



City of Beaver Dam, Wisconsin
**Downtown Redevelopment Committee
Meeting**

205 S. Lincoln Ave; Council Chambers
Wednesday, April 1, 2026 at 9:00 AM

AGENDA

- 1) Call to Order – Roll Call
 - a) Approval of the 3/4/2026 Meeting Minutes
 - b) Update on Downtown Grant Commitments
- 2) Discussion & Possible Action
 - a) Review and recommend approval of application for Certificate of Appropriateness for a new sign located at 419 S Center St (Kraft/Heinz)
 - b) Review and recommend approval of application for Certificate of Appropriateness for a new sign located at 201 N Main St (Inspire Real Estate)
 - c) Review and recommend approval of application for Certificate of Appropriateness for a new sign located at 221 Front St. (Preferred Realty Group)
- 3) Adjourn

This agenda was posted and made available to the news media, public and various City officials, and staff in compliance with the State of WI Open Meetings Law and Operations Committee policy:

Posted: 3/26/26 by Cheryl Lohry, Deputy City Clerk at 10:00 a.m.

A quorum of the Common Council may attend this meeting.



City of Beaver Dam, Wisconsin
Downtown Redevelopment Committee
Meeting Minutes
205 S. Lincoln Ave; Council Chambers
Wednesday, March 4, 2026
9:00 AM

1) Call to Order – Roll Call

The meeting of the Downtown Redevelopment Committee was called to order at 9:03 a.m. by Chairperson Murphy. Present: RIC FIEGEL, Jennifer Hiley, JON LARSEN, GLEN LINK, MARK MURPHY, Mike Wissell, Erv Munro, Jack Yuds, 8. Absent and excused: JEN WARMBOLD, 1.

a) Approval of the February 4, 2026, Meeting Minutes

Motion by Mike Wissell, second by Jennifer Hiley, to approve. Motion carried by acclamation with Glen Link abstaining.

b) Update on Downtown Grant Commitments

2) Discussion & Possible Action

a) Review and recommend approval of application for certificate of appropriateness for exterior building painting and Sign located at 219 Front St (GNP Massage)

Motion by Glen Link, second by Jennifer Hiley, to approve the colors of paint of the exterior of the building as presented and to provide a picture of the design of the sign for approval before installation. The preceding motion passed by the following vote: Ayes: RIC FIEGEL, Jennifer Hiley, JON LARSEN, GLEN LINK, MARK MURPHY, Mike Wissell, Erv Munro, Jack Yuds, 8. Noes: None.

b) Review and recommend approval of application for a certificate of appropriateness for new signs and building foyer removal located at 112 W Maple Ave. (Los Perez Supermarket)

Motion by GLEN LINK, second by Jon Larsen, to approve. The preceding motion passed by the following vote: Ayes: RIC FIEGEL, Jennifer Hiley, JON LARSEN, GLEN LINK, MARK MURPHY, Mike Wissell, Erv Munro, Jack Yuds, 8. Noes: None.

c) Review and recommend approval of application for certificate of appropriateness for new signs located at 110 Front St. (Spartan Flooring)

Motion by Mike Wissell, second by JON LARSEN, to discuss and approve. The preceding motion passed by the following vote: Ayes: RIC FIEGEL, Jennifer Hiley, JON LARSEN, GLEN LINK, MARK MURPHY, Mike Wissell, Erv Munro, Jack Yuds, 8. Noes: None.

3) Adjourn

Motion by Mike Wissell, second by JON LARSEN, to adjourn. Motion carried by acclamation. Chairperson Murphy adjourned the meeting at 9:35 am.

