

Mainstreet News

A PUBLICATION OF OXFORD MAINSTREET, INC.

OCTOBER 2004 VOLUME III, ISSUE VI

In This Issue ...

OXFORD MAINSTREET INC

NEW

PARKING SIGNS

Mark Downtown....

Senator Dominic Pileggi was in Oxford's Downtown on September 30th. Pileggi made the visit to view Oxford Mainstreet's newest downtown implementation of Parking/Gateway Welcome Signs. Pileggi was instrumental in securing funding for the signage that now highlights downtown parking opportunities and provides a welcome to the community and the commercial business district. Oxford officials gathered to discuss economic development and revitalization of the downtown with the Senator who told the crowd "I'm amazed by the steady progress made by Oxford."

OMI's Design Committee worked on the new signage system and the design scope. Oxford Borough and Public Works Department provided installation at the approved locations. Check Them Out!



Over 100-athletes showed their spirit competing in the annual Mainstreet 5K Race for A Healthy Downtown held on Saturday, September 25th. Race proceeds benefit Oxford Mainstreet and the revitalization efforts of Oxford's Downtown. Story & Photo ... inside!

A Winter Wonderland - Coming December 2004 ... Carriage Rides, Cookie Walk & Much, More... sneak peak...inside!

OMI Announces date for Annual **Town Meeting!** **November 11, 2004.** *Don't Miss It.* Your support and input helps to make the downtown difference!

Check out **OMI's** new **Web Site:** oxfordmainstreet.org

See OMI's successful **Facade Make-over -** *Have you noticed the changes?*

TONY'S SUB SHOP
A MARKET STREET TRADITION!

Holiday Happenings
2004 - Calendar of Events - inside.

Mainstreet News
PO Box 315
Oxford, PA 19363
610.998.9494



A WINTER WONDERLAND

December 2004

"FREE" DOWNTOWN PARKING BEGINS:
Friday, November 26th
This is a courtesy service provided by the Borough of Oxford.

Friday, December 3rd:
Downtown Tree Lighting Festivities! Carriage Rides, Cookie Walk, Luminaries, Caroling, Wreath & Swag Sale, Hot Cocoa, Roasted Chestnuts and Ornamental Tree Raffle. Santa & Mrs. Claus Arrive!
Festivities begin at 6pm
Shops Open Til' 9pm.

December 10th, 11th:
Downtown Book Sale! A fabulous event is being scheduled. Local Authors will be on hand for a special downtown-only event. Books make great gifts. Signed by the author, even greater!
Watch local papers or call OMI for more details.
Caroling & Carriage Rides, Too! 6 til' 9 PM.

Other Events:

Photos with Santa at Oxford's Grain & Hay:
December 4th &
December 11th.

Tea with Mrs. Claus at Serendipi-Tea:
December 5th &
December 12th

Stay tuned & watch for local advertising!
See you Downtown!

StoreFront Makeovers ~ Making an Impact!

On September 16, 2002, Oxford Mainstreet Inc., launched the Oxford Facade Restoration Grant Program and through it the mission to restore, rehabilitate, and revitalize downtown storefront properties by offering small grant awards to help accomplish the downtown make-over.

To date, an impressive 22 downtown properties have used the program to make storefront changes both large and small, in terms of bottom-line costs but more significantly, "huge" on impact. Grant money has been spent on projects from signage, to awnings, to exterior lighting and painting "The program has helped tremendously to make a visual difference. People going through town enjoy the transformation," said Mainstreet Manager, April Ennis-Pierson. "Not to mention that this is a real opportunity for property/business owners in the commercial center to reinvest in their properties. And why not take advantage of the program?" Grant funds come virtually for FREE. Oxford Mainstreet, Inc., is one of nearly 80 active Mainstreet programs in the State of Pennsylvania. "The commonwealth takes downtown preservation and the economic development of Mainstreet quite seriously," said the Manager "We are fortunate in PA to have funding available for revitalization of our downtowns." OMI has benefited from grant assistance through the State Department of Community and Economic Development (DCED) since 2002. The State's Main Street Program provides funding under two allocations: administrative-operational assistance and for facade improvement programs. This year, OMI will spend \$25,000 on downtown properties. With the required local match, storefront improvements downtown could exceed \$50,000 by the summer of 2005. To date over \$50,000 has been spent on projects.

From replacing neon on the 1950s-style diner sign at the Miss Oxford Diner to a full building rehab project completed recently at the Lighthouse Youth Center (both on South Third Street), Oxford's Facade Restoration Grant Program is a work downtown. "The process is simple" says OMI's Design Committee Chairperson, Lynn Catanese. "We work with the applicant from the start of the project, offering assistance in decision making and design. It is truly amazing what a small addition, like a colorful awning can do to a building." OMI's Design Committee has worked on a number of properties downtown through their exciting "Digital Rendering Process." The design team takes a digital photograph and renders the photo to add colors, signage, and additions. The photo rendering helps applicants consider improvements and creates a visual starting plan for each project.

Oxford's Façade Restoration Grant Program provides grants up to \$3,000 for storefront improvements. Grants are available under the following areas: Signs and Awnings, Exterior Painting and Restoration, Additions and Architectural Elements, and Site and Building Enhancements. Considerations are based on criteria and on applications that follow OMI's award-winning "Design Guidelines." Property owners or businesses occupying commercial buildings are eligible for grant money.

Photo Right: The Craft Supply of Oxford located at 119 South Third Street received a storefront make-over this summer. The total project scope was to add awnings, add fresh paint to door trim and second floor, add exterior accent lighting and for the final touch, manufacture a new ornamental sign bracket and new sign. Total project costs \$4,433.00. Half of the project cost were paid for through the Oxford Mainstreet Facade Restoration Grant.

