- Aid in improving the overall economic viability of the district.

**BUILDING IMPROVEMENT PROGRAM**

Property owners and business tenants within the Business Improvement District in Downtown Oshkosh are eligible for up to \$1,000 in matching grant funds for exterior facade improvements made to their building. As a matching grant program, the Downtown Oshkosh Business Improvement District will reimburse the property owner or business tenant for up to 50% of the expense, up to a maximum of \$1,000 (\$1,000 grant funds matched by \$1,000 private funds). The Business Improvement District reserves the right under this program to exceed the maximum grant amount of \$1,000 on a case-by-case basis. Grants may be awarded to eligible applicants on a first-come-first-serve basis while funds are available. Applicants are eligible for only two grant awards, per address, within a (1) year time frame unless otherwise approved by the Oshkosh Business Improvement District Board and BID Beautification Committee.

**ELIGIBLE APPLICANTS**

The Business Improvement Grant Program is available to any Downtown Oshkosh property owner lying within the Business Improvement District boundaries. Eligible property owners can receive two grants per address within a one (1) year time frame. The program is also available to business tenants of such buildings given the property owner's written consent. Eligible tenants must provide a signed lease of 2 years. A property owner and business tenant may not apply for the grant in conjunction of one another.

**ELIGIBLE ACTIVITIES**

- Exterior Façade renovations (Ex. Paint, windows, doors)
- Signage
- Awnings
- Structural Exterior Repair (Ex. Brick work)
- Exterior Lighting

**PROCESS**

a. Applications can be found at [downtownoshkosh.com](http://downtownoshkosh.com) and are distributed and collected at the Oshkosh Convention and Visitors Bureau on a first-come/first-serve basis:

Oshkosh Convention and Visitors Bureau: BID Office  
Attn: BID Manager  
100 N Main St Suite 112, Oshkosh WI 54901

- b. Completed applications are reviewed by the Downtown Oshkosh Business Improvement District Manager, along with the BID Beautification Committee. These applications are then passed on to the Oshkosh Business Improvement District Board for final approval or denial.
- c. The Oshkosh Business Improvement District Board will attempt to provide notification of approval/denial to the applicant within forty five (45) days of application. The application should be submitted before the work is completed.
- d. Appropriate documentation, such as invoices, must be submitted to the Downtown Oshkosh Business Improvement District Manager for fund reimbursement upon completion of the project. Note that all projects must be completed within one hundred and eighty (180) days of grant approval unless otherwise approved by the Downtown Oshkosh Business Improvement Board.

### **APPLICATIONS**

- a. Letter of Intent, addressed to the Business Improvement District, which should briefly outline the scope, size, intention, timeline and objective of the project in question
- b. Completed Beautification Grant Program application form (attached)
- c. Completed Release of Information Letter (attached)
- d. Letter of permission of work of the proposed building if you are not the building owner
- e. Submit one quote for the proposed project

-Applicants are encouraged to use Downtown Oshkosh BID & Oshkosh area contractors

### **DESIGN GUIDELINES**

#### a. INTENT

This district is intended to permit both large and small scale downtown commercial development at an intensity which provides significant incentives for infill development, redevelopment, and the continued economic viability of existing development. The district is also intended to retain the existing "Main Street" characteristics of the core blocks in Oshkosh's historic downtown.

#### b. APPLICABILITY

All applicants shall utilize design standards for properties zoned CMU Central Mixed Use District set forth by Article VIII: Exterior Building Design Standards and/or signage, Article X: Signage Standards for improvements located within the downtown area.

Note: All improvements, including signage, awnings, lighting, and structural work require a building permit and must comply with all zoning and building code requirements of the City of Oshkosh. Contact the City Planning and Zoning office at 920-236-5059 and the Building Inspections office at 920-236-5050 for assistance.

