



EXTERIOR IMPROVEMENT PROGRAM GUIDELINES

Program Summary & Goals

The Exterior Improvement Program (EIP) aims to address the need for capital investment and upgrades to commercial space in Eastham, while providing a needed boost to local businesses in the wake of the COVID-19 pandemic. The program offers a combination of grant awards and a streamlined project review process, with an emphasis on projects that improve the visual appearance of business properties, provide clear community and/or economic benefits, and increase voluntary compliance with local and state regulations.

Program Goals include:

- Address deferred maintenance and capital investment needs in commercial spaces
- Test options for streamlining the Town's commercial regulatory process
- Gain compliance with commercial zoning and regulatory requirements
- Activate underutilized exterior spaces

Eligibility & Requirements

Eastham business and commercial property owners are eligible to apply for this program. Applicants must clearly demonstrate their ability to complete the proposed work within one year of the funding award. Incomplete applications and/or those lacking the required attachments will not be considered.

The following are eligible categories of improvement projects under the Exterior Improvement Program:

- Outdoor Seating/Dining Improvements
- Infrastructure for Outdoor Dining/Seating (i.e., health code compliance, ADA accessibility)
- Exterior Painting and/or Siding
- Landscaping and/or Planter Boxes
- Parking Lot Improvements
- Walkways
- Decorative Features (i.e., shutters, awnings)
- Restoration of Historical/Architectural Attributes

Funding Amount

This program offers a maximum award amount of \$25,000 per applicant, with up to \$125,000 in total award funding available for Fiscal Year 2023. Awarded applicants are required to supply a funding match equivalent to 20% of the total project cost.

2022 Program Timeline

September 15	Application Opens
October 21	Application Period Closes
October 21-31	Preliminary Internal Review
November	Application Review & Recommendations
November 16	Presentation of Recommendations to the Planning Board
December	Announcement of Awards by Select Board
December 2023	Deadline to Complete all Project Work; Final Project Report Due

Review Process

One goal of the Exterior Improvement Program is to pilot options for streamlined regulatory and project review for commercial applicants. Review of program applications will include the following steps:

1. **Preliminary Internal Review.** All applications and supporting documents will be reviewed for completeness, eligibility, and technical feasibility by a team of Town staff representatives.
2. **Application Review.** Following the preliminary review, eligible applications will be forwarded to the Application Review Committee (ARC), consisting of Town Community Development staff and local business subject matter experts. The ARC will assess applications using a scoring matrix

that rates projects on criteria including, but not limited to: potential visual/aesthetic impact; alignment with Town strategic priorities; potential for increasing compliance with local zoning regulations; and measurable community/economic impact. A copy of the scoring matrix is included as an attachment to this document.

3. **Funding Recommendation.** The highest scoring applications will be recommended for funding, not to exceed the maximum award amount of \$25,000 per applicant and \$125,000 per funding cycle. Recommended applications will be presented by staff in a single packet for final review by the Town of Eastham Planning Board.
4. **Funding Notification and Announcement.** Awarded applications will be announced at a regular meeting of the Eastham Select Board, with a target announcement date of December 2022.
5. **Project Permitting and Implementation.** Awardees will work with Town staff to obtain any required permits/licenses, and begin implementation of their approved project. All approved project work must be completed within one year of the funding award.
6. **Final Project Report.** Upon completion of all approved work, awardees will be required to submit a short project report, including at least one photo showing the project results.

Evaluation Criteria

The following criteria will be used to evaluate and score project applications for the Exterior Improvement Program. A copy of the scoring matrix is included as an attachment to this document.

Preliminary Review Criteria (Step 1)

1. **Completed application** –all application fields have been completed by the applicant and competitive estimates for each proposed work item are included
2. **Property ownership/permission** –the applicant has provided proof of property ownership or a letter stating permission from owner to complete the proposed work
3. **Project cost and demonstration of required match** –the project cost falls under the \$25,000 per applicant maximum, and the applicant has demonstrated ability and willingness to contribute 20% of the total project cost
4. **Eligible improvement** –the proposed improvement project is included on the list of eligible improvements for the Exterior Improvement Program

Application Review Criteria (Step 2)

1. **Ability to complete the proposed project:** provides a detailed plan for project method, staffing, materials, and management, resulting in the timely completion of proposed work.
2. **Alignment with the Town's Strategic and/or Economic Priorities** as described in the Eastham 5-Year Strategic Plan, 2019 Market Study, or 2021 LRRP Study
3. **Potential for General Community and/or Economic Impact:** a) increase revenue for the applicant business; b) improve commercial property value for the applicant and/or neighboring properties; c) create opportunities for local workforce; d) includes opportunities for advancing social, economic, and environmental equity
4. **Potential for Visual/Aesthetic Impact:** a) restoration of attributes of historical/architectural significance b) improvements to highly visible elements of the building/property; c) the property itself is in a prominent or highly visible location
5. **Potential for Increasing Voluntary Compliance with Local Zoning Regulations:** a) removal/reduction of curb cuts along Route 6 and/or creation of shared access with neighboring properties; b) reduction of parking in front of property; c) adherence to previously approved landscaping plans or minimum landscaping requirements; d) compliance with building design standards, as described in zoning bylaw section 3.8.5.5.4; e) elimination of pre-existing non-conforming structural components; f) any other improvement that increases local zoning compliance

