



## Sign Design Assistance and Grant Program

It is normal for businesses to come and go on a commercial street. Corning's Gaffer District feels that each new business should have the opportunity to update the look and feel of their new District business.

New businesses also have a great potential to increase customer traffic and bring their regular customers downtown to re-discover long established businesses throughout Corning's Gaffer District. With regards to limited resources of staff time, we try to give new businesses our first priority for design services.

When a new business requests the services of the Gaffer District Director of Preservation and Design for logo creation, sign development, presentation of designs to City of Corning Sign Committee, and subsequent bidding of approved signage to sign fabricators; your business becomes eligible for a Sign Design Grant.

The Sign Design Grant offers new businesses a \$500 non-matching grant toward the total cost of signage. This grant is only available to new business owners who utilize the service of Corning's Gaffer District's Design Services.

In order to receive the \$500 in grant money toward your business signage you will be required to send a copy of the sign maker's invoice and proof of your payment to the sign maker into Corning's Gaffer District's Administrative Offices: ATT: Director of Preservation and Design. After receipt of these documents, Corning's Gaffer District will reimburse you for your new signage up to and not exceeding \$500.

*For more information regarding this program please call or email Kristen Stewart, Corning's Gaffer District's Director of Preservation and Design at 607-937-6292 extension 107 or [Kristen@gafferdistrict.com](mailto:Kristen@gafferdistrict.com).*



## SIGN DESIGN SERVICES PROJECT TIMELINE

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**Eligibility:** Free to all businesses within the Gaffer District boundaries for exterior signage.

**Priority services:** At times of peak demand on free design service, priority will be given to new businesses that do not yet have signs.

**Limitation:** Designs will only be created for signs that will actually be fabricated and installed. A business can always come back for new design assistance when an additional sign is desired.

**Purpose:** To promote high standards of design to enhance the quality of doing business in Corning's Gaffer District, and to preserve historic character where applicable.

### **Market Street Historic District Businesses**

**Boundaries:** All property fronting on Market Street between Wall St. and Bridge St., and all property fronting on the following cross streets between Denison Pkwy and Tioga Ave: Wall, Cedar, Pine/Centerway Square., Walnut and Chestnut Streets.

1. Business makes initial contact to GD offices. (Application deadline to City Hall is 12 noon on the first Tuesday of the month). The City sign design review committee meeting is held the 2<sup>nd</sup> Tuesday of each month in the 2<sup>nd</sup> floor conference room at City Hall at 9:00am.
2. If business already has a logo design allow for 2-3 weeks prior to the permit application deadline.
3. If business is in need of a logo design their signs, then allow 3-4 weeks prior to the permit application deadline.

3. Consultation #1: The Director of Preservation and Design meets with business owner and learns their needs. Graphic artist will have to explain the restrictions of the sign law as they apply to that particular business. A City code official can always give a clarification if needed. Director of Preservation and Design then takes ideas from meeting and will come up with 2 or three schematic options. It's often wise not to waste time on detail specifications at this initial stage.
4. Consultation #2: Usually face to face meeting is best; but can be handled via e-mail. Director of Preservation and Design shows owner 2-3 options. Discussion should narrow down choices to one option or one idea taken from more than one option. Director of Preservation and Design then goes and makes final artwork and specifications.
5. By Thursday of week of application deadline. Final specifications are reviewed with the owner. E-mail is okay at this point, but a face to face meeting is always helpful. 4 final copies required of application artwork and specifications. One to city, one for GD file, and one for owner. (multiple copies are not made for sign fabricators until after design is recommended for permit by the City design review committee)
6. Either Director of Preservation and Design or GD staff delivers sign application to City Hall, attn: Codes
7. Director of Preservation and Design will attend the City design review committee meeting and contact owner with the results. Owners may attend the meeting, but it is not necessary.
8. If business owner wishes, the Director of Preservation and Design will send approved designs out to bid to no less than three sign fabricators.
9. Director of Preservation and Design will share proposals with business owner and electronically send designs to chosen sign fabricator.

**Corning's Gaffer District Sign Design Contact:**  
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**Contact information:**  
Kristen@gafferdistrict.com or 607-937-6292 extension 107