



# Lansdowne Façade Improvement Program Guidelines & Application



presented by



LANSDOWNE  
ECONOMIC  
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## Overview

The Lansdowne Economic Development Corporation (LEDC) has obtained funds from the Pennsylvania Department of Community and Economic Development (DCED) to assist Lansdowne business and property owners in the Lansdowne Central Business District, (CBD) to finance facade improvements. Funds are provided to business and property owners in the form of matching grants, and the LEDC will be able to award \$120,000 in grants over the next four years. Grant recipients must match dollar for dollar the amount of money received from the LEDC.

The goal of the project is to make the CBD a more attractive and inviting place to welcome and attract more customers, business owners and investors to the downtown. The LEDC believes that the monies available through the program totaling \$240,000 will go a long way to accomplishing that goal. In addition, the LEDC has partnered with local banks and Sherwin-Williams to provide Lansdowne business and property owners with additional incentives and benefits to participate in the Façade Improvement Program. Alliance Bank and Eagle National Bank are offering favorable borrowing terms to grant recipients to finance the match requirement of the Façade Improvement Grant, and may provide additional funds for improvement projects beyond the limitations of the Façade Improvement Grant Program. Sherwin-Williams will provide business and property owners with free technical support and 20% discounts on all Sherwin Williams products. Sherwin Williams has also prepared a suggested color palette for creating a uniform and historical look to the CBD. The LEDC will continue to work with other business service and product providers to obtain additional benefits and resources for the program.

Lansdowne has a unique and long history and many of the buildings in the CBD contribute to the historic architecture and character of the community. To improve the attractiveness and restore the historical character of the CBD an objective of the Façade Improvement Grant Program is to help return adjoining buildings to a more unified architectural appearance. The majority of the older buildings in the CBD have two stories, with retail on the first level and mixed-use, including apartment living units on the second floor. Many of these properties were originally one building and share common roof lines, cornices and other ornamental architectural details. Over the years in many cases, the unity of these features was not preserved. The LEDC believes that restoring this architectural unity would create a more appealing, more attractive, and more inviting business district. The LEDC encourages business and property owners to work together in achieving a uniform architectural appearance and contiguous historical appeal. This could be accomplished by restoring original architectural finishes and by use of like color schemes, particularly at the second floor levels. Coordinated color schemes and awnings could be used to create a harmony at the first floor retail level. Lighting may also be used to help create a unified appearance.

# Policy and Procedures

## What is the Lansdowne Main Street Façade Improvement Program?

The Lansdowne Main Street Façade Improvement (Program) is a dollar-for-dollar matching grant program which will provide up to \$ 5,000.00 to commercial building owners or approved commercial tenants who wish to make certain exterior improvements to their buildings. Professional design assistance will be provided to grant recipients in the preparation of program applications.

The purposes of the Lansdowne Façade Improvement Program are: to get our business district into top cosmetic shape, to foster an attractive shopping environment, and to preserve the architectural heritage of Lansdowne's central business district (CBD). Lansdowne's Façade Improvement Program is one of the tools to help restore the image, character and vitality of the business district. The program is intended to improve the quality of physical changes, and stimulate private investment in the facades of the CBD.

## Who is Eligible?

Anyone who owns or leases commercial property in the designated CBD area is eligible to apply. Commercial tenants may apply with the written approval of the building's owner. Buildings with outstanding code violations are not eligible for this grant.

**Program Area:** Lansdowne Avenue, from Stewart to Nyack  
Baltimore Avenue, from Owen to Union

## What is an Eligible Project?

An eligible project conforms to the Lansdowne Main Street Design Guidelines. Guidelines are available upon request. Eligible activities include:

- Façade Cleaning and Repair
- Signs, Awnings and Canopies
- Painting and Exterior Decoration
- Doors and Windows
- Signage
- Exterior Lighting
- Removal of inappropriate materials

**Not Eligible:** paving, interior renovations, routine maintenance, non-permanent items, sidewalk repair, remediation of code violations not addressed under 'Eligible Activities', reimbursement for work conducted prior to award of the grant.

