



Town of Rockland Façade & Sign Improvement Program

Acknowledgments

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Introduction

Background and Context

The Local Rapid Recovery Planning (RRP) program was open to every municipality within the Commonwealth as part of the Baker-Polito Recovery Plan to revitalize downtowns, respond to the effects of COVID-19 on local businesses, and prioritize actions and strategies. The Town of Rockland participated in the program and a Local Rapid Recovery Plan was created for Downtown Rockland in October 2021.

The Downtown Rockland Rapid Recovery Plan examines market and physical conditions, as well as feedback from the business community, in order to identify strategic projects to support a sustainable and equitable recovery from the COVID-19 pandemic. A high priority recommendation in Rockland's 2021 LLRP calls for the town to develop storefront design guidelines for downtown and establish a façade improvement program for the Union Street Corridor.

Funding for this program is federal aid from the American Rescue Plan Act (ARPA), an act passed by the federal government in March 2021, which is intended to aid Massachusetts communities in response to the COVID-19 pandemic. The Town of Rockland has allocated \$100,000 in ARPA funds to offer direct financial assistance in the form of grants to businesses and property owners located within the Union Street Corridor Subdistrict of the Downtown Rockland Revitalization Overlay District (DRROD). Businesses and property owners can use available funds to improve their storefronts, building features, streetscape, and signage. These improvements can also be used to make businesses more accessible to patrons with disabilities.

Union Street Corridor

The Union Street Corridor Subdistrict of the DRROD is a half mile long corridor that stretches through the heart of downtown Rockland. This vibrant area offers a diverse range of businesses and institutional uses including retail stores, restaurants, bars, banks, salons, convenience stores, apartments, and Town offices. Union Street is lined with several historic buildings with traditional storefronts, which help

create a welcoming pedestrian-scaled environment. In addition to its commercial offerings, this area is also home to a budding artists community. Collectively, these elements establish a



Figure 1: Union Street Corridor Context Photos

distinctive sense of place and positions downtown Rockland to become a prime destination for retail shopping and dining in the local region.

Benefits of a Façade Improvement Program

Research and studies have shown that storefront and façade improvement programs are effective tools for promoting economic development and can bring numerous benefits to businesses. For instance, a [University of Wisconsin-Extension report](#) revealed that over 90% of businesses that participated in a Façade Improvement Program saw a significant increase in revenue after completing their projects. In addition, businesses reported an increase in first-time customer visits, while property owners witnessed an increase in new tenant attraction to vacant storefronts.

Building, storefront, and streetscape improvements can also increase the marketability of leasable spaces and increase property values. Façade Improvement Programs can help to lower the initial barrier and upfront capital required to encourage property owners to improve the exterior appearance of their buildings and storefronts. Even minor changes such as new paint or the removal of old or obsolete signs or building materials can be beneficial and enhance the attractiveness of the community.

Façade Improvement Programs Case Studies

The Rapid Recovery Plan Program - Sign & Façade Toolkit, developed by the Executive Office of Housing and Livable Communities (EOHLC), served as a basis for creating this façade program. The planning team also researched façade and storefront improvement programs that have been established in other communities.

This section includes case studies from different communities in the MAPC region, the state of Massachusetts, and a few from across the US. These case studies vary in terms of funding sources, program objectives, administering entities, and funding amounts. The programs listed on page 4 are meant to provide an idea of the range of options available for a façade improvement program.

