

**AGENDA**  
**VENETA ECONOMIC DEVELOPMENT COMMITTEE**  
**WEDNESDAY, MARCH 9, 2016 – 2:00 P.M.**  
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

- 2:00 **I. CALL TO ORDER**
- 2:05 **II. PUBLIC COMMENT** - Speakers will be limited to 3 minutes each.
- 2:10 **III. ADMINISTRATIVE**
- a. Approval of Minutes for February 10<sup>th</sup>, 2016 (pgs. 3-8)
- 2:15 **IV. IMPLEMENTATION OF ACTION PLAN**
- a. Karen Stewart and Engineering Staff from Century Link
  - b. Open House Follow-up and Suggested Work Plan Items (pgs. 9-11)
  - c. Suggested Newsletter Articles (pg. 13)
- 3:00 **V. PROGRAM/PROJECT UPDATES**
- a. Urban Renewal Redevelopment Tool Kit: Presentation and Review (pgs. 15-59)
  - b. New BR&E Name: Veneta Business Connect
- 3:20 **VI. OTHER**
- 3:25 **VII. NEXT MEETING**
- a. April 13<sup>th</sup> 2:00 p.m. and the Second Wednesday of Every Month
  - b. Governor's Regional Solutions Team, Jackie Mikalonis
  - c. Lane County Rural Economic Development Program Plan, Stephen Dobrinich and Sarah Case
- 3:30 **VIII. ADJOURN**

Times are approximate. This meeting will be digitally recorded. Location is wheelchair accessible (WCA). Communication interpreter, including American Sign Language (ASL) interpretation, is available if notice is given at least 48 hours prior to the start of the meeting. Contact the Economic Development Specialist, Claudia Denton, via phone (541) 935-2191, email [cdenton@ci.veneta.or.us](mailto:cdenton@ci.veneta.or.us), or TTY Telecommunications Relay Service 1-800-735-1232.

To access Veneta Economic Development Committee meeting materials please go to  
<http://www.venetaoregon.gov/meetings>



MINUTES  
**Veneta Economic Development Committee**  
**Wednesday, February 10, 2016 – 2:00 p.m.**  
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

Present: Jason Alansky, Linda Boothe, Dave D’Avanzo, Ryan Frome, Len Goodwin (Chair), Charles Ruff

Absent: Thomas Cotter, Gina Haley-Morrell, Herb Vloedman (Vice Chair)

Others: Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist; Caroline Cummings, Oregon RAIN Venture Catalyst (guest speaker); Maia Hardy, Community LendingWorks staff (audience); Carolyn Heckler, resident (audience).

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**1. Call to Order**

- a. Chair Len Goodwin called the meeting to order at 2:05 p.m.

**2. Public Comment**

- a. No public comment.

**3. Administrative**

- a. Approval of Minutes:

**Motion: Linda Boothe made a motion to approve the minutes from January 6, 2016. Charles Ruff seconded the motion which passed with a vote of 6-0.**

**4. Implementation of Action Plan**

- a. Caroline Cummings from Oregon RAIN in Eugene: Presentation and Q&A

Len Goodwin introduced Caroline Cummings, Venture Catalyst with the Regional Accelerator and Innovation Network (RAIN), which helps entrepreneurs start and scale their ventures, and helps communities in Oregon launch entrepreneurial ecosystems in their regions.

Caroline Cummings described RAIN, her position there, the entrepreneurial and traded sectors, and important connections with her work to other organizations and resources. Her work covers the four county region of Lane, Linn, Benton, and Lincoln counties. RAIN works with all kinds of start-up ventures within the traded sector. She explained the Willamette Angel Conference to match entrepreneurs with Angel Investors, which will be held in Eugene on May 12<sup>th</sup> 2016.

Ms. Cummings explained the “Meet Up” program where a local organizer sets up community gatherings for entrepreneurs and partners to talk about RAIN and other specific topics.

Ms. Cummings said the Economic Development Committee members could support the entrepreneurial sector and RAIN by becoming mentors through MentorPitch, a phone app created to virtually connect mentors and mentees.

Ms. Cummings offered to help set up Meet Up events in the Veneta area. She said

these “pull” models, where organizers “pull” interested businesses to come to them, tend to get more receptive audiences than the “push” models, where organizers go to the businesses.

Ms. Cummings opened up the Q&A.

Len Goodwin commented that this “pull” model with Meet Ups may be a good complement to the “push” Business Retention & Expansion (BR&E) model the EDC is currently pursuing. Ms. Cummings said it’s a great idea to do both.

Ms. Cummings explained that there are three models of economic development: Business Retention & Expansion, Recruitment, and Entrepreneurship & Innovation.

Ric Ingham explained that the information needed and the types of businesses in Veneta required more of a BR&E approach. Ms. Cummings said it would be a good idea to combine “pull” events with the BR&E “push” model. Ms. Cummings said that her Flex time with RAIN allows her to do a variety of work, and she would be willing to host a Mentorship seminar in Veneta at no cost. The seminar would be adapted to the business types of the area and connect local entrepreneurs and existing business owners to Meet Ups, MentorPitch, and business surveys created by Caroline to assist the current economic development efforts.

Len Goodwin said that Veneta is a “bedroom community” and many of the innovators and entrepreneurs go to Eugene to seek resources. He asked if it was better for Veneta to stimulate the economic development process by encouraging these individuals to go to Eugene-based resources like RAIN, or to be “stand alone” and try to invest in a local resource available in Veneta. Ms. Cummings said it is better to utilize existing resources in places like Eugene which can leverage other centralized existing resources. She said Meet Ups and seminars are good options to host more locally.

Len Goodwin asked how to move ahead the great ideas that may stem from local Meet Ups. Ms. Cummings replied that RAIN staff, such as Joe Maruschak, could attend the event(s), who could then move things forward. RAIN staff would assist in promoting the event.

Caroline Cummings thanked the Economic Development Committee for their time. She suggested reaching out to the Ford Family Foundation for support for these programs. Ric Ingham replied that there were already relationships in place and the Ford Family Foundation is currently funding other local efforts including the BR&E program.

## **5. Program/Project Updates**

### **a. Business Retention & Expansion Program and Business List**

Len Goodwin asked Claudia Denton to talk about the updated BR&E Business List. Denton said the list incorporated all the changes previously requested by the Committee, and was complete but could be revised pending Committee comments. She said the list is still a “hopeful” list, with the intention being to invite the businesses to participate, but most of the businesses had not yet been contacted.

In response to a comment by Ric Ingham, Claudia Denton said the non-primary businesses could be contacted in a calculated manner, perhaps seeking out similar businesses to those that decline to participate.

Ryan Frome asked who the intended “interviewee” staff member would be at the larger businesses such as Bi-Mart and Ray’s, and what would be gained from interviewing them, since the local managers would be employees rather than owners, CEOs, or other decision makers. Ric Ingham said it would still be beneficial to see how those larger chains are doing, especially since Ray’s had closed other locations, including Creswell, last year. Other issues or concerns could come out of the conversation that the City would want to know about. Len Goodwin said it would also be important to know how the corporations view the community, especially since Veneta could benefit from recruitment of other businesses relocating into the Veneta area. Maia Hardy in the audience, the former Community and Economic Development Coordinator for the City of Creswell, said the CEO of Bi-Mart is very accessible and may be willing to engage in conversation. Ric Ingham said it would be a good idea to talk to both the local store managers and the CEOs. Ryan Frome said the CEO of Bi-Mart may have an interesting perspective from working with lots of different cities.

Linda Boothe said that although she missed the last Committee meeting and Open House, she reviewed the feedback from the January Open House. Boothe had heard from Pam Petersdorf, owner and operator of the Fern Ridge Review Newspaper, who had said she was very interested in participating in the BR&E program, and asked if it was possible for the Fern Ridge Review to be added to the business list. Ric Ingham said the Fern Ridge Review is a good example of the type of business that may be under the radar currently but would be very missed if it were to disappear, and from that standpoint it would be a good idea to add them to the list.

Claudia Denton added the Fern Ridge Review to the Business List.

b. Visitation Team Recruitment

Claudia Denton presented the updated Visitation Team recruitment flier.

Claudia Denton asked the Committee for feedback regarding the attached Visitation Team recruitment letter. Denton said this letter would be sent to individuals that the Committee or staff had identified as good candidates for the Visitation Team. The letter would be sent on behalf of the Committee Chair and the Mayor. She said the Visitation Team still needed several more members, and recruitment was about halfway.

Len Goodwin said he had a couple of people in mind.

c. Open House Event Overview and Next Steps

Len Goodwin said the logical first step response to the Open House [on January 14<sup>th</sup>] is to communicate to the business community, “here is what we heard”. After that, connect with the residents and community as a whole and get their idea and perspective of these issues that were brought up.

Ric Ingham said the Committee and City should be communicative and responsive to those who attended the Open House and the feedback that was received. He suggested actionable items, including following up in the next Committee newsletter with Farmers Market activity, System Development Charges (known as SDC fees) research follow-up, and the potential to convert the Fern Ridge Chamber of Commerce's Wineries Without Walls space to a business incubator space.

Len Goodwin said the Open House feedback should be addressed in the next newsletter. Some items could be immediately responded to, while other items would require more time, which should be communicated in the newsletter.

Dave D'Avanzo said it is important to address both perceptions and facts. Some problems may be perceived or inaccurate, but are still important to address at the root of the misconception.

Jason Alansky said the next newsletter should include a recap of the Open House, "we listened, here is what we heard, and here is what we came up with" taking care not to have an accusative or dismissive tone. The next following newsletter could include an article about SDC fees in other cities.