Respectfully Submitted,
Vicky Orth

2019

City of Beaver Dam
Downtown Grant Commitments
As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Beginning Balance - 1/1/2019			\$ 620,000.00		\$ -			
Additional Funds RES 78-2022 6/20/22 - Orig 350,000, Reduced when closing ARPA grant			\$ 306,044.24					
Additional Funds now in F40			\$ 43,955.76					
Josiah Vilman	315 S. Spring St.	Nanutak-rehab of property - Developer Agreement	80,000.00		80,000.00	12/7/2022	\$ 80,000.00	-
Bill Gergen	105 Front St.	Facade/tuckpoint bricks - front	10,000.00	9/4/2019	10,000.00	10/8/2019	\$ 10,000.00	-
Mike Wissell	118 Front St.	Garage door, paint back of building	3,847.00	2/6/2019	3,846.98	12/17/2019	\$ 3,846.98	-
		2019 Activity	93,847.00		93,846.98		93,846.98	
Paul Toellner	116 S. Spring St.	Facade/windows/door/sign - FYI Zone	15,122.00	4/15/2020	15,122.45	12/23/2020	\$ 15,122.45	-
Kris Schumacher	127 Front St.	New Business Grant - Art on the Town WI	5,000.00	4/15/2020	5,000.00	5/13/2020	\$ 5,000.00	-
Mindy Murphy	106 Front St.	New Business Grant - Epic Ink Tattoo	5,000.00	4/15/2020	5,000.00	5/13/2020	\$ 5,000.00	-
Jim & Ruth Metz	116 Front St.	Facade/windows/roof	20,000.00	4/15/2020	20,000.00	6/19/2020	\$ 20,000.00	-
River Front Wine Bar	227 Front St.	New or expanding business grant - interior reno	5,000.00	7/22/2020	5,000.00	11/3/2021	\$ 5,000.00	-
Mane Stage Hair Salon	407 S. Spring St	Facade - exterior	3,395.00	7/22/2020	3,394.29	12/23/2020	\$ 3,394.29	-
Paul Toellner	112 S. Spring St.	New windows/doors/roof	20,000.00	9/24/2019	20,000.00	7/7/2020	\$ 20,000.00	-
Paul Janzak	138 Front St.	facade/tuckpoint front	10,000.00	9/4/2019	9,082.00	7/24/2020	\$ 9,082.00	-
Main Stage Hair Salon	407 S. Spring St	New or expanding business grant - interior reno	1,979.31	7/22/2020	1,979.31	8/11/2020	\$ 1,979.31	-
Ben Martinez	207 S. Center St.	Facade - Integrated Auto Solutions	17,500.00	4/15/2020	17,500.00	9/8/2020	\$ 17,500.00	-
Stooges Bar	112 N. Spring St	Facade - exterior	18,426.00	7/22/2020	18,426.00	9/28/2020	\$ 18,426.00	-
Kerry Zajicek	116 Front St.	New Business Grant - Mill House Quilts	5,000.00	1/7/2020	5,000.00	12/9/2020	\$ 5,000.00	-
		2020 Activity	126,422.31		125,504.05		125,504.05	
Signs by Bob - Robert Orth	219 Front St.	New business grant	5,000.00	12/18/2020	5,000.00	12/31/2020	\$ 5,000.00	-
BD Community Theatre	117 W. Maple Ave.	Facade Improvement	14,001.00	12/18/2020	11,042.07	6/27/2023	\$ 11,042.07	-
Paul Toellner	106 Front St.	Facade Improvement	17,884.00	12/18/2020	17,884.00	9/8/2021	\$ 17,884.00	-
Paul Toellner	108 Front St.	Facade Improvement	20,000.00	12/18/2020	20,000.00	11/10/2021	\$ 20,000.00	-
GNP Massage	221 Front St.	New or Expanding Business Grant	5,000.00	1/27/2021	5,000.00	3/2/2021	\$ 5,000.00	-
Tom Salamaki	233 Front St.	Facade-Park Plaza Pizza	11,314.00	1/28/2020	11,313.88	3/2/2021	\$ 11,313.88	-
BK Henry Properties, LLC	109 & 109 1/2 Front St.	Facade Improvement	13,329.17	3/24/2021	13,268.18	6/3/2021	\$ 13,268.18	-
Michael Firchow	213 Front St.	Facade Improvement	358.65	8/4/2021	358.65	8/9/2021	\$ 358.65	-
Loyal Exteriors, LLC	300 N. Center St.	Facade Improvement	20,000.00	8/4/2021	20,000.00	10/5/2021	\$ 20,000.00	-
J.A.G. Holdings, Inc.	210 S. Spring St.	Facade Improvement	20,000.00	8/4/2021	20,000.00	12/21/2022	\$ 20,000.00	-
Bonds Collectors	228 S. Spring St.	Facade Improvement	3,250.00	9/1/2021	3,250.00	1/21/2022	\$ 3,250.00	-
Rich Ziemann	120 Front St.	Facade Improvement	20,000.00	9/1/2021	20,000.00	11/5/2021	\$ 20,000.00	-

City of Beaver Dam
Downtown Grant Commitments
As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Rich Ziemann	120 Front St.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	10/5/2021	\$ 5,000.00	-
McKinstry's Home Furnishings	129/131 Front St.	Facade Improvement	790.00	9/1/2021	790.00	11/8/2021	\$ 790.00	-
Dodge County Center for the Arts	130 W. Maple Ave.	Facade Improvement	3,362.50	9/1/2021	3,362.50	9/12/2022	\$ 3,362.50	-
Active Outfitters	226 S. Spring St.	Facade Improvement	14,130.00	9/1/2021	14,130.00	12/8/2021	\$ 14,130.00	-
Damsel's	302 S. Spring St.	Facade Improvement	20,000.00	9/1/2021	20,000.00	1/17/2022	\$ 20,000.00	-
Damsel's	302 S. Spring St.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	1/17/2022	\$ 5,000.00	-
Stooge's Sports Bar	112 N. Spring St.	Facade Improvement	1,574.00	9/1/2021	1,574.00	5/13/2022	\$ 1,574.00	-
Didi's Keto Grab & Go	103 E. Maple Ave.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	4/12/2022	\$ 5,000.00	-
Didi's Keto Grab & Go	103 E. Maple Ave.	Facade Improvement	1,564.50	9/1/2021	1,564.50	11/10/2021	\$ 1,564.50	-
Active Outfitters	224 S. Spring St.	Facade Improvement	16,953.50	9/1/2021	16,953.50	4/10/2023	\$ 16,953.50	-
Johnnie's 66	301 N. Center St.	Facade Improvement	20,000.00	10/13/2021	20,000.00	1/17/2022	\$ 20,000.00	-
Mark Diederich	228 S. Spring St.	Facade Improvement	500.00	10/13/2021	500.00	1/21/2022	\$ 500.00	-
Lindsay Storm	208 Front St.	Facade Improvement	17,447.50	10/13/2021	17,447.50	9/2/2022	\$ 17,447.50	-
Rompere's Karpel Korner	216 S. Spring St.	Facade Improvement	6,790.00	10/13/2021	6,790.00	2/14/2022	\$ 6,790.00	-
James Metz	232/234 S. Spring St.	Facade Improvement	20,000.00	10/13/2021	20,000.00	1/22/2024	\$ 20,000.00	-
Dodge County Center for the Arts	130 W. Maple Ave.	Facade Improvement	4,903.00	10/13/2021	4,903.00	9/12/2022	\$ 4,903.00	-
James Metz	134 Front St.	Facade Improvement	-	11/3/2021	-	N/A	\$ -	-
Lindsay Storm	208 Front St.	Exterior Building Improvement	2,552.50	12/1/2021	2,552.50	9/2/2022	\$ 2,552.50	-
YTD 2021 Activity			295,704.32		292,351.28		292,351.28	-
Wiscor Properties	118 Front St	Exterior Building Improvement	20,000.00	1/5/2022	20,000.00	5/25/2022	\$ 20,000.00	-
Handyman Home Improvements	131 E Maple Ave	New Business Recruitment	5,000.00	1/5/2022	5,000.00	9/14/2022	\$ 5,000.00	-
Dodge County Historical Society	105 Park Ave	Exterior Building Improvement	14,737.50	1/5/2022	14,737.50	10/17/2022	\$ 14,737.50	-
Handyman Home (HH) Improvements	131 E Maple Ave	Exterior Building Improvement	20,000.00	2/2/2022	20,000.00	12/15/2023	\$ 20,000.00	-
Beaver Dam Chamber of Commerce	127 S Spring St	Exterior Building Improvement	7,725.00	4/6/2022	7,725.00	12/14/2022	\$ 7,725.00	-
A1 Tri County Vacuum	312 S Spring St	Exterior Building Improvement	4,771.50	5/4/2022	4,771.50	5/18/2022	\$ 4,771.50	-
Bestway Driving School	221 Madison St	Exterior Building Improvement	6,470.00	5/4/2022	6,470.00	7/27/2022	\$ 6,470.00	-
Michael Firchow	221 Front St	Exterior Building Improvement	10,354.97	6/1/2022	9,468.00	7/31/2024	\$ 9,468.00	-
James Metz	134 Front St.	Exterior Building Improvement	20,000.00	9/7/2022	20,000.00	1/22/2024	\$ 20,000.00	-
Gerald Wissell - Property Providers LLC	129 Park Ave.	Exterior Building Improvement	20,000.00	9/7/2022	20,000.00	11/18/2022	\$ 20,000.00	-
Dr. Alex Schwaab	140 Front St	Exterior Building Improvement	20,000.00	10/5/2022	20,000.00	1/27/2023	\$ 20,000.00	-
James Ko	133 Front St	Exterior Building Improvement	8,965.00	11/2/2022	8,965.00	8/7/2023	\$ 8,965.00	-
Robert Orth	219 Front St	Exterior Building Improvement	7,351.15	11/2/2022	7,351.15	11/16/2022	\$ 7,351.15	-
More Salon & Spa - Iryan Ruder	200 N Spring St	Exterior Building Improvement	9,007.22	12/7/2022	9,007.22	3/18/2025	\$ 9,007.22	-

