

ELMHURST COMMERCIAL SIGN GRANT PROGRAM



CLOSE TO EVERYTHING,

Unlike Anything™

DESCRIPTION OF PROGRAM

The Sign Grant Program is intended to promote revitalization in the North York Corridor TIF 4, Lake/Church TIF 5, and the Downtown TIF (“development areas”) by providing financial assistance to business owners for improvements made to new and existing commercial signage. Financial assistance is made available to provide a significant impact on exterior signage, thus improving the marketing of the development areas by addressing deterioration and obsolescence. The intent of this program is for new owners to utilize proper signage for their business and existing business owners to upgrade outdated and legal non-confirming signage by improving the appearance and functionality of signage on commercial buildings.

Grants available under the Program at any particular time are subject to the then available funding as budgeted from time to time by the City of Elmhurst within City of Elmhurst Tax Increment Financing Districts 4, 5, and the Downtown TIF (“eligible TIF Districts”). Applicants may receive a reimbursement in connection with the construction of high-quality signage.

PROGRAM PROCEDURES

Businesses desiring to apply for a grant under the Program should obtain the description of the Program and a grant application form either on the City of Elmhurst website at www.elmhurst.org or from Community Development at Elmhurst City Hall. Questions concerning the Program, or how to complete the grant application, should be directed to the City Planner at (630) 530-3121. Completed applications should be delivered to the Community Development Office at Elmhurst City Hall, addressed to the attention of the City Planner.

Applications will be considered in the order in which they are received, up to available funding. Preference will be given to the replacement of existing, legal non-confirming signs and removal of pylon signs. Submittals shall be reviewed by staff with recommendations forwarded to the City Manager for his approval. Applicants are eligible to receive reimbursement of up to 50% of verified, qualified expenditures up to \$2,000 towards approved, permitted exterior signage only; new signage or upgrading existing sign(s) to meet current code. Box signs and pylon signs are excluded. Sign permit fees, including fees for the variation process, are excluded from grant reimbursement.

Applications for grants under the Program are reviewed by a staff Selection Committee. The Selection Committee will advise the City Manager of its decision to recommend approval of a grant application for a specified grant amount. The City Manager will then inform the Elmhurst City Council of the action.

An applicant for a grant that is not recommended for approval by the Selection Committee may request reconsideration of the grant application by the Finance Committee. The Finance Committee has the right on a case by case basis to modify or waive terms and conditions of the Program to accommodate special circumstances involved with a particular grant application. A grant application recommended for approval by the Finance Committee, upon reconsideration as provided herein, will be included on the Elmhurst City Council's agenda for approval.

An approved grant will be effectuated by City staff.

Failure by an applicant, with respect to an approved grant, to abide by the terms and conditions of the Program or for the specific grant as approved may result in forfeiture of the funding for the grant, at the discretion of the Selection Committee.

ELIGIBILITY FOR GRANTS

In General

Only one grant will be awarded per business for each physical location and/or retail growth initiative.

Business Location and Operation

- (a) Applications for Program must be submitted prior to receiving required Sign Permits.
- (b) A business must be located or locating within the boundaries of eligible TIF Districts to be eligible for a grant under the Program (in that grants are provided from TIF funds).
- (c) All businesses applying for a grant under the Program must execute a lease for retail space on a public street within one of the eligible TIF Districts, of at least a three (3) year duration.
- (d) All businesses approved for a grant under the Program must construct and install the new signage within six (6) months from the date of grant approval.

AMOUNTS AND PAYMENT OF GRANTS

Grants will be considered in amounts of up to \$2,000. Grants may be approved for amounts of less than \$2,000.

The amount of an approved grant will be based on the City of Elmhurst reimbursing fifty percent (50%) of Qualifying Expenditures incurred in the course the creation and installation of new signage by the business with respect to which the grant application is submitted. (Thus, Qualifying Expenditures of \$4,000 must be submitted to obtain a maximum possible grant of \$2,000.)

“Qualifying Expenditures” are defined for purposes of the Program as costs of (a) removal of existing signage, (b) fabrication of new signage (c) installation of new signage, and (g) other similar types of items as may be approved in the discretion of the Selection Committee.



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TIF District: North York TIF 4 Lake/Church TIF 5 Downtown TIF

Amount Requested: \$ _____

Type of Assistance Requested: _____ New Signage

_____ Replacement of Existing Signage

Name Business: _____

Address: _____

Name of Applicant: _____

Home Address: _____

Daytime Telephone: _____ E-mail Address: _____

Name of Property Owner: _____

Home Address: _____

Daytime Telephone: _____ E-mail Address: _____

Sign Company: _____

Contact: _____

Mailing Address: _____

Daytime Telephone: _____ E-mail Address: _____

- ✓ **Attach copy of Elmhurst Sign Permit Application.**
- ✓ **Attach visual of current signage and proposed signage.**
- ✓ **Attach estimate from sign company for proposed signage.**

Signature of Applicant: _____ **Date:** _____