

City of Black River Falls
HISTORIC PRESERVATION COMMISSION
AGENDA (REVISED)

Thursday – July 9, 2026 – 5:30 PM
City Hall – 101 S. Second Street, Black River Falls, WI

Join Zoom Meeting:

<https://us02web.zoom.us/j/88170719500?pwd=FeX55x3Wz8CzLPDnadaXg5RlGeGmVO.1>

Or Dial: 1-312-626-6799

Meeting ID: 881 7071 9500

Password: cityhall

1. Call to Order
2. Roll Call
3. Façade Improvement Grant Application for 34 South First Street – Action
4. Downtown Historic District signage update
5. Adjourn

Posted: July 6, 2026



City of
Black River Falls

TIF VI FAÇADE IMPROVEMENT GRANT PROGRAM

FOR OFFICE USE ONLY:

Date Received: <u>June 17, 2026</u>	Amount Requested: <u>\$144,255.00</u>
Date Reviewed:	Tax ID Number: <u>206-0580.0000</u>

PROPERTY OWNER INFORMATION

☐ Check if Applicant

Name: Ed and Pat Davis Family Trust Year Purchased: 2024
Address: 34 South First Street
Telephone: 715-896-3442 Email Address: edavis@centurytel.net

BUSINESS INFORMATION

☒ Check if Applicant

Business Name: Black River Phoenix Properties, LLC EID: B090037
Primary Contact: Ed davis
Address: N4873 Morken Road, Melrose, WI 5464272
Telephone: 715-896-3442
Type of Business: Commercial Property Investment & Improvement

Check the appropriate type of ownership:

☒ The business owns the property

☐ The business leases the property

PROPOSED IMPROVEMENTS

Describe the Storefront Façade Improvements:

See attached facade improvement renderings and list of proposed remedial repairs.

Describe any other improvements, if applicable:

Estimated Cost of Improvements: \$ 288,510.00
Amount of funding from other grants: \$ 0
Grant amount requested: \$ 144,255.00

Have you engaged the services of a Contractor, Designer or Architect:



Yes



No

Would you be able to complete the improvements this year:



Yes



No

APPLICATION PROCESS

1. The following documents must accompany a completed application:

- a. Proof of property ownership or lease.
- b. Written consent from the property owner giving permission to conduct the façade improvements.
- c. Color photographs of existing storefront façade conditions.
- d. Two or more competitive proposals from contractors.
- e. Other supporting documentation deemed necessary by the Historic Preservation Committee or the Applicant.

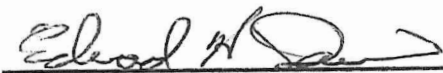
2. Process after application submission

- a. A meeting will take place to go over the submitted improvement proposal to discuss grant expectations and to address grant concerns.
- b. After façade improvements are complete, the grant funds will be disbursed for reimbursement to the applicant after all of the following pieces of information have been submitted:
Proof of Final Inspection by the Building Inspector (if applicable), A copy of the Final Invoice Received from Contractor, Photos of improvements, Proof of Payment to Contractor (i.e. receipt, invoice, etc.)
- c. The HPC reserves the right to refuse reimbursement in whole or part for work that does not conform to the program guidelines, the proposal submitted, and/or is not completed within 1 year of award.

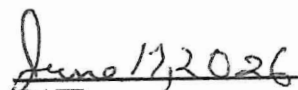
APPLICANT ACKNOWLEDGEMENTS

1. The Applicant shall hold the City of Black River Falls, its officers, consultants, attorneys and agents harmless from any and all claims arising from or in connection with the Grant Program or its Application, including but not limited to, any legal or actual violations of any State or Federal laws.
2. The Applicant recognizes and agrees that the City of Black River Falls and the Historic Preservation Committee retain absolute authority and discretion to decide whether or not to accept or deny any particular Grant Applicant, and that all expenditures, obligations, costs, fees, or liabilities incurred by the Applicant in connection with the Grant Application are incurred by the Applicant at its sole risk and expense.
3. The Applicant acknowledges that they have read the TIF VI Façade Improvement Grant Program and understand that if the proposal is approved, they will make the above referenced improvements to the property within the specific time allowed.

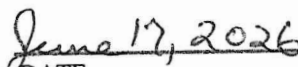
The undersigned, a duly authorized representative of the Applicant, hereby certifies that the foregoing information is true, correct and complete as of the date hereof and agrees that the Applicant shall be bound by the terms and provisions herein.