City of Beaver Dam
Downtown Grant Commitments
As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
		YTD 2022 Activity	174,382.34		173,495.37		173,495.37	-
Dodge County Historical Society	105 Park Ave	Exterior Building Improvement	2,643.50	1/4/2023	2,643.50	1/8/2023	\$ 2,643.50	-
Eric & Kris Schumacher-Rasmussen	127 Front St	Exterior Building Improvement	20,000.00	4/5/2023	20,000.00	8/18/2023	\$ 20,000.00	-
Magnastar	124 N Spring St	RES 29-2023	25,000.00	4/18/2023	25,000.00	4/19/2023	\$ 25,000.00	-
All Seasons Archery Place	218 S Spring St	Exterior Building Improvement	7,955.00	6/7/2023	7,955.00	12/7/2023	\$ 7,955.00	-
Mark McCallum	101-103 Front St	Exterior Building Improvement	20,000.00	6/7/2023	20,000.00	10/20/2023	\$ 20,000.00	-
Rosalie Book Boutique	234 S Spring St	New or Expanding Business Grant	5,000.00	7/12/2023	5,000.00	8/18/2023	\$ 5,000.00	-
Jeff Behnke (Design Plus)	139 Front St	Exterior Building Improvement	7,945.00	7/12/2023	7,945.00	12/15/2023	\$ 7,945.00	-
Bill Gergen	105-107 Front St	Exterior Building Improvement	20,000.00	7/12/2023	20,000.00	11/4/2024	\$ 20,000.00	-
Derr & Villareal Attorneys & Mediator	203 N Spring St	Exterior Building Improvement	15,018.00	8/2/2023	14,575.55	1/22/2024	\$ 14,575.55	-
James Ko	133 Front St	Exterior Building Improvement	-	8/2/2023	-	N/A	\$ -	-
Best Way Driving Academy	221 Madison St	Exterior Building Improvement	7,494.07	11/1/2023	-	-	\$ 7,494.07	7,494.07
Magnastar	306 S Center St	Exterior Building Improvement	20,000.00	11/1/2023	20,000.00	3/18/2025	\$ 20,000.00	-
		YTD 2023 Activity	151,055.57		143,119.05		150,613.12	7,494.07
Altered by Amanda/Metz	130/132 Front St	Exterior Building Improvement	20,000.00	2/7/2024	20,000.00	1/24/2025	\$ 20,000.00	-
900 LLC	126 Front St	Exterior Building Improvement	20,000.00	5/1/2024	20,000.00	11/5/2025	\$ 20,000.00	-
Colleen Prostek	110 Ryan Cantafio's Way	Exterior Building Improvement	19,087.50	7/10/2024	19,087.50	9/27/2024	\$ 19,087.50	-
Blue Boy LLC	301 N Spring St	Exterior Building Improvement	4,158.43	8/7/2024	3,514.32	10/21/2024	\$ 3,514.32	-
		YTD 2024 Activity	63,245.93		62,601.82		62,601.82	-
SCM Rentals	225 Front St	Residential Exterior	20,000.00	1/8/2025	-	-	\$ 20,000.00	20,000.00
Beth & Daisy LLC	126 Front St	New Business Recruitment	5,000.00	8/6/2025	5,000.00	10/20/2025	\$ 5,000.00	-
Copper Squared	108 Front St	New Business Recruitment	5,000.00	9/10/2025	5,000.00	9/29/2025	\$ 5,000.00	-
Altered by Amanda	130 Front St	New Business Recruitment	5,000.00	9/10/2025	5,000.00	9/29/2025	\$ 5,000.00	-
Mode Haus	316 S Spring St, Unit A	New Business Recruitment	-	10/1/2025	-	-	\$ -	-
		YTD 2025 Activity	35,000.00		15,000.00		35,000.00	20,000.00
							\$ -	-

