

Exterior Improvement Program

INFORMATION SESSION FOR BUSINESSES



Information Session

AGENDA

1. Overview of Program Purpose, Goals & Guidelines
2. Key Dates
3. Selection Criteria
4. Tour of Web Resources
5. Review of Application
6. Questions



Program Purpose, Goals & Guidelines



Program Purpose

The Exterior Improvement Program (EIP) aims to address deferred maintenance and capital investment needs in Eastham's commercial spaces, while providing a streamlined project review process for participants.

WHY EXTERIOR IMPROVEMENT AWARDS?

Eastham 5-Year Strategic Plan:

Additional Strategy 2 – Support, Expand, and Sustain Local Business

Select Board Goals:

Implement the Business Support, Recovery, & Resiliency Program

Eastham Local Rapid Recovery Plan (LRRP):

Support Business Recovery & Resiliency through Exterior Improvements to Businesses and Implementation of an Outdoor Dining Bylaw

According to Recent Studies Completed by the Town:

- ❑ 20% of Eastham storefronts require improvements of between \$10,000-\$30,000* (*LRRP*)
- ❑ 56% of businesses rated renovations of storefronts as a priority (*LRRP*)
- ❑ 71% of businesses wanted increased opportunities for outdoor dining and selling (*LRRP*)
- ❑ Class/condition of commercial space and Town permitting process are both seen as obstacles to doing business in Eastham (*Eastham Market Study; LRRP*)

**Estimated costs as of 2021; not adjusted for inflation*

Program Goals

1. Help Eastham businesses with pandemic recovery
2. Address deferred maintenance and capital investment needs in commercial spaces
3. Test options for streamlining the Town's commercial regulatory process
4. Gain compliance with commercial zoning and regulatory requirements
5. Activate underutilized exterior spaces

PROGRAM GUIDELINES

Eligibility

- ***Review the Program Guidelines Document thoroughly***
- Eastham business and commercial property owners are eligible
- Applicants must clearly demonstrate their ability to complete the proposed work within one year of the funding award AND provide the required 20% match
- Incomplete applications and/or those lacking the required attachments will not be considered

PROGRAM GUIDELINES

Project Types

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

PROGRAM GUIDELINES

Funding

- Maximum award amount of \$25,000 per applicant
- 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
- Funding will be issued to awarded applicants via direct-pay to the contractor(s) completing the project work
- The Town of Eastham reserves the right to review and verify all project work prior to the issuance of any payment(s)

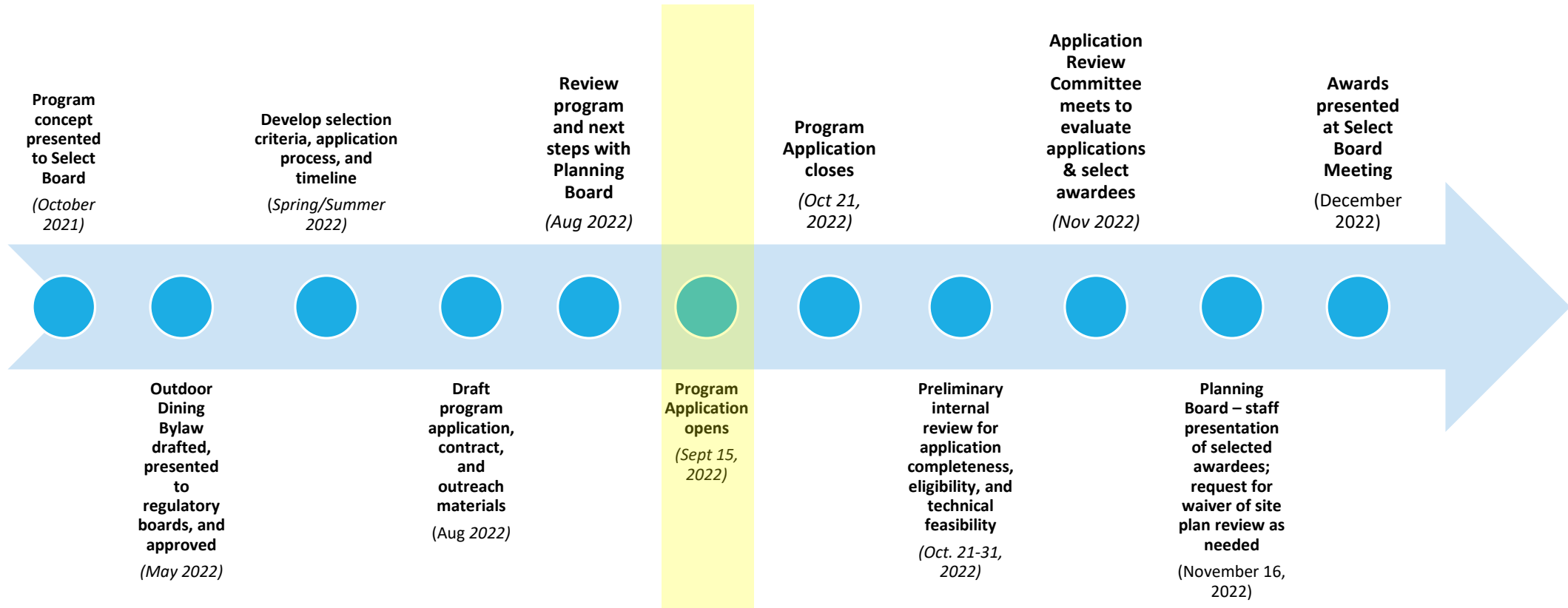
Key Dates



Key Dates

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

Program Timeline



Review Process...in Detail

- 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. See Program Guidelines for full scoring matrix.
- 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.

