



SCHERERVILLE

FACADE IMPROVEMENT PROGRAM

Town of Schererville

Indiana

February 2015



Schererville Facade Improvement Program

Town of Schererville

Town Council

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Schererville Façade Improvement Program

Revised 9-09

1. Purpose

The Schererville Façade Improvement Program is an initiative designed to foster revitalization in Schererville Downtown and vicinity. The program aims to assist property owners and commercial tenants to rehabilitate and improve the visible exterior of existing structures, to construct or enhance rear pedestrian entrances of buildings and/or enhance public spaces. The program provides loans and grants on a case by case basis for façade improvements that support investment in downtown buildings and also supports existing merchants who seek to improve the appearance of their storefronts. In special circumstances, the program may also assist new developments, only if such developments are consistent and compatible with architectural character of the Downtown.

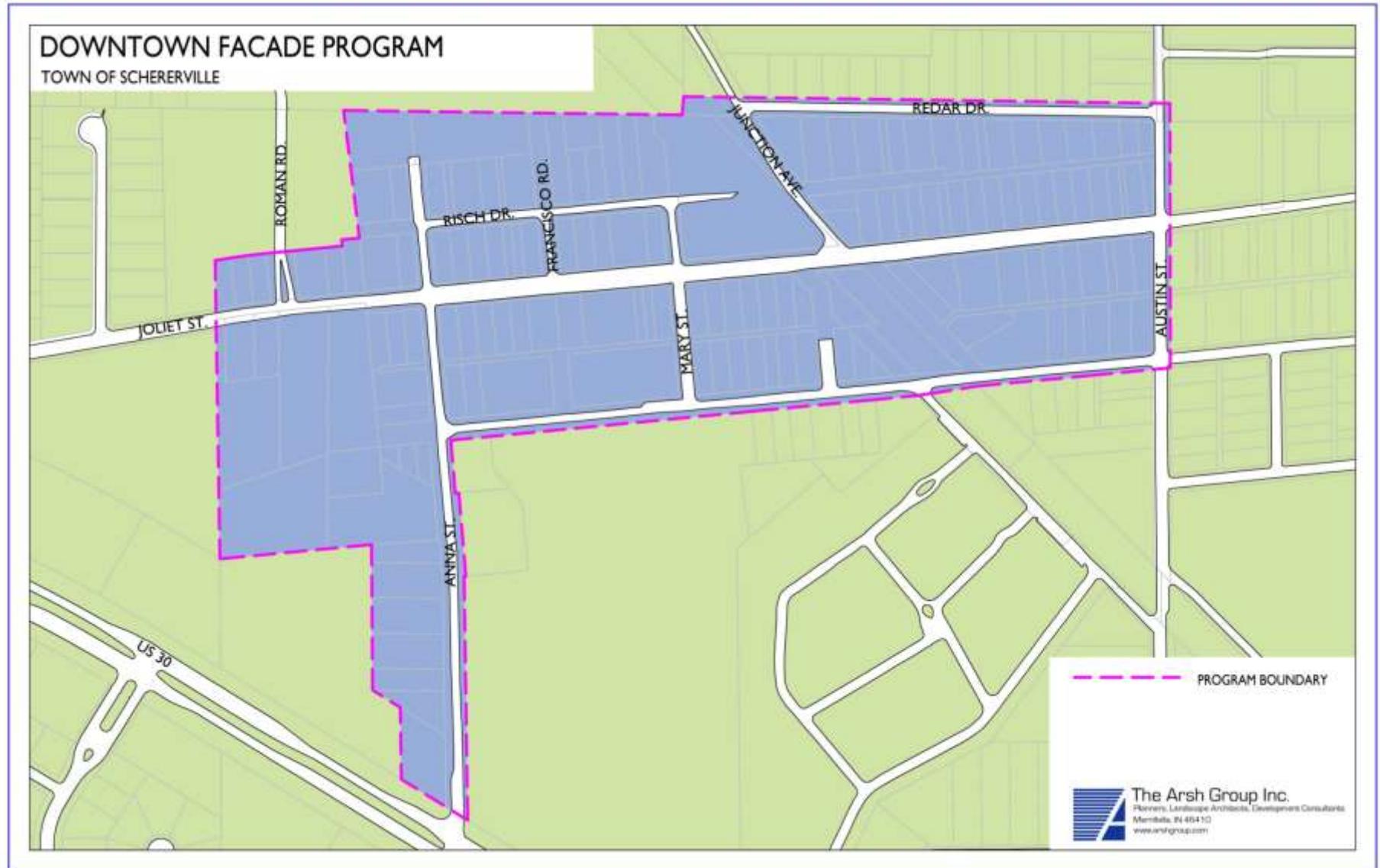
The Program primary objectives are:

