

Veneta Urban Renewal Agency Redevelopment Toolkit Application Packet



This packet includes:

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





Urban Renewal Agency Financial Assistance Programs

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 Toolkit 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 Toolkit has been developed to assist the Urban Renewal Agency in determining which projects to award redevelopment resources. 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 2nd 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 business or retail environment that our citizens want in Veneta. We look forward to meeting with you to discuss your business creation or development plans.

Thank you,

Ric Ingham
City Administrator
ringham@ci.veneta.or.us
(541) 935-2191 ext. 306

Kay Bork
Community Development Director
kbork@ci.veneta.or.us
(541) 935-2191 ext. 314

Redevelopment Toolkit

Purpose

The Redevelopment Toolkit has been developed to assist City staff and the Urban Renewal Agency in determining which projects to award redevelopment resources. 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 the 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 City of Veneta.

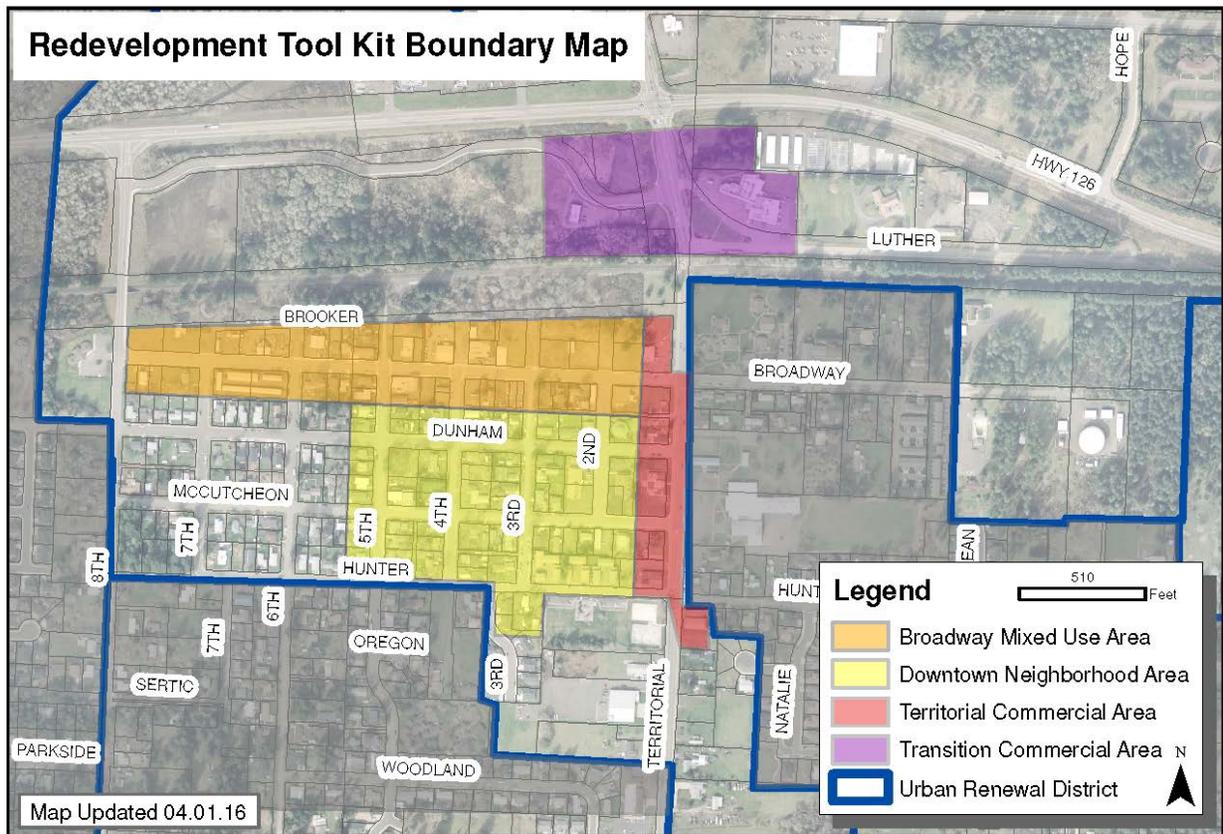


Figure 1: Redevelopment Toolkit Boundary Map showing the four areas eligible to receive Urban Renewal Agency funding through the Redevelopment Toolkit.

