



City of Westfield
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WESTFIELD OFFERS DOWNTOWN BUSINESS SIGN GRANT PROGRAM

\$19,000 Grant funded to Improve Downtown Streetscapes

WESTFIELD, MA- Mayor Michael McCabe today announced the City has established a limited grant program for downtown businesses that would allow for redesign and replacement of business signs. The competitive program allows for consultation with a design professional and \$2000 toward the cost of sign replacement. Applications will be due to the Office of Community Development by May 13th.

The Downtown Signage Improvement Program is funded by a pass-through grant from the Executive Office of Housing & Economic Development and the Western Massachusetts Economic Development Council. The City received \$19,000 and the City has matched \$5,000 for design services. It is anticipated up to nine downtown businesses would be eligible for the program.

“In 2020, the City worked with The BETA Group on its Rapid Recovery Plan, and that plan identified façade improvement and signage as an area where investment might improve the overall downtown environment,” Mayor McCabe said. “We are aiming for this grant program to allow for a handful of local businesses to freshen their marketing image and more effectively represent the services they provide and at the same time, make Downtown a more attractive place,” he continued.

This program is targeted only to the Downtown neighborhood, generally described as Main Street from State Street to Park Square, Elm Street and its eastern and western arteries, Court Street from Park Square to Washington Street, Franklin Street from Elm Street to Charles Street, and the Depot Square area north of the Great River Bridge.

For additional information and applications, please visit the Office of Community Development’s website at www.cityofwestfield.org.