APPLICANT'S SIGNATURE


DATE

PROPERTY OWNER'S SIGNATURE


DATE

STATE OF WISCONSIN
REAL ESTATE PROPERTY TAX BILL FOR 2025
CITY OF BLACK RIVER FALLS
JACKSON COUNTY

ED & PAT DAVIS FAMILY TRUST
N4873 MORKEN RD
MELROSE WI 54642-8111

DAVIS FAMILY TRUST, ED & PAT
BILL NUMBER: 380688
IMPORTANT: · Correspondence should refer to parcel number.
· See reverse side for important information.
· Be sure this description covers your property. This description is
for property tax bill only and may not be a full legal description.
418890 403871 403637 388516 ACRES: 0.124
SEC 15, T 21 N, R 04 W, SW¼ of SE¼
LOT 6 BLK 15 KNAPP & WILLIAMSON'S PLAT

Property Address: 34 S 1ST ST

Parcel #: 206-0580.0000
Alt. Parcel #:

Assessed Value Land 17,600	Ass'd. Value Improvements 83,900	Total Assessed Value 101,500	Ave. Assmt. Ratio 0.9328	Net Assessed Value Rate (Does NOT reflect credits) 0.018639665
Est. Fair Mkt. Land 18,900	Est. Fair Mkt. Improvements 89,900	Total Est. Fair Mkt. 108,800	☐ A Star in this box means Unpaid Prior Year Taxes	School taxes reduced by school levy tax credit \$ 121.24

Taxing Jurisdiction	2024 Est. State Aids Allocated Tax Dist.	2025 Est. State Aids Allocated Tax Dist.	2024 Net Tax	2025 Net Tax	% Tax Change
JACKSON COUNTY	332,828	323,296	512.63	544.61	6.2%
CITY OF BLACK RIVER FALLS	1,225,513	1,249,196	727.98	751.52	3.2%
BLK RIVER FALLS SD 0476	4,147,921	4,012,215	471.93	498.49	5.6%
VOC DIST-LA CROSSE	262,666	254,389	96.54	97.31	0.8%
Total	5,968,928	5,839,096	1,809.08	1,891.93	4.6%
			54.56	51.25	-6.1%
			1,754.52	1,840.68	4.9%

Make Check Payable to:
BRF CLERK/TREASURER
CITY OF BLACK RIVER FALLS
101 SOUTH 2ND ST
BLACK RIVER FALLS WI 54615
715-284-5514

Full Payment Due On or Before January 31, 2026
\$2,069.06

Or First Installment Due On or Before January 31, 2026
\$1,148.72

And Second Installment Payment Payable To
JACKSON COUNTY TREASURER
TABITHA CHONKA-MICHAUD
307 MAIN ST
BLACK RIVER FALLS WI 54615

And Second Installment Due On or Before July 31, 2026
\$920.34

FOR TREASURERS USE ONLY

PAYMENT _____
BALANCE _____
DATE _____

TO RECEIVE RECEIPT, ENCLOSE A
SELF-ADDRESSED STAMPED ENVELOPE WITH
PAYMENT

FOR INFORMATIONAL PURPOSES ONLY
- Voter Approved Temporary Tax Increases

Taxing Jurisdiction
BLK RIVER FALLS SD 0476

Total
Additional Taxes
114,834.42

Total Additional Taxes
Applied to Property
32.81

Year
Increase Ends
2041

Net Property Tax 1,840.68
OTHER SPECIAL ASSESSMENT 228.38

TOTAL DUE FOR FULL PAYMENT

Pay By January 31, 2026

► \$ 2,069.06

Warning: If not paid by due dates, installment option is lost
and total tax is delinquent subject to interest and, if applicable,
penalty. Failure to pay on time. See reverse.

PLEASE RETURN LOWER
PORTION WITH REMITTANCE

REAL ESTATE PROPERTY TAX BILL FOR 2025

Bill #: 380688
Parcel #: 206-0580.0000
Alt. Parcel #:

Total Due For Full Payment \$2,069.06
Pay to Local Treasurer By Jan 31, 2026

OR PAY INSTALLMENTS OF:

1ST INSTALLMENT Pay to Local Treasurer	2ND INSTALLMENT Pay to County Treasurer
\$1,148.72 BY January 31, 2026	\$920.34 BY July 31, 2026

☐ Check For Billing Address Change.

