

Façade Improvement Program Design Guidelines

General Guidelines

1. Proposed improvements shall be in compliance with all City codes and ordinances.
2. Proposed improvements shall first attempt to repair visibly broken or deteriorated parts of the façade.
 - For example, the City will not approve an application requesting reimbursement for painting of the façade, if visibly broken windows, doors, etc. are not repaired.
3. Proposed improvements shall be in harmony with the character and development patterns of the neighboring structures.
4. Proposed improvements shall preserve distinguishing architectural features, character, and qualities of the building.
5. Proposed improvements shall not contain any explicit materials.
6. Proposed improvements shall improve the look of the building and the surrounding area.

Sign Guidelines

1. Proposed improvements to signage shall be in compliance with all City codes and ordinances.
2. Proposed improvements to signage shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed improvements to signage shall preserve distinguishing architectural features, character, and qualities of the building.
4. Proposed improvements to signage shall not contain any explicit materials.
5. Signs shall use materials that are consistent with the character of the building.
6. Signage shall complement the style of the building and shall be appropriately scaled/ sized for its location.
7. Internally illuminated cabinet/ box signs and pole signs are discouraged.
8. Exposed wiring, conduit, junction boxes and raceways for channel letters or sign lighting is discouraged.

Building material Guidelines

1. Proposed cladding improvements shall be in compliance with all City codes and ordinances.
2. Proposed cladding improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed cladding improvement shall preserve distinguishing architectural features, character, and qualities of the building. Wood storefronts including bulkhead shall be repaired.
4. The use of vinyl, plastic, and E.I.F.S (exterior insulation finishing system) is prohibited.

Windows and Doors Guidelines

1. Proposed windows and doors improvements shall be in compliance with all City codes and ordinances.
2. Proposed windows and doors improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed windows and doors improvements shall preserve distinguishing architectural features, character, and qualities of the building.
4. Recessed entries shall be maintained.
5. Upper story windows shall be maintained and repaired.
6. New openings shall be typical of the size, location, material, profile, exposure, detail, relief and dimension of the style and period of the structure.

Awning Guidelines

1. Proposed awning improvements shall be in compliance with all City codes and ordinances.
2. Proposed awning improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed awning improvements shall preserve distinguishing architectural features, character, and qualities of the building.
4. Awnings for primary entrances are encouraged with the following exceptions:
 - On buildings that incorporate an arcade into the architecture.
 - On buildings that provide a recessed entrance.
 - Where the awning or cover may interfere with vehicular and loading entrances for the building.
 - When the health and safety of the public is jeopardized.
 - Where it may interfere with architectural style and integrity of the structure or obscure architectural details on the façade.
5. Awning shape shall relate to the window or door opening. Barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.
6. The color of an awning sign should complement the color and material of the building to which it is attached.
7. Lettering and logos shall be limited to the valances of awnings.
8. The primary material of shall be metal and canvas. Vinyl, plastic and internally illuminated awnings are discouraged.

Painting Guidelines

1. Proposed painting improvements shall be in compliance with all City codes and ordinances.
2. Proposed painting improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed painting improvements shall preserve distinguishing architectural features, character, and qualities of the building.
4. Proposed painting improvements shall not contain any explicit materials.

5. Historically unpainted brick or masonry should not be painted.

Exterior Lighting Guidelines

1. Proposed lighting improvements shall be in compliance with all City codes and ordinances.
2. Proposed lighting improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Placement of outdoor security lights and their mounting shall not damage, detract from, or conceal character defining features of the structure. Flood/ security lights are discouraged primary street elevations.
4. Lighting shall be compatible in age, style and scale to the building or unobtrusive and not suggestive of a style or age.
5. Lighting shall be designed in a manner to avoid disturbances and glare onto adjacent properties.

Structural improvements Guidelines

1. Proposed structural improvements shall be in compliance with all City codes and ordinances.
2. Proposed structural improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed structural improvements shall preserve distinguishing architectural features, character, and qualities of the building.

Trim and Decorative Detail Guidelines

1. Proposed trim and decorative detail shall be in compliance with all City codes and ordinances.
2. Proposed trim and decorative detail shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed trim and decorative detail improvements shall preserve distinguishing architectural features, character, and qualities of the building.

Ineligible Improvements

Improvements to the interior or on any façades not visible to the public (street, parking area, or public park).

- Roof repairs.
- New building or building additions other than exterior additions such as porches and entry features.
- Outdoor furnishing not permanently affixed to the site or building.
- Regular building maintenance such as power washing, window sealing, and landscape maintenance are ineligible for reimbursement independent of the associated eligible improvements above.