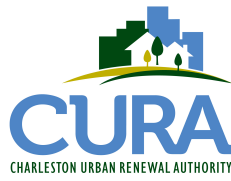


CHARLESTON URBAN RENEWAL DISTRICT
SIGN ACTIVATION PROGRAM
GUIDELINES AND APPLICATION

Funded by
Charleston Urban Renewal Authority

Administered by
Charleston Main Streets





Urban Revitalization District Sign Activation Program Grant Guidelines & Application

Charleston Main Streets (CMS) and the Charleston Urban Renewal Authority (CURA) are proud to partner for our Sign Activation Program for commercial properties located in Charleston Main Streets' East End and West Side Districts. Eligible properties include those located within the East End Community Renewal Plan, West Side Community Renewal Plan, and Strategic Urban Renewal Plan for Downtown Charleston, East End, and West Side Districts. *This program is made possible through funding from the Charleston Urban Renewal Authority.* CMS is a 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, subject to appropriation, will be used as an incentive and motivation for property and business owners to renovate the facades of their buildings in a manner that keeps with the historically appropriate feel for the East End and West Side neighborhoods and aesthetically enhances their business making it more attractive for current and future customers.

Signage Requirements:

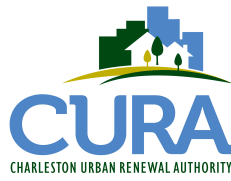
According to the "East End Community Renewal Plan," "West Side Community Renewal Plan," and the "Strategic Urban Renewal Plan for Downtown Charleston, East End and West Side Districts."

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.
- (continued on next page)



- 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.

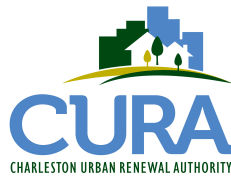
3. General sign restrictions

- a. Monument sign
- b. Such signs shall not exceed 6 feet in height;
- c. Such sign shall not exceed 36 square feet in area including the base;
- d. The general area in the vicinity of a monument sign shall be landscaped and kept clear of weeds, debris, trash, and other refuse.
- e. Post and panel sign shall be allowed, provided that such sign shall not exceed 36 square feet in area.
- f. 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.
- g. 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 signs shall not have any part lower than nine feet above a sidewalk nor higher than 12 feet above a sidewalk.
- h. Wall signs shall not contain a single letter, emblem or device exceeding 30 inches in height.
- i. 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 a CMS 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, West Side Community Renewal Plan, or the Strategic Urban Renewal Plan for Downtown Charleston, East End and West Side Districts. All signs must be approved by the CMS East End or CMS West Side Urban Design Committees.
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. CMS 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 CMS Director of Community Development and the respective Urban 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 CMS within two (2) years of this application date.
10. The CMS Director of Community Development will act as a "reviewer" for properly documented applications and will make recommendations to the judging group.



11. General Design Criteria – The CMS Urban Design Committees (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. CMS 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 Director of Community Development 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.

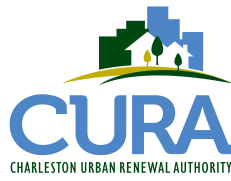
- Signs shall be limited to trading name and logo only. Sign and sign logo should reinforce the name of the business, and products sold by the business.
- Animated components, moving parts, flashing lights, formed plastic, injected molded plastic, channel letters, or box sign with acrylic front are prohibited.
- 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 within the CMS East End and CMS West Side districts.

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



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

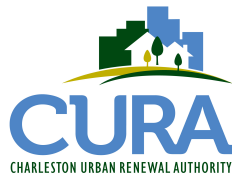
16. The completed project must be left in its approved design and colors for a period of three (3) years from the date of completion, or as otherwise agreed upon by the grantee and CMS.

17. All applications are due in the CMS office by the first Thursday of each month in order to be considered for that month. Applications will be reviewed by the CMS 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 CMS before grant payments are approved. Approved applicants must have a written report recapping their project and receipts accounting for total award reimbursement turned into CMS 60 days after reimbursement from CMS has been received.

19. For more information please contact:

Steven Romano, Director of Community Development
428-A Shrewsbury Street
Charleston, WV 25301
Steven@CharlestonMainStreets.org
304-767-9800



Sign Grant Application

Applicant Information:

Name: _____

Address _____

:

City: _____ State: _____ Zip: _____

Phone: () _____ Cell Phone: () _____

Property Information:

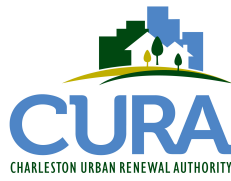
Name and/or address of property to be renovated:

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 East End or West Side of Charleston, WV.



Proposed time schedule for the project:

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

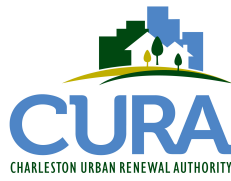
I hereby submit the attached plans, specifications and color samples for the proposed project and I understand that they are subject to the approval of Charleston Main Streets Urban Design Committee members. I have read and understand the attached requirements. I understand this is a matching grant program. 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 Charleston Main Streets will not be funded. I agree to turn in receipts and a written report accounting for the total reimbursement amount to CMS within 90 days of award notification.

Signature of Applicant: _____

Date of Application: ____ / ____ / ____

Return to:

Steven Romano, Director of Community
Development Charleston Main Streets
428-A Shrewsbury Street
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 Main Streets, 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.

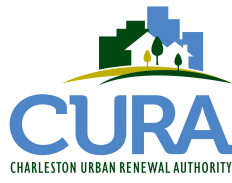
Releasor(s) agrees that this release, waiver, and indemnity agreement is intended to be as broad and inclusive as permitted by the laws of the State of West Virginia and that if any portion of the agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal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

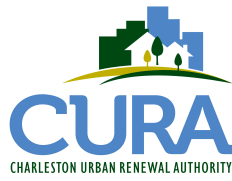
Witness

Property Owner Name Printed

Tenant Signature (if applicable)

Witness

Tenant Name Printed



Owner Authorization for Tenant to Carry Out Sign Installation

Please Print

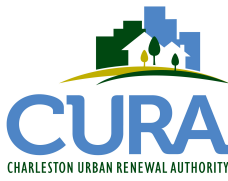
I, _____ (property owner) hereby authorize _____ (tenant) to carry out improvements as specified in the accompanying Sign Grant Application, on my property located at:

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

Property Owner Signature

Date

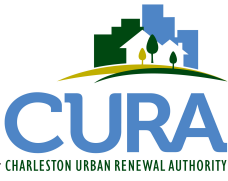
Notary



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 fabricsample 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 the East End Community Renewal Plan, West Side Community Renewal Plan, or the Strategic Urban Renewal Plan for Downtown Charleston, East End and West Side Districts



FOR OFFICE USE ONLY

Date Application Received: _____

Notes to Committee: _____

Committee Action/Decision: _____

Date Applicant Contacted with Decision: _____

Work Completed: _____

Date of reimbursement: _____