

Perkasie
Olde Towne
Association



Design Grant Guidelines

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The pictures, illustrations and other references displayed herein are intended for the sole purpose of demonstrating various architectural designs. Any opinions expressed herein, favorable or unfavorable relating to such pictures or illustrations are for informational and educational purposes for commercial building owners who may be interested in applying or qualifying for architectural design grant programs that may be available through Perkasie Olde Towne Association. The Association makes no representations or opinions regarding any business or commercial enterprise depicted in any picture or illustration.

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Grant Guidelines

Introduction

The Perkasio Olde Towne Association Design Grant Program provides grants to commercial property owners, or business owners with property owner approval to encourage restoration of building facades enhancing the existing appearance per the design guidelines booklet. The Perkasio Olde Towne Association Design Committee utilizes grant funding received from Perkasio Borough to stimulate Economic Development.

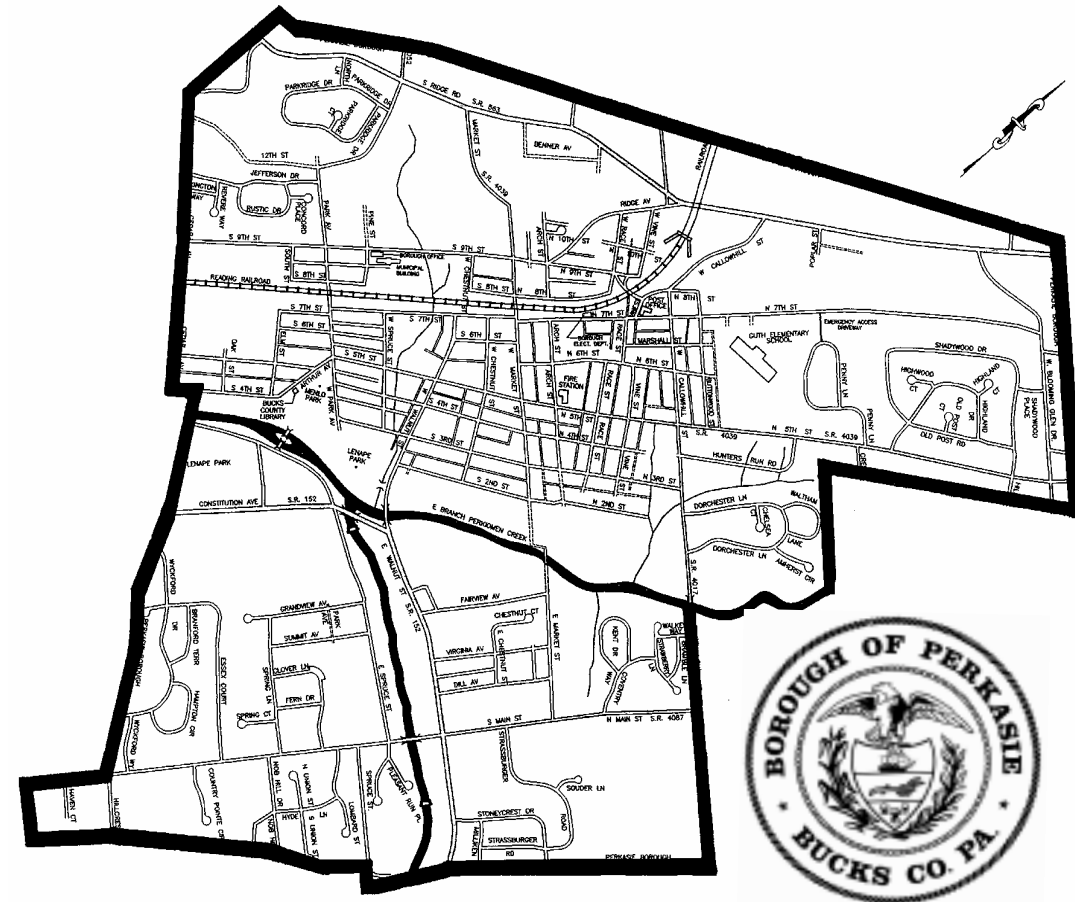
It is anticipated that the implementation of the Design Grant Program will result in a more competitive and economically viable business district. An attractive image is of key importance to the success of any commercial area. That image depends on the appearance of the commercial areas individual building assets.

