



AGENDA

ASTORIA DEVELOPMENT COMMISSION

Tuesday, September 6, 2016
Immediately Follows Council Meeting
2nd Floor Council Chambers
1095 Duane Street · Astoria OR 97103

1. CALL TO ORDER

2. ROLL CALL

3. REPORTS OF COMMISSIONERS

4. CHANGES TO AGENDA

5. CONSENT CALENDAR

The items on the Consent Calendar are considered routine and will be adopted by one motion unless a member of the Astoria Development Commission requests to have any item considered separately. Members of the community may have an item removed if they contact the City Manager by 5:00 p.m. the day of the meeting.

- (a) ADC Minutes of 8/1/16
- (b) ADC Minutes of 8/15/16

6. REGULAR AGENDA ITEMS

All agenda items are open for public comment following deliberation by the ADC. Rather than asking for public comment after each agenda item, the Mayor asks that audience members raise their hands if they want to speak to the item and they will be recognized. In order to respect everyone's time, comments will be limited to 3 minutes.

- (a) Astor West Urban Renewal District – Storefront Improvement Program Startup and Launch (Community Development)

THIS MEETING IS ACCESSIBLE TO THE DISABLED. AN INTERPRETER FOR THE HEARING IMPAIRED MAY BE REQUESTED UNDER THE TERMS OF ORS 192.630 BY CONTACTING JULIE YUILL, CITY MANAGER'S OFFICE, 503-325-5824.



CITY OF ASTORIA
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September 2, 2016

MEMORANDUM

TO: MAYOR AND CITY COUNCIL

FROM:  BRETT ESTES, CITY MANAGER

SUBJECT: ASTORIA DEVELOPMENT COMMISSION (ADC) MEETING OF SEPTEMBER 6, 2016

Item 5(a): ADC Minutes

The minutes of the ADC meeting of August 1, 2016 are enclosed for your review. Unless there are any corrections, it is recommended that the ADC approve these minutes.

Item 5(b): ADC Minutes

The minutes of the ADC meeting of August 15, 2016 are enclosed for your review. Unless there are any corrections, it is recommended that the ADC approve these minutes.

REGULAR AGENDA ITEMS

Item 6(a): Astor West Urban Renewal District – Storefront Improvement Program Startup and Launch (Community Development)

The Astoria Development Commission (ADC) has been considering a storefront improvement program for the Astor West Urban Renewal Area (URA) since 2013. Façade improvements are a popular and widely used tool by urban renewal agencies and Main Street programs to assist property/business owners with exterior improvements to buildings. The purpose of the program is to revitalize designated commercial districts and corridors such as West Marine Drive in Uniontown, which has many inventoried historic commercial buildings.

Staff presented draft program guidelines on May 2, 2016 to the ADC. Based on these comments, staff produced a polished set of program guidelines that serve as parameters for the administration of the program. In order to launch the program, the ADC needs to review and authorize the program. The program would be administered as a grant/loan depending on the amount that is requested. For the first \$10,000, it would be a 50/50 matching grant

administered by City staff. If the amount is \$10,000-\$50,000, it would require ADC review and approval and the leverage ratio would increase to a 75/25 match grant. If the amount exceeds \$50,000, then it would require ADC approval and be underwritten as a loan through Craft3.

Once the program is ready to launch and ADC approves the program, staff is prepared to conduct outreach to Uniontown businesses. The requested planned expenditure is \$250,000 per fiscal year. The total budget for capital improvements in the Astor West URA is \$2 million for Fiscal Year 2016-17. The planned expenditures can be reviewed and adjusted each budget cycle based on the actual demand for the program. Assuming a grant amount averages \$10,000-\$25,000, there could be 10-25 projects in different stages. It is recommended that the Commission approve the program guidelines, design guidelines, and program documents to implement the new Storefront Improvement Program for the Astor West Urban Renewal Area.

A regular meeting of the Astoria Development Commission was held at the above place at the hour of 7:50 pm.