Ric Ingham said it would be interesting to compare Veneta and Creswell, and addressed Maia Hardy in the audience, a former staff with the City of Creswell. Creswell has not completed major water and sewer infrastructure improvements like Veneta has, so Creswell will have to address those costly issues in the future. Veneta has completed a lot of capital improvements in recent years, putting the SDC fees to use. He said Cottage Grove has not updated their Master Plan or Facilities Plans in the last 10-12 years. The combination of outdated, low SDC fees and buildup of necessary capital improvement will become a problem for them.

Len Goodwin said another newsletter or media item could be Highway 126. Ric Ingham said there is an adopted Corridor Plan, but funding is an issue. Len Goodwin said all the Open House Feedback should be addressed, but to select several non-controversial topics as well.

Ric Ingham said the Open House feedback should also be woven into the Committee's work plan. He suggested that in response to feedback about "need for networking and collaboration", the Committee could host regularly scheduled events at Domaine Meriwether for anyone that wants to talk about local business and how the Committee or City could be of assistance.

Len Goodwin asked Claudia Denton to draft up newsletter ideas.

Len Goodwin asked the Committee if it was too early to plan something to the community as a whole [rather than specifically to the business community]. He said he felt it was too early, but wanted to ask the Committee's input.

Ric Ingham said the newsletter could be added to the City website. He said he could ask the Veneta Farmers Market to draft a white paper on "the effects of farmers markets on encouraging local farmers" and "the role of farmers markets for farms [and other market participants] to become more viable businesses". He

also asked about the Committee addressing the need for more affordable commercial office space.

Len Goodwin said he thought the topic of commercial space should be discussed further at a future Committee meeting. Charles Ruff said he had previously suggested creating a commercial space inventory, and would like this to be implemented. Ric Ingham said that an inventory had been created in the past but would need to be updated and refreshed. He asked Claudia Denton to add it to her work plan.

The Committee and staff discussed the Open House feedback about Veneta lacking an iconic focus point, and lack of outward identity.

Claudia Denton said she would work with the Committee Chair to ensure that Open House feedback would be addressed appropriately through the newsletter, future Committee meetings, or staff time.

After brief discussion, Jason Alansky said the potential networking and collaboration events could be hosted by the Chamber of Commerce, and would bring it up during a future Chamber board meeting. Charles Ruff said it should be a partnership between the Chamber and the Committee in order to be more inclusive. Jason Alansky said he agreed that it should be a partnership and be very inclusive, and would be promoted as a business community get-together rather than a Chamber-specific event. He said it would be great to invite speakers such as Caroline to attend and discuss topics such as start-up enterprises.

Ric Ingham said that guests such as the Department of Land Conservation and Development (DLCD) and their ability to create a detailed Market Analysis are the types of presentations that would be good to “pull” an audience.

Claudia Denton asked the Committee to clarify if there were any actions requested from her. Len Goodwin said not until the next meeting, after the Chamber board has had time to discuss it. He asked Claudia to add it as an agenda item for the next meeting.

d. Timeline for Future Events

i. Lane County Economic Development Guest

Ric Ingham said that inviting Lane County Economic Development staff to a future Committee meeting would be beneficial for the Committee’s work plan, particularly for the business recruitment-oriented action items (1.2.1 and 2.3.1).

ii. South Willamette Economic Development Corporation (SWEDCO) Guest

Similar to inviting Lane County Economic Development staff, Ric Ingham said that inviting a speaker from SWEDCO to a future Committee meeting would be beneficial for the Committee’s work plan, particularly for the business recruitment-oriented action items (1.2.1 and 2.3.1).

iii. Combined Market Analysis Event with Open House or BR&E Conclusion Event

Ric Ingham said that inviting staff from the Department of Land Conservation and Development to do a presentation about a Market Analysis during the BR&E conclusion event in the summer months would be a nice “pull” to bring in an audience.

Ric Ingham said there are plans for Century Link and other fiber providers to attend future Committee meetings, and that he felt it is important to regularly invite speaking guests to meetings. The Chair and several Committee members agreed. Len Goodwin said that Century Link staff was invited to the March meeting, and asked about inviting Sarah Case from Lane County Economic Development in April.

Ric Ingham asked the Chair and the Committee about inviting Sarah Case and SWEDCO at the same time. There was brief discussion about whether or not SWEDCO was active. Len Goodwin said that if SWEDCO was active and had available staff, to invite them to a Committee meeting [at the same time as Lane County staff if available].

## **6. Other**

- a. **Work Plan Action 1.1.4: City Prioritization for Economic Development Incentives**  
Ric Ingham said that Claudia Denton was working on an Urban Renewal Agency Redevelopment Tool Kit, a Business Loan Program, and a City-wide incentive tool kit. He asked that the Committee participate and review the Redevelopment Tool Kit during the next Committee meeting and other materials as they become available. The three incentive programs would then be sent to the Urban Renewal Agency or City Council for review and approval.

Len Goodwin said it would be great for the Committee to participate, and to add those items to the agenda as they become available.

Ric Ingham said the City was also trying to attain grant funding for a consultant to produce a market analysis and Downtown Next Steps plan. He said once funding is in place, he would like to review the Request for Proposals (RFP) with the Committee.

- b. **Economic Forecast 2016**  
Ric Ingham asked the Committee members if anyone wanted to attend the Economic Forecast 2016 on February 29<sup>th</sup> 2:00 – 5:00 p.m. at the Hult Center in Eugene, hosted by the Eugene Chamber of Commerce. He said the City had some funding to purchase tickets, and to contact Claudia Denton if interested. Len Goodwin said he would like to attend. Dave D’Avanzo said he was already scheduled to attend through his employer.

## **7. Next Meeting**

- a. The next meeting was confirmed for Wednesday March 9<sup>th</sup>, 2016 at 2 p.m. with a regular meeting schedule of the second Wednesday of the month.

## **8. Adjourn**

- a. Chair Len Goodwin adjourned the meeting at 3:35 p.m.

## Economic Development Committee Open House Overview

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**Date:** January 14<sup>th</sup> 2016

**Location:** Fern Ridge Community Library

**Attendees:** 5 EDC members, 2 staff, 1 elected official, 16 community members (24 total)

**Recurring themes:**

- Need for networking/collaboration opportunities
- Need for incubator spaces
- Shortage of quality, affordable commercial and office space
- Problematic downtown (away from Highway, undeveloped, not visible, etc.)
- Highway 126 problems
- Signage/visibility (of the City, downtown, Farmers Market, businesses, etc.)
- High development/permit fees (both residential and commercial)
- Role of Farmers Market
- No City focus point/driver for business, visitors, activity
- Ideas on what services/businesses would do well or are needed in the area



### Economic Development Committee Action Prioritization

Rank	Action	Description	H	M	L
1	4.1.2	Pursue the expansion and installation of a fiber optics line to, and throughout, Veneta to bring the City more fully into the communication age.	8	1	0
2	1.2.1	Collaborate with regional economic development agencies and other local municipalities to recruit industry to the area.	7	1	1
3	2.3.1	Collaborate with regional economic development groups and communities to recruit industries and businesses to Veneta.	7	1	1
4	4.1.3	Continue to advocate for ODOT to fund and construct the preferred alternative consistent with the adopted HWY 126 Fern Ridge Corridor Plan.	6	2	1
5	1.1.4	Develop criteria used to determine how the City of Veneta prioritizes projects and allocates funding and other support for incentivizing economic development.	6	1	2
6	4.2.1	Continue to make improvements along Highway 126.	6	1	2
7	2.1.2	Develop an outreach program to better understand and meet the needs of local businesses.	4	4	1
8	1.1.5	Collaborate with Lane Workforce Partnership to demonstrate the City's commitment to supporting workforce development in the community.	4	3	2
9	3.1.1	Collaborate with Oregon Department of Transportation (ODOT) to increase wayfinding signage and direct traffic off of Highway 126 into downtown Veneta.	3	6	0
10	3.1.2	Continue to upgrade existing downtown infrastructure.	3	5	1
11	2.1.3	Work with regional tourism associations and wine industry to increase tourism activity in the area.	3	4	2
12	4.2.2	Collaborate with ODOT to install consistent and attractive wayfinding signage directing drivers to Veneta businesses.	2	7	0
13	4.2.3	Continue to monitor "problem properties" through code enforcement and nuisance ordinances.	2	6	1
14	2.2.2	Develop a program to identify and document sites that are "shovel-ready" and can accommodate development.	2	5	2
15	4.3.1	The City should continue making beautification improvements at key locations or along corridors that are not only appealing to residents and visitors, but signals to prospective businesses that the community invests in public aesthetics.	2	5	2
16	3.2.1	Conduct a market analysis to better understand the types of products and services desired by Veneta residents.	1	6	2
17	4.1.1	Focus improvements on pedestrian and streetscape infrastructure as needed.	1	5	3
18	2.2.1	Develop a quarterly newsletter highlighting City of Veneta's economic development initiatives.	1	2	6
19	1.2.2	Provide regular updates to real estate agencies on availability of developable sites.	0	6	3
20	2.1.1	Create a business registry database that inventories all current businesses located in Veneta.	0	6	3
21	4.2.4	Incorporate local art into downtown streetscape improvements.	0	6	3
22	1.1.1	Allocate economic development funds to support the hiring of a RARE placement or Economic Development Intern in Year 1.	COMPLETED		
23	1.1.2	Amend Veneta Comprehensive Land Use Plan and Zoning Code.	COMPLETED		
24	1.1.3	City leadership and staff support and assistance with implementation of the strategic plan.	COMPLETED		
25	1.1.6	Establish an Economic Development Committee	COMPLETED		

