

2022 Façade Improvement Program Guidelines
Albany Park & Irving Park Special Service Area #60
Administed by North River Commission

PROGRAM DESCRIPTION

The Façade Improvement Program is offered through the Albany Park & Irving Park Special Service Area #60 (SSA#60), a special taxing district, whose overall purpose is to:

Support a vibrant, safe, clean, beautiful and welcoming commercial district, filled with restaurants, attractive retail and service, entertainment and cultural options that meet the needs of the local residents and attract visitors.

The Façade Improvement Program is designed to help property owners and tenants within SSA#60 beautify the front of their buildings. The program provides a rebate of 50% of costs, and the maximum rebate is up to \$7,500 for a single storefront or \$15,000 where renovations include two or more storefronts.

DEADLINES:

Applications will be accepted through the **LAST DAY OF EACH MONTH** until all available facade program funds are committed to approved projects.

- January 31, 2022
- February 28, 2022
- March 31, 2022
- April 30, 2022
- May 31, 2022
- June 30, 2022
- July 31, 2022
- August 31, 2022
- September 30, 2022

We will not be accepting facade program applications after SEPTEMBER 30, 2022

SERVICE AREA

The Façade Improvement Program is open to properties located within the SSA#60 boundaries:

- Lawrence Avenue: Pulaski Rd to North Branch Chicago River
- Montrose Avenue: Central Park Ave to North Branch Chicago River
- Irving Park Road: Central Park Ave to California Ave
- Kedzie Avenue: Ainslie St to Irving Park Rd
- Kimball Avenue: Lawrence Ave to Leland Ave

TYPE OF ASSISTANCE

Building owners, or tenants with their building owner's approval, who plan to make at least \$500 of exterior improvements, may receive a 50% rebate for the improvement, up to a maximum of \$7,500 per storefront. The maximum rebate for one building is \$15,000 where renovations include two or more storefronts.

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PROGRAM ELIGIBILITY

Eligible Applicants:

1. Building must be located within the SSA#60 boundaries. Only owners and tenants located within the SSA boundaries are eligible for the program.
2. Building must be at least two years old, measured from the original certificate of occupancy date.
3. Applicants must be the entity paying for the improvements. If applicant is a tenant, written consent of the property owner is required.
4. To the extent that the owner or tenant is supplying their own materials or labor for the improvements, profits and overhead are not eligible expenditures for the rebate.
5. Applications are considered on a rolling basis through the calendar year. There is no guarantee that funding will be available upon request of rebate.
- 6. The application must be approved by the SSA Commission before construction can begin.**
7. Building must have proof of proper zoning and City permits.
8. Vacant and occupied buildings are eligible. If occupied, tenant must have owner's consent to apply.
9. The property must be free of liens and legal questions as to ownership of the property excepting any mortgage liens.
10. If multiple applications are received before the next available SSA Commission review AND the combined rebate requested in all applications exceeds the available program funding, a lottery will be held to determine the order in which the projects will be funded.
11. The Department of Planning and Development has declared that SSA Commissioners are eligible to participate in the program, provided they meet all other program eligibility criteria and abstain from reviewing and voting on all program applications during the period beginning when their application is submitted until their rebate check is approved and processed.
12. If any change in ownership of the property or business participating in the program occurs during the improvements, eligibility for the program will be suspended until a meeting with the SSA Service Provider agency staff and new ownership is completed and any changes to the original application are approved in writing. There is no guarantee that new ownership will be approved for the same rebate amount as the previous owner. All such applications will be considered on a case-by-case basis.
13. Properties that received a Small Business Improvement Fund (SBIF) grant in the previous 3 years or are currently enrolled in the SBIF program are ineligible from applying to program.
14. If the same façade improvement project already received funding from a different grant or incentive program it is ineligible for additional funding through the program.
15. No property owner or business can receive more than one grant in three calendar years from disbursement of the original grant.
16. All business owners are encouraged to apply, but preference will be given to businesses that are not listed on the Small Business Improvement Fund and City of Chicago Façade Program exclusions list (see table below).

