

# Milwaukee Signage Grant Program

Contact: Rhonda Manuel  
809 N. Broadway  
Milwaukee, WI 53202  
414-286-8201

## APPLICATION

### APPLICANT INFORMATION

Name
Referred by
Phone
Building owner

### FOR OFFICE USE ONLY

Application Number	
Application Date	
Approval Date	Amount
Tax ID number	
Aldermanic District	Historic Code

### PROPERTY OWNER INFORMATION

Name	Years owned	
Address	Phone	
City	State	Zip
Type of ownership		

### BUSINESS AND/OR PROJECT INFORMATION

Name of Business	Owner's Name	
Address	Phone	
City	State	Zip
Type of Business	Upper floor use	

### PROPOSED IMPROVEMENTS

Storefront improvements	
Upper facade improvements	
Other improvements	
Estimated cost of facade improvements	Estimated cost of all improvements

I have read the Signage Grant Program and Design Guidelines. I understand that if the proposal is approved, I will make the above improvements to the property.

**APPLICANT'S SIGNATURE**

**DATE**

-----

Intake Sheet - Year 2005

---

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

Residential Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone: (414) \_\_\_ - \_\_\_\_\_

---

**Gender:** Male  Female

**Head of Household:** Yes

**Number in Household** \_\_\_\_\_

---

**Ethnicity:** Non-Hispanic or Latino

Hispanic or Latino

---

**Race:** White

Black/African American

American Indian/Alaskan Native

Native Hawaiian/Pacific Islander

Black/African American & White

Asian & White

American Indian/Alaskan Native & White

American Indian/Alaskan Native & Black/African American

Other Multi-Race

Asian

---

Client Signature \_\_\_\_\_

Date \_\_\_\_\_

## PROGRAM GUIDELINES

### Eligibility Requirements

---

- 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 of a building is not eligible for a façade grant.
- All work done must be in accordance with the City of Milwaukee Code and all required permits must be obtained. Work must include the correction of any signage code violations.
- Signs must comply with Facade Grant Program Design Guidelines or be approved by Facade Grant staff. Removal of outdated signage may be required.
- Only work begun **after** approval by the Façade Grant Committee will be eligible for a grant. Work in progress or performed before approval will not be eligible.
- The following types of property are **not eligible**:
  - **Tax delinquent property.**
  - **Property in litigation.**
  - **Property in condemnation or receivership.**
  - **Property owned by religious groups.**
  - **Exclusively residential buildings.**

## PROGRAM GUIDELINES

### Applications

---

Application packages must include enough documentation to illustrate the visual impact of the project and its cost. The items submitted should include:

- A completed application form.
- Photographs of the existing conditions.
- Accurate scaled drawings of the proposed improvements.
- Samples of materials and colors to be used.
- Any other documentation necessary to illustrate the visual impact of the proposed project.
- At least three (3) 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.
- Owners or merchants who are in the contracting business, and intend to perform work on their own properties or businesses, must furnish at least two (2) proposals other than their own for the work 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 cost and the 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. Any contract over \$2,000 is subjected to Federal Labor Standards; therefore, the contractor's employees must be paid a prevailing wage rate. Any contractors that

are working on the project must meet with Façade Grant staff prior to the start of the project.

- The documentation submitted with the application will not be returned to the applicant.

### Application Review

---

- Staff will determine if the application package that is submitted is sufficiently complete to review and draft a recommendation to the Façade Grant Committee.
- Complete applications 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 Façade Grant 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 an individually eligible historic building?**
  - **Will the project positively contribute to a city assisted redevelopment effort?**
  - **Will the project ameliorate a blighting influence?**
  - **Will the project leverage substantially more investment 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 Façade Grant Program's Design Guidelines?**

