

City of Mauston Economic Development Plan

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TABLE OF CONTENTS

Description	Page #
Executive Summary	1
1.1 Overview	1
<i>City of Mauston Façade Improvement Program</i>	2
2.1 Description	2
2.2 Who is Eligible?	2
2.3 Program Funding	3
2.4 Eligible & Ineligible Uses	3
2.5 Application – How to Apply & Grant Procedure	4
2.6 Grant Terms and Conditions	5
2.7 Design Standards	6
<i>City of Mauston Affordable Housing Fund Plan</i>	11
3.1 Description	11
3.2 Who is Eligible?	11
3.3 Program Funding	11
3.4 Eligible & Ineligible Uses	12
3.5 Application – How to Apply & Grant Procedure	13
3.6 Grant Terms and Conditions	14
Appendices: Reference Materials	15

Executive Summary

1.1 Overview

The City of Mauston serves as the county seat of Juneau County, Wisconsin along the banks of the Lemonweir River. Mauston has an estimated population of 4,347 residents per the 2020 U.S. Census and benefits from the confluence of I-90, USH-12, and State Trunk Highways 58 & 82.

It is the City's desire to strengthen and support existing businesses and households, while inviting new businesses and housing opportunities.

In pursuit of these goals, this *City of Mauston Economic Development Plan* creates two (2) programs and their respective supporting materials:

- a) *The City of Mauston Façade Improvement Program*, as well as
- b) *The City of Mauston Affordable Housing Fund Plan*

These two (2) programs fulfill the following recommendations from the November 2016-adopted *City of Mauston Comprehensive Plan*:

- a) *Create incentives for downtown business façade updates.*
- b) *Research feasibility and establish a home improvement revolving grant fund or similar program for owner-occupied or renter-occupied housing improvements.*

The following two (2) sections of this plan outline the *City of Mauston Façade Improvement Program* and *City of Mauston Affordable Housing Fund Plan*, respectively. The appendices include two (2) tri-fold brochures providing condensed program information, as well as an application form for each of the two (2) programs.

This Plan, as well as its associated materials, are available on the City of Mauston website – www.mauston.com.



City of Mauston Façade Improvement Program

2.1 Description

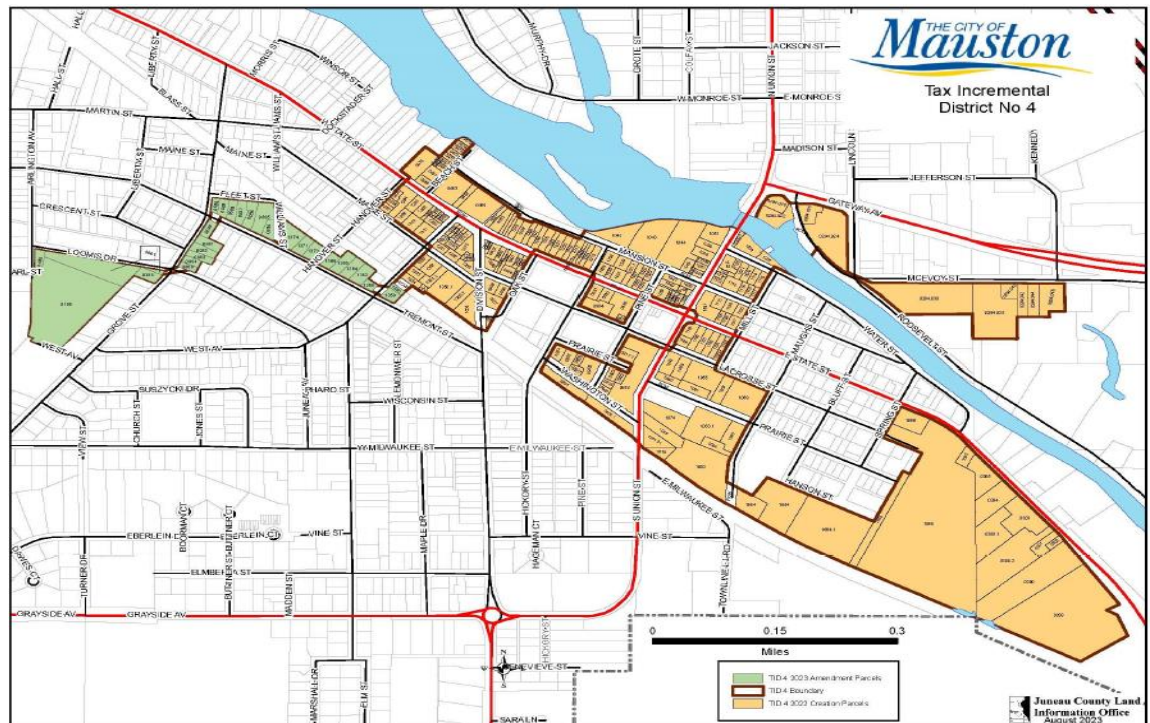
The *City of Mauston Façade Improvement Program* aims to enhance the appearance of downtown buildings and promote Main Street businesses by encouraging private investment. This program matches 50 percent (up to \$5,000.00, minimum match \$500.00) of eligible façade improvements on buildings within TID No. 4. The program was created by the City of Mauston, reviewed by its Plan Commission and approved by the Common Council.

