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# LRRP Program Private Realm #1 Connecting with Customers: Using Your Storefront, Display Windows & Signs to Increase Business

May 25, 2021

Moderator: Mike Goman, Goman & York Property Advisors

Panelist: Mark Favermann, Favermann Design

Panelist: Chris Moynihan, RetailVisioning



# Agenda

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## Overview of Webinar:

Discussion will focus on maximizing the visual impact of storefronts to connect with customers and ultimately increase business. Our industry experts will lead us through the best ways to attract and communicate with customers utilizing their storefront, display window and signage to create interest, excitement and dollars. The Case Studies will focus on actionable, cost-effective methods to support businesses in the post-Covid era. Participants will be able to download Best Practices Guide following the webinar.

- Introduction of Panelists
- Overview of Topic
- Presentation – Mike Goman, moderator
  - Case Study – Business Assessments – An Outside-In Approach
  - Case Study – Manchester, CT – Storefronts, Window Displays & Signs – A long-term solution
- Presentation – Chris Moynihan, panelist
  - Case Study – Retail Reboot
  - Case Study – Main St. Activation Program
- Presentation – Mark Favermann, panelist
  - Case Study – Everett, MA Storefront Guidelines Development
  - Case Study - Covid-related Empty storefront Solutions
- Wrap-up
- Q&A



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# Business Assessments – An Outside-In Approach

Project

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## Business Assessments – An Outside-In Approach

Budget

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- Low Budget - Consultant's Time

Timeframe

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- Short-Term

Partners and  
Resources

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- City/Town Economic Development, Chamber, Landlord, Tenants

Risk

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- Low Risk

KPI

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- Tenant Initiation of Recommendations, Tenant Traffic & Sales Growth

Action Item

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- A quick response to aid tenants in the process of reviewing their business from the consumer's perspective. This process is usually done as a whole business assessment though here we will speak to assessing the storefronts, display windows and signs.

Process

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- Site Visit: 1- 2 hours
- Report/Evaluation: 2 hours
- Tenant Consultation: 1 – 2 hours
- Implementation

### Are you communicating a positive image to customers?

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- Like other recessionary periods, post Covid-19 is a time to reassess the way businesses are presenting themselves to consumers.
- A business assessment takes an impartial look at businesses and offers a critique that will hopefully offer low-cost solutions for improvement.
- Think of storefronts, signs and window displays as your introduction to potential consumers and clients. We consider this as a major portion of the business assessment process. The process can be done for an individual storefront or entire business district.
- In the next case study presented we will go into more depth on exterior improvement programs that were developed for Downtown Manchester, CT.

- Step outside and look at your storefronts from a customer's perspective
- Are the windows clean?
- Are there handwritten signs?
- Are there exterior security grates?
- What are the Façade conditions – peeling paint, damaged awnings, etc?



Storefronts



Window Displays



Signs

## How we work with communities

- A Business Assessment can help to transform a struggling business or a long-term successful business that needs a refresh. A critical look at the business from the outside in is important not only from the customer's perspective, but for the business to grow and be a vibrant contributor to the community.
- Our team has worked with individual tenants, at their request or at the request of a town as an ongoing Economic Development consultant.
- Top of mind always is that we are offering solutions to thrive!

### Bloomfield, CT – Economic Development Advisory

- As Economic Development Advisors to the Town of Bloomfield, our team at GOMAN+YORK has worked for several years not only with their large businesses, but the small businesses. We offer business assessments and consultations that encompass the whole business – that includes assessing the interior, exterior, marketing, business planning, funding sources and more.
- It is important to note that while these are primarily done to help existing businesses, we also assist new and potential small businesses that are looking to enter the market.



**Exterior improvements to storefronts and signage can totally transform a single business or an entire area.**





## Step 1. The Site Visit

Are you communicating  
a positive image to  
customers?

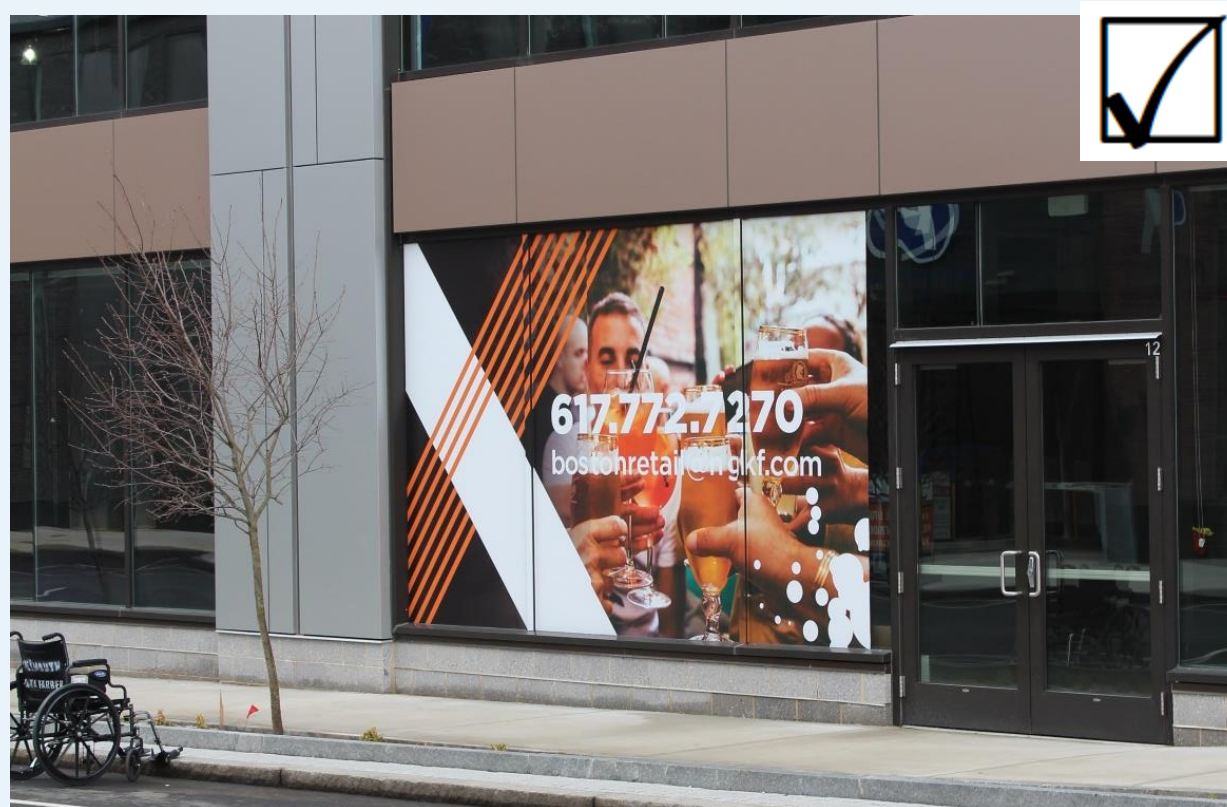




## Case Study

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- The site assessment begins with the exterior of a business – in this case we are looking at how vacancies are handled – the one on the left portrays activity and fun – enticing people to want to bring a business here. The one on the right is closed off and leaves nothing to the imagination for its potential as a new business.



**GOOD**



**BAD**



## Storefronts from a customer's perspective

Step outside and look at your storefronts from a customer's perspective

- Windows/exterior cleaned
- No handwritten signs
- Exterior security grates
- Façade conditions





## Signage from a customer's perspective

- Signage improvement programs – grant funding, community matching funds, are sources that can be utilized to help offset costs to businesses.
- Signs need to be **readable** as patrons are walking down the sidewalks or driving by.
- We worked with one town to streamline a zoning change and sign criteria that included storefront signs, blade signs and awnings.
- Changes came about by an assessment of signs, tenant input and willingness of the town officials to react. We like to say there is an importance of community leadership to make processes like this - “**Simple, Swift & Certain,**” especially as we enter the post-Covid recovery era.



# Solutions to thrive & survive

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- An honest assessment of a business will help the business owner to recover from the effects COVID-19 has had on their business. Consumers are venturing out more with the positivity rates declining and vaccinations increasing.



## The Report

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- Be direct as to what needs to be done
  - “Take down the handwritten signs”
  - ✓ Producing printed easy to read signs
  - “Clean your windows”
  - ✓ Allows customers to see what you have to offer and entices them to enter
  - “Window displays should feature what you have to offer”
  - ✓ Customers will want to walk in to see more!

