



**City of Durham Office of Economic and Workforce Development**  
Application for Economic Development Incentives  
Sign and Façade Grant

## **APPLICATION FOR SIGN AND FACADE GRANT**

### **GRANT APPLICATION INCLUDING ATTACHMENTS MUST BE COMPLETED AND RETURNED TO:**

The Office of Economic and Workforce Development (OEWD) located at  
**807 East Main Street, Suite 5-100, Durham, North Carolina 27701**

**Applications will be accepted in-person or by mail only and will not be accepted by fax or email.**

**\*Please submit 1 signed original and 7 copies of the application and all attachments\***

The Sign and Façade Grant is a part of the Retail and Professional Services Grant Program. The Sign and Façade Grant Program is funded by the City of Durham's Office of Economic and Workforce Development. The objective of the program is to assist business owners and improve the pedestrian experience by enhancing the visibility and appearance of businesses through signage and façade improvements that are physically, historically and architecturally compatible with relevant design guidelines applicable within: the Ninth Street Commercial Corridor, the Downtown Development Tier (including Parrish Street), the Community Development Area (CDA) outside the Downtown Development Tier; including targeted corridors or targeted areas beyond the CDA or targeted areas outside the CDA.

Your application will be reviewed by OEWD and you will be notified of a decision by OEWD staff within 45 days. Evaluation criteria used for review is included in Section 5 of the application.

Do not have your sign fabricated or installed or begin façade improvements until after you have been notified by OEWD staff with a final funding decision on your Sign and Façade Grant Application.

Projects must be completed within 1-year of City approval.

OEWD will not release funds for signage and/or façade improvements until the project has been completed and final approval, in the case of signage, has been granted by the Durham City/County Inspections Department. Funds will be disbursed through reimbursement upon completion of project and submission of appropriate documentation (such as: cancelled checks, credit card receipts, etc.) proving compliance with relevant design guidelines and costs.



## **ELIGIBLE IMPROVEMENTS**

Preference would be given to street-level businesses.

The maximum incentive per business or address shall not exceed \$2,500 for the signage portion of a grant and \$20,000 overall. In no case shall the incentive exceed 50% of total project cost. Funding of any application is subject to availability.

### Signage Improvements

- Costs related to the design, fabrication and installation of signs
- Adding lighting to existing signage to enhance the pedestrian experience  
Preference will be given to signage that is visible at night and that is aesthetically pleasing
- Building signage that enhances the pedestrian experience and clearly identifies the business
- More than one sign may be included on the sign grant application but the maximum grant amount is \$2,500 per business or address
- Fees associated with obtaining Sign Permit and Certificate of Appropriateness (if required)

\*Note: The property owner and/or the applicant must agree to maintain the signage for a period of five years or until the property is sold or the tenant changes, as agreed to in the application. For example: If a sign is installed as part of a project and is damaged within a five year period, it must be repaired or replaced.



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### Façade Improvements

Preference would be given to those improvements that address and reduce slum/blight. Façade improvements must be made to the exterior of one or more sides of the building and/or property visible from a public street or municipal parking lot.

At least 50% of improvements must be attributed to costs as listed within a- i listed below.

- a. Restoration, repair, or replacement of windows, doors, exterior walls, chimneys, or other architectural elements
- b. Exterior painting
- c. Awnings, marquees, and related exterior lighting and electrical fixtures
- d. Masonry repair and cleaning
- e. Non-flat roof repair for portion noticeable from the public line of site
- f. Exterior work necessary for conversion to a retail or entertainment storefront.
- g. Removal of modern facades, in order to restore back to vintage quality.
- h. Restoration of vintage elements
- i. Removal of deteriorated building materials, such as plywood or metal

#### **Additional Allowable Improvements:**

- Property improvements, including landscaping, fencing, screening, and paving
- Parking lot improvements



## SIGN AND FAÇADE GRANT APPLICATION

The sections of the application are to be completed by the Applicant. Please complete within the form, as the space will expand as more information is added.

