



## Program 8: Signage Grant

### What is the intent of the program?

This program is designed to enhance the visual appeal and commercial vitality of Belleville’s downtown core by supporting businesses that invest in their exterior signage as a project that is separate and distinct from a larger façade improvement that would be captured under CIP Program 9. The business owner may receive up to 50% of eligible costs, up to a maximum of \$4,000.

### Are you eligible to apply?

You are eligible to apply for CIP Program 8 funding, if:

Your property is:

- Zoned commercial or mixed-use, with commercial being the primary use; and,
- Located in the Downtown Improvement Area;

You have gone through pre-consultation with City staff to discuss requirements for a complete application;

You are:

- an owner of the commercial unit; or,
- A tenant who is renting or leasing the commercial unit;

You have not accessed these funds in the previous three years for this business at this location;

The only proposed work is to:

- Create new signage for the business; or,
- Rehabilitate existing signage of the business; and,

The proposed signage is intended to be installed on the front and/or side façade(s) of the commercial unit or building, facing a public street or the Moira River.

### If your application is approved, how do you get the incentive?

To receive the incentives for CIP Program 8:

The City has received your complete “CIP Program 8” application in writing, before the commencement of work;

You have entered into an agreement with the City; and,



Your proposed signage design has met the signage design standards (**Appendix D.2.6**) for Downtown Belleville, including consideration to the location, colour, and lighting <sup>1</sup> of the sign).

### **Additional Considerations**

- This grant is per commercial unit, not per property; multiple tenants within the same building may access this funding.
- Eligible costs include professional fees (e.g., licensed contractors, architects, designers, engineers, etc.), and the cost of installation and materials.
- The cost to remove any existing signs is not covered as part of the Signage Grant. The grant does not cover temporary signs, such as banners or sandwich A-frames.
- Approval of a grant will not guarantee that a Building or Sign permit will be issued.
- If, in the sole opinion of the City, the final signage does not align with **Appendix D** to this CIP, then the funds must be repaid to the City.

By signing below, the Applicant/Agent confirms review and understanding of the requirements for Program 8: Signage Grant

Applicant/Agent Signature: \_\_\_\_\_

Date: \_\_\_\_\_

---

<sup>1</sup> It may not be back-lit, but may utilize external lighting for illumination.