



## **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:**

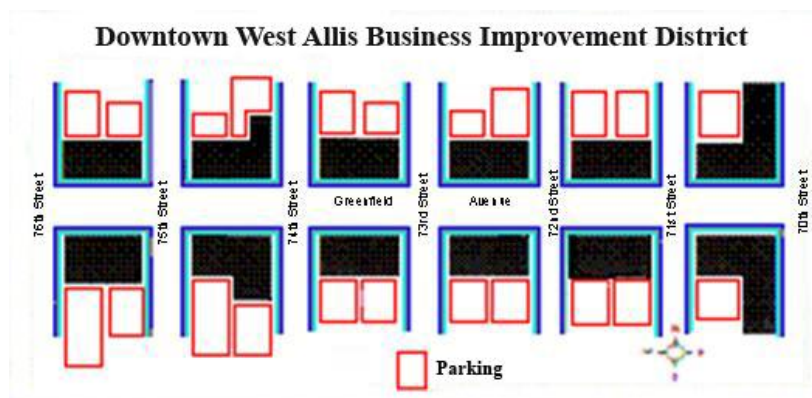
Any business that is located within the BID boundaries and maintains that business on a regular basis, at that location, and have not received funds from this program within the last two years is eligible to apply.

### **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 2<sup>nd</sup> 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.





## 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 Name \_\_\_\_\_ Business Address \_\_\_\_\_

Applicant Name \_\_\_\_\_ Are you the:    Property Owner    Business Occupant +    Both

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

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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