

CASE STUDY

415 E. MAIN STREET, WATERTOWN

BORROWER

Misti Hawn
Owner

RDA FUNDING

Grant: \$13,880
Loan: \$1,820

PROJECT COMPLETION

2021

2019 PROPERTY TAXES:

\$2,559

BEFORE



A 2,677 sq ft, 2-story, three-bay brick building on a .061 acre lot.

PROGRESS 9/2021



DESCRIPTION:

Built in 1880 on property owned by Charles Goette, the building was used as a dry goods store then converted to a saloon run by John Brusenbach. It remained a saloon until prohibition, then became a soda fountain and a drug store.

Currently the building is occupied by Canna Bloom Farmacy with a two-bedroom apartment on the second floor.

PLANS:

Remove the “modernized” horizontal siding to expose original facade. Restore windows and repaint Miller beer mural on east wall.

GOALS:

Misti Hawn’s motivation for rehabilitating the building rests in her love of Watertown’s Historic Main Street. “For years I have been saying to myself, someone should do something about that building, I guess I was that someone,” she said.

“We weren’t sure what we were going to find under the siding. We were pleased that the original brick was so well preserved, it should make the job somewhat easier. We were also thrilled to find the remnants of an old Miller mural,” Hawn said, pointing to the west wall of the building, “I am looking into having another mural done in the future.”

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“It has been a pleasure to work with the Watertown Redevelopment Authority (RDA) on this project...Matt Zastrow (RDA Loan Committee Chair) and Alex Allon (RDA Executive Director) have been wonderful advocates for this project.

I couldn’t have done the extensive work on this building without the support of the RDA...I am very thankful the RDA is available to help businesses like mine finance projects that fall outside of the traditional lending guidelines.”

- Misti Hawn
Owner

Redevelopment Authority for the City of Watertown

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