

Handbook for the Care and Restoration of Historic Properties in Downtown Watertown

Prepared by Melissa Lampe

Watertown Historic Preservation Commission, 2015



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Introduction

As early pioneers in Wisconsin began to establish villages, towns and cities in the mid-to-late 1800s, commercial districts were often developed as the center of these fledgling communities. Here citizens worked, shopped, were entertained, and likely caught up on the latest news and local gossip. Houses were built surrounding the commercial core, and “main street” or “downtown” was for many years considered the heart of any city, as it was here in Watertown, Wisconsin.

As decades passed and cities continued to grow, businesses began to move away from the city center and new commercial development emerged at the outskirts of town along major highway corridors. This trend heralded the decline of many downtown commercial districts where historical buildings were either abandoned, significantly altered or underwent modernization projects that were not sympathetic to the character of the original façade. Among these changes were the shrinking of original window openings to accommodate interior dropped ceilings, the installation of modern store-front aluminum frame windows, and the covering over of decorative elements that were viewed as time-consuming to maintain or had begun to deteriorate significantly. Watertown’s downtown was not immune from any of these changes.

Fortunately, within the past 30 years, interest has been rekindled in many communities to restore and revitalize historic downtowns. In Watertown, much has been done to improve the downtown streetscape and to promote the beautification and care of the city’s historic buildings. In 1989, the Main Street Historic District was listed in the National Register of Historic Places. The district is also listed by City of Watertown ordinance as a local designated historic site. Bordered by Seventh Street to the east, Washington Street to the west, Madison Street to the north and Market Street to the south, the Main Street Historic District is home to more than 150 historically-significant buildings and is considered among the largest and most intact commercial historic districts in the State of Wisconsin.

Although efforts are continuously being made by both the City of Watertown and the Watertown Main Street Program to improve the downtown, all private building and business owners are encouraged to do their



100 block of East Main Street circa 1900

part in helping to preserve, protect, and beautify the Main Street Historic District. This handbook contains easy-to-follow guidelines for the care and restoration of historic commercial buildings as well as information on local grants available for façade beautification and historic preservation tax credits. In addition, this handbook provides before and after photographs of successful Watertown façade improvement projects as well as recommendations for creating and maintaining an attractive, viable storefront to attract quality businesses and customers.



1899 Harvest Jubilee, 200 Block E. Main Street

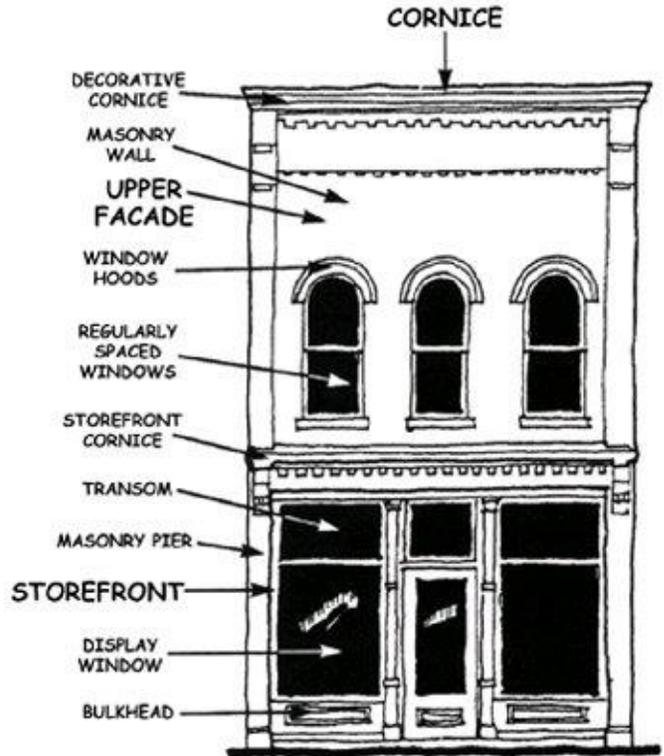
Façade Fundamentals

The Storefront

Owning a building in a commercial historic district comes with many responsibilities. As a property owner, it is important that your building be well-maintained at all times to help promote a clean, safe and desirable environment which will attract shoppers and foster the growth of small businesses in the downtown.

