



A place where businesses and families thrive.

URBAN RENEWAL AGENCY WORK SESSION AGENDA

MONDAY, APRIL 23, 2018

**5:30 PM – Urban Renewal Agency (URA) Work Session
(Storefront Improvement Program)**

**Community Auditorium
1915 Main Street
Forest Grove, OR 97116**

PETER B. TRUAX, DIRECTOR BOARD CHAIR

Thomas L. Johnston, Vice Chair
Timothy A. Rippe
Ronald C. Thompson

Elena Uhing
Adolph “Val” Valfre, Jr.
Malynda H. Wenzl

All meetings of the Urban Renewal Agency Board are open to the public and all persons are permitted to attend any meeting except as otherwise provided by ORS 192. The public may address the Urban Renewal Agency Board as follows:

➔ **Public Hearings –** Public hearings are held on each matter required by state law or City policy. Anyone wishing to testify should sign in for any Public Hearing prior to the meeting. The presiding officer will review the complete hearing instructions prior to testimony. The presiding officer will call the individual or group by the name given on the sign in form. When addressing the Board, please use the witness table (center front of the room). Each person should speak clearly into the microphone and must state his or her name and give an address for the record. All testimony is electronically recorded. In the interest of time, Public Hearing testimony is limited to three minutes unless the presiding officer grants an extension. Written or oral testimony is heard prior to any Board action.

➔ **Citizen Communications –** Anyone wishing to address the Board on an issue not on the agenda should sign in for Citizen Communications prior to the meeting. The presiding officer will call the individual or group by the name given on the sign in form. When addressing the Board, please use the witness table (center front of the room). Each person should speak clearly into the microphone and must state his or her name and give an address for the record. All testimony is electronically recorded. In the interest of time, Citizen Communications is limited to two minutes unless the presiding officer grants an extension.

The public may not address items on the agenda unless the item is a public hearing. Routinely, members of the public speak during Citizen Communications and Public Hearings. If you have questions about the agenda or have an issue that you would like to address to the Urban Renewal Agency Board, please contact the City Recorder, aruggles@forestgrove-or.gov, 503-992-3235.

All meetings are handicap accessible. Assistive Listening Devices (ALD) or qualified sign language interpreters are available for persons with impaired hearing or speech. For any special accommodations, please contact the City Recorder, aruggles@forestgrove-or.gov, 503-992-3235, at least 48 hours prior to the meeting.

FOREST GROVE URBAN RENEWAL AGENCY WORK SESSION AGENDA
April 23, 2018

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(PowerPoint Presentation)
Dan Riordan, Senior Planner
Bryan Pohl, Community
Development Director
Jeff King, Economic Development
Manager
Jesse VanderZanden, City Manager

5:30

URBAN RENEWAL AGENCY (URA) WORK SESSION:
(STOREFRONT IMPROVEMENT PROGRAM)

The Urban Renewal Agency will convene in the Community Auditorium – Conference Room to conduct the above work session(s). The public is invited to attend and observe the work session(s); however, no public comment will be taken. The Urban Renewal Agency Board of Directors will take no formal action during the work session(s).



A place where families and businesses thrive.

<i>CITY RECORDER USE ONLY:</i>	
AGENDA ITEM #:	_____
MEETING DATE:	_____
FINAL ACTION:	_____

URBAN RENEWAL AGENCY STAFF REPORT

WORK SESSION:

TO: *Urban Renewal Agency Board*

FROM: *Jesse VanderZanden, Executive Director*

MEETING DATE: *April 23, 2018*

PROJECT TEAM: *Daniel Riordan, Senior Planner, Jeff King, Economic Development Manager, Bryan Pohl, Community Development Director*

SUBJECT TITLE: *Storefront Improvement Program Design Assistance Work Session*

ACTION REQUESTED:

<input type="checkbox"/>	Ordinance	<input type="checkbox"/>	Order	<input type="checkbox"/>	Resolution	<input type="checkbox"/>	Motion	<input checked="" type="checkbox"/>	Informational
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X all that apply

ISSUE STATEMENT: Many urban renewal agencies provide small design assistance grants to business or property owners interested in applying for larger storefront capital improvement grants. Tonight’s work session provides an opportunity for the Board to discuss the merits of providing grants for design assistance to help prospective applicants with preparing complete storefront improvement applications. This work session also provides an opportunity to discuss possible modifications to the storefront improvement grant program to clarify requirements.

BACKGROUND: The Urban Renewal Agency Storefront Improvement Grant Program has generated considerable interest since the program rolled-out in July 2017. Twelve applications were submitted during the initial funding cycle. Unfortunately, almost all applications were incomplete providing only vague project descriptions at best. Four applications provided no cost estimates at all and many applicants did not provide basic information about the proposed project such as materials, colors, dimensions, etc. As a result, considerable effort has been required to work with applicants to develop the information needed for complete applicants and evaluation.

