Press Release – 4/27/11

The Main Street Preservation Trust is pleased to announce its first year's façade improvement grant winners: Olivia's in the Village, Gloucester Arts on Main, Direct Access Medicine and the Fairfield Foundation.

The Main Street Preservation Trust's façade improvement grant program offers a 50% match of funding up to $20,000 on work that is being projected to be finished by the end of 2011 or has been completed in the last year with proof of receipts. The program is a new initiative of the Main Street Preservation Trust and is part of a list of recommendations in the Courthouse Village Plan that was adopted by the Board of Supervisors into the current Gloucester County Comprehensive Plan on March 2, 2010. The Courthouse Village Plan was a plan that was devised out of community input and guidance from outside consultants that specialize in revitalization plans for Main Streets.

Olivia's will be re-painting their building, installing new awnings, replacing doors and restoring windows. New lighting will be installed on the front of the building and along the side of the building and landscaping planted and improved.

Direct Access Medicine, a new concierge style physician's office located in the old Foster & Wilson building next to Olivia's, is using their grant to restore the overgrown landscaping, design and build a new sign for their business, and conduct maintenance on the building on the front door and rear entrance, windows, and paint where needed.

The Fairfield Foundation applied to help fund restoration of windows and doors at the Texaco that was recently purchased by them at the gateway to Main Street. This grant will also be used for the re-creation of the stained glass Texaco star and installation of solar panel that will allow them to showcase a 'green' technology of lighting while being sensitive to the historical nature of the building.

Gloucester Arts on Main applied for the grant as a reimbursement for a project completed earlier in the year. This project was wonderful as the Trust was able to reimburse this property owner for expenses incurred during the façade restoration. The bonus to the Gloucester Arts on Main is that the property owner

also did a complete interior renovation as well and has now created an art gallery and event space on Main Street.

Main Streets across America use façade improvement as a catalyst for economic development. As proven in many studies, an improved exterior appearance attracts more shoppers and therefore increases more sales. The Main Street Preservation Trust is extremely excited to be able to offer this grant and looks forward to the results.

For more information on the Main Street Preservation Trust's Façade Improvement Grant Program, please contact Jenny Crittenden, Executive Director, at (804) 695-0700 or email at director@mspt.org.