## The Consultation

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- ✓ Be direct
- ✓ Be sympathetic
- ✓ Be honest
- ✓ Offer suggestions
- ✓ Do an outside-in walkthrough
- ✓ Be open to questions
- ✓ Share your findings with key stakeholders

- Business assessments are funded through a variety of sources. The GOMAN+YORK team has worked with individual tenants at their request, at the request of a town as an ongoing Economic Development consultant and throughout our careers in the commercial real estate industry.
- Our business consultants have provided business assessments for a variety of public and private clients including, the Town of Bloomfield, CT; the CTrail Property Management and Utilities Unit, Capital Region Development Authority (CRDA) shopping center and local retail tenants.





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# Downtown Manchester Architectural Design Guidelines



Project

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## Downtown Manchester – Architectural Design Guidelines

Action Item

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Budget

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- Low Budget to High Budget determined by implementation by stakeholders

- Create a vibrant, healthy and attractive downtown that will encourage business growth and increased customer visitations

Timeframe

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- Long-Term – Post Covid

Partners and  
Resources

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- City/Town Economic Development, Chamber, Landlord

Process

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Risk

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- Medium Risk – due to established tenants/LL acceptance

- Step 1. Define the area
- Step 2. Conduct a current conditions assessment
- Step 3. Identify Main Key stakeholders
- Step 4. Development and Implementation

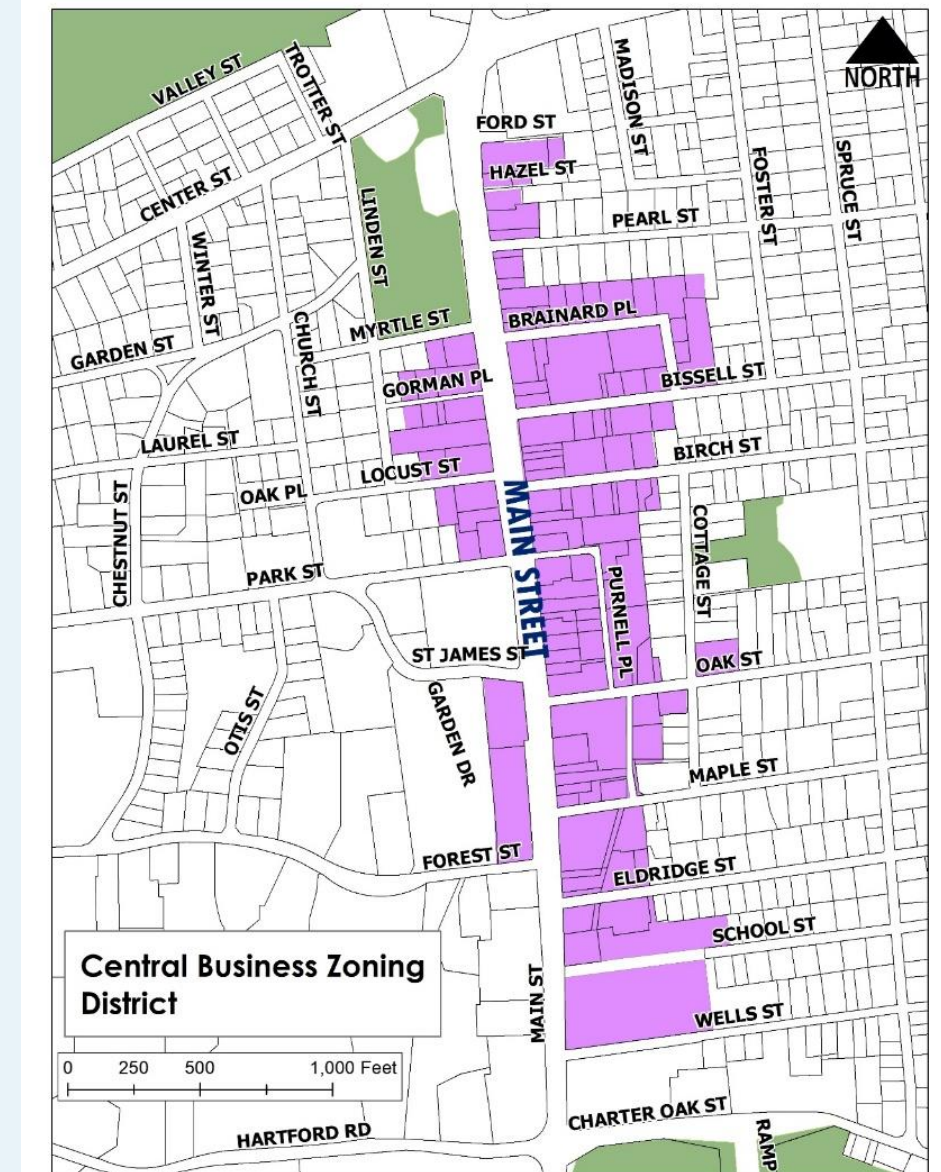
KPI

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- Tenant Buy-in and Initiation of Recommendations, Tenant Traffic & Sales Growth

## Case Study

- **Step 1. Define the area** – this has already been done by the Plan Facilitators and the cities/towns.
- **Step 2. Conduct a current conditions assessment** – physical, governmental, private, character of the district. Some examples of disruptive alterations include:
  - Blocking out windows, which is typically uninviting
  - Replacing original architectural detailing with substandard or non-sustainable materials
  - Covering original details with aluminum siding or random placement of wood paneling
  - Introducing new design elements which were not in keeping with the original design
  - Random placement with no coordination of ornamentation, lighting fixtures or signage
  - Oversized signage creating visual confusion and blocking architectural details of upper floors
- **Step 3. Identify main key stakeholders** (including but not limited to; Building Owners, Tenants, Residents, Clients and Customers) must preserve and highlight what makes this downtown unique: eclectic structures, public spaces, community facilities, ample parking, and an enjoyable pedestrian experience.
- **Step 4. Development & Implementation**
- **Reminder:** A vibrant, healthy and attractive downtown must be clean, safe and aesthetically pleasing. This relies on quality design and positive public-private relationships.





## Overview



Urban Lodge Brewery – photo: Patch.com

Changes in consumer behavior and a heightened appreciation for community and place made Downtown Manchester a competitive and desirable location. Prior to Covid-19 the town realized that the area's image, market potential, physical attributes and social connections needed to be maintained and improved. Covid-19 accentuated the need and importance of maintaining and strengthening the Downtown area to support the local tenant base.

Architectural design guidelines were implemented to:

- Enhance the image of Downtown Manchester through the upgrade and maintenance of existing building façades; and
- Encourage new construction which reinforces Downtown Manchester's historic development patterns.

Manchester's Downtown district serves as a visual introduction to the town's character. An attractive image boosts commercial and community vitality when it successfully blends appearance and welcoming public spaces.

Main Street's history is revealed in its diverse architectural styles. Each building is a unique record of its place in time. Therefore, building owners need to carefully evaluate the design of any proposed improvements to ensure they make a positive contribution to the collective downtown environment.

## Ground Floor Storefronts

Storefronts, display windows and signs are the most significant features of most commercial buildings. Their appearance plays a critical role in how a business is perceived and contributes to the pedestrian experience from the sidewalk.

Building owners are expected to acknowledge these critical elements of a building when redesigning storefronts, display windows and signs .





## Display Windows/Awnings/Canopies



### Display Windows

**Lighting:** Night lighting is encouraged as it extends the pedestrian experience, makes a building façade more welcoming, and adds consistency to the Downtown district. Lighting plans should be sensitive to potential impacts on vehicular traffic.

**Temporary signage, seasonal displays and window seating:** Products, furnishings or activities placed within a display window become part of the pedestrian experience. Merchants should consider the visual and messaging impact when designing displays, as they reflect the character of the business and affect the integrity of Downtown Manchester

**Cleanliness of windows** – interior & exterior – sometimes it's that simple!

### Awnings and Canopies

Storefront awnings and canopies are both functional and decorative. They are functional because they provide sun protection for merchandise, weather protection for visitors, and signage for the business (see "Signage" section for guidelines). These structures also add decorative color, patterns or graphics to the streetscape.

Both commercial grade, exterior fabric, retractable and permanent awnings have been successfully integrated in the past. The color or stripe chosen for the awning should complement the general color scheme of the building. Building owners are discouraged from using metal awnings because of their susceptibility to weather damage and fading.





