



2019 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 vinyl lettering on doors and windows. Owners may apply for both façade and sign improvements in their single application. A pool of \$25,000 is available.. 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.

All projects must be approved by us before you start work! Approval takes 4-8 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 your first set of paperwork 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 and projecting signs must be shown from the sidewalk perspective (not flat against the building but how it will look to passersby)
- 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 from the passersby perspective
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 call Gin Wallace (978-922-8558) to make an appointment to review your grant application
7. If your grant application is approved, we will also schedule a meeting with you to review your DRB application before you submit it to the city

You will be notified of the Committee's decision within 4-8 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!**

2019 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:

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

I plan to:

--start construction in _____

--complete construction in: _____

NOTE: all work that's being paid for by the grant must be completed in 2019

VI. Budget Detail**Labor and Materials**

<u>Vendor/Contractor</u>	<u>Item Description</u>	<u>Cost</u>
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____

Total Labor and Materials: \$_____

Expected Permit Fees: \$_____

TOTAL BUDGET: \$_____

NOTE: you must provide the detail for each labor and material line item from each vendor/contractor on their individual letterhead

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). 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
- Whether the property is considered a “contributing building” by the City or Beverly Historic Commission

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, Executive Director
Beverly Main Streets
248 Cabot Street, Beverly MA 01915