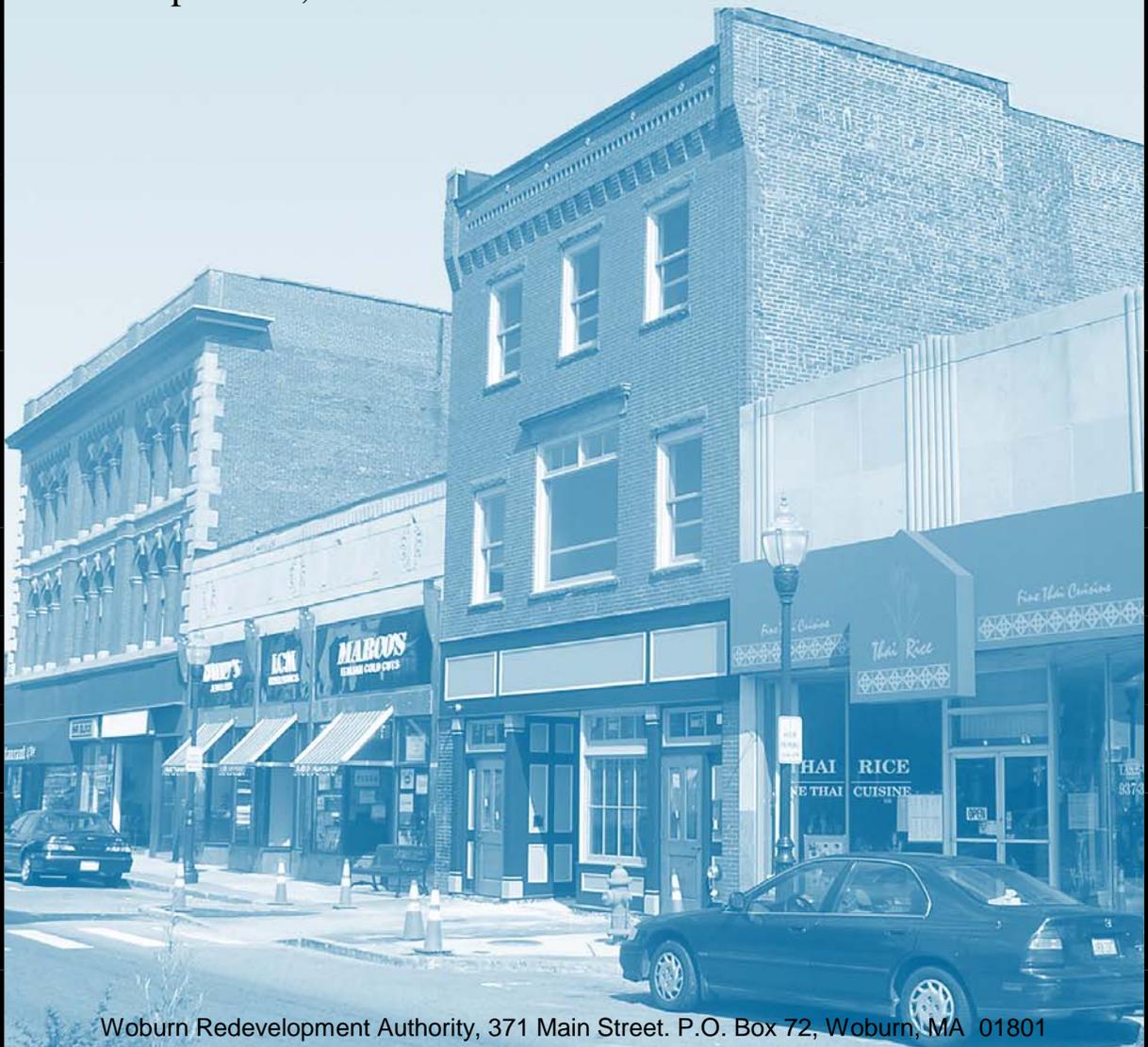


Woburn Redevelopment Authority

Woburn Square Storefront Improvement Program

Guidelines and Application

September, 2003



Woburn Redevelopment Authority, 371 Main Street. P.O. Box 72, Woburn, MA 01801

City of Woburn

John C. Curran, Mayor

Maura Greaney, Grant Development Coordinator

Woburn Redevelopment Authority

John F. Marlowe, Chairman

John Connolly

Richard Easler

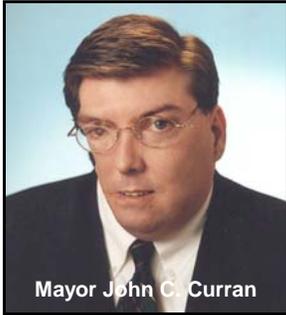
Richard O'Rourke

Donald Queenin

Donald J. Borchelt, Executive Director

Cover picture: three storefronts completed under the pilot Storefront Improvement Program,
Marco's Italian Cold Cuts, the Pilgrim Building, and the Thai Rice Restaurant

A Message from the Mayor



Mayor John C. Curran

On July 21, 2003, the City of Woburn was awarded a grant of \$168,070 by the Massachusetts Department of Housing and Community Development, for the continuation of the Woburn Square Storefront Improvement Program, which provides assistance to downtown property owners for the renovation of deteriorating storefront facades and signage. This new funding will continue the ongoing efforts of the City of Woburn and the Woburn Redevelopment Authority to support and stimulate the revitalization of Woburn Square. It will build upon our other successful projects, including the new Citizens Park, the Pilgrim Building Redevelopment, and the Streetlight Replacement Program, which are all completed or near completion. The interest and participation of downtown merchants and property owners in the SIP will ensure the success of one more critical revitalization milestone, and I encourage all who are eligible to participate.

PROGRAM OBJECTIVES

Woburn Square has long been the civic and commercial center of Woburn. The City's traditional downtown lies at the intersection of most of Woburn's major arteries, and is home to most of its major public institutions. Over recent decades, however, Woburn Square gradually experienced rising vacancy, and increasing deterioration in its buildings and infrastructure, as customers spent far more of their retail dollars in newer, more modern shopping malls. This reflected a broad trend experienced by most of the nation's older city and town centers.

Today, there is clear consensus among Woburn's citizens that Woburn Square should remain the vital civic and commercial hub of the City of Woburn. To this end, the Woburn Redevelopment Authority (WRA) prepared the Woburn Square Revitalization Plan to guide the community's efforts to reverse the gradual decline of the downtown. The Revitalization Plan, adopted by the City of Woburn in June, 2000, proposes a comprehensive program of downtown revitalization activities, including new the storefront façade guidelines, parking and streetscape improvements, new traditional street lighting, technical and financial assistance to small business, and additional downtown marketing efforts. One of the more important activities proposed by the Plan is the provision of technical and financial assistance to commercial

Before filling out the Storefront Improvement Program application, contact Donald Borchelt, WRA Executive Director, at 781-935-3010, to discuss your project. The Woburn Redevelopment Authority is located at 371 Main Street, Woburn, Massachusetts 01801.

property owners for the renovation of existing, deteriorating facades. As part of the initial implementation of the Plan, the WRA, using its own funds, successfully completed a pilot Storefront Improvement Program which renovated four deteriorating downtown facades, and a sign and awning program which helped underwrite the design and installation of over 20 new signs. In April, 2003, the City of Woburn Grant Development Office prepared and submitted an application to the Massachusetts Community Development Program (CDBG), in collaboration with the WRA, to provide resources for the continuation of those two programs. In August, 2003, the City was awarded a grant of \$168,070 by the Massachusetts Department of Housing and Community Development (DHCD), which administers the CDBG program. The Woburn Redevelopment Authority will be the local administering agency.

Under the Woburn Square Storefront Improvement Program, businesses and property owners will be provided with technical and financial assistance for the restoration and renovation of building facades and signage. This will include a grant equal to 50 percent of the cost of façade improvements, up to a maximum grant of \$25,000. For projects which only involve the fabrication and installation of new storefront signage or sign awnings, the maximum grant will be \$2,500. A total of \$116,000 is available from the grant for direct financial assistance, of which \$10,000 has been set-aside for signage and awnings, only.

ARCHITECTURAL SERVICES

The Woburn Square Storefront Improvement Program will provide free architectural services to program participants who have not already hired their own architects. The WRA will solicit quotations on a case by case basis for each storefront from a list of architects experienced in storefront façade design. Design services provided by the architect retained by the WRA through the solicitation process (and also required of any architect employed directly by the participant) include:



- A preliminary meeting between the Architect, the WRA Executive Director and program Participant;
- Consultation and preparation of design alternatives, for the Participant's review;
- Preparation of preliminary design drawings, and cost estimates;
- Preparation of final façade construction drawings, specifications, and bid documents; and,
- A final inspection and completion certification by the Architect at the conclusion of the work.

