



COMMERCIAL SIGNAGE GRANT PROGRAM OVERVIEW

The Commercial Signage Grant Program provides grant funds to businesses to enhance their store fronts with the addition or improvement of commercial signage. The primary objective of the Commercial Signage Grant Program is to promote and assist in the revitalization of the City's neighborhood-shipping districts by providing grants for replacing and/or adding new signage to commercial storefronts that contribute to the vitality of the area.

The Commercial Signage Grant can be used toward the design, purchase, permitting, and installation of a commercial sign. Project funds can be used for painting of the commercial facade in cases where signage is painted onto the side(s) or front of the building. Funds may also be used towards the purchase and installation of awnings, when awnings include logo and/or business name.

Participating Businesses and Property Owners will receive a reimbursement grant for half (50%) of the total project cost, not to exceed \$5,000.

Total signage project at or above \$15,000 are subject to prevailing wage requirements.

*If a larger improvement project is planned/underway at the same parcel at the same time, the total of those projects will be considered when determining if prevailing wage requirements will apply. Projects exceeding \$15,000 are subject to prevailing wage requirements.



COMMERCIAL SIGNAGE GRANT PROGRAM APPLICATION

BUSINESS NAME: _____

DATE: _____

BUSINESS OWNER: _____

PROPERTY OWNER: _____

ADDRESS: _____

ADDRESS: _____

PHONE: _____

PHONE: _____

EMAIL: _____

EMAIL: _____

LIST ALL LEGAL OWNERS/PARTNERS *(Attach additional sheets if necessary)*

PROPOSED PROJECT (described proposed signage project here and attach any photos/drawings to application:

WHO IS TO BE THE PRIMARY CONTACT ON THIS PROJECT?

NAME: _____

PHONE: _____ FAX: _____

MAILING ADDRESS: _____

EMAIL: _____

- I/we certify that the building owner is the owner of the property.
- I/we certify that there are no current code enforcement actions pending against this property.*
- I/we have attached a copy of all current leases.
- I/we have attached relevant photos of the building façade(s) to be included in this program.
- I/we have reviewed the program overview and guidelines, have familiarity with responsibilities of each party and understand that:
- The Commercial Signage grant is paid to the applicant as reimbursement of paid invoices to third party contractor(s).
 - All services to be performed by third party contractors shall be the subject of agreement between applicant and contractor(s).
 - The Agency shall not assume any liability for such agreements, except as specifically authorized by the program.

I/we have read and understand the program guidelines, accept the qualifications and conditions and through signature(s) below, certify that I/we are qualified and will abide by such conditions set forth in this application and all reasonable conditions which may be issued by the Redevelopment Agency in the implementation of this program.

* *If there are outstanding violations, I/we certify that they will be addressed prior to or through the façade improvement program.*

Please describe: _____

BUSINESS OWNER:

By: _____
(Signature)

By: _____
(Signature)

Date: _____

BUILDING/PROPERTY OWNER:

By: _____
(Signature)

By: _____
(Signature)

Date: _____

Attach additional sheets if necessary.

This form should be completed and returned to City of Santa Cruz Economic Development Department, 337 Locust Street, Santa Cruz, CA 95060. For additional information, please call (831) 420-5158 or email Alison Cameron, acameron@cityofsantacruz.com