### SECTION 1 Applicant Information

Applicant name:	
Name of applicant business:	# of years in business:
If the name of the applicant business is different from the 'Doing Business As' (dba) name provide dba:	
Description of service or product provided by applicant business:	
Does business serve minors?: Yes <input type="checkbox"/> No <input type="checkbox"/>	
Applicant telephone #:	Applicant fax #:
Applicant Email:	
Applicant mailing address:	
Applicant street address:	
Tax status of business: <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation (indicate designation) _____	
<input type="checkbox"/> Partnership <input type="checkbox"/> Non profit <input type="checkbox"/> Other _____	
Federal Tax ID # :	
Property address where sign will be Installed or façade improvements made:	



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How many similar businesses are within a 3-block radius of the applicant business:
Briefly describe the positive effect the business has on the neighborhood in which it is located:
How many people are currently employed at the business? If a new business, how many people are planned to be employed?
Is property currently vacant?: Yes <input type="checkbox"/> No <input type="checkbox"/>
Property Owner's Name (if different from applicant):
Have you obtained a City of Durham Privilege License? Yes <input type="checkbox"/> No <input type="checkbox"/> (Not required at time of application but will be required if awarded funding)
If the applicant is someone other than the property owner, does the property owner give permission for the applicant to install the sign or perform the façade work as proposed in the application? (Provide a letter of permission)  Yes <input type="checkbox"/> No <input type="checkbox"/>  Does the property owner attest to non-delinquent property taxes for the property address where the sign will be installed or façade work performed? Yes <input type="checkbox"/> No <input type="checkbox"/> (Declare to be true that the property taxes have been paid to the current date)



## SECTION 2 Application for Signage

(If you are not requesting funds for signage skip to Section 3)

<b>Sign Permit &amp; Certificate of Appropriateness</b>	
Have you applied for a Sign Permit (Required)?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Has your sign permit application been approved?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is your property located in a Local Historic District OR has it been designated as a Local Historic Landmark? (i.e. Fayetteville Street Local Historic District)	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Please visit The Durham City-County Planning Department to determine</b> <b><a href="http://www.durhamnc.gov/departments/planning/pdf/hist_resources_map.pdf">http://www.durhamnc.gov/departments/planning/pdf/hist_resources_map.pdf</a></b>	
If so, have you applied for the required Certificate of Appropriateness?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Have you obtained a Certificate of Appropriateness? (Note: A Certificate of Appropriateness, if needed, is required prior to the sign permit)	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Proposed Signage</b>	
Signage description (please attach scale drawings and pictures or renderings):	
Signage dimensions: Height:	Width:
Is sign visible at night? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, by what method?	



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Method of attachment:

Will this be a projecting sign? (Visible from both directions): Yes  No

If yes, will lettering or graphics be visible from both directions?: Yes  No

Signage materials:

Signage colors:

Name and address of sign-maker:

Total Cost of Signage \$

Grant Amount Requested for Signage\* \$

\*The maximum incentive per business or address shall not exceed \$2,500 for the signage portion of a grant and \$20,000 overall. In no case shall the incentive exceed 50% of total project cost. Funding of any application is subject to availability.

\*Note: The property owner and/or the applicant must agree to maintain the signage for a period of five years or until the property is sold or the tenant changes, as agreed to in the application. For example: If a sign is installed as part of a project and is damaged within a five year period, it must be repaired or replaced.



### **SECTION 3 Application for Façade Improvements**

(If you are not requesting funds for façade improvements see Section 2)

Is your property located in a Local Historic District OR has it been designated as a Local Historic Landmark? (i.e. Fayetteville Street Local Historic District) <span style="float: right;">Yes <input type="checkbox"/> No <input type="checkbox"/></span>
<b>Please visit The Durham City-County Planning Department to determine</b> <a href="http://www.durhamnc.gov/departments/planning/pdf/hist_resources_map.pdf">http://www.durhamnc.gov/departments/planning/pdf/hist_resources_map.pdf</a>
If so, have you applied for the required Certificate of Appropriateness? <span style="float: right;">Yes <input type="checkbox"/> No <input type="checkbox"/></span>
Have you obtained a Certificate of Appropriateness if required <span style="float: right;">Yes <input type="checkbox"/> No <input type="checkbox"/></span>
<b>Proposed Façade Improvements</b>
Description of Proposed Work: (In addition to the description, attach plans drawn to scale, samples of paint colors to be used on façade work and photographs of existing condition of property)
Name and address of contractor to perform façade work:
Total Cost of Façade Improvements: \$ (Attach quote from contractor or architect for total project cost)
Grant Amount Requested for Façade Improvements* \$  *The maximum incentive per business or address shall not exceed \$2,500 for the signage portion of a grant and \$20,000 overall. In no case shall the incentive exceed 50% of total project cost. Funding of any application is subject to availability.