2.2 Who is Eligible?

Eligible Applicants must:

- a) Own (or commercially rent within) a building located within the City of Mauston Tax Incremental District (TID) No. 4 (see map below). Limit two (2) applications per Applicant(s) for the life of the program (2026-2049). Applicant(s) in this geographic area who have received a notice from the City of Mauston due to code violation(s) requiring correction are encouraged to apply.
- b) Not have outstanding property taxes, utilities, or special assessments.
- c) Complete the *City of Mauston Façade Improvement Program – Application Form* and, if selected, agree to follow all program requirements.

Exhibit: TID No. 4 Map, from TID No. 4 Project Plan



Source: Ehlers

2.3 Program Funding

Discussions with City staff and City leadership noted the desire to avoid borrowing funds to support the *Façade Improvement Program*. Instead, TID increment shall be leveraged to provide project funding. The *Façade Improvement Program* shall be financially supported by expenditures from TID No. 4, noted as “*Building Improvement Grants*,” in The TID No. 4 Project Plan, from 2026 through 2049. Should TID No. 4 close early, the *Façade Improvement Program* shall also close at that point in time, or potentially earlier.

The City shall have a maximum of twenty percent (20%) of the annual TID No. 4 revenues go towards supporting the *Façade Improvement Program* from 2026-2049, so long as the TID No. 4 fund balance at the end of the year, after disbursements to support the program, is positive.

2.4 Eligible & Ineligible Uses

Façade Improvement Program funds shall **only** be used for appropriately permitted exterior repairs and renovations on building facades. **Examples of eligible uses include:**

- a) Repairing and/or replacing original materials and/or decorative details which have deteriorated or are missing,
- b) Repairing non-original materials which **cannot** be removed due to deterioration of underlying, original building material,
- c) Removing non-original materials (such as vinyl siding covering original brickwork) which detract from building's character,
- d) Designing and maintaining improvements to the front, rear, or side building elevations,
- e) Cleaning exterior building surfaces (chemical stripping or scraping),
- f) Tuck pointing and masonry repair,
- g) Painting,
- h) Repair, replacement, or addition of entrances, doors, display windows, transoms, or second/third story windows,
- i) Removing and/or repairing existing signs and awnings,
- j) Historic reconstruction (having building emulate its past, informed by historical photos),
- k) Exterior lighting,
- l) Address information,
- m) Incorporating accessibility improvements, such as ramps, doors, door openers, walks, guardrails, non-slip materials, or level platforms near points of entry,



- n) Other items viewed as necessary or complimentary to the properties exterior renovation as accepted by the City of Mauston.

The following are ineligible uses for Façade Improvement Program funds:

- a) Any and all exterior renovation or repair activities performed prior to receiving final confirmation of *Façade Improvement Program* grant funds **and** approval from the City of Mauston,
- b) Constructing new buildings,
- c) Interior improvements,
- d) Purchasing property (such as buildings, equipment, fixtures, furnishings, inventory, or capital),
- e) Inappropriate cleaning methods, such as sandblasting or power washing,
- f) Roofing repairs or replacement
- g) Any and all activities not designated by the City of Mauston.