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Building/Business Exclusion	Small Business Improvement Fund	City of Chicago Façade Program
Adult bookstores	X	X
Astrology/palm-reading	X	
Auto-related		X
Branch banks	X	X
Financial Restrictions	X	X
Currency exchange, pay day loans	X	
Day care centers		X
Employment agencies	X	
Exclusively residential	X	X
Franchise/chains	X	X
Hotels or motels	X	
Junk yards	X	
Liquor-related	X	X
Massage parlors	X	
Pawn shops	X	
Properties owned by religious institutions		X
Track waging facilities	X	
Trailer-storage yards	X	

Eligible Improvements:

- Improvements must be visible from the public right-of-way and have a positive impact on the building's front appearance.
- Improvements must comply with the City of Chicago building & zoning regulations, and any other applicable State or City laws.
- Improvements must comply with LADCOR Design Guidelines. See attached LADCOR Design Guidelines in the next section.
- Examples of eligible improvements include, but are not limited to:
 - o Signs or graphics, including removal
 - o Window and door replacements
 - o Tuck-pointing
 - o Landscaping and flowerboxes
 - o Exterior lighting **excluding** strobes or flashing lights on windows or awnings
 - o Awnings
 - o Installation of appropriate anti-graffiti material. **NO** exterior security gates or grates
 - o Security grate removal
 - o Security systems, **must include other physical storefront improvements**
 - o Projects that will bring retail spaces into compliance with ADA (Americans with Disabilities Act)
 - o Improvements to sidewalk(s) directly in front or to the side of a property

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Ineligible Improvements:

- Any roofing improvements
- Rear, side, alley, or secondary improvements not visible from the public right-of-way
- New construction or additions
- Improvements planned for new buildings (constructed less than 5 years before application date), except for sidewalk cafes, awnings, and/or signage
- Flower boxes and planters
- Sidewalk café furniture considered temporary in nature, such as tables and chairs
- Parking lot improvements that face side streets, alleys or are not visible from the main shopping street.
- Interior improvements
- Improvements that are considered regular building upkeep or maintenance
- Improvements completed prior to application approval
- Improvements not meeting LADCOR Design Guidelines

APPLICATION PROCESS

To apply for funds through the Façade Improvement Program, applicants must complete and submit a digital copy of the attached application to bcorpuz@northrivercommission.org or a hard copy to:

SSA#60 Program Manager
North River Commission
3403 W. Lawrence Ave. Ste. #201
Chicago, IL 60625

Applicants must submit the following documents to be considered:

- Completed application and consent form and contact information for the property owner, if applicant is not the owner.
- Detailed plans and specifications for the proposed project.
- At least TWO detailed estimates for the proposed improvement project specifying the preferred contractor for each task of the improvement. If the applicant plans to do his or her own construction, the applicant must submit two outside estimates in addition to his or her own estimate. The Façade Improvement Committee may request additional information and documentation, and it reserves the right to reject any questionable estimates.
- A colored mock-up rendering for the proposed improvement(s).
- Spec sheets of all proposed installations such as windows, doors, signs, lighting, etc.
- Color photographs of the existing building and exterior area of the proposed project. If project includes repairs to the façade, please show problem areas to be fixed in the photographs.
- Copy of lease agreement, if applicant is not owner.
- Owner affidavit of no liens.

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Emergency Amendments to Application

If unforeseen circumstances arise during the construction process, which require additional costs to be incurred, you must submit an explanation in writing to the SSA program manager. Those additional costs may be considered for an increase in the rebate up to the limits of \$7,500 per storefront and \$15,000 per building where improvements are made to two or more storefronts. If you move ahead with the project before notification of approval, then you take the risk that reimbursement of those additional costs may not be approved.

