



Downtown Beloit DESIGN GUIDELINES





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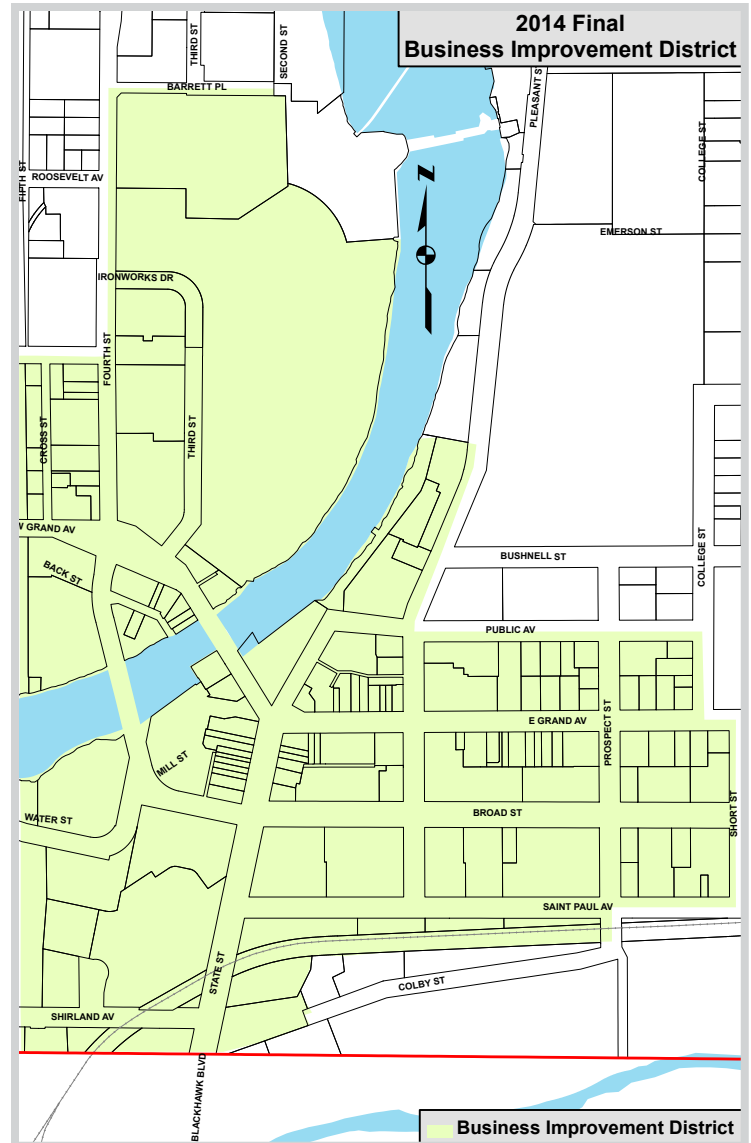
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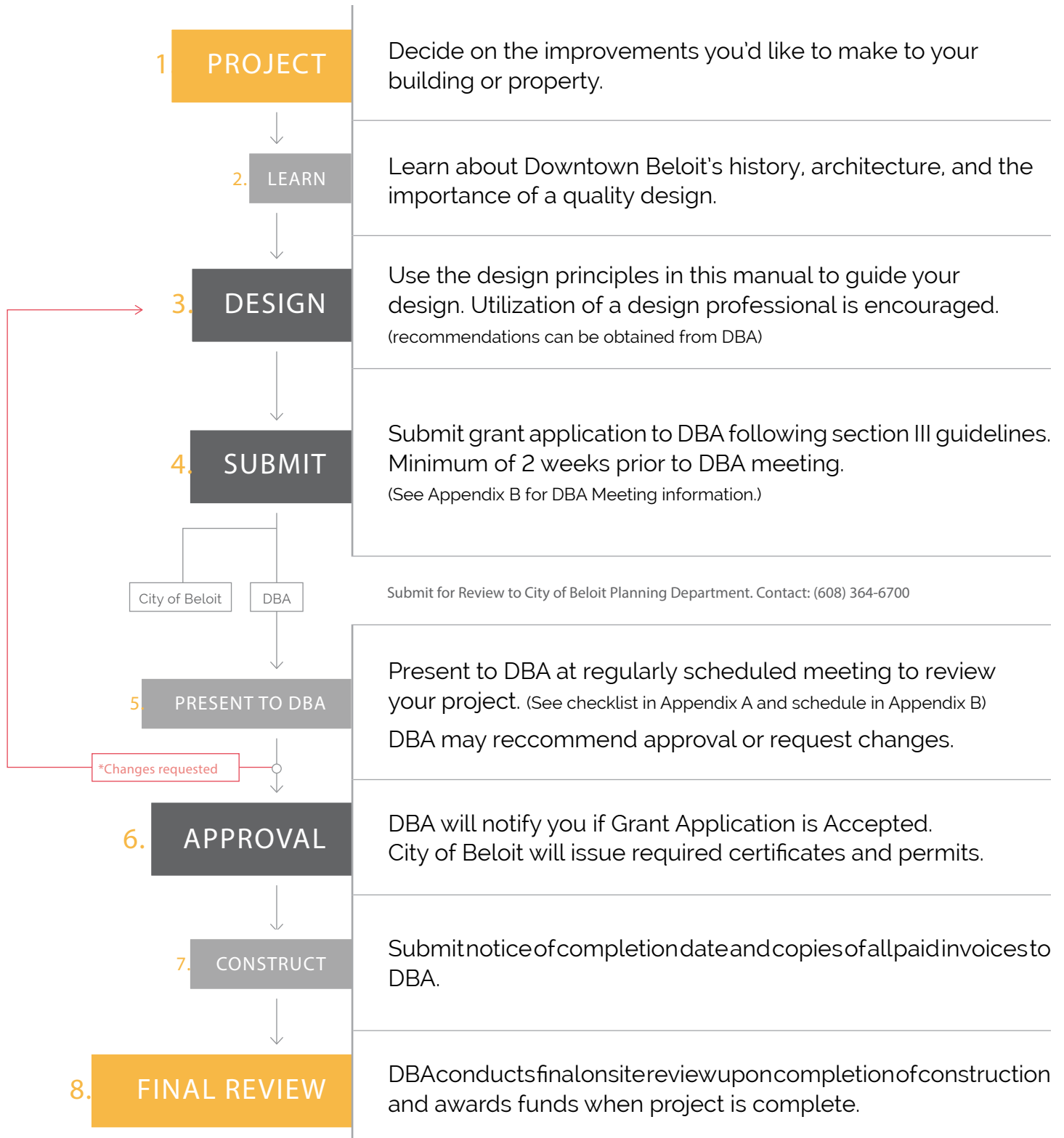
Overview