ED & PAT DAVIS FAMILY TRUST
N4873 MORKEN RD
MELROSE WI 54642-8111

FOR TREASURERS USE ONLY

PAYMENT _____
BALANCE _____
DATE _____

WISCONSIN GOV



State of Wisconsin

Department of Financial Institutions

Search for:

Black River Phoenix Properties

[Search Records](#)[Search](#)
[Advanced Search](#)
[Name Availability](#)**Corporate Records**Result of lookup for **B090037** (at 6/17/2026 3:23 PM)**BLACK RIVER PHOENIX PROPERTIES, LLC**You can: [File an Annual Report](#) - [Request a Certificate of Status](#) - [File a Registered Agent/Office Update Form](#)**Vital Statistics**

Entity ID B090037

Registered Effective Date 03/26/2018

Period of Existence PER

Status Restored to Good Standing [Request a Certificate of Status](#)

Status Date 01/12/2026

Entity Type Domestic Limited Liability Company

Annual Report Requirements Limited Liability Companies are required to file an Annual Report under s. 183.0212, WI Statutes.

Addresses

Registered Agent Office EDWARD H DAVIS
N4873 MORKEN RD
MELROSE , WI 54642
[File a Registered Agent/Office Update Form](#)

Principal Office N4873 MORKEN RD
MELROSE , WI 54642-8111

Historical Information**Annual Reports**

Year	Reel	Image	Filed By	Stored On
2026	000	0000	online	database
2024	000	0000	online	database
2023	000	0000	online	database
2022	000	0000	online	database

2021	000	0000	online	database
2020	000	0000	online	database
2019	000	0000	online	database

[File an Annual Report](#) - [Order a Document Copy](#)

**Certificates of
Newly-elected
Officers/Directors**

None

Old Names

None

Chronology

Effective Date	Transaction	Processed Date	Description
03/26/2018	Organized	03/26/2018	E-Form
01/23/2019	Change of Registered Agent	01/23/2019	OnlineForm 5
02/02/2023	Change of Registered Agent	02/02/2023	OnlineForm 5
01/01/2026	Delinquent	01/01/2026	
01/12/2026	Change of Registered Agent	01/12/2026	OnlineForm 5
01/12/2026	Restored to Good Standing	01/12/2026	OnlineForm 5

[Order a Document Copy](#)

