

# FACADE *improvement program* DESIGN GUIDELINES



Elmira Downtown Development, Inc.  
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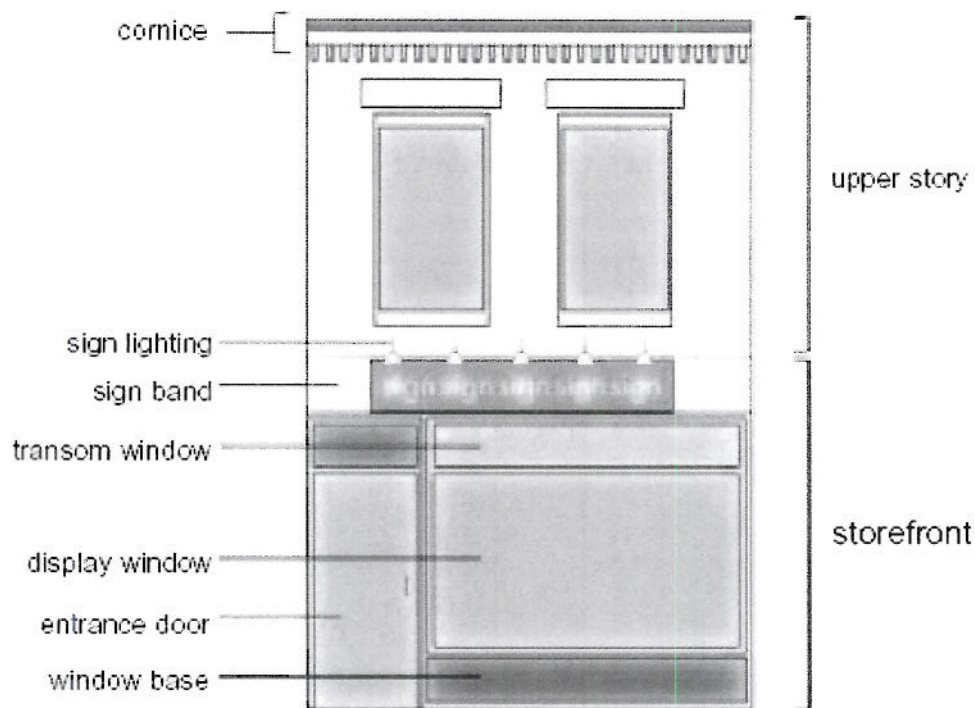
## How Do I Begin?

Evaluate your building's appearance. Look at it as though you were viewing it for the first time. It is important to take a thorough look before proposing a facade Improvement treatment. Include the upper stories as well as the lower level. A successful improvement strategy is one that addresses the whole building — not just a single item. Make a list of all the items you would like to address if money were not an issue.

Now, look at your building in light of its surroundings. What are the key features of adjacent buildings? How does your building fit into this corridor? Respect common positions for signs, awnings, etc. to help unify the appearance along the street front. Talk to the adjacent property owners to see if they are planning, or would consider planning, a facade improvement. The larger the area being improved, the more attention will be drawn to it. Make a list of the items you noted.

Now, review your lists and determine what you should do to create an identity for your storefront while respecting the needs of the commercial corridor. The following recommendations should help you achieve the best possible result.

If you need help, contact Elmira Downtown Development. Design Assistance may be provided at no cost to you.



Traditional Storefront

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## Introduction:

The Elmira Business Improvement District (BID) contains a variety of zoning districts including Central Business, Specialized Commercial and Historic Commercial. The District contains over 400 buildings. Elmira Downtown Development, Inc. (EDD) and the City of Elmira encourage property owners, merchants, and residents to recognize, enhance, protect and promote the district's unique character and identity. To assist business and property owners in improving their commercial properties, EDD has established these guidelines in conjunction with its Commercial Facade Improvement Program.

## Intent:

These guidelines seek to develop a more coherent, creative and attractive appearance in the Elmira BID. The economic vitality as well as the aesthetic quality of each business enterprise is important, and both are linked to the success of the overall District. Thoughtful design improvements have been proven to be linked to greater sales. Additionally, the physical character of the Elmira BID contributes greatly to the overall image of the City for its residents, customers and visitors. By establishing these guidelines, EDD hopes to meet the following objectives:

- Improve the quality of physical alterations;
- Enhance the quality of the pedestrian experience;
- Ensure a pleasant shopping experience for business patrons;
- Enhance economic investment for business and property owners;
- Preserve and enhance Elmira's historic buildings, streetscape, and architectural features;
- Promote community awareness of the physical environment;
- Encourage flexible and individual creativity rather than uniformity.

