



Planning and Conservation Department
1 Avenue A, Turners Falls, MA 01376
413-863-3200x 207 planner@montague-ma.gov

Turners Falls Cultural District Signage Incentive Program

Well-designed signage promotes economic development, attracts foot and vehicular traffic, and enhances appearance of historic downtown. This program provides an incentive grant to encourage businesses in the Cultural District to provide high quality and effective signage that is consistent with the community's goal of a vibrant and welcoming downtown.

Who's eligible? Existing and new businesses with a brick and mortar operation in the Turners Falls Cultural District.

What's covered? The program will replace signage that is not consistent with the Turners Falls Cultural District Signage Design Guidelines or is otherwise not compliant with Montague Zoning Bylaws. Any new or replacement sign supported through this program must demonstrate consistency with the Program's Design Guidelines. The types of signs that will be supported include, but is not limited to, wall signs, protruding signs, and window graphics. The funds can be used toward signage design, production and installation.

What's not covered? Brackets, vinyl signs, temporary signs.

How much is available? A \$250 maximum per business is available to help defray the cost of design, fabrication, and installation.

How do I get the money? Complete and submit an application to the Planning and Conservation Department. The design must be reviewed and approved prior to fabrication. Grants are reimbursable after the signage has been installed and inspected.

Where do I get more information? Contact the Planning Department at (413) 863-3200 x 115 or at assistant.planner@montague-ma.gov. They can provide you with application and guidelines as well as suggestions and design ideas for signage.



**TURNERS FALLS CULTURAL DISTRICT
SIGN INCENTIVE PROGRAM**

APPLICATION

NAME

BUSINESS

BUSINESS/TAX ID/VENDOR #

BUSINESS ADDRESS

MAILING ADDRESS (if different)

PHONE

E-MAIL ADDRESS

NAME AND ADDRESS OF SIGN FABRICATOR

SIGN TYPE AND DIMENSIONS

ATTACHED scaled mock-up or graphic sketch of the planned sign

APPLICANT _____ DATE _____
(print name and sign)

For Office Use Only
APPLICATION # _____ DATE RECEIVED _____

COMPLIANCE DATE _____ GRANT COMMITMENT _____

AUTHORIZATION/ COMMITMENT DATE _____

**TURNERS FALLS CULTURAL DISTRICT
SIGN GRANT PROGRAM**

ACKNOWLEDGEMENT OF GRANT ELIGIBILITY AND QUALIFICATIONS

APPLICANT NAME: _____

HOME ADDRESS: _____

The applicant and/or property owner acknowledges that:

1. This is a reimbursable program up-to a maximum of \$250.
2. Signage proposals must comply with the Zoning Bylaw Section 7.1 and the Program Design Standards and other codes. Zoning Bylaws are on the Town of Montague website:
https://www.montague-ma.gov/files/Planning_Board_Zoning_Bylaws_21919.pdf
3. The applicant will obtain a Sign Permit from the Building Department, if required.
4. Grant funds are reimbursable and will only be released after the signage is installed and inspected for compliance. A receipt must be submitted as proof of costs incurred.
5. The applicant will hold the Town of Montague harmless from any liability associated with the sign and its installation.
6. Violation of any of the above provisions will lead to cancellation of the grant commitment. Failing to remain in compliance with the rules, regulations, and signage program guidelines will result in the applicant/grant recipient reimbursing grant funds plus any administrative costs.

APPLICANT _____ DATE: _____

TURNERS FALLS CULTURAL DISTRICT SIGN INCENTIVE PROGRAM SIGNAGE DESIGN GUIDELINES

Location and Size

- Wall signs may not exceed 24 square feet in area, unless replacing a pre-existing non-conforming sign or a Special Permit has been granted by the Zoning Board of Appeals.
- Signs must not dominate buildings facades or obscure their architectural features (arches, transom panels, sills, moldings, cornices, windows, etc.).
- Projecting signs shall not exceed 7 square feet on first floor level. Projecting signs are reserved for ground floor tenants with the exception of identifying the street-level entrance of an upper floor business.
- Signs on adjacent storefronts should be coordinated in height and proportion.
- Wall signs shall generally be located no higher than the window sill line of the second story.

Messages and Lettering

- Messages should be as simple and brief as possible.
- Lettering should be easy to read. Typically, no more than two different lettering styles should be used on the same sign.
- A primary sign should identify information such as business name, function, and/or address. For upper story businesses this information can be included within window graphics.
- Secondary advertising information such as business hours, open/closed, phone numbers, and Internet addresses are discouraged on primary signs as that information might change.
- The use of pictorial symbols or logos is encouraged. However, trademarked logos that are registered for a specific commodity (i.e. Coca Cola) are not allowed on signs unless it is the specific logo of the business operating in Turners Falls.

Materials and Illumination

- The use of durable and traditional materials is encouraged (metal, wood, wood substitutes). Vinyl signs are not allowed.
- All signs shall be prepared in a professional manner.
- External illumination used shall be non-flashing, glareless, and non-moving.
- Internal illumination and neon signs are only allowed through a Special Permit from the Zoning Board of Appeals.



Turners Falls Cultural District

-  Public art piece
-  Cultural Anchor

-  Music/ Art Venue
-  Canalside Rail Trail
-  private working artist studio



Produced by Montague Planning and Conservation Department for informational purposes. All boundaries are approximate.

