

# Downtown Waukesha Façade, Sign and Awning Matching Grant Program

City of Waukesha Community Development Department - 201 Delafield Street, Suite 200, Waukesha, WI 53188 262-524-3750

**Financial assistance is available from the City of Waukesha for your Downtown façade renovations, awnings, and storefront signage.**

## Program Highlights

- Façade matching grants are available up to \$10,000 based on the scope of the project.
- Façade paint matching grants are available for up to \$1,000
- Storefront sign matching grants are available for up to \$500 for exterior signs and \$150 for window graphics.
- Awning matching grants are available for up to \$500 per awning to a maximum of \$1,000.



The City of Waukesha in conjunction with Waukesha County through the use of Community Development Block Grant (CDBG) funds made available by the U.S. Department of Housing and Urban Development is pleased to offer financial assistance to encourage businesses and property owners to invest in their property, make visible improvements to their storefronts, and contribute to the continued improvement of Downtown Waukesha both visually and economically.

These programs offer financial assistance in the form of matching grants for visible improvements including façade repair and renovation, the installation of new storefront awnings, and new storefront signage and window graphics.

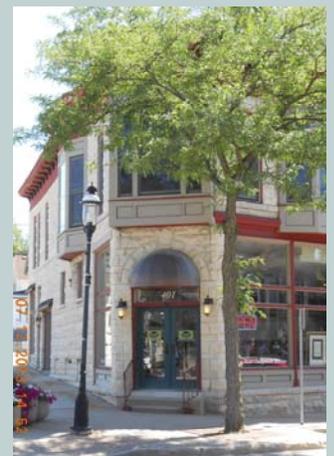
Since the start of this program several downtown buildings have been repaired and/or restored to their historic appearance. This has contributed to the continued revitalization of Downtown Waukesha and has helped turn it into a destination for dining, shopping, art, and cultural and civic events.

Information on these matching grants can be found on page 2 (Façade improvements) and page 3 (awnings and storefront signs). All projects must complete an application and receive approval by the City of Waukesha Department of Community Development.

**For additional information please contact Jeff Fortin, Community Development Specialist at (262) 524-3755 or via e-mail at [jfortin@ci.waukesha.wi.us](mailto:jfortin@ci.waukesha.wi.us).**

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# Façade Matching Grant Program Eligibility & Requirements

## Available Funds for Façade Improvements

A limited amount of funds is available through the City of Waukesha to help stimulate façade improvements for the betterment of the Downtown. The funds are paid as a matching grant for project materials, are based on availability of funds, and are awarded on a first come, first served basis. Funds are available for façade repairs and renovation as well as for paint only.

- Matching grants for materials are available for up to \$10,000 based on the scope of the project. No grants will be made available for façade repairs or renovations under \$1,000
- Matching grants for paint are available up to \$1,000 maximum.

## Project Eligibility

Funds shall be used for façade rehabilitation of commercial buildings in Downtown Waukesha. The map on the back page shows the boundaries for project eligibility. Additionally the following requirements must be met:

- All properties must be a conforming use under the City of Waukesha's Zoning Ordinance or have received a variance.
- For the purpose of this program, properties without a commercial use on the first floor shall not be considered commercial properties.
- All special assessments, real estate taxes, and personal property taxes must be current.
- There shall be no outstanding building code violations on the property.
- Owners, tenants, or owner-tenant joint ventures are eligible for matching grants. If the tenant is the applicant, written approval from the property owner must be submitted
- Projects must improve the image and beauty of Downtown. This includes, but is not limited to:
  - Repair or replacement of original materials and decorative details that are missing, deteriorated, or have been covered up with other materials
  - Cleaning of exterior surfaces
  - Tuck pointing or other masonry repairs
  - Repair or replacement of entry doors and windows
  - Repairs and/or alterations for Americans With Disabilities Act (ADA) compliance
- Funding is primarily targeted at the front façade but funding is also available for side and rear facades if they are visible to the general public.
- Projects must be completed within six (6) months of approval by the Community Development Department. The Department may grant an extension of up to six (6) months by request as long it is prior to the expiration of the initial six (6) months.

