



INVEST HAGERSTOWN – SIGN & FAÇADE GRANT PROGRAM

PROGRAM GOALS

In partnership with private developers, the City of Hagerstown wishes to:

1. Inspire and enable significant redevelopment, both city-wide and in the urban core, reusing and repurposing existing vacant and under-utilized properties, in which there are significant market and/or physical condition barriers to development or redevelopment.
2. Create the opportunity for new jobs throughout the City of Hagerstown and Washington County.
3. Increase the value of Hagerstown’s residential, commercial, and mixed-use properties.
4. Strengthen and improve market-rate rental properties and increase homeownership.

SUMMARY

The goal of the Sign & Facade Grant Program is to provide an incentive to businesses and property owners to enhance their building’s presentation to the public with improved storefront designs and other façade elements to contribute to the overall enhancement of the City Center. The City also recognizes attractive signage is an important part of running a successful business, and if done right, may assist in building brand visibility and increasing customer awareness. This program is subject to funding availability and is on a first-come, first-served basis. All projects must pertain to residential, commercial or mixed-use buildings within the City’s Downtown.

1. Sign grants range from a minimum of \$250, to maximum of \$1,500.

Sign Program Grant Amounts		Required Applicant Match	Overall Project Total
Grant Minimum	\$250	\$250	\$500
Grant Maximum	\$1,500	\$1,500	\$3,000

2. Façade grants range from a minimum of \$2,500, to maximum of \$7,500.

FAÇADE PROGRAM GRANT AMOUNTS		Required Applicant Match	Overall Project Total
Grant Minimum	\$2,500	\$2,500	\$5,000
Grant Maximum	\$7,500	\$7,500	\$15,000

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3. The grants both require a 1:1 match from the applicant. Example: a \$2,500 façade grant would require a \$2,500 investment from the applicant for a total project investment of \$5,000.
 4. The applicant is the party responsible for the project expenses. The applicant will be required to demonstrate expenditures equal to the grant and the required match related to work that was completed.
 5. A project may be defined as planned or in a pre-construction phase. Completed projects and those already in progress are ineligible. For projects that are planned, projects must start within 6 months of application. Work on facades must not begin and signs may not be ordered before City approval, and before HDC approval if required.
 6. The City determines the required date of completion based on the project completion date shown on the application plus reasonable contingency.
 7. Signs must be on-premise and applications must include sign dimensions, proposed design and layout, materials, and method of attachment.
 8. Funding will be awarded upon completion of an approved project and development plan.
 9. All projects shall comply with federal, State and local codes, laws and ordinances.
 10. All grants are subject to funding availability.
 11. Applications are accepted on a continual basis and the Invest Hagerstown Review Committee will review applications received monthly.
 12. Building permits are typically required for the following (including but not limited to): installation of awnings and canopies, structural repairs, electrical repairs/installation, etc. Please contact the Planning and Code Administration Department for official permit requirements.
 13. Any business planning to install signs at their location must check with the City of Hagerstown's Planning & Zoning Administration to determine allowable signage permissible, and to learn if a building permit is required for the proposed signs.

Eligible Applicants

1. Eligible properties must be located within the designated Downtown City-Center Mixed-Use (CC-MU) Zoning Area and consist of residential, commercial, institutional, or mixed-use buildings/storefronts. All improvements must be visible from the street or other public right-of-way.
2. Eligible signage may include wall signs, window signage, sidewalk signs, floor signs, and more as local zoning allows. Please refer to City of Hagerstown Regulations for Business Signs prior to application.
3. Eligible project costs include construction improvement costs, materials, and soft costs including architectural and engineering fees.
4. Any business, property owner, organization or non-profit entity planning exterior improvements such as façade improvements, new signage, lighting, awnings, etc.

Ineligible Applications

1. Grants will not be provided for animation, bare-bulbs, or flashing illumination or imagery.
2. Grants will not be provided for certain types of businesses, including: pawn shops, gun shops, massage parlors, adult video/book shop, adult entertainment facilities, tanning salons, check-cashing facilities, gambling facilities, and liquor stores.
3. Projects that do not meet the minimum investment threshold.
4. Applicants who are not in good standing with the City, County, State or Federal Governments.

