

## **WABASHA MAIN STREET ANNOUNCES DESIGN ASSISTANCE for 2021**

Spring is in the air!!! Is it time to think about sprucing up your signage or storefront with a new design? Wabasha Main Street, Inc. has the opportunity to provide free design consultation for Storefront/Façade and/or Signage Design Assistance to any business or property owner within the Wabasha Main Street District. This service is available once a year to Minnesota Main Street Communities, of which Wabasha is one of twelve. Wabasha's Main Street District goes from Bridge to Bailey and the Riverfront to 2<sup>nd</sup> Street. See our website for more information: [www.wabashamainstreet.org](http://www.wabashamainstreet.org)

If you are considering re-envisioning your storefront, façade or a new sign, this program will offer you illustrations or design renderings to help you, as a property owner come up with design and preservation possibilities. Design consultation helps to identify historically significant building characteristics and to make recommendations on exterior improvements. Thoughtful sign design can effectively promote your business.

In order to be eligible to receive this assistance your building must be zoned commercial or mixed use. The building does not have to be considered "historic" but at least 50 years old in order to be eligible. Individual owner-occupied residences or rental residences are not eligible to receive design assistance.

Applicants receiving the design services are required to share final project costs, information and photographs with the Minnesota Main Street program. Applications will be available until May 15, 2021.

Following submittal of a Design Consultation Request, we will schedule an on-site visit with our consultant with you. Historic photos are also an excellent resource for clues about the buildings original design. You will be provided with sketches and digital designs for your use after site visit and consult.

Wabasha Main Street has had two previous business owners participate in this free design service and have found it most valuable for future possibilities in both future façade work and signage.

For further information please contact Mary Flicek at [wabashamainstreet@gmail.com](mailto:wabashamainstreet@gmail.com) or pick up more information or an application at 157 Main Street West, Wabasha.