



FACADE ASSISTANCE PROGRAM

PROGRAM OBJECTIVES:

The Downtown West Allis, Inc.'s Commercial Façade Improvement Program provides financial incentives to building owners and merchants in the target area to encourage them to undertake improvements to the exteriors of their buildings which will:

- Enhance the historic architecture
- Complement the surrounding architecture and provide a unifying theme or visual identity for the commercial area, whether it be the front or the rear of the building.
- Eliminate exterior appurtenances which are out of scale or out of character with the building and the surrounding architecture (e.g. gaudy oversized signage which obstructs the building as well as the signage on neighboring buildings).
- Create an overall image of high quality merchandise and services.

TARGET AREA:

The target area for this program is contiguous with the boundaries of the *Downtown West Allis* Business Improvement District. (See Map Below)

TYPE OF SUBSIDY:

Grants to reimburse property owners/merchants up to 50% of building façade improvements that have been approved by the Downtown West Allis, Inc.'s Board of Directors. Owner occupants, tenant occupants and absentee owners are eligible to participate; however, tenant occupants must furnish evidence that the proposed improvements have been authorized by the building owner.

ELIGIBILITY REQUIREMENTS:

Any building that is located within the BID boundaries and have not received funds from this program within the last two years is eligible to apply.

HOW TO APPLY:

- Façade Assistance requests must be in writing, and fulfilling all application requirements **(available on this website or at the BID office)**.
- Signage applications must be submitted by the 2nd Friday of each month.
- Grant requests must be approved by the Board of Directors of the *Downtown West Allis, Inc.*, based upon recommendation from the Design Committee of the BID.

SPECIAL NOTICE:

- Any and all property alterations must conform to the **Architecture Standards, Design Standards and Signage Code** (available at the BID office) developed by the BID and the City of West Allis. The business must furnish documentation of a valid occupancy permit before the grant is disbursed.
- All appropriate permits must be obtained prior to the disbursement of funds.
- All grants will be limited by the amount of money remaining in the CDBG Funds and/or the Annual Operating Budget for this purpose.
- Disbursement of funds/ payments will be made following submission of a Certification of Inspection form & a copy of invoicing /payments.





Facade Assistance Program Application

This form will be used throughout the application process. Fill it out completely and return it to Downtown West Allis, INC. located at 7231 W. Greenfield Ave West Allis, WI 53214.
 You may also fax it to us at (414) 774-7728.
 If you have any questions feel free to call us at (414) 774-2676.

Property Address Year Built

Name of Principal Business occupant

Applicant's Name

Are you the: Property Owner Business Occupant + Both

Briefly describe the property improvements you wish to undertake (Use a second page if necessary):

What is the estimated cost of the improvements? Materials Costs Labor Costs

Don't forget to include the following with this application! (Mark them off as you acquire them)

- A sketch plan or architect's rendering of the proposed improvements.
- At least two (2) contractor estimates, if work is to be performed by a contractor*
- At least two (2) supplier's estimates for materials, if applicant will be performing the work
- "Before" pictures of the front and back of the building.

***REMEMBER:** The only labor costs which are eligible for reimbursement are those of a bona-fide contractor. Also, DO NOT sign the contractor's estimate or order materials until after this application has been approved.

+ NOTICE: A waiver will need to be completed and signed by the property owner before an application can be reviewed or considered.

AFFIDAVIT

Whereby apply for the reimbursement of grant up to 50% of the cost of the above-identified improvements. I understand that the grant funds are part of the Downtown West Allis, Inc. Façade Improvement Grant Programs; and I agree to comply with the regulations of that program. I further agree that, if my application is approved, I will not substantially alter the façade of the building (including signage) for a period of two years from the date I receive the reimbursement grant unless I obtain written approval from the Downtown West Allis Business Improvement District Board of Directors or, if the DWA-BID is no longer active, from the City of West Allis Planning Commission.

Signature of Applicant/Business Owner Date

Do Not Fill Out Below This Line! For Office Use Only!

| | | |
|-----------------------------|--------------------|-----------------|
| Date Presented to Committee | Date Voted Upon | Approved/Denied |
| Committee Notes | | |
| Amount to be Reimbursed | Reimbursement Date | Check Number |



Waiver and Consent for Building Alteration

This form will be used throughout the application process. Fill it out completely and return it to Downtown West Allis, INC. located at 7231 W. Greenfield Ave West Allis, WI 53214.

You may also fax it to us at (414) 774-7728.

If you have any questions feel free to call us at (414) 774-2676.

I, _____, am the owner or the person responsible for
the property located at, _____.

I hereby give permission for, _____, their agents or employees, to
make the following changes to the aforementioned building:

I understand that by giving this permission I will not hold the City of West Allis, Downtown West Allis Business Improvement District, Downtown West Allis Incorporated, other area merchants, any of their employees or agents responsible for the final appearance of my property. I further understand that neither the Downtown West Allis Business Improvement District or Downtown West Allis Incorporated will be brokering any agreements with outside contractors and that any agreements of this nature are made by the business owner.

Signature

Date