

PORTLAND DEVELOPMENT COMMISSION
Portland, Oregon

RESOLUTION NO. 6836

**ADOPTING REVISED FINANCIAL ASSISTANCE GUIDELINES
FOR THE STOREFRONT IMPROVEMENT PROGRAM**

WHEREAS, the Portland Development Commission's ("PDC") Storefront Improvement Program has been a successful and popular program for more than 20 years in the City of Portland providing matching grants to property owners and tenants to revitalize storefronts;

WHEREAS, the PDC's Storefront Improvement Program helps reach Urban Renewal Area goals and Economic Development Strategy goals throughout the city by supporting the revitalization of commercial properties;

WHEREAS, PDC's Signage and Lighting Improvements Grant Product has been successfully incenting businesses to locate in the Portland Downtown Retail Core since 2007 and recently was expanded to all Urban Renewal Areas where funds are available;

WHEREAS, it is important that newly located ground floor business tenants have adequate signage to ensure good visibility to help attract clients; and

WHEREAS, consolidating the Signage and Lighting Improvements Grant Product with the Storefront Improvement Program will clarify the programs for recipients, as well as streamline and reduce workload for staff.

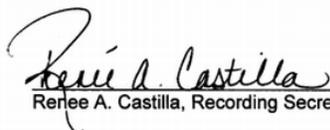
NOW, THEREFORE, BE IT RESOLVED that the Financial Assistance Guidelines for the Storefront Improvement Program attached hereto as Exhibit A are adopted and shall supersede any Storefront Improvement Program Guidelines previously adopted by the PDC Board of Commissioners (the "Board");

BE IT FURTHER RESOLVED that the Signage and Lighting Improvements Grant Product Guidelines adopted on January 14, 2009 (Resolution No. 6663), are rescinded;

BE IT FURTHER RESOLVED that the Executive Director is authorized to make procedural and administrative changes to the Storefront Improvement Program Guidelines, but that any proposed policy changes to the Storefront Improvement Program Guidelines shall be submitted to the Board for approval; and

BE IT FURTHER RESOLVED that this resolution shall become effective immediately upon its adoption.

Adopted by the Portland Development Commission on November 10, 2010.


Rerlee A. Castilla, Recording Secretary

Storefront Improvement Program Guidelines

STOREFRONT IMPROVEMENT PROGRAM

Program Purpose

The purpose of the Storefront Improvement Program is to revitalize commercial areas to eliminate blight, enhance neighborhood livability, and improve the physical condition of buildings - primarily ground floor commercial space.

Availability of Funds

The Storefront Improvement Program provides a matching grant of up to 75% of the costs of eligible work (as described below) to assist property owners and business tenants in rehabilitating their storefronts up to the maximum amounts set forth below.

1. Exterior Façade Improvements: up to \$20,000 per building.
2. Signage, Lighting and Awning Incentive: up to an additional \$12,000 for certain signage, lighting, and awning elements included in the project.
3. Exterior Façade Improvements - Downtown Retail Core Incentive: A total incentive of up to \$100,000 (maximum amount of \$112,000 when combined with the Signage Lighting and Awning incentive) may be approved for key projects that fulfill the vision of the 2009 Portland Downtown Retail Strategy^[1]. If the grant is greater than \$20,000, additional match funds must primarily increase street-level transparency and other pedestrian oriented enhancements to the property, while meeting criteria pertaining to the type of retailer.
4. Business Tenant Signage Incentive: In the event the property has exhausted all available storefront funds, ground floor business tenants may be eligible for up to \$2,000 for permanent signage. This incentive is only available for ground floor business tenants whose occupancy of the space commenced less than one year prior to applying for the incentive.

Funds are subject to budget availability and therefore some program incentives may not be available in all areas or for all eligible applicants.

^[1] Portland Downtown Retail Strategy adopted by PDC Board January 27, 2010.

Eligible Work

Rehabilitation of building facades visible to the street, including storefronts, cornices, permanent signs, exterior lighting, canopies and awnings, painting and masonry, cleaning gutters and downspouts, and limited security and accessibility improvements. Permit and design review fees can be reimbursed through the program.

The following non-facade work is eligible as long as the repairs are part of work occurring directly affecting the façade: landscaping, fences, seal coating and re-stripping of parking lots, bike racks and interior window display lighting. In addition, sustainable elements such as bio-swales and semi-permeable pavers may be included in the larger project.

The following work is not eligible: roofs, structural foundations, billboards, security systems, non-permanent fixtures, interior window coverings, personal property and equipment, security bars, razor/barbed wire fencing, sidewalks and paving.