## General Guidelines:

The goal of these guidelines is to revitalize the Business Improvement District, not to gentrify it or change it into a different place. EDD hopes to make the Business District a better version of itself, not to mimic malls, suburbs, or even other commercial districts. EDD encourages renovations and improvements which create a unique and attractive image for each business while respecting the original design parameters of its facade as well as those of its neighbors. In general:

- All improvements must be compatible with applicable zoning codes, satisfy permit requirements, and conform to any other regulatory restrictions;
- Creativity is always encouraged;
- If a building has historic or aesthetic merit, improvements should be designed to reveal the building's original style, form, and materials, whenever possible;
- A building's distinguishing elements should be identified and preserved, when possible;
- Colors of exterior materials, signs, window frames, cornices, storefronts and other building features should be coordinated. Choice of colors should be determined by the nature of the building.
- Facades should relate to their surroundings and provide a sense of cohesiveness in the district without strict uniformity.
- High-quality materials should be used to convey substance and integrity.
- The use of traditional building materials is encouraged (i.e. not aluminum or vinyl siding). The quality of design and durability of materials chosen will be factors in the consideration of all designs.



## Doors and Entrances:

- Use doors that have a large amount of glass to allow people to see inside.
- Choose a door that is compatible in scale, material and shape with the overall facade.
- Primary entrances should be located on the front of buildings and clearly marked. They are often the first impression customers have of your business and thus should provide a sense of welcome and easy passage from exterior to interior.
- Recessed doorways are encouraged; they provide cover for customers in bad weather and help identify the location or store entrances. They also provide a clear area for out-swinging doors and offer the opportunity for interesting paving patterns, signage, and displays.
- Loading and service entrances should be located on the side and rear of buildings, whenever possible. They should be screened from public ways and adjacent properties to the greatest extent possible.

## Windows:

- Upper story windows should not be boarded or covered up. This makes the facade look abandoned and the street view unappealing. Glass should be returned to the window frames. Consider installing sheer curtains, minimal lighting (candles), or using windows for display purposes.
- Whenever possible, a building's original window pattern should be retained. Avoid blocking, reducing the size, or changing the design of windows.
- Commercial storefront windows traditionally tend to be large at the ground floor level. During renovation or new construction, this approach is encouraged.
- If ceilings must be lowered below the height of storefront windows, provide an interior, full-height space immediately adjacent to the window before the drop in the ceiling. This lets more light into the storefront and allows the retention of larger windows.
- Avoid installing opaque panels, such as metal, wood and/or other materials, to replace clear glass windows.
- Do not use Plexiglas or other materials instead of glass.
- Fix broken windows immediately. Broken or boarded windows negatively impact your business and the district.
- Use windows to display merchandise. Make sure the display is exciting, fun and original. Change the display frequently to continually draw attention to it. Consider using second and even third floor windows for display.



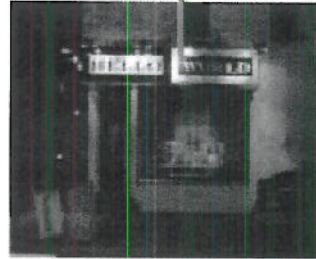
These doors allow passersby to see inside. They are inviting and add to the quality of the commercial corridor.

## Exterior Lighting:

- Exterior lighting should highlight building elements, signs, or other distinctive features rather than attract attention to the light fixture itself (i.e. neon tubing around windows).
- To maintain an attractive image, exterior building lighting should be appropriate to the building's architectural style.
- Keep window displays well lit, consider lighting even after business hours. When possible, light upper story windows.
- Use a timer to turn lighting fixtures on at dusk and off at dawn. This will make the street feel lively, inviting and secure.
- Lighting should provide an even illumination level. Flashing, pulsating, or similar dynamic lighting is not allowed.
- Lighting must not glare onto streets or adjacent properties.
- Provide indirect lighting whenever possible.

Lighting the upper story windows adds a sense of safety to the street and keeps the commercial corridor lively, even after dark.

Subtle lighting illuminates the store sign and the window display.



## Exterior Materials:

- Original exterior building materials should be retained or restored. Deterioration of wood materials should be prevented through repair, cleaning and painting.
- The original architectural detail around windows, doors, and eaves should be retained or replaced in kind.
- Facade design should be complementary to a building's original materials as well as to those of adjacent buildings.
- When using new brick, care should be taken to match the color and type of original brick work.
- Materials used near sidewalks and adjacent building entrances should be highly durable and easily maintained while compatible with other building materials.
- The surface cleaning of structures should be done by the gentlest means possible. Sandblasting and other cleaning methods, such as chemical washes, that could damage exterior building materials and features should not be used.

