

**CITY OF CLINTONVILLE**  
**~ Building Improvement Grant Program ~**  
**Downtown, North and South Main Street**  
**\$2,000 Maximum Grant Funding**

**INTRODUCTION**

The Building Improvement Grant Program has been established by the City of Clintonville and may be utilized alone, in conjunction with the Waupaca County Economic Development Corporation, Retail Revolving Loan Fund Program or with any other private financing.

**PURPOSE/MISSION**

- To improve the business climate in downtown Clintonville.
- To improve the front and rear façades and building conditions of existing businesses along North Main Street and South Main Street.
- To enhance the quality of life in the Clintonville Area.
- To encourage the development and maintenance of the buildings on North Main Street and South Main Street.

**BUILDING IMPROVEMENT PROGRAM**

Property owners and businesses along North and South Main Streets in downtown Clintonville are eligible for up to \$2,000.00 in matching grant funds for exterior facade improvements made to their building. As a matching grant program, the City will reimburse the property owner for up to 50% of the expense, up to a maximum of \$2,000 (\$2,000 grant funds matched by \$2,000 private funds). The City reserves the right under this program to exceed the maximum grant amount of \$2,000 on a case-by-case basis. Grants may be awarded to eligible applicants on a competitive basis while funds are available. Applicants are eligible for only one grant award within a five (5) year time frame unless otherwise approved by the City Administrator.

**ELIGIBLE APPLICANTS**

The Business Improvement Grant Program is available to any Clintonville property owner lying on either the east side or west side of North Main Street or South Main Street between 13<sup>th</sup> Street and Highway 45/East Madison Street. The program is also available to tenants of such buildings given the property owners written consent. Members of the Clintonville Common Council or Redevelopment Authority are ineligible to apply for funds.

**ELIGIBLE ACTIVITIES**

- Exterior Façade renovations
- Signage
- Awnings
- Code Enforcement
- Structural Exterior Repair
- Exterior Building Infrastructure (e.g. plumbing, electrical, roofing, cabling, etc.)
- Exterior Lighting
- Leasehold Improvements (requires written consent of property owner)

**PROCESS**

- a. The City will issue a grant notice by December 31<sup>st</sup> of every year. The grant notice will include all necessary application materials and other important grant information to include, but not be limited to, application due date, anticipated funds available, and estimated award notice date.

- b. Completed applications are reviewed by the City Administrator who has complete discretion over the program, to include adding additional requirements for applicants. The Redevelopment Authority may be asked by the City Administrator for clarification of matters regarding implementation of the program at his/her discretion.
- c. Projects must be approved and grant award agreements must be signed prior to any of the work taking place in order for the projects to be eligible for reimbursement.
- d. Appropriate documentation as determined by the City Administrator, such as invoices, must be submitted to the City for fund reimbursement upon completion of the project. Note that all projects must be completed within ninety (90) days of grant approval unless otherwise approved by the City.
- e. The City Administrator will provide a report to the Redevelopment Authority within thirty (30) days of the award notice date regarding applicants, proposed projects, and grant awardees.

## APPLICATIONS

- a. Letter of Intent, addressed to the City of Clintonville, which should briefly outline the scope, size, intention, timeline, and objective of the project in question.
- b. Completed Building Improvement Grant Program application form (attached)
- c. Completed Release of Information Letter (attached)

## DESIGN GUIDELINES

All applicants shall utilize the design standards set forth below as guidelines for designing improvements to buildings located in the City of Clintonville downtown area.

### 1. PURPOSE & INTENT

It is the general intent of the City to renovate, preserve and maintain properties in the City of Clintonville through a process of design review in order to:

- Encourage urban design excellence
- Integrate urban design and preservation of Clintonville's heritage into the process of redevelopment.
- Enhance the character of the Clintonville business community.
- Improve the appearance of the downtown City properties.

### 2. APPLICABILITY

- *Context:* The facility is designed in a manner that is mindful of and complementary to the existing building and natural environment.
- *Harmony:* The facility uses materials, forms and colors that serve as unifying elements with the surrounding buildings and natural environment.
- *Compatibility:* The facility should be compatible with nearby buildings' architectural scale, color, rhythm and proportions.
- *Building Design:* All buildings shall be designed with attention and sensitivity to the historical, architectural and physical context in which they are located.
- *Facades:* Facades should exhibit rhythms similar to those found in adjacent structures.
- *Colors:* Color selection of exterior surfaces, materials and equipment should not detract from the surrounding area. Neon and fluorescent tones are discouraged.
- *Awnings:* If provided, they should be designed as an integral component of the building façade.
- *Signage:* Placement of signs shall not unduly obscure or interfere with sight lines to other properties. Signs should comply with City regulations, be architecturally compatible and contribute to the character of the area through the incorporation of tasteful presentations.
- *Historic preservation:* Preservation of unique historic or architectural landmarks is encouraged.

Note: All improvements, including signage, awnings, and lighting, must comply with all zoning and building code requirements of the City of Clintonville.

**City of Clintonville**  
**~ Building Improvement Grant Program – Application ~**

*Applications missing any materials will be returned for completion.*

Applicant Name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Business/Property: \_\_\_\_\_

Property Address: \_\_\_\_\_

Property Use: \_\_\_\_\_

Property owner, if different than applicant: \_\_\_\_\_

Owner address: \_\_\_\_\_ Owner Phone: \_\_\_\_\_

**Project Summary:**

Brief Project Summary: \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_

**Total Grant Request: \$ \_\_\_\_\_ (50% of the Total,  
\$2,000 Maximum Grant)**

**Required attachments:**

- Letter of Intent, addressed to the City, which should briefly outline the scope, size, intention, timeline and objective of the project in question. Applicants are encouraged to demonstrate the impact of the proposed project and how it relates to the purposes and intents of the program.
- Release of Information Letter (attached)
- Current photo(s) of property, including project area.
- Project plan(s) drawn to ¼-inch scale. I fully understand how this plan relates to my building and the work I am proposing to do and I will be in compliance with the design guidelines for the City of Clintonville Building Improvement Grant Program and City Zoning regulations.
- Example Paint color(s) or material sample(s), if applicable

**Submit application form and attachments to:**

City of Clintonville City Administrator's Office  
50 10<sup>th</sup> Street, Clintonville WI 54929

By signing this form, I acknowledge that I have read and understand the application packet and the grant notice as issued by the City of Clintonville.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

-----  
**To be completed by City staff only:**

Date application received: \_\_\_\_\_

Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

**City of Clintonville**  
**~ Building Improvement Grant Program - Release of Information Letter ~**

Date: \_\_\_\_\_

To: City of Clintonville Administrator's Office 215  
50 10<sup>th</sup> Street, Clintonville, WI 54961

To Whom It May Concern:

I hereby authorize the City of Clintonville to share all application materials with members of the Clintonville Common Council and/or the Redevelopment Authority Committee members who may be reviewing my application. I acknowledge that information provided to the City may be released upon request in compliance with open record laws.

Signed,

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_