



CITY OF SPRINGFIELD, MASSACHUSETTS

Mayor Domenic J. Sarno

Storefront Improvement Program



Program Guide

Please return complete application to (email preferable):

Marcos Gonzalez
Program Administrator

City of Springfield
Office of Planning & Economic Development

70 Tapley Street
Springfield, MA 01104

Phone: (413) 750-2810

E-mail: mgonzalez@springfieldcityhall.com

Please refer to the Storefront Improvement Program Application for more details.

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Introduction

The Storefront Improvement Program is intended for ground-floor, for-profit businesses in Community Development Block Grant (CDBG) eligible areas, located in the City of Springfield. The goal of this program is to make visible, aesthetic exterior improvements to help improve and increase business sales and provide an improved neighborhood streetscape.

This program is funded by the United States Department of Housing & Urban Development, under the CDBG Program. The program is administered by the City of Springfield, Office of Planning & Economic Development (OPED), and the Community Development Department (CD).

As such, all federal requirements including on-site project construction monitoring, environmental review, access and review of all project files, submission of project receipts and proof of payment, and completion of all required forms will be strictly enforced. Awardees that do not adhere to all project requirements will be required to reimburse the City of Springfield for all awarded funds.

Program Guidelines

Program Goals

- To assist the growth of small, ground floor, for-profit businesses in Springfield, and to specifically create and retain jobs.
- To preserve special characteristics of neighborhood shopping areas by helping small businesses become successful, to foster a sense of place, and attract visitors to the area.
- To promote an attractive environment for new investment and business activity in the City of Springfield.
- To foster the economic revitalization of the commercial corridors through increased sales and increased valuation of properties.

Funding Limit: Business owners may apply for up to \$25,000 per business. Property owners may apply for up to three (3) storefronts for a total of \$75,000. No single storefront will be awarded more than \$25,000. Note that single storefronts with frontage greater than 50ft in length may be eligible for additional grant funding.

Private Match: For business owners applying, a minimum of **10% match** of total project costs is required. For property owners applying, a minimum of **100% match** of requested funds will be required. Private match to be expended in the form of contractor deposits before city funding is released.

Reoccurring Applicants: A property address, business owner, or property owner may only receive project funding from this program once every five (5) years. Property owners involved in multiple ownership organization types (LLC's, etc.) will be considered a single owner.

Disbarred Applicants: Applicants who have defaulted on past City of Springfield business loans/grants, are ineligible to apply. Applicants must also be current for any city, state, or federal taxes, fines, or fees prior to applying.

Project Design: The City maintains final approval on design of all improvements. No commitments should be made to contractors prior to city design approval. Design guidelines are provided further in the application on page 12.

Project Start: The City will not fund or reimburse projects that have already begun construction prior to a contract being executed. Do not start any project construction without receiving a fully executed contract from the City of Springfield.

Project Changes: Once under contract, no project may change project scope or contractors without the prior notice and approval of the City of Springfield program administrator. Project scope changes and

contractor changes in the project may result in the project being placed in default, and city requiring a return of all awarded funds. Changes of scope and/or contractors without city approval will result in the project being placed in default.

Types of Businesses Eligible:

- Ground-floor, active commercial establishments (i.e. retail, shops, restaurants)
- Service establishments, to include:
 - Professional services (e.g.: insurance, accountants, architects, doctors, lawyers, etc.)
 - Personal services (e.g.: barber shops, hair/ nail salon, dry cleaners, laundromats, etc.)
 - Certain repair services (e.g.: office equipment, radio/television, bicycle, furniture, locksmith, etc.)
 - Business services (e.g. advertising, office management, retail, etc.)

