

REDEVELOPMENT AUTHORITY OF THE CITY OF WATERTOWN (RDA)
CITYWIDE SIGN GRANT 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 grant amount of \$1,000. Regional or national chains and franchised businesses are not eligible for this program.

Please note: Businesses located within the City's downtown historic district are ineligible (please inquire with the Watertown Main Street Program about their sign and façade grant programs if your business is located within the district).

New signage must be visible from a public street, and must either be mounted to the building exterior, or be part of a monument sign located along a public street. Signage must be a permanent installation. 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: READY 2 DANCE WI
Business Address: 1648 S CHURCH ST
Business Owner Name: RACHEL HENRIQUEZ/AL HENRIQUEZ
Phone Number: 920-545-8920
Email Address: ready2dancewi@gmail.com

PROPERTY OWNER INFORMATION (if different from applicant)

Property Owner Name: _____
Property Owner Address: _____
Phone Number: _____
Email Address: _____

SIGN PROJECT DETAILS

Total Cost of Signage: \$ 4061.75
Amount Requested (50% of Total Cost, up to \$1,000): \$ 1000

Description of Signage Project:

Sign for Building

Location of Sign on Property:

Attached to building

REQUIRED DOCUMENTATION

- **A detailed quote or invoice** from a sign company 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** (if required).

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. Work 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 sign 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 Sign Grant Program and agree to comply with all requirements.

Applicant Signature: _____

Al Henriquez

Date: 08/03/2026

Property Owner Signature (if applicable): _____

Date: _____

SUBMIT APPLICATION TO:

Redevelopment Authority of the City of Watertown (RDA)

Attn: Deb Sybell

106 Jones Street

Watertown, WI 53094

Applications may also be sent by email to: dsybell@watertownwi.gov

For more information, please contact Deb Sybell, RDA Executive Director, at
dsybell@watertownwi.gov



**BUILDING INSPECTION
DEPARTMENT**

106 Jones Street, Watertown WI 53094
920-262-4060

SIGN PERMIT

\$50/Sign (new or modification of sign
face or structure)

\$10/Auxiliary Sign

OFFICE USE ONLY

Permit #: 26-082

Date: 7/13/26

Issued by: mm

Fee Paid: Cash/Check/Card

Check #: _____

Date Application Submitted: 06/08/2026

The applicant understands and agrees that the permitted work shall comply with all permit provisions and conditions of Chapter 550, Article XII: Signs and Projections Ordinance of the City of Watertown in effect at the time of this application, and with any special provisions listed below or attached hereto, and any and all plans, details, or notes attached hereto and made a part thereof.

1. Applicant:

Applicant/Company: READY 2 DANCE WI

Address: 1648 S CHURCH ST

City: WATERTOWN WI State: WI Zip Code: 53094

Plans Prepared By: GARY STRZEM

City: FORT ATKINSON State: WI Zip Code: 53538

Preparer's Email: *a_henriquez@hotmail.com Preparer's Local Phone: 985 201 4042

2. Location Information:

Address: 1648 S CHURCH ST

Zoning District: _____ Current/Proposed Land Use: _____

Located within Downtown Historical District? ☐ Yes ☒ No

If yes, provide Certificate of Appropriateness

Located above Right-of-Way? ☐ Yes ☒ No

If yes, provide proof of liability insurance

Located within Vision Triangle? ☐ Yes ☒ No

3. Proposed Sign (Fill out and check all that apply):

Sign Material: _____

Sign Size and Height: 43. 23 IN Estimated Cost of Sign: 3,000

Will the proposed sign be illuminated? ☐ Yes ☒ No

If yes, an electrical permit will be required

Type of illumination: _____

Permanent Sign Type: ☐ Monument ☐ Dual Post ☐ Pylon ☒ Wall
☐ Awning ☐ Canopy ☐ Marquee ☐ Blade
☐ Suspended ☐ Permanent Plat ☐ Drive-Through ☐ Wall Changeable
☐ Plaque ☐ Electronic Message Center ☐ Freestanding Changeable

Dimensions:

