

02.16.23

WEBINAR

STOREFRONT & SIGNAGE GRANT PROGRAM

architecture
urban design

GAMBLE
ASSOCIATES



omloop
it's all connected

- Small Business Technical Assistance Updates: Corridor-wide eligibility for Broadway and Shirley Ave **(now live)**
- Small Business Survey **(underway)**
- Small Business Lending: Low or no interest loans to eligible businesses on Broadway and Shirley Ave (April 2023 release)
- Public Realm Improvements: Street trees, sidewalks, walkability improvements (2023/2024)
- Broadway Master Plan: Kick-off in spring 2023
- Shirley Ave TDI Partnership: Now thru September 2025
- Updated Storefront and Façade Program: Goes live 03/01

- **Increased cap** on façade program to \$50,000
- **Removed prevailing wage requirement** from both programs
- Program **includes consultation with design professionals** at Gamble Associates and omloop
- **Expanded to Shirley Ave. Corridor**, funding available
- **Business Owner Input** – Feedback will steer future design guidelines

- **Physical location** of the business must be on **Broadway or Shirley Avenue**
- Must be in **good standing** with the City of Revere
- Business must meet the ARPA Final Rule **‘Small Business Definition’**
- Provide an **itemized project budget or two quotes** from a licensed contractor **for the proposed storefront improvements**

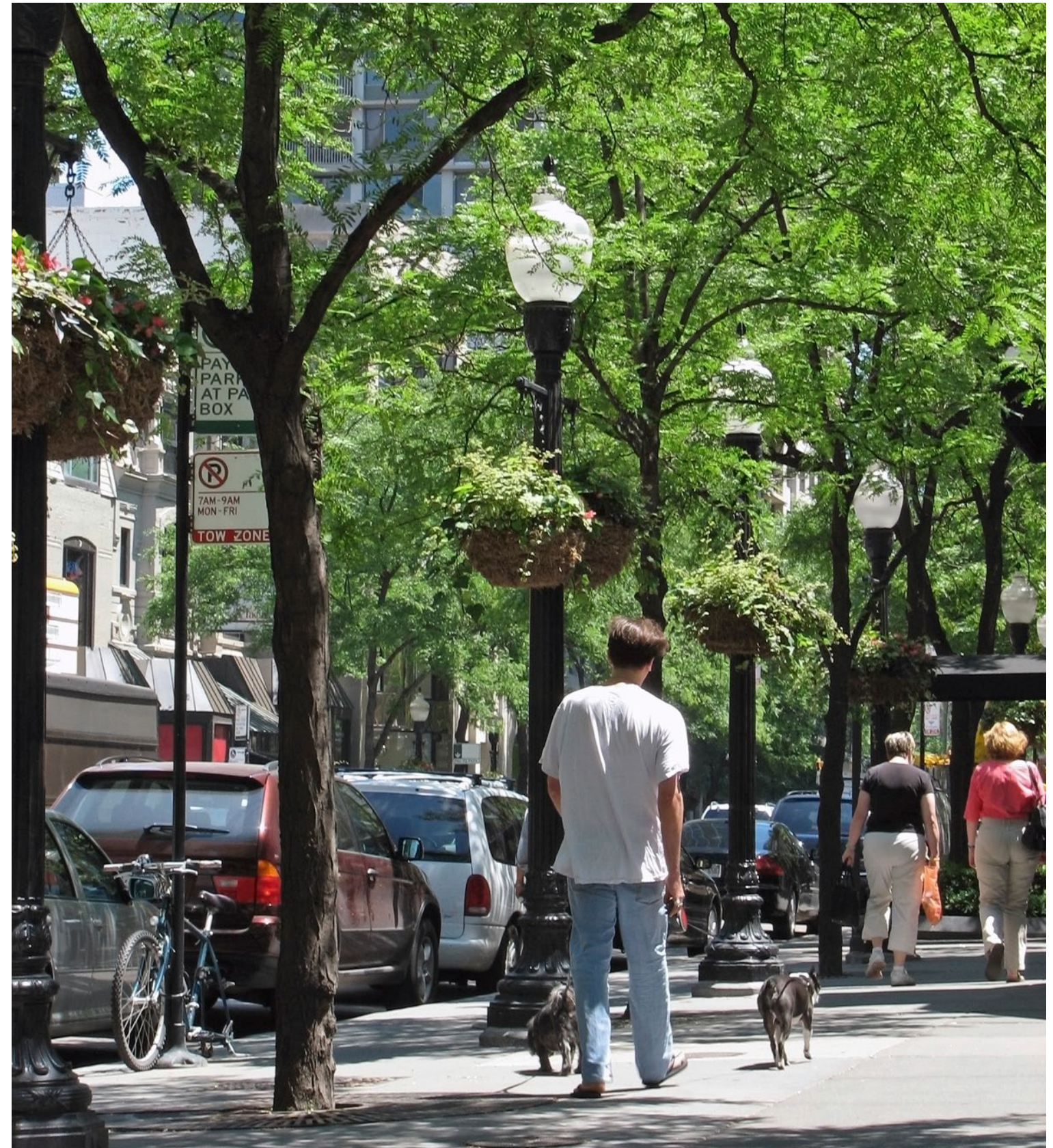
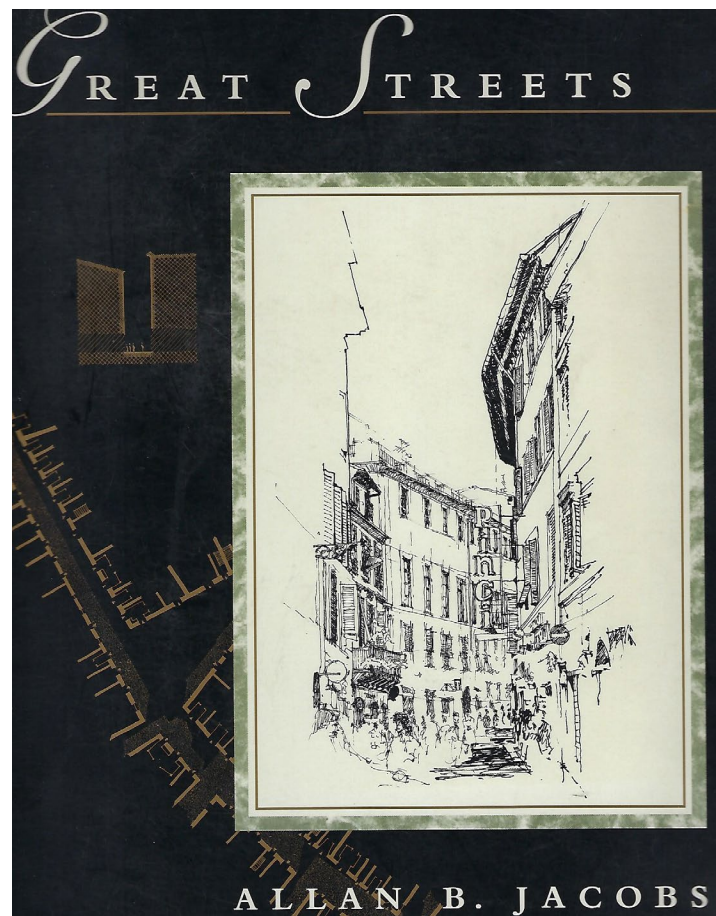
- ☑ **Matching Supports:** Does the project include private investment to match the City grant?
- ☑ **Design Guidelines:** Does the project adhere to forthcoming Design Guidelines?
- ☑ **Building and Façade Maintenance:** Does the project help with building upkeep in the neighborhood?
- ☑ **Catalytic Impact:** Does this project benefit more than one business?
- ☑ **Commercial Vibrancy:** Does the project help align your business goals with your customers' goals?
- ☑ **Business Longevity:** How long has the business been operating on the corridor?

