



SIGNAGE ASSISTANCE PROGRAM

PROGRAM OBJECTIVES:

The *Downtown West Allis* Business Improvement District (BID) provides financial incentives to businesses/property owners within the BID. The discretionary funds in the Signage Assistance Program are established to assist business/property owners with the improvement of their exterior signage.

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 (up to 50% of the cost) are available in each of the following categories:

- Signage Removal
- Façade Signage Improvement/Addition.
- Awning Improvement/Addition
- Alley Signage Improvement/Addition

ELIGIBILITY REQUIREMENTS:

Any business that is located within the BID boundaries and maintains that business on a regular basis, at that location, and have not received funds from this program within the last two years is eligible to apply.

HOW TO APPLY:

- Signage 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:

- Signs must be in compliance with the City of West Allis Signage Ordinance for the Central Business District and the Architectural Design Guidelines for the Downtown **(copies are available at the BID office).**
- 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.

