

# Storefront Sign and Awning Improvement Program Guidelines

### Grant Details

To encourage commercial property owners to revamp their storefront signs to be clear and effective.

The Township would match local cash contributions for eligible improvements up to \$1,000.00 for projects. (50% up to \$1,000 for fascia signage, 50% up to \$1000 for awnings and 50% up to \$750 for perpendicular signage.

Applicants may be eligible to receive up to an additional funding through the Spruce the Bruce Program. The terms and conditions of any grant or loan program and administrative procedures may be changed, altered, amended, or modified by the Township of Huron-Kinloss without the necessity of an amendment to the Community Improvement Plan. The Township may discontinue, suspend, or cancel any program, or decrease program funding without requiring an amendment to this Plan.

Huron-Kinloss applicants who apply to Spruce the Bruce for storefront sign and awning funding are automatically considered for funding through the Township of Huron-Kinloss' Storefront Sign and Awning Improvement Grant.

For more information about Spruce the Bruce, please visit: <https://brucecounty.on.ca/business/grants>

### Eligibility Criteria

- Applicants must be a merchant or commercial property owner within a CIP designated area.
- Applicants may be eligible for one sign or awning grant per storefront.
- Applicants may also apply for the façade grant.
- Do not start your project before getting the grant. If you start before approval, your project might not get funded.
- Projects must be completed within a 6 month window of application approval.
- 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
- Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant.
- Taxes are the full responsibility of applicant.
- Eligible project costs must be actual cash that can be documented through original invoices or proof of payment.
- Project's "fit" with the objectives of the Downtown Improvement Program and enhancement of the Community's Brand Identity.

### Review Criteria

The Downtown Improvement Grant Committee at the Township 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 Township
- Evidence of the applicant's ability to fulfill responsibilities related to the project installation and maintenance
- Project's "fit" with the objectives of the Downtown Improvement Program
- The proposed project's "fit" with the Community Design Toolkit & / or other local municipal direction

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Applications to this program are available at the Township's municipal office at 21 Queen Street, Ripley or online at: <https://forms.huronkinloss.com/Build-Invest-and-Grow/Downtown-Improvement-Program-Application-Form>

519-395-3735



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### 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
- Attach building permit if applicable and any sketches or pictures of proposed project
- If your project includes sign text, please show the text to be included
- The proposed timeline for the work (start date, completion date)
- Quote(s) of the project cost
- Proposed project costs (taxes not included)
- Grant request

### Usage of Funds

The grant can help fix old signs or awnings, or create new ones.

You can also seek more funding for bigger storefront improvements from the Façade Improvement Program Grant.

A portion of the funds may be used towards graphic design and business branding expenses.

### Guidelines

- Apply before purchasing, making, or installing the sign or awning
- Only grant applications that comply with municipal by-laws will be considered.
- Improvements requiring a variance will not be considered unless unique circumstances (not caused or created by the applicant) exist.
- Signage should add to the character and value of the downtown. Please review our community toolkits and signage guidelines.
- The following questions will be considered when reviewing the application:
  - Is the work proposed of the same character as the building and its surroundings?
  - Elements, window spacing, materials and features that reflect building character.
  - If the building is historic - Is the work proposed historic in character and does it use historic elements, colours, shapes, etc.
  - Does this work proposed improve the visual quality and character of the downtown?
- Size, scale, and character of signs and awnings should suit the building and site.
- Electronic signs, backlit plastic and molded signs are not eligible for funding.
- Applications for signs and awnings that use a variety of styles and materials are encouraged.
- Properly position perpendicular and flat signs, avoiding obstruction and impact.
- Applications may include signage lighting that directly illuminates the sign itself.
- The use of a professional designer and / or contractor is encouraged.
- Awnings and projecting signs may require an encroachment agreement with the Municipality (if they project over Municipal property) and may require a permit.

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