Depending on the level of care an historic building has received, minor carpentry repairs, periodic fresh paint and regular window cleaning might be all that is necessary to keep its façade presentable. However, many other buildings likely require much more restoration to return the façade to its original appearance or to at least a level of good repair based on past façade modifications.

The illustration at right outlines the major components of a traditional commercial building façade constructed in Watertown from 1850-1900. Many buildings downtown still reflect this early Italianate design, including 412 E. Main St., pictured at left.



TRADITIONAL
FAÇADE
COMPONENTS



Early commercial storefront design in Watertown often consisted of a central recessed entryway supported by wooden, masonry or cast iron columns. Large merchandise display windows flanked the entryway and decorative solid wood panels (bulkheads) were located below them. Decorative glass panels (transoms) were commonly installed above the storefront windows and doors to allow extra light into the building. A horizontal support beam (storefront cornice), often made of cast iron and sometimes incorporated as a decorative element, spanned the building's width just above the transom windows to separate the storefront from the upper façade.

Whenever possible, these design elements should be preserved and restored. If restoration is not an option due to past façade alterations, the following pages provide helpful information and photo examples of how to return a building to a historically-appropriate appearance.

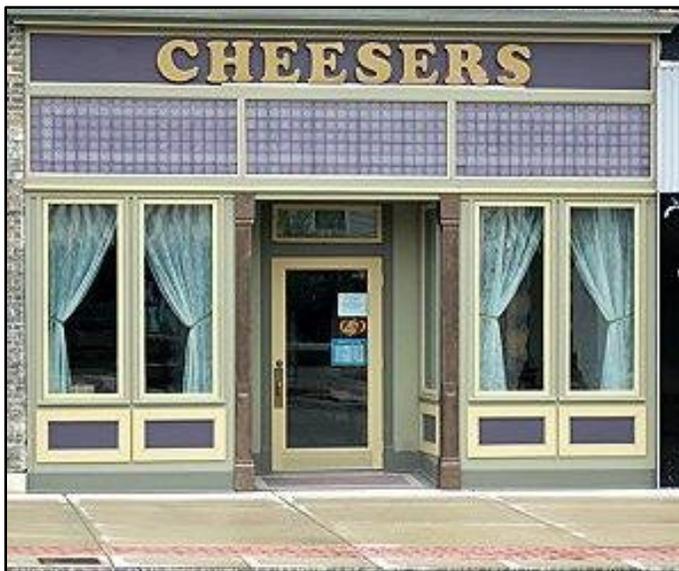
Transom Panels

The primary function of the transom panel was to naturally illuminate the first floor of commercial buildings when interior ceilings were often built to a height of 12 feet. As time passed, many ceilings were lowered to accommodate electrical wiring and heating systems, thus eliminating the need for the transom to provide natural light. It could be assumed the building pictured at right at one time featured an exposed glass transom panel. Chances are it is still in place, just hidden behind the wooden covering.

In some instances, the transom panel was removed completely, filled in and covered with plywood. If reinstalling transom panels for illumination is not feasible due to changes made to the interior, glass panels or glass block could still be installed and framed in with an opaque backing (see photo below, left). Another historically-appropriate solution to this problem would be to design and install a series of recessed wooden panels (pictured below, right). Both of these solutions are cost effective and would have an immediate and positive visual impact.