2.5 Application – How to Apply & Grant Procedure

For Applicants meeting the three (3) criteria from "Section 2.2 Who is Eligible?:"

- a) Review program information in this document (*the City of Mauston Economic Development Plan*) or *City of Mauston Façade Improvement Program – Tri-fold Brochure*,
- b) Contact:

<i>Daron Haugh City Administrator 303 Mansion St. Mauston, WI 53948</i>	Phone: <i>608-847-6676</i>	Email: <i>dhaugh@mauston.com</i>
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- c) Populate and submit (via email or mail) the *City of Mauston Façade Improvement Program – Application Form*, including **all** the following required information as attachments:
 - 1) Demonstrate proof of funds for the 50 percent required grant match,
 - 2) MINIMUM one (1) contractor estimate or proposal (City encourages Applicant(s) to obtain several estimates),
 - 3) Detailed drawings or design plans (hand drawn is not acceptable),
 - 4) Proof of Insurance,
 - 5) Photos of Property
- d) Within sixty (60) days of application submission:
 - 1) City staff shall share application & materials with City of Mauston Plan Commission,
 - 2) The Mauston Plan Commission shall review and either:



- (a) Recommend approval, forwarding to the Common Council, or
 - (b) Deny application*
- 3) Common Council reviews application and issues final approval or denial* of grant request. Please note that the Common Council will not have the Applicant(s) financial information, only information pertaining to project scope and the grant terms.
- e) Applicant receives letter representing grant approval date, or denial of application.
- *If denied, Applicants may submit one (1) revised application and repeat process.
- f) Applicant(s) confirm intent to use grant by signing a grant agreement for receiving grant funds. Applicants within sixty (60) days of letter receipt apply and receive required permit(s), if applicable, and commence project work.
- g) Project shall be completed within six (6) months of the grant approval date or issuance of permit(s), whichever is later.
- h) Applicant(s) contact the City Administrator for project review.
- i) Applicant provides itemized, paid invoices for the project.
- j) City Administrator approves; grant proceeds are distributed within two (2) weeks of expenditure verification.

2.6 Grant Terms and Conditions

All grants approved under this program shall be subject to the following terms and conditions:

- a) The ~~three (3)~~ **five (5)**-year, zero percent ~~forgivable~~ grant covers up to fifty percent (50%) of the total cost of the project, with a maximum grant of \$5,000.00 (minimum grant \$500.00).
- b) Applicant(s) shall:
 - 1) Populate the *City of Mauston Façade Improvement Program – Application Form*.
 - 2) Secure financing or demonstrate the ability to pay the 50 percent required match. The Applicant(s) must use non-City of Mauston funds to match the grant.
- c) Projects shall:
 - 1) Follow all City of Mauston ordinances and shall procure, if applicable, any and all required permits.
 - 2) Be completed within six (6) months of the grant approval date or issuance of permits, whichever is later. Projects at the five (5) month mark shall contact the City of Mauston detailing progress and request an extension if needed. A project granted an extension and if still incomplete beyond its



- allocated timeframe may have its *Façade Improvement Program* match pulled.
- 3) **Have a signed a grant agreement for receiving grant funds, recorded by and paid for by the Applicant(s) at the Register of Deeds.**
 - d) Project participation may be limited based upon the availability of program funds.
 - e) If received, the Applicant(s) should reach out to tax or legal professionals. The City of Mauston is not providing tax, financial, or legal advice.

2.7 Design Standards

Purpose

The *Mauston Downtown Design Standards*, approved in 2010, outline the City's expectations for downtown design. This Design Standards section acts as a guideline to inform good and/or beneficial design choices for specific elements within or related to the *City of Mauston Façade Improvement Program*. The City may consider flexibility on the standards below, if provided sufficient supporting evidence and reasoning from Applicant(s).

Street and Landscape Elements

Preserving existing development patterns within TID No. 4 (broadly, Downtown Mauston), maintains and increases downtown's appeal into the future. This may include:

- a) Maintaining existing features – street landscaping, streets & alleyways, and zero-setback building facades,
- b) Inviting new features, such as planters, seating areas, and pedestrian-scale lighting where appropriate.

