



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 the Butler Street and Fern 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 its grant program as a tool to promote pleasing 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 attract new customers?
- Is your sign readable? Do the typefaces, 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 success.

SIGN GRANTS

The Lawrenceville Corporation (LC) recognizes the importance of attractive signage to the success of individual businesses and the entire Butler Street and Fern 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% matching grants to businesses in the Butler Street and Fern 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 a local donation will be considered for the business/property owner's match. Sign grants are non-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 Fern 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 Streets, and the Lawrenceville portion of the Fern 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. A&B entertainment facilities, used car lots, and non-independently owned gas stations, fast food establishments, and convenience stores are not eligible for sign grants.