- Downtown Beloit Design Guidelines is an important guide for design of new construction, additions and modifications to buildings in the downtown. Property owners and design professionals should refer to this document in planning and designing rehabilitations and new improvements, as it will be utilized in the review of such proposals. These guidelines are the controlling design reference for the Business Improvement District. See exhibit 1.1 for area of concentration.
- The main goal of this document is to encourage and help owners with their façade improvements to make sure they contribute to the overall streetscape aesthetic of the downtown business district and aim to improve individual building image and functionality for business/building owners.
- Resources available through the program include grants and limited technical assistance from Downtown Beloit Association (DBA). Contractor and Designer/Architect recommendations can be obtained by the DBA if desired. The Program is administered and funded by the DBA. (The Program is not intended to finance routine repairs or maintenance that would be required under existing building codes or that does not contribute to the character of downtown.)
- Experience shows, time and again, that appearance is important to a healthy downtown business environment. Working together to create and sustain an attractive downtown image will benefit the community as a whole.

* This document is required to be followed when applying for a grant for all renovations, alterations, demolition and new construction within the Business Improvement District outlined on the right.



Area of concentration (Exhibit 1.1)





Guidelines for DBA Approval

This section outlines the guidelines for approval of grants offered by the DBA for any façade renovation, restoration, improvement or new build.

Overview

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any building façade not containing the main entrance but exposed to public view will be considered a secondary façade. Secondary façades may also be eligible for façade grants. To follow historic proportions, work with – not against – the original structure, and the original pattern of openings, rhythms, style and scale of façade components.



<http://fortmadison.com/mainstreet/historicpreservation/>



The Goal

Maintain Historic materials and original configuration of storefronts.

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

Achieve goal by:

If an existing storefront is to be replaced, the new storefront that is 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. Tinted or reflective glazing is not permitted. The display windows should not be divided into small panes of glass; unless historic documentation exists that indicates this is the original design.

Common mistakes

- Removing or radically changing storefronts and their features.
- Introducing architectural details if they cannot be documented as part of the building history.
- Introducing building materials which are not present or documented in historic building.
- Replacing a storefront when repair of materials and limited replacement are possible.
- Changing the location of the storefront's main entrance.
- Covering architectural details or enclosing storefront windows.



The Goal

Storefront awnings and canopies can greatly enhance the street appeal of downtown buildings. They are encouraged to protect pedestrians from sun and moisture. Typically, they should be traditional in style and 9'-0" above the sidewalk. Awnings should generally line up with adjacent awnings and transoms. This keeps a consistent elevation along the streetfront.

Custom awnings may be approved if sensitively designed to enhance the storefront.

