

CDBG Application Number:

CATEGORY:

For office use only

CITY OF WAUKESHA

PROGRAM YEAR 2020 (January 1 – December 31, 2020)

**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM APPLICATION FORM FOR CITY OF WAUKESHA
ALLOCATION**

DEADLINE FOR SUBMISSION: April 5, 2018, 4:30 pm City Hall Room 200 – Community Development

GENERAL INFORMATION

1. Project Title: City of Waukesha Downtown Facade, Awning & Sign Grant Program

2. Project Address (if different from Applicant's address): N/A

3. Primary Contact Person/Title: Jeff Fortin, Senior Planner

4. Telephone: 262-524-3755

5. E-Mail: jfortin@waukesha-wi.gov

6. Amount of CDBG 2020 Funds Requested: \$40,000

7. Total Project Costs: 45,000

8. National Objective (check all that apply):

Benefiting low – and moderate – income persons

Preventing or eliminating slums or blight

Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.

9. Check One:

New Project

Continuing previously funded project

10. Provide a brief description of your experience in managing a similar project.

The City of Waukesha took over the Waukesha Business Improvement District's Downtown Facade Grant Improvement program in the spring of 2013 after the property owners voted to disband the Business Improvement District. The City is now entering its sixth year of running this program and has expanded the boundaries and the scope of the program. It is now one of the most important economic development tools we have to attract and retain downtown businesses. +

11. Describe the role specific staff will have in this project. Who will be responsible for managing the project, reporting to Community Development, preparing invoices, etc.?

The Department of Community Development will be the project manager for this. We will be responsible for publicizing the program, working with businesses on their proposals, reviewing grant applications, and all reporting and invoicing.

12. Provide a concise description of the proposed project.

Over the years many downtown properties and properties on the major gateways to downtown have been neglected and have not received adequate maintenance. In addition, in the mid-1900s many of the original facades were redone with unattractive storefronts that do not blend cohesively into the historic downtown. This has created an unwelcome environment when attracting new business downtown. The project serves downtown and gateway property owners by providing matching funds for upgrading building facades, awnings, and storefront signage. The program will continue to be a matching grant program so we are leveraging private dollars into

If the proposed project is a rehabilitation / ADA / historic rehabilitation of a facility or business, please answer the following:

13. Address of Facility: NA

14. Year it was built NA

15. Is the property on a local or national list and/or registered as a historic property?

- Yes No Don't Know

16. Select how your project will serve Low and Moderate Income People (Choose one if applicable):

Benefit to LMI **individuals** (at least 51% of total beneficiaries of program must be LMI and income information must be gathered from all participants)

Presumed Benefit (all individuals served in the program qualify as low income because of the type of population served, i.e.: Elderly, Severely Disabled Adults , Abused Children, Battered Spouses, Homeless Persons, Illiterate Adults , Persons with AIDS, Migrant Farm Workers. Income information does not have to be collected.)

Benefit to an **area** that is primarily residential and is located in an eligible census tract (at least 30.34% of residents are LMI). See instructions for a list of eligible census tracts.) Provide list of census tracts:
[Click here to enter text.](#)

Housing units created to benefit LMI individuals or households (every CDBG funded unit must be occupied by and LMI individual or household)

Jobs created to benefit LMI individuals (1 job must be created for every \$35,000 of CDBG funds invested in project; 51% of all jobs created must be for LMI individuals)

Project serves residents of a **NRSA** and agency is a certified CBDO. Provide name of NRSA:
[Click here to enter text.](#)

Project addresses conditions of **Slum and Blight** on an Area or Spot Basis. Must provide designation of Slum and Blighted area from jurisdiction when contract is signed, and addresses of affected properties.

ADA Rehabilitation of a public facility or public improvement

Historic Preservation of residential or commercial properties. Must be designated on a spot slum and blight basis or homeowner or business must qualify as low income.

17. Describe the need filled for your program or project.

Over the years, many downtown properties have been neglected and have not received adequate maintenance. In addition, in the mid-1900s many of the original facades were redone with unattractive storefronts that do not blend cohesively into the historic downtown. This has created an unwelcome environment when attracting new business downtown. The types of businesses that tend to locate downtown are small, independent businesses with limited resources. Typically, the interior renovations and upgrades take priority when a new tenant locates downtown. This program provides funds to help



18. Describe two anticipated measurable outcomes for your proposed project and activities.

For a program like this the measurable outcomes are reflected in the number of properties that are rehabilitated with this funding as well as the number of new signs and awnings that are installed that received grant money. In 2020 we would like to have the rehabilitation of 4-5 facades 3 awning grants and 6 sign grants. The expanded program area paired with new outreach efforts should make these goals achievable.

19. Select the appropriate activity category below for your project.

Public Services	
	Homeless shelter and services
	Meals / Nutrition
	Youth / Childcare / Abused and neglected children
	Seniors and Disabled
	Substance Abuse / Mental Health / Healthcare
	Transportation
	Domestic abuse
	Education
	Employment training
	HIV / AIDS
	Other (list)

NRSA	
	Employment Training/Job readiness education
	Job creation
	Neighborhood revitalization housing efforts (rehab or new construction)
	Job retention programs
	Transportation to jobs
	Crime prevention
	Public Services
	Neighborhood revitalization non-housing efforts (beautification, parks, streets, etc.)
	Other (list)

Housing	
	Homeowner rehabilitation program loans
	Rental rehabilitation (special needs/transitional or permanent housing for very low income / supportive services and case management attached to units)
	Rental rehabilitation (multi-family projects, general low income population)
	Downpayment assistance
	Housing counseling
	Acquisition / site preparation of land for housing purposes (not construction)
	Residential historic preservation
	Other (list)

Public Facilities and Improvements (Rehab/construction costs--not operating costs) *the rehab may be for ADA compliance OR to benefit low-moderate income people for each activity	
	Homeless facilities
	Youth / Abused children facilities
	Senior / Disabled facilities
	Facilities for AIDS patients
	Neighborhood / Community centers
	Parks / Playgrounds / Recreational facilities
	Streets / Sidewalk improvements
	Water / Sewer improvements
	Flood drainage improvements
	Parking lots
	Other (list)

Economic Development	
	Loans to small/medium businesses for low-moderate income job creation or retention
	Commercial / Industrial infrastructure development or improvements
x	Façade improvement loans to businesses
x	Non-residential historic preservation
x	Other (list)

Administration and Planning	
	Housing rehab program administration
	Revolving Loan Fund administration
	Fair housing activities
	Planning for communities or NRSAs
	Other (list)

Appendix A: Results of Prior Year Projects

20. Was your department able to spend the CDBG allocation awarded within the calendar year? (Provide explanation for any extensions into the next year for 2018)

No, we had one abandoned project and one that is still underway so there are funds available. We are expanding the area so we believe this won't be a problem next year.

21. Has your department had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2018)

The City has reallocated unused funds from unsuccessful or delayed projects/programs to other programs and projects, most recently for our downtown shared dumpster enclosure projects.