

# City of Rochester, New Hampshire Downtown Sign & Façade Program

## Business Contact Information

Title:			
Company Name:			
Phone:	Fax:	E-mail:	
Registered company address:			
City:	State:	ZIP:	
Date business commenced:			
Sole proprietorship:	Partnership:	Corporation:	Other:

## Business Information

Primary business address:			
City:	State:	ZIP:	
How long at current address?			
Telephone:	Fax:	E-mail:	
Bank name:			
Bank address:			
City:	State:	ZIP:	Phone:
Type of account	Account number		
Savings			
Checking			
Other			

## Owner(s)/Officer(s)/Partner(s) Data

Name & Title:			
Address:			
City:	State:	ZIP:	
Phone:	Fax:	E-mail:	
% Ownership in Company:			
Name & Title:			
Address:			
City:	State:	ZIP:	
Phone:	Fax:	E-mail:	
% Ownership in Company:			
Name & Title:			
Address:			
City:	State:	ZIP:	
Phone:	Fax:	E-mail:	
% Ownership in Company:			

## Agreement

**I/We for ourselves and as owner(s)/officer(s)/partner(s) certify that everything stated in this application and on any attachments is correct. You may keep this application whether or not it is approved. I/We acknowledge that the program applied for and this information can be used for marketing and/or business purposes.**

## Signatures

Title: Date:	Title: Date:
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<b>Façade Improvement Costs Worksheet</b>					
Items	Quantity	Itemized Cost (\$)		Total Cost (\$)	
		Estimated	Actual	Estimated	Actual
<b>Historic Restorations</b>					
					0
					0
					0
					0
<b>Signage</b>					
					0
					0
<b>Awnings</b>					
					0
<b>Entryway/Accessibility</b>					
					0
					0
					0
<b>Paint</b>					
					0
<b>Hardware</b>					
					0
					0
<b>Lighting</b>					
					0
<b>Windows</b>					
					0
					0
<b>Landscaping</b>					
					0
					0
<b>Labor</b>					
					0
<b>Other</b>					
					0
					0
<b>Subtotal</b>					
					0
<b>Total</b>					
				\$0.00	\$0.00

## City of Rochester Sign & Façade Program Design Guidelines

We recognize the challenges businesses face when they want to make important sign and façade improvements. To support your efforts, the City of Rochester is offering technical assistance and a supplemental grant of \$1,000 when you invest at least \$5,000 in improvements.

### Review Process

It is suggested that you consult with the City's Economic Development Department *prior* to investing in designs to ensure that the proposals meet guidelines. To qualify for the grant your application must be reviewed and approved before starting your project.

1. Complete an application and letter of intent describing your improvements.
2. Attach drawings, pictures, plans, swatches and estimates for the work.
3. Take a "before" photo of the area to be improved.
4. We will try to review the application within one week of your submission.
5. You may borrow funds for the improvements from an institution of your choice. Some banks in the area are participating in a low interest program designed as a compliment to the program. "In-kind" labor or other non-cost items do not qualify towards the grant.
6. There is only one grant per storefront.
7. All appropriate permits and inspections are the responsibility of the applicant.
8. We need to be notified of the completion of the project and require an after photo. Your project may be used in marketing and other City efforts.
9. The grant of \$1,000 will be delivered upon successful completion of the improvements.

### Eligibility Guidelines

1. Business locations within the City of Rochester Special Downtown Overlay District and the Historic District are eligible. This includes areas in downtown Rochester, Gonic and East Rochester.
2. Improvements to residential properties or residential portions of mixed-use properties do not qualify for this program.
3. Improvements made prior to application and approval of the City are not eligible.
4. External improvements to signs and facades, such as painting, awnings, window upgrades, etc. are eligible.
5. New signage and lighting of the signage is eligible.
6. Historic restorations of storefronts are eligible.
7. Landscaping including benches, plantings and window boxes are eligible.
8. Improving the entrance for general purposes and/or handicapped accessibility are eligible.
9. Expansions of buildings on the main streetscape are eligible when approved by the Planning Board. (Covered terraces, glassed in café area, patio, etc.)
10. Improvements must be in keeping with the traditional and historic character of the three target program areas. (U.S. Secretary of the Interior's *Standards for Rehabilitation* are available from the Planning Department)
11. Grants will not be awarded to properties or businesses with unpaid taxes, tax liens, or arrearages owed on City utilities, including water and sewer.

Before  
Photo

After  
Photo

## **Recommended Materials Chart**

The following chart is intended as a general guide to the materials most and least preferred for use within the three Downtown Commercial Districts. It is not intended to be comprehensive. Actual exterior materials and colors should be submitted with your proposal.

<b>ELEMENT</b>	<b>RECOMMENDED</b>	<b>NOT RECOMMENDED</b>
Façade	Common Red Brick	Multi-colored brick
	Bare (consistent color)	Imitation Brick Siding
	Painted	
	Special Masonry Units	Plain (bare) concrete
	Textured Concrete Block	
	Colored Concrete Block	Metal Siding
	Split-faced Concrete Block	
	Natural Stone	Exterior Insulation Finish
	Imitation Stone	
	Wood Clapboard	Asphalt Siding
Trim	Wood Shingle	
	Wood, painted or stained	Bare Wood
Windows & Doors	Aluminum	
	Anodized Aluminum	
	Wood Frame	
	Vinyl Clad	
	Expressed Lintels	Steel Plate or angle
	Clear, etched or frosted glass	Mirrored glass
	Stained Glass	
Other	Canvas Awnings	Plastic Awnings
	Walkway pavers / sidewalk	Asphalt walkways
	Stamped or poured concrete	
	Brick or colored paving stone	

## **Rochester Financial Institutions**

Compiled by the Greater Rochester Chamber of Commerce (in alphabetical order)

### **Bank of America / Fleet Bank**

66 South Main Street  
Rochester, NH 03867  
603.332.6001

### **Bank of New Hampshire / BankNorth**

Merchants Plaza  
Route 125  
Rochester, NH 03867  
603.335.3300

### **Citizens Bank**

1 North Main Street  
PO Box 10  
Rochester, NH 03867  
603.335.2600

### **Holy Rosary Credit Union**

133 Brock Street  
Rochester, NH 03867  
603.332.6840

### **Northeast Credit Union**

30 Old Dover Road  
Rochester, NH 03867  
603.335.0446

### **Ocean National Bank**

110 South Main Street  
Rochester, NH 03867  
603.332.3444

### **Profile Bank**

45 Wakefield Street  
PO Box 1808  
Rochester, NH 03867  
603.332.2610

### **Service Credit Union**

90 South Main Street  
Rochester, NH 03867  
603.335.3940