



FRAZIER ASSOCIATES

# News

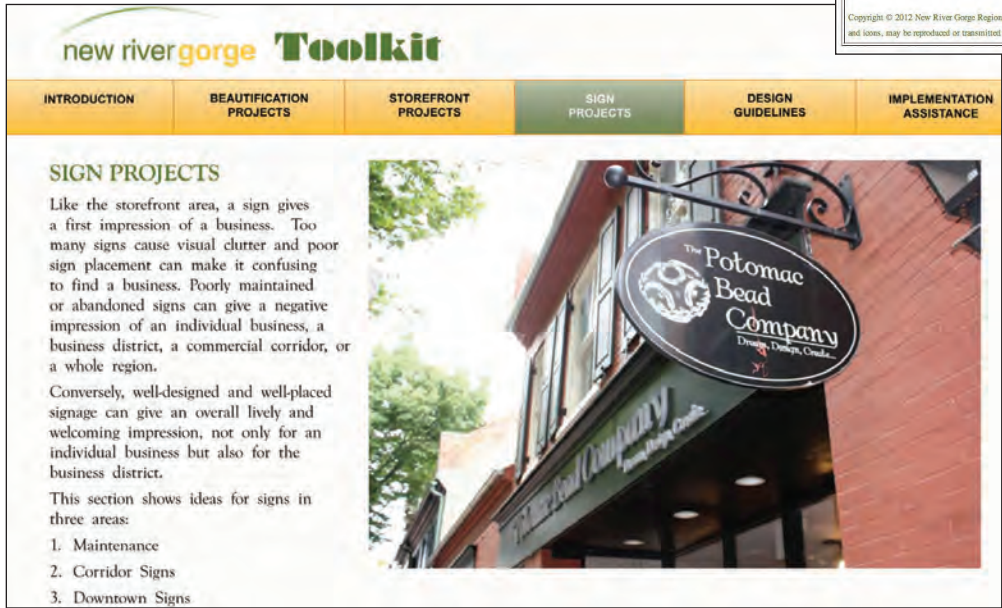
Fall 2012

## Design Guidelines on the Web!

### New River Gorge, West Virginia

Using grant money from The Benedum Foundation, the New River Gorge Regional Development Authority (NRGRDA) contracted with Anderson Associates and Frazier Associates to create an educational community development website for the four-county area of New River Gorge, West Virginia. This *Toolkit for Revitalization* provides ideas and recommendations to communities for improving the visual perception and image of their area.

The website addresses beautification, storefronts, signage, and design guidelines as illustrated in the sample pages from the website shown here. The goal is to create better curb appeal for local businesses, buildings, and downtowns. To access the website go to: <http://nrgrda.org/images/toolkit/index.html>, or click on the QR code here.



The appearance of a town, city, or county is what creates a real sense of place. From gateways to corridors to downtowns, what people see is critically important. A commitment to design quality that results in an attractive locality conveys a great deal about a community. An important component in community aesthetics is the creation of a local design review body and accompanying design guidelines. As a leader in the field of community planning, Frazier Associates provides in-depth knowledge in providing these specialized services. In an effort to make these guidelines and other recommendations for visual enhancements more widely available to property owners, communities are providing on-line access to these resources.



Photosimulations throughout the Toolkit show how property owners can add such elements as planters, new awnings, and improved signs to improve the overall appearance of their buildings and businesses.



Frazier Associates was awarded Best Local Architect in the Shenandoah Region in *Virginia Living* magazine.



See Frazier Associates' recent award-winning project on the back page.

### Conference Presentations

Bill Frazier, AICP and Kathy Frazier, AIA were both featured speakers at the Preservation Alliance of West Virginia's Annual Conference September 27-29, 2012.

Bill delivered the keynote address at their Luncheon and Annual Meeting, "Sharing Stories, Learning Lessons: Truth & Triumph in Historic Preservation."

Kathy presented "The Role of Wayfinding in Heritage Tourism."





Deneen Brannock took over the position of Marketing Director in July. Working in preservation, administration, and design for over 25 years, Deneen is a former Executive Director of Historic Staunton Foundation and has served on Staunton’s Historic Preservation Commission for much of the past 15 years. Deneen follows Chris Rivera who, after serving as Marketing Director for six years, recently left Frazier Associates to pursue a calling in the ministry. Frazier Associates wishes her the best, and plans to keep her on-call as she also continues her computer technology consulting business.



Paige Bahr joined Frazier Associates in August as the new Office Manager and Marketing Assistant. Paige is a recent graduate of James Madison University, where she majored in Media Arts and Design. She is skilled in design programs Photoshop, InDesign, Dreamweaver, and SketchUp.

