



SANTA CRUZ ECONOMIC DEVELOPMENT

COMMERCIAL SIGNAGE GRANT PROGRAM GUIDELINES

Thank you for considering participation in the City of Santa Cruz Commercial Signage Grant Program. A signage project typically takes 1 to 2 months from start to finish. The standard procedure for the Commercial Signage Grant Program is as follows:

Application Phase (1-2 weeks)

1. An application form must be completed and submitted to the City for review.
 - a. If a **business owner/tenant** is applying for a grant, the application must be signed by all legal property owners as well as all legal business owners.
 - b. If a **property owner** is applying for a grant, the application must be signed by all legal property owners. In addition, documentation must be submitted showing that the business owner/tenant has been notified of the proposed signage additions and/or improvements.
2. The applicant must submit a copy of existing leases as a part of the application package. Building tenants should have a minimum of three years* remaining on a lease from the date of the application.
*Exceptions can be made in cases where the term of lease is less than three years, applicant should consult with Economic Development Staff.
3. The applicant confirms by his or her signature on the application that there are no outstanding code enforcement violations against the building or the business, or that any such violations will be corrected prior to the proposed signage improvements.
4. The applicant must complete and submit a w9 form.
5. Staff will review the application and determine eligibility.

Design, Bidding and Agreement Phase (1-3 weeks)

1. Applicants are also eligible for additional funds (up to \$500) to work with a design consultant. Applicants may choose from a list of approved design consultants.
2. City staff sets up a meeting with the designated contact person and design consultant to discuss proposed signage to be implemented under the grant.
3. Design consultant works with applicant to determine initial design proposal.
4. The City reviews initial design proposal and notifies the applicant of approved improvements.
5. The applicant obtains bids for all approved signage improvements. Any improvement over \$5,000 requires three written bids. All contractors must be licensed by the State of California. Applicant should obtain prevailing wage bids, for total project costs exceeding \$15,000 prevailing wage bids

6. City staff schedules a meeting with the applicant to finalize sign design and improvements to be implemented under the grant and to determine the level of funding to be awarded to the applicant. At this meeting, the applicant makes a final commitment for matching funds.
7. City staff prepares Grant agreement and transmits it to the applicant for signature.
8. The applicant executes contract with contractor(s). Applicant sets up work schedule with contractor(s). Applicant has thirty (30) days from the date that the City signs the agreement to authorize contractor(s) to begin work. If applicant has not authorized contractor(s) to begin work within thirty (30) days, the City has the right to terminate the agreement.

Construction and Completion Phase (1-3 weeks)

1. Applicant / contractor(s) obtain(s) all appropriate permits required by the City prior to proceeding with work. City staff assistance is available upon request.
2. Applicant is responsible for all agreements with and payments to contractors; however, contractor change orders may not be made without the written approval of City staff. Note that prevailing wage requirements may apply if modification of scope exceeds \$15,000.
3. Applicant is responsible for monitoring contractor's work. Applicant and City staff must approve project completion.
4. Applicant pays invoices following City and applicant approval of work.
5. Applicant forwards a copy of invoices and checks (proof of payment) to City staff for reimbursement as per Grant Agreement.
6. Once all appropriate checks are issued, project is complete.

Maintenance Requirements

By accepting grant funds, the applicant commits to properly maintain all improvements and to keep storefronts, as well as sides and back of buildings, clean and free of graffiti, at the applicant's own cost and expense, for a minimum of five (5) years or for the term of their lease whichever is earlier. Any damage to the signage, painted areas, or awnings (if applicable) is to be repaired immediately by the applicant so that the building remains in good condition and positively contributes to the business area.

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Questions or Comments?
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