City of Beaver Dam
Downtown Grant Commitments
As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
		YTD 2026 Activity	-	-	-	-	\$ -	-
Grand Total of Committed and Spent Funds			\$ 939,657.47		\$ 905,918.55		\$ 933,412.62	\$ 27,494.07
Uncommitted and Unspent Funds					\$ 64,081.45		\$ 36,587.38	
					Amount Unspent		Amount Remaining to Commit	

City of Beaver Dam
Grant Commitments - Housing
As of February 24, 2026

Applicant Name	Applicant Address	Project	Amount Committed	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Beginning Balance - RES 86-2023 10/2/2023 180,000 - Reduced with Closure of ARPA								
RES 100-2024 40,000 Committed - Will revisit availability once current funds are depleted.			\$ 123,848.55					
Removed the additional amount with the closure of ARPA funds								
Additional Funds now in F40								
Scherer, Sara & Daniel	813 Madison St	Residential Exterior	10,000.00	5/1/2024	10,000.00	11/13/2024	\$ 10,000.00	-
Strasaskie, Brie & Christopher	913 Madison St	Residential Exterior	7,500.00	5/1/2024	7,500.00	5/29/2024	\$ 7,500.00	-
Hartzheim, Paul	600 Madison St	Residential Exterior	1,005.00	5/1/2024	845.63	10/28/2024	\$ 845.63	-
Leland, Rhonda & Roger	406 Madison St	Residential Exterior	2,700.00	5/1/2024	2,700.00	9/13/2024	\$ 2,700.00	-
Garczynski, Douglas	710 Madison St	Residential Exterior	7,719.75	6/5/2024	7,719.75	11/13/2024	\$ 7,719.75	-
Trevino, Barbara	714 Madison St	Residential Exterior	6,317.10	6/5/2024	6,317.10	11/4/2024	\$ 6,317.10	-
Magnuson, Erkentraud & James	608 Madison St	Residential Exterior	10,000.00	6/5/2024	10,000.00	6/30/2025	\$ 10,000.00	-
Dietenberger, Jeff	1013/1015 Madison St	Residential Exterior (Abandoned Project)	-	6/5/2024	-	-	-	-
Beaver Dam Homes LLC	303 Madison St	Residential Exterior	10,000.00	6/5/2024	10,000.00	12/30/2025	\$ 10,000.00	-
Leland, Rhonda & Roger	406 Madison St	Residential Exterior	4,500.00	6/5/2024	4,500.00	9/13/2024	\$ 4,500.00	-
Drake, Karen & Scott	1019 Madison St	Residential Exterior	5,011.54	6/5/2024	5,011.54	8/7/2024	\$ 5,011.54	-
Dream Flips Real Estate Co. LLC	610 Madison St	Residential Exterior	10,000.00	8/7/2024	10,000.00	8/7/2024	\$ 10,000.00	-
Scott Allain	815 Madison St	Residential Exterior	10,000.00	10/2/2024	10,000.00	7/30/2025	\$ 10,000.00	-
William Voigt	844 Madison St	Residential Exterior	7,029.81	10/2/2024	7,029.81	1/15/2025	\$ 7,029.81	-
Mark Greinert	804 Madison St	Residential Exterior	6,532.50	11/6/2024	6,532.50	12/11/2024	\$ 6,532.50	-
Mark Greinert (Split for landscaping)	804 Madison St	Residential Exterior	791.25	11/6/2024	-	-	\$ 791.25	791.25
YTD 2024 Activity			99,106.95		98,156.33		98,947.58	791.25
William Voigt	844 Madison St	Residential Exterior	1,184.42	1/8/2025	1,034.36	1/15/2025	\$ 1,034.36	-
Barbara Trevino	714 Madison St	Residential Exterior	2,175.00	1/8/2025	-	-	\$ 2,175.00	2,175.00
David & Barbara Roberts Trust	615 Madison St	Residential Exterior	9,523.61	2/5/2025	9,373.61	6/25/2025	\$ 9,373.61	-
Erik & Lauran Arnold	600 S Spring St	Residential Exterior	9,525.00	5/7/2025	8,625.00	9/10/2025	\$ 8,625.00	-
Chubby & Maria Hibalo	609 S Spring St	Residential Exterior	2,737.50	5/7/2025	-	-	\$ 2,737.50	2,737.50
Joseph & Victoria Bruns	918 S Spring St	Residential Exterior	6,659.25	7/9/2025	6,659.25	10/6/2025	\$ 6,659.25	-
Heath & Jessica Spence	830 S Spring St	Residential Exterior	10,000.00	9/10/2025	10,000.00	11/5/2025	\$ 10,000.00	-
Peter & Laura Ostrander	925 S Spring St	Residential Exterior	10,000.00	9/10/2025	10,000.00	11/25/2025	\$ 10,000.00	-
Dorothy Kumba (Mike Wissell)	706 Madison St	Residential Exterior	5,657.44	12/3/2025	5,657.44	12/30/2025	\$ 5,657.44	-
YTD 2025 Activity			57,462.22		51,349.66		56,262.16	4,912.50