**Downtown Oshkosh Business Improvement District  
Beautification Grant Program – Application**

*Applications missing any materials will be returned for completion.*

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

Applicant Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Business/Property: \_\_\_\_\_

Property Address: \_\_\_\_\_

Property Use: \_\_\_\_\_

Property owner, if different than applicant: \_\_\_\_\_

Owner address: \_\_\_\_\_ Owner Phone: \_\_\_\_\_

**Project Summary:**

Brief Project Summary:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Total Grant Request: \$ \_\_\_\_\_  
(50% of the Total, \$1,000 Maximum Grant)

**Required attachments:**

- Letter of Intent, addressed to the Oshkosh Business Improvement District, which should briefly outline the scope, size, intention, timeline and objective of the project in question.
- Release of Information Letter (attached)
- Current photo(s) of property
- Quote for the proposed project
- Drawn Project plan(s), if applicable. I fully understand how this plan relates to my building and the work I am proposing to do and I will be in compliance with the design guidelines for the City of Oshkosh Beautification Grant Program and City Zoning and Inspection regulations.
- Example Paint color(s) or material sample(s), if applicable

**Submit application form and attachments to:**  
Oshkosh Convention and Visitors Bureau: BID Office  
Attn: BID Manager  
100 N Main St Suite 112, Oshkosh WI 54901

**To be completed by staff only:**

Date application received: \_\_\_\_\_

Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

**Downtown Oshkosh Business Improvement District  
Beautification Grant Program – Release of Information Letter**

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

To: Oshkosh Convention and Visitors Bureau: BID Office  
Attn: BID Manager  
100 N Main St Suite 112, Oshkosh WI 54901

To Whom It May Concern:

I hereby authorize the Downtown Oshkosh BID to share all application materials with the BID Beautification Committee and BID Board members who may be reviewing my application. I acknowledge that information provided may be released upon request in compliance with open record laws.

Signed,

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

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



# **PUBLIC MURALS**

# PUBLIC MURALS

## OVERVIEW

The Downtown Oshkosh BID recognizes the importance of public art in the central city district. Public art is important for tourism, economic development and creating a sense of community within our city. Businesses within the BID are encouraged to apply for the BID Mural Grant program. Properties are also subject to be selected as potential locations for the BID's annual mural project. Annual mural artists and locations are selected by the BID's Beautification Committee.

## INCLUDED

- Mural ordinance
- Mural application - \$75 fee to the City of Oshkosh
- BID Mural Grant



## ELIGIBLE PROJECTS

- Painted mural on exterior wall
- Mural Canvas, tile, or other material affixed to exterior wall

## BID MURAL GRANT

- The Mural Grant Program has been established by the Downtown Oshkosh Business Improvement District (BID) and may be utilized alone, or in conjunction with the Oshkosh Area Economic Development Corporation Downtown Impact Fund, Oshkosh Convention & Visitors Bureau, and/or with any other private financing.
- The purpose of the mural grant program is to encourage exterior artwork that contributes to the beautification and economic vitality of the Downtown Oshkosh BID.
- The Mural Grant Program is available to any Downtown Oshkosh property, lying within the Business Improvement District boundaries. All projects must have written consent of the property owner.



## ARTICLE IV. MURALS

### Section 8-10 Murals

#### A. Definitions

1. Mural: Painted graphics that are murals, mosaics, or any type of graphic arts that are painted on a wall or fence and do not contain copy, advertising symbols, lettering, trademarks, or other references to the premises, products or services that are provided on the premises where the graphics are located or any other premises.

#### B. Murals shall be permitted in the Institutional, Urban Industrial, Heavy Industrial, Neighborhood Mixed Use, Suburban Mixed Use, Central Mixed Use, Urban Mixed Use and Riverfront Mixed Use Districts. Murals shall also be permitted through conditional use permit on governmental and institutional structures.

1. Murals are not permitted on the primary façade of a building. A primary façade is defined (for purposes of this section) as the building elevation that faces the adjacent street right-of-way and is the primary customer entrance.

#### C. Mural Permit

1. No mural shall be installed unless a mural permit therefore shall first be obtained by the owner, or his agent, from the Director of Planning Services, or his/her designee.

#### D. Application Requirements

Permit application shall contain, but not be limited to, the following information:

1. Site plan showing the lot and building dimensions and indicating the proposed location of the mural.
2. Pictures of the building elevations.
3. A scale drawing and color photo of the building elevation showing the proposed size and placement of the mural.
4. A colored drawing of the proposed mural.
5. A description of the proposed maintenance schedule that includes the timeframe for the life of the mural and method for removal, if applicable.

