

**MOUNT PLEASANT  
BUSINESS DISTRICT  
AUTHORITY**

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Mount Pleasant Business District Authority  
***Business Signage Grant APPLICATION***

*The Mount Pleasant Business District Authority (BDA) is offering a matching grant program in order to assist businesses with their appropriate signage.*

**Prelude:**

*Business buildings in small towns need to reflect character to be inviting and compete with malls. Signs on business buildings are an important design element that will improve the visual quality of the business district area (businesses in the Mt. Pleasant Borough) and create the appropriate architectural ambiance to attract tourists and accommodate pedestrian shoppers, residents strolling along sidewalks, and motorists driving at slower speeds. Considerations (e.g., size, utility, location, material, lettering style, color and illumination) are very important in designing an attractive, functional sign.*

**Business Signage Grant:**

Grant assistance may not exceed \$ 500 per applicant or 50% of eligible expenses, whichever is less, and is provided on a reimbursement basis.

For example:

If the total project costs \$800; the grant award will be half of that amount: \$400.

If the total project costs \$600, the grant award will be \$300 award.

Projects that cost more than \$1,000 are eligible for the grant, but the award will be capped at \$500.

**Total amount award each fiscal year is \$4,000. Fiscal year is Oct 1<sup>st</sup> – Sept 30<sup>th</sup>**

**Eligibility:**

- ✓ Eligible applicants for the program are building owners and/or business tenants currently owning or leasing tax assessed property within the boundaries of the Borough of Mount Pleasant, as well as prospective owners/businesses planning to locate within the area. Business tenants must submit written consent from the building owner to participate in the program.
- ✓ Applicants are only permitted to receive this grant every 2 years (730 days) from the previous grant awarded by the authority.
- ✓ No grants will be awarded to government owned properties, to tenants in government owned properties, non-profit organizations or residential conversions.
- ✓ Grant covers sign cost.- ONLY. Applicant is responsible for obtaining any permits required to do the sign project. Cost of permitting, installation, and wiring cannot be part of grant funding.

**Eligible Business Marketing Projects Type**

Maximum reimbursement of \$500.00

The following is grant protocol:

- ✓ All building signs shall be designed, constructed and maintained to compliment and harmonize with the architectural features of the building. High quality materials should be used, ie: wood, metal, channel lettering, illumination etc. Paper, cloth, banners and plastic materials are considered temporary signs and are **not** applicable.

**Eligible Business Signage Projects Type (continued)**

- ✓ All signs must be affixed to the building.
- ✓ Door decals in vinyl is an acceptable form of business signage.
- ✓ All signs should convey their message clearly and legibly, shall be weather resistant, and if illuminated, shall not be overly bright for their surroundings, distract drivers, nor spillover onto the right-of-way or adjacent properties/signs.
- ✓ Signs should contain at a minimum the business name or logo and phone number .
- ✓ There are two methods of illuminating signs: internal with the light source inside the sign and external with an outside light directed at the sign. Signs will be lighted with continuous light sources per guidelines of the Borough Sign Ordinance.

**Suggestions / Sign Etiquette**

- ✓ Avoid intricate typefaces – the most significant influence on legibility is lettering. Avoid crowded lettering, words or lines.
- ✓ The most aesthetically pleasing and effective signs are produced when light colored letters and images are placed on a dark, contrasting colored background, or vice versa.

**General Information on Applicant:**

Applicant Name: \_\_\_\_\_

Applicant's Address: \_\_\_\_\_  
\_\_\_\_\_

Applicant's Phone Number: \_\_\_\_\_

Applicant's Email Address: \_\_\_\_\_

Business Name: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Property Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Person: \_\_\_\_\_

Project Name (Brief Description): \_\_\_\_\_

Total Cost of Project: \_\_\_\_\_  Estimate Cost  Actual Cost

Estimated Start Date: \_\_\_\_\_

Estimated Completion Date: \_\_\_\_\_

**Supporting Documents Required for Projects Type listed**

Applicants will need to submit the following documents for review by the Business District Authority Board.

All applicants must submit the appropriate PERMIT from the Mount Pleasant Borough associated with the said Business Signage project. Permits and detailed information can be obtained from the Mount Pleasant Borough website at:

[www.mtpleasantboro.com/permits.html](http://www.mtpleasantboro.com/permits.html)

Applicants applying PRIOR to start of project:

- ✓ PRE WORK Photographs of the façade of the building in question (minimum of 3 photos)
- ✓ "Simple" sketch drawings of building signage
- ✓ TWO Estimates from authorized contractors performing the work

Applicants applying AFTER completion of the project:

- ✓ POST WORK Photographs of the Business Signage on the building in question (minimum of 3 photos)
- ✓ Paid receipts and costs from the authorized contractor performing the work

All applicants should supply a detailed description of the project, what the project consists of, materials used, colors/style/décor of the project. Be clear and direct with your description of the project. PLEASE USE A SEPARATE SHEET OF PAPER.

Application will not be reviewed without all above supporting data.

DO NOT SEND ORIGINALS – SEND COPIES OF ALL MATERIALS

**BUSINESS SIGNAGE GRANT**

**Final Determinations / Board Review:**

The Mount Pleasant Business District Authority reserves the right to approve or deny grant requests based on whether it believes the Business Signage proposal will enhance each applicant’s business image and visibility; moreover, align with our values of preserving built communities and supporting the local economy.

**ALL PAYMENTS ARE ISSUED TO THE APPLICANT UPON PROOF OF COMPLETION OF SAID PROJECT LISTED WITHIN THIS GRANT APPLICATION. NO EXCEPTIONS.**

All rulings of the Mount Pleasant Business District Authority Board are final. No Exceptions.

**Attestation of Applicant:**

I hereby submit the attached sign plans & specifications for the proposed sign project and understand that the Mount Pleasant Business District Authority Board must approve these. No work shall begin until I have received written approval from the Mount Pleasant Business District Authority. No funding is guaranteed until the Mount Pleasant Business District Authority Board approves completed application. Grant monies will not be paid until the project is completed and a paid invoice (s) is provided. The project must be completed within 60 days of grant approval.

\_\_\_\_\_

\_\_\_\_\_

Applicant’s Print Name

Date

\_\_\_\_\_

Signature of Applicant

**OFFICE USE**

Date Received \_\_\_\_\_

Copy of Permit (if app)     Photographs     Complete Description     Estimates /Receipts

Determination     BDA Board Approval     BDA Board Denied    Awarded Amount: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

Mount Pleasant Business District Authority President

\_\_\_\_\_

Date