Facade and storefront improvements are one of the most effective proven ways of upgrading the image of a commercial area and ultimately focusing more business to the area. The Design Grant Program also affords a property owner the opportunity to reverse past inappropriate architectural improvements. Many improvements do not need to be costly. Often a fresh coat of paint or a new awning canopy may be all that is needed. Many commercial buildings throughout Perkasio still retain the architectural features that made them unique.

The Perkasio Olde Towne Association Design Grant Program guideline booklet is meant to serve as a guide. This booklet cannot cover every situation nor solve every problem, but it can offer basic information about physical improvements which have been proven to be effective in revitalizing other commercial districts throughout Pennsylvania. In addition, the design guidelines establish a set of design principles to insure that improvements are consistent with the scale, character and history of the particular neighborhood and town as a whole. These principles stress good maintenance of existing original architectural features and compatibility of replacement architectural elements and any new additions.

Design Grant Program Geographic Boundaries

During the grant program, year 2007 and year 2008 applications will be received for all commercial properties within the corporate limits of the Borough of Perkasio.



Grant Guidelines

Grant Guidelines

Eligible Projects and Activities

The dollar amounts available for eligible projects and activities are as follows:

Please remember the total reimbursement, per applicant will not exceed \$1,500.00 and may not and will not exceed 50% of the total project cost.

Exterior Woodwork and Architectural Metals:

Maximum reimbursement of \$1,500.00

This category refers to the repair, cleaning, refinishing, painting, restoration, repointing, or replacement of exterior woodwork or architectural metals.

Masonry:

Maximum reimbursement of \$1,500.00

This category refers to masonry repairs, restoration, repointing, repainting (only if originally painted), or low-pressure water or steam cleaning.

Windows and Doors:

Maximum reimbursement of \$1,500.00

This category refers to the repair, replacement, installation, repainting or restoration of windows (including display, ornamental, upper-story and storm windows) and exterior doors.

Cornices, Parapets and Roofs:

Maximum reimbursement of \$1,500.00

This is for the installation or repair of cornices, parapets or roofs when part of a facade renovation, or independently, when it is a visible part of the facade.

Landscaping, Streetscaping and Parking:

Maximum reimbursement of \$1,500.00

This category is for the installation of landscaping and streetscaping (hardscaping, for example: paving and fencing, or softscaping, for example: plant and shrub materials) during a facade and/or parking area renovation.

Awnings and Canopies:

Maximum reimbursement of \$1,500.00

This is for the maintenance and repair of existing awnings and canopies, or the installation of retractable cloth awnings and canopies. Business identification or logos are not permitted.

Lighting Fixtures:

Maximum reimbursement of \$1,000.00

This is for the exterior lighting fixtures which are associated with a building facade or to provide indirect sign lighting. The lighting fixtures chosen must be appropriate to the age and character of the building.



Application and Approval Process

1. Secure a Perkasio Olde Towne Association Design Grant Application from any member of the Design Committee, Executive Board of the Perkasio Olde Towne Association or by calling Chris Nicolosi at 215-453-1977.
2. Submit a completed Perkasio Olde Towne Design Grant Application including the following:
 - a. Applicant identification.
 - b. Property owner identification if different from “a”.
 - c. Property location.
 - d. Written project description, design plan, drawing, schematics, photographs for each eligible project.
 - e. Contractor/material cost estimates for each eligible project.
 - f. Matching funding verification.
 - g. Signature of the applicant and property owner (if different from applicant).
3. Applications will be submitted to the Perkasio Olde Towne Association Design Committee for review and approval at their next scheduled meeting.
4. Proposed projects are required to secure any necessary Borough of Perkasio permit before commencement of work.
5. The approved applicant must deposit the 50% Design Grant matching funds into an escrow account with Perkasio Olde Towne Association prior to commencement of work.
6. Reimbursements to the project applicant/contractor(s) requires:
 - a. Adherence to the design plan and/or project as submitted and reviewed and approved by the Perkasio Olde Towne Association Design Committee.
 - b. Pre-approval by the Design Committee of any changes of work-in-progress.
 - c. Completion of final inspections, if required by the Perkasio Olde Towne Association Design Committee.
7. **IMPORTANT NOTE:** Only approved work will be eligible for the Perkasio Olde Towne Association Design Grant Program. Project work may not commence until the applicant/property owner receives a notice to proceed from the Perkasio Olde Towne Association Design Committee.

