



*Hartland Business Improvement District*  
**2010 Exterior Sign and Awning Program Application**

*300 Cottonwood Avenue, Suite 2, Hartland, WI 53029*

*Phone: 262-367-6560 . Email: hartlandbid@att.net . www.hartlandbid.com*

**1. PROGRAM**

The Hartland Business Improvement District (B.I.D.) is offering \$750 matching grants for new signs and awnings.

**2. PROGRAM PURPOSE**

The B.I.D. seeks to improve the image of the Village of Hartland by encouraging sign and awning improvements to commercial buildings located in the B.I.D. area. As an economic incentive, the B.I.D. has developed a grant program for new signs and awnings installed on commercial buildings in the Hartland Business Improvement District.

**3. PROJECT AREA**

The Village of Hartland, Wisconsin Business Improvement District boundary.

**4. GRANT AMOUNT**

Matching grant up to \$750 for cost of signs and/or awnings with printed signage advertising the business name, address, and/or logo.

**5. ELIGIBILITY**

- **Sign** - projecting sign, window sign and hanging sign. Except for sandwich board signs, electronic box, back or front lit channel letter or illuminated wall signs.
- **Awning** - entryway or over windows used for printed advertising made of various awning materials: canvas, metal or vinyl. Except for illuminated vacuum formed panel awnings.

**6. GUIDELINES for SIGNS and AWNINGS**

1. Front lit signage is encouraged. The goal is to deter back lit or internally lit box signs.
2. All signage is required to be professionally produced and installed.
3. All signs or awnings must comply with the Village of Hartland sign ordinance. Applicant must obtain approval from the Village of Hartland Architectural Review Board.
4. A building permit must be obtained and the cost for the permit may be included in the contractor's bid.
5. Signs consisting of carved or raised letters or painted signs may be considered if lit from the front or above.
6. Awnings must be lit from front or above. Awnings may have interior light shining on doors and street if the awning is opaque and the light does not shine through. They must remain within the proper scale of the building and not obscure architectural features. Contrasting letters painted or sewn on the fascia only.
7. Rear entrance, alleyway, decorative canopies and awnings, auxiliary signs may be considered part of the program.
8. Repair or improvement to existing sign or awning may be considered at the discretion of the B.I.D.
9. Lighting costs are considered eligible if used to light sign at the front.
10. Labor, construction, and installation are eligible expenses.

**7. NON-ELIGIBLE ACTIVITIES**

1. Exclusively residential and non commercial properties.
2. Property in litigation, mediation, condemnation, or receivership.
3. Property with outstanding code violation orders.
4. Property with any special assessments, delinquent real estate taxes, or delinquent personal property taxes.
5. Work completed before an application is submitted is not eligible.
6. Signs that depict "for lease" or "for sale" information.
7. Roof top, off premise, or interior store signs.

## 8. APPROVAL PROCESS

1. The B.I.D. Design Committee will meet to review the application and the applicant is encouraged to attend the meeting when scheduled. If approved, the application is forwarded to the B.I.D. Board of Director's for a final decision.
2. A written approval or denial letter will be issued to the applicant within 14 days of B.I.D Board of Director's decision. A copy of the letter will also be sent to the Village of Hartland Building Inspection Department.
3. Owner/applicant must contact the Village of Hartland regarding regulations and permits for signs or awnings. A permit is required for signs and awnings and Village approval must be obtained prior to the start of any work. Contact the Village of Hartland, Building Inspector at 210 Cottonwood Avenue, Hartland, WI 53029 or phone 262-367-2714 for permit information.
4. Owner/applicant must also obtain approval from the Village of Hartland Architectural Review Board.
5. Upon obtaining all approvals, the owner/applicant and the Hartland B.I.D. execute an agreement in which the owner/applicant agrees to complete the project within one year. In return, the Hartland B.I.D. agrees to reimburse the owner/applicant for 50% of the cost of the project, up to \$750 upon completion of the pre-approved, applicant-paid work.
6. Upon approval, the applicant has 90 days to initiate the work unless an extension is approved in writing.
7. As necessary, confer with B.I.D. staff during course of work to ensure project's compliance as originally submitted.
8. Notify the Village of Hartland Building Inspector upon completion to schedule a final inspection.
9. Notify B.I.D. upon completion of project to schedule an inspection by the B.I.D. representatives for compliance to the program.
10. Submit paid receipts for the completed project to the B.I.D. office along with a copy of the finalized building permit.
11. The applicant must agree to complete, sign, and submit a W-9 in order for disbursement of grant funds.
12. The awarded grant will be reimbursed with a check made payable to the applicant after all the work is done and the inspections are complete.