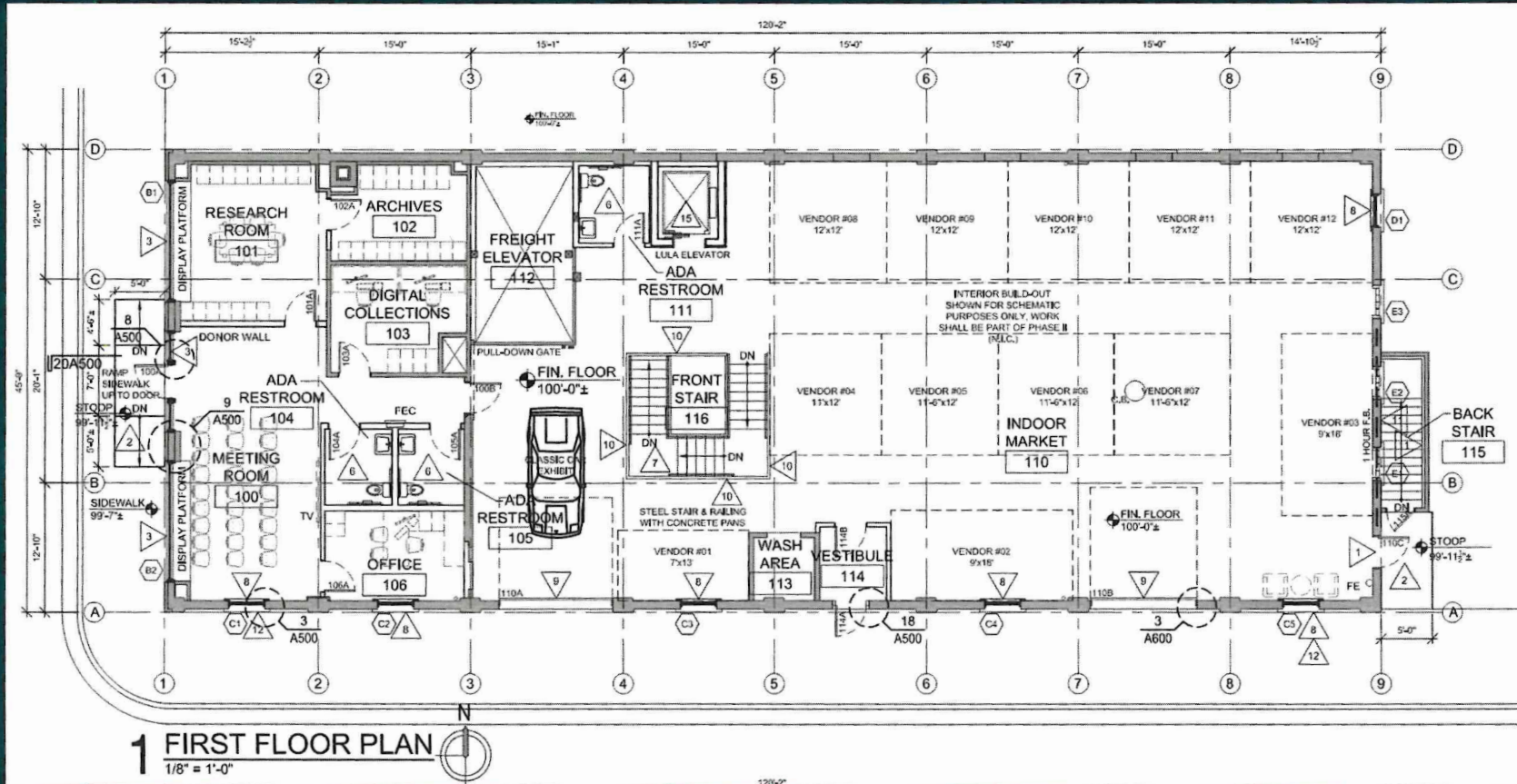
JACKSON COUNTY HISTORICAL SOCIETY MUSEUM



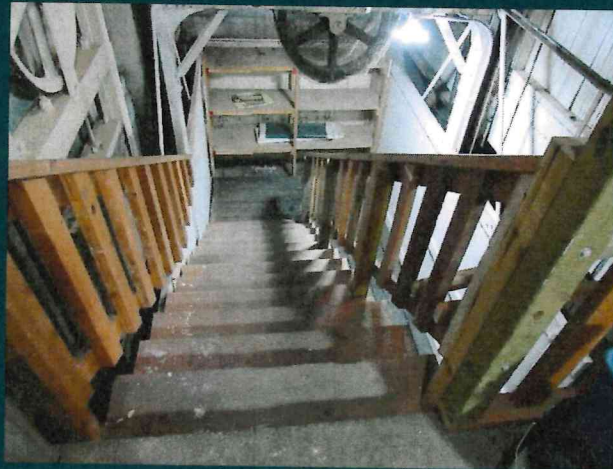
Marc Zettler, NCARB, APT
ZETTLER DESIGN STUDIO, LLC



