



# **GREAT STREETS AKRON**

## **SUGGESTED PROJECTS & FAÇADE DESIGN GUIDE**

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## SUGGESTED PROJECTS

- Improved lighting to all sides of the building and parking lots (lighting side streets and side/back alleys serve to improve safety and increase walkability).
- Install awnings over doors and windows.
- Install outdoor patio seating.
- Adding landscaping/planters.
- Invest in signage (see signage guidelines for more details).
- Mural installation on exposed wall.
- Installing large storefront windows/opening closed off windows.
- Landscaping improvements.
- Creating landscaping in large parking lots/landscaping edge to parking lot.
- Improving rear and sides of the building especially where there is access to alleys and parking lots.

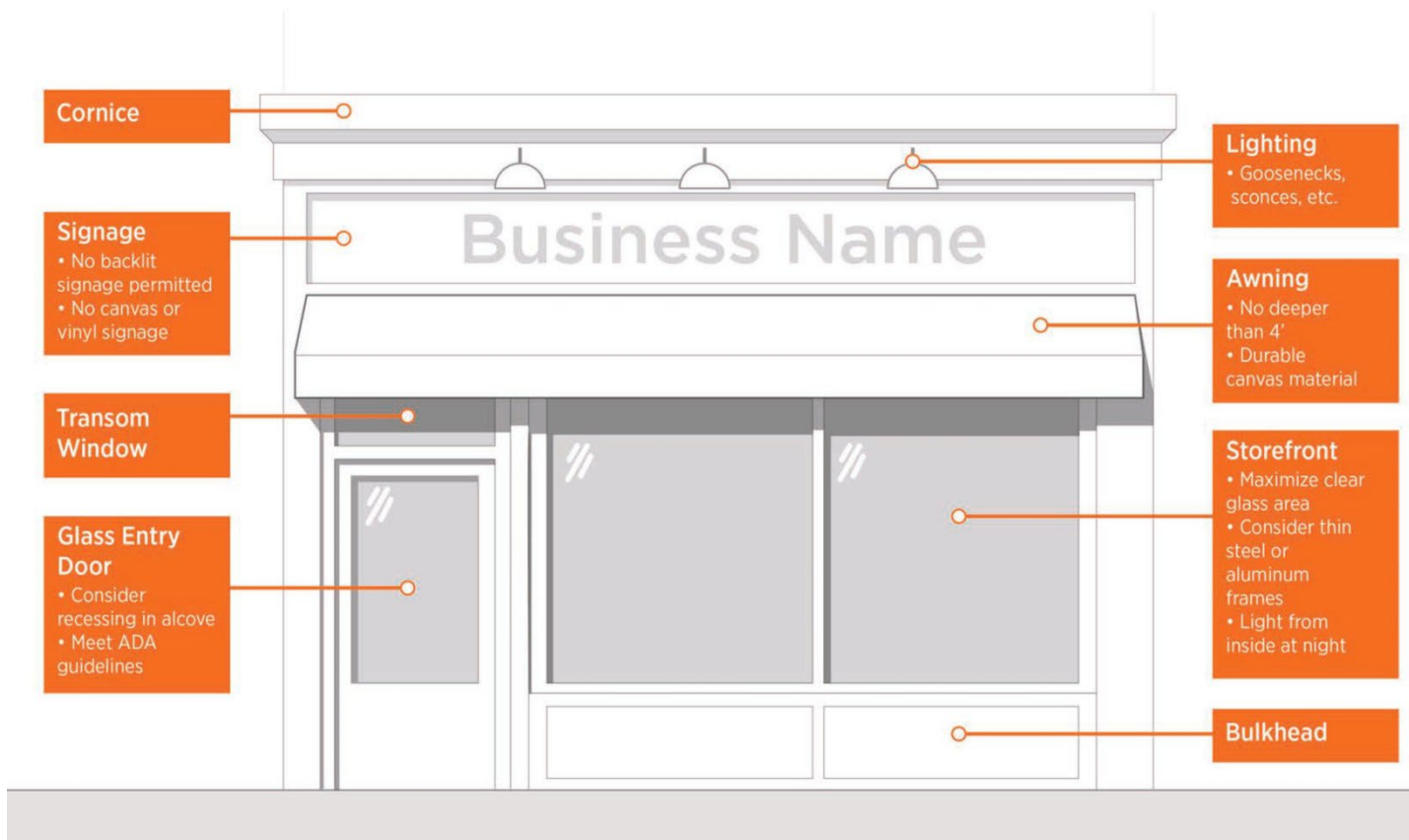
### **Other things to note:**

Coordinating with neighbors on shared parking, landscaping, signage, awnings, lighting, etc. helps create a cohesive look and feel to the neighborhood and can reduce costs if choosing the same company/contractor.

Parking lot repairs, roof repairs, and other general maintenance work should typically not be the ONLY improvements done. Projects with these repairs should also include an improvement to the façade of the business (see above list for suggestions).