400 E. Main St.



Please note in the photos above that decorative carpentry was also installed under and around the storefront windows and surrounding the entrance door to give the storefront a cohesive and balanced appearance. It is also important to ensure the storefront ceiling, if the door is recessed, is maintained in good repair. One of the best examples in Watertown of the use of recessed paneling to beautify a storefront can be found on the historic Cole Hall building, 201 E. Main St. (pictured at right). The projecting signage and complementary color palette further add to the historic appeal of this well-maintained asset to the downtown Watertown streetscape.



Upper Façade & Windows

Most commercial buildings in downtown Watertown range from two to four stories in height. Each story above the storefront typically features a row or three or more double-hung windows of equal height and width. Windows, window hoods (decorative brick, iron or woodwork above the window opening) and lintels (exterior window sills) are among the most character-defining aspects of any historic building and original windows in poor condition should be restored – not replaced – whenever possible. Original window frames constructed of old-growth lumber can be expected to last a building’s lifetime if maintained properly.

Window replacement is often far more costly than window restoration and can negatively alter a building’s historic integrity if the new windows do not fit the original opening or are made from materials that are not compatible to an historic façade, such as vinyl. In the photo below, the center building retains its original upper façade windows, as evidence by the arched, divided light panels. The buildings to the left and right of the center building have replacement windows that do not properly fit the original window opening. The installation of windows that do not fit the original window opening should be avoided whenever possible.



If original windows cannot be salvaged, it is recommended that new window frames be made of wood or of a metal material that can be painted to match the trim colors of the building, or pre-manufactured in a bronze, brown or black finish. It is also important that if a building originally featured double-hung or multi-paned glass windows, the replacement window should mirror that same design. The photo at right shows a late Victorian-era building with replacement windows that feature a double hung sash and glass fill at the top to accommodate the original arched window openings.

Please take into consideration what passersby can view through upper story windows. If upper levels are vacant, consider hanging matching curtain panels in the windows to give the building a more polished and clean appearance.



Cornice, Pediment & Frieze

There are three types of decorative elements commonly found at the roofline or just above it on building facades in downtown Watertown – a cornice, pediment and frieze. These design elements are certainly fashionable, but can also be considered functional in terms of diverting rainwater. Sadly, cornices, wooden frieze panels, and especially the projecting pediments were often among the first decorative elements to deteriorate and be removed from historic buildings. In instances where such original elements still exist, every effort should be made to preserve them. Cornices, frieze panels and pediments add significant character to historic buildings and the overall appearance of a downtown. Pictured below (left) is an excellent example of an intact cornice with pediment located in Watertown at 304 E. Main St. Pictured below (center) is a fine example of an original cornice with frieze, located at 9 E. Main St. A third example, pictured below (right), shows a commercial building with both an elaborate Italianate-style frieze, cornice and pediment.

Cornice



Frieze Panel



Pediment



Apartment Doors

First floor apartment doors on many historic commercial buildings are often overlooked when planning a façade enhancement project, although they are very important to a building's overall aesthetic appeal. Street-level apartment doors should ideally be made



Rust on door:
Non-contributing

of a solid material – wood or metal, and should include a window. Decorative newly-manufactured residential front doors featuring large oval-shaped stained and leaded glass windows that are available at most home improvement stores should be avoided. Commercial apartment doors should be painted to blend in with the existing body color of the façade or if the façade is natural brick, the door should be painted to match an accent color on the building. The apartment door should not be a focal point of the façade, but a background element. The two images (at left and above, right) illustrate how street-level apartment doors in Watertown can contribute to or detract from the overall aesthetics of a building façade.



Basics of Brickwork

Nearly all commercial buildings located within the Main Street Historic District are made of Watertown brick. Watertown brick was manufactured locally on the south edge of the city along Boomer Street in what is today known as Heiden Pond. Masonry exteriors do not require a great deal of maintenance if they are regularly checked for any necessary tuck-pointing or loose brick repair. However, masonry buildings that have been painted will require repainting every 10 years or so to continue looking their best.