Achieve goal by :

- Awnings should fit within the transom area of the façade.
- They should project 6' maximum and at 45 degrees from the building.
- Awnings should be visually contained within the building framework of columns and other architectural trim.
- Select a color that compliments the building colors and is consistent with the building architecture and era.
- Should be made of canvas or neoprene impregnated fabric.
- Size should compliment the proportions of the storefront.
- Lettering and font should be appropriately sized and scaled. (see Signage guidelines)
- Awnings should have a valance.

Common mistakes

- Using internally illuminated awnings.
- Using half-round hoop, and truncated wedge shaped awnings.
- Choosing a color that is bold or bright and detracts from the building architecture.
- Using awnings and canopies with soffit panels that block the transom windows.
- Using shiny vinyl fabric.
- Using fixed, metal, asphalt shingle or mansard type canopies.
- Covering up the building base pilasters or architectural details with the awning.



The Goal

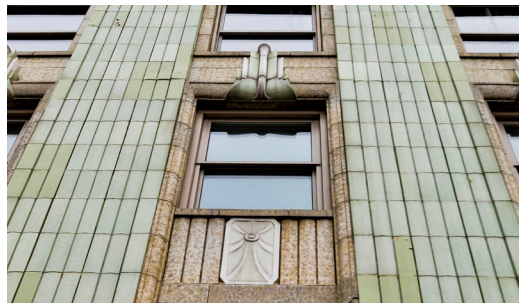
Retain original upper story window openings that are visible from the public right-of-way. The size and placement of windows on new buildings should reflect the window types, sizes, proportions and patterns of nearby buildings along the block face.

Achieve goal by:

- Retaining and preserving windows that define the historic character of the building.
- Protecting and maintaining the wood and architectural metal that comprise the window frame, sash, and muntins.
- Making windows weathertight by reglazing, recaulking and replacing or installing weather-stripping.
- Repairing window frames and sash by patching, splicing, consolidating or otherwise reinforcing. Replace, in kind, parts that are extensively deteriorated or missing.
- Replacing a window, in kind, that is documented to be too deteriorated to repair.

Common mistakes

- Changing the number, location, size or glazing pattern of windows through cutting new wall openings, blocking-in windows, and installing replacement sash which does not fit the opening.
- Failing to provide adequate protection for windows against extreme weather conditions.
- Replacing an entire window when repair of materials or replacement of parts, in kind, is possible.
- Using a substitute material for the replacement part that does not convey the visual appearance of the historic window.
- Replacing a window with a modern window unit (sliding or fixed sash) in lieu of double-hung windows.
- Replacing arched top windows with square top windows.



The Goal

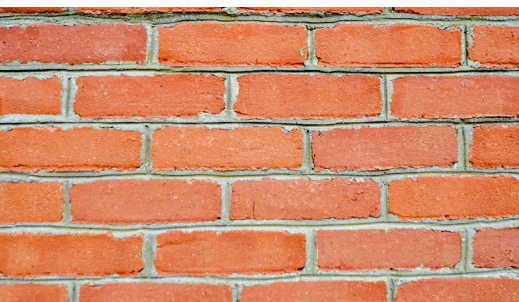
Maintain Architectural Details. The details are an important part of a building's character, and should be maintained and replicated when appropriate. Replacement should match the design, dimensions and material of the original trim and ornamentation. Substitute materials must be approved by the DBA Design Committee prior to implementation.

Achieve goal by:

- Retaining and preserving architectural details that define the building's historic character such as walls, brackets, railings, cornices, window architraves, door pediments, steps, and columns; and maintain joint and unit size, tooling and bonding patterns, coatings, and color.
- Providing proper drainage; repairing by patching, piecing-in or consolidating; retaining coatings such as paint that protects wood.
- 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.

Common mistakes

- Removing or radically changing architectural details that define the historic character of the building.
- Failing to treat causes of deterioration.
- Replacing an architectural detail when repair and limited replacement of deteriorated or missing parts are appropriate.
- Using a substitute material for replacement that does not convey the visual appearance of the architectural detail or is physically incompatible.
- Adding new architectural details which are not present in the character of the building or are incompatible in size, scale, material or color.