- Promote improvements to structures and street front in the Downtown corridor and enhance architectural character and vernacular
- Preserve or enhance the unique character of Downtown's buildings by providing greater leverage to private investment and historic preservation funds
- Encourage façade improvements that are consistent with Downtown design characters for non-historic structures
- Enhance economic development, reinvestment and improve business environment
- Enhance opportunities for new development with complementary architectural character
- Expand Downtown's sense of a place, enhance pedestrian access, and improve quality of life for residents of Schererville

For the purpose of this program a "Façade" is defined as the front or side elevation (if a corner building) of a building facing a public street, generally parallel to the right of way line. A rear wall may also be considered a facade if it provides public entrance to the building. Public space is defined as the area between the facade and the public right of way.



2. Program Area



3. Program Incentives

The program provides two funding options for applicants. The funds can be used for preservation, rehabilitation or renovation of an existing building facades that are visible from either the public right-of-way or significantly contribute to the architectural character of the area. The funds can also be used as an incentive for suitable and compatible new construction.

- a. **Façade Matching Grant Program:** The Schererville Redevelopment Commission will provide a 1/1 matching grant for the cost of eligible facade improvements. The minimum of the matching grant is Five Hundred dollars (\$500.00) (i.e. \$1000 project budget) and maximum amount shall not exceed Fifteen Thousand dollars (\$15,000.00)
- b. **Façade Incentive Program:** The Schererville Redevelopment Commission will provide an incentive equal to 25% of the total project cost, as determined by proportionate cost of the project attributable to façade improvement cost, but not to exceed Fifty Thousand dollars (\$50,000.00) per Application. The Incentive funds awarded to program could be in the form of a loan or forgivable loan, or a grant program as negotiated on a case by case basis.

4. Eligible Properties

A property can be eligible for Facade Improvement Program funds if it meets one or more of the following criteria:

- a. Any building used in whole or in part for commercial purposes located within the designated Downtown area.
- b. Land and structure(s) must be located in the designated area for the Façade Improvement Program. Please see the map provided on page 2.
- c. The Applicant must be the property owner or a business owner in a leased property (minimum five year lease), provided that the business owner has the written permission of the property owner to complete improvements for the building façade.

- d. Any multifamily structure, provided the ground floor is primarily used for commercial purposes.

5. Eligible Improvements

The following activities are considered eligible for **both** the Façade Matching Grant, and Façade Incentive Programs:

- Restoration of brickwork, wood, masonry, and stucco with “timeless” materials;
- Replacement, repair, or addition of architectural details (e.g. cornices, bulkheads, transoms, etc.);
- Gutters and downspouts;
- Visible roof repairs;
- Windows and doors;
- Signage, in accordance with Schererville Code standards;
- Entranceway modifications including provisions to improve accessibility in accordance with the Americans with Disabilities Act (ADA);
- Replacement, or reconstruction of stairs, stoops, porches;
- Awnings, canopies;
- Window boxes;
- Accent Lighting;
- Removal and replacement of non-historic or period features;
- Siding repair/replacement;
- Window/display areas;
- Sidewalks, curbs, driveways, and water and sewer utilities exposed/impacted during renovation activities;
- Structural support elements of the façade, including the repair or replacement of interior structural support elements related to the façade;
- New Construction, provided new building design will significantly contribute to the historic or traditional architectural character of the area;
- Streetscaping, landscaping (permanent) and creation of public plaza and public spaces, designed primarily for pedestrian use;
- Public arts



6. Ineligible Improvement

The following improvements are **not eligible** for the Façade Improvement Program:

- Improvements made prior to approval of an Application by the Redevelopment Commission, except for design work;
- Any improvements not seen from the public right-of-way;
- Improvements made to single family or duplex residential homes;
- Non-permanent fixtures (e.g. portable outdoor dining tables, chairs, flower planters);
- Any interior improvements not related to the repair or maintenance of structural support elements of the façade;
- Business operations-related costs including elimination or reducing debt, business inventory;
- Display fixtures;
- Sweat equity;
- General building and site maintenance and repairs;
- Non-visible portion of any roofing improvements;
- Parking lot improvements including resurfacing;
- Billboards and non-business related advertising signs;
- Replacement of private sidewalk, except as outlined under Eligible Improvement;
- Chain link and composite or vinyl fence;
- Property acquisition;
- Working Capital for business;
- Heating and cooling equipments, unless they are being relocated and as a part of comprehensive facade improvement;
- Electrical wiring or service upgrade, except where lighting is an integral part of a comprehensive facade improvement, i.e. illuminate an eligible sign

Improvements not specifically listed as eligible or ineligible are subject to review as to eligibility by the Town and approval or disapproval by the Redevelopment Commission.

