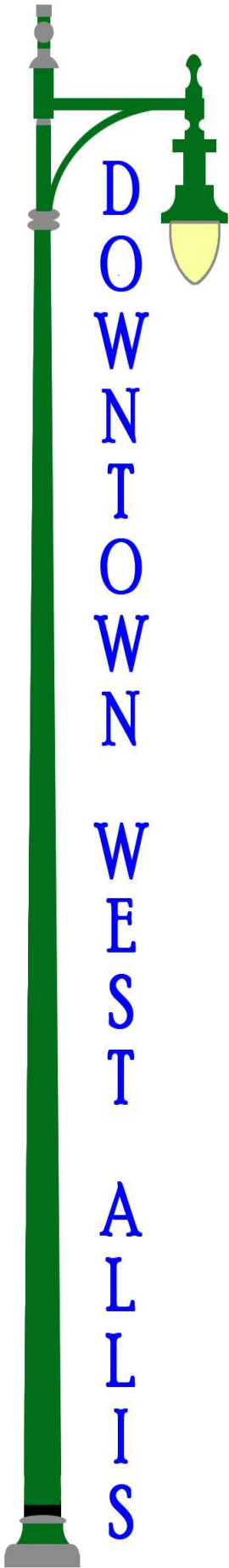


SIGNAGE ASSISTANCE PROGRAM



PROGRAM OBJECTIVES:

The *Downtown West Allis Business Improvement District* (BID) provides financial incentives to businesses and /or 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.

WHO IS ELIGIBLE?:

- The target area for this program is contiguous with the boundaries of the *Downtown West Allis Business Improvement District*. (See Map)
- This program is for projected and exterior wall signage only. (Window signage does not apply)
- Only first floor businesses are eligible for this program.

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 has not received funds from this program within the last two years is eligible to apply.
- All quotes must abide by the “Davis-Bacon Act.”
 - (The Davis–Bacon Act is a [United States federal law](#) which established the requirement for paying prevailing wages on [public works](#) projects. All gifts where funding is awarded through the CDBG (Community Block Grant Funds) and where cost of the construction is over \$2,000, must include provisions for paying workers on-site no less than the locally [prevailing wages](#) and [benefits](#) paid on similar projects.)
- All grant funds must be spent within six (6) months of receiving a confirmation letter from Downtown West Allis BID office.
- Funds are disbursed as a reimbursement to the applicant upon receipt of invoices and copies of receipts for approved budget items.
- Items such as permit fees are NOT ELIGIBLE for funding.

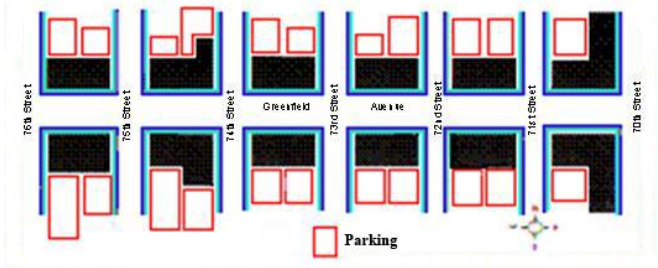
HOW TO APPLY:

- Signage Assistance requests must be in writing, and fulfilling all application requirements. (See above)
- 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 DWA-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.

Downtown West Allis Business Improvement District





Signage 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.

Business Business Address

Applicant Are you the: Property Owner Business Occupant + Both

Business Phone Email Address

What type(s) of signage assistance are you applying for (Please mark all that apply)

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

Describe all proposed signage changes (use a second page if needed)

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)

- Photo(s) of the existing signage, if any, and building
- Photo(s), or sketch(es) of the proposed new signage
- Two (2) estimates from contractors*, sign companies

***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. Signage 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 signage of the building 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.

Property Owner's Signature

Date