



# Downtown Façade Improvement Program

The Town of Vinton Downtown Façade Improvement Program is administered by the Town and Roanoke County Economic Development Authority with the purpose of encouraging exterior renovations in Vinton's downtown commercial core. The program is designed to reimburse qualifying investment into exterior improvements to commercial and mixed-use buildings within the Downtown Program Boundaries.

\*Proposed improvements must be approved by Town of Vinton staff prior to qualifying for the local grant

## Downtown Program Boundaries

To be eligible for a Façade Improvement Program reimbursement grant, a building must be used in whole or in part for commercial purposes and must be located within the target area. The program area targets properties in Central Business, General Business, and Industrial zoning districts including gateway corridors such as Walnut Avenue, Pollard Street, Washington Avenue, and adjacent streets within the boundary. The eligible program area is shown below within the blue border:



**Proposed improvements must be approved by Town of Vinton staff prior to qualifying for the local grant.** Contact **Marshall Stanley** at [mstanley@vintonva.gov](mailto:mstanley@vintonva.gov) to schedule a meeting to discuss proposed and qualifying improvements.

## Qualifying Improvements

Exterior improvements to the front or frontage facing side of a commercial building conforming to Town of Vinton ordinances. Refer to the **Design Guidelines** for Qualifying Improvement design standards. Qualifying Improvements include:

- Architecture
- Signage
- Landscaping
- Lighting
- Veneers
- Awnings
- Walls
- other exterior improvements upon approval

■ Replacement of window, doors, and paint alone will not qualify

■ Embellishing design elements such as lintels, sills, keystones, awnings, or flowerboxes or some other element to change the look of the window or door opening is mandatory

■ Exterior improvements to the backs or sides of buildings are eligible, subject to review by the Program Advisory Committee

## Award Amounts & Guidelines

This project will provide grants ranging from \$500 to \$5,000 to assist small businesses along designated areas in the Town of Vinton with building façade and other general property improvements undertaken in accordance with established design guidelines.

- 50% reimbursement of qualified expenditures up to a maximum of \$5,000 (per facade)
- **Awning Maintenance** - 50% reimbursement of qualified expenditures up to a maximum of \$1,000 dedicated to updating the canopy material of an existing awning that has become damaged/excessively worn
- Properties can only receive one (1) Downtown Facade Improvement Programs grant award per calendar year

## **Steps to Apply**

1. Contact the **Town of Vinton Economic Development Department at (540) 283-7018** to request an application or download the application from the Town of Vinton website at [www.vintonva.gov](http://www.vintonva.gov).
2. Talk to a member of the Planning and Zoning staff about your project plans to make sure your plans match the grant program.
3. If you desire, consult an architect or designer to assist you with the project.
4. Obtain a written estimate from a licensed contractor for the work to be performed. A 10% contingency of the total cost of the project must be provided in the estimate. The grant program will not reimburse you for your own labor, but materials are reimbursable.
5. Return the completed application and a cost estimate of the proposed improvement to: Planning and Zoning Department, 311 South Pollard Street, Room 105, Vinton, VA 24179.

## **Review Process**

1. The Planning Department and/or Project Planner will review the application for submission to a review committee.
2. Potential applicants are encouraged to contact the Project Planner who is available to preview design concepts, ensure proposals meet regulations, and are consistent with the Design Guidelines.
3. Applicants will be notified in writing of the decision. Applications will be judged on how closely they follow the Design Guidelines. Funding is available on a first come basis.
4. Your project must be approved before work begins.
5. All approved grants will be paid upon COMPLETION and APPROVAL of the improvement according to the description in the application.
6. A written explanation of the reasons for denial of an application will be supplied within 30 days from the date of the review decision