



CURB APPEAL GRANT PROGRAM

Adopted 8.28.12, Resolution #713, Update History: 10.8.12; 9.18.13; revised December 2017

About the Curb Appeal Grant

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. See Heritage District Overlay Map and Heritage District Design Guidelines.

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. Outstanding taxes, utilities, and other Village billings will disqualify an application.

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

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

Ineligible Uses:

♦ Interior work and inappropriate cleaning methods	♦ Exclusively residential properties
♦ Tax delinquent and tax exempt properties	♦ Projects begun/finished before grant program adoption date (8-28-12)

Maximum Grant Award: The maximum grant amount will be 50% of the total eligible façade improvement project, for a maximum of \$5,000 Façade Grant. A grant for 50% of total eligible second façade improvement project, maximum of \$2,500, is available for an additional rear or side customer entrance façade or for installation of a rear or side customer entrance. 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 architectural-ly distinctive, as determined by the Village of Waterford Heritage District Design Committee.

New in December 2017: Funds are also available via the “Heritage District Construction Refresh Matching Grant” in the amount of \$1,000 maximum (50% paid by the grant program and 50% paid by the business owner or up to \$1,000 each party) for the purpose of adding/enhancing awnings, painting, lighting, cleaning or updating entrances/facades (doors) due to the STH 20/83 construction. Applications for this additional money will be reviewed beginning May 1, 2019, and if approved, the work must be completed 6 months after the initial paving is done to the roads under the 2018-19 Hwy 83/20 project. To be used for businesses located in the road construction area only. Prior recipients of a Curb Appeal Grant are eligible to apply for this Refresh grant.

Available Funds: \$60,000 has been made available for these grants. Once these funds area depleted, no more applications will be accepted unless additional funds are secured. Grants are awarded on a first-come, first-served basis.

Marketing: Marketing of the program is done through Village staff. Information about the grant can be found at Village Hall and at www.waterfordwi.org.

Application: Applications will be accepted by the Village of Waterford Clerk via hardcopy, fax (262-534-5373) or email (rladewig@waterfordwi.org). The deadline is 15 days prior to the Village of Waterford Heritage District Design Committee meeting, which is held the third Wednesday if each month as needed.

Process:

1. The Curb Appeal Grant application and the Design Review application are available at Waterford Village Hall and online at waterford-wi.org/grantopportunities.
2. Although not a requirement, it is recommended that the applicant consult with an architect regarding any structural or major façade renovation activities.
3. Grants must be used for entrances that are used by customers (not just employees or deliveries); up to \$5,000 can be used for one facade and up to \$2,500 for a second rear or side façade.
4. In order to complete the Curb Appeal and Design Review applications, 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.
5. Completed grant applications (including all required attachments with checklist) must be returned to the Village Clerk for review 15 days prior to the Village of Waterford Heritage District Design Committee Meeting (meets third Wednesday of the month at 4:00 pm, as needed.)
6. In reviewing grant applications, Village staff will check for unpaid taxes, unpaid utility charges, and other outstanding billings from the Village. Any outstanding balances will disqualify the application.
7. Completed grant applications, along with Village staff recommendations pertaining to the grant application, will be presented to the Heritage District Design Committee. Applicants are encouraged to attend the meeting and present materials as deemed necessary.
8. Upon approval of the Curb Appeal Grant Application, grant dollars will be awarded (earmarked) to the applicant for reimbursement purposes.
9. 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 regular meeting and may uphold, modify, or overturn the Heritage District Design Committee's decision.
10. Grant recipients will agree to allow the Village staff to take before and after photos of the property and utilize the photos in program marketing and advertising.
11. Grant recipients are strongly encouraged to give back to their community by volunteering their time to the non-profit organizations located in the Village of Waterford to improve and build the community.
12. Grant monies will be distributed to the applicant upon completion of the following activities.
 - a. If a building permit is required, the Building Inspector will monitor the progress of the project.
 - b. Any and all changes, not approved in 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. If a building permit is required, the applicant and Building Inspector will conduct a final inspection and the Building Inspector will provide written correspondence of the project approval to the Village staff.
 - d. Invoices, project receipts, and final lien waivers provided by the applicant to the Village Treasurer will be reviewed by Village Clerk to ensure compliance with the original grant application.
 - e. Clerk will submit written request for disbursement of funds to the Treasurer. Within 45 days of receipt of the written request, funds will be disbursed and provided to the applicant.