**Please Note:** Your property may be located in the local historic district. Please contact the Borough Code Enforcement Department at: (610) 623-7300, x210, to determine what additional approvals might be required. The Code Enforcement Department can also help you with any permits that might be necessary.

## Application Process

1. **Obtain and Review Application Package:** Applications, including an 'Expression of Interest/Request for Assistance' form, may be picked up from the Lansdowne Main Street office, 12 South Lansdowne Avenue, (484) 461-7001.
2. **Complete Application/Request Assistance to Complete Application:** If requested, assistance will be provided in the completion of the application. Once submitted, the Main Street Manager will review the application for completeness and eligibility. The application will then be referred to the Design Committee for evaluation, and then referred to the Lansdowne Economic Development Corporation Board of Directors for final approval. Projects will be evaluated with regard to its adherence to the Lansdowne Design Guidelines, economic impact, and applicant's ability to complete the proposed project in a timely fashion. Grants will be awarded until the funds are exhausted. All applicants will be notified in writing of determinations regarding their applications.

Applications must include the following attachments:

- An "as-is" and current photograph of the property.
- Design plans, including a narrative describing the project work scope; a sketch or drawing of the plan; paint samples; any other project related material.
- Written cost proposals from contractors, subcontractors and/or suppliers.
- Evidence of sufficient funds to complete the project, including a loan approval, if one is required.

Applications will be reviewed on a timely basis as they are accepted.

3. **Execute a Contract:** Approved applicants must sign an agreement to complete the work, and to commit to maintaining the exterior façade in good condition. Business owners who lease will need the signed approval of the property owner. The project must be approved by both the Design Committee and the LEDC Board before any work is conducted. Proper Borough permits must be obtained and required Borough inspections must take place. Failure to comply will result in forfeiture of the grant. Applicants should inquire at the Borough Code Office as to any further review that might be required by the Historical Architectural Review Board.

**Terms of Grant:** Upon successful completion and submission of required documentation and receipts, each approved project will be reimbursed directly to the applicant.

Successful completion includes:

- Adherence to the approved scope of work and timeline;
  - Submission of detailed invoices from registered tradesman and/or suppliers must be submitted with the request for reimbursement
  - Final inspection by the Main Street Program
-

## Lansdowne Main Street Façade Improvement Program Application

(NOTE: Please call the Lansdowne Main Street office at: (484) 461-7001 for assistance in the completion of this application.)

Date: \_\_\_\_\_ / Assistance Requested to Prepare Application \_\_\_\_\_

### Directions:

1. Complete this form.
2. Attach the following items:
  - a. A recent 8x10 photograph of the façade.
  - b. A detailed drawing or sketch of the expected result (with measurements).
  - c. All estimates for parts and labor.
  - d. Paint chips, awning samples, pictures of windows, doors, signs or awnings, or other illustrations to provide the design team with enough information to approve the project.
3. Give package to Lansdowne Main Street Manager, 12 S. Lansdowne Avenue.

Property Address \_\_\_\_\_

Owner: \_\_\_\_\_ Phone: \_\_\_\_\_

Tenant(s): \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Phone: \_\_\_\_\_

Project includes the following improvements:

- |  |                                  |   |
|--|----------------------------------|---|
| <input type="checkbox"/> Doors or windows    | <input type="checkbox"/> Signage | <input type="checkbox"/> Restoration/rehabilitation |
| <input type="checkbox"/> Exterior lights     | <input type="checkbox"/> Awnings | <input type="checkbox"/> Architectural enhancements |
| <input type="checkbox"/> Woodwork or masonry | <input type="checkbox"/> Paint   | <input type="checkbox"/> Other                      |