Order by  
action #

1.1.4 5  
1.1.5 8  
1.2.1 2  
1.2.2 19  
2.1.1 20  
2.1.2 7  
2.1.3 11  
2.2.1 18  
2.2.2 14  
2.3.1 3  
3.1.1 9  
3.1.2 10  
3.2.1 16  
4.1.1 17  
4.1.2 1  
4.1.3 4  
4.2.1 6  
4.2.2 12  
4.2.3 13  
4.2.4 21  
4.3.1 15



## EDC Newsletter Possible Topics for April 2016:

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- Articles:
  - Open House Overview
  - Meet and Greets (Networking and collaboration events)
  - SDC fees – Claudia will research
  - Highway 126 implementation challenges and funding structure
- “Message from the Chair”: other Open House feedback, and a message that the Committee heard the community and is working to add this to their work plan
- Brief about guests at EDC meetings
  - Caroline Cummings, Oregon RAIN
  - Kristen Stewart, Century Link
  - Sarah Case and Steve Dobrinich Lane County Economic Development
  - Jackie Mikalonis, Governor’s Regional Solutions Team
- “Business in the News”?
  - Broadway Grill
  - West Lane Fitness
  
- Who will write?
- Who will be featured on “Profiles of Committee Members”?
- Suggested events to include?



# Veneta Urban Renewal Agency Redevelopment Tool Kit Application Packet



## **This packet includes:**

- **Information about Financial Assistance Programs**
- **Funding Criteria**
- **Application for Funds**



Veneta Urban Renewal Agency

**Adopted Month, Day, 2016**





# Urban Renewal Agency

## Financial Assistance Programs

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Dear Applicant:

Please find the enclosed information regarding available financial assistance within Veneta's Urban Renewal District. The purpose of this letter is to inform you of the process to distribute the funds allocated to our Financial Assistance Programs. The Financial Assistance Program consists of a Redevelopment Tool Kit containing multiple financial incentives focused on achieving the vision of the Urban Renewal Agency and the City of Veneta, and to further your project. Included in this packet is a description of the funding programs, funding criteria, and an application.

### **Purpose**

The Redevelopment Tool Kit has been developed to assist the Urban Renewal Agency in determining whether or not to award funding toward redevelopment projects. The Urban Renewal Agency and the City of Veneta envision a downtown full of small retail and commercial development that is pedestrian oriented. To facilitate this vision, the Urban Renewal Agency has funds allocated to promote commercial and retail development, to assist projects that provide a service that is underserved or does not exist, and for the removal of urban blight.

### **Application Process**

Prior to filling out the application, we request you meet with us to discuss your project and identify potential assistance options. During that meeting we can begin to identify a financial assistance option that works to facilitate the City's downtown vision and your project. Additionally, we request you provide a short narrative on your project prior to the meeting.

Once you have met with the City Administrator and Community Development Director you are welcome to fill out an application. Once completed, mail in the application or drop it off at City Hall. Please allow up to three weeks for staff review, then the Urban Renewal Agency will approve, deny, or request more information about your application within 30 days. Urban Renewal Agency meetings normally follow City Council meetings on the 2<sup>nd</sup> Monday of each month, and all applicants are encouraged to attend.

Development in any community involves taking risks. We appreciate your innovative nature and want to facilitate your efforts in Veneta. We aim to help mitigate financial challenges to the extent we can, while creating the type of environment that our citizens want in Veneta. We look forward to meeting with you to discuss your business creation or re/development plans.

Thank you,

Ric Ingham  
City Administrator  
ringham@ci.veneta.or.us

Kay Bork  
Community Development Director  
kbork@ci.veneta.or.us



# Redevelopment Tool Kit

## Purpose

The Redevelopment Tool Kit has been developed to assist City staff and the Urban Renewal Agency in determining whether or not to award funding toward redevelopment projects. The Urban Renewal Agency has funds allocated to promote commercial and retail development in line with the Agency's and City's vision for the downtown area, to assist projects that provide a service that is underserved or does not exist, and for the removal of urban blight.

## Location Requirements

The project must be located within Urban Renewal District, and additionally must be within the Broadway Mixed Use Area, Downtown Neighborhood Area, Territorial Commercial Area, or Transition Commercial Area. The map shown below describes the four areas eligible for funding and their location within the Urban Renewal District and Veneta City Limits.

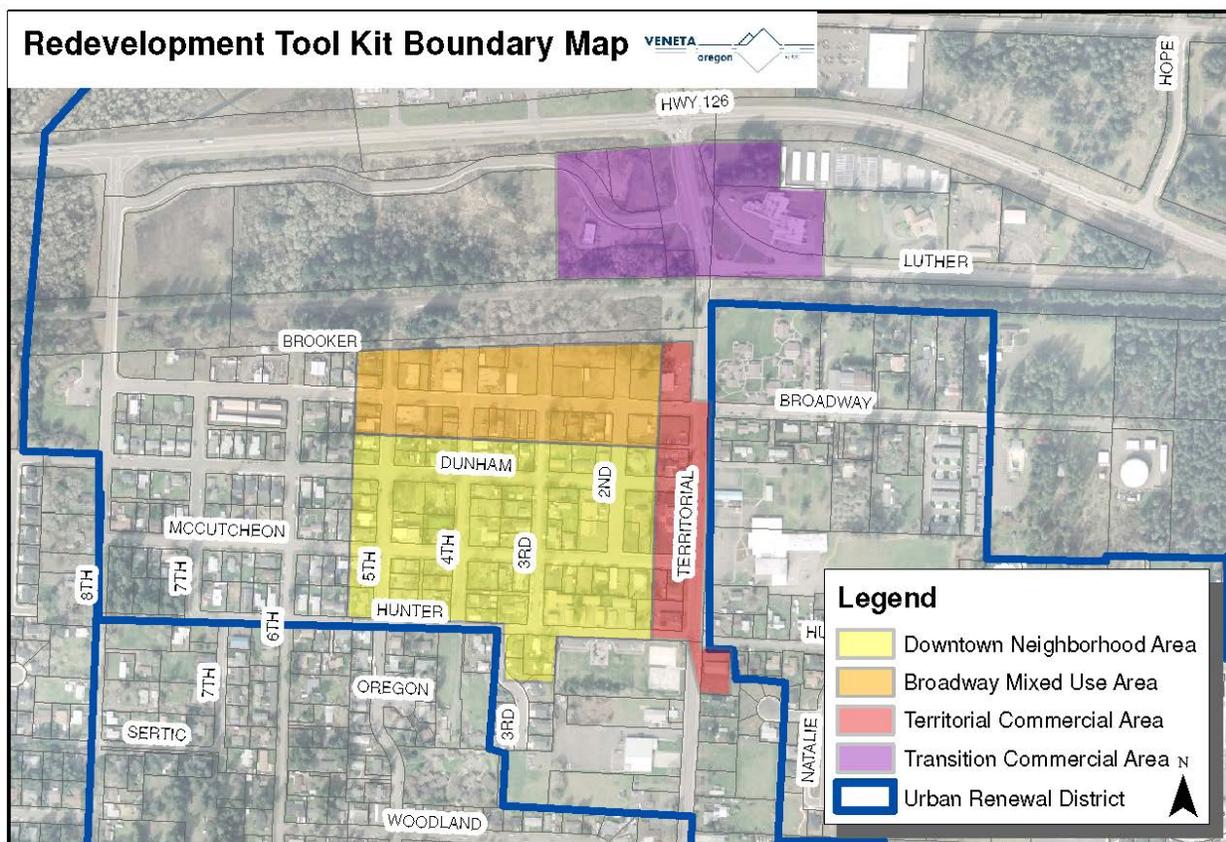


Figure 1: Redevelopment Tool Kit Boundary Map showing the four areas eligible to receive Urban Renewal Agency funding through the Redevelopment Tool Kit.



## Redevelopment Toolkit Program Descriptions

Program	Types of Uses	Match Requirement	Maximum Grant	Specific Requirements/Notes
<b>Small-project Grants</b>				
<b>Design and Physical Improvement Assistance</b>				
	For existing businesses primarily in redevelopment. This may include preliminary design, structural review, exterior color and awning selection.	None	6 hours of free design assistance	Design assistance provided by professional Architect.
<b>Façade Improvements</b>	Improving existing external street facing building fronts. Provides assistance to comply with design standards.	\$1 Private : \$1 URA	\$10,000	Must follow existing design standards.
<b>Signage Grant Program</b>	For new or replacement permanent signage to improve visibility, attractiveness, and/or aligning with Veneta's aesthetic vision for the area.	\$1 Private : \$1 URA	\$1,000	No plastic signs. May need to comply with Downtown Sign Code. Funds can go toward sign design, manufacturing, and installation costs.
<b>Streetscape Amenities</b>	May include benches, planters, biking/walking amenities, artwork, or similar additions that enhance the streetscape.	\$1 Private : \$1 URA	\$5,000	Must align with Downtown Master Plan and Streetscape Improvement Plan.
<b>Large-project Grants</b>				
<b>Debt Assistance</b>				
<b>Forgivable Debt</b>	For existing businesses primarily where debt charged by the City already exists, such as with permitting fees, etc.	None	\$5,000	This will only be awarded in extenuating circumstances.
<b>Loan Rate Buy Down</b>	Will reduce a current loan (regarding business creation or building re/development) by up to 3%.	Level I: \$1 Private : \$1URA Level II: \$2 Private : \$1URA (1:1 match < \$10,000, 2:1 match starting at \$10,000)	\$25,000	After receiving a loan and successfully making payments for a year, the City will accept applications to buy down the rate of future payments.
<b>Development Costs Assistance</b>				
<b>Environmental Assessment</b>	Provides funds for Phase I or part of Phase II Environmental Site Assessment.	\$1 Private : \$1 URA	\$15,000	
<b>SDC Fee Reduction</b>	Reduced Specific Development Charges to assist new development and upgrades to existing structures.	None	\$25,000	
<b>Other Assistance</b>				
<b>Redevelopment Grant</b>	Provides a grant to fill funding gaps where other programs cannot.	Level I: \$1 Private : \$1URA Level II: \$2 Private : \$1URA (1:1 match < \$15,000, 2:1 match starting at \$15,000)	\$35,000	May cover required sidewalk and street improvements or amenities. Projects in alignment with the Next Steps Strategies Redevelopment Action Plan/Downtown improvements are more likely to be approved for this grant.