7. Additional Information

- Applicants are required to meet all building codes and zoning requirements
- Applicants are not exempt from obtaining the necessary permits to complete the project
- Applications are subject to review and approval by the Schererville Redevelopment Commission. All applications are subject to availability of funds
- Applicants are encouraged to contact Program Staff prior to submitting an Application and to review the proposal for eligibility for the Program
- Assistance for both the Façade Matching Grant and Façade Incentive Programs will be paid upon completion of the improvement as a reimbursement with appropriate receipts for improvement costs as outlined in the Application
- The Applicant, if approved by Redevelopment Commission, has six (6) months from the date of the signed Program Agreement to begin construction on the façade improvement and one (1) year to complete the project and submit receipts for reimbursement, unless additional time was requested and approved at the time of submitting an Application.
- In the event that an Applicant fails to comply with above timelines or otherwise fail to request an extension from the Redevelopment Commission, the Commission may terminate its obligation to reimburse the Applicant.
- The approved funds are final and no cost overruns will be accepted by the Town.

8. Alterations

The property owner shall be responsible for maintaining the facade and rear entrance improvements without alteration for five (5) years unless approved by the Schererville Redevelopment Commission. A restrictive covenant limiting alterations may be required by the Redevelopment Commission at the time of approval of the Façade Improvement Program Application.



9. Right-of-Way Dedication

In certain circumstances the Town may be desirous of obtaining an easement and/or right-of-way from an Applicant for public purposes. In such cases, as a condition precedent to participating in the Town's Façade Improvement Program, the Applicant may be required to convey an easement or dedicate right-of-way at no or negotiated price to the Town. No Applicant shall be eligible for reimbursement pursuant to the Façade Improvement Program until such time as all necessary easement(s) and/or right-of-way has been conveyed to the Town. Documentation evidencing the conveyance of such easement and/or right-of-way to the Town shall be attached to the Façade Improvement Agreement and recorded as required. It is the Town's desire to maintain a uniform ten feet (10') separation between the building wall and the right-of-way for public and pedestrian use.

10. Design Assistance

The Town may request architectural drawings and other design-related support materials from Applicant. Architectural design and related design services may be eligible expenses. Assistance for design may be available to Applicant as a part of the Program. Applicants should indicate whether they will request design assistance as a part of the application.

- Design fee assistance will be calculated proportional to the project scope related only to facade improvement but cannot exceed 10% of total project cost or \$5,000 whichever is less.
- Design work performed for the purpose of submitting an Application may be an eligible expense, but such work should be discussed with the Program Staff in advance and must be limited to preparation of concept plans or sketches to only facilitate evaluation of the project by the Town.

11. Program Administration

A. APPLICATION FEE

A refundable fee of one hundred dollars (\$100.00) is required for processing of the Application. The fee will be refunded as a part of reimbursement if Applicant completes

the project. Applications approved but not completed will not be entitled to a refund. Applications not approved will be fully refunded.

B. PROJECT REVIEW AND APPROVAL

A three (3) member Advisory Committee reviews all applications. The membership of the Committee shall consist of the following:

1. One (1) member of Redevelopment Commission
2. One (1) member of Plan Commission
3. Town Manager or staff representative

The Committee will review and evaluate applications based on the level and quality of the proposed improvements, how the improvements address the Program objectives, and the following criteria:

1. Prevention/replacement of deteriorating conditions (e.g., age and condition of building).
2. Effectiveness of the proposed improvements on the viability of the building.
3. The visual prominence of the building, proposed improvements and its location.
4. Potential positive impact on the attractiveness of the Downtown corridor.
5. Potential positive impact of the improvement on the attractiveness of the individual site and building.
6. Aesthetic quality of the design proposal.
7. Adherence to Design Guidelines.
8. Comprehensiveness of the project.

Applications that are not architecturally appropriate, as determined by the Advisory Committee, will not be recommended for approval by the Redevelopment Commission.

C. APPLICATION REQUIREMENTS AND PROCESS

1. Meet with Town staff to familiarize with Application and Program requirements.
2. Submit completed Facade Improvement Application.

