

Commercial Painting Contractor | Charlottesville, Virginia

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This commercial painting project was the unfortunate demise of Jersey Mike's a longtime favorite in Charlottesville. These renovations gave a fresh new look to this long time favorite for the birth of Newcastle Subs featuring Boar's Head meats and cheeses.

Jersey Mike's a long time favorite of the good people of Charlottesville had to close because corporate told the owner he had to make expensive upgrades that he could not afford.



Without corporate support for local advertising the owner decided there was not enough revenue to justify the expensive upgrades.



The franchise owner left the Jersey Mikes decor and corporate came in overnight and removed the wall mural and wood accents.



Another wood column accent is mounted on the wall across the room.



The dark green color made the space seem a little dark and closed-in.



The mural and wood have been removed and as you can see large bubbles are present in the wall coating under where the mural had been



We cut the damaged surface out with a razor blade and treated the area with Zinzer Guardz™ product. Guardz penetrates the sheetrock's paper layers and glues and seals them together providing a pristine surface to patch and preventing bubbles from reforming.



We also repaired the wall surfaces where the old menu boards had been mounted. The layout of the service area and dining area basically remained the same.



The area that had the wood columns had new tongue-and-groove planking installed with a four inch edge running floor to ceiling. The new owner chose red filed with black border accents.



The new owner also decided to paint the wainscoting black along the walls, but painted the center waist wall red to increase the visual impact.



The new owner chose a warm horseradish white to brighten the area and enhance the ambiance.



The restroom and kitchen doors were painted red to complete the color scheme. A new light was installed to brighten up this dark corner.



Beams Painting has the experience your looking for when you need to give your business a fresh new look. Beams Painting remodeled and painted this restaurant in two days. Final touch-up and cleaning was performed on the morning of the third day.



And so a long time favorite Jersey Mikes closes it's doors and Newcastle Subs is reborn in it's place. Open daily at 11 featuring only Boar's Head meats and cheeses and freash baked bread served to please dailt dop in for a bite sometime.



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