

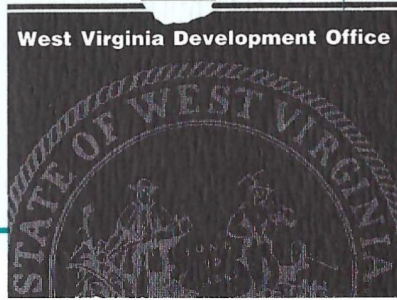
DESIGN ASSISTANCE SERVICES



Main Street
West Virginia



West Virginia Development Office



MAIN STREET WEST VIRGINIA is a self-help program offering strategic planning, technical assistance, and leadership to communities actively participating in the *Main Street West Virginia* program. Design assistance is one of the services provided in an effort to help preserve the architectural integrity of these communities. The uniqueness of your community is an asset. Encouraging business and property owners as well as community leaders to build on that asset can be an exciting and challenging community effort—one that pays big dividends in community pride and a marketable downtown business district.



Caldwell Trust Building renovation, Huntington, WV

DESIGN ASSISTANCE SERVICE

The design assistance service consists of a four-step process: an official request for services, an on-site visit/consultation, design recommendation(s), and follow up on the project's progress. This service is for building facade improvements and maintenance only. The scope

ELIGIBILITY:

Who is eligible? Free design assistance is offered to business and/or property owners within *Main Street West Virginia's* active program areas.

of the service includes requests for recommendations on new signage, awnings, window replacements, painting, cleaning, storefront renovations, and complete building rehabilitation.

The design consultant will visit each requested project and provide either a conceptual

facade rendering and/or a written description of the needed building improvements or maintenance. A maintenance manual will also be given to the property owner and a follow up on the project will be initiated during and after construction.

All design recommendations fall within the local Main Street program's guidelines. For a copy of these design guidelines, contact your local Main Street office. Design recommendations for historic structures are based on "The Secretary of the Interior's Standards for Rehabilitation." If you plan to apply for historic preservation tax credits, contact the State Historic Preservation Office at (304) 558-0240 to ensure that all proposed work is acceptable under program requirements.

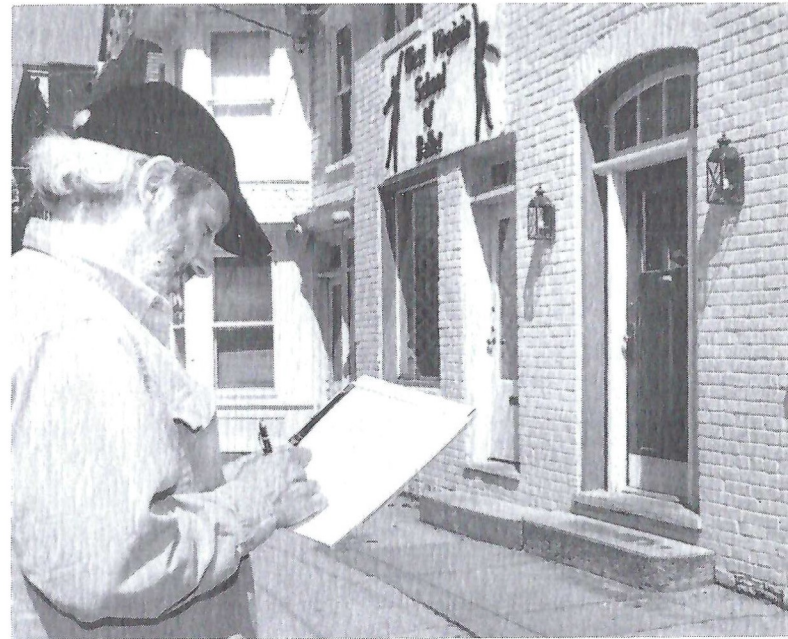
VISUAL MERCHANDISING AND WINDOW DISPLAY WORKSHOP

Main Street West Virginia offers workshops to retailers within its active program areas on visual merchandising and window display. These workshops are scheduled with a contracted interior design/visual merchandising consultant and usually consist of an open group seminar and one on one in-store consultations with retailers. Workshops are highly publicized by the local program, so that as many retailers within the commercial business district, as possible, can take advantage of this service.

BUSINESS ENHANCEMENT TEAM (BET) PROGRAM

The Business Enhancement Team program provides selected retail businesses with free interior design assistance by professional consultants. Interested businesses must fill out a questionnaire and file it with the Main Street office when applying for this service. Part of the criteria for selection is that the businesses must plan to initiate the recommended renovations within a year. *Main Street West Virginia* offers this service on a limited basis, usually selecting only two or three businesses a year.

BET design assistance includes interior renovation drawings, paint and wallpaper selections, lighting, display racks, etc. The scope of services includes a two-day site visit by the consultants in which the business owner must be available to work with the consultants both days. Several phone and mail contacts are necessary to finalize recommendations.



Michael Gioulis, MSWV design consultant

PHOTO: JEFF CAPLAN

MAIN STREET WEST VIRGINIA offers these design assistance services to business and property owners to rehabilitate, preserve, and revitalize the state's downtown business districts. It is our hope that by partnering with our State Historic Preservation Office in helping to educate the public on the proper preservation of our historic structures, they will continue to function for future generations to enjoy. Pride in our history and unique architecture continues to serve as a catalyst for community spirit and business growth.

FYI: **MAIN STREET WEST VIRGINIA** and your local Main Street program maintains a Resource Library which houses information on suppliers of building materials and proper maintenance of historic structures. Articles, books, catalogs, slides and videos on design, and a building maintenance manual are also available through the Resource Library.

For more information about the Design Assistance program, contact your local program manager. For more information about the Main Street West Virginia program, contact:

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