Estimated total project cost: \$ \_\_\_\_\_

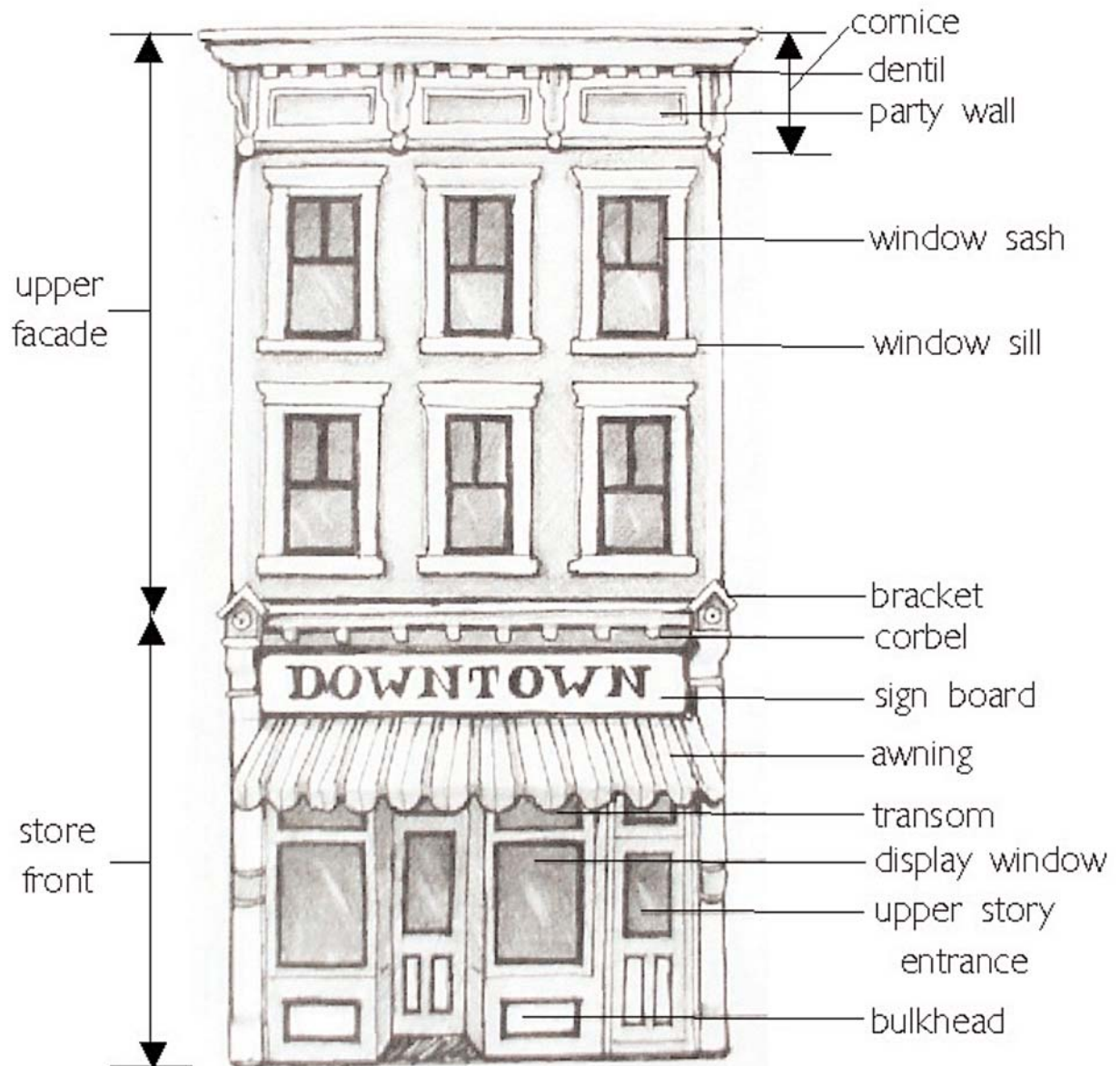
Estimated start date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

I understand that grant eligibility for this project is based on design guidelines and the recommendations of the Lansdowne Main Street program. I also understand that I am responsible to obtain all necessary permits and, if applicable, written permission of the property owner for this project. I understand that a grant will be made only upon successful completion of an approved project as outlined in drawings and/or design plans, and on contractor estimates, provided to and approved by the Main Street program.