It is typical for Urban Renewal Agencies to provide small grants to pay for professional design assistance as part of a storefront improvement program. The Albany, Hillsboro, Redmond, Tillamook and Woodburn Urban Renewal Agencies have such programs. Staff is proposing that the Board consider setting-aside some funding for storefront design assistance. This recognizes that many small business or property owners do not have the resources at their disposal or the technical background needed to prepare a detailed and complete project proposal.

Typically design assistance grants will pay for an initial consultant with a design professional who then prepares drawings or proposed improvements showing materials, colors, dimensions, etc. The design professional could also identify design challenges likely with older buildings and make

recommendations to solve these issues. The applicant can then decide whether or not to change the scope of the project.

For discussion, staff prepared a possible framework for a local design assistance grant. The Board has completed discretion to establish parameters for the design grant. The amounts shown below are for discussion only:

- Establish a budget for design assistance capped at 10% of the total amount allocated for storefront capital improvements. Based on the current amount budgeted by the URA for capital improvements of \$60,000 the design assistance amount would be capped at \$6,000. This would leave \$54,000 for capital improvements.
- Program staff would select an on-call designer similar to the design assistance funded through the Community Enhancement Program (CEP). The CEP funding has been helpful providing much needed assistance to several storefront grant applicants. Two approved applications (Heirloom Antiques and Taqueria Corona) and two proposals near final approval have used CEP funding. CEP funding was not envisioned to fund ongoing storefront program needs that are now evident due to the number of incomplete applications submitted.
- Applicants would be required to the URA designer if the URA provides funds for design. An applicant would be allowed to use a designer of their choosing but only at the applicant's own expense.
- URA design assistance would be capped at \$500 for an initial consultant. This amount would fund about four hours of professional design work. The grant would be set-up to allow for an additional \$500 if the initial design work demonstrates a need for additional funding and the applicant matches the additional funding dollar for dollar.

In addition, to the proposed design grant staff is proposing modifications to the storefront improvement program to clarify requirements and streamline administration. Staff is proposing a flat 1:1 match ratio be used for any grant amount up \$10,000 for simplicity and clarity. Currently the program has a graduated scale where a 2:1 ratio of public funds to private funds is required for grants up to \$2,500, a 1:1 ratio of public to private funds for grants between \$2,500 and \$7,500 and a 1:2 ratio of public funds to private funds for grants between \$7,500 and \$10,000. This approach has proven cumbersome and is open to interpretation as to whether the ratios are calculated incrementally or on the entire grant amount.

Other program clarifications proposed by staff include allowing interior storefront display lighting as an eligible grant project, clarifying streetscape improvements adjacent to the public right-of-way are eligible for funding and specifying grant work must be visible from the public right-of-way. In addition, staff is proposing to clarify that funding priority is given to complete applications rather than the date of application submittal. Finally, the resolution establishing the storefront program seems to cap the total program allocation to \$50,000 at any given time. Staff is proposing to remove this funding cap so the Board has discretion to allocate additional funding if desired.

Staff is asking the Board to provide feedback on the design grant concept and identified storefront improvement grant program modifications and clarifications.

ATTACHMENT(s):

Attachment A: Work Session PowerPoint presentation (April 23, 2018)



Storefront Improvement Program: Program Changes and Recommendations

Forest Grove Urban Renewal Board
Work Session
April 23, 2018

Purpose of Work Session

- Many urban renewal agencies provide design assistance grants to businesses pay for professional storefront design.
- Examples include Albany, Hillsboro, Redmond, Tillamook, Woodburn.
- This work session provides an opportunity for the Board to discuss the merits of a local design grants.
- This work session also provides an opportunity to discuss possible modifications to the grant program to clarify program requirements.

Background

- The URA Storefront Improvement Program has generated considerable interest since the program rolled-out in July 2017
- Twelve applications were submitted during the initial funding cycle
- This is the good news.....

STOREFRONT IMPROVEMENT GRANT PROGRAM

CITY OF FOREST GROVE
URBAN RENEWAL AGENCY

City of Forest Grove
Economic Development
1924 Council Street
P.O. Box 326
Forest Grove, OR 97116
Phone: 503.992.3293
WWW.FORESTGROVE-OR.GOV

FOREST GROVE OREGON
A city where the wild and the tame co-exist

Storefront Improvement Grant Program Eligibility Area

Background

- The not so good news is many applications were incomplete.
- To date three applications have been approved and funded. Two more are near funding approval.
- All funded applications except for Valley Art occurred with CEP-funded design assistance. The CEP program is ending.
- All other applications provided only vague project descriptions and some no cost estimates.
- As a result, considerable effort has been required to work with applicants to develop the information needed for complete applications and evaluation.