The Goal

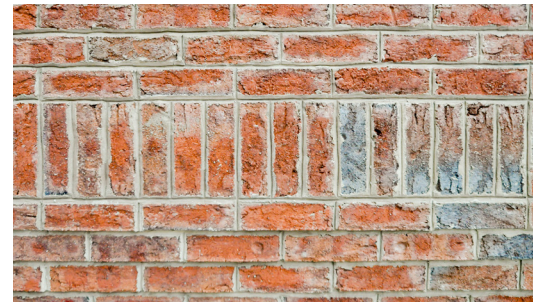
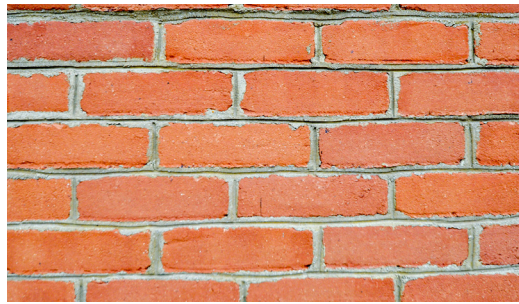
Retaining and preserving historic building materials and textures that contribute to the historic character of the building (wood, metal, masonry, clay, and stucco). Protecting and maintaining the building exterior by providing proper drainage; repointing mortar joints and carefully executed spot repairs. Protect wood by staining or painting. Cleaning exterior building materials only when necessary to halt deterioration or heavy soiling. Choose materials that are historically accurate or that compliment the adjacent buildings and improve the aesthetics of downtown.

Achieve goal by:

- Using brick and stone as a primary and accent building material for all building types.
- Wood clapboard siding or similarly styled fiber cement siding may be appropriate in specific historical or site context; however, rough sawed wood, aluminum siding, rustic shingles and shakes, and plastic panels shall not be used.
- Glass, metal panels, and concrete are discouraged as primary building materials on the street façade in the downtown area.
- The type and detailing of building materials shall be consistent on all sides of a structure that are open to public view.

Common mistakes

- Removing, radically changing, or covering materials that define the historic character of the building.
- Failing to evaluate and treat causes of ongoing deterioration, such as leaking roofs or gutters, differential settlement, or extreme weather exposure.
- Over-cleaning exterior building materials to create a new appearance; or using harsh materials, methods, or chemicals.
- Removing non-deteriorated building materials or mortar and replacing materials or mortar to achieve a uniform appearance.
- Removing materials that are unrepairable without replacing in kind.
- Repointing with inappropriate mortar—synthetic caulking compound or hard, cementitious mortar—which causes damage to masonry.
- Painting masonry which is historically unpainted.



The Goal

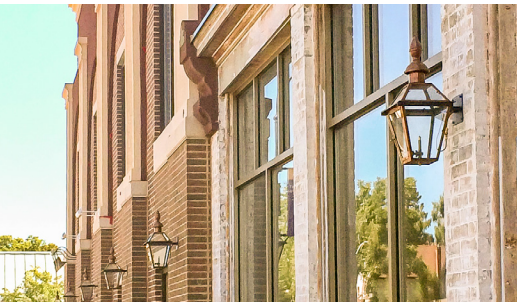
Maintain historic masonry colors and detailing. Provide masonry repairs that blend with the existing masonry. Provide new masonry that is historically accurate and respectful to adjacent buildings. Mortar samples must be presented with brick selection.

Achieve goal by:

- Use gentle methods to remove paint or clean unpainted masonry.
- Re-paint previously painted masonry with approved color.
- 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.
- New brick must compliment adjacent buildings and should be minimum 80% one color.
- Colors and brick styles must be historically appropriate to the building.

Common mistakes

- Painting masonry which is historically unpainted.
- Tuck pointing with inappropriate color or type of mortar.
- Replacing or patching brick openings with mis-matched brick.
- Over-cleaning historic masonry. Sandblasting and other abrasive cleaning methods are prohibited.
- Choosing a brick blend that is not historically accurate.



The Goal

Lighting should accent the architectural details and signage on the building. It should be warm, pedestrian scale, and carefully aimed to highlight intended areas or signage.

Achieve goal by:

- Use spot or flood lighting to highlight the architectural detailing of a building. It should be discreet and blend with the wall on which it is mounted.
- Choose lighting that is appropriate size and scale to the building and pedestrians.
- Choose decorative light fixtures that are compatible with the building design.
- Use warm temperature LED or incandescent lighting in lieu of cold temperature (2500k or less).
- Provide adequate illumination to provide customer safety at front and rear entries.
- Rear security or entrance lighting should utilize shields as appropriate to minimize impact to neighboring uses.

Common mistakes

- Using lights that move, flash or make noise. These are prohibited.
- Using halogen or other cold temperature lights.
- Using out-of-scale fixtures.
- Mounting or aiming lighting that shines into the eyes of pedestrians.



Intro

Signs are a secondary design element to a building, but are equally important to the success of the façade. They have the ability to enhance or detract from the qualities of the architecture, therefore selections should be carefully considered, and if sign grant is applied for, subject to review by the DBA. All signage must also meet the City of Beloit Signage standards. Please contact the City of Beloit Planning Department for these standards and regulations. Any signs that are visible from the street need to follow these guidelines.

Sign types should fit within the architectural details of the building, where the building frames the sign. The sign becomes part of the overall composition of the building. Signs should relate to the architecture in material, shape and color.

Appropriate Sign Options:

1. 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.