Additional Requirements for Sign and Façade Projects Located in Downtown Historic District

1. City Historic District Commission (HDC) approval is required.
2. HDC requirements include submitting 1 copy of drawing, sized 11x17 inches or smaller (if larger, provide 12 copies) and manufacturer's literature for all materials being proposed and/or sample materials proposed.
3. Applicant will be required to attend a Historic District Commission Meeting. These meetings are typically held on the second and fourth Thursday of each month in *City Hall, Room 407*.
4. Planning and Code Administration staff will work with you to schedule the meeting. For questions regarding the Historic District Commission Meetings, contact the Planning & Code Administration's Administrative Coordinator by phone at 301-739-8577 Ext. 138, or by email at planning@hagerstownmd.org.
5. Historic District Commission (HDC) information and HDC meeting schedule and deadlines for submission of materials is available at: <https://www.hagerstownmd.org/101/Historic-District-Commission>
6. Failure of the applicant to provide requested documents and failure of the applicant or representative to appear at the scheduled HDC meeting, will result in postponement of the application until the next regularly scheduled meeting. The applicant may be dismissed if there are two (2) or more postponements. If an application is denied, the same application shall not be renewed within a period of one (1) year of the denial.
7. After the project is completed, photos showing that completed work must be submitted.

Any business or non-profit planning to install signs at their location must check with the City of Hagerstown to determine how much signage is permissible by Zoning and to learn if a building permit is required for the proposed signs. The following is a brief overview of the main sign regulations in the zoning ordinance for the downtown (CC-MU Zoning). For detailed information on what is permitted for each type of sign, it is recommended that you go to the Planning & Zoning page of the City web site and review the Signs section of the Zoning Article in the City's Land Management Code. If a property is located in a historic district, approval by the City's Historic District Commission is also required. For Zoning questions, email us at planning@hagerstownmd.org. For permit questions, email us at codecompliance@hagerstownmd.org.

Prohibited Signs – signs attached to vehicles and stationary equipment, temporary signs used over 90 days, and signs that completely cover glass entry doors are prohibited in any zoning district. In residential districts and the CC-MU and N-MU districts, animation, bare bulbs, or flashing illumination or imagery are prohibited.

Freestanding Signs – signs on a pole or monument base in the ground

- **Size, Height and Number** – maximum of one per property, maximum of 10 feet tall, maximum 40 square feet in area. If identical sign faces, measure one side for area.
- **Landscaping** - required around the base of any new freestanding sign structure.

Flush, Wall-mounted Signs – signs attached flat to the wall or painted directly on the wall

- **Size** – one square foot per linear foot of building frontage on the street, if the building is 50 feet or less in width. 1.5 square feet per linear foot if the building is over 50 feet wide. If there is a historic sign panel area over the storefront, the tenant may fill that space with a sign no matter the area.
- **Number of signs per building** – as many as desired provided the total square footage does not exceed what is allowed for the business or building.

Projecting Signs – signs hanging from a bracket perpendicular to the entrance wall.

