



## **Downtown Milford, Inc. (DMI)**

### **Sign, Awning, & Façade Enhancement Matching Grant Program**

*This matching grant program is made possible by WSFS Bank*

#### **NARRATIVE**

If you are a merchant, business, or property owner in Milford's downtown commercial district, we want to help you save money on your sign and awning purchases as well as façade enhancements.

DMI has matching grants up to \$500 for sign, awning, or façade improvements to the street facing façade of your building.

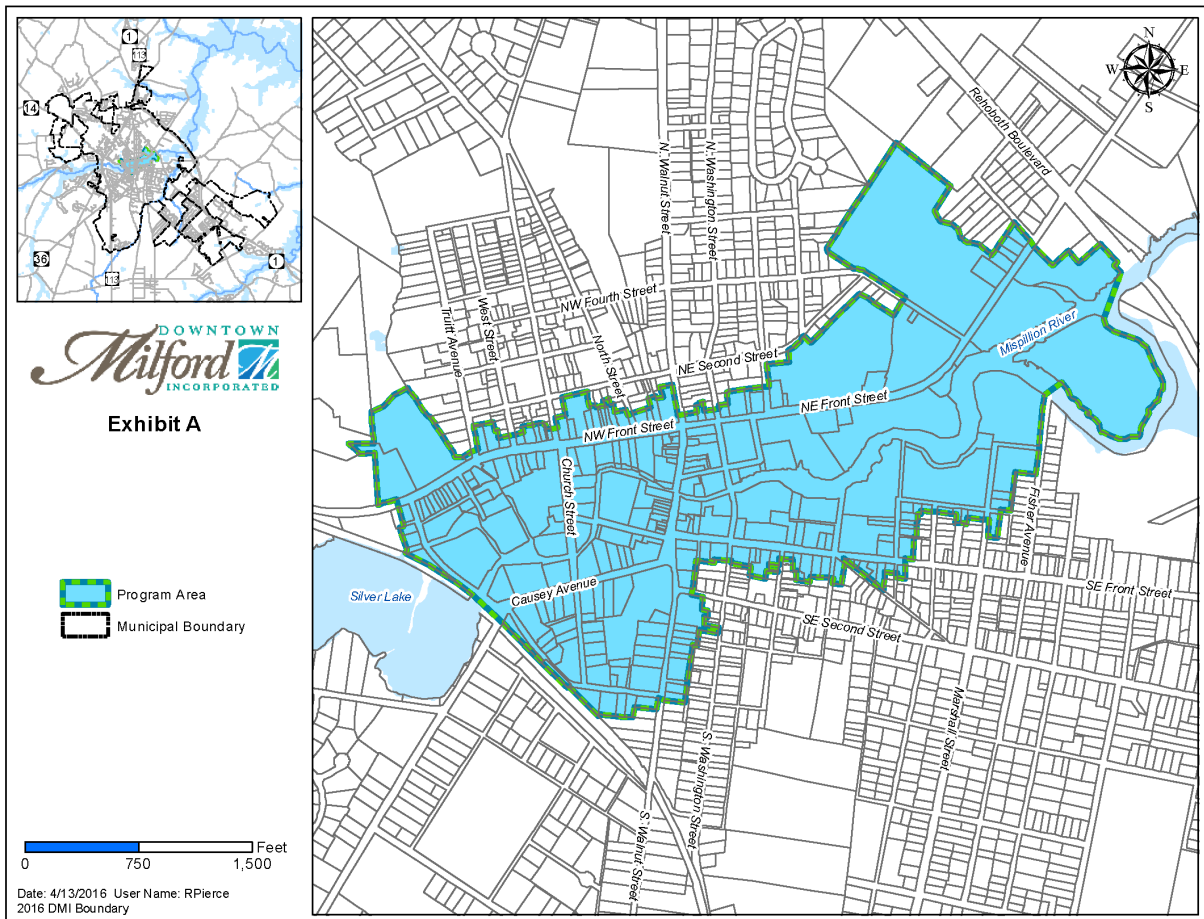
Our DMI matching grant requirements and guidelines are designed to offer visual unity and enhance the look of our downtown.

