



THE PLACE TO BE.  
**CHRISTIANSBURG VA**



# 2025 FAÇADE GRANT APPLICATION PACKET

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April 2025



# Program Summary



If you own or lease a commercial property in the Town of Christiansburg, and you're investing in exterior property upgrades, the Façade Grant Program may be perfect for you!

**Awardees can get up to 50% of the project cost reimbursed by the Town!**

## The Façade Grant Can Help You:

- Improve the look of your property to attract foot traffic and improve your customer's experience
- Save money on planned improvements
- Protect and/or increase your property value

## The Simple 3-Step Process

1. Fill out an application. Tell us what property improvements you are planning and complete the application checklist.
2. The Central Business District Committee will appoint a Selection Committee to score the applications and select awardees.
3. Awardees will be announced and will have until June 30, 2026 to complete projects and claim their reimbursements.

## What Is The Grant:

- 1:1 matching reimbursement grant up to \$5,000 for qualifying exterior (façade) improvements.
  - Ex: If your project is \$10,000 total, you could be reimbursed up to \$5,000 if awarded.

**Interested? Here are a few resources to help you submit the best application possible:**

### Information

- The **APPLICATION PACKET** explains project guidelines, what work can be reimbursed, and logistics about how the process works.
- The **APPLICATION CHECKLIST (page 9)** helps make sure you have everything you need for your application.
- The **FAÇADE GRANT RUBRIC (page 6)** shows exactly what the Selection Committee will be looking for so you can submit a strong application and increase your chances of winning.

### Support

- There will be three Façade Grant Workshops to guide you through choosing your project and submitting a competitive application.
- **To apply, you MUST attend one workshop:**
  - April 24, Noon-1 p.m., Virtual
  - May 22, 6-7 p.m., In person
  - June 5, 6-7 p.m., In person
- We also offer one-on-one support as needed to give more personalized guidance and help you submit the best application possible!

**Applications will be due June 30, 2025! Don't miss out on this opportunity!**



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## Application for Façade Grant

Applicant Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Site Address: \_\_\_\_\_

Property Owner Name & Address (if different): \_\_\_\_\_

Business Name(s): \_\_\_\_\_

Are you are applying for a building in the (please check):

☐ Downtown Historic District

☐ Cambria Historic District

☐ Uptown

☐ Midtown

☐ Other: \_\_\_\_\_

Is this a for-profit or non-profit business:

☐ For-profit

☐ Non-profit (only eligible if other Town contributions have not been received this fiscal year)

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Requested Match Amount (check one):

\_\_\_ \$0 - \$500

\_\_\_ \$501 - \$1,500

\_\_\_ \$1,501 - \$3,000

\_\_\_ \$3,001 - \$4,500

\_\_\_ \$5,000 (To receive the full \$5,000 award, applicants must provide their own rendering – if required. To see a full list of projects that require a submitted rendering, please review the full application packet).

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Please provide details of all potential façade improvements that may be accomplished if selected:

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# Application for Façade Grant Continued

Please provide a preliminary budget for all proposed improvements (may be submitted on separate page):

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Please list any additional projects you are currently working on or have planned for 2025/2026 (separate from proposed Façade Grant work).

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**NOTE:**

*\*Façade is defined as the primary exterior face of a building that is visible from the public right-of-way. This typically refers to the outermost wall facing the main street and containing the primary public entrance. At the discretion of the Selection Committee and Town, additional public facing walls may also be considered the façade.*

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The undersigned applicant hereby applies for Façade Grant program as stated above and/or within supplemental attachments and certifies that he/she is duly authorized by the owner(s) to make such application.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

**To submit, please attach this application in an email to Miles Campbell at [mcampbell@christiansburg.org](mailto:mcampbell@christiansburg.org) with the email subject as “Facade Grant Application”.**

# Façade Grant Logistics



For any questions or support regarding the Façade Grant, please reach out to our Small Business Solutions Manager, **Miles Campbell** | [mcampbell@christiansburg.org](mailto:mcampbell@christiansburg.org) | **540-382-6128 ext 1131**.

