

City of Framingham

Sign & Façade Improvement Program

**Community Development Department
City Hall, Memorial Building
150 Concord St., Suite: B3
Framingham, MA 01702**

What is the Sign & Façade Improvement Program?

- The City of Framingham set up a Sign & Façade Improvement Program to make its downtown more beautiful
- Property and business owners can apply to fix-up their storefronts, signs, windows, lighting and awnings
- Funded through the federal Community Development Block Grant (CDBG) Program
- Administered by the Community Development Department
- Program uses CDBG funds for repairs to local storefronts by professional contractors

How Much Money Can I Get?

Sign Improvements:

- Pays up to 2/3 of total cost of sign(s)
- Maximum rebate of \$3,000

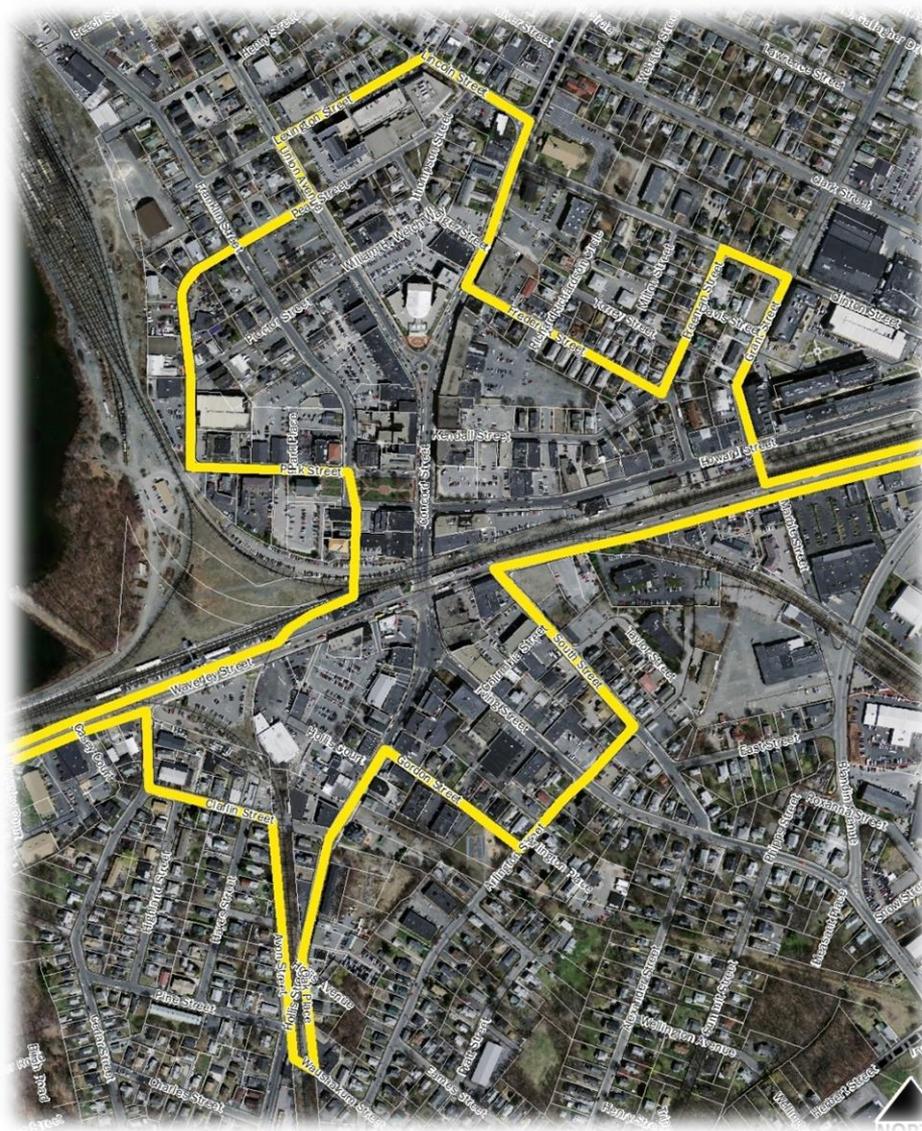
Façade Improvements:

- Pays up to 1/3 of total cost of façade improvements
- Maximum rebate of \$10,000

Specific Objectives

- Encourage community investment
- Improve streets' appearance
- Reduce number of empty businesses
- Increase foot traffic downtown
- Keep the character of historic buildings
- Inspire others to fix their buildings and signs

Sign & Façade Program Eligible Area



Who is Eligible?

