



Wayland Main Street/DDA Sign Grant Program

The Wayland Main Street/Downtown Development Authority (DDA) developed a Sign Grant Program to improve the quality and appearance of signs throughout the DDA district and to promote the use of the Sign Design Guidelines for downtown.

Objectives:

The Sign Grant Program is intended to provide a financial grant 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 \$1,250 per applicant.

Eligibility:

Any business located within the City of Wayland's DDA district may apply for a grant. A past grantee will be ineligible to receive grant money for an additional or replacement sign on the same side of the building previously approved for three years following the date of last approval. This restriction does not apply to any signs on additional building walls where a sign grant was not approved.

Businesses operating the in the DDA District as of July 1st, 2023 are eligible for the full grant. New businesses that open operations after July 1st, 2023 will be eligible for a maximum grant of no greater than \$750. New businesses that begin operations after July 1, 2023 will be eligible for the entire grant of up to \$1,250 once they have operated in the district for two or more years.

Sign grants are awarded at the discretion of the Design Committee and approved by the DDA Board of Directors. In order to receive a sign grant, the applicant must submit a professional sign design/proposal that meets the Wayland Main Street/DDA Sign Design Guidelines, the City's Sign Ordinance and the program objectives. The Design Committee and the City's Planning/Zoning official will review all signs that are seeking a grant.

Any property that has a non-conforming sign must bring that sign into conformance with the current sign ordinance before a sign grant application will be considered, unless the application is for a sign which will replace the non-conforming sign.

The Sign Grant Process:

1. The following documents are available for review and can be picked up from Wayland City Hall:
 - a. Sign Grant Application
 - b. City of Wayland Sign Ordinance
 - c. City of Wayland Sign Permit Application
 - d. Wayland Main Street/DDA Sign Design Guidelines
 - e. Treasury Information Request
 - f. Pending Litigation Affidavit

2. Applicants should submit the following completed documents to the City Clerk at Wayland City Hall (103 S. Main Street):
 - a. Sign Grant Application
 - b. City of Wayland Sign Permit Application
 - c. Treasury Information Request
 - d. Litigation Affidavit

3. The Design Committee will review the sign application and proposed design. Applications will be reviewed on the appropriateness and compatibility of the sign design to the Sign Design Guidelines, size, color, placement on the building/site, relationship to adjacent properties and program objectives as noted above.

4. If the sign design is deemed inappropriate or incompatible with the Sign Design Guidelines, program objectives, or City of Wayland Sign Ordinance, the Design Committee may provide a letter to the applicant suggesting changes to the design. If the applicant submits a new sign design based upon the Design Committee recommendations, the application may be reviewed a second time.

5. The Design Committee will recommend that the DDA approve applications that it deems most compatible with the Sign Design Guidelines and objectives of this program.

6. The approved applicant(s) must obtain a Sign Permit from the City of Wayland before sign installation. Permit fees are not eligible for reimbursement. Any deviations from an approved application must be approved by the Design Committee and the DDA Board prior to the purchase or installation of the sign. Installed signs that do not conform to the approved application may not be eligible for the sign grant reimbursement.

7. An approved applicant must submit a copy of their paid invoice from their sign company indicating the total cost of the sign before a grant payment may be issued.

Sign Grant Program Requirements:

1. Applicants leasing their space must provide a letter granting permission from the building owner to apply for the grant. The letter must indicate an awareness of the rules and requirements of the program.
2. Applicants receiving the grant must have a sign design that conforms with the DDA/ Main Street's Sign Design Guidelines. A high value will be placed on creative signs, particularly three dimensional, symbolic, projecting signs.
3. Sign grants will not be given to internally (backlit) lit panel signs or standard corporate franchise signs.
4. The Design Committee may deny a sign grant to any applicant that does not make recommended changes to their sign design after a first review. Every effort will be made to work with applicants so that a grant can be approved.
5. Non-conforming signs will be considered for a sign grant, provided that the applicant agrees to bring the sign into compliance with the City's Sign Ordinance.
6. The Design Committee will examine the total cost of any proposed sign to ensure that the sign grant is being used appropriately.
7. The sign must be completed and installed within 90 calendar days of receiving written approval of the grant award.
8. Under this Sign Grant Program, only signs that are to be made and installed by a licensed sign company are eligible. The company must be licensed.
9. Priority will be given to applicants who have not previously received a sign grant.
10. Applicants are only considered on a first-come, first-served basis.
11. A sign grant proposal should include a detailed written description explaining how the sign will be attached to the building. Particular attention should be paid to limit damage to any historic features of the building.
12. 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 Wayland Treasury Information Request Form stating that the applicant is not delinquent on any debts owed to the City of Wayland.
13. There must not be any pending litigation against the City by the applicant.
14. All grant 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 to the City

Manager's office at Wayland City Hall. This proof shall consist of a final invoice marked "Paid in Full" and a copy of the check made payable to the sign company.

See Wayland Main Street/DDA Sign Design Guidelines for further requirements

Wayland Treasury Information Request

Business Owner/Corporate President/Company Director/Etc.

Name: _____

Home Address: _____

City: _____ State: _ Zip: _____

Since _____ Daytime Phone #: _____ 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? _____

Applicant (Print)

City Treasurer (Print)
City of Wayland
103 S. Main St.
Wayland, MI 49348

Signature

Signature

Date

Date

**AFFIDAVIT FOR
City of Wayland
SIGN GRANT PROGRAM**

We the undersigned hereby state there is no pending litigation against the City of Wayland by the applicant, the applicant's company or any other instance in which the undersigned are directly involved.

Applicant (Print)

City Manager (Print)
City of Wayland
103 S. Main St.
Wayland, MI 49348

Signature

Signature

Date

Date

(Property owner must sign this letter)

Date:

City of Wayland DDA

103 S. Main St

Wayland, MI 49348

RE: Application for Sign Grant Program

ATTN: Julia Turnbull, Main Street/DDA Executive Director

I hereby grant my permission to (Applicant Name) to make application under the Wayland 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,

**City of Wayland DDA
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

Cost of Sign \$ _____ Awning \$ _____

Materials \$ _____ Window Sign \$ _____

Design \$ _____ Lighting \$ _____

Installation \$ _____ Total Cost \$ _____

Enclosure Check List

- Sign Grant Program Application (including Treasury Request & Affidavit)
- Sign Permit Application from the City of Wayland
- Written permission from building owner (if applicant is a tenant)
- Sign design drawn to scale including dimensions and colors
- Color photograph of building or facade sketch showing size and location of sign

| | |
|--|---------------------------------------|
| Date Application Received: _____ | Date Applicant Reviewed by DDA: _____ |
| Grant was: <input type="checkbox"/> Approved <input type="checkbox"/> Tabled <input type="checkbox"/> Denied | |
| Letter of explanation issued: <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Grant amount approved: \$ _____ | |
| Signature of DDA Chair: _____ | |
| Name of DDA Chair: _____ | Date: _____ |