



## 2016 Great Signs Grant Program

### DESCRIPTION

The Great Signs Grant Program replaces the Façade and Sign Improvement Program. Focus is now on helping businesses design and purchase projecting signs and/or vinyl window and door lettering that is unique, colorful, multi-dimensional and attention-grabbing. Applicants can apply for one projecting sign and/or vinyl lettering. A total of \$25,000 is available on a rolling review basis until the funds are fully allocated; awards can be up to \$2500 and must be matched 1:1 by the recipient. All projects must be approved by the city's Design Review Board before work for which you are applying can start.

### HOW TO APPLY

1. Read through the FAQs and the application; if you have questions **AFTER you read the application and FAQs**, please email Gin Wallace at [gwallace@beverlymainstreets.org](mailto:gwallace@beverlymainstreets.org).
2. Email Gin to determine if grant funds are still available.
3. Consult with an architect or sign designer to design your new sign; have them create the required drawings (note: be sure your designer is familiar with the city's sign ordinance and designs your sign and/or vinyl to fit within the ordinance)
4. Get paint chips of all the proposed colors you'll be using
5. Take the "before" photos of your building and existing signage
6. Complete the application and submit it

You must submit:

- Completed application with all required signatures (if you don't own the building, you'll need the owner's signature)
- 1-3 high resolution color photos of the building and signage as it looks today with nothing impeding the view (ie, no cars, snowbanks, etc)
- Renderings of your proposed sign and/or vinyl lettering in full color drawn by a professional architect / designer
- Perspective drawings of your building with signage in full color; this means your drawings must be to scale and must show the signs and/or vinyl lettering to scale in the appropriate locations on the building
- Paint samples of the proposed colors
- Images of the proposed hanging hardware (if applicable)
- Timeline and budget estimates on architect / designer's letterhead

Within 4 weeks of us receiving your application, we will notify you if you have been selected for a grant.

# APPLICATION FORM

## I. Intent

The intent of this grant program is to aid business owners in advertising their business and to continue the creative and “artsy” vibe that we are seeing in the signage at several downtown businesses. Great sign examples include Gentile Brewing, Flour(ish) Bake Shoppe, A & B Burgers, La Victoria Taqueria and Mingo Gallery. Following the City of Beverly’s Downtown Design Guidelines and design standards for Main Streets communities, awards will be made for upgrades that make a strong and visible statement with signage and/or vinyl window lettering that is unique, creative, multi-dimensional and well-lit, adding to the visitor experience while calling attention to the business.

## II. General Information

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

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

Property Address: \_\_\_\_\_

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

Email: \_\_\_\_\_

Applicant / Property Owner has previously received funding from the Façade and Sign Improvement Program: \_\_\_\_ Yes \_\_\_\_ No; if Yes, in what year \_\_\_\_\_ (NOTE: prior recipients of this former grant program must wait 5 years before applying to the Great Signs Program)

Applicant is the: \_\_\_\_ Property Owner \_\_\_\_ Tenant\* \_\_\_\_ Condo Owner\*

Type of Business: \_\_\_\_\_

In what year did the business open at this location? \_\_\_\_\_

Project Architect / Designer Firm: \_\_\_\_\_

Project Architect / Designer Name: \_\_\_\_\_

Architect / Designer Email: \_\_\_\_\_

## III. Project Budget Summary

Estimated total budget: \$ \_\_\_\_\_

Amount of matching grant requested (maximum of \$2,500): \$ \_\_\_\_\_

Applicant-provided match (must be at least equal to the grant request): \$ \_\_\_\_\_

Describe the source of the matching funds provided by the applicant:

\_\_\_\_\_

**IV. Proposed Improvements**

Proposed Improvements (check all that apply):

- Projecting sign
- Vinyl lettering on window(s) and/or door(s)

**V. Project Description**

Describe the project in detail, including how the building / sign / windows will be illuminated at night:

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How will your improvements make a positive impact on the downtown?

