

Sign Grant

The DEDC recognizes the importance of professional, adequate signage to businesses within our community. Signage serves to identify location, services, historic status, and other communication to the public. To assist building and business owners with signage that will positively impact the image of Dalhart, the DEDC offers a Sign Grant as part of its suite of incentives. The DEDC intention for the Sign Grant incentive is to promote a better quality of sign, that is attractive and appealing reflecting Dalhart's ambience.

The DEDC will reimburse the cost of the materials, installation, and permit fees of commercial signage up to 50% of the total signage costs and in an amount not to exceed \$2000. All applications will be considered on an individual basis, according to available funds, and must be submitted 30 Days prior to the regularly scheduled meeting during which the applicant would like to be considered. If applications are not completed properly, they will be returned and moved to the next month's agenda or when the application is completed correctly.

All signage included in the Sign Grant application must comply with the codes and ordinances of the City of Dalhart. Attendance at the meeting during which your application is considered is REQUIRED. Upon approval of a Sign Grant, ONE check will be issued once all qualifying receipts have been submitted and verified.

To qualify for a Sign Grant, the project must meet the following guidelines:

1) Types of Signs

a) Primary Signs

A primary sign is generally the business's largest sign. The audience for a primary sign is passing vehicles. It should identify the business in the building and be easily viewable from a passing vehicle. The primary sign should have little visual clutter and be easy to read.

b) Hanging Signs

A hanging sign should protrude from the building below the awning/canopy but above a pedestrian's head. These signs should be printed on both sides to identify the business within. The audience for a hanging sign is pedestrian traffic. These signs should be easily viewable from the sidewalk with little visual clutter.

c) Window Signs

Window signs are painted on a window or hanging in the window from inside a business. The audience for a window sign is pedestrian traffic. These signs should be at street level and convey specific information about the products and/or services offered within.

d) Portable Signs

A portable sign is a free-standing sign oriented horizontally across the sidewalk or positioned next to the entrance- portable signs can include sandwich boards or easels. The audience for a portable sign is pedestrian traffic. These signs should convey specific information about the products and/or services offered within; generally, these signs will be utilized to advertise specials, sales, or limited time offers.

e) Directory Sign

A directory sign (or tenant panel) displays the name and location of businesses with a building with multiple tenants. Only acceptable for multi-tenant buildings.

f) Temporary Sign

Temporary signs are used for a special purpose, such as a limited-time offer or a sale. Temporary signs may be permitted for up to 45 days.

g) Interpretive Sign

An interpretive sign refers to a sign that provides information to visitors on natural, cultural, or historic resources. An interpretive sign may only be erected by a national, state, or local government agency.

2) Number of Signs

a) Any combination of the following will be permitted for a business:

- maximum of one primary sign,
- maximum of one hanging sign,
- maximum of one window sign per window,
- maximum of one portable sign.

b) One directory sign will be permitted on a building with multiple tenants.

c) A temporary sign will not count towards a business' sign limit if visible for 45 days or less.

d) An interpretive sign will not count towards a business' sign limit.

3) Placement of Signs

a) Primary Signs

A primary sign should be located above the awning/canopy or atop a free-standing, fixed signpost. Primary signs attached to the building can protrude if printed on both sides; or, primary signs can be flush against the building if not obstructing important aspects of the facade.

b) Hanging Signs

A hanging sign should be connected below the awning/canopy or mounted to a post protruding from the building. Hanging signs should be above the heads of passing pedestrians.

c) Window Signs

Window signs that are painted may be painted on either side of the glass. Window signs on banners should be hung inside the glass.

d) Portable Signs

A portable sign may be oriented horizontally across the sidewalk so long as it does not obstruct the walking path of passing pedestrians; or, a portable sign may be placed beside the entrance of a business.

e) Directory Sign

A directory sign may be placed flush against the building of a multi-tenant building. The sign should be at eye-level height so as to be read by pedestrians. The sign should not obstruct important aspects of the façade.

f) Temporary Sign

A temporary sign may be either a portable sign or a window sign. Placement of a temporary sign should follow guidelines for the appropriate sign type.

g) Interpretive Sign

An interpretive sign may be flush against the building at eye-level height as to be read by pedestrians. Or, an interpretive sign may be atop a free-standing, fixed signpost. The placement of an interpretive sign must be approved by the national, state, or local government agency awarding the sign.

4) Prohibited Signs

- Internally illuminated signs (an exception will be made for “Open” signs),
- Billboards and junior billboards,
- Inflatable objects,
- Reader board signs,
- Advertising on benches, tables, chairs, or other street furniture.

5) Sign Design

Signs should be accordant to the facade of the building. Additional guidelines include:

- Easy to read by intended audience with little visual clutter,
- Use of symbols/logos is encouraged,
- Colors of signage should complement the building front,
- Signs with photo images should only appear on portable signs.

6) Sign Materials

Appropriate materials:

- finished and/or painted wood,
- metal.

Inappropriate materials:

- unfinished wood,
- plastic,
- reflective material.

7) Sign Lighting

- Light should be directed at the sign from an external lamp.
- Light should be fully shielded from view of the street, neighboring properties, and line of sight.
- At or below 3000 Kelvin Correlated Color Temperature.
- An exception will be made for holiday lighting and special events (i.e. Fallen Firefighters Week). These exceptions will be approved by the City of Dalhart and lights may not stay up for more than 45 days.

Applicants will be required to provide proof of compliance with city regulations as well as proof of project costs. Applicants will be required to provide all information requested in the application, as well as any additional information requested by the DEDC Board of Directors. Information that is specific to business operations and revenue will be confidential and will not

be discussed in open session, insofar as the DEDC must abide by the requirements of the Texas Open Meetings and Texas Public Information Acts.

For questions regarding the application or application process, please contact:

[Dalhart EDC at DalhartEDC@dalharttx.gov](mailto:DalhartEDC@dalharttx.gov)

Attach the following (REQUIRED) to the Application:

1. Professional cost estimate or quote for the price of the sign and its materials and installation OR other evidence of cost
2. Photo(s) of the face of the building showing where the sign will be attached, or where the sign will be located
3. Drawing(s)/image(s), renderings showing the design of the sign and its materials
4. Wording, fonts and graphics or images that will be used
5. Dimensions of the sign

If applicable, attach the following:

1. Other information pertinent to your business or this application
2. If new business proposal, your business plan