



ACTION ITEM REPORT

Item Title: Consideration and ACTION to update the sign grant funding amount and include funding for Plaza signs.

Recommendation:

There has not been an increase in funding for sign grants in quite a while. With costs continuing to increase, this should be considered. Currently, the maximum amount of funding for signs are \$7,500 with the CDC portion being \$3,750. Over the last several years, we have seen the cost for many signs above that amount.

I recommend increasing the total amount for funding be based on \$10,000 with \$5,000 maximum or 50% being the share for CDC to participate in funding.

Additionally, we occasionally have Plaza that erect a sign to be shared with their tenants. These signs are generally much larger and much more expensive. In order to properly address these types of situations, the amount should increase according to how many tenants or units are in the Plaza with the single sign amount (Total \$10,000 with \$5,000 maximum or 50% being the share for CDC to participate in funding. For Example: Plaza with 4 units or tenants would qualify for \$10,000 times the 4 units totaling \$40,000 with the CDC portion being 50% up to a maximum of \$20,000.

I recommend approving Plaza Sign funding in the amount of \$10,000 with \$5,000 maximum being the CDC share times the number of units in the Plaza.

To avoid any confusion, I recommend these changes become effective June 1, 2026