Types of Businesses Not Eligible:

- Home-based and web-based businesses
- Banks, savings and loan associations
- Most non-profit uses (some with retail or tourism related may be eligible on a case basis)
- Auto repair shops, auto retail establishments, and auto/transportation related businesses
- Gas stations
- Adult entertainment establishments
- Bars and/or liquor stores
- National franchises and International franchises
- Properties used entirely for residential purposes
- Properties with no active tenants
- Businesses with no public outdoor exterior storefront, interior mall based businesses, and/or businesses with street frontage beyond 50 feet from a street.
- Business located in upper stories
- Businesses with exterior roll down/steel doors
- Businesses with exterior security/steel window bars
- Cannabis related businesses

Project Uses Eligible:

- Business signs and/or awnings
- Exterior painting of storefront
- Doors/window glass
- Façade improvements to storefront
- New Trees/New plantings (limited in scope to new plantings and not to include maintenance of existing)
- Lighting (related to façade/sign)
- Removal of existing steel roll down doors and replacement with interior security gates
- Removal or existing exterior security/steel window bars

Project Uses Not Eligible:

- Improvements not visible from the public street
- Roofing
- Asphalt/paving/parking lots
- Standard maintenance work
- Interior lit plastic/box signs
- Plastic material awnings/interior lit awnings
- Security/steel roll down doors
- Exterior security/steel window bars

Requirements

- The business must be located in a CDGB eligible area.
- Applications may be submitted by property owners and/or tenants; however, if a tenant submits an application, the property owner must provide written permission for the work to be completed.
- Both the tenant and property owner must agree to maintain the improvements in good condition for one (1) year following issue of the grant.
- This grant is intended only for commercial ground-floor storefronts. This program is not intended for non-profit organizations or upper story tenants.
- Businesses must remove any existing exterior roll-down security gates and remove existing exterior security/steel window bars. Removal of these security systems is eligible for funding under this grant program.
- Expenditures that exceed the approved project costs shall be the sole responsibility of the applicant.
- Grant applications will be accepted and screened for basic compliance (i.e., location, property eligibility, intended improvements, etc.). Applications will then be evaluated on their individual merits and compliance with program goals. Applications with significant exterior work will also be reviewed by a city sponsored professional architect for recommendation and approval.
- As a requirement of the federal funding source, each project needs to complete an “Environmental Review”. This is the responsibility of the city and not the applicant, however it does take time. This process does not do environmental testing on properties; rather it is a larger review on project impact and can include items such as historic preservation impact. The city Program administrator will provide you with more information on the timeline of that process.
- The subject property may not have active code enforcement actions.

- The subject property must be structurally sound and in compliance with applicable building codes, sanitary codes, and zoning regulations.
- The subject property may not have delinquent taxes, including property taxes, and neither the tenant nor the property owner may have other delinquent taxes outstanding. Property owners or tenants with delinquent taxes, fines or fees will be ineligible to apply for this grant funding until they are current.
- Applicants must comply with all state and local laws and regulations pertaining to licensing, permits, building code, zoning requirements, environmental requirements, etc.
- Applicant is responsible for all associated permitting and fees. Additional information on permit applications and fee schedule can be found on page 15 of this guide as well as online at: <https://www.springfield-ma.gov/code/index.php?id=forms0>
- Applicant must confirm with City Clerk's Office on need to register as a business in the City of Springfield.
- Applications for building(s) with multiple storefronts are strongly encouraged to prepare a joint application, to ensure a consistent quality of work and design continuity, although grants within the broader application may be awarded on an individual storefront by storefront basis.
- Work must be conducted by properly licensed contractors. The City encourages the use of Springfield based contractors.
- This program requires compliance with Davis-Bacon Wages for all construction projects, and will require city monitoring of all construction activity. As such, each applicant will need to produce at least two (2) prevailing wage competitive proposals from licensed and bonded contractors.
- Project shall comply with CDBG Section 3 requirements. For more details, please refer to the following link: <https://www.hud.gov/section3>

Design Guidelines

Projects should reflect principles of good design. The city shall have final determination on project designs based on their individual and relative merits. No project should begin construction prior to receiving final approval by the city. Design guidelines are detailed further in this guide on page 12.

Additional Review

Properties within a Local Historic District or of other historic significance will need prior approval by the Springfield Historical Commission. Properties located in an approved urban renewal district may require review and approval by the Springfield Redevelopment Authority.

Historic Preservation

The city encourages property owners to restore historic elements of properties when possible. In 1939 a photo of each property in the city was taken and many are available at the City of Springfield Building Department. Many are now scanned online at: <https://www.springfieldpreservation.org/wpa/>

Application Process

It is important that applicants do not start any work until a contract between the city and applicant has been fully executed.

Step 1: Interested applicants must contact the program administrator and provide basic project information, business information (address, etc.), and interest in program.

Step 2: Program administrator confirms eligibility for program based on business address and project scope. The program administrator then provides application to applicant.

