

CITY OF NORFOLK
DOWNTOWN REVITALIZATION

FAÇADE & SIGNAGE IMPROVEMENT PROGRAM




WWW.NORFOLKNE.GOV

INFORMATION
AND
APPLICATION

City of Norfolk
Economic Development

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The background image shows a modern outdoor plaza. In the foreground, there are green bushes and a concrete walkway. In the middle ground, there's a paved area with some landscaping and a mural of a man in a suit. In the background, there's a building with more murals and string lights hanging across the plaza. The sky is cloudy.

PROJECT DESIGN

Section 2: Design Guidelines

This program encourages the following specific design guidelines for façades and signage in downtown Norfolk:

- ❖ Any contemporary design alterations should not destroy significant historical, architectural, or cultural material.
- ❖ Distinguishing original qualities and character should be retained.
- ❖ Historic material and distinctive architectural features should be retained.
- ❖ Skilled craftsmanship that characterizes the building should be retained.
- ❖ Deteriorated architectural features should be repaired rather than replaced. If replacement is necessary, new materials should match as closely as possible in design, color, texture, and other visual qualities.
- ❖ Building surface cleaning should be completed using the gentlest means possible. Exterior sandblasting or methods that will damage historic building materials should be avoided.
- ❖ Alterations to facades should be done in a manner that if the alterations were to be removed in the future, the integrity of the structure and subsurface would be unimpaired.
- ❖ Non-original building siding such as stucco, vinyl and aluminum should be removed whenever possible.
- ❖ Replacement glass should be similar in size color and reflectivity to the original.
- ❖ Dark-tinted glass should not be used.
- ❖ Original historically significant facades should be restored with as little physical alteration as possible.
- ❖ The use of incompatible materials for reconstruction should be discouraged, e.g. aluminum or steel siding, faux brick, asphalt or cedar shingles, plastic, fiberglass and stucco.
- ❖ Storefronts should incorporate the three design elements of a traditional storefront to retain the integrity of the streetscape: bulkhead, storefront windows, and transom windows.
- ❖ Signage should accentuate the period architecture and should comply with local signage code ordinances.



PROGRAM PROCESS



PROGRAM PROCESS

1. **Application Submission:** Completed application is submitted to the City of Norfolk, along with all items listed in the Supporting Data Checklist.
2. **Application Review:** The Design Advisory Board (DAB) reviews applications and communicates formal approvals and/or denials to the City. Applications will be approved based on the following priorities:
 - Building Preservation
 - Visual Impact in the Downtown District
 - Historic Restoration
 - Project Readiness
3. **Conflicts of Interest:** Members of the DAB, who are also property owners and/or tenants within the designated program area, are eligible to apply for the forgivable loan program. However, these property owners and/or tenants must abstain from voting on the award of such funds with respect to their own property to avoid any potential conflicts of interest.
4. **Applicant Contact:** The City of Norfolk contacts applicant regarding status of application.
5. **Environmental Clearance:** The City of Norfolk will contact the Northeast Nebraska Economic Development District for Tier II environmental review on approved applications. Please allow 60-90 days for approval & environmental clearance.
6. **Preconstruction Conference:** The Northeast Nebraska Economic Development District will meet with the applicant and contractors to review and complete paperwork and legal documents.
7. **Notice to Proceed:** After receiving a written, signed, and dated Notice to Proceed by the Northeast Nebraska Economic Development District, the project can proceed according to approved design. Any changes must be approved by both the DAB and Northeast Nebraska Economic Development District.
8. **Project Completed:** The Northeast Nebraska Economic Development District works with applicant and contractors to complete final paperwork and legal documents.
9. **Proof of Payment:** The applicant will be responsible for the contractor's invoices and should then submit proof of payment of all invoices to the City of Norfolk for reimbursement.



10. **Disbursement:** Upon receipt of an Acceptance of Project Completion from the Northeast Nebraska Economic Development District the City of Norfolk will then disburse forgivable loan proceeds to the applicant.
11. **Loan Forgiveness:** The DAB reviews façade and signage improvements annually for a period of five (5) years to ensure that approved designs remain intact during this period.



