

Façade Improvement and Business Sign Design



IMPROVING WALTHAM'S DOWNTOWN

CONCEPTUAL PROPOSAL ONLY

Façade Improvement and Business Sign Design



Goal of Program

- Improve appearance of downtown
- Provide financial and other incentives
- Assist Low/Moderate income business owners
- Create new jobs
- Business owners/Property owners with downtown=
Community connection

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- Business owners/Property owners require carrots and sticks to invest in improvements (time,money)
- Carrots: provide incentives (financial, design asst),
Sticks: follow up with enforcement, when necessary
- Façade programs used in National Main Streets programs around the U.S. (Boston Main Streets)

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- Façade improvements range from business sign to major façade renovations
- Businesses in downtown (Moody/Main) initially
- All improvements must comply with existing licensing, zoning, regulations and historic preservation guidelines
(National Trust Historic Preservation)
- All projects must meet design standards (materials, design, sometimes color) not cookie cutter, unique to business and building..

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Program financing options:

- Matching Grants= 50% owner/50% city (CDBG)
- Must be located in CDBG area
- Typical range = \$2500.00- \$35,000
- Time limit on funding, creates incentive to finish
- Other financing alternatives:
 - low interest loans from local lenders
 - Grants from local funding sources

Complete Streets Concept: MA DOT pedestrian, cars, accessibility, signage, façade improvements, historic features



Before façade improvement



After façade improvement



Property Owner Façade Improvement



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Before



After