City of Forest Grove Urban Renewal Agency
Storefront Improvement Grant Program

To apply for a Storefront Grant, please fill out the entire application and include the required supporting information.

2017-2018 Grant Year: Maximum grant is \$7,500 per project. Eligible projects will be funded on a first come, first serve basis until all budgeted program funding is spent. A pre-application meeting is encouraged. In all cases, a meeting with staff is required before a grant is awarded.

APPLICANT INFORMATION:

Applicant's Name: _____

Property Address: _____

Mailing Address: _____

Daytime Contact: _____

Have all City of Forest Grove taxes

Yes No

Is the City of Forest Grove Business

Yes No

Is Applicant for Storefront Improvement

HOLD HARMLESS AGREEMENT

Proof of ownership or written auth required.

Tenant Applicant:

Provide a notarized Authority property owner (attached).

Owner Applicant:

Provide a notarized Hold H.

BUILDING INFORMATION:

Please provide current picture

Year Built: _____

PROJECT INFORMATION:

Estimated Project Costs: _____ Grant Request: _____

Describe the scope of work in as much detail as possible (use additional sheets as necessary. You may also include any design concept drawings for depictions if you wish). Please explain the reason for the improvements.

PROCESS OF REVIEW:

This application will be reviewed and evaluated by Urban Renewal Agency staff. Urban Renewal Agency staff will notify you in writing of the decision. If your grant is approved, you will receive a contract outlining the roles and responsibilities of the applicant and the urban renewal agency. You will not be reimbursed for any work that commences or is completed prior to the date of the contract.

CERTIFICATION BY APPLICANT:

The applicant certifies that all information provided in this application given is true and complete to the best of the applicant's knowledge and belief. The applicant also certifies that they have read and will comply with all program guidelines. If the applicant is not the owner of the property to be rehabilitated, or if the applicant is an organization rather than an individual, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the proposed work on the building. Evidence of this authority must be attached.

Applicant Signature: _____ Date: _____

By City: _____
Date Application Received: _____

Approval of Grant
City Signature: _____ Date: _____

Questions about the application or program? Contact Community Development at 503-992-3227 or Economic Development at 503-992-3293

Return Application in person or by mail to:

Permit Coordinator
Urban Renewal Agency
City of Forest Grove
1924 Council Street
P.O. Box 326
Forest Grove, Oregon 97116

Possible Design Program

- Staff is proposing that the Board consider design grant assistance as part of the Storefront Improvement Program.
- This recognizes that many business or property owners likely do not have the technical background needed to prepare a complete and detailed project proposal.
- Typically, design assistance will pay for an initial consultation with a design professional who then prepares drawings of proposed improvements showing materials, colors, dimensions, etc.
- The design professional could also identify design challenges (likely with older buildings) and make recommendations to solve these issues. The applicant can then decide whether or not to change the scope.
- The information prepared by the design professional is useful for preparing realistic cost estimates to include with the grant.

Policy Framework for Design Assistance

- The concepts below are for discussion only.
 - Establish a budget for design assistance capped at 10% of the total amount allocated for storefront capital improvements. Based on the current amount budgeted by the URA for capital improvements (\$60,000) the design assistance amount would be capped at \$6,000. This would leave \$54,000 for capital improvements.
 - Applicants could be required to use a staff-selected designer.
 - Applicants using a designer of their choice would not qualify.
 - URA design assistance would be capped at \$500 for an initial consultation. An additional \$500 could be allowed if the applicant matches it dollar for dollar. The maximum design amount per project could be \$1,000.

Other Program Improvements

- Staff recommends the Board consider slight modifications to the overall grant program to clarify requirements.
- Recommended modifications include:
 1. Clarify that streetscape improvements adjacent to the right-of-way are eligible;
 2. Allow interior storefront window display lighting as eligible;
 3. Clarify grant work must be visible from the public right-of-way;
 4. Clarify priority is given to complete applications rather than when the application is submitted;
 5. Clarify program funding guidelines:
 - The resolution establishing the program has the following match requirements
 - Up to a \$2,500 grant a 2:1 ratio of public funds to private funds
 - Over \$2,500 to \$7,500 grant a 1:1 ratio of public funds to private funds
 - Over \$7,500 to \$10,000 grant a 1:2 ratio of public funds to private funds
 - Staff is proposing a flat 1:1 ratio for any grant amount up to a maximum grant amount of \$10,000 and to eliminate all monetary categories.

Policy Questions

- Based on the information presented tonight, should storefront design grants be explored further?
- If yes, what should the program parameters be?
 - Does the funding framework seem reasonable?
 - Should applicants be required to use a URA approved designer?
- Any concerns with the other program clarifications?
- Would the Board like to have staff return with a draft resolution for consideration?
- Does the Board have any other questions of staff?



The End

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