DEPOSIT

Program participants receiving free architectural services from the WRA are required to submit a deposit equal to 30% of the architectural fee; the deposit is typically around \$700 to \$1,000. The deposit is refunded upon completion of the project in full compliance with the architectural drawings and the SIP Agreement. The WRA has the right to retain all or part of the deposit to defray architectural costs if a participant is terminated, withdraws from the program, or violates the program guidelines after the Architect has started to work on the project. For projects which will require a substantial amount of additional design services (such as structural engineering), the WRA reserves the right to require the participant to pay for the cost of those additional services.

For projects which involve signage or sign awnings only, professional design services will not be required. The Woburn Redevelopment Authority will assist the Applicant in the development of new signage proposals. Properties which require substantial façade improvements will not be eligible for assistance limited to signs and awnings.

TERMINATION

The City of Woburn and the WRA have the right to reject the SIP application or terminate any agreement if a participant is found to be in violation of any conditions set forth in these guidelines *or has started the project prior to an executed agreement with the City and the WRA.*

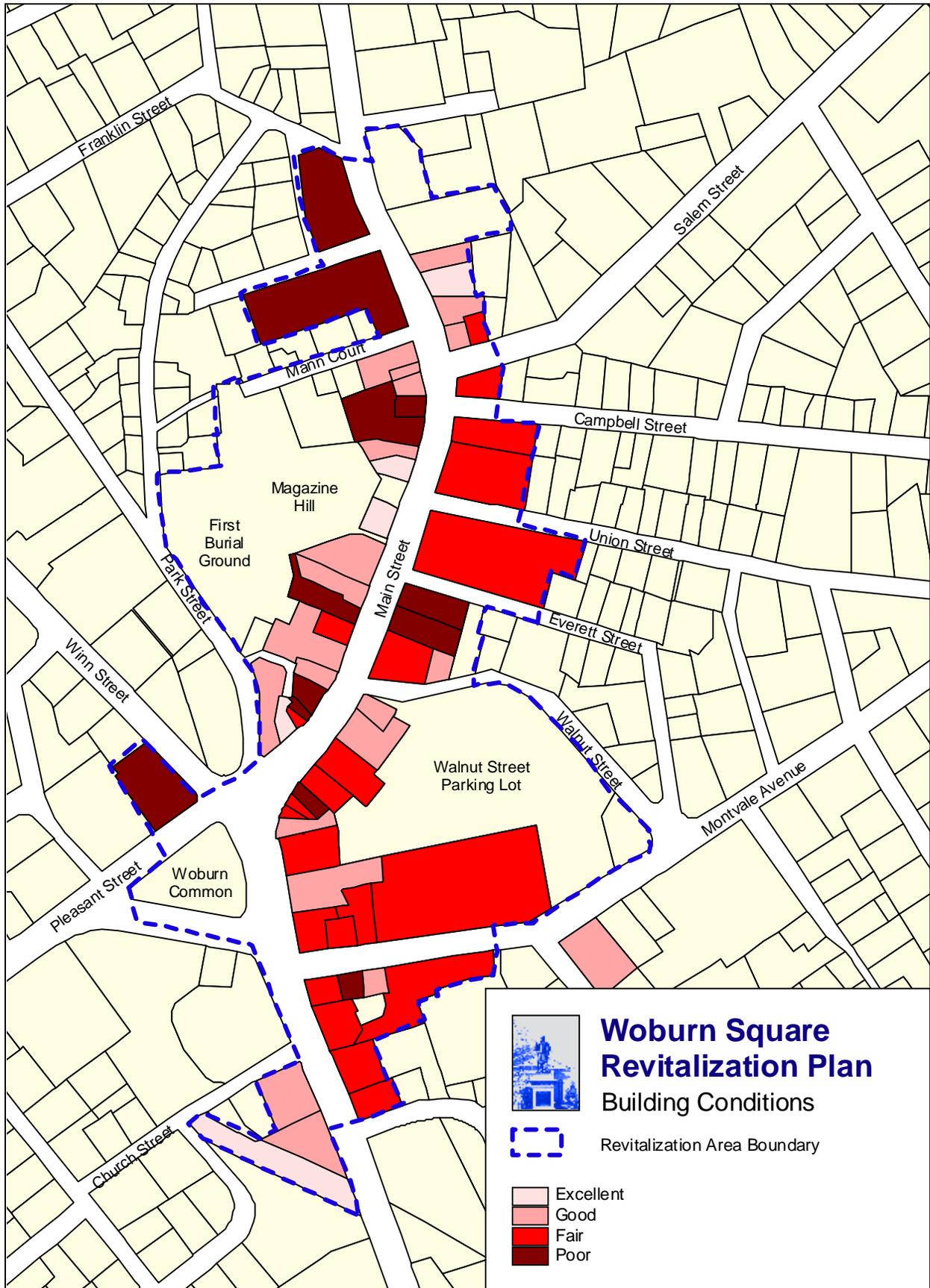
FINANCIAL ASSISTANCE-REBATE

Property owners or merchants participating in the program receive a rebate equal to 50% of the actual cost of eligible improvements, or 50% of a cost estimate prepared by the WRA Architect, whichever is less. A project with a total eligible cost of \$24,000, for example, will result in a rebate of \$12,000. As a rebate, storefront assistance is only paid after total completion of the project, after the Participant provides evidence that all contractors, etc., have been paid in full. Individual projects are also limited to a maximum rebate of \$25,000, or \$2,500 for signs or awnings only.

ELIGIBILITY CRITERIA

All improvements must comply with standards set forth in the City's zoning ordinance and building codes. Improvements to buildings without significant architectural features shall be carefully designed and constructed to be in scale with the existing structure. Buildings which have significant architectural features are required to restore and maintain those features. Handicapped access is required by state law. If such access is required but is infeasible, an application for a variance must be filed with the Architectural Access Board. Applicants for





The Woburn Square Storefront Improvement Program is funded by the Mass. Department of Housing and Community Development (DHCD), through the Massachusetts Community Development Block Grant Program.

participation in the program must meet the following eligibility criteria:

- Properties must be located in the Woburn Square Revitalization Area (see map on page 4);
- Applicants must be property owners or tenants operating retail businesses, service establishments or offices. *(Tenants must have written approval from property owners);*
- Commercial properties must be up to date on all federal, state, and municipal fees and taxes prior to participation in the program;
- 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; and,
- The proposed façade work must not have been completed or begun prior to the approval of the design and grant award by the WRA.

PRIORITIES

An SIP Review Committee comprised of the Mayor, the Grant Development Coordinator, the WRA Executive Director, the WRA Chairman, and one other WRA member appointed by the Chairman will review applications for the SIP program received as of October 24, 2003. In the event that the available funds are not sufficient to cover all applications received, the Committee will select from among applications received based upon the following priorities:

- Properties which have at least one commercial unit occupied by the owner of the building;
- Projects which will include the restoration of significant historical or architectural building elements;
- Properties which are a significant blighting influence on the downtown area; and,
- Projects which will include an investment in private funds greater than the minimum required.

ELIGIBLE IMPROVEMENTS

The following items are eligible for inclusion in the Storefront Improvement Program:

- Removal of elements which cover architectural details;
- Replacement of original architectural details;
- New storefront construction within an existing building;
- Window replacement and window framing visible from the street;
- Removal of handicapped barriers (e.g. steps), construction of new *exterior* access.
- New signs and awnings;
- Cleaning, repainting or residing of buildings;
- Planting and landscaping, when part of an overall facade restoration project;
- Exterior lighting; and,
- Purchasing of exterior trash receptacles, when part of an overall facade restoration project.

INELIGIBLE IMPROVEMENTS

Projects which are underway or started prior to the execution of an agreement with the City and the WRA are not eligible to participate in the Storefront Improvement Program. The following improvements are ineligible under the program:

- Interior improvements;
- Roof repair, not visible from the street;
- Removal of architecturally important features;
- Addition to part of a building, unless part of an overall façade restoration project;
- Sidewalk repairs;
- Planting or landscaping, when not part of an overall building facade restoration..



SIGNAGE

Signage is an integral component of storefront design, and should be designed to complement the architectural integrity of the facade and fit within architecturally allotted space. Because signage is an architecturally sensitive element, the Committee will review and approve all signs as part of the design process. In addition, all signs must be designed and constructed in accordance with the City of Woburn’s Sign Review Ordinance, and must be reviewed and

approved by the Sign Review Board.

DAVIS BACON/PREVAILING WAGE REQUIREMENTS

All contractors hired to complete work supported by a grant from The Woburn Square Storefront Improvement Program must comply with all provisions of Executive Order No. 11246 (requirements for Affirmative Action and Equal Employment Opportunity), the Davis-Bacon Prevailing Wage Law (for projects costing over \$2,000), Title VI of the Civil Rights Act of 1964, the Anti-Kickback Act, the Contract Work Hours Standards Act, regulations promulgated under the Occupational Health and Safety Act of 1970, and other applicable federal or state statutes.

