

# Town of Suffield Business Signage Matching Grant Program

## Program Guidelines

### **Purpose:**

To encourage business owners to install signage of high-quality design, assist in supporting and promoting local business, and making sure that potential patrons know the location and purpose of the business.

### **Grants Available:**

Any registered businesses in town that has a location that can support out-door signage is eligible for the program. An individual business can apply for up to 50% of the cost of an approved sign to a maximum of \$1,000. Owners of multi-tenanted complexes can apply for up to 50% of the cost of an approved sign to a maximum of \$2,500. The business owner must secure at least two quotes and the Town will only pay up to 50% of the lowest quote. If the business owner chooses to go with a higher bid then the town will still only pay 50% of the low bid toward the cost of the sign. Grants will be paid on a reimbursable basis after a copy of the invoice from the chosen sign company is submitted to the Town.

### **Requirements:**

All signs must meet Town of Suffield Zoning Regulations in all respects including size and location. Businesses in a Historic District will be required to get a Certificate of Appropriateness. To be eligible for matching funds, sign designs must be approved by the EDC, and/or Design Review Board. Signs should be constructed with PVC, wood or sign board. PVC is preferred due to its durability. No sheet metal, backlit plastic signs, or signs with telephone numbers will be approved. Raised or carved lettering is preferred. No signs with pressed-on vinyl letters will be approved.

### **Program amendments:**

The Town reserves the right to amend these program guidelines at any time to help effectuate the goals of the program.