

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 24, 2026, 4:30 pm City Hall – Community Development or email to rgrams@waukesha-wi.gov

GENERAL INFORMATION

1. Project Title: Landmarks Commission Paint and Repair Grants
2. Project Address (if different from Applicant's address): 201 Delafield St., Waukesha, WI 53066
3. Primary Contact Person/Title: Charlie Griffith, Senior Planner
4. Telephone: 262-524-3529
5. E-Mail: cgriffith@waukesha-wi.gov
6. Amount of CDBG 2026 Funds Requested: \$25,000.00
7. Total Project Costs: \$165,000.00 (approx.)
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 Landmarks Commission has been managing Paint and Repair grants for the City since at least the 1990's. Administering Paint and Repair Grants is one of the Landmarks Commission's most important functions, along with reviewing and approving exterior work on designated Local Landmark and Historic District properties (Certificates of Appropriateness).

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 Community Development Department runs the Paint and Repair Grant program. The program administrator is Charlie Griffith, Senior Planner. He will be responsible for project management, reporting, invoicing, etc.

12. Provide a concise description of the proposed project.

Paint and Repair Grants provide financial assistance to the owners of designated historic properties. Grant amounts are determined by the Landmarks Commission based on a sliding scale guideline. The Landmarks Commission reviews the guidelines on a yearly basis and determines the amount based on the expected total allocation. For the past several years, the guideline amount has been 15% of the cost of a project, to a maximum of \$3,000.00. Grant amounts can be higher or lower than the scale based on fund availability, project costs, or other factors. Grants are paid after the work has been completed and the applicant has paid their contractors.

Grants are available to all residential properties in Waukesha that have local historic designation. The grants are categorized as slum/blight prevention, so the Landmarks Commission needs to make a spot slum/blight designation as part of its approval of a Paint and Repair Grant. This does not mean it is stating that a property is blighted. Instead, it is a statement that the proposed work will be helping to prevent future blight.

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

13. Address of Facility: Various addresses throughout the City's historic districts and Local Landmarks

14. Year it was built Various. All at least 50 years old.

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.

Paint and Repair Grants provide assistance with renovation, restoration, and general upkeep of designated Local Landmark and Historic District homes. In Waukesha many of these properties are modest houses located in low to moderate income neighborhoods. These homes are attractive to lower income and first-time homebuyers because they are usually smaller, on smaller lots, and are often in need of repairs. The owners of these houses experience higher maintenance and repair costs than other homeowners partially due to the higher standards required by their historic designation, but also just because their houses are old. Paint and Repair Grants help mitigate some of those higher costs.

By making renovation and upkeep projects more likely to happen and to happen in a timely and appropriate fashion, Paint and Repair Grants also help maintain the character of the surrounding neighborhoods. Properly maintained homes reduce blight, help make the neighborhood a more desirable place to live in, which in turn stabilizes property values, and can also encourage neighbors to undertake similar work on their own homes. This is true everywhere, but it is especially applicable for properties in Historic Districts, which constitute the vast majority of the City's designated historic homes.

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

The most obvious measurable outcome is the number of homes and other historic structures that are rehabilitated using these funds. By providing a matching grant the City is making it more economically feasible to do costly home repairs and restoration. The program also has indirect or "domino" effects. Once one historic property owner completes his/her repairs, their neighbors are frequently induced to paint or repair their homes in order to "keep up." The other measurable outcome is amount of money invested into these projects. Our grant funds often only make up a small percentage of expensive historic preservation projects.

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)
X	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
	Façade 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 2024-25)

The Landmarks Commission allocated all 2025 funds by the end of the year. In total, the Landmarks Commission approved twelve grants. Two of the projects weren't complete by the end of the year, so the funds for those projects, a total of \$6,432.00, were carried over into the new year. One of the two projects has been completed this spring, and the funds have been paid out. The other applicant expects to have the work done sometime this spring. The grant funds will be kept available until all 2026 money has been allocated.

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

The Landmarks Commission has not returned any money from Paint and Repair Grants, but has had funds for projects extended into the next calendar year.

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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 24, 2026, 4:30 pm City Hall – Community Development or email to rgrams@waukesha-wi.gov

GENERAL INFORMATION

1. Project Title: City of Waukesha ADA – Buchner Park Playground_____
2. Project Address (if different from Applicant’s address): 223 Oakland Avenue Waukesha, WI 53186 _____
3. Primary Contact Person/Title: Melissa Lipska, Parks & Forestry Operations Manager _____
4. Telephone: 262-524-3721_____
5. E-Mail: mlipska@waukesha-wi.gov_____
6. Amount of CDBG 2026 Funds Requested: \$250,000. _____
7. Total Project Costs: \$250,000. _____
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 is the largest municipality in the County of Waukesha and has been using CDBG funds for more than 20 years. The Engineering Department manages all construction projects for the City, therefore has the experience needed to continue managing CDBG projects.
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.?