City of Beaver Dam
Grant Commitments - Housing
As of February 24, 2026

Applicant Name	Applicant Address	Project	Amount Committed	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
		YTD 2026 Activity	-		-		\$ -	-
			-		-		\$ -	-
Grand Total of Committed and Spent Funds			\$ 156,569.17		\$ 149,505.99		\$ 155,209.74	\$ 5,703.75
Uncommitted and Unspent Funds			\$ 23,430.83		\$ 30,494.01		\$ 24,790.26	
					Amount Unspent		Amount Remaining to Commit	



2(a)

City of Beaver Dam
Downtown Redevelopment Committee
Application for Certificate of Appropriateness

419 S. CENTER STREET
Street Address of Property

3-19-2026
Date

APPLICANT INFORMATION

Applicant Name: STEPHEN FRANKLIN

Applicant's Address: W8246 N CRYSTAL LAKE ROAD BEAVER DAM, WI 53916

Daytime Phone: (920) 344 - 6566 Email: SFRANKLIN@ABLESIGN.NET

Relationship to Property Owner: Contractor

(ie: owner, tenant, architect, contractor, attorney)

BUILDING OWNER INFORMATION (If different than applicant)

Property Owner's Name: Kraft Heinz

Property Owner's Address: 419 S. CENTER STREET

Daytime Phone: (920) 356 - 2343 Email: Samuel.Brunner@kraftheinz.com

PROPERTY INFORMATION

Year Built: 1928 Current Business: Food Manufacturer

Use(s): Service | Offices | Commercial | Non-profit | Mixed-Use | Manufacturing (circle)

Original/Prior Use(s): _____

TYPE OF WORK Check all that apply.

☐ Storefront Remodel	☐ Windows	☐ Doors	☐ Siding	☐ Roof
☐ Porch/Railings	☐ Awning	☐ Lighting	☐ Painting	☐ Stairs
☐ Fence/Gate	☐ Gutters	☐ Landscape	☐ Masonry	☒ Signage
☐ Artistic Feature	Other _____			

NEW CONSTRUCTION/DEMOLITION/RELOCATION

☐ Demolition ☐ New Structure ☐ Addition to Existing Structure ☐ Relocation

SCOPE OF WORK

Describe in detail the work to be done. The description should include information about the current state of the property, historic features, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

Client would like to remove existing 4ft. x 10ft. sign panel and install new Halo-lit "Philadelphia" logo sign in it's place.
This location near the office entrance for the facility. Material is painted aluminum logo & lettering with white color LED's
(Similar to Kraft Heinz sign that was installed in 2020)

APPLICATIONS MUST INCLUDE:

- ☐ Tenants must provide written landlord approval with application.
- ☐ Photographs of the existing structure and site.

For projects which include any new construction or reconstruction, also include:

- ☐ Sketches/designer/architectural plans and elevation drawings.
- ☐ Proposed materials and colors.
- ☐ Manufacturer's photographs, illustrations and/or specifications & warranty info if applicable

Signage projects must:

- ☒ Reflect the sign details and graphics in color with all necessary dimensions.
- ☒ Show where the signage will be located on the building.
- ☒ Provide construction and material details.

If a relocation project, also include:

- ☐ Photographs and description of new site.
- ☐ Site plan of new location.

NOTE: The more detail provided, the easier it'll be for the DRC to approve your project.

Applicant Signature

Stephen Franki

Date 3-19-2026

I certify that all statements made in this application are true and complete and understand that any misrepresentations or omissions made by me as part of my application will be sufficient for rejection should one be discovered after approval. Applicant acknowledges that the proposed project must comply with Beaver Dam City Codes, including the Design Review Guidelines. Applicant also acknowledges that if granted, the Certificate of Appropriateness is only for the project and materials as approved, and that applicant will contact the Building Inspections Department prior to making changes that deviate in any way from the approved Certificate of Appropriateness.

SUBMIT APPLICATION TO:

City of Beaver Dam, Inspections Services, 205 S Lincoln Ave, Room 57-Lower Level, Beaver Dam WI 53916

*****Application must be submitted in full at least 10 days prior to the next scheduled Downtown Redevelopment Committee.**

Internal Use:

