

**CDBG Application Number:****CATEGORY:***For office use only***CITY OF WAUKESHA****PROGRAM YEAR 2019 (January 1 – December 31, 2019)****COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM APPLICATION FORM FOR CITY OF WAUKESHA  
ALLOCATION****DEADLINE FOR SUBMISSION: April 6, 2018, 4:30 pm City Hall Room 200 – Community Development****GENERAL INFORMATION**

1. Project Title: City of Waukesha Downtown & Central City Façade, Awning, and 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 2019 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 fifth 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. We have also heard complaints and witnessed numerous interior spaces are in need of renovation in order to attract new tenants. When a prospective tenant looks at a space they are trying to envision themselves in that space. The project serves downtown and gateway property owners by providing matching funds for upgrading building facades, awnings, storefront signage and in 2017 we hope to also provide matching funds for interior renovations and updates. The program will continue to be a matching grant program so we are leveraging private dollars into facade improvements as well. The owner of a Financial Services business recently indicated that the availability of façade grants played a major role in his decision to relocate his business to Downtown Waukesha and

another property owner is investing a significant amount of money on new awnings, brick work, storefront work, and other exterior improvements and indicated the availability of some matching grants helped him with the decision to proceed with the work. We feel this is one of the most valuable downtown economic development tools we have. The grant limits would be as follows: 1. Facade matching grants up to \$20,000 based on the scope of the project and number of visible sides of the building. 2. Facade paint matching grants up to \$2,000 3. Storefront sign matching grants up to \$1000 for each exterior sign and \$300 for window graphics. 4. Awning matching grants for up to \$2,000 per awning.

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

**13. Address of Facility:** N/A - A number of the properties that receive façade grants are in one of our downtown Historic Districts or are standalone local and national landmarks. However, all properties, regardless of age and historic status, are eligible for this funding.

**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:

☐ 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

**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 make buildings more attractive through façade renovations, storefront signage, and new awnings. We also are expanding the program to allow for interior renovations in order to attract tenants. There have been numerous transformations of downtown buildings from eyesores to community assets. Without this funding, we feel many projects would not get off the ground. This funding assistance provides a great incentive to businesses and property owners to upgrade the appearance of their buildings.

**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 2019 we would like to have the rehabilitation of 4-5 facades and/or interior spaces in the as well as 3 awning grants and 4 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	
	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)

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)
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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 agency able to spend the CDBG allocation awarded within the calendar year? (Provide explanation for any extensions into the next year for 2017)

No, there have been some delays in projects we had anticipated but hope to have the full allocation spent in 2018

**21.** Has your agency had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2017)

The City has reallocated unused funds from unsuccessful or delayed projects/programs to other programs and projects.