

# Historic District Façade Grant Application Guidelines

The purpose of the Historic District Façade Grant is to provide a financial incentive to historic downtown Winchester business owners and property owners, to improve their buildings, while retaining the historic character of the district. The Façade Grant is a dollar-for-dollar match, up to 50% of the total project costs, not to exceed \$1,000. Applicants will send in the application, with required documentation. Once the grant(s) are approved, turn in receipts to receive funds. Grants are funded by the Downtown Development Investment Fund (DDIF).

## Eligible Improvements

- Pedestrian Scale Lighting
- Masonry or mortar joint repair
- door repair/replacement
- Repair or replacement of new awnings
- Window glazing/ repair/replacement
- Restoration of historic items
- Replacement of architectural details
- Exterior painting (except for applying paint to unpainted brick)
- Other improvements may qualify on a case-by-case basis by the DDIF Committee.

## Program Parameters

- Main Street Winchester Historic District Façade Grants are a dollar-for-dollar match, up to 50% of the total project costs, not to exceed one thousand (\$1,000) dollars (ex. If total project is \$1,000, MSW will match \$500).
- A façade is defined as an individual storefront or side of a building that faces a public street or public alley with public access.
- The building must be located within the Downtown Historic District (see map).
- Only commercial properties are eligible.
- Completed applications must be submitted to and approved by the DDIF Committee, preferably prior to commencement of work. Retroactive grants are available to projects completed 1 year prior of submission.
- Applications for Façade Grants must include a Certificate of Appropriateness from the Historic Preservation Commission (HPC).

- Verification of project completion must be submitted and approved within one hundred and eighty (180) days from the date the Façade Grant Application is approved. Appeals for extension must be filed no later than thirty (30) days from the expiration of the above deadline, and may be granted at the discretion of the DDIF Committee.
- Once the project is completed, grantees must submit an “end-of-project” summary including applicable receipts, work orders, and photographs which will be verified on-site by the MSW Executive Director or a representative of the DDIF Committee.
- Individual properties are limited to receiving one (1) Façade Grant per fiscal year, per property.
- Façade grant and Lower Story Retail grant are not interchangeable and cannot be applied for, for the same items or improvements.

## Summary

All decisions relating to awarding Historic District Façade Grant monies are made according to the above criteria. Grants will be awarded as funds are available, and upon DDIF Committee review and approval. Applicants will be notified in advance, the date the DDIF Committee will meet, and are welcome to attend. Priority consideration will be given to applicants who meet the following criteria:

1. High Visual Impact – Improvements that make a dramatic difference in the visual appeal of the district or structure
2. Active Street Front – Improvements that make the pedestrian experience more pleasant and interesting
3. Historic/Architectural Integrity – Projects that enhance a building’s historic appearance. Grants will not be awarded to projects that cover, damage or remove original architectural detailing.
4. Use of recommended color palette.

Total renovation grant funds available will be limited to \$18,000.00 per fiscal year, per building. For questions related to the submission of a Historic District Façade Grant Application, contact Main Street Winchester Executive Director Rachael Boyd at [RBoyd@winchesterky.com](mailto:RBoyd@winchesterky.com). Since this application utilizes public grant monies, please submit all questions relating to the grant application or parameters to the Executive Director at email listed above.

## Recommended Exterior Color Palette:

Color Journey's Color Direction by Pratt & Lambert (available at D&S Hardware).

Palette may be color-matched by preferred paint brand and purchased at your preferred supplier.



### COLOR CUES

Step up the curb appeal with color.

### TODO COLOR

Intensifica el atractivo con color.

Welcome. Your home's exterior colors express your unique style and serve as an invitation into your world. Colors that balance one another to create aesthetic harmony. Play off tradition with popular midtones. Reflect sun with lighter shades. Or go forth boldly with high-contrast combinations. Open the door to family, neighbors and new possibilities.

- Accentuate the positive. Light colors can be used to emphasize your home's architectural features or to make your home seem larger. Darker colors can make elements of your home seem more substantial and create interesting visual contrast and depth.
- Hidden hues. Look for color direction in your home's hardscapes. Stone, brick and shingles often have hints of interesting color—shades that can be pulled into your scheme in brighter versions for accents, or more subtly for body and trim colors.

Bienvenido. Los colores del exterior de tu hogar expresan tu estilo único, e invitan a ingresar a tu mundo. Son colores que se equilibran entre sí para generar una armonía estética. Enfrenta a la tradición con los tonos intermedios más aceptados. Refleja el sol con sombras más claras. O sé el más audaz y elige combinaciones de alto contraste. Abre la puerta a la familia, vecinos y nuevas posibilidades.

- Accentúa lo positivo. Los colores claros pueden usarse para enfatizar las características arquitectónicas de tu hogar, o para dar sensación de amplitud. Los colores más oscuros pueden hacer que elementos de tu hogar ganen contundencia, así como crear contraste visual y profundidad interesantes.
- Tonos ocultos. Busca la dirección del color en los jardines circundantes de tu hogar. A menudo, la piedra, el ladrillo y las tejas insinúan un color interesante: sombras que pueden incorporarse a tu esquema en versiones más brillantes para dar acento, o más sutiles para colores de cuerpo y contramarco.