DOWNTOWN REDEVELOPMENT COMMITTEE APPROVAL

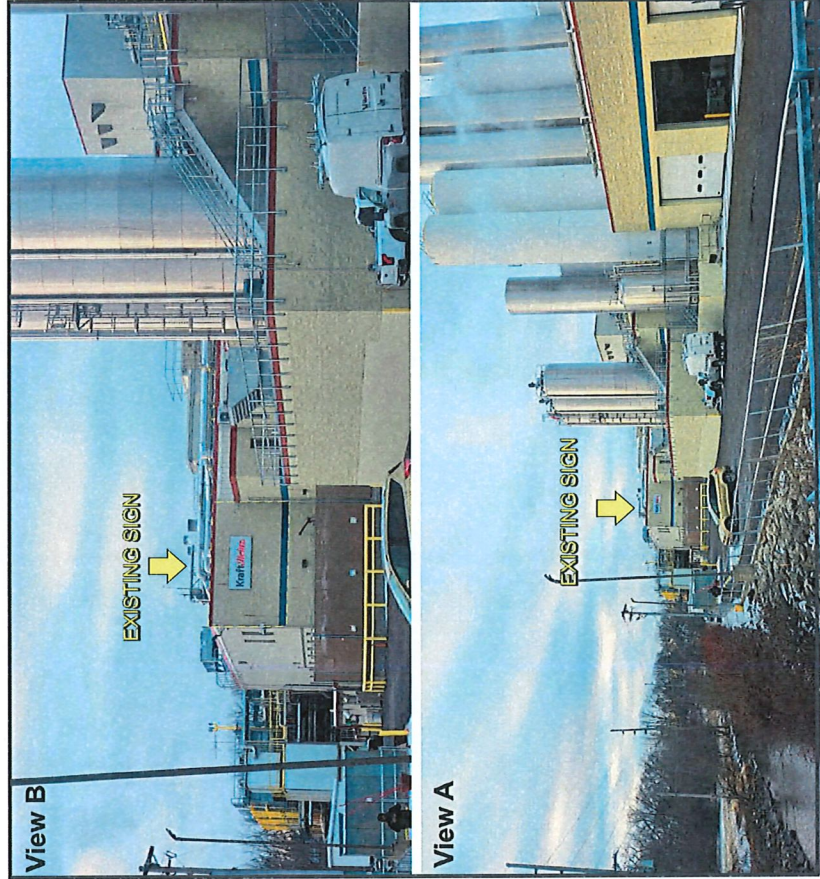
Signature _____

Date _____

Print Name _____

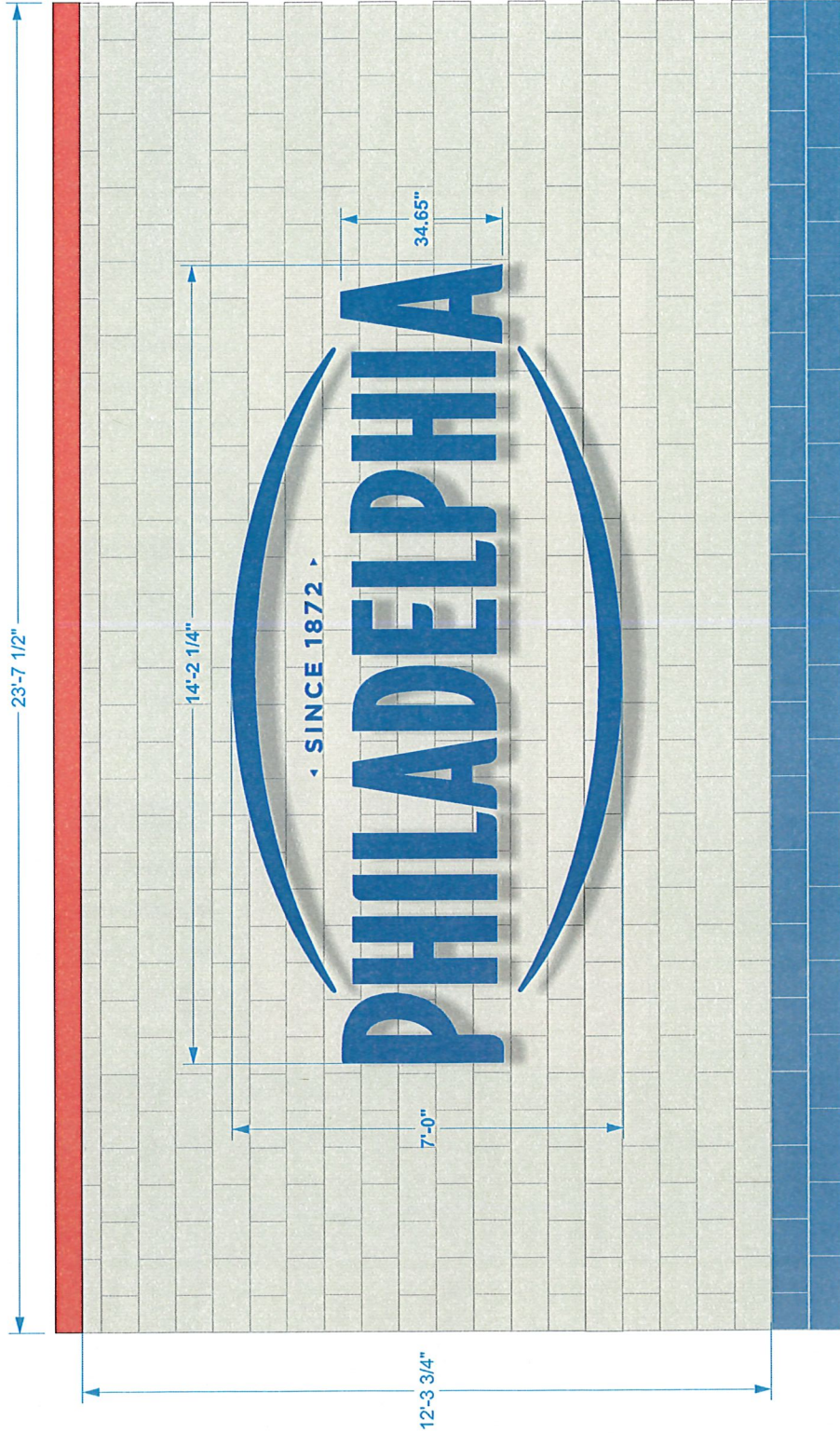


EXISTING WALL SIGN



Scale: 1/2" = 1'

