



Downtown Façade Loan Program

Program Description

The Downtown Façade Loan Program provides financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings within cities and villages of West Central Wisconsin.

Eligibility

To be eligible, a business or property owner must:

- Be located within designated downtown boundaries of eligible towns, villages, and cities;
- Demonstrate ability to repay the loan;
- Keep property taxes current;
- Provide acceptable design plans.

Eligible activities include:

- Façade renovation;
- Exterior lighting, doors, and graphics;
- Signage, windows, and awnings;
- Other façade or landscape improvements.

Design Requirements

Applicants must provide acceptable façade design plans that comply with approved general design guidelines based on the National Trust and Main Street Center or suitable design guidelines prepared and adopted by local governments.

Finance Terms and Conditions

- 0% fixed interest rate on all loans;
- Repayment terms up to 15 years;
- Loan size can range from \$5,000 to \$30,000;

- All loans shall be secured by a mortgage on the property being rehabilitated;
- All customary out-of-pocket fees and legal costs made in connection with the transaction are the applicant's responsibility.

Covenants

- Deviation or disregard for the guidelines on approved design will result in a stop being placed on the loan;
- Property must be maintained in the condition and for a time as set forth in the loan documents;
- Delinquency in any tax obligation will disqualify an applicant. If delinquency occurs during term of loan, loan is to be paid in full.

Application Procedures

- Review design guidelines provided by community.
- Complete and submit application to the primary contact at the local government unit (i.e. Village Hall).
- Application is reviewed by loan committee and a decision will be made.

For More Information, Contact:

Your local unit of government
OR
Char Gurney or Beth Waldhart
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