New Construction & Additions

The *Façade Improvement Program* focuses on rehabilitating existing structures' exteriors. However, opportunities will arise for new construction, infill, or additions to occur. Broadly: new (additions) or infill structures shall strive to mimic existing building typologies. There are situations where contemporary designs and building materials may prove to be compatible with downtown's existing urban fabric.

Building Materials

A building's surface influences pedestrian comfort and activity in the surrounding environment. For that reason, the following standards are recommended:

- a) Primary façade building materials should be traditional building materials such as brick, stone, terra cotta, stucco, etc.,
- b) Materials should be compatible between street-level facades (storefronts), and upper levels, if any,



- c) The secondary facades of buildings (sides and rear) should be composed of building materials consistent with the existing traditional building stock brick, stone, terra cotta, stucco, etc.,
- d) Masonry walls, except in rare instances, should not be clad with stucco, artificial stone, parging, or EIFS (Exterior Insulation and Finish Systems). Existing unpainted masonry walls, except in rare instances, should not be painted.

Commercial Storefronts & Street Level Facades

Traditional downtowns have mixed-use buildings with street level commercial spaces, and second/third stories containing residences or office spaces. Pedestrian-level storefronts provide large display windows, transoms, and recessed entryways. Upper floors may continue ground floor design motifs, but vary in the scale of ornamentation and materials.

The following design characteristics are recommended:

- a) Avoid removal of historic materials and/or architectural features,
- b) Encourage removal of non-historic storefront elements and facade treatments, , stuccos, or other non-historic features during facade renovation,
- c) Ensure design compatibility: where multiple storefronts span a larger, wider façade, design should be extended,
- d) Avoid solid, non-traditional 'security-style' doors in primary storefronts,
- e) Design remodeled storefronts to fit within the original opening,
- f) Emphasize storefronts by recessing or extending slightly (typically 3 to 9 inches) to emphasize the feeling of containment and provide architectural variety,
- g) Provide for a recessed entry,
- h) Emphasize pedestrian access with storefront ground floor façade minimum thirty-five percent (35%) clear glass.
- i) Emphasize classic storefront materials – wood, metal, steel, or brick. Renovations and/or new construction should reflect these materials.

Upper Story Facades

Upper Story Facades may utilize similar motifs to ground floor spaces, though frequently at a lesser level of scale or ornamentation. Historically, this was a function of second and third floors being farther from pedestrian eyes on the street. Preserving upper story facades is vital to maintaining an attractive, cohesive character for the entire building.

The following design characteristics are recommended:

- a) Retain and preserve historic facades and facade details such as corbelled brick, string or belt courses, cornices, windows, terra cotta, and stonework.



- b) Replace only the deteriorated element to match the original in size, scale, proportion, material, texture and detail.
- c) Remove non-historic storefront elements and facade treatments, including metal cladding, stuccos, or other non-historic features during renovation
- d) Maintain the pattern created by upper-story windows and their vertical-horizontal alignment.
- e) Preserve existing windows on upper facades – do not eliminate or decrease in size or shape.
- f) Repair windows if possible. If repair is not possible, window replacement in existing buildings should replicate original window patterns and finishes.
- g) Avoid new window openings that disrupt the existing balance on facades visible from the street.
- h) Upper-story facade elements should reflect window to wall surface ratios of 20%-40%.
- i) Metal screens or bars should not cover upper-story window openings.
- j) Alteration of existing upper story elements should not significantly alter the proportion and/or balance of the existing building.

Secondary and Rear Facades

- a) Encourage rear entrances on buildings that face public-parking areas.
- b) Rear facades should provide sufficient architectural features, such as window and door openings, to articulate the building facade.
- c) Rear facades should not compete with the primary facade of the structure.
- d) Maintain the visual appearance on rear facades which face surface parking areas –avoid pedestrian-level window and door openings covered with security features such as screens or bars.
- e) Maintain the pattern created by upper-story windows and their alignment on rear facades that face surface-parking areas.
- f) Preserve existing windows on rear facades.