Projects that are ineligible for this program include, but are not limited to, the following: Roof repair or replacement, construction of new buildings or structural additions to existing buildings, residential and other non-commercial properties such as churches and public buildings., and purchase of property, buildings, fixtures, equipment, furnishings, inventory or operating capital.

## Additional Requirements

- Facades must comply with all codes and improve the physical appearance of the business.
- The qualifying improvements should be completed using established design principles and those contained within the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Restoring Historic Buildings.
- Grants are only available to commercial structures located in Downtown Waukesha (see Eligibility Map on back page).
- Bid requirements
  - A minimum of three (3) bids should be obtained (when reasonably possible) with the award based on the lowest bid. Requests for supplies will be considered with one (1) bid.
  - To all extents possible, you should use a contractor based in Waukesha County (or one owned by a Waukesha County resident) and/or a contractor that is minority-owned, female-owned, or a disadvantaged business located in Waukesha County or Milwaukee.
- Downtown Waukesha has several local landmarks and three Historic Districts; the Downtown Historic District, Block "C" Downtown Historic District, and the Wisconsin Avenue Historic District. If your project is a local landmark or within one of these districts, approval by the Landmarks Commission and or State Historical Society will be required.
- Buildings will qualify for a matching grant once every three (3) years. Special circumstances may be considered on a case-by-case basis.
- Building permits may be required by the City of Waukesha Inspection Department.

**To apply please complete the application and submit the required materials to the Department of Community Development at City Hall (Room 200), 201 Delafield Street, Waukesha, WI 53188.**

# Awnings & Signs Grant Program Eligibility & Requirements

## Available Funds for Awnings & Storefront Signage

A limited amount of funds is available through the City of Waukesha to help fund new awnings and storefront signage for the betterment of the Downtown. The funds are paid as a matching grant for project materials, are based on availability of funds, and are awarded on a first come, first served basis.

- Matching grants for awnings are available up to \$500 per awning unit to a maximum of \$1,000. An awning unit is considered to be 20 lineal feet of awning.
- Matching grants storefront signage are available up to \$500 per exterior sign and \$150 for window graphics for a total of \$650 per business.

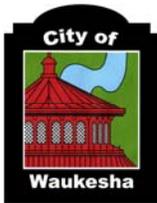
## Requirements

- Funds shall be used for new signs or awnings only.
- Awnings and signs must comply with all codes.
- Storefront signs must be for business identification. Neon signage is not eligible for matching grant funds.
- Awnings must improve the physical appearance of the building.
- Temporary and portable signs such as banners, advertising signs, and sandwich boards are not eligible for matching grant funds.
- All special assessments, real estate taxes, and personal property taxes must be current.
- Owners, tenants, or owner-tenant joint ventures are eligible for matching grants. If the tenant is the applicant, written approval from the property owner must be submitted
- A minimum of three (3) bids should be obtained (when reasonably possible) from suppliers, contractors, or businesses in order to obtain and award the lowest bid. To the extent possible, you should use a contractor based in Waukesha County (or one owned by a Waukesha County resident) and/or a contractor that is minority-owned, female-owned, or a disadvantaged business located in Waukesha County or Milwaukee.
- Downtown Waukesha has several local landmarks and three Historic Districts; the Downtown Historic District, Block "C" Downtown Historic District, and the Wisconsin Avenue Historic District. If your project is a local landmark or within one of these districts, approval by the Landmarks Commission and or State Historical Society will be required.
- An individual business will qualify once every three (3) years. Special circumstances will be considered on a case-by-case basis.
- Please be aware that the City of Waukesha also requires permits for awning installation and for building signage. The applicant is responsible for filing the required applications and paying the application fee prior to commencing work.

