



Downtown Westfield Sign Grant Program

The City of Westfield, through a grant from the Western Massachusetts Economic Development Council, is proud to offer our local small businesses financial incentives through our Sign Grant Program. The Sign Grant Program is intended to aid our downtown businesses in the design and install of high-quality, creative, and interesting signs that add to the attractiveness and overall welcoming atmosphere in Downtown Westfield.

This is a discretionary grant designed to enhance sign character and appeal that is symbolic and unique to the business. The grant will provide up to a maximum of \$2,000, to each successful applicant. The City has procured the services of a design professional who will assist business owners in either designing a new logo or incorporating an existing logo into a new sign that meets or exceeds standards set specific to this program. A City Design Committee must approve the sign grant application **before** a sign is made and installed. Signs that have already been completed will not be considered.

Eligible Businesses: Any business or building owner within the Downtown district may apply for a sign grant. Applicants can apply for the sign grant for a single sign, or for a combination of sign types and lighting as described below. A combination of sign types that are included in one grant application will be referred to as the sign package.

What Qualifies as a Sign?:

Building Signs

A building sign is one that is attached to the exterior of the building. A building sign can be attached flat on the storefront or façade of the building or can be a projecting sign perpendicular to the building. Descriptive plaques, directory signs, directional signs, etc. can be considered building signs but will be given a lower priority and may not be funded under this program.

Sign Lighting

Exterior lighting installed specifically to illuminate a new sign installed under this sign grant program can be included as an eligible cost as part of a sign package. If new lighting is proposed as part of a sign package, the lighting will be reviewed and approved as part of the process.

- ***Window Signs***

Signs that are permanently installed on the interior or exterior of the storefront window glass can be considered for a sign grant when proposed in conjunction with another type of eligible sign. Under these circumstances, the entire sign package (including window signs and building signs) is considered for review and approval for the sign grant.

Application Process

- 1.) The sign grant program description, guidelines, and grant application and attachments are available through the City of Westfield's Community Development Department.

City of Westfield- Office of Community Development
59 Court Street, Suite 300
Westfield, MA 01085
(413) 572-6246
p.miller@cityofwestfield.org

- 2.) Following the design consultation and prior to ordering, a sign permit application must be filed with the City of Westfield Building Department. The sign permit application must be approved before any grant commitment can be awarded. Sign permit applications can be obtained at the Building Department.

City of Westfield- Building Department
59 Court Street, Suite B-01
Westfield, MA 01085
(413) 572-6251
<https://www.cityofwestfield.org/DocumentCenter/View/73/Application-for-Permit-to-Erect-a-Sign?bidId=>

- 3.) Complete the application attached and submit to the Office of Community Development via mail or p.miller@cityofwestfield.org.

The attached application will provide the City with basic information relative to the benefit of replacing your business sign. The proposal should include:

- a. Completed application
- b. Photos detailing your existing signage
- c. Sign Dimensions/Storefront streetside dimensions
- d. Letter of approval from property owner (only if business requesting incentive funds is leasing the space).

Applications must be submitted to the Office of Community Development by Friday, May 13th.

The Design Committee will review the sign grant application and make determinations relative to awards by May 25th. The Design Committee reserves the right to conduct a site inspection to review the building façade and discuss the sign grant application with the applicant.

Consultations with the City's Design professional will be held the first two weeks of June and sign design is required to be completed and funds encumbered by June 30th.

Sign Grant Program Requirements

- Applicants who lease their space must provide a letter providing permission from the building owner to apply for the incentive. The letter must indicate awareness of the rules and requirements of the program.
- Applicants must have all property (real and personal) taxes and utilities obligations to the City be paid in full to date.
- There must not be any pending litigation against the City by the applicant. The applicant must complete and submit the attached form, Affidavit for Downtown Westfield Sign Incentive Program.
- Sign grants will NOT be given to internally lit panel signs, standard corporate franchise signs, signs that are not completed by a sign professional, or signs that simply replace existing signs with no change in the design or materials.
- The sign must be completed and installed by August 15th.
- The Design Committee may deny a sign incentive to any applicant that does not make recommended changes to their sign after a first review. Every effort will be made to work with applicants so that an incentive can be granted.

General Sign Guidelines

- Keep signs subordinate to buildings.
- Signs should fit within the existing features of the façade and should not cover architectural elements.
- Sign color, shape, materials, and sizes should reinforce the overall composition of the façade.
- Signs should be made of high quality materials.
- This Sign Grant Program encourages the use of creative, artistic, and cool signs that will enhance downtown Westfield's individual building facades and the commercial district as a whole.
- ***See Downtown Westfield Sign Design Guidelines for further requirements***

CITY OF WESTFIELD SIGN REPLACEMENT ASSISTANCE GRANT APPLICATION

Applications should be submitted to the Department of Community Development. For more information, please contact Peter Miller at (413) 572-6246.

APPLICANT INFORMATION

Business Name:

Mailing Address:

Street Address:

City:

State:

Zip:

Telephone:

E-Mail:

Business Project Manager Name and Title (if different than above.):

Project Manager Organization Name:

Business Tax ID Number:

PROJECT INFORMATION

Address of Building:

Size of Sign Requested:

Property Owner Name:

Phone:

(As Appears on Tax Bill)

BRANDING INFORMATION

Do you have an existing business logo?

Is it in an electronic file? What format?

Are you willing to work with the City's design consultant and Review Committee to ensure consistency with city ordinance and branding/downtown façade improvement program?

The maximum grant amount is \$2000. The applicant is responsible for any amount exceeding the \$2000 maximum.

PROJECT NARRATIVE:

In the space below, please describe your business and any ideas/preferences you might have relative to how improved branding and signage might assist your business.

PLEASE USE ADDITIONAL PAGES IF REQUIRED

REQUIRED ATTACHMENTS

All applications must include the following information:

- Completed application form
- Photos detailing your existing signage
- Sign Dimensions/Storefront streetside dimensions
- Letter of approval from property owner (only if business requesting incentive funds is leasing the space).

**AFFIDAVIT FOR
DOWNTOWN WESTFIELD
SIGN GRANT PROGRAM**

We the undersigned hereby state there is no pending litigation against the City of Westfield by me, my company or any other instance in which I am directly involved.

If a sign grant is awarded, activities as proposed shall be completed as outlined.

WITNESS

Signature of Applicant

Address

Date

WITNESS

Signature of Owner (if other than applicant)

Address

Date

SAMPLE LETTER OF PERMISSION
(Property owner must sign this letter)

Date

City of Westfield
Office of Community Development
59 Court Street, Suite 300
Westfield, MA 01085

RE: Application for Sign Grant Program

ATTN: Peter Miller, Director

I hereby grant my permission to (Applicant Name) to make application under the Downtown Westfield Sign Grant Program. I certify that I have received a copy of the application for funding from the applicant and am fully aware of what is being proposed. I also certify that I am the legal owner of record and that I have the authority to grant this permission to (Applicant Name).

Sincerely,

Signature

Type Name Here