## Signage

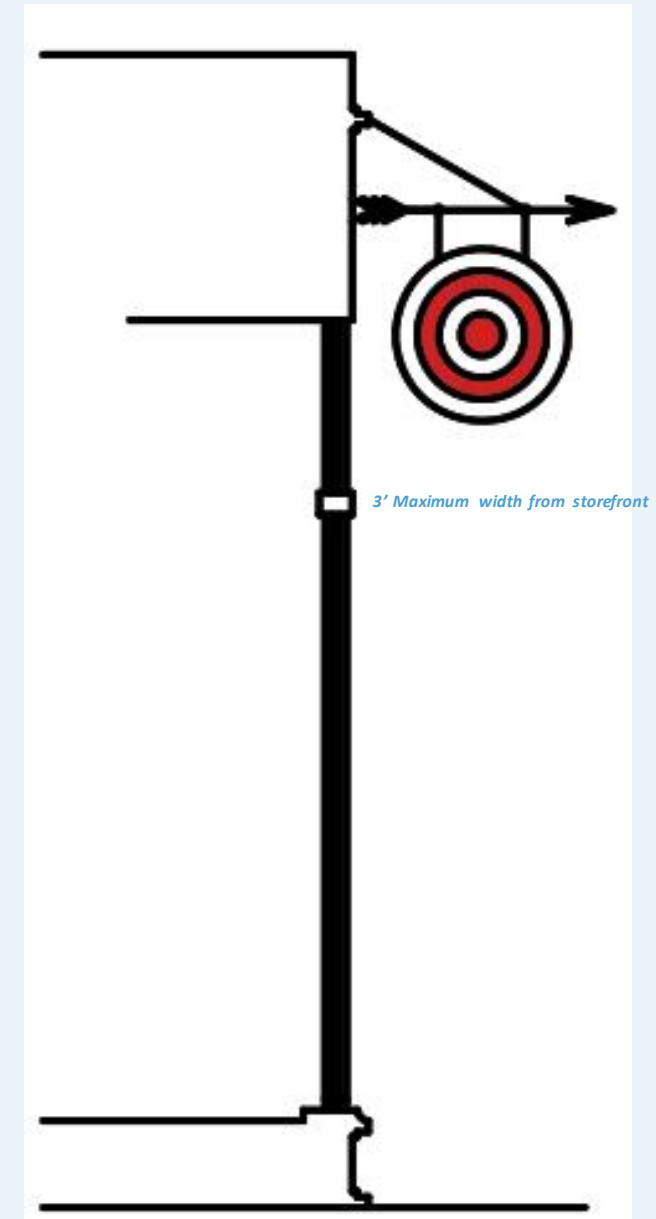
- Signage provides scale, color and interest to the streetscape. A sign has a positive effect on business and community atmosphere when it is appropriately placed, well designed, and in scale with its architectural surroundings.
- A poorly designed sign results in visual confusion, harming both the streetscape and the value of the sign. While these guidelines provide structure for what signs are appropriate, the Town of Manchester's zoning regulations mandate what signs can and cannot be used in the Downtown district.
- Information on a sign should be simple, clear and concise.
- Before beginning any signage project, refer to Zoning Regulations for specific restrictions. Special regulations can be adopted for the Downtown district.



*Restaurant Menu Boards*



*Exterior-Mounted & Painted on Glass*



*Blade or Hanging Bracket Signs*

# Chris Moynihan, RetailVisioning

“Reconnecting with customers post COVID-19 using  
Your Storefront, Display Windows and Signs to Revitalize  
Your Business”

Iterations on Best Retail Practices  
...with lessons from Covid 19 in mind.

I am Chris Moynihan and some of us may know each other as I have worked with Massachusetts Downtown Initiative, Boston Main Streets and other HUD and CDBG funded programs for almost 20 years. We are proud to have helped over 750 independent businesses and we are glad to be here today.

Most of my work has been on the people side of retailing... and I think most retailers would tell you that that is where their hearts are too. My work has been to share with merchants how their businesses look and function from the customer's point of view so they can meet their expectations better. And as we know... the CDC guidance and those perspectives are changing almost daily.

However -- as we look to a "new normal", customers still have the experiences of last year on their minds and many have new expectations. Let's look at 2 case studies that provide opportunities to fulfill some of them.





Case Study 1: Retail Reboot  
*Refreshing downtown stores from a post COVID-19 perspective*

**Project Description:** Professional retail consultants working with business owners to help retailers attract customers and improve the overall look of downtown – but now with COVID 19 safety measures in mind

**Origin:** A Covid-based iteration of RetailVisioning’s Technical Assistance as part of the MassDowntown Initiative

**Locations:** Downtowns across MA (since 2002)

**Budget:** \$2,000 to \$3,000 per store for consultation and implementation funds. Recommended that no more than 8-10 storefronts be processed during on session/timeframe

**Timeframe:** 2-3 months from application to consultation to implementation.

**Risks:** Local recruiting effort for retail participation. Monitoring implementation.

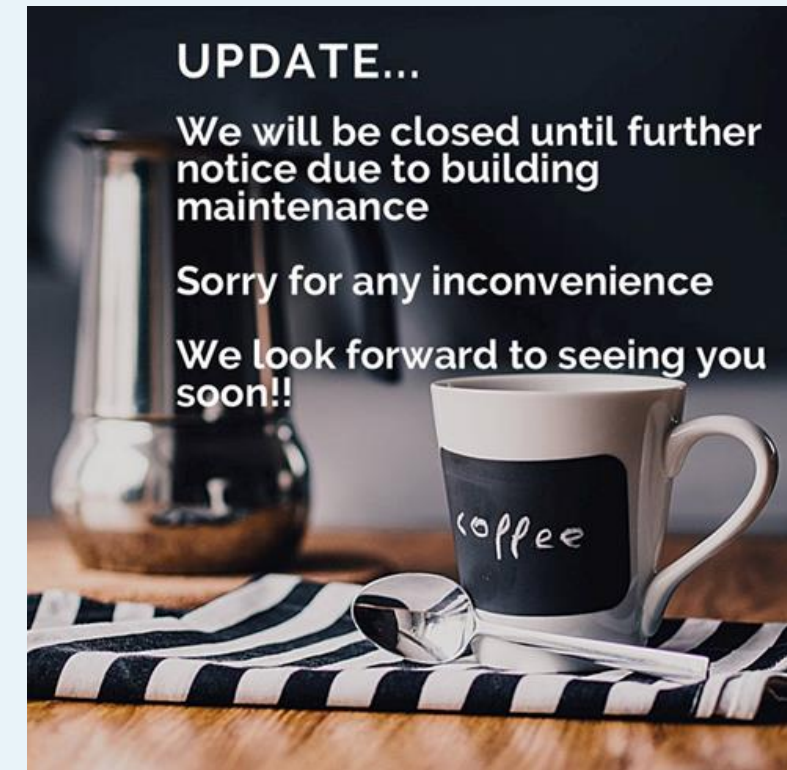
**Key Performance Indicators:** Successful implementation of recommendations leading to both retailers and customers feeling safe. Opportunities for better customer relationships and increased revenue. Requests from retailers who did not participate in a Retail Reboot for the opportunity to do so.

**Covid Impact:** Making appropriate improvements while keeping the recent experiences of COVID 19 in mind as retailers update their stores and businesses for “a new normal”.

