

# Town of Framingham

## Sign & Façade Improvement Program

**Community Development Department**  
Town Hall, Memorial Building  
150 Concord St., B3  
Framingham, MA 01701

# What is the Sign & Façade Improvement Program?

- The Town 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

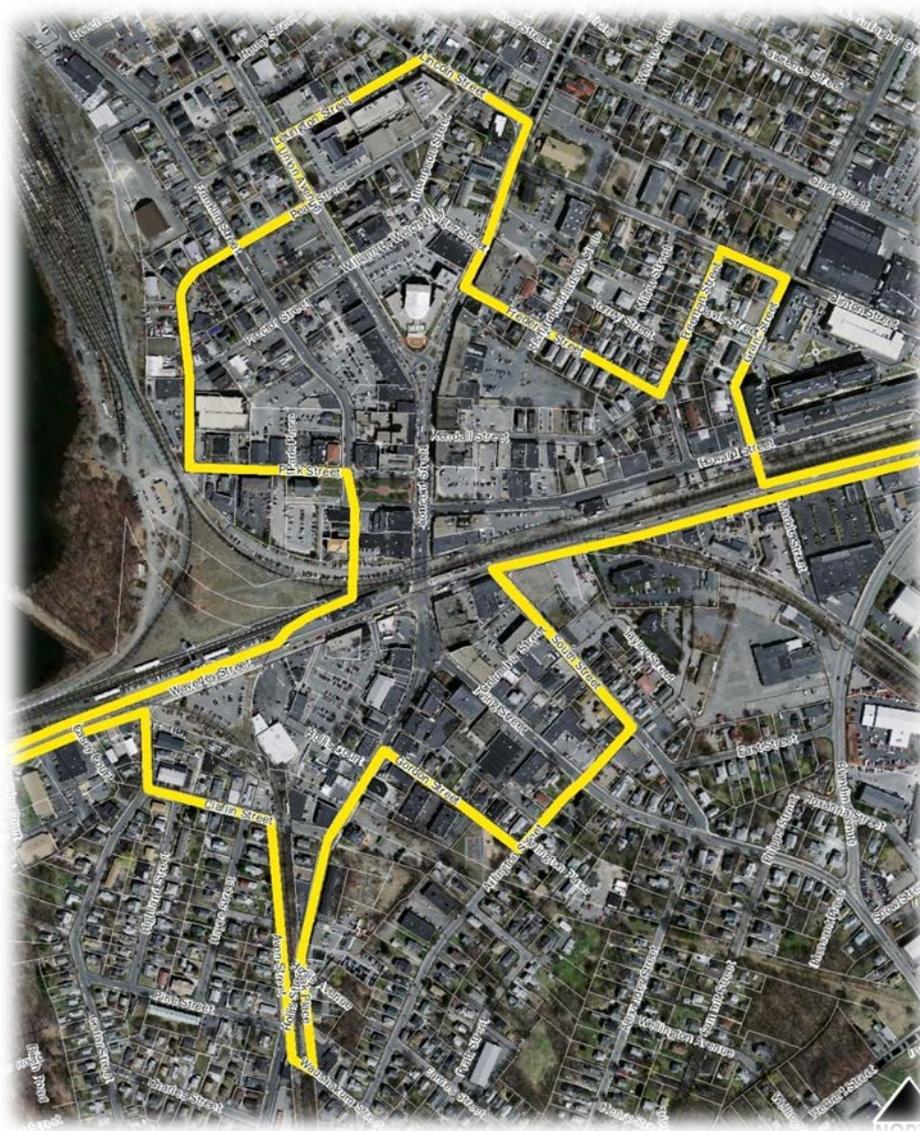
## Façade Improvements:

- 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

# Town of Framingham Sign & Façade Improvement Program

Inter Latin Boutique – 58 Hollis St.

