



# City Wide Signage Grant Program

## INTAKE SHEET

### Applicant Information

Company Name \_\_\_\_\_

Name of Individual: First \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last \_\_\_\_\_

Residential Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_

### Gender:

Male  Female

### Household:

Head of Household: Yes \_\_\_\_\_ No \_\_\_\_\_

Number in Household:

### Race:

- |  |  |
|--|--|
| <input type="checkbox"/> White   | <input type="checkbox"/> African American/Black    |
| <input type="checkbox"/> American Indian/Alaskan Native                          | <input type="checkbox"/> Hawaiian/Pacific Islander |
| <input type="checkbox"/> Black/African American & White                          | <input type="checkbox"/> Asian and White           |
| <input type="checkbox"/> American Indian/Alaskan Native & White                  | <input type="checkbox"/> Asian                     |
| <input type="checkbox"/> American Indian/Alaskan Native & African American/Black | <input type="checkbox"/> Other Multi Race          |

CLIENT'S SIGNATURE:



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## Program Guidelines

### Eligibility Requirements

Please check each box to indicate acceptance of the eligibility requirement. Work that does not comply with the eligibility requirements is subject to reduction or retraction of award.

- All work must be done on a street facing side of an existing building.
- All work must be done on the exterior of the building and result in a publicly visible improvement. Work on the rear or roof of the building is not eligible for a façade grant.
- Signage grant funds can not be used to correct outstanding code violations, for property damaged by collision, acts of nature or occurrences covered by insurance.**
- Only work begun **after** approval by the Façade Grant Committee will be eligible for a grant.
- All work must comply with the Signage Grant Program's design guidelines.
- Project cost must exceed \$2,000 to be considered for a façade grant.
- Live in work studios must be classified as a commercial or mixed use building. Staff will conduct a site visit.
- New construction projects are eligible to apply for the following items: Signage, fencing, awnings and landscaping.

### Properties that are not Eligible

The following types of property are not eligible for the Signage Grant Program:

#### Tax delinquent property

#### Property whose owner has any other tax delinquent property

#### Property in Litigation

#### Property in condemnation or receivership

#### Property owned by religious groups

#### Property owned by 501(c)3 nonprofit organizations on which taxes are not being paid

#### Properties, on which taxes are being paid, but have nonprofit use, such as schools, charities, clubs, organizations, etc.

#### Exclusively residential buildings

#### Daycare Centers

#### National Franchises or Retail Chain Stores

#### Funeral Homes

**Program Guidelines**

**Application Review**

Staff will determine if the application package that is submitted is sufficiently complete to review, and will draft a recommendation to the Façade Grant Committee.

The Façade Grant Committee meets once a month. The application package is expected at least two weeks before a committee meeting.

The application package will be reviewed by the Façade Grant Committee to determine whether the project should receive a grant and determine the amount of the award in making the determination the committee will consider the following factors and may give priority to projects that meet the following criteria:

**Is the project in a historic district or is it in an individually eligible historic building?**

**Will the project positively contribute to the city’s assisted redevelopment effort?**

**Will the project ameliorate a blighting influence?**

**Will the project substantially leverage more investments than the required matching amount of the grant?**

**Will the grant result in an improvement that would not be made otherwise?**

**Does the project comply with the Signage Grant Program’s Design Guidelines?**

**Required Materials for Application**

*Application packages must include enough documentation to illustrate the visual impact of the project and its costs. **Failure to provide required information will delay the review process.** The items submitted should include:*

- A completed application form**
- Written consent from property owner giving permission to conduct façade improvements.**
- Color photographs of existing conditions**
- Samples of materials and colors to be used
- Any other documentation necessary to illustrate the visual impact of the proposed project completion schedule.
- Submit two competitive proposals from licensed and bonded contractors.** These proposals should give detailed information about the work to be done, the costs, and the project completion schedule. Any contractor that has submitted a competitive detailed estimate may be used. **Contractors cannot be changed unless new proposals have been submitted to the Façade Grant Committee.**
- Owners or merchants who are in contracting business and intend to perform work on their own properties or businesses, must furnish at least one proposal other than their own to be done.
- Owners and merchants may also perform work on their own buildings; however they will not be reimbursed for their time while acting as contractor and/or installing material. **Material costs and labor of employees are reimbursable; however, documentation must be produced for the number of hours worked on the project by the employees, the rate of pay of the employees’ social security numbers etc.**

## Program Guidelines

### Award Reimbursement

Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements, not to exceed \$2,500. All necessary government approvals, building permits and taxes are not eligible items for reimbursement. Any projects totaling less than \$2,000 are not eligible.