REVIEW and APPROVAL PROCESS

Review Process

The Façade Improvement Review Committee will review each proposed project to determine if it meets the required guidelines in the order it is received and until all the funding is disbursed for the fiscal year. Following a recommendation from the Review Committee, the application is passed to the SSA Commission for final approval of the application.

PLEASE NOTE: The application MUST be approved by the SSA Commission before construction can begin.

If the application is NOT recommended for approval by the Review Committee, feedback will be provided back to the applicant to improve their application for resubmission. Any resubmitted applications will be presented back to the Review Committee for recommendation before the SSA Commission votes on its final approval.

If the list of applications received before the first round deadline exceeds the amount of funding for the program a lottery will be held to determine the order in which the projects will be funded and a waitlist for funding will be created.

In order to maximize the number of eligible projects that receive assistance, the SSA Commission reserves the right to award a rebate at an amount less than the allowable maximum. Applicants will receive a response regarding the project's approval/rejection within 10 business days of the Commission meeting at which the application was voted. At that time, the application may be approved, rejected, or the applicant may be asked for additional information. Once the application is approved by the Commissioners, work can begin immediately and the applicant will receive an official letter from the SSA Manager outlining their future award amount.

Approval Letter

After the Commission has approved a project, the applicant will be sent an approval letter.

The applicant must then submit to the program manager:

- Proof that City permits have been applied for within 90 days of receiving the approval letter, if permits are required.
- Copies of the approved City building permits when received.
- A schedule showing estimated start and end dates of the project.

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IMPORTANT PLEASE READ:

- If the City permits are not received within 90 days after the permit was applied for, then the applicant must send a written request to the program manager requesting an extension, and the Commission reserves the option to eliminate the rebate.
- If construction has not started within a year following the approval of a Facade Improvement Application, the SSA commission reserves the option to eliminate the rebate.
- If construction is not completed prior to December 31, 2023, then your rebate payment will be received until April 2023, at the earliest until the project is completed and an inspection has been performed.

CONSTRUCTION & REBATE PROCESS

When a project is completed, the applicant must contact the SSA program manager to arrange an inspection to verify that the work was done in compliance with program guidelines and pre-approved plan.

In addition, the applicant must submit copies of all paid invoices for the approved project and photographs of the completed work so that the before and after pictures may be compared.

NRC reserves the right to use these photographs in any promotional material. A rebate check will be sent to the applicant within two weeks of the inspection and submission of documents. Cost for work not in compliance with program guidelines or pre-approved plans will not be included in the rebate amount. The SSA#60 Commission, North River Commission, and its representatives do not have any liability or obligations to an applicant for work that is not in compliance as determined by the SSA program manager's inspection.

CITY PERMIT INFORMATION

Building & Electrical permits issued by:

Department of Buildings City Hall, Rm. 900, 121 N. LaSalle St
Tel: 312-744-3449

Public Way Use permits issued by:

Public Way Use Unit at the Department of of Business Affairs and Consumer Protection
City Hall, 8th Floor, 121 N. LaSalle St.
Tel: 312-744-6060

Permit Guide and Overview:

http://www.cityofchicago.org/city/en/depts/bldgs/supp_info/a_guide_to_gettingstartedapermitoverview.html

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*PLEASE SUBMIT ONLY THIS CHECKLIST PAGE AND
THE SUPPORTING DOCUMENTATION WITH YOUR APPLICATION*

APPLICATION CHECKLIST

- Completed application and consent form and contact information for the property owner, if applicant is not the owner.
- Detailed plans and specifications for the proposed project.
- At least TWO detailed estimates for the proposed improvement project specifying the preferred contractor for each task of the improvement. If the applicant plans to do his or her own construction, the applicant must submit two outside estimates in addition to his or her own estimate. The Facade Improvement Committee may request additional information and documentation, and it reserves the right to reject any questionable estimates.
- A colored mock-up rendering for the proposed improvement(s).
- Spec sheets of all proposed installations such as windows, doors, signs, lighting, etc.
- Color photographs of the existing building and exterior area of the proposed project. If project includes repairs to the façade, please show problem areas to be fixed in the photographs.
- Copy of lease agreement, if applicant is not the owner.
- Owner affidavit of no liens.