MODIFICATION/RECAPTURE POLICY

All participants in the Woburn Square Storefront Improvement Program must agree to the conditions of the Anti-Speculation and Recapture Policy, included among the Attachments. In general, the participants must agree not to change or alter the improved storefront without prior written approval from the WRA, for a period of 15 years in the case of façade changes, and five years in the case of signage and awning grants.

PROCEDURE

The Storefront Improvement Program process for full façade improvement projects is as follows:

- 1) Applicant reviews program and application form with the WRA Executive Director;
- 2) Applicant completes and files an SIP application with the WRA;



- 3) The WRA Executive Director determines eligibility, and submits the application to the SIP Review Committee for review;
- 4) The SIP Review Committee reviews the application along with other applications received, and selects or rejects the application for funding, according to the program priorities;
- 5) Following a competitive quotation process, the WRA designates an Architect to complete the storefront design;
- 6) The Applicant submits a deposit to the WRA and signs a Deposit Memorandum of Agreement;
- 7) The Executive Director submits the Deposit Memorandum of Agreement to the WRA Board for approval and execution at the monthly WRA meeting;
- 8) Following approval by the WRA Board, the Participant and the WRA Executive Director meet with the designated Architect to discuss design alternatives;
- 9) The Architect prepares and submits preliminary designs and budget estimates to the WRA and the Participant for review and selection;
- 10) Architect prepares final design drawings and submits them to the WRA and the Participant for approval;
- 11) Upon approval of final design drawings, the Participant receives a bid package prepared by the WRA, and has sixty (60) days to submit to the WRA a minimum of three (3) written estimates from general contractors for the improvements;
- 12) The Applicant selects a contractor from among the bids received. The Applicant may reject the low bidder at his/her sole discretion, but the WRA reserves the right to establish the grant amount as a percentage of the lowest bid..
- 13) A pre-construction meeting takes place between the Participant, the selected contractor, the WRA Executive Director, and the WRA's CDBG Administrative Consultant, to review the design specifications, prevailing wage requirements, and other requirements;
- 14) The Participant signs an SIP Grant Agreement with the City and the WRA, and has thirty (30) days, from the execution date of the contract, to begin construction;
- 15) Participant's contractor starts construction and installs the SIP project sign at the project location;
- 16) The WRA Executive Director and the CDBG Administrative Consultant conduct weekly site inspections, to determine the progress of the work;
- 17) The Participant's contractor constructs storefront improvements as specified in the final design. *Any changes are amendments to the agreement and must have prior written approval from the WRA;*
- 18) The Project is completed by the contractor in compliance with the final design and the

SIP Grant Agreement;

- 19) The Architect certifies that the improvements comply with the final drawings and specifications;
- 19) The Applicant submits cost documentation (invoices and/or cancelled checks) to the WRA;
- 20) The WRA's CDBG Administrative Consultant Certifies that all reports Davis Bacon related reports have been submitted and been found complete; and,
- 21) The WRA issues the rebate check and refunds deposit amount.

The procedures for projects involving new signage or signs awnings will not involve the above steps related to the provision of professional design services.

FUND AVAILABILITY

The City of Woburn has \$116,000 from the FY 2003 Massachusetts Community Development Block Grant Program directly available for the Storefront Improvement Program. Of that sum, \$10,000 has been set aside for signage and sign awning replacement, only. Once the funds for the program have been obligated or expended, the WRA reserves the right to discontinue or modify funding for the program.

FAILURE TO INSTALL SIGNS

The WRA will retain \$1000 from the façade rebate for each uninstalled sign. The WRA will return the retention once all signs are installed in full compliance with the final drawings.

APPLICATION AND INFORMATION

If you wish to participate in the Storefront Improvement Program or would like additional information, please contact Donald J. Borchelt, WRA Executive Director, at (781) 935-3010. *Applicants are advised not to complete the application form until they have discussed the proposed project with the WRA staff.*



Woburn Square Storefront Improvement Program Application



Woburn Redevelopment Authority

371 Main Street, P.O. Box 72
Woburn, MA 01801
(781) 935-3010

John C. Curran, Mayor

John F. Marlowe, Chairman
John Connolly
Richard Easler
Richard O'Rourke
Donald Queenin

Donald J. Borchelt, Executive Director

Type of Assistance Requested:

- Storefront façade improvements
- Signage or sign awnings only

I. Applicant Information:

Applicant's Name

Mailing Address

City State Zip

(____) _____ (____) _____
Phone Fax

Business known as

- Corporation
- Partnership
- Sole Proprietorship
- Nonprofit/charitable
- Other _____

II. Owners and Officers in Applicant's Business Organization:

Name:	Address:	Position:

III. Relationship of Applicant to Building:

- Owner: attach proof of ownership(tax bills, title deed, etc.)
- Tenant: attach written permission from building owner to participate in Storefront Improvement Program .
- Other: explain _____

Have all City of Woburn taxes levied on the building and property described in this application been paid to date:

- Yes No: explain _____

IV. Proposed Project:

Description of building:	
Street Address:	
Building dimensions:	Frontage (in feet):
	Depth (in feet):
	Height (in feet):
	Number of Stories:

Description:
Briefly describe the façade work proposed for the Storefront Improvement Program. Attach any drawings, diagrams, or specifications if already prepared:

Project Cost:
Please indicate your anticipated total project cost or budget: _____

Will you require a commercial loan? Yes No

V. Quotations:

Prior to the execution of an agreement, the Applicant must obtain two independent price quotations for the proposed store-front façade improvements. Contractors will be required to comply with all relevant federal and state requirements, including the Davis Bacon prevailing Wage Law, for all projects whose total costs are over \$2,000.

VI. Certification:

The undersigned hereby represents and certifies to the best of his/her knowledge and belief that the information contained in this statement and any exhibits or attachments hereto is true and complete and accurately describes the proposed project, *and the undersigned agrees to promptly inform the Woburn Redevelopment Authority of any changes in the proposed project which may occur.*

