

Signage Improvement Grant

Available in the Central Business District, District Shopping Area, Special Purpose Commercial Area, Mixed-Use Areas and Industrial Areas

Purpose

The Signage Improvement Grant Program offers grants to property owners or tenants for improvements to the signage of existing commercial, institutional, or mixed-use buildings within certain Sub-Areas identified by the Community Improvement Plan.

The purpose of the program is to finance signage improvements that would otherwise be considered cost prohibitive by a property owner/tenant. The program will also promote improvement of the physical condition and visual aesthetic of private property and buildings.

The Town will benefit from signage improvements to private properties, which will promote a design that is generally consistent with the community image and brand that has been identified as part of Bracebridge's rebranding exercise.

Funding Opportunity

The Town provides up to 50% of approved signage improvement or replacement costs for eligible properties in the form of a grant, to a maximum municipal contribution of \$2,000. For buildings with multiple street addresses, storefronts, or rear/side walls that are visible from a public street or public space, or fronts onto a laneway or parking lot, the maximum combined signage improvement or replacement will be a \$4,000 grant.

Eligibility

Signage improvements to existing commercial, institutional, or mixed-use buildings may be considered eligible for the Signage Improvement Grant Program. The following evaluation criteria will be used to determine if the applicant is eligible to receive funding:

- Adherence to Signage Design Guidelines, 1992 (Central Business District)
- Aesthetic improvement to the building
- Improvement to the streetscape
- Quality of the application