Decorative brick work, or corbeling, found on many downtown buildings is a lasting testament to the skill of the German and Irish immigrant carpenters and bricklayers who settled in Watertown in the mid- to late-1800s. Unfortunately, much of this unique brick detail is deteriorating, has fallen off or has been removed entirely from buildings due to a lack of maintenance. In May of 2015, a brick parapet (decorative portion of wall that rises about two feet above the roofline) collapsed during a windstorm onto the flat roof of a vacant building causing significant structural damage. The city ordered the immediate demolition of the three-story building which had sat vacant for nearly a decade and received minimal, if any, maintenance during that time.

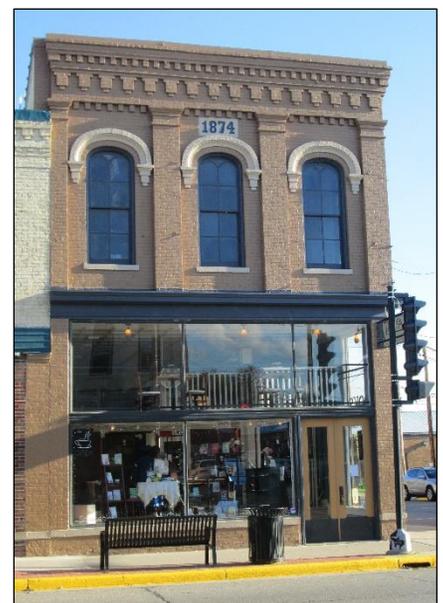
There are, however, many well-cared for masonry buildings in downtown Watertown that still retain extensive corbeling on the upper facade. Examples are pictured below.



217 E. Main St.



404 E. Main St.



401 E. Main St.

Equally distinctive features of historic masonry buildings often include elaborate window hoods, which may also be made of sandstone, decorative support piers, detailing around storefront windows and any other decorative brick “banding” elements that add to the character of the façade.

Deteriorating masonry walls should be repaired by repointing the mortar joints where there is evidence of disintegrating mortar, cracks, loose bricks or interior damaged plasterwork. New mortar joints should be duplicated in strength, texture, composition, width and color as existing mortar joints.

Brick exteriors should be cleaned only when necessary using the gentlest means possible. Recommended cleaning methods include using a masonry detergent and a natural bristle scrub brush or power washing on the lowest setting. Sandblasting of brick is prohibited in the Main Street Historic District.

Property owners who wish to remove paint from masonry surfaces may find the expense and time involved in such a project is often cost prohibitive. The Watertown Main Street Program recommends that those funds instead be directed toward the tuck-pointing and repainting of the building.

Color Considerations

There is much to consider when choosing new paint colors for an historic commercial building façade. The task is often easier when the body of a building is natural brick, but regardless of how much surface area requires painting, selecting a color scheme that is appropriate for the age and style of the building as well as one that compliments nearby properties can be very rewarding when done right.

Proper surface preparation is the key to longevity for any new painting project and will also help show the refreshed or new color palette to its best advantage. Power washing on a low pressure setting is an acceptable method of removing dirt, grime and flaking paint from building exteriors in downtown Watertown. Hand scraping is also recommended. The abatement of lead based paint, however, must be taken into consideration during any painting project. Paints manufactured prior to 1978 almost always contained lead, which is considered a dangerous contaminant when altered or disturbed.



315 E. Main St.



200 W. Main St.

Nearly every paint manufacturer today has its own line of historic reproduction paint colors and some even provide expanded booklets that have pre-selected combinations of body and trim colors. Since Watertown's downtown was built primarily

during the late Victorian era, it is appropriate for building facades, if not natural brick, to be painted in warm Earth-tone colors with the trim painted in a rich, jewel-tone palette of two or more colors. Any neon colors, or colors such as pink, purple or lime green are typically not appropriate colors for the exteriors of historic commercial buildings. The Watertown Historic Preservation and Downtown Design Commission is available to help property owners in Watertown select colors for their historic building facades at no cost.