- Develop **attractive wayfinding and signage** to improve awareness of amenities in both business districts
- Serve as facilitators to small business owners to demonstrate **design guidance** that celebrates the character of businesses and both corridors
- Create **design iterations** and preliminary cost analysis of proposed improvements through one-on-one discussions with small business owners.

Allan Jacobs, Great Streets (1996)

A Great Street:

1. Helps make community, it is the most desirable place to be;
2. Is physically comfortable and safe;
3. Encourages participation;
4. Can be remembered, leaves a long-lasting impression;
5. Is representative; stands as a model for others.



IDEA 1:
Great streets help
create great districts

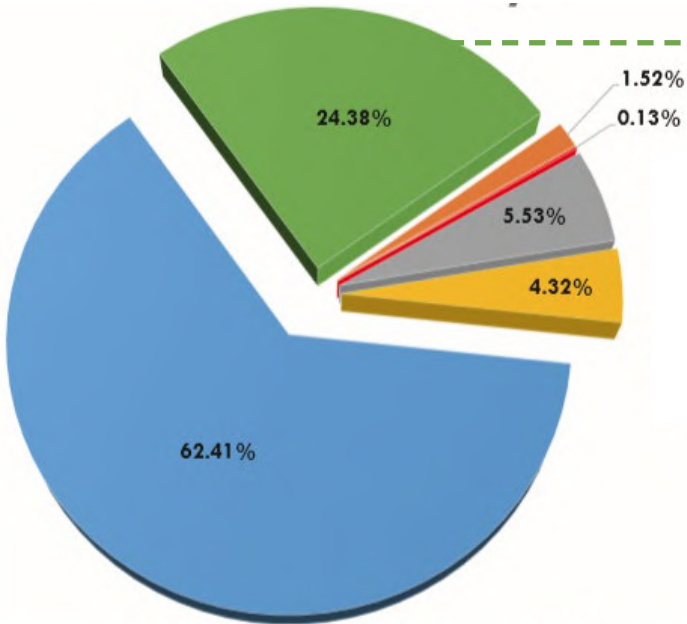


Old San Juan,
Puerto Rico

IDEA 2:
Leverage Revere's
cultural diversity

Revere has always been a
multi-cultural community.
Celebrate this diversity!