\_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
Owner signature(s)

\_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
Applicant signature (if tenant)

# THE BUILDING AND ITS PARTS



## The Storefront



The storefront is the most significant architectural feature of many commercial buildings and its appearance plays a critical role of the success of the business within.

One of the most important aspects to consider when rehabilitating a storefront is its proportion in relation to the entire façade. Traditionally, the storefront was set into an opening bounded by the columns or piers on either side and the storefront cornice or lintel at the top. Also, storefronts generally were composed almost entirely of windows, in contrast to the upper façade that had a higher ratio of walls to glass. And store entrances were often recessed which added to the size of the display windows.

Whether an old storefront is being restored, or a new one is being installed, the original opening, profile, and proportion of glass should always be respected. A storefront that extends beyond its boundaries or has its windows closed off looks out of scale and out of place.

Maintenance and restoration of any original storefront calls for paying special attention to features and materials which still exist, such as cast iron columns and wood or sheet metal cornices. Sometimes these elements are hidden behind later additions. Careful removal of the covering materials will reveal which details are still intact. Always seek to repair and restore these special architectural features. Removing or covering them destroys part of the character of the building.

## Typical Storefronts



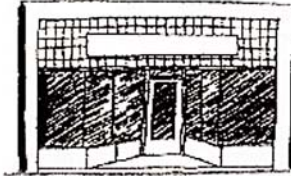
- Early to Mid 1800s
- *post & beam frame*
- *divided display window*
- *simple decoration*



- Late 1800s to Early 1900s
- *simple cornice*
- *transom windows*
- *recessed entrance*



- Mid to Late 1800s
- *decorated cornice*
- *cast iron columns*
- *large display window*



- Early 1900s to 1930s
- *metal window frames*
- *decorative glass transom*
- *recessed entrance*

## Columns

### Brick:

- Treat in the same manner as masonry of upper façade.
- Clean and repaint if possible, or repaint with exterior latex flat paint.

### Cast Iron:

- Wire brush and scrape to remove loose paint and rust.
- If necessary, remove paint with chemical paint remover, heat, or low pressure sandblasting.
- Missing parts can be recast in aluminum or polymer cements.
- Prime and paint with rust inhibitive products made for exterior metal surfaces.

## Bulkhead

- If the original material still exists (wood, pressed metal, tile, etc.) repair, replace sections, and repaint as required.
- If the original bulkhead must be replaced, use compatible materials making every attempt to match the original design.
- Do not use inappropriate materials such as fake brick or stone, anodized aluminum, etc.

## Entrance

- If the original wood door is intact, scrape, sand, prime and paint it with exterior semi gloss paint. Replace glass with tempered glass if needed.
- If the door must be replaced, do so with a new door that resembles the original style, material and proportions.
- If the original door has already been replaced, be sure it is painted to match the storefront.

## Display Windows

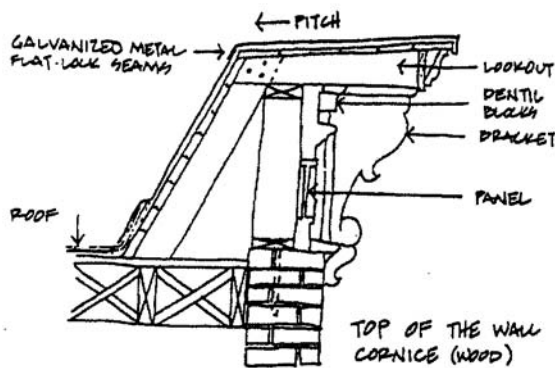
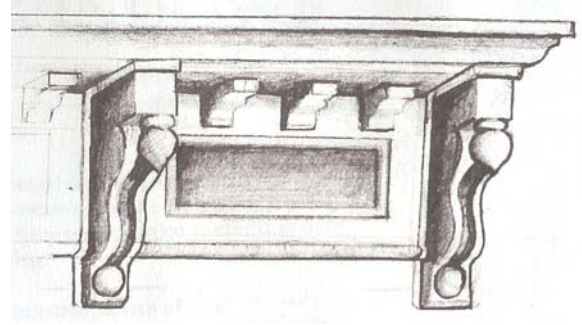
- Keep the original proportions of the glass and any special features such as transoms, leaded glass, etc.
- Do not block up show window openings.
- Keep all trimming watertight.
- Install interior display window lighting. Adjustable incandescent lamps are best. The proper lighting adds to the attractiveness of the storefront and contributes to street safety.

