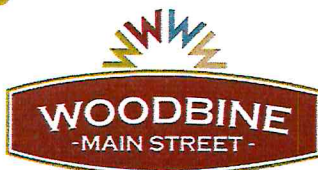


Signage Grant Program



Follow these simple steps

- 1) Ask Main Street for Design Assistance. (Design services at Main Street Iowa for large projects)
- 2) Complete the application form and attach a copy of your potential signage design prior to ordering.
- 3) The MS Design Committee will process and approve grants on a monthly basis. Upon installation of your approved sign, submit proof of payment.

Historic District Main Street Signage Guidelines

Signage should complement (not compete) with the character of your unique and historic building, and the downtown in general. Signage should be evaluated based on design, location, type, material, lighting, and size.

Consider traditional locations:

- *Storefront lintel or transom area (support unit over a door or window opening)
- *If lintel is not acceptable, the signage should be on a flat, unadorned part of the façade
- *Painted directly on the glass of the storefront
- *Or perhaps on the front drop of awnings
- *Projecting signs are historic in nature when scale and design complement facades and hang at heights conducive to pedestrian traffic and visibility
- *All signage should be in scale with the building, proportioned to a building's horizontal and vertical elements.

Signs are a cost-effective form of marketing:

- *Too much information can be confusing. Put secondary info on windows, doors or awnings.
- *Don't overdo! Studies show **seven words are the most** passersby can effectively read.
- *Signs should be made of durable, sustainable materials.
- ***Should cover no more than 15% of window space.**
- *Primary signage limited to **name of business and, if necessary, main goods/services.**
- *Too many signs in one storefront can detract from overall appearance.
- *Signs should be of a size, location, and design that does not obscure a building's important architectural details.
- *Creativity in color and style is always encouraged.
- *Temporary signs should be removed in a timely manner.
- *When a building houses multiple services, the signage should relate well to each of the others in height, proportion, color and background value. This reinforces a façade's composition while still retaining each business identity.



"A great sign is the silent salesperson of your business."

Best Practice for downtown Historic District buildings

- *Signage should not obscure architectural details.
 - *No roof signage
 - *Lettering exceeding 18 inches
 - *Hardware of hanging signs should not damage wall or brick surfaces
 - *Only mount signs into the mortar area of historic brick buildings
 - ***NO moveable or portable signs other than sandwich boards**
 - ***ONLY neon signs of historical significance allowable**
 - *Internally illuminated signage not advised for Historic Districts
 - *Discourage signs with mirrors or other highly reflective surfaces
 - *Discourage flashing signs
 - *Blade signs work well for pedestrian sightlines; City Code 8' above sidewalk
-

Signage grant application form

Business: _____

Name of applicant(s): _____

Address of building using the new signage: _____

____ (Check) The PROPOSED design WITH FULL DESCRIPTION OF MATERIAL TYPE is attached to this form.

xx _____ xx _____

Signature of applicant

Date

Date received in Main Street office: _____

Initials: _____

Date reviewed by the Design Committee: _____

Initials: _____

We, as the assigned review body for Woodbine Main Street Signage Grant, approve the attached proposed signage design. See Design Committee minutes for recorded approval.

Design Committee Representative: _____ date: _____

Grant reimbursement is made when paid invoice is submitted to the MS office.

The grant will not be in excess of \$300. The cost of the sign will be matched one-to-one UP TO \$300.

Anything over that amount is the responsibility of the building owner.

As a service to Woodbine businesses,

Main Street offers an information resource for business owners' convenience as they seek signage options.

The Main Street Office also has a list of signage company contacts and the types of signs they offer; these are not recommendations, but are resource initial contacts with experience in the Main Street District.