



PHOENIX URBAN RENEWAL AGENCY

P.O. Box 330 112 W. 2nd Street, Phoenix, OR 97535 541-541-535-1955 <http://phoenixoregon.gov>

SIGN PROGRAM GRANT Guidelines

Phoenix Urban Renewal Agency (PHURA) has established a SIGN PROGRAM Grant to assist local businesses. The intent of the grant is to:

- Assist businesses in attracting customers.
- Encourage and promote aesthetically pleasing signage.

Maximum Grant Amount:

The maximum grant amount is \$500 per sign or business, excluding the cost of any sign permits or building permits. (Permits are the responsibility of the business owner.) Grant funds can be used wholly for the cost of the sign frame, sign board and lighting, or used – with an additional investment by the business owner – toward the cost of a more expensive sign

Limitations:

The grant program is currently limited to properties within the Urban Renewal Boundary.

Signs must meet the requirements of the City's sign code and also City Center Plan sign standards, where applicable. Note: (Receiving sign approval from the City does not guarantee funding from PHURA.)

Funds are reserved for permanent sign installations only.

Sign permit or building permit costs are the responsibility of the business owner.

Availability of funds is subject to the Agency's budget for the current funding year. Priority will be given to grant applications that best meet the criteria outlined in these guidelines.

The Board of Directors may choose to modify the grant guidelines and area served at any time.

How the Sign Program Grant Works:

- ✓ Businesses can design whatever sign they like, but the sign must meet the City Sign Code and also, where applicable, City Center Plan sign standards before a business can apply to PHURA for grant assistance.
- ✓

- ✓ If signs are to be installed outside of the City Center area, applicants must meet with PHURA staff before applying for a sign permit
- ✓ Businesses must pay a \$130 sign permit fee to the City. Submit a sign permit fee directly to the City, along with a sign permit application, a scale drawing of the proposed sign, installation details, and site map.
- ✓ After receiving approval from the City, businesses can apply to PHURA for a grant of up to \$500 to help pay for the cost of the sign frame, sign board, installation, and lighting. (Note: not all signs allowed by the City are eligible for PHURA funding.)
- ✓ Grant funds may be made as a reimbursement to the business, or as a direct pay from PHURA to a professional sign company.
- ✓ Any constructed sign frame -- such as projecting sign brackets or freestanding sign posts – or lighting installation which is funded by the grant must stay in place on the building or property so that future businesses can use the mounting to install their own sign board.
- ✓ Businesses retain the rights to the sign board itself, and may take the sign board to a new location or abandon the sign board. Property owners retain right to posts, electrical, and/or brackets. (Abandoned signs must be removed within 90 days.)

Applicants to PHURA must:

- ✓ Receive previous sign approval from the City Planning Department (and pay the \$130 sign permit fee).
- ✓ Adhere to the requirements of the City’s sign code ordinance and, if within the City Center Zone, meet the intent of the sign designs as addressed in Section 3.6.6.E (page 138) of the sign code.
- ✓ Complete Sign Program Grant Application

Sign Types Encouraged by PHURA for the City Center Zone:

- **Rustic small town or farm community aesthetic**
- **Vintage sign re-creation** if documented by historical photos (and if allowed under the sign code ordinance)
- **Frame Type:**
 - Metal including wrought iron, angle iron, pipe iron, and chain
 - Wood including natural, stained or painted
- **Sign Shapes:**
 - Shaped sign boards
- **Installation Type:**
 - Freestanding
 - Projecting blade

- Hanging blade
 - Wall -- mounted or painted
 - Window (applied to glass)
 - Canopy signs
- **Any combination of the above, as allowed by sign code ordinance**
 - **Also, eligible for funding:**
 - Ground “up” lighting on existing monument signs
 - Sign-mounted decorative light fixtures (gooseneck, barn, etc.)

Not eligible:

- ❖ Temporary signs
- ❖ Plug-in style “open” signs
- ❖ Backlit signs
- ❖ Monument signs
- ❖ Fluorescent signs (true neon signs okay if approved by sign code)
- ❖ Vinyl or plastic sign frames

To help with ideas for your sign, PHURA has assembled a variety of sign examples in the Phoenix-Talent area. These examples can be seen on-line at PhuraURA.com and at PHURA (157 S. Main), City of Phoenix Planning Department, and local professional sign companies.



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SIGN PROGRAM GRANT Application

Applicant Name: _____

Phone: _____ Email: _____

Business name: _____

Name of Business Owner: _____

Address of Business: (where sign will be located): _____

Please attach the following:

_____ Copy of sign permit receipt

_____ Copy of City of Phoenix sign permit application

_____ Grant amount requested: \$ _____

_____ Estimates:

_____ Sign company amount): \$ _____

_____ Electrician (amount): \$ _____

_____ Other (specify): \$ _____

For payment of grant funds, please choose one of the following:

_____ Reimbursement to business owner

_____ Direct pay to sign/electrician company

(company name(s): _____)

Will this sign require any of the following?

New Posts in Ground: Yes _____ No _____

Wall-mounted hanging brackets: Yes _____ No _____

Electrical work: Yes _____ No _____

(If you answer yes to any of these questions and are not the property owner, the property owner must sign here to approve the sign installation.)

Property Owner Signature: _____

Sign: _____ Date: _____