



**Project Information**

(Please feel free to use the back or additional paper to complete this application)

**Please describe the colours that will be used:**

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**Project Timing** (When will it start, when do you anticipate completing...etc):

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**Please tell us the text that will be on the Sign or Awning (if applicable)**

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**Budget Details:**

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**Projected Total Cost of Project:**                      \$

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**Business and other contributions:**                      \$  
(List all sources)

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**Grant Request**                      \$

**Signature and Submission Date**

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**Name of Applicant (Please print)**

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**Signature of Applicant**

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**Date**

**Drop off, Mail or Fax to:**

**Municipality of West Grey Municipal Office**

**RR 2 Durham, ON N0G 1R0**

**Fax: (519) 369-5962**

**Email: [info@westgrey.com](mailto:info@westgrey.com)**

## **West Grey Business Beautification Program – Guidelines**

The following guidelines focus on design, character, suitability and compatibility issues affecting the West Grey Business Beautification Program applications in the West Grey designated downtown areas.

1. Only applications which are submitted prior to purchase, fabrication and/or installation of the sign, awning or façade work will be considered.
2. Only grant applications which comply with municipal by-laws will be considered. Improvements requiring a variance will not be considered unless unique circumstances (not caused or created by the applicant) exist.
3. Façade improvements and signage which will add to the character and value of the downtown are strongly encouraged. The following questions will be considered when reviewing the application: Does this work proposed improve the visual quality and character of the downtown? Is the work proposed of the same character as the building and surroundings? If the building is historic – is the work proposed historic in character or does it use historic elements, colours, shapes, etc.
4. Façade improvements and signs which are of appropriate size, scale and character to the building and site are strongly encouraged. The following questions will be considered when reviewing the application: Is the sign/awning the appropriate size for the building and/or site? Does proposed work/sign fit nicely as an overall element or does it overwhelm or stand out? Is the colour appropriate? Is the proposed work appropriate for the building and its surroundings?
5. Since it is difficult to produce backlit plastic panel or molded signs which reinforce the desired atmosphere and/or character of downtown, these types of signs are not encouraged and are not likely to be approved for funding.
6. Applications for signs using a variety of styles and materials are encouraged. Creative design and/or use of graphics or images (as opposed to simply the name of the business) are also strongly encouraged.
7. Proposed signs must be appropriately placed on the site and/or building. Wall signs on the building should be placed in the transom area of the building. Ground signs should not obstruct sight distances for autos accessing the street from the drives. Ground signs should in no way impact site circulation or pedestrians.
8. Applications may include signage lighting which directly illuminates the sign itself.
9. The use of a professional sign designer or fabricator is encouraged.
10. Signs, Awnings, and Façade improvements must not interfere with sidewalk maintenance and pedestrian safety; which would include proper height and allowable encroachment onto the sidewalk.

11. Projects are subject to the existing municipal by-laws which may require permits to be issued. Awnings and projecting signs may require an encroachment agreement with the Municipality (if they project over Municipal property) and Façade work may require a construction permit.

Applicants requiring further clarification are encouraged to contact the Municipality of West Grey for planning/design assistance.

## **Eligibility Criteria**

In order to qualify for a West Grey Business Beautification Program Grant:

- ❖ Applicant must be a merchant or a storefront property owner within the boundaries of a designated West Grey Downtown Revitalization downtown.
- ❖ A maximum of one West Grey Storefront Signs, Awnings and Façade Improvement Program Grant will be awarded per business.
- ❖ This Program will provide up to 50% cash contribution towards the total cost of the project for which they are applying for a grant to a maximum of \$1000.00 per project.
- ❖ Projects may not commence prior to the approval of the requested grant.
- ❖ Project costs must be actual cash outlay to third parties acting at arm's length that can be documented through original invoices or proofs of payment.

## **Evaluation Criteria**

The West Grey Business Beautification Program Evaluation Committee will review applications against the following criteria:

- ❖ Date/timing of the application.
- ❖ The balance of funding available at the time of application.
- ❖ Projects must be completed within a minimum of three (3) months from the time of the signed grant agreement.
- ❖ The proposed project's potential to provide long term economic benefit to the designated West Grey Downtown Revitalization Program.
- ❖ The proposed project's "fit" with the objectives of West Grey Downtown Revitalization and/or the local municipal direction.