



## **2008 Façade Improvement Program**

Beverly Main Streets, together with the City of Beverly, announces the 2008 Façade Improvement Program. The Façade Improvement Program is designed to provide incentives for commercial property owners and business tenants to improve and rehabilitate building storefronts within the downtown Main Streets district.

The 2008 Program includes \$25,000 of funding from the City of Beverly Office of Community Development to be distributed as matching grants of up to \$5,000 to selected participants. In addition, the Program features eligibility for low-interest façade loans from participating lenders and free design assistance for grant recipients.

### **Program Features**

#### **Matching Grants**

Matching grants of up to \$5,000 will be made available to pay for construction costs for exterior building improvements, including design costs associated with such improvements of up to \$1,000. (Buildings with multiple storefronts may apply for up to \$10,000 in grant assistance.) Each dollar of the grant amount will need to be matched with project funding by the applicant. Priority will be given to applicants with a demonstrated readiness to undertake construction and whose building improvements will make a significant positive impact on the downtown streetscape.

#### **Low-Interest Loans**

Beverly Cooperative Bank and Beverly National Bank are offering financing of up to \$40,000 for approved projects for qualified applicants. Façade improvement loans will be due and payable over a seven (7) year term at an annual rate of interest equal to the Prime Rate published in the Wall Street Journal, less one-half percent (0.5%) which may be fixed or floating at the election of the applicant. All loans are subject to normal underwriting terms and conditions.

#### **Design Consultation**

Beverly Main Streets Design Committee will work with grant recipients to facilitate free design assistance by participating professionals on a volunteer basis. Design assistance will include an on-site consultation with the applicant and the preparation of a design sketch and outline specifications for the façade work.

## Program Timeline

- March 31, 2008      Public workshop at which representatives from Main Streets and the City of Beverly will explain the 2008 Façade Improvement Program. Workshop will be held at the Beverly Public Library, Sohler Room, from 5:30 to 7:00 pm.
- April 15, 2008      Applications will be accepted on a first-come, first-served basis. Priority will be given to applicants who are construction ready and can demonstrate availability of matching funds.

## Application Criteria

### Eligible Improvements

The grant funds and loans will only be available for exterior improvements that are approved in advance by the Beverly Main Streets Design Committee through the application process. Costs incurred prior to approval of the application are not eligible for matching funds. Eligible improvements include, but are not limited to:

- Signage improvements (including repairs, replacements, removal)
- Removal/replacement of inappropriate or incompatible exterior finishes or materials
- Restoration of facades
- Installation, replacement or repair of awnings
- Exterior lighting, including lighting for signage or display area purposes
- Exterior painting
- Recessing/reconfiguring entrances
- Door/window replacement or repair
- Grate and grate box removal or conversion of solid grates to an open mesh style; installation of electronic security systems to replace grates is also an eligible improvement

### Main Streets District

Eligible projects must be situated within the Main Streets District which includes the area extending along Cabot and Rantoul Streets from the Veterans Memorial Bridge to Gloucester Crossing, and the areas situated between. A further description of the District can be obtained from the Main Streets office.

### Applicants

Building owners and/or business tenants may submit applications. Tenants must be able to demonstrate authority to undertake improvements under the terms of their lease or otherwise.

### Design Guidelines

All projects must conform to the City of Beverly Zoning Code and Design Guidelines promulgated in 2003. Eligible projects must be approved by the Beverly Main Streets Design Committee and the City of Beverly Design Review Board prior to an award of funding.

## **Application and Award Process**

Applications will be accepted on a rolling basis beginning on April 15, 2008. Due to the limited availability of funding for the matching grants, applicants are encouraged to submit applications as soon as possible after April 15.

- Step 1: Submit completed Application Form, along with supporting documentation including project description and schematic design and cost estimates to Beverly Main Streets Design Committee for preliminary review and approval. Application review will be completed within 4 weeks of receipt of a completed application.
- Step 2: If application is approved, then applicant will be notified and, depending on the scope of the project, the application may be forwarded to the City of Beverly Design Review Board for further review and approval. The applicant will be notified of the Design Review Board meeting and may be present, along with a representative of Beverly Main Streets.
- Step 3: Upon approval by the Design Committee and/or Design Review Board, the applicant will be required to sign a letter agreement with the City of Beverly outlining the terms and conditions of the grant disbursement, including any conditions imposed by the Design Review Board, whereupon work may commence.

Work must be completed within nine (9) months of the approval of the application unless extended by Beverly Main Streets.

Within thirty (30) days of the completion of the approved work, the applicant must submit invoices for finished work along with a request for reimbursement. Upon receipt of such application, the Beverly Main Streets Design Committee will complete a final review of the project, which may include a review by the Design Review Board in certain cases. Grant funds will only be disbursed upon completion of the project as determined by the Beverly Main Streets Design Committee and evidence of payment by the applicant of the matching costs. Once reimbursement requests are reviewed and approved, they will be forwarded to the City's Planning Department for payment (usually less than thirty (30) days from receipt).

Beverly Main Streets may promote an approved project including, but not limited to, displaying a Main Streets' sign at the site during and after construction, and using photographs and descriptions of the project in Beverly Main Streets' materials.

## **Contact Information**

For questions regarding the Façade Improvement Program, please contact Gin Wallace, Executive Director, Beverly Main Streets, 275 Cabot Street, Suite 9, Beverly, MA 01915. Telephone: 978.922.8558  
Email: [gwallace@beverlymainstreets.org](mailto:gwallace@beverlymainstreets.org)

*Beverly Main Streets and the City of Beverly reserve the right to make changes in the conditions of the Façade Improvement Grant Program as warranted.*