SCOPE: HALO-LIT CHANNEL LETTERS FLUSH TO BLOCK WALL



WALL ELEVATION

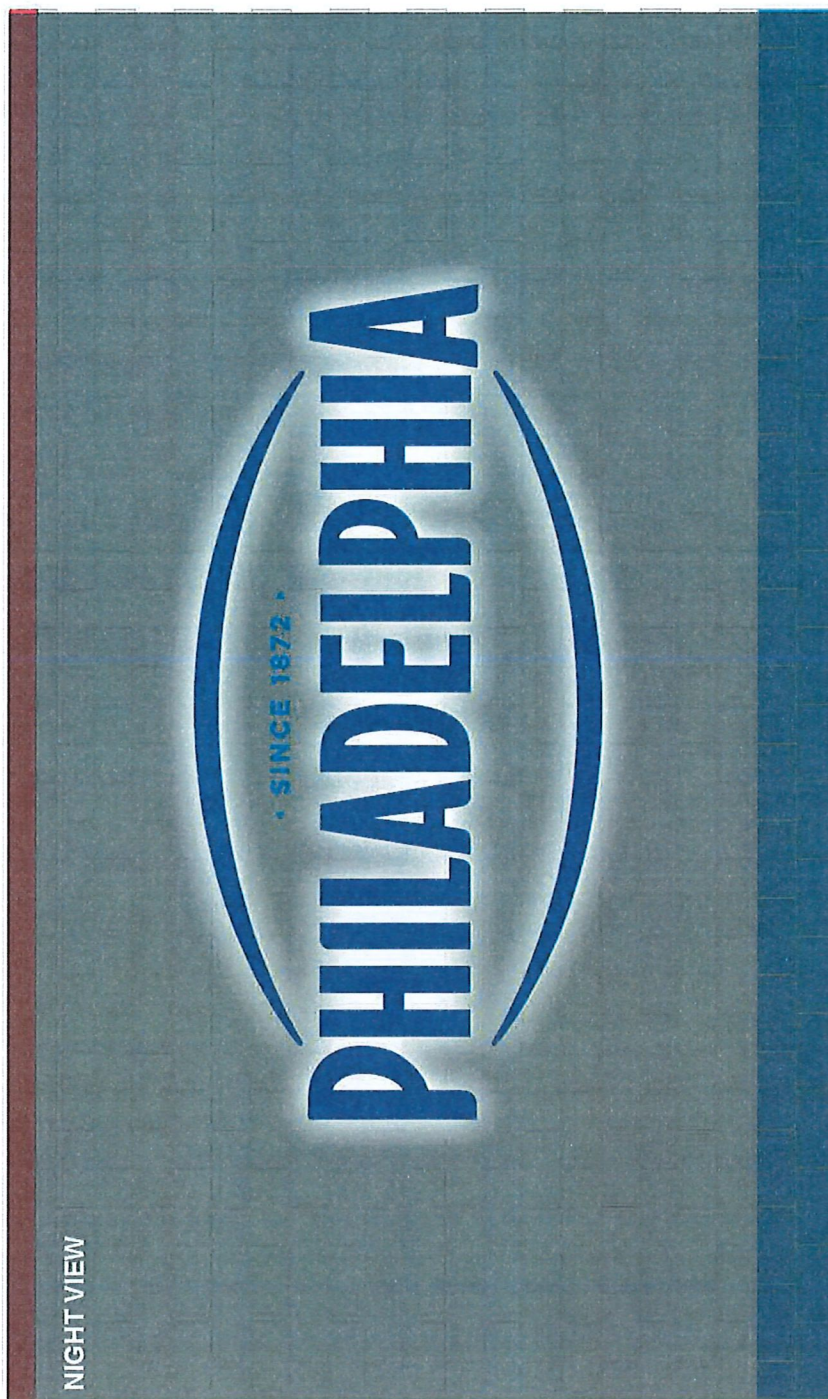
◀ SINCE 1872 ▶ = .250in FLAT CUT OUT NON - LIT LETTERS

Scale: 1/2" = 1'

4

ABLE SIGN™ 182346 N Crystal Lake Rd. Beaver Dam, WI 53916 Date: 2/23/26 Drawing#: P2623 Page #: 1 Designer: JF		PROJECT KRAFT HEINZ CO.
SITE ADDRESS 419 S CENTER ST BEAVER DAM, WI 53916		REVISIONS
NOTES:		
CLIENT APPROVAL X		

SCOPE: HALO-LIT CHANNEL LETTERS FLUSH TO BLOCK WALL



Stephen Franklin
Able Sign

W8246 N Crystal Lake Road
Beaver Dam, WI 53916

KraftHeinz

3-19-2026

Dear Stephen,

I approve of the Philadelphia halo wall sign you submitted for our Beaver Dam Plant to be positioned on the upper left-hand exterior wall of the employee entrance.

Sincerely,

Samuel Brunner

Samuel Brunner
Kraft Heinz Company

419 S Center St, Beaver
Dam, WI 53916

6



2 (b)

City of Beaver Dam
Downtown Redevelopment Committee
Application for Certificate of Appropriateness

201 N. Main St Beaver Dam, WI
Street Address of Property 53916

3-11-2026
Date

APPLICANT INFORMATION

Applicant Name: Michelle Delatour

Applicant's Address: 201 N. main st BD

Daytime Phone: (920) 210 - 0424 Email: michelle@inspireWIS.com

Relationship to Property Owner: Founder / owner

(ie: owner, tenant, architect, contractor, attorney)

BUILDING OWNER INFORMATION (If different than applicant)

Property Owner's Name: Magnastar - Bill Schwartz, Jeff Davidson

Property Owner's Address: 124 N. Spring St

Daytime Phone: (920) 382 - 2255 Email: j.davidson@interquestcorp.com
Jeff

PROPERTY INFORMATION

Year Built: 1900 Current Business: Real Estate Firm

Use(s): Service | Offices | Commercial | Non-profit | Mixed-Use | Manufacturing (circle)

Original/Prior Use(s): Service / Office: MIKE WISSELL REAL ESTATE, ASPIRE, NAILS A LONG, INS.