Signature

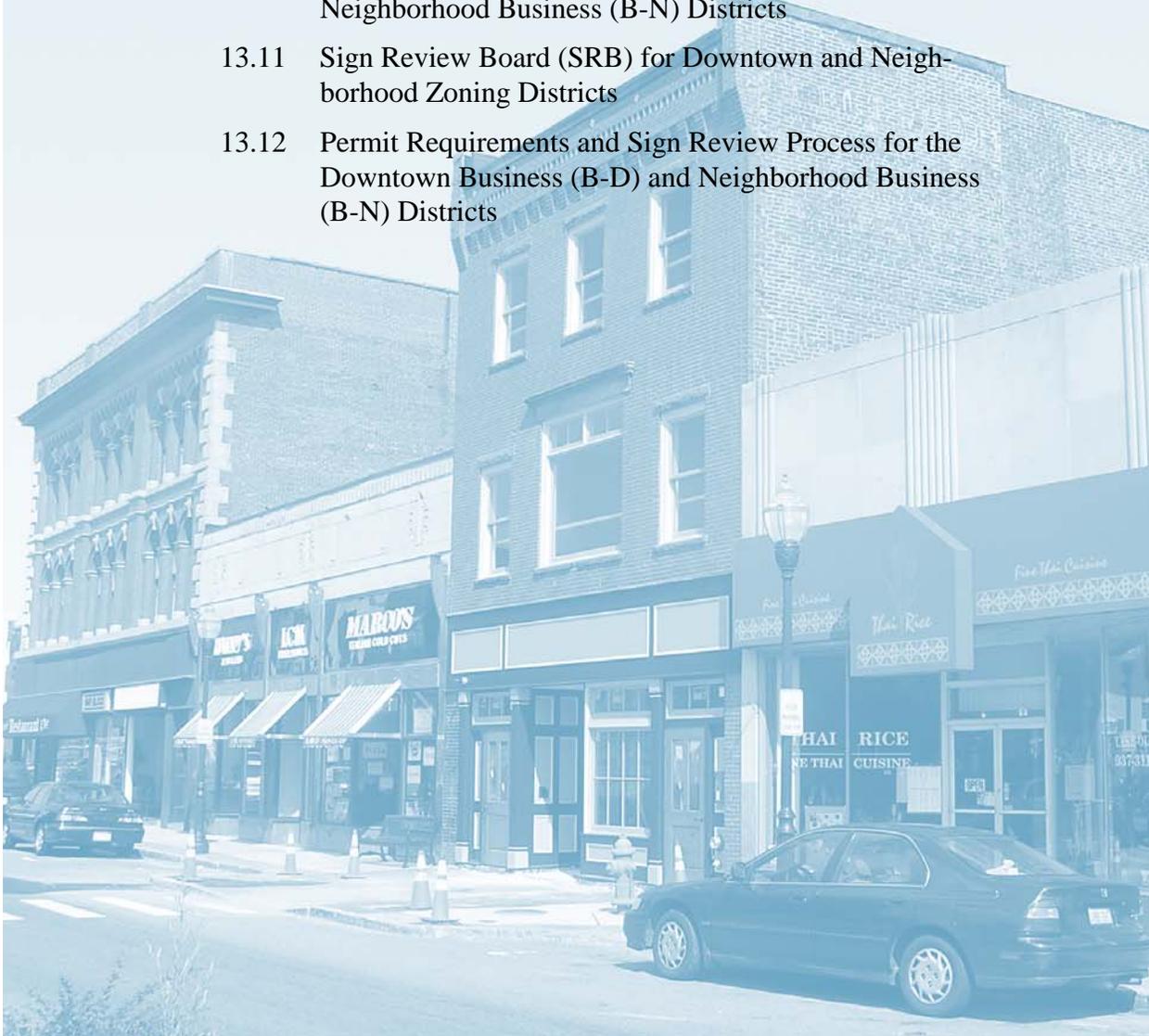
Date

Title

Social Security Number/Tax I.D. Number

Attachments

- Anti-Speculation and Recapture Policy, from Massachusetts CDBG Community Development Fund I, Final Application, April 1, 2003
- Storefront Façade Guidelines, from Woburn Square Revitalization Plan, June, 2000
- The Downtown and Business Neighborhood Sign Handbook, prepared by the Woburn Sign Review Board
- Excerpts from Section 13, Sign Regulations, Woburn Zoning Ordinance:
 - 13.7 Sign regulations in Downtown Business (B-D) and Neighborhood Business (B-N) Districts
 - 13.11 Sign Review Board (SRB) for Downtown and Neighborhood Zoning Districts
 - 13.12 Permit Requirements and Sign Review Process for the Downtown Business (B-D) and Neighborhood Business (B-N) Districts



Woburn Square Storefront Improvement Program ANTI-SPECULATION AND RECAPTURE POLICY

Facades: For property owners, the funding mechanisms will be Deferred Payment Loans (DPL), a mortgage, and/or a promissory note. The commercial rehabilitation funds would be secured by placing a lien against the property. The City's recapture policy, as administered by the Woburn Redevelopment Authority, would only be triggered if by the sale of transfer of property, or in the event that the property owner substantially changes the façade, contradictory to the guidelines and without approval from the WRA. The WRA will evaluate individual sales and enforce this policy as needed to prevent windfall situations. The repayment schedule would start from the date of project completion, as evidenced by the lien document. A maximum of \$25,000 would be available for most projects. The anti-speculation period will be based on a ten-year timeframe for all participants. Should the property owner sell the building, the City would be able to recoup grant funds based on the following schedule:

- 1 Within one (1) to three (3) years: 100% recapture, regardless of new owner maintenance of storefront improvements.
- 2 From three (3) to ten (10) years: The WRA will not recapture, provided that the new owner continues to maintain all storefront improvements financed with funds.
- 3 Ten (10) to fifteen (15) years: No recapture of funds, but necessary alterations will require the written approval of the WRA.

Signage/Awnings: For businesses or leaseholders desiring to make improvements involving signs or awnings, the funding mechanisms are a Deferred Payment Loans (DPL), a mortgage, and/or a promissory note. The rehabilitation funds are secured by placing a lien against the business. The City's recapture policy would only be triggered by substantial changes to the sign or awning contradictory to the guidelines without the City's approval or the relocation or sale of the business. The repayment schedule would schedule starts from the date of project completion as evidenced by the lien document. In most cases, a maximum of \$2,500 per sign and \$3,500 per awning will be available. The recapture period will be two (2) years for all participants. Should a business owner sell or transfer his/her business during the duration of the DPL agreement, he/she will be required to repay the City according to the following schedule:

- 1 Within two (2) years: 100%.
- 2 From two (2) to five (5) years: WRA permission required prior to alteration.

As included in the Storefront Improvement Program Guidelines, all legal documents shall contain the following language: "Changes to storefront: The participant must agree not to change or alter the improved storefront without prior written approval from the WRA, for a period of 15 years in the case of façade changes, and five years in the case of signage and awning loans."

Woburn Square Revitalization Plan

Storefront Façade Guidelines

A. Introduction: Historically, most retail storefront façades incorporate certain traditional elements which over decades have served both an aesthetic and functional purpose. The most successful storefront designs are those which properly utilize and work within those elements, rather than defeat them. A good storefront will attract attention, provide effective display space, allow natural light into the retail space, and contribute to the overall appearance of the downtown. A well-designed façade will both work within the aesthetic unity of the building, and still reflect the individual character and personality of the business. The overall goal of these guidelines is to preserve the traditional character of Woburn Square, while respecting the variety of traditional architectural styles represented there, including Colonial, Victorian, and Art Deco.

The façade renovations proposed in the Busy Bend Design Study follow a simple set of guiding principals, which will also provide the basic guidelines for storefront façade renovations throughout Woburn Square:

1. Where the original historic façade remains largely intact, it should be repaired and restored, replacing only the missing features;
2. Where original historic elements have been covered by later, modern installations, the original façade should be uncovered and restored, if possible.
3. Where the original façade elements have been completely removed, or are beyond repair, the new storefront façade should be designed as much as possible to complement and blend with surrounding façade designs.
4. A façade design should employ a limited palette of complimentary colors, which if possible do not clash with the schemes of adjacent buildings. Extremely bold color schemes should be avoided.

B. Elements of the Storefront Façade: Most storefront façades constructed from the mid 19th through the early 20th century shared certain typical components which worked both stylistically and functionally. These would generally include:

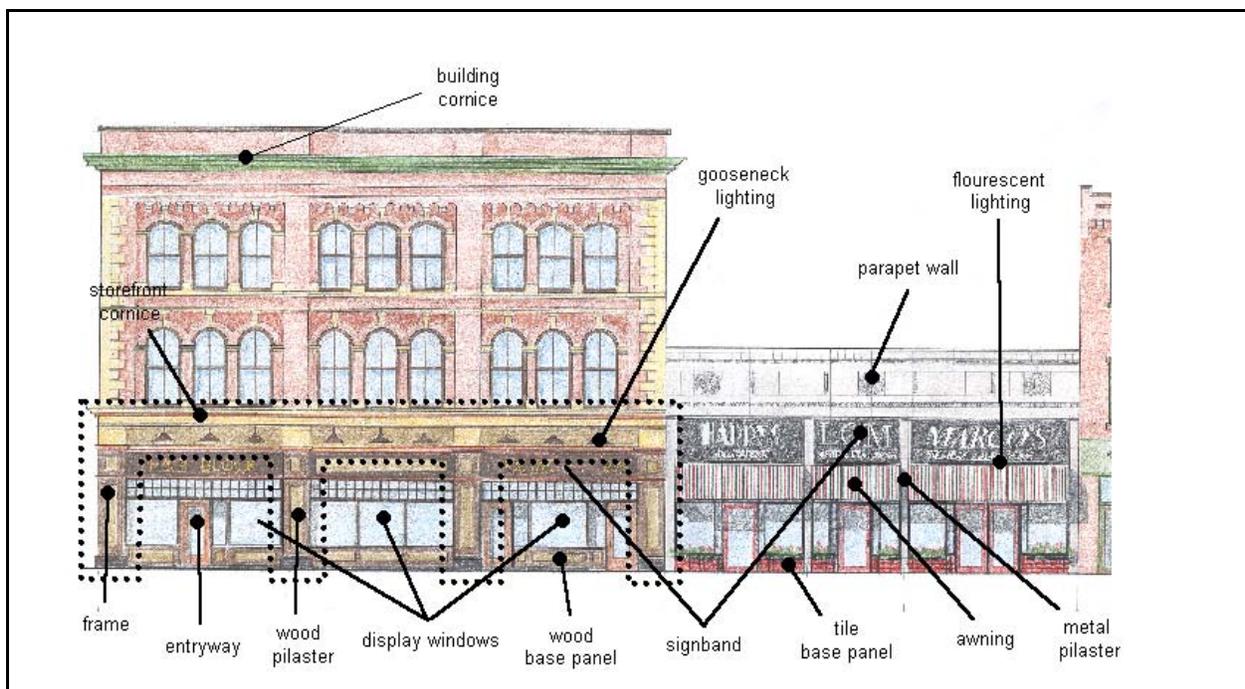
1. *The Structural Frame:* In the overall building design, each individual storefront is generally inserted within an encompassing frame, which provides the common structural and design element linking together each storefront façade. The frame includes dividing piers, columns or pilasters, the sign band, and a storefront cornice or parapet. These elements could be constructed of brick, stone, precast concrete, metal, or wood.

2. **The Storefront:** The storefront itself is inserted within the structural frame. The storefront includes a base panel, which could be brick, metal, wood panel, or structural glass, depending upon the style and period. Above the base panels are the display windows. The entryway was generally recessed, which provided an area for the entry door to swing without interfering with the sidewalk, and also provided a small amount of lateral display area visible to pedestrian in advance of the front display windows. Above the entryway, but below the signband, there would often be a space of sufficient height to provide an area for an awning. Retractable awnings were a typical feature of the traditional storefront.

The first step in planning façade improvements is the careful identification and inventory of the overall style and the individual components of the original storefront which have survived, whether visible or covered by later façade alterations. Those historical elements should be utilized and restored, if feasible.

C. Design Guidelines: In the discussion below, the applicable design principals for each component of a façade will be reviewed in detail. While not every building will include each possible component, overall the guidelines provide a basis for designing the restoration or reconstruction of virtually every storefront.

1. **The Basic Frame:** The basic structural frame of a façade provides the important visual basis for separating and distinguishing individual storefronts. It will usually include vertical piers, columns or pilasters, which often provide critical structural support as well as the aesthetic function, and a cornice or parapet.



- The frame elements should remain visible and not be obscured by other façade elements, such as signage, awnings, or other additions.
- The frame elements should be consistent throughout, although individual components of the frame may be of different materials. For example, the columns may be of brick, while the parapet could be of wood or masonry.
- A facade should be designed to emphasize the frame’s vertical elements, to highlight the identity of individual stores. Horizontal emphasis, which obscures the divisions among storefronts, should be avoided.

2. *The Parapet or Cornice:* Most storefront facades include a prominent architectural element, which boldly defines the top of the storefront, and clearly separates the first floor businesses from upper stories. One-story buildings tend to have parapet walls, which generally extend well above the roofline. In the Busy Bend, there are four Art deco style facades, which date to the mid-thirties and early forties, which have decorative pre-cast concrete parapets typical of the period. One of those, at 405 Main Street, includes brick as an accenting element.



In a multi-story building, some type of cornice or other substantial architectural element would have been employed to set off the storefront from the upper floor façade. All of the multi-story buildings within the Busy Bend have long had their cornices removed, to allow for the installation of large-scale signage.

- The existing cast concrete parapets are an important historical feature, and should be preserved, if feasible.
- Cast concrete parapets can be cleaned and restored with the natural color, or sealed and stained with a palette of compatible colors.

3. *The Signband:* In most traditional storefronts, there is a signband located below the cornice or parapet.

- Each principal business sign should fit within the applicable signband, if one exists, and not protrude over or cover the basic frame elements.
- If possible, individual signs should be of similar construction, design, and color.
- All signs must meet the requirements of the City of Woburn Sign Review

Ordinance, as described further, below.

4. *Awnings:* The use of awnings as a storefront device was virtually universal in the 19th Century. Awnings shade the sidewalk and window display area, provide shelter from rain, and protect the interior of the business from the glare of direct sunlight when the sun is near the horizon.

- If possible, awnings should be located in the area between the signband or cornice, and the top of the entryway door. Awnings should not cover elements of the building frame or other significant architectural features.
- Awnings should be of a substantial fabric, such as Sunbrella, resistant to fading, and should be uniform in color and pattern for each storefront within an individual building.
- Awnings must conform to the requirements of the Sign Review Ordinance. Under the Ordinance, an awning may include a commercial message in the valance, provided lettering does not exceed six (6) inches in height. A commercial logo is allowed in the face of an awning dormer.
- Awnings may be fixed or retractable.
- Interior lit awnings are not permitted; however, lighting beneath the awning, which solely illuminates the sidewalk, is permitted.
- A dormer, if employed on a fixed awning, should be located over the entryway, if possible.

5. *The Storefront Base:* Virtually all storefronts will contain a base panel below the display windows, which were constructed of a variety of materials, mentioned above. The base panel provides a strong anchor for the storefront, placing the display area at an effective viewing height, and also acts as a kick-plate.



Awnings were a typical feature of the 19th Century storefront.

During the 19th Century, most storefronts had bases of wood panel construction, regardless of whether the frame of the building was wood, brick, or masonry. While a wood panel restoration is often the most historically appropriate, wood construction is also relatively high maintenance compared to some other construction materials. Building owners or proprietors undertaking restoration should be cognizant of the ongoing maintenance requirement.



- Base panels should utilize a material which is historically and aesthetically compatible with the frame of the façade. Colonial and Victorian storefronts look best with brick or wood panel bases, while Art Deco and other classic contemporary designs will look best with pigmented structural glass (often used on the original), tile, granite, or similar material.
- When wood panel construction is employed, wood should be exterior grade, properly sealed, and primed and painted with a good quality exterior grade paint, one coat of primer, and two finish coats, or stained and sealed with multiple coats of an exterior grade clear finish of polyurethane or spar varnish.
- Trim moldings of soft pine, intended for interior use, should not be used in exterior façade applications, as the wood will not maintain a durable finish when exposed to weathering.
- The design, construction and color of the base panels should be uniform throughout a multi-unit façade.
- Base panels should be flush or slightly recessed (6" to 12") within the building frame, and should not be more than 30 inches in height.

6. *Display Windows:* The display windows are the most important feature of the storefront. An inviting display window encourages window-shopping, provides a view of the inside of the store, and allows daylight to enter the store interior. The display window visually connects the business with the street.

- Display windows should not be reduced in size or blocked off. If it is important to restrict the view of the interior of the store, vertical blinds, screens or shades should be employed in the storefront interior.
- The windowsill should not be higher than 30 inches from the sidewalk, and the top of the window should be a minimum of 8 feet in height.

Overall, glazing of windows and doors should represent at least 70 percent of the total storefront area.

- Small glass panes were historically used in 19th Century facades, as the technology for manufacturing large glass panes was not yet available. Small panes can obscure a retail window display, but are appropriate for some types of businesses, such as restaurants. In retail situation where smaller panes are historically appropriate, they can be employed as an accent at the top, sides and/or bottom of the window frame, so that the open view of the display area is still maintained.



- As with the base panels, display windows should be flush with the frame, or recessed no more than 6 to 12 inches.

7. Entryways: The storefront entry and door is the gateway into the business, and will make an important impression on the customer. Typically, entryways are recessed from the front of the façade through the construction of an alcove. This provides additional shelter from the elements, and an area for the doorway to swing out without interfering with sidewalk pedestrian traffic. The entryway also provides an area of additional window display along the sides, which is visible upon approach from the sidewalk. The floor of the entry was sometimes of decorative tile or terrazzo, as can still be seen in the storefront at 397 Main Street in the Busy Bend. Entryways generally taper from the front to the door, which can represent a problem for restoration design. Modern handicapped access codes require 18 inches of clearance on the pull side of the door, which is not always possible within the confines of the existing recess.

- All entryways and doors should comply with the Mass. Architectural Access Code and the requirements of the Americans with Disabilities Act, where feasible. The entryway slope must be a minimum 1 in 12 grade, and thresholds must not exceed ½ inch in height. Doors must be a minimum of 36 inches in width, with a clearance of 18 inches on the pull side. Doors must pull out. Door hardware must be of a type approved by the Code.
- A recessed entry should be maintained if possible. The floor of the entry should use a material compatible with the storefront design, which resists expansion and contraction, is impervious to water penetration, and offers adequate traction.
- Avoid the installation of a solid entry door. Entry doors should have at least 50 percent of the surface glazed, and should be compatible in design



with the overall façade.

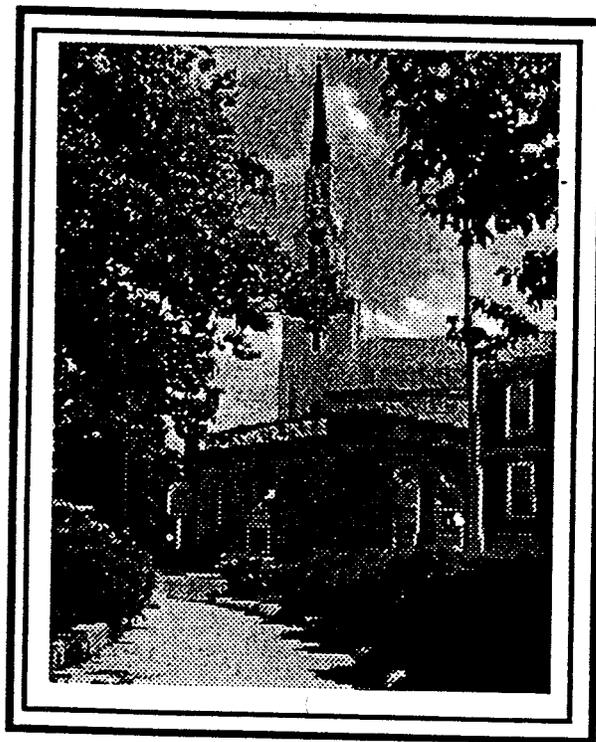
8. *Signage:* In Woburn Square, signage is regulated by the City of Woburn’s Sign Review Ordinance. Before a new storefront sign can be installed, or an existing sign altered, an application must be submitted to and approved by the Woburn Sign Review Board. All signs must be installed in accordance with the requirements of the Ordinance, and be aesthetically designed. Among the more important criteria of the Ordinance:

- Only one principal sign is allowed per business.
- Signage must be installed in the façade signband, or other architecturally appropriate location, and must not cover important architectural features of the facade.
- The total area of the storefront signage must not exceed one square foot for each linear foot of storefront. In situations where individual letters are being installed directly onto the signband, the Sign Review Board has calculated the area of the sign to be the smallest rectangle which would encompass all of the lettering.
- No interior lit or neon signs are permitted.
- Overhanging signs are not permitted.
- Window signs must not exceed 20 percent of the total area of each display window.
- Window signs and awning lettering are not included in the calculation of total permitted sign area, above.
- In general, signs should be aesthetically pleasing in design.

