



Lathrup Village

Sign Incentive Program
Application Packet



LATHRUP
VILLAGE

Downtown
Development
Authority

April 2026

Sign Improvement Grant

Program Guidelines

Program Description and Intent

The City of Lathrup Village Downtown Development Authority (DDA) has established the Sign Improvement Grant Program to encourage high-quality, permanent signage that enhances the visual character and economic vitality of the City's commercial corridors.

Business signage is one of the most prominent visual elements in a commercial district and plays a critical role in business visibility, customer attraction, and overall perception. This program is intended to support signage that is well-designed, appropriately scaled, and contributes to a cohesive and attractive environment.

Priority will be given to projects that result in *highly visible improvements*, particularly along major corridors and at gateway locations.

Program Scope and Eligibility

Eligible projects must be located within the DDA District and include signage visible from the public right-of-way.

Eligible improvements include, but are not limited to:

- Wall signs
- Window signs (permanent, non-temporary installations)
- Signs on awnings (structural component only)
- Monument or ground signs (where permitted)
- Blade or projecting signs
- Exterior sign lighting

Eligible costs include labor, materials, permit fees, and design services, and exclude temporary signage and routine maintenance.

Ineligible improvements include:

- Temporary signage (banners, window clings, portable signs, etc.)
- Interior signage.
- Routine maintenance or minor repairs.
- Signage not compliant with the City's sign ordinance.

All signage must comply with applicable City ordinances, including Chapter 52 of the Code of Ordinances, and all required permits must be obtained.

Funding Structure

- Grants are awarded on a **50/50 matching reimbursement basis**.
- Maximum grant award: **\$2,500 per project**.
- Grant funds are distributed only after project completion and verification

Work completed prior to receiving a Grant Funding Commitment Letter is **not eligible** for reimbursement.

Funding is subject to availability and approval by the DDA Board of Directors.

Program Requirements

- Applicants must obtain all required permits prior to installation.
- Projects must be completed within **180 days** of approval (unless otherwise approved by the DDA).
- Any changes to the approved sign design must receive prior written approval from the DDA.
- Applicants must provide proof of payment and completion for reimbursement.

The DDA reserves the right to promote funded projects through photography and marketing materials.

Evaluation Criteria

Applications will be reviewed by the DDA Staff prior to approval from Board of Directors using the following criteria:

➤ **Visual Impact Points: (0–10)**

- Degree to which the proposed signage improves visibility and enhances the appearance of the building and surrounding corridor.

➤ **Location Prominence Points: (0–5)**

- Priority given to signage located along major corridors, gateway locations, or highly visible sites.

➤ **Contribution to District Character Points: (0–5)**

- Alignment with the overall look and feel of the surrounding area.

➤ **Investment Level Points: (0–5)**

- Demonstration of meaningful private investment relative to the grant request.

➤ **Project Readiness Points: (0–5)**

- Completeness of application, including cost estimates and a realistic timeline.

Priority may be given to:

- First-time applicants.
- Businesses or properties with limited recent investment.
- Projects contributing to a cluster of improvements within a corridor or block.

Application and Approval Process

1. Applicant contacts the DDA prior to beginning any work
2. Applicant submits a completed application and required materials
3. Applications are reviewed by the DDA Board of Directors at a public meeting
4. Approved applicants receive a Grant Funding Commitment Letter
5. Applicant completes the project in accordance with approved plans
6. Applicant submits reimbursement documentation upon completion
7. The DDA verifies the project and issues reimbursement

Program Conditions

- Funding is limited and not guaranteed
- The DDA reserves the right to approve, deny, or condition funding
- The DDA may prioritize projects that create visible corridor impact
- Applicants that have already been approved for projects cannot be approved for three years after initial approval.

Investment Commitment

The Sign Improvement Grant Program is intended to support long-term investment in Lathrup Village's commercial districts.

Grant-funded signage is expected to remain in place and be maintained in good condition for a minimum period of three (3) years.

If, within three (3) years of receiving grant funds:

- The business relocates outside of the City of Lathrup Village, or
- The grant-funded sign is removed, replaced, or significantly altered (excluding routine maintenance or minor repairs), the Downtown Development Authority reserves the right to require repayment of all or a portion of the grant funds, at its discretion.