3. Application Fee of \$100.00 made to the Town of Schererville (Note: Application Fee will be refunded if project is implemented or not approved).
4. Detailed description of the work to be done, including drawings, sketches, before photographs of the site, building, or project and other supporting materials that accurately represent scope and intent of improvements.
5. Itemize listing of all improvement including costs involved with the project.
 - a. Two (2) identical bids from a qualified contractor for the work to be performed.
 - b. If the project includes other improvements which are beyond the scope of eligible activities under the Facade Program, only the portion that is eligible will be funded. Your contractor must provide a separate cost for these items.
6. Project work schedule and timeline.
7. Evidence that contractor(s) are licensed, bonded, and/or insured.
8. Projects totaling less than One Thousand Dollars (\$1,000.00), murals, arts objects, artistic works and installations or similar "sole source" may only submit one bid.
9. Assistance amount is calculated proportional to the project scope that relates to facade improvements.
10. Assistance amount is typically calculated based on the lowest bid; however, Applicant is free to accept a higher bid.
11. Proof of payment of property taxes.
12. Evidence of availability of private matching funds.
13. Written authorization of property Owner, if Applicant is lessee (tenant).
14. Copy of the Lease Agreement if Application is a tenant.
15. Signed copy of the Program Agreement.
 - a. The Agreement, may be executed after approval of the Advisory Committee but prior to approval by the Redevelopment Commission.

C. REQUIRED DOCUMENTS FOR REIMBURSEMENT

1. Letter of Approval of the Application from the Town.
2. Completion Certificate signed by Applicant and the contractor(s).
3. Proof of final inspection by the Town of Schererville Planning and Building Department for work requiring a Town permit (a copy of the permit signed off by the responsible Building Official.)
4. Final invoice from the contractor showing the total project cost.
5. Lien waiver as proof of payment or cancelled check and a signed receipt by the contractor.
6. If more than one contractor is used, Applicant must submit all above items for each contractor.
7. Completion photo(s) , must have comparable perspective as Before Photo(s)

D. CONTACT INFORMATION

The Downtown Façade Improvement Program is funded by the Schererville Redevelopment Commission, and administered by the Program staff. To learn more about the program please contact Town Manager's Office, 219-322-2211 or visit www.schererville.org to download the Application.



Design Guidelines

The Design Guidelines pertain to the facade of the existing and new buildings in the Downtown Schererville. A facade includes all building sides with street frontages, porches and any entrance areas leading to the door. It also includes storefronts, display windows and their components such as sidelights, transoms, display platform devices, along with lighting and signage designed to be viewed from the public right-of-way.

Design Guidelines aim to promote high quality urban architecture by advancing design principles that make the Schererville Downtown desirable and attractive place for residents, employees, and visitors. The Guidelines have their origins in the Zoning Ordinance, Comprehensive Plan, Building or Sign Codes. They are not arbitrary rules, but were designed with the aesthetic good of the overall community in mind. In addition the Guidelines will ensure each building acknowledges surrounding buildings and site characteristics, recognizes the role of pedestrian, and contributes to the civic pride of the Town.

The following Guidelines are not intended to limit the development or design innovation, rather to ensure that projects respond to architectural context of Downtown environment. The Schererville Facade Improvement Guidelines do not preclude or substitute the requirements of the Town's zoning code or other codes and laws. The Applicant for Facade Improvement funds must meet all required guidelines.

The Guidelines are presented as a series of design principals. Within each principal a definition is articulated to clarify the intent. A more detailed design theme explanations follows.

The Schererville Facade Improvement guidelines advance the following design principles:

- A. **Build-to Lines:** Building placement on the site to reinforce the street.
- B. **Street Wall Height:** Perceived scale and pedestrian interaction.
- C. **Step Backs:** Apparent height from street level.
- D. **Prominent Elements:** Need for special architectural treatment in prominent locations in Downtown area.
- E. **Façade Articulation:** Appropriate articulation, both horizontally and vertically



- F. Facade Composition:** Provides interest and breaks down the scale of the building façade.
- G. Ground Level Façade:** The relationship of ground floor uses to the public realm.
- H. Architectural Expression:** Doorway and window treatments and consideration of materials used on the building.
- I. Signage:** Appropriate signage consistent with the architectural expression of the building
- J. Lighting:** Improve safety and draw attention to building character at night.
- K. Site Improvements:** Consistent with support for pedestrian and expansion of public realm.

A. BUILD TO LINES

To frame an outdoor space and to create a three dimensional quality public space, consisting of streets, public spaces and street wall.

Definitions

Build to lines indicate the placement of the building in relation to the street and, together establish the street wall. These standards only apply to the measure of the lot line that coincides with the public way

Guidelines

- Lot lines that coincide with public right of way should be occupied by the building facade.
- The building façade should be located on the build-to line.
- On large projects (one block long), and in places where a setback may be desirable to expand public realm, a setback zone may be required. In such cases, building façades may be placed along a consistent build-to line recessed up to 10 feet from the right-of-way.
- Vehicular access into the building and service functions are strongly discouraged on primary streets.
- Access and service functions should occur on alleyways and service streets.

B. STREET WALL HEIGHT

The street wall should be scaled and articulated to define the pedestrian realm, with consistent heights and varied articulation along the street corridor.

