



DESIGN PRINCIPLES AND GUIDELINES

Façade improvement program applications should be designed to meet the purpose, standards, and guidelines of the Town Center District, as described in the Town of Shrewsbury Zoning Bylaws Section VII.U, and in particular the Design Standards and Guidelines in subsection VII.U.5. Please see the Shrewsbury Façade Improvement Program Design Guidelines for further guidance on how to interpret the Town Center District Design Standards and Guidelines.

Eligible Façade Improvements

The following improvements are encouraged:

1. Restoration of details in historically contributing or significant buildings, and removal of elements which cover architectural details;
2. Window display areas which are appropriately scaled, and which facilitate night viewing;
3. Replacement and framing of windows visible from the street which are appropriately scaled to the building;
4. Signage that is attractively integrated into the architecture of the building, including the window area(s), awnings or canopies, and entryways;
5. Lighting that is visually appealing and appropriately illuminates signage, storefront window displays, and recessed areas of a building façade;
6. Awnings or canopies that can be both functional and visually appealing;
7. Permanent landscaping features attached to the building where appropriate, such as window boxes or planters;
8. Painting, repointing, and installation of new siding;
9. New entrance and storefront construction, appropriately scaled within an existing building; and
10. Other items approved at the discretion of Program Staff.

Prior Improvements

Alterations and improvements that require a building permit and that are made prior to receiving a building permit for said alternations and improvements from the Town are not eligible for reimbursement.