



# City of Cleveland Storefront Renovation Program Sign-Only FREQUENTLY ASKED QUESTIONS (FAQs)

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The mission of the City of Cleveland's Storefront Renovation Program (SRP) is to revitalize, support, and promote the City's neighborhood commercial retail districts. Working towards this mission, the Storefront Program offers financial incentives combined with free City design assistance to support new businesses located in previously rehabilitated buildings. To better meet these objectives, the City partners with neighborhood Community Development Corporations (CDC) to implement the program in the neighborhoods.

## ***What is the Storefront Program's Sign-Only Program?***

The program offers a 40% rebate on eligible signage expenses for businesses that meet the following eligibility requirements.

## ***What projects are eligible for the Storefront Renovation Sign-Only Rebate Program?***

Eligible projects must meet one of the following criteria:

- The building rehabilitation is currently under construction (under contract) with the SRP and the Applicant is a brand new business whose sign costs are not already included in the building's rehabilitation contract;
- The building was previously completed through the SRP; it does not currently require any exterior maintenance as determined by the City of Cleveland and the CDC; and the Applicant's signage was not previously addressed through the program;
- The exterior of the building was previously rehabilitated without the assistance of the Storefront Program, but:
  - Has been rehabilitated to SRP design standards; and
  - Does not require any additional exterior rehabilitation or maintenance; and
  - Is located in a Storefront Renovation Program Target Area.

## ***What projects are not eligible for the Storefront Renovation Program?***

Any project that does not meet the above eligibility criteria, is a church, or is a space that is used for sacred purposes is not eligible for the Sign-Only Storefront Program. Signage projects located in newly constructed buildings that have not undergone extensive exterior rehabilitation are also not eligible for assistance.

## ***What costs are considered eligible signage expenses?***

- removal of old signage;
- design, construction, and installation of temporary banner signage;
- design, construction, and installation of new signage;
- awnings that function as signage (i.e. contain lettering);
- City permit/design fees related to the eligible rebate items

## ***How does the Storefront Program Sign-Only Program work?***

After a design is developed with and approved by the City's Design Specialist, the City and an applicant will enter into a contract. The contract requires applicants to pay for all signage costs in-full, within 1-year of the contract date, before receiving a rebate. Once a project is completed, applicants can receive a rebate of 40% of eligible signage expenses.

## ***Is there a minimum signage cost needed to participate in the Program?***

The minimum total signage must cost at least \$1,000 unless the signage is contributing to an established comprehensive sign concept.

## ***Is there a maximum rebate amount?***

The maximum rebate amount is \$3,000 per business. In order to receive the full \$3,000 rebate, the total cost of signage, installation, permit fees, and taxes must be at least \$7,500.

## ***Who should I contact for additional information or to fill-out an application?***

Contact your local Community Development Corporation for additional information or to apply for the Storefront Renovation Program's Sign-Only Program.