We live in a world rich with color and limitless possibility. We get to renew our fascination with color whenever and however we want. We collect it in journals and in drawers. We curate it from our travels and capsules in time. Our love for it is one thing we're never afraid to share with the world.

Color Journey's™ is a celebration of this passion and a destination for enthusiasts everywhere. For all who seek it, catalog it and experiment with it, Color Journey's is your inspiration lab and virtual studio, filled with tools to help your next spark become something spectacular.

Vivimos en un mundo rico en color y con posibilidades ilimitadas. Tenemos la oportunidad de renovar nuestra fascinación por el color cuando y como queramos. Lo recopilamos en revistas y cajones. Lo conservamos de nuestros viajes y cápsulas del tiempo. Nuestro amor por el color es algo que no tenemos miedo de compartir con el mundo.

Color Journey's™ es una celebración de esta pasión y es un destino para todos los entusiastas. Para quienes lo buscan, aman un catálogo y lo experimentan, Color Journey's es tu laboratorio de inspiración y tu estudio virtual, repleto de herramientas que te ayudarán para que tu próxima ocurrencia se convierta en algo espectacular.

PRATT & LAMBERT PAINTS  
The Best QUALITY INSURE

1-800-88-PR-PAINT  
© 2016 Pratt & Lambert. Color is life.

COLOR JOURNEYS™

COLOR DIRECTIONS™

EXTERIORS  
EXTERIORES

EXTERIORS | EXTERIORES



### LIGHT

Inviting, Charming, Sunny.

### CLARO

Atractivo, Encantador, Soleado.

**COLOR NOTE** | Subtle combinations of light hues create a home of singular beauty.

**NOTA SOBRE COLOR** | Las combinaciones sutiles de tonos claros dan origen a un hogar de belleza singular.

Crisped White   Blanco Curado	WH25	Straw Hat   Sombrero de Paja	330B
Clay   Cálido	432A	Mellow Red   Rojo de Melva	330A
Near Butane   Cansado de Piedra	4070	Tabacco   Tabaco	4310
Salt Crust   Maresales Salinos	428B	Sandwood   Sándalo	327B
Mangrove   Mangrove	WH04	Swing Tan   Tocado Lata	3270
Basin   Tuya Pasa	4390	Dark Olive   Oliva Oscura	4210
Thicket   Tizao	410B	Soft Pine   Helado Mando	421B
Whiteback   Marfil Blanco	WH02	Swing White   Sopleto Blanco	WH05
Blacktop   Otro Negro	4170	Allyson   Allyson	4160

### MIDTONE

Graceful, Natural, Versatile.

### TONO MEDIO

Grácil, Natural, Versátil.

**COLOR NOTE** | Wood and stone make quite an impact when combined with the right neutral.

**NOTA SOBRE COLOR** | La madera y la piedra causan todo un impacto cuando se combinan con el neutro adecuado.

Colors listed from left to right  
Colores listados de izquierda a derecha

Overalls   Overollos	401D	Sea Haze   Arrolla en la Mar	422C
Pullover   Puelover	423B	White Wind off   Blanco Metal	408A
Caseway   Casaca	307P	Peonies   Peonías	4290
Soft Claret   Rojo Suave	3300	Hardwood   Mueble a Mano	423E
Concrete   Piedra Angosta	428B	Woolly   Llanera	WH0B
Desert Canyon   Cañón del Desierto	338P	Wheat Patch   Pajales	434P
Habitat   Hábitat	321P	Shen on Core   Shen	320E
Sandwich   Amasa Redonda	429B	Sturdy   Robusta	429A
Post Mail   Mago de Turfa	4290	Parade   Parada	430P
Blue Neutral   Azul Neutro	312P	Present   Presente	418E
Overland   Adida	WH09	China White   Blanco Porcelana	WH14
Black Side   Negro Negro	4150	Duke   Duque	422P



### DEEP

Stately, Powerful, Striking.

### PROFUNDO

Señorial, Poderoso, Llamativo.

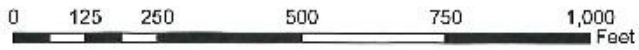
**COLOR NOTE** | Bolder colors add a tone of distinction to a variety of home sizes and styles.

**NOTA SOBRE COLOR** | Los colores más audaces suman un tono de distinción a una variedad de tamaños y estilos de hogar.

Savvy Show   Savvy Show	3370	Resonance   Tono Resonante	4220
Mid Glass   Cristal	WH02	Cracked Walnut   Trigo Tráfico	WH03
Barnwood   Madera Negra	410G	Road Mail   Camino Oscuro	3330
Cast Iron   Hierro Fundido	4230	Contender   Contendiente	324P
Iron Ore   Mineral de Hierro	423C	Cracked Walnut   Trigo Tráfico	WH03
Pinale   Círculo	414P	Pinale   Círculo	331P
Tanned Roof   Techo de Paja	402P	Blackwood   Ancho	4140
Windswept   Karatidón	402B	White Dove   Blanco Opaco	WH22
	402B	Black Stone   Ancho Intenso	328P







Base data provided by the office of Clark County Geographic Information System (CCGIS) Consortium, September 2014