

Post Office Box 614  
Martinsville, Virginia 24114  
276/632-5688  
[www.martinsvilleuptown.net](http://www.martinsvilleuptown.net)

## **Façade Renovation and Signage Matching Grant Program Guidelines**

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Martinsville Uptown Revitalization Association offers a matching grant for qualified renovation projects. Business and/or property owners can be awarded up to \$4,000.00 maximum for projects cost for exterior renovations to uptown property (see our map of the uptown district if you have any questions). The grant must not exceed 50% of total cost of the project.

Interested business and/or property owners may utilize design services through MARTINSVILLE UPTOWN provided by Frazier Associates, an architectural firm located in Staunton, Virginia. Frazier Associates has a long-standing relationship with the National Main Street Center and the Virginia Main Street Program. The firm is committed to Main Street's successful four-point approach which includes organization, promotion, design, and economic restructuring.

Martinsville Uptown Revitalization Association has developed an application and guidelines for this grant. Copies are available by calling the MARTINSVILLE UPTOWN office at 276/632-5688.

### **Guidelines**

1. Prior to applying for a grant, and **before any work is done**, Martinsville Uptown's Design Committee must be presented with a drawing specified with planned colors and design, fabric samples (if applicable), and estimated project budget.
2. Every reasonable effort should be made to provide a compatible use for a property, which requires minimal alteration of the building, structure, or site and environment, or to use the property for its original intended purpose.
3. The distinguishing **original** qualities or character of a building, structure, site or environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
4. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
5. Changes, which may have taken place in the course of time, are evidence of the history and development of a building, structure, site or environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
6. Distinctive stylistic features or examples of skilled craftsmanship, which characterize a building, structure, or site, shall be treated with sensitivity.

7. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features substantiated by historic, physical, or pictorial evidence rather than on conjecture designs or the availability of different architectural elements from other buildings or structures.
8. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building material should not be undertaken.
9. Every reasonable effort shall be made to protect and preserve archaeological resources affected by or adjacent to any project.
10. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historic, architectural, or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
11. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.
12. Grant recipients must be available to any media to cover progress.
13. In order to receive a grant, a business or property owner must be at least a professional member of MARTINSVILLE UPTOWN.
- 14. All copies of necessary permits for the proposed project must be obtained from the City of Martinsville prior to any construction and accompany each grant application.**
- 15. All signage modifications must be in compliance with City ordinance #C-2, Section 9 a-f. All approved City applications and documentation must accompany each signage application. Please call Martinsville's Manager of Community Development Wayne Knox at 276/403-5173 for more information.**
16. Funds awarded through this grant program are available on a reimbursement basis.

## **Color**

1. Look at photographs supplied by Frasier Associates for clues to color choice and placement.
2. Do not paint unpainted brick. If brick has been painted and needs to be repainted, choose a brick color.
3. Colors for late nineteenth and early twentieth century commercial buildings generally relate to colors found in nature. The natural color of masonry materials is preferred while wood is always painted. Brick color can range from buff and beige to red and burgundy. Stone is all colors of gray and tan. Metal cornices and window hoods can be painted a color to simulate stone. Trim can range in a number of colors from browns, tans, and ocher to gray and green.

4. Paint placement, however, is ultimately more important than paint color. Walls should be one color, trim a second, and a third color introduced as an accent on window sash, shutters, doors and/or sign background. Picking out trim such as brackets and other detail should generally be avoided since it will make building appear fragmented.
5. Storefronts should not be painted a different color from the upper story.
6. All planned colors must be given to Martinsville Uptown prior to grant application and remodeling.

## **Awnings**

- 1) Comply with local height restrictions.
- 2) Examine proportion – awning should "fit" the storefront or window/door opening.
- 3) Good graphics – lettering/logo that is easy to read; graphics on awning should coordinate with those used on other signage.
- 4) Color – light lettering on a dark, solid background reads best whereas lettering on a patterned background does not read well.
- 5) Fabric awnings last five to seven years.
- 6) Awnings should be cleaned twice a year with mild detergent.
- 7) Relative costs: custom shapes and retractable awnings are two to three times as expensive as fixed awnings.
- 8) Multiple businesses within one building coordinate awnings (use same color awning with different signs for each individual business, or use color-coordinated awnings for each business.)
- 9) All copies of necessary permits for the proposed project must be obtained from the City of Martinsville prior to any construction and accompany each grant application

### **I have reviewed and agree to all of the above.**

\_\_\_\_ I am a Professional Member of Martinsville Uptown Revitalization Association.

\_\_\_\_ Enclosed is my Professional Membership Dues for MARTINSVILLE UPTOWN.

\_\_\_\_\_

Print

\_\_\_\_\_

Sign

\_\_\_\_\_

Date



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**Grant Application**

**Identification of Building**

Building Name \_\_\_\_\_

Street Address \_\_\_\_\_

**Participant Information**

Name \_\_\_\_\_ Owner    Tenant

Mailing Address \_\_\_\_\_

Phone During Day \_\_\_\_\_ Alternate Phone \_\_\_\_\_

Please check one:

- I would like help with signage.
- I would like help with my building's façade.
- I would like help with both.

**Project Description**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Estimated Budget (attach estimates from contractors)** *Business and/or property owners can be awarded up to \$4,000.00 maximum for projects cost for exterior renovations to uptown property. The grant must not exceed 50% of total cost of the project.*

**Photograph Documentation (please attach)**

Historic Photographs    \_\_\_ Enclosed    \_\_\_ Not Available    \_\_\_ Still Looking

**Façade Studies Needed**

\_\_\_ Front Elevation \_\_\_ Side Elevation \_\_\_ Rear Elevation

**Attachments (*please check*):**

- Professional membership dues to MARTINSVILLE UPTOWN if I'm not yet a member.
- All copies of necessary approved permits from the City of Martinsville prior to any construction.
- All signage modifications must be in compliance with City ordinance #C-2, Section 9 a-f. All approved City applications and documentation must accompany each signage application.
- Signed copies of Martinsville Uptown Revitalization Associations' grant guidelines, showing your agreement with them.
- Drawings in color, fabric swatches, paint chips

\_\_\_\_\_  
Your Name Signed

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed

\_\_\_\_\_  
**Martinsville Uptown Revitalization Association Representative**