PLEASE NOTE: the preferred contractor/quote listed will be the contractor/quote used in determining the eligible reimbursement amount.

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Proposed Project Address:

_____ **(Full Street Address)**

Applicant Name: _____

NOTE: your payments to vendors must be paid from this same name; your rebate will be issued to this name.

Personal Name of Applicant: _____

Phone: _____

Email Address: _____

Applicant is: (please mark all that apply)

Property Owner

Tenant

Business Owner

Not for Profit Organization

Individual Resident

****If Applicant is not the property owner, please supply property owner information:**

Property Owner Name: _____

Property Owner Address: _____

Property Owner Phone: _____

Property Owner Email Address: _____

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Project Description (please attach photos, plans, etc.):

Statement of Need (please describe why this proposed project and funding is necessary to your business and the community):

Has this property received any improvements through this or any other program before? This includes the Small Business Improvement Fund (SBIF) grant.

Yes ___ No ___ If yes, please describe:

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Statement of Understanding

The applicant (undersigned) agrees to fully comply with the guidelines and procedures of the Albany Park & Irving Park Special Service Area (SSA#60) Façade Improvement Program, which includes the LADCOR Design Guidelines, and the outlined specifications as agreed to by the applicant and the Façade Improvement Committee. It is understood by the applicant that two cost estimates, copies of building permits, contracts, insurance, and invoices are required documentation, and that he/she/they read the entire Façade Improvement Program guidelines and agrees to be fully bound by its terms and conditions. Applicant releases the Albany Park & Irving Park Special Service Area (SSA#60) and the North River Commission, together with their officers, directors, commissioners, and agents, from all claims and causes of action of any kind (known or unknown) in connection with this improvement program.

The applicant also agrees to long-term best practices for maintaining uncluttered display windows and doorways, which will allow greater security and visibility to both occupants and passersby. This includes windows that are generally at least 60% free of plants, shelving, advertising materials or other physical impediments to clear lines of sight. The applicant also agrees to join the Albany Park Chamber of Commerce as a member for the current year.

Applicant Signature

Date

Applicant Name (please print)

Statement of Ownership

I, _____, certify that I am the owner of the property located at

As the property owner, I certify that there are NO liens on this property stated above.

Property Owner Signature

Date

**If the applicant is not the property owner, the property owner must also complete the following:

I, _____, authorize the applicant to apply for improvement funding under the Albany Park & Irving Park SSA#60 Façade Improvement Program and undertake the approved improvements.

Owner Signature

Date

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Summary of Total Project Costs

The preferred contractor/quote that the applicant selects and lists below will be the contractor/quote used in determining the eligible reimbursement amount. At minimum, two bids are required for each task. Each "task" should be listed seperately, as needed. For example: (1) tuckpointing, (2) new windows and doors, (3) awning, (4)window decals, (5) security cameras, etc. for any project-eligible expense.

TOTAL COST OF PREFERRED BIDS: \$ _____

Task: _____

	\$
Preferred Contractor	Cost
	\$
Alternative Contractor	Cost
	\$
Alternative Contractor	Cost

Task: _____

	\$
Preferred Contractor	Cost
	\$
Alternative Contractor	Cost
	\$
Alternative Contractor	Cost

Task: _____

	\$
Preferred Contractor	Cost
	\$
Alternative Contractor	Cost
	\$
Alternative Contractor	Cost

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Task: _____

	\$
Preferred Contractor	Cost
	\$
Alternative Contractor	Cost
	\$
Alternative Contractor	Cost

Task: _____

	\$
Preferred Contractor	Cost
	\$
Alternative Contractor	Cost
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Alternative Contractor	Cost