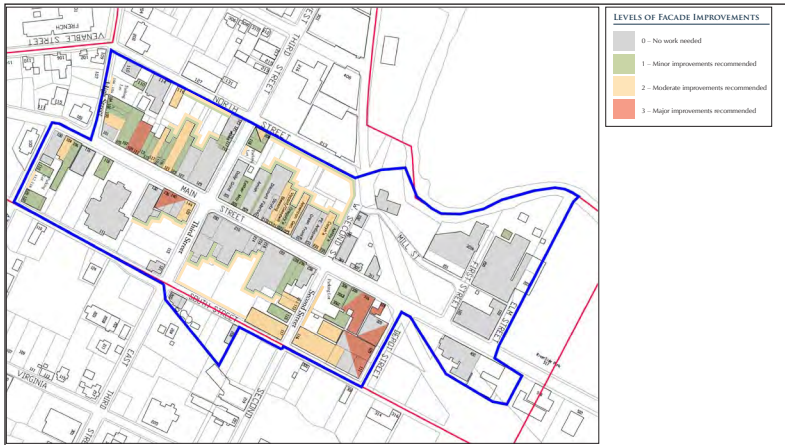
# Downtown Revitalization Planning...

## Facade Assessment Plans

Frazier Associates has developed an assessment tool that can be used as a vital piece of the planning process for overall downtown revitalization plans. A visual assessment of facades in the downtown results in a ranking by level of improvements needed and serves as a benchmark for the initiative. Sample projects are chosen from each of three identified levels. Each of these projects receives facade improvement drawings with a scope of work and cost estimate. The facade assessment report also provides suggestions for possible funding sources for improvements and the implementation of a review process for changes to historic structures.



Farmville facade assessment maps identify levels of work in the target area, while facade drawings provide the scope of work for individual buildings.



# Architecture - Feasibility Studies

Property owners, local governments, institutions, and non-profit foundations may wonder where to start in evaluating an older, under-utilized building. A valuable first step is a feasibility study. These studies quickly establish if rehabilitation of an existing building is possible, practical, and cost-effective. Feasibility studies create a basis for developing a building’s future potential and a strategy for its reuse. They also provide a sound basis for determining a budget and for securing project financing.

### Augusta County Library

Augusta County, Virginia  
A programming study of the existing building and a forecast of space needs for the next 20 years were the first steps in this feasibility study. Frazier



Associates then created a comprehensive master plan, with an analysis of the existing building and a schematic design for an addition. Previously completed, Phase One included a new children’s library. Phase Two of the project featured this design for a new entrance and the complete rehabilitation of the remaining spaces in the building.



### Stonewall Jackson House

Lexington, Virginia  
Retained by Virginia Military Institute, Frazier Associates provided a feasibility study for the Stonewall Jackson House (right) and the neighboring Davidson-Tucker House, both owned by the Institute. The overall goal for this well-recognized historic site was to enhance the visitor experience and tour flow at the Stonewall Jackson House. The feasibility study and proposed plans for a new rear addition to the Davidson-Tucker House provide a space to house groups of visitors until they are taken next door to begin their tour.



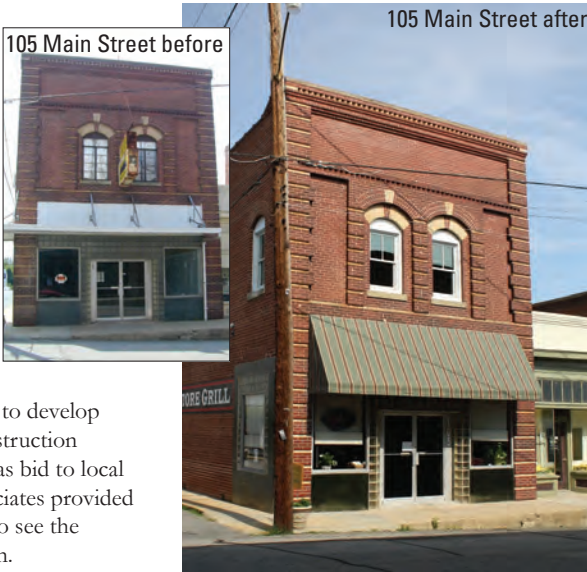
# ... and Implementation

## Community Development Block Grants

Brookneal, VA

The Community Development Block Grant (CDBG) program is a federal program of the U. S. Department of Housing and Urban Development (HUD) that is administered by individual states. Designed to “remove slum and blight” many communities use the funds to jump-start downtown revitalization efforts. After an initial plan is completed under the first phase of a grant application, a community may apply for a Community Improvement Grant (CIG). If awarded, these funds may be used for streetscape enhancements as well as for individual building facade improvements.

Facade improvements for twenty-six buildings were designed and implemented in the small, but architecturally rich town of Brookneal. The scope of work ranged from painting and new awnings to complete facade rehabilitation. Frazier Associates worked with building owners to develop plans and accompanying construction documents. Each building was bid to local contractors and Frazier Associates provided construction administration to see the project through to completion.



106 Lynch Avenue in Brookneal, a small wood-frame building, retained its original storefront. Grant funds helped restore the storefront, add an awning, and create a vibrant new paint scheme based on evidence of existing paint.

