

Central City



**Central City Growth Organization
&
City of Central City**

***BUSINESS SIGNAGE GRANT PROGRAM
GUIDELINES***

Central City Growth Organization
137 4th St N, PO Box 338
Central City, IA 52214
Ph. (319) 387-7980
centralcitygo@gmail.com

CENTRAL CITY GROWTH ORGANIZATION & CITY OF CENTRAL CITY

Business Signage Grant Program Guidelines

The goal of this program is to stimulate improvements to the exterior signage of downtown commercial buildings.

The health and success of the Central City downtown business district relies on creating a cohesive downtown visual appearance, while stressing the historical significance and uniqueness of the downtown structures. Merchants, building owners, residents, professionals and investors can all benefit by improving the visibility of businesses and the general condition of downtown.

The Central City Growth Organization is offering a Business Signage Grant Program that provides an innovative financing mechanism to assist business owners in improving their business signage. This program represents an opportunity to implement signage improvements that will result in a more attractive and unified downtown business district, and therefore create a stronger community as a whole. Specifically, it is designed to encourage the use of custom designed “blade” signage that extends perpendicular to the face of the building, improving visibility to pedestrians and street traffic.

The Business Signage Grant Program offers a grant award not to exceed \$500 in **matching funds** – it is expected that the grant award be matched or exceed by applicant monies. Only one grant will be awarded per business.

The Central City Growth Organization will work with property owners/tenants as needed on recommendations for color schemes, signage materials, mounting hardware, examples of eligible signage types, etc.

Who should apply:

Owners/tenants of existing commercial buildings within the downtown district of the City of Central City.

- Tenant applicants will be required to submit written proof of building owner’s approval of the application.
- Businesses must have been open with regular operating hours for at least two months to be eligible.
- The structure must not be slated or under consideration for demolition by any government agency, developer or property owner.

Eligible Expenses (include but are not limited to the following):

- Design
- Fabrication
- Installation
- Permits

Ineligible Expenses (include but are not limited to the following):

- Debris disposal
- Grant recipient labor

Design Requirements:

This program has been created to encourage the use of traditional blade signage. In addition, signs must be:

- Constructed of durable material
- Professionally crafted
- Mounted at least eight feet above the sidewalk (as measured from the bottom of the sign)
- Mounted at least two feet back from the curb (as measured from the outside edge of the sign)



- **Signs cannot include:**
 - Internal lighting
 - Fluorescent colors
 - More than four different colors
 - Reader-boards or electronic messaging
 - Vinyl banners or other signage on a flexible substrate

Grant Policy:

The Central City Growth Organization (herein after referred to as CCGO) will not use race, sex, age or religion as grounds for refusing or granting assistance to an eligible applicant.

Program Implementation:

1. Application Process
 - a. Application and guidelines for the program will be available at the CCGO office and at the City of Central City office. Applications may be requested via email – send your request to centralcitygo@gmail.com.
 - b. Completed Business Signage Grant applications, including drawings and plans which illustrate all proposed work must be submitted to the CCGO office for review by the CCGO Board of Directors. The Board meets monthly, on the third Monday of each month.
 - i. Applications which are urgent or time-sensitive may be reviewed outside of Board meetings, subject to Board availability and discretion.
 - c. The CCGO Board of Directors may approve the application if it complies with the Design Guidelines set out in the City of Central City’s Zoning Ordinances, meets the conditions listed above, and fits within the existing framework of downtown signage.
 - i. If not approved, the CCGO Board of Directors will explain, in writing, to the applicant the reasons for rejections and what, if any, steps may be taken to receive further consideration.
 - d. Grant monies will be distributed to the applicant upon **completion** of the approved project, and may be subject to a final inspection conducted by CCGO and/or City of Central City staff. Copies of applicable invoices and proof of payment must be submitted prior to reimbursement.
 - e. Funding will not be given for any materials purchased or work begun prior to the grant application being approved.
 - f. Applicants requesting funds must sign an agreement with CCGO.
2. Post Application Approval Procedures:
 - a. All work done must comply with City of Central City building codes, particularly regarding vertical encroachment over public right-of-way and commercial signage.
 - b. Successful applicants should preserve and repair historic original materials wherever possible, and, in accordance with sustainable practices, any removed materials should be recycled whenever possible.
 - c. Changes in approved work specifications must be approved by the CCGO Board of Directors **prior** to those changes being implemented.
 - d. Approved changes in work verifications will be attached to the original application, dated and signed by the CCGO Board of Directors and/or the CCGO Program Coordinator.
 - e. Deviations from an approved plan may disqualify the applicant from this grant program.

Program Amendments:

The details of the Facade Improvement Grant Program may be amended subject to the formal approval of a majority of the Central City Growth Organization Board of Directors.