- ✓ Owners of a business, service locations, and other various downtown properties
- ✓ Merchants who rent their property with proof of location and owner's approval



Eligibility for Façade Improvement

- Central business district location
- Applicant owns or leases in eligible downtown area
- Property owner's signature showing project approval with application
- Signs or facades made by a professional
- No property taxes, fees, liens, code violations or penalties on applicant's property

Examples of Eligible Projects

- Storefronts, window(s), awning, canopy or entryway signs
- Window display areas & window replacements
- Public entrance and/or doors
- Architectural details on historic buildings
- Lighting for signs, window displays, and low façade areas
- Other activities that make the front of a business more attractive

City of Framingham Sign & Façade Improvement Program

Inter Latin Boutique – 58 Hollis St.

Before



After



City of Framingham Sign & Façade Improvement Program



Before



After



**Deluxe Depot Diner
417 Waverly Street**

Guidance for Projects

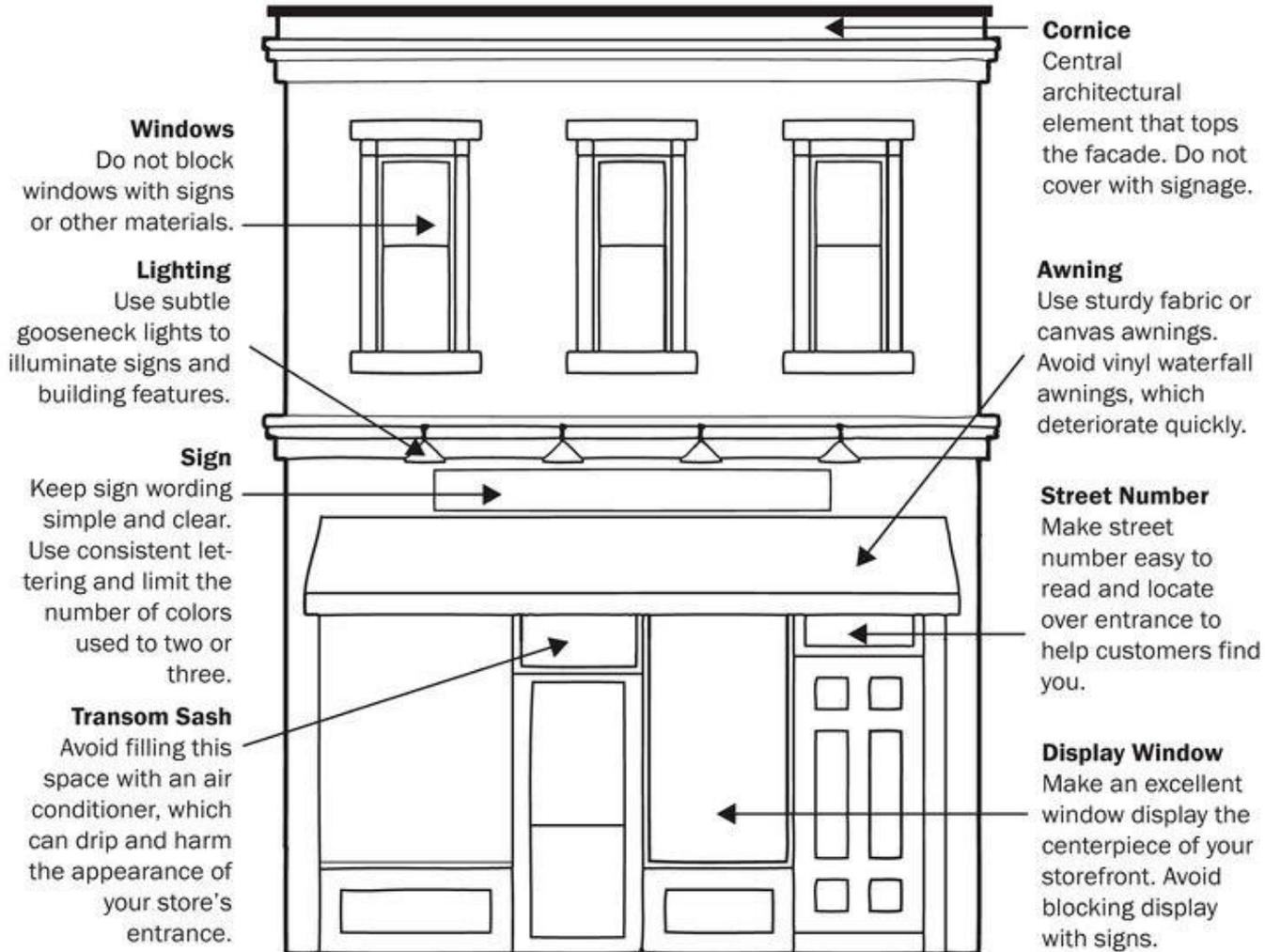




Image Label Guide

Left: Install new awning over existing second story landing structure and business name on awning flap. Provide appropriate awning framework. Replace façade sconce. Replace door with colonial style French door with lock. Add 2 barn light fixtures under each store front awning, total of 