



Downtown Lansing Sign Grant Program

Downtown Lansing Inc. has developed a Sign Grant Program in an effort to encourage the use of creative, unique, and attractive signs in the downtown Principal Shopping District (PSD) District Area.

The Sign Grant Pilot Program is intended to provide a financial incentive to encourage businesses to design and install high-quality, creative, and interesting signs rather than standard and/or lower quality signs. The overall goal is to increase the aesthetic qualities, interest and overall beauty of the downtown business district.

This is a discretionary grant designed to enhance sign character and appeal that is symbolic and unique to the business. A grant of up to 50% of the total cost of an approved sign is eligible per applicant. The typical maximum grant amount is \$500 per applicant. However, this maximum may be increased for special circumstances due to the size or quality of the proposed sign. The Design Committee (DC) must approve the sign grant application before a sign is made and installed.

Any business or building owner within the PSD District A area may apply for a sign grant.

An applicant can apply for the sign grant for a single sign, or for a combination of sign types and lighting as described below. A combination of sign types that are included in one grant application will be referred to as the sign package.

Building Signs

A building sign is one that is attached to the exterior of the building. A building sign can be attached flat on the storefront or façade of the building or can be a projecting sign perpendicular to the building. Descriptive plaques, directory signs, directional signs, etc. can be considered building signs but will be given a lower priority and may not be funded under this pilot program.

Sign Lighting

Exterior lighting installed specifically to illuminate a new sign installed under this sign grant program can be included as an eligible cost as part of a sign package. If new lighting is proposed as part of a sign package, the lighting will be reviewed and approved as part of the process.

Awning Signs

Any type of graphic or text that is permanently affixed or incorporated into a storefront awning is eligible. An awning sign will be considered for funding as an individual sign or as part of a sign package.

Window Signs

Signs that are permanently installed on the interior or exterior of the storefront window glass can be considered for a sign grant when proposed in conjunction with another type of eligible sign. Under these circumstances, the entire sign package (including window signs and building signs) is considered for review and approval for the sign grant.

Process

The sign grant program description, guidelines, and grant application and attachments are available through Downtown Lansing Inc.

Downtown Lansing Inc.
401 S. Washington Square Suite 101
Lansing, MI 48933
(517) 487-3322
www.downtownlansing.org

A sign permit application must be filed with the City of Lansing Building Safety Office. The sign permit application must be approved before a sign grant can be awarded. Sign permit applications can be obtained at the Building Safety Office.

City of Lansing Building Safety Office
316 N. Capitol Avenue, Suite C-1
Lansing, MI 48933
(517) 483-4355
www.lansingmi.gov/pnd/bldgsafety/sign_permits.jsp

Applications can be submitted at any time during the year. However, grant funds are limited and are distributed on a first come, first served basis.

Completed applications should be submitted to Mindy Biladeau at Downtown Lansing Inc. Email: mindy@downtownlansing.org

The DC will review the sign grant application and the proposed sign design. The DC will meet on the second Wednesday of the month to review sign grant applications. The DC reserves the right to conduct a site inspection to review the building façade and discuss the sign grant application with the applicant.

The DC will issue a formal approval letter/email.

The sign must be completed and installed within three months of receiving written approval of the grant award.

If the DC does not approve the initial sign design proposal, the Committee will provide a letter outlining requested changes to the design. The redesigned sign can then be submitted for a second review.

Sign Grant Program Requirements

- Applicants who lease their space must provide a letter providing permission from the building owner to apply for the incentive. The letter must indicate awareness of the rules and requirements of the program.
- Applicants must have all property (real and personal) taxes and utilities obligations to the City be paid in full to date. The applicant must submit the attached *Lansing* Treasury Information Request Form stating that the applicant is not delinquent on any debts owed to the City of Lansing. The completed form must be emailed to Cheryl.Atkins@lansingmi.gov or faxed to the Treasurer's Office at (517) 483-6084.
- There must not be any pending litigation against the City by the applicant. The applicant must complete and submit the attached form, Affidavit for Downtown Lansing Sign Incentive Program.