TYPE OF WORK Check all that apply.

☐ Storefront Remodel	☐ Windows	☐ Doors	☐ Siding	☐ Roof
☐ Porch/Railings	☐ Awning	☐ Lighting	☐ Painting	☐ Stairs
☐ Fence/Gate	☐ Gutters	☐ Landscape	☐ Masonry	☒ Signage
☐ Artistic Feature	Other <u>MARQUEE ON CORNER OF N. Spring + E. Maple</u> <u>Re-facing Only - no change in structure</u>			

NEW CONSTRUCTION/DEMOLITION/RELOCATION

☐ Demolition ☐ New Structure ☒ Addition to Existing Structure ☐ Relocation

SCOPE OF WORK

Describe in detail the work to be done. The description should include information about the current state of the property, historic features, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

Replace Vinyl faces removing Mike Wissell Real Estate replacing it with INSPIRE Real Estate Solutions, LLC
I, Michelle DeLaTorre have purchased the Assets of MWRE and Mike is now a Broker Associate operating under IRES (INSPIRE)

APPLICATIONS MUST INCLUDE:

- ☒ Tenants must provide written landlord approval with application. *Email attached*
- ☒ Photographs of the existing structure and site. ✓

For projects which include any new construction or reconstruction, also include:

- ☐ Sketches/designer/architectural plans and elevation drawings.
- ☐ Proposed materials and colors.
- ☐ Manufacturer's photographs, illustrations and/or specifications & warranty info if applicable

Signage projects must:

- ☒ Reflect the sign details and graphics in color with all necessary dimensions. ✓
- ☒ Show where the signage will be located on the building. *street pole*
- ☐ Provide construction and material details.

If a relocation project, also include:

- ☐ Photographs and description of new site.
- ☐ Site plan of new location.

NOTE: The more detail provided, the easier it'll be for the DRC to approve your project.

Applicant Signature Michelle DeLaTorre **Date** 3-18-2026

I certify that all statements made in this application are true and complete and understand that any misrepresentations or omissions made by me as part of my application will be sufficient for rejection should one be discovered after approval. Applicant acknowledges that the proposed project must comply with Beaver Dam City Codes, including the Design Review Guidelines. Applicant also acknowledges that if granted, the Certificate of Appropriateness is only for the project and materials as approved, and that applicant will contact the Building Inspections Department prior to making changes that deviate in any way from the approved Certificate of Appropriateness.

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Internal Use:

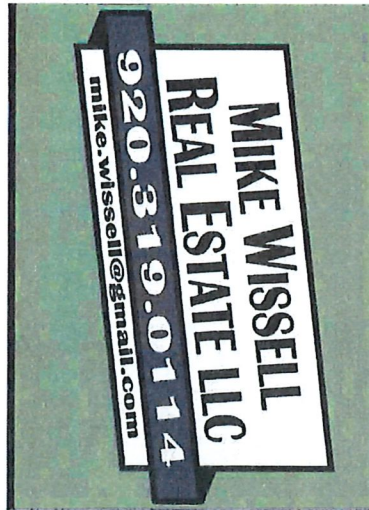
DOWNTOWN REDEVELOPMENT COMMITTEE APPROVAL

Signature _____ **Date** _____

Print Name _____

42.5" x 66" faces

existing 2 faces



new vinyl qty 2 @ 31" x 42.5"

remove mike wissell
replace with inspire



**DERR &
VILLARREAL** LLC
Attorneys & Mediators



**DERR &
VILLARREAL** LLC
Attorneys & Mediators

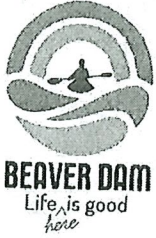
Existing



New







2(c)

City of Beaver Dam
Downtown Redevelopment Committee
Application for Certificate of Appropriateness

221 Front Street - BD
Street Address of Property

Feb 18, 2026
Date

APPLICANT INFORMATION

Applicant Name: Preferred Realty Group
Applicant's Address: 221 Front St - BD, WI 53916
Daytime Phone: (608) 206-1209 Email: haasek@prgsold.com
Relationship to Property Owner: Owner haasek@prgsold.com
(ie: owner, tenant, architect, contractor, attorney)

BUILDING OWNER INFORMATION (If different than applicant)

Property Owner's Name: Tony Haase
Property Owner's Address: 221 Front St - BD, WI 53916
Daytime Phone: (608) 206-1209 Email: _____

PROPERTY INFORMATION

Year Built: 999 Current Business: Real Estate
Use(s): Service | Offices | Commercial | Non-profit | Mixed-Use | Manufacturing (circle)
Original/Prior Use(s): Service

TYPE OF WORK Check all that apply.

☐ Storefront Remodel	☐ Windows	☐ Doors	☐ Siding	☐ Roof
☐ Porch/Railings	☐ Awning	☐ Lighting	☐ Painting	☐ Stairs
☐ Fence/Gate	☐ Gutters	☐ Landscape	☐ Masonry	☐ Signage
☐ Artistic Feature	Other <u>Sign</u>			

NEW CONSTRUCTION/DEMOLITION/RELOCATION

☐ Demolition ☐ New Structure ☐ Addition to Existing Structure ☐ Relocation N/A

SCOPE OF WORK

Describe in detail the work to be done. The description should include information about the current state of the property, historic features, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

Add Sign Above Windows 20" wide 10' Long

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Internal Use:

DOWNTOWN REDEVELOPMENT COMMITTEE APPROVAL

Signature _____

Date _____

Print Name _____

Rev 7/2/21



Google Maps

Image capture: Nov 2024 © 2026 Google