# FACADE *improvement program* DESIGN GUIDELINES

## Building Walls and Roofing:

- Masonry structures should be maintained, tuckpointed and properly cleaned as necessary to prevent deterioration or to remove stains and graffiti. The gentlest cleaning method possible should be used.
- Facades and roofing that can be seen by the public should be well maintained.
- The size and configuration of doors and windows should be in proportion to the overall building. Attention should be paid to window heights, glass types, and doors.
- The number of exterior colors used should be limited. Use of a large number of colors is not prohibited. However, designs which do so must be supported by a strong rationale.
- Building elements – signs, awnings, doors, windows, and lighting fixtures – should complement each other.
- Blank walls, if visible from a public way, should be softened by incorporating elements such as trellises, plantings, and pilasters.



## Building Systems:

- A building's mechanical, electrical and plumbing systems should be concealed completely from view from the street or sidewalk.
- Rooftop equipment should be hidden by a screening device so as not to be visible from the street and sidewalk.
- Do not place air-conditioning units in windows or any other openings that face onto the street. Units located in non-window openings may be acceptable if they are flush with building walls. They should, however, be screened with a decorative grille appropriate to the storefront design.

## Awnings and Canopies

- Awnings and canopies are encouraged. Assess your storefront for the appropriateness of an awning.
- Awnings and canopies add color and interest to a building and can be used to emphasize window displays and entrances. They also serve to protect pedestrians and display windows from sun, rain, and snow.
- Awnings should reflect the overall facade organization of a building. Awnings should be located within the building elements which frame storefronts. Important architectural details should not be concealed by awnings or canopies.
- Awnings on a multiple storefront building should be consistent in character, scale and location, but need not be identical.
- Awning shapes should relate to the shape of the facades architectural elements. Use awnings that have simple shapes. Creative or unusually shaped awnings should be designed with considerable care.
- Awnings shall not be made of shiny high-gloss or translucent materials.
- Awnings shall be of a solid color throughout (the underside of the awning is the same color as the face). Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors are visually blaring and inappropriate.

## Choice of Colors:

- Color should be considered in the context of the building materials and the location of the building along the commercial corridor in which it is a part.
- Color should be used to bring together the elements of the entire facade, from the cornice to the entrance door.
- Color should complement, respond to and enhance the architectural character and detailing of the building.
- Do not use more than 3 colors, because it will make your facade seem less coherent and less composed.

## Landscaping/Planting:

- Strengthen the appeal of your business and the character of the District by using landscaping.
- Use flower boxes and plant containers at entrances. Use plant containers that are sturdy and stable so they cannot be easily tipped or blown over.
- Keep planters well maintained, watered, and free from litter and debris.
- Consider adding flower boxes to second and third store windows.



*Flower boxes at second and third story windows are attractive and enhance the quality of the commercial corridor as well as the facade.*

# FACADE *improvement program* DESIGN GUIDELINES

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## After the Work is Completed:

You can preserve the value of facade improvements by following a regular maintenance schedule. The following are recommended preventive maintenance steps:

- Checking roof to ensure that it is weathertight;
- Scraping chipped and peeling paint and repainting
- Repointing and patching deteriorated masonry or stonework joints
- Repairing and painting window frames and sills
- Repairing cracked sidewalks and broken curbs as damage occurs
- Repairing, tightening awnings as they become loose
- Washing windows on a regular basis
- Removing signage when it is out of date (business no longer operating)



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## INTENT OF THIS PROGRAM:

- To provide assistance in the way signs and awnings are designed, constructed and placed in order to achieve an aesthetically pleasing streetscape in Elmira's Business Improvement District (BID);
- To reduce the time and expense for processing sign approvals;
- To encourage high quality, imaginative, and innovative sign design within an established framework;
- To ensure that commercial signs are designed for the purpose of identifying a business in an attractive manner, rather than to serve primarily as general advertising for a business;
- To ensure that signs on the façade of buildings reinforce the existing character and are integrated into the architectural scheme of the building; and
- To assist property and business owners in understanding Elmira Downtown Development and City expectations;
- To augment the City of Elmira's Sign Ordinances.



*Note: These guidelines do not supercede the City's sign ordinance. All signs must conform to the City Ordinances and New York State Building Code. No signs may be changed or installed until a Permit has been obtained from the City of Elmira's Inspection Services Division.*

