



## **Kalamazoo Downtown Development Authority Signage Grant Program Guidelines**

### **The Program**

The purpose of the Signage Grant Program is to increase the visibility of merchants while improving the appearance of storefronts in Kalamazoo's Downtown Development Authority district. The program is administered by the Kalamazoo Downtown Partnership.

Qualifying signs shall advertise the business name, be projecting signs or awnings that are permanently attached to exterior of the building, and conform to the Downtown Design Review Standards. Applicants are encouraged to light the sign.

The grant amount shall be 50% of the cost of signage, up to \$1000.

### **Additional Criteria**

1. Maximum grant award shall be \$1000. All grants are subject to the availability of funds.
2. A business that has received grant funds for signage within the last 5 years shall not be eligible under this program.
3. Applicants must adhere to City of Kalamazoo sign ordinances and Downtown Design Review Standards. Applicant must also secure an encroachment easement for any sign which projects over public property. Note: some properties are in the Historic District and may require an additional approval from the Historic Commission.
4. Kalamazoo Downtown Partnership may require proof that all proposed improvements have been completed and that all contractors have been paid before dispersing funds.
5. The building owner and business owner must both sign the application.
6. Business must have a current lease or own the property upon which the sign or awning is to be located. A copy of the lease or property deed will be required.



7. If the business relocates outside of the DDA district boundaries within three years of receiving the grant, the business must reimburse a prorated share of the grant.
8. Other factors may be taken into consideration, including whether or not the project is consistent with the DDA's Comprehensive Plan or the City of Kalamazoo's Development Plan and Tax Increment Financing Plan, and the amount of private investment in the project. The DDA also reserves the right to deny a grant application for any reason allowable by law.

### **Application Process**

1. Applicant submits the Signage Grant Application and attachments to Kalamazoo Downtown Partnership. Kalamazoo Downtown Partnership forwards the application package to the Downtown Design Review Committee ("DDRC") for approval. The encroachment permit, if applicable, will be reviewed by City staff as part of this process.
2. Concurrently, Applicant submits to the City for sign approval (and to the Historic District Commission for approval, if needed).
3. Once the DDRC and City have approved the applications, the DDA Board reviews application and committee recommendation and takes action.
4. Once the grant is awarded, the applicant must enter into a contract with the DDA that states the terms and amount of the grant, and a commitment to carry out the project.
5. Grant payout occurs upon completion of the project and satisfactory proof that all contractors have been paid.
6. Business has 180 days from DDA Board approval to complete the project



Kalamazoo Downtown  
**PARTNERSHIP**

**KALAMAZOO DOWNTOWN DEVELOPMENT AUTHORITY**

**SIGNAGE GRANT APPLICATION**

Application & Checklist

Applicant: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Applicant Phone: \_\_\_\_\_

Business Location: \_\_\_\_\_

Landlord Name: \_\_\_\_\_

Required Attachments:

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Copy of Lease or Deed | <input type="checkbox"/> Letter of Support | <input type="checkbox"/> Proof of Taxes Paid   | <input type="checkbox"/> Renderings       |
|  | <input type="checkbox"/> Two Quotes        | <input type="checkbox"/> City Sign Application | <input type="checkbox"/> DDRC Application |

Project Cost: \_\_\_\_\_

Estimated Project Completion Date: \_\_\_\_\_





I / We certify that all information set forth in this application is a true representation of the facts pertaining to the subject property for the purpose of obtaining funding under the DDA Sign Grant Program. I / We understand and acknowledge that any willful misrepresentation of the information contained in this application could result in disqualification from the program, requiring any funds already disbursed to be repaid in full to the Kalamazoo Downtown Development Authority.

The applicant further certifies that he/she has read and understands the DDA Business Sign Grant Program Guidelines. If a determination is made by DDA staff that program funds have not been used for eligible program activities, the Applicant agrees that the proceeds shall be returned, in full, to the DDA and acknowledges that, with respect to such proceeds so returned, he/she shall have no further interest, right, or claim. It is understood that all DDA funding commitments are contingent upon the availability of program funds.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

Business: \_\_\_\_\_  
\_\_\_\_\_

I / We certify that Tenant is operating under a valid lease at the Premises and that Tenant may complete the project as proposed.

Landlord: \_\_\_\_\_  
\_\_\_\_\_



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To Be Completed by Partnership Staff:

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Total Cost:	_____
Eligible Grant Amount:	_____
Application Received:	_____
DDRC & City Notified:	_____
PRC Recommendation:	_____
City Sign Approval:	_____
City Encroachment Approval:	_____
Historic Commission Approval:	_____
DDA Board Approval:	_____
Signed Sign Grant Contract:	_____
Installation Date:	_____
Payment:	_____

