



## 2018 Façade and Sign Improvement Program

### DESCRIPTION

The Façade and Sign Improvement Program is designed to assist downtown property and business owners in financing upgrades to building exteriors and/or signage. The maximum award is \$7,500 and must be matched 1:1 by the recipient. Award amounts are determined by the Beverly Main Streets Design Committee and the City of Beverly based on defined criteria; decisions take 3-6 weeks. For facades, eligible upgrades include doors, windows, paint and lighting. Sign grants can help with projecting signs and other signage. Owners may apply for both façade and sign improvements in their single application. A pool of \$25,000 is available for 2018. Applications are reviewed on a rolling basis and grants will be considered until the funds run out. All projects must be approved by the Beverly Main Streets Design Committee and the City of Beverly Design Review Board before work may start. **NOTE:** this is a reimbursement grant, meaning that recipients must pay all outstanding bills for the project, and then will be reimbursed for the grant amount.

### HOW TO APPLY

This program has become quite competitive so the more compelling your improvements are, the better chance you have of securing a grant!

Read through the FAQs and the application BEFORE deciding if you want to apply; if you have questions AFTER you read the application and FAQs, call Gin Wallace at 978-922-8558 or email [gwallace@beverlymainstreets.org](mailto:gwallace@beverlymainstreets.org).

All projects must be approved by us before you start work! Approval takes 3-6 weeks, depending on when you apply and when the next BMS and DRB meetings take place.

**You MUST start your process with Beverly Main Streets. You cannot go to the Design Review Board or start any work until Beverly Main Streets notifies you of the grant decision. NO EXCEPTIONS!**

Property owners may apply for a Façade Improvement Grant every 5 years. Business owners may apply for a Sign Grant once.

You must submit to Beverly Main Streets:

- Completed application with all required signatures (if you don't own the building, you'll need the owner's signature)
- 1-3 high resolution color photos of the building as it looks today with nothing impeding the view (ie, cars, snowbanks, etc)
- Perspective renderings in full color drawn by a professional architect / designer; note that signs and lighting must be shown to scale on the building
- Paint samples of the proposed colors
- Budget estimates on contractor letterhead (one per contractor)

So here are the steps:

1. Decide whether you want to apply based on the application requirements and decision criteria  
– **NOTE:** Please read thru all these documents! You might learn that your project is ineligible and save yourself (and us) a lot of time!
2. If you're applying for façade improvements, hire an architect and have them create a full color perspective rendering of the improvements to the building (they'll know what this is)
3. If you're applying for a new sign, hire a sign designer to design your new sign and have them create a full color perspective rendering of the sign itself and the sign as it will appear on the building
4. Get paint chips of all the proposed colors you'll be using (for façade and sign)
5. Take the "before" photos of your building
6. Complete the application and submit it to Gin Wallace at Beverly Main Streets

You will be notified of the Committee's decision within 3-6 weeks. **Remember that you cannot go to the Design Review Board or start any work until Beverly Main Streets notifies you of the grant decision. NO EXCEPTIONS!**

# 2018 FAÇADE AND SIGN IMPROVEMENT APPLICATION FORM

## I. Intent

The intent of this grant program is to improve the appearance of downtown Beverly by upgrading the appearance of individual buildings. Following the City of Beverly's Downtown Design Guidelines and design standards for Main Streets communities, awards will be made for upgrades that make a strong and visible statement. Signage should be unique, creative, multi-dimensional (ie, blade signs) and well-lit, adding to the visitor experience while calling attention to the business. Signs also need to comply with the City's Sign Ordinance.

## II. General Information

Applicant name: \_\_\_\_\_

Business name: \_\_\_\_\_

Property address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Applicant / Property Owner has previously received funding from the Façade and Sign Improvement Program: \_\_\_\_\_ Yes \_\_\_\_\_ No; if Yes, in what year \_\_\_\_\_

Applicant is the: \_\_\_\_\_ Property Owner \_\_\_\_\_ Tenant\* \_\_\_\_\_ Condo Owner\*

*\* If the applicant is NOT the property owner, the property owner OR authorized representative from the condo association must sign this application in the space provided in section IX.*

Type of business: \_\_\_\_\_

In what year did the business open at this location? \_\_\_\_\_

Name of project architect / design firm: \_\_\_\_\_

Name of architect / designer: \_\_\_\_\_

Architect / designer email: \_\_\_\_\_  
\_\_\_\_\_

## III. Project Budget Summary

Estimated total budget: \$ \_\_\_\_\_

Amount of matching grant requested (maximum of \$7,500): \$ \_\_\_\_\_

Applicant-provided match (must be at least equal to the grant request): \$ \_\_\_\_\_

Describe the source of the matching funds provided by the applicant:

\_\_\_\_\_

**IV. Proposed Improvements**

Proposed Improvements (check all that apply):

**NOTE:** if improvements are needed due to lack of care and maintenance by the applicant, a grant award is unlikely.

- Blade sign and/or vinyl lettering
- Exterior door/window replacement
- Security grate removal/conversion
- Reconfiguring entryway
- Removal of inappropriate design elements or finishes
- Other, please explain: \_\_\_\_\_
- Awnings
- Exterior painting
- Exterior lighting
- Restoration/repair of façade

**V. Project Description**

Describe the project in detail, including how the building / sign / windows will be illuminated at night:

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How will your improvements make a positive impact on the downtown?

