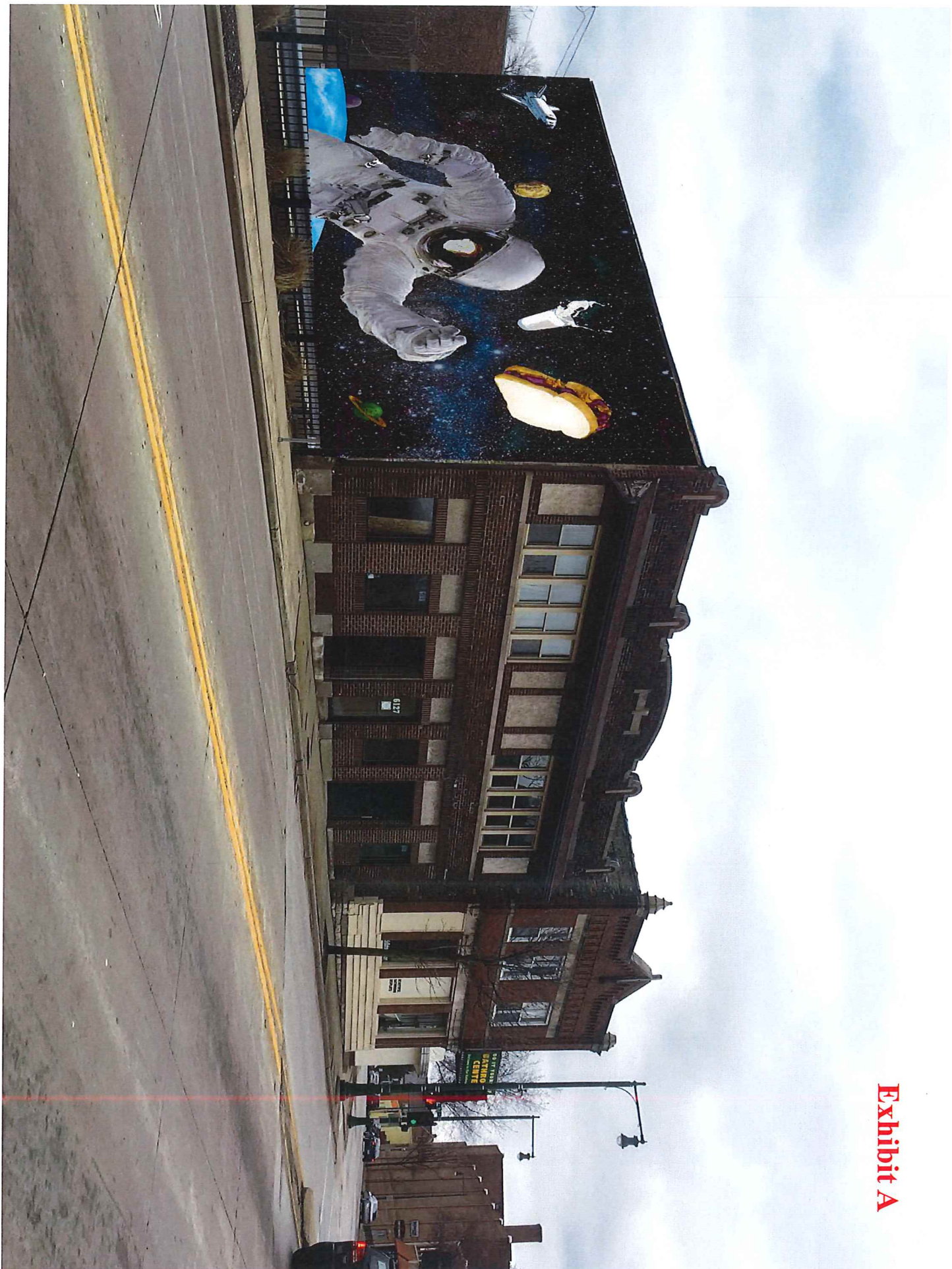
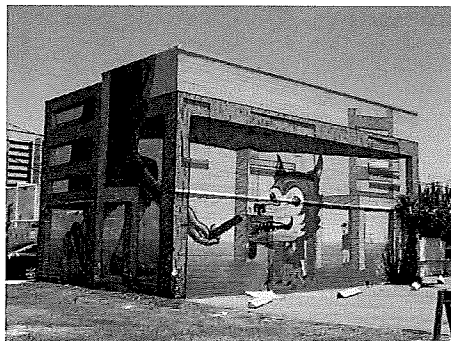
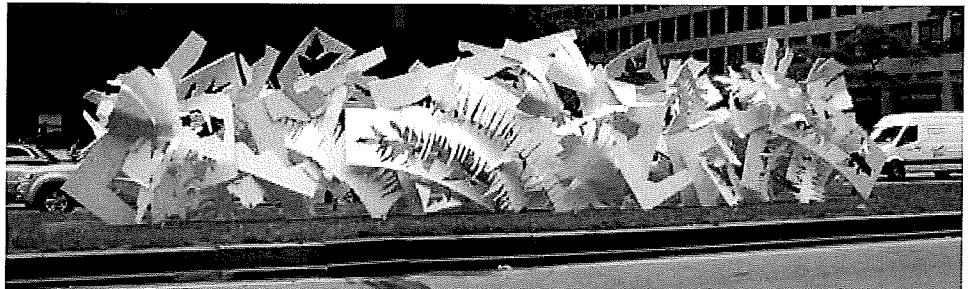