- Non-Hispanic Other
- Non-Hispanic Native American
- Non-Hispanic Asian/Pacific Islander
- Non-Hispanic, Black
- Non-Hispanic, White
- Hispanic or Latino



Source: US Census

Revere population breakdown
by race and ethnicity



IDEA 3:
Keep it local

Celebrate the uniqueness of
the businesses

Historical Art and Signage
in Broadway



Image courtesy of
Revere Society for
Cultural and Historic
Preservation

IDEA 4:
Use a light touch

Reduce the number of elements; less is more.

Repetition can also play a role

Tactical urbanism strategies will require less financial investment, take place more quickly, build momentum and foster a stronger collective identity.



Storefront in Paris, France
Architectural Digest



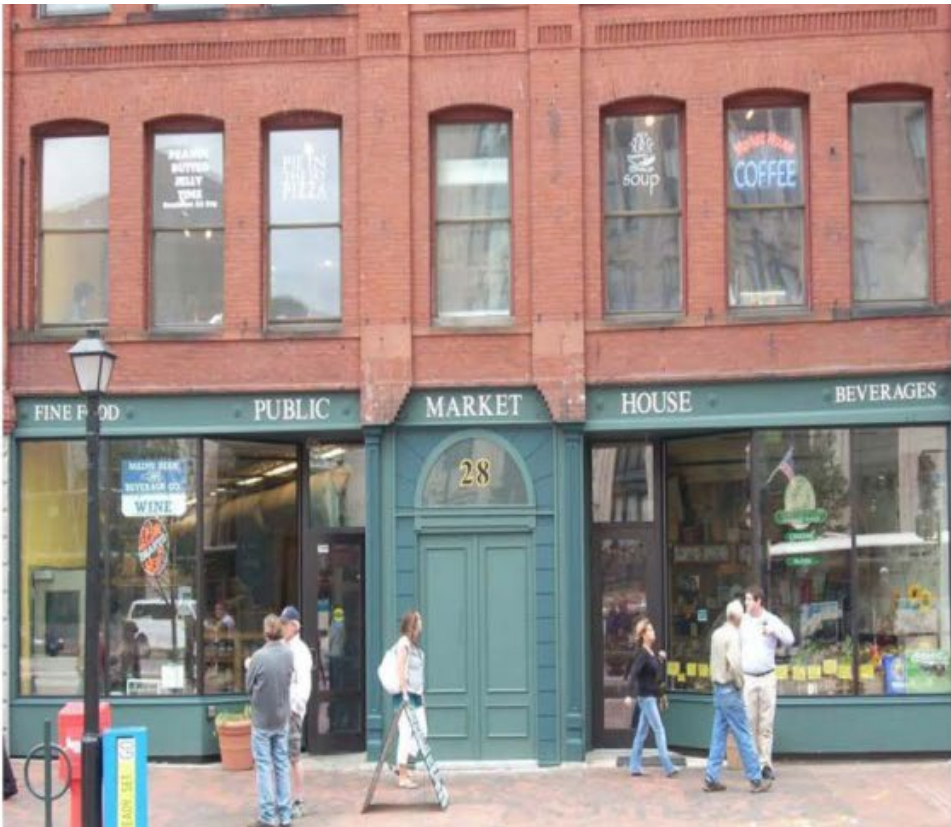
Storefront in Mexico City
@littlemulestudio
designsponge.com



IDEA 5:
Remove clutter

Uncover the layers of the past

City of Portland, OR
Facade Improvement
Program



Downtown Waterbury, CT
Facade Improvements
Program



IDEA 6:
Right-size the scale of
the signage

Install building signs in
proportion to the building’s
façade.