Definitions

That portion of the facade of the building, in elevation, that is visible to the pedestrian creates the street wall in three dimensions. With step-backs, the total height of the building may be greater than the height of the street wall.

Guidelines

- Height of the street wall equal to the width of the right-of-way to create a 1:1 ratio is recommended.
- As a minimum, the height of the street wall should be equal to half the width of the right-of-way.
- As a maximum, the height of the street wall should not exceed one and a half times the width of the right-of-way in prominent locations.
- Significant changes in street wall height from one building to the next and from one side of the street to the other should be avoided.
- On a corner lot, the most important street (i.e. Joliet Street) defines the desired height of the street wall.
- Corner lots, where with adequate corner articulation and set back, a slightly higher wall height may be acceptable.
- The minimum height of a street wall is not applicable on alleyways and service streets, where lower street walls may be allowed.



C. STEP-BACKS

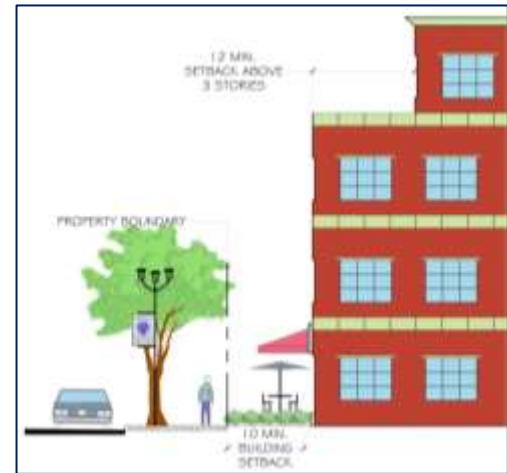
To minimize the visual and shadow impacts of higher elements and allowing for greater height while maintaining a consistent scale with adjacent buildings, building step-backs may be used.

Definitions

Step-backs occur at the upper levels of the building where the upper plane of the building is recessed from the street wall plane.

Guidelines

- If a building exceeds the desirable height of the street wall, a minimum step-back of 12 feet is required.
- With step-backs, the total height of the building may be greater than the height of the street wall.
- Step back may be required only for buildings greater than three (3) stories.



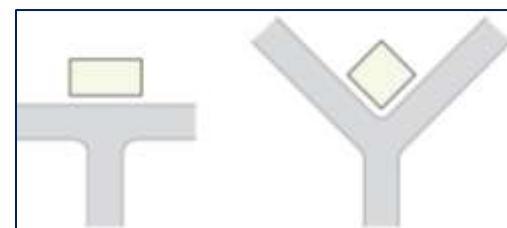
D. PROMINENT ELEMENTS

Structures placed in prominent locations should have distinct profiles to serve as landmarks, or attraction which give the place its identity and are important for orientation.

Definitions

Prominent locations include:

- Building façades that terminate a view corridors
- Corners of buildings, especially at two Downtown gateway locations
- Locations with high visibility from other areas



Guidelines

- Design should create a distinct or unique profile which fosters a sense of identity.
- Increase the height of the façade in relation to the street wall.
- Emphasize the shape or form of the prominent portion of the façade.
- Highlight entrances with more elaborate treatments.
- Vary build-to line on a corner with a diagonal, or creating a slight recession or protrusion.
- Design upper floors with interesting and unique elements, i.e. circular tower on the corner or projected bays.



- Create a sense of arrival by proper mix of landscaping and public arts.

E. FAÇADE ARTICULATION

Facade articulation should be incorporated into design of the structure to break the scale of the building into an aggregate of smaller forms, introduce texture, and to relate to the human scale, without detracting from the overall sense of a consistent street wall.

Definitions

Façade articulation is a series of small setbacks and projections in the overall street wall.

Guidelines

- Building façade should emphasize entry ways, windows, corners, and vertical elements of the building.
- Generally, the depth of the articulated elements should fall within a range of zero (0) to three (3) feet.
- Façade articulation is required on the primary streets and is encouraged on smaller streets.
- Use of different building materials is encouraged to emphasize variation.
- On corner lots, façade articulation should be uniform on all both lot lines.

F. FAÇADE COMPOSITION

Composition of the building façade should define the scale of the street and to allow the pedestrian to assess the dimensions of the building.

Definitions

Façade composition is the arrangement of the materials and details to distinguish the components of the building, particularly its base and top.



Guidelines

- Façade composition should distinguish the building wall by variation in forms, shapes or articulation.
- Components of the building should emphasize the base and top of the structure.
- Composition should reinforce the scale of the street for the pedestrian.
- The building base should be in proportion to the height of the building (typically, one to three floors).
- On a corner lot, the most important street defines the proportion of the façade composition.



G. GROUND LEVEL FAÇADE

Visual access and active uses at the ground level will foster pedestrian interaction and help ensure a vibrant environment.