Current projects: Pizza Hut Restaurant located at 66 South Third Street, total landscape improvements and on the USPS, 215 Locust Street. Postmaster Dave Houston ordered new and fresh awnings to highlight his building. Check It Out!





WAY TO GO!

2004 MAINSTREET 5K WINNERS POSE FOR A POST RACE PHOTO!

The 2004 Mainstreet 5K race was held on Saturday, September 25th, 2004 under crisp fall skies and a perfect raceday temperatures. Steve Pizzulli and Nicole Blaeser both of Oxford crossed the finish line seizing the top Male & Female titles on the day. OMI wishes to thank the following sponsors for making the race possible:

Wachovia Bank
Edward Jones
1st National Bank of Chester County
Southern Chester County YMCA
Maximum Fitness - Physical Therapy
Chester County Press
Howett's Screen Printing
Redner's Warehouse Markets
Peppercorn's Restaurant
Herr Foods

All Race Day Volunteers and Participants!

Race Planning Committee:
 Joe Fritsch, Bob Muehlbach,
 Gail Tefft, Mike Riecker (SCCYMCA), John
 C. Ware & April Pierson.

complete race results online at: chestercountyrunningstore.com

ENCLOSED :

Please find OMI's New Informational Brochure with this Newsletter. This is your special invitation to become a Mainstreet Member. Membership's make the difference. Volunteer opportunities are also available. JOIN OMI TODAY!

OMI BOARD OF DIRECTORS

Carl Fretz, Chairman

Spencer Andress	Kevin Collins
Betsy Brantner	George Duncan
Larry Drennen, Jr	Jamie Ciarocchi
Terence Farrell	Randall Lieberman
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Beverly Smith	Amy Carr
Jahan Sheikholeslami	John H. Ware, IV
Joseph Chamberlain	Lynn Catanese

Spencer Andress, President
 April Ennis-Pierson, Mainstreet Manager

HALLOWEEN PARADE

THURSDAY, OCTOBER 28TH
 7:00 PM

PARADE

Sponsored By

**The Oxford Area
 Chamber of Commerce**

STARTS AT
 MEMORIAL PARK,
 THROUGH
 DOWNTOWN!

Call: 610.932.0740

FOR MORE
 INFORMATION



Welcome On Board!

OMI Directors welcome Amy Carr to the Mainstreet Board of Directors. Carr is the Marketing Director at Ware Presbyterian Village - Retirement Community.

DOWNTOWN

SEEN & HEARD

Thank You:

Elk, West & East Nottingham, Lower & Upper Oxford Township(s) for taking the time to include a Mainstreet Presentation during one of their meetings this year.

See **OMI'S** newly revitalized Web Site: oxfordmainstreet.org

Complete downtown news and information. Stop by, bookmark the site. OMI appreciates the design work of **WebMaster, Ms. Barbara Odell.**

WANTED:

OMI is looking for **clerical assistance.** OMI Office, part-time and flexible. Contact the Mainstreet Manager at 610-998-9494

WANT TO START YOUR OWN BUSINESS?
 Downtown is looking for Unique Businesses, Galleries, Retail, Apparel, Boutiques, Artists Gallery or Cooperative. We'll Help You Get Started. Charming and Affordable Storefronts Available!

OXFORD MERCHANT SPOTLIGHT

TONY'S SUB SHOP ~ A MARKET STREET TRADITION!



A walk east on Market Street will send you straight to Tony's Sub Shop, you'll know you've arrived at 413 Market when the true deli aroma pulls you inside. The shop's is "Original and still Oxford's Best," says owner Diane Spears. The neighborhood deli, started its tradition back in 1956 and has stayed tried and true through the decades. According to Spears, Tony's Menu hasn't changed over the years and features a wide variety of deli favorites such as: cheesesteaks, hoagies, hamburgers, cheeseburgers and french fries, adds spears, about the french fries, they are "freshly cut potatoes, seasoned and fried to perfection." They are good. All sandwiches are made-to-order with the freshest deli meats and cheeses on delicious Amorosa rolls. Daily lunch specials start at \$2.99 and Tony's features a special Oxford kids meal for \$.99. Tony's is open daily: Monday through Saturday: 8 am til' 9 pm. and on Sunday's from 9 am til' 5 pm. Tony's menu doesn't only promote the lunch/dinner specials but Breakfast is served all day! Inside deli seating is available. Curbside parking is available and take-out service is speedy!

"It's a alittle like a step back in time," says the owner, whose staff, like herself have been dedicated to the restaurant for years. Spears who started working at Tony's, nearly ten years ago, purchased the restaurant with her husband, Ed last year. Spears is happy to keep things as they have been, for it is tradition!

Tony's has a new web site: mysite.verizon.net/vze78nuv/tony'ssubshop. TONY'S SUB SHOP is located at 413 Market Street.



CALL TO ORDER: 610.932-9136

OMI's Newsletter is printed and distributed quarterly. Please forward any comments, suggestions, or pertinent news and information to:
Oxford
Mainstreet, Inc.
Attn:

Mainstreet News
PO Box 315
23 S. 3rd Street
Oxford, PA 19363
610.998.9494

Next Issue(s):
December 2004

Oxford Mainstreet Inc.
PO Box 315
23 South Third Street
Oxford, PA 19363

OMI
Promoting The Promise of Oxford

Don't Miss OMI's
Annual
TOWN MEETING!

Your Input is valuable...

Thursday,
November 11, 2004

Ware Presbyterian
Village, The Chapel
7:00 PM

Support Downtown
Revitalization!
You can help make the
difference!

Non-Profit
Organization
U.S. Postage Paid
Permit No. 39
Oxford, PA