

## **Sign Grant Assistance Program Application**

The West Side Main Street sign grant program is designed to assist owners with development of appropriate signage for their business. 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 in the City of Charleston is subject to zoning ordinances established by community renewal plans and adopted by the Charleston City Council.

### **Signage Requirements According to the West Side Community Renewal Plan Adopted and amended by Charleston City Council, June 16, 2008**

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 the sign regulations now or hereafter prescribed by the Zoning Ordinance of the City of Charleston shall govern.

1. Prohibited signs and devices
  - Roof signs
  - Ground Pole Signs (Except in a C-10 Zoning District)
  - Intermittent, flashing, or moving signs except time, temperature or date
  - Portable or temporary signs
  - Signs mounted higher than the roof, eave or parapet line of any building or silhouetted against the sky.
  - Off-premise signs pertaining to anything or any activity other than those primary activities on the same premises.
  - Pennants, spinners, or streamers.
  - Signs that contain or are an imitation of an official sign or signal, such as “stop,” “go,” “slow,” “caution,” “danger,” “warning,” or other similar words.
2. Whenever there is a change in use or ownership of a business, all non-conforming signs shall be removed and shall not be put back unless the new sign completely conforms to these regulations.
3. General sign restrictions:
  - Monument sign;
    1. Shall not exceed 6 feet in height;
    2. Such sign shall not exceed 50 square feet in area including the base;
    3. The general area in the vicinity of a monument sign shall be landscaped and kept clear of weeds, debris, trash and other refuse.
  - Ground Pole Signs (Permitted in C-10 Zoning District only with a maximum height of 15’)
  - Post and panel sign shall be allowed, provided that such sign shall not exceed 50 square feet in area and 6 feet in height.
  - 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.
  - Wall signs shall not project from any building façade more than 6 inches. However, shingle, 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 or higher than 12 feet above a sidewalk.

- Wall signs shall not contain a single letter, emblem or device exceeding 30 inches in height.
- All signs shall maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Ordinance.

### **Sign Grant Requirements:**

1. Sign grants will be a 50% match for the cost of the sign up to \$500.
2. Projects to be considered for a Sign Grant include signs attached to the building and monument signs. All proposed designs must be in compliance with the West Side Community Renewal Plan of the City of Charleston and must be approved by the Charleston Urban Renewal Authority (CURA).
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. West Side Main Street 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 WSMS Program 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 WSMS within two (2) years of the application date.
10. The Program Director of WSMS will act as a "reviewer" for properly documented applications and will make recommendations to the Design committee.
11. General Design Criteria – The WSMS Design committee (comprised of professional designers, architects, representatives of the Charleston Urban Renewal Authority, the City of Charleston Planning Department, and others) will review the proposed sign rendering and make any design recommendations necessary for approval. WSMS 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.
- 12. 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.**

13. 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.
14. Properties available for consideration are to be located on West Washington Street between Pennsylvania Avenue and Patrick Street and one block on either side of Washington St. W.
15. Preference will be given to projects that have requested the free façade design assistance offered by WSMS and the West Virginia Main Street Program.
16. The applicant grants permission to the West Side Main Street Program and the West Virginia Development Office to take and use photos of the completed project for publicity, educational and promotional use.
17. 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 WSMS.
18. Applications will be reviewed by the WSMS Design Committee. Written notification of proposal status will be sent by the end of the month in which was considered. Approved applicants should be prepared to present their plans to CURA at their next scheduled monthly meeting for approval.
19. All new signs must be installed within 120 days of grant approval. A final inspection will be conducted by WSMS before grant payments are approved.
20. Approved applicants must have a written report recapping their project and receipts accounting for total expenditures turned into WSMS 60 days after sign completion.
21. For more information please contact: Pat McGill, West Side Main Street Program Director, 303 Washington St. W, Charleston, WV 25302, 304-720-3161 or [director@westsidemainstreet.org](mailto:director@westsidemainstreet.org).

# Application

## Applicant Information:

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

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

City: State: Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Cell Phone: ( ) \_\_\_\_\_

## Property Information:

Name and/or address of property to be renovated: \_\_\_\_\_

\_\_\_\_\_

Own or Lease: \_\_\_\_\_

(If lease, please provide proof of building owner approval by having the attached Owner Authorization form completed and notarized.)

## Project Information:

Please briefly describe the project and how this grant will impact your ability to conduct business on the West Side of Charleston, WV.

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 West Side Main Street Design 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 Main Street Program will not be funded. I agree to turn in receipts and a written report accounting for the total reimbursement amount requested to WSMS within 90 days of award notification.

Signature of Applicant:

Date of Application:

Return to:  
Patricia McGill, Executive Director  
West Side Main Street, Inc  
303 W. Washington St.  
Charleston, WV 25302

**RELEASE AND HOLD HARMLESS AGREEMENT**

Release execute on the \_\_\_\_\_ day of, 2011, by (Property Owner) \_\_\_\_\_

And (Tenant – if applicable) \_\_\_\_\_

Of (street address) \_\_\_\_\_

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

In consideration of being granted monies for restoration, modifications, signage, or other physical changes to the property located at the above address, the Releaser(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 Releaser(s) waives, releases, discharges, and covenants not to sue the West Side Main Street Program, its staff, volunteers, or affiliates for loss or damage, and claims for damages therefore, on account of any work that has been performed in accordance with City or State guidelines. Releaser(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, not withstanding, continue in full legal force and effect.

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

Releaser’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, 2011.

\_\_\_\_\_  
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 West Side Main Street staff, volunteers, and affiliates from legal  
action pertaining to this project.

\_\_\_\_\_  
Property Owner Signature

\_\_\_\_\_  
Date

STATE OF WEST VIRGINIA  
COUNTY OF \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ (date) by

\_\_\_\_\_.

My commission expires \_\_\_\_\_

\_\_\_\_\_

Notary Public

**Checklist**

(to be turned in with application)

Each application should include:

- \_\_\_\_\_ 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 West Side 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: \_\_\_\_\_