

# **South Milwaukee Bucyrus Sign Enhancement Grant Program**

## ***Hanging Blade Signs***

Blade Signs are pedestrian oriented signs, adjacent to a pedestrian walkway or sidewalk, typically suspended above a doorway or storefront with the exposed face of the sign in a plane that is perpendicular to the plane of the building wall. They are flat, two-sided, and face the traffic flow (pedestrian or vehicle) of the street where a business is located.

### **Benefits of hanging blade signs**

- Increases visibility of a business from afar, for vehicles & pedestrians
- Increased visibility builds awareness of active businesses, which draws more people to a business district
- More visible and effective than flat wall signs on buildings located along a sidewalk as they are not seen from afar
- Enhances look of façade and overall beautification of the district
- Negates diminished visibility of businesses with traditional storefronts with recessed openings or awnings that darken the facade

**Grant**                Up to \$500 reimbursable grant.

### **Criteria**

Located on front façade, first-story, in the Downtown District  
Signs comply with design guidelines and sign code

### **Sign Design Guidelines and Requirements**

Hanging signs can be mounted by chains on an extended pole, or they can be affixed directly to the pole or even a hanging sign wall bracket. They can be customized in several styles, including 3D signs, circular signs, lightbox signs, and multiple hanging signs from a single mount.

- Sign size, not including supporting brackets:
  - Minimum size:                4 sqft
  - Maximum size:               6 sqft
- Sign must be compatible with existing signage.
- Sign must display business name or logo.
- Brackets and attachments shall be compatible with the sign design and approved by the city.
- Sign shall be made of permanent quality materials suited for exterior display.
- Materials allowed: wood; composite wood, such as DiBond or Medium Density Overlay; metals
- Materials not allowed: corrugated plastic or other materials that are typically used for temporary signage; acrylic, as main board material.
- Sign may be internally or externally illuminated.

## Eligibility

- Storefront businesses located in the Downtown District. Businesses adjacent to the Downtown District and meet all other criteria, may be granted an exception as determined by the city.
- Buildings that are located along the front property boundary and not set back from the average building setbacks of the block and the street side it's located.
- Businesses that are open to the public.
- Eligible Expenses: Sign, brackets, light fixtures and installation.

## Ineligible

- Wholesale businesses
- Businesses used mainly for storage
- Online-only businesses
- Regional and national franchises
- Businesses with outstanding code violations
- Other similar businesses as determined by the city

## Application Process and Submittals

1. Complete Bucyrus Hanging Blade Sign Grant application that also serves as the sign permit.
2. Provide graphics of sign with dimensions, to scale.
3. Provide image of storefront marking location of sign and height of sign measured from the ground to the bottom of the sign

Submit materials to the Economic Development Manager.

Signs may not be installed prior to City approval.

The city reviews the application, referencing the Commercial Façade Design Guidelines and Sign Code.

## Reimbursement

The city reimburses the business after installation of the sign and submission of receipts or other proof of expenditures. Notify the City after the sign is installed.

Economic Development Department

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EXHIBIT A: HANGING BLADE SIGN EXAMPLES