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I plan to:

- submit my application to the Design Review Board by this DRB deadline: \_\_\_\_\_
- complete installation in this month: \_\_\_\_\_ (note: installation must be complete within 90 days of signing your grant agreement or the grant is forfeited)

**VI. Budget Detail**

**Labor and Materials**

<u>Vendor/Contractor</u>	<u>Item Description</u>	<u>Cost</u>
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
Total NON-DESIGN Labor and Materials:		\$ _____

NOTE: you must provide the detail for each labor and material line item from each vendor/contractor on their letterhead

NOTE: Design costs incurred as part of the application process are not eligible for funding.

**VII. General Conditions**

It is expressly understood and agreed that the applicant is not an agent, servant, employee or subcontractor of the City of Beverly and/or Beverly Main Streets.

The applicant acknowledges that any work completed or costs incurred prior to the applicant receiving the grant agreement signed by representatives of the City and BMS is ineligible for funding.

The applicant agrees that (s)he will complete all work as approved by the City of Beverly Design Review Board. Failure to complete all approved work within the program deadlines will result in forfeiture of the entire grant award.

It is expressly understood and agreed that the applicant will not seek to hold the City of Beverly, Beverly Main Streets and/or its agents, employees, officers and/or directors liable for any property damage, personal injury, or other loss relating in any way to the Great Signs Grant Program.

The applicant shall be responsible for maintaining valid and sufficient insurance coverage for property damage and personal injury liability relating to the Great Signs Grant Program.

The applicant agrees to maintain the property and improvements in good condition, including but not limited to, promptly removing trash and graffiti, sweeping and shoveling in front of the property in a timely manner, both during the term of the grant project and thereafter upon completion of the project.

The applicant authorizes the City of Beverly and/or Beverly Main Streets to promote an approved project, including but not limited to displaying a sign at the site, during and after construction, and using photographs and descriptions of the project in promotional materials and press releases. The applicant understands that the City of Beverly and Beverly Main Streets reserve the right to make changes in conditions of the Great Signs Grant Program as warranted.

The recipient shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances and other applicable regulations affecting the project.

**VIII. Applicant Signature**

I have read and understood the program application and conditions. I understand that this is an application for a matching grant and that I must match the dollar amount of the grant with my own funding sources.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**IX. Property Owner/Condominium Association Authorization, if applicable**

As the property owner or representative of the condominium association (**circle one**) of the premises at \_\_\_\_\_, I have reviewed the foregoing materials, agree to the conditions of the Great Signs Grant Program and authorize the above-named applicant to install a projecting sign and/or vinyl lettering.

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**X. Evaluation Criteria**

Applications will be reviewed to determine overall consistency with the goals and objectives of both the City's Master Plan and Design Guidelines and of Beverly Main Streets' Downtown 2020 Plan. Main Streets design guidelines may be found at [www.beverlymainstreets.org](http://www.beverlymainstreets.org). Beverly Main Streets' Design Subcommittee will evaluate each application based on the following criteria:

- Alignment with the intent of the program, the Downtown Design Guidelines and Main Streets design standards
- Impact on the individual building and on the block, both during the day and at night
- Presentation of a reasonable project scope and budget
- Applicant's history of maintaining their property and following city ordinances
- Completeness of the application package
- How the proposed signage compares to other applications, given that we have limited funding

## **XI. Application Checklist**

Please submit the following as your application:

- Completed application with all required signatures
- 1-3 high resolution color photos of the building as it looks today with nothing impeding the view
- Renderings of your proposed sign and/or vinyl lettering in full color drawn by a professional architect / designer
- Perspective drawings of your building with signage in full color; this means your drawings must be to scale and must show the signs and/or vinyl lettering to scale in the appropriate locations on the building
- Paint samples of the proposed colors
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Submit all documents to:

Gin Wallace  
Beverly Main Streets  
248 Cabot Street  
Beverly MA 01915