

**Jefferson Matters:  
A Main Street & Chamber  
Community**



**Storefront Signage  
Mini-Grant Application  
Matching up to \$500**

**Purpose:**

This grant program is to assist building & business owners in Jefferson financially with new signage.

**Eligible Applicants:**

- ◆ Property & business owners in Jefferson.

**Eligible Projects to be considered for Funding:**

- ◆ New wall mount and projecting signage on exterior of business.

**Terms & Conditions:**

- ◆ This is a 50% matching grant for materials/installation of signage up to \$500.00.
- ◆ Once signage project approval is received from Jefferson Matters: A Main Street & Chamber Community, grant funds are available on a reimbursement basis only. Receipts are required.
- ◆ "Before" and "after" photos need to be submitted prior to funding reimbursement.
- ◆ Project must be completed six months from application date approval.
- ◆ Grant funds to be awarded as funding is available.

**Application Procedure:**

- ◆ Obtain a design for your signage by meeting with Main Street Iowa design consultants or a signage professional. A simple design assistance form is needed for MSI's free service.
- ◆ Obtain a color drawing of your proposed signage from either Main Street Iowa or a signage professional.
- ◆ Attach drawings to this completed Signage Mini-Grant application.

**Jefferson Matters: A Main Street & Chamber Community's Design Team approval is needed before funding is considered.**

**Applicant Information**

Building/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Daytime Phone Number: \_\_\_\_\_

Date Submitted: \_\_\_\_\_ E-mail: \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Amount requested from this grant program: \$ \_\_\_\_\_

Project Address: \_\_\_\_\_

Project Description \_\_\_\_\_

Signature: \_\_\_\_\_

Business Owner

Building owner if different

*The Main Street/Chamber Director along with members of the Design Committee will make recommendations to the Main Street/Chamber Board at their monthly meeting on projects to fund. Funds are limited to amount budgeted for the year.*

Date design is approved by Design Team: \_\_\_\_\_ JM:MS&CC Board \_\_\_\_\_

Date reimbursement is approved by JM:MS&CC Board: \_\_\_\_\_

*Your application and drawings will be returned to you after approval.*

**For More Information/Questions:**

Contact the Main Street/Chamber Director at 515-386-2155 or [director@jeffersonmatters.org](mailto:director@jeffersonmatters.org)  
201 E Lincoln Way, Jefferson, IA 50129

*The completion of our building façade projects has given our Jefferson area a wonderful historic look. The addition of new signage is important in making our downtown vibrant and welcoming. How can we assist you?*

### **Signage Guidelines from Main Street Iowa:**

It is important to convey your personal brand or business image in a manner that is simple and unique. As you decide how to express the identification and personality of your business, there are several considerations for your signage. The Main Street/Chamber program offers materials, resources and free design assistance through Main Street Iowa if requested. Please review materials included on these design elements.

- ◆ Shape and proportion
- ◆ Location
- ◆ Size
- ◆ Colors
- ◆ Style of Lettering
- ◆ Lighting

### **City of Jefferson Zoning Requirements:**

- ◆ Constructed of durable, weather resistant material
- ◆ Professionally crafted
- ◆ Mounted at least 12 feet above sidewalk as measured from the bottom edge of the sign if a projecting sign
- ◆ Mounted at least 8 feet above sidewalk as measured from bottom edge of the sign if a wall mount/cabinet sign
- ◆ Mounted at least two feet back from the curb as measured from the outside edge of the sign if projecting sign
- ◆ Projecting signs may project to a maximum distance of 5 feet from a building with a maximum thickness of 2 feet
- ◆ Projecting signs may not have any flashing, blinking, rotating, or moving part, except to denote public service information similar to a "time/temperature" portion, which must be at least 12 feet above grade.
- ◆ All signs must comply with City codes and zoning requirements. Contact City Hall at 385-3111 or at 220 N Chestnut.
- ◆ A building permit is required prior to construction and is available at City Hall.