#### E. Fees

The Fee for application for a Mural Permit shall be as established by Resolution of the Common Council.

F. Prohibited Mural Types

1. Murals or other representations which imitate or appear to imitate any official traffic sign or device which appears to regulate or direct the movement of traffic or which interferes with the proper operation of any traffic sign or signal, or which obstructs or physically interferes with a motor vehicle operator's view of approaching, merging, or intersecting traffic.
2. Murals affixed, applied or mounted above, upon or suspended from any part of the roof of a structure.
3. Murals shall not project from the wall surface, other than the minimum necessary protrusion to mount the mural to the wall or structure.
4. Murals containing any gang affiliation symbols.
5. Murals containing any commercial messages or advertising.
6. Murals containing obscene content. For purposes of this section, any material is obscene if applying contemporary community standards:
  - a) The predominant appeal is to a prurient interest in sex; and
  - b) The average person would find the material depicts or describes sexual content in a patently offensive way; and
  - c) A reasonable person would find the material lacks serious literary, artistic, political, or scientific value.

G. Standards

1. Surface Preparation. Sand and high pressure water blasting are not permitted as a cleaning process for either surface preparation or for mural maintenance purposes in any historic district or any building eligible for inclusion on the State or National Register of Historic Buildings. Treatments that cause damage to historic materials shall not be used.

H. Maintenance

1. The mural shall be kept in good condition for the life of the mural according to the maintenance schedule and responsibilities approved by the Director of Planning Services, or his/her designee.
2. The display surface shall be kept clean and neatly painted and free from corrosion.
3. Any mural that is not maintained, faded, or is in disrepair shall be ordered removed or covered with opaque paint, similar to the primary building materials/colors or other appropriate material by the Director of Planning Services, or his/her designee.

I. Design Standards

1. The proposed mural will not have an adverse impact on the safe and efficient movement of vehicular or pedestrian traffic; and
2. The proposed mural is well integrated with the building's façade and other elements of the property and enhances the architecture or aesthetics of a building or wall; and
3. The mural will not have a detrimental effect on the structural integrity of the wall on which it is applied/affixed; and

J. Mural Permit Approval

1. No mural permit shall be approved unless the Director of Planning Services, or his/her designee, shall find that the requirements of this Section have been fulfilled.
  - a) Permit Denial. A mural permit applicant may appeal the decision of the Director of Planning Services to deny a mural permit. Said appeal shall be made in writing to the Director of Planning Services and said appeal shall be made within 30 days of the decision by the Director of Planning Services to deny the permit. Appeals will be heard by the Public Art and Beautification Committee to determine if the Director of Planning Services' decision to deny the permit is consistent with the provisions of this Section of the Municipal Code.



# Mural Permit Application

**ALL PROPOSED MURALS MUST APPLY FOR A MURAL PERMIT.** Murals are permitted in the Institutional, Urban Industrial, Heavy Industrial, Neighborhood Mixed Use, Suburban Mixed Use, Central Mixed Use, Urban Mixed Use and Riverfront Mixed Use Districts. Murals shall also be permitted through conditional use permit on governmental and institutional structures. The conditional use permit must be obtained prior to the mural permit application. Contact Planning Services at 920-236-5059 with any questions. Please return your completed application and fee to the Planning Services Division located in Room 204 of City Hall.

## PROPERTY INFORMATION

Address (where mural to be installed): \_\_\_\_\_  
Property Owner Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Contact # \_\_\_\_\_ E-mail: \_\_\_\_\_  
Property Zone or Use: \_\_\_\_\_

## ARTIST/SPONSOR INFORMATION

Artist/Sponsor Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Contact # \_\_\_\_\_ E-mail: \_\_\_\_\_

## MURAL INFORMATION

Type of Mural (check all that apply)  
 Mural painted on exterior wall     Mural consisting of canvas, tile or other material affixed to exterior wall

Type of structure mural to be affixed to: \_\_\_\_\_ Type of wall surface mural to be affixed to: \_\_\_\_\_

Detail how the mural will be affixed to building: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Expected lifespan of mural: \_\_\_\_\_

Detail maintenance plan for mural: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Proposed Mural Dimensions:

Width	Height	Total Area	Depth of Mural from Plane of Wall	Overall Mural Height Above Grade
ft	ft	sq ft	in	ft

## REGULATIONS FOR MURALS

You must provide the following with your application:

- Site plan showing the lot and building dimensions and indicating the proposed location of the mural.
- Pictures of the building elevations.
- Precise details on proposed materials used for project. (i.e. paint/adhesive type and brand)
- A scale drawing and color photo of the building elevation showing the proposed size and placement of the mural.
- A colored drawing of the proposed mural.
- A description of the proposed maintenance schedule that includes the timeframe for the life of the mural and method for removal, if applicable.