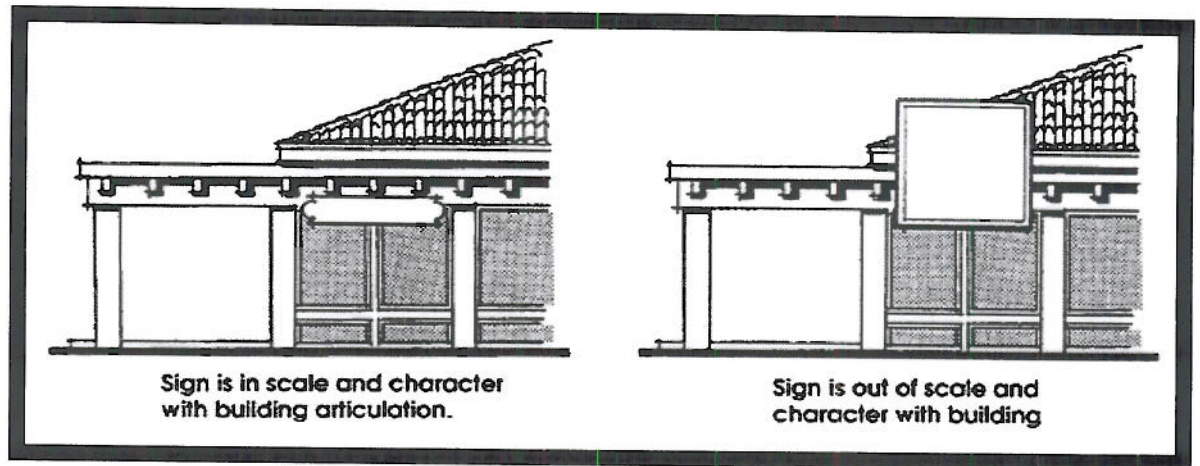


## APPLICABILITY:

- The Signage Design Guidelines will be used by Elmira Downtown Development's Design Committee in evaluating applications for assistance under the Signage Improvement Program.
- The Signage Improvement Program was created to promote a more pleasing downtown environment. Applicants are eligible for up to \$1,500 in matching funds in order to improve the appearance of signs and awnings in downtown Elmira. Design assistance is also available. This program is funded by the City of Elmira and is administered by Elmira Downtown Development, Inc. (EDD).
- The goal of this program is to eliminate the cluttered and blighting effect of inappropriate signs; enhance the streetscape; and to leverage private improvements while making revitalization efforts affordable, creative, and community-based.

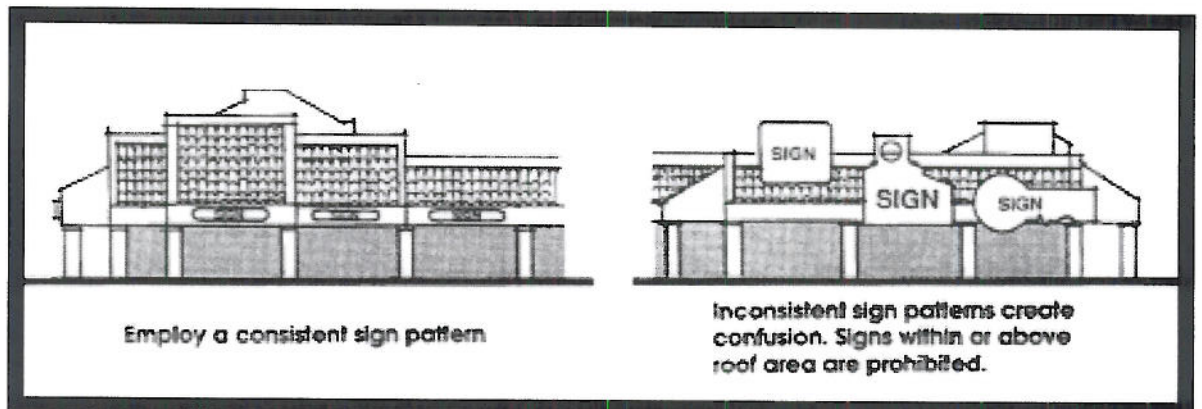
# SIGNAGE *improvement program* DESIGN GUIDELINES

## PLACEMENT (cont.):



## DESIGN AND MATERIALS:

- Exterior materials, finishes and colors should be the same or similar to those of the building or structures on site;
- Signs should be professionally constructed using high-quality materials such as metal, stone, hard wood, brass-plated, and exposed neon;
- The colors and lettering styles should compliment the building façade and harmonize with neighboring businesses;
- Excessively bright colors or over-scaled letters should not be used as a means to attract attention.
- Signs shall respect zoning district's dominant characteristics.



## SIGN MESSAGE:

- Primary signs should contain only the name of the business, its address, and/or logo. Secondary text identifies products and should be located in a secondary location.
- Signage that contains advertising is not encouraged and will not be considered for funding assistance. Signs may include information describing the products or services sold.
- Sign message should be designed to fit properly into the sign location and size.
- Sign typefaces should be selected to provide both clarity and artistic integrity.
- The use of graphics consistent with the nature of the product is encouraged (i.e. mortar and pestle for a drug store, tennis racket for a sports store, etc.).