2. Awning Signs

- Awning signs have lettering on the edge flap or skirting of the awning. Lettering on the body of the awning is allowed, but discouraged.
- Font should be scaled appropriately and proportionally.
- Colors must be approved by the DBA.

3. Display Window Lettering

- Lettering that is painted on or etched into the interior side of display windows and glazed entry doorways is acceptable. Vinyl is an acceptable alternative to painted or etched lettering.
- These signs should consist of lettering and/or a logo, should not cover more than 20% of the area of the glass panel, and should not obscure the display area. It is recommended to use simple type fonts with few words.
- One color is preferred. Color will need to be approved by DBA.

4. Hanging Signs

- These signs should project no more than four feet 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 should be mounted in appropriate locations that would be specific to each façade. They should be externally lit.





5. Transom Sign

- 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 with easily removable panels.

6. Neon Signs

- True neon signs are permitted provided that all electrical supply cords and conduits and electrical transformers are hidden from view through the window. LED faux "neon" signs are not permitted.
- Must be reviewed on a case-by-case basis for approval of compatibility with building architecture.
- Colors should be compatible with and complement the façade of the building.

7. Painted Signs on Masonry

- Murals or signs painted onto masonry of a building are strongly discouraged.
- Murals intended to serve an artistic and/or historic function rather than advertising may be appropriate.

8. Temporary Signs

- When appropriate, portable sidewalk signs displayed during business hours can be used.
- These cannot replace permanent signage.
- Sandwich boards and street signs should be no more than 24" w x 48" h and should not block the pedestrian corridor. These must be put away outside of business hours.
- Banner signs should only be used to announce openings of new businesses. Banners may be used for a limited period in accordance with the City of Beloit regulations.

****Electronic Signs are prohibited in the grant program.**

Achieve goal by:

- Signs and sign lettering should appear to be in scale with the façade.
- Use signs to help reinforce the horizontal lines of moldings and transoms seen along the street
- Signs should not obscure architectural details.
- Sign colors should also be compatible with the building façade and adjacent signs.
- Although a sign should be clearly visible, it should never dominate the façade nor obscure its architectural details.

Common mistakes

- Overly sized signs.
- Signs that block or obscure architectural detail.
- Using out-of-scale signs.
- Placing a sign higher or lower than adjacent signs may not increase readability, but instead create visual confusion.
- Using animated or electric signs.





1. Site Design/ Context

- To provide balance between buildings, a constant distance from the street curb should be maintained. This should be at "zero setback," or at the property line.
- Height differences between center buildings and adjacent contiguous buildings should not be excessive, and should be +/- 10% of adjoining building. Buildings should be a minimum of 22' in height.
- Side façades that face an alley or open spaces, should present a safe, clean and comfortable area that integrates the side façade with the street façade.
- Private parking lots are required to be behind the building served, and are to be landscaped and screened appropriately.
- Surface parking is prohibited within 10 feet of the lot lines along State Street and Grand Avenue.

2. Demolition

- If a building is to be demolished, the owner must submit a demolition plan and proposed replacement project to the City of Beloit using these guidelines.
- Remains must be cleaned and not leave a "hole" in the streetscape.
- Treatment of remaining party walls must be addressed through this approval process.
- Demolition requires permit and approval from the City of Beloit.

3. Landscaping

- Street trees and vegetation can be spaced so that they do not obstruct the building façade.
- Plantings should be maintained on a regular basis.

4. Site Maintenance

- Performing routine site maintenance is important to present a positive image to the community and can also prevent costly repairs that affect other parts of your storefront and the overall downtown district.

5. Streetscape Elements

- The purpose of addressing streetscape elements is to ensure coherent street perspective and to assist building owners and occupants with understanding the relationship between the public space and the building face.
- Cigarette urns, benches, tables, chairs, planters, bike racks and decor should be consistent with the rest of the downtown area.
- Streetscape zones:
 - **Edge Zone**—area between the face of curb and the furnishing zone, an area of required clearance between parked vehicles or traveled way and appurtenances or landscaping.
 - **Furnishings Zone**—area of the roadside that provides a buffer between pedestrians and vehicles, which contains landscaping, public street furniture, transit stops, public signage, utilities, etc.
 - **Throughway Zone**—walking zone that must remain clear, both horizontally and vertically, for the movement of pedestrians.
 - **Frontage Zone**—distance between the throughway and the building front or private property line that is used to buffer pedestrians from window shoppers, appurtenances and doorways. It contains private street furniture, private signage, merchandise displays, etc.

