



Grover Beach Business Façade Improvement Grants



Improvement Guidelines

The following are guidelines that may help you determine what building upgrades may be eligible.



Exterior paint

- Paint selection should complement the architecture of the existing building.
- Colors may be warm natural tones.
- Bold paint colors should be avoided but may be utilized as accents or trims.



Exterior Façade Improvements

- Material, textures, colors, and details of construction should be an appropriate expression of the building design or enhancement.
- Use of structural, architectural design elements such as corridors, heavy beams, posts, arches, columns, colonnades, canopies, cornices, etc. should be considered, and complimentary to the building design.
- Façade improvements should be harmonious in scale and character in the area
- Installation of exterior lighting that assist in accenting signage, create focal points, and provide for façade interest.
- Lighting fixtures shall be compatible in design to the architecture of the development.
- All windows and doors improvements should have framing and sashes made of a material other than aluminum. Acceptable material would include wood, brown or bronze anodized aluminum, stucco, tile, etc.



- As a part of any façade enhancement, any roof mounted mechanical equipment or duct work above the roof or roof parapet is to be screened by with details that complement the building architecture.
- New awnings may be utilized for grants, however, shall not include fabrics, or other materials that are prone to fade. High quality materials shall be utilized.



Outdoor Dining Improvements

- Outdoor dining improvements may include the construction of decks, rails, and landscaping features that accent and compliment outdoor dining areas.
- Pergolas and other shade structures may be considered, however, shall be constructed of sturdy materials.
- Materials utilized for outdoor dining should be complimentary to the primary building.
- Ambient lighting may be considered such as café string lights, etc. These lighting should be LED type lighting and minimize off-sight glare to the extent feasible.
- Outdoor furniture such as chairs, tables, and other removable fixtures may not be utilized for grant purposes.



Signage

- New signage may be considered for a grant if it is high quality and enhances the commercial corridor. This signage may include but not limited to:
 - Project or blade signs that face a public street. May include neon signs or other creative sign usage.
 - Painted wall signage that is creative and compliments proposed façade enhancements. Community Development Department Staff for review and approval.
 - Wall signs that are not channel letter signs, but creative expressions for the business that complement the building architecture.
 - Suspended signs that create pedestrian ambiance and compliments the existing building architecture.
- All proposed signage must be submitted to the Community Development Department for review or approval