

# City of Waukesha

## Status of Outstanding CDBG Funding

Waukesha County CDBG Board

February 2016

### Historic Preservation

#### Paint & Repair Grants

\$4450 is currently remaining in the 2015 account. We have some applicants who received grants but have not started work. One applicant, Family Services, has a very expensive gutter system they have been fundraising to repair so their project was delayed until 2016. We have a total of \$2260 in committed grants that have yet to be paid. The remaining \$2190 is from projects that were awarded but have either not begun or we have never received reimbursement requests.

#### Historic Springs

There is still a significant amount of money in the Historic Springs accounts for 2014 and 2015. This project has been challenging which has resulted in delays in the project. The Landmarks Commission searched for several years to find a firm capable of this restoration. In 2013 they contracted with Restoric, LLC out of Chicago to restore one tile and develop a Conservation report. That work was completed in Fall of 2014. Shortly after completion there were issues with the glaze coating on the mural. They tried some different coatings and then waited until Spring of 2015 to see how the coating responded to winter conditions. While the result was good, the contractor felt that the work could be done better if they removed the murals completely and did the restoration work in their studio in Chicago.

They prepared an updated proposal which was presented to the Landmarks Commission in December 2015. The Landmarks Commission and staff placed the proposal on hold because we wanted to get input from the State of Wisconsin Historical Society prior to doing any of this work. The proposal is currently being reviewed by the State Senior Preservation Architect, Mark Buechel. If the state authorizes the work, Restoric indicated they can start the work this spring. We will update the CDBG Board as soon as the state authorizes the work.

Because of the significance of the Silurian Springhouse, which is both a Local Landmark and on the National Register of Historic Places, staff is requesting an extension through the end of 2016 if possible.

Below are the before and after photographs of the first tile mural restoration



Before Restoration



After Restoration

## Housing

### Whiterock/Main Housing Rehab

The City has assisted 5 homeowners with the Whiterock/Main funding and are currently working with 4 additional applicants. Even after reaching out to contractors, going door to door to promote the program and working with UW Extension to promote the program we have had a meager response. We are currently working with County staff to determine the future of this program. We will return in March with a request.

### 2015 Homeowner Rehab Loan

The City also has a 2015 allocation of \$82,149 for homeowner repair loans. We would propose reallocating those funds into economic development activities (Branding, Vacant Storefront Marketing, Wayfinding) which are outlined below.

## Economic Development

The economic development funds focus on 4 activities:

<b>Façade Grants</b>	Provide matching grants to commercial property owners in the downtown and central city area for façade improvements, signs and awnings.
<b>Branding</b>	Partially fund a roll out of a new brand for downtown Waukesha.
<b>Vacant Storefront Marketing</b>	Purchase coordinated window clings and staging materials for vacant storefronts downtown.
<b>Wayfinding</b>	Develop, manufacture and install a new wayfinding system for the downtown and central city area to assist visitors in finding downtown and major landmarks such as Waukesha Memorial Hospital and the County campus.

### Façade Grants

In January 2016, we submitted the final draw of \$3365.50 which will close out year 2013 Façade Grants. We were able to fund several great projects with this money including the following:

*1st Class Express Credit Union, 494 Main Street – Façade Renovation* - This project transformed an eyesore on E. Main Street by providing matching funds for siding work, windows, doors and other exterior improvements.



Before



After

*Life's Connection Façade and Awning Grant* - This grant helped a tenant with much needed window repairs and an attractive awning to a long-vacant retail space at the far end of West Main Street.



*Steaming Cup Storefront Signage Grant* – In 2015, longtime owners of the popular Steaming Cup coffee shop in Downtown Waukesha sold the business to new owners who have renovated the interior, updated the menu and created a new logo/brand. The storefront signage grant provided assistance for the new exterior signs.



225 So. Storefront Signage Grant – Used matching grants for new signs at 225 So, a new Italian Restaurant at 225 South Street.



Café De Arts Sign and Façade Grant – Café De Arts relocated from 136 St. Paul Avenue to 830 St. Paul Avenue. A façade grant assisted with installing a new storefront windows and doors as well as storefront signage.



**Before**



**After**

### 2015 Façade Grant Allocation

We have committed all of this money to a significant rehabilitation of a building on the southwest corner of Barstow Street and South Street in Downtown Waukesha. Some of the exterior work began late in 2015 but the applicant would like an extension until June or July to complete the exterior work. A significant amount of interior remodeling has been completed and he has two of the three tenant spaces occupied. A photography studio and a bird rescue organization occupy the smaller tenant spaces. The photos below show the existing building and the renderings of how the façade will look once completed.



### **Branding**

The City of Waukesha has been engaged in developing a new brand for downtown. Working with its consultant and a stakeholder group the City has finalized a new brand. The City would like to continue the activity by formally rolling out the brand in the summer of 2016. The City has dedicated funds to this activity and has been seeking private partners to support the effort financially as well. To make the brand successful there must be a total transformation from the old brand to the new. The City proposes to reallocate \$30,000 to the rebranding effort. These funds would be used to purchase material goods such as new banners for the downtown and central city area.

