

CDBG Application Number:

CATEGORY:

For office use only

CITY OF WAUKESHA

PROGRAM YEAR 2027 (January 1 – December 31, 2027)

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

DEADLINE FOR SUBMISSION: April 22, 2027, 4:30 pm City Hall – Community Development or email to rgrams@waukesha-wi.gov

GENERAL INFORMATION

1. Project Title: Downtown & Central City Wayfinding
2. Project Address (if different from Applicant's address):
3. Primary Contact Person/Title: Jeff Fortin
4. Telephone: 262-524-3749
5. E-Mail: jfortin@waukesha-wi.gov
6. Amount of CDBG 2027 Funds Requested: \$50,000
7. Total Project Costs: \$50,000
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.

Our department has used CDBG as an economic development tool in our downtown and surrounding low-to-moderate income neighborhoods as a way to increase investment in these areas. We have experience working with vendors and contractors and our DPW to have the wayfinding signs installed.
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.?

Community Development will be managing the project and reporting to Waukesha County Community Development and preparing the invoices.

12. Provide a concise description of the proposed project.

The project will be to add new and replacement placemaking/wayfinding permanent banners in and around downtown. We have used funds in the past for this but we have new areas that have been reconstructed and have the proper light poles so we can now expand our placemaking and wayfinding program, including areas north of the Fox River, east of Downtown, and along Williams Street.

Wayfinding is a critical element of placemaking and economic development. There is a significant benefit to a consistent, unified approach to attracting business and capturing resident and visitor dollars. A high-functioning wayfinding system enhances the visitors' experience as it increases their comfort, builds their confidence, and encourages them to discover unique events, attractions and destinations on their own.

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

13. Address of Facility: _____

14. Year it was built _____

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.

Downtown Waukesha is located in a CDBG designated Low to Moderate Income (LMI) area and is part of the expanded Haertel Field Neighborhood Revitalizations Strategy area. It is also adjacent to the Phoenix Heights Neighborhood Revitalizations Strategy area and other LMI census tracts. Downtown is in the unique position to be able to serve LMI individuals from the surrounding areas with employment and entrepreneurship opportunities as well as serve these residents with nearby goods and services. However, in order to do this, we need to strengthen the downtown economic environment. We have several programs in place that will aid in achieving this including façade grants, tax incremental finance, Historic Tax Credits, and a new partnership with Wisconsin Women’s Business Initiative to aid small businesses downtown. However, these programs are only successful if they result in increased customers and visitors and a key element in attracting new customers downtown is a successful wayfinding program. Given the location of downtown, a few miles off the freeway, it is not as easy to attract investment as more high-profile retail centers. Our Central City Master Plan, adopted in 2012, specifically mentioned this as an issue with attracting visitors and investors to downtown, stating “Waukesha faces a unique challenge. Interstate 94 is the major regional pathway with a high volume of traffic, destination shopping areas, and a series of complex road connections that facilitate traffic into the general urban area, but not directly into the Downtown. In addition, many of the major arterials leading into the Downtown are often perceived as unattractive and confusing. “This program is needed to bring more people into downtown to ensure a strong business and economic climate. Downtown Waukesha is still perceived as difficult to get to and navigate around and this wayfinding program will go a long way to remedy that misconception.

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

The number of new banners added
The number of old or damaged banners replaced

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
x	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
x	Commercial / Industrial infrastructure development or improvements
	Facade improvement loans to businesses
	Non-residential historic preservation
	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 2025)

We haven't done a wayfinding project for the past several years.

21. Has your department had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2025)

None