

**REDEVELOPMENT AUTHORITY OF THE CITY OF WATERTOWN (RDA)  
CITYWIDE SIGN GRANT PROGRAM APPLICATION**

The Redevelopment Authority (RDA) of the City of Watertown has established the Citywide Sign Grant Program to assist businesses in improving their signage. This program provides a 50% matching grant for eligible sign improvements, up to a maximum award amount of \$1,000.

**Please note:** Businesses located within the City's downtown historic district are not eligible for this grant (please inquire with the Watertown Main Street Program about their sign and façade grant programs if your business is located within this district).

New signage must be visible from a public street, and must either be mounted to the building exterior, or be part of a permanent monument sign located along a public street. Signage must be a permanent, affixed installation (e.g. bolted, bracketed, or channel letters). Temporary signage, such as vinyl banners or window clings, are ineligible. Signage may not be electronic (e.g. neon or LED) but should be appropriately lighted to be visible during evening hours.

---

**APPLICANT INFORMATION**

**Business Name:** \_\_\_\_\_  
**Business Address:** \_\_\_\_\_  
**Business Owner Name:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Email Address:** \_\_\_\_\_

**PROPERTY OWNER INFORMATION (if different from applicant)**

**Property Owner Name:** \_\_\_\_\_  
**Property Owner Address:** \_\_\_\_\_  
\_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Email Address:** \_\_\_\_\_

**SIGN PROJECT DETAILS**

**Total Cost of Signage:** \$ \_\_\_\_\_  
**Amount Requested (50% of Total Cost, up to \$1,000):** \$ \_\_\_\_\_

**Description of Signage Project:**

---

---

---

**Location of Sign on Property:**

---

---

## **REQUIRED DOCUMENTATION**

- **A detailed quote or invoice** from a sign company or contractor for the proposed sign work.
- **A design rendering** or drawing of the proposed sign, including dimensions and materials.
- **Photographs** of the building and the current signage (if applicable).
- **Approval letter from the property owner** (if applicant is not the property owner).
- **Any necessary City permits or approvals.**

## **GRANT TERMS & CONDITIONS**

1. The grant award is **50% of the total eligible project cost, up to a maximum of \$1,000.**
2. The grant is **reimbursable**, meaning the applicant must complete the project and submit proof of payment before receiving funds.
3. On-site activity must commence within **90 days** of grant approval and be completed within **six (6) months.**
4. Signage must comply with **City of Watertown zoning and signage regulations.**
5. The applicant must maintain the sign in good condition.
6. Grants are awarded **subject to the availability of funds.**

## **APPLICANT CERTIFICATION**

I hereby certify that the information provided in this application is accurate and complete. I understand the terms and conditions of the RDA Citywide Sign Grant Program and agree to comply with all requirements.

**Applicant Signature:** \_\_\_\_\_

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

**Property Owner Signature (if applicable):**

\_\_\_\_\_

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

**SUBMIT APPLICATION TO:**

Redevelopment Authority of the City of Watertown (RDA)

Attn: Executive Director

106 Jones Street

Watertown, WI 53094

Applications may also be sent by email to:

\_\_\_\_\_

For more information, please contact the RDA Executive Director, at: