

Rehoboth Beach Main Street, Inc. (RBMS)  
Sign & Awning Matching Grant Program  
GRANT REQUIREMENTS AND GUIDELINES

The Rehoboth Beach Main Street Sign and Awning Matching Grant program will provide for new and expanded business development in the following ways:

- Improve aesthetics of the City of Rehoboth Beach.
- Increase business to existing businesses through improved signage and visible improvements.
- Encourage additional investment in Rehoboth Beach by business and commercial property owners.

Rehoboth Beach Main Street has allocated \$2,000.00 for (4) \$500.00 sign and awning matching grants for 2020. Grants are competitive and will be awarded, if applications meet with proposed guidelines, on a first come first serve basis until funds are depleted.

Property must be located within RBMS geographic boundaries (the City of Rehoboth Beach proper).

Applications and required documentation need to be submitted in time for the Rehoboth Beach Main Street Design Committee meetings typically held on the first Monday of the month. Applicants whose grant is denied may reapply in thirty (30) days; if their application has changed to address the reasons for grant denial.

The RBMS Design Committee will accept appointments with applicants for free design assistance in selecting paint, fabrics, color schemes and/or sign materials. Work must not commence on any projects seeking grant funds until the grant has been approved by the Rehoboth Main Street Design Committee.

All grants are reimbursement grants, and will only be funded after completion of the project in compliance with the specifications approved by the Rehoboth Main Street Design Committee. Upon notification from the applicant that work has been completed in a satisfactory manner, and evidence has been provided that the contractors have been paid, the applicant may request a reimbursement.

Awarded funds cannot be used as payment for City of Rehoboth permit application fee. Project must commence within ninety (90) days of RBMS Design Committee approval and be completed within 12 months.

### **Signage Requirements and Guidelines:**

- New signs or replacement of old signage.
- Front lit or overhead lit signage is encouraged.
- Three dimensional signs (carved wood and raised letter signs) are preferred.
- Good sign design considers all of the following factors: **layout, composition, materials, color, size, graphics, typeface, and installation.**
- Commercial and Business signs should call attention to the individual business without detracting from the overall character of the City of Rehoboth Beach. Further, they should fit the age and architectural style of the building on which they appear.
- Signs should be of an appropriate size, scale and character for the building and site. The following questions will be considered when reviewing the application: Is the signage scaled appropriately for the building and/or site? Does the sign fit as an overall element or does it overwhelm or stand out? Are the colors/materials appropriate?
- Signs should reflect simplicity, using graphics and minimum information.
- Creativity is encouraged in signs
- The City of Rehoboth has a sign ordinance in place. Project must be in compliance with all City of Rehoboth Beach Chapter 270. Zoning Article VII. Signs.

### **Awning Requirements and Guidelines:**

- Retractable or fixed.
- Opaque, not translucent.
- Lights may be permitted under awning to shine down to the street for safety. Lights are not permitted to shine through the awning. Awnings may be lit from above.
- Signs may be imprinted on retractable or fixed awnings.
- May not display registered trademarks of any product other than those of the business itself.
- Should complement the style and design of the commercial building.
- Should be hung above the display window space.
- May be provided along the entire frontage of commercial buildings.
- Should be of a size, scale and shape appropriate to the specific building, window and door trim.
- Placement should be consistent with character of the buildings. Do not cover or overwhelm architectural details of the façade, but work with them.
- Shape and proportion should match the openings they cover and not overwhelm them or the building.
- They should not be longer than a single building.
- Fabric awnings are appropriate. These may be vinyl coated or otherwise treated to extend the life of the fabric as long as they meet district fire codes. Keep in mind that darker colors tend to fade more quickly than medium and light tones.
- Allowed materials: Canvas or “sunbrella” fabric awnings. Sunbrella is preferred over canvas because of longer life, resistance to mold, and resistance to fading.
- All awnings must meet fire code.
- All awnings must be approved by the City of Rehoboth in compliance with Chapter 270. Zoning Article VII. Signs

### **Sign and Awning Grant Checklist:**

- Visit City of Rehoboth Beach website to find link for sign and awning types and allowable dimensions and restrictions for each zoning category.
- Project must adhere to all City and State codes.
- Download, complete and submit RBMS Sign an Awning Matching Grant application as well as provide a color rendering of the design.
- Include specifications as to the size (height, width, depth) of the sign/awning/lighting
- Note how and where the sign/awning/lighting will be located on the building.
- Submit a written estimate of the cost breakdown.