Improving business store by store by store  
...to help downtowns thrive

### Lessons learned post-pandemic

- Cleanliness and spaciousness are desired
- Selling must go beyond the 4 walls of the store
  - Outside selling
- Maintaining a customer list is key
- Do not replace new methods....be additive
  - Continue to offer curbside pick up or delivery
  - Keep PPP on hand.
  - Attract and manage your workers carefully
  - Continue to offer contactless transactions
- Welcome customers back as soon and as warmly as possible
- Don't judge mask wearing...or not.
  - Every business and every customer experience is unique



*Elvera's Café – recovered from Covid-19 shutdown only to face another crisis*

## Create storefronts that look better and say more

- Wash windows, sweep sidewalks in front of stores, pick up trash
- Repaint signs as needed
- Open front doors to welcome customers and **add ventilation**
- Consider adding information on glass surfaces
- Offer outside displays





## Going beyond the window

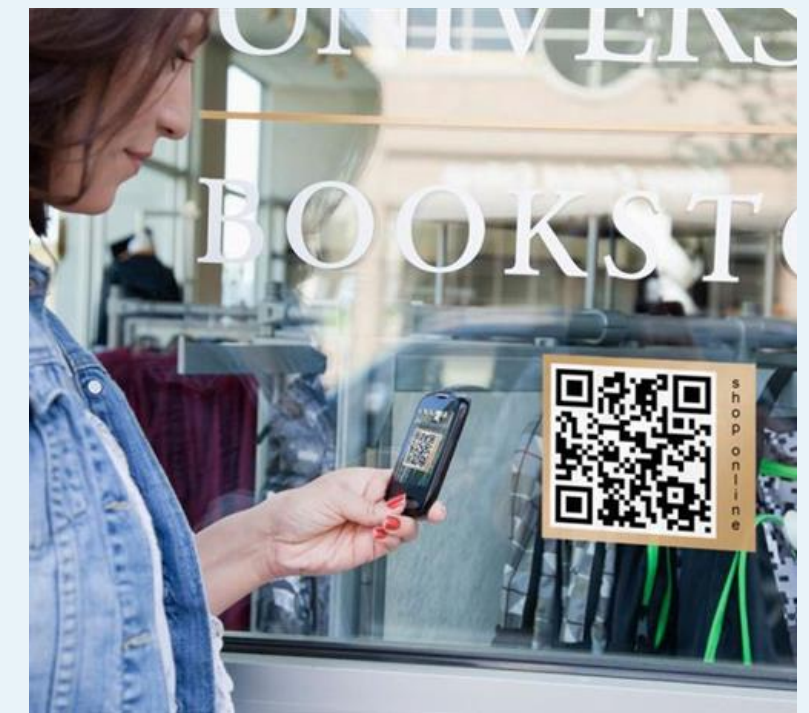
- Create simple displays of products to sell or present, just outside the door.
- Greet customers where they are – and where the business owner (without a mask) can smile!





## Design display windows that help you sell

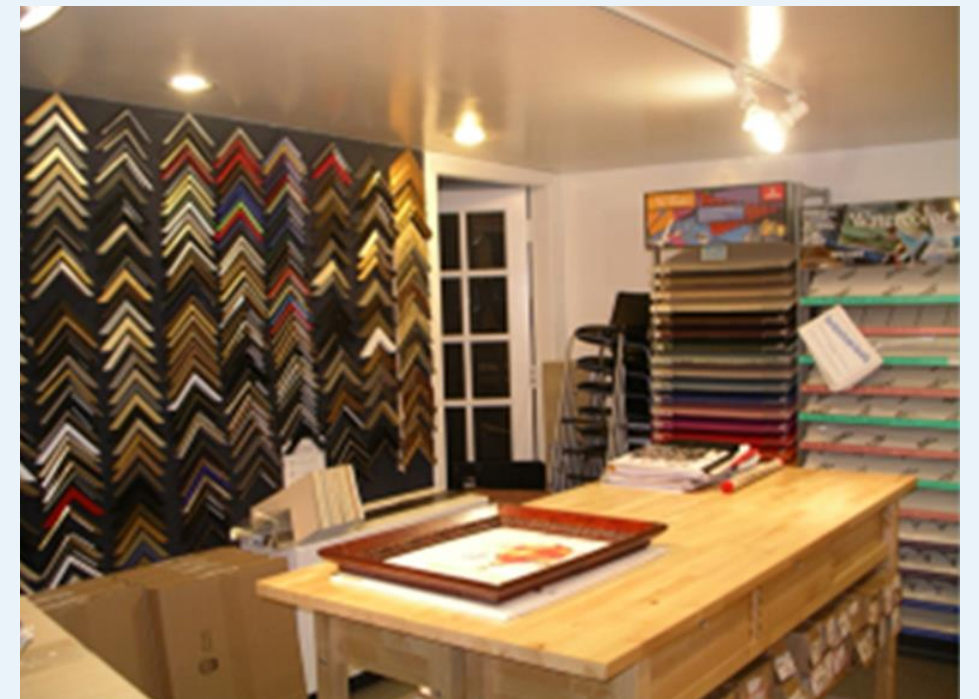
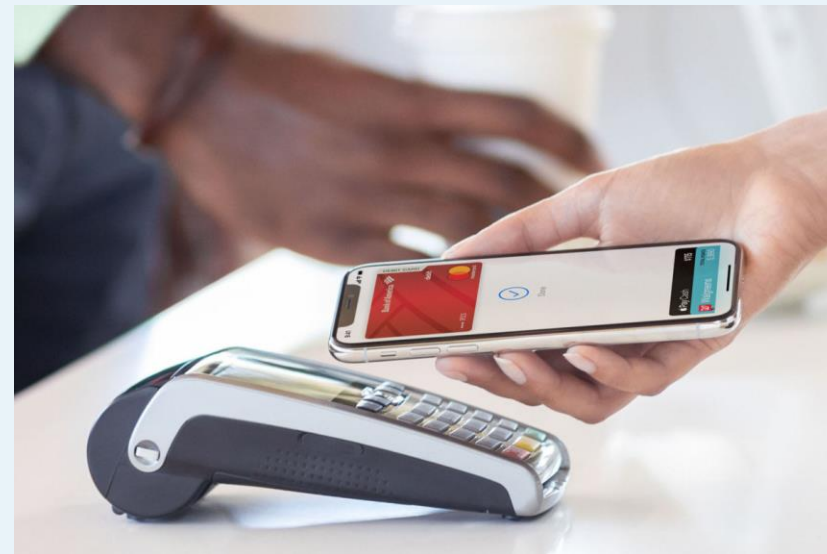
- Great messaging to welcome customers back in.
- Update lighting for day AND night
- Products that tell a “this is here now” story
- QR codes that open catalogs





## Create interiors that help customers feel safe

- Lots of room for comfortable “distancing”
- Cleanliness
- Bright ambient and focused task lighting
- The option of touchless transactions





## Measure & share success to re-build confidence

- Improved cleanliness downtown – storefront by storefront
- Improved morale in retail community
- Confidence in crisis recovery
- Happier more frequent shoppers
- Quicker return to former levels of sales and revenue.





## Case Study 2: Main St. Activation Program

### *A post COVID-19 recovery plan*

**Project description:** Re-engage retailers, celebrate streetscape improvements, and welcome customers back to shop, dine and participate in activities on a single commercial block.

**Origin:** RetailVisioning working with Brockton Transformative Development Initiative (TDI) Fellow, George Durante.

**Location:** Highly visible block on Main St. behind City Hall, downtown Brockton

**Budget:** Private Realm improvements funded by MassDevelopment: \$19,000

**Budget:** Public Realm improvements funded by City of Brockton District Investment Funds, MassDevelopment and Brockton Chamber of Commerce.

**Timeframe:** Development 4-5 months, Event 2 days.

**Risk:** Sustaining interest, managing compliance during difficult times

#### **Key Performance Indicators:**

- Increased traffic and revenue during and after event
- Continuation of public and private investment.

**Covid 19 Impact:** Coordinated effort towards building a cohesive retail community and Main St. shopping vitality. Attract customers and leverage opportunity to attract potential employees during this time of workforce scarcity.

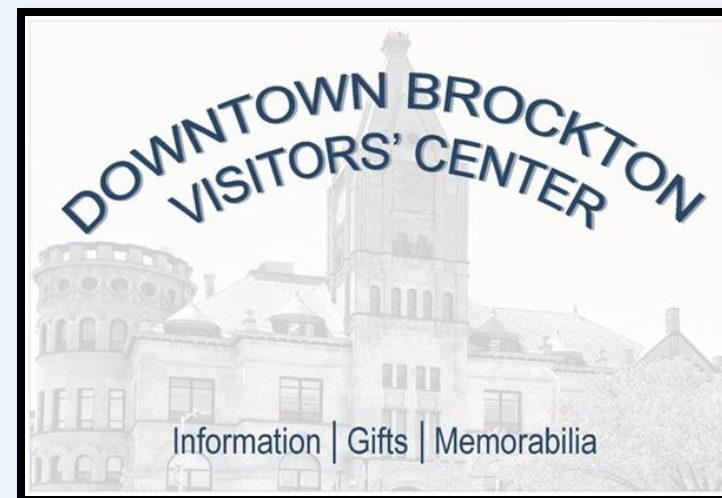
## Engaging the retail community

- Host a workshop to help retailers brainstorm improvements focusing on key problems with exteriors, signage, windows.
- Brainstorm how to “show off” the improvements and attract foot traffic.



## Holding one-on-one consultations & awarding improvement grants

- Schedule one-on-one meetings with participating retailers at their place of business to agree on business-specific improvements
- \$1000 per business invested (as a reimbursement)
- Risks – Keeping enthusiasm on track
  - Meeting Deadlines
  - Valuing the connections with neighboring retailers.