Commissioners Present: Price, Herzig, Warr, Nemlowill, Mayor LaMear

Commissioners Excused: None

Staff Present: City Manager Estes, Community Development Director Cronin, Parks and Recreation Director Cosby, Finance Director Brooks, Fire Chief Ames, Police Chief Johnston, Public Works Director Cook, and City Attorney Henningsgaard. The meeting is recorded and will be transcribed by ABC Transcription Services, Inc.

REPORTS OF COMMISSIONERS: No reports.

CHANGES TO AGENDA: No changes.

CONSENT CALENDAR:

The following items were presented on the Consent Calendar.

- ADC Minutes of 6/20/16

Commission Action: Motion by Commissioner Price, seconded by Commissioner Warr, to approve the Consent Calendar. Motion carried unanimously. Ayes: Commissioners Warr, Nemlowill, Herzig and Price, and Mayor LaMear. Nays: None.

REGULAR AGENDA ITEMS:

Item 6(a): Astor West Urban Renewal District – Plan Amendment Study (Community Development)

The City Council established Fiscal Year 2015-2016 goals to “develop a master plan for the western entrance to Astoria” and “promote positive economic development through strengthening partnerships.” In addition, the City Council has expressed strong interest in reopening Bond Street to two-way traffic and facilitate revitalization of this key connecting street between the Uniontown and Downtown neighborhoods. On March 21, 2016, the ADC authorized staff to initiate a plan amendment study that would examine the boundary expansion options to include Bond Street and other key projects. Community Development Director Kevin Cronin has prepared a memo detailing the timeline for the undertaking of this process. This item is for Council’s information and discussion and requires no action at this time.

Director Cronin updated the Commission on the work done over the last three months. He displayed the maps that were shared at the open house, which listed existing and proposed projects, existing and proposed boundaries, existing slide areas, and City owned properties. If the Commission approves the expansion, the decision will allow for funding to install a retaining wall late next summer. All of the residents and property owners within the proposed expansion area were notified of the open house and about 24 people signed in. Most of the public’s concerns were about traffic and there was a lot of support for the street improvements that have been planned as part of the expansion. Attendees also supported opportunities to improve single-family and multifamily housing. Residents and owners of property within the proposed expansion area wanted to know how they would benefit from being a part of the district. He explained they would become eligible for grants and loans for the Storefront Improvement Program and residential projects, as well as better access to Astoria via improved streets. Taxes would not increase. All of the proposed projects are estimated to cost about \$400,000, which includes some traffic calming. Staff is considering a partnership with Clatsop Community Action (CCA) and the Community Action Team (CAT), who have existing programs that Astoria could tie into. The programs could be amended to fit the needs of Bond Street. He would present updated Storefront Improvement Program guidelines on August 15th, based on previous Commission discussions. He confirmed Staff would continue outreach with businesses and property owners and reviewed next steps, which were listed in the agenda packed.

Commissioner Herzig asked how much money was currently in the Astor West Urban Renewal District (AWURD) Fund. He learned the definition of sharrow, a chevron and arrow, indicated a shared bicycle/automobile lane. The people who attended the open house did not know what to expect. The open house focused on the extension of the district and how the extension would impact the neighborhood and traffic. People who preferred Bond Street be a one-way street were concerned about traffic. The retaining wall will be built into the slope so that it is structurally sound. In the future, he believed Staff needed to provide more clarity on what would be discussed at open houses.

Director Cronin said the open house was designed to be very basic and flexible. There was no formal presentation, which allowed people to stop in for ten minutes or stay and talk longer. Commissioner Herzig said the format was good and there was a lot of networking going on. It was nice to have so many people attend. Finance Director Brooks said the AWURD fund has a budget for improvements other than buildings of \$2 million and \$95,120 for materials and services for this fiscal year. The contingency is \$325,000 and the Ending Fund Balance is \$1.78 million.

