

Veneta Urban Renewal Agency Redevelopment Tool Kit 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 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 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 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 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 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.

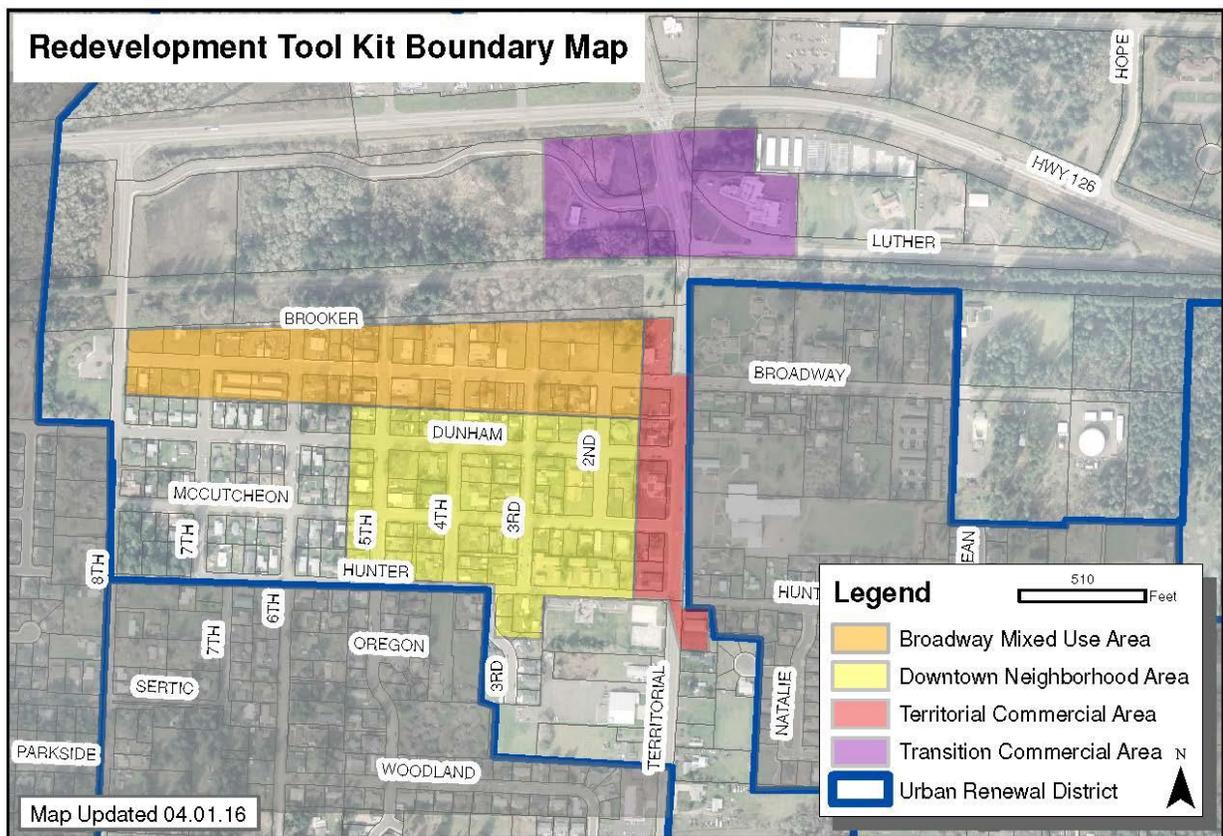


Figure 1: Redevelopment Tool Kit Boundary Map showing the four areas eligible to receive Urban Renewal Agency funding through the Redevelopment Tool Kit.

Redevelopment Toolkit Program Descriptions

Program	Types of Uses	Match Requirement	Maximum Grant	Specific Requirements/Notes
Small-project Grants				
Design and Physical Improvement Assistance				
Design Assistance	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.
Façade Improvements	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.
Signage Grant Program	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 be new or replacement signs. Needs to comply with Veneta's Sign Code. Funds can go toward sign design, manufacturing, and installation costs.
Streetscape Amenities	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.
Large-project Grants				
Debt Assistance				
Forgivable Debt	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.
Loan Rate Buy Down	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.
Development Costs Assistance				
Environmental Assessment	Provides funds for Phase I or part of Phase II Environmental Site Assessment.	\$1 Private : \$1 URA	\$15,000	
SDC Fee Reduction	Reduced Specific Development Charges to assist new development and upgrades to existing structures.	None	\$25,000	
Other Assistance				
Redevelopment Grant	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

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 projects that align with the 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 approval (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 Veneta's sign code.
 4. Signage is "human-scale", appropriate for vehicles **and** people walking or biking.
 - **Streetscape Amenities**
 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.

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 minimum score of 30 is required to be considered for funding.** 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 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, decorative 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.

