



Signage Improvement Grant

Purpose

To promote new signage to contribute to attractive streetscapes throughout Pembroke.

Eligible Costs

- 1** Replacement, repair, improvement, or installation of signage and associated lighting on building façades of commercial, industrial, or mixed use properties, as well as signage associated with home-based businesses.
- 2** Eligible signs include:
 - a. Primary signs attached to buildings, particularly those that form part of a building façade's sign board area, or that are located above a building entrance or porch;
 - b. Hanging signs, which may be used either as primary signs or as secondary signs, to complement the main building signage;
 - c. Stand-alone signs, associated with landscaping, located in front yards and standalone signs in rear yards;
 - d. Installation and replacement of awnings that contain the name of the business or otherwise form part of the business signage;
 - e. Decorative window decals; and
 - f. Professional fees, materials costs, and construction and labour costs, associated with the above improvements.

Program Details

- 1** A grant of up to 50% of eligible costs, to a maximum of \$5,000.

Eligibility Criteria

- 1** All General Eligibility Requirements outlined in **Section** Error! Reference source not found. shall apply.
- 2** Applications shall be in accordance with the application process set out in **Section** Error! Reference source not found..
- 3** Improvements shall comply with the City's Sign By-law, and the Ontario Building Code and Regulations.
- 4** An application for this program must be submitted to the City prior to the commencement of any site works and/or issuance of a building permit, as applicable.

Subsequent applications for the Signage Improvement Grant for the same property are permitted where there has been a change of property ownership and/or business, or the



previously completed signage improvements funded through a prior Signage Improvement Grant have reached the end of their lifecycle and require rehabilitation.