FIRST FLOOR PLAN



FIRST FLOOR PHOTOS



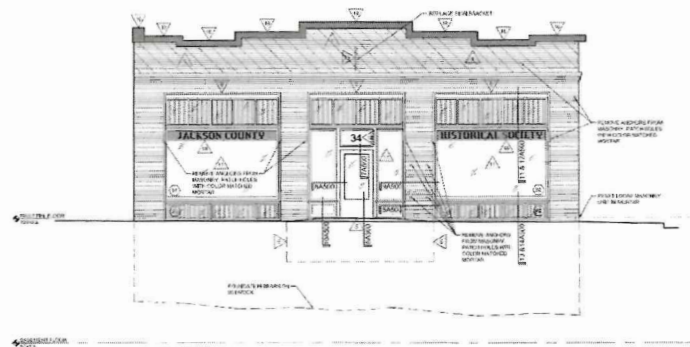
2 BASEMENT PLAN



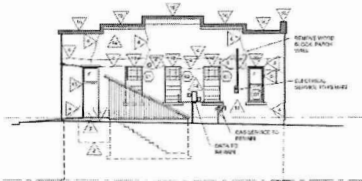
BASEMENT PHOTOS



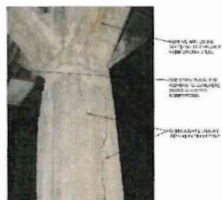
EXTERIOR



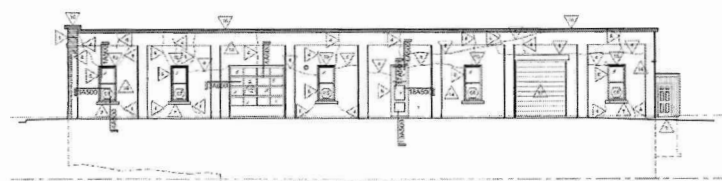
1 WEST (FRONT) ELEVATION
14' x 14'



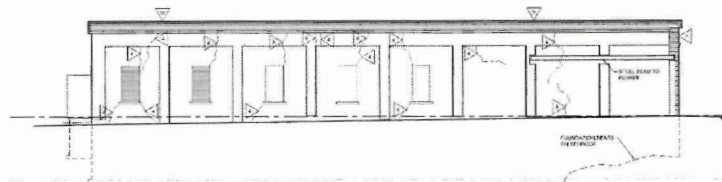
2 EAST (BACK) ELEVATION



P1 **DAMAGED COLUMN**



3 SOUTH ELEVATION



4 NORTH ELEVATION

[illegible]

ELEVATION KEY NOTES:

1. **1** = 1000' (1000' = 1000' + 0' = 1000')
2. **2** = 2000' (2000' = 2000' + 0' = 2000')
3. **3** = 3000' (3000' = 3000' + 0' = 3000')
4. **4** = 4000' (4000' = 4000' + 0' = 4000')
5. **5** = 5000' (5000' = 5000' + 0' = 5000')
6. **6** = 6000' (6000' = 6000' + 0' = 6000')
7. **7** = 7000' (7000' = 7000' + 0' = 7000')
8. **8** = 8000' (8000' = 8000' + 0' = 8000')
9. **9** = 9000' (9000' = 9000' + 0' = 9000')
10. **10** = 10000' (10000' = 10000' + 0' = 10000')

MATERIAL LEGEND:

NOTES TO BE OBSERVED:
 1. ALL NEW AND EXISTING PAVED SURFACES SHALL BE
 2. REINFORCED ASPHALT SHALL BE
 3. ALL EXISTING ASPHALT SHALL BE
 4. ALL EXISTING ASPHALT SHALL BE
 5. ALL EXISTING ASPHALT SHALL BE



ZETTLER DESIGN STUDIO
224 Van Ness Street N.
West Salem, OH 44490
P: 440.844.1200
E: studio@zcdesign.com

FIGURE 2
A PROJECT FOR THE ED & PAT DAVIS FAMILY TRUST
MCMINNERS & LANDERS FORD GARAGE ADAPTIVE REUSE - PHASE I

SHEET TITLE:

PROJECT NUMBER:
1200
CHECKED BY:
M. ZETTLER
DRAWN BY:
M. ZETTLER
DATE:
05-12-2025

REVISIONS: 0
APPROVED BY: [Signature]
DATE: 05-12-2025
PROJECT NO: 1200

A200

EXTERIOR PHOTOS



RENDERINGS

Rendered Building Elevations

McManners & Landers Ford Garage Building
34 S. First Street
Black River Falls, WI



PROPOSED
WEST (FRONT) ELEVATION

SCALE: 0' 2' 4' 8'

