

PLANNING DEPARTMENT COMMERCIAL SIGN REPLACEMENT GRANT PROGRAM

Purpose

The purpose of the Sign Program is to provide financial assistance to existing businesses within the City to replace outdated permanent nonconforming signs (e.g., pole/pylon signs, roof signs, oversized or animated signs, etc.) with conforming signs (e.g., ground signs, monument signs, wall signs, projecting signs, etc.), pursuant to Chapter 13 of the Hendersonville Zoning Ordinance.

Matching Grant

- Matching Ratio: Minimum (50:50); Maximum (80:20) 80% City / 20% Applicant.
- Maximum Amount: \$10,000 (includes all zoning permit fees).
- Limits: Businesses/Property owners are eligible for one grant per year. Amount eligible to be matched is “out-of-pocket” cost of replacement signage NOT covered by insurance.

Eligible Properties

- Properties within the Westlake Plan area with one or more businesses having pre-existing nonconforming signs.
- Businesses that are zoned for commercial uses, as shown in the adopted Land Use & Transportation Plan.
- Properties with no outstanding violations.
- Businesses legally operating with a current business license.

Eligible Applicants

Only an existing property owner, property lessee, or an authorized agent is eligible to apply.

Eligible Projects

Replacement and/or modification of existing permanent nonconforming signs with a new or refurbished sign that eliminates or significantly reduces one or more nonconformities, in compliance with the City’s Zoning Ordinance. Projects eliminating all nonconformities are eligible for the full 80:20 match (up to the maximum \$10,000 amount).

Ineligible Projects

- Modification of existing nonconforming signs in a manner that retains nonconformance.
- New signage that does not include the removal of existing nonconforming signage.
- Temporary signs or new nonconforming signage.

Application Deadline

Applications will be accepted year-round and are reviewed on a first come, first served basis. The Sign Program will continue until all grant funding is dispersed. If all funding is not dispersed within the first three months, a Façade Improvement Grant Program may be established to award and allocate the remaining funds.

Application Process

- Applicant meets with City Planning staff to obtain Program application forms, discuss the project, and determine the eligible matching ratio and maximum grant amount.
- Applicant will complete and submit grant application to City Planning staff along with proposed Sign Plan from a Sign Company, including depictions of existing and proposed signage along with their locations and dimensions, and the estimated cost of replacement.
- City Planning staff will review the application for completeness and determine if it conforms to Program guidelines and Zoning requirements.
- City Planning staff will consider approval or denial of all applications within two weeks.

Selection Criteria

Applications will be reviewed and analyzed against the following criteria:

- Location within the Westlake Plan area of City. Preference will be given to heavily commercialized areas with high visibility along West Main Street.
- Number of nonconformities eliminated and level of compliance with all City sign standards.
- Ability to improve the appearance and attractiveness of the site and surrounding area.
- Consistency with City's Land Use & Transportation Plan, including the Westlake Plan.
- Site compliance with other applicable City Zoning Ordinance and Building & Safety Codes.

Project Completion

The project is to be completed within one year of the grant approval date.

Disbursement Process

Payment to the applicant will be made upon completion of work and after all the following:

- Submittal of paid invoices for the work outlined in the application.
- Verification that property taxes are current.
- Verification of payment of all building permits and case closure by the Building Official.
- Inspection by City staff to verify completion of work and code compliance.
- Submit a completed W-9 form to the City Planning Department for processing.

City Contacts

Zoning Code Compliance and Sign Application Review

- Sloane Moore, Planning Technician: smoore@hvilletn.org

Grant Application Review & Approval

- J. Ritterbeck, Economic Development & Community Planner; jritterbeck@hvilletn.org

COMMERCIAL SIGN REPLACEMENT GRANT APPLICATION

Business Information	Address:	
Business Name	Phone:	Email:
Property Owner (if different from above)	Address:	
Owner Name:	Phone:	Email:
Sign Company Information	Address:	
Company Name:	Phone:	Email:
Description of Project: (Example: Permit status, type, dimensions, age of existing sign vs. the type and size of new sign)		
<p>Note: Applications require submittal of a Sign Plan from a Sign Company providing depictions, locations, and dimensions of both the old and the new signage.</p> <p>By signing this application, applicant(s) attest that they are not in receipt of any other public funds for the replacement of the subject sign.</p>		

ELIGIBILITY REQUIREMENTS

Are real estate property taxes current? Yes _____ No _____

Are there any outstanding violations on the property? Yes _____ No _____

Business license number? _____



Is the property located in the Westlake Plan area? Yes _____ No _____

GRANT REQUEST

Total Estimated Cost of Sign: \$ _____

Requested Grant Amount: \$ _____
(80% total cost, up to maximum of \$10,000)

Applicant Contribution: \$ _____
(20% match required)

SIGNATURES

Signature of Owner (Required)

Phone Number

Signature of Applicant (If different than above)

Phone Number

APPROVED / DENIED on ___/___/___

[City Use Only]

APPROVED FOR REIMBURSEMENT _____