9. *Lighting:* Exterior lighting is an important component of storefront design, in particular for the illumination of signage, especially when considering that interior lit signs, and exterior neon signs, are prohibited by the Sign Review Ordinance.

- A façade lighting design may employ either incandescent gooseneck fixtures or vertical fluorescent fixtures, or a combination of both. Fluorescent fixtures often work best, and are least obtrusive, when placed below the signage and light in an upward direction.
- Lighting which highlights the sign and display areas is generally superior to lighting the entire storefront.
- In a multi-unit storefront, a uniform lighting scheme should be employed throughout.

The Downtown and Business Neighborhood Sign Handbook



A guide for erecting and maintaining signs in the Downtown and Business
Neighborhood Zoning Districts, Woburn, Massachusetts.

INTRODUCTION

We hope this Downtown and Business Neighborhood Sign Handbook will serve as a guide for property owners, businesses, sign makers, designers and members of the general public who are interested in signs for the Downtown Business (B-D) and Business Neighborhood (B-N) zoning districts.

The ordinances in this book address size, placement, and certain aspects of design for signs in the B-D and B-N Zoning Districts. These ordinances have been developed in an effort to limit the clutter of uncontrolled signage, to integrate signs with the visual environment and to improve the effectiveness of individual signs through emphasis on appropriate design.

In order to maintain the guidelines to be set forth, a Sign Review Board (SRB) has been created. The Sign Review Board's responsibility is to review sign proposals in the Downtown and Business Neighborhood Districts. Also, the SRB will ensure that signs conform to guidelines set forth in this handbook; appropriate design standards are met; appropriate construction and installation standards are met; and signage is maintained in a responsible manner.

It is our intention to encourage signs that will be compatible with the buildings and their surroundings, be informative, legible and provide examples of quality graphics that are appropriate for the community.

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Signage in Downtown Business (B-D) and Business Neighborhood (B-N) Zoning Districts

The City of Woburn requires a permit, through the City Department of Inspection Services for all signs and outdoor display structures erected, constructed or altered in the B-D and B-N Zoning Districts. The permit application must first be reviewed by the Sign Review Board (SRB) and then approved by the Building Commissioner. All signs erected in said districts are required to comply with the City's 1985 Zoning Ordinance, as amended, Section 13 - Sign Ordinances. The Building Commissioner is designated and authorized as the enforcement agent of the Sign Ordinance.

Permit Application and Review Process

STEP ONE: To secure a permit and a sign review by the SRB, first obtain a copy of the Downtown and Business Neighborhood Sign Handbook and a Sign Permit Application from the Department of Inspection Services (DIS). Any questions regarding these materials may be directed to the Building Commissioner.

Department of Inspection Services
City Hall
10 Common Street
Woburn, Massachusetts 01801
(617) 932-4440

STEP TWO: Design your sign to meet the standards set forth in the Sign Handbook.

STEP THREE: Prepare the submittal materials on the next page. Completely fill out the sign application. Incomplete applications will not be considered for review by the SRB. Submit the permit fee and bring or send nine (9) copies to the DIS. The DIS will keep one (1) copy on record and transmit five (5) copies to the SRB, one (1) copy of the Downtown Committee (or its successor) and one (1) copy each to the Planning Board and the City Clerk.

The SRB will review the sign application material(s). Allow at least two (2) weeks, but not more than twenty-eight (28) days for the SRB to approve, modify or deny your application. The application is then forwarded to the Building Commissioner, with comments, for final approval. Note: Please read attached Section 13.11 of the 1985 Woburn Zoning Ordinance, as amended, for complete details concerning the SRB's sign review process.

Sign Review Requirements

The following information must be received prior to a sign review by the SRB:

1. A completed sign permit application. This is a city form available through the DIS.

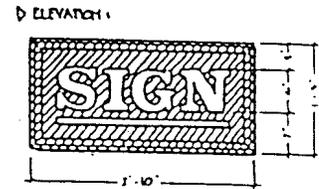
2 A scale drawing of the proposed sign. The drawing must clearly indicate the following information:

- a) The type of proposed sign (wall hanging, awning, etc)
- b) Dimensions of the proposed sign, with a calculation of the allowable sign area as outlined by the Sign Ordinances
- c) All designs or lettering.
- d) Colors: The drawing may be black and white, but color chips must be attached for any colors other than black, white or gold leaf.
- e) Materials: What the proposed sign is to be constructed of, i.e., mahogany, bronze, etc.

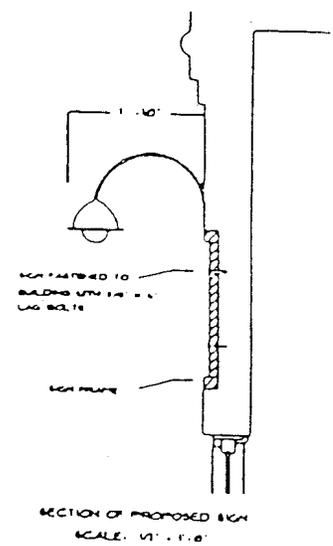
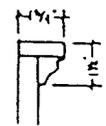
SIGN SPECIFICATIONS:

- D SIGN TYPE:
WALL MOUNTED
- D MATERIALS:
CLEAN TYPE
THE BUILDING
- D COLOR:

	SIGN COLOR		LETTERS AND COLOR
--	---------------	--	----------------------



D MOUNTING DETAIL:



3 A scale drawing of the installation. This drawing should indicate dimensions, materials, hardware and method of affixing the sign to the building. Also include method of illumination and drawings or photos of proposed fixtures

4 A scale drawing of the building showing location of proposed sign. This drawing may be a simple one, but it must accurately indicate doors, windows, lineal frontage, height above grade and any other necessary dimensions or design features. A photograph may be submitted in addition to, or instead of, the building drawing, but it must show the information required on the drawing.

Appropriate scales should be used and noted, such as one (1) inch equals one (1) foot. Notations should be made on any special design features or construction details.

5 Schedule to attend a Sign Review Board meeting. At this time your sign proposal will be reviewed.

It is our recommendation that someone attend the meeting when your sign is discussed. Usually it is best for you to attend and represent yourself. After all, you are the applicant and have the greatest interest and responsibility in your application. It is often helpful to have your sign maker also in attendance. If need be, your sign maker can substitute for you at the meeting.

If Approved

Permits shall be issued only if the sign complies with or will comply with all applicable provisions of the Sign Ordinances. Fees for such permits shall be determined by the City Council. In the event that the erection of the proposed sign will require the use of staging or ladders on public property, the applicant will be required to secure a Staging Permit from the Department of Public Works (DPW). A copy of the Staging Permit Policy is available from the DPW Office at City Hall.

Approval of the sign proposal will require a majority vote of the sitting quorum from the SRB. Upon approval of the sign application by the SRB, the applicant must next obtain a building permit from the DIS before proceeding with the sign.

If Not Approved

You will be notified of the SRB's decision. You will be given any and all reasons for disapproval. Recommendations to assist you in resubmitting your application will be made or you may proceed with the appeal process prescribed in Section 13.

A Reminder

Awnings are subject to review by the Building Commissioner. Any sign attached to or on any awning is subject to review by the SRB. Approvals will be granted on an individual basis, following review of the entire building facade and any other signs proposed or existing in the same location.

All proposed signs will be considered in relation to the architecture of the building on which they are located and should be compatible in terms of the appropriateness of the size, color, shape, material and design. Proposed signs that obscure significant architectural details will not be approved.

Sign Design Recommendations

Materials

Traditional materials such as wood, brass or bronze are most appropriate. Wooden signs should be constructed of dense, clear hardwood that will accept paint readily. Ordinary plywood will not withstand exposure, therefore, if plywood is considered, exterior or marine plywood (MDO) must be chosen.