Step 3: Once application is fully complete, including all items on checklist found on page 3 of the Storefront Improvement Program Application, the applicant must return the completed and signed application to the program administrator, who will review the application and coordinate with the city architect for recommendations and approval.

Application packages may be submitted by mail, email, or in person at:

Attn: **Marcos Gonzalez**
Office of Planning & Economic Development
Storefront Improvement Program
70 Tapley Street, Springfield, MA 01104
Email: mgonzalez@springfieldcityhall.com

Emailed applications are preferred.

Step 4: The program administrator will coordinate with appropriate city department to complete the required Environmental Review. This process is required, and may take **30 days** or longer depending on site characteristics.

Step 5: The program administrator shall notify the businesses if their application was selected or not selected for funding. If selected for funding, the business will enter into the city contracting process, where the program administrator shall provide the required contracting application. No business shall begin improvements until a contract is fully signed by all parties.

Step 6: The program administrator will contact applicant to notify them that the contract is fully executed and the project may begin.

Grant Disbursement Process

Note: The grant will be disbursed in three payments (25%, 50%, 25%), each of which will require the awardee to provide backup documentation on grant spending.

Step 1: Upon contract completion, the project administrator will request first payment for an amount of **25%** of the city grant award for up-front costs to the project.

Step 2: Once the applicant has spent an amount equal to the first grant payment, they will provide backup documentation to the program administrator. All payments for services rendered under this grant must be clearly documented with **both** an invoice (receipts, bill, etc.) **AND** proof of payment (cancelled checks, credit card/bank statements, etc.).

APPLICANTS SHOULD NOT PAY “CASH” FOR ANY SERVICES.

Step 3: All backup documentation must be submitted via email to the following address:
mgonzalez@springfieldcityhall.com

Step 4: Once the backup documentation is approved the program administrator will provide second check for **50%** of the grant award.

Step 5: Once the backup documentation is provided for the second check, a third check of the final project award of **25%** will be provided. Backup documentation will be required at the closeout of the project for the third and final check to ensure the contract remains in good standing.

Post Loan Award Requirements

Following the award of a grant, the applicant will be monitored periodically by the OPED staff and other City staff to ensure compliance with the CDBG program. Therefore, the grant recipient shall agree to make company records and payroll available to the City upon request. The city will also schedule on-site monitoring visits and may ask to interview contractors and employees working on the project.

The business must remain in compliance and in operation without reduction in services or hours for one (1) year from the date of contract.

Should the business cease operations, reduce services/hours of operation, or significantly alter the improvements funded through this grant within one year of the date the contract was signed, repayment to the City of for the entire grant amount will be required.

Design Guidelines

The Storefront Grant Guidelines outline the standards, which must be followed when renovating buildings using a storefront grant. These design guidelines take into consideration a building's historic significance in determining what would be an appropriate treatment. Projects that affect city-designated historic buildings also require a separate review by the City of Springfield Historic Preservation Commission.

Storefront

The Storefront is defined as the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any elevation not containing the main entrance but fronting on a public street exposed to public view will be considered a secondary elevation. Secondary elevations may also be eligible for storefront grants.

Storefronts Design /Windows/Glazing

It is the intent of these guidelines that most buildings should have storefront-type glazing facing the street. When alterations are made to the first floor levels of buildings that presently have more opaque wall treatments, the storefront improvement program will usually require that storefront type glazing be installed that could accommodate retail uses in the future.

If an existing storefront is to be replaced, the new storefront should be traditional in character and include an appropriately designed bulkhead panel; large, undivided areas of clear glass display windows; a glazed transom surmounted by a storefront cornice; and a traditional, fully glazed storefront floor. The new storefront should fill the full height of the original masonry opening. Display windows should be of clear glass in pieces as large as is practical. Only clear low-E glass is permitted. The display windows should not be divided into small panes of glass; unless historic documentation exists that indicates this is the original design. Tinted or reflective glazing is not permitted.