The Façade Grant Committee reserves the right to refuse reimbursements in whole or in part for work that:

- Does not conform to the program design guidelines.
- ***Do not conform to the proposals submitted with your application and authorized by the Façade Grant Committee.***
- Are not commensurate with the workmanship and cost customary to the industry
- Are not completed within 9 months. Since the Façade Grant Committee cannot reserve funds indefinitely, your grant may be subject to cancellation if not completed or significant progress hasn't been made by the completion date. ***Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.***

***Staff will inspect work to ensure that it complies with the approved plans. Any changes to the approved plan will require a written request from the applicant and approval by the Façade Grant Committee in order to retain the façade grant.***

### Required Materials for Reimbursement

Reimbursement can be expected in approximately **three (3) to six (6) weeks** after all of the following documentation has been submitted:

- ***Copies of all paid invoices, canceled checks, and or bank statements for all of the façade work covered by grant. These must equal at least the required matching amount plus the amount of the signage grant. All project expenditures must be paid by check. The invoices must be marked paid, signed, and dated by the contractors. Cash payments are not accepted.***
- ***Lien waivers can not be substituted for canceled checks or bank statements.***
- ***Color photographs of completed project.***
- ***Projects that have received a signage grant prior to having secured tenants for rental space must have half occupancy before a partial reimbursement will be processed. Owner has one year to retain full occupancy in order to receive full reimbursement***

# Design Guidelines

## Design Guidelines for Signage

New signage should be traditional in character to complement the architecture of many of the older buildings in Milwaukee's neighborhoods. There are many types of traditional signs that are appropriate for use on older storefronts.

### Sign Boards

A flat signboard with hand painted raised lettering is the most appropriate type of sign for older commercial buildings. These signs should be placed in the narrow band above the storefront. Modern internally lit box signs are not permitted.

### Awning Signs

Awning signs have lettering on the edge flap or skirting of the awning that remains visible when the awning is either retracted or opened. Lettering on the main part of the awning generally not permitted.

### Display Window Lettering

Another common type of storefront signage is lettering that is painted on or retched into the interior side of display windows and glazed entry doorways. These signs should consist of lettering and/or a logo, should not cover more than 1/5 of the area of the glass panel, and should not obscure the display area.

### Hanging Signs

Hanging signs are signs that project from a building's wall and are supported by metal brackets. These signs can come in all shapes and sizes and are sometimes made in the likeness of objects and symbols associated with an actual type of business. These signs should project no more than four feet from the face of the building and should not obscure the signage of other nearby businesses. The signs and brackets should be designed to complement the architecture of the building and mounted in the mortar joints of masonry buildings. All projecting signs should be hung within the base zone of the building or parallel to the second story window, and be externally lit. Internally lit and moving projecting signs are not permitted.

### Transom Signs

A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. This can be illuminated at night with backlighting or illuminated from the lower interior part of the store lights. These signs can be made today by leaded glass craft workers and can be made as easily to remove panels.

### Neon Signs

Neon signs first became popular in the late 1920s and 30s, and are seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will compliment old storefronts. Exterior neon signs are most appropriate for post 1920s commercial buildings while neon signs that are mounted within a display window can be successfully adapted for use on all types of commercial structures.

### Yard and Sidewalk Signs

When appropriate permanent yard signs as well as portable sidewalk signs displayed during business hours can be used. However sign posts in yards should not be more than 10 feet in height.

### Awnings & Entrance Canopies

If storefront awnings are to be used, they should be of a traditional tent style. Internally illuminated, half round hoop, and truncated wedge shaped awning will generally not be approved. Awnings should be made of canvas or neoprene impregnated fabric instead of shiny vinyl. Awnings with soffit panels should not be used to allow the structure on the underside of the awning to be exposed. Custom awnings may be approved if sensitively designed to enhance a new storefront design.

Entrance canopies extending out to the curb may be permitted if they are traditional in design, fabric covered and sized to complement the proportions of the storefront. Fixed, metal, asphalt shingle or mansard type canopies should not be used.