



THE  
DOWNTOWN  
EXTERIOR  
IMPROVEMENT  
PROGRAM



APPLICATION  
GUIDELINES

OCTOBER  
2021

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# ABOUT THE DOWNTOWN EXTERIOR IMPROVMENT PROGRAM

## Purpose

The Downtown Exterior Improvement Program is an Imagine Mountain Home joint-committee made up of the City of Mountain Home and Mountain Home Chamber of Commerce Staff for the continued revitalization, beautification, and preservation of Downtown Mountain Home.

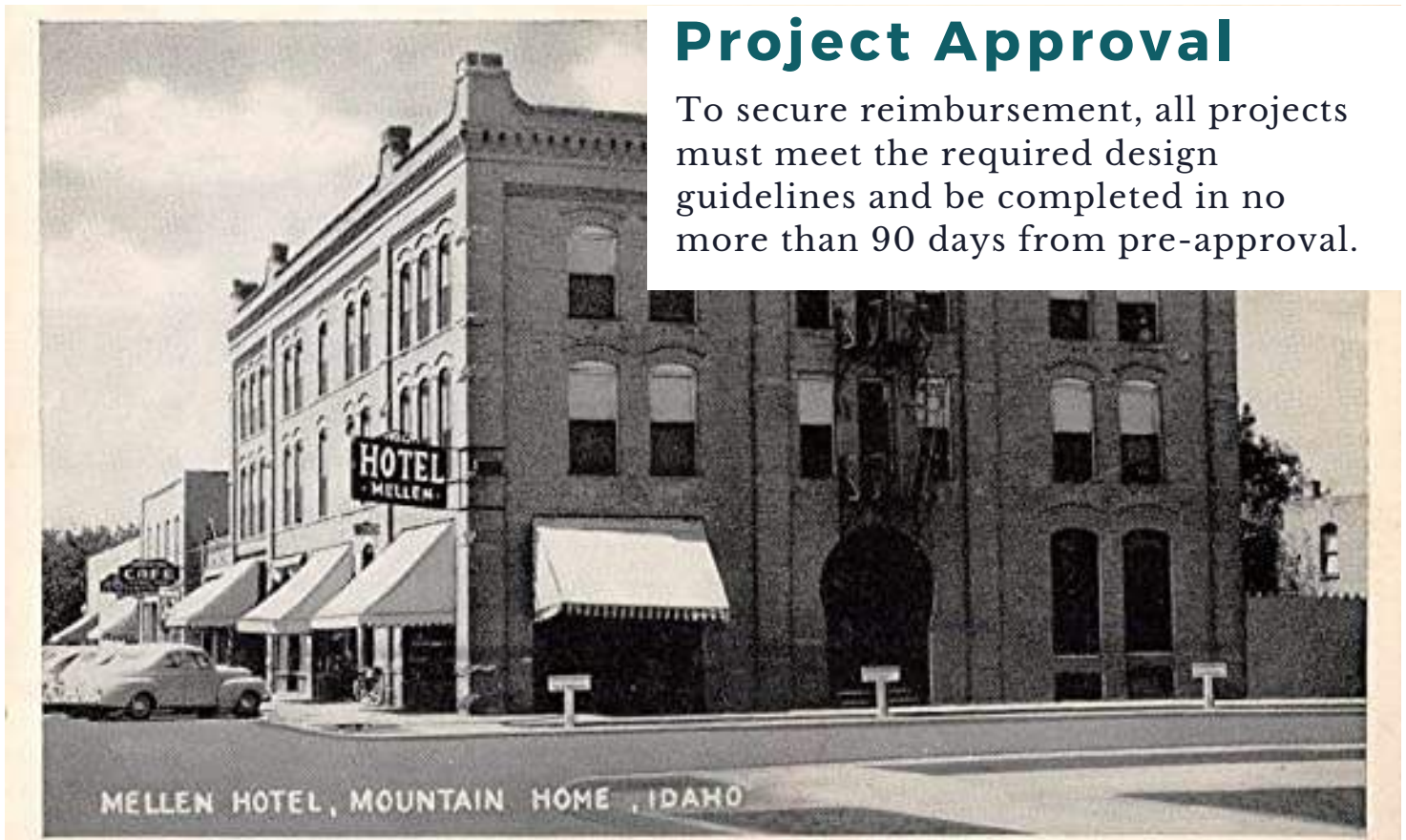
## Program Scope

Those properties within the "Designated Downtown Area," as found in pg. 2 of this document, are eligible for up to 75% of project expenses (up to \$500) in reimbursed costs for exterior improvements to a property or building.

