

THE 2015 REEDSPORT MAIN STREET FAÇADE IMPROVEMENT PROGRAM

GUIDELINES AND APPLICATION PROCESS

WHAT IS THE BUILDING AND FAÇADE ASSISTANCE PROGRAM?

Buildings are the most important physical component of a business district: economically, functionally, and aesthetically. Recognizing this, the City's Main Street Program, herein referred to as "RMSP", and Urban Renewal Agency, referred to as "URA", have partnered to offer the Building and Façade Assistance Program, herein referred to as "Program", to assist in preserving and enhancing this unique resource.

This Program is intended to stimulate improvements to the commercial buildings by acting as a matching grant Program from the City's Urban Renewal District, various community organizations, and donations from community members to eligible projects. Creating a positive visual impact will enhance the City's Commercial Corridors, providing a more attractive climate for private investment and attracting new businesses.

Part of our goal is to remove blight and improve a business district's visual appearance. We hope to do this through the rehabilitation and restoration of building storefronts and façades by using appropriate and complementary design standards. This program will improve the quality of our building structures, foster working relationships between the public and private sector, and ultimately increase Reedsport's business base and desirability.

PROGRAM OVERVIEW & PURPOSE

The City of Reedsport, Oregon, through its Main Street Program has funding available to assist with building rehabilitation and renovation projects. It is the intent of the Main Street Program to disburse Urban Renewal funds and other grants to match with grants or private sector funding to incentivize and initiate a series of building renovations both inside and out of the Urban Renewal District boundaries. Periodically, the Main Street Program may also be the recipient of additional outside grant funding that will augment the funds available through the Urban Renewal Agency. Projects should visually enhance the exterior and add to the neighborhood. This project will launch April 15, 2015, and continue until funding sources are exhausted and/or when the Agency determines its value is no longer a priority. The essential goals of this Program are to:

1. Improve the physical appearance and structural integrity of buildings in the City of Reedsport
2. Restore the character of these buildings

3. Make the business and commercial districts more attractive to local consumers and tourists
 4. Encourage additional business investment opportunities and improvements
 5. To provide financial assistance to business owners (with the property owner's approval) for signage, awnings, landscaping or exterior lighting
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GENERAL CONDITIONS

1. Private matching funds are required and can be matched with in-kind contributions
 2. An agreement between the building owner and the Main Street Program must be developed and can be found in the application
 3. Invitation of local qualified contractors and suppliers is highly encouraged
 4. Projects should generally be ready to proceed at time of application
 5. Award not limited to single building - can be multiple buildings under one owner or jointly between adjoining properties
 6. Labor will be paid where licensed contractors perform the work otherwise labor will contribute towards the application match (\$21.35/hour-according to the Independent Sector's value of volunteer time)
 7. Funds will be distributed equally between the three districts within the first 2 months of launch date. Funds remaining after that timeframe may be distributed towards the funding of approved projects in any district
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KEY CRITERIA

1. Geographic Location

- Buildings and qualifying improvements must be located adjacent to state highways 38 and 101 within the Uptown, Midtown or Downtown District to be eligible

2. General Project Eligibility Criteria

Funds may be used for the following purposes:

1. Professional design and engineering services, provided the project is completed within the terms of the agreement
2. Applicant is able to implement Façade Improvements at time of application approval and will complete all the funded improvements within 6 months of launch date unless an exception is granted

3. Exterior improvements intended to restore façades, include but are not limited to:

- Repair, removal or installation of canopies or awning
- Sign replacement or removal
- Brick façade tuck pointing (involves repairing the mortar joints by coordinating the color of the mortar to match the brick, creating the illusion of very fine joints within the wall, and is ideal for historical buildings and brick structures where the mortar is noticeably wearing away)
- Window trim painting or repair
- Door trim painting or repair
- General storefront rehab or restoration
- Removal of false façade
- Upper façade restoration
- General cleaning
- Accessibility improvements
- Restoration projects, including removal of slip sheathing or other treatments
- Façade lighting
- Landscaping/planter boxes
- General painting or paint removal

Project must comply with all relevant local, state and federal laws and codes

GENERAL INELIGIBLE ACTIVITIES

- Working capital
 - Financing or inventory
 - Financing of building acquisition
 - Refinancing existing debt
 - Inappropriate restoration activities such as adding a false façade, restorations that reduce the integrity and the strength of building structures, and changes to structure that can be disruptive to other businesses
 - Sidewalk or parking improvements
 - Inappropriate or non-approved design or materials such as bright colors that are distracting and materials or design elements that are not true to the original design approved
 - Interiors (unless directly related to an approved exterior project or part of a needed and approved structural improvement project)
 - Professional design and engineering services except as part of an approved project
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WHO IS ELIGIBLE

Any commercial property or business owner located adjacent to state highway 38 or 101 within the Reedsport City limits; however, funding options may vary by location and are only available for small independently owned businesses. Large corporations, banks, and franchises will not be eligible.

Each district will initially be allotted \$7,667.00 in grant monies so that the funding base is spread evenly between all three districts.

REEDSPORT DESIGN STANDARDS AND STYLE

The intent of the design standards is not to require all façade improvements to look the same, but rather to require buildings to contain certain design elements in common to create a more unified overall appearance. (Please see "The Secretary of the Interior's Standards for Rehabilitation") The State Historic Preservation Office trained the Reedsport Main Street Program, and specifically the Design Committee in order to facilitate the Façade Improvement Program with appropriate and complementary design standards.

When selecting colors, the selection should be chosen from "Historical Colors" or a "Heritage Color" selection. Color schemes can be selected through our local hardware store or through a paint company. The City has pamphlets available for viewing color combinations.

