



## **Brockton Signage Improvement Grant**

### **Purpose**

To cover a portion of the project costs for exterior improvements to the public-facing signage of existing buildings in settlement areas of Brockton, such as historic downtown Walkerton, Chepstow, Elmwood, Cargill and Pinkerton.

The program is intended to encourage the improvement and installation of pedestrian-scaled, attractive signage to buildings and facades, and free-standing signs located on commercial properties on the part of property owners and tenants. It is not a property maintenance program, and designs and materials used must be of high quality to enhance the character of the settlement areas.

Perpendicular storefront signs and free-standing signs are to be in keeping with the architectural character of a commercial storefront façade, and not detract from the building or any stated design direction. Back-lit illumination signs are not eligible for funding. All proposed signage must comply with the Municipality of Brockton's Sign By-Law and permitting process.

Signage should be attractive, durable, easy to read and complementary to the overall façade design. Sign scale should be in proportion with the building and should reflect the pedestrian scale of the streetscape.

Signs should complement the heritage character of Walkerton and Brockton's hamlets, while allowing for the creativity of individual businesses.

### **Eligible Costs**

- Restoration or redesign of commercial building signage facing the public right-of-way
- Professional design fees
- Façade signage upgrades/replacement
- Cleaning, painting, sandblasting and/or refinishing signage
- Façade illumination for signage (excluding backlit lighting)
- Perpendicular signage
- Free-standing signage
- Brick and masonry repair to accept signage bracket/fastenings

## **Program Funding**

Up to 50% of eligible costs, or \$1,500, whichever is less, upon successful completion of a signage improvement project within the CIP area.

## **Eligibility Criteria**

- The program is open to owners of commercial and mixed-use properties. Applicants must be the owner or tenant of the subject property, or any person to whom the owner or tenant has assigned the rights to the property;
- Proposed work must comply with all applicable By-Laws, codes and guidelines;
- Applicants must not be in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- Applicants must source goods and services locally, where possible.
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant.

For more information please contact:

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