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 and purchases 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. 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 full-time jobs with the most recently calculated median wage (50th 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 or making it a full-time position. 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

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-scale 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-scale 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"> 1. 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. 2. Commitment of Funds will not be processed until the Applicant satisfies all conditions. 3. Any work begun before receipt of a Commitment of Funds notice is ineligible for reimbursement. 4. Any work deviating from what is detailed in the Commitment of Funds must be pre-approved in writing to be eligible for reimbursement. 5. 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. 6. Originals of all materials prepared with the Agency assistance belong to the Agency and will be maintained in the public record. 7. 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. Definitions are listed on page 6.

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. Project 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 Amenities 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 or amenities, creating destinations, or increasing such traffic).
3. The project encourages people to use sidewalks, public spaces, or public-private spaces.

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. Please refer to definitions are listed on page 6. 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 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.*

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)

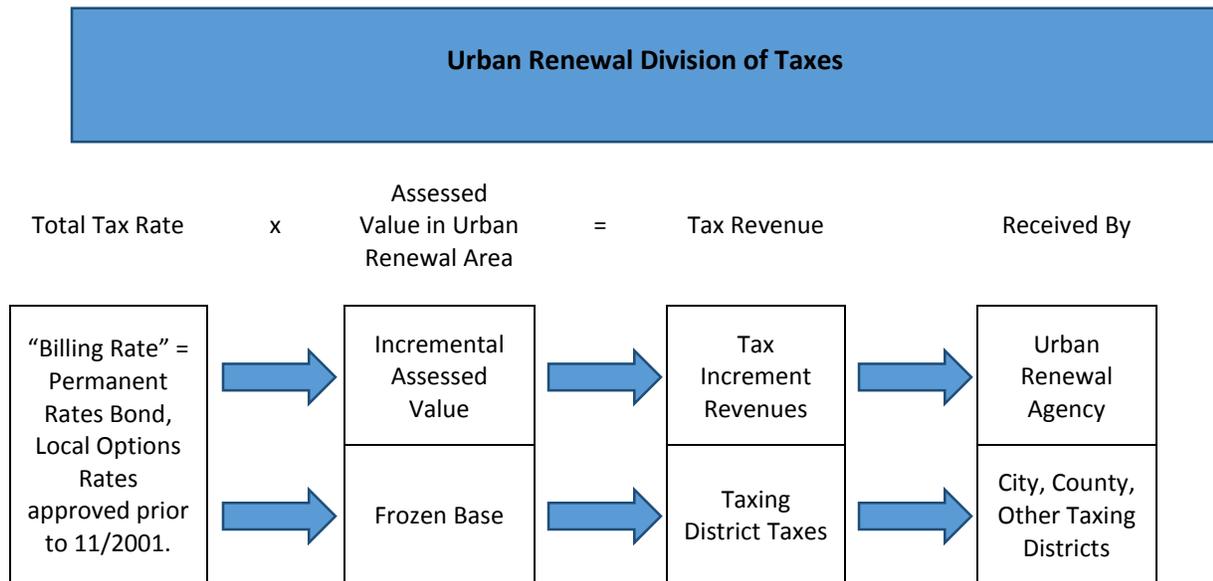
An urban renewal agency can acquire property, typically for re-sale for private or a combination of public/private development. The agency has the power of eminent domain (condemnation) for redevelopment purposes. The agency must identify properties to be acquired in the urban renewal plan. Properties 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.

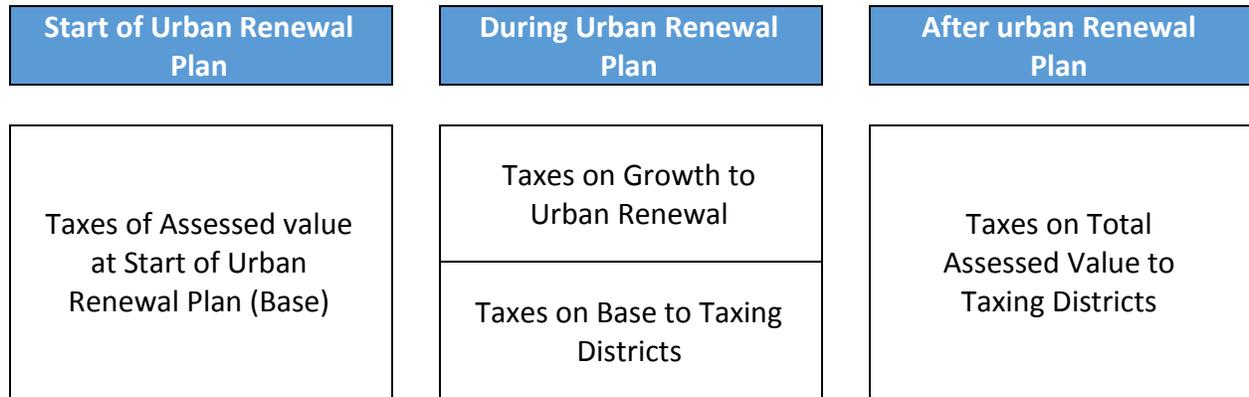
How are Urban Renewal Plans Financed?

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.