



# **SIGNAGE INCENTIVE GRANT PROGRAM**

**APPLICATION AND INSTRUCTIONS**

**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY  
2529 J.O. STEPHENSON AVENUE  
KENNESAW, GA 30144  
Phone - 770-794-7075  
Fax – 770-429-4548**

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# Kennesaw Downtown Development Authority

## Signage Incentive Grant Program

The Kennesaw Downtown Development Authority (“KDDA”) has established a Signage Incentive Grant Program (“Signage Program”) to encourage new or existing Kennesaw downtown business owners to create or improve signage complementary to our central business district. The KDDA’s target area is KDDA metes and bounds (map on file at City Hall).

Your business sign communicates the quality of merchandise and/or service that you offer your customers. Creatively and sensitively designed signs can go a long way toward enhancing the attractiveness of your building and the downtown area. Placement, proportion, colors, material and style should all reflect the building and your business.

The program is in the form of a grant, not a loan, and grants are awarded on a 50% matching basis up to Five Hundred Dollars (\$500.00) the first time under the program.

**FUNDS ARE GRANTED ON A REIMBURSEMENT BASIS FOLLOWING COMPLETION OF WORK.**

### **Applying for a Grant from the Signage Program.**

- ❖ See the Economic Development Department at City Hall for necessary paperwork.
- ❖ All projects will need a **Certificate of Appropriateness** from the Historic Preservation Commission. The HPC meets the third Tuesday of every month at 8:00 am in the Mayor and Council Chambers at City Hall. The Planning and Zoning Administrator will provide you with an application.
- ❖ Return 1 original and 7 copies of the completed application form to City Hall two weeks before the Kennesaw Downtown Development Authority (“KDDA”) meets (see Downtown Development Coordinator for schedule). Please include plans drawn to scale with colored renderings (all paint colors shown) and materials to be used.
- ❖ Permits must be issued and picked up at City Hall before erecting sign. See Building Services Department at City Hall for electrical permits, if needed.
- ❖ After completion of project, bring all documents (invoices, cancelled checks, copy of sign permit) to City Hall for processing.

### **Grant Requirements.**

- ❖ Applicant’s business must be located within the KDDA’s Metes and Bounds and must be open and licensed by the City.
- ❖ All Signage must comply with local and, when applicable, Historic District sign ordinances. The size, color and shape of all signs should complement the building and add to the overall historic look of the area. Copies of the Sign Ordinance are available online at [www.kennesaw-ga.gov](http://www.kennesaw-ga.gov).
- ❖ Signage Incentive Grants are not intended for general maintenance.
- ❖ Projects should be approved prior to the beginning of construction.

- ❖ Projects must be started within thirty (30) days of approval and completed within ninety (90) days of the date of approval. Extensions of the completion period may be granted if needed. If the applicant requests an extension in writing, the KDDA will notify the applicant of its approval or denial.
- ❖ All plans must be submitted to the KDDA and the Historic Preservation Commission (“HPC”) for concept approval. After concept approval by the KDDA and HPC, completed signs are eligible for funding for a maximum of up to one year after the completion date.
- ❖ Work done in advance of this approval will not be funded. Any design changes must be approved by the KDDA and the HPC before work begins.
- ❖ A completed checklist must be returned to the Economic Development Office at City Hall to receive approved funding.

### **Reimbursement Payments.**

The KDDA will provide funding on a reimbursable basis with the property/business owner.

- ❖ To be eligible for reimbursement by the KDDA, the tenant/owner shall provide all of the following: evidence of payment(s) (i.e., copy of cancelled checks) to City Hall for processing.
- ❖ A cash receipt is only permitted for limited purchases and services.
- ❖ The KDDA shall only provide reimbursement upon completion of the signage project.
- ❖ Prior to final payment by KDDA, all work must be completed in a quality manner and must comply with the plans approved by the KDDA.
- ❖ An appointed KDDA and HPC member will inspect the completed work to assure historic guidelines have been met and issue a report to the KDDA.

### **Funds Availability.**

The KDDA has budgeted a limited amount of funds to implement this Program.

A Tenant/Owner may apply per the following schedule:

- ❖ First time under this program, up to \$500 on a 50% match basis.
- ❖ After 3 years under this program, a new sign may receive up to \$250 on a 50% match basis.
- ❖ After 5 years under this program, a new sign may receive up to \$500 on a 25% match basis.

### **Processing Steps.**

1. Complete and return the application to: KDDA, 2529 J.O. Stephenson Avenue, Kennesaw, GA 30144.
2. Submit costs estimates and drawings to the KDDA.
3. The KDDA reviews the estimates and issues an approval letter and authorization to proceed.
4. Obtain permits and HPC Certificate of Appropriateness, where appropriate, for the required work and submit copies to KDDA staff.

5. Pay for the completed work and submit the documentation required for reimbursement to the KDDA.
6. Inspection will be completed by KDDA and HPC members.
7. Upon approval by the KDDA at its regularly scheduled meeting date, a check will be issued.

# Application for KDDA Signage Incentive Grant Program

*All requirements, terms and conditions as defined in the Kennesaw Downtown Development Authority Signage Incentive Grant Program Application and Instructions dated December 2011 shall apply.*

Name of Applicant and Project: \_\_\_\_\_

Address of Applicant: \_\_\_\_\_

Contact phone number of Applicant: \_\_\_\_\_

Email address of Applicant: \_\_\_\_\_

Address of work: \_\_\_\_\_

Owner of address where work will be performed: \_\_\_\_\_

Type of work (itemized with documented cost proposal, photographs, plans, paint color samples, etc.) to be completed:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total cost of work to be completed: \_\_\_\_\_

Amount of funding requested of KDDA to complete work: \_\_\_\_\_

I understand that in order for my request for matching funds be approved, I must agree to work with and follow the recommendations of the Kennesaw Downtown Development Authority. I also understand that funds are granted on a reimbursement basis, by submitting copies of all paid receipts for work completed. Improvements or changes not approved by the KDDA will not be funded. I agree to the terms and conditions of this grant. **Work not already completed will begin within 30 days of notification of award and completed a maximum of 90 days later.** Work will commence by \_\_\_\_\_ and will be completed by \_\_\_\_\_.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

I, \_\_\_\_\_, OWNER OF ABOVE LISTED PROPERTY CONSENT TO THE SIGNAGE WORK DESCRIBED IN THIS APPLICATION.

Signature of Owner (if different from Applicant) consenting to work to be performed on said property: \_\_\_\_\_ Date: \_\_\_\_\_

Approval of KDDA:

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date

Amount of funds approved by KDDA: \_\_\_\_\_

**KDDA Office Only: Received by** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Application Deemed Complete:**

**Meeting Date:** \_\_\_\_\_

**Approved for Concept:** \_\_\_\_\_ **Denied:** \_\_\_\_\_

**Project Approval:** \_\_\_\_\_ **Denied:** \_\_\_\_\_