Definitions

The ground level is the primary zone of interaction for pedestrians on the street, and includes all elements of uses, doorways, and window transparency and people connection.

Guidelines

- Ground floor uses should be primary commercial in nature and foster social interaction, and community involvement.
- The ground floor should act as an extension of the public realm with retail, restaurant, lobbies, civic, and community uses, particularly on Joliet Street.
- Maintain a ground floor height of at least twelve feet (12).
- Retail uses should be concentrated where they can create a critical mass of activity and/or should be targeted to key corners.



- On side streets, above uses are preferable, but office uses and residential uses are also acceptable. (In some instances, structured parking may also be permitted).
- The primary doorway(s) of the building must face the public right of way and should be oriented to the primary street.
- The design of the building should provide visual clues that make entrances easily identifiable. Multiple entrances along a façade are recommended.
- Alignment with key visual axes is strongly recommended, especially where a street terminates on the building façade or for buildings on corner lots.
- Important interior spaces, such as lobbies or retail spaces, should be connected to the outdoor environment and visible from the street so they can welcome people and provide synergy to the urban experience.

H. ARCHITECTURAL EXPRESSIONS

The Town's expectation for the Downtown corridor is to build upon its traditional architectural character. The Old Lincoln Highway inherently has a vibrancy of character and uses in its history. This character should be incorporated in each building design. Accepting this tradition, the architectural elements proposed for the Downtown corridor are expected to be inspiring, innovative, show a touch of classical elegance and celebrate the past while incorporating modern elements into design.

Definition

The collective influence of different architectural elements used in the design of a building which address the aspirations of the community while enhancing the aesthetics of the built environment. These elements could include entry doors, windows, canopies, etc.

1. ENTRANCES & DOORWAYS

Doorways and entrances can be gracious and welcoming by their designs and materials. These elements can also enhance the corridor appearance. They can further influence the impressions of the patrons to stores, or visitors to a place. Doors should be attractive and comfortable to operate. Guidelines for selection of the entry doors should include:



- Doorways should be attractive. Materials, style, and shape and color should complement the building.
- To the extent desirable, the architectural components of the entry points should be enhanced to make a statement about the building. Use of projected canopy, cast stone decoration around the door, lamps, and other elements are encouraged.
- Wood or glass doors are recommended for storefront entrances, rather than solid metal or clad doors.
- A recessed entry alcove, where possible, should be included in the design to invite shoppers to browse and protects against the inclement weather.
- Entry alcoves should be well-lit at night.
- Doorways leading to upper floors should be set off from entries to street level shops.
- Rear and side doorways should also be well-designed, particularly when leading to a public parking area or pathway.
- Exterior doors should swing in the direction of exit travel when entry alcoves are recessed.
- Doors should not impede pedestrian traffic when open.
- Entrance floors can be distinct with their own flooring materials to separate the building from the sidewalk. The flooring must have non-slip surfaces and be pitched to drain away from the building. Wood and carpet pose maintenance concerns and should be avoided as exterior flooring materials.
- All elements of doorways and entrances must comply with ADA standards and building code.



2. WINDOWS

Windows serve many purposes. They provide passers-by with views into shop displays and activities, as well as providing views out for people indoors. Different types of windows also may define types of activities occurring within, i.e. large areas of glass often indicate retail stores. Guidelines for selection of windows include the following:

- On retail, restaurants, and office buildings, windows should be at street level and should allow pedestrians to see in and sense the activity of the building.
- Windows at the ground level should occur in a ratio of at least 3:1 between openings and solid.
- The design of window openings should be compatible with the original design of the building and/or its other doors and windows.
- In renovation of facades, window opening locations that were set in the building's original design should be respected.
- Original window and door frames should be saved and restored when possible. If new windows are installed, they should match existing ones or be compatible with a building's overall appearance.
- To the extent practical, windows should be aligned horizontally on the face of the building.
- Maintain storefront window sills to a height within 36" (where practical) of the sidewalk, for a view inside.
- Retain structural column lines and original window openings; these are typically required to keep the building up and give the overall facade a balanced appearance.
- If aluminum frame windows and doors are used, these should be anodized for durability.
- Use attractive display panels, curtains, or interior shutters where privacy is required at the storefront level.
- Repair or replace wood-frame windows in older buildings to maintain the scale and character of the original building.
- Use double-glazing wherever possible to improve energy efficiency within the building and to eliminate condensation (moisture buildup) on inside glass surfaces in cold weather.
- Use safety glass (tempered or laminated) in locations the codes define as hazardous, around doorways and near walking surfaces.
- Although not recommended, if security gates in windows and doors are required, the renovated storefront shall be constructed with a completely internal security system. All internal roll down gates must be composed entirely of open mesh.



