



SIGN GRANT PROGRAM GUIDELINES

Program Description, Scope and intent:

The City of Lathrup Village Downtown Development Authority 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 area. 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 facade, easy to read and, ideally, placed above the entrance of a business. A variety of different sign types may be appropriate in the DDA area, 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 50% 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 (meeting dates can be found posted on the City's website). A business is eligible to apply for grants only once in each three (3) year period. In the case of a multi-tenant center, a commercial property owner may apply for (1) one monument sign per parcel.



SIGN GRANT APPLICATION PROCEDURE

1. Contact the Lathrup Village DDA Director at 248-557-2600, ext. 223 or at assistant@lathrupvillage.org to receive a Sign Grant Application Packet **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 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. Submit a Sign Permit Application in compliance with the City's Sign Ordinance to the Building Official for approval, ensuring that all code and permitting requirements are met.
5. 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.
6. 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**).
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 (6) months from the date of the Grant Funding Commitment letter.

SIGN GRANT DESIGN GUIDELINES

1. Wall Signs

Wall sign means 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 upon 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. Window Signs

Window sign means a sign displayed and visible through building glass area from a sidewalk, street or other place which may or not be painted or affixed on the interior glass for other window material. Window signs can be effective, pedestrian-scaled signs.

REQUIREMENTS:

- a. Window signs shall be applied so that they do not obscure visibility of the store interior. Window signs should be applied only to the upper ¼ or the lower ¼ of the window area.
- b. Window signs should complement other signs on the facade.
- c. By City Ordinance, allowable window signs are limited to a maximum of ten percent (10%) of the window area.

3. 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.

4. 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.

5. 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.

6. 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 PROGRAM APPLICATION

1. Business Name: _____
2. Business Contact Person: _____
3. Mailing Address: _____
4. Phone Number: _____
5. Building Address: _____
6. Building Owner: _____
7. Building Owner's Address: _____
8. Building Owner's Phone # _____
9. 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
10. Sign Type, if applicable
 - Wall Monument Awning Window

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.



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DEVELOPMENT
AUTHORITY**

- 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. 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.

Signatures: _____ Date _____

_____ Date _____

Submit the completed application with items g(a) and (b) to:

**Lathrup Village DDA
27400 Southfield Road
Lathrup Village, MI 48076**

For further information, please contact:

**Martha Potere
Assistant City Administrator & DDA Director
248.557.2600, ext 223
assistant@lathrupvillage.org**

Thank you for your interest in improving Lathrup Village!