Façade Improvement Programs Case Studies Chart					
Location	Funding Source	Award Mechanism	Award Amount	Eligible Applicants	Eligible Activities
Brockton, MA	Community Development Block Grant (CDBG)	Interest-Free Deferred Loan	Up to \$2,500 for architectural; Up to \$57,000 for project implementation	commercial properties in eligible locations	Renovation or restoration of architectural details, windows, entrance systems, signage, awnings, lighting
Brookline, MA	Municipal	Low Interest Loan	Up to \$10,000	Property owners or commercial tenants*	Painting, signage, awnings, lighting, windows/door replacement, storefront/façade restoration
Cambridge, MA	Municipal	Matching Grants, Reimbursement	Up to \$50,000	Property owners or commercial tenants that front Cambridge St.	Signage, awning or canopy, lighting, planter boxes, emphasis on accessibility improvements
Hudson, MA	Municipal	No Interest Loan	Up to \$35,000 per project	Business owners or tenants within the Downtown Business Improvement District (BID)	Signage, awnings, storefront window replacement, accessibility improvements, landscaping
Milford, MA	Municipal	Declining balance business loans	Up to 75% of total project costs; up to \$20,000 per building or \$30,000 per applicant	Property owners or tenants*located within the Downtown District	Signage, doors and windows, wall treatments (painting, acid washes, etc.), lighting, awnings, accessibility improvements, building additions that meet local development regulations
South Hadley, MA	Municipal	Grants, Reimbursement	Up to \$1,500	Commercial property owners and tenants, nonprofits	Membership to professional business organizations, painting, murals, Awnings, signage, lighting, Window boxes, signage, façade repair
Port Angeles, WA	Community Development Block Grant (CDBG)	Matching Grants	Up to \$10,000 for façade improvements; Up to \$1,000 for signage improvements	Property owners or tenants within designated commercial corridors	Façade reconstruction or restoration, windows, doors, signage, awnings, canopies, fencing, landscaping
* With written permission from the owner.					

Program Guidelines

The program guidelines define who is eligible to apply to the Façade & Sign Improvement Program, what types of improvements are eligible for funding, the details and considerations associated with the potential funding, and the criteria by which funding awards will be determined.

Intent & Purpose

The purpose of the Rockland Façade & Sign Improvement Program (FSIP) is to provide direct financial assistance to businesses and property owners located within the Union Street Corridor Subdistrict of the Downtown Rockland Revitalization Overlay District (DRROD) seeking to enhance the physical appearance of buildings in the district. These improvements can apply to storefront facades, signage, lighting, windows, awnings, landscaping, and accessibility upgrades and more. The FSIP aims to create a more vibrant, attractive, and economically sustainable downtown.

Eligibility

Building owners and tenants (with property owner's written approval) are eligible to apply for the Program if:

1. They are located within the Union Street Corridor Subdistrict of the Downtown Rockland Revitalization Overlay District (DRROD). **AND**
2. The improvements are for commercial, retail, or service business. Properties must be used in whole or in part for commercial purposes. These could include mixed-use properties that contain, for example, retail or service uses on the first floor and office or residential on the upper floors.

Other for-profit and not-for-profit entities (cultural, office, etc.) are considered on a case-by-case basis, so long as the business or property is located within the Union Street Corridor Sub-district of the DRROD. Moreover, the applicant and property owner must be in good standing with the Town of Rockland and not in arrears with any financial obligations to the Town, including, but not limited to, taxes, license fees, assessments, and/or utility bills.

Eligibility Area

The Union Street Corridor Subdistrict of the DRROD includes properties along Union Street roughly between North Avenue and Water Street. The district includes approximately 68 storefronts. The boundary of the Union Street Corridor Sub-district is shown in figure 2 (next page, page 6).



Figure 2: Union Street Corridor Subdistrict of the DRROD. All properties and businesses in the Union Street Corridor Subdistrict (highlighted in blue) are eligible for the Facade & Sign Improvement Program

Eligible Improvements

Facade Improvement Program funds may be used for exterior facade improvements and site improvements at the frontage of the property. Generally, three primary types of improvements are eligible for the Facade & Sign Improvement Program for a property with an eligible applicant and in an eligible downtown location. All of these types of improvements are exterior improvements that are visible from a public way in the downtown.