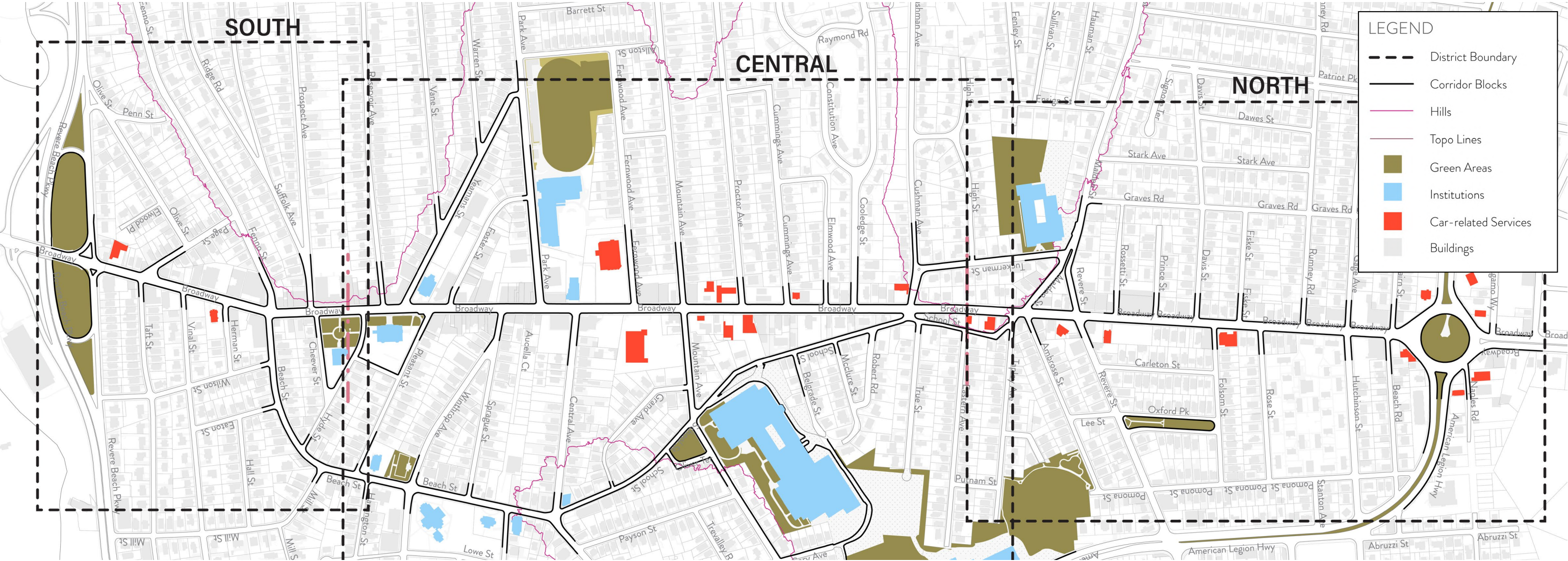
Storefront in Argentina
@florebe
designsponge.com



Yellow storefront with minimal signage
@thatkat
designsponge.com

IDEA 7:
Context matters:
Broadway is multiple
corridors, not just one

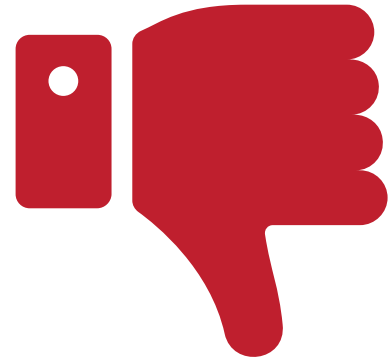
The Broadway/Shirley Av.
corridor is long and is best
understood in segments
(North, South and Central)





What this initiative IS

- An opportunity to **strengthen the corridor's character** through design guidelines
- A mechanism to provide **financial assistance** for building signs and facades
- A chance to **discuss challenges and opportunities** with respect to commercial activity
- An opportunity to **celebrate** the city's **diversity**



What this initiative IS NOT

- A style-guide directing what is and is not allowed
- A top-down, city-led initiative to limit creativity
- A way to advance a singular design aesthetic for Broadway

CASE STUDY
Building Facade
Example Demonstration

Before

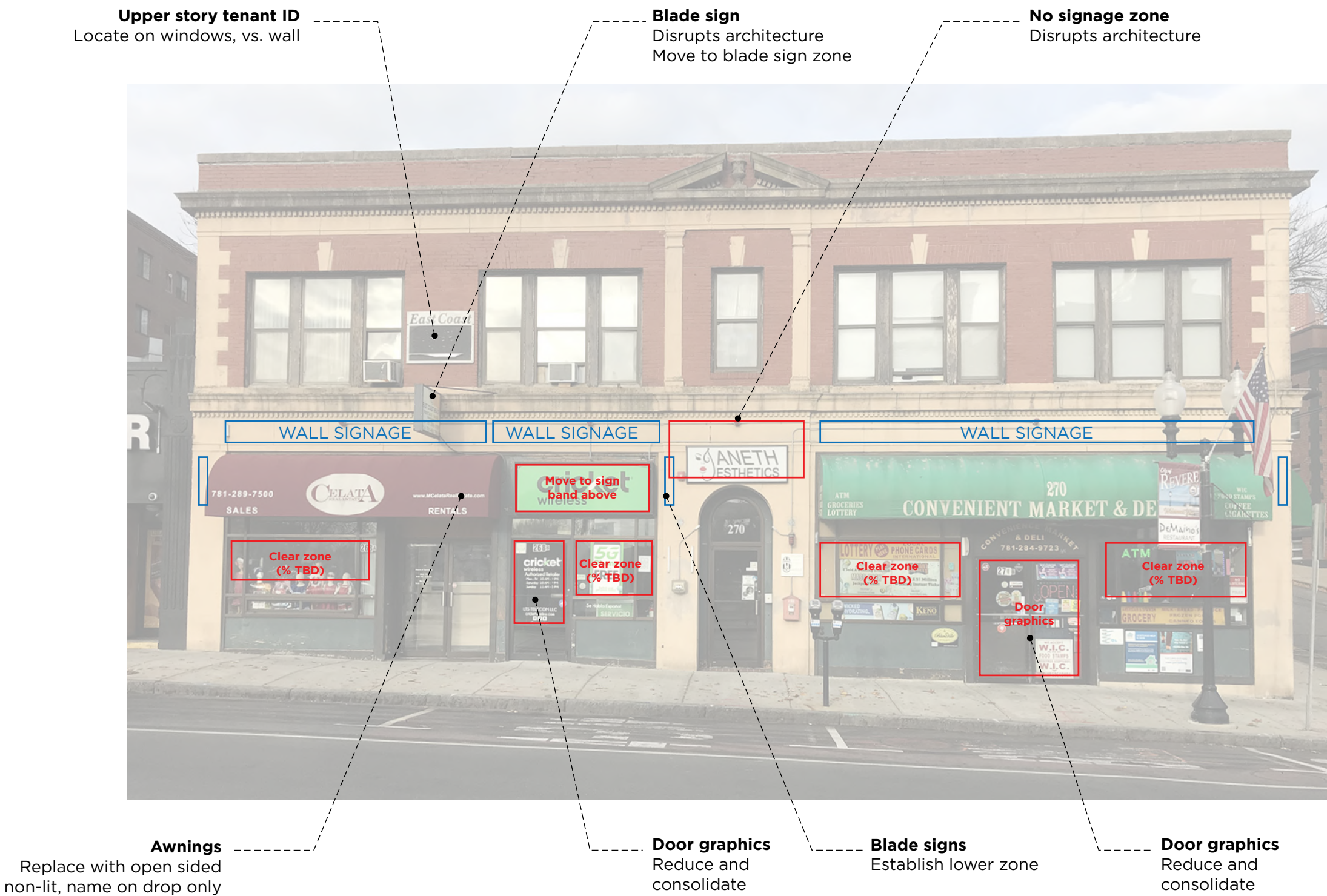
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CASE STUDY
Building Facade
Example Demonstration

