

Watertown Main Street Program Façade Improvement Grant Program Overview

Statement of Purpose:

The purpose of this program is to offer business owners and building owners in the Main Street Program area assistance in restoring and enhancing the visual appeal of their façades. The primary goal of this program is to contribute to and preserve the aesthetics of our historic streetscape. Therefore, façade improvements must further this goal.

Eligibility Requirements

All commercial or mixed-use properties with façades that front Main Street or auxiliary streets in the Main Street Program area are eligible for this program, excluding publicly-owned properties and religious institutions. The façade improvements must be in accordance with the Secretary of the Interior's Standards of Rehabilitation as well as City of Watertown ordinances Chapter 29, Historic Preservation, and Chapter 13, Building Code. Applications are processed and considered on a first come, first served basis within a calendar year.

Grant terms

Matching façade grants are available for half the project cost up to \$5,000. **The commission has the authority to determine the level of grant funding for each individual project.** A primary consideration for funding will be a project's visual impact on the downtown as a whole. Grants for signage are available for half of the project cost up to \$500. Due to limited grant funds, no additional façade grants will be awarded for the same property within a 24-month period after the grant payment is made. However, an exception can be requested if the property changes ownership.

Eligible Expenses - Grants from this program shall only be used for **exterior** repairs and renovations. Eligible expenses include, but may not be limited to, the following:

- Façade restoration
- Painting (materials & labor)
- Doors and entrances
- Fabric awnings
- Lighting (materials & labor)
- Masonry repair, tuckpointing, and cleaning
- Window repair or replacement
- Professional design services

Ineligible Expenses - The following expenses are not eligible under this grant program:

- Roofing or roof repairs
- Tinted windows
- Vinyl awnings
- Electric signs
- Security systems
- Paving
- New building construction
- Land acquisition
- Operating equipment
- Furnishings
- Inventory
- Operating expenses
- **Renovations not previously approved by the Historic Preservation/Main Street Design Review Commission**
- **Renovations completed prior to receiving final approval of the grant request.**

Guidelines:

- 1. Applicants must contact the Main Street Program Manager to obtain a grant application and to have their project placed on the agenda of the next meeting of the Watertown Historic Preservation and Downtown Design Commission. Please contact the Main Street office at 920-261-5185 or watertownmain@sbcglobal.net.**
2. Applications received at the Main Street office with all necessary supporting documentation are qualified for consideration. *Original applications are in the Main Street office for board review. Copies are given to the Design committee to approve application.*
- 3. Once the Historic Preservation and Downtown Design Commission approves a project and a Certificate of Appropriateness is issued and signed by the commission chair, the applicant may obtain a building permit. The applicant agrees to commence work within 45 days and complete façade work within 90 days of the Commission's approval date. If the project can not be completed in that time, the applicant must apply to the design committee for an extension.**
4. Tenant applicants must submit written evidence that the building owner is aware of and approves of the planned project.
- 5. The Main Street Program Board of Directors must approve all proposed façade improvements.** The façade improvements must be in accordance with the Secretary of the Interior's Standards of Rehabilitation as well as City of Watertown ordinances Chapter 29, Historic Preservation, and Chapter 13, Building Code.
- 6. Historic Preservation Commission approval does not guarantee grant funding will be awarded.** Final decision rests with the Main Street Program Board of Directors, which will render its decision when all receipts are submitted to the Main Street Manager, and funding approval has been placed on the agenda of the Board of Directors monthly meeting.
7. Applicants are encouraged to buy materials locally and to use local contractors/labor.

Façade Improvement Program Grant Application Procedure

1. Contact Main Street Office to inform them of intent to apply for façade grant.
2. Get your project on the agenda of the next HP Commission meeting.
3. Completed applications should be submitted to the Main Street Manager.
Completed applications include:
 - Two estimates from contractors **required**, three recommended.
 - Two photos of before elevation at time of application.
 - If you are a tenant, enclose two copies of a letter of permission from the building owner.
 - Include a copy of this form, signed and dated.
 - Plans for façade work including color choices
4. Application for a building permit must be made at the Building Inspection Department, located in City Hall, 102 Jones Street, 2nd floor. Applicants must have a signed Certificate of Appropriateness to receive a building permit. Please contact Joseph Heimsch, City of Watertown Building Inspector at 920-262-4060 with any questions.
5. If your project is not approved, the Commission will explain in writing the reasons for rejection and steps necessary to receive approval.
6. Any changes to the approved plan must be submitted in writing and approved by the Commission prior to work being completed. Should an applicant deviate from the approved plan, the Watertown Main Street Program reserves the right to withdraw Grant approval and retain the awarded grant money.
7. **Invoices totaling the entire cost of the façade project must be submitted to the Main Street Program Manager.**
8. The Historic Preservation Commission will conduct a final inspection upon completion of the project. Final inspection sign-off will be noted on the façade grant application.
9. When all conditions are met under the Grant Award and Reimbursement section, the applicant will receive a certificate of completion.
10. Grant checks will be issued ONLY AFTER the Watertown Main Street Board approves the payment.
11. Grant monies will be paid to applicant within 30 days. (You may be asked to participate in a publicity photo for the Daily Times.)

I have read and agree with the above guidelines.

Signature: _____ Date: _____

Application forms and supporting documents should be delivered to:

Main Street Program (MSP)

Façade Grant Program

104 W. Main Street

Watertown, WI 53094

Phone (920) 261-5185

watertownmain@sbcglobal.net

**Watertown Main Street Program
Façade Improvement Grant Program Application**

1. Business Name: _____
Business Owner: _____
Phone: _____
2. Building Owner: _____
Phone: _____
3. Business Address: _____
4. Description of Project: _____

5. Estimated Cost: \$ _____
6. Proposed Start Date: _____ Proposed Completion Date: _____

The undersigned applicant(s) affirm that the information submitted is true and accurate to the best of their knowledge.

Signed: _____ Date: _____

Signed: _____ Date: _____

Grant Award and Reimbursement:

Certificates of Completion will be issued when the following conditions are met:

- All work completed follows the approved plan
- All work has been completed within the agreed upon timeframe
- Documentation from applicant that all permits required by the City of Watertown building and zoning codes have been met
- Documentation from applicant of matching investment