### **Vacant Storefront Marketing**

The City recently completed a joint effort with UW Extension to develop a market study for the downtown area. There were many recommendations from that study that the City will seek to implement in the future working together with sponsors and the downtown property and business owners. At this time the City would propose reallocating \$5,000 to purchase displays and signage.

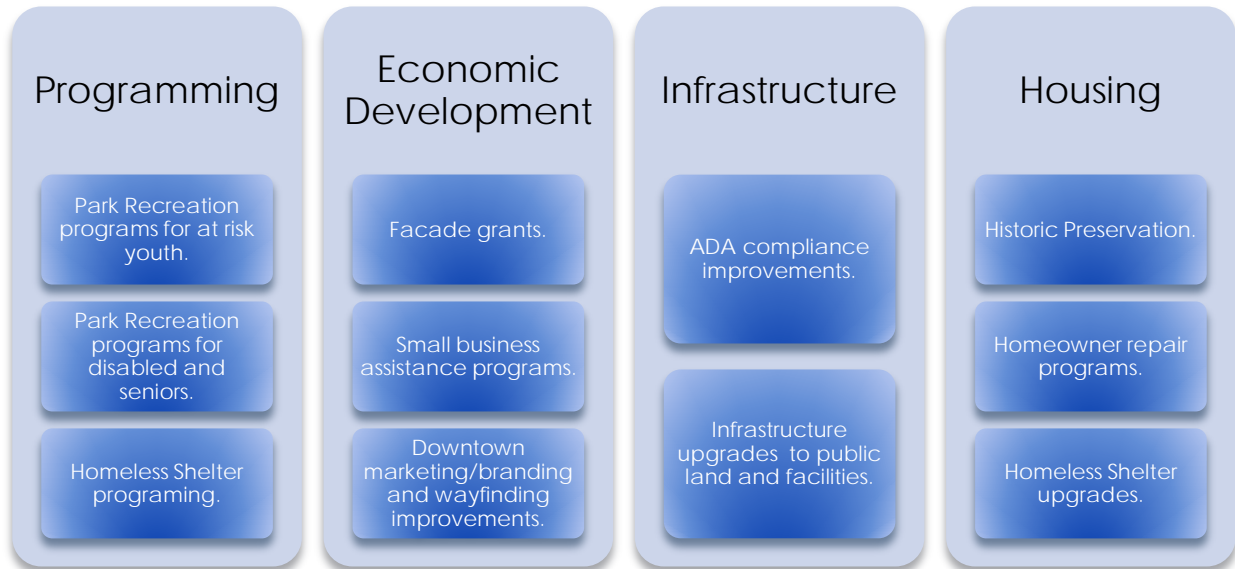
### **Wayfinding**

The City has seen the need to increase and improve its wayfinding efforts in the downtown and central city area. Much of the feedback we have heard from visitors surveyed is that they have difficulty navigating through the city to their destination. Once they reach downtown they then have difficulty finding the municipal parking lots

and ramps. The City would propose reallocating \$47,149 to this effort. The City will also be partnering with other organizations such as Carroll University to fund the wayfinding efforts.

### Future

Looking forward to 2017 allocations the City will likely continue to focus on 4 main areas:



Above are examples of projects that have been funded by the City’s CDBG allocation in the past. The staff expects the City to continue to fund these types of projects which have significant positive impacts of the quality of life for the City’s low and moderate income residents.

### City’s Current Request

The City is requesting the following extensions and reallocations of its funds.

Project	Drawn to Date	Amount Remaining	Status	Current Request
<b>2014</b>				
Landmark Historic Springs	\$ -	\$ 20,000.00	Extended to 12/31/15	State is reviewing preservation proposal. Extend to 12/31/2016
Whiterock/Main Street	\$ 62,702.00	\$ 187,298.00	Extended to 12/31/15	Working with Kristin to determine the future of this program. Will return in March with a request.
<b>Total</b>	<b>\$ 62,702.00</b>	<b>\$ 207,298.00</b>		
<b>2015</b>				
Facade	\$ -	\$ 15,000.00	Due 12/31/15	Funds are committed, extension until December 31, 2016
Historic Springs	\$ -	\$ 10,000.00	Due 12/31/15	Funds are committed (state reviewing preservation proposal), extension until 12/31/2016 - will not ask for funding in 2017
Homeowner Loan Program	\$ -	\$ 82,149.00	Due 12/31/15	Reallocate funds to Economic Development activities Downtown, extension 12/31/2016
Landmarks Paint & Repair	\$ 3,550.00	\$ 4,450.00	Due 12/31/15	Funds committed, extension 12/31/2016.
	<b>\$ 3,550.00</b>	<b>\$ 111,599.00</b>		
<b>Total</b>	<b>\$ 77,702.00</b>	<b>\$ 318,897.00</b>		