Businesses may only receive Imagine Mountain Homes funds once every two years. Preference will be given to those businesses that have yet to receive Imagine Mountain Home funds.

## Project Approval

To secure reimbursement, all projects must meet the required design guidelines and be completed in no more than 90 days from pre-approval.



# MOUNTAIN HOME DESIGNATED DOWNTOWN AREA



DESIGNATED DOWNTOWN AREA

# DOWNTOWN EXTERIOR IMPROVEMENT REIMBURSEMENT PROCESS

1

HAVE A EXTERIOR  
IMPROVEMENT  
PROJECT WITHIN  
THE DESIGNATED  
DOWNTOWN AREA



REVIEW AND  
IMPLEMENT THE  
RELEVANT DESIGN  
GUIDELINES FOR  
THE PROJECT

2



COMPLETE THE PRE-  
APPROVED PROJECT  
AND HAVE IT  
REVIEWED FOR  
DESIGN GUIDELINE  
CONFORMANCE

4



SUBMIT DETAILED  
PLAN TO THE  
IMAGINE  
MOUNTAIN HOME  
COMMITTEE FOR  
PRE-APPROVAL

3



IF THE PROJECT CONFORMS TO DESIGN  
GUIDELINES, SUBMIT PROJECT RECEIPTS TO  
IMAGINE MOUNTAIN HOME COMMITTEE TO  
RECEIVE 75% REIUMBUSMENT (UP TO  
\$500).

5

# DESIGN GUIDELINES



## Why Guidelines?

The City of Mountain Home and downtown businesses have each substantially invested in downtown's continued success. Guidelines are in place to ensure uniformity and consistency in the downtown Mountain Home for the future.

## Enforcement

The Imagine Mountain Home Committee will review all proposed Downtown Exterior Improvement Projects for conformance to each specific guideline category pertaining to the project. If the committee finds that the proposed project substantially deviates from the proposed guidelines, preapproval will not be granted, and reimbursement will not be awarded.

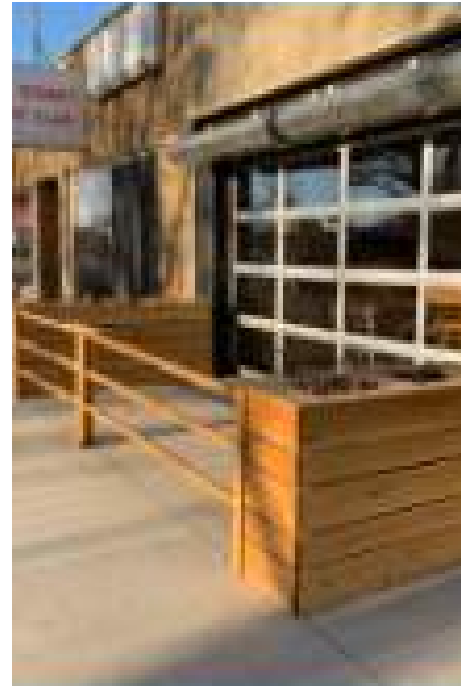
## Sidewalk Furniture

- Shall be constructed of high-quality weather-resistant material.
- Prominent logos on seating, tables, shade structures, and the like are highly discouraged.
- All proposed sidewalk furniture will meet ADA standards and regulations in regards to placement.



## Exterior Lighting

- Wall-mounted light fixtures between storefronts to provide pedestrian-oriented lighting are recommended.
- Lighting that illuminates distinctive features of the building is encouraged.
- Dark-Sky-friendly lighting is highly encouraged.





## Signs

- Internally lit/backlit signs are highly discouraged.
- Signs should be scaled for pedestrian traffic.
- It is recommended that signs be located to highlight architectural features of the building, such as a panel band, entryways, awnings, or display windows.
- The refurbishing of existing historic signs is encouraged.
- Projecting signs are encouraged.
- Vinyl or painted window signs are highly discouraged to take up more than 25% of the window. Window signage should always be applied with a long-lasting, weather-resistant material.



# Building & Facade Improvements

- It is recommended that exterior wall materials and colors commonly found downtown be used. These colors are predominantly muted natural colors.
- Bright, neon, or reflective colors that are not ordinarily painted are highly discouraged.
- Use of stucco or Exterior Insulation and Finish System (EIFS) for the dominant building material is highly discouraged.
- Concrete Masonry Unit (CMU) is highly discouraged as a prominent building material.
- Metal siding is highly discouraged from being used as a primary building material.
- Added or refurbished windows shall have sufficient depth and trim.
- "Blank Walls" (over 6' in height and a horizontal length of 20') are highly discouraged.



## Questions & Contact Information



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