27400 Southfield Rd
Lathrup Village, MI 48076
(248) 557 - 2600
www.lathrupvillage.org

Any questions or completed applications should be returned to:

Lathrup Village DDA
Attn: Austin Colson
27400 Southfield Road
Lathrup Village 48076
acolson@lathrupvillage.org

Reimbursement Requests

Please submit the following information to the Downtown Development Authority (LVDDA) once the sign is installed and final inspection(s) have been conducted.

- ☐ Signed Reimbursement request certification.
- ☐ Copies of invoices stamped “paid” from all contractors, companies, and/or individuals.
- ☐ Proof of payment (limited to copies of canceled checks and/or credit card receipts).
- ☐ Digital photos of all building signage visible from the public right of way.

Reimbursement Requirements

To receive reimbursement, applicants must submit:

- Paid invoices
- Proof of payment (canceled checks or receipts)
- Digital photos of completed signage

The DDA will conduct a final review to confirm compliance with the approved application.

Note: The following payback schedule shall apply if a business moves out of Lathrup Village, or makes non-maintenance changes within three (3) years of being awarded a sign grant:

Years	< 1 Year	1-2 Years	2-3 Years
% of grant repaid to Lathrup Village	75%	50%	25%

Sign Grant Program Application

Property Information

Property Address:	
Parcel ID Number:	
Current Zoning:	

Business Information

Business Name:			
Business Owner Name:			
Business Mailing Address:			
Phone Number:			
Email:			
Sign Type:	Wall	Monument	Awning

Property Owner Information

Property Owner Name:	
Property Owner Address:	
Property Owner Phone:	
Property Owner Email:	

Applications must include the following attachments to be considered for funding. Incomplete applications will not be accepted or considered for funding:

- ☐ Complete sign package with renderings from contractor.
- ☐ Cost Estimate.
- ☐ Current digital photos of all existing building signage.
- ☐ Completed IRS Form W-9 Request for Taxpayer Identification Number and Certification.

Sign Grant Program Affirmation Form

The undersigned applicant affirms and understands that:

1. The information submitted herein is true and accurate to the best of my knowledge.
2. I have read and understand the Sign Grant Program Guidelines and agree to abide by these conditions, as applicable to the proposed project.
3. I understand that the proposed sign cannot be installed until the DDA reviews and acts upon this Sign Grant Program application.
4. I understand that any changes made to the approved Sign without the approval of the DDA will cause the DDA to withdraw its funding commitment.
5. Any sign grantee that removes or replaces the sign within the first three years of receiving a grant, while the business is still in operation, shall be required to repay to the DDA the total amount of grant funds awarded.
6. I understand that if the grant funded sign is removed within the three years following grant approval for a business that is still operational, shall require repayment to the DDA of Grant Funds expended.
7. The property owner and business owner shall indemnify, defend, and hold the Downtown Development Authority and the City of Lathrup Village, their affiliates, and their respective officers, directors, council, members, employees, agents, and other representatives harmless from and against all claims, losses, expenses, liabilities, demands, obligations, or damages of every kind and nature (including, without limitation, reasonable attorney fees and expenses) (Losses), arising out of or related to (i) any act or omission of property owner and business owner or (ii) any breach of this Agreement by the property owner and business owner relative to this grant.

Signature – Business Owner

Date

Signature – Property Owner

Date



Reimbursement Request Certification

I, the undersigned, warrant that all representations of the application submitted under the program are true and accurate and that there has been no material change which would in itself or cumulatively with other events impair the profitable functioning of my business operation. All agreements, warranties and representations made to the City of Lathrup Village Downtown Development Authority are true at the time they were made and shall remain true at the time of submittal for reimbursement under the program. I understand that if my business closes or moves out of the City of Lathrup Village within three (3) years, I will be required to repay the Lathrup Village Downtown Development Authority in an amount as described on in the Sign Grant Program Guidelines. The City of Lathrup Village Downtown Development Authority may in its sole option cancel its assistance commitment either in whole or in part for failure to comply with the requirements of this grant program or applicable codes and regulations.

Date:	
Applicant Name:	
Applicant Signature:	
Business Name:	
Business Address:	
Mailing Address (If different):	
Phone:	
Email:	