Curb Appeal Grants  
Property Improvement Program  
City of Platteville Redevelopment Authority

The City of Platteville Redevelopment Authority administers several programs to help strengthen and enhance the downtown area. Attractive building facades and properties support and encourage local businesses and can have a significant effect on the attractiveness and marketability of the surrounding area. To encourage business owners to reinvest in the downtown area, the City of Platteville Redevelopment Authority is offering financial incentives, through small matching grants, to assist in the exterior improvement of these properties. More extensive projects may also be eligible for the Façade & Exterior Property Improvement loan program through the RDA.

Whenever possible, applicants are strongly encouraged to use local contractors to complete all tasks associated with their property renovation. This will not only help garner support to continue this program, but more importantly help boost our local economy.

Property Eligibility Requirements
Eligible properties must be located in the downtown area within Redevelopment Area 1, as designated by the City of Platteville Redevelopment Authority (see attached map). Property owners or tenants of commercial/mixed-use structures located within this area are eligible to apply for funding. The property owner must approve of the project if a tenant is the applicant.

Eligible Costs
The program is intended to assist projects that improve the exterior appearance of the property from the street. Eligible projects include uncovering and restoring historical facades, removing existing facade materials and replacing them with more appropriate and attractive designs and materials, painting, cleaning and tuck-pointing masonry, awnings, installing landscaping or other site improvements, and other detailing which leads to an enhanced appearance of the building or property along the street frontage. Roofing, internal restoration, general maintenance, or other projects that do not improve the appearance of the property are not eligible. Signage is not an eligible cost.

Grant Details
If approved, the RDA will provide a reimbursement grant to the applicant for up to fifty percent (50%) of the total cost of the project, with a maximum grant of $1000. The owner/tenant must use non-City or non-RDA funds to match the loan. The RDA has made available a total of $20,000 for these curb appeal grants. Once these funds have been awarded, the program will end.

Project Requirements
A completed application form and accompanying project details shall be submitted to the Community Development Department. The owner/tenant shall obtain a building permit as required, and exterior projects located within the Main Street Historic District may also require approval from the Historic Preservation Commission. The applicant is encouraged to obtain all approvals prior to completing the project. After the project is completed, the applicant must submit invoices or other information indicating the cost and details of the project before the reimbursement grant funds will be provided. Before and after photos of the building are encouraged. Approved projects shall be completed within 6 months of approval, unless an extension is granted by the RDA.

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