## Use of Aluminum

- Where the use of aluminum is unavoidable in replacing the storefront, make every effort to keep it minimal.
- Where aluminum must be used for the bulkhead surface, be careful to choose a color that blends with the rest of the storefront and the rest of the building. Always consider textured aluminum rather than smooth panels.

## The Cornice

One of the most distinctive features of a building can be its cornices, the one that caps the upper façade and the one over the storefront. Cornices serve as a major decorative element for individual building and also help unite it visually with its neighbors. Every effort should be made to save and restore existing cornices. They should never be removed or covered over. The Design Committee may provide sources for buying or making replacement parts.



### Common Problems

- Loose or missing parts
- Deteriorated sections
- Overall Sagging
- Separation from the building

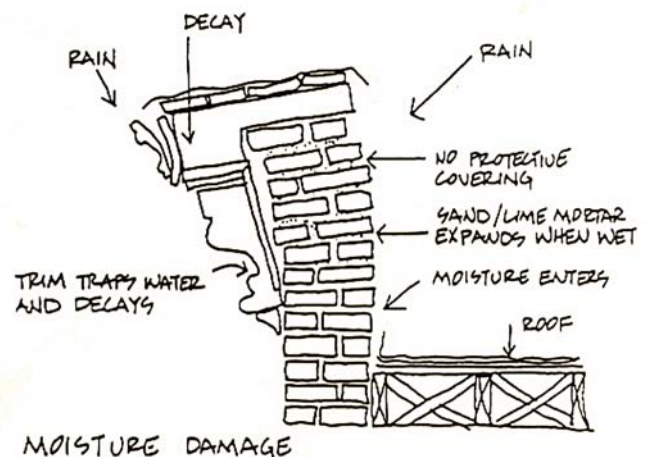
Most damage is moisture related, so it's important to keep the coping and flashing in good condition. Seal any openings in the cornice itself and correct any deterioration of masonry walls. It is essential to maintain the cornice by painting it to prevent water from penetrating the wood.

### Wood

- Repair deteriorated portions by re-nailing, filling and caulking.
- Replace missing pieces with matching parts
- Prime with an oil base primer and paint with semi-gloss latex or oil paint.

### Sheet Metal

- Restore by refastening and caulking.
- Reproduce broken or missing parts
- Scrape or use chemical paint remover (never sandblast)
- Prime and paint using oil base products to prevent rusting. A semi-gloss finish is best.



## Windows

Windows are the eyes of a building and add a great deal of personality to the façade.

The proportion of the openings, the style of the windows, and the ornamental trim, all contribute to the particular character of the building.

The repeated pattern of windows from building to building also creates a visual rhythm down the street that helps tie all the facades together.

