

**CDBG Application Number:**

**CATEGORY:**

*For office use only*

**CITY OF WAUKESHA**

**PROGRAM YEAR 2018 (January 1 – December 31, 2018)**

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

**DEADLINE FOR SUBMISSION: April 4, 2017, 4:30 pm City Hall Room 200 – Community Development**

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**GENERAL INFORMATION**

1. Project Title: City of Waukesha Wayfinding and Gateway Sign Program
2. Project Address (if different from Applicant's address):
3. Applicant's Legal Name: City of Waukesha, A Municipal Corporation
4. Address: 201 Delafield Street, Waukesha WI 53188
5. Primary Contact Person/Title: Jeff Fortin, Senior Planner
6. Telephone: 262-524-3755 Fax: 262-524-3751
7. E-Mail: jfortin@waukesha-wi.gov
8. Amount of CDBG 2017 Funds Requested: 60,000
9. Total Project Costs: 68,250
10. National Objective: Low to Moderate Income Area Benefit
11. Check One:

☐ New Project

☒ Continuing previously funded project

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

The City of Waukesha manages several Block Grant funded programs, several which are for public facilities such as this proposal. We have been working on gateway signage and wayfinding since 2016 in an effort to spur additional economic investment and attract more visitors to our downtown.

13. 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, securing a contractor to fabricate and install a second entrance sign, coordinating with Public Works for installation of the wayfinding banners. and securing all necessary permits. Our staff has also managed other CDBG programs and will be responsible for all reporting and recordkeeping.

14. Provide a concise description of the proposed project.

This project will serve to enhance and promote the Downtown, which is located in the Haertel Field Neighborhood Revitalization Strategy area. Waukesha's Historic Downtown has experienced cycles of growth, decline, and revitalization. The past 8-10 years has seen a resurgence in investment downtown. We have seen new restaurants, shops, and upscale housing downtown and there continues to be interest by the development community in additional investment. While many have discovered the rejuvenated downtown, it is still at a competitive disadvantage when compared to other shopping destinations like Brookfield Square/Bluemound Road who have freeway access and visibility. While downtown is only a few miles off the freeway, that distance is seen as a liability. 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. "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. While there are some

wayfinding signs in Waukesha, the Central City Master Plan was the first plan that includes a comprehensive, coordinated plan that not only leads people from Interstate 94 to downtown, but also from other arterials as well as establishes wayfinding in and around downtown. The Wayfinding and Gateway Sign Program funds will be used to implement the wayfinding plan as laid out in the Central City Master Plan. More specifically the 2018 funds will be used for the construction of a second “Waukesha” monument gateway sign, which will match the architectural design of the new gateway sign at Moreland and St. Paul/North Street. The final location has not been determined but the sign will be placed along one of the strategic gateways to Downtown Waukesha such as Moreland Boulevard, Main Street, Broadway Avenue, East Avenue, Summit Avenue, Madison Street, HWY 164, etc. Any residual funds will be used to continue implementation of other wayfinding measures for Downtown Waukesha.

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

15. Address of Facility: Multiple

16. Year it was built: n/a

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

☐ Yes

☒ No

☐ Don't Know

18. 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:

☐ 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:

☐ 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

**19. 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.

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

Measurable outcomes include the increase in gateway and wayfinding signs and banners in and around town. We anticipate this program will fund one (1) gateway entrance sign at a yet to be determined location and additional wayfinding signs. While it is difficult to measure, visitor comfort will significantly increase, which would result in increased visitors to our Downtown. This is the primary goal of any successful wayfinding program.

**21. Select the appropriate activity category below for your project. Projects categories are listed in the order of highest priority for 2016 at the top of each list.**

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	
	Meals / Nutrition
	Youth / Childcare / Abused and neglected children
	Seniors and disabled
	Substance Abuse / Mental Health / Healthcare
	Domestic abuse
	Education
	Employment training
	Transportation
	HIV / AIDS
	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)

<b>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</b>	
	Homeless facilities
	Youth / Abused children facilities
	Senior / Disabled facilities
	Facilities for AIDS patients
	Neighborhood / Community centers
	Parks / Playgrounds / Recreational facilities
X	Streets / Sidewalk improvements (WAYFINDING AND ENTRANCE MONUMENT SIGNS)
	Water / Sewer improvements
	Flood drainage improvements
	Parking lots
	Other (list)

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

<b>Administration and Planning</b>	
	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

22. Was your agency able to spend the CDBG allocation awarded within the calendar year? (Provide explanation for any extensions into the next year for 2016 and 2017)  
No, but we are received an extension and hope to have all 2016 funds for wayfinding spent by June.
23. Has your agency had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2016 and 2017)  
None for 2016 or 2017 programs.