Before

for illustration purposes ONLY



CASE STUDY
Building Facade
Example Demonstration



Facade cleaning, painting
and highlighting architectural
features of the building

for illustration purposes ONLY



CASE STUDY

Building Facade

Example Demonstration



Matching awnings (style and color could vary)

****for illustration purposes ONLY****



CASE STUDY
Building Facade
Example Demonstration



Storefront redesign
for illustration purposes ONLY



CASE STUDY
Building Facade
Example Demonstration



New sign bands

for illustration purposes ONLY



CASE STUDY
Building Facade
Example Demonstration



Exterior paint - Test 1

for illustration purposes ONLY



CASE STUDY
Building Facade
Example Demonstration



Exterior Paint - Test 2

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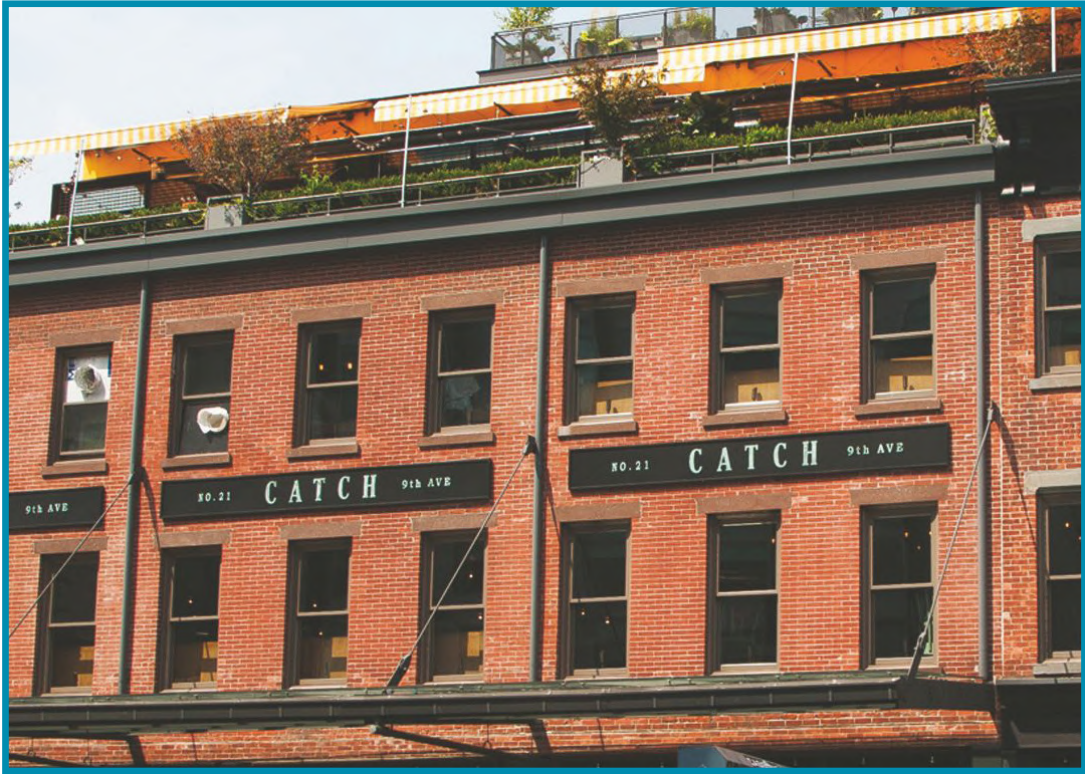
CASE STUDY
Building Facade
Example Demonstration