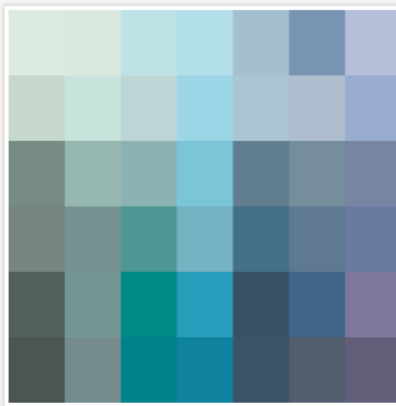


Color Palette

This section is meant to be an example of approved colors by both the National Trust for Historic Preservation and the Downtown Beloit Association. These can be from any brand.

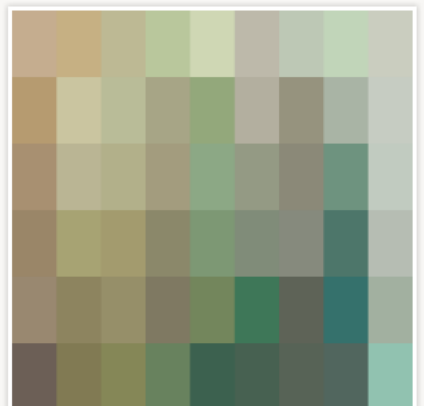
1. The selection of colors on individual buildings should complement the predominant hues of nearby buildings.
2. The predominant color for most buildings should be relatively subtle. The natural brick and stone colors of red, buff, white, cream and gray should predominate; however, other historically appropriate colors will be considered.
3. Darker or brighter hues may be used for accent or to draw attention to details such as doorways.
4. Paint shall not be applied to masonry surfaces where none previously existed.

NATIONAL TRUST FOR
HISTORIC PRESERVATION



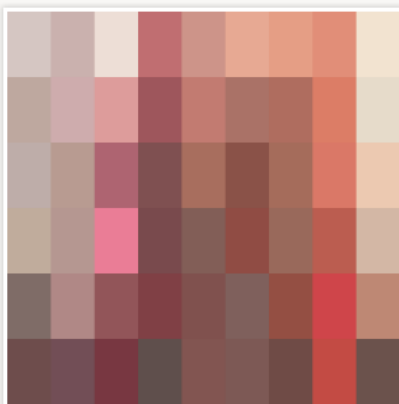
VELVET BLUES

NATIONAL TRUST FOR
HISTORIC PRESERVATION



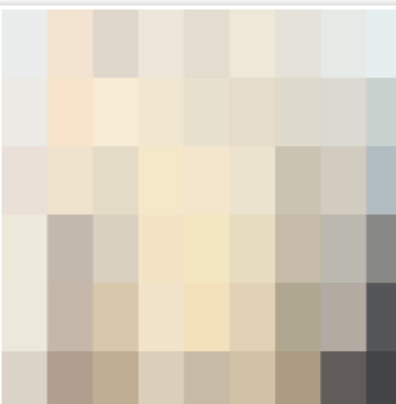
STATELY GREENS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



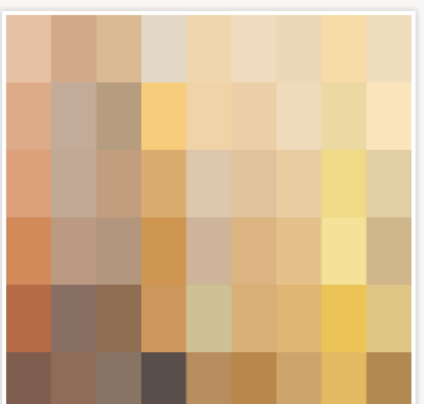
ANTIQUE REDS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



WHITES & NEUTRALS

NATIONAL TRUST FOR
HISTORIC PRESERVATION



EARTHEN YELLOWS

Appendix A



Required materials for application:

Here is a check list of attachments to be submitted with the application.

- ☐ Contractor estimate that itemizes the major components for this project.
- ☐ Proposed contractor business information and previous completed work.
- ☐ Recent photos showing current condition of the building. Make certain to include neighboring businesses in your photo/rendering.
- ☐ Historic photos, if applicable.
- ☐ Color samples for paint and all other materials being proposed.
- ☐ Color renderings or artistic representation of proposed changes. Make certain to include neighboring businesses in your photo/rendering.
- ☐ Scale drawing showing alterations. This should include exterior elevations and preferably a wall section.
- ☐ If the project is being carried out by a tenant, written approval from the property owner and evidence of leasehold interest must be provided (property owner must also sign grant application).
- ☐ Copy of Architectural Review Application.
- ☐ Copy of Landmarks Commission application (if required).
- ☐ Completed Grant Application form.
- ☐ Any other documentation necessary to illustrate the visual impact of the proposed project.

Appendix B



DBA Meeting Schedule:

****THE DBA DESIGN COMMITTEE MEETS ON THE 3RD WEDNESDAY OF EVERY MONTH AT 3:30 PM.**

All applications and submittal requirements MUST be submitted to the DBA 2 weeks prior to a regularly scheduled meeting.

