

DOWNTOWN SIGN GRANT PROGRAM DESCRIPTION

The Downtown Sign Grant is designed for permanent sign projects for downtown buildings and properties within the boundaries of the Longmont Downtown Development Authority (LDDA). This grant is a reimbursement with funds dispersed after the approved signs have been installed and inspected.

The maximum grant is 50% of total sign costs with a cap of \$3,500, contingent on available funds. Costs relating to the sign face are based on a two-tier system which includes:

Tier One: For businesses updating an entire signage system from noncompliance of design standards, LDDA will fund 50% of sign face costs (including design and installation).

Tier Two: For businesses updating a sign already in compliance, LDDA will fund 25% of sign face costs (including design and installation).

Both will still be included in the existing cap of \$3,500.

The \$3,500 limit may be exceeded for marquee type signs associated with theaters, cinemas or performing arts facilities, subject to LDDA Board approval. Sign incentives can be phased per business until the \$3,500 limit is reached.

The applicant is required to meet with the Executive Director or Downtown Specialist of the LDDA prior to applying for the grant. The applicant must provide scaled architectural color drawing(s) and/or photo simulations showing the proposed signs on the building, two contractor bids and present the proposal before the LDDA Board of Directors at their monthly meeting.

Complete applications must be turned in to the LDDA office at 528 Main St. Longmont, CO 80501 on the 10th of each month. Applications will be reviewed on the fourth Wednesday of each month at the LDDA Board of Directors meeting. Projects may take up to two months for Board review and decision depending upon the scale of the project.

Upon approval, the applicant has **six months** to **begin** their project. Project must be **completed within one year** of date of approval. Failure to do so will forfeit the grant.

DOWNTOWN SIGN GRANT APPLICATION CHECK LIST

The following items must be included with your application

- Proof that real and personal property tax payments are up to date for the property and the business applying for the grant.
- Proof that sales tax payments are up to date for existing business only. You can request a print screen of your account from the City Sales Tax Department at (303) 651-8674.
- Two professional contractor estimates with separate costs for signs, support structures, lighting fixtures, electrical, hardware, installation, etc.
- Professional architectural design drawings or color photo simulations with details of the proposed signs, support structures, and lighting, etc.
- Current color photos of the building or property with existing signs, support structures, lighting, etc.
- Written approval of the project from building owner, if leasing.
- Written approval of the sign plan application from the Executive Director or Downtown Design Board.
- Complete grant application.

DOWNTOWN SIGN GRANT ELIGIBILITY CRITERIA

The following items are program criteria

- The proposal follows the Downtown Sign Design Standards and City codes.
- The proposal includes an overall sign plan for the building that is professionally designed.
- Signs are designed to be easily updated/changed as businesses change.
- Grant funding will be awarded primarily for design features that stay with the property, such as electrical, lighting fixtures, hardware, etc.
- Grant funding for sign face costs is based on a two-tier system:
 1. **Tier One:** For businesses updating an entire signage system from noncompliance of design standards, LDDA will fund 50% of sign face costs (including design and installation).
 2. **Tier Two:** For businesses updating a sign already in compliance, LDDA will fund 25% of sign face costs (including design and installation).
- Professional design services and installation costs for sign features that stay with the property are eligible reimbursement costs.
- Awnings, canopies and sandwich boards are also eligible for grant funding.

Features not eligible for grant funding include:

- New cabinet signs
- Window signs
- Temporary signs
- Sign permits

DOWNTOWN SIGN GRANT APPLICATION FORM

Applicant

Name of Business _____

Contact Name _____

Address _____

Phone Work _____

Home _____

Email _____

Project Information

Building Address _____

Legal Description _____

Property Owner (if different from applicant)

Contact Name _____

Phone _____

Email _____

Mailing Address _____

Lease term (if applicable) _____ Lease expiration date _____