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## Applicant Eligibility

Commercial property owners, business owners, and nonprofits are eligible to apply for the Façade Grant if they meet the following requirements:

- Building is located in Christiansburg
  - Building is occupied or in the process of being renovated
  - Building is zoned B-1, B-2, B-3, I-1, I-2, MU-1, or MU-2
  - Project has the property owner's consent
  - Project is focused on the façade (or another approved side of the building as determined by the Selection Committee)
  - Applicant is willing and able to invest an equal match to any grant funds if awarded
  - If applicant is a nonprofit, they are only eligible if they have NOT received any other budgeted Town funds or Town grants in the current fiscal year
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## Eligible Work

Eligible work that **REQUIRES** a professional design submitted with the application:

- Stabilization of building's façade
- Removal of historically inconsistent materials from façades, such as wooden board, plywood, vinyl, siding, and replacement windows, if restoring original details underneath, such as transom windows
- Restoration of original windows, replacement of windows with period-correct versions, reopening of bricked-up windows
- Repair, restoration, or replacement of period correct architectural details such as cornices, dormers, doors, lintels, window pediments, columns, and similar details deemed to be contributing to the character of the building
- Decorative façade painting

Eligible work that does **NOT REQUIRE** a professional design submitted with the application:

- Painting in historic or period-accurate colors
- Restoration of historic painted signage
- Hardscaping and/or landscaping improvements in area between the front of the building and public street

Work that is **NOT** eligible:

- Landscape maintenance (mowing, edging, trimming hedges, etc.)
- Landscaping, hardscaping, and/or painting in historic or period-accurate colors will not be considered as a **standalone** project but may be considered in conjunction with other approved façade work.



# Façade Grant Logistics continued



## Design Through Town Artist

Please contact Miles Campbell at [mcampbell@christiansburg.org](mailto:mcampbell@christiansburg.org) to determine if your application requires a professional design.

If your application requires a professional design, you can choose to:

- Hire your own artist OR
- Work with the artist provided by the Town of Christiansburg. To get in touch with the Town's artist, contact Miles Campbell at [mcampbell@christiansburg.org](mailto:mcampbell@christiansburg.org).

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## How To Submit A Façade Grant Application

To submit an official Façade Grant Application, please attach all required documents in an email to Miles Campbell at [mcampbell@christiansburg.org](mailto:mcampbell@christiansburg.org) with the email subject as "Façade Grant Application".

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## Façade Grant Timeline And Important Dates

\*Each applicant **MUST ATTEND ONE** workshop

*April 24, 12-1 pm	Virtual Workshop
*May 22, 6-7 pm	Workshop @ Rec Center Classroom 1
*June 5 – 6-7 pm	Workshop @ Rec Center Classroom 1
June 30, 11:59 pm	Application Deadline
July 1-31(Estimated)	Timeline for Application Consideration and Scoring
August 1(Estimated)	Awardees Announced
June 30, 2026	Deadline to Submit Completed Project for Reimbursement

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## After Awardees Are Announced

**Awardee Info Session:** We'll discuss all relevant information, next steps, deadlines, and how to submit for reimbursement in more detail.

**Contract:** Each awardee will sign a contract to accept the Façade Grant's terms and conditions, acknowledge acceptable uses of award funds, and more. This contract **MUST BE SIGNED** in order for the Town to release award funds on completion of the project.

**Photo Release:** All awardees agree to allow the Town to use photos to promote the Façade Grant program publicly across various platforms, including, but not limited to, the Town website, social media, and printed promotional materials. This may include the use of any designs submitted with the application, pictures of the building or façade before and after improvements were completed, and pictures or videos of the business or property owner.

**Completion Timeline:** All projects must be completed with reimbursements submitted before June 30, 2026.

**How to Submit Reimbursements:** All work must be completed before award funds are released. Once work is complete, email the Small Business Solutions Manager to confirm that the work has been completed, and attach the following documents:

- Receipts for any materials purchased
- Invoices and proof of payment for any contractors hired
- Completed W9 (if you need a blank form, we can send you one)
- Send to: [mcampbell@christiansburg.org](mailto:mcampbell@christiansburg.org) with the subject "Façade Grant Reimbursement"

# Façade Grant Rubric



## Qualification

**Description:** Applications will be checked against eligibility requirements to ensure they meet the criteria to be considered for award.

**Instructions:** The Selection Committee will score this section first. Any applications that receive a “No” in ANY BOX below will be immediately disqualified and will not move on to the scoring phase to be considered for award.

Qualifier	Yes	No
Is the building located in Christiansburg?		
Is the building occupied or in the process of being renovated?		
Is the building zoned B-1, B-2, B-3, I-1, I-2, MU-1, or MU-2?		
Does this proposal have the property owner’s consent?		
Is the proposed project focused on the facade (or another approved side of the building as determined by the Selection Committee)?		
Is the applicant able and willing to invest an equal match to any grant funds if awarded?		
For nonprofits only: Nonprofit applicant has not received any other budgeted Town funds or Town grants in the current fiscal year?		

Based on the above answers, is this application qualified to be considered for award?    Yes ☐    No ☐



## Scoring

**Description:** Applications will be scored on a weighted scale that gives priority to proposed projects that align more closely with the facade grant’s mission and purpose. Descriptions provided reflect the criteria for projects that would receive the highest score in each category.