## Criteria and Requirements

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The project criteria will be used to determine the applicant's eligibility to receive Urban Renewal funds from various grant programs. The criteria were established to promote the Urban Renewal Agency's interests, and to award funding to project that align with vision for the City of Veneta. When possible, creativity in meeting the criteria is encouraged.

### Small-project grants:

For small-scale projects, four different Design and Physical Improvement grant programs are available. All requirements for the requested grant program need to be met. The four grants and their requirements are:

- Design and Physical Improvement Assistance
  - **Design Assistance**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Applicant demonstrates ability to implement designs within nine months, or other agreed-upon timeline, of receiving final proposal (through other grants, private investments, or other means).
  - **Façade Improvements**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Project must align with all design standards applicable to the location.
    3. Project may include restoration of existing or historic façade, or installation of new façade components.
  - **Signage**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Signage is aesthetically pleasing, and not made of back-lit plastic.
    3. Signage is permanent (no banners or temporary signs) and must comply with City sign code.
    4. Signage is "human-scale", appropriate for vehicles **and** people walking or biking.
  - **Streetscape Improvements**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Project improves pedestrian or bike traffic (either improves conditions, amenities, or destinations, or increases traffic).
    3. Project encourages people to use sidewalks, public spaces, or public-private spaces more.

## Large-project grants:

Large scale-projects may apply for five different grant programs. For large projects, there are no individual program requirements and the application is judged as a whole. The five grant programs available to large projects are:

- Debt Assistance Programs
  - **Forgivable Debt**
  - **Loan Rate Buy Down**
- Development Costs Assistance Programs
  - **Environmental Assessment**
  - **SDC Fee Reduction**
- Other Assistance Programs
  - **Redevelopment Grant**

For large-scale projects, decisions to approve grant requests are based on a point system. There are nine criteria with a varying number of points that can be awarded for meeting that criteria. **Not all criteria need to be met, but a score of ## is required.** The criteria are that the project:

1. Promotes selling of locally made products (up to 2 points).
2. Increases pedestrian and/or bike traffic (up to 3 points).
3. Incorporates streetscape amenities (up to 5 points).
4. Fulfills a need that would reduce trips into Eugene or other communities (up to 5 points).
5. Provides the City with a complete business or strategic plan (up to 5 points).
6. Creates a catalyst or tipping project (up to 10 points).
7. Provides a gain in ground-floor retail and/or increases ready-to-occupy space (up to 10 points).
8. Creates family-wage jobs and/or increases employment base in Veneta (up to 10 points).
9. Targets a Return on Investment (ROI) ratio of 1:5 (up to 10 points).

## Definitions

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### Detailed criteria descriptions and relevant definitions:

**1. Promotes selling of locally made products: 2 points possible.**

To meet this criterion, the finished project should sell locally made products. Ideally, local products are made in Veneta or the Fern Ridge Area, but could possibly include products made in Mid- or Western Lane County. Examples of locally made products include home goods, horticulture products, and food and produce items that are produced, grown, processed, or manufactured locally.

No local products	0 points
Some local products	1 points
Majority local products	2 points

**2. Increase pedestrian and/or bike traffic: 3 points possible.**

Creativity is encouraged in meeting this criterion. Projects can include businesses, amenities, and activities that promote pedestrian or bike traffic above and beyond City requirements. Business types can include bike shops, repairs, etc. Amenities can include bike racks, dog-friendly amenities, awnings, outdoor seating, etc.

Does not increase pedestrian and/or bike traffic	0 points
Increases pedestrian and/or bike traffic	3 points

**3. Incorporates streetscape amenities: 5 points possible.**

Creativity is encouraged in meeting this criterion. Streetscape amenities enhance and define public spaces and can include lighting, benches, decorative pavers, aesthetic signage, trash receptacles, public art, bike racks, etc. Amenities should be decorative and/or innovative, and go above and beyond City requirements.

Does not incorporate streetscape amenities	0 points
Incorporates streetscape amenities	5 points

**Definition:**

- a. **Streetscape amenities** are defined as amenities within the public right of way or public-private spaces that enhance and define the area. Examples include lighting, benches, decorative pavers, trash receptacles, public art, decorative bike racks, etc.

**4. Fulfills a need that would reduce trips into Eugene or other communities: 5 points possible.**

Veneta experiences high leakage of retail and service dollars to the Eugene-Springfield Metropolitan area. Applicants can fulfill this criterion by creating opportunities for residents, visitors, businesses, or organizations to purchase products or services, or otherwise conduct business on an occasional or regular basis, that currently do not exist or are underserved in the Veneta area.

No reduction in trips	0 points
Occasional trips (Monthly or less)	3 points
Regular trips (Bi-monthly or more)	5 points

**Definitions:**

- a. A **reduction in trips** is defined as creating opportunities for residents, visitors, businesses, or organizations to purchase products or services normally purchased outside of the City of Veneta, resulting in fewer trips needed out of town. Examples include entertainment, specific retail, professional or community services, or similar that currently does not exist or is underserved in the Veneta area.

**5. Provides the City with a complete business or strategic plan: 5 points possible.**

Applicants are strongly encouraged to provide a copy of their business or strategic plan.

Does not provide the City with a complete business or strategic plan	0 points
Provides the City with a complete business or strategic plan	5 points

**6. Creates a catalyst or tipping project: 10 points possible.**

A project that is expected to precipitate more quality projects and development in the Veneta area. Projects within the Broadway Mixed Use Area or Territorial Commercial Area receive extra points.

Not a catalyst or tipping project	0 points
Catalyst or tipping project in Downtown Neighborhood Area or Transition Commercial Area	5 points
Catalyst or tipping project in Broadway Mixed Use Area or Territorial Commercial Area	10 points

**Definition:**

- a. A **catalyst or tipping project** is defined as a project that is highly likely to cause further development and/or investment of similar scale or quality in the City of Veneta. These further projects also need to be within the described boundaries of this application.

**7. Provides a gain in ready-to-occupy space: 10 points possible.**

Veneta currently lacks available, quality commercial and office space. Providing a gain in ready-to-occupy space is highly sought after. Projects within the Broadway Mixed Use Area or Territorial Commercial Area receive extra points.

Does not provide a gain in ready-to-occupy space	0 points
Space gain in Downtown Neighborhood Area or Transition Commercial Area	5 points
Space gain in Broadway Mixed Use Area or Territorial Commercial Area	10 points

**Definition:**

- a. **Ready-to-occupy space** is defined as commercial or office space that needs minimal improvements before being ready to use by an occupant.

**8. Creates family-wage jobs and/or increases employment base in Veneta: 10 points possible.**

Increasing the employment base in Veneta is one of the primary economic development objectives of the City of Veneta. Creating an increase in the employment base and/or an increase in family-wage jobs is important to the Urban Renewal Agency and the City of Veneta, and is highly beneficial in your application to receive Urban Renewal funds.

No new jobs or family wage jobs	0 points
1-4 new jobs or family wage jobs	4 points
5-10 new jobs or family wage jobs	7 points
11+ new jobs or family wage jobs	10 points

**Definitions:**

- a. **Family wage jobs** are defined as the most recently calculated median wage (50<sup>th</sup> Percentile Wage) for Lane County, Oregon as published by the State of Oregon Employment Department (ex: \$16.37/hour, \$34,049.60/year in 2015). *This criterion can be met by taking an existing lower-wage job and increasing the wage. The position would not need to be the same position.*
- b. An **increase in employment base** is defined as a net increase in jobs in Veneta city limits. Jobs can not be transferred from another location inside city Limits.

**9. Targets a Return on Investment (ROI) ratio of 1 to 5: 10 points possible.**

To meet this criterion, the project will leverage \$5 worth of investment for every Urban Renewal dollar spent. This will be calculated on your application. Projects with higher investments, ratios higher than 1 to 5 (*rounded to the nearest half point*), receive extra points.

No target ROI provided or less than 1:5	0 points
1:5 ROI (rounded)	5 points
ROI of more than 1:5 (rounded)	10 points



## Application Checklist

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### **Before submitting an application:**

\_\_\_\_\_ Schedule a meeting with staff to discuss the project, providing a project narrative.

### **Materials required for submitting an application:**

\_\_\_\_\_ Completed application form.

\_\_\_\_\_ Project description, including cost estimates.

\_\_\_\_\_ Completed criteria narrative.

\_\_\_\_\_ Requested materials are attached, such as business plan, additional pages, etc.





