Village of Geneseo
SIGN IMPROVEMENT PROGRAM

Fact Sheet

The Village of Geneseo hereby establishes guidelines and procedures for the implementation of a Sign Improvement Program. Funding will be provided by monies made available to the Village from repayments of an Urban Development Action Grant (UDAG) received from the US Department of Housing and Urban Development. The objective of this Sign Improvement Program is to financially assist owners of commercial properties and merchants to make signage improvements to enhance attractiveness of the Village's commercial districts.

1. Funding Available:

The Village will provide reimbursement for 50% of the cost of a new sign or improvements to an existing sign. The reimbursement shall not exceed $1,000 for any individual business.

2. Eligible Activities:

Eligible activities include erection of new signs and/or the repair or replacement of existing business signs within the Village in the MU-1 Zoning District.

3. Eligible Applicants:

Owners of business and/or commercial properties within the MU-1 Zoning District may apply for the program. Tenants operating businesses within MU-1 Zoning District shall be eligible to receive grant assistance. Tenants must provide written approval from the owner of the building in order to qualify for participation in the program.

Eligible applicants may include any retail business or professional service use that is operating in conformity with the Village's zoning regulations within MU-1 Zoning District.

Entities that have participated in the Sign Improvement Program within five years preceding the current application are not eligible.

Not-for-profit organizations/service organizations, whether local, state or federal, are not eligible.

4. Compliance with Local Regulations:

All sign improvements implemented under this program shall be in compliance with all Village Laws, including zoning and sign regulations.

5. Design Review:

Applicants must submit an application for participation in the program. Graphic representation must be included with the application. Such design shall be reviewed and recommended by the Village Planning Board. Design elements not specifically related to signage are not eligible (ie, design work that could be used on letterhead or advertising).

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Criteria used by the Planning Board will include:

1. Esthetic appeal in keeping with the Village historic appearance.
2. Innovative design using appropriate Pantone Measuring System color combinations.
3. Raised relief/dimensional elements incorporating 24-karat gold.
4. Written estimate(s) of the total cost of signage.

Since this program is supported by the Village, the Village Board of Trustees reserves the right to approve the grant for the signage, pursuant to the same standards used by the Planning Board. If the Planning Board does not recommend the proposed improvements, and the Village Board denies the grant application, the Village will notify the applicant and specify the reason for disapproval.

Prior to submission to the Village Board, the Planning Board may recommend changes that would be needed to gain their recommendation. The applicant may then submit a revised design to the Planning Board for recommendation to the Village Board.

6. Grant Approval and Reimbursement Procedures:

Project summaries will be forwarded to the Village Board for action.

Upon approval of the application by the Village Board, the Village's Grantsperson will send the applicant a written commitment for reimbursement of a portion of the total contract amount.

The applicant and the contractor may then enter in to a contract for the improvements to be completed at which time an invoice shall be provided to the Village.

Upon completion of the work, the applicant shall notify the Village so that an inspection may be made to insure conformity with the approved design.

The Village will provide reimbursement to the applicant for a portion of the cost of the sign improvements after the applicant has provided verification that the work has been completed as proposed and that the contract has been paid in full.

Verification can include copy/copies of the front and back of canceled checks used to pay for the sign and/or copies of credit card statement(s).

7. Application Date:

Application forms to participate in the program are available at the Village Clerk's Office. Applications will be processed on a "first come – first served" basis.

8. Completion Date:

All funding awarded under this program must be expended within six months of the date of approval by the Village Board.

9. Self-Help Projects:

Applicants may perform some or all of the work on a self-help basis. In such cases, reimbursement would be based on only the cost of materials for the project. The payment of labor costs for work performed by the applicant would be ineligible for reimbursement by the Village.

10. Funding Limitations:

Although program funds being made available by the Village are derived from loan repayments from a Federal Grant, the implementation of this program is not subject to compliance with Federal Davis-Bacon Wage Rates or other employment regulations. Work performed under this program must however comply with applicable environmental and historic preservation regulations.

11. Taxes/Water/Sewer Charges Up-to-Date:

Applications for participating in the program will not be approved unless the property is current on Village real property taxes, water and sewer charges or any other funds owed the Village.