## MERIAN

- Goal 1: Branding and signage consistency
- Goal 2: Creating compelling windows vs. predictable (unseen) windows
- 



## Health and Home Care Training of New England

- Goal: Present a professional environment for education and career development – focus on getting a job after training.
- Inspiring prospective students with clear messaging and a cared for space that feels like a worthy training center.



**Your new  
career starts  
RIGHT HERE!**

**Health & Homecare Training of NE**  
Nurse Assistant & Home Health Aide Certification Programs

**7 Week Programs -- Days or Evenings**  
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## Acknowledging community investment in streetscapes improvements

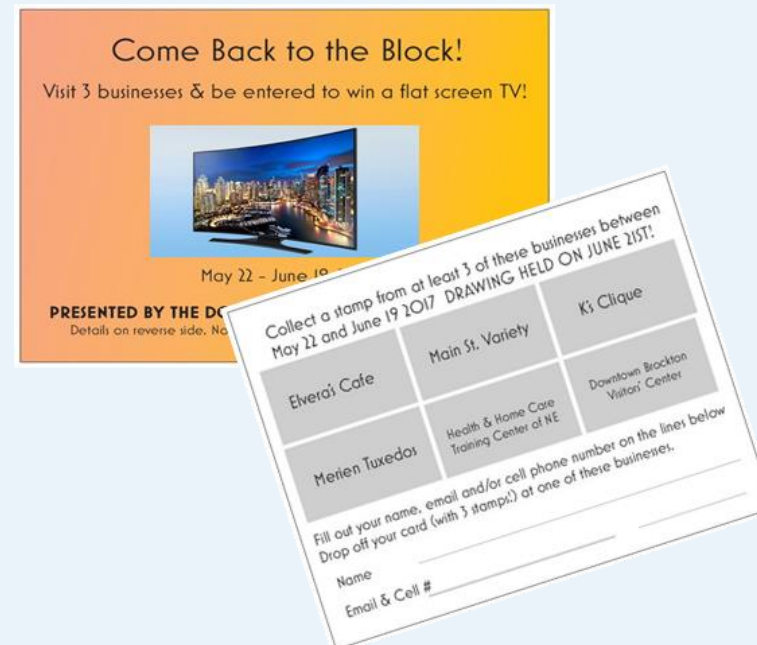
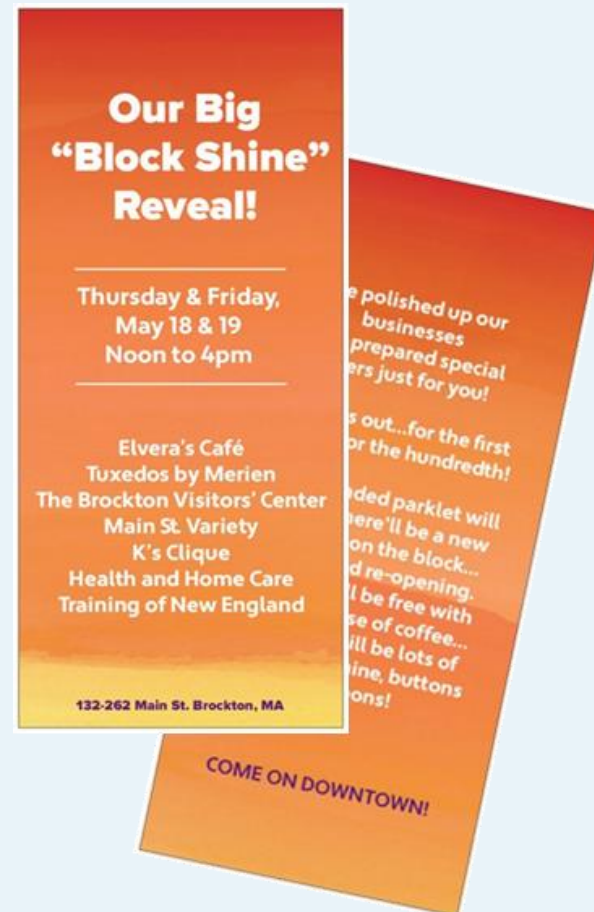
- Set up parklet in time to tie in with the retail event
- Seasonal flowers and plants in place
- Hang banners in advance of retail event.





## The Block Shine Reveal Event

- Program wrap up and spring kick off for participating Main St. businesses that have made improvements.
- Grand Re- Opening with the Mayor bringing local press to the event
- “Back to the Block” promotion kicking off -- sponsored by Downtown Brockton Association.





## Defining success – Key Performance Indicators

- Retailers caring about one another's success. Understanding: "A rising tide lifts all boats."
- Attendance and sales increases
- Customer names added into all business' databases
- Round 2 of store improvements
- More public investment – Parklet to Prova!



# Mark Favermann, Favermann Design

“Using Storefronts to Increase Business”



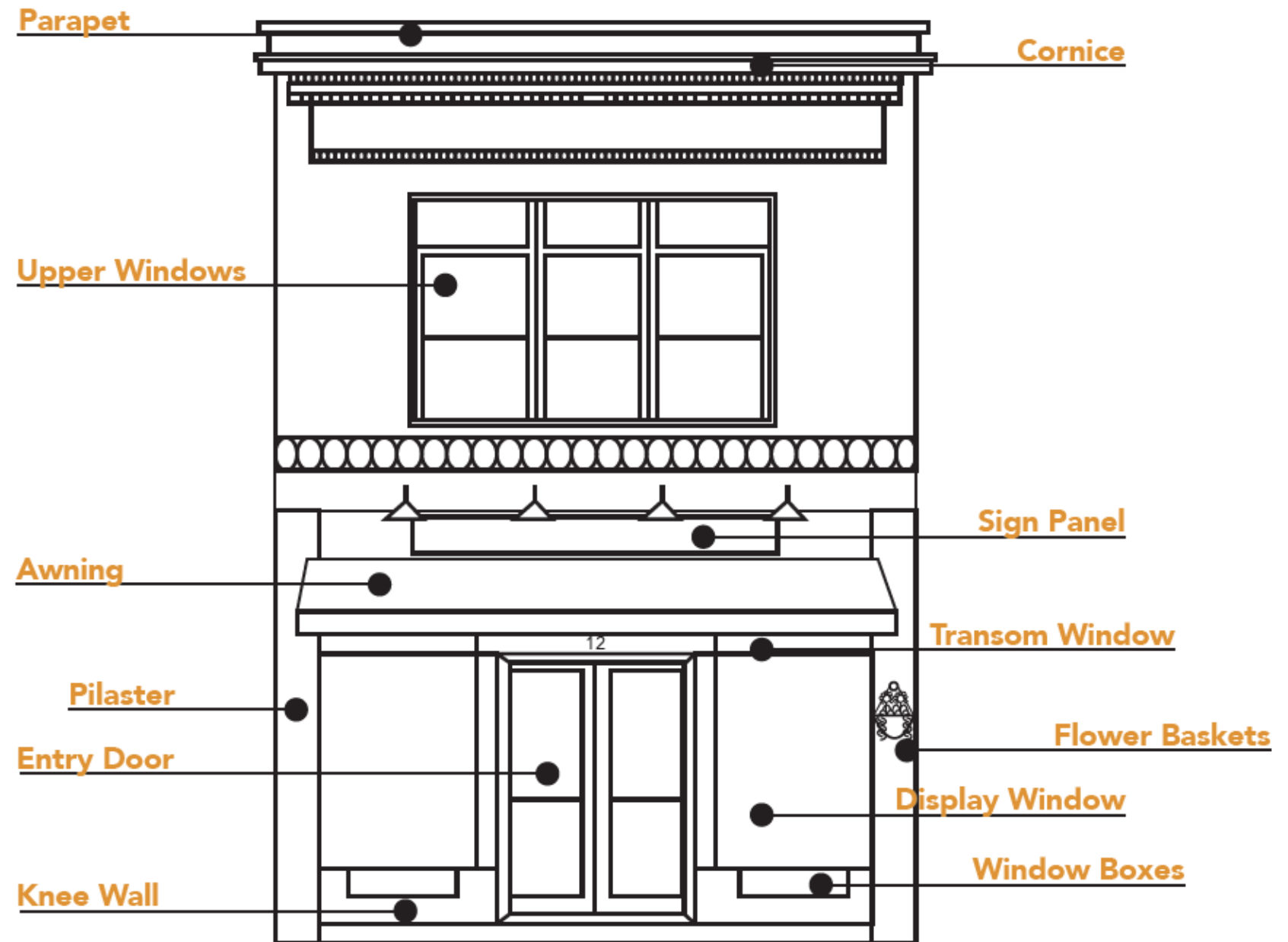
## Case Study 1: City of Everett Storefront Guidelines Program