Before

for illustration purposes ONLY



FAÇADE ELEMENTS



Upper-story tenant signage, applied panels / Señalización de los pisos superiores paneles aplicados

1 UPPER STORY SIGNAGE
SEÑALÉTICA DE PISOS SUPERIORES



Upper-story tenant signage - lettering on glass / Señalización de pisos superiores, letras sobre vidrio





Freestanding letters on canopy
Letras verticales sobre el alero



Sign panel on canopy
Panel instalado en el alero o marquesina



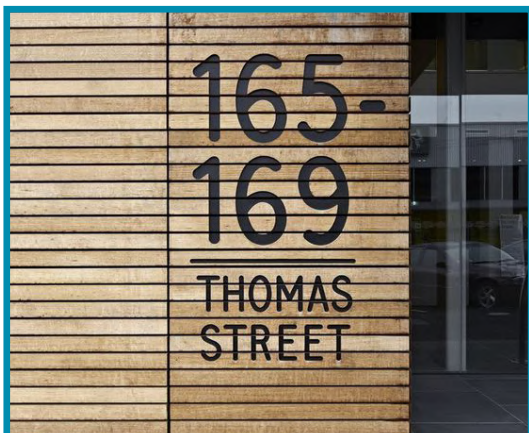
Painted signage
Señalización pintada



Cast metal plaque
Placa de metal fundido



Cut metal letters
Letras de metal doblado



Graphics engraved into cladding
Gráficos grabados en el revestimiento

2 BUILDING NAME AND ADDRESS *NOMBRE Y DIRECCIÓN DEL EDIFICIO*





Cut metal letters on painted metal panel / Letras de metal sobre panel de metal pintado



Painted letters on painted wood panel / Letras pintadas en panel de madera pintada



Letters applied directly to building / Letras aplicadas directamente en la fachada del edificio



Painted letters directly on building / Letras pintadas directamente en el edificio

3 SIGN BAND
SEÑALÉTICA EN BANDA





Awning signs combined with flat signage / Toldos combinados con señalización plana



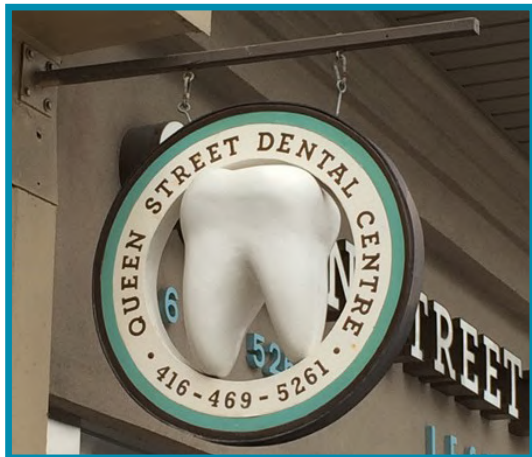
Awning signs combined with projecting sign / Toldo combinados con letrero perpendicular



Open-sided awning sign with graphics on drop-valance / Toldos con gráficos en cenefa

4 Awnings as Signs TOLDOS





Dimensional icon, with text
Icono tridimensional con texto



Dimensional icon, no text
Icono tridimensional sin texto



Facade-mounted light fixtures
Luces montadas sobre la fachada



Integrated lighting with hidden conduit
Iluminación integrada con conductos eléctrico oculto



Custom profile panel with painted letters
Panel de perfil personalizado con letras pintadas



Decorative bracket
Soporte decorativo

5 PROJECTING SIGN SEÑALÉTICA PERPENDICULAR





Window graphics permit views into space
Las calcomanías mantienen la transparencia



Door graphics display hours, website, and access
Los gráficos de la puerta muestran el horario, el sitio web y el acceso



Uncluttered window graphics with organized door signage / *Gráficos de ventana despejados con señalización de puerta organizada*



Hand-applied metallic film
Película metálica aplicada a mano



Hand-painted lettering
Letras pintadas a mano

6 WINDOW AND DOOR GRAPHIC GRÁFICOS DE PUERTAS Y VENTANAS





Corner sign directional for side-street businesses
Letrero direccional para negocios interiores



Chalkboard style events board
Tablero de eventos estilo pizarra



Locking stays hold sign open (no chains)
La estructura 'A' mantiene el cartel abierto (sin cadenas)