Exhibit A





West Allis ArtScape

A Placemaking/Image-Building Initiative

Department of Development
414-302-8460



West Allis ArtScape Grant Program

PROGRAM PURPOSE AND PROJECT ELIGIBILITY

The purpose of the West Allis ArtScape Program is to foster creativity, increase community engagement, and stimulate the aesthetic appearance and image of West Allis.

Eligible projects shall make an emotionally positive return on investment, generate a "sticky street" quality of attraction where people want to be or linger, and spark a visual cue of community pride. They may be located anywhere within the community, but should garner neighborhood or business support, ideally partnering with groups or individuals who can help take ownership of their community. Projects may be temporary, seasonal or permanent, as long as they are impactful and aim to create momentum for investment.

Projects meeting the intent of the program are bound only by imagination, but would ideally include regional or locally made or hand-crafted/produced/designed artwork. They should be of large scale or designed with broad impact. In order to accentuate or complement the physical environment, projects shall utilize lighting, color, texture or motion, as possible. Installation practicality and future maintenance shall also be considered in eligible projects. These funds shall not be used for routine maintenance of existing or typical infrastructure.

Examples of projects include, but is not limited to, murals and mosaics (artistic, inspirational or gateway), utility box art, street furniture, pedlets/parklets, public sculpture, wayfinding signage, creative pavement markings, and boulevard or park installations. Sample imagery found below.

PROGRAM GOALS

- A. Increase the visual character of West Allis in a positive way
- B. Catalyze additional creativity, vitality and interest in West Allis
- C. Create an attraction that promotes extended visitation to the city, its neighborhood and businesses
- D. Enhance the visitor experience and create a welcoming environment
- E. Honor the local character and/or history of West Allis
- F. Encourage neighborhood and social media engagement

PRIMARY TARGET AREAS

The West Allis ArtScape Program has been designed to allow for implementation throughout the city; however, the following areas have been identified as primary target areas:

- A. Downtown West Allis: S. 70 St. – S. 76 St. along W. Greenfield Ave.
- B. Six Points Farmers Market Redevelopment Area
- C. Burnham Pointe Neighborhood: S. 60 St. & W. Burnham St.
- D. Pioneer Neighborhood: S. 76 St. – S. 84 St. along W. National Ave.
- E. City and Neighborhood Gateways

PROGRAM FUNDING

This program is established to stimulate aesthetic interest and pride in West Allis through private donations made to the City's Community Improvement Foundation. All projects must adhere to the City of West Allis' Policies and Procedures.

REIMBURSEMENT GRANT

This grant may be used to fully cover or share in the actual cost of implementing the projects to be identified. Funding consideration will take place upon receipt of the conceptual design and cost estimate, which may include the cost to complete final design and construction documents.

The amount of reimbursement shall be determined by the Community Improvement Foundation prior to the execution of the project agreement.