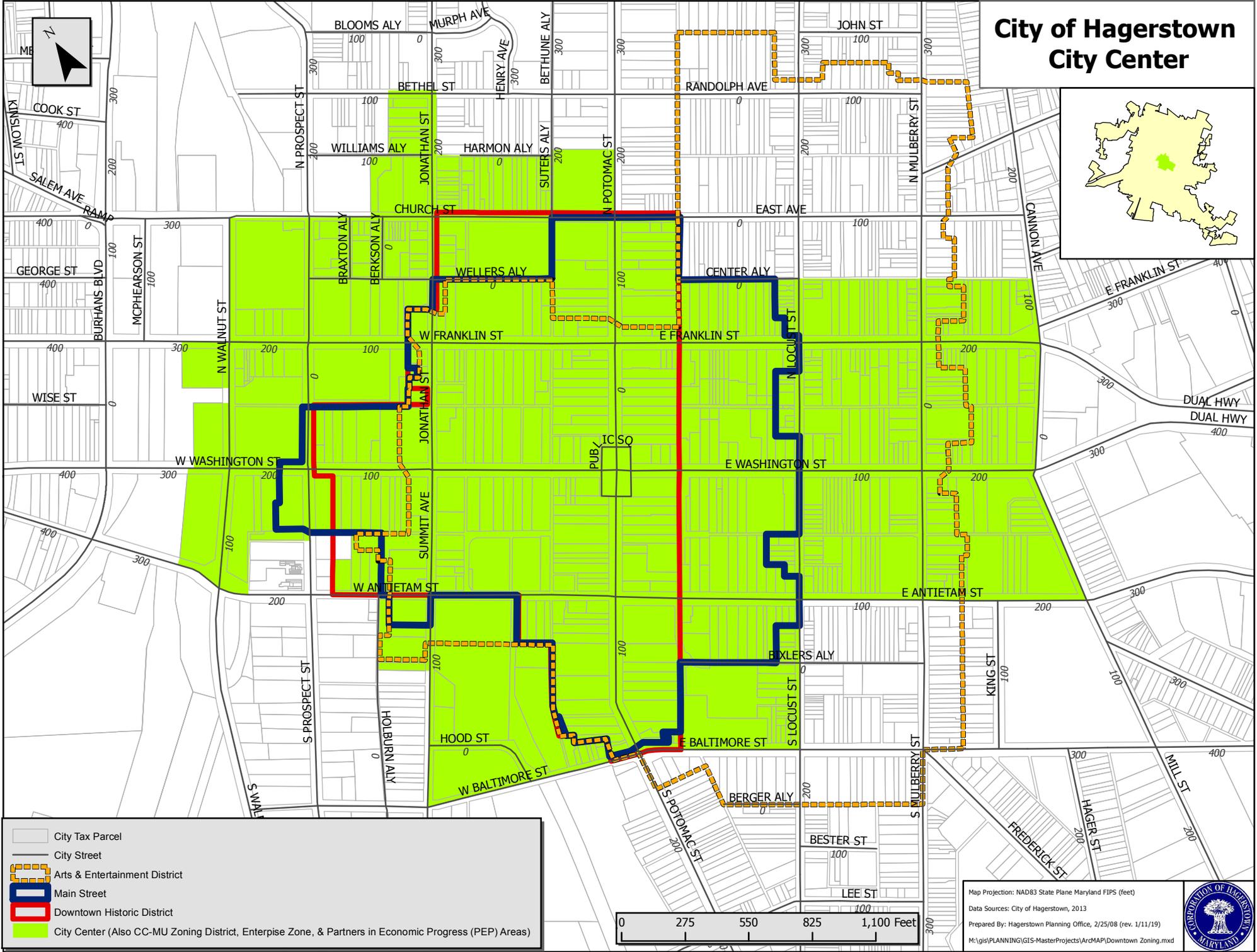
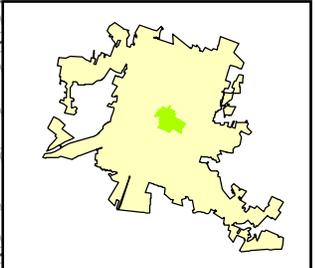
- **Hanging requirements** – must hang so sign is below 2nd floor for storefront tenants and below the roofline for upper floor tenants or single-user buildings. It must hang so there is 8 feet of clearance below the sign, extends no more than 52 inches from the wall, and does not come within 2 feet of the curb.
- **Size** – 8 square foot maximum for a storefront tenant – each storefront allowed such a sign. 36 square foot maximum for in a vertically oriented format for upper floor tenants or a single-user building – no more than one such sign per building.
- **Permit requirements** – must include the City as an additional insured on liability insurance for any sign overhanging the public sidewalk in a public right-of-way.

Window Signs – no restriction on the number or size of signs taped or adhered to windows. A glass entry door, however, shall not be covered with signs so views into the lease space are prevented.

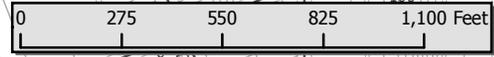
Wall-mounted Directory Signs for multi-use buildings – the sign shall be located beside the entry door and shall not exceed 12 square feet in area.

[vs. 11.25.25]

City of Hagerstown City Center



City Tax Parcel
 City Street
 Arts & Entertainment District
 Main Street
 Downtown Historic District
 City Center (Also CC-MU Zoning District, Enterprise Zone, & Partners in Economic Progress (PEP) Areas)



Map Projection: NAD83 State Plane Maryland FIPS (feet)
 Data Sources: City of Hagerstown, 2013
 Prepared By: Hagerstown Planning Office, 2/25/08 (rev. 1/11/19)
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