Use materials that require low maintenance and hold up to exterior exposure. Quality applications of oil primers, stains and latex paints should be used to seal wood signs from the elements. Hand lettered sign blanks should be lettered with high quality lettering enamels. Sign

blanks with vinyl graphics should only use High Performance (HP) vinyl for exterior applications. Gold leaf lettering is the most attractive lettering option and requires no maintenance.

We do not recommend clear polyurethane finishes on wood sign blanks. Pine and bass wood are not recommended for exterior carved signs. MDG or brand name MEDEX (medium density fiber board) is not recommended as a substrate. Plexi-glass and Lexan are not recommended backgrounds.

Sign Styles

The following list is composed of sign styles and materials that will be appropriate in achieving a traditional look for signage in the B-D and B-N Zoning Districts.

- Framed MDO Plywood
- Framed .040 aluminum sign blanks
- Raised plastic formed letters
- Hand carved hardwood blanks (such as mahogany or redwood) with painted or gilded letters
- Hard carved sign foam
- Sandblasted redwood with painted or gilded letters
- Hand painted framed MDO plywood or .040 aluminum with tasteful layouts and color selections, using lettering enamels
- Individual cut out letters

Defining Design Standards

Attractive coordinating signs have the most positive impact on both local businesses and the community. The Woburn community is striving for a traditional Colonial concept.

Items to consider when designing your sign:

1. New signs must conform to requirements of Section 13.7.
2. Signs should express the special character of your business, as you will project the "image" of your business.

3. Your sign should respect and enhance the architecture of your building; not obscure it. Look at your building from different angles at different times of the day.
4. Keep the message simple. The sign should be easy to spot, easy to read and easy to maintain. Colors and letter styles should be appropriate to the businesses they identify, to their building and community context.
5. Give three dimensional (3D) character to your sign by having the letters of your sign either raised or carved; you will be increasing readability and attractiveness.

Prohibited Signs

- All billboards.
- All signs on utility poles, trees, fences and off premises signs.
- Flashing and/or revolving signs, signs containing movable parts, signs containing reflective elements, ribbons, streamers, spinners, searchlights, animated signs or signs that make noise (excluding barber poles and Time/Temperature signs).
- Luminescent, phosphorescent, "Day-glow" or equivalent paints, dyes or other materials used on the sign.
- Movable chassis mounted signs.
- Internally illuminated letters or signs and substructures of such signs (service stations shall be exempt).
- Signs that advertise an activity, business, product or service no longer produced or conducted on premise (longer than 60 days from the date of vacancy).
- Signs illuminated by other than a stationary white or off-white steady light.
- Signs containing specific brand name products and phone numbers.
- Holiday lights and decorations not in season.
- Any sign not specifically permitted in the ordinance.

3. Your sign should respect and enhance the architecture of your building; not obscure it. Look at your building from different angles at different times of the day.
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- Signs that advertise an activity, business, product or service no longer produced or conducted on premise (longer than 60 days from the date of vacancy).
- Signs illuminated by other than a stationary white or off-white steady light.
- Signs containing specific brand name products and phone numbers.
- Holiday lights and decorations not in season.
- Any sign not specifically permitted in the ordinance.

ALLOWABLE SIGN AREA: The total sign area of all signs on 1 lot / business shall not exceed 1.25 square foot for each lineal foot of building frontage.
Maximum 1 primary sign per building.

1. PRIMARY SIGNS

A. WALL SIGNS

Area-1 sq. ft. for each lineal foot of building frontage

Maximum 50 sq. ft. Maximum sign height 36"

Number of Signs- Three - One primary, two secondary

Height of Sign -25 ft. from ground provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less.

Illumination : External

2. SPECIAL USE SIGNS

A. SECONDARY SIGNS- If a business has a secondary frontage (example: corner lot) on a street or parking lot it will be permitted to affix a secondary wall sign to that frontage. That area shall be in addition to the total sign area for primary signs

Area- 1/2 sq ft. for each lineal foot of secondary building frontage

Number of signs- Two

Height- Same as primary wall sign

Illumination- External

B. FREESTANDING SIGNS

Building Set Back- 20' or more

Area- 1/2 square ft. per lineal foot of building frontage

Maximum 30sq. ft. per side on a double faced sign

Number of Signs- One

Height of Sign- 15' to top

Illumination- External

C. AWNINGS- Fixed or retractable, canvas fabric. Awnings projecting from the building for the purpose of shielding the doorway or the windows from elements.

Area- Above windows and doors only.

Height of Awning- 8ft. to bottom of awning from ground

Projection-Maximum 3ft. from wall. Maximum 4ft. height.

Illumination- None

**Awnings may include signage on valance and will not be included in total calculation of sign area, provided lettering or graphics do not exceed 6" in height

D. DIRECTORIES

Area- 1 sq.ft. per occupant / tenant including header panel
Number of signs- 1 per entrance

E. WINDOW SIGNS

Area- 25% of window area

Number of signs - A. Upper floors-2 maximum
B. Street level no limit

Temporary window signs- Temporary signs placed in windows pertaining to special sales or events are permitted, provided that the signs do not exceed 25% of the window area, inclusive of permanent window signs.

F. For Lease/ Rent / Sale Signs

Area- 16 sq. ft.

Number of signs- 1 per street fronting business.

Special Considerations

Gasoline Stations

Area- 1 sq. ft. per each lineal foot of building frontage
Gasoline service stations may, if they elect to do so, divide the one permitted exterior sign affixed to the front of the building into separate signs, affixed to and parallel to such wall, indicating the separate operations of departments of the business. The total area of the separate signs however, shall not exceed the maximum area permitted under this bylaw.
Internal illumination is allowed.

Time-temperature signs: See wall, free standing area requirements. The sign must solely contain time and or temperature. Internal illumination is allowed.

Non.Conforming Signs

Immediate implementation of new ordinance on gross violations
see section 13.5 of sign ordinance

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Area- 1 sq.ft. per occupant / tenant including header panel
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Internal illumination is allowed.

Time-temperature signs: See wall, free standing area requirements. The sign must solely contain time and or temperature. Internal illumination is allowed.

Non.Conforming Signs

Immediate implementation of new ordinance on gross violations
see section 13.5 of sign ordinance

From:
SECTION 13
SIGN REGULATIONS
Woburn Zoning Ordinance

13.7 Sign Regulations in Downtown Business (B-D) and Neighborhood Business (B-N) Districts

The purpose of the regulations in the B-D and B-N Districts is to instill and preserve the traditional New England style of architecture present in these areas and enhance the quality and value of these districts for all the citizens of Woburn.

1. *Permitted Signs:*

1. One primary wall sign for each establishment in the structure.
2. One secondary wall sign for each separate entrance to the structure or frontage on a street or parking area, except there shall be no more than two (2) secondary signs for each structure. Secondary signs may not be erected on the same wall containing the principal sign.
3. One directory sign for each separate entrance.
4. Awning signs.
5. Window signs.

2. *Dimensional regulations:*

1. Primary wall signs: One (1) permanent wall sign not to exceed one (1) square foot for each lineal foot of sign frontage and not to exceed thirty-six (36) inches in height. The maximum allowable size is fifty (50) square feet. The sign must be placed in the building's sign band, if one exists, and the sign must be placed so it does not obscure architectural detail of the building and that the top of such sign be placed no higher than whichever of the following is lowest: twenty (20) feet above grade, bottom of the sills of the first level of windows above the first story or the height of the building line. The sign shall project no more than twelve (12) inches out from the building and letters in the sign shall not be larger than two and one-half (2 1/2) feet high. Mounting hardware shall be placed to minimize its view from the sidewalk. If architectural detail of the building necessitates the sign may be broken up into two (2) sections, provided that the sign is still within the sign band and the total area of both sections does not exceed one (1) square foot for each lineal foot of sign frontage and not to exceed thirty (36) inches in height. The maximum allowable size is fifty (50) square feet. Signs not overhanging a Public Way may project thirty-six (36) inches out from a building.
2. Free standing sign: One (1) free standing sign is allowed when the building has a set back of twenty (20) feet or more. This sign will not exceed one half (1/2) of a square foot for each lineal foot of building frontage and not to exceed fifteen (15) feet in height. The maximum allowable size is thirty (30) square feet per side of a double-faced sign. A free standing sign post must be a minimum of five (5) feet away from the lot line and/or driveway.
3. Secondary wall signs: One per secondary wall. Area of each secondary wall sign shall be no greater than one half (1/2) the area permissible for the primary wall sign or it will not exceed one half (1/2) of a square foot for each lineal foot of secondary building frontage and not to exceed thirty-six (36) inches in height. The maximum allowable size is twenty-five (25) square feet.
4. Directory signs: Area shall be no greater than one (1) square foot per occupant. One (1) sign per entrance.
5. Awning signs: One (1) awning sign is permitted per ground floor use provided it is located on the valance of the awning that letters are in a maximum of one (1) line and are no larger than six (6) inches in height. Awnings will not exceed four (4) feet in height from the bottom of awning and will not project more than three (3) feet from the wall. Signage on valance of awning will not be included in total calculation of sign area. The minimum allowable height will be eight (8) feet from bottom of awning to ground.
6. Permanent window signs:

1. Upper floor uses: One (1) sign is permitted per window and a maximum of two (2) window signs per use for businesses on upper floors provided that the sign(s) does not exceed twenty-five (25) percent of the area of any window. Lettering on the glass is preferred.

