

## Duff, Chadwick and Associates: Keeping the historical appeal to downtown Portland

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By Staff reports

**The Ionia Sentinel-Standard**

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PORTLAND, Mich. — After taking advantage of a sign incentive grant offered through the Portland Downtown Development Authority and Main Street organization, Duff, Chadwick and Associates has a new sign that blends with downtown Portland's historical appeal.

"It was exactly what we had hoped for: A creative sign," said Portland Downtown Development Authority Director and Portland Main Street Manager, Patrick Reagan. "It's what we had in mind when we started the incentive grant. It's got character, it fits in with the downtown and it was everything the Design Committee, Main Street Board and DDA had in mind. We are very pleased with it."

The incentive grant accepted applications towards the end of 2010, and awarded a grant to Duff, Chadwick and Associates in February.

The grant was a 50-50 re-imbursement grant up to \$1,000 for a creative sign that was approved by the Design Committee and Main Street Board.

"I think it's a big improvement," said Patrick Duff, one of the partners with the law firm. "It goes very well with the building itself, and the downtown. I think it is very Smithsonian. It looks like it's something from a different time period and is still artfully and tastefully done."

Duff, Chadwick and Associates moved its location to 108 Kent St. in November 2009, and was waiting to place a sign on its store front. When the firm heard of the incentive grant, they thought it was a perfect time to apply.

"It was a good chance for us to get some good signage," said Duff. "We held off with putting up a sign when we moved locations, and when we heard about the grant we thought it was a great chance for us. It's a great program."

The sign incentive grant will be offered again for the coming year. Currently, the Portland Main Street organization has \$2,000 set aside for the sign incentive grant program.

"It's a good program, and it's pretty progressive," said Reagan. "Our job and goal is to make downtown a great looking place to live and shop. We thought the sign incentive grant will work towards that."

The sign was designed by R. Gari Signs of Brighton.

"The artist should be commended," said Duff. "The artist, designer and the city's DDA deserve a lot of kudos on this project. The whole undertaking would not have occurred had it not been for this grant opportunity."

To learn more about the Portland Main Street organization, visit [www.portlandmainstreet.org](http://www.portlandmainstreet.org).

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