

**WATERTOWN ECONOMIC  
DEVELOPMENT COMMISSION.  
FAÇADE IMPROVEMENT  
PROGRAM**

**INTRODUCTION:**

This Façade Improvement program by the Watertown Economic Development Commission's (the "EDC") strives to aid the Main Street areas of the Town of Watertown by encouraging economic growth that restores and maintains the historic attractiveness and significance of the downtown areas. The program is conducted by the EDC and takes an organized approach to improving the design of the buildings in the Main Street districts in Watertown.

The following guidelines will be used by the EDC to assess façade improvement applications. By following these guidelines, applicants will give their projects the best chance to qualify for any available funds. Also, applicants can be assured of enhancing the image of Watertown as a special place to work, shop, socialize, and for tourists to come and enjoy.

**PURPOSE:** The purpose of the façade improvement program is to provide an economic incentive to:

1. Renovate building facades within the Main Street district of Watertown. Façade is defined as: the face of a building visible from Main Street. First priority will be given to the front of a building.
2. Encourage good design projects that capitalize on the rehabilitation of existing properties paired with the introduction of compatible new design.
3. Preserve unique historic character.
4. Provide guidance, incentive and recommendations for tasteful façade renovation and replacement.
5. While attempting to meet all the above-mentioned goals, it is also the duty of the EDC to ensure that projects funded by the program are carefully selected to achieve maximum effectiveness of the use of the funds.

## **ELIGIBILITY:**

1. Eligibility is limited to any building owner or tenant of a structure located facing Main Street within the downtown business district, defined as from Route 6 and 63 in Watertown to the town line with Waterbury in Oakville.
2. Owners or tenants may apply for the façade improvement program; however, any tenant must have the owner's signature on the application.

## **CRITERIA:**

The EDC will match up to one thousand five hundred dollars (\$1,500.00) spent by an applicant on a selected façade improvement project.

## **SOURCE OF FUNDS:**

The façade improvement program is made possible through funds provided by the Town of Watertown. The funds available will be determined on an annual basis.

## **TIME LIMITATIONS:**

Applications will be accepted at up to two intervals each year. These dates may be extended until the Town Budget is approved. Projects will be reviewed and selected after the close of the application period. The second application period will be available if all of the allocated funds are not expended during the first application period.

Selected projects must be completed within six (6) months after the applicant has been notified of approval. A reasonable extension may be granted by the EDC upon written request of the applicant, demonstrating the good faith efforts of the applicant to complete the project. Funds will not be released to the applicant if the project is not completed within the time period as may be extended.

## **PROCESS FOR APPLYING FOR AND RECEIVING FUNDS:**

1. Conference with the Economic Development Coordinator (the "ED Coordinator") who will distribute an application form if the proposed project appears to conform to the program guidelines.

2. Owner/tenant fills out the application, including detailed cost estimates for all planned work.
  - **Applications should also include detailed design plans and dimensions.**
  - **Owner must sign the application.**
  - **Artist rendering or a sketch should be submitted with application.**
  - **Application is submitted to the EDC Coordinator**
3. The ED Coordinator reviews the application for completeness and refers complete applications to the EDC for its next meeting. The EDC reserves the right to approve or deny any application.
  - The applicant will be notified in writing as to whether the project has been accepted as presented, accepted with conditions, or rejected. If the application is rejected, it may be resubmitted with modifications or the applicant may request that the EDC reconsider its decision. Any member of the EDC who has an interest in a property or business for which an application is submitted will refrain from reviewing or acting on that application.
4. An Agreement in the form as attached must be signed upon approval and prior to beginning work. Parties to the Agreement will be the applicant, the building owner and the EDC. The Town Manager is authorized to sign on behalf of the EDC.
5. Upon completion of a project, the applicant will submit to the EDC copies of all paid and dated statements or invoices for the project expenses.