401 E. Main St.

The buildings pictured on this page (above and right) feature excellent examples of historically-appropriate color combinations.

The two photos below illustrate how a fresh coat of paint and new signage immediately improves the storefront and overall appearance of the façade.

115 E. Main St.
Before



115 E. Main St.
After



Awnings, Signage & Lighting

A very simple and effective way to add color and character to any historic building is to add a storefront awning. Storefront awnings can also aid in disguising portions of storefront windows and transoms that have been improperly altered over time. The City of Watertown has guidelines that must be followed in regards to awning height and projection, and if the awning is to include a business name or graphic, it is then considered signage and must be approved by the Historic Preservation and Downtown Design Commission.

Awning fabric is available in a variety of colors and stripe patterns. Awning color should coordinate with existing building trim colors and not be too similar to other awnings in close proximity. The distance between the bottom of the awning and the sidewalk must be a minimum of 10 feet. The above photos of 5 E. Main St. illustrate how the addition of an awning and fresh storefront paint can positively transform a building façade.

City code also allows for businesses to attach flush mounted and/or projecting signage to building facades. A sign permit available through the Building Safety & Zoning office is required for all new signage within the Main Street Historic District. The allowable size for new signs is determined by the overall width of the building façade. Signage in the Main Street Historic District is most commonly lit with “gooseneck” lighting (see photo examples below). Internally lit signs, unless grandfathered by ordinance, are prohibited within the Main Street Historic District. City regulations pertaining to new signage can be found on the following page.



Flush mounted sign with gooseneck lighting
208 W. Main St. ↑



Full awning, flush mounted sign, gooseneck lighting
306 E. Madison St. ↑

Partial awning, flush mounted and projecting signage, gooseneck lighting
2 E. Main St. ↓



Signs in Historic and Special Districts:

Excerpted from City of Watertown Municipal Code

All signs within any Historic District or Special District shall be subject to the provisions of Chapter 325: Historic Preservation of the City of Watertown Municipal Code. Prior to the issuance of a sign permit for a new sign, or for a projecting sign, the applicant shall have the design reviewed by the Historic Preservation Commission prior to its approval.

1. All internally illuminated signs, plastic or otherwise, are strictly prohibited within the Historic District.
2. All projecting signs within a Historic District or a Special District shall be designed to enhance and compliment the historic character of the buildings within the Historic District or Special District and shall be subject to the following guidelines:
 - a. No building may have more than one projecting sign per customer entrance, and no more than one projecting sign per business for each street frontage where the building is built up to the sidewalk.
 - c. No projecting sign shall be more than four feet in width, with a maximum total projection, including bracketry, of five feet from the building to which it is attached. The projecting sign itself shall not be closer than six inches to the building to which it is attached.
 - c. Three-dimensional object or symbol signs are allowed, but may not exceed two feet at their largest cross section. The sign message shall be limited to the two surfaces perpendicular to the building.
 - d. No projecting sign shall exceed twelve square feet per side.
 - e. Projecting signs and their supports shall not be less than 10 feet above grade.
 - f. All fasteners and bracketry shall be securely fastened to the building at both the top and bottom of the sign. All bracketry shall be part of the overall design and shall be made to enhance the sign. The fasteners shall be bolted to masonry joints wherever possible to avoid damage to brick or stonework.
 - g. Projecting signs shall be positioned so they are an integral design feature of the building, and should help to define and enhance architectural features. Signs shall only be placed in the horizontal lintels or “sign space” above the storefront windows, or in other historically appropriate areas approved by the Historic Preservation Commission.
 - h. No projecting sign shall be placed, mounted or erected in such a manner as to interfere with any exit, fire escape, window or architectural ornamentation.
 - i. Projecting signs may be externally illuminated only as follows:
 1. Shielded bulb lighting from below the sign.
 2. Gooseneck lighting from above the sign.
 3. Lighting shall be directed onto the sign and no other part of the building.
 - j. Sign colors should blend with the building façade to which the sign is attached. No more than six colors shall be used. Colors shall be selected from the low intensity colors on the color chart provided by the Historic Preservation Commission.
 - k. The sign message shall be legible and relate to the business use of the building to which it is attached. These requirements may be accomplished through the use of words, names, symbols, and logos.
 - l. Lettering styles shall be legible and contain no more than two letter styles; lettering shall occupy no more than 60% of the sign’s total area, and capital letters shall be no more than 75% of the height of the sign background.
 - m. Allowable projecting sign materials shall be of one of the following:
 1. Wood or wood laminates, foam, metal or glass.

