

**PORTLAND DEVELOPMENT COMMISSION**  
Portland, Oregon

**RESOLUTION NO. 6784**

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

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

**WHEREAS**, it is the intent of the Storefront Improvement Program to assist locally based owners of businesses to improve their commercial facades;

**WHEREAS**, the PDC Board of Commissioners (the "Board") adopted Resolution No. 6683 on March 11, 2009, establishing temporary guidelines for the Storefront Improvement Program to address economic stimulus needs, which temporary guidelines expire on July 1, 2010;

**WHEREAS**, since the adoption of the temporary guidelines for the Storefront Improvement Program, the Board adopted a new Strategic Plan for PDC ("the Strategic Plan") and endorsed the 2009 *Portland Downtown Retail Strategy* on January 27, 2010; and

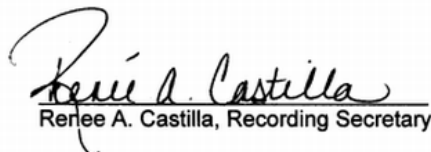
**WHEREAS**, it is deemed in the best interests of PDC to adopt new Guidelines for the Storefront Improvement Program to more closely align with the Strategic Plan and the 2009 *Portland Downtown Retail Strategy*, as well as to better respond to the current economic conditions in the City of Portland.

**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 Board;

**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 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 April 14, 2010.**

  
Renee A. Castilla, Recording Secretary

# Storefront Improvement Program Guidelines

## STOREFRONT IMPROVEMENT PROGRAM

The purpose of the Storefront Improvement Program is to provide a matching grant of up to \$20,000 to assist property owners and lessees in rehabilitating their storefronts. A total incentive up to \$100,000 grant may be approved for clients who are delivering key projects that fulfill the vision of the 2009 Portland Downtown Retail Strategy<sup>[1]</sup>. If the storefront grant is greater than \$20,000, tie additional match funds primarily to be used to increase street-level transparency, and other pedestrian oriented enhancements to the property, while meeting criteria regarding the type of retailer. Project proposals are evaluated on program goals such as commercial area revitalization blight elimination, project geography and synergism with surrounding projects, neighborhood livability enhancement, and physical condition of building.

Funds may not be available for all eligible applicants.

### Eligible Work

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

The following non-facade work is allowed 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 allowed: 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

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<sup>[1]</sup> Portland Downtown Retail Strategy adopted by PDC Board January 27, 2010.

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 with Tax Increment Funds, subject to availability of funds.
- City-wide with General Fund allocation, 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 areas to ensure maximum public benefit, as shown on the Business Services section of the PDC website ([http://www.pdc.us/city\\_wide/storefront/index.asp](http://www.pdc.us/city_wide/storefront/index.asp)). Applicants can also call PDC at (503) 823-3200 and ask for the Storefront Improvement Program Coordinator.

### **Maximum Amount**

The maximum grant available for each building is up to 75 percent of the cost of eligible work up to \$20,000. An applicant may apply more than once as long as the total maximum amount for the building does not exceed \$20,000. A total incentive up to \$100,000 grant may be approved for clients who are delivering key projects that fulfill the vision of the 2009 Portland Downtown Retail Strategy. 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 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 to participants in the program 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. In the case the design of 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. (\* average architect fee is ascertained by the average principle rate of all current storefront architect flexible services contracts.)

**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 the City of Portland Business License requirements.
- Applicants will be responsible for obtaining necessary regulatory approvals, including where applicable; the City Design and Landmark Commissions, the State Historic Preservation Office, the City of Portland building permits and any other necessary permits. All work must comply with City, State and Federal regulations.
- The applicant must complete, sign and submit a W-9 for disbursement of funds.
- All projects will display signage indicating PDC's involvement in the improvement work.
- Construction Contract: All contractors must be licensed by the State of Oregon. All construction contracts will be between the applicant and contractor.
- Properties that have used Storefront Improvement Program funds are eligible to participate in the Signage and Lighting Improvement Program (SLIP). In the case, a property has received a Storefront grant in the past, eligible SLIP work may be reimbursed at 60 percent up to a maximum of \$12,000.
- MWESB: Applicants are encouraged to hire Minority, Women-Owned, Emerging Small Business (MWESB) certified contractors.

# PDC

PORTLAND DEVELOPMENT COMMISSION

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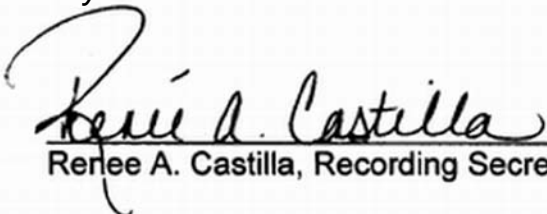
Adopted by the Portland Development Commission on April 14, 2010.

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: April 22, 2010