The three primary types of improvements include:

Building Improvements

- Painting
- Window replacement
- Door replacement
- Brick repointing
- Masonry repair
- Energy efficiency upgrades

Storefront Improvements

- Signage
- Awnings
- Storefront window replacement
- Redesign of storefront layout
- New entry doors
- Restoration of historic details

Streetscape

Improvements

- Expanded sidewalk
- ADA improvements
- Outdoor seating areas
- Landscaping and planters

All improvements must be consistent with the building code regulations and the [Town's Zoning Bylaws](#). The design guidelines provided at the end of this document will be utilized by the designated Façade & Sign Improvement program committee during the review of applications.

Building Improvements

Building improvements apply to the existing exterior building conditions that are impacting the quality of the downtown environment. This may include building envelope improvements such as restoring historic features and materials, window improvements, brick repointing, masonry repair, energy efficiency upgrades, painting, arts mural work, restoration and repair of existing and historic details and ornament. It may also include removing non-historic features or materials, obsolete or unused signs. The improvements should be visible from the public way and strengthen the quality and attractiveness of the downtown environment.

Storefront Improvements

Storefront improvements apply to existing exterior building conditions at the ground floor and include the public presentation and curb appeal of ground floor businesses. This may include storefront window replacement, redesign of storefront layout, new entry doors, restoration and repair of existing and historic storefront details and ornament, new awnings, or new signs. These improvements should strengthen the quality, attractiveness, and vitality of the downtown environment.

Streetscape Improvements

Streetscape improvements refer to improvements to the site conditions of the private property that abuts the public frontage. These improvements provide a seamless transition between the public realm and the private realm and may provide expanded sidewalk, plaza, or landscape areas at the property frontage. Improvements that correct deficiencies with the Americans with Disabilities Act (ADA) will be prioritized.

The proposed improvements should strengthen the quality of the downtown pedestrian environment by providing more generous pedestrian circulation, outdoor seating, additional street trees and landscaping, additional street furniture or amenities, or locations to secure bicycles. Accessibility improvements could include improvements to sidewalks, building entries, or other features that may not currently comply with accessibility requirements.

What makes a good facade improvement?

In general terms a good facade improvement simplifies and clarifies the component parts of the facade and restores any historic structures or features. Over years of changing uses and ownership, downtown structures tend to accumulate added elements and features that often compete with the beauty of the original structure. Some of these accumulated elements may include non-historic siding that is covering original masonry, old air conditioning units, or the remnants of an old sign. Each of these components, and others like them, compete visually with the building they adorn.

Another category of positive improvements is the general upkeep and maintenance of aging materials including storefronts, windows, entry doors, masonry, and decorative cornices among other building features. The hope is that through facade improvements these components can be cleaned up so that the details of the building can provide the well-maintained backdrop for inviting storefronts and a welcoming streetscape that is all part of a vibrant downtown.



Figure 3: Existing Facade on Union Street

Building Improvements

Building improvements should strengthen the major components of the building that are most prominent and visible from Union Street. For most buildings these improvements should match the historic details that are present. If new windows are to be placed in an unused window opening, they should be wood windows to match the other windows remaining in the building. New siding or trim features should be wood or composite materials. Avoid aluminum or other metal siding. New building improvements should respect the composition of the existing building and should not overlap with existing features. In general building improvements should reduce and simplify the composition of the building and highlight historic details.

Storefront Improvements

Storefront improvements should match the building opening in which they are located. They should not be smaller than the opening or extend beyond the frame created by the structure of the building. Storefronts should be restored to match the time- period and detailing of the building in which they are located. If awnings are desired, they should be integrated into the design and spacing of the storefront, for example aligned with a transom above a door. Signs should also be integrated into the composition of the storefront and the building overall. For multiple tenant buildings, signs should be consistently aligned across the facade.