Murals intended for structures that are Landmarked, designated as historic, contributing to an historic district, or considered by a study or survey to be eligible for listing on a local, state, or national register shall require consultation with the Landmarks Commission before approval of the mural permit.

Complete regulations regarding murals within the city of Oshkosh can be found on the City of Oshkosh website at <http://www.ci.oshkosh.wi.us>, Municipal Code, Chapter 8-10.

## PERMIT FEE

Permit fee is \$75.00 (Make checks payable to City of Oshkosh)

## REQUEST AND AFFIDAVIT

**The applicant must read the following statement carefully and sign below:**

I hereby certify that the information submitted is true and correct to the best of my knowledge. In submitting the permit application, I acknowledge and agree the application is subject to all the regulations found in Chapter 8-10 of the Oshkosh Municipal Code and further agree to fully comply with said regulations. I further understand that I am contractually bound by these terms for the life of the mural.

\_\_\_\_\_  
Property Owner's Printed Name

\_\_\_\_\_  
Property Owner Signature

\_\_\_\_\_  
Date

## OFFICE USE ONLY

- Mural application meets requirements of Chapter 8-10 of the Municipal Code
- Planning Director Approval
- Planning Director Denial
- Appeal of Planning Director's denial in writing within 30 days of the Planning Director's decision
- CUP required/ issued

**Downtown Oshkosh Business Improvement District  
Beautification Grant Program**  
*\$1,000 Maximum Grant Funding*

**INTRODUCTION**

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### **DESIGN GUIDELINES**

#### a. INTENT

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Note: All improvements, including signage, awnings, lighting, and structural work require a building permit and must comply with all zoning and building code requirements of the City of Oshkosh. Contact the City Planning and Zoning office at 920-236-5059 and the Building Inspections office at 920-236-5050 for assistance.

**Downtown Oshkosh Business Improvement District  
Beautification Grant Program – Application**

*Applications missing any materials will be returned for completion.*

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

Applicant Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Business/Property: \_\_\_\_\_

Property Address: \_\_\_\_\_

Property Use: \_\_\_\_\_

Property owner, if different than applicant: \_\_\_\_\_

Owner address: \_\_\_\_\_ Owner Phone: \_\_\_\_\_

**Project Summary:**

Brief Project Summary:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Total Grant Request: \$ \_\_\_\_\_  
(50% of the Total, \$1,000 Maximum Grant)

**Required attachments:**

- Letter of Intent, addressed to the Oshkosh Business Improvement District, which should briefly outline the scope, size, intention, timeline and objective of the project in question.
- Release of Information Letter (attached)
- Current photo(s) of property
- Quote for the proposed project
- Drawn Project plan(s), if applicable. I fully understand how this plan relates to my building and the work I am proposing to do and I will be in compliance with the design guidelines for the City of Oshkosh Beautification Grant Program and City Zoning and Inspection regulations.
- Example Paint color(s) or material sample(s), if applicable

**Submit application form and attachments to:**

Oshkosh Convention and Visitors Bureau: BID Office  
Attn: BID Manager  
100 N Main St Suite 112, Oshkosh WI 54901

**To be completed by staff only:**

Date application received: \_\_\_\_\_

Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_



**Downtown Oshkosh Business Improvement District  
Beautification Grant Program – Release of Information Letter**

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

To: Oshkosh Convention and Visitors Bureau: BID Office  
Attn: BID Manager  
100 N Main St Suite 112, Oshkosh WI 54901

To Whom It May Concern:

I hereby authorize the Downtown Oshkosh BID to share all application materials with the BID Beautification Committee and BID Board members who may be reviewing my application. I acknowledge that information provided may be released upon request in compliance with open record laws.

Signed,

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

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