4. Add 2 new planter boxes to second story window railing. Provide appropriate anchoring for boxes. Install additional posts to support second story landing. Provide appropriate footing. Paint as shown. Add 2 new false decorative balcony rails to bottom windows.

Right: Remove window shutters and install box awning over second story windows. Paint window trim. Remove existing structural awning. Repair façade as needed and install new canvas awning along the front as shown. Add additional pickets along second story railing and existing stairway. Clean prime and paint. Install new traditional style paneling under store front windows and paint.

Proposed Façade Improvements



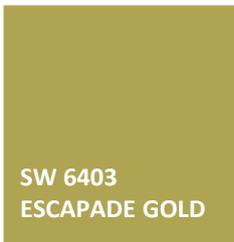
False Balcony Rail



Planter Box



Existing Restaurant Façade



SW 6403
ESCAPADE GOLD



SW 6321
RED BAY



SW 2801
ROOKWOOD
DARK RED

Façade Paint Colors



Awning Colors
Sunbrella Black
with Red Trim



Barn Light Fixture

Ice Cream Shop & Restaurant Façade



Image Label Guide

Top: Install three gooseneck light fixtures over new doorway. Add new restaurant name and logo over the door. Remove and dispose roll up door and hardware. Install new double door entry. Remove business sign from wall and add new sign with bracket and LED lights. Install two gooseneck light fixtures over new doorway.

Bottom Left: Add new awning over window & two framed dry erase boards on either side of window. Paint window trim.