SUPPORTING DOCUMENTS



SUPPORTING DATA CHECKLIST

Please submit this checklist as part of your final application

Major façade alteration:

- ☐ Provide a rendering of major changes, including paint and awning colors where applicable
- ☐ Submit two (2) written estimates from contractor and subcontractors

Signs:

- ☐ Provide a color rendering of the design chosen
- ☐ Include specifications as to the size and width of the sign
- ☐ Note how and where the sign will be hung on the building
- ☐ Submit two (2) written estimates from a sign company or qualified contractor
- ☐ Submit written verification that design and size comply with city codes

Paint:

- ☐ Provide samples of the colors chosen
- ☐ Mark which color will be body color and which will be accent colors
- ☐ Note where each color will be used
- ☐ Submit two (2) written estimates from painter of your choice

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Awnings:

- ☐ Provide information about color and style of awning chosen
 - ☐ Note where awning will be placed on building
 - ☐ Submit two (2) written estimates from qualified contractor
 - ☐ Submit written verification that design and size comply with city codes
- Note: Awning design **must** take into account the architectural style of the building

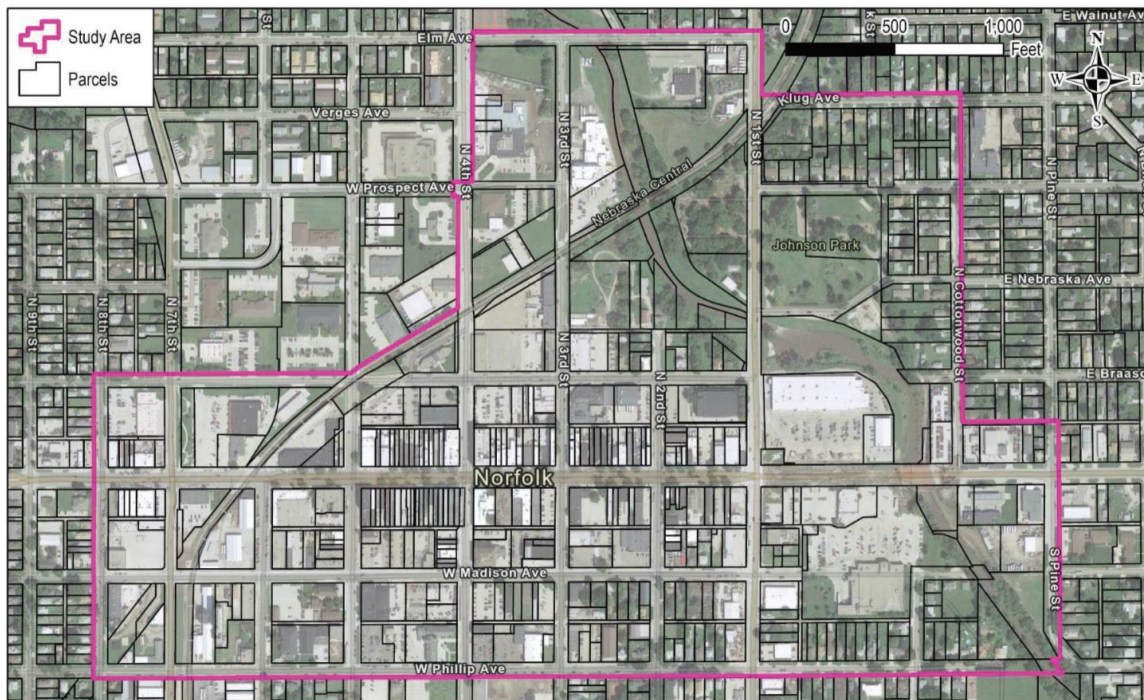
Documents – All Applicants:

- ☐ Submit signed Hold Harmless Agreement (see attached)
- ☐ Signed United States Citizenship Attestation Form (see attached)
(If applying as an individual)
- ☐ Submit copy of current Occupational License and Certificate of Use (if applicable)
- ☐ Provide Business's Unique Entity ID
(Visit www.sam.gov or contact Northeast Nebraska Economic Development District for assistance)

Designated Study Area

The study area as identified can be found in Figure 1. For this study, the study area will be known as the “Designated Study Area” which was reviewed for substandard and blight characteristics.

Figure 1: Designated Study Area



City of Norfolk, NE

Norfolk Downtown Blight Study Area



Created By: J. Ray; N. Schroeder
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