**To apply please complete the application and submit the required materials to the Department of Community Development at City Hall (Room 200), 201 Delafield Street, Waukesha, WI 53188**







# Façade, Awning, and Storefront Signs Matching Grant Application

City of Waukesha Community Development Department - 201 Delafield Street, Suite 200, Waukesha, WI 53188 262-524-3750

APPLICATION TYPE (Check all that apply):  Façade Matching Grant  Awning Matching Grant  Storefront Sign Matching Grant

Business Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Do you own or rent this property/space:  Own  Rent

Is this property a Landmark or in a Historic District:  Yes  No

Historic Building or District Name: \_\_\_\_\_

Property Owner Name (if leasing): \_\_\_\_\_

Owner Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Owner Phone : \_\_\_\_\_

Tax Key Number: \_\_\_\_\_

Is this a commercial property:  Yes  No

Is the property tax delinquent:  Yes  No

Are there any outstanding liens or Building and/or Zoning Code Violations on this property:  Yes  No

Have you previously received a matching grant:  Yes  No

If so, what type and when: \_\_\_\_\_

## COMPLETE THIS SECTION FOR FAÇADE MATCHING GRANTS

Type of project (check all that apply)

- Repair or replacement of original building's materials, decorative details, etc. that are deteriorated or missing
- Design and maintenance improvements of building elevations
- Tuck pointing/masonry repair of exterior surfaces
- Repair, replacement or addition of entrances, doors, windows, transoms, etc.
- Exterior Painting (\$1,000 maximum grant)

Names of three (3) bidding contractors (copies of actual bids must be attached) and mark the check box next to the contractor you selected

- 1. Name: \_\_\_\_\_ Cost: \_\_\_\_\_
- 2. Name: \_\_\_\_\_ Cost: \_\_\_\_\_
- 3. Name: \_\_\_\_\_ Cost: \_\_\_\_\_

Project Start Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_

Applications for façade matching grants should also include elevation drawings (if applicable), photographs, a detailed scope of the project, paint colors, material samples, and any other relevant information.

**PLEASE NOTE:** All applications must be reviewed and approved by the Department of Community Development and if your property is a Landmark or within one of the City's Historic Districts, you will also need a Certificate of Appropriateness from the City of Waukesha Landmarks Commission. All signs must also be approved by the Sign Review Board

If you have any questions about completing this application, please contact the Community Development Department at (262)524-3720 or via e-mail at [jfortin@ci.waukesha.wi.us](mailto:jfortin@ci.waukesha.wi.us). Application materials may be submitted in person or by mail to the address below:

**City of Waukesha  
Community Development Department  
201 Delafield Street, Suite 200  
Waukesha, WI 53188-3690**

## COMPLETE THIS SECTION FOR AWNING MATCHING GRANTS

Number of awnings proposed: \_\_\_\_\_ Linear Feet of Awnings: \_\_\_\_\_

Names of three (3) bidding contractors (copies of actual bids must be attached) and mark the check box next to the contractor you selected

- 1. Name: \_\_\_\_\_ Cost: \_\_\_\_\_
- 2. Name: \_\_\_\_\_ Cost: \_\_\_\_\_
- 3. Name: \_\_\_\_\_ Cost: \_\_\_\_\_

Project Start Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_

Applications for awning matching grants should also include elevation drawings or enhanced photographs showing awning locations, existing photographs, material colors, structural plans, and any other relevant information.

## COMPLETE THIS SECTION FOR SIGN MATCHING GRANTS

Number of sign proposed: \_\_\_\_\_ Sign Type(s): \_\_\_\_\_

Where will sign(s) be placed: \_\_\_\_\_

Sign Size (sq.ft) \_\_\_\_\_ Dimensions: \_\_\_\_\_

Names of three (3) bidding contractors (copies of actual bids must be attached) and mark the check box next to the contractor you selected

- 1. Name: \_\_\_\_\_ Cost: \_\_\_\_\_
- 2. Name: \_\_\_\_\_ Cost: \_\_\_\_\_
- 3. Name: \_\_\_\_\_ Cost: \_\_\_\_\_

Project Start Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_

Applications for sign matching grants should also include elevation drawings or enhanced photographs showing sign placement on the building/windows, existing photographs, and color sign drawings and details (illumination, mounting method, dimensions), and any other relevant information.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

Owner Signature (if different from applicant): \_\_\_\_\_

Date: \_\_\_\_\_