***“The character of storefronts and window displays, as well as the quality of the streetscape experience, define the feel and experience of a neighborhood.”***

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- Storefronts and building facades are the chief means of identifying businesses in a commercial district.
- Storefronts are the physical invitation to a customer.
- The total streetscape is the face of the business district—storefronts, street furniture, sidewalks, etc.
- This does not mean that each storefront needs to look the same, but there should be a kind of harmony to the overall commercial district
- The overall presentation of a commercial district can be undermined by poor lighting, bad signage and general disrepair
- This starts with identification of distinguishing architectural details of existing facades & storefronts
- Buildings that look ‘tired’ need attention
- New buildings should reflect the unique qualities of the established business district
- Care should be taken to ensure that new treatments and new design elements are sensitive to the historic form and materials used previously
- Use materials that are both durable and easily maintained are important
- Continued thoughtful public and private maintenance is key



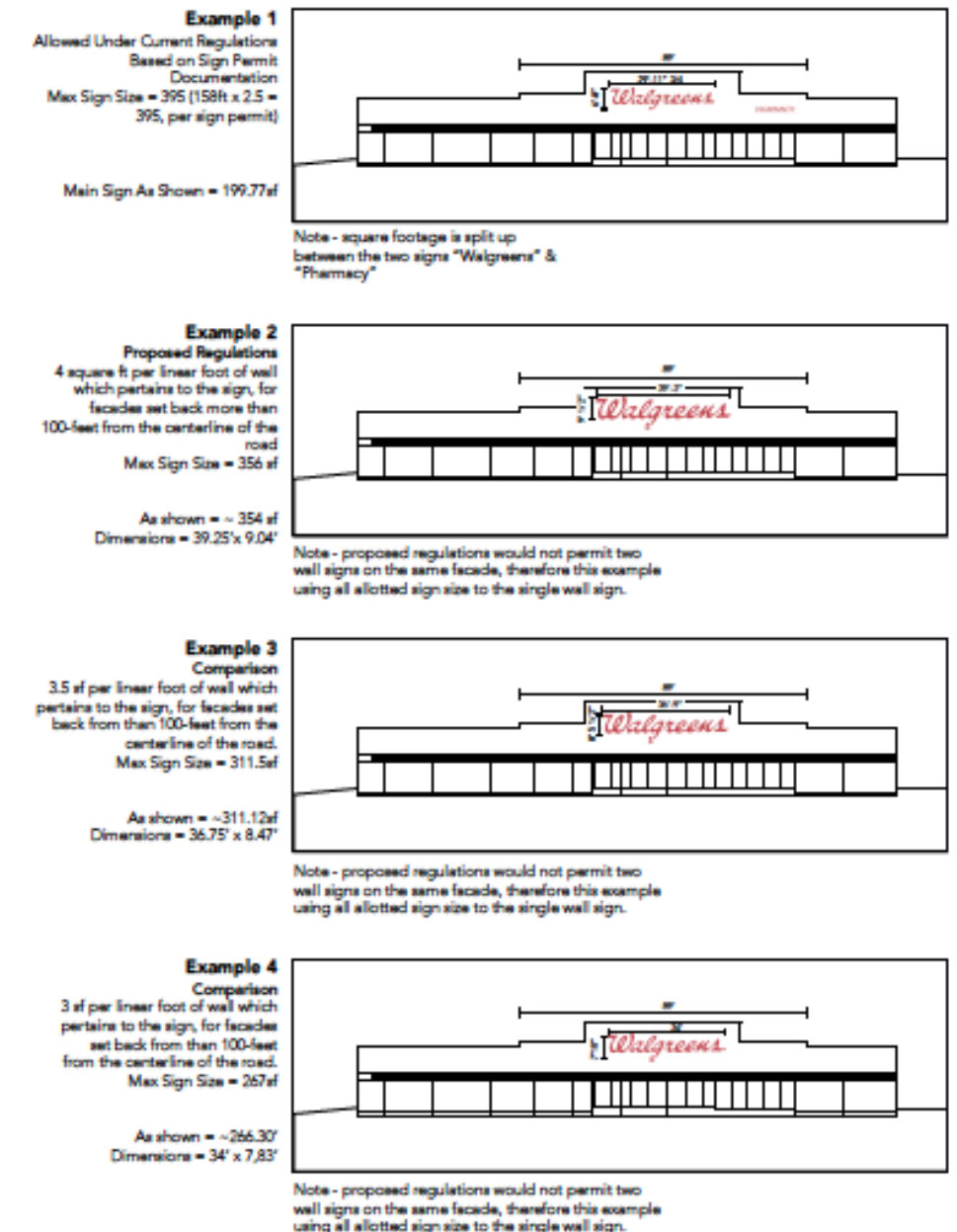


# Approach

- For Everett, the main theme was to make storefronts more uniform.
- This was to be done by organizing sign types by size, limiting colors of awnings and limiting placement and size of projecting signs on building structures.
- During Covid-19, it was a good time to take sign code elements of the Zoning regulations and apply them to the City's Building Code.
- An illustrated "best practices" set of Storefront Guidelines was developed.
- Case studies were looked at as well.
- During the Pandemic, storefronts were the pick-up points for food, medicine and groceries and were visible indicators of retail vitality.
- Coming out of this discussion was the plan to address the new sign guidelines by doing a "test" block to apply the new standards.
- Grants were to be given to merchants who were willing to adhere to the guidelines for storefront upgrades.

## Everett MA Signage Case Study

The following depicts how signage is applied based on current and proposed regulations. The proposed regulations are depicted in Example 2. However, two additional renderings were provided to show alternative sign sizes.



## Everett Square

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Before



After





## Everett Square

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Before



After



# Technical Requirements

## Signs - Number of Signs & Size Limits

Too much signage can overwhelm pedestrians and start to detract from the overall experience. It is recommended that businesses occupying the ground have no more than two signs and - one of which should be a wall sign and the other a projecting/blade sign or awning sign located on a different building facade.

The following size formula is encouraged:

- (1) For facades located less than 100-feet from the centerline of the street on which the sign faces, the size of the primary sign should not exceed an area equal to 2 sq ft per linear foot of the portion of the wall the sign is to be located.
- (2) For facades located 100-feet or more from the centerline of the street on which the sign faces, the size of the primary sign may should not exceed an area equal to 4 square feet per linear foot of the portion of the wall the sign is to be located.
- (3) The size of the second sign should not exceed half of what is allowed for the primary sign.

### Sign Area Calculation Example



Based on the dimensions of this storefront, the maximum area for primary wall sign is 50 sq ft. (25ft of linear wall x 2 = 50sq ft.)

Max sign area for second sign, the projecting sign, is 25ft - however, these guidelines recommend projecting signs are limited to 8 sq ft.



# Signs

## Signs

Business signage is a very critical element to the storefront. Not only does it provide a first impression to customers, but it also helps convey the business' brand and character.

Signs should clearly communicate the business name, but not be overwhelming. The average person can only process four to seven words while passing by. Therefore keeping text and graphics to a minimum will make the most impact.



### City Ordinance/ Regulation:

Section 12-54(n) of the City Ordinance further regulates the number and size of signs. See Technical Requirements for more information.