For ideas and before and after pictures of successful façade improvements, you can go to <http://www.illinois.gov/iHPA/Preserve/Pages/mainstreetdesigns.aspx> to view examples. You can also go to the Main Street tab on the City's website to view more examples through www.cityofreedsport.org.

The Façade Improvement Program values high design standards and creativity while encouraging solutions that achieve these goals affordably so that business and property owners are benefited rather than burdened by the revitalization process.

HOW TO APPLY

1. Contact the Reedsport Main Street Program Coordinator for information.
2. Complete the brief application and agreement.
3. With your application, provide a description of the project, including color photos of the existing building conditions and sketches/photos/plans of the proposed improvements.
4. Provide a project budget, including all eligible expenses and those not eligible for grant funding.

5. Provide a signed and notarized authorization form from the property owner attached to the application, if not the applicant.
 6. The Design Committee will work with you to study possible solutions for your project. Design assistance must occur before the project begins.
 4. After reaching final design plans, complete the application and submit it to the Main Street Board of Directors for approval. Funding may be contingent on approval and availability of funds.
 5. Grant money is subject to the Main Street Board of Directors' approval. Grant money is awarded on a reimbursement basis upon project completion only with proof of receipts.
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AWARDING OF GRANTS

Grants will be awarded on a first-come-first-serve basis for each district. Matching dollars will be required of the applicant and can be met with an in-kind contribution. Applicants may apply only one time per year as the funds are limited.

Total funding budget for the program for the 2014-2015 fiscal year is \$23,000. With the \$23,000 match from community organizations and donations, projects are expected to total \$46,000 with business and property owners' contribution. Projects approved will be subject to availability of funds and then funds will not become available again until the following year. The Main Street Program will continuously search for private funds and grants to provide for the program each year.

FUNDING OPTION:

1. There is no minimum set for projects.
2. Funding for selected projects:
 - a. Grant covers up to half total costs, up to \$2,500, for projects valuing \$5,000
 - i. Private building owner(s)/tenant(s) at least half of total project cost; contribution may come from business or property owners in the form of monetary funding or as in-kind contributions
 - (1) In-kind contributions/donations in place of cash– such as goods, commodities, or services donated towards the project
 - ii. Private building owner(s)/tenant(s) may provide funding contributions
3. Funding is contingent upon budget approval and subsequent availability of funds
4. Local funds may be augmented by outside sources, such as State of Oregon grants

5. Funds will be disbursed on a REIMBURSEMENT basis ONLY; accurate and timely receipts are required to receive funds

6. Normally, funds will be disbursed on completion of the project; however, the applicant may request progress payments be scheduled as authorized by the Main Street Board

7. The City will make every effort to provide timely disbursements upon receipt of complete applications, proof of appropriate expenses, and receipts

8. For projects eligible for progress payments, minimum disbursement request shall be in increments of \$500 and no more than three requests may be submitted in any one calendar month

9. Disbursement requests older than six months or from expenses incurred prior to application approval will not be honored

FUNDING OPTIONS:

1. You may pay for the total costs of materials and labor and then be reimbursed for the eligible reimbursement or

2. You may apply for a line of credit and obtain funds as you present your purchase orders/invoices. Please try to batch your documents in amounts of at least \$500 before you present them for reimbursement.

The Reedsport Main Street Program reserves the right to request additional information if necessary for evaluation of the funding request. Additionally, the site proposed for any grant-funded improvements must not have any pending code enforcement action or be in violation of the adopted International Property Maintenance Code or any other City Code and Land Development Code regulations. Further, the site may not be listed for sale at the time of application; however, units available for lease shall not exclude eligibility. Buildings listed or sold while improvements identified in the program application are being made shall nullify program awards; however, units leased or vacated shall not affect award approval. If the new owner signs the application agreement, then the property being listed or sold will not nullify the program awards.

Evaluation Criteria:

Program funds are limited and will be awarded on a first-come, first-served basis. If competing applications are received, they will be evaluated and awarded based upon the following criteria:

- Consistency with the goals and objectives of the City of Reedsport
- The proposed improvements are highly visible from the street and are of a scale to be a catalyst for the area
- The length of time the business has been in operation within the City of Reedsport
- The ability of the project to cause occupancy in a presently vacant building

- The percentage of funds that the applicant has pledged to the proposed project against Program funds
- If the application identifies a property with multiple tenant spaces, each space will be evaluated independently

Program Approval:

The Reedsport Main Street Design Committee will review applications for completeness and determine if funding is to be recommended. Recommendations on grant applications will be made prior to the meeting of the Main Street Board of Directors. The Design Committee may approve qualifying grant applications and present those awards at the Main Street Board meeting.

If approval is granted, the following rules shall apply:

- The award recipient shall enter into an agreement with the Reedsport Main Street Program and will comply with all requirements
- The applicant is required to obtain all necessary permits as required for the project
- Unapproved changes to the project that affect the eligibility criteria will make the grant invalid. If changes are desired, reevaluation and approval must first be obtained from the Design Committee

As indicated earlier, disbursement of grant funds shall be made upon the completion of the project and reimbursed to the award recipient. The recipient shall provide to the Design Committee and RMSP all bills, invoices and receipts with proof of payment. Upon receiving all documentation for approved expenses, the Design Committee and Board shall authorize the payment of the eligible grant monies.

Please contact the Main Street Coordinator, Emesha Jackson, with any questions on the Façade Improvement Program at 541-271-3603 ext. 217 or at ejackson@cityoffreesport.org.