Ice Cream Shop Façade

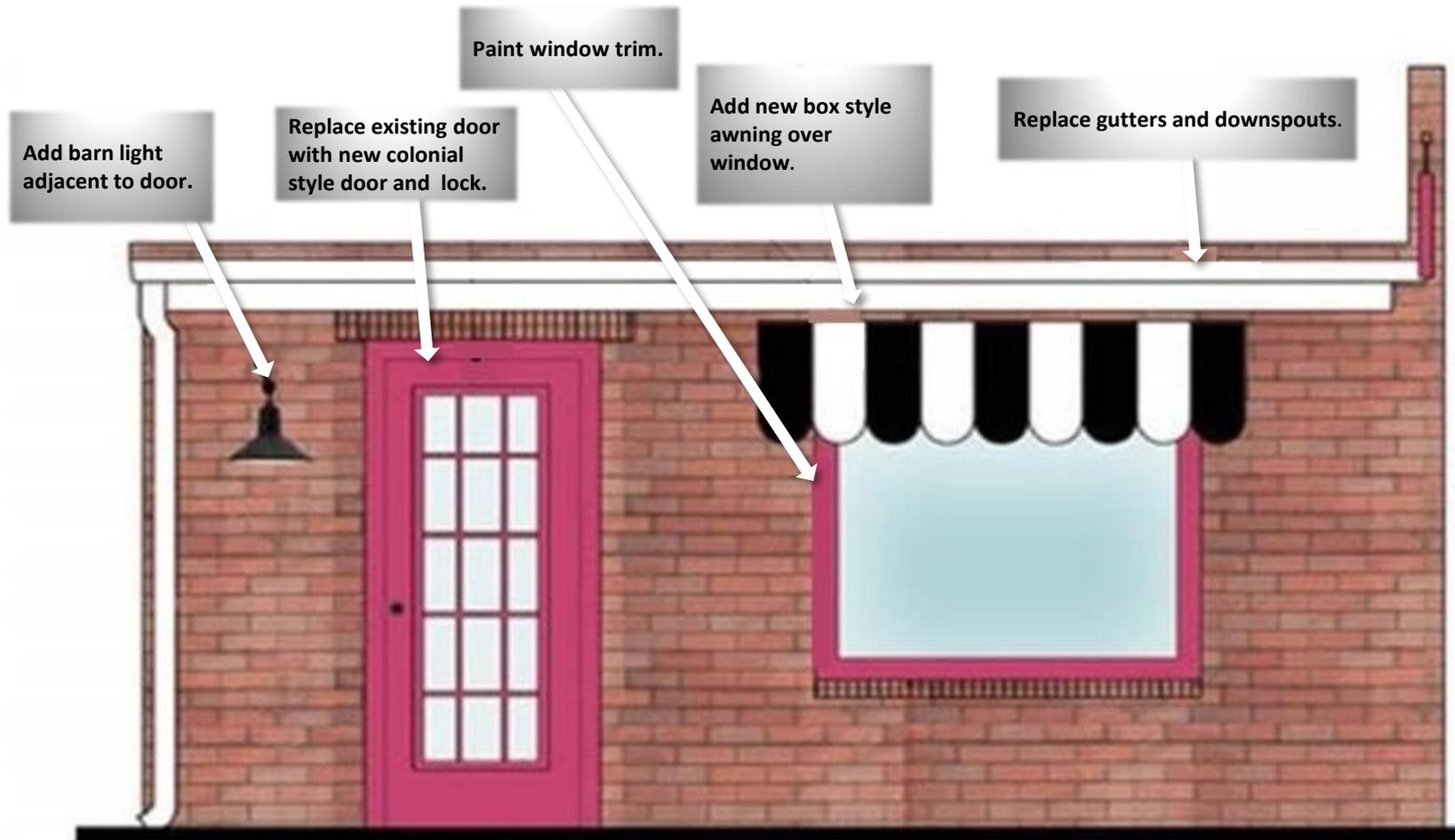


Image Label Guide

Add barn light adjacent to door. Replace gutters and downspouts.

Add new box style awning over window. Paint window trim.

Replace existing door with new colonial style commercial door and lock.

Proposed Façade Improvements



Existing Façade



Existing Façade



Goose Neck
Light Fixture



Barn Light Fixture



SW 6860
EROS PINK

Trim Paint
Color



Awning Color
Sunbrella Beaufort
Black & White 6 Bar

Ineligible Activities

- Repairs inside a property that do not improve the exterior
- There may be no liens against the Applicant's property.
- Buying property and/or equipment
- New signs cannot be home made
- New building construction



Application Review Criteria

- Project matches city's design standards and signage bylaw guidelines
- Improves store front and street appearance
- Projects must conform to applicable building codes, zoning regulations, and/or requirements for public accessibility



Submission Requirements

Staff only reviews complete applications that have this information:

- Description of the work to be done
- Current photos of the storefront
- Additional photos of building from all sides
- Three quotes showing applicants, generally, accepting the lowest bid

Davis-Bacon Act (DBA)

- ALL projects that cost **\$2,000 or more** have to pay DBA prevailing wages
- **No Prevailing Wage:** Time spent by manufacturer creating sign at their business
- **Yes Prevailing Wage:** Time spent by laborers attaching the sign to the property
- Anyone who works on a DBA-qualified project over 40 hrs. per week has to be paid time and a half
- There are fines for not paying DBA rates when they apply

SIGN AND FACADE PROGRAM

LIKELY PROJECT SCHEDULE

TASKS/STEPS	WEEK 1	WEEK 2	WEEK 5	WEEK 10
<ul style="list-style-type: none"> Application received & processed. 				
<ul style="list-style-type: none"> Community Development Department (CD) performs environmental review record (ERR). 				
<ul style="list-style-type: none"> As part of ERR, CD requests review by Mass Historical Commission (MHC). 				
<ul style="list-style-type: none"> If no public comment period after MHC response, project is approved. Contract signing and start date set. 				
<ul style="list-style-type: none"> When public comment period required, one is local (20 days) & at HUD (15 days). 				
<ul style="list-style-type: none"> After comment period, permission granted for project start. 				
<ul style="list-style-type: none"> Contract signed. 				
<ul style="list-style-type: none"> Davis-Bacon prevailing wages must be paid to project workers for all sign and facade work. 				

For further information, contact

Community Development Office

Memorial Building, 150 Concord St., Suite: B3

Framingham, MA 01702

(508) 532-5457

or

CommunityDevelopment@framinghamma.gov