#### **ELIGIBILITY**

- Location: The property must be located in the commercial zoning areas within the DMI Boundaries. Refer to DMI Boundaries and attached map.
- Merchants, businesses, or property owners in Milford's downtown commercial districts **are** eligible.
  - Only one approved application per business/merchant is eligible.
  - If you are a property owner only one approved application per tenant space/property is eligible.
  - Multiple applications for the same project are **ineligible**.
- Types of eligible projects (See requirements and design guidelines for project specifications and ineligibility):
  - Street facing signage, awning, and façade:
    - New construction
    - Restorations/Repairs
    - Removal of historically inappropriate features
    - Accent lighting
    - Renovations
    - Painting projects
    - Historic element restoration

## **DMI BOUNDARIES AND DMI PROJECT AREA**

- **North Boundary** – Beginning at the intersection of N.W. Front Street and Maple Avenue (including Parson Thorne Mansion), extending East to the Milford Police Station at 400 N.E. Front Street.
- **West and South Boundary** – Beginning at the intersection of N.W. Front Street and Maple Avenue and extending South to the intersection of Maple Avenue and South Walnut Street.
- **East Boundary** – Beginning at the intersection of South Walnut Street and Maple Avenue and extending North to S.E. Front Street. Extending East on S.E. Front Street to Columbia Street. Extending North on Columbia Street to Mispillion Street. Extending East on Mispillion Street to Marshall Street. Extending North on Marshall Street to Mispillion River. Extending across Mispillion River (including Goat Island) to Milford Police Station at 400 N.E. Front Street.
- **The project area shall include all properties fronting on both sides of the streets noted above and all properties located within the DMI boundaries.**



## **GENERAL REQUIREMENTS**

- **All proposed work for signage, awnings, and façade improvement must meet the required DMI Guidelines and all DMI Requirements.**
- Designs must meet approval of DMI Design Committee **BEFORE** construction can begin. Refer to Sign, Awning, & Façade Enhancement Matching Grant Program Application for submission requirements.
- Awarded funds **cannot** be used as payment for City of Milford permit application fees.
- All projects **must commence** within 90 days of DMI Design Committee approval and be completed within 12 months.
- Approved applicants **must agree to have a sign posted** during and one month after project completion indicating that the project is funded in part by Downtown Milford, Inc. (DMI) Matching Grant Program and WSFS Bank. DMI will provide the sign.
- Applications must have all required information completed and the required documentation attached. *Refer to DMI Sign, Awning, & Façade Matching Grant Application for submission requirements.*
- All project materials **must** be exterior grade or protected from exterior elements, including but not limited to moisture, sunlight, and insects.
- All projects **must** be structurally sound and secured to a new or existing structure with proper hardware.
- NEW CONSTRUCTION:
  - **Must be in compliance with all City of Milford, County, and State codes, regulations, and ordinances, etc.**
  - All grant applications for new construction *must submit a copy of their approved permit*. See attached DMI Sign, Awning, & Façade Matching Grant Application for submission requirements.
  - If variances are required, *a copy of variance approval and explanation must be submitted*. Refer to DMI Sign, Awning, & Façade Matching Grant Application for submission requirements.
  - Installation must be done by a licensed professional.
- IMPROVEMENTS, RENOVATIONS AND RESTORATIONS:
  - **Must be in compliance with all City of Milford, County, and State codes, regulations, and ordinances, etc. if applicable.**

- If permits are required by permitting authorities, *applicants must submit a copy of their approved permit*. Refer to DMI Sign, Awning, & Façade Matching Grant Application for submission requirements.
- All improvements involving chemicals, construction, and/or power washing be done by a licensed professional.
  - Chemical *exceptions* include: exterior grade paint, spar or marine grade finishes, and wood stain.
- Any electrical work must be done by a licensed professional.
- Scope of work and the processes involved must be **clearly defined** in the grant application.