July 2025

Facade Grant Application

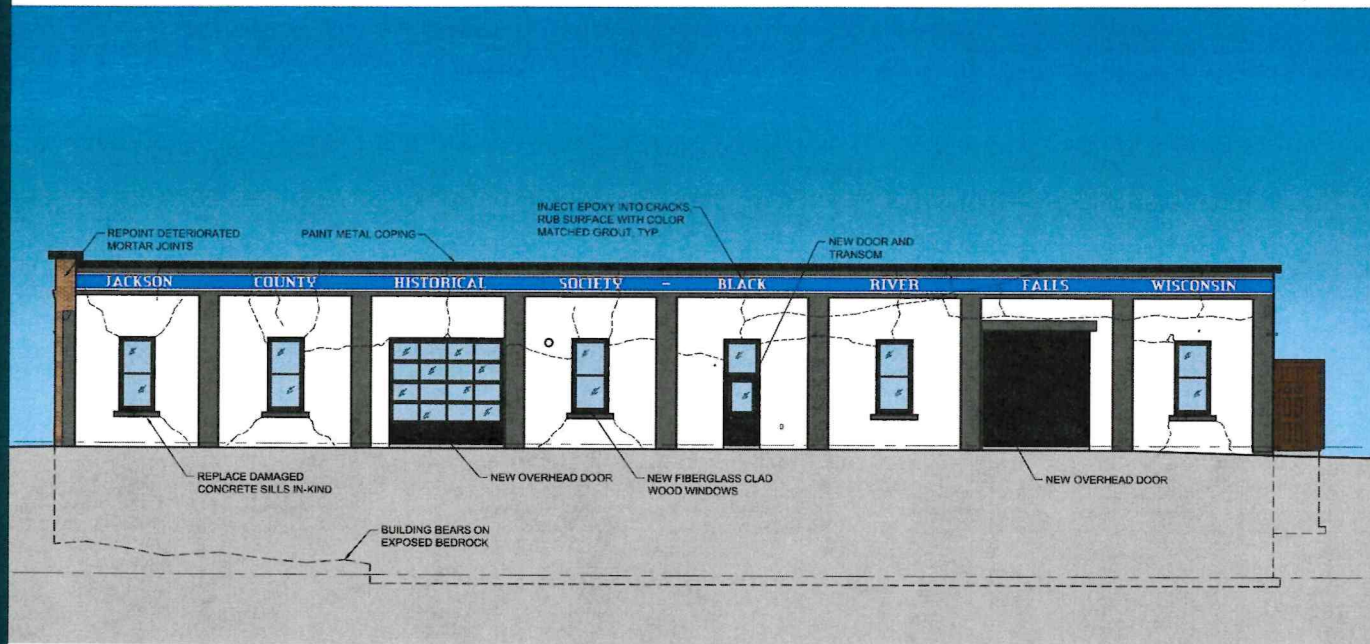


DRAWINGS NOT FOR CONSTRUCTION

RENDERINGS

Rendered Building Elevations

McManners & Landers Ford Garage Building
34 S. First Street
Black River Falls, WI



PROPOSED
SOUTH ELEVATION

SCALE: 0' 4' 8' 16'

July 2025

Facade Grant Application



DRAWINGS NOT FOR CONSTRUCTION

BUDGET

Phase I – Exterior:

Item:	Cost:
General Conditions @ 8%:	\$21,370
Selective Demolition:	\$28,600
Masonry Tuckpointing:	\$9,900
Concrete Repair/Frost Stoop:	\$115,000
New Doors:	\$33,000
New Windows @ \$4k each:	\$24,000
New Storefront @ \$90/sf:	\$39,960
Exterior Painting:	\$5,000
Electrical Allowance – Exterior:	\$10,000
Lift Rental:	\$1,680

Phase I Total Budget: \$288,510*

Phase I – Exterior:

Item:	Cost:
General Conditions @ 8%:	\$68,110
Selective Demolition:	\$13,500
Concrete Repair/Frost Stoop:	\$40,530
Structural Steel Allowance:	\$35,000
Carpentry and Drywall:	\$65,220
Interior Doors and Trim:	\$48,000
Finishes:	\$91,190
LULA Elevator:	\$75,000
HVAC (Heating & Cooling):	\$202,640
Electrical:	\$253,300
Plumbing:	\$27,000

Phase II Total Budget: \$919,490*

*It is highly recommended for the owner to carry a 20% contingency when working on existing buildings.

QUESTIONS

City of Black River Falls



Façade Improvement Grant Program

Tax Increment Finance (TIF) District VI – Downtown

Approved by Common Council 6/4/2024

Façade Improvement Grant Program – TIF District VI (6)