2. Ground floor uses: Any number of window signs are permitted for the ground floor provided they do not cover more than twenty-five (25) percent of any window. Lettering on the glass is preferred.
7. Temporary window signs and real estate signs:

Temporary signs, placed in windows pertaining to special sales or events, are

permitted provided that the signs do not exceed twenty-five (25) percent of the total window area inclusive of permanent window signs. Not to exceed fifty (50) percent of the allowed primary sign area. Real estate advertisement signs are not to exceed sixteen (16) square feet and only one is allowed per establishment. These signs are not subject to Sign Review Board Approval.

3. *Prohibited Signs:*

- a. Luminescent, phosphorescent, "Day-Glow" or equivalent paints, dyes or other material used on signs.

b. Roof Signs.

- c. Marquee Signs.
- d. Movable chassis mounted signs.
- e. Internally illuminated letters or signs and framing substructures of such signs, except for time and temperature signs and service stations.
- f. Signs illuminated by other than a stationary white or off white steady light.
- g. Signs containing specific brand names or trademarks unless it is the principle commodity for sale at the location being marked. h. Projecting signs over a public right of way.
- i. Illuminated awning lettering and awnings not made from a canvas fabric.
- j. Signs made of plywood (except framed MDO plywood), signs not made from a substantial product, anything lesser than a hard wood (example: Pine or Bass)

11. Signs prohibited by section 13.3 of this ordinance and any other sign not specifically permitted by this ordinance. (numbered as passed)

(amended 6/25/97)

13.11 Sign Review Board (SRB) for Downtown and Business Neighborhood Zoning Districts

In keeping with the declaration of policy herein, and in recognition of the difficulty in regulating the use of signs in the Downtown Business (B-D) and Business Neighborhood (B-N) zoning districts, there is hereby created a Sign Review Board whose duties under this Ordinance are as follows:

1. Within the B-D and B-N zoning districts the Sign Review Board shall approve or disapprove all signs now or hereinafter erected, constructed or altered in accordance with this ordinance, except any temporary signs allowed by this ordinance will not be subject to Sign Review Board approval.
2. The Sign Review Board shall not approve the erection or continued existence of any sign in said districts which are expressly prohibited by this ordinance or the city's Building Code.
3. In approving or disapproving any particular sign not expressly allowed without a permit by this ordinance, the Sign Review Board (SRS) shall take into consideration the following:

- a. The Zoning District, the use existing in the area, and the general character of the area.

- b. The economic and business interests of the party having erected or proposing to erect the sign.
 - c. The aesthetic appearance of the sign and its overall affect on the surrounding area and insuring that the sign is consistent with the dimensional regulations set forth in Section 13.7 of this ordinance. The design guidelines indicated in the Downtown and Business Neighborhood Sign Handbook may be used for reference purposes.
 - d. The purpose for which the sign had been or is to be erected.
4. The Sign Review Board shall be composed of five (5) members, appointed by the Mayor, and confirmed by a majority of the City Council. Three (3) members shall be residents of the City of Woburn and two (2) shall be members of the downtown business community. In addition, a resident of the City of Woburn be appointed by the Mayor and confirmed by the City Council for a two (2) year term to serve as an associate member of the Sign Review Board. The associate shall sit in place of any member incapacitated by personal interest, illness or absence. Within seven (7) days after the appointment and confirmation of the initial Board as fore said, the Board shall meet and elect one of its members as Chairman, a Vice-Chairman and a Secretary and within thirty (30) days after, shall promulgate rules and regulations for the conduct of its business. Such rules and regulations shall be made available in printed form through the Planning Board of the City of Woburn. Said rules and regulations shall contain the following:

1. The (SRB) shall hold open public meetings at regularly scheduled times, notice by mail shall be given to all parties of interest and the agenda of said meeting shall be published in a regular local newspaper not less than twenty-four (24) hours prior to said meeting and the (SRB) shall not delay taking action on any application for a particular sign in accordance with its rules and regulations.
2. Any action taken by the (SRB) shall require a majority of the sifting quorum thereof. The term of each appointment shall be five (5) years from the date thereof, except of the original members, one shall serve for a period of one (1) year, a second member shall serve for a period of two (2) years; a third member shall serve for a period of three (3) years; a fourth member shall serve for a period of four years; a fifth member shall serve for a period of five (5) years. Should any vacancy occur in membership, the member appointed to fill said vacancy shall serve for the remaining portion of the term of the member creating the vacancy.
5. In disapproving a sign application the (SRB) shall so inform the owner thereof by regular mail and include in the decision any and all reasons for disapproval. In the case of disapproval, the applicant may appeal to the Planning Board, who shall conduct a public hearing at a regularly scheduled meeting. Within thirty (30) days of receipt of the written appeal request to the Planning Board, the Board shall conduct a public hearing, at the applicant's expense, notice of which shall indicate time, place and the subject matter, sufficient for identification, and it shall be published in a newspaper of general circulation in the city, with the first publication being not less than fourteen (14) days before the day of such hearing. The Planning Board shall also send by regular mail, at the applicant's expense, a copy of the public hearing notice to the applicant and to all owners of land abutting upon the land included in such sign permit application, as appearing on the most recent tax list.

(amended 6/25/97)

13.12 Permit Requirements and Sign Review Process for the Downtown Business (B-D) and Business Neighborhood (B-N) Zoning Districts

Except as otherwise provided in this ordinance, no sign shall be erected, constructed or existing sign altered in any way, in the Downtown Business (B-D) and Business Neighborhood (B-N) zoning districts, without review and approval by the Sign Review Board (SRB) and without issuance of a Building Permit as required by the -Building Commissioner. All such signs shall be subject to the following review process:

1. *Application:* The applicant shall submit to the Building Commissioner nine (9) copies of the application form describing the design of the proposed sign. Said design will include types of materials used, types of lettering and lighting if present, a scale drawing and a legend showing maximum dimensions and proposed dimensions, along with a building elevation, cross-section, site-plan, if applicable, and photograph showing the existing building or site, and such other materials as may be required by the Sign Review Board.
2. *Sign Application Fee:* The applicant shall submit to the Building Commissioner a sign application fee, along with the application form and other required materials. Fees for the sign application shall be set by the City Council.
3. *Distribution of Sign Application:* The Building Commissioner shall file one (1) copy in the City Clerk's Office and forward the application and all required materials as follows:
 - a. Five (5) copies to the Sign Review Board.
 - b. One (1) copy to the Downtown Committee or future Downtown Coordinator.

c. One (1) copy to the Planning Board.

d. One (1) copy to be retained by the Building Commissioner.

4. *Sign Review Board Decision:* Within twenty-one (21) days of the receipt of the application, including all required materials, the (SRB) shall meet and review said materials. This review process shall be open to the public, including the applicant and/or his/her representative (s). The sign review meeting(s) shall not require the publishing of public hearing notices nor notification of abutters. Should the (SRB) fail to take action to approve or amend/modify with approval or deny the sign application within twenty-eight (2) days from the application submission date, the requested (SRS) decision shall be deemed favorable.
5. *Building Permit:* Upon approval by the (SRB), the plan or modified plan will be forwarded to the Department of Inspection Services for final approval and issuance of a Building Permit
6. *Maintenance and Enforcement:*
 1. All signs and their devices supporting them shall be kept in good repair and safe condition. This shall mean the absence of existing rust, of broken or dangling parts, and of cracked, peeling and flaking paint, the replacement of defective parts, and clean copy that is not obscured.
 2. The Building Commissioner or his authorized designate is authorized to order the repair or removal of any sign and its supporting structure which, in the judgment of the Building Commissioner, is deemed unsafe, in disrepair or which is erected or maintained contrary to this ordinance.
 3. Any person, firm or corporation violating any section or provision of this ordinance which pertains to signage shall be issued a warning and be given seven (7) days to comply. If violation continues unabated past such time, a ticket with a fine of twenty-five dollars (\$25.00) shall be issued for each day willful violation continues. The Building Commissioner or his authorized designate shall be responsible for issuing such warnings and tickets for such violations to the sign provision of this ordinance.

(amended 6125197)

