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## Beautifying Portland: Duff, Chadwick and Associates take advantage of sign incentive

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The Ionia Sentinel-Standard

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PORTLAND, Mich. — A local business in Downtown Portland took advantage of a sign incentive grant offered by the Portland Downtown Development Authority, which will help beautify the building, and the downtown area.

Duff, Chadwick and Associates has had an office in Portland since November 2009, and was the first selection for the Sign Incentive Grant.

“(I want to speak) highly of the different kinds of incentives they have for businesses in downtown Portland, and they do a great job and I am really happy to have an office (in downtown Portland) and that they offer these programs,” said Patrick Duff, of Duff, Chadwick and Associates. “It’s a relatively new program, and we will take advantage of it. It’s a nice opportunity.”

The grant incentive is a 50 percent match of the total sign cost up to \$1,000. This is the first year the grant is being offered by Portland’s DDA and Main Street Program.

“We have a very creative downtown with creative businesses, and we wanted signs that reflect that,” said Portland DDA Director and Main Street Manager Patrick Reagan.

Before the Duff, Chadwick and Associates sign was approved, it first had to be reviewed by the Design Committee, then went to the Portland Main Street Board of Directors and then the DDA Board of Directors for final approval.

“We are really happy to this, and it’s a good looking sign,” said Reagan. “We are impressed with the drawing that he had.”

The sign was designed to keep the historic look, and to match the color and historical qualities of Duff, Chadwick and Associates building located at 108 Kent. St.

“The one we liked matched the building color and style, and it has more of a classical look to it; it looks like something out of Dickens (the author),” said Duff.

Duff explained that since opening the office in 2009, the firm wanted to wait for a sign, because he had heard of the possible incentive.

“We had held off putting up a sign because we understood that this may be out there and available, so when we found out we were successful we were very (fortunate),” said Duff. “It’s a very nice program.”

Reagan said that he expects to see the sign installed in about a month.

“We are really happy, Pat Duff has been a great steward of downtown Portland,” said Reagan. “The design committee was happy with his application and it looked good. We expect to see it in a month.”

To learn more about the Portland Downtown Development Authority and the Portland Main Street Program, visit [www.portlandmainstreet.org](http://www.portlandmainstreet.org).

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