



LAWRENCEVILLE CORPORATION

Sign Grant Program Guidelines

THE IMPORTANCE OF GOOD SIGNAGE

First impressions have a lasting influence. That's why it's important that neighborhood business districts like Butler Street and Penn Avenue present an appealing image to potential customers, tenants, and investors. Signs are particularly important. When well designed and properly maintained, signs enhance the unique image of a neighborhood and favorably influence people's perceptions of individual businesses and the district as a whole. Lawrenceville Corporation uses this grant program as tool to promote placemaking and thoughtful design throughout our thriving commercial corridor.

Important things to consider when designing a sign for your business:

- Does the design of the sign take into account the historic character of the building and the neighborhood?
- Does the sign reflect the image of your business? Is it attractive enough to entice new customers?
- Is your sign readable? Do the typeface, color, and design make it easy for customers to recognize your business?
- Can your sign be seen at night?

Remember that your signage is a reflection of your business. A well designed and attractive sign can increase customer traffic and business awareness.

SIGN GRANTS

The Lawrenceville Corporation (LC) recognizes the importance of attractive signage to the success of individual businesses and the entire Butler Street and Penn Avenue business districts. To help small businesses afford attractive signage, the LC created the Sign Grant Program. Please note that this grant program was created to focus on independently owned businesses.

The Sign Grant Program offers 50/50 matching grants to businesses in the Butler Street and Penn Avenue business districts. Businesses in buildings that have been rehabilitated or renovated are eligible for up to \$500 of matching grant funds. Proof of payment or of in-kind donation will be considered for the business/property owner's match. Sign grants are reimbursable grants, which mean business/property owners must pay the sign fabrication and installation fees up front, and then be reimbursed for half of the fees up to \$500.

CRITERIA

To qualify for a sign grant through the LC's program, you must meet the following criteria

- The sign must be placed in the Butler Street and Penn Avenue Local Neighborhood Commercial (LNC) districts. Maps of the LNC districts are available from the Office of City Planning, but in general, the Butler Street LNC is from 34th to 56th Street, and the Lawrenceville portion of the Penn Avenue LNC is from 34th to 45th Streets. Exceptions may be made at the discretion of the LC Real Estate Committee.
- Eligible businesses include retail, wholesale, and professional and personal service establishments. Adult entertainment facilities, used car lots, and non-independently owned gas stations, fast food establishments, and convenience stores are not eligible for sign grants.

- Businesses must be a member in good standing of the Lawrenceville Corporation to be eligible for sign grant funding.

USE

Eligible businesses may use sign grant money for:

- Fabrication and installation of business identification signs including, but not limited to, projecting signs, wall signs, sandwich board signs, transom and/or storefront window signs, and awnings.
- Fabrication and installation of shielded external sign lighting including, but not limited to, spotlights, goose neck lights, florescent tube lights, halogen lights, and neon lights.
- Fabrication and installation of directional signage in the main business districts (Butler Street and Penn Avenue) noting businesses off of the main districts.
- Internally illuminated box signs are not an acceptable sign and will not be funded, regardless of illumination.

APPLICATION STEPS

1. Contact Ed Nusser, Real Estate & Planning Manager at the LC, at ed@lawrencevillecorp.com or 412-621-1616 x 106 to receive a copy of the Sign Grant Program application and zoning regulations regarding allowable signage in the City of Pittsburgh. All signs must meet the City's guidelines for signs.
2. Contact the City of Pittsburgh Department of Permits, Licenses and Inspections at 412-255-2175 to find out about any permits you need to acquire. The applicant is responsible for obtaining and paying for sign permits.
3. Submit sign grant application to the LC for review along with the following materials:
 - Current photo of the building, including all sides where signage will be placed.
 - Two bids for fabrication and installation of your proposed sign from two different sign companies. (The LC will require you to choose the lowest responsible bidder.)
 - Professionally drawn, color copies of your plans for signage, which specify color, material, and position on building, size, and typeface.
 - NOTE: Complete applications, including all supporting materials, must be submitted to the LC by Wednesday, May 31, 2017.
4. If the sign is being installed on property not owned by the business owner seeking the sign grant, you must submit express written permission along with the application.
5. The LC's Real Estate Committee will review and vote on your sign plans and will notify you by Wednesday, June 7, 2017.
IMPORTANT: Do not fabricate or install your sign before the LC's Real Estate Committee reviews and approves the plans.
6. You will be notified in writing if your design and bids have been approved and can then begin fabricating and installing your sign. Your sign must be completed and receipts submitted to LC no later than Tuesday, August 1, 2017. Send your receipts for fabrication and installation to ed@lawrencevillecorp.com or via mail to Lawrenceville Corporation, 100 43rd Street, Suite 106, Pittsburgh, PA 15201. You will be reimbursed within 30 days of receipt.

ABOUT THE LAWRENCEVILLE CORPORATION

Lawrenceville Corporation is a non-profit community development corporation whose mission is to act as a catalyst and conduit for responsible growth and reinvestment in the Lawrenceville community.

Funding for the Sign Grant Program was made possible through Allegheny Valley Bank, the Pennsylvania Department of Community and Economic Development, and the Urban Redevelopment Authority.