# APPLICATION FOR ASSISTANCE CITY OF VENETA URBAN RENEWAL AGENCY

PO Box 458 \* Veneta, OR 97487 \* 541-935-2191 \* Fax 541-935-1838 \* www.venetaoregon.gov

<b>BUILDING/PROPERTY TO BE ASSISTED</b>						
Address(es):						
Business(es) or Organization(s):						
Assessor's Map Number:		Taxlot(s):				
<b>PROPERTY OWNER</b>						
Name of Property Owner(s):						
Contact Person:						
Mailing Address:				Apt./Unit #:		
City:		State:		ZIP:		
Phone:		Fax:				
E-mail Address:						
<b>APPLICANT INFORMATION</b> <i>(If different than property owner)*</i>						
Name:						
Mailing Address:				Apt./Unit #:		
City:		State:		ZIP:		
Phone:		Fax:				
E-mail Address:						
<i>* Documentation of property owner approval is required if the applicant is not the property owner.</i>						
<b>ASSISTANCE REQUESTED</b> <i>(See Redevelopment Toolkit Program Descriptions)</i>						
What assistance do you need to proceed with redevelopment plans? Please check all that apply.						
<input type="checkbox"/>	Design Assistance	Amount:	hrs.			
<input type="checkbox"/>	Façade Improvements	Amount:	\$			
<input type="checkbox"/>	Signage Grant	Amount:	\$			
<input type="checkbox"/>	Streetscape Improvements	Amount:	\$			
<input type="checkbox"/>	Forgivable Debt	Amount:	\$			
<input type="checkbox"/>	Loan Rate Buy Down	Amount:	\$			
<input type="checkbox"/>	Environmental Assessment	Amount:	\$			
<input type="checkbox"/>	SDC 50% Fee Reduction	Amount:	\$			
<input type="checkbox"/>	Redevelopment Grant	Amount:	\$			
Total Requested:		Amount:	\$			
			hrs.			
<b>Office Use Only:</b>						
Date Received:			Date Complete:			

<b>MATCHING FUNDS</b>				
What matching funds will you commit to this effort?				
Source:		Amount:	\$	
Source:		Amount:	\$	
Source:		Amount:	\$	
Source:		Amount:	\$	
			Total:	\$
Amount Secured:	\$	Amount Applied For:	\$	Not secured at this time: \$
<b>RETURN ON INVESTMENT (ROI)</b>				
An ROI is will be described as a 1:# match (one to # match). To calculate the ROI, take the amount you are matching and divide by amount requested. Example: A project that is matching \$50,000 and is requesting \$10,000 ( $50,000/10,000 = 5$ ) has an ROI of 1:5.				
Amount Matching:	\$	Amount Requested:	\$	Return on Investment: 1:___
<b>CERTIFICATION</b>				
The Applicant understands and agrees to the following conditions:				
<ol style="list-style-type: none"> <li>Any physical improvements proposed must be approved by the City of Veneta Urban Renewal Agency, and may require approval by other entities. These entities may require certain changes or modifications before final approval and Commitment of Funds.</li> <li>Commitment of Funds will not be processed until the Applicant satisfies all conditions.</li> <li>Any work begun before receipt of a Commitment of Funds notice is ineligible for reimbursement.</li> <li>Any work deviating from what is detailed in the Commitment of Funds must be pre-approved in writing to be eligible for reimbursement.</li> <li>While only proprietary information may be held in confidence outside of the public record, the Urban Renewal Agency will attempt to maintain all information provided in a confidential manner.</li> <li>Originals of all materials prepared with the Agency assistance belong to the Agency and will be maintained in the public record.</li> <li>Projects may require planning or building permits. Consult the Associate Planner to determine what permits are required.</li> </ol>				
If the Applicant is not the owner of the property to be assisted, or if the Applicant is an organization rather than an individual, the Applicant certifies they have the authority to sign and enter into an agreement to receive the assistance requested and to perform the work proposed. Evidence of this authority is attached and included as a part of this application by reference.				
<b>THE APPLICANT CERTIFIES THAT ALL INFORMATION IN THIS APPLICATION AND ALL INFORMATION FURNISHED IN SUPPORT OF THIS APPLICATION IS GIVEN FOR THE PURPOSE OF OBTAINING AGENCY ASSISTANCE, AND IS TRUE AND COMPLETE TO THE BEST OF THE APPLICANT'S KNOWLEDGE.</b>				
<b>SIGNATURE</b>				
Applicant signature:			Date:	

**Return to:** City of Veneta Urban Renewal Agency  
88148 8<sup>th</sup> Street/PO Box 458  
Veneta, OR 97487

## **Project Description**

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Please provide an explanation and timeline of the project and cost estimates.

**You may attach any supporting materials at the end of this application.**

1. Description of project.

*Please explain your project and provide a timeline for completion. Images/sketches recommended.*

2. Explanation of cost estimates.

*Please explain in one page or less.*

## Criteria Narrative

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Please describe how your project fulfills the funding requirements. Definitions are listed on page ##.

**You may attach your answers and any supporting materials at the end of this application.**

### **Small-scale projects only:**

*If requesting Design Assistance, please explain how:*

1. The project enhances the aesthetic appeal of the area to visitors and residents.
2. Applicant demonstrates ability to implement designs within nine months, or other agreed-upon timeline, of receiving final proposal (through other grants, private investments, or other means).

*If requesting Façade Improvements Assistance, please explain how:*

1. The project enhances the aesthetic appeal of the area to visitors and residents.
2. Aligns with all design standards applicable to the location. (Please refer to specific documents or sections as applicable).

*If requesting Signage Assistance, please explain how:*

1. The project enhances the aesthetic appeal of the area to visitors and residents.
2. Please describe your ideas for the sign, why you need a new sign, and how the sign adheres to the City of Veneta Sign Code.

*If requesting Streetscape Improvements Assistance, please explain how:*

1. The project enhances the aesthetic appeal of the area to visitors and residents.
2. The project improves pedestrian or bike traffic (by either improving conditions, amenities, or destinations, or increasing such traffic).
3. The project encourages people to use sidewalks, public spaces, or public-private spaces more.

**You may attach your answers and any supporting materials at the end of this application.**

**Large-scale projects only:**

Please describe how your project fulfills the funding criteria. The more the application meets these criteria the increased likelihood of funding. Definitions are listed on page **##**. Please explain how the project:

1. Promotes selling of locally made products.  
*Please explain in 250 words or less.*
2. Increases pedestrian and/or bike traffic.  
*Please explain in 250 words or less.*
3. Incorporates streetscape amenities.  
*Please explain in 250 words or less.*
4. Fulfills a need that would reduce trips into Eugene or other communities.  
*Please explain in 250 words or less.*
5. Provides the City with a complete business or strategic plan.  
*Please attach if applicable.*
6. Creates a catalyst or tipping project.  
*Please explain in 250 words or less.*
7. Provides a gain in ground-floor retail and/or increases ready-to-occupy space.  
*Please explain in 250 words or less.*
8. Creates family-wage jobs and/or increases employment base in Veneta.  
*Please explain in 250 words or less.*
9. *The Return on Investment (ROI) ratio is calculated in your application.*



## Large-project Scoring Matrix

The Scoring Matrix is used by staff to review your project and is intended to guide the Urban Renewal Agency in the decision-making process. Staff will award the project points based on information and materials provided by the applicant. **You may attach any supporting materials at the end of this application.**

**Definitions are listed on page ##.**

Criteria:	Scoring opportunities:	Project score:
1. Promotes selling of locally made products.	No local products	0
	Some local products	1
	Majority local products	2
2. Increases pedestrian and/or bike traffic.	No	0
	Yes	3
3. Incorporates streetscape amenities.	No	0
	Yes	5
4. Fulfills a need that would reduce trips into Eugene or other communities.	No reduction in trips	0
	Occasional trips (Monthly or less)	3
	Regular trips (Bi-monthly or more)	5
5. Provides the City with a complete business or strategic plan.	No	0
	Yes	5
6. Creates a catalyst or tipping project.	Not a catalyst or tipping project	0
	Catalyst or tipping project in Downtown Neighborhood Area or Transition Commercial Area.	5
	Catalyst or tipping project in Broadway Mixed Use Area or Territorial Commercial Area.	10
7. Provides a gain in ground-floor retail and/or increases ready-to-occupy space.	No	0
	Space gain in Downtown Neighborhood Area or Transition Commercial Area.	5
	Space gain in Broadway Mixed Use Area or Territorial Commercial Area.	10
8. Creates family-wage jobs and/or increases employment base in Veneta.	No new jobs or family wage jobs	0
	1-4 new jobs or family wage jobs	4
	5-10 new jobs or family wage jobs	7
	11+ new jobs or family wage jobs	10
9. Targets a Return on Investment (ROI) ratio of 1:5.	No target ROI provided or less than 1:5	0
	1:5 ROI (rounded)	5
	ROI of more than 1:5 (rounded)	10
<b>Total score:</b> 0-60 points possible, ## points required to receive funds.		



# What is Urban Renewal?

*A Guide for those Applying for Redevelopment Toolkit Funds*  
(Adopted from "An Overview of Urban Renewal" Tashman Johnson LLC, April, 2005)

## What Is Urban Renewal?

The purpose of urban renewal is to improve specific areas of a city that are poorly developed or underdeveloped. These areas can have old deteriorated buildings and bad streets and utilities or the areas can lack streets and utilities altogether.

Urban renewal provides the following tools:

- First it allows for the use of tax increment financing (explained below) to finance improvement projects.
- Second, it allows for special powers to buy and assemble sites for development or redevelopment, if that is desired.
- And third, it allows for special flexibility in working with private parties to complete development projects.