Streetscape Improvements

Streetscape improvements should strengthen a seamless transition from the public realm of the sidewalk into private property typically through a threshold, entryway, or vestibule. All materials should match the existing public realm palette of concrete with brick accents. A focus of these improvements should be removing any accessibility barriers that exist,

including a small step or steep slope at an entry. Other streetscape improvements could include additional landscaping at the frontage of the building to complement other nearby landscaping. Investments in outdoor plaza space should extend the character of the building or storefront for seating or the display of merchandise. Several buildings are setback from the street and that frontage could be improved by eliminating parking, reducing curb cut widths, strengthening landscape, and adding outdoor plaza areas. Improvements should be designed as a continuation of the public realm of downtown. Additional street furniture should match the types of benches, trash cans, or lights already found in the district.

Ineligible Improvements

Ineligible improvements include interior improvements; roof repairs, or other building elements not visible from the street; demolition of historic features without a like replacement. Any improvements begun prior to the award determination, for which funding is being requested, will not be considered.

General Conditions

1. Approval of program applications is contingent upon available funds.
2. All projects must conform to all applicable zoning and building code regulations.
3. Additional conditions may be included with the award approval.
4. Funds can only be used for costs incurred after the award determination through this program.

Funding

The program provides 90/10 matching grants to business tenants and property owners for eligible Façade & Sign Improvement projects. Property and/or business owners are required to contribute a minimum of 10% of the total project costs. In the case of financial hardship as deemed by the *Town Administration and Façade & Sign Improvement Advisory Committee* the match of ten (10) percent of the grant funds may be waived on a case-by-case basis. The maximum grant award for an FSIP project may not exceed \$30,000.

Three levels of grant funding are available:

Level 1: Improvements in this category might include paint, awnings, and signage. The maximum grant amount is 90% of the grantee's cost up to \$7,500.

Level 2: Improvements in this category would include some architectural enhancements, storefront and window replacements, the addition of new facade treatments, lighting, and canopies. The maximum grant amount is 90% of the grantee's cost up to \$15,000.

Level 3: Improvements in this category may include new window and door openings, architectural elements, and site improvements including illuminated signage, landscape, and site lighting. The maximum grant amount is 90% of the grantee's cost up to \$30,000.

Levels of Funding

Funding Level	Maximum Grant Amount	% of Total	10% Grantee Match
Level 1	\$7,500	90%	\$750
Level 2	\$15,000	90%	\$1,500
Level 3	\$30,000	90%	\$3,000
Grantees may request less than the maximum amount of the grant for any level			

Grantees will have the choice to receive up to half of their grant funds up-front at the start of the project. The Town will withhold \$5,000 or 5% of the project budget (whichever is lower) until the end of the project. Funds would not be issued until a contractor is formally hired and permits (if needed) are issued. Façade Improvement Program funds are available on an on-going or rolling basis until existing funds are exhausted.

Application Reviews

All applications will be reviewed by the *Town Administration and Façade & Sign Improvement Advisory Committee* to determine how the project aligns with the program's goals and weighed against a set of scoring criteria.

FSIP Grant Process: Step by Step

Applications for the Rockland Façade & Sign Improvement Program will be accepted within an application period that is advertised by the Town. The following steps should be followed to submit a competitive application:

Step 1: Review Façade & Sign Improvement Program Guidelines and Complete Online Interest Form

Interested property and business owners can complete the Façade & Sign Improvement Program Interest Form online at <https://www.rockland-ma.gov/534/Planning-Department>. Once submitted, they will be notified of any in-person or online informational sessions regarding the program.

Step 2: Pre-application meeting with Planning Department Staff

Prior to formally submitting an application, an applicant must schedule a pre-application meeting with the Planning Department, Building Department, and the Historical Commission to discuss the project and any proposed improvements. Contact Allyson Quinn, Town Planner at acquinn@rockland-ma.gov to schedule a meeting.

Step 3: Submit Completed Application

Eligible applications must complete the application in the next section of this document and include all of the components listed in the Application Submittal Checklist on [page 8].

Step 4: Town Staff Review

Once submitted, Town staff from the Rockland Planning Department will review the application for completeness. If the application is deemed incomplete, the applicant will be notified with a request for additional materials.