12. Repayments of the Grant Award:

If the property improved under this program is sold, transferred or foreclosed, or if there is a change in the ownership of the business or discontinuance of the business within the first, second or third year after the date of completion of work performed under the Sign Improvement Program the applicant must repay the Village as follows:

Year 1	100% of the grant must be repaid
Year 2	66% of the grant must be repaid
Year 3	33% of the grant must be repaid

Repayment should be made prior to the applicant retaining funds for a sale or transfer, unless the Village Board grants a waiver. All waiver requests shall be submitted in writing to the Village Board with appropriate documentation justifying the request for waiver.

As a condition of providing assistance under this program, the Village of Geneseo will file a lien in the amount of the grant award against the property. Applicants who do not own the property must provide another acceptable collateral to secure the grant award.

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QUICK REFERENCE

Is the estimate from the sign maker included?

Have you included an invoice from the sign maker? If at this time, only an estimate has been included, please note that an invoice will be needed prior to issuing a check if the grant is approved.

Have you included three (3) colored renderings of the sign?

Does the estimate include:

a. dimensions of sign?
b. what materials the sign is made of?
c. Pantone Measuring System color(s)?

If not, a letter with this information from the sign maker will be accepted.

If you rent or lease, have you included a letter from the property owner and/or landlord stating that you as the applicant(s) is/are allowed to attach a sign to the front of their building and that they are aware that a grant is being requested for the sign?

If grant is approved, prior to the Village issuing a check, a copy or copies (front & back) of cancelled checks used to pay for the sign must be submitted.

Any questions please contact:

Aprile Mack, Deputy Clerk/Treasurer
Planning Board Secretary
Village of Geneseo
119 Main Street
Geneseo, NY 14454
(585) 243-1117
amack@geneseony.org

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Application

1. Name of Applicant: _____

   Mailing Address: _____

   Telephone#: _____ Cell #: _____

   Email: _____

2. Address of building to be improved: _____

   Name of business: _____

   Type of business: _____

3. Check Applicable Category:

   _____ Owner of building and operator of business

   _____ Tenant of building and operator of business
   (If tenant, the owner of the property must give written approval for the applicant to make improvements.)

   _____ Owner of building

4. Length of ownership: _____(in years) or

   Term of Lease: _____ to _____

5. For this property:

   Are Village property taxes current? _____ Yes or No or Not Sure _____

   Are Water/Sewer bills current? _____ Yes or No or Not Sure _____

   Are there any other funds owed the Village? Yes or No or Not Sure

   If yes, please explain: _____

   _____

6. Type of building:

_____Commercial Only

_____ Commercial and Residential

_____Other: _____

7. Building Construction:

_____ Stone or Block with Wood Front _____ Brick

_____ Wood Frame with Brick Front _____ Wood Frame

_____ Other Describe: _____

8. Width of Frontage: _____ feet

9. Describe in some detail, the type of improvement planned.

Dimensions of sign: _____

Material of sign: _____

Colors on sign: _____

_____

Three colored 8 ½" X 11" renderings with the above information listed must be submitted with this application.

10. Conflict of Interest Review

If the applicant(s) is (are) related by blood or marriage to a Village Official or Village Employee, please indicate the nature of the relationship below.

If none, please indicate 'none' below.

_____

_____

Please read the following certification carefully before you sign it.

CERTIFICATION

I hereby certify that I am the owner/lessee of the property to be improved. To the best of my knowledge, all of the information provided in the application for the Geneseo Sign Improvement Program is true and correct. I understand that any willful misstatement of material fact will be grounds for disqualification. The Village of Geneseo is hereby authorized to verify any of the above information in any appropriate matter; and to inspect the property prior to grant approval and following work completion.

I have received a Fact Sheet describing the Geneseo Sign Improvement Program. I agree to cooperate with the Village Board and the Planning Board and to comply with program requirements.

I understand that any contract for improvements to be paid for, in part, by the Program shall be between the contractor and myself, and that I should NOT SIGN ANY CONTRACT FOR WORK UNDER THIS PROGRAM UNTIL AUTHORIZED TO DO SO IN WRITING.
I understand that the grant payment is subject to satisfactory completion of the approved work. I also understand that the Village of Geneseo is not responsible or liable for any breach of contract, faulty workmanship, accident liability or damage, which might arise from (my) (our) relationship with the contractor.

Signature of Applicant:* _____ Date: _____

Signature of Applicant: _____ Date: _____

* In cases of joint applications, all applicants must sign.
If a Corporation, two officers must sign and affix corporate seal.