Mathew Vincent, or another Engineering Staff member will oversee the project.

12. Provide a concise description of the proposed project.

Buchner Park playground will be reconstructed and a new resilient surface installed. The original surface has degraded and needs to be replaced. The current playground is approximately 5,100 square feet, and the new playground is proposed to be approximately 5,600 square feet. The concrete banding around the surfacing, the concrete sidewalk approaches will be reconstructed to meet ADA as well, and access added where there currently is none to the tennis courts. The total cost of the project (not including playground equipment) is estimated at \$250,000 utilizing the Engineering Department's estimate numbers.

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

13. Address of Facility: 223 Oakland Avenue Waukesha, WI 53186 _____

14. Year it was built: 2002 _____

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.

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

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
X	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
	Façade 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 2024-25)

The 2025 contract was fully completed and reimbursed in 2025. The 2026 projects were just reallocated and will be completed by November 2026. Additional 2025 funds not utilized were reallocated to ADA push buttons and the 2026 ADA playground project.

- 21.** Has your department had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2025) No.

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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 24, 2026, 4:30 pm City Hall – Community Development or email to rgrams@waukesha-wi.gov

GENERAL INFORMATION

1. Project Title: City of Waukesha - Public Infrastructure
2. Project Address (if different from Applicant's address): _____
3. Primary Contact Person/Title: Alex Damien, P.E., Director of Public Works
4. Telephone: 262-524-3600
5. E-Mail: adamien@waukesha-wi.gov
6. Amount of CDBG 2026 Funds Requested: \$200,000
7. Total Project Costs: \$200,000
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 is the largest municipality in the County of Waukesha and has been using CDBG funds for more than 20 years. The Engineering Department manages all construction projects for the City; therefore, has the experience needed to continue managing CDBG projects
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.?

Derrin Wolford, P.E., PTOE or another Engineering Staff member will oversee the project.

12. Provide a concise description of the proposed project.

Currently, the crossing at Grandview Blvd & Grandview Parking Crossing is controlled by a traffic signal. It is currently 36 years old and past its serviceable life. There have been ongoing issues with it going into flash and issues with the pedestrian push buttons. The proposed project would comprise of reconstructing the pedestrian curb ramps to ADA compliant pedestrian bumpouts to shorten the pedestrian crossing distance and remove the dated traffic signal and install a more standard pedestrian crossing control type with that being a Pedestrian Hybrid Beacon.

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:

North Grandview Boulevard & Grandview Park Pedestrian Crossing, 2031.07 & 2031.03

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.

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

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
	Commercial / Industrial infrastructure development or improvements
	Façade 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 2024-25)

The 2024 contract was fully completed and reimbursed in 2024. The 2025 projects were allocated with an extension and will be completed by November 2026.

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

No

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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: Public Art Project Fund
2. Project Address (if different from Applicant's address):
3. Primary Contact Person/Title: Jeff Fortin
4. Telephone: 262-524-3755
5. E-Mail: jfortin@waukesha-wi.gov
6. Amount of CDBG 2027 Funds Requested: \$10,000
7. Total Project Costs: \$10,000
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 managed the public art project fund for several years years. CDBG funds in the past helped commission the City of Waukesha's 125th Anniversary art piece, utility box artwork, and is funding public art in Friedman alley in 2026 (using 2025 and 2026 funds)
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. We will commission art projects on behalf of the city using and CDBG and other matching funds.

12. Provide a concise description of the proposed project.

The project will be to provide public art to LMI areas in the City of Waukesha, specifically the downtown. The goal is to commission art pieces that include, but not limited to murals, sculptures and more.

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.

There is an increased need to add public art to the community in order to implement some adopted city plans including the Central City Master Plan, Friedman Alley Placemaking Plan, and the Artscape Riverfront Street Plan, which is currently in progress.

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

The number of public art pieces commissioned in Waukesha
Leveraging additional funding outside of CDBG for public art

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
	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
	Façade 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 didn't use our allocation from 2025 but extended to 2026 and have two projects under contract that will be completed by the end of summer.

21. Has your department had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2023)

None

CDBG Application Number:

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