## PROGRAM GUIDELINES

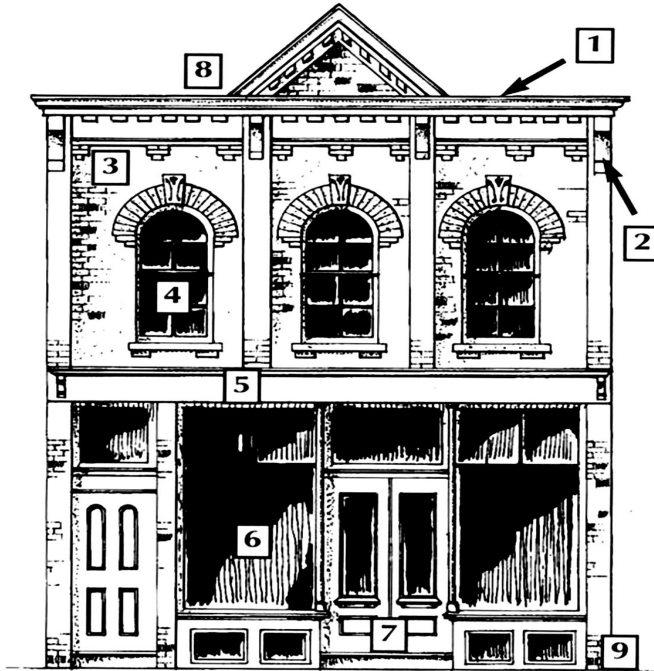
### Award Reimbursement

---

- Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements, not to exceed \$2,500. Larger buildings with more than one storefront and/or more than one side visible (on a corner) may be considered for larger grants on a case-by-case basis by the Façade Grant Committee. All necessary government approvals, building permits, and taxes are not eligible items for reimbursement. Any projects totaling less than \$500 are not eligible.
- The Facade Grant Program reserves the right to refuse reimbursement in whole or part for work or expenditures that:
  - Do not conform to the program or design guidelines.
  - Do not conform to the proposal(s) submitted with your application and authorized by the Façade Grant Committee.
  - Are not commensurate with the workmanship and costs customary in the industry.
  - Are not completed within one hundred twenty (120) days. Since Façade Grant Committee cannot reserve funds for your project indefinitely, your grant may be subject to cancellation if not completed or significant progress hasn't been made by the progress deadline. Requests for extensions will be considered only if made in writing and progress toward 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.
- Reimbursement can be expected in approximately three (3) weeks after all of the following documentation has been submitted:
  - Copies of all paid invoices and cancelled checks for all of the façade work covered by the grant. These must equal at least the required matching amount plus the amount of the façade grant. All project expenditures must be paid by check. The invoices must be marked paid, signed, and dated by the contractors.
  - Copies of the signed contracts with the contractors that are chosen to do the work.
  - Copies of lien waivers from all general contractors, subcontractors, and major material suppliers.
  - Photograph(s) of the completed project.
  - All necessary Federal Labor Standards materials from contractors.

City of Milwaukee  
Neighborhood Facade Grant Program

**DESIGN GUIDELINES**



The Facade Grant Design Guidelines outline the standards, which should be followed when renovating buildings using a Facade Grant. These design guidelines take into consideration a building's historic significance in determining an appropriate design solution to the renovation.

Projects that affect city-designated historic buildings also require a separate review by the City of Milwaukee Historic Preservation Commission.

### The Façade

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any elevation not containing the main entrance but fronting a public street exposed to public view will be considered a secondary elevation. Secondary elevations may also be eligible for façade grants.

### Typical Storefront Elements

- 1 - Cornice
- 2 - Head block
- 3 - Brick corbeling
- 4 - Upper story window
- 5 - Sign band
- 6 - Display windows
- 7 - Double leaf doors
- 8 - Pediment
- 9 - Bulkhead

### Storefronts

It is the intent of these guidelines that most buildings should have a storefront – type glazing the street. When alterations are made to the first floor levels of buildings that currently have more closed up or opaque storefronts, the Façade Grant Program will usually require that the storefront be restored to its original condition of a more open façade. Opaque or permanently enclosed storefronts are prohibited, as are window treatments, which significantly decrease the amount of original window area. All damaged or otherwise deteriorated elements of storefronts, display windows, entrances, upper facades or signs should be repaired or replaced to match or be compatible with the original materials and design of the building. Buildings that are an integral element of the traditional streetscape should reflect and complement the character of surrounding area to the greatest extent possible.

## DESIGN GUIDELINES

### 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.

- **SIGNBOARDS**

A flat signboard with hand painted or 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 called the sign zone and is externally lit. Modern, internally lit box signs are not permitted when using the Façade Grant Program.

- **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 open. Lettering on the main part of the awning is generally not permitted.

- **DISPLAY WINDOW LETTERING**

Another common type of storefront signage is lettering that is painted on or etched into the interior side of display windows and glazed entry doors. These signs should consist of only 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 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 or symbols associated with a particular 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 windows, and be externally lit. Internally lit and moving projecting signs are generally 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. These can be illuminated at night with backlighting or illuminated from the glow of interior store lights. These signs can be made today by leaded glass crafts workers and can be made as easy to remove panels that can be changed when tenants change.

- **NEON SIGNS**

Neon signs first became popular in the late 1920's and 30's, and are seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will complement an older storefront. Exterior neon signs are most appropriate for post 1920's 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 & SIDEWALK SIGNS**

When appropriate, permanent yard signs as well as portable sidewalk signs displayed during business hours can also be used.

No matter which type of sign is chosen, they should include only the formal name of the business, the nature of the business, and the address. There should be no advertising of brand names, credit card, service club affiliations, etc. This information detracts from the readability of the primary message of the sign. Large advertising signs on upper facades, roof top signs, billboards, and other outdoor signs painted or mounted on structures are generally prohibited.