Step 5: Façade & Sign Improvement Advisory Committee (FSIAC) Review

If the application is deemed complete, it will be reviewed by the FSIAC, Planning Department staff, and the Building Department.

Evaluation Criteria

Program applications will be reviewed and evaluated based on the criteria listed below. Proposed improvements that meet the below criteria will be most competitive for grant funding.

- **Transformational Facade Improvement:** The proposed improvements to the building's facade are comprehensive in nature and will have a significant impact on the aesthetics of the building.
- **Historic Preservation:** The subject property is a building with historical significance, and the proposed project restores or improves the condition of a historical asset.
- **Aligns With Program Objectives:** The proposed project will significantly benefit, or support surrounding storefront activity or attract other businesses.
- **Project Readiness:** Applicant provided sufficient and compelling information that demonstrates their ability to complete the project by the program deadline.
- **Improves Accessibility:** A score of five (5) will be awarded to proposed projects that increase accessibility for people with disabilities.
- **Entrepreneurial Diversity:** A score of five (5) will be awarded to applicant's whose entity is a certified Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Veteran Business Enterprises (VBE), and Portuguese Business Enterprises (PBE).

Step 6: Grant Award Decision

Notification

After the committee review is completed, program applicants will be notified via email of the committee's decision. If an address has been provided by the applicant, the committee decision will also be mailed.

The FSIAC may:

- **Approve**
- **Approve with added conditions.** If approved with conditions, FSIAC may request that the grantee make specific changes to the proposed improvements.
- **Disapprove.** If disapproved, suggestions will be made to the applicant for how the application may be improved.

If the application is approved, the applicant will proceed to **Step 7** and be required to sign forms for the funding award.

If the application is not approved, the applicant will be given suggestions on how to improve the application for future resubmittal.

The FSIAC reserves the right to require revisions, clarifications, additions, and resubmittal.

Step 7: Project Award

Applicants awarded a program grant will be required to sign and submit the following documents:

- A final Scope of Work (SOW) summarizing the approved improvements will be provided. If the application was approved with conditions, the SOW will reflect those conditions/changes. The final SOW will be attached to and made a part of the application.
- Acceptance form which details the terms and conditions associated with the grant.
- W-9 form which enables the Town to process and provide your grant funding.
- A copy of a valid Business License

Approved applicants will be required to place a Façade & Sign Improvement Grant Recipient sign on their property for a minimum of 30 days and maximum of 12 months with exact time to be determined by the FSIAC once work commences.

Step 8: Project Implementation

- All necessary planning and building permits must be secured before construction is initiated.
- Project work must proceed within six (6) months of the award and project work must be completed within one (1) year. If necessary, the Town may grant an extension.

Step 9: Post-Project Documentation and Reimbursement

- Following completion of the project, the applicant is required to complete the Façade & Sign Improvement Program Reporting Form on page 16 of this document and provide photo documentation of work completed.
- Proof of expenses (including permits where required), proof of payment of all contractors and vendors, and (where applicable) evidence of acceptance of the building inspector are required for final reimbursement.

Program Materials

This section includes the official forms for the Rockland Façade and Sign Improvement Program.

- **Application Submittal Checklist:** The process application checklist is provided as a useful tool to double check that your application materials are complete.
- **Program Application:** Eligible applicants must complete the application form with all required information.
- **Scope of Work Template:** The program application will include preliminary information on the intended scope of work.
- **Property Owner Consent Template:** If applicable, tenants use this template to document property owner consent.
- **Application Score Sheet:** The application review sheet that will be used to evaluate proposed facade improvement projects. This score sheet will be used by the Town Planning Department, Façade & Sign Improvement Committee, and Historical Commission to evaluate applications.
- **Façade & Sign Improvement Program Reporting Form:** Following completion of the project, completion of the Façade & Sign Improvement Program Reporting Form is required.
- **Additional Requirements:** A list of requirements and terms that must be agreed to in order to participate in the Façade & Sign Improvement Program.
- **Design Guidelines:** Design guidelines communicate standards and visual/style priorities to program participants and the public. The design guidelines for the Façade & Sign Improvement Program were adapted from the [Downtown Rockland Revitalization Overlay District \(DRROD\) Design Standards](#).

