



COMMERCIAL FAÇADE IMPROVEMENT PROGRAM PROGRAM DESCRIPTION

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 (DWA-BID) (see map below).

Type of subsidy: Grants to reimburse 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.

