

**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**

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**GENERAL INFORMATION**

1. Project Title: Downtown Streetscape
2. Project Address (if different from Applicant's address): Haertel/Phoenix Heights/West Side community
3. Primary Contact Person/Title: Sally Kahlfeldt, Special Projects
4. Telephone: (262) 524-3749
5. E-Mail: skahlfel@waukesha-wi.gov
6. Amount of CDBG 2019 Funds Requested: \$32,000
7. Total Project Costs: \$32,000
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 manages several Block Grant funded programs, several which are designated for the project area listed in this proposal. We have been working on the revitalization and redevelopment effort to spur additional economic investment and attract more visitors to our downtown.
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, securing a contractor to fabricate holiday lights and bike racks, coordinating with Public Works and Park, Rec, and Forestry departments for installation of the holiday lights and bike racks, coordinating with volunteers for the procurement of plantings and plant schedules, and securing all necessary approvals and permits. Our staff has also managed other CDBG programs and will be responsible for all reporting and recordkeeping.
12. 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/Phoenix Heights 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 in our downtown. We have seen new restaurants, shops, and upscale housing downtown and continues to be interest by the development community in additional investment. Yet, with the emergence of erstaz downtown developments in neighboring cities, we are at a competitive disadvantage. Creating an inviting and attractive environment conducive to producing spaces where people want to work, shop, and live continues to be our goal.

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

following:

**13. Address of Facility:** Multiple areas. A number of the properties 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:** Varies

**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.**

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

Community awareness and pride. Strengthening the community by affirming value.

**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)

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

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)

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