*Symbol signs add interest, are quickly read and are remembered better than written words.*



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## Sign Lighting:

- Projecting light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance, and should be architecturally appropriate to building design.
- Backlit, halo-lit illumination, or reverse channel letters with halo illumination are highly encouraged for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.
- Any external spot or flood lighting must be directed away from adjacent property, and must not cause glare for motorists or pedestrians.
- Blinking or flashing lights are not permitted.
- Raceways and transformers for individual letters may not be visible.



*Appropriately placed, directed and designed lighting scheme.*

## Awnings & Canopy Signs:

- The general purpose of awning and canopy signs are to bring color to the shopping environment and provide shelter from the elements. Their message is generally oriented toward pedestrians from the opposite side of the street and should be augmented with window lettering.
- Awnings shall not be made of shiny high-gloss or translucent materials.
- Sign lettering and/or logo should comprise no more than 30% of the total exterior surface of an awning or canopy.
- Awnings and canopies must be permanently attached to the buildings taking care not to damage the structure.
- The minimum height of awnings shall be 9 feet from the lowest point to the sidewalk.
- Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry piers or arches.
- Awnings with backlit graphics or other kinds of interior illumination are discouraged.
- Awnings shall be a color compatible with the building façade. Awnings shall be of a solid color throughout (the underside of the awning is the same color as the face). Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors are visually blaring and inappropriate, and are discouraged.



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## Wall Signs:

- Wall signs are helpful in establishing a façade rhythm, scale and proportion where such elements are weak. In many buildings that have a monolithic or plain façade, wall signs can establish or continue appropriate design rhythm, scale and proportion.
- Wall signs should be mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.
- Wall signs should be placed within a clear signable area. Signable areas include an architecturally continuous wall surface uninterrupted by doors, windows, or architectural details.
- Wall signs shall be mounted in locations that respect the design of the building, including the arrangement of bays and openings.
- Signs should not obscure windows, grillework, piers, pilasters, and ornamental features. Typically, all signs should be centered on horizontal surfaces (i.e. over a storefront opening).
- Wall signs should be designed to be compatible with the storefront in scale, proportions, and color.
- Signs should be designed to create a clearly defined edge, provide shadow relief, and a substantial appearance. This effect is generally difficult to achieve by painting the sign directly on the building. For this reason, painted signs are discouraged.



*Inappropriate: Sign overpowers & ignores architectural columns.*

## Restaurant Menu Signs:

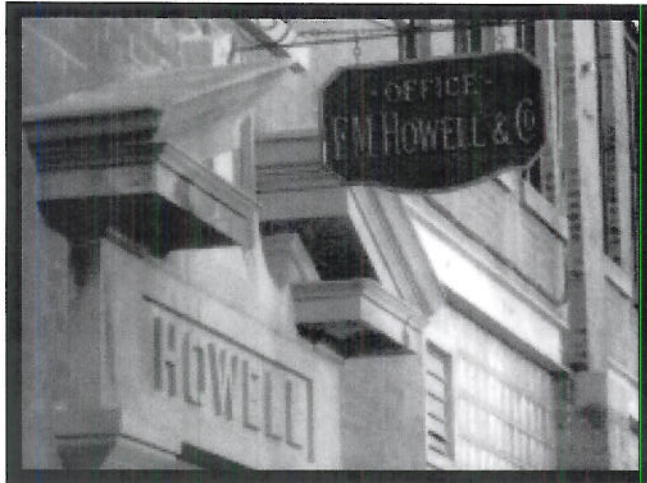
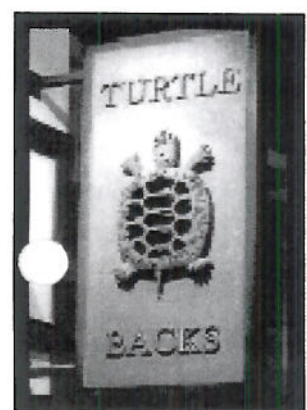
- These are signs that incorporate a menu containing a listing of products and prices offered by the restaurant. Such signs are effective in assisting the customer in locating a restaurant in which to patronize.
- Restaurant menu signs are strongly encouraged for business which provide table service, provided they are kept up to date and clean (exterior glass washed frequently so that they remain readable).
- Restaurant menu signs must be located in a permanently mounted display box on the surface of the building adjacent to the entry. Menus taped to a board or window are unacceptable.
- High quality materials and artistic designs shall be used in menu signs.
- The allowable area for restaurant menu sign is six square feet. This area shall be included in calculation of allowable signage.
- Restaurant menu signs shall be appropriate in size, location, and design to the character of the building as well as the character of the restaurant.