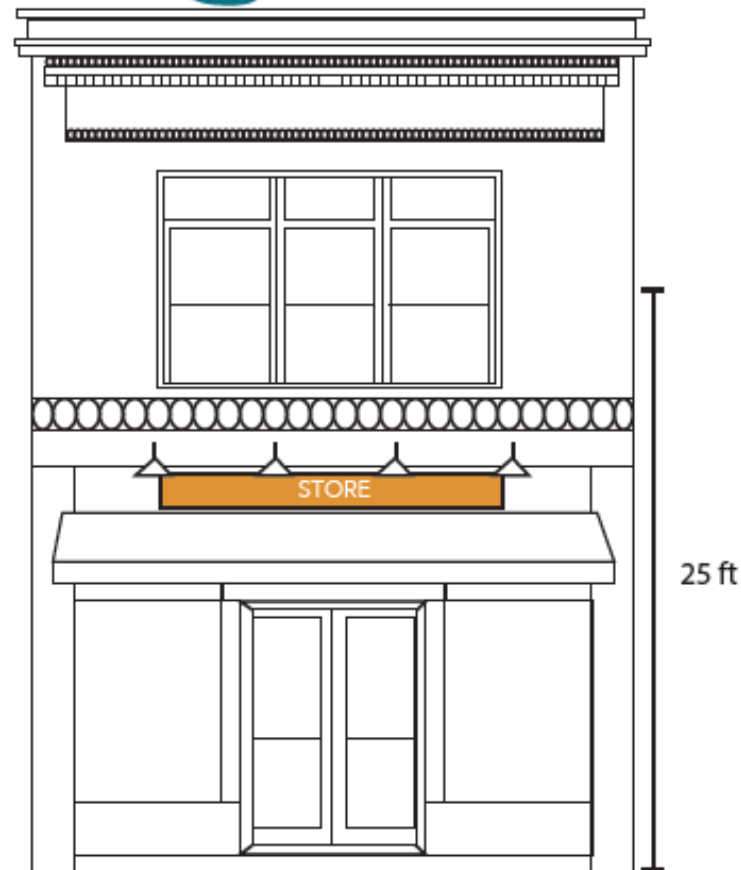
# Wall Signs

## Wall Signs - Height

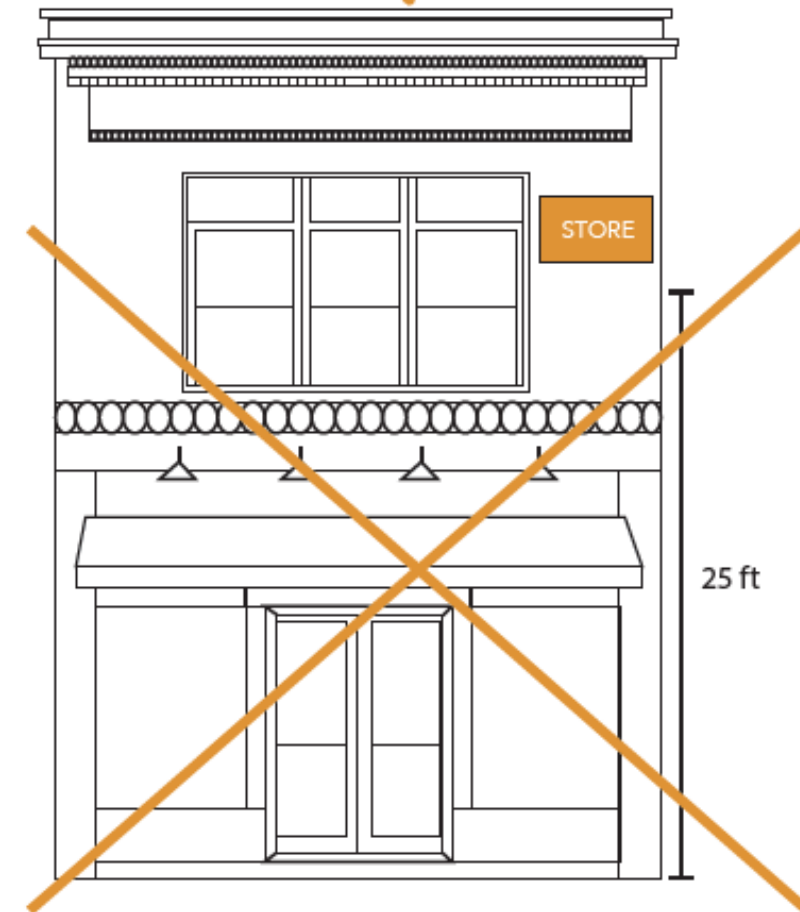
The top of wall signs should be higher than any of the following, whichever is lowest:

1. 25 ft above grade;
2. top of sills of the first level of windows above the first story; or
3. the height of a building at the building line

**This** 



**Not This** 



This wall sign is not compliance since the wall sign is located 25-feet above grade.



# Awnings

## Awnings

Awnings can be a great addition to a storefront. Not only can they provide an area for signage, but they also help provide a visual cue on where the entrance is located. Awnings also provide shelter for customers in inclement weather and also provide shade for store items being displayed in the window.



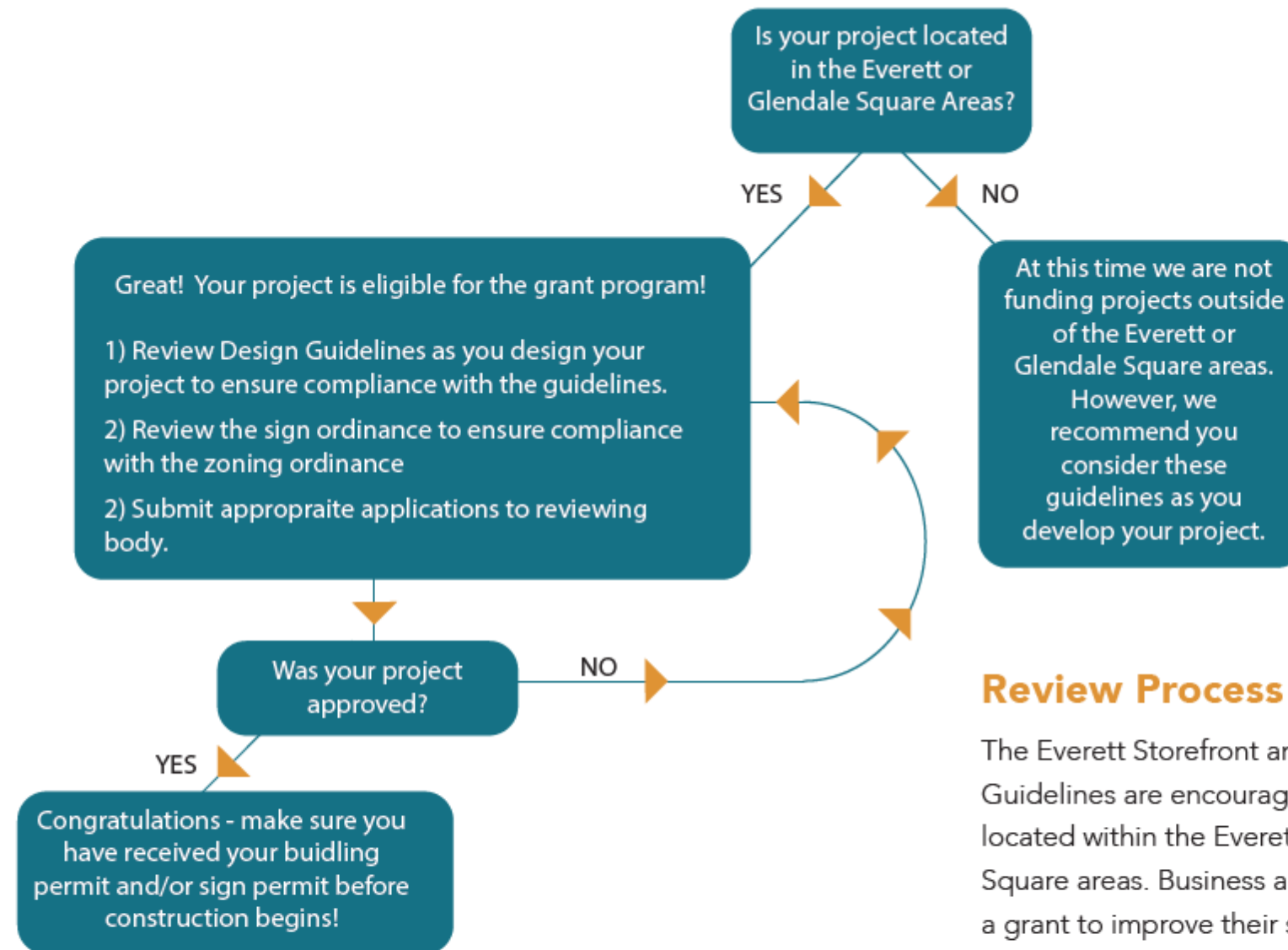
### City Ordinance/ Regulation:

City Council Rule 74.B further regulates awnings.

Awning signs are also further regulated in City Ordinance Section 12A.



## Process



### Review Process

The Everett Storefront and Facade Design Guidelines are encouraged for any storefront located within the Everett Square and Glendale Square areas. Business and property owners seeking a grant to improve their signage or awning shall demonstrate compliance with these guidelines and any applicable zoning regulations. This flow chart is meant to help you understand the process to get your project approved.