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 or conviction record, or military service, subject to the provisions of Wisconsin Statute sections 111.33 to 111.365.



CURB APPEAL GRANT APPLICATION

Office Use Only
Date Received _____ Staff Initials _____

Applicant Information	Name(s) _____ Phone _____
	Address _____ Email _____

Property Information	Business Name(s) _____ Phone _____
	Address _____ Email _____
	Property Address: _____ Parcel ID# _____

Project Details	<p>All grants are 50% matching up to total maximum noted.</p> <p>Does applicant own project building? Yes <input type="checkbox"/> No <input type="checkbox"/> If no, building owner must sign grant application below.</p> <p>Are you using the services of an architect or engineer? Yes <input type="checkbox"/> No <input type="checkbox"/> Name of architect/engineer _____</p> <p>Grants must be used for entrances that are used by customers (not just employees or deliveries); up to \$5,000 can be used for one en-trance façade; up to \$2,500 for an additional rear or side entrance façade or to install a customer rear or side entrance.</p> <ul style="list-style-type: none"> ♦ State the location of the first entrance facade for up to \$5,000 max grant : _____ Estimated project cost: _____ Proposed start date: _____ Proposed completion date: _____ ♦ Location of second entrance facade for up to \$2,500 max grant: _____ Estimated project cost: _____ Proposed start date: _____ Proposed completion date: _____ ♦ Location of entrance facade for Heritage District Refresh Grant will be used (up to \$1,000) _____ Estimated project cost _____ Proposed start date _____ Proposed completion date _____ <p>Please provide a brief description of your project: _____ _____</p> <p>How is the project building currently used? _____</p> <p>Will this project proposal cause a change in the building's use? Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please explain _____</p> <p><i>Please attach qualified contractor bid documents and all cost breakdowns by category, i.e. masonry repair, window replacement, painting, awning, etc.</i></p>
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REQUIRED: I have attached the completed "Design Review Application" and met with a the Village Building Inspector. Yes No

My signature indicates that I am submitting all required documentation and that I give my permission for Village staff to take before and after photographs of my project and use these photographs in program marketing and advertising.

Applicant Signature	Date
Signature of Property Owner	Date

Grant recipients are very strongly encouraged to give back to their community by volunteering with nonprofit organizations located in the Village of Waterford.

Would you like someone to contact you about volunteering? Yes No



FAÇADE IMPROVEMENT PROGRAM CHECKLIST

Please include this checklist when you submit your application. Questions? Contact the Clerk at 262-534-3980, ext. 223

General

- Application
- Photograph of existing condition of building and/or structure to be improved
- Project plans and specifications of proposed improvements; include all materials and colors
- Written permission from property owner (if applicable)
- Building inspection required?

Architectural Assistance

- Written proposal from accredited architect

Facade

- Provide a rendering of all major changes, including specific samples of any materials and/or colors that will be used
- When painting, provide paint samples and note where each color will be used
- When installing an awning, provide information about the color, style, and position of the awning chosen
- Submit a written estimate from contractor or service, providing a detailed estimate of cost breakdown for the entire project

Sign/Awning/Lighting

- Provide a color rendering of the design
- Include specifications as to the size (height, width, depth) of the sign/awning/lighting
- Note how and where the sign/awning/lighting will be located on the building
- Submit a written estimate of the cost breakdown

Reimbursement of Expenses

Expenses will be reimbursed with remittance of the following:

- Invoices and paid receipts of approved expenses
- If any changes have been approved by the Heritage District Design Committee, approved changes in work specifications must be attached to original dated application. Any unapproved deviations will disqualify the application
- If building permit was required, the building inspector will provide written notice of final inspection
- Final lien waivers reviewed to ensure compliance with original grant application
- If all documentation reviewed is approved by Clerk, Treasurer will disperse to applicant with written request within 45 days.

Send Completed Application, Checklist, and related documents to:

Village of Waterford Curb Appeal Grant Program

123 N. River St., Waterford WI 53185

rladewig@waterfordwi.org