3. DECORATIVE AND STRUCTURAL DETAILS

Details seen on existing buildings, such as tiled entrance floors, leaded glass windows, strong cornice lines, brick arches and arched entrances, fretworks, pilasters and period stonework establish design themes for the Downtown corridor. Such details, either in their traditional forms or in new modern form should be preserved and encouraged. Design guidelines for architectural details will include:

- Style new details to match older details, use similar and compatible materials.
- To the extent possible, details should match the period or style, i.e. Colonial details to Colonial style buildings.
- If a piece of special detailing cannot be used in the renovation, make use of it somewhere else in the building. (This is particularly appropriate if parts of a matched set are missing, and the loss creates a sense of imbalance on the building).
- New surface materials should be compatible with older materials on a building.
- Storefronts should not overlap adjacent storefronts.
- Maintain building column lines at the first-floor level.
- Avoid use of commercially mass produced ornamentations.



4. AWNINGS AND CANOPIES

Awnings and canopies are roof-like structures, typically installed above storefront windows or entries and sometimes may contain a mark or signature of a business. Awnings and canopies can play a significant role to enhance character of a building while providing a shelter. In installing such elements the following guidelines should be used.

- Soft, non-metallic, flameproof awnings are recommended only over the first floor of the building.
- Avoid use of fixed awnings or canopies unless they are an integral part of the structure and are compatible with the scale and character of the building and adjacent structures.



- Length: Awnings and canopies should not exceed 20 feet in horizontal length and must be centered within architectural elements, such as doors or columns.
- Projection: Awnings and canopies should not project more than five (5) feet into the public right-of-way, except when they are operable and are located above a building or shop entry, in which case the maximum projection shall not exceed ten (10) feet. In any case, awnings and canopies must not extend closer than two (2) feet to the street curb.
- Mounting height: The bottom of awnings and canopies should be at least 10 feet above grade or sidewalk, except in the case of a movable valance, which may be eight (8) feet above grade or sidewalk.
- Illumination: Natural lighting or above lighting only, backlit awnings are discouraged.
- Design: On multi-tenant façades, use common design elements. Logo or tenant mark should be limited to the valance of an awning or the front plane of the canopy. Retractable or open sided awnings are preferred, with or without drop valances.

5. COLOR

Color can bring vitality or change the mood in an area. Color can also play a unifying role for the corridor or bring order to the streetscape. There are a number of natural places for color: awnings, signs, displays, panels, doors and trim and open spaces. The following consideration should be given in selection of color for buildings.

- Use dark colors where dirt build-up is an issue. Use light colors to brighten dark areas of a building.
- Consider the effects of color: bright colors suggest vitality and action while earthy tones suggest dignity and tradition.
- Trims and moldings should be compatible across a building façade.
- Avoid use of bright colors. Such colors should be limited as accents for trim details, awnings, and signs.
- Schererville's buildings consist of a mix of periods and corresponding colors. Colors should emphasize vitality and contribute to the sense of the place.



- Painting over masonry surfaces (brick and stone) should be avoided. However, where a masonry wall has been extensively patched, painting may be acceptable solution to create a uniform surface.
- Two to three colors are recommended for each building facade: a basic neutral or earth tone building color with darker or lighter accents.
- Select colors on materials under lighting conditions where they will be used. For older buildings, research the original paint colors and finishes. Repaint with those colors or with colors appropriate to the building period style.

I. SIGNAGE

Business owners are encouraged to create exciting and unique designs through the use of innovative materials and fabrication techniques. These guidelines are intended to enhance business environment and to ensure signage solutions that will contribute to a vibrant pedestrian environment. The sign guidelines should be applied in coordination with other Town codes and regulations. Exceptions to the guidelines may be allowed or even encouraged as appropriate under the Town's zoning discretion.

Definition

Business and building signs are architectural elements that can give definition to the building or a place. Signage must enhance the sense of place and complement the aesthetics of a building.