Task: _____

	\$
Preferred Contractor	Cost
	\$
Alternative Contractor	Cost
	\$
Alternative Contractor	Cost

Task: _____

	\$
Preferred Contractor	Cost
	\$
Alternative Contractor	Cost
	\$
Alternative Contractor	Cost



*Lawrence Avenue Development Corporation
3403 W. Lawrence Ave, Suite 201
Chicago, IL 60625
T: (773) 478-0202,
F: (773) 478-0282
www.northrivercommission.org*

STOREFRONT DESIGN GUIDELINES

INTRODUCTION

Revitalization of the Lawrence Avenue Shopping Area has been the comprehensive, coordinated effort of the Lawrence Avenue Development Corporation (LADCOR) and the Albany Park Chamber of Commerce, both of which are programs of the North River Commission. LADCOR was formed in 1976 as a central forum for the planning and implementation of policies and programs for the development of Lawrence Avenue as Albany Park's Main Street. Decades of experience by LADCOR now inform the work of the North River Commission, the Albany Park Chamber of Commerce, and the Albany Park & Irving Park Special Service Area #60 on and beyond Lawrence Avenue.

LADCOR's goal is to create an attractive, convenient, well maintained shopping area that will provide the needed goods and services for Albany Park and surrounding communities. To achieve this goal, LADCOR has developed a program to:

1. Create an attractive shopping environment through the beautification of the street with new trees, street and pedestrian lights, sidewalks and benches.
2. Promote and market the area to residents, shoppers and potential merchants while improving the variety and quality of goods and services available.
3. Guide property owners toward tasteful renovation of their Lawrence Avenue buildings.

These guidelines confront the predominant appearance problems along Lawrence Avenue:

1. Lack of adequate building maintenance.
2. Misuse of materials used during previous façade work.
3. Abuse of the window display area.
4. Haphazard design, color and location of business signs.

These design guidelines offer information and guidance to property owners and commercial tenants planning to make exterior improvements to their buildings.

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COMMON DESIGN FEATURES TO PRESERVE

Three design features are common to Lawrence Avenue buildings. They are:

- 1) Horizontal bands of stone or brick above the first floor storefronts.
- 2) Multiple storefronts located in one building.
- 3) The original, regular placement of window and doors.

Façade renovation emphasizes the preservation and restoration of the building's original design. Your plans for exterior improvements should not alter or cover these features.

Horizontal Bands

Horizontal bands of brick, stone or terra cotta located 10-13 feet above the sidewalk are common to many Lawrence Avenue buildings. These bands are an ideal location for business signs.

Multiple Storefronts

Many Lawrence Avenue buildings were designed to accommodate several stores. The thoughtful renovation of these buildings can unify several storefronts and have a dramatic impact on a single block. The renovation of multiple storefronts should include a specific location for each storefront's sign. The location, size, type size and colors should be uniform from storefront to storefront.

Entryways and Doors

Lawrence Avenue buildings were designed with entryways that make pedestrian access to the stores pleasant and inviting. Large windows provide spacious display area and interior lighting. Entryways should be kept well lit and clean. Trim can be painted with a color that accents the entry and provides contrast to the rest of the building.

OTHER DESIGN CONSIDERATIONS

Awnings and Canopies

Fabric awnings add color and excitement to the street, call attention to your business and provide shelter from sun and rain. Awnings can also be used to cover interior dropped ceilings, which would otherwise be visible to the street. Fabrics and colors must be selected carefully, to be coordinated with the building and its surrounds. Avoid bright colors such as white, cream, yellow, or orange as they show dirt more readily than darker colors; exceptions are based upon considerations for context of building and type of business.

Metal, illuminated, or bubble awnings/canopies are not allowed. They add a permanent, inflexible element that was not an original feature of the building. Use only traditional or shed style awnings. The material used for awnings should be cloth or fabric (Sunbrella recommended). Vinyl material is not recommended as it shows dirt more easily and only lasts half as long as cloth.