APPLICATION PROCESS

- A. Applicant meets with City Staff to discuss potential project, and determine project conformance and application requirements.
- B. Design professional (or Applicant) prepares schematic concept of the project and a cost estimate for approval by Applicant to submit to the City.
- C. Applicant compiles a written proposal with a project description, cost estimates from experienced contractors/artists and proposed timeline to complete the project, in accordance with the program's specifications and all applicable laws.
- D. Applicant submits an official application containing all required information, including schematic design, cost estimate and bid(s) to the Department of Development.
- E. Staff will review the application to determine project eligibility and will then meet with the Applicant to discuss formal approval of the concept design and program agreement.
- F. Staff and/or Applicant will arrange for preliminary consultation with a design professional to ascertain the aesthetic and functional goals of the project and determine potential budget parameters.
- G. If applicable, a property within the Downtown West Allis Business Improvement District (BID) must receive approval for the project from the Downtown West Allis BID Board or Design Committee.
- H. An agreement between the Applicant and City will be drafted to establish the project scope and cost/reimbursement details, which shall be approved by the Common Council.
- I. Upon approval from the Common Council, the Applicant and City will execute an agreement prior to the commencement of work.
- J. The Applicant and the City will conduct a preconstruction meeting prior to the start of work.

REIMBURSEMENT PROCESS

- A. After completion of the Project, the Applicant must complete a Certificate of Final Inspection with the City to request reimbursement.
- B. The City will provide a check to the Applicant when final Inspection is approved via the signed Certificate of Final Inspection.

The City reserves the right to withhold payment if terms and conditions of the grant are not satisfied during the course of the project.

West Allis ArtScape Program Application and Approval Form

PART I - Applicant/Project Information

(to be filled out by Applicant)

Applicant's Name: Mike Hottinger

Address: 1370 S 74 St

Phone: 414 364 2668 E-mail: mike@Thepbjdeli.com

Project Address /Location: 6125 W Greenfield Ave

I am the Property Owner Business Occupant Other _____

Briefly describe the property improvements you wish to undertake: wall mural/sign

Please attach a sketch plan or architect's rendering of the proposed improvements.

What is the estimated cost of the improvements? Labor \$ _____ Materials \$ _____

(If work is to be performed by a contractor, attach copies of at least two contractor estimates. If applicant will be performing the work, attach a supplier's estimate for materials.)

AFFIDAVIT: I hereby apply for the partial reimbursement grant for costs associated with above-identified improvements. I understand that the grant funds are part of the Community Improvement Foundation's ArtScape Grant Program; and I agree to comply with the regulations of that Program, including non-discrimination in hiring contractors, adherence to historic preservation guidelines (when applicable).

I further agree to give duly authorized representatives of the City access to and the right to examine all records, books and papers pertaining to the transaction.

I further agree that, if my application is approved, I will not substantially alter the facade of the building (including signage) for a period of two years from the date I received the reimbursement grant, unless I obtain written approval from the City of West Allis Plan Commission.

Signature of Applicant: _____ Date of Application: _____

PART II - Review for Compliance with Design Standards

This application was reviewed by the Department of Development, Mayor's Office and/or Plan Commission on: 5/24/17

In the opinion of the Dept. of Development, the proposed project . . . Does not conform Conforms

To the West Allis ArtScape program, with the following revisions: _____

(Attach separate sheet if necessary.)

Signature(s) of reviewing authority: _____ Date: _____

_____ Date: _____

PART III - Building Inspector's Signoff

I have reviewed our files on this property and have found no record of any outstanding code violations, except for: _____

Signature of Building Inspector: _____ Date: _____

PART IV - City Treasurer's Signoff

I have reviewed our files on this property and have found that there are no delinquent real estate taxes, personal property taxes, special assessments charges or sewer/water charges, except for: _____

Signature of City Treasurer: _____ Date: _____

PART V - Eligible Grant Amount and Special Conditions

Grant Amount: _____

Special Conditions: _____

PART VI - Project Inspection Report and Disbursement Authorization

I have inspected the property on _____ and have reviewed the applicant's documentation of payment. I find that the documentation is in order and the improvements have been completed.

Staff Signature: _____ Date: _____

PART VII - Record of Grant Disbursement

I hereby acknowledge receipt of check # _____ in the amount of \$ _____ as the full amount of eligible reimbursement for the improvements described in Part I of this form.

Signature of Applicant: _____ Date: _____