For a municipality to use urban renewal it must establish an urban renewal agency and it must adopt an urban renewal plan.

## What is an Urban Renewal Agency?

Urban renewal agencies are created by state law (ORS Chapter 457) but are specifically "activated" by the governing body. The agencies are separate legal bodies from the governing body, but in most cases the urban renewal agency board is composed of members of the governing body.

## What are Urban Renewal Plans?

To undertake urban renewal projects with tax increment financing, the projects must be authorized in an Urban Renewal Plan. The plan applies to a specific geographic area of the city, which is called the Urban Renewal Area.

## What Can Happen Under an Urban Renewal Plan?

Urban renewal agencies can do certain projects or activities under an adopted urban renewal plan. These activities include:

1. Construction or improvement of streets, utilities and other public uses.  
The most common type of urban renewal project is infrastructure development, including streets and utilities. Urban renewal also commonly funds parks, plazas and pedestrian facilities. These urban renewal projects are aimed at making areas attractive and ready for private investment.
2. Rehabilitation or conservation of existing buildings  
An urban renewal agency can assist in rehab projects of any type (residential, commercial, industrial), typically through loans and grants to private property owners.
3. Acquisition and improvement of property (The Committee has recommended that the Agency have no condemnation authority)  
An urban renewal agency can acquire property, typically for re-sale for private or a combination of public/private development. The agency has the power of eminent domain (condemnation) for

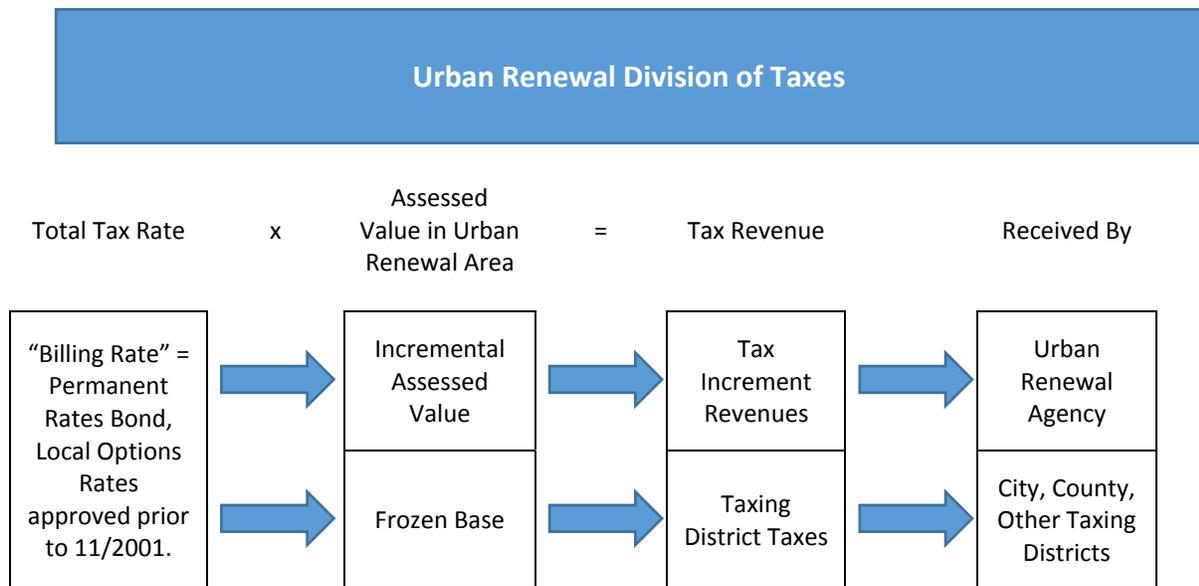
redevelopment purposes. The agency must identify properties to be acquired in the urban renewal plan. Properties must be acquired at fair market value. Once acquired, urban renewal agencies can clear and improve the properties prior to resale or lease. Any persons or businesses displaced by agency property acquisition are entitled to relocation assistance, which makes the process more fair and acceptable to the community.

4. Re-sale or lease of property

An urban renewal agency can sell or lease property it owns for redevelopment. The agency can legally sell for less than fair market value. Property can be sold for its “fair re-use value” which is the value for a specified use required in the urban renewal plan. This allows property to be reduced in price to make particularly desirable development projects financially feasible.

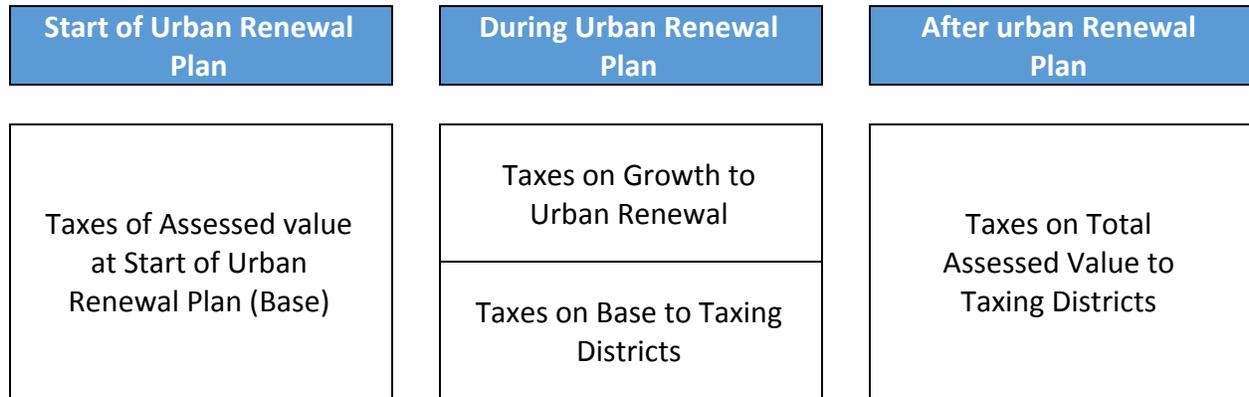
**How are Urban Renewal Plans Financed?**

Urban renewal is unique in that it can be funded by tax increment revenues. Tax increment revenues are the amount of property taxes generated by the *increase* in total assessed values in the urban renewal area from the time the urban renewal area is first established. The assessed value of an urban renewal area at the time the plan is adopted is called the *frozen base*. Growth above the base is called the *increment*. The diagram below shows how this works for urban renewal plans adopted after Measure 50.



Though the *amount* of tax increment revenue is determined by the growth inside the urban renewal area, for the purpose of complying with Measure 5 property tax limits, the taxes are actually raised from all property within the city. The normal taxes paid by each property owner in the city are divided, so that taxing districts and the urban renewal agency get their proper share.

Over time the urban renewal plan helps create growth in assessed values. After the plan is completed, the taxing districts revenues are higher than they would have been without an urban renewal plan. This is shown in the diagram below:



### What’s Contained in an Urban Renewal Plan and Report?

#### 1. Urban Renewal Plan Contents

An urban renewal plan is required to contain, among other things:

- A description of each urban renewal project to be undertaken
- A map and legal description of the urban renewal area.
- An explanation of how the plan relates to local objectives, such as relevant objectives of the comprehensive plan, target area plans and other public policy statements.
- If the plan calls for the use of tax increment financing, a limit on the maximum amount of indebtedness to be issued to carry out the plan.
- A description of what types of changes to the plan are to be considered substantial amendments. Substantial amendments must be adopted using the same process as the adoption of the original plan. The following amendments must be considered substantial: (1) expanding the urban renewal area by more than one percent; and (2) increasing the maximum amount of indebtedness that may be issued.

#### 2. Urban Renewal Report Contents

The urban renewal report must contain detailed information on conditions within the urban renewal area, the schedule for urban renewal projects, and the impacts on affected taxing districts.



# Veneta Urban Renewal Agency Redevelopment Tool Kit Staff Guide



Veneta Urban Renewal Agency

## This packet includes:

- Information about Financial Assistance Programs
- Funding Criteria
- Project Evaluation
- Funding Determination Sheet

Adopted Month, Day, 2016



# Project Prioritization - Staff Guide

## Purpose

The Redevelopment Tool Kit has been developed to assist City staff and the Urban Renewal Agency in determining whether or not to award funding toward redevelopment projects. The Urban Renewal Agency has funds allocated to promote commercial and retail development in line with the Agency's and City's vision for the downtown area, to assist projects that provide a service that is underserved or does not exist, and for the removal of urban blight.

## Location Requirements

The project must be located within Urban Renewal District, and additionally must be within the Broadway Mixed Use Area, Downtown Neighborhood Area, Territorial Commercial Area, or Transition Commercial Area. The map shown below describes the four areas eligible for funding and their location within the Urban Renewal District and Veneta City Limits.