For historic buildings, all structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings, that are an integral element of a historic streetscape, should reflect and complement the character of the surrounding area to the greatest extent possible. In 1939 a photo of each property in the city was taken and many are available at the City of Springfield Building Department. Many are now scanned online at: <https://www.springfieldpreservation.org/wpa/>

Masonry

Unpainted brick, stone or terra cotta ***should not be painted or covered***. Previously painted masonry may be painted. If it is necessary to remove paint or clean unpainted masonry, use the most moderate methods possible. Sandblasting and other abrasive cleaning methods are prohibited. Repaint defective mortar by duplicating the original in color, style, texture and strength. Repair or replace deteriorated masonry with new masonry that duplicates the old material as closely as possible.

Trim and Ornamentation

Retain and repair or replace character giving trim ornamentation including, but not limited to, window caps, carved stone work, ornamental plaques, storefront cornices and eaves cornices. Replacement should match the design, dimensions and material of the original trim and ornamentation.

Signs

New signage should be traditional in character to complement the architecture of many of the older buildings in Springfield neighborhoods. There are many types of traditional signs that are appropriate for use on older storefronts. Below is a list of types of signs that may be appropriate for your project.

Sign Boards

A flat signboard with hand painted raised lettering is the most appropriate type of sign for older commercial buildings. These signs should be placed in the narrow band above the storefront. *Modern internally lit box signs are **not permitted**.*

Awning Signs

Awning signs have lettering on the edge flap or skirting of the awning that remains visible when the awning is either retracted or opened.

Lettering/phone numbers on the main part of the awning are generally not permitted, nor are plastic awnings.

Display Window Lettering

Another common type of storefront signage is lettering that is painted on or etched into the interior side of display windows and glazed entry doorways. These signs should consist of lettering and/or a logo, should not cover more than 1/5 of the area of the glass panel, and should not obscure the display area.

Hanging Signs

Hanging signs are signs that project from a building's wall and are supported by metal brackets. These signs can come in all shapes and sizes and are sometimes made in the likeness of objects or symbols associated with an actual type of business. These signs should project no more than 4ft from the face of the building and should not obscure the signage of other nearby businesses. The signs and brackets should be designed to complement the architecture of the building and mounted into the mortar joints of masonry buildings. All projecting signs should be hung within the base zone of the building or parallel to the second story window, and be externally lit. Internally lit and moving projecting signs are **not permitted**. These signs may require minimal insurance coverage if projecting over the public way.

Transom Signs

A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. This can be illuminated at night with backlighting or illuminated from the lower interior part of the store lights. These signs can be made today by leaded glass craft workers and can be made as easily to remove panels.

Neon Signs

Neon signs first became popular in the late 1920s and 30s, and are seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will compliment old storefronts. Exterior neon signs are most appropriate for post 1920s commercial buildings while neon signs that are mounted within a display window can be successfully adapted for use on all types of commercial structures.

Awnings & Entrance Canopies

If storefront awnings are to be used, they should be of a tradition tent style. Internally illuminated, half round hoop, and truncated wedge shaped awning will generally not approved. Awnings should be made of canvas or neoprene impregnated fabric instead of shiny vinyl. Awnings with soffit panels should not be used to allow the structure on the underside of the awning to be exposed. Custom awnings may be approved if sensitively designed to enhance a new storefront design.

Entrance canopies extending out to the curb may be permitted if they are traditional in design, fabric covered and sized to complement the proportions of the storefront. Fixed, metal, asphalt shingle or mansard type canopies are **not permitted**.

Security Gates and Bars

The installation of exterior, permanent or retractable security gates or bars is **not permitted**. They are out of character with most building architecture; create a perception that the area is unsafe, and ultimately detract from business. Less obstructive retractable interior security gates, security devices, alarm systems or unbreakable glazing material are preferred alternative security measures. The city may consider funding projects that remove exterior gates to replace them with an interior gate that not visible from the exterior.

Exterior Lighting

Spot or flood lighting to highlight the architectural detailing of a building should be inconspicuous and blend with the wall on which it is mounted. No lights should move, flash or make noise. Lighting for signs should be exterior illuminated, such as gooseneck lighting. Signs should not be illuminated from the interior. Downtown Springfield has many examples of exterior uplighting of buildings through a program sponsored by the Springfield Business Improvement District. Some channel letter signs may be approved on a case by case basis.

Landscaping & Fencing

In some projects landscaping and fencing will be considered. New landscape plantings, trees, etc. are eligible expenses. Maintenance of existing landscaping is ineligible.