Redevelopment Toolkit Programs

Program	Types of Uses	Match Requirement	Maximum Grant
Small Project Grants			
Design Assistance	Primarily for redevelopment projects, including assistance with preliminary design, structural review, exterior color, and awning selection.	None	6 hours of free design assistance
Façade Improvements	Improving existing external storefronts (windows, painting, awnings, etc.) and assistance with design standards.	50%	\$10,000
Signage Grant Program	New or replacement permanent signage.	50%	\$1,000
Streetscape Amenities	Examples: benches, planters, biking/walking amenities, artwork to enhance the streetscape.	50%	\$5,000
Large Project Grants			
Forgivable Debt	For existing businesses primarily where debt charged by the City already exists, such as with permitting fees, etc.	None	\$5,000
Loan Rate Buy Down	Will reduce a current loan for business creation or redevelopment.	50-66% depending on grant amount	\$25,000
Environmental Assessment	Provides funds for Phase I or part of Phase II Environmental Site Assessment.	50%	\$15,000
SDC Fee Reduction	Reduced System Development Charges to assist new development and upgrades for existing structures.	None	\$25,000
Redevelopment Grant	Alternative to fill funding gaps missed by other grants.	50-66% depending on grant amount	\$35,000

Application Checklist

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

BUILDING/PROPERTY TO BE ASSISTED					
Address(es):					
Business(es) or Organization(s):					
Assessor's Map Number:			Taxlot(s):		
PROPERTY OWNER					
Name of Property Owner(s):					
Contact Person:					
Mailing Address:				Apt./Unit #:	
City:			State:	ZIP:	
Phone:			Fax:		
E-mail Address:					
APPLICANT INFORMATION <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>					
ASSISTANCE REQUESTED <i>(See Redevelopment Toolkit Program Descriptions)</i>					
What assistance are you requesting to pursue the project? Please check all that apply, from either small -OR- large grant programs.					
Small Project Grants:					
<input type="checkbox"/>	Design Assistance			Amount:	hrs.
<input type="checkbox"/>	Façade Improvements			Amount:	\$
<input type="checkbox"/>	Signage Grant			Amount:	\$
<input type="checkbox"/>	Streetscape Amenities			Amount:	\$
Large Project Grants					
<input type="checkbox"/>	Forgivable Debt			Amount:	\$
<input type="checkbox"/>	Loan Rate Buy Down			Amount:	\$
<input type="checkbox"/>	Environmental Assessment			Amount:	\$
<input type="checkbox"/>	SDC Fee Reduction			Amount:	\$
<input type="checkbox"/>	Redevelopment Grant			Amount:	\$
Total Requested:					\$
					hrs.
Office Use Only:					
Date Received:			Date Approved/Denied:		

MATCHING FUNDS					
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:	\$
RETURN ON INVESTMENT (ROI)					
An ROI is 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:
CERTIFICATION					
The Applicant understands and agrees to the following conditions:					
<ol style="list-style-type: none"> 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. Commitment of Funds will not be processed until the Applicant satisfies all conditions. Any work begun before receipt of a Commitment of Funds notice is ineligible for reimbursement. Any work deviating from what is detailed in the Commitment of Funds must be pre-approved in writing to be eligible for reimbursement. 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. Originals of all materials prepared with the Agency assistance belong to the Agency and will be maintained in the public record. Projects may require planning or building permits. Consult the Associate Planner to determine what permits are required. 					
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.					
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.					
SIGNATURE					
Applicant signature:				Date:	

Return to: City of Veneta Urban Renewal Agency
88184 8th Street/PO Box 458
Veneta, OR 97487

Project Description

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

Please describe how your project fulfills the funding requirements.

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

Small Projects only:

Please explain how:

The project enhances the aesthetic appeal of the area to visitors and residents. For any signage, describe your ideas for the sign and why it is needed. If applicable, describe how the project improves pedestrian or bike traffic.

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

Large Projects only:

Please describe how your project fulfills the funding criteria. The more the application meets these criteria the increased likelihood of funding. Attach any business or strategic plans to the end of the application. Please explain how the project:

- 1.** Fulfills a need that would reduce trips into Eugene or other communities.
Please explain in 250 words or less.

- 2.** Provides a gain in commercial space.
Please explain in 250 words or less.

- 3.** Creates family-wage jobs (i.e. \$16.37/hr.) and/or increases employment base in Veneta.
Please explain in 250 words or less.