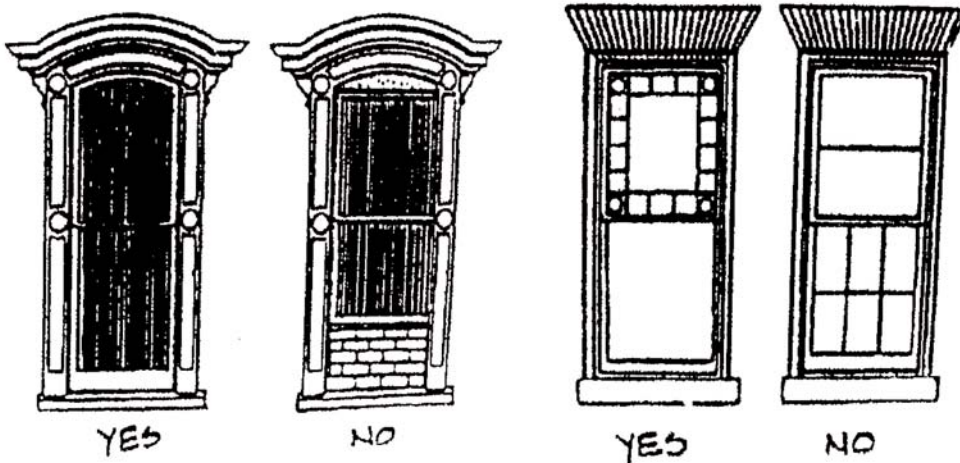
This rhythm should not be broken by blocking up window openings or the use of undersized or oversized windows or inappropriate shutters. Instead, the rhythm should be maintained by keeping openings, windows, and decorative trim consistent with the original.

### Frames & Sashes

- Original windows should be retained whenever possible. Repair, caulk, and repaint as needed. Use exterior, oil base paint with a gloss finish.
- If windows must be replaced, the new windows should match the original in size, material, style and color.
- Storm windows, when installed, should duplicate the shape of the window and match the color of the window sash.
- If original windows were previously replaced with vinyl or metal windows, the replacement windows should be lightly sanded and painted in a color that compliments the architectural character of the building.

### Lintels & Sills

- Keep original intact whenever possible.
- Paint should be exterior latex suitable for brownstone or limestone.



## Wall Facings

The original materials used for wall facings, such as brick, brownstone, wood siding, or sheet metal, help give buildings their special character, as well provide visual harmony to the entire streetscape. Covering the original facings with inappropriate materials, like aluminum siding or fake stone robs a façade of its architectural identity and destroys its relationship to the rest of the street. Repair and proper maintenance of the facing is a much better solution to the problem of deteriorating façade. By taking advantage of the quality of the original materials, the life of the building will be prolonged.

### Brick / Limestone

- Re-point where necessary, matching the new mortar to the original in color, composition and depth and type of point.
- Clean unpainted masonry using water or chemical cleaning techniques. Never sandblast brick or limestone, as it erodes the surface.
- If the brick is already painted it can be cleaned with a chemical paint remover, but a test should be done to make certain that the process wouldn't damage the masonry. Sometimes the brick that was used in older buildings was of poor quality and meant to be painted. If this is the case, repainting with appropriate colors, using an exterior latex coating specifically formulated for masonry surfaces. Earth tones that are close to the natural color of the brick are most compatible.
- If the limestone is in poor condition, or if portions of the limestone were replaced or covered over with stucco, painting the surface using earth tones to match the color of the natural building material may enhance the buildings appearance. Panting should be considered as the last option only after it is determined that cleaning or other restoration techniques would not produce a desired result.

### Sheet Metal/Aluminum/Vinyl

- Clean, if necessary, with chemical paint remover.
- Repair or replace damaged areas with sections duplicated by a sheet metal shop, or use fiberglass compounds.
- Prime with oil base metal anti-rust products to prevent rusting to suit material.

### Wood Siding

- Scrape, sand, and wash away surface dirt.
- Use water seal on old dry wood – especially sills, bulkheads, and doors. This preserves and revitalizes old wood.
- Prime exposed wood with oil-based primer. This also preserves old wood.
- Ensure that old surface paint is smooth and not chalky when rubbed.

## Signage and Lighting

Signs are a vital part of any commercial streetscape. They call attention to individual stores and define the image of the overall business area.