8. Once the grant project is completed in a timely fashion, the applicant and/or contractor will:
 - a. Send a letter of project satisfaction to the Perkasio Olde Towne Association Design Committee.
 - b. Submit invoices to the Perkasio Olde Towne Association Design Committee.

Once the completed grant project is reviewed by the Perkasio Olde Towne Association Design Committee, the grant and escrow funds will be released.

9. The Design Grant Applications will be reviewed on a first come, first served basis. \$10,500 will be distributed from January 1, 2007 to December 31, 2007. An additional \$10,500 will be distributed from January 1, 2008 to December 31, 2008.



Painting & Exterior Decoration

Painting & Exterior Decoration

The condition of Perkasia's commercial buildings is immediate visual evidence as to the vitality of the overall town. All buildings should be recognized as products of their own time. Modifications which copy paint color(s) or exterior decorations of other times should be avoided.

The original materials used for wall facings, such as brick, sheet metal or cast iron and paint colors help give buildings their special character, as well as provide visual harmony to the entire streetscape. Covering original facing details with inappropriate materials like aluminum, or vinyl siding, for example robs a facade of its architectural identity and destroys its relationship to the immediate neighborhood. Repair and proper ongoing maintenance of exterior decorative features and paint coatings is a better solution to the problem of a deteriorating facade. By taking advantage of the quality of the original materials, the life of a building will be indefinitely prolonged.

All the Victorian decorative woodwork and shutters have been retained in this example. This property may be a good candidate for a paint analysis to vary the current black and white paint scheme.



The original architectural elements of this structure have all but disappeared. The beige paint scheme on the first floor provides no architectural interest. The backlit plastic awning is inappropriate for the age of the structure.



The use of color and building materials of brick and stucco make this structure interesting. Though a modern building, the use of cornices and belt courses of brick work recall an earlier era. The recessed store entrances clearly define each store front.

Painting

The Perkasia Olde Towne Association Design Committee recommends:

- All wood structures and wood trim be prepared for re-painting by manual scraping to reveal the original architectural details, if present. Wood should not be cleaned by sandblasting, or by using pressurized water or steam.
- While paint is a very reversible treatment, paint color(s) should nonetheless be chosen from those colors which are appropriate to the period of the building and should be applied to the architectural features of Perkasia buildings in a period appropriate fashion.
- Single color schemes and contemporary colors be avoided for early buildings, for example; Victorian. The placement of accent colors and the relationship of lights to darks should be in keeping with the character of the building.
- The choice of color palette be made to correspond with the era the building was erected.
- Avoiding a stark, bright white, as it is not historically correct. In many cases the original color(s) used can be determined with a minimum of detective work and would be appropriate for use.

Sheet Metal Work

The Perkasia Olde Towne Association Design Committee recommends.....

- The cleaning of sheet metal, if necessary with chemical paint remover. Never sandblast or use abrasives on sheet metal.
- The repair or replacement of damaged areas with sections duplicated by a commercial sheet metal shop, or use of automobile fiberglass compounds to fill and patch voids.
- Proper priming and painting with oil-based paint products to prevent rusting.

