

Town of Suffield

Business Signage Matching Grant Pilot Program

Program Guidelines

Purpose:

The Heritage Committee's Commercial Heritage Subcommittee has determined that improving the design and materials of business signage is a high priority and would add to the character of the Suffield community. The Heritage Committee requested that the Economic Development Commission (EDC) explore the development of a matching grant program to encourage business owners to install signage of high quality design. As a result of this request, the EDC has created a pilot matching grant program designed to enhance the business climate in the town's commercial districts.

Grants Available:

Businesses eligible for the pilot program are those located in the town's three commercial districts: Town Center Village District, West Suffield Village District, and Neighborhood Commercial District. These three zoning districts incorporate businesses in the town center, West Suffield Center, portions of Thompsonville Road, and Ebbs Corner. An individual business can apply for up to 50% of the cost of an approved sign to a maximum of \$1,000. Owners of multi-tenanted complexes can apply for up to 50% of the cost of an approved sign to a maximum of \$2,500. The business owner must secure at least two quotes and the Town will only pay up to 50% of the lowest quote. If the business owner chooses to go with a higher bid then the town will still only pay 50% of the low bid toward the cost of the sign. Grants will be paid on a reimbursable basis after a copy of the invoice from the chosen sign company is submitted to the Town.

Requirements:

All signs must meet Town of Suffield Zoning Regulations in all respects including size and location. Businesses in a Historic District will be required to get a Certificate of Appropriateness. To be eligible for matching funds, sign designs must be approved by the EDC, or Design Review Board for properties located within the Village District zones. Signs should be constructed with PVC, wood or sign board. PVC is preferred due to its durability. No sheet metal, backlit plastic signs, or signs with telephone numbers will be approved. Raised or carved lettering is preferred. No signs with pressed-on vinyl letters will be approved.

Program amendments:

The Town reserves the right to amend these program guidelines at any time to help effectuate the goals of the program.