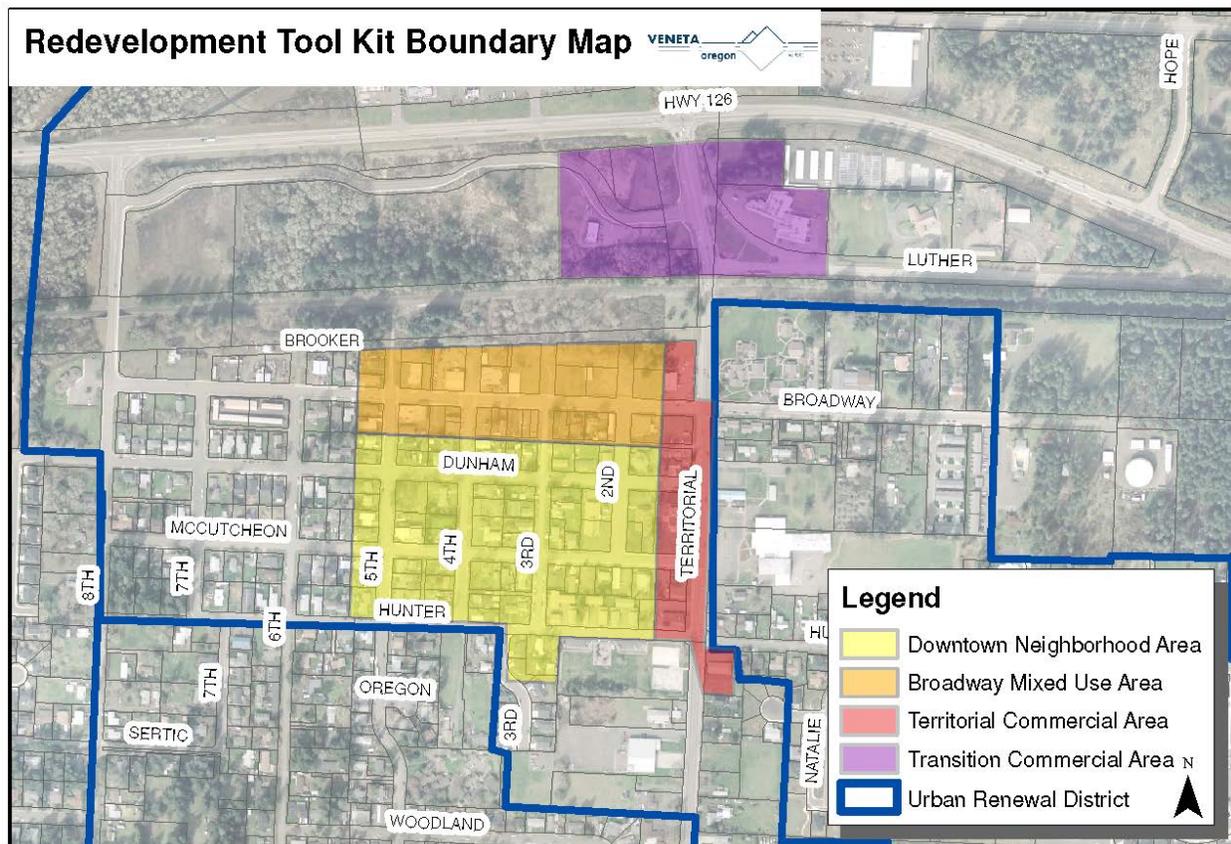


Figure 1: Redevelopment Tool Kit Boundary Map showing the four areas eligible to receive Urban Renewal Agency funding through the Redevelopment Tool Kit.



## Criteria and Requirements

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The project criteria will be used to determine the applicant's eligibility to receive Urban Renewal funds from various grant programs. The criteria were established to promote the Urban Renewal Agency's interests, and to award funding to project that align with vision for the City of Veneta. When possible, creativity in meeting the criteria is encouraged.

### Small-project grants:

For small-scale projects, four different Design and Physical Improvement grant programs are available. All requirements for the requested grant program need to be met. The four grants and their requirements are:

- Design and Physical Improvement Assistance
  - **Design Assistance**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Applicant demonstrates ability to implement designs within nine months, or other agreed-upon timeline, of receiving final proposal (through other grants, private investments, or other means).
  - **Façade Improvements**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Project must align with all design standards applicable to the location.
    3. Project may include restoration of existing or historic façade, or installation of new façade components.
  - **Signage**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Signage is aesthetically pleasing, and not made of back-lit plastic.
    3. Signage is permanent (no banners or temporary signs) and must comply with City sign code.
    4. Signage is "human-scale", appropriate for vehicles **and** people walking or biking.
  - **Streetscape Improvements**
    1. Project enhances the aesthetic appeal of the area to visitors and residents.
    2. Project improves pedestrian or bike traffic (either improves conditions, amenities, or destinations, or increases traffic).
    3. Project encourages people to use sidewalks, public spaces, or public-private spaces more.

## Large-project grants:

Large scale-projects may apply for five different grant programs. For large projects, there are no individual program requirements and the application is judged as a whole. The five grant programs available to large projects are:

- Debt Assistance Programs
  - **Forgivable Debt**
  - **Loan Rate Buy Down**
- Development Costs Assistance Programs
  - **Environmental Assessment**
  - **SDC Fee Reduction**
- Other Assistance Programs
  - **Redevelopment Grant**

For large-scale projects, decisions to approve grant requests are based on a point system. There are nine criteria with a varying number of points that can be awarded for meeting that criteria. **Not all criteria need to be met, but a score of ## is required.** The criteria are that the project:

1. Promotes selling of locally made products (up to 2 points).
2. Increases pedestrian and/or bike traffic (up to 3 points).
3. Incorporates streetscape amenities (up to 5 points).
4. Fulfills a need that would reduce trips into Eugene or other communities (up to 5 points).
5. Provides the City with a complete business or strategic plan (up to 5 points).
6. Creates a catalyst or tipping project (up to 10 points).
7. Provides a gain in ground-floor retail and/or increases ready-to-occupy space (up to 10 points).
8. Creates family-wage jobs and/or increases employment base in Veneta (up to 10 points).
9. Targets a Return on Investment (ROI) ratio of 1:5 (up to 10 points).

## Definitions

---

### Detailed criteria descriptions and relevant definitions:

**1. Promotes selling of locally made products: 2 points possible.**

To meet this criterion, the finished project should sell locally made products. Ideally, local products are made in Veneta or the Fern Ridge Area, but could possibly include products made in Mid- or Western Lane County. Examples of locally made products include home goods, horticulture products, and food and produce items that are produced, grown, processed, or manufactured locally.

No local products	0 points
Some local products	1 points
Majority local products	2 points

**2. Increase pedestrian and/or bike traffic: 3 points possible.**

Creativity is encouraged in meeting this criterion. Projects can include businesses, amenities, and activities that promote pedestrian or bike traffic above and beyond City requirements. Business types can include bike shops, repairs, etc. Amenities can include bike racks, dog-friendly amenities, awnings, outdoor seating, etc.

Does not increase pedestrian and/or bike traffic	0 points
Increases pedestrian and/or bike traffic	3 points

**3. Incorporates streetscape amenities: 5 points possible.**

Creativity is encouraged in meeting this criterion. **Streetscape amenities enhance and define public spaces and can include lighting, benches, decorative pavers, aesthetic signage, trash receptacles, public art, bike racks, etc. Amenities should be decorative and/or innovative, and go above and beyond City requirements.**

Does not incorporate streetscape amenities	0 points
Incorporates streetscape amenities	5 points

**Definition:**

- a. **Streetscape amenities** are defined as amenities within the public right of way or public-private spaces that enhance and define the area. Examples include lighting, benches, decorative pavers, trash receptacles, public art, decorative bike racks, etc.

**4. Fulfills a need that would reduce trips into Eugene or other communities: 5 points possible.**

Veneta experiences high leakage of retail and service dollars to the Eugene-Springfield Metropolitan area. Applicants can fulfill this criterion by creating opportunities for residents, visitors, businesses, or organizations to purchase products or services, or otherwise conduct business on an occasional or regular basis, that currently do not exist or are underserved in the Veneta area.

No reduction in trips	0 points
Occasional trips (Monthly or less)	3 points
Regular trips (Bi-monthly or more)	5 points

**Definitions:**

- a. A **reduction in trips** is defined as creating opportunities for residents, visitors, businesses, or organizations to purchase products or services normally purchased outside of the City of Veneta, resulting in fewer trips needed out of town. Examples include entertainment, specific retail, professional or community services, or similar that currently does not exist or is underserved in the Veneta area.

**5. Provides the City with a complete business or strategic plan: 5 points possible.**

Applicants are strongly encouraged to provide a copy of their business or strategic plan.

Does not provide the City with a complete business or strategic plan	0 points
Provides the City with a complete business or strategic plan	5 points

**6. Creates a catalyst or tipping project: 10 points possible.**

A project that is expected to precipitate more quality projects and development in the Veneta area. Projects within the Broadway Mixed Use Area or Territorial Commercial Area receive extra points.

Not a catalyst or tipping project	0 points
Catalyst or tipping project in Downtown Neighborhood Area or Transition Commercial Area	5 points
Catalyst or tipping project in Broadway Mixed Use Area or Territorial Commercial Area	10 points

**Definition:**

- a. A **catalyst or tipping project** is defined as a project that is highly likely to cause further development and/or investment of similar scale or quality in the City of Veneta. These further projects also need to be within the described boundaries of this application.

**7. Provides a gain in ready-to-occupy space: 10 points possible.**

Veneta currently lacks available, quality commercial and office space. Providing a gain in ready-to-occupy space is highly sought after. Projects within the Broadway Mixed Use Area or Territorial Commercial Area receive extra points.

Does not provide a gain in ready-to-occupy space	0 points
Space gain in Downtown Neighborhood Area or Transition Commercial Area	5 points
Space gain in Broadway Mixed Use Area or Territorial Commercial Area	10 points

**Definition:**

- a. **Ready-to-occupy space** is defined as commercial or office space that needs minimal improvements before being ready to use by an occupant.

**8. Creates family-wage jobs and/or increases employment base in Veneta: 10 points possible.**

Increasing the employment base in Veneta is one of the primary economic development objectives of the City of Veneta. Creating an increase in the employment base and/or an increase in family-wage jobs is important to the Urban Renewal Agency and the City of Veneta, and is highly beneficial in your application to receive Urban Renewal funds.