Application Checklist

The application must include the following components.

☐ **Completed Project Information and Signature Page**

Must include property owner signature, if the applicant is not also the owner. A hard copy of all signatures, or DocuSign document, is required.

☐ **Scope of Work**

A complete scope of work for the proposed improvements. The scope of work must include:

- An itemized list of all proposed improvements
- A description of all proposed improvements.
 - Must include colors and/or material choices.
- Estimated cost for each proposed improvement.

Please use the Scope of Work template included on page 11 of this application.

☐ **Vendor Estimate**

A written estimate from a vendor for the work to be completed. If the grantee plans to complete the work themselves, then a written estimate of material costs.

☐ **Graphic representation of proposed changes**

This should illustrate the proposed façade improvement. Acceptable formats include: conceptual sketch, schematic drawings, photo representation, and/or graphic mock-up.

☐ **Samples of proposed materials (if needed)**

This may include samples or photographs of materials or fixtures to be used in the façade improvements.

Submit completed applications to:

Allyson Quinn, Town Planner
aquinn@rockland-ma.gov
Town of Rockland Planning Department
Rockland, MA 02370

Rockland Facade & Sign Improvement Grant Program Application

Applicant Information

CHECK ONE:

BUILDING
OWNER

TENANT

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APPLICANT NAME:

--	--	--	--

MAILING ADDRESS:

--	--	--	--

CITY:

STATE:

ZIP:

--	--	--	--

EMAIL:

BUSINESS
PHONE:

MOBILE PHONE

Grant Information

BUSINESS NAME OR BUILDING
NAME:

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TYPE OF BUSINESS

NUMBER OF
COMMERCIAL TENANT
SPACES WITHIN THE
BUILDING:

--	--	--	--

BUSINESS ADDRESS:

--	--	--	--

CITY:

STATE:

ZIP:

--	--	--	--

GRANT LEVEL (1, 2, 3, OR 4)

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GRANT AMOUNT REQUEST

Proof of property owner's permission for the project is required. Complete the section below if applicant is not also property owner. Property owner(s) can sign below to indicate their permission OR you may attach written proof of permission from property owner.

Property Owner Information

PROPERTY OWNER:

--	--	--	--

OWNER'S MAILING ADDRESS:

--	--	--	--

CITY:

STATE:

ZIP:

--	--	--

EMAIL:

PHONE:

--	--	--	--

PRINT PROPERTY OWNER NAME:
(IF APPLICANT IS NOT ALSO OWNER)

TITLE:

--	--

PROPERTY OWNER'S SIGNATURE:
(IF APPLICANT IS NOT ALSO OWNER)

DATE:

--	--

Project Information and Scope of Work Template

PROPERTY ADDRESS:

--	--	--	--

BUSINESS OR PROPERTY OWNER NAME:

--	--	--	--

BUSINESS NAME (IF APPLICABLE):

--	--	--	--

ESTIMATED TIME FRAME FOR PROJECT COMPLETION:

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Project Description

Please describe how your project supports the Façade and Sign Improvement Program objectives and enhances the appearance and business environment of downtown Rockland.

--

Scope of Work

Check the type(s) of improvement you plan to make:

- | | | |
|-----------------------------------|---|------------------------------------|
| ☐ Painting | ☐ Door/Windows | ☐ Landscape |
| ☐ Signage | ☐ Masonry/Siding | ☐ Mural |
| ☐ Awning | ☐ Total Facade | ☐ Other |
| ☐ Lighting | ☐ Accessibility | |

Use the space below to provide information on any proposed project improvements and attach any supplementary information (e.g., photos of existing conditions, contractor estimates, drawings, colors, and material samples).