## **DESIGN GUIDELINES**

Along with the City of Milford’s sign guidelines, the DMI design guidelines for the DMI Sign, Awning, & Façade Enhancement Matching Grant Program are intended to assist business owners and property owners located within Milford’s downtown commercial district. **All projects are subject to approval by the DMI Design Committee.**

### *SIGN & AWNING GUIDELINES*

The most important stylistic aspect of signage is compatibility with the architectural period and ornamentation of the facade on which it is placed. A wide variety of signs will bring visual interest to the streetscape and attract pedestrian traffic.

- Signs **must** be legible and clearly visible from the street view.
- All necessary vehicular sight lines *must be maintained*.
- SIZE:
  - The size of a sign should be *compatible* with the building.
  - The size of individual signs should be limited to the extent necessary to *prevent* them from obscuring or competing with other elements of the building.
  - Its size should *relate* to the architecture of the building it advertises. Refer to City of Milford Code for proper size proportion.
- COLOR:
  - Limited to three colors per applicant selection.

➤ PLACEMENT:

- Signs should be placed where they best complement the building: *on blank expanses of wall or building areas that are designed as potential sign locations.*
  - A proposed sign will most likely be acceptable in terms of placement if its size and location are *confined to the flat, unadorned surfaces of the façade* such as plate glass windows and blank wall areas.
  - **Refer to City of Milford Code for proper wall signage placement where applicable.**
- A small bronze plaque may be appropriate for larger scale masonry buildings, particularly of a governmental or institutional nature. Such plaques should only contain the name of the institution or agency and the established year.

### FAÇADE ENHANCEMENT GUIDELINES

One of the best ways to demonstrate successful downtown revitalization is through façade improvement projects that are compatible with the existing downtown streetscape and reinforce the downtown's design assets. Any amount of money can improve a building's appearance in some way.

- Enhancements **must** clearly visible from the street view.
- If unable to repair wood trim and/or cornices, due to **extensive deterioration**, reconstructed *new replacements are acceptable if the new additions are compatible with the existing facade.*
- Qualified restoration projects:
  - Paint Projects
    - Simple paint schemes - no more than three colors
      - Painting of already painted masonry and siding
      - Painting of wood trim
  - Restoration of brick, masonry or other historically appropriate finishes to match existing finishes
    - Masonry cleaning and/or repair
      - Gentle cleaning of façade surfaces only
  - Siding, windows, and doors renovations
    - Replacement with only historically appropriate or design appropriate replacements to match existing façade
- Light Fixtures
  - Replacement with only historically appropriate or design appropriate replacements to match existing facade, where applicable
  - Accent lighting only: Bistro and gooseneck style accent lighting is acceptable

## **\*UNSUITABLE DESIGN FEATURES FOR ALL PROJECTS\***

- ❖ Plastic, neon and self-illuminating signs and awnings **are not** acceptable
- ❖ Internally lit awnings: This item refers to self-illuminating internally lit awnings
- ❖ The painting of unpainted brick, stone, and other masonry
- ❖ Abrasive cleaning of any kind, including sandblasting
- ❖ Chemical cleaning not done by an experienced professional
- ❖ Translucent awnings
- ❖ Signage or awnings that display the trademark of products
- ❖ Portable signage
- ❖ Banner signs
- ❖ Temporary fixtures
- ❖ **Projects that conflict with local city, county, or state codes**
- ❖ Monumental, free-standing signs, such as stone monoliths or brick "walls"
- ❖ Yard signs
- ❖ No sign should interfere with a neighboring business
- ❖ No sign should extend beyond its property line, nor should it obscure legally placed adjacent signage or architectural features from view
- ❖ Projects should never be allowed to project to the extent of presenting a visual or physical hazard to vehicle or pedestrian traffic
- ❖ Self-flashing light fixtures
- ❖ Animated light fixtures