

CITY OF WATERVILLE

2011-12 Downtown Signage Grant Program

I. PROGRAM SUMMARY

The City of Waterville, with the support of Waterville Main Street (WMSt), has established a Downtown Signage Grant Program to provide financial assistance to downtown business owners located within the established Downtown District (*see attached map*) who wish to install new business signage on the exterior of their buildings.

KEY PROGRAM DETAILS

DOWNTOWN SIGNAGE GRANT PROGRAM

Application Deadline: Rolling

Awards Announced: Ongoing

Maximum Grant Amount: \$1,500.00

Match Ratio: 2:1 (grant:business owner)

II. FUNDING AND ADMINISTRATION

Funding for Downtown Signage Grants will come from the CDBG Downtown Revitalization Grant awarded to the City of Waterville. The administration of the Downtown Signage Grant Program will be carried out by Waterville Main Street according to the procedures and guidelines outlined in this document. The administration and operation of the Program shall conform to all federal, state, and local codes.

III. PROGRAM GUIDELINES & ELIGIBILITY

1. Signage Grants will be offered on an ongoing basis until all funding has been expended.
2. Grants are available for up to **66% of the total cost** of the improvement project and therefore must be matched at a ratio of 2:1 (grant:business).
3. Each applicant may only be awarded one signage grant.
4. A tenant must have the property owner's signed approval of the proposed signage.
5. A Signage Grant may only be made to a business located within the defined Downtown District (see map).
6. All successful applications will be reviewed by the Waterville Main Street Design Committee for design approval. Businesses on Main Street are strongly encouraged to install signage that is perpendicular to the building in order to increase visibility to both pedestrian and vehicular traffic.
7. The applicant will be reimbursed for the amount of the grant award only upon completion of the project.
8. **All projects must be completed by March 31, 2012.**

IV. APPLICATION PROCESS & TIMELINE

- 1) **To apply for a Signage Grant, fill out the attached form and return it to the WMSt office.** Please be sure to include any available drawings and descriptive information on the design of sign and the materials to be used.
- 2) The WMSt Design Committee will review each application within 1 week of receipt and will notify the applicant of grant award within 2 weeks. Design approval may take an additional two weeks as designs may also need to be approved by Maine Historic Preservation Commission. WMSt will work with applicants on this process.
- 3) Successful applicants may begin installation any time after receiving official grant award notification and design approval.
- 4) Upon completion of a Signage Grant project, the business owner shall submit paid bills/invoices for the work to the WMSt office. The Design Committee will then perform an inspection to determine that the work was completed in accordance with the original grant application and cost estimates.

- 5) Upon a satisfactory inspection, WMSt will submit an approved reimbursement request to the City of Waterville.
- 6) Reimbursement will be processed within 2-4 weeks.

PLEASE NOTE: The amount of grant fund reimbursement shall be up to 66% of the actual total UNLESS the actual total is greater than the estimated total, in which case the grant fund reimbursement shall be up to 66% of the estimated total.

V. SELECTION CRITERIA

Mandatory Criteria

- ◆ **You MUST submit the attached Signage Grant Application Form, along with cost estimates, and any available photos and design sketches. *Incomplete applications will not be accepted.***
- ◆ **You MUST agree to comply with the Required Design Guidelines outlined below. *Proposed improvements that do not comply with these guidelines are not eligible for grant funding.***

