
WAKEFIELD LYNNFIELD CHAMBER OF COMMERCE

WAKEFIELD MAIN STREETS

TOWN OF WAKEFIELD

JOINT COMMITTEE

SIGN IMPROVEMENT PROGRAM GUIDELINES

I. INTRODUCTION

The Wakefield Lynnfield Chamber of Commerce, Wakefield Main Streets and the Town of Wakefield established a Joint Committee (the Committee) to govern a Sign Improvement Program which offers financial assistance to property owners and tenants seeking to improve the signage and lighting of their existing signs.

The program is part of ongoing efforts to help revitalize the downtown. The program's objectives are threefold: to enhance the physical appearance of signage and, thus, overall streetscape; to install appropriate signage lighting; and to build a stronger customer base for individual stores and downtown.

The program will provide a grant of up to \$1,000 to be used for the fabrication and installation of new permanent signage and lighting, or replace existing signage. Applicants will be responsible to hire qualified professionals to implement the Town-approved designs, including installation.

Signage and lighting improvements made prior to approval of an application to the Sign Improvement Program Joint Committee (SIP) will not be funded.

II. ELIGIBILITY CRITERIA

All of the following criteria must be met for participation in the program:

- Applicants must be property owners or commercial tenants in Wakefield;
- Tenants must have written approval from property owners to participate in program;

- Properties must be in conformance with State and local code requirements; and
- Applicants must comply with all State and local laws and regulations pertaining to licensing and permits.

III. DESIGN PRINCIPLES AND GUIDELINES

Signage, lighting and work to be funded by the program must be compatible with the character and architecture of the individual building as well as, to the extent appropriate, with other buildings along the street on which the participating storefront is located. This principle is particularly important for historic buildings and streetscapes. The addition or replacement of signage and lighting for buildings not having notably historic or architectural features should still be carefully considered and be seen as an opportunity to significantly enhance the appearance of the buildings and their streetscapes. As improvements are being contemplated, the following basic design considerations should be noted for grant eligibility:

Scale – Will the size of the proposed signage and lighting be compatible to the size of the storefront and building in accordance with the Town of Wakefield signage bylaw?

Placement – Will the proposed placement of the signage be easily seen by potential customers? Will the proposed placement and regular print of lighting properly illuminate the signage without being a distracting element on the street?

Lettering – Will the visual message on the proposed signage be legible and attractive? Will the color scheme be compatible with the rest of the building’s exterior?

Texture – Will the design and materials used provide an interesting three-dimensionality to make my storefront subtly stand out without being displeasing?

Attractiveness – Will all the above combined elements create an attractively cohesive storefront which will help draw customers into my business?

All improvements must comply with standards set forth in the Town’s zoning ordinance and building codes and by-laws.

A. ELIGIBLE SIGNAGE

Signage funded through the program must follow the guidelines outlined below.

1. Must be a new sign, replacement of an existing sign or the restoration of historic signage;
2. Must be made of durable material;

3. May include the business name, street address, type of business, business logo, and other business related symbols/pictorials;
4. Must *not* contribute to or produce a cluttered storefront appearance;
5. Color scheme and size must be complementary to building façade;
6. Must *not* display brand name of products;

B. ELIGIBLE LIGHTING

Lighting funded through the program must follow the guidelines outlined below.

1. May illuminate signage and recessed areas of building façade;
2. Must be installed in a manner that will prevent direct light from shining onto any street or adjacent property;
3. Intensity of illumination must be appropriate for area to be lighted as determined by industry standards;
4. Type of lighting (i.e. gooseneck lamps, studio lights, etc.) must be appropriate for location on/in storefront/signage and for type of business.

C. ALTERATIONS

The applicant must agree not to change or alter the signage and/or lighting without prior written approval from the Joint Committee of members representing the Wakefield-Lynnfield Chamber and Wakefield Main Streets and the Town of Wakefield (the Committee) for three (3) years from the date of the rebate check issued by the Committee.

IV. PROGRAM ASSISTANCE

Financial Assistance

Funding offered will be a grant in which the Committee will reimburse the applicant fifty percent (50%) of total project cost or up to \$1,000, whichever is less. Applicants will only be reimbursed by the Committee after the applicant has paid his/her contractor(s) and vendor(s) in full and after the project is determined to have been completed in accordance with the contract between the Committee and applicant.