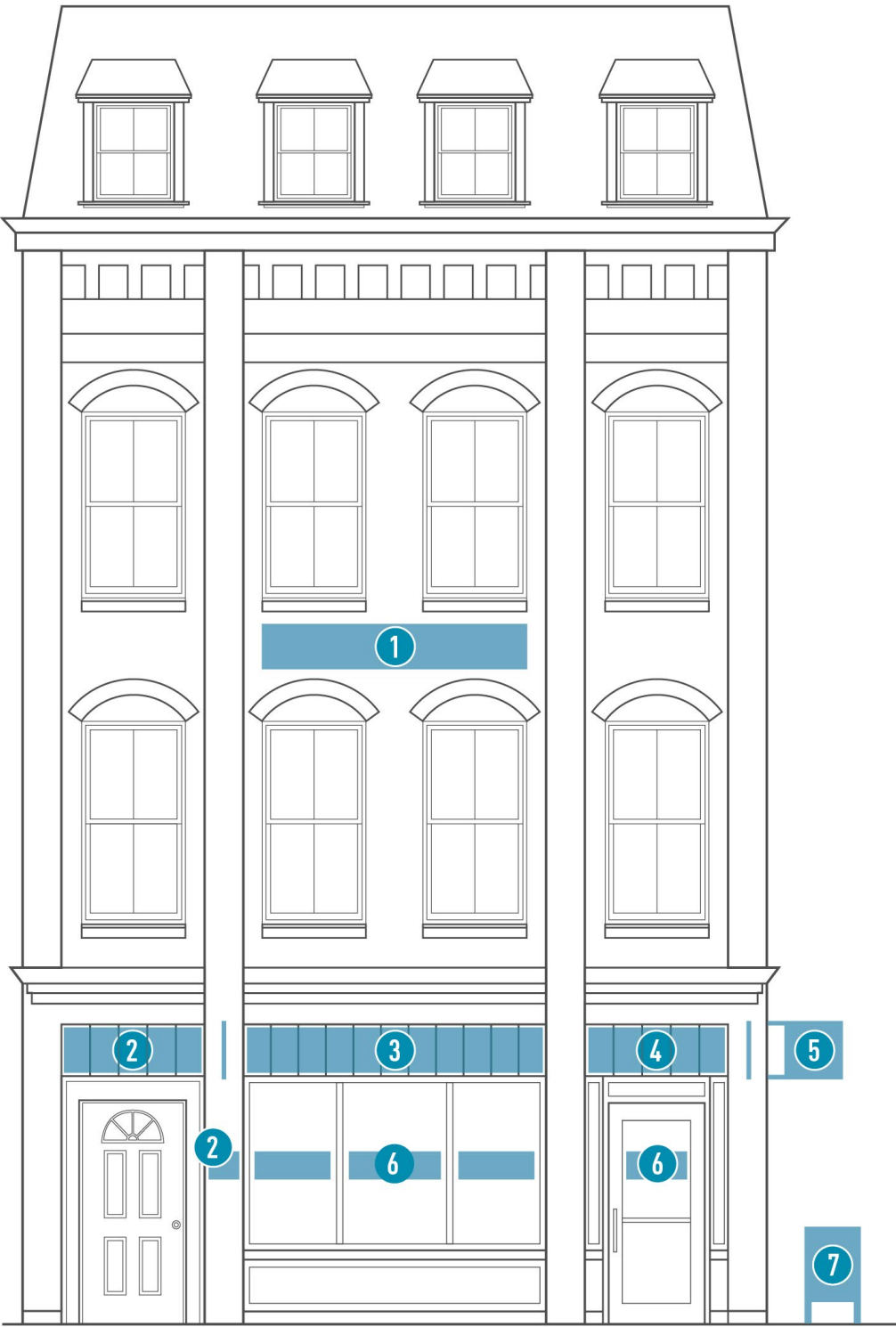
Non-folding sign
Letrero no plegable

7 SIDEWALK SIGN LETREROS DE ACERA





- 1 UPPER STORY SIGNAGE
SEÑALÉTICA DE PISOS SUPERIORES
- 2 BUILDING NAME AND ADDRESS
NOMBRE Y DIRECCIÓN DEL EDIFICIO
- 3 SIGN BAND
SEÑALÉTICA EN BANDA
- 4 AWNINGS AS SIGNS
TOLDOS
- 5 PROJECTING SIGN
SEÑALÉTICA PERPENDICULAR
- 6 WINDOW AND DOOR GRAPHIC
GRÁFICOS DE PUERTAS Y VENTANAS
- 7 SIDEWALK SIGN
LETREROS DE ACERA



Main takeaways:

- This is a GLOSSARY, a range of signage and graphics that are found on typical storefronts
- You don't need ALL of these signs, this is a list of options.
- We have observed storefronts and streetscape benefit the most when business owners choose a variety of well-proportioned and strategic signs: 3-4 is a good number
- **We'd like to hear what works best for you - and why**