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**\*Please submit 1 signed original and 7 copies of the application and all attachments\***

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Property Owner Signature \_\_\_\_\_ Date \_\_\_\_\_

FOR INTERNAL USE ONLY			
Project Location	<input type="checkbox"/> Ninth Street Commercial Corridor <input type="checkbox"/> Downtown Development Tier <input type="checkbox"/> CDA outside of Downtown Develop. Tier	OR	<input type="checkbox"/> In Targeted CDA Corridor <input type="checkbox"/> In Targeted areas beyond the CDA <input type="checkbox"/> In Targeted areas outside the CDA
Date Application Received:		Date Application Complete:	
Reviewed By:		Date:	
Approved By:		Date:	



## Section 4 Attachments and Additional Information

**The following information must be submitted with your application to insure processing:**

### **For Signage:**

- Plans drawn to scale—including sign dimensions, description of all materials, colors (samples), illustrate how sign will be attached to building and explanation of how the sign will be lit (if applicable)
- Photographic rendering of proposed signage installed on building (if available)
- Proposed budget and detailed cost estimates for work
- Processing of your Sign and Façade Grant application will not begin until you have received a Sign Permit and/or a Certificate of Appropriateness (If needed).
- If the applicant is someone other than the property owner, the property owners must complete the relevant sections of the application

### **For Façade Improvements:**

- Plans drawn to scale
- Samples of paint colors to be used on façade work
- Photographs of existing condition of property
- Quote from contractor or architect for total project cost
- If the applicant is someone other than the property owner, the property owners must complete the relevant sections of the application



## **Additional information not required time of application but will be required if awarded funding**

- Current copy of City of Durham Privilege License
- Current W-9 form

## **Resources for Sign Permit, Electrical Permit, and Certificate of Appropriateness**

1. Depending on the type and size of sign that you want to install and the location of your building, you may be required to obtain any or all of the following from the City of Durham: Sign Permit, Electrical Permit, and/or Certificate of Appropriateness.

For information about Sign Permits & Electrical Permits:

- **Contact: Don Moore, City of Durham Inspections Department (919) 560-4677**  
**don.moore@durhamnc.gov**
- **Or visit: <http://durhamnc.gov/ich/cb/ccid/Pages/Home.aspx>**

For information about Local Historic Districts, Local Historic Landmarks &

Certificates of Appropriateness:

- Note: A Certificate of Appropriateness, if needed, is required prior to the sign permit
- Certificates of Appropriateness are only required in local historic districts (i.e. Fayetteville Street Local Historic District)
- **Contact: Lisa Miller, City of Durham Planning Department (919) 560-4137**  
**lisa.miller@durhamnc.gov**
- **Or visit: <http://durhamnc.gov/ich/cb/ccpd/Pages/Home.aspx>**

2. Notify OEWD staff after the sign has been installed and the sign has been inspected by the



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City Inspections Dept (they will issue you a sticker to place on your sign). The sign will be examined by OEWD staff to insure that it has been completed as specified in the grant application.

## **SUBMIT 1 SIGNED ORIGINAL AND 7 COPIES OF THE APPLICATION AND ALL ATTACHMENTS TO:**

The Office of Economic and Workforce Development (OEWD) located at **807 East Main Street, Suite 5-100, Durham, North Carolina 27701** Attention: **Reginald Jones**

OEWD will review select evaluation criteria including visibility at night and aesthetics of signage in determining funding award. Applications will be reviewed on a first come first served basis.

