

# Signage Improvement Grant Program Guidelines

## 1.0 Grant Details

The purpose of the Signage Improvement Grant is to encourage commercial business and property owners to install clear and effective storefront signs. Municipal staff recommend that business owners in the downtown area install both fascia and perpendicular signage to attract vehicular and pedestrian traffic. The Municipality will fund 50% of the total project cost (excluding taxes) up to \$1,000. The Municipality will provide a maximum of \$2,000 per project when the building has multiple storefronts or street addresses or the building is on a corner lot, where signage improvements are proposed on both frontages.

## 2.0 Usage of Funds

The Signage Improvement Grant may be used towards the restoration of an old sign or the design and purchase of a new sign. Applicants may additionally apply for more comprehensive storefront improvement funds through the Façade Improvement Program Grant. A portion of the funds may be used towards graphic design and business branding expenses.

## 3.0 Eligible Improvements

Eligible improvements include the following:

- Fascia Signage
- Perpendicular Signage
- Stand-alone Signage

## 4.0 Ineligible Costs

- Backlit, read graph or electronic signage
- Sign Permit(s) required for improvements

## 5.0 Eligibility Criteria

1. Applicants must be a merchant or commercial property owner within the Community Improvement Project Area.
2. Sign improvements associated with agricultural uses are eligible so long as the signs attract customers and visitors to uses that are open to the visiting public.
3. Improvement projects within Commercial Focus Areas will be prioritized.
4. Applicants may be eligible for one signage grant per storefront. Applicants may additionally apply for the Façade and Accessibility Improvement Program; Vacant or Underutilized Properties Conversion/Expansion Program; and/or Agri-Business Innovation Program if the project meets the program requirements.
5. The subject property shall not be in a position of tax arrears and not have any outstanding orders or non-conformity with zoning.
6. Improvements to buildings that are designated under Part IV or Part V of the Ontario Heritage Act must be approved by the Huron East Heritage Committee. Grant monies will not be awarded if the project is not approved by the Heritage Committee.
7. Only grant applications that comply with municipal by-laws will be considered.
8. Projects may require a Building and/or Sign Permit. Permits must be issued before the project commences. Applicants that have commenced work prior to obtaining a Permit, acknowledge that their project may be deemed ineligible for funding. Approval of a grant will not guarantee that a Building or

Sign Permit will be issued

9. Improvements requiring a variance will not be considered unless unique circumstances (not caused or created by the applicant) exist.
10. Improvements must not interfere with sidewalk maintenance and pedestrian safety; which include proper height and allowable encroachment onto the sidewalk.
11. Projects should not have commenced prior to the awarding of the requested grant. Applicants that have commenced work prior to obtaining approval for the requested grant, acknowledge that their project may be deemed ineligible for funding.
12. Projects must be completed by the end of the year in which the funding was received. Extensions are not granted unless prior approval has been received. If money is not spent it will be deemed an incomplete project and you will need to reapply next year.
13. Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant.
14. Taxes are the full responsibility of the applicants.
15. Eligible project costs must be actual cash outlay to third parties acting at arms' length and which can be documented through original invoices or proofs of payment. An exception may be granted for a property owner that wishes to do the work themselves; however, eligible project costs may only include material costs and not labour.
16. Projects within a Commercial Focus Area must demonstrate a contribution to the overall quality of the streetscape of the community.

## **6.0 Review Criteria**

The Municipality of Huron East Community Improvement Program Committee will

review applications against the following criteria:

- date/timing of the application
- balance of funding available and any previous applications made at the time of application
- project's potential to provide long term economic benefit to the Municipality
- evidence of the applicant's ability to fulfill responsibilities related to the project installation and maintenance
- project's location in relation to the Commercial Focus Areas
- project's "fit" with the objectives of the Community Improvement Plan
- project's "fit" with the character of the building and its' surroundings

## **7.0 Application Process**

Applicants must complete an application in order to be given grant consideration. Incomplete applications cannot be accepted. If approved, funds will be allocated following completion of project and proof of eligible expenditures.

Applications require the following:

- Property owner name
- Contact information
- Detailed project description including colours/materials that will be used
- Sketches, rendering and/or pictures of proposed project (must include "before" photo)
- Sign text
- The proposed timeline for the work (start date, completion date)

- Quote(s) of the project cost
- Proposed project costs (taxes not included)
- Grant request

Applications to this Program are available at the Huron East Municipal Office or online on the Municipality's website: <https://www.huroneast.com>.