Awnings, Canopies, and Marquees

These structures have historically provided pedestrians shelter from the elements while enhancing aesthetics and offering physical locations to place signage.

The following design characteristics are recommended:

- a) All awnings, canopies, and marquees must comply with City of Mauston Ordinances.
- b) Awnings should be of the traditional sloped configuration rather than curved, vaulted, or semi-spherical.
- c) Canopies and awnings should reflect the door and window openings or structural bays of the building.
- d) Metal awnings can be used in some instances if they are compatible with the historic character of the building.
- e) Vinyl or plastic awnings are not appropriate. Consideration may be given to modern materials that have the appearance of woven fabric.
- f) Awnings mounted at the storefront level should not extend into the second story of building facade.
- g) Upper-floor awnings should be mounted within window openings.
- h) Awnings should be narrow in profile and should not comprise residential design elements such as mansard roof forms or shake shingle cladding.



- i) Awning fabric or material design should be striped or solid color, using colors appropriate to the period of the storefront.
- j) Awnings should not obscure character-defining features such as arched transom windows, window hoods, cast-iron ornaments, etc.
- k) Awning units should be mounted or affixed in such a way as to avoid damage to the building's distinctive architectural features.

Signs and Signage

Signage contributes strongly to pedestrian interest and likelihood of entering an establishment. Conversely, inappropriate signs by virtue of their content, scale, and/or lighting detract from otherwise attractive storefronts and shopping areas.

The following design characteristics are recommended:

- a) All signs and signage must comply with City of Mauston Ordinances.
- b) Signs in downtown Mauston should be pedestrian-oriented in size, scale and placement, and should not be designed primarily to attract the notice of vehicular traffic.
- c) 'Permanent' sign types that are encouraged are: awning, hanging, projecting, wall, and window signs. Freestanding signs should not be considered except in cases where a detached building is set back from the street.
- d) In no case should a temporary sign substitute as a permanent sign.
- e) Wall signs should be flush-mounted on flat surfaces and done in such a way that does not destroy or conceal architectural features or details.
- f) Signs identifying the name of a building, the date of construction, or other historical information should be composed of materials similar to the building, or of bronze or brass. These building identification signs should be affixed flat against the building and should not obscure architectural details. They may be incorporated into the overall facade design or mounted below a storefront cornice.
- g) Signs should be subordinate to the building's facade. The size and scale of the sign should be in proportion to the size and scale of the street level façade.
- h) Storefront signs should not extend past the storefront upper cornice line. Storefront signs are typically located in the transom area and should not extend into the storefront opening.
- i) Signs for multiple storefronts within the same building should align with each other.
- j) A hanging sign installed under an awning or canopy should be a maximum of 70% of the awning or canopy's width and should be perpendicular to the building's façade.
- k) Signs should be placed in locations that do not obscure any historic architectural features of the building or obstruct any views of downtown.
- l) Sign brackets and hardware should be compatible with the building and installed in a manner that will not damage the building structure.
- m) Typically, signs illuminated from within are not appropriate. Lighting for externally illuminated signs should be simple and unobtrusive and should not obscure the content of the sign or the building facade.

Lighting

Lighting shall comply with City of Mauston ordinances and integrate itself into the building.



The following design characteristics are recommended:

- a) New exterior lighting should be compatible with the historic nature of the structure, the property, and the district. Compatibility of exterior lighting and lighting fixtures is assessed in terms of design, material, use, size, scale, color, and brightness.
- b) Lighting fixtures should be installed to be as unobtrusive as possible; they should be installed such that they will not damage or conceal any historic architectural features.
- c) Lighting levels should provide adequate safety but not detract from or overly emphasize the structure or property.
- d) Landscape lighting should be located and directed such that there is no infringement on adjacent properties.
- e) Exterior lighting in parking lots should be directed into the parking area itself, and not onto adjacent properties.

Parking

Sufficient parking ensures access to storefronts and activities in the broader downtown area.

- a) There should be a clear separation between vehicular parking areas and pedestrian areas. Pedestrian-scale landscaping, fencing, and/or walls should be provided to separate the parking area from the pedestrian sidewalk.
- b) Surface parking lots shall include interior landscaping and green space elements.



