

# FACADE GRANT PROGRAM

Make improvements to your building exterior with a grant from Main Street!

SIGNAGE \* AWNINGS \* WINDOWS \* DOORS \* CORNICE  
PAINTING \* REPAIRS \* EXTERIOR FINISHES \* LIGHTING



Before image of 3200 Eastern Avenue.



After at 3200 Eastern Avenue. Work included brick cleaning & repointing, repairs to cracks in the stucco siding, and painting.

Contact Amanda at Highlandtown Main Street to get started today!

410-342-3234 ext. 26      [amanda@southeastcdc.org](mailto:amanda@southeastcdc.org)

3323 Eastern Avenue, Suite 200, Baltimore MD 21224

# HIGHLANDTOWN Main Street

## ABOUT THE FACADE GRANT PROGRAM

The Facade Grant Program offers up to \$3000 of matching money and free design help to business and property owners to make improvement to their facades (the exterior of the building).

*(Example: Project costs a total of \$5000--you will be reimbursed for \$2500 once the project is complete)*

Highlandtown Main Street will help you complete your project--so don't hesitate to ask for assistance at any stage of the project.

## HOW TO APPLY

**\*\*YOU MUST APPLY AND BE APPROVED BEFORE BEGINNING ANY WORK TO BE ELIGIBLE FOR REIMBURSEMENT\*\***

### 1. Complete application

A. Determine project scope (if needed, obtain drawings/renderings)

**\*You can request FREE architectural drawings, simply complete "Request for Design Services" form**

B. Obtain TWO estimates from contractors

-Estimates should be on contractors letterhead

-TWO estimates are needed for each part of work

*(Example: You want windows and awnings done, but no company will provide both services.*

*You would then need FOUR total estimates: 2 for the window work and 2 for the awning work.)*

C. Include "before" pictures of the building

2. Submit application and above items to the Highlandtown Main Street Design Committee for approval.

3. Begin work! Once you receive your approval letter you have 30 days to begin work and 60 days to finish the project.

4. Submit receipts and after pictures to the Main Street Manager for reimbursement, after the work is complete.

## ELIGIBILITY

1. Must be within the Highlandtown Main Street boundaries  
*(see Main Street Manager for boundary details)*

2. Your building must be occupied with a business  
*(no funding will be given to unoccupied buildings)*



Completed awning at High Grounds Coffee Roasters, 3201 Eastern Ave.

# BUILDING IMPROVEMENTS

Tips for keeping your building in good condition.

Making regular improvements to your building will prevent long-term damage and potential fines during routine city inspections.

## BUILDING FRONTS & SIDES

Building Front	If damaged/deteriorated, it must be repaired/replaced/cleaned; Cannot be made solid or permanently enclosed (fully boarded up); Exposed wood must be painted or stained
Siding	The following materials are not allowed: corrugated metal, formstone, aluminum, vinyl, metal panes, plywood, or glass block
Paint	Peeling paint is not allowed
Cornices	Should be repaired or replaced as needed and should match as closely as possible to the original patterns
Trash	The area around the building must be kept clean and free of trash

## WINDOWS & DISPLAYS

Broken Glass	Must be replaced promptly
Upper Windows	Must not be filled, boarded up, or covered by flat or projecting signs. Those filled must be reopened.
Signs	May not cover more than 20% of area Signs may not blink or change color
All Windows	Must look clean Openings cannot be painted
Lighting	For safety, we encourage you to keep a front interior light on at night

## SECURITY GATES & WALLS

Exterior Grilles	Roll-down/scissor-style are discouraged (if needed pull down style with open grille-work are permitted)
Interior Wall	"Bullet-Proof" plastic or glass walls are highly discouraged



J & M Fashion Stop at 427 S. Conkling Street showcases a stunning window display.

## Permits Reminder

Baltimore City requires permits for most work done to your building. Permits are required for signs, awnings, and most construction work.

To obtain a permit you must provide the application and drawings/pictures of the proposed work/design BEFORE beginning any work.

Drawings are required for exterior wall-mounted signs and should be drawn to scale and show entire width of wall on which sign is to be mounted.

417 E. Fayette Street, Room 100

For more information call 410.396.3495

[www.baltimorehousing.org/permit\\_resources](http://www.baltimorehousing.org/permit_resources)

**HIGHLANDTOWN**  
Main Street

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# SIGNS & AWNINGS

Signs and awnings add unique characteristics to your business facade. Signs and awnings should attract customers to your businesses without producing visual clutter.

Signs should be designed to fit the building and the retail district, as well as reflect the character of your business. Bigger doesn't mean better: oversized, bright signs belong on the highway.

Awnings dress up your building while also shielding south-facing windows from the summer sun.

Before purchasing a sign or awning, read through the guidelines below and meet with the Highlandtown Main Street Manager to determine if you are eligible for a facade grant and to ensure your design complies with all guidelines.



Blade signs from local businesses: Highlandtown Gallery and Vitamin.

## FLAT SIGNS

Sign Size	Maximum 30 in. high by 12 ft. wide Cannot project more than 12 in. from side of building
Letter Size	Primary--max height 12 in. Secondary--max height 5 in.
Graphics	No more than 10% of total area
Location	Must be hung below the second floor window OR 13 ft. from the ground (whichever is lower)
Lighting	Gooseneck lights encouraged Signs cannot be lit internally

## BLADE/HANGING SIGNS

Sign Size	Maximum size is 8 sq. ft. in area
Letter Size	Primary--max height 6 in. Secondary--max height 4 in.
Graphics	No more than 50% of total area
Mounting	Must be mounted with bracket specifically made for that purpose
Lighting	Gooseneck lights encouraged Signs cannot be lit internally

## ADDITIONAL TIPS

**A-Frame Signs are NOT allowed on the sidewalk**  
(because they are in the public right-of-way and are considered a pedestrian hazard)

**Back Lit Signs are NOT allowed in Highlandtown**  
(as per the Urban Renewal Plan--URP--that was created for the business district)

**Channel Lettering is allowed in Highlandtown**  
(Height and size requirements should follow the "Flat Sign" rules above)

## AWNINGS

Letter Size	Maximum height 6 in. or 10 sq. ft.
Graphics	No more than 20% of total area or 2 sq. ft., whichever is more
Location	Must not be more than 13 ft. above the pavement or 1 in. below a 2nd floor window sill, whichever is lower.
Projection	Must not project more than 7 ft. Fixed awnings must be at least 12 in. from the edge of the building
Material	Must be canvas, NOT plastic May NOT be lit internally
Structure	Can NOT be supported by columns Can NOT have suspended light structures or drop ceilings

## ENCOURAGED AWNINGS STYLES