**Instructions:** Selection Committee members will score each application individually. Once all members have submitted their individual scores, they will be averaged together to form the application’s total score.

Project Impact on the Community	Points	Score
<b>Exemplary Design:</b> Design that is visually appealing, demonstrates a clear vision for improvement, and aligns with the character and aesthetic of the surrounding area.	50	
<b>Condition of the Building and Need for Improvements:</b> Buildings that show signs of wear, deterioration, or need improvements.	25	
<b>Public Visibility and Traffic:</b> Buildings located in high-traffic areas with strong visibility, contributing to the overall vibrancy and appeal of the community.	10	
<b>Unique Features:</b> Architectural elements or design details that set the building apart and enhance its individual character and charm.	10	

Planning Goals	Points	Score
<b>Aligns with Town Vision:</b> The project aligns with the goals of the Community Economic Development Section of the Comprehensive Plan and 2016 Urban Development Update and is focused on revitalizing commercial/historical commercial spaces.	20	
<b>Expands the Streetscapes:</b> The project aligns with Section CED 2.3 and expands the established streetscape practices and designs beyond Franklin and Main Streets	10	
<b>PUDA Target Areas:</b> The project location resides within one of the four UDA target areas as described in the Urban Development Area Report.	10/0	
<b>The Place to Be:</b> The project aligns with the Christiansburg Placemaking Plan by creating vibrancy, accessibility, and/or cohesive corridors that are inviting to the public.	20	

Historical Significance	Points	Score
<b>Proposed Improvements Reflect Historical Styles:</b> Improvements that honor and complement the building's original architectural style, ensuring the project enhances its historical integrity.	15	
<b>Age of Building: 0-25 yrs (0 pts), 26-50 yrs (5 pts), 51+ yrs (10 pts)</b> This is a middle ground for the age requirement, allowing newer buildings to apply while still giving preference to older buildings.	10/5/0	
<b>Located in Historic District:</b> Buildings located in Cambria or Downtown business districts.	10/0	

Other	Points	Score
<b>Business is For-Profit</b>	5	
<b>Business is a SWAM, SBA 8a, WOSB, EDWOSP, or FSDV certified business (documentation required)</b>	5	

Total Maximum Score	Score Awarded
200	



## Tie Breakers

**Description:** This will help determine which application is selected if two or more applications receive similar scores.

**Instructions:** ONLY use tie breakers if two or more applications receive a score within +/- 5 Points

Description	Points
<b>New Awardee:</b> If applicant has not been awarded facade grant funds in the last 2 years	+5
<b>Unused Past Grant Funds:</b> If applicant has been awarded and has not utilized grant funds any of the last 5 years	-5
<b>Part of a Larger Project:</b> If the work proposed in the facade grant application is part of a larger project that the applicant is investing in to improve the exterior of their building, award 5 pts.	+5
<b>Total Project Investment (comparative score):</b> Aligning with the mission to encourage investment in Christiansburg commercial properties, award the project with the higher total investment 5 pts, and the project with the lower investment 0 pts. If it's a 3-way tie, award the lowest 1 pt, the middle 3 pts, and the highest investment 5 pts.	2-Way Tie +5/0  3-Way Tie +5/3/1
<b>Feasibility of Completion (comparative score):</b> The project that is more feasible to complete within the specified timeframe will receive the highest score.	2-Way Tie +5/0  3-Way Tie +5/3/1

Points	Application A	Application B	Application C
New Awardee			
Unused Past Grant Funds			
Part of a Larger Project			
Total Project Investment			
Feasibility of Completion			
Total Tie Breaker Score			

# Façade Grant Application Checklist



## Required For All Applicants:

- ☐ Attend at least 1 Façade Grant Workshop
- ☐ Submit a COMPLETE Façade Grant Application

## Completed Application Includes:

- ☐ Façade Grant Application Packet – all blanks completed
- ☐ Itemized project budget
- ☐ Any quotes or estimates received from contractors
- ☐ Estimated project timeline
- ☐ Professional sketch of proposed improvements (if required)
- ☐ Pictures of the building, focusing on areas the proposed work will improve

## Required For Some Applicants:

- ☐ Professional Artist Design – Check the Façade Grant Logistics (page 5) to see if your project requires a professional design. If you are still unsure, contact the Small Business Solutions Manager (contact info below).
  - ☐ If required – Hire an artist or use the artist provided by the Town.
  - ☐ If not required – a sketch may still be valuable to help the selection committee visualize the improvements.

## Recommended, But Not Required:

- ☐ Utilize the rubric to strengthen your application based on scoring criteria.
- ☐ Schedule a one-on-one call with the Small Business Solutions Manager to review your application (contact info below).