Lettering on the awning should be simple and uncluttered. Limit the amount of text to the business name, address and telephone number. Letters should be no more than 12" in height on the main portion of the awning and no more than 8" in height on the valance.

Colors

Choose colors carefully. Your choice will affect the entire street. The business logo can be used to set the color theme for painting. Coordinate the building color with sign design for the best looking building possible when the project is completed.

Do not use too many colors. One or two colors give the best effect. Neutral colors, whites, grays and beiges bring out the most detail when used to paint a building. Dark colors, browns and blacks, cover defects and conceal details.

Blue, green, red, yellow and orange are best used only for the details of entryways and doors. Use these colors sparingly. Some colors fade more than others in the sun. Select colors that are specifically recommended for exterior use.

Security Systems

Interior lighting is strongly recommended as a security device. In addition, it advertises your business.

Alarm systems are another alternative, which provide satisfactory security for your business.

Grates installed inside doors and windows provide equal protection to exterior grates while eliminating the exterior appearance of danger.

Window grates and security fences on the outside of the building do not promote the attitude that Lawrence Avenue is a safe place to shop or do business. **Exterior security grates are not allowed since equally effective alternatives exist.**

BUILDING MAINTENANCE AND MATERIALS

Acceptable Building Materials

The buildings along Lawrence Avenue are constructed mainly of brick, stone and terracotta. All of these materials are appropriate for renovation.

Avoid mixing materials and avoid imitations of the original materials since they change the original surface of the building and are not attractive. One or two materials will give the best effect. Do not introduce new materials to the building's façade.

When renovated a building or storefront, nothing will look better than the original material with which the building was constructed. Durability and low maintenance are also important considerations in your selection of materials.

Additions to buildings should use the same material that was used in the existing building. The material should match the size, color and texture of this original. If the material or architectural details cannot be matched, the new material and design should complement the existing building. **Avoid mixing materials or adding materials to the façade that were not the original materials.**

Cleaning and Maintenance

Regular cleaning and maintenance is the most important element to creating an attractive building.

Old signs, unused support structure and empty electrical conduits should be eliminated. Follow this by removing materials added to the building after the original construction.

Sheet metal gutters, downspouts and copings should be repaired and replaced as needed. Secure them to the building and paint them to be as inconspicuous as possible.

Cleaning Masonry

Brick and stone with smooth, glazed or ornamental surfaces should never be sandblasted.

These materials have porous surfaces. While they darken over time as their surfaces absorb dirt and pollutants, brick and stone can be permanently damaged by the abrasion of sandblasting. Brick and stone will be cleaned with acid washes and steam cleaning. If these surfaces are sandblasted they must be sealed with expensive coatings to prevent moisture from being absorbed.

Hard stone with a rough surface is the only material that responds well to being sandblasted.

Terracotta must never be sandblasted. Clean terracotta with a mild acid wash followed by steam cleaning.

Tuck-pointing

Tuck-pointing should always be considered after cleaning masonry. Masonry surfaces must be kept well tuck pointed to avoid moisture seepage and excessive wear on the masonry.

Deteriorated mortar needs to be mechanically ground or cut and then tuck pointed with a cement mortar tinted to match the color of the masonry. Avoid mortar colors that provide a high contrast to the brick.

Painted Masonry

Leave masonry unpainted. Brick is a durable material and inexpensive to maintain. If a masonry surface has been seriously damaged it is worthwhile to go to the expense of properly sealing and painting it; anything less than a quality job will result in cracking and peeling paint. Steam cleaning will not remove paint and sandblasting will only cause further deterioration of the surface.

Repairing Stone

Replace damaged or missing stonework with material that exactly matches the original stone. Never use artificial materials as a substitute of the original.

SIGNS

The existing attitude of many business owners along Lawrence Avenue is “the more signs the better.” In fact, the opposite is true. A sign’s purpose is to identify the business and what the business sells. Follow this guide when decided on a new sign for your business.