Brickwork

The Perkasi Olde Towne Association Design Committee recommends:

- Buildings that are made of brick, many of which in Perkasi are built with historical local product, be cleaned by the gentlest of methods such as steam or low pressure water. Never sandblast or use abrasives on brick.
- As brick is one of the least costly building materials to maintain it needs only periodic cleaning and repointing to preserve its original beauty and long life.
- When appropriate, the use of the process of repointing. Repointing is the removal of deteriorated mortar from the joints of a masonry wall and replacing it with new mortar. When properly done, repointing restores the visual and physical integrity of the masonry. Improperly done, repointing detracts from the appearance of the building and may cause physical damage to the masonry.
- When repointing, match the new mortar to the original compressive strength, color, composition, depth and type of joint.
- If brick is already painted it may be cleaned with a chemical paint remover, but a test should be done to make certain that the masonry won't be damaged by the process. Sometimes brick used in older buildings was of a poor quality and was meant to be protected. Painting over unpainted brick is not suggested or encouraged.
- The repairing of stucco by removing the damaged material only and patching with new stucco that duplicates the old in strength, composition, color and texture.
- The replacement of decorative masonry features only when they are missing, or too deteriorated to repair. Use physical evidence to guide the new work.

This all white building creates an uninviting atmosphere. The use of vertical siding on the first floor and horizontal siding on the second floor is not appropriate and is visually confusing. The second floor windows placed at each corner unbalances the building architecturally.



This well kept building is an excellent example of Georgian revival architecture. The brick work pointing is sound and all the exterior wood work including the windows and cornices remain and are properly painted.

Cast Iron Work

The Perkasi Olde Towne Association Design Committee recommends:

- Wire-brushing to remove loose or deteriorating paint and rust. Chemical removers should be avoided, heat or low pressure sandblasting may be used for removal purposes.
- Missing cast iron parts be recast in aluminum, fiberglass or reinforced gypsum polymer cements.
- Proper priming and painting with rust inhibitive paint products made for use on exterior metal surfaces.

An example of a late 19th century brick building that has unfortunately been covered with vinyl siding. The windows in the upper floors have undergone replacement with an inappropriate design. Fortunately the original storefront display windows remain.



Painting & Exterior Decoration

Architectural Elements

The most enjoyable places we visit, or patronize are generally very comfortable for reasons that we may not readily notice, or think about.

These hidden assets of a community are made up of relationships between natural and man-made elements and ourselves. The architecture of our town is the visible face of these relationships. Scale, mass, rhythm, patterns, materials, shapes and color are some of the ingredients used to define streetscapes and public spaces. The following section of the guidelines will outline the appropriateness of these features.

New Buildings or Additions Orientation

The Perkasio Olde Towne Association Design Committee recommends:

- Buildings front toward a street, or other public space. Buildings should not front directly onto parking lots.
- Corner buildings have at least two front facades visibly exposed to the street and be designed to respond to these more prominent locations.
- Setbacks be consistent with neighboring properties.
- Off-street parking areas be sensitively located to the side, or rear of buildings to reduce the visual impact to the streetscape.

The original storefront windows have been retained and the corresponding cornice is a good transitional architectural element between the first and second floors.



The original storefront windows and entrance have been altered with modern materials and projects an uninviting position to the street. Pent eave is not original to the 1920's era building. Fortunately the original cornices, brickwork and upper floor windows remain.

The transitional entry way between two late 19th century buildings exhibits excellent design, scale and mass. Classic architectural elements such as the peaked dormers, divided light windows and columns echo the original buildings' design elements. Landscaping softens and creates an inviting entrance way.



Scale and Mass

The Perkasio Olde Towne Association Design Committee recommends:

- Overall scale, massing and proportions relate to and be compatible with those of adjacent and surrounding buildings.
- Changes in scale and mass, such as a wall offset, or roof line variation be made through graduated increments.
- Buildings avoid long, uninterrupted wall or roof planes. Building wall offsets, and changes in floor level can be used to add interest and variety.
- Roof line offsets, cross gables and dormers be used to help vary the massing of a building.
- Visibly exposed sides of a building be defined with a base and cap or cornice.

Materials and Details

The Perkasio Olde Towne Association Design Committee recommends:

- All materials, details and colors be compatible with the overall design of the building, as well as with the surrounding buildings.
- Original architectural features be retained and replaced whenever possible.
- If a building is attached to other buildings, the pattern and/or prominence of the materials used in adjacent buildings be taken into account.
- Artificial siding and trim materials not be used.

