

SIGN GRANT PROGRAM GUIDELINES

Program Description, Scope and intent

The City of Lathrup Village Downtown Development Authority (DDA) has established a Sign Grant Program to encourage aesthetic improvements within the business district. Funded signs should complement the architectural character of Lathrup Village and achieve the high standards desired in the DDA district. Business signs are one of the most prominent visual elements in a downtown and are an integral part of doing business. The size, location and the design of the sign are important in effectively communicating to the customer. Signs should be proportional in size to the building façade, easy to read and, ideally, placed above the entrance of a business. A variety of different sign types may be appropriate in the DDA district, including, but not necessarily limited to:

1. Wall Signs
2. Window Signs
3. Signs on Awnings
4. Ground Signs

Subject to funding availability, the DDA may approve and provide reimbursement for signage up to a maximum grant of fifty (50%) percent of total project cost or two thousand dollars (\$2,000.00).

Note: Any sign grantee that removes or replaces the sign within the first three years of receiving a grant, while the business is still in operation, shall be required to repay to the DDA the total amount of grant funds awarded.

Applications and Eligibility

Applications will be received and reviewed by the DDA Board of Directors on a first come, first served basis. All applications must be received at least 30 days prior to the Board's meeting date which are typically held on the 3rd Friday of the month at noon. A business is eligible to apply for grants once in a three-year period. In the case of a multi-tenant center, a commercial property owner may apply for one monument sign per parcel.



SIGN GRANT DESIGN GUIDELINES

1. Wall Signs

A wall sign is a sign attached to or erected against the wall of a building with the face in a plane parallel to the plane of the building wall.



REQUIREMENTS:

- a. Wall signs shall be placed directly above, or demonstrate a direct relationship to, an entrance or display window. When a building has a full width lintel strip or signboard as part of its facade, the sign shall be located directly on it.
- b. The maximum number of permanent signs on the building facade per storefront is one. When a facade contains more than one sign (multiple businesses,) each sign must satisfy the design guidelines in order to be funded.
- c. The message on signs shall keep wording to a minimum so that it can easily and quickly be read. No phone numbers are allowed.
- d. Signs should complement the building color scheme.
- e. Roof-mounted signs are prohibited by City Ordinance without a variance.
- f. Nationally distributed signs or logos are ineligible for funding as the sole signage component. National chain logos are only permitted as a subordinate element of a wall sign.



2. Signs on Awnings

Signs on awnings can be viable solutions to providing identification for a business. Considering the cost as well as the lifespan of modern fabrics used for awnings, these signs can provide effective and long-lasting identification.



REQUIREMENTS:

- a. Signs on awnings should complement the building's architecture and color scheme.
- b. Signs on awnings should be located on the valance portion (per City Ordinance).
- c. Internally illuminated canopies/awnings are not permitted.

3. Monument Signs

Monument sign means a sign extending upward from grade which is attached to a permanent foundation for a distance of not less than 50 percent of its length, and which may be attached or dependent for support from any pole, posts, or similar uprights provided such supports are concealed within the sign structure.

**REQUIREMENTS:**

- a. The size and placement of monument signs should be compatible with the size of the lot.
- b. The message on monument signs should be kept simple. Keep wording to a minimum, such as name and type of business, so it can be easily and quickly read.
- c. The maximum height for a monument sign varies per district.

4. Sign Color, Material and Lettering Styles

The color, material and lettering style used in signs should contribute to, and be compatible with, the overall character and color of the facade. If well designed, the color, material and lettering styles of signs add interest and variety while, at the same time, communicate a clear message to the pedestrians and customers.

REQUIREMENTS:

- a. Where original sign colors, materials, lettering style and placement on the building can be documented use the original as a guide in the design of new signs.
- b. A wooden sign with raised letters, metal signs, painted signs, neon or gold-leafing, and halo-illuminated cut-out signs are all appropriate in certain instances downtown.
- c. New signs should have the lettering as well as overall sign dimensions scaled to its location on the building.



5. Illumination of Signs

Illumination of signs is necessary for advertising at night. Properly done, illuminated signs can greatly enhance a business after dark and assist in attracting customers. Signs illuminated by small shielded spotlights, back lit (silhouetted) letters and neon signs may be used as wall signs only. Internally illuminated plastic faced box signs, individually illuminated channel letters, and signs that move, flash or are intermittently illuminated, are not eligible for funding. The background and sides of illuminated signs should be opaque and/or matching in color to either the front of the sign or the color of the building. This will ensure that only the lettering and logo are illuminated. Awnings may not be backlit.

REQUIREMENTS:

- a. Exterior lighting with exposed light bulbs, which produce glare, are not permitted.
- b. Avoid exposed electrical fixtures and conduit or wire. If this is not possible, design these elements to be a part of the sign or paint them to match the background.
- c. Illuminating signage with the assistance of gooseneck lighting adds character and charm to the overall building façade.