Before



After



# Town of Framingham Sign & Façade Improvement Program



Before

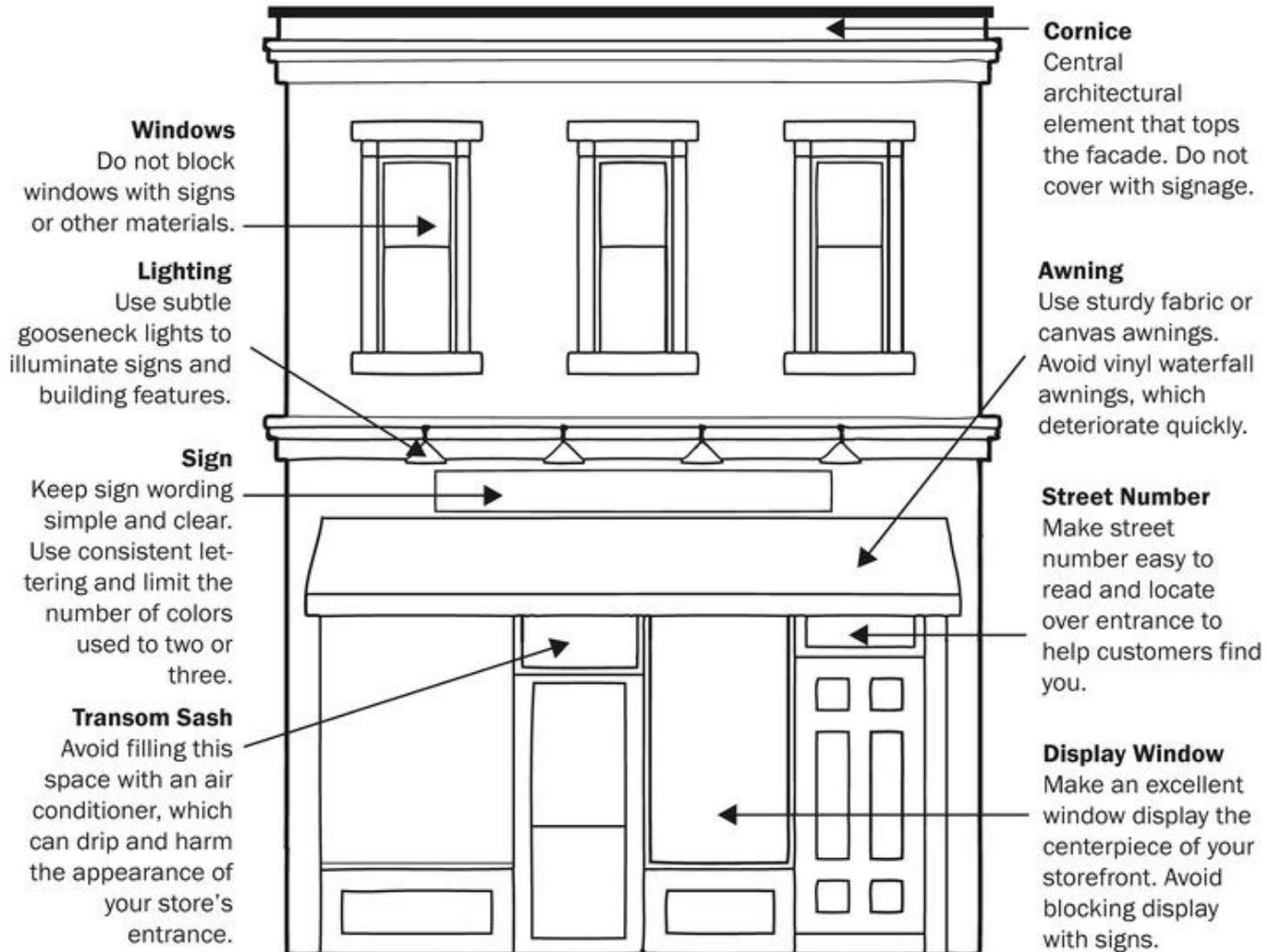


After



**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



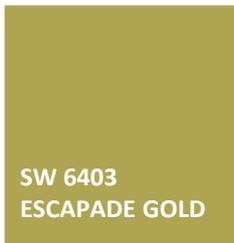
**False Balcony Rail**



**Planter Box**



**Existing Restaurant Façade**



SW 6403  
ESCAPADE GOLD



SW 6321  
RED BAY