Improvement	Description	Estimated Cost
Total		

Certification and Signature

I, the undersigned, certify that all information presented is truthful and accurate, to the best of my knowledge and belief. I hereby accept and agree to all terms and conditions presented above. I understand that grant funds applied for under this program must be used for the project described above. I further understand that the Town of Rockland reserves the right to reject any or all grant applications and to waive informalities.

Print Applicant Name:

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Applicant's Signature:

Date:

--	--	--	--

Submit completed application and all supporting documents to:

Rockland Town Offices
c/o Planning Department
242 Union Street
Rockland, MA 02370

Property Owner Authorization Form

Instructions: If you are a business owner (tenant) applying for funding, please have the property owner complete and sign the following letter and submit this with your application and sign the first page of the Application Form.

Date: _____

I acknowledge that the tenant, _____ (name of applicant),
in my building located at _____ (street address),
doing business as _____ (name of business) is applying to
participate in the Town of Rockland Façade & Sign Improvement Program.

I have read the terms and conditions applying to this program, and the improvements
proposed by the tenant, and authorize this tenant to pursue participation in this
program.

Signed,

_____	Print Name
_____	Property Address
_____	Signature

Project Evaluation

Members of the Façade & Sign Improvement Advisory Committee (FSIAC), will review, evaluate, and score each eligible application based on the evaluation criteria below. In all evaluation criteria, zero or one represents the lowest score and five represents the highest. Based on an application's score, the FSIAC will then recommend the highest scoring applications to be approved for funding. The Review Committee uses the rubric below to review program applications and assign a review score.

BASE CRITERIA				
No Points	Low Scoring		High Scoring	
0 Points	1-2 Points	2-3 Points	3-4 Points	4-5 Points
<i>The project as a concept likely won't or cannot meet criterion intent</i>	<i>Needs design or scope adjustment to meet criterion intent</i>	<i>Could meet criterion intent with modifications</i>	<i>Meets criterion intent</i>	<i>Exceeds criterion intent</i>

Project Evaluation Form

EVALUATION CRITERIA	SCORING	WEIGHT	MAX SCORE
Transformational Facade Improvement: The proposed improvements to the building's facade are comprehensive in nature and will have a significant impact on the aesthetics of the building.	0-5	x2	10
Historic Preservation: The subject property is a building with historical significance, and the proposed project restores or improves condition of a historical asset.	0-5	x2	10
Aligns With Program Objectives: The proposed project will significantly benefit or support surrounding storefront activity or attract other businesses.	0-5	x2	10
Project Readiness: Applicant provided sufficient and compelling information that demonstrates their ability to complete the project by the program deadline.	0-5	x2	10
Improves Accessibility: A score of five (5) will be awarded to proposed projects that increase accessibility for people with disabilities.	0 or 5	x1	5
Entrepreneurial Diversity: A score of five (5) will be awarded to applicant's whose entity is a certified Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Veteran Business Enterprises (VBE), and Portuguese Business Enterprises (PBE).	0 or 5	x1	5
MAXIMUM POSSIBLE SCORE:			50

Reviewer Notes:

Use this sheet to record any notes while you read and evaluate proposals.

Facade Improvement Program Reporting Form

Post-project documentation - Following completion of the project, submit this Reporting Form to the Planning Department to provide data to support the Facade Improvement Program. Data will be kept confidential and aggregated with other projects to define general trends.

A. Before and After Photos

Please provide color photos of the areas before improvements and after improvements are completed. Please take photographs from similar location and perspective.

B. Have you experienced greater sales volume since the improvements?

Please provide general observations about how the improvements may have impacted your business. If possible, please share any sales volume data available before and after the renovations.

C. Have you experienced greater customer volume since the improvements?

Please provide general observations about how your customers have responded to the improvements. If possible, please share any customer volume data available before and after the renovations.

D. Do you have any other observations or insights about your participation in this program?