- Sign grants will not be given to internally lit panel signs, standard corporate franchise signs, signs that are not completed by a sign professional, or signs that simply replace existing signs with no change in the design or materials.
- Under this Sign Grant Pilot Program, only signs that are to be made and installed by a licensed sign company in Lansing are eligible. The company must be licensed with the City.
- Priority will be given to applicants who have not previously received a sign grant.
- Applicants are only considered on a first-come, first-served basis.
- The DC Committee may deny a sign incentive to any applicant that does not make recommended changes to their sign after a first review. Every effort will be made to work with applicants so that an incentive can be granted. Once the DC denies an application, the applicant will be required to wait one full year from the date of denial to re-apply for an incentive.
- A sign grant proposal should include a detailed written description explaining how the sign will be attached to the building.
- All incentive checks will be written to and mailed to the applicant. Proof that the sign company has been paid in full by the applicant must be submitted. This proof shall consist of a final invoice marked "Paid in Full" and a copy of the check made payable to the sign company. Reimbursement will be made to the applicant within 30 days receipt of the required documentation.

General Sign Guidelines

- Keep signs subordinate to buildings.
- Signs should fit within the existing features of the façade and should not cover architectural elements.
- Signs should be simple and have a direct message.
- Sign color, shape, materials, and sizes should reinforce the overall composition of the façade.
- Signs should be made of high quality materials.
- This Sign Grant Pilot Program encourages the use of creative, artistic, and cool signs that will enhance downtown Lansing's individual building facades and the commercial district as a whole.
- ***See Downtown Lansing Sign Design Guidelines for further requirements***



Downtown Lansing Sign Grant Program Application

Name

Street

City

State

Zip

Phone

Fax

E-mail

I am the _____ Building owner _____ tenant/business owner

Sign Company Information

Name

Street

City

State

Zip

Sign Costs

| | | | |
|------------------------|----------|-------------|----------|
| Estimated Cost of Sign | \$ _____ | Awning | \$ _____ |
| Materials | \$ _____ | Window Sign | \$ _____ |
| Design | \$ _____ | Lighting | \$ _____ |
| Installation | \$ _____ | Total Cost | \$ _____ |

Enclosure Check List

- _____ Sign Incentive Program Application
- _____ Sign Permit Application from the City of Lansing Building Safety Office
- _____ Written permission from building owner (if applicant is a tenant)
- _____ Sign design drawn to scale including dimensions and colors
- _____ Color photograph of building or façade sketch showing size and location of sign

Signature of Applicant

Date

| | | | |
|-------------------|----------|--------------------|--------|
| Date Received: | _____ | | |
| Date Reviewed: | _____ | | |
| Incentive was: | Approved | Tabled | Denied |
| Letter Issued: | Yes | No | |
| Incentive Amount: | \$ _____ | Funds Approved by: | _____ |



CITY TREASURER

G-23 City Hall
(517) 483-4121



INCOME TAX DIVISION

G-29 City Hall
(517) 483-4114

FAX (517) 483-6084
124 W. Michigan Ave.
Lansing, Michigan 48933

LANSING TREASURY INFORMATION REQUEST

Business Owner/Corporate President/Company Director/Etc.

Name: _____

Home Address: _____

_____ Since _____

Daytime Phone #: _____

Social Security #: _____

Drivers License #: _____

Date of Birth: _____

Business Data

Corporate Name: _____

Doing Business As: _____

Address: _____

Business Phone #: _____

Federal Employer Identification #: _____

Contact person other than owner: _____

Do you, or any of these businesses, owe the City money for any reason? Yes _____ No _____

If yes, for what reason? _____

Name of any other Lansing area business in which your ownership participation exceeds 25%:

Email or Fax this form immediately to:

City Treasurer's Office
124 W. Michigan Avenue
Lansing MI 48933
Fax: (517) 483-6084
Email: Cheryl.Atkins@lansingmi.gov
Phone: (517) 483-4121

Signature

Date

**AFFIDAVIT FOR
DOWNTOWN LANSING
SIGN GRANT PILOT PROGRAM**

We the undersigned hereby state there is no pending litigation against the City of Lansing by me, my company or any other instance in which I am directly involved.

If a sign grant is awarded, activities as proposed shall be completed as outlined.

WITNESS

Signature of Applicant

Address

Date

WITNESS

Signature of Owner (if other than applicant)

Address

Date

SAMPLE LETTER OF PERMISSION
(Property owner must sign this letter)

Date

Downtown Lansing Inc.
401 S. Washington Sq. Ste. 101
Lansing, MI 48933

RE: Application for Sign Grant Pilot Program

ATTN: Mindy Biladeau, Executive Director

I hereby grant my permission to (Applicant Name) to make application under the Downtown Lansing Sign Grant Program. I certify that I have received a copy of the application for funding from the applicant and am fully aware of what is being proposed. I also certify that I am the legal owner of record and that I have the authority to grant this permission to (Applicant Name).

Sincerely,

Signature

Type Name Here

PSD DISTRICT "A"

Shiawasse Street