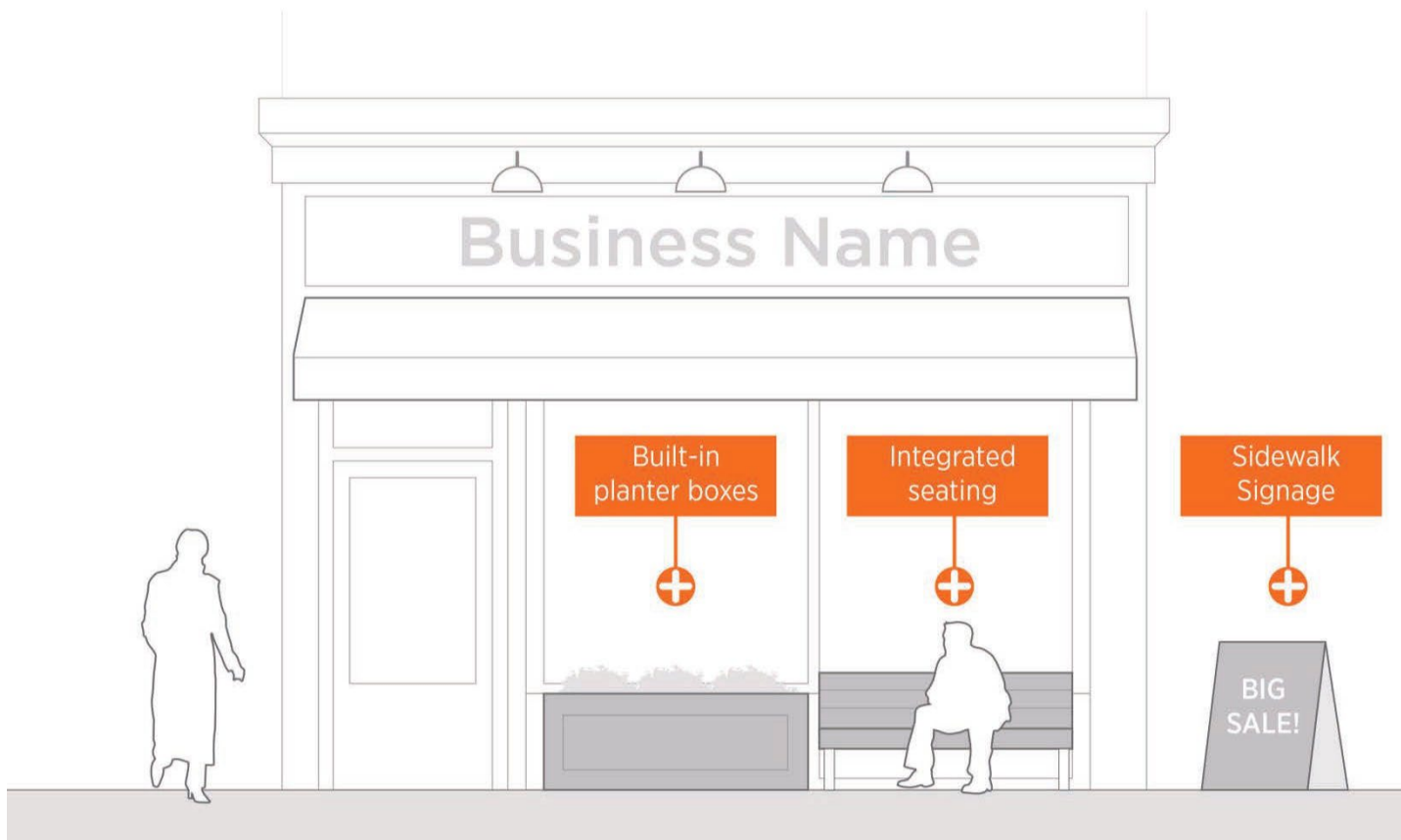
## DESIGN RECOMMENDATIONS

### Storefront Guidelines: Best Practices



## DESIGN RECOMMENDATIONS

### Storefront Guidelines: Best Practices



# Great Streets Signage Guidelines

In order to maximize the look and feel of a district these guidelines reference your main signage. If you are investing in your signage with funding through this program you are required to follow these guidelines. Additionally, if your sign appears overly worn and weathered you will be required to allocate funding toward updating your signage.

**Certain business districts within Akron have local sign design guidelines that must be adhered to for funding through this program. At this time the following districts have or are in the process of creating design guidelines: Kenmore Blvd ([betterkenmore.org](http://betterkenmore.org))**

Signs should be proportionate to the size of the building and the size of the site. The size and design of signs should also be compatible with other signs in the surrounding area. Design should also be consistent with the building architecture in terms of style, materials, colors, proportions, etc.

## BLADE SIGNS

Blade signs (See right) are highly encouraged, especially on buildings that butt up to the sidewalk, similar to many of the buildings along Kenmore Blvd, Aster Av, and Canton Rd. If a projecting sign extends over City right-of-way (i.e. City of Akron sidewalk) the sign must go through Board of Zoning Appeals. Either the sign contractor or the business owner can go through the Board of Zoning Appeals process. Most sign contractors in the City of Akron are aware of the approval processes. Call the Zoning Department for more information on the Board of Zoning Appeals process: 330-375-2350



