

Incentives: ODA Sign Incentive Grant Program

The Orange Downtown Alliance has established a Sign Incentive Grant Program to provide financial assistance for downtown business and property owners making physical improvements to their street front signage.

The sign incentive grant may be used for a variety of sign improvements including painting, repair, replacement, or other improvement that the ODA Design Committee finds acceptable.

Program Guidelines

1. Grants are available for up to 50% of the total cost of the improvement project to a maximum of \$250. An applicant may be awarded only one grant.
2. The applicant may be the property owner or tenant. A tenant must have the property owner's signed approval on the proposed building improvement.
3. The completed design or proposal for the improvement project must be submitted to the Orange Downtown Alliance office and approved by the ODA Design Committee. Any changes made to the sign that have not been previously approved by this committee will not be eligible for funding.
4. The applicant will be reimbursed the amount of the grant upon completion of the project.
5. Completion of the project must be within three months of the ODA Design Committee's approval.

Grant Approval

1. To submit an application, fill out the attached form and return it to the ODA office along with any available drawings and descriptive information on the design of the project and the products to be used in the sign. The office staff is available for assistance and to answer any questions you may have. Orange Downtown Alliance is located at 130 West Main Street, 540-672-2540.
2. Once the Design Committee has reviewed the application, the applicant will be notified of the outcome, including the reasons behind their decisions, and possible necessary changes.
3. Sign Incentive Grants are awarded on a first come, first serve basis until the grant fund is exhausted for the year.

Selection Criteria

1. Aesthetic quality of the design proposed.
2. Potential impact on the attractiveness of the town, the streetscape, the particular building, and the view shed.
3. Visual prominence of the sign and its location.
4. Enhancement or improvement significance to the town.

Suggested Design Guidelines

1. Planned improvements must preserve the architectural integrity of the building and adhere, where possible, to the original design of the façade.
2. Paint colors should be harmonious with neighboring structures and/or indicative of the building and sign's historic character.
3. The size, color, shape, and position of a sign should compliment the architecture and history of the building.

For further information please contact Stuart Andreason, Executive Director – Orange Downtown Alliance, at 540-672-2540 or director@orangedowntownalliance.org. Orange Downtown Alliance Offices at 130 West Main Street, Orange VA 22960.

Application page follows

**Orange Downtown Alliance
Sign Incentive Grant Program**

Application Form

Applicant: _____

Property Address: _____

Mailing Address: _____

Business Phone Number: _____

Type of Improvement:

Sign Replacement _____

Sign Repair _____

New Sign _____

Description of Sign Improvements: _____

Please Attach the Following:

1. Specifications outlining scope of work, including detailed sketch if appropriate.
2. Sample of colors to be used.
3. Proposed budget and cost estimates.
4. All required town permits. (ODA can assist in getting permits.)
5. If applicable, the property owner's written approval.

Total Cost of Improvements: \$ _____

Amount Requested: \$ _____

I understand that in order for my request for funds to be approved, I must agree to work with and follow the recommendations of the ODA Design Committee. I also understand that monies are granted on a reimbursement basis following completion of work and that design changes not approved by the design committee will not be funded.

Signature _____ Date _____

Property Owner _____ Tenant _____

If applicant is not the property owner, signature of property owner should follow:

Signature _____ Date _____

TO BE FILLED OUT BY ORANGE DOWNTOWN ALLIANCE

Approved: _____ Denied: _____ Amount Granted: _____