



City of Waukesha
201 Delafield St. Waukesha, WI 53188
Tel: 262.542.3700
waukesha-wi.gov

Committee: Community Development Block Grant	Meeting Date: 1/30/2024
Subject: Review and act on a request to reallocate up to \$5,000 from 2023 and/or 2024 Façade, Sign, and Awning Matching Grant Program to Downtown Wayfinding Signs	

Details:
In 2016, 2017, and 2019 the CDBG board had approved various levels of funding for several downtown wayfinding sign program. This included the installation of light pole banner signs, wayfinding signs, parking lot directional signs, and parking lot identification signs. City staff has identified fourteen (14) signs that still contain the old logo and design that need to be replaced. Additionally, there are some banners that have become faded, are damaged, or are completely missing, so we also need to replace those. Staff is therefore requesting that up to \$5,000 in 2023 and/or 2024 Facade, Sign, and Awning Matching Grant Program funds be reallocated to this Wayfinding program.

Old Wayfinding Signs

New Wayfinding Signs

The City has been successfully using the Façade, Sign, and Wayfinding program to assist downtown businesses and property owners with improvements to their properties but in recent years we have had difficulty using the entire allocation within the program year. In 2023 we were still spending money from the 2021 and 2022 program years. Currently the 2023 Façade Grant Program has an estimated \$1,375.52 in uncommitted funds and the 2024 has \$18,000 in uncommitted funds.

In 2022 the City created a new Central City Storefront Activation Loan Program, which can also be used for any of the improvements allowed under the Façade grant program, plus a wide variety of interior improvements, which are not allowed under CDBG regulations.

Options & Alternatives:
The CDBG Committee could deny the request and the wayfinding signs would not be replaced.

Financial Remarks:

The 2023 Façade Grant Program has \$1,375.52 in uncommitted funds and the 2024 has \$18,000 in uncommitted funds.

Executive Recommendation: Staff would recommend approving the reallocation of up to \$5,000 from the 2023 and/or the 2024 Façade, Sign, and Awning grant program to Downtown Wayfinding Signs.