When a streetscape is cluttered with too many signs or signs that are too large or randomly placed, the result is an impression of confusion. When signs are kept to the right proportion, are appropriately placed, and are designed to be compatible with facades, the result is a streetscape that gives a sense of harmony and order to the shoppers it attracts.

### Placement

- Wall signs should be mounted above the show windows and should not cover over the architectural details of the storefront. Signs should be mounted directly to the building without unsightly boards and brackets being obvious.
- Show window lettering can be mounted inside or painted directly on glass. Window lettering signs should be slightly higher than eye level. Gold letters may be bought and applied inside the window and will add formality to Victorian buildings.

### Size

- A wall sign can extend the width of the storefront, between the columns or piers. Its height generally should not exceed 2.5 feet.
- A window sign should not cover more than 20% of the glass.

### Shape

- Researching old photos can help determine sign shape and placement. Old photos show framed signs resting on the storefront cornice (see photo on following page).

### Lettering

- Letter styles should be selected for readability and should relate historically to the building and to the type of business.
- Generally wall sign letters should be 8 to 15 inches in height and occupy approximately 75% of the signboard.
- Lettering for windows should be a maximum of 6 inches high. They should be assembled straight across or in an arc.

### Message

- Signs should be kept simple giving the minimum amount of information needed to identify the business and its main product or service.
- A sign is not meant to act as an advertisement and should not attempt to include inventory or lengthy explanation of services.

## Colors

- Sign colors should compliment the building and storefront colors.
- Colors should be selected to reflect the architectural character of the building.
- Letters and background should have enough contrast to make for easy reading.

## Lighting

- Signs can be externally illuminated with hooded or hidden light bulbs.
- Internally lit sign boxes should be avoided.
- Flashing lights and neon lights should not be used.

## Awnings



Storefront Awnings and canopies are both functional and decorative. They provide sun control for merchandise in the display windows, shelter for pedestrian shoppers on rainy days, an additional place for signage for the business, and a means of concealment for unattractive features. Beyond this, awnings and canopies bring the tremendous appeal of color, not only to the individual building and shop, but also to the entire streetscape.

Whether the awning or canopy is a fixed or retractable type, be sure to select a soft weather treated canvas or vinyl covering. Never install metal canopies; they are totally out of character with historic facades. Always make sure the awning or canopy is "right sized". They should fit within the storefront area and not cover columns or cornices. The colors for awnings or canopies should be chosen to be compatible with the building and signage color scheme. Awnings should come no lower than the top of street-level window lines and not less than 7' above the sidewalk. Awnings on common buildings should be consistent and harmonious with one another. Original awning or canopy designs can be researched through old photos (Available from the Main Street Office..)

# Painting

One of the simplest and least costly ways to dramatically improve the appearance of a façade is with a fresh coat of paint. Appropriately applied, paint can highlight ornamental details, mask inappropriate materials or elements, and renew the richness of the streetscape. In addition, repainting at regular intervals is an essential part of maintenance and helps protect surfaces from deterioration.

## Color Selection

- When choosing colors, research old coats of paint by scraping the surface, or search for old photos. Even black and white photos can indicate shade and contrast of original paint schemes.
- Choose colors from the “historical” collection of paint company samples such as those provided by Sherwin-Williams in the Lansdowne color palette. You can also research photos from magazines, books, and other communities.
- Subtle shade changes of the same color can enhance sculptural effects of architectural features. Complimentary contrasting colors may be used with restraint to “pick out” architectural details on spindles, sashes, brackets, etc.

## Preparing Surfaces

- Washing, sanding, wood-filling, and priming are usually more time-consuming than the painting itself, but these efforts make durable paint surfaces.
- Treating old, dry wood with a water seal product and oil-based primer adds life to the wood.