## Case Study 2: Looking for Solutions to Empty Storefronts: A problem before, during and after Covid-19



- No matter how beautiful or historic a façade is, an empty storefront makes it an eyesore
- Empty Storefronts are distractions from a vital commercial area or downtown
- With no rent, revenue or relief, unless enlightened or visionary, a landlord usually does the least expensive solution—paper in the windows, for lease signs, etc.
- However, there have been several creative efforts both before and during Covid-19 that can help solve this aesthetic and commercial gap.
- Arts organizations, student artists and community artists have all assisted to make the empty stores more visually appealing.
- There are several different approaches both by the landlords and the arts community to help solve this situation.

















# Retail Space Available

For More Information  
Call  
858-461-9948  
Email  
Info@EmeraldPG.com

## 3033

Owned and Managed by  
3033 Bristol Street, LLC







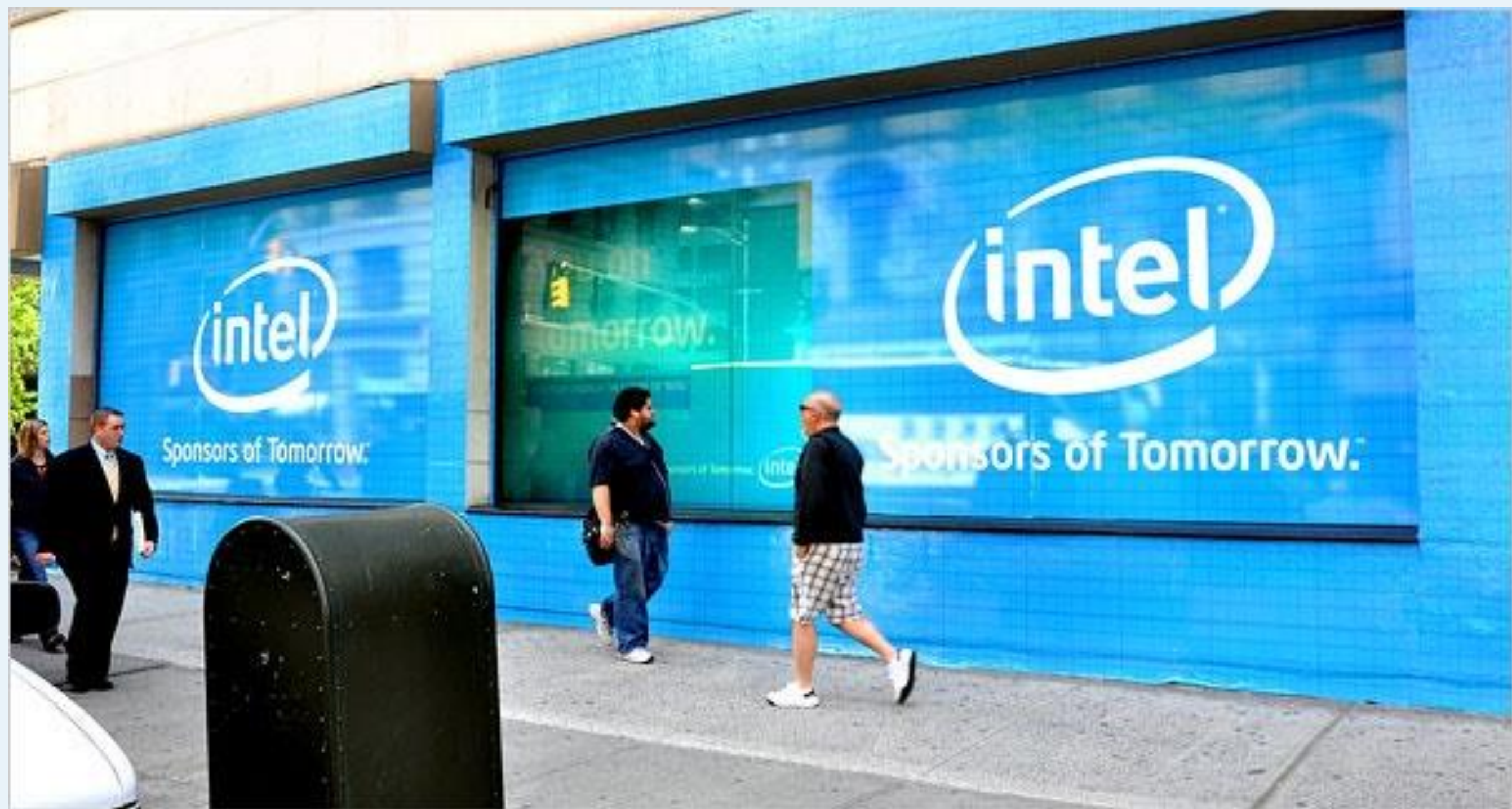


























WONDER. LAND  
712+716 Fifth Ave

THERE IS A DISTINGUISHED  
AND A FAMILIAR WINTER IN THE  
HEART OF NEW YORK  
CENTRAL PARK IS ITS WINTER  
OASIS.

FRESH LAYERS OF SNOW BLANKET  
THE LANDSCAPE AND DECORATE  
A SPACE OF WONDER AND PLAY.

IT IS THE PERFECT TIME OF YEAR TO  
DRAW FRIENDS CLOSE AND  
SHARE THE FESTIVITIES WITH THEM.

IN WINTER, LIFE TENDS TO SLOW  
DOWN IN THE CITY OF NEW YORK.







i live	i live
in white plains	in the city
i work	i work
in the city	in white plains
i take	i take
the train	the train
every day	every day
to work	to work













# Other Directions



## WindowArt Program



## Wellesley Community Art Project

mass.gov

Massachusetts Vacant Storefronts Program (MVSP) | Mass.gov

Menu

Select Language

State Organizations

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## Massachusetts Vacant Storefronts Program (MVSP)

### About the MVSP

The purpose of the program is to help municipalities of the Commonwealth in their efforts to revitalize their downtowns and commercial areas. Municipalities may apply to the Economic Assistance Coordinating Council (EACC) for certification to designate a defined downtown or other commercial area, as a Certified Vacant Storefront District. After achieving such a designation, and achieving a commitment of local matching funds, businesses or individuals may apply to the EACC for refundable EDIP tax credits for leasing and occupying a vacant storefront in that district. This subsequent application is to become a Certified Vacant Storefronts Project.

Certification for both the Districts and the Projects are competitive. The EACC may withhold approval or ask that an application be re-submitted. Some reasons for withholding approval include: the location is not in a high-need area; the municipality does not offer reasonable support for the program; the business does not fulfill a need or a void in the district; the submission does not fulfill the matching funds requirement; the petition does not demonstrate the municipality's ability to effectively attract interest in the vacant storefronts; or if the EACC determines the application is not consistent with the purposes of the program for any other reason.

[Approved Vacant Storefront Districts](#)

### Applications and Guidelines

**Municipal Vacant Storefront District Application:** A municipality must create a district and have matching funds identified and available prior to any businesses being able to qualify as a project.

[Municipal Vacant Storefront District Application](#)

**Vacant Storefront Project Application:** After a district is created, interested businesses or individuals must submit an application by the posted deadline to be considered at the corresponding EACC meeting. MOBD will review the application and ensure that the applicant meets the eligibility requirements of the EDIP.

[Vacant Storefront Application](#)

### Additional Resources

[Guidelines for the EDIP Vacant Storefront Program \(PDF 111.39 KB\)](#)

**All application material is due to your Regional Director by 5pm on the date indicated below.**

EACC Meeting Date	Meeting Location	Application Due Date
March 18, 2021	Virtual	February 17, 2021
June 17, 2021	TBD	May 19, 2021

# Vacant Storefront Design Contest

[cambridgema.gov/StorefrontContest](http://cambridgema.gov/StorefrontContest)

PROJECT:  
POP-UP

*Project: Pop-Up* will allow small retailers and artists to access 1-3 storefronts in Needham and 4-5 storefronts in Newton at a significantly reduced cost to businesses



## Summary

- Thinking of the empty storefront as either a sales tool, a leasing notice, a small billboard for advertising and as a platform for visual art.
- This allows the commercial building or district to take a negative and make it into a positive through visual enhancement while generating provocative conversation or even by creating a temporary art gallery.
- Partners are necessary so that collaboration can take place smoothly between the business and arts communities.



Summary  
Q&A

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# Thank You!

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