Required Design Guidelines

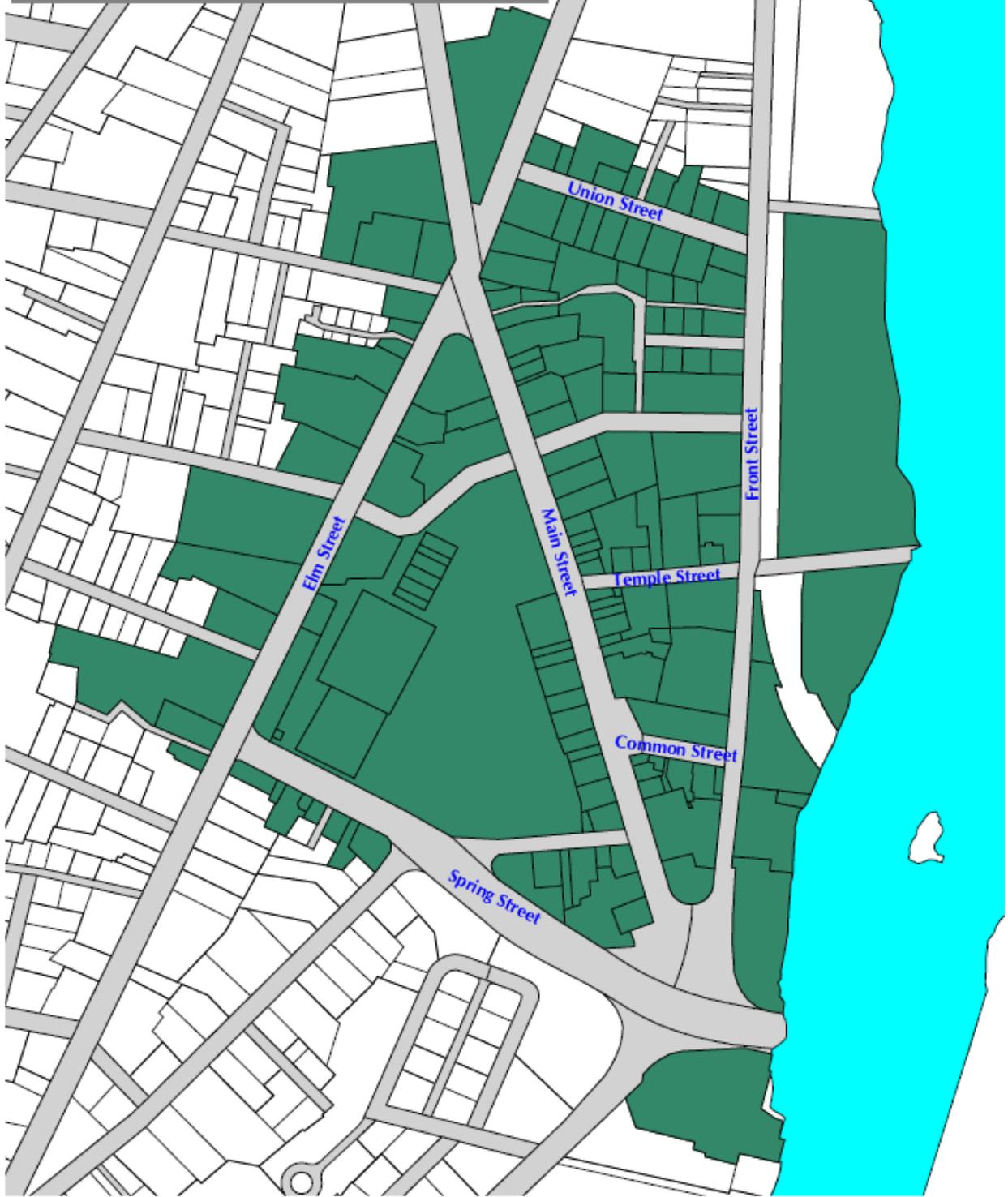
- 1) Planned improvements must preserve the architectural integrity of the building and adhere, where possible, to the original design of the façade.
- 2) The size, color, shape and position of any proposed sign should compliment the architecture and history of the building. Plastic, neon, and back-lit signs will not be funded. Signs must also comply with the City of Waterville sign ordinance. Call Waterville Main Street at 680-2055 or visit the web site at www.watervillemainstreet.org for more specific information on suggested sign colors and styles and a copy of the ordinance.

Suggested Design Guidelines

- 1) Property and business owners undertaking signage improvement projects should give consideration to the types of materials that would have been used in the late 1800's and early 1900's. Call Waterville Main Street at 680-2055 or visit the website at www.watervillemainstreet.org for more specific information about desirable and undesirable materials.
- 2) Sign colors should be harmonious with the building on which signage will be installed and neighboring structures. Call Waterville Main Street at 680-2055 or visit the web site at www.watervillemainstreet.org for more specific information on suggested color palettes.
- 3) Improvements should develop compatibility within the building and with your neighbors without sacrificing the uniqueness of Waterville's downtown. Consider the proportions, width, height, and placement of your proposed signage, as well as its compatibility with neighboring businesses.

For additional guidance in your signage improvements, refer to the Waterville Main Street Design Guidelines, which can be obtained on the web site at www.watervillemainstreet.org/links.php or at the WMSt office at 177 Main Street.

Downtown Improvement Grant District



2011-12 Downtown Waterville Signage Grant Application Form

1. Name of Applicant (e.g., *Joe Smith*): _____

2. Please check one: Landlord Tenant

3. Have you received prior grant funding from a WMSt Façade Grant Program?

Yes No

4. Business Name, if applicable (e.g., *Joe's Furniture*): _____

5. Property Address: _____

6. Mailing Address (if different from above): _____

7. Daytime Phone: _____

8. E-mail: _____

9. Please provide a brief written description of your proposed signage project:

10. To compliment the written description, please attach a photo(s) and/or design sketch(es) to illustrate your proposed signage.

11. Estimated Cost* of Improvements: _____

* Please attach at least one quote from a sign vendor.

12. Total Grant Amount Requested (2/3 of the estimated cost; max. \$1500): _____

13. Applicant's Signature

I have read and understand the attached guidelines. I understand that this is a matching grant program, and that money is granted on a reimbursement basis, following completion of work. I also understand that improvements not formally approved by the WMSt Design Committee will not be funded.

Applicant's Signature

Date

14. Landlord's Acknowledgement (if Applicant is a Tenant)

I am the landlord of the above address, I have been informed of the Applicant's intention to perform the improvements described in the attached documentation, and I hereby approve the proposed improvements.

Landlord's Signature

Date

15. Landlord's Contact Information

Landlord's Full Name: _____

Landlord's Address: _____

Landlord's Phone: _____

Please return your completed application along with all documentation to:

Waterville Main Street, 177 Main Street, Waterville, ME 04901 or

shannon@watervillemainstreet.org