



City of Boulder City
Community Development Department
Redevelopment Agency Program
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50/50 Signage Grant Program

Project Criteria

The Redevelopment Agency has created a subset program of its Grant Program to encourage the design and installation of signage located within the RDA plan area that portrays the image of Boulder City during the "Hey Dey" of the 1950's - 1960's. This is best illustrated by several of the motel signs along the Nevada Way corridor. The criteria set by the RDA Board for participation in this program include:

- Use of neon lighting and accents, including outlining of lettering, stroke accents on supports pillars, and stroke lighting on any cabinets
- Use of non-rectangular sign face cabinets. Cabinets shaped and formed to fit a thematic element; or follow the wording shape; or other architectural feature consistent with the era
- Pylon supports covered with enhancements, such as faux exteriors, rock work, brick, etc
- Installation of landscaping at base of signage (if none exists) or enhancement of landscaping to compliment the signage
- Use of a unique design feature that emphasizes the glory days of the motel district from the 1950's and 1960's. (a recent application by the Boulder Inn & Suites excelled at this requirement)

The above information is in addition to the criteria listed in Resolution 127, which includes:

- That the program is limited to the replacement, refurbishment or repair of existing commercial signage at a rate of 50% Agency participation of eligible costs on a reimbursement method.
- That incidental landscaping installation related to the signage is permitted.
- That incidental electrical work related to the signage, such as replacement or extension of conduit to the site, timers, new breakers in electrical panel and similar work is permitted.
- That concrete or asphalt replacement must be related directly to the signage project to qualify for the 50/50 program. Any other concrete or asphalt work performed not related to the signage but deemed necessary can be reimbursed at a 30/70 rate, meaning Agency participation is limited to 30% of eligible costs.