V. PROCEDURE

All prospective applicants must follow the procedures in the order outlined below.

1. Complete Town of Wakefield approval:

- a. File application, and other required paperwork, included in the Sign Application Packet with the Office of Inspector of Buildings.
 - b. Receive permit for construction of signage.
 2. Applicant files an application with the Committee. Signage proposals must include drawings and color scheme and must indicate materials to be used and location(s) to be installed on façade. Lighting proposals must include drawings or pictures from catalogue, if applicable, and must indicate type(s) of lighting, color(s), location(s) to be installed, and illumination intensity of individual lights;
 3. Committee sends applicant a “Notice to Proceed with Improvements”. Any work completed prior to receiving the “Notice to Proceed with Improvements” will not be reimbursed;
 4. Upon approval of design by the Committee “Notice of Approval” will be sent to the applicant;
 5. Applicant has thirty (30) days from the execution date of the awarding of the grant to begin implementation of approved improvements. Any changes previously agreed upon and contracted must have prior approval of the Committee. It is up to the applicant to notify the Committee of these changes;
 6. Applicant enters into agreement(s) with the signage and lighting contract(s)/vendor(s) to carry out design, order lighting fixtures, and install signage and lighting. These particular agreements are solely between the applicant and contractor(s)/vendor(s) and are not the responsibility of the Committee or Town. Applicants are encouraged to employ the services of local Wakefield businesses for assistance in submitting application and plans;
 7. Applicant notifies Committee once project is completed;
 8. Committee determines whether or not improvements were made in compliance of drawings/pictures and specifications. The project contractor(s) must submit letters to the Committee acknowledging full payment by the applicant. The applicant must submit to the Committee copies of all paid invoices; and
 9. The Committee issues a grant check and schedules a photo opportunity with the recipient.
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The Committee reserves the right to make adjustments regarding conditions and parameters outlined in these guidelines.

VI. TERMINATION

The Committee has the right to terminate any agreement under the Sign Improvement Program if a participant is found to be in violation of any conditions set forth in these guidelines or if the project has been started prior to an executed agreement with the Committee.

VII. APPLICATION AND INFORMATION

If you wish to participate in the program and would like to set up a meeting with the Joint Committee or if you would like additional information, please e-mail info@wakefieldlynnfieldchamber.org.

WAKEFIELD LYNNFIELD CHAMBER OF COMMERCE
WAKEFIELD MAIN STREETS
TOWN OF WAKEFIELD
JOINT COMMITTEE
SIGN IMPROVEMENT PROGRAM
APPLICATION FORM

DATE: _____

I. APPLICANT INFORMATION

1. Applicant's Name: _____
Mailing Address: _____
Telephone Number(s): _____
Fax Numbers: _____
E-Mail: _____ Web Site: _____

2. Business Organization of Applicant:

Corporation (d/b/a) or Partnership or Sole Proprietorship

Business Name: _____

3. Owners and Officers in Applicant's Business Organization

Position	Name and Address
_____	_____
_____	_____
_____	_____

4. Relationship of Applicant to the building to be renovated under the signage Improvement Program:

Owner: Attach proof of ownership (tax bills, title deed, etc)

Tenant: a) Attach terms, length, and expiration date of present lease, and
b) Attach written permission from building owner to participate in Signage Improvement Program

II. PROPOSED PROJECT INFORMATION

1. Description of participating building:

Street Address: _____

Section _____ Block _____

2. What improvement(s) are you interested in receiving funding for from the Signage Improvement Program?

Signage Lighting Both

Describe the type of signage and/or lighting proposed and attach any drawings or proposed sign change graphics.

3. Describe any other improvement(s) that have been recently undertaken or are planning to be undertaken for this building:

4. Please indicate the amount you have budgeted for this project. List a specific dollar value or range.

CERTIFICATION

The undersigned hereby represents and certifies to the best of his/her knowledge and belief that the information contained on this statement and any exhibits or attachments hereto are true and complete and accurately describe the proposed project, and the undersigned agrees to promptly inform the Committee of any changes in the proposed project which may occur.

Signature of Owner

Date

Print Name

Signature of Commercial Tenant (if Applicant)

Date