Simply installing fencing around a parking lot or a portion of the parking lot will not qualify for a storefront improvement grant. If fencing is part of a larger renovation project, it will be considered only if the fence has extraordinary architectural character or would be making a significant visual improvement. Common fences such as white vinyl or standard silver aluminum chain link *would generally not be eligible* for a storefront improvement grant. Fences with barbed wire will **not** be eligible.

Planter or retaining walls should be built of materials of the adjacent buildings. Generally, brick or other suitable masonry units would be considered while certain types of interlocking concrete block, landscaping timers, sidewalks and curbs would **not** be eligible.

City of Springfield, Massachusetts

SIGN APPLICATION

Application for a Permit to Place or Maintain a Sign or other Advertising Device, or Marquee, that does not extend into or over a public way more than twelve (12) inches

PRINT LEGIBLY

(Payable By Check or Money Order ONLY- To: CITY OF SPRINGFIELD)

Date.....

- 1. Business Name.....
- 2. Street Address.....
- 3. Applicant's Name..... Address.....
- 4. Owner's Name..... Address.....
- 5. Sign Maker's Name..... Address.....
- 6. Erector's Name..... Address.....

- 7. Sign Will Be (Check One) Illuminated..... Non-Illuminated.....
- 8. Will Sign Obstruct A Fire Escape, Window Or Door? No Yes
- 9. Lower Edge Will Be.....Ft.....Ins. Above Public Way.
- 10. Upper Edge Will Be.....Ft.....Ins. Above Public Way.
- 11. Height.....Ft..... Ins. Width.....Ft..... Ins.
- 12. Sign Will Be (Check One) Single-Sided..... Double-Sided.....
- 13. Total Face Area.....Sq.Ft.
- 14. Inner Edge Will Be.....Ins. From Building Or Pole.
- 15. Outer Edge Will Be.....Ins. From Building Or Pole
- 16. Face Of Building Or Pole Is.....Ins. Back From The Street Line.
- 17. Sign Will Project.....Ins. Beyond The Street Line.
- 18. Sign Will Extend.....Ft.....Ins. Above Building Or Pole.
- 19. Material Sign Will Construct? Frame..... Face.....
- 20. Weight Of Sign.....Lbs.
- 21. Sign Conforms To The Massachusetts State Building Code? No Yes
- 22. Sign Conforms To The City Of Springfield Zoning Ordinance? No Yes

<u>ACTION</u>
Erect.....
Alteration.....
Repair.....
Removal.....
<u>KIND OF SIGN</u>
Wall
Ground
Temporary.....
Marquee.....
Roof.....
Projecting.....
Other.....
<u>FOR OFFICE USE ONLY</u>
FEE \$.....
CK #
TOTAL CK AMOUNT \$.....
.....

The Undersigned Certifies That The Above Statements Are True To The Best Of Their Knowledge And Belief.

.....
Printed Name of Applicant Signature of Applicant Contact Phone Number

****Attach a Print-Out of Potential Sign to Application****

1. Non-Illuminated Wall Sign: \$30.00 + .25 per s/f
 2. Illuminated Wall Sign: \$60.00 + 1.50 per s/f
 3. Illuminated Double-Face Projecting Sign: \$60.00 + 1.50 per s/f
 4. Illuminated Ground Sign: \$60.00 + 1.50 per s/f/
 5. Illuminated Roof Sign: \$100.00 per s/f + \$1.50 per s/f
Of total face area of each side
 6. Illuminated Directional Sign = exit, entrance
\$50.00
 7. Non-Illuminated Double-Faced: Projecting, Ground, Roof & Directional:
\$30.00 + \$1.00 per s/f of total face area of each side
- II. Sign Removal
8. Unbonded Sign \$25.00
 9. Bonded Sign \$40.00
- III.
11. Sign Alteration \$25.00 + \$1.00 per s/f of face area
- IV. Sign Repair
12. Accessory \$20.00
 13. Non-Accessory \$40.00
- V.
14. Outdoor Advertising Signs (Billboards) Re-Inspections, The fee as required
By General Laws, Chapter 93, Sections 29 through 33, shall be
\$40.00
 15. Outdoor Advertising Signs (Billboards):
New \$50.00 + \$1.00 per s/f of total face area of
each side if applicable
 16. Temporary Sign Permit \$25.00