



FOWLER, INDIANA BEAUTIFICATION AND DESIGN GUIDELINES

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Prepared for:
The Town of Fowler, Indiana
Beautification Committee
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INTRODUCTION

The following design and building guidelines will serve as recommendations for improvements to the buildings in Fowler’s Downtown, Commercial Corridors and Gateways. This document emphasizes twelve principles to serve as the basis for implementation. Following the discussion of design principles, specific design guidelines for Fowler are presented.

The **Building Components** section includes guidelines for the following:

- awnings
- energy conservation
- masonry maintenance
- painting/ color
- signage
- upper story windows
- window displays
- general beautification
- consistency
- doors
- decorative elements
- infill
- rear/side entrances
- storefront designs
- storefront windows
- lighting
- miscellaneous items
- parking

The **Town Image** section includes ideas of how the town could look if the principles are applied. These *before* and *after* illustrations are intended to serve as catalysts for local property owners and the community to rediscover its unique character and identity.

The **Beautification and Design Guidelines** section is a model ordinance that could be reviewed, adapted and implemented as the legal framework for implementation.

The **Details** section offers additional information on topics related to the Guidelines.

These recommendations are not intended to draw attention to particular individuals or point fingers at building owners. The specific recommendations are intended to help owners identify ways to improve their buildings and prioritize improvement projects. Long-term planning will be a key element in the downtown improvements.



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