

ARTESIA MAINSTREET, INC.

FAÇADE IMPROVEMENT PROGRAM DESCRIPTION

ARTESIA MAINSTREET VISION

We envision Artesia Main Street as an economically active and energetic historic downtown where, because of its attractive, clean, shaded, pedestrian-friendly, small-town atmosphere, people will want to live, visit, shop and work.

FIP STATEMENT OF INTENT

To provide guidance and incentives to Artesia MainStreet district business and building owners for the improvement of downtown storefronts that will attract customers, increase economic activity, and create a pleasant downtown street wall as part of Artesia MainStreet's downtown revitalization effort. Grant funding will assist *business* owners in façade improvements that are intended to improve the business image, and to assist *building* owners in façade improvements to increase the building's quality and value.

FIP DESCRIPTION

The program will provide up to \$2,500 in grant funding to a *business* owner for approved façade improvements. Grants are supplied on a reimbursement basis. In addition, the program may provide a grant to the *building* owner that must be matched dollar for dollar up to \$2,500. This grant is subject to complete repayment to Artesia MainStreet should the building owner cease to maintain the building within two years of the project completion. Should the owner sell the property within two years of project completion, he or she would be required to reimburse in full the grant amount. The *building* owner grant will not be designated for business signage or other materials related to a specific business, owner or name. When the building and business owner are one in the same, that person may take advantage of both grant opportunities.

AVAILABILITY & ELIGIBILITY

- Any business and building owner within the boundaries of the MainStreet district are eligible to apply to the program.
- Businesses which are majority owned by officers or directors of Artesia MainStreet are prohibited from receiving grant funding, but may receive free architectural assistance from Artesia MainStreet.
- As program funding is limited, applications are reviewed on a first-come, first-served basis. Any application may be declined for the following reasons:
 - Information as required on the application and agreement is incomplete
 - Lack of readiness to begin and complete project in timely manner
 - Façade design does not satisfy all parties involved, including the FIP Committee
 - Need based on façade conditions
- A grant award may be withdrawn for the following reasons:
 - The applicant and/or contractor has altered the façade design without prior approval from the FIP Committee
 - The applicant fails to maintain property during and after construction process.
 - The applicant (business owner) ceases to own the business or occupy the building within two years of project completion date
 - The applicant (building owner) sells the property within two years of completion date

AMS FAÇADE IMPROVEMENT PROGRAM STOREFRONT DESIGN ELEMENTS

Invest in Quality: A well designed and constructed exterior is an expression of the goods and services within. A quality façade has more impact than a full-page newspaper ad.

Elements of a Storefront

- Respect the intrinsic art of the building
- Enforce a pleasing proportion – tripartite proportioning (small “head” at the top, larger “torso” in the middle, and the largest “lower body” at the base)
- Consider the role of each of the component elements of a commercial property:
 - Frame – the structure at the edges of the building, holds in and frames the balance of the storefront
 - Bulkhead – provides kick protection and raises the display platform toward eye level, also provides opportunity to employ materials that express the nature of the business inside
 - Parapet – above the “lower body” which is the storefront, the parapet forms the “torso,” provides a solid opaque space for signage or special materials for a marketing opportunity
 - Cap / Cornice – the “head,” the top of the building creates a frame or hat at the top of the building, an opportunity for special materials or accent colors
 - Entrance – the way in to the business needs to be special and unmistakable, a recessed alcove or a taller opening, crowned with a special shading element or with signage, lighting, and/or glazing, so customers don’t waste time and get frustrated searching for the entry
 - Display windows – the windows are the business’ eyes to the world, a critical tool for merchandising the product and protecting the shop
 - Shading element – provides protection from the elements and adds three-dimensional interest
 - Signage – the business’ calling card, should always be well-designed and constructed or permanent and long-lasting materials.

Use of Color

- Majority of opaque surface should be neutral or background color – not too bright so as to break the harmony of the block and reduce the impact of the other elements of that deliver the marketing message (signage, quality finish materials)
- Provide color accents where they do the most good, to highlight parts of the façade that carry greatest visual appeal such as historic detailing, trim, window frames, entry features, shading elements and signage
- Do not create sensory overload with too much color and earn a “bad color” reputation

Finish Materials

- Use materials that have a tactile, human appeal, such as wood, ceramic, glass block, brick or polished metals. Such materials draw the hand and the hand, then the rest of the body will follow. Quality materials send a message about the permanence of the business and the owner’s taste and style – an important part of the marketing message.
- Avoid industrial materials unless they are relevant to the nature of the business (avant garde art gallery, body piercing, contemporary furniture or lighting). These materials are associated with temporary and strictly functional types of architecture, such as factories and warehouses. Historically, such materials have been used to cover up structural problems or surfaces in need or attention, only to turn ugly within a short period of time due to the cheap nature of the material.
- Avoid boredom: create visual variety on a façade

Shade Element

- Protection: shading provides protection from the elements for the customer as well as the merchandise inside
- Three dimensional quality: shading breaks up the vertical plane of a cliff-like building face to create a human scale façade
- Proportions: always respect the proportions of the façade and don’t obscure valuable (marketable) architectural detailing
- Shapes: shading may be flat, sloped, curved as long as it fits within the frame and proportions of the façade.
- Advertising and Eye Appeal: provides opportunity for color and graphics such as business name and logo. Can provide texture and, if there is a fabric fringe, movement that catches the eye much as a flag or banner would.

Signage / Graphics

- Signage provides a graphic description of the business’ image and enforces the quality of that image.

- Respect the building's proportions. Do not visually overwhelm the balance of the storefront. Avoid obscuring interesting and important architectural detailing.
- Permanence. Avoid cheap materials that look shabby after a short period of time or materials that are intended to be temporary such as banners.
- Visual stimulation. A boring or undersized sign probably does more to contribute to business failure than poor service by creating missed opportunities for money to change hands.
- Avoid too much signage or signs that are too bright, flashy or busy. A cluttered building contributes to street clutter, which brings down the quality of the environment.