**ANY CHANGES TO APPROVED DESIGN MUST  
BE RE-SUBMITTED TO THE EDC PRIOR TO  
COMMENCING THE WORK.**

6. The ED Coordinator or a qualified representative selected by the EDC will inspect the completed work to determine if it is in accordance with the Agreement. Upon acceptance of the work, a check for one-half of the actual project cost or \$1500.00, whichever is less, will be issued by the Town.
7. When a building or a business that has completed or is in the process of completing a façade improvement project is sold or leased, the new owner or tenant should be asked to agree to comply with the EDC guidelines. (See Attached Guidelines)

## **GUIDELINES:**

1. The Secretary of the Interior's Standards for Rehabilitation will be used as guidelines in making improvements to the façade of any structure. (See Attached Guidelines)
2. Rehabilitation of structures in Watertown should be considered a contemporary solution, which respects the architectural integrity of the entire front, retaining those elements that enhance the building.
3. All rehabilitation design proposals must meet all zoning, building and fire code requirements of the Town of Watertown.
4. Any exterior renovation proposal – from an entire façade rehabilitation to maintenance items such as repainting or replacing building parts – is eligible for funding but top priority will be given to projects which will make a highly visible contribution to the revitalization district.

Examples include:

- A. Removing of false facades
- B. Cleaning of brick/stone fronts which include chemical stripping, water washor scraping. **Sandblasting of a façade will NOT be approved.**
- C. Repainting
- D. Repair/replacement of windows and doors
- E. Installation of canvas awnings
- F. Repainting of brick
- G. Structural repair
- H. Historical reconstructions and replacement of original architectural details
- I. Signs

Examples of items that cannot be funded, either in whole or part by the façadeimprovement program include:

- A. Sandblasting
- B. Demolition of historic features
- C. Interior improvements
- D. Roof repairs
- E. Illuminated signs (no neon, LED or similar lighted types)

**OTHER GUIDELINES THAT SHOULD BE FOLLOWED AND/OR OPEN TO REVIEW BY THE WATERTOWN ECONOMIC DEVELOPMENT COMMISSION.**

**COLOR:**

Colors should coordinate with neighboring buildings.

**SIGNS:**

The EDC does include non electric signage in the façade improvement program.

**AWNINGS:**

- A. Awnings should relate to shape and color of the buildings.
- B. First floor awnings should terminate no higher than one foot (1) below second floor windows.
- C. Metal canopies and vinyl awnings will not be considered.
- D. Awnings with letters or logos must be approved by the EDC.
- E. All awnings paid for in part with project funds must remain with the building in the case that the applicant leaves that property.
- F. Sample of fabric must be included with estimate.

**CORNICES:**

- A. The retention and repair of existing cornices is strongly encouraged wherever possible.
- B. The re-creation of missing cornices should be done with care, using historic photographs as a guide.

**For additional information, please contact:**

**Watertown Economic Development  
Coordinator  
61 Echo Lake Road  
Watertown CT 06795  
(860) 945-4858**

**THE UNITED STATES SECRETARY  
OF INTERIOR'S STANDARDS FOR  
REHABILITATION**

1. Every reasonable effort shall be made to provide a compatible use for a property, which requires minimal alteration of the building, structure, or site and its originally intended purpose.
2. The distinguishing original qualities or character of a building, structure, or site, and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
3. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
4. Changes that may have taken place in the course of time are evidence of the history and development of a building, structure, or site, and its environment. These changes may have acquired significance in their own right, and this Significance shall be recognized and respected.
5. Distinctive stylistic features or examples of skilled craftsmanship that characterize a building, structure, or site, shall be treated with sensitivity.
6. Deteriorated architectural features shall be repaired rather than be replaced whenever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplication of features, substantiated by historic, physical or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
7. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building material shall not be undertaken.
8. Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to any project.

9. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical architectural or cultural material, and such design is compatible with the size, scale, color, material and the character of the property, neighborhood or environment.
10. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such additions were to be removed, the essential form and integrity of the structure would be unimpaired.

**WATERTOWN CENTER  
FAÇADE IMPROVEMENT PROGRAM  
CONTRACT STATE OF CONNECTICUT  
COUNTY OF LITCHFIELD**

THIS AGREEMENT, is made and entered into this \_\_\_ day of \_\_\_\_\_, 20\_\_\_\_  
\_\_\_\_\_ by and between the Watertown  
Economic Development Commission (hereinafter referred to as the “EDC”), and  
\_\_\_\_\_ (hereinafter referred to as the  
“Recipient”).