## CANVAS SIGNS

Signs printed on canvas or vinyl (See left), typically hung with rope, will not be funded through this program. Awardees with this sign style will be required to invest in their signage.



## ILLUMINATED SIGNAGE

Lighting should not cause glare on surrounding streets or property nor distract from the surrounding environment. Externally lit signs, Halo-lit channel letters, and face-lit channel letters, and neon lighting (in order left to right, top to bottom) are all preferred styles of illuminated signage. Backlit signs are discouraged. Digital displays will not be funded through this program



## WINDOW DECALS

Window decals can be printed with appointment at the Akron Public Library Tech Zone @ Main (See page 10). Decals can be included in your project, but cannot be the only thing in your application.



# DESIGN RECOMMENDATIONS

## Wayfinding & Signage



### Sandwich Boards on Sidewalk

- Property Owners are responsible for their own signage



### Blade Signs

- Some signs may be funded through the Facade Redevelopment Program
- Work with designers/fabricators to develop district-appropriate signs

# DESIGN RECOMMENDATIONS

## Wayfinding & Signage



### Akron Public Library TechZone @ Main

#### Vinyl Printer:

\$2.00 / linear foot  
+\$1.00 set-up fee

Removable Vinyl  
Clear and White Static Cling  
Permanent Adhesive  
Vinyl Banner Matte and Gloss  
White Paper Gloss

- Appointment needed to use vinyl printer

- Bring artwork in .pdf, .eps, or .jpg files - 28" maximum width

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