

Design Committee

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.



Downtown Beloit Association

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Downtown
Beloit
Association

Exterior Color Palette Guidelines



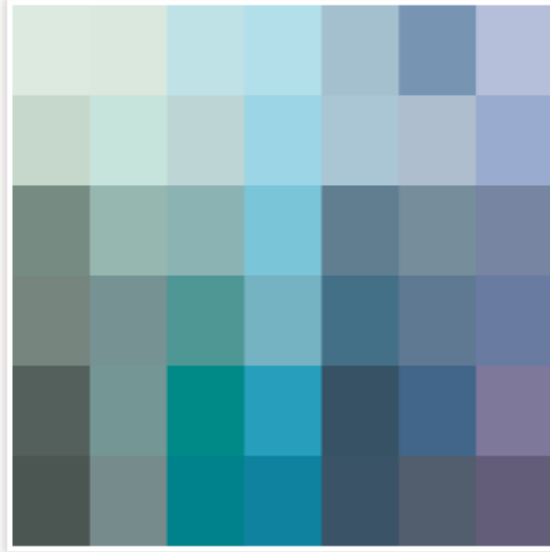
Addendum to
Design Guidelines

Exterior Color Palette Guidelines

This brochure is meant to be an example of approved colors by both the National Trust for Historic Preservation and the Downtown Beloit Association. These can be from any brand.



NATIONAL TRUST FOR HISTORIC PRESERVATION



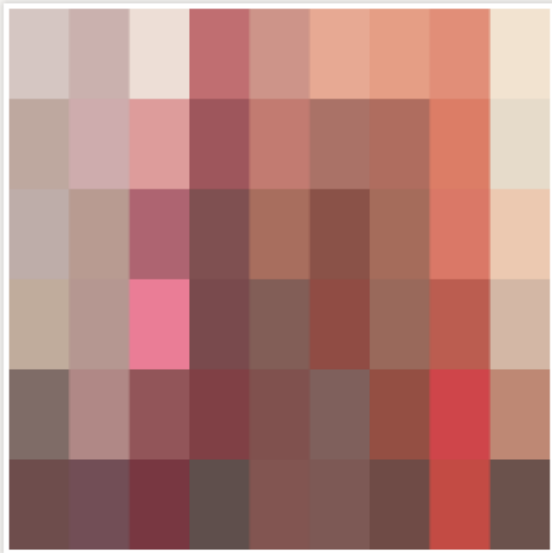
VELVET BLUES

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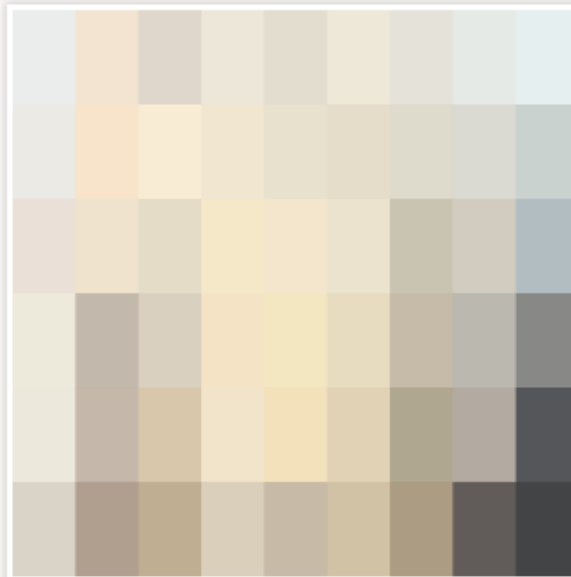
STATELY GREENS

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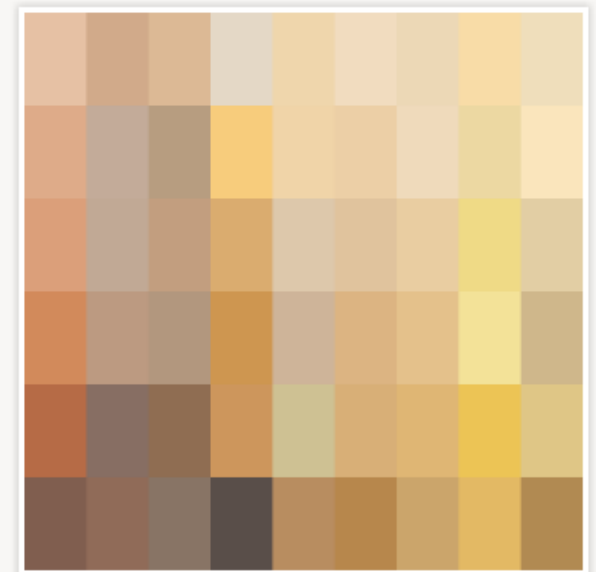
ANTIQUÉ REDS

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WHITES & NEUTRALS

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EARTHEN YELLOWS