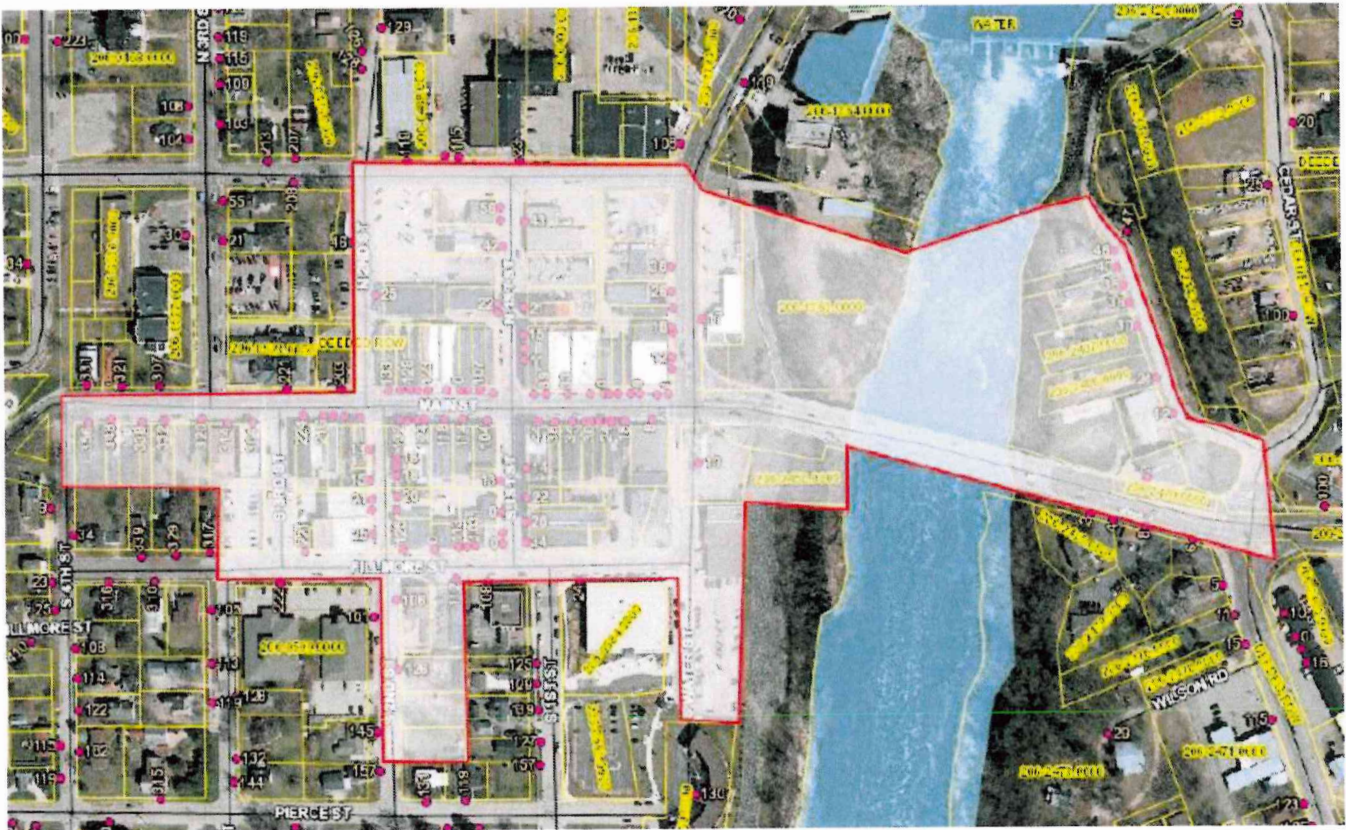
The City of Black River Falls Historic Preservation Commission (HPC) is responsible for administering a “TIF VI Downtown Façade Improvement Grant Program,” intended to stimulate improvements to the exterior of downtown commercial or mixed-use buildings.

Purpose

The purpose of this program is to provide financial assistance to commercial property owners within Tax Increment Financing District VI in order to upgrade and improve the facades and appearance of commercial/retail buildings. The goal of this program is to strengthen the vitality of Main Street by improving the pedestrian experience, increasing building transparency, preserving historically significant architecture, and beautifying buildings through façade revitalization efforts which will have a lasting impact on downtown Black River Falls. The Façade Improvement Grant Program is funded to stimulate building improvements while being mindful of the historical significance and uniqueness of the downtown structures.

Eligible Properties

Owners of existing commercial/retail buildings within the downtown Tax Increment Finance District VI, see map below.



Ineligible Properties

- Any property owned by a unit of government (federal, state, county, local, tribal, etc.);
- Property owned by religious groups or by a non-profit organization on which real estate taxes are not being paid;
- Properties that have any delinquent payments due to the City, such as bills, charges, or taxes.
- Properties exclusively used as residences.