Front Footage of Building	<u>1000</u> x 1 = _____	Side Footage of Building	_____ x 1 = _____
Front Existing Signage	_____ (Sq. Ft.)	Side Existing Signage	_____ (Sq. Ft.)
Front Proposed Signage	_____ (Sq. Ft.)	Side Proposed Signage	_____ (Sq. Ft.)
Height Above Sidewalk	_____	Sign/Awning Projection	_____

4. Materials (Select and provide all applicable materials):

- ☐ Signage Plan (§ 550-134B(7)) ☐ Proof of Liability Insurance ☐ Occupy Right-of-Way Permit*
☐ Traffic Control Plan* ☐ WisDOT Approval ☐ Electrical Permit
☐ Certificate of Appropriateness ☐ Pylon Signage Plan (§ 550-132C(4))

* = Temporary encroachments or obstructions of City right-of-way (streets and/or sidewalks) require an occupy right-of-way permit under Section § 457-7B(9) of the City of Watertown Municipal Code

5. Local Construction/Installation Contact:

Name of Individual/Contractor Responsible for Construction: GARY STROM

Phone of Individual/Contractor Responsible for Construction: 920 723 1470

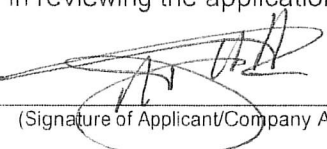
Indemnification:

The applicant and/or permit holder, by accepting a permit under 550, Article XII: Signs and Projections, agrees to indemnify, defend, and hold harmless the City of Watertown, its elected and appointed officials, officers, employees, agents, representatives, and volunteers (collectively, the "Indemnified Parties") from and against any and all suits, actions, legal or administrative proceedings, claims demands, damages, liabilities, interest, attorneys' fees, costs, and expenses of whatsoever kind or nature in any manner caused in whole or in part, or claimed to be caused in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of the permit holder or anyone acting under its direction or control or on its behalf, even if liability is also sought to be imposed on one or more of the Indemnified Parties. The obligation to indemnify, defend, and hold harmless the Indemnified Parties shall be applicable even if the liability results from an act or failure to act on the part of one or more of the Indemnified Parties. However, the obligation does not apply if the liability results from the willful misconduct of an Indemnified Party.

Acknowledgements & Signature:

I certify that I am the person who made and signed this application for permanent signage and that all statements made herein are true and correct.

I further acknowledge that I must provide an application fee and shall be required to pay all costs reasonably incurred in reviewing the application, including cost incurred in retaining outside consultants.

By: 
(Signature of Applicant/Company Authorized Representative)

OWNER
(Title)

07/08/2026
(Date)

AL HENRIQUEZ
(Type/Printed Name of Person Signing Above)