SW 2801  
ROOKWOOD  
DARK RED

**Façade Paint Colors**

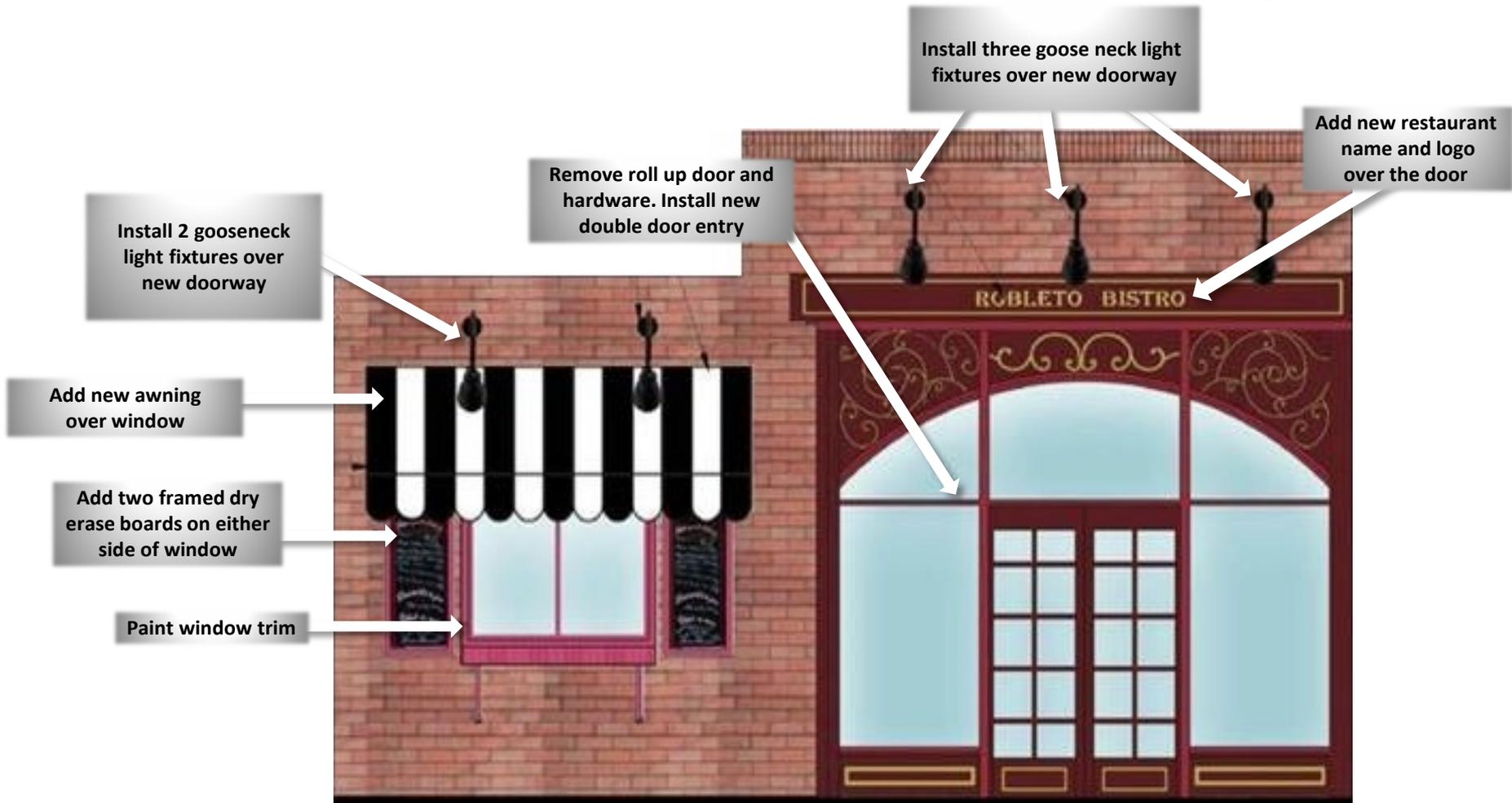


**Awning Colors**  
Sunbrella Black  
with Red Trim



**Barn Light Fixture**

# Ice Cream Shop & Restaurant Façade

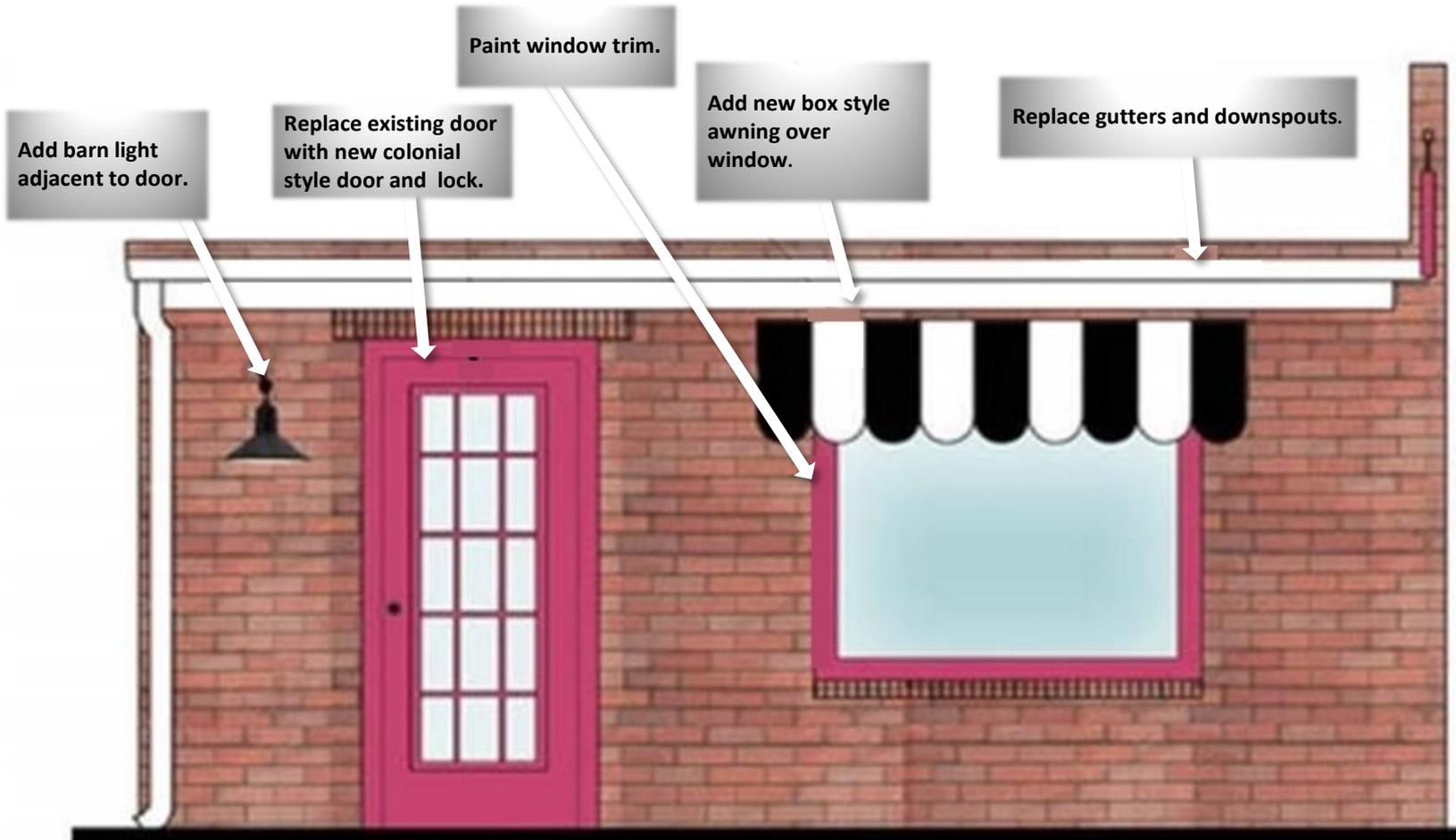


## Image Label Guide

**Top:** Install three goose neck 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 goose neck 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 town'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

# For further information, contact

## Community Development Office

Memorial Building, 150 Concord St., B3

Framingham, MA 01702

(508) 532-5457

or

[CommunityDevelopment@framinghamma.gov](mailto:CommunityDevelopment@framinghamma.gov)

