

Village of Waterford
Curb Appeal Grant Program
Adopted: 8/28/12, Resolution #713, Updated: 10/8/12

Rationale: The Curb Appeal Grant Program is intended to stimulate improvements to the exterior of commercial buildings and building signs located in the Village of Waterford, with special focus on the Waterford Heritage District.

Funding Source: Village of Waterford General Fund

Purpose: Provides funding to stimulate building and signage improvements.

Eligibility: Owners and tenants of existing commercial buildings. Tenant applicants are required to submit written evidence of building owner approval with the application. All applicants agree to comply with the Heritage District Design Guidelines to the extent the Design Guidelines do not conflict with the regulations for the applicant’s applicable district.

Eligible Uses: The Façade and Signage Grant Program can be used to fund improvements to the exterior front, rear and side facades and signs of existing commercial buildings. Other eligible uses can be the following:

• Painting	• Cleaning
• Awnings	• Materials
• Labor	• Entrances
• Window Repair	• Masonry Work
• Architectural Assistance	• Lighting
• Signage	• Roofs with decorative elements will be considered

Ineligible Uses:

- Interior work and inappropriate cleaning methods
- Tax delinquent and tax exempt properties
- Properties delinquent on utility charges and billings from the Village
- Exclusively residential properties
- Projects begun/finished before the grant program adoption date of 8/28/12

Maximum Grant Amount: The maximum grant amount will be 50% of the total eligible façade improvement project, but with a maximum of a \$5,000 Façade Grant. No more than \$250 of the total grant amount may be used for exterior signage; signage grants are not to exceed 50% of the cost of the sign. Abutting properties will be considered for individual façade grants

based upon each property being architecturally distinctive, as determined by the Village of Waterford Heritage District Design Committee.

Amount of
Funds

Available: There is currently \$60,000 available for these grants. Once these funds are depleted, no more applications can be accepted unless other funds are secured. Funds are awarded on a first-come, first-served basis.

Marketing: Marketing of the program is done through the Village Staff, Racine County Economic Development Corporation (RCEDC), as a consultant of the Village, and Absolutely Waterford, Inc. (focusing within the Heritage Overlay District). Information about the grant can be found at www.absolutelywaterford.org.

Application: Applications will be accepted by the Village of Waterford Clerk via hard copy, fax or e-mail; the deadline is 15 days before the Village of Waterford Heritage District Design Committee meeting.

Process:

- 1) The Curb Appeal Grant application and the Façade and Signage Improvement application (formal name TBD) are both available at Village Hall and at the www.absolutelywaterford.org.
- 2) Although it is not a requirement, it is recommended that the applicant consult with an architect regarding any structural or major façade renovation activities. For properties located within the Heritage Overlay District Absolutely Waterford, Inc. provides five free façade renderings per year through the Wisconsin Main Street program.
- 3) In order to complete the Façade and Signage Improvement application (formal name TBD) the applicant must schedule a meeting with the Village building inspector to discuss the proposed project and any site plans developed. Any questions regarding the ordinance and related matters may be discussed with the inspector or other appropriate Village Staff.
- 4) Completed grant applications (including all required attachments) must be returned to the Village Clerk for review 15 business days prior to the Village of Waterford Heritage District Design Committee meeting.
- 5) RCEDC staff reviews the grant application and Village staff reviews for unpaid taxes, unpaid utility charges, and outstanding billings from the Village.
- 6) Completed grant applications, along with the RCEDC staff recommendation pertaining to the grant application, will be presented to the Village of Waterford Heritage District Design Committee (TBD schedule TBD). Applicants are encouraged to attend the meeting and present materials as deemed necessary.
- 7) Upon approval of the Curb Appeal Grant application, grant dollars will be awarded (earmarked) to the applicant for reimbursement purposes.
- 8) If the application is not approved, the applicant may appeal the decision to the Village Board by filing a written appeal with the Village Clerk within 10 days of the date of the Committee's decision. The Heritage District Design Committee will provide

information to the applicant regarding the appeal process in its decision on the application. The Village Board shall consider the appeal at its next meeting, and may uphold, modify or overturn the Heritage District Design Committee's decision.

- 9) Grant recipients will agree to allow Village and Absolutely Waterford, Inc. Staff to take before and after photos of the property and utilize the photos in program marketing and advertising.
- 10) Grant recipients are very strongly encouraged to give back to their community by volunteering their time to the nonprofit organizations located in the Village of Waterford.
- 11) Grant monies will be distributed to the applicant upon completion of the following activities:
 - A. The Building Inspector will monitor the progress of the project.
 - B. Any and all changes, not prior approved, from the original Curb Appeal Grant application must be approved by the Village of Waterford Heritage District Design Committee. Approved changes in work specifications must be attached to the original dated grant application. Any unapproved deviations from the original work specified in the grant application will disqualify the applicant.
 - C. The applicant and Building Inspector will conduct a final inspection and the Building Inspector will provide written correspondence of project approval to RCEDC staff.
 - D. Invoices and receipts and final lien waivers provided by the applicant to the Village Treasurer will be reviewed to ensure compliance with the original grant application by RCEDC staff.
 - E. RCEDC staff will send a written request for disbursement of funds to the Village Treasurer. Funds will be disbursed and mailed (or made available for pick up) to the applicant 45 days after receipt of the written request.

Nondiscrimination. In awarding or refusing a grant to an eligible applicant, the Village will not discriminate on any basis prohibited by Wisconsin Statute s. 111.321, including but not limited to age, race, creed, color, disability, marital status, sex, national origin, ancestry, arrest record, conviction record, or military service, subject to the provisions of Wisconsin Statute sections 111.33 to 111.365.

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Village of Waterford - Curb Appeal Grant Program
Application Form

Office Use Only: Date Received and Staff Initials _____

Applicant's Name(s): _____

Name of Property Owner: _____

Name of Business: _____

Applicant Telephone #: _____ Parcel ID #: _____

Applicant E-Mail Address: _____

Project Address: _____, Waterford, WI

Applicant Mailing Address: _____

- 1) Does the applicant own the project building? Yes No
 - a) If the answer to the above question is no, the building owner must sign this grant application below.

- 2) Will you be using the services of an architect or engineer? Yes No
 - a) If yes, list your architect or engineer: _____
 - b) If no, and if the project is located in the Heritage Overlay District, would you be interested in receiving a free façade rendering from Absolutely Waterford, Inc.? Yes No

- 3) Estimated Project Cost: _____
 - a) **Please attach qualified contractor bid documents and all cost breakdowns by category such as masonry repair, window replacement, painting, awning, etc.**

- 4) Proposed start date: _____ Proposed completion date: _____

- 5) What is (are) the existing use(s) of the building? _____
 - a) Will this project proposal cause a change in the building's use? Yes No
 - b) If yes, please explain. _____

- 6) Would you be interested in receiving information about the following finance options for this project?
 - a) WI Historic Rehabilitation Tax Credit Program (lowers the amount of income tax owed by the property owner financing the improvements by 10%) Yes No
 - b) Local lenders façade improvement loans Yes No

- 7) I give permission to Village and Absolutely Waterford, Inc. staff to take before and after photographs of my project and use these photographs in program marketing and advertising.

- 8) Required: I have completed and attached the "Façade and Signage Improvement Application" (formal name TBD) and I have met with the Village Building Inspector. Yes No**

Signature of Applicant

Date

Signature of Property Owner

Date

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