*For more information regarding the sign code, call the City of Watertown Building Safety & Zoning office at (920) 262-4060 or visit www.cityofwatertown.org.

Façade Grants & Preservation Tax Credits

Façade Grants

Property owners in downtown Watertown seeking to beautify their building facades are encouraged to apply for a matching grant through the Watertown Main Street Program. Façade grants may be awarded for up to one-half of a total project cost up to \$5,000 or for one-half of the total cost of new signage up to \$500. Grants are awarded on a first come, first served, basis starting on January 1 of each year.

Façade grant money is generated through annual Main Street Program fundraisers such as Rock the River, Street Dance, a food booth at Riverfest, Pumpkin Palooza and other downtown events. The total amount of grant funding available each year ranges from \$6,000-\$9,000.

Façade grant money applies to exterior work only, and all façade grant projects must be approved in advance by the Watertown Historic Preservation and Downtown Design Commission. Any work started prior to obtaining commission approval will not qualify for grant funding.

Projects eligible for grant funding may include, but are not limited to, painting, tuck-pointing, window restoration and/or replacement, awnings, signage, sign brackets, and lighting. Façade grant money may not be used for roof work or roof replacement.

A copy of the Watertown Main Street Program façade grant application follows on pages 15-18 of this handbook.



Trim painting and new signage for 314 E. Main St. was funded in part by a Main Street Program façade grant in 2012.

Preservation Tax Credits

Owners of historic income-producing properties in Wisconsin may be eligible for two income tax credits that can help pay for their building's rehabilitation – a 20-percent federal tax credit, plus a 20-percent Wisconsin tax credit. This program applies to interior and exterior rehabilitation expenditures of \$50,000 or more.

According to the Wisconsin Historical Society (WHS), the 20-percent federal income tax credit is available to owners who rehabilitate their income-producing certified historic structures. This nation-wide program is managed by the National Park Service (NPS) and administered in Wisconsin by the Division of Historic Preservation and Public History of the WHS. The State of Wisconsin has a 20-percent supplement to the federal income tax credit that may be applied for by those who qualify for the federal program. To claim the state credit, the owner must receive approval from the state prior to starting work. While this is not the case with the federal credit, beginning work prior to NPS approval is not recommended. In order to receive both tax credits, approval is required by WHS, NPS and the Wisconsin Economic Development Corporation (WEDC).

