



Charleston East End Main Street Sign Grant Assistance Program Application

The East End Main Street Program (EEMS) is proud to announce the new SIGN GRANT Assistance Program for businesses located on the Washington Street East and Smith Street Commercial Corridors in Charleston, West Virginia. The East End Main Street Program is a volunteer driven, grass roots organization whose goal is to assist businesses and merchants in our targeted area with the belief that a strong business community paves the way for a strong neighborhood. It is our hope that these funds will be used as an incentive and motivation for property and business owners to invest in updated signage in a manner that keeps with the historically appropriate feel for the East End neighborhood and spruces up their business making it more attractive for current and future customers. It is essential, as a new or existing business, that your sign directs customers to your location. Your sign will be your calling card and will reflect your personality, taste and the quality of your goods and services.

Signage Requirements According to the East End Community Renewal Plan Adopted and amended by Charleston City Council, December 2005

C.2.e. Signs

A sign is hereby defined as a visual assembly of letters or any other device for attracting attention or conveying information. The maximum area of a sign shall not exceed 2 square feet for each linear foot of building wall fronting on a street. The area of signs is the sum of the smallest rectangle enclosing all such letters and devices. The maximum area allowed is the greatest sum of all those rectangles visible from any public right-of-way. Only one sign per place of business may be a monument or post and panel sign. For residentially zoned areas and commercially zoned areas outside the Corridor Village District, the sign regulations now or hereafter prescribed by the Zoning Ordinance of the City of Charleston shall govern.

1. Prohibited signs and devices

- Roof, and ground pole.
- Intermittent or moving, except time, temperature or date.
- Portable signs.
- Signs mounted higher than the roof, eave or parapet line of any building or silhouetted against the sky.
- Pertain to anything or activity other than those primary activities on the same premises.
- Pennants, spinners, or streamers.
- Signs that contain or are an imitation of an official traffic sign or signal, such as "stop," "go," "slow," "caution," "danger," "warning," or other similar words.

2. Whenever there is a change in use of a property or ownership of a business, all non-conforming signs shall be removed and shall not be put back unless it completely conforms to said regulations.

3. General sign restrictions

a. Monument sign

- Such signs shall not exceed 6 feet in height;
- Such sign shall not exceed 36 square feet in area including the base;
- The general area in the vicinity of a monument sign shall be landscaped and kept clear of weeds, debris, trash, and other refuse.

- b. Post and panel sign shall be allowed, provided that such sign shall not exceed 36 square feet in area.
- c. In multi-tenant buildings, there may only be one directory-style monument sign or post and panel sign, all other signs for individual tenants must be a wall sign or awning sign.
- d. Wall signs shall not project from any building facade more than 6 inches. However, suspended and projecting signs made of wood or metal are permitted in order to provide orientation to a pedestrian. Such signs shall be a maximum of 3 feet wide and 2 feet high and must not contain letters, emblems or devices exceeding 6 inches in height. Such sign shall not have any part lower than nine feet above a sidewalk nor higher than 12 feet above a sidewalk.
- e. Wall signs shall not contain a single letter, emblem or device exceeding 30 inches in height.
- f. All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Ordinance.

Sign Grant Requirements:

1. The maximum grant award will be \$1,500. These funds are a 50/50 match, i.e. if your project costs \$1,000 and is approved, we'll match \$500 of our funds with \$500 of yours.
2. Projects to be considered for an EEMS Sign Grant include signs attached to the building and monument signs. All proposed designs must be in compliance with the East End Community Renewal Plan of the City of Charleston and must be approved by the EEMS Design Committee.
3. Two (2) written estimates for the total price of the project are required. If freelance work is planned to be completed, a full rendering of the work must be submitted with the application along with quotes for the cost of all materials used for construction of sign.
4. A graphic, physical representation and samples of materials along with a narrative must accompany the application of the proposed project. A color photograph to scale representing the proposed location of the sign is required.
5. EEMS reserves the right to ask for clarification of any part of the application.
6. Work started prior to receiving written approval of grant funds will not be included in the reimbursement, unless previously approved by the EEMS Executive Director and Design Committee chairperson.
7. The Grantee must submit a paid bill for reimbursement. Any unapproved changes will void the grant.
8. The applicant may be the property owner or tenant. A tenant must submit the property owner's signed approval.
9. A business may not apply for this grant if the business has previously received a sign assistance grant from EEMS within two (2) years of this application date.
10. The Executive Director of EEMS will act as a "reviewer" for properly documented applications and will make recommendations to the judging group.
11. General Design Criteria – The EEMS Design committee (comprised of professional designers, marketing executives, representatives of the Charleston Urban Renewal Authority, the City of Charleston Planning Department, and the Kanawha Valley Historic and Preservation Society) will review the proposed sign rendering and make any design recommendations necessary for approval. EEMS reserves the right to conduct a final inspection on the completed project. Deviations from the approved plans may disqualify the applicant from receiving the grant. If approved designs have not been adhered to, the Program Manager will work with the grant recipient to resolve the discrepancies. If recommendations are not followed, payment will not be issued.

Photographs, shop drawings, and color samples of proposed signs shall be attached to sign application and submitted for final approval.

- Signs shall be limited to trading name and logo only. Sign and sign logo should reinforce the name of the business, and products sold by the business.
- Animated components, moving parts, flashing lights, formed plastic, injected molded plastic, channel letters, or box sign with acrylic front are prohibited.
- The use of natural materials is encouraged. Acceptable materials for the sign and sign band include:
 - Finished wood or stone
 - Polished or brushed stainless steel
 - Clear anodized aluminum
 - Bronze
 - Painted wood
 - Glass

Generic corporate backlit signs will not be considered for this grant program.