City of Mauston Affordable Housing Fund Plan

3.1 Description

Affordable Housing is frequently defined as “housing that costs a household no more than thirty percent (30%) of the household's gross (monthly) income.” By matching 50 percent (up to \$5,000.00, minimum match \$500.00) of renovation costs, the City of Mauston Affordable Housing Fund Plan intends to preserve existing affordable housing while simultaneously enhancing community aesthetics, stabilizing the City's tax base, and improving housing stocks' physical condition.

This grant program was created and shall be administered by the City of Mauston. An income limit exists for this grant, which shall be set at eighty percent (80%) of the Area Median Income (AMI) (HUD “Median Family Income”) for the household size as reported by [HUD Income Limits](#) for Juneau County, Wisconsin.

Example for FY 2025: Per HUD Income Limits, the Median Family Income for Juneau County, WI in 2025 is \$85,800. The threshold for a household with four (4) persons in the family at 80% Median Family Income is calculated as \$74,250.00.

For residents inquiring about first-time homebuyer programs, please ask City staff about the New Home Build Grant and its City of Mauston Affordable Housing Application.

3.2 Who is Eligible?

Eligible Applicant(s) must:

- a) Reside in an owner-occupied home (single family attached or detached; duplexes) within the City of Mauston, and
- b) ~~Meet~~ **Exceed** the housing affordability criteria, where the sum of monthly housing costs such as mortgage (principal, interest), property taxes, and insurance exceeds 30% of the household gross monthly income.

Applicants with a referral from the City due to exterior code violation(s) requiring correction are especially encouraged to apply.

3.3 Program Funding

The City of Mauston uses Tax Increment Financing (TIF) as a development tool. [Wisconsin Statute §66.1005\(6\)\(g\)](#) allows for extending:

*“the life of a [tax] [increment] district for one year [and] the city shall use at least 75 percent of the increments received to benefit affordable housing in the city. **The remaining portion of the increments shall be used by the city to improve the city's housing stock.**” (emphasis added)*

On December 14, 2021, the City of Mauston Common Council passed Resolutions 2021-26, 2021-29, 2021-30, and 2021-31 extending TID No. 2 & 3's lifespans by one year for the affordable housing extension, then subsequently closing the respective TIDs.

These actions yielded \$1,400,062.38 of increment and an estimated \$1,316,000 has been expended. **The remaining \$80,000, plus recurring transfers to the affordable housing fund**



from TID No. 4 increment over its lifetime, shall be used “to improve the city’s housing stock” via this, the *City of Mauston Affordable Housing Fund Plan*.

3.4 Eligible & Ineligible Uses

City of Mauston Affordable Housing Fund Plan funds shall only be used for appropriately permitted exterior repairs and renovations. **Examples of eligible uses include:**

- a) **Exterior repairs:** Funds may be used for the repair or replacement of roofing, siding, windows, soffits, fascia, porches, decks, and balconies, gutters, repairing existing garages, and other repairs or replacement of exterior materials.
- b) **Energy efficiency:** Funds may be used to improve the energy efficiency of the home. This includes window and/or door replacement(s), and insulation improvements HVAC system upgrades, to increase overall energy efficiency.
- c) **Grading, waterproofing, and drainage improvements:** Funds may be used to remedy any issues related to stormwater runoff or basement waterproofing.
- d) **Demolition Assistance:** Funds may be used to demolish code-violating and/or structurally unsound detached garages or outbuildings, down to the slab.
- e) **Code compliance:** Funds may be used to remedy outstanding code violations pertaining to the exterior of the home.
- f) **Incorporating accessibility improvements:** Such as ramps, doors, door openers, walks, guardrails, non-slip materials, or level platforms near points of entry.
- g) **Landscaping activities:** Restoration of landscaping damaged during construction and/or creating rain gardens to address stormwater runoff issues. This provision may **not** be used for other landscaping activities.
- h) Other items viewed as necessary or complimentary to the properties exterior renovation as accepted by the City of Mauston.