**If you have any questions about the Sign and Façade Grant Program please submit in writing to: Reginald Jones email: [Reginald.Jones@durhamnc.gov](mailto:Reginald.Jones@durhamnc.gov)**



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**Section  
 5  
 Evaluati  
 on  
 Criteria**

<b>PROJECT NAME:</b> _____	
<b>REQUIRED ATTACHMENTS/DOCUMENTATION NEEDED TO COMPLETE APPLICATION</b>	
<b>Current copy of City of Durham Privilege License? (Not required at time of application)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Plans Drawn to Scale</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Approval from building owner if applicant is not the owner? (Provide permission letter)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Detailed Budget and Cost Estimates for Work</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Any Issues related to Business Background Check</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Sign Permit (if a sign)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No  <b>Certificate of Appropriateness</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Copy of current lease if applicant is not building owner?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	

**Property taxes and other city service accounts are current at the time of approval and funding**

- There are no outstanding issues.
- There are issues at this time.

**Satisfactory checks of the following items are required before applications are submitted to the City Manager for recommended approvals:**

**City-County Inspections Check**

- There are no outstanding issues.



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- There are issues at this time.

**Neighborhood Improvement Services Check**

- There are no outstanding issues.
- There are issues at this time.

**EVALUATION CRITERIA LISTING:**

The following evaluation criteria should be used for scoring projects requesting funds from the City of Durham for Sign & Façade Grants proposed within CDA outside Downtown Durham, within Targeted CDA Corridors or within targeted areas in the Urban Growth Area.

**SCORING SUMMARY: PLEASE COMPLETE THE FOLLOWING SCORING MATRIX (MAXIMUM SCORE IS 40 POINTS FOR EACH CATEGORY; MINIMUM OF 32 FOR ELIGIBILITY IN EACH CATEGORY)**

**Visual Impact   Economic Impact   Community Support**

**TO REVIEWERS: For Façade Only applications – use boxes a, c and d ONLY (use e if applicable)**

**For Sign Only applications – use boxes b, c, and d ONLY (use e if applicable)**

**For Sign and Façade applications – use all boxes (use e if applicable)**

	Check List	Score
<p><b>a. <u>Visual Impact – Façade Grants</u></b></p> <p>Improves the attractiveness, diversity, and level of office &amp; retail activity.</p> <p>Improves exterior image as it is the first point of contact for a business</p> <p>Stops physical deterioration and addresses years of neglect</p> <p>Design services provided to advance the quality of property improvements</p> <p>Combats negative perception of office &amp; retail areas that appear blighted and run down.</p> <p>Eliminates property blight</p>		<p><b>Max-20 points</b>            Score _____</p>
<p><b>b. <u>Visual Impact – Sign Grants</u></b></p> <p>Sign is appropriately visible for its location</p> <p>Sign is visible at night (internally or externally lit)</p> <p>Aesthetics of Sign – design and materials</p> <p>Appropriateness of the design to the improvement of the streetscape</p>		<p><b>Max-20 points</b>            Score _____</p>



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<p><b>c. <u>Economic Impact</u></b></p> <p>Does project support a catalyst project in the area?</p> <p>Business is appropriate to assist in the overall neighborhood economic development.</p> <p>Provides neighborhood businesses or services to underserved areas.</p> <p>The Project has elements that are aligned and consistent with the following 3 plans that have been approved by City Council – Downtown Master Plan, City Center Market Study, RKG Study</p> <p>Extent to which market is already supporting similar projects in the area (within 3 block radius)</p> <ul style="list-style-type: none"> <li>- No other similar projects in area</li> <li>- One other similar project</li> <li>- Multiple similar projects</li> </ul> <p>Reuses a vacant or underutilized property?</p>		<p><b>Max-10 points</b></p> <p>Score _____</p>
<p><b>d. <u>Community Support Impact</u></b></p> <p>Does the business add value to the neighborhood?</p> <p>Is the business a new type of business for the neighborhood?</p> <p>Is the business wanted by the neighborhood?</p>		<p><b>Max-10 points</b></p> <p>Score _____</p>
<p><b>e. <u>Bonus</u></b></p> <p>1. Durham-based contractors used for sign and/or façade work</p> <p>Sign <input type="checkbox"/> Façade <input type="checkbox"/></p> <p>2. Sign and/or façade improvements use green alternative energy lighting technology and/or sustainable building materials</p>		<p><b>Max-2 points each</b></p> <p>Score:</p> <p>Sign _____ Façade _____</p> <p><b>Max - 3 points</b></p> <p>Score _____</p>
<p><b>Additional Comments</b></p>		