# SIGNAGE *improvement program* DESIGN GUIDELINES

## Projecting Signs:

- Projecting signs are strongly encouraged and should be carefully designed to reflect the character of each building and business as well as fitting comfortably with other adjacent signage.
- Should not be mounted at least 9' above and no more than 15' above the sidewalk.
- The design of the sign should consider visually interesting elements such as painted or applied letters, two or three dimensional symbols or icons, irregular outlines, and or internal cutouts.
- Should be small in scale and must provide a vertical clearance of 9 feet along pedestrian areas.
- Projecting signs are oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum clearance of 12 inches between the building face and sign and maintaining a projection of 36 inches.
- Projecting signs should fit within an imaginary rectangle with a maximum area of 8 square feet.
- Mounting hardware should be an attractive and integral part of the sign design. Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for signs. However, metal brackets of a more decorative and complex shape are encouraged where appropriate to add to the character of the building.



*Simple, appropriate projecting signs incorporating many of the design guidelines in this document.*

## Window Signs:

- Window signs are those which are painted, posted, displayed, or etched on an interior window and/or door. They are effective in expressing a special business personality through graphic logos or images combined with color.
- Sign copy should not exceed 8 inches in height.
- Window signs should be applied directly to the interior face of the glazing of hung inside the window, thereby concealing all mounting hardware and equipment.
- Window signs should not exceed 20% of the window area so that visibility into and out of the window is not obscured.



*Window signs should be created from materials such as paint, gold-leaf, or high-quality permanent decals. Other appropriate techniques for window signs include sandblasting and etched glass.*

# SIGNAGE *improvement program* DESIGN GUIDELINES

## Tenant Directory Signs:

- Tenant directory signs are typically used in multi-tenanted buildings and businesses which do not have direct frontage on a public street. Tenant directory signs shall be constructed and oriented to the street traffic - both pedestrian and auto.
- Tenant directory signs may either be mounted flat against a solid wall or incorporated into a free-standing sign.
- Sign text shall be limited to the building or project name; logo; address; business tenant names, and suite numbers or letters.
- The letter size of the building name, project name or logo, shall not exceed 6 inches in height. All other copy shall not exceed 4 inches in height.
- Tenant directory signs should be constructed out of materials that compliment both the building structure and its use.



*Appropriate*



*Inappropriate*

## Freestanding Signs:

- Freestanding signs do not overhang public property and are supported by two columns, uprights, or have a solid footing in or upon the ground. These signs are most often used in areas where businesses are located in previously-used residential structures or residential areas. They may also be used in areas where the area has a substantial setback.
- Such signs should be constructed out of materials that compliment the building structure and its use.
- Freestanding and/or monument signs should avoid the rectangular look and should use architectural lines which compliment that of the building, especially at the top of the sign.
- Sign text should be limited to the building or project name, logos, and the business address and phone number. Letter heights should not exceed 12 inches.
- These signs are encouraged to be lit indirectly. If direct lighting is necessary, it will be permitted only if the text and logos are illuminated. In this case only opaque backgrounds are allowed and such backgrounds shall be on a non-reflective material.
- Freestanding and/or Monument signs should be used only when alternative types of signage would not provide adequate identification.
- All Freestanding / Monument signs should be placed in raised planters or landscaped areas whenever possible. Such planted areas should have a shape and design that will provide a compatible setting and ground definition to the signs. It is recommended that 2-4 square feet of landscaped area be provided for each square foot of sign area (measured one side only).

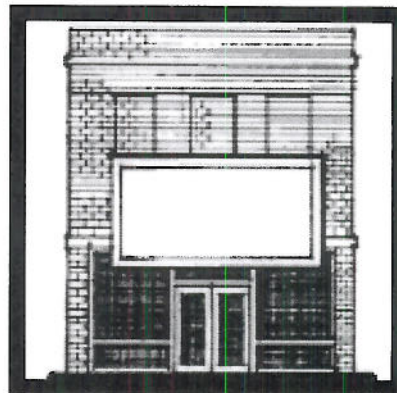
# SIGNAGE *improvement program* DESIGN GUIDELINES

## GENERAL DESIGN CONSIDERATIONS:

- Use a brief message: the fewer the words, the more effective the sign. A sign with a brief, succinct message is faster and easier to read, looks cleaner and is more attractive.
- Avoid hard to read, overly intricate typefaces. These reduce the sign's ability to communicate.
- Limit colors on signs. Too many colors overwhelm the basic function of communication. The colors compete with content for a viewer's attention. Limited use of accent colors can increase legibility, while large areas of competing colors tend to confuse and disturb.
- Signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so they are complementary to the overall street scheme;
- Signs should be designed with the purpose of promoting retail and street activity while enhancing the pedestrian experience;
- The size of sign and its letters should be located in logical "signable" areas which relate the façade of the building;
- The number of signs per building should be limited to the fewest necessary to clearly identify the business(es) located therein;
- Signs should not cover or obscure architectural features of buildings;
- Use design elements such as window patterns (vertical and horizontal rectangles, arches, squares, etc.) to assist in determining the sign shape best suited for the building;
- Design assistance is available through EDD. Owners should take advantage of professional assistance.
- All signs should be maintained properly so that they are clean, in working condition and the copy is not obscured or damaged;
- Signs for multi-tenanted buildings should provide a compatible appearance with the existing signage of other tenants with respect to size, shape, color, and location. Signs should also attempt to complement those of neighboring tenants.



