



EXTERIOR
IMPROVEMENT
PROGRAM

TOWN OF EASTHAM

Business Exterior
Improvement Program

ANNOUNCEMENT OF AWARDS

About the EIP

The Exterior Improvement Program (EIP) aims to address deferred maintenance and capital investment needs in Eastham's business & commercial spaces.

The program was approved by the Select Board for a pilot year with \$125,000 from Eastham's American Rescue Plan Act (ARPA) funding.

Official goals of the Exterior Improvement Program include:

1. Facilitate recovery efforts of Eastham businesses impacted by the COVID-19 pandemic
2. Address deferred maintenance and capital investment needs in commercial spaces
3. Test options for streamlining the Town's commercial regulatory process
4. Gain voluntary compliance with commercial zoning and regulatory requirements
5. Activate underutilized exterior spaces

Application & Selection Process

- Application, Review, and Selection Processes were designed to be accessible, fair, and transparent
- Evaluation criteria published with the application
- Several levels of independent review built into the program
- Application open September 15 – October 21
- Program advertised through:
 - Town Business email list (157 subscribers)
 - Town website and Facebook page
 - Local news media
 - Print flyer distributed around town
 - Series of information sessions

EVALUATION CRITERIA:

1. Alignment with Town strategic and economic priorities
2. Potential for community and/or economic impact
3. Potential for visible aesthetic impact; and
4. Potential for increasing voluntary compliance with local zoning and other regulations

Application & Selection Process

1st Review

- Staff check each application for completeness & eligibility

2nd Review

- Application Review Committee (ARC) evaluation against established criteria. List of finalists recommended for funding.

3rd Review

- Additional staff review for regulatory, health, safety compliance
- Planning Board Presentation and requests for waiver of site plan review

- 20 project proposals received
- Total of \$400,000 in project requests

2022 Awards List

| BUSINESS NAME | AWARD AMOUNT | APPLICANT MATCH | TOTAL PROJECT COST |
|---------------------------|----------------------|-----------------|--------------------|
| Ben & Jerry's | \$ 21,600.29 | \$ 6,650.07 | \$ 28,250.36 |
| Casa Del Cabo | \$ 13,706.24 | \$ 3,426.57 | \$ 17,132.81 |
| Eagle Wing Inn | \$ 25,000.00 | \$ 6,170.00 | \$ 31,170.00 |
| Inn at the Oaks | \$ 24,950.14 | \$ 6,237.53 | \$ 31,187.67 |
| Main Street Mercantile | \$ 16,409.00 | \$ 4,102.00 | \$ 20,511.00 |
| Ocean Park Inn | \$ 19,938.00 | \$ 4,984.00 | \$ 24,922.00 |
| TOTAL ALL PROJECTS | \$ 121,603.67 | | |

Ben & Jerry's

AWARD AMOUNT: \$ 21,600.29

PROJECT DESCRIPTION:

The project includes removal of existing hedges on either side of the building entrance to create a stone patio at the front and side of the store. The patio will include flower planters placed along the edge of the patio and walkway. The project also includes replacement of the existing 15-year old roof sign with a new LED sign.

WHY IT CAME OUT ON TOP:

- potential for high visibility aesthetic improvements
- proposed use of local contractors
- clearly demonstrated potential for community and economic impact, including increased revenue for the applicant business and creation of opportunities for local workforce
- aligns with program and Town priorities, including: support of food-based business, activation of exterior spaces, and voluntary compliance with ECSD landscaping regulations



Casa Del Cabo

AWARD AMOUNT: \$ 13,706.24

PROJECT DESCRIPTION:

The planned improvement is to the existing outdoor deck area. During poor weather days the restaurant loses the full use of its deck due to water leaks. The applicant plans to replace the leaking deck roof with vinyl covering and replace all flaps.

WHY IT CAME OUT ON TOP:

- potential for bringing use and function to an area that is currently underutilized by the business and in need of significant repairs
- clearly demonstrated the project's potential for substantial impact to business operations, as well as to the exterior aesthetics of the business building/space
- in alignment with program and Town priorities, including: support of food-based businesses, activation of exterior spaces, and ability to address deferred maintenance/improvements



Eagle Wing Inn

AWARD AMOUNT: \$ 25,000.00

PROJECT DESCRIPTION:

The applicant plans to install a new stone sign base and reconstruct the surrounding landscaping at the front of the Inn. A stone wall will be constructed at the entrance with built-in LED lamp posts to increase visibility at the business entrance.

WHY IT CAME OUT ON TOP:

- potential for highly visible aesthetic improvements
- clearly demonstrated connections to the Town's strategic and economic priorities, including support for competitiveness and safety of businesses along Route 6
- use of local Cape-based contractors
- potential for increasing business revenue and commercial property value



Inn at the Oaks

AWARD AMOUNT: \$ 24,950.14

PROJECT DESCRIPTION:

The project proposal includes

- removal of four damaged cement posts at the front driveways;
- removal and replacement of the approximately 20-year old 8-foot cedar fence with a 4-foot high scalloped white picket fence;
- removal of five large trees in declining health at the front of the property;
- installation of four lamp posts to light the parking area; and
- installation of a “living fence” of Cape Cod native plantings along the front of the property line facing Route 6.

WHY IT CAME OUT ON TOP:

- detailed work plan and timeline provided, which showed the applicant’s ability to complete the project successfully in the required timeframe of 1-year
- proposed use of local contractors
- potential for significant and highly visible impact to an historic property
- property located in one of Eastham’s State-designated “Environmental Justice” census blocks
- aligned with program and Town priorities, including: support for competitiveness of businesses along Route 6 and voluntary compliance with landscaping regulations



Main Street Mercantile

AWARD AMOUNT: \$ 16,409.00

PROJECT DESCRIPTION:

This proposal includes replacement of rotted window trim, rakes, corner boards, doghouses, soffits and vents for the entirety of Association Building 1 in the Main Street Mercantile development. All trim and ceiling overhangs will be painted and two flower boxes will be planted and maintained to beautify the front of the building.

WHY IT CAME OUT ON TOP:

- potential for positively impacting multiple businesses in the Main Street Mercantile commercial development
- potential for highly visible improvements to the exterior of the building
- includes the use of local contractors
- aligns with program and Town priorities, including: ability to address deferred maintenance/improvements and support for competitiveness and safety of businesses along Route 6



Ocean Park Inn

AWARD AMOUNT: \$ 19,938.00

PROJECT DESCRIPTION:

The application proposes improvements to business curb appeal and catch-up on deferred maintenance that was neglected through the pandemic. The project includes parking lot repairs; seal-coating and striping of the entire lot; and addition of flower beds along Route 6.

WHY IT CAME OUT ON TOP:

- potential to continue and match recent landscaping improvements at the neighboring Four Points Sheraton
- proposed improvements would be highly visible and have a substantial impact on both the applicant business and neighboring properties
- in alignment with program and Town priorities, including: ability to address deferred maintenance/improvements, support for competitiveness and safety of businesses along Route 6, and voluntary compliance with ECSD landscaping regulations