Roofs and Walls

The Perkasio Olde Towne Association Design Committee recommends:

- The roof form be appropriate to the building as well as that of the neighboring buildings.
- The use of cross gables, dormers, belvederes, masonry chimneys, cupolas and other similar elements where appropriate to the design of the building.
- Flat roofs be avoided on (1) and (1 ½) story buildings.
- The front facade or wall of a building facing a street be emphasized through window patterns and proportions, entrance treatment and details.
- Visible side and rear walls be compatible with the design of the front facade.
- The use of blank and/or windowless walls be discouraged. However, if necessary they should utilize articulation, or elements compatible with the other wall facings.

Store Fronts and Entrances

The Perkasio Olde Towne Association Design Committee recommends:

- Store fronts be compatible with the upper floors to retain the overall character of a building.
- Retail, service and restaurant uses have large pane display windows on the ground level.
- Buildings with multiple storefronts be unified through the use of architecturally compatible materials including: colors, details, awnings and lighting.
- The retention of the original proportions of display window glass and any special features such as transoms, leaded glass, etc.
- Entrances be defined by architectural elements such as: lintels, pediments, pilasters, columns, porticos, porches, railings, balustrades, etc.
- The avoidance of replacing an entire store front when repair of materials and limited replacement of parts may only be necessary.



The scale and mass of this building does not relate to the one story design. The roof with modified pent eave design is too heavy and ponderous and is seemingly held up by inadequate columns. The shutters framing the picture windows are inappropriate. On windows that had shutters originally, when properly installed, should be one half the window in width.



This 19th century window is an excellent example of proper proportion. The six over six light window is appropriate for the era. The raised panel shutters are of proper dimension, with each shutter equal to one half the window width. The decorative trim of the window has been retained.

This service and mechanical equipment area is in full view of customers and passersby. This projects an overall uninviting feel. Dumpsters and mechanical equipment should be shielded from view and the overall area kept neat and tidy.



Windows and Shutters

The Perkasio Olde Towne Association Design Committee recommends:

- Windows be compatible with the style, materials, colors and details of the building.
- Location of upper windows aligning vertically with store fronts and entrances.
- The window opening rhythm not be broken by blocking up window openings, or the use of undersized or oversized windows. The rhythm should be maintained by keeping openings, windows and decorative trim consistent with the original.
- Existing windows be retained whenever possible. If replacement is necessary, the new windows should match the originals in size, material and style.
- Where appropriate to the design of a building, shutters be provided on all front facing windows and other windows visible from the street. Proper hardware should be used for the installation of the shutters.

Service Areas and Mechanical Equipment

The Perkasio Olde Towne Association Design Committee recommends:

- Loading areas, waste facilities, air conditioning units, exhaust and vent stacks, elevator penthouses and antennae be located to the rear of buildings or screened from view.
- The use of interior refuse rooms in lieu of dumpsters or other methods of waste removal.
- Fire escapes not be permitted on front facades.

Streetscaping & Parking

Streetscape design and the location and design of off-street parking areas can dramatically affect the attractiveness and convenience of commercial districts to their potential users. These design elements, for better or worse, usually make the important first impression on customers, business associates, employees and others. They also set the tone for design improvements by individual property and business owners.

The use of well designed and properly located street lighting, street furniture, landscaping, walls and fences, and paving materials are strongly encouraged. In addition, off-street parking should combine practicality and convenience with a strong aesthetic consideration.

Streetscaping

Landscaping

The Perkasio Olde Towne Association Design Committee recommends:

- All areas of a site not occupied by buildings, parking, or other improvements be planted with trees, shrubs, hedges, ground cover and/or lawn, unless such area consists of attractive existing vegetation.
- Plantings be designed in a manner that is complimentary to surrounding buildings and the context of the surrounding area in which the site is located.
- The use of repetitive, structured patterns, informal arrangements, complimentary textures and colors, and other design approaches to reinforce the overall character of the area.