*Appropriate: Architecturally integrated, complementary sign.*

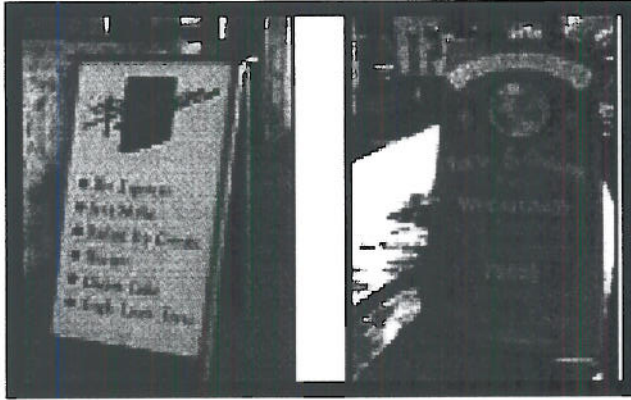


*Inappropriate: Signs should be subordinate to overall building composition.*

## PLACEMENT:

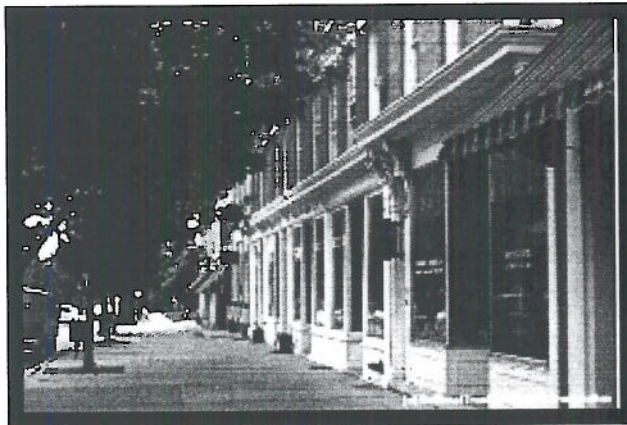
- Place signs consistent with the proportions of scale of building elements within the façade. A particular sign may fit well on a plain wall area, but would overpower the finer scale and proportion of a lower storefront. A sign which is appropriate near the building entry may look tiny and out of place above the ground level. The architecture of a building may highlight specific locations for signs, and these locations should be used.
- Place signs to indicate the location of access to a business - signs should be placed at or near the entrance to a building or site to indicate the most direct access to the business.
- Repetitious information on one building should be avoided, regardless of the sign area allowed in the City's Zoning Ordinance;
- The design and alignment of signs on multiple-use buildings should complement each other such that a unified appearance is achieved.





## A-Frame Signs

- These signs are designed to stand on their own, either on private or public property (a permit is required). Such signs are portable and are usually placed along public sidewalks to attract pedestrians into businesses.
- A-Frame signs must be constructed of wooden or metal signs suspended from a wire frame, wooden A-Frame signs with open bases, or shaped silhouette signs made of plywood, metal or similar wood like material that can withstand various weather conditions. Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted on A-Frame signs. Stability under windy conditions is required for safety.
- A-Frame sign designs shall be uncluttered with a minimum of text. Logos and graphics are encouraged.
- A-Frame signs must not be permanently affixed to any object, structure or the ground.
- The maximum sign area per A-Frame sign is 8 square feet. The maximum size for rectangular A-Frame signs is 4 feet in height and 2 feet in width. Rectangular signs are required to have an open base, either with wooden cutouts or legs. The maximum size for shaped silhouette A-Frame signs is 5 feet in height and 3 feet in width, provided the maximum sign area is not exceeded. Sign area is calculated on one side only.



*A-Frame signs may only be placed in areas allowing at least 5 feet of sidewalk clearance, and no further than 2 feet from the building line.*