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I plan to:

--start construction in \_\_\_\_\_

--complete construction in: \_\_\_\_\_

**NOTE:** all work that's being paid for by the grant must be completed in 2018



## VII. General Conditions

Please initial each item:

\_\_\_\_\_ It is expressly understood and agreed that the applicant is not an agent, servant, employee, or subcontractor of the City of Beverly and/or Beverly Main Streets ("BMS").

\_\_\_\_\_ The applicant acknowledges that any work completed or costs incurred prior to the applicant receiving the grant agreement signed by representatives of the City and BMS is ineligible for funding.

\_\_\_\_\_ The applicant agrees to meet with representatives from the City of Beverly and Beverly Main Streets within two (2) weeks after receiving approval from the Design Review Board for the purpose of affirming the construction plans, schedule and milestones. The applicant agrees that representatives from the City of Beverly and Beverly Main Streets will be allowed to inspect the work being done at milestone intervals during the project.

\_\_\_\_\_ The applicant agrees to complete all work as approved by the City of Beverly Design Review Board. Failure to complete all approved work within the agreed-upon time frame will result in forfeiture of the entire grant award.

\_\_\_\_\_ It is expressly understood and agreed that the applicant will not seek to hold the City of Beverly, Beverly Main Streets and/or its agents, employees, officers and/or directors liable for any property damage, personal injury, or other loss relating in any way to the Façade and Sign Improvement Grant Program.

\_\_\_\_\_ The applicant shall be responsible for maintaining valid and sufficient insurance coverage for property damage and personal injury liability relating to the Façade and Sign Improvement Grant Program.

\_\_\_\_\_ The applicant agrees to maintain the property and improvements in good condition, and to promptly remove trash and graffiti, and keep sidewalks in front of the property clean and free of snow/debris, during the term of the grant project and thereafter upon completion of the project.

\_\_\_\_\_ The applicant authorizes the City of Beverly and/or Beverly Main Streets to promote an approved project, including but not limited to displaying a sign at the site during and after construction, and using photographs and descriptions of the project in promotional materials and press releases.

\_\_\_\_\_ The applicant understands that the City of Beverly and Beverly Main Streets reserve the right to make changes in conditions of the Façade and Sign Improvement Grant Program as warranted.

\_\_\_\_\_ The recipient shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances and other applicable regulations affecting the project.

## VIII. Applicant Signature

I have read and understood the program application and conditions. I understand that this is an application for a matching grant and that I must match the dollar amount of the grant with my own funding sources.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**IX. Property Owner/Condominium Association Authorization, if applicable**

As the (circle one: property owner or representative of the condominium association) of the premises at \_\_\_\_\_, I have reviewed the foregoing materials, agree to the conditions of the Façade and Sign Improvement Grant Program and authorize the above-named applicant to make exterior improvements to the property.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**X. Evaluation Criteria**

Applications will be reviewed to determine overall consistency with the goals and objectives of the City of Beverly’s Master Plan and Downtown Design Guidelines and of Beverly Main Streets’ Downtown 2020 Plan (see [www.beverlymainstreets.org](http://www.beverlymainstreets.org)). Beverly Main Streets’ Design Committee and the City of Beverly will evaluate applications based on the following criteria:

- Completeness of the application package
- Alignment with the intent of the program, the City’s Sign ordinance, Downtown Design Guidelines and Main Streets design standards
- Impact on the individual building and on the block, both during the day and at night
- Creativity of signage
- Presentation of a reasonable project scope and budget
- Presentation of a proposed timeline that is considered reasonable and likely, given the project’s scope and budget
- Applicant’s history of maintaining their property and following city ordinances
- Proposed improvements are considered upgrades rather than deferred maintenance

**XI. Application Checklist**

Please submit the following to Beverly Main Streets:

- Completed application form with your signature and that of building owner, if applicable
- 1-3 high resolution color photos of the building as it looks today with no cars impeding the view
- Perspective renderings in full color drawn by a professional architect / designer
- Paint samples of the proposed colors of the façade and/or the sign
- Budget estimates on contractor letterhead

Submit all documents to:

Gin Wallace  
Beverly Main Streets  
248 Cabot Street  
Beverly MA 01915