Eligible Activities

- Restoration and rehabilitation of the building's exterior wall(s) that are viewable from a public street (alleys are not included). Examples include (list is not all inclusive):
- Storefronts
- Signage *
- Doors and windows *
- Wall treatments (painting, acid washes, etc.)
- Details (light fixtures, awnings, etc.) *
- Building additions that meet local building codes and zoning requirements and the principles and guidelines of the Program.

* Costs associated with these improvements may only be considered for matching grant funds if they are part of an overall building improvement project or restoration project. For example, replacing awnings, signage, or windows that are not historically relevant does not meet the intent of the program and will not qualify for matching grant funds. The HPC reserves the right to approve these improvements for projects that restore the historical integrity of the building.

Ineligible Activities

- Interior improvements, fixtures and furnishings, or roof repair, not visible from the street.
- Removal of architecturally significant features.
- Purchase of property.
- Inventory or operating capital.
- Any activity completed prior to receiving final approval of grant funds.

Historic Buildings

All structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings that are an integral element of a historic streetscape should reflect and complement the character of the surrounding area to the greatest extent possible.

“Buy Local”

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

Award Reimbursement

Reimbursement shall be limited to no more than 40% of the total cost of eligible improvements not covered by other grants or donations. No single City reimbursement shall exceed ten thousand dollars (\$10,000) unless it is approved by the Common Council.

All necessary government approvals, building permits, and taxes are not eligible for reimbursement. Projects approved for grant assistance will be required to submit a written request to release the funds upon completion of the entire project. Copies of all invoices and receipts related to the façade improvements must accompany the request for release of funding. Invoices and receipts shall clearly explain the related work (i.e. cost for square feet of brick cleaning, etc.).

The Historic Preservation Commission (HPC) reserves the right to refuse reimbursement in whole or part for work that:

- Does not conform to the program design guidelines.
- Does not conform to the proposal submitted with your application and authorized by the HP/DRC.
- Is not completed within 1 year from the date the project was approved for funding.

How to Apply

To be considered for matching grant assistance, the property owner will complete the attached “TIF VI Façade Improvement Grant Program” application and deliver it to the City Administrator at 101 South Second Street, Black River Falls, WI 54615. **Only applications that contain all required information will be considered for funding.**

All complete applications for façade improvement matching grant assistance will be reviewed by the HPC to determine the project’s compliance with the specific standards contained within this Program Description.

The HPC will review a complete application within approximately 30 days of receipt. The HPC will review the applications to ensure eligibility and compliance with the TIF VI Façade Improvement Grant Program requirements. Applicants will be invited to attend the public HPC meeting where review will occur. Following their review, the City Administrator will notify the applicant(s) of the HPC’s decision to approve or deny the request.

If the request for financial assistance is approved, the applicant will receive a written notice of the HPC's decision detailing the amount of funding approved, any terms and/or conditions of the approval, as well as how the funds will be released. City staff will draft a façade improvement grant agreement, outlining the grant details that shall be executed between both parties before the project can begin.

Ranking Order of Applicants

Generally, projects having the greatest aesthetic impact will be given first priority. Priority will also be given to the following:

- Projects that will encourage other restoration or redevelopment within the downtown TIF District area.
- Buildings where an immediate renovation will stop serious deterioration of the building's façade.
- Projects that improve the architectural integrity of the building and restore the historic architecture.
- Buildings where historic or architecturally significant features contributing to the building's character are in danger of being lost due to disrepair.
- Vacant properties where façade improvements would help to improve the overall appearance.
- Projects that demonstrate collaboration and will help attract people.
- Projects that will result in significant new investment and creation of jobs.
- Projects that incorporate mixed uses or multiple tenants.

Application Deadline

The application period is open until funds are extinguished. Thereafter, review and ranking of applications will occur by the City's Historic Preservation Commission. See the program description for a list of ranking criteria. Applicants are encouraged to contact the City Administrator to ensure eligibility and funding availability before they apply. Only complete applications that contain all required information will be considered.

Contact

A. Brad Chown
City Administrator
City of Black River Falls
101 S. Second Street
Black River Falls, WI 54615
Ph: (715) 284-2315
Fax: (715) 284-1777
Email: city.admin@blackriverfallswi.gov
Website: www.blackriverfalls.gov



Historic Downtown
Menomonie
EXIT 41