No new jobs or family wage jobs	0 points
1-4 new jobs or family wage jobs	4 points
5-10 new jobs or family wage jobs	7 points
11+ new jobs or family wage jobs	10 points

**Definitions:**

- a. **Family wage jobs** are defined as the most recently calculated median wage (50<sup>th</sup> Percentile Wage) for Lane County, Oregon as published by [the State of Oregon Employment Department](#) (ex: [\\$16.37/hour](#), [\\$34,049.60/year](#) in 2015). *This criterion can be met by taking an existing lower-wage job and increasing the wage. The position would not need to be the same position.*
- b. An **increase in employment base** is defined as a net increase in jobs in Veneta city limits. Jobs can not be transferred from another location inside city Limits.

**9. Targets a Return on Investment (ROI) ratio of 1 to 5: 10 points possible.**

To meet this criterion, the project will leverage \$5 worth of investment for every Urban Renewal dollar spent. This will be calculated on your application. Projects with higher investments, ratios higher than 1 to 5 (*rounded to the nearest half point*), receive extra points.

No target ROI provided or less than 1:5	0 points
1:5 ROI (rounded)	5 points
ROI of more than 1:5 (rounded)	10 points



## Redevelopment Toolkit Program Descriptions

Program	Types of Uses	Match Requirement	Maximum Grant	Specific Requirements/Notes
<b>Small-project Grants</b>				
<b>Design and Physical Improvement Assistance</b>				
<b>Design Assistance</b>	For existing businesses primarily in redevelopment. This may include preliminary design, structural review, exterior color and awning selection.	None	6 hours of free design assistance	Design assistance provided by professional Architect.
<b>Façade Improvements</b>	Improving existing external street facing building fronts. Provides assistance to comply with design standards.	\$1 Private : \$1 URA	\$10,000	Must follow existing design standards.
<b>Signage Grant Program</b>	For new or replacement permanent signage to improve visibility, attractiveness, and/or aligning with Veneta's aesthetic vision for the area.	\$1 Private : \$1 URA	\$1,000	No plastic signs. May need to comply with Downtown Sign Code. Funds can go toward sign design, manufacturing, and installation costs.
<b>Streetscape Amenities</b>	May include benches, planters, biking/walking amenities, artwork, or similar additions that enhance the streetscape.	\$1 Private : \$1 URA	\$5,000	Must align with Downtown Master Plan and Streetscape Improvement Plan.
<b>Large-project Grants</b>				
<b>Debt Assistance</b>				
<b>Forgivable Debt</b>	For existing businesses primarily where debt charged by the City already exists, such as with permitting fees, etc.	None	\$5,000	This will only be awarded in extenuating circumstances.
<b>Loan Rate Buy Down</b>	Will reduce a current loan (regarding business creation or building re/development) by up to 3%.	Level I: \$1 Private : \$1URA Level II: \$2 Private : \$1URA (1:1 match < \$10,000, 2:1 match starting at \$10,000)	\$25,000	After receiving a loan and successfully making payments for a year, the City will accept applications to buy down the rate of future payments.
<b>Development Costs Assistance</b>				
<b>Environmental Assessment</b>	Provides funds for Phase I or part of Phase II Environmental Site Assessment.	\$1 Private : \$1 URA	\$15,000	
<b>SDC Fee Reduction</b>	Reduced Specific Development Charges to assist new development and upgrades to existing structures.	None	\$25,000	
<b>Other Assistance</b>				
<b>Redevelopment Grant</b>	Provides a grant to fill funding gaps where other programs cannot.	Level I: \$1 Private : \$1URA Level II: \$2 Private : \$1URA (1:1 match < \$15,000, 2:1 match starting at \$15,000)	\$35,000	May cover required sidewalk and street improvements or amenities. Projects in alignment with the Next Steps Strategies Redevelopment Action Plan/Downtown improvements are more likely to be approved for this grant.



# Redevelopment Tool Kit: Small-Project Evaluation

GOAL: To identify how requested urban renewal funds will help progress the goals of the Urban Renewal Plan by removing blight, attracting employment and creating a town center.

Project Requirements		Met?	Comments
1.	Project located within the Broadway Mixed Use Area, Downtown Neighborhood Area, Territorial Commercial Area, or Transition Commercial Area.		
2.	Applicant has provided project description, timeline, and cost estimates.		
Program	Requirements	Met?	Comments
Design Assistance	<ol style="list-style-type: none"> <li>1. Project enhances the aesthetic appeal of the area to visitors and residents.</li> <li>2. Applicant demonstrates ability to implement designs within nine months, or other agreed-upon timeline, of receiving final proposal (through other grants, private investments, or other means).</li> </ol>		
Façade Improvements	<ol style="list-style-type: none"> <li>1. Project enhances the aesthetic appeal of the area to visitors and residents.</li> <li>2. Project must align with all design standards applicable to the location.</li> <li>3. Project may include restoration of existing or historic façade, or installation of new façade components.</li> </ol>		
Signage	<ol style="list-style-type: none"> <li>1. Project enhances the aesthetic appeal of the area to visitors and residents.</li> <li>2. Signage is aesthetically pleasing, and not made of back-lit plastic.</li> <li>3. Signage is permanent (no banners or temporary signs) and must comply with City of Veneta Sign Code.</li> <li>4. Signage is “human-scale”, appropriate for vehicles <b>and</b> people walking or biking.</li> </ol>		
Streetscape improvements	<ol style="list-style-type: none"> <li>1. Project enhances the aesthetic appeal of the area to visitors and residents.</li> <li>2. Project improves pedestrian or bike traffic (either improves conditions, amenities, or destinations, or increases traffic).</li> <li>3. Project encourages people to use sidewalks, public spaces, or public-private spaces more.</li> </ol>		



# Redevelopment Tool Kit: Large-Project Evaluation

GOAL: To identify how requested urban renewal funds will help progress the goals of the Urban Renewal Plan by removing blight, attracting employment and creating a town center.

Project Requirements		Met?	Comments	
1.	Project located within the Broadway Mixed Use Area, Downtown Neighborhood Area, Territorial Commercial Area, or Transition Commercial Area.			
2.	Applicant has provided project description, timeline, and cost estimates.			
Criteria:		Scoring opportunities:		Project score:
1.	Promotes selling of locally made products.	No local products	0	
		Some local products	1	
		Majority local products	2	
2.	Increases pedestrian and/or bike traffic.	No	0	
		Yes	3	
3.	Incorporates streetscape amenities.	No	0	
		Yes	5	
4.	Fulfills a need that would reduce trips into Eugene or other communities.	No reduction in trips	0	
		Occasional trips (Monthly or less)	3	
		Regular trips (Bi-monthly or more)	5	
5.	Provides the City with a complete business or strategic plan.	No	0	
		Yes	5	
6.	Creates a catalyst or tipping project.	Not a catalyst or tipping project	0	
		Catalyst or tipping project in Downtown Neighborhood Area or Transition Commercial Area.	5	
		Catalyst or tipping project in Broadway Mixed Use Area or Territorial Commercial Area.	10	
7.	Provides a gain in ground-floor retail and/or increases ready-to-occupy space.	No	0	
		Space gain in Downtown Neighborhood Area or Transition Commercial Area.	5	
		Space gain in Broadway Mixed Use Area or Territorial Commercial Area.	10	
8.	Creates family-wage jobs and/or increases employment base in Veneta.	No new jobs or family wage jobs	0	
		1-4 new jobs or family wage jobs	4	
		5-10 new jobs or family wage jobs	7	
		11+ new jobs or family wage jobs	10	
9.	Targets a Return on Investment (ROI) ratio of 1:5.	No target ROI provided or less than 1:5	0	
		1:5 ROI (rounded)	5	
		ROI of more than 1:5 (rounded)	10	
<b>Total score:</b> 0-60 points possible, ## points required to receive funds.				
Comments:				



# Redevelopment Tool Kit: Funding Determination

Fund Program		Criteria	Match Met?	Total Possible	Amount Requested	Amount Awarded
<b>Design and Physical Improvement Assistance</b>						
1	<b>Design Assistance</b>	N/A	N/A	6 hrs.	hrs.	hrs.
2	<b>Façade Improvements</b>	\$1 Private : \$1 URA		\$10,000	\$	\$
3	<b>Signage Grant Program</b>	\$1 Private : \$1 URA		\$1,000	\$	\$
4	<b>Streetscape Improvements</b>	\$1 Private : \$1 URA		\$5,000	\$	\$
<b>Debt Assistance</b>						
5	<b>Forgivable Debt</b>	N/A	N/A	\$5,000	\$	\$
6	<b>Loan Rate Buy Down</b>	Level I: \$1 Private : \$1 URA Level II: \$2 Private : \$1 URA (1:1 match < \$10,000, 2:1 match starting at \$10,000)		\$25,000	\$	\$
<b>Development Costs Assistance</b>						
7	<b>Environmental Assessment</b>	\$1 Private : \$1 URA		\$15,000	\$	\$
8	<b>SDC Fee Reduction</b>	N/A	N/A	\$25,000	\$	\$
<b>Other Assistance</b>						
9	<b>Redevelopment Grant</b>	Level I: \$1 Private : \$1 URA Level II: \$2 Private : \$1 URA (1:1 match < \$15,000, 2:1 match starting at \$15,000)		\$35,000	\$	\$
<b>Totals:</b>				\$146,000 and 6 hrs. design assistance	\$	\$ hrs.