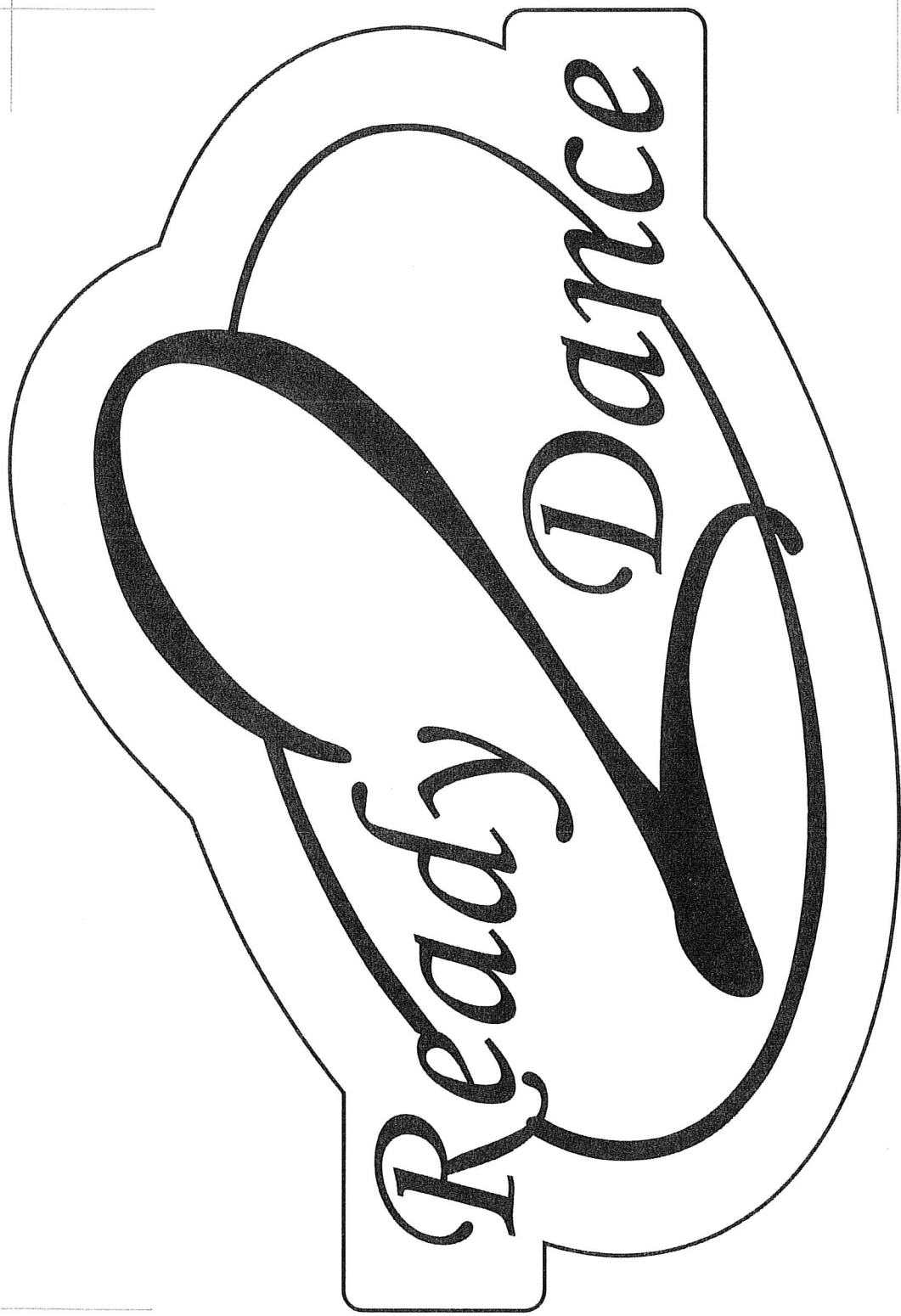
985 201 4042
(Authorized Applicant/Company Representative Telephone #)

The City of Watertown Building, Safety & Zoning Department hereby authorizes the installation of the above per submitted drawings.

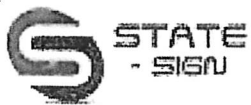

City Official

7/13/26
Date

62.06 in



43.23 in



N 515 Blackhawk Bluff Dr.
Milton, WI 53563

INVOICE

Ready 2 Dance LLC.
1648 Church St
Watertown, WI 53094

Date
4/22/2026

Estimate #
1078

P.O. No.

Project
Ready 2 Dance
Watertown WI

Thank you for your business.

Description	Qty	Unit Price	Extended Price
1 READY @ DANCE sign.	1	2,900.00	2,900.00T
Installation.	1	950.00	950.00T
Owner is responsible for the sign permit.	0		

State-Sign LLC
N 515 Blackhawk Bluff Dr.
Milton, WI 53563

P 888.381.3515
F 808.868.1791
www.State-Sign.com

Payment Terms

A down payment of 50% is due to expedite
this order. The balance is due upon
Installation.