At the meeting, the applicant will be expected to present the project, as a whole, to the members of the DBA Design Committee. At this point, it is expected that drawings, materials, colors, etc. are shown to the DBA. The requirements for submittal and presentation are listed in the Appendix A checklist.

After the meeting, the committee members will discuss and review the project. The applicant will receive feedback and an official approval or rejection within 3 days of the presentation (depending on the size of project, this timeframe may vary).

Please contact (608) 365-0150 for more information.

www.downtownbeloit.com

Appendix C



Goal: To encourage local economic growth and development by making downtown Beloit an attractive location to live, work, play and do business. Façade Grants target improvements that contribute to the overall streetscape aesthetic of the downtown business district and aim to improve individual building image and functionality for business/building owners.

Strategy: Building and Business owners may apply for matching grants up to \$1,000 for façade renovations.

Design Guidelines: Applicants must comply with DBA design guidelines created to support both historic preservation and appropriate modernization using high quality materials to achieve a pleasant and cohesive downtown look.

Grant Review and Approval: DBA staff actively solicit grant applications based upon targeted improvement. The DBA Design Committee reviews all proposals and awards funding, based upon fund availability and compliance with design guidelines.

Funding Source: This matching grant program has an annual budget and is funded primarily through the Downtown Business Improvement District (BID) via the Downtown Beloit Association.

Who can apply? Building and Business owners (or a joint venture of these two parties) of taxable commercial properties located within the BID (see Design Guidelines) are eligible for this program, with the exception of publicly owned buildings. All properties must be in conforming use under the City's zoning ordinance except a commercial use that is nonconforming due to lot, bulk, or yard requirements and/or possessing a zoning variance. While business owners who do not own the property may apply, written permission from the building owner and proof of leasehold is required.

Properties with outstanding tax assessments or code violations are not eligible unless the grant is primarily intended to reverse code violations.

Frequency: One grant per year per property owner and/or tenant per building or address.

Grant Terms: Grants made under this program shall be a minimum \$500 and shall not exceed \$1,000 per building. The applicant provides at least a 50% cash match to the total project cost.

Grant projects must have a minimum investment of \$1,000 per building. Grant funds are distributed upon successful completion of the project.

The Design Committee reserves the right to offer matching grants within the range of \$500 and \$1,000 based on need, fund availability and overall physical impact to streetscape objectives.

Eligible Expenses: Exterior repairs and renovations on commercial storefronts and facades visible to public streets, alleys, parking and pedestrian walkway areas in compliance with the Design Guidelines.



Exterior eligible expenses include but are not limited to the following:

1. Repair and/or replacement of original building materials and deteriorated or missing decorative details that restore historic elements.
2. Repair of non-original materials unable to be removed due to structural integrity of the underlying original building material.
3. Design and maintenance improvements made to the front, rear, or side building elevations.
4. Cleaning of exterior building surfaces
5. Tuck pointing and masonry repair
6. Painting
7. Repair, replacement or addition of entrances, doors, display windows, transoms or second story windows.
8. Removal and/or repair of existing signs and awnings. Additions or signs and awnings compatible to the downtown Design Guidelines.
9. Other items that are viewed as necessary or complimentary to the properties exterior renovations.
10. Modifications for handicapped accessibility.

Ineligible Expenses: Roofing repairs, new building construction, purchase of property, buildings, equipment, fixtures and furnishings, inventory or operating capital. Projects completed prior to grant application.

Additional Requirements: Some properties within the district are on or eligible for the National Register of Historic Places. These properties must also conform to the Department of Interior Standards for Rehabilitation and therefore, must also be reviewed and approved by the City of Beloit Landmarks Commission. This is an entirely separate process.

Interested? Please contact the Downtown Beloit Association at 608-365-0150 to discuss your façade plans and to determine if the proposed project is eligible for grant assistance under the terms and conditions of this grant program.

Application Submission and Review: Downloadable grant applications are available in this document and from the DBA. or can be downloaded at <http://downtownbeloit.com/us/resources/grants>

Submit completed forms and attachments directly to DBA staff for initial review. If the proposed design does not meet the Design Guidelines, DBA Staff will meet with the applicant to discuss solutions and revise the application prior to committee review. The DBA Design Committee meets monthly to review and approve grant applications that meet design guideline criteria.

Successful applicants will receive a letter of intent to provide project funds. Sometimes mitigating circumstances arise that do not allow an applicant to complete the approved plan. Minor changes may be authorized by DBA staff. Significant deviations from the approved design plan will require additional review and approval by the Design Committee. Unapproved, substantial deviations will result in withdrawal of grant award.

