

# FAÇADE REHABILITATION GRANT PROGRAM

Woodstock Enhancement Committee

2016-17



## What does it do?

Put your best front forward!

Call it superficial but when it comes to doing business, *beauty* and profit start outside your front door. There is no denying that first impressions do really count. What your customers and potential customers see when they look at your business can make or break those potential sales. Growing and maintaining any type of business can be challenging and that is the purpose of this program- to help you put your best *front* forward.

The program is intended to:

- Make our streets more inviting and interesting to walk and shop
- Help building owners attract and retain tenants
- Build civic pride among the community
- Contribute to the quality of life of our residents, workers and visitors
- Promote the marketability of our business area

Grants are available for exterior improvements only and may be used to improve the front or side of the building provided the façade faces a public street. The amount of the match will be determined by the Façade Grant Review Committee based on the funds available and number of requests considered. The money is a grant, not a loan.

## How does it work?

Grants are available for any rehab project that qualifies with up to a 50% match and up to a maximum amount of \$3,000.00 per fiscal year.

## Who qualifies and what are the requirements?

- **All applications must be submitted and approved prior to beginning the proposed improvement**
- Application deadline is May 1, 2017
- Any commercial property owner or business tenant within the Woodstock town limits
- Tenant applicants must have the building owners written approval
- Projects must comply with all town codes, ordinances and policies
- Work must adhere to the plans and renderings approved by the Façade Committee
- Work must be completed prior to June 15, 2017
- Applicant must agree to maintain the façade for a minimum of one year
- Upon completion and review of the work, the applicant must submit proof of payment (copy of paid invoices) in order to receive reimbursement from the Town of Woodstock
- Applicants must submit a copy of the current business license of the contractor(s)/company(ies) involved with the improvement(s)

## What improvements may qualify?

Includes but is not limited to the following:

- Painting (other than routine maintenance)
- Restoration of architectural details in historic buildings and removal of elements covering any such architectural details
- Installation of new or improved doorways, awnings, shutters or canopies
- Installation of appropriate lighting for the purpose of illuminating the exterior and/or signage of a building
- Enhancing windows, doors and/or framing visible from the street
- Landscaping (that may include hardscaping) that is creative and visually pleasing

## What improvements do not qualify?

Including but is not limited to the following;

- Roofs
- Parking lots
- New construction
- Interior improvements
- Equipment or inventory
- Inappropriate cleaning methods, repairs, replacements or alterations
- Signage and backlit awnings
- Deferred maintenance
- Sidewalks
- Projects completed prior to the approval of the application

## What criteria will design approval be based on?

- The potential visual impact of the rehabilitation project
- The comprehensive approach of the design and the long-term durability and sustainability of the improvements
- The visual prominence of the building and its location
- The aesthetic quality of the design proposal
- The historical or architectural significance of the building

***Town of Woodstock, 135 N. Main Street, Woodstock, VA 22664, 540-459-3621, [www.TownofWoodstockva.gov](http://www.TownofWoodstockva.gov)***

# Examples of projects co-funded by the Façade Improvement Grant Program

## Woodstock Brew House outdoor patio

BEFORE



AFTER



## PJ Designs exterior painting and new color pallet

BEFORE



AFTER



**ERA Beasley Realty exterior painting and new color pallet**

BEFORE



AFTER



**HOMEFRONT building gooseneck lighting, windows and doors**

BEFORE



AFTER