Subtotal \$3,850.00

Sales Tax (5.5%) \$211.75

Total Price \$4,061.75

Down Payment \$4061.75

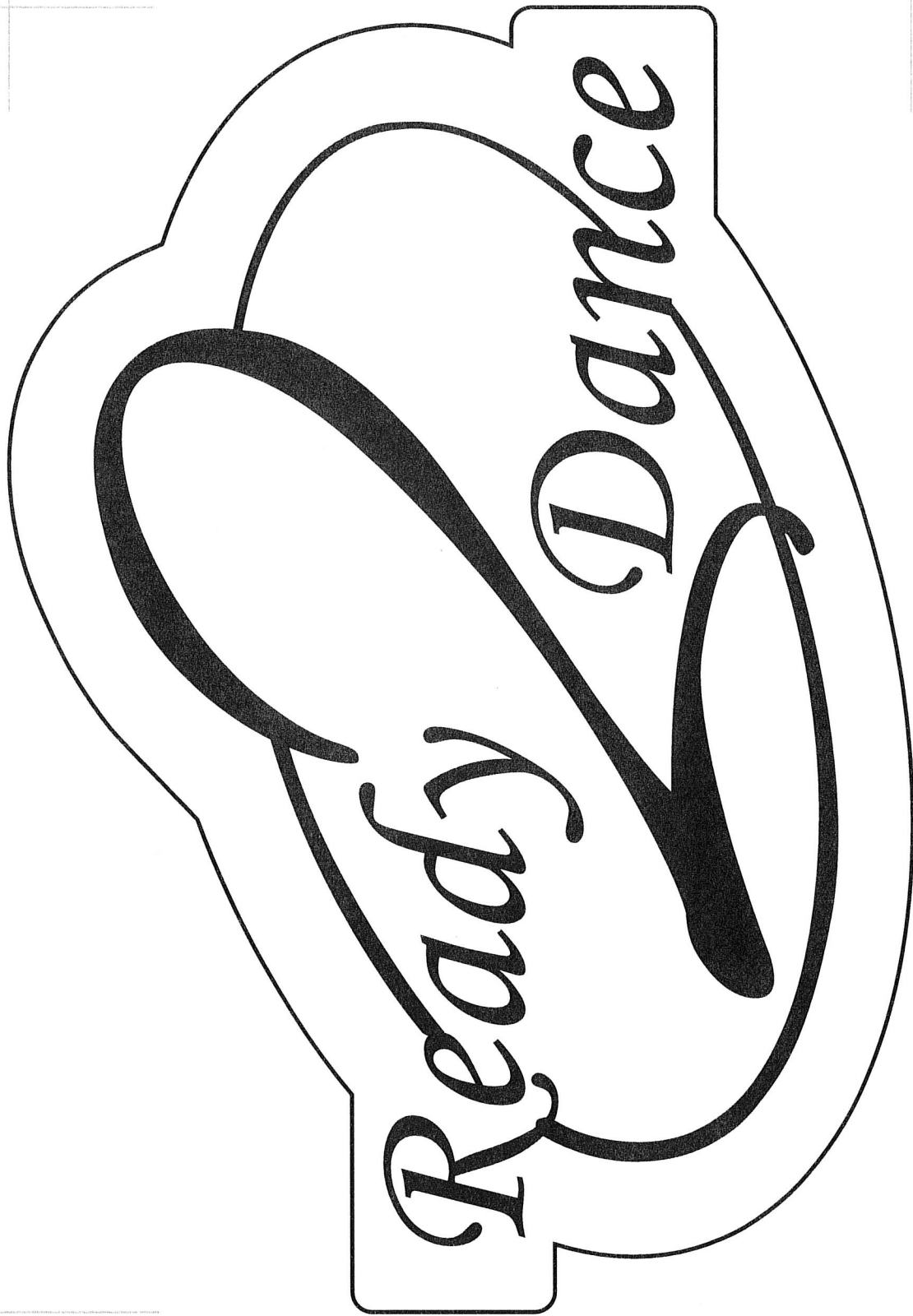
Due at Installation N/A

Customer Approval

Date

07/15/2026

62.06 in



43.23 in



Al and Rachel H <ready2dancewi@gmail.com>

Signage Approval

Josef Nazar <jnazar911@gmail.com>

Tue, Aug 4, 2026 at 10:50 PM

To: "ready2dancewi@gmail.com" <ready2dancewi@gmail.com>, "1standgoalmanagement@gmail.com" <1standgoalmanagement@gmail.com>

Hello,

This email confirms that the landlord has reviewed and approved the sign installed for your store. Please see a picture of the sign below for your reference.

Thank you.

Josef Haghazarzadeh

Maximo Plaza Inc

