

**CITY OF NEW LONDON**  
**Downtown Retail Business District**  
**~ Building Façade Improvement Grant Program ~**  
**\$2,000 Maximum Grant Funding**  
**Updated: August 2021**

**INTRODUCTION**

The Building Improvement Grant Program has been established by the City of New London 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 retail business climate in downtown New London.
- To improve the front and rear façades and building conditions of existing businesses along North Water Street and Pearl Street in downtown New London.
- To enhance the quality of life in the New London Area.
- To encourage the development and maintenance of the buildings on North Water Street and Pearl Street.

**BUILDING IMPROVEMENT PROGRAM**

Property owners and businesses in downtown New London 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 first-come-first-serve 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 of New London.

**ELIGIBLE APPLICANTS**

The Business Improvement Grant Program is available to any New London retail business property owner lying in the downtown district as indicated on the included eligibility map. The program is also available to tenants of such buildings given the property owners written consent.

**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 consent of property owner)

**PROCESS**

- a. Applications are distributed and collected by the City on a first-come/first-serve basis:

City of New London City Administrator's Office  
215 Shawano Street, New London WI 54961

- b. Completed applications are reviewed by the City Administrator who has complete discretion over the program. The Finance and Personnel Committee may be asked by the City Administrator for clarification of matters regarding implementation of the program at his discretion.
- c. The City will attempt to provide notification of approval/denial to the applicant within 30 (30) days of application. Note that the project must be approved prior to any of the work taking place. FOR 2021 ONLY: The city will allow backdating of grants for qualified improvement projects that occurred after 1/1/2021.
- d. Appropriate documentation, 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.

## APPLICATIONS

- a. Letter of Intent, addressed to the City of New London, 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 New London downtown area.

### 1. PURPOSE & INTENT

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

- Encourage urban design excellence
- Integrate urban design and preservation of New London's heritage into the process of redevelopment.
- Enhance the character of the New London 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 New London. Contact the City Building Inspector at 920-982-8500, ext. 112 for assistance.

**City of New London Façade/Building  
Improvement Grant Program  
Downtown District Eligibility Map  
*As of September 2021***



**City of New London**  
**~ 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.
- Release of Information Letter (attached)
- Current photo(s) of property
- 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 New London 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 New London City Administrator's Office  
215 Shawano Street, New London WI 54961

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

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

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

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

To: City of New London City Administrator's Office  
215 Shawano Street, New London, WI 54961

To Whom It May Concern:

I hereby authorize the City of New London to share all application materials with City Council 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: \_\_\_\_\_