Program Contact

Lauren Barker, Town of Eastham Economic Development Planner
economicplanner@eastham-ma.gov
(508) 240-5900, ext. 3245

SAMPLE SCORING MATRIX

1. Ability to complete the proposed project

SCORE	DESCRIPTION
1	The application and accompanying documentation <u>do not provide</u> a clear or detailed plan for completion of the proposed work.
2	The application and accompanying documentation provide a basic work plan, but the proposal lacks clarity and/or does not provide sufficient details on how the work will be accomplished.
3	The application and accompanying documentation provide a detailed plan for project method, staffing, materials, and management, resulting in the timely completion of proposed work.

2. Alignment with the Town's Strategic and/or Economic Priorities

SCORE	DESCRIPTION
1	The application and accompanying documentation <u>are not clearly aligned</u> with the Town's Strategic and Economic Priorities, as described in the Eastham 5-Year Strategic Plan, 2019 Market Study, or 2021 LRRP Study
2	The application and accompanying documentation demonstrate alignment with <u>at least one</u> of the Town's Strategic and/or Economic Priorities, as described in the Eastham 5-Year Strategic Plan, 2019 Market Study, or 2021 LRRP Study
3	The application and accompanying documentation demonstrate alignment with <u>two or more</u> of the Town's Strategic and/or Economic Priorities, as described in the Eastham 5-Year Strategic Plan, 2019 Market Study, or 2021 LRRP Study

3. Potential for General Community and/or Economic Impact

SCORE	DESCRIPTION
1	The application and accompanying documentation <u>do not demonstrate</u> the proposed project's potential for positive community and/or economic impact
2	The application and accompanying documentation clearly show the proposed project's potential for accomplishing <u>at least one</u> of the following: a) increases revenue for the applicant business; b) improves commercial property value for the applicant and/or neighboring properties; c) creates opportunities for local workforce; d) prioritizes Eastham- and Outer Cape-based contracts and partnerships; e) includes opportunities for advancing social, economic, and environmental equity
3	The application and accompanying documentation clearly show the proposed project's potential for accomplishing <u>two or more</u> of the following: a) increases revenue for the applicant business; b) improves commercial property value for the applicant and/or neighboring properties; c) creates opportunities for local workforce; d) prioritizes Eastham- and Outer Cape-based contracts and

	partnerships; e) includes opportunities for advancing social, economic, and environmental equity
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4. Potential for Visual/Aesthetic Impact

SCORE	DESCRIPTION
1	The application and accompanying documentation <u>do not demonstrate</u> the proposed project's potential for improving the visual/aesthetic appearance of the property
2	The application and accompanying documentation clearly show the proposed project's potential for satisfying <u>at least one</u> of the following: a) restores attributes of historical/architectural significance; b) improves highly visible elements of the building/property; c) the property itself is in a prominent or highly visible location
3	The application and accompanying documentation clearly show the proposed project's potential for satisfying <u>two or more</u> of the following: a) restores attributes of historical/architectural significance; b) improves highly visible elements of the building/property; c) the property itself is in a prominent or highly visible location

5. Potential for Increasing Voluntary Compliance with Local Zoning Regulations

SCORE	DESCRIPTION
1	The application and accompanying documentation <u>do not include</u> any provisions for increasing voluntary compliance with local zoning regulations.
2	The application and accompanying documentation demonstrate potential for increasing voluntary compliance with local zoning regulations in <u>at least one</u> of the following areas: a) removes/reduces curb cuts along Route 6 and/or creates shared access with neighboring properties; b) reduces parking in front of property; c) adheres to previously approved landscaping plans or minimum landscaping requirements; d) complies with building design standards, as described in zoning bylaw section 3.8.5.5.4; e) eliminates pre-existing non-conforming structural components; f) any other improvement(s) that increase local zoning compliance
3	The application and accompanying documentation demonstrate potential for increasing voluntary compliance with local zoning regulations in <u>two or more</u> of the following areas: a) removes/reduces curb cuts along Route 6 and/or creates shared access with neighboring properties; b) reduces parking in front of property; c) adheres to previously approved landscaping plans or minimum landscaping requirements; d) complies with building design standards, as described in zoning bylaw section 3.8.5.5.4; e) eliminates pre-existing non-conforming structural components; f) any other improvement(s) that increase local zoning compliance