SIGN GRANT APPLICATION PROCEDURE

1. Contact the DDA Director– Community & Economic Development at sstec@lathrupvillage.org or 248-557-2600 ext. 223 before any work is done, or any signs are manufactured or installed. The DDA will not approve a Sign Grant for a sign that has been constructed and installed prior to consideration by the DDA.
2. Complete the Sign Grant application and attach all required information and documents at least thirty (30) days before the scheduled DDA Board meeting, including:
 - A current photo of the building, including all sides where signage will be placed
 - Professionally drawn, color copies of your plans for signage, which specify sign type, color, material and position on building, size, and typeface
3. Follow the City of Lathrup Village Sign Ordinance and the Lathrup Village DDA Design Guidelines while working with a professional sign fabricator.
4. Based on funding availability and the score received by following the criteria listed on pg. 2, individuals submitting designs that are approved by the DDA will receive a Grant Funding Commitment Letter from the DDA. If the application fails to meet approval, the DDA will offer recommendations to help qualify your sign for a subsequent submittal.
5. Following receipt of the Grant Funding Commitment letter, the applicant should arrange for construction and installation in accordance with the approved design. (NOTE: The DDA must authorize any changes from the approved design in advance, in writing, or the DDA may withdraw its funding commitment).
6. Submit a Sign Permit Application to the Building Official for approval, ensuring that all code and permitting requirements are met.
7. Upon completion of installation notify the DDA that the work has been performed and provide proof that a final inspection has been completed by the Building Inspector and that the project has been paid for in full and provide a paid invoice and cancelled check.
8. The DDA will disburse Grant funds directly to the applicant following a DDA final inspection to verify that the work is consistent with the approved Grant application and plans.



9. Approved Grant funds are available to the applicant for six months from the date of the Grant Funding Commitment letter.

Submit the completed and signed application to:

Lathrup Village DDA – SIGN GRANT
27400 Southfield Road
Lathrup Village, MI 48076
sstec@lathrupvillage.org

For further information or questions, please contact:

Susie Stec
DDA Director– Community & Economic Development
248-557-2600 ext. 223
sstec@lathrupvillage.org

Thank you for your interest in improving Lathrup Village!



SIGN GRANT APPLICATION FORM

BUSINESS INFORMATION

- 1. Business Name: _____
- 2. Business Contact Person: _____
- 3. Mailing Address: _____
- 4. Phone Number: _____
- 5. Email: _____

BUILDING / PROPERTY OWNER INFORMATION

- 6. Building Address: _____
- 7. Building Owner: _____
- 8. Building Owner's Address: _____
- 9. Building Owner's Phone: _____
- 10. Email: _____

11. The Following Items **Must** Be Provided: (check all enclosed items)

- a) Cost Estimate \$ _____
- b) Sign and/or Façade Design with all Specifications to include Dimensions, Colors, Materials, Location on Building and any other information that will assist us in reviewing your request
- c) Color Photo of the Building Sign including present Signage

12. Sign Type: Wall Monument Awning



SIGN GRANT PROGRAM

APPLICANT AFFIRMATION & SIGNATURE FORM

The Undersigned Applicant Affirms and Understands That:

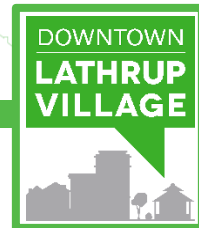
- a. The information submitted herein is true and accurate to the best of my knowledge.
- b. I have read and understand the Sign Grant Program Guidelines and the DDA Design Guidelines and agree to abide by these conditions.
- d. I understand that the proposed sign cannot be installed until the DDA reviews and acts upon this Sign Grant Program application.
- e. I understand that any changes made to the approved Sign without the approval of the DDA will be cause the DDA to withdraw its funding commitment.
- f. Any sign grantee that removes or replaces the sign within the first three years of receiving a grant, while the business is still in operation, shall be required to repay to the DDA the total amount of grant funds awarded.
- g. I understand that if the grant funded sign is removed within the three years following grant approval for a business that is still operational, shall require the repayment to the DDA of Grant Funds expended.
- h. The property owner and business owner shall indemnify, defend, and hold the Downtown Development Authority and the City of Lathrup Village, their affiliates, and their respective officers, directors, council, members, employees, agents, and other representatives harmless from and against all claims, losses, expenses, liabilities, demands, obligations, or damages of every kind and nature (including, without limitation, reasonable attorney fees and expenses) (Losses), arising out of or related to (i) any act or omission of property owner and business owner or (ii) any breach of this Agreement by the property owner and business owner relative to this grant.

Signature – Business Owner

Date

Signature – Building/Property Owner

Date



SIGN GRANT REIMBURSEMENT REQUEST

Please submit the following information to the planning and development office once approved work is complete for grant reimbursement:

- This signed reimbursement request certification
- Copies of invoices stamped "paid" from all contractors, companies, individuals
- Proof of payment (limited to copies of canceled checks and/or credit card receipts)
- Digital photos of all building sign visible from the public right-of-way.

Certification

I, the undersigned, warrant that all representations of the application submitted under the program are true and accurate and that there has been no material change which would in itself or cumulatively with other events impair the profitable functioning of my business operation. All agreements, warranties and representations made to the City of Lathrup Village Downtown Development Authority are true at the time they were made and shall remain true at the time of submittal for reimbursement under the program. I will display the City of Lathrup Village Downtown Development Authority Sign Grant certification in public at my business/property for one year I understand that if the grant funded sign is removed within the three (3) years following grant approval for a business that is still operational, shall require the repayment to the DDA of Grant Funds expended. The City of Lathrup Village Downtown Development Authority may in its sole option cancel its assistance commitment either in whole or in part for failure to comply with the requirements of this grant program or applicable codes and regulations.

Applicant Name (print)

Applicant Signature

Date

NAME OF BUSINESS _____

BUSINESS ADDRESS _____

MAILING ADDRESS (if different) _____

TELEPHONE _____