

**TOWN OF BERTHOUD
RESOLUTION NO. 08
(Series 2021)**

**A RESOLUTION OF THE TOWN OF BERTHOUD ADOPTING A SIGNAGE
AND FAÇADE GRANT INCENTIVE PROGRAM**

WHEREAS, The Town of Berthoud is dedicated to preserving, protecting, and enhancing the character of Berthoud's historic downtown as well as the entire Mountain Avenue Corridor; and,

WHEREAS, the sign and façade incentive grant program supports and complements the design standards set forth and adopted in the Mountain Avenue Corridor Overlay Plan; and,

WHEREAS, a goal of the sign and façade grant incentives is to improve the visual appearance of the downtown business district, which is critical both to the success of individual businesses and to the economic health and vitality of Berthoud as a whole; and,

WHEREAS, the sign and façade grant incentive program will promote economic vitality and enhance property values and the visual environment along the corridor; and,

WHEREAS, the sign and façade grant incentives are designed to complement Berthoud's unique characteristics and encourage and assist commercial property owners to enhance the design and appearance of their storefront façades and signs by providing incentive grants to building owners or commercial tenants located along the Mountain Avenue Corridor;

**NOW THEREFORE BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE
TOWN OF BERTHOUD, COLORADO AS FOLLOWS:**

Section 1. The Board of Trustees of the Town of Berthoud hereby resolve to adopt the attached Berthoud sign and façade grant incentive program.

Section 2. The program shall be effective February 10, 2021.

PASSED, ADOPTED AND APPROVED THIS 9th day of February 2021.

ATTEST:

Christian Samora, Town Clerk