Selection Criteria



PRELIMINARY REVIEW CRITERIA

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 requested funding amount is less than or equal to the \$25,000 per applicant maximum; 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

- 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

Website Tour & Application Review



Website Tour & Application Review

[Exterior Improvement Program | Eastham, MA \(eastham-ma.gov\)](https://www.eastham-ma.gov/1827/Exterior-Improvement-Program)

The screenshot shows a web browser window with the URL <https://www.eastham-ma.gov/1827/Exterior-Improvement-Program>. The page features the Town of Eastham logo and a navigation menu with links for Departments, Boards & Commissions, Community, Services, and How Do I. A dark blue sidebar on the left contains the text "Exterior Improvement Program". The main content area includes a breadcrumb trail: Home > Departments > Planning & Economic Development > Eastham Business Gateway > Exterior Improvement Program. The page title is "Exterior Improvement Program". A sub-header asks "Businesses...could your storefront, office, or commercial space use a spruce-up?". A call to action states "**PROGRAM APPLICATION NOW AVAILABLE**" and "Attend an [Upcoming Info Session](#) to Learn More". A graphic at the bottom right shows a stylized house icon with a blue roof and a window, with the word "EXTERIOR" written below it.

Create an Account - Increase your productivity, customize your experience, and engage in information you care about. Sign I

Town of EASTHAM MASSACHUSETTS

Departments Boards & Commissions Community Services How Do I

Exterior Improvement Program

Home > Departments > Planning & Economic Development > Eastham Business Gateway > Exterior Improvement Program

Exterior Improvement Program

Businesses...could your storefront, office, or commercial space use a spruce-up?

****PROGRAM APPLICATION NOW AVAILABLE****
Attend an [Upcoming Info Session](#) to Learn More

Introducing Eastham's *NEW* Exterior Improvement Program!

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 funding 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.




How to Submit Your Application

Access the application form on the [Town website](#)

Applications may be submitted in any of the following formats:

- Electronically in PDF form, with all attached documents, to economicplanner@eastham-ma.gov
- By mail to: 2500 State Highway, Eastham MA 02642 (ATTN: Community Development Department)
- In-Person* to Eastham Town Hall at: 2500 State Highway, Eastham MA 02642

**Please note, Town Hall closes at NOON on Fridays. Those planning to submit an application in-person should plan ahead to ensure the submission can be delivered during Town Hall business hours.*



TOWN OF EASTHAM
2500 State Highway, Eastham, MA 02642 - 2544
508 240-5900 Fax 508 240-1291
www.eastham-ma.gov

EXTERIOR IMPROVEMENT PROGRAM APPLICATION

Applicant Information:
Applicant Name: _____ Phone Number: _____
Street Address: _____ City, State, Zip: _____
Email Address: _____

Applicant is (check all that apply): Business Owner Property Owner
 Other (please specify): _____

NOTE: If the applicant is not the property owner, a signed letter or memo from the property owner (or an authorized representative) must be included with this application, along with a copy of the current lease/rental agreement. The property owner letter must state that 1) the applicant has permission to complete the proposed project, if approved, and 2) the applicant is party to an official lease agreement with a term of at least one year from the date this application is submitted.

Organization/Business Information: Check if same as applicant
Business Name: _____ Phone Number: _____
Street Address: _____ City, State, Zip: _____
Email Address: _____

Type of organization (check all that apply): Sole Proprietorship Partnership Corporation
 S Corporation Limited Liability Company (LLC)
 Other (please specify): _____

Number of Employees* (Part-Time Year-Round): _____ (Full-Time Year-Round): _____
*Not including owner(s) (Part-Time Seasonal): _____ (Full-Time Seasonal): _____ (Other - specify): _____

Is this Business Licensed in the Town of Eastham? Yes No License No. _____

Project Information:
Project Location: _____

The following are eligible categories of improvement projects under the Exterior Improvement Program. Please specify which of these apply to your proposed project (choose all that apply):

<input type="checkbox"/> Outdoor Seating/Dining Improvements	<input type="checkbox"/> Infrastructure for Outdoor Dining/Seating (i.e., health code compliance; ADA accessibility)
<input type="checkbox"/> Exterior Painting and/or Siding	<input type="checkbox"/> Decorative Features (i.e., shutters, awnings)
<input type="checkbox"/> Landscaping and/or Planter Boxes	<input type="checkbox"/> Restoration of historical/architectural attributes
<input type="checkbox"/> Parking Lot Improvements	<input type="checkbox"/> Other (please specify): _____
<input type="checkbox"/> Walkways	

Please provide a description of the work proposed through this exterior improvement project (attach additional pages, if needed):

Questions?

Contact Lauren Barker, Economic Development Planner
economicplanner@eastham-ma.gov