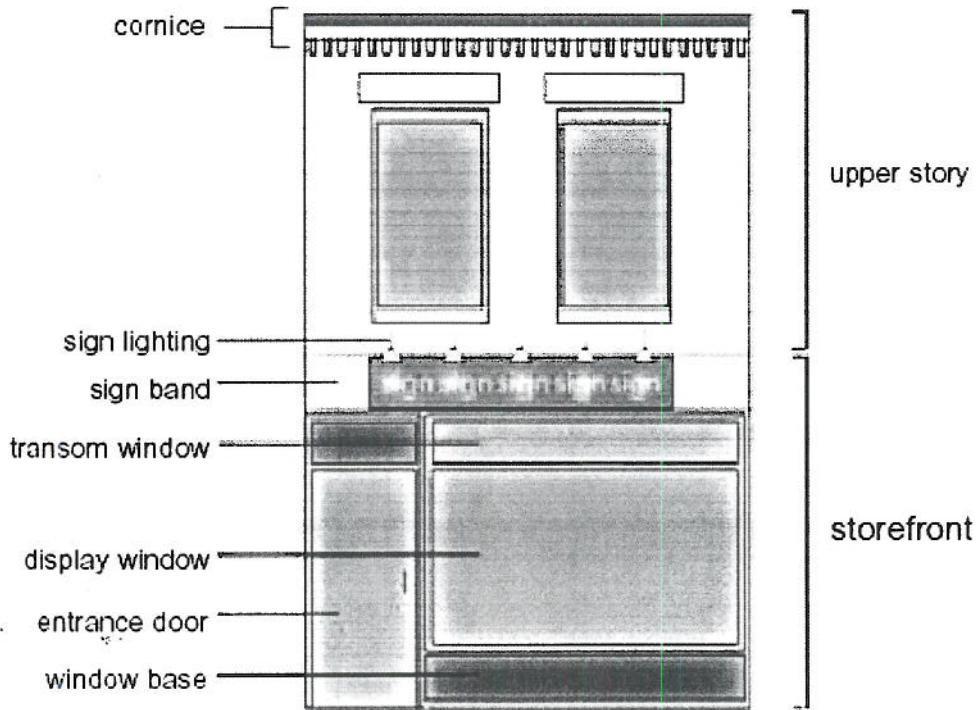
## How Do I Begin?

Evaluate your building's appearance. Look at it as though you were viewing it for the first time. It is important to take a thorough look before proposing a facade Improvement treatment. Include the upper stories as well as the lower level. A successful improvement strategy is one that addresses the whole building — not just a single item. Make a list of all the items you would like to address if money were not an issue.

Now, look at your building in light of its surroundings. What are the key features of adjacent buildings? How does your building fit into this corridor? Respect common positions for signs, awnings, etc. to help unify the appearance along the street front. Talk to the adjacent property owners to see if they are planning, or would consider planning, a facade improvement. The larger the area being improved, the more attention will be drawn to it. Make a list of the items you noted.

Now, review your lists and determine what you should do to create an identity for your storefront while respecting the needs of the commercial corridor. The following recommendations should help you achieve the best possible result.

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Traditional Storefront



# FAÇADE

*Improvement program*

*Grants to help you maximize your business*

*...and improve your downtown*

## Program Application

*See Program Brochure and Guidelines or contact Elmira Downtown for more information*

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### Applicant Information

*Applicant Name* \_\_\_\_\_ *Title* \_\_\_\_\_

*Applicant Address* \_\_\_\_\_

*Phone* \_\_\_\_\_

*Status (check one):* \_\_\_ *building owner* \_\_\_ *business owner* \_\_\_ *both*

### Project Information

*Property Name* \_\_\_\_\_

*Property Address* \_\_\_\_\_

*Business Name* \_\_\_\_\_

*Business Phone* \_\_\_\_\_

*Building Use* \_\_\_\_\_

### Project Description

*In the area below, give a detailed description of your planned project, include cost estimates.*

*Note that applications cannot be approved without at least two contractors' estimates.*

*Total project Cost \$* \_\_\_\_\_ *Planned Completion Date* \_\_\_\_\_

*Signature of Business Owner* \_\_\_\_\_

*Signature of Property Owner* \_\_\_\_\_

*For assistance contact Elmira Downtown Development 607-734-0341 or [jherrick@elmiradowntown.com](mailto:jherrick@elmiradowntown.com)*



# SIGNAGE

Improvement program  
Grants to help you maximize your business  
...and improve your downtown

## Program Application

See Program Brochure and Guidelines or contract Elmira Downtown for more information

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### Applicant Information

Applicant Name \_\_\_\_\_ Title \_\_\_\_\_

Applicant Address \_\_\_\_\_

Phone \_\_\_\_\_

Status (check one):  building owner  business owner  both

### Project Information

Property Name \_\_\_\_\_

Property Address \_\_\_\_\_

Business Name \_\_\_\_\_

Business Phone \_\_\_\_\_

Building Use \_\_\_\_\_

### Project Description

In the area below, give a detailed description of your planned project, include cost estimates.

Note that applications cannot be approved without at least two contractors' estimates.

Total project Cost \$ \_\_\_\_\_ Planned Completion Date \_\_\_\_\_

Signature of Business Owner \_\_\_\_\_

Signature of Property Owner \_\_\_\_\_

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