## 9. RULES

1. Funding is limited and the amount awarded for a project is on a first-come, first-served basis.
2. Owners, tenants, or owner/tenant joint ventures may submit application.
3. Applicant must comply with the program standards.
4. A completed application must be submitted to determine eligibility for the program.
5. Grants will only be provided for projects that conform to all Village of Hartland, WI zoning, permitting, and licensing requirements, along with any necessary Village approvals.
6. The B.I.D. Design Committee must give approval for any changes and will be signed, dated and attached to the original application. Any alterations or deviations to the project will result in denial of grant funds. Applicants are encouraged to attend the Design Committee meeting to review the project.
7. The application may be denied if the existing condition of the building requires significant repairs or restoration.
8. Approved work must be completed within 90 days from the date the approval letter is signed.
9. Extensions must be requested in writing and may be denied.
10. No applicant has the proprietary right to receive grant funds.

## 10. APPLICATION PROCESS

1. Complete the application to initiate the process and submit to the B.I.D. Director.
2. Staff will review the application and meet with the owner/applicant to discuss the project.
3. Applicant obtains a minimum of two written proposals from qualified and/or licensed contractors to complete the project with the sketch or drawing, specifications, cost estimate, and all applicable samples. Submit the proposals to B.I.D. for review and approval. Contractor proposals or bids must be current and dated no earlier than 60 days prior to the application.
4. Applicant submits the following:
  - Completed application form.
  - Two or more photographs of the existing building, all sides.
  - Samples and color selections of material used.
  - Drawings or sketch of proposed sign and/or awning.
  - Measurements of sign and awning. Include mounting height and clearance from sidewalk to bottom of sign and/or awning.
5. Return completed application to: **Hartland B.I.D., 300 Cottonwood, Suite 2, Hartland, Wisconsin 53029.**
6. B.I.D. staff will determine if the application is complete for the Design Committee approval meeting.
7. Applicant must attend the Design Committee meeting held the first Friday of each month or when scheduled.
8. Tenants must have property owner approval.
9. A permit is required for all signs and awnings and Village approval must be obtained prior installation. Contact the Village of Hartland at 262-367-2714 or pick up an application at Village Hall, 210 Cottonwood Avenue, Hartland, WI, 53029.



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1. Applicant Name: \_\_\_\_\_

2. Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

3. Name of Business: \_\_\_\_\_

4. Business address where sign/awning will be installed: \_\_\_\_\_

5. Contact Numbers: Work \_\_\_\_\_ Home: \_\_\_\_\_

Cell: \_\_\_\_\_ Email: \_\_\_\_\_

6. Web site address, if applicable: \_\_\_\_\_

7. Legal entity of applicant, check one:

\_\_\_\_ Sole Proprietorship    \_\_\_\_ Partnership    \_\_\_\_ Corporation    \_\_\_\_ LLC    \_\_\_\_ Other: \_\_\_\_\_

8. Status of Applicant:    \_\_\_\_ Property Owner

\_\_\_\_ Tenant : Building owner name: \_\_\_\_\_

Building owner phone number: \_\_\_\_\_

9. Give a brief description of the project and any other future building improvements: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

10. Total estimate cost of project: \_\_\_\_\_

11. Proposed start date: \_\_\_\_\_ Expected completion date: \_\_\_\_\_

12. Affirmations: I have read and understand the process and rules to receive the Hartland B.I.D. Sign and Awning Grant Program funds. I understand that failure to abide by the outline process and rules will result in denial of the funds. I understand the project may be inspected by representatives of the B.I.D. for compliance to the project as submitted with the application. I understand that should the project be found not in compliance with the original application and proposal as submitted and approved, I may be denied issuance of the B.I.D. grant funds. The undersigned applicant(s) affirms that the information submitted herein is true and accurate to the best of my knowledge. I have read and understand the conditions of the Hartland B.I.D. Sign and Awning Grant Program and agree to by the conditions and guidelines.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Tenant Signature, if Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Building Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PLEASE RETURN COMPLETED APPLICATION TO:

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Phone: 262-367-6560 . Email: hartlandbid@att.net . www.hartlandbid.com*

*For B.I.D. Use Only*

Applicant Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

- \_\_\_\_\_ Application date
- \_\_\_\_\_ B.I.D. Design Committee approval date.
- \_\_\_\_\_ B.I.D. Board approval date.
- \_\_\_\_\_ Village of Hartland Architectural Review Board approval date.
- \_\_\_\_\_ Approval letter sent to applicant.
- \_\_\_\_\_ Paid receipts received from applicant with all required documents.
- \_\_\_\_\_ Final inspection date.
- \_\_\_\_\_ Date approved and submitted to B.I.D. Treasurer and Village of Hartland for payment.
- \_\_\_\_\_ Total grant amount approved for reimbursement.
- \_\_\_\_\_ Grant amount approved for tenant.
- \_\_\_\_\_ Grant amount approved for building owner.

Approved B.I.D. Signature \_\_\_\_\_ Date: \_\_\_\_\_