



CITY OF GLOUCESTER

RETAIL SIGNAGE IMPROVEMENT GRANT PROGRAM GUIDELINES (FOR SIGN, AWNING, AND SIGN RELATED LIGHTING IMPROVEMENTS)

PROGRAM OBJECTIVE:

The City of Gloucester's Retail Signage Improvement Grant Program is intended to assist commercial property owners or tenants in eligible buildings improve their storefront signage, awning, and/or sign related lighting. The purpose of the program is to improve the visual quality of the city's retail business districts and to enhance the districts as a place to visit, shop and work.

APPLICATION PROCESS:

The City of Gloucester is working with the Greater Cape Ann Chamber of Commerce to facilitate the application process. Applicants will download an application on the Chamber's website capeannchamber.com, or pick up a copy from the Greater Cape Ann Chamber of Commerce office located at 24 Harbor Loop in Gloucester.

If you have questions regarding the Retail Signage Improvement Grant Program or would like additional information, please contact the Project Manager, Olivia Perez-O'Dess, at (978) 283-1601 or by email at olivia@capeannchamber.com.

DEPOSIT:

Those applicants awarded a grant under this Grant Program are required to provide a deposit of \$50.00 (Fifty Dollars) payable to the Greater Cape Ann Chamber of Commerce. The deposit will be refunded upon completion of the project in full compliance with the approved design and the Retail Signage Improvement Program Agreement.

Deposits may be forfeited should an applicant not complete the proposed signage improvements in accordance with the application as approved or otherwise violates these Program Guidelines.

Revised 5.31.22

FINANCIAL ASSISTANCE – GRANTS:

Eligible applicants are defined as the property owner(s) or tenant(s) of eligible commercial building(s) located in the program's target area as defined under Eligible Areas - City of Gloucester. Applicants participating in the Program will be eligible to receive a maximum grant of \$5,000.

GRANT ELIGIBILITY AND EVALUATION CRITERIA:

All signage improvements must comply with the City of Gloucester's Sign Ordinance.

Applicants will receive consideration for the grant based on the criteria below:

- Applicants must be commercial building owners or commercial tenants
- Vacant commercial buildings, national chains and cannabis dispensaries are not eligible
- Signs, awnings, and related lighting improvements will be made only to buildings that meet acceptable existing building standards and condition
- Applicant must be up to date on local taxes prior to participation in the program including local property tax and sewer user fees on all real property in the City of Gloucester
- Commercial properties must comply with state and local code requirements
- Participants must comply with all state and local laws and regulations pertaining to licensing and permits
- Extra consideration will be given to the following:
 - Businesses with high vehicular, and/or pedestrian traffic/visibility
 - Businesses established for 5 or more years
 - Women, Veterans, and BIPOC owned businesses
 - Independently owned businesses

***Any expenses incurred prior to the execution of a grant agreement will not be eligible for reimbursement**

ELIGIBLE AREAS – CITY OF GLOUCESTER:

The target locations for this grant program are the retail business districts, neighborhood business districts, village, and extensive business districts located in Downtown Gloucester, Magnolia, Lanesville and Rocky Neck.

ELIGIBLE IMPROVEMENTS:

The following items are eligible for inclusion in the City of Gloucester Retail Signage Improvement Program. All improvements funded through this Program must comply with the City of Gloucester Sign Ordinance. All grant recipients' designs must be reviewed, approved, and permitted by the City of Gloucester's building inspector, and where applicable the electrical inspector and the Historical Commission.

- Signs
- Awnings
- Sign-related lighting

SIGNAGE DESIGN:

Signage is an integral component of storefront design and should be designed to complement the architectural integrity of the façade and fit within architecturally allotted space. Because signage is an architecturally sensitive element, the City reserves the right to review and approve final plans for all projects funded through this program. All program and funding decisions rest with the City of Gloucester.

LIMITATIONS:

The City of Gloucester reserves the right to end the program at any time. **The City of Gloucester and the Greater Cape Ann Chamber of Commerce are not liable for any unauthorized expenses incurred by the applicant or expenses incurred prior to all approvals and permits being first obtained by the applicant.** The City of Gloucester and the Greater Cape Ann Chamber of Commerce are not liable for, or subject to, any contracts between businesses, representatives and vendors.

The City of Gloucester Retail Signage Improvement Grant Program is designed to aid in the improvement of the City's Retail Business Districts. The Retail Signage Improvement Grant Program is funded by a grant from the Massachusetts Office of Business Development and the North Shore Alliance for Economic Development to the City of Gloucester.

CAPE ANN SIGN COMPANIES:

Cape Ann Sign Co.
Gary Jernegan
978-356-0960
info@capeannsign.com

Cheryl's Signs
Cheryl Newman
978-281-4748
cnpaintbrush@comcast.net

Clay Sign Company
Michael Clay
978-815-9859
claysign@yahoo.com

K&D Signs
Kevin St. Peter
978-808-8747
kevin@k-dsigns.com

Seaside Graphics
Bill Loiacano
978-281-0960
print@seasidegraphics.com

Studio VO
Bob Viau
978-876-1506
robert@studiovo.com