The following are ineligible uses for *City of Mauston Affordable Housing Fund Plan* funds:

- a) All exterior renovation or repair activities performed prior to receiving final confirmation of *City of Mauston Affordable Housing Fund Plan* grant funds and approval from the City of Mauston.
- b) Constructing new buildings.
- c) Interior improvements (renovations, additions).
- d) Purchasing property (such as buildings, electronics, equipment, fixtures, furnishings, inventory, or capital).
- e) Funds cannot be used for improving the *interior* of the garage such as adding heating, drywall, etc.
- f) All activities not designated by the City of Mauston.



3.5 Application – How to Apply & Grant Procedure

For Applicants meeting the two (2) criteria from "Section 3.2 Who is Eligible?:"

- a) Review program information in this document (*the City of Mauston Economic Development Plan*) or *City of Mauston Affordable Housing Fund Plan – Tri-fold Brochure*.

- b) Contact:

Daron Haugh City Administrator 303 Mansion St. Mauston, WI 53948	Phone: 608-847-6676	Email: dhaugh@mauston.com
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- c) Populate and submit (via email or mail) the *City of Mauston Affordable Housing Fund Plan – Application Form*, including **all** the following required information as attachments:
 - 1) Demonstrate proof of funds for the 50 percent required grant match,
 - 2) MINIMUM one (1) contractor estimate or proposal (City encourages Applicant(s) to obtain several estimates),
 - 3) Detailed drawings or design plans (hand drawn is not acceptable),
 - 4) Proof of Insurance,
 - 5) Photos of Property
- d) Within sixty (60) days of application submission:
 - 1) City staff shall share application & materials with City of Mauston Plan Commission.
 - 2) The Mauston Plan Commission shall review and either:
 - (a) Recommend approval, forwarding to the Common Council, or
 - (b) Deny application*.
 - 3) Common Council reviews application and issues final approval or denial* of grant request. Please note that the Common Council will not have the Applicant(s) financial information, only information pertaining to project scope and the grant terms.
- e) Applicant receives letter representing grant approval date, or denial of application.

*If denied, Applicants may submit one (1) revised application and repeat process.
- f) Applicant(s) confirm intent to use grant by signing a grant agreement for receiving grant funds. Applicants within sixty (60) days of letter receipt apply and receive required permit(s), if applicable, and commence project work.
- g) Project shall be completed within six (6) months of the grant approval date or issuance of permit(s), whichever is later.
- h) Applicant(s) contact the City Administrator for project review.



- i) Applicant provides itemized, paid invoices for the project.
- j) City Administrator approves; grant proceeds are distributed within two (2) weeks of expenditure verification.

3.6 Grant Terms and Conditions

Any and all grants approved under this program shall be subject to the following terms and conditions:

- a) The three (3)-year, zero percent grant covers up to fifty percent (50%) of the total cost of the project, with a maximum grant of \$5,000.00 (minimum grant amount is \$500.00).
- b) Applicant(s) shall:
 - 1) Populate the *City of Mauston Affordable Housing Fund Plan – Application Form*.
 - 2) Secure financing or demonstrate the ability to pay the 50 percent required match. The Applicant(s) must use non-City of Mauston funds to match the grant.
 - 3) Sign a grant agreement for receiving grant funds, **which shall be recorded by and paid for by the Applicant(s) at the Register of Deeds**. If the property is sold within three (3) years, the full balance of the grant shall be due immediately upon sale of the property. The grant may not be assigned without the written consent of both parties.
- c) Projects shall:
 - 1) Follow all City of Mauston ordinances and shall procure, if applicable, any and all required permits.
 - 2) Be completed within six (6) months of the grant approval date or issuance of permits, whichever is later. Projects at the five (5) month mark shall contact the City of Mauston detailing progress and request an extension if needed. A project granted an extension and still incomplete beyond its allocated timeframe may have its *Affordable Housing Fund Plan* match pulled.
- d) Project participation may be limited based upon the availability of program funds.
- e) If received, the Applicant(s) should reach out to tax or legal professionals. The City of Mauston is not providing tax, financial or legal advice.



Appendices: Reference Materials

City of Mauston Façade Improvement Program – Tri-fold Brochure

City of Mauston Façade Improvement Program – Application Form

City of Mauston Affordable Housing Fund Plan – Tri-fold Brochure

City of Mauston Affordable Housing Fund Plan – Application Form