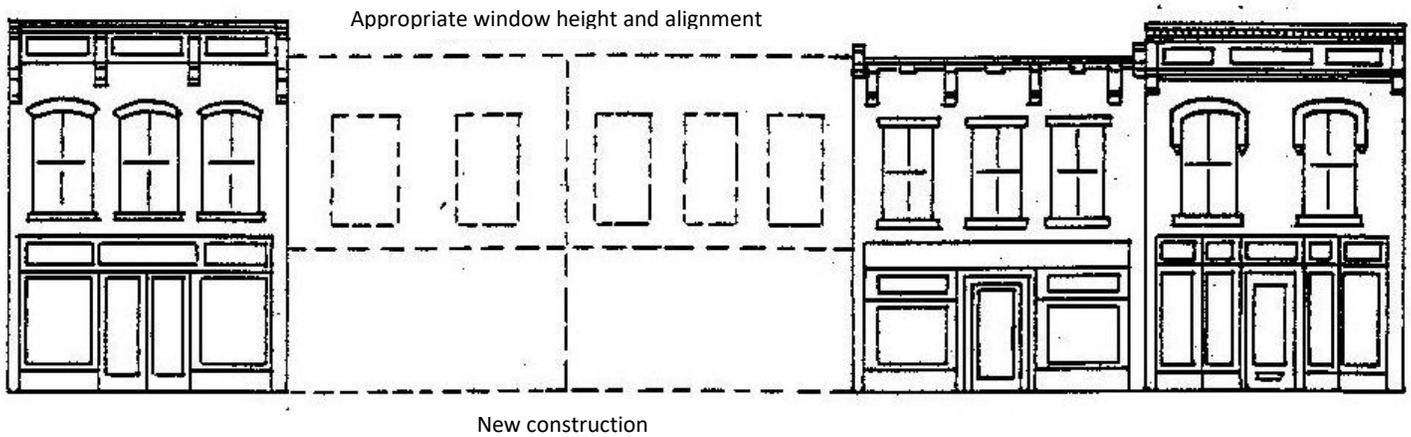
For more information regarding the federal or Wisconsin tax credit programs, call (608) 264-6491 or visit www.wisconsinhistory.org and search for "income producing tax credits."

Infill Development

Building infill projects often become a necessity in historic downtowns as the result of building fires, natural disasters or to remediate blight. New downtown development, if complementary to the historic properties adjacent to it, can add a visual and economic boost to a community.

New infill construction projects should be compatible with the historic character of the downtown. The design of a new building, particularly its street-facing façade, should be constructed in such a way that its storefront, upper story windows and roofline are similar in size and proportion to neighboring properties. In addition, exterior materials and level of ornamental detail must be considered when planning an infill project. For example, a new building within a block of historic masonry buildings should also be constructed using brick and/or stone.

The image below illustrates ideal size, height and proportion of new development in comparison to adjacent properties within an existing commercial historic district.



Window types and levels of exterior ornamentation are also very important to consider when designing an infill project. The two buildings on the right side of the photo (below, left) are newly constructed, but were designed in such a way to complement the historic character of neighboring buildings. The newer building pictured below (right) was designed appropriately in terms of height, but fails to properly conform to the historic fabric of its neighborhood due to its too small storefront windows, the large multi-paned arch second story window, the stucco-like material used on the second story and the diamond-shape motif located just below the roofline.

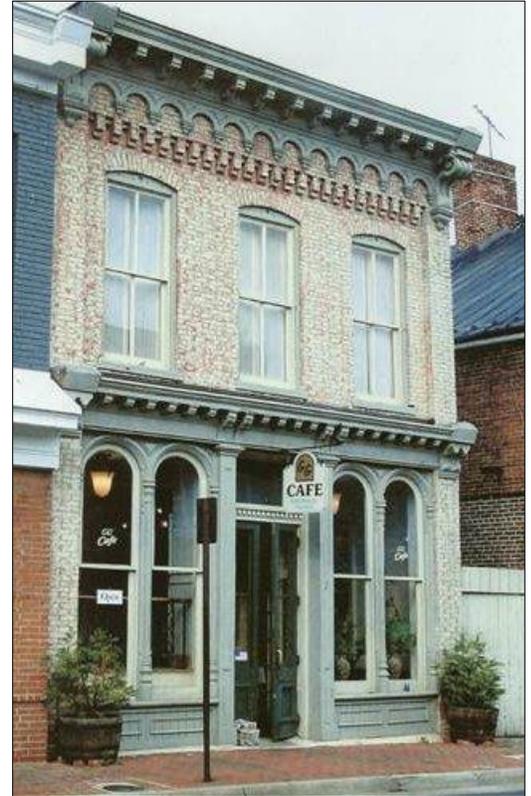


Little Things That Make a Big Difference

If a major façade restoration project is not financially feasible, there is still much that can be done to make your building look its best. Fresh storefront paint, clean windows and sidewalks free of weeds and debris will attract customers and hopefully inspire nearby building and business owners to present an equally clean and inviting appearance.