Sign Size and Location

Place signs on the horizontal band of brick or stone above the first floor storefronts or in the panel located over the display windows. The consistent location of signs from one storefront to the next makes locating the businesses easier for pedestrians and drivers.

Randomly located signs and signs that contain too much information are hard to read and are easily missed by drivers.

An effective sign size equals:

- 1 square foot sign for each...
- 1 linear foot of storefront

For example, a store with a 30-foot storefront would have a sign up to 30 square feet in size. That sign could have the maximum dimensions of:

- 3’x10’
- 2’x15’
- 6’x5’

Keep the dimension of the sign consistent with the surface on which it will be mounted. Do not put a square sign on a rectangular surface such as the horizontal band above the storefronts. Select a rectangular sign of similar proportion.

Recommended Sign Styles

Surface Signs are the most desirable sign style. They can be installed in the horizontal band above the storefronts or over the panel above the display windows. Surface signs can be:

- Individual channel letters attached directly to the surface of the building;
- A prefabricated box sign with a metal face panel and flush, translucent plastic letters.
- A flat Plexiglas, metal or wood panel with painted letters or letters constructed of another material and attached to the panel.

Surface signs can be lit internally, from a panel installed just behind the sign or by panels installed above or below the sign. Flashing signs or lights are **NOT** allowed under these guidelines. They pose a nuisance to neighbors and are a potential hazard for drivers.

Window Signs are another effective sign style for Lawrence Avenue. These signs can be either letters painted directly on the window or a plastic panel with painted letters installed just inside the window.

Window signs give the most information about the business. These signs are easily read by pedestrians and are the last information customers see before entering your business.

Temporary Window Signs should be used to advertise short-term sales only. Window signage should not occupy more than 20% of the window area.

Avoid plastic box signs with slide-in letters. They are hard to read and unattractive.

Signs on Upper Stories are useful only to pedestrians. Locate a sign on an upper story only if the business is located there. Follow the rest of these guidelines for appropriate signs styles.

Wall Graphics add color and atmosphere to the street. Wall graphics are usually the company logo or symbol painted on the side of buildings. The graphic should be proportional to the wall and not overwhelm the architecture of the building. Wall graphics should not advertise or promote products.

Other Sign Styles

The following signs styles are **NOT** recommended:

Projecting and Overhanging Box Signs and their support structures create a cluttered, unattractive appearance. Large illuminated projecting box signs are **NOT** recommended. They are outdated and pose a hazard if not maintained properly. Recommendation: simple projecting blade signs are more effective in advertising a business; and provide a less cluttered and more welcoming pedestrian experience.

Pedestal Signs should be used only when a business is set back at least 35 feet from the street. If a pedestal sign is necessary for your business it must be stationary and be designed to have as little structure as possible. Business closely fronting the commercial street should never use a pedestal sign.

Rooftop Signs are not effective. They are visible neither to auto nor pedestrian traffic. Often, rooftop signs are projecting signs or billboards, both of which are discouraged sign styles along the business district.

Billboards advertise products, not local businesses. Billboards reduce the visibility of adjacent businesses, detract from the appearance of the buildings on which they are located and distract shoppers from viewing signs and storefronts of local businesses.

LED Signs produce excessive light pollution and distracts from neighboring businesses.

Redundant Sign Locations – Multiple signs conveying the same information that are visible from the same vantage point (*Example:* installing business signage above an awning which has the same business signage). A better use of space would be to have signage on the awning itself.

Freestanding Signs are prohibited per ordinance (Sec. 17-3-0500 and Sec. 17-4-0500 for Pedestrian Street lists).

Off-Premise Signs – signs advertising other businesses not located on building the sign is located. Prohibited per ordinance (See Sec. 17-3-0500 and Sec. 17-4-0500 for Pedestrian Street lists)

Examples of Mock-Up Renderings

Renderings depicting proposed improvements are required for ALL applications