Guidelines

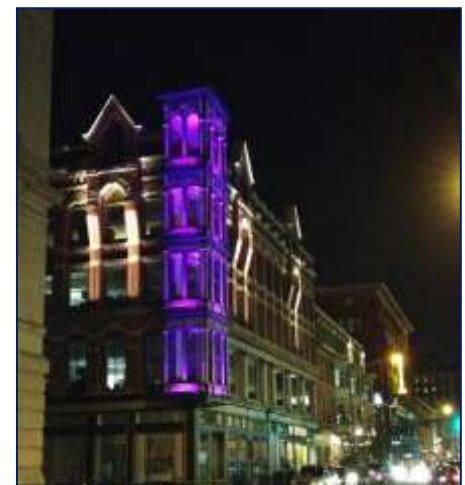
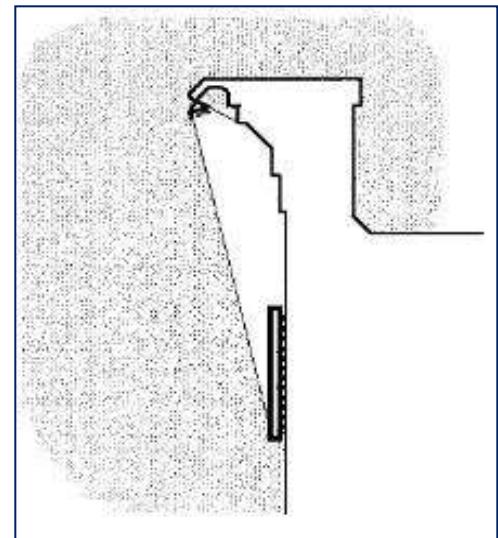
- Signs should be limited to those identifying the use of the commercial space inside.
- Advertising signs other than the primary use of the property is not permitted.
- Signs should be designed to reflect the individual character of the business and the building. Mass produced and franchised signs are not acceptable.
- Sign text should only consist of the name under which the business operates. Additional words, advertising describing products, services, to target customers are discouraged.



- Use of individually cut out letters, graphics, and logos are encouraged. Intent is to provide dimensionally interesting signage.
- Window signs should not obscure the interior view of a business establishment and should be no greater than 10% of the available glass area.
- Digital, electronic or changeable letter signs are not acceptable.
- Sign Illumination: All signs may be illuminated either naturally, external spot or flood lighting, halo-lit or backlit letters. Internal lighting may only be used for menu signs.
- Painted signs on building face with framed backings or use of separate cutout letters is permitted.
- Signage constructed solely of neon tubes should be avoided.
- Formed plastic, injection-molded, or easily damaged signage materials are not permitted.
- Translucent (or internally illuminated) plastic sign faces are not permitted.
- Signs painted on exterior walls or on fences are not acceptable.
- Roof top signs should be avoided.
- Painted or sewn signs, designating only business name on awnings or free standing canopies are permitted.
- A new marquee with a sign may be permitted for an appropriate use.
- Blade signs which are mounted perpendicular to the wall surface should be avoided. Instead shingle signs can be a good substitute.

J. LIGHTING

Architectural lighting is about creating a sense of place and atmosphere using light as a medium of expression. Lighting often defines the space and can be an integral part of architecture of any building design or business. Generally the design character of the lighting fixture should be compatible with architecture style and enhance the character of the building or a sign, particularly at night.



Definition

Illumination elements which provide for safety and enhance character of a building or sign.

Guidelines

The following should be used as a guide when selecting or installing outdoor or architectural lighting.

- Incorporate lighting into the design of architectural features to the extent possible to expand building character and enhance vitality of Downtown corridor
- Face-lighting or external illumination is encouraged while internal illumination is discouraged.
- Sign Illumination: All signs may be illuminated either naturally, external spot or flood lighting, halo-lit or backlit letters. Internal lighting may only be used for menu signs.
- Use low illumination in storefront window display areas.
- Install external lights for signage particularly those flush signs on top of businesses.
- Install flush-mounted light for recessed commercial entrances.
- Use simple modern fixtures when there is no physical or historical documentation of the original fixture or where no fixture would have existed historically.
- Neon used in open-face channel letters is permitted. Signage constructed solely of neon tubes is discouraged.
- All lighting elements such as wires, conduits, junction boxes, transformers, ballasts, switches, and panel boxes, etc. should be concealed from view to the extent possible.



K. SITE IMPROVEMENTS

Streetscaping and general improvement of public spaces not only enhance the sense of a place, they also provide for shade, shelter, and color. Trees soften the harder environment of the corridor, while color can enhance the sense of a place. Un-built and open spaces within a



corridor are prime candidates for a program of landscaping and site improvements. Such sites combined with landscaping and street furniture could create place where people wait, gather, or relax.

There are many site improvements and amenities that can easily be handled by a building owner or merchant. In installation of street amenities and improvements, the following guidelines should be used:

- Any streetscape improvements must be made in accordance with the Town of Schererville Department of Public Works including but not limited to street furniture, sidewalk materials, and plantings.
- A uniform style, for all furnishing and street amenities, consistent with the architectural character of the building or corridor, should be followed.
- Street furniture includes benches, planters, trash receptacles, low walls, lamps, signs, and bike racks must be compatible in design and style.
- Maintenance of all street amenities is the responsibility of the owner and may need to be periodically updated to ensure the continuation of an inviting appearance. (i.e. planting of seasonal flowers for planters).

