YOU INVEST IN LOWELL!

MARKETING your business –
Maximize your potential through community networking, advertisements, and creative promotions

BEING VISIBLE to your customers –
Emphasize the quality of your business through interesting window displays

ESTABLISHING a stable image –
Advertise your professionalism and dedication by avoiding banners and handmade signs

STRIVING for excellence –
Capitalize on the sense of pride created by being part of a historic district and a National Park

LOWELL INVESTS IN YOU!

MARKETING our uniqueness –
The City of Lowell and the National Park spend approximately $1 million annually on marketing

BRINGING consumers to Lowell –
history-minded visitors spend two and a half times more money than other visitors*

OFFERING expertise and grants –
Our sponsors offer free guidance and financial assistance in making your store successful

STRIVING for excellence –
The Historic Board guidelines strive to create a sense of place that provides prosperity for businesses and promotes the historic heritage of Lowell.

SPONSORED BY

the
Lowell Historic Board
and the
City of Lowell

IN COLLABORATION WITH
Lowell National Historical Park
Cultural Organization of Lowell
Lowell Small Business Assistance Center
Downtown Lowell Business Association
Center City Committee
Greater Lowell Chamber of Commerce

Promoting and encouraging the coalition of economic development, historic preservation, and public art.

Downtown Lowell Historic District

*Source: Travel Industry Association of America, 1997

For more information, contact the Lowell Historic Board at 978-446-7200
LOST REVENUE!
Surveys indicate that a dull and dirty appearance keeps customers out.

HISTORIC BOARD REGULATIONS REQUIRE:
The REMOVAL of
• Overhanging advertising flags of any sort
• Paper signage adhered to the glass
— and —
The MAINTENANCE of a building façade
• Removal of graffiti
• Proper upkeep of the paint and other surfaces

PROFESSIONAL IMAGE!
Simple changes can change your look and draw in new customers!

HISTORIC BOARD REGULATIONS REQUIRE:
The REMOVAL of
• Mass-produced internally-illuminated or neon signs
• Paper signage adhered to the glass
— and —
The INSTALLATION of
• Permanent primary signage on signboard
• Displays sensitive to the area’s historic nature

$ COMPETITIVE EDGE $ Stay one step ahead of your competitors. Don’t copy them – UPSTAGE them with creative promotions and displays.

LOST POTENTIAL!
Customers are drawn to places offering a pleasant experience and a quality product.

HISTORIC BOARD REGULATIONS REQUIRE:
The REMOVAL of
• Sidewalk signs
• Temporary Banners
— and —
The INSTALLATION of
• Permanent primary signage on signboard
• Operable awnings, if desired, ONLY for sunny locations

LOCATION! LOCATION! LOCATION!
Simple changes can convey the message that you are committed to your business and your customers.

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— and —
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• Removal of graffiti
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LOST CUSTOMERS!
Offering products that appeal to a wide range of clients increases your bottom line.

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