## Rehabilitation Guidelines

Please refer to the following 'Guidelines' and 'Secretary of The Interior's Standards for Rehabilitation' for guidance when submitting an application

1. Every reasonable effort should be made to find a compatible use for the building and a minimum amount of alteration is required.
2. Make every effort to maintain distinguishing historic nature of the building.
3. Distinctive architectural features of the building should be repaired, rather than replaced. When replacement is necessary, the new material should match the original in composition, design, and texture.
4. Replacement of missing architectural features should be based on accurate duplication of the original features as much as possible.
5. Major alterations to the building over a period of years are part of its history and may have developed significance in their own right. They should be maintained and alterations to create earlier appearance should be avoided.
6. Building additions or alterations should be designed so that if they are removed in the future, the original building's integrity will not be severely damaged.
7. The original lines, proportions, texture, and decorative features of the building should be retained. New additions should be sympathetic to these important architectural features.
8. Elements that conceal or detract from the historic character of the building should be replaced with ones that enhance its original architectural features.
9. The surface cleaning of structures should be undertaken with the gentlest means possible.
10. When possible, existing trim and details should be retained. Decorative trim is particularly important.
11. The lower and upper floors of the building's main façade should be unified. A successful storefront design reinforces the overall proportions of the building by carrying the rhythm of the upper stories into the new storefront design.
12. Colors compatible with the streetscape and appropriate to the architectural style of the building should be used. Keep the number of colors used to a minimum and avoid the primary colors (red, yellow, and blue), which are usually too bright to be compatible with the streetscape. Select colors for trim which contrast with the wall surface, i.e. light versus dark but in the same color family.
13. Sign locations should be incorporated into the overall design for the façade.
14. Mechanical equipment such as television antennae, air conditioner, and trash dumpsters should be placed where they are not visible from the street.

## Secretary of The Interior's Standards for Rehabilitation

A property shall be used for its historic purpose or be placed in a new use that requires minimal changes to the defining characteristics of the building and its site and development.

The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinct feature, the new feature shall match the old in design, color, texture, other visual qualities, and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.

Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken with the gentlest means possible.

Significant archeological resources affected by a project shall be protected and preserved. If the resource must be disturbed, mitigation measures shall be undertaken.

New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize a property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

## Partners and Supporting Vendors

*The Lansdowne Main Street Program would like to express its appreciation to the following for their support of this initiative:*

### Partners

**The PA Department of Community and Economic Development** provides funding to the Lansdowne Main Street Program and funds for the Façade Improvement Program.

**Lansdowne Borough** provides funding to the Lansdowne Main Street Program and technical assistance to the Façade Improvement Program.

### Vendors

**Alliance Bank** and **Eagle National Bank** are offering favorable loan terms to Façade Improvement Grant recipients. The loans may be used to fund the recipients match portion of the grant or for other property improvements. Loan applications are available from the Main Street Manager; however, the LEDC's role is only to provide grant applicants with loan applications. All decisions regarding the loan are made solely by the lender and the lender is responsible for all loan administration and collection.

**Sherwin-Williams** has partnered with the LEDC and has included all Lansdowne residents, and all Lansdowne property and business owners in their Neighbor-to-Neighbor program entitling all Lansdowne residents, property and business owners to receive a 20% discount on all Sherwin Williams products.\* A 5% additional discount is offered for all products already on sale or marked down. To obtain these discounts a Neighbor-to-Neighbor card can be obtained from the Main Street Manager, or proof of Lansdowne residency may be presented at the Springfield store, 326 Baltimore Pike, or any Sherwin-Williams store.

Also in support of the Façade Improvement Grant program, Sherwin-Williams has prepared a suggested Lansdowne color palette based on the period and architecture style of the CBD buildings. Suggested color schemes use soft earth tones reflecting natural building materials of the period including grey stone, limestone and brick. Normally one or two accent colors are suggested for building trim such as cornices, widow and door frames, and other architectural details and ornamentation. Sherwin Williams color consultants will be available to help in color selection and technicians are also available to advise which products to use on various surfaces including masonry, metal, aluminum, and other surfaces and to recommend surface preparation procedures.

*\* Excludes Duration Exterior Coating and Duration Home products. May not be used in combination with other coupons or offers beyond those mentioned on this page.*



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