



## **Downtown Lansing Sign Grant Program**

Downtown Lansing Inc. (DLI) is proud to offer our local small businesses financial incentives through our Sign Grant Program. The DLI Sign Grant Program is intended to aid our downtown businesses in the design and install of high-quality, creative, and interesting signs that add to the attractiveness and overall welcoming atmosphere in the Principal Shopping District (PSD) of downtown Lansing.

This is a discretionary grant designed to enhance sign character and appeal that is symbolic and unique to the business. The grant will reimburse up to 50% of the total cost of an approved sign, or a maximum of \$1,000, to each eligible applicant on a first-come, first-served basis. The DLI Design Committee must approve the sign grant application **before** a sign is made and installed. Signs that have already been completed will not be considered.

**Eligible Businesses:** Any business or building owner within the PSD District A area may apply for a sign grant. Applicants 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.

### **What Qualifies as a Sign?:**

- **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 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.

## **Application Process**

- 1.) The sign grant program description, guidelines, and grant application and attachments are available through Downtown Lansing Inc online at [downtownlansing.org/Resources](http://downtownlansing.org/Resources).

Downtown Lansing Inc.  
112 S. Washington Sq.  
Lansing, MI 48933  
(517) 487-3322  
[www.downtownlansing.org](http://www.downtownlansing.org)

- 2.) 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](http://www.lansingmi.gov/pnd/bldgsafety/sign_permits.jsp)

- 3.) Complete the application attached and submit to the Downtown Lansing Inc. office via mail or [cathleen@downtownlansing.org](mailto:cathleen@downtownlansing.org). Completed applications must include the following:
  - a. A detailed quote from the sign company including installation.
  - b. Both sign Face views (if applicable)
  - c. Cross Section view
  - d. Sign Dimensions
  - e. A Color Copy Print of Sign Designs
  - f. Materials Used (including mounting hardware)
  - g. Letter of approval from property owner (only if business requesting incentive funds is leasing the space).

### **Priority will be given to projects that:**

- Are 3 dimensional
- Include raised lettering
- Project from the building to attract both pedestrian and vehicular traffic
- Utilize local or Michigan owned sign and design companies

Applications can be submitted at any time during the year by businesses located in District A of the PSD. It is recommended that applicants turn in their completed applications and designs by the end of the month, in order to have the project reviewed and receive a response within 30 days. However, grant funds are limited and are distributed on a first come, first served basis.

Completed applications should be submitted to Cathleen Edgerly at Downtown Lansing Inc.  
Email: [cathleen@downtownlansing.org](mailto:cathleen@downtownlansing.org)

The Design Committee will review the sign grant application and the proposed sign design, and meets on the 3<sup>rd</sup> Thursday of the month. The Design Committee reserves the right to conduct a site inspection to review the building façade and discuss the sign grant application with the applicant.

*If DLI does not approve the initial sign design proposal, the Committee will provide communications 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.
- 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.
- The sign must be completed and installed within three months of receiving written approval of the grant award.
- Under this Sign Grant Pilot Program, preference will be given to signs that are 3 dimensional, as well as made and installed by a Lansing area company. However, consideration will definitely still be given to high-quality and creative signs produced and installed by other Michigan sign companies.
- Priority will be given to applicants who have not previously received a sign grant.
- The Design 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 Committee 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 along with a rendering showing how the sign will be attached to the building. It is recommended that applicants attend the Design Committee meeting to answer any questions or concerns that are shared. This is done in an effort to cut down on approval times.
- 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.
- 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 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

Sign cost	\$ _____	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, cross-section view
- \_\_\_\_\_ Detailed quote from sign company which includes install

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

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

**CITY**

**AFFIDAVIT FOR  
DOWNTOWN LANSING  
SIGN GRANT 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 Program

ATTN: Cathleen Edgerly, 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