## Facade Grants

Fredericksburg, VA

The Fredericksburg Economic Development Authority (EDA) funds facade improvement matching grants in the downtown area for up to \$10,000. The goal of the EDA was to create partnerships between the EDA and local businesses to improve the downtown experience. For more information on their program visit: <http://www.fredericksburgva.com/DoingBusiness/EDAAuthority/DowntownFacadeMatchingGrants>.



422 William Street, home to Ristorante Renato, utilized a facade grant to upgrade its exterior appearance. The before image (left), the drawing (center), and after image (right) illustrate the dramatic transformation that is possible with facade improvements. The restaurant reported an uptick in business after the improvements.

# Pedestrian Wayfinding

## A Growing Trend in Community Graphics - Pedestrian Wayfinding

Many communities are realizing that by extending their vehicular wayfinding systems within the town, they capitalize on their branding image efforts and create a more cohesive system to guide visitors and residents. Pedestrian wayfinding signs can be an integral component of overall wayfinding sign systems that reinforce the “website to on-site” concept of these projects.

At the pedestrian level, there is an opportunity to more richly convey the graphic brand whether it be an entire community, a downtown, a park, or an institution.



## Pedestrian Signs

Winchester, Virginia

The City of Winchester contracted with Frazier Associates to provide design and consulting services for a pedestrian wayfinding sign system to direct visitors to the many historic sites and attractions in Winchester. Frazier Associates worked with a sign committee comprised of local merchants, the public works department, police, VDOT officials, and representatives from various city organizations to create the new signs. The City’s historic character is reflected in the design of the sign system, which is made up of gateway entry signs and trailblazer signs.







## How to Contact Us:

540-886-6230

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or stop by our offices at 213 N. Augusta Street, Staunton, VA

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Architecture

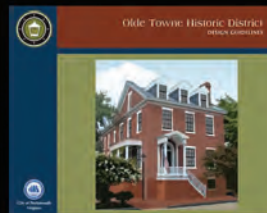
Residential Architecture

Historic Preservation

Community Design

Design Guidelines

Community Graphics



## On the Boards

### Architecture

- Mary Baldwin College Alumnae House, Staunton, VA
- Feasibility Study of Bridge Theatre, Luray, VA
- Stonewall Jackson House Museum Alterations, Lexington, VA
- Augusta County Courthouse Feasibility Study, Staunton, VA
- Ice House, Harrisonburg, VA
- Commercial Renovation, Covington, VA

### Community Revitalization

- CDBG Design Guidelines and Facade Improvements, Dillwyn, VA
- CDBG Facade Improvements, Waynesboro, VA
- CDBG Facade Improvements, St. Paul, VA
- Chesterfield Home Modernization Guide, Chesterfield County, VA
- Corridor Facade Designs, Henrico County, VA
- Washington & Lee University Design Guidelines, Lexington, VA

### Residential

- House Addition, Alleghany County, VA
- Residence Remodeling and Addition, Augusta County, VA
- New Home Design, Fort Defiance, VA
- Farmhouse Rehabilitation, Bath County, VA
- Historic Home Remodeling and Addition, Waynesboro, VA
- Residence Addition, Lexington, VA

### Wayfinding & Community Graphics

- Historic Centreville, Fairfax County, VA
- Laurel Hill, Fairfax County, VA
- Downtown Huntsville, AL

## Under Construction

- White Star Mill Mixed-Use Rehabilitation, Staunton, VA
- VMI Post Hospital Rehabilitation, Lexington, VA
- VMI Police Station, Lexington, VA
- Foster Falls Historic Hotel, Foster Falls, VA
- UVA, Old Cabell Hall Handicapped Ramp, Charlottesville, VA
- Massanetta Springs, Rockingham County, VA
- Millers House Interior, Lexington, VA
- VSDB Slate Roof Repairs, Staunton, VA

- Maymont Carriage House, Exterior, Rehabilitation, Richmond, VA
- Washington & Lee University Morris House and Reeves Center Exterior Renovations, Lexington, VA
- CDBG Design Guidelines and Facade Improvements, Dillwyn, VA
- New Home, Rockbridge County, VA
- New Home, Nellysford, VA

### In the News: McElroy Residence



*Abode*, a supplement to *C'ville Weekly*, featured the McElroy residence in downtown Staunton. Frazier Associates provided architectural services for the stunning conversion of a simple city garage into a chic urban home. View the article at [www.c-ville.com](http://www.c-ville.com).



### Garrett Hall Recognized with Awards for Historic Preservation



Garrett Hall, University of Virginia was presented an Award of Merit by the Virginia Society of the American Institute of Architects in the Historic Preservation category.



Preservation Virginia also recognized Garrett Hall with an Outstanding Preservation Project Award during their 2012 Annual Meeting.



### CLICK ON IT

Updates at  
[www.frazierassociates.com](http://www.frazierassociates.com)