Eligible Grantees

Property owners or lessees with written authorization of the property owner are eligible.

The following entities and properties are not eligible:

- National franchises/for profit corporations that are not headquartered in the State of Oregon or Clark County Washington; except in the case where the franchisee or brand has a locally based owner and the brand has no more than three locations within the City of Portland. (However, national for-profit corporations and franchises located within the Downtown Retail Core Boundary are eligible for the program);
- Buildings in excess of 80,000 square feet, except buildings located within the Central City Urban Renewal Areas. In these cases, work will be primarily focused on the first two floors of the building;
- Government offices and agencies (non-governmental tenants are eligible);
- Businesses that exclude minors 24 hours a day (unless located in Downtown Waterfront, South Park Blocks, and River District URAs);
- Properties that are solely residential use (except home-based businesses will be evaluated on a case by case basis to ensure no undue benefit for the residence).

Service Area

- All Urban Renewal Areas, subject to availability of funds.
- City-wide, subject to availability of funds.

- Because funds are limited, Portland Development Commission (PDC) may focus the use of the Storefront Improvement Program grant in certain geographic areas to ensure maximum public benefit

Multiple Grants

The maximum grant will be available again after a five-year time frame. If a building is sold and the new owner wishes to apply for the grant, the five year time frame still applies. The five-year time frame begins at the date the improvements are completed. Buildings less than five years old are not eligible except in the case of signage for tenants.

Commitment of Funds

PDC will review and approve proposed work and ensure all other conditions (see general conditions) are met prior to issuing a Commitment Letter and allocating funds to the project. The Commitment Letter will outline additional terms and conditions of the matching grant, and will serve as the legal commitment of both parties as to the scope and quality of work and the amount of funds committed.

Approval of Work

PDC has the sole authority to determine eligibility of proposed work and confirmation of completed work. Certain work may be required or precluded as a condition of funding. Careful attention will be made to designs that affect the historic/architectural integrity of each building.

Disbursements

The matching grant is paid upon completion of pre-approved applicant-paid work. Grant funds will not be disbursed for work completed before a Commitment Letter is issued to the applicant. All completed work will be reviewed by PDC staff and reviewed for compliance with the Commitment Letter.

Design Assistance

PDC has a number of pre-qualified architects on retainer to provide design assistance for rehabilitation of exterior building facades and storefronts. Up to 30 hours of free architectural services are available per project from this pool of architects. If the project requires City of Portland design review approval, the program coordinator may provide an additional 10 hours of architectural assistance to meet this need.

If the applicant chooses to use an architect not on contract with PDC, the applicant may receive a maximum reimbursement of 15 hours of the average architect fee if the applicant receives the Commitment Letter from PDC, and the PDC Storefront Coordinator is included in the design process. The average architect fee is ascertained

by averaging the principle rate of all current storefront architect flexible services contracts.

Business Tenant Signage Incentive: design assistance is not eligible for tenants receiving signage grants. The design work is expected to be completed by the sign company.

General Conditions

The following general conditions apply to all projects:

- Improvements funded by the grant will be maintained in good order for a period of at least five years; graffiti and vandalism will be dutifully repaired during this time period.
- Property taxes must not be delinquent when the Commitment Letter is issued.
- Must be in compliance with City of Portland Business License requirements.
- Applicants will be responsible for obtaining necessary regulatory approvals, including but not limited to;
 - City Design and Landmark Commissions,
 - State Historic Preservation Office,
 - City of Portland building permits and any other necessary permits.
- The applicant must complete, sign and submit to PDC a W-9 for disbursement of funds.
- All projects will display signage indicating PDC's involvement in the improvement work, during construction and for one month after completion of the project.
- Construction Contract: All contractors must be licensed by the State of Oregon. All construction contracts will be between the applicant and contractor.
- All work must comply with City, State and Federal regulations.
- MWESB: Applicants are encouraged to hire Minority, Women-Owned, Emerging Small Business (MWESB) certified contractors.

PDC

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PRESENT FOR VOTE	COMMISSIONERS	VOTE		
		Yea	Nay	Abstain
<input checked="" type="checkbox"/>	Chair Scott Andrews	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Bertha Ferrán	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner John Mohlis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Steven Straus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Commissioner Charles Wilhoite	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Regular Agenda		

Certification

The undersigned hereby certifies that:

The attached resolution is a true and correct copy of the resolution as finally adopted at a Board Meeting of the Portland Development Commission and duly recorded in the official minutes of the meeting.


Renee A. Castilla, Recording Secretary

Date: December 15, 2010