When do you get your money? Grant funds become available when the façade project is successfully completed and certified by DBA staff.



Applicant Contact Information

Name: _____

Address: _____

Phone: _____

e-mail: _____

Property address (must be within Downtown Beloit District):

Building Owner Information and Confirmation (if different from applicant)

Name: _____

Address: _____

Phone: _____

E-mail: _____

I approve this building project.

Signature: _____ Date: _____

GENERAL INFORMATION

Historic Preservation:

What year was this building constructed? _____

Is this building listed on the National Registry of Historic Places? _____

If yes: You may be eligible for tax credits. Would you like more information on Tax Credits?

Also you will need to go through City of Beloit Architectural Review and Landmark's Commission approval.

Project Narrative:

Please briefly describe the work you propose to do for this project and attach a design plan / rendering of work to be completed. Include paint, awning color samples, architectural renderings or computer-generated images of both the current and completed facade:



Are you interested in receiving free design assistance for this project? _____

Will you be using the services of a design professional for this project? _____

Project Start and Estimated Completion Dates: _____

Note: work needs to be completed within 90 days of project approval. Extenuating circumstances will be considered.

Project Budget:

What is the total estimated cost of this project? _____

Please attach a contractor estimate that itemizes the major components for this project.

Award request amount: \$ _____

(These are matching funds, up to \$1,000. For example a \$1,200 project is eligible for a maximum of \$600)

Check List:

Here is a check list of attachments to be submitted with the application.

- A recent photo showing current condition of the building and neighboring properties.
- Historic photos of site and neighboring properties if applicable.
- Color samples for paint and canvas.
- Scale drawing showing alterations.
- Copies of itemized cost estimates from contractors.
- If the project is being carried out by a tenant, written approval from the property owner and evidence of leasehold interest must be provided (property owner must also sign Grant application).
- Proof of Architectural Review (if required)
- Proof of Landmarks Commission approval (if required)
- Copies of necessary permits

The information submitted herein is true and accurate to the best of my knowledge. I have read and understand the conditions of the Downtown Beloit Association's Façade Grant Program and agree to abide by its conditions and guidelines.

Signed: _____ Date: _____

Signed: _____ Date: _____



FOR DBA USE ONLY

Received: _____

Verified: _____

Approved: _____

Modifications: _____

Completed: _____

Certified: _____

Paid: _____

Appendix D



The Downtown Beloit Association (DBA) has developed a sign grant program to help downtown business owners to design and install appropriate signage for their business. Essentially, the DBA will provide a matching grant up to \$500 for the first 4 approved projects or until all the funds run out.

PURPOSE OF THE GRANT PROGRAM

Signs are as much a part of Main Street as the buildings themselves. Their primary function is to identify businesses to customers. For this reason, almost every business, professional and public office has at least one, and many have more than one. In addition to locating businesses for customers, signs also:

- Make an image statement of their respective businesses.
- Contribute to the overall look of the individual buildings on which they are located.
- Contribute to the overall look of the downtown.

Because signage serves such an important functional task for businesses and such an important aesthetic function for the downtown, this grant program has been established. The purpose of the sign grant program is to encourage and stimulate the introduction of quality signage into the downtown.

Signage projects that receive grants will comply with the design standards established by the DBA and will be approved by the DBA's Design Committee.

CHARACTERISTICS OF A GOOD SIGN

Signs need not be large, over-illuminated, or be expensive to be effective, but should have the following characteristics:

- **LEGIBILITY:** signs must be readable with simple lettering style.
- **CLARITY OF WORDING:** the message should be clear and simple so the reader can easily absorb it.
- **PLACEMENT:** the sign should be placed where it is easily seen.
- **ATTRACTION:** some element of the sign should catch the eye and hold it long enough to get the message across.
- **DURABILITY:** the materials and construction of a sign should weather well to present a positive, well-kept image.
- **ELIGIBILITY:** All business and property owners who are located within the DBA's Business Improvement District (BID) boundaries are eligible.



Name and address of applying business:_____

Name of person applying:_____

Date:_____

Will you be using the services of a graphic artist or professional sign crafts person for this project?

Yes ☐ No ☐

Who:_____

What is the total estimate cost of the project:_____

Please provide the cost breakdown by major category (design, materials, labor, etc.)

ITEM

COST

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Proposed starting date:_____

Proposed completion date:_____

What is the existing use of the storefront on which the sign will be mounted?_____

Who owns the property on which this sign will be mounted?_____

Please attach copies of the proposed project design and cost estimates showing compliance with design guidelines.

The undersigned applicant(s) affirms that:

The information submitted herein is true and accurate to the best of my (our) knowledge. I (we) have read and understand the conditions of the DBA's Sign Grant Program and agree to abide by its conditions and guidelines.

Signed:_____

Signed:_____