WITNESSETH THAT:

WHEREAS, the EDC is dedicated to the renovation and rehabilitation of the commercial structures in the downtown business district of the Town of Watertown; and

WHEREAS, the EDC is willing to award funds for building façade renovations for the purpose of assisting in the rehabilitation of certain existing commercial structures provided the Recipient agrees to certain conditions defined by the EDC.

NOW THEREFORE, in consideration of the promises and mutual covenants herein contained the parties agree as follows:

1. The Recipient agrees to utilize the funds to fulfill that project described in the EDC façade improvement program application attached hereto as Exhibit A and in the Letter of Notification attached hereto as Exhibit B and to utilize said funds for building renovations and rehabilitation.
2. The Recipient agrees to renovate and rehabilitate those premises described in Exhibit A and B in accordance with the Secretary of the Interior’s Standards for Rehabilitation so as to preserve the historical integrity of the premises.
3. The Recipient agrees to maintain the architectural integrity of the entire structure and premises retaining those elements that enhance the structure and premises.
4. The Recipient agrees to abide by and conform all rehabilitation and renovation undertaken pursuant to this Agreement to all applicable laws of the United States and the State of Connecticut, and to all local laws and ordinances of the Town of Watertown which directly or indirectly related to the subject matter of this agreement.
5. The Recipient agrees to complete the renovation project by \_\_\_\_\_ (date) which is within six (6) months of approval of the project. Failure to complete the project by this date without an approved extension will result in breach of this agreement.
6. The amount of this award is \_\_\_\_\_, payable upon completion of



said project provided said project meets with the approval of the EDC and is completed in accordance with those provisions specified in the Letter of Notification.

7. The Recipient agrees that in the event the actual project costs less than the estimated costs, the EDC will reduce the award to one-half (1/2) the amount of the actual project costs.
8. Technical assistance provided by the EDC will be advisory only. The EDC will not be a party to negotiations between the Recipient and any contractor.
9. This Agreement may be terminated and The EDC may withhold funds previously awarded upon the Recipient's breach of or failure to perform any of the terms of this agreement including those provisions in Exhibit A and B. The EDC shall give the Recipient ten (10) days written notice and an opportunity to cure any claimed default prior to terminating this Agreement

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be signed by their proper officials upon the day and year first above written.

BY: \_\_\_\_\_  
Town Manager, Town of Watertown Connecticut

BY: \_\_\_\_\_  
Recipient

BY: \_\_\_\_\_  
Witness

**WATERTOWN ECONOMIC  
DEVELOPMENT COMMISSION.  
FAÇADE IMPROVEMENT  
APPLICATION**

Property or address: \_\_\_\_\_

Proposed or current use: \_\_\_\_\_

Applicant: \_\_\_\_\_ Owner      Tenant

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

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Description of project: (please refer to any attached photos, paint colors, awning swatches, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

An estimate of cost unless otherwise specified by the Watertown Economic Development Commission.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I have attached project plans and specifications and an itemized worksheet or other appropriate design documentation.

I understand that the façade improvement incentive must be used for the project described in this application only and must be completed within six months from the approval of application.

**Any variation without approval from the Watertown Economic  
Development Commission may result in non-payment.**

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

Title: \_\_\_\_\_

Tax ID or SS#: \_\_\_\_\_

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

Signature of property owner (if different from tenant)

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



Watertown Economic Development Commission.  
Façade Improvement Program Application

**PLEASE FOLLOW ALL DIRECTIONS TO BE ELIGIBLE FOR THE  
FACADEIMPROVEMENT PROGRAM**

**THE WATERTOWN ECONOMIC DEVELOPMENT  
COMMISSION WILL REVIEW APPLICATIONS ON AN AS  
NEEDED BASIS TO EXPEDITE PROJECT WORK**

**DO NOT BEGIN WORK PRIOR TO AUTHORIZATION FROM THE  
WATERTOWN ECONOMIC DEVELOPMENT COMMISSION IF YOU  
WANT TO BE CONSIDERED FOR AN AWARD**

**FOR OFFICE USE ONLY\*\*\*\*\***

Property or Business Name and Address: \_\_\_\_\_

Date Application Received: \_\_\_\_\_

Date Watertown EDC Received: \_\_\_\_\_

Application: Approved Amount of Award: \_\_\_\_\_

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

Date Money Issued: \_\_\_\_\_

Check Number: \_\_\_\_\_