- Invest in outdoor planters. Fill them with flowers in the summer, gourds in the fall and pine boughs in the winter to add color and character year-round.
- Display patriotic holiday flags and/or bunting.
- Frame doorway or storefront cornice with pine garland at Christmastime.
- Have fun with signage. If you own an outdoor recreation shop, have a projecting sign made for your building in the shape of a bicycle, kayak or hiking boot.
- Display historic photos of your building, if available, in your storefront window.

People are often very interested in what historic buildings looked like when new.



Well-kept, inviting facade



Holiday greenery



Street level flower boxes



Distinctive projecting signage

Watertown Main Street Program Façade Improvement Program Overview 2021

Statement of Purpose:

The purpose of this program is to offer business 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 325, Historic Preservation, and Chapter 550, Building Code.

Grant terms

Matching façade grants are available for one-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 may also be available for one-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 may be granted if the property changes ownership.

GRANT RECIPIENTS MUST AGREE TO VOLUNTEER FOR A WATERTOWN MAIN STREET PROGRAM PROJECT OR AT AN EVENT WITHIN ONE YEAR OF RECEIVING GRANT FUNDING.

Eligible Expenses - Grants 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 for funding under this grant program:

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

Guidelines:

1. ***Applicants must contact the Main Street Program director 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 920-342-3623 or email watertownmainstreet@gmail.com.***
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 commission 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, if needed. The applicant agrees to commence work within 45 days (weather permitting) and complete façade work within 90 days of the Commission's approved starting date. If the project cannot be completed within that time, the applicant must apply to the 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 325, Historic Preservation, and Chapter 550, Building Code.
6. **Historic Preservation Commission approval does not guarantee grant funding will be awarded.** Final approval rests with the Main Street Program Board of Directors, which will render its decision when all receipts are submitted to the Main Street Program director. The request to release the funds would then be placed on the next meeting agenda of the Main Street Program Board of Directors.
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 apply for façade grant by calling Melissa Lampe at 920-342-3623 or email watertownmainstreet@gmail.com.
2. Completed applications should be submitted to the Main Street Program director.
Completed applications include:
 - Two estimates from contractors required, ***unless condition is waived by Commission.***
 - 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 and materials selection.
3. Application for a building permit must be made at the Building Inspection Department, located at City Hall, 106 Jones Street, 2nd floor. Applicants must have a signed Certificate of Appropriateness to receive a building permit. Please contact City of Watertown Building Inspector at 920-262-4060 with any questions.
4. If your project is not approved, the Commission will explain in writing the reasons for rejection and steps necessary to receive approval.
5. 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.
6. Paid invoices totaling the entire cost of the façade project must be submitted to the Main Street Program director.
7. 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.
8. Grant checks will be issued ONLY AFTER the Watertown Main Street Program Board of Directors approves the payment.
9. Grant monies will be paid to applicant within 30 days of approval. (You will be required to participate in a check passing publicity photo.)

I have read and agree with the above guidelines.

Signature: _____ Date: _____

Application forms and supporting documents should be delivered to:

Watertown Main Street Program (WMSP)

Façade Grant Program

519 E. Main Street

Watertown, WI 53094

Phone (920) 342-3623

watertownmainstreet@gmail.com

**Watertown Main Street Program
Façade Improvement Program Grant 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:

Grant funding will be released 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 requirements of the City of Watertown building and zoning department have been met
- Documentation from applicant of matching investment

.....
Final Inspection (for office use only)

I hereby certify that the project has been completed according to the guidelines set forth by the Historic Preservation and Downtown Design Commission.

_____ Date: _____
Commission Chair