- 1

UPPER STORY SIGNAGE
SEÑALÉTICA DE PISOS SUPERIORES
- 2

BUILDING NAME AND ADDRESS
NOMBRE Y DIRECCIÓN DEL EDIFICIO
- 3

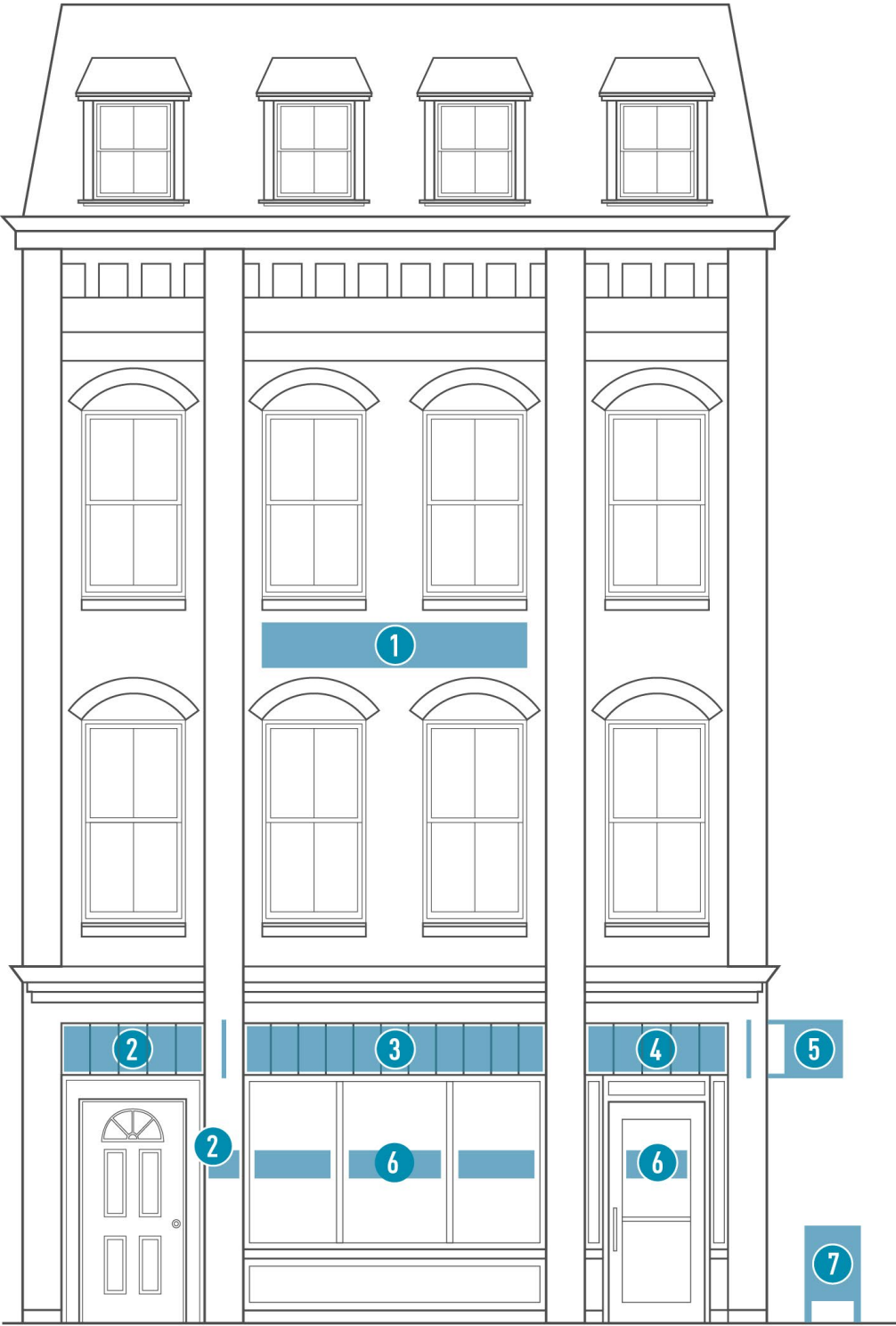
SIGN BAND
SEÑALÉTICA EN BANDA
- 4

AWNINGS AS SIGNS
TOLDOS
- 5

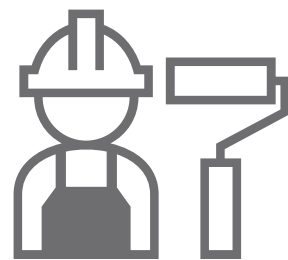
PROJECTING SIGN
SEÑALÉTICA PERPENDICULAR
- 6

WINDOW AND DOOR GRAPHIC
GRÁFICOS DE PUERTAS Y VENTANAS
- 7

SIDEWALK SIGN
LETREROS DE ACERA



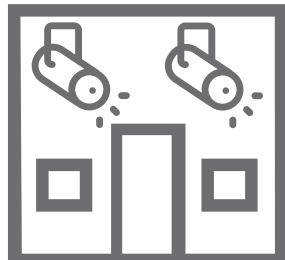
Grants can help with:



Exterior paint



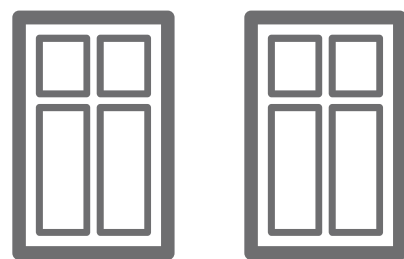
Removing old signage



Lighting



Doors and entrances



Windows



Awnings

and more...

Q & A DISCUSSION

Revere Business Survey

Open until 2/28

www.revere.org/DPCDSurvey

- **In-Person Design Consultation: 2/21**
- **One-on-one consultations: 02/21-02/28**
- **Program release: 03/01**

THANKS!

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THANKS!

This webinar and slides will be made available on
www.revere.org/smallbusiness