Walls and Fences

The Perkasio Olde Towne Association Design Committee recommends:

- Walls and fences be architecturally compatible with the style, material(s), and color(s) of the principal building on the same lot.
- The avoidance of highway style guard rail, stockade, or contemporary security fencing such as chain link, barbed wire or razor wire.
- Garden walls and appropriately-styled fences to continue the building line along the sidewalk.

The landscaping on the street side of the parking area provides a good visual buffer. Properly scaled street furniture is an added feature. Landscaping should be well trimmed and tended.



Lighting

The Perkasio Olde Towne Association Design Committee recommends:

- The use of minimum wattage metal halide or high pressure sodium light sources. Low pressure sodium and mercury vapor light sources are discouraged.
- Decorative lamp posts that conform to the downtown Perkasio light standards. The lamp posts are recommended especially along the frontage of gateways and entry corridors.
- Parking area and entrance way lights that do not exceed twelve (12) feet in overall height.



The landscape boxes and front courtyard area is inviting to this store which lies slightly lower than street level. The brick courtyard and capping is architecturally in keeping with the surrounding neighborhood.



The overly crowded parking area of this business is uninviting to visitors by creating a wall of vehicles that may create a safety hazard. Parking areas situated so close to the business entrance should be avoided, if at all possible. The blank canvas wall is unattractive.

This small parking area at the front of the business acts as a visual barrier to visitors. The asphalt leading up to the building provides a visual hardness to the overall surroundings. The monochromatic color scheme also adds to the uninviting atmosphere.



Street Furniture

The Perkasio Olde Towne Association Design Committee recommends:

Elements of street furniture, such as

- Benches
- Waste Containers
- Planters
- Phone Booths
- Kiosks
- Bicycle Racks
- Bollards

be carefully selected to ensure compatibility with the existing overall character and/or architectural style of the surrounding area.

Paving

The Perkasio Olde Towne Association Design Committee recommends:

- Quality paving materials be utilized on sidewalks, pedestrian walkways and pathways, plazas and courtyards and be appropriate for the proposed pedestrian circulation function.
- The avoidance of asphalt as a pedestrian walkway or pathway construction material.



The landscaping and street trees provide good balance and a pleasing sense to this three story building. The brick accents in the sidewalk and approach walks add interest to an otherwise blank canvas.

The parking area asphalt and exterior walls of this business are in poor condition. The elements of the asphalt parking area and retaining wall against the sidewalk creates a harsh visual environment. Parking and loading dock areas should be located in an unobtrusive area, if at all possible.



Off-Street Parking

Location

The Perkasio Olde Towne Association Design Committee recommends:

- Off-street parking lots be located to the side and rear of buildings and are not permitted to be located in front of buildings.
- Parking lots be accessed from alleys, or narrow driveways that do not disrupt the streetscape.
- Parking lots be minimally-sized, where possible and are encouraged to be interconnected with parking lots on adjacent properties by cross-access easements.
- Common, shared parking facilities, where possible.

Screening

The Perkasio Olde Towne Association Design Committee recommends:

- The perimeter of all parking lots be visually screened through the use of walls, fences and/or landscaping, with an emphasis on any portions fronting a street.
- Screening of parking lots to prevent direct views of parked vehicles from streets and sidewalks and to avoid spill-over light, glare, noise, or exhaust fumes onto adjacent properties.
- That parking lots exposed to view be surrounded by a minimum four (4) foot high year-round screen, such as an evergreen hedge or wall. The height of the screen shall decrease, where appropriate to meet clear sight triangle requirements.

Landscaping

The Perkasio Olde Towne Association Design Committee recommends:

- Parking lots be landscaped to provide shade and visual relief. This is best achieved by protected planting islands or peninsulas within the parking lot.
- Parking lots with ten (10) spaces, or less not be required to provide interior landscaping if the Borough of Perkasio determines there is adequate perimeter landscaping.
- Parking lots with eleven (11), or more spaces, or perimeter landscaping found to be inadequate by the Borough of Perkasio, a minimum of one (1) deciduous shade tree be planted for every five (5) parking spaces.