12. All signs shall be designed, constructed and maintained to complement and accept the architectural features of the building. All accessories, signs and awnings shall likewise harmonize with the overall character of the building and the area around it.

13. Properties available for consideration are to be located on East Washington Street between Greenbrier and Leon Sullivan Way, the area known as the "Warehouse" district (including Smith Street and Morris Street properties) and areas on the East End included in the East End Urban Renewal Areas (*Shrewsbury/Smith Street Renewal Plan* and *East End Community Renewal Plan*) in the City of Charleston, West Virginia. Please see attached map for details.

14. Preference will be given to projects that have requested the complimentary façade design assistance offered by EEMS and the West Virginia Main Street Program.

15. The applicant grants permission to East End Main Street to take and use photos of the completed project for publicity, educational and promotional use.

16. The completed project must be left in its approved design and colors for a period of three (3) years from the date of completion, or as otherwise agreed upon by the grantee and EEMS.

17. All applications are due in the EEMS office by the first Thursday of each month in order to be considered for that month. Applications will be reviewed by the EEMS Design Committee. Written notification of proposal status will be sent by the end of the month in which was considered. Winning applicants should be prepared to present their plans to CURA at their next scheduled monthly meeting for approval.

18. All new signs must be installed within 120 days of grant approval. A final inspection will be conducted by EEMS before grant payments are approved.

19. Approved applicants must have a written report recapping their project and receipts accounting for total award reimbursement turned into EEMS 60 days after reimbursement from EEMS have been received.

20. For more information please contact: Ric Cavender, EEMS Executive Director, 1210 Smith Street, 3rd Floor, Charleston, WV 25301; (304) 767-9800; or RCavender@CharlestonEastEnd.com.

Proposed time schedule for the project:

Start Date: ____ / ____ / ____ Date of Estimated Completion: ____ / ____ / ____

I hereby submit the attached plans, specifications and color samples for the proposed project and I understand that they are subject to the approval of East End Main Street Committee members. I have read and understand the attached requirements. I understand this is a matching grant program. I understand that no work should begin before my request for funding has been approved. I also understand that money is granted on a reimbursement basis, following completion of work and that design changes not approved by East End Main Street Program will not be funded. I agree to turn in receipts and a written report accounting for the total reimbursement amount to EEMS within 90 days of award notification.

Signature of Applicant: _____

Date of Application: ____ / ____ / ____

Return to:

Ric Cavender, Executive Director
Charleston East End Main Street
1116 Smith Street, Ste 213
Charleston, WV 25301

RELEASE AND HOLD HARMLESS AGREEMENT

Release execute on the _____ day of _____, 20____, by

(Property Owner) _____

And (Tenant – if applicable) _____

Of (street address) _____

City of Charleston, County of Kanawha, State of West Virginia, referred to as Releasor(s)

In consideration of being granted monies for restoration, modifications, signage, or other physical changes to the property located at the above address, the Releasor(s), understands that they are solely responsible for providing their own contractors, and to assure that those contractors are fully insured and licensed and have obtained all necessary permits in accordance with City regulations. The Releasor(s) waives, releases, discharges, and covenants not to sue the Charleston Area Alliance, East End Main Street Program, its staff, volunteers, or affiliates for loss or damage, and claims or damages therefore, on account of any work that has been performed in accordance with City or State guidelines.

Releasor(s) agrees that this release, waiver, and indemnity agreement is intended to be as broad and inclusive as permitted by the laws of the State of West Virginia and that if any portion of the agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Releasor(s) further states that releasor has carefully read the above release and knows the contents of the release and signs this release as its own free act.

Releasor’s obligations and duties hereunder shall in no manner be limited or restricted by the maintaining of any insurance coverage related to the above referenced event.

This release contains the entire agreement between the parties to this agreement and the terms of this release are contractual and not a mere recital.

Dated this _____ day of _____, 20____.

Property Owner Signature

Witness

Property Owner Name Printed

Tenant Signature (if applicable)

Witness

Tenant Name Printed



Owner Authorization for Tenant to Carry Out Façade Improvement and/or Rehabilitation Project

Please Print

I, _____ (property owner) hereby authorize _____ to carry out improvements as specified in the accompanying Façade Renovation Assistance Program Application, on my property located at:

I also agree to and have signed the Release and Hold Harmless agreement included in the application packet that releases Charleston East End Main Street staff, volunteers, and affiliates from legal action pertaining to this project.

Property Owner Signature

Date

Notary



Checklist

(to be turned in with application)

Each application should include:

Applicant
Initials

Staff
Initials

Color photographs, to scale, representing proposed location of signage

A graphic, physical representation and samples of materials (for example fabric sample for awning or paint swatches)

Graphic rendering of proposed signage, including a full list of materials to be used.

Completed application form

Completed Release/Hold Harmless Agreement

Written estimates for proposed work

Project budget

If applicable, the completed Property Owner Authorization form

Adherence to signage requirements in East End Community Renewal Plan

FOR OFFICE USE ONLY

Date Application Received: _____

Notes to Committee: _____

Committee Action/Decision: _____

Date Applicant Contacted with Decision: _____

Work Completed: _____

Date of reimbursement: _____