Commissioner Herzig believed the sum of all of the proposed projects was about \$850,000. Director Cronin explained that the Storefront Improvement Program would apply to the entire district. The Housing Rehabilitation Project could be specific to Bond Street, or Council could direct Staff to pursue other areas. However, there are very few houses on West Marine Drive, which has mostly industrial and commercial properties. City Manager Estes added that urban renewal districts are structured to accept debt via bonds. Long-term projects could be paid off with increments received through the life of the AWURD.

Mayor LaMear confirmed that the Storefront Improvement Program was the same as the façade grant.

Director Cronin said he would ask the Commission to authorize the program at their next meeting on August 15th. Once the Commission approves the program guidelines, Staff will begin marketing the program. City Manager Estes added that the program would be paid for out of the AWURD, not through grants. The City will provide matching grants as financial assistance to property owners.

Commissioner Nemlowill said the projects seemed worthy, but she was concerned that the City was not being strategic enough. The district was created around the goal to build a convention center, which was never built. She wanted to know what the overall goal was now, besides just expanding the district to get money to fix Bond Street. City Manager Estes said for several years, the City has discussed participating in projects with the Port of Astoria. If the Port and the Urban Renewal District could align their projects, the District could be a financial partner. Within the last year or two, the City has had the most cooperation with the Port to create a shared vision. The Port is working on a master plan to start tackling some of these improvements. The convention center was just one of the projects proposed for the urban renewal district, along with infrastructure and other projects, which would not be deleted as part of this expansion. City Council and the founders of the Astor East Urban Renewal District (AEURD) did not envision the Liberty Theatre when that district was created. However, the AEURD was expanded to include the theatre. Renewal districts have the ability to ebb and flow while continuing to focus on the initial projects.

Commissioner Nemlowill said the big accomplishment in the AEURD was redevelopment of the Gateway Area and former mill site, which was the district's intention. The district has been extended to help the Liberty Theater and urban renewal funds could be used to redevelop the former Safeway site. She did not want to lose sight of original intention and the goal to benefit the greatest amount of people. Individual, small businesses and homes can collectively improve the value. However, she did not believe the AWURD has come to fruition like it could. City Manager Estes noted the AWURD is much healthier financially than the AEURD. Director Cronin added that Staff has applied for a grant to improve the streetscape along West Marine Drive. In the near future, he hoped to present City Council with a contract for a consultant to assist with the Economic Development Strategy Project. He would be working with Jim Knight on all of the projects because their resources need to be aligned. City Manager Estes said Staff could provide more information about existing projects at the next meeting.

Mayor LaMear believed it was critical to allow two-way traffic on Bond Street because if Marine Drive is closed there is no other way to get through the city, which is a safety concern. Director Cronin noted that he expected to hear back on the streetscape grant in August. He would notify City Council when he finds out if Astoria was awarded the grant.

Mayor LaMear said it is not inviting to come into Astoria from across the bridge, so the grant is critical.

Commissioner Herzig said he was concerned about the overall vision for this expansion. Michelle Reeves had said this area of Astoria was the least appealing, but it is the first thing people see when they drive up Highway 101. He hoped City Council would extend the district along the Young's Bay side because the area will become blighted if the City does not begin addressing how to reclaim it. Director Cronin added he was very interested in what would happen to the old Astoria Ford property in that area.

Mayor LaMear called for public comments.

Veronica Montoya, 324 38th Street, Astoria, said the Oregon Department of Fish and Wildlife (ODFW) is in the East Mooring Basin because the Port allowed them in for a profit without any consideration for the taxpayers that live between the Maritime Museum to Alderbrook. The sea lions are hazed as early as 7:00 am and sometimes until 5:00 pm. ODFW tries to fill their traps so they can brand the animals. Once the animals are hazed off the dock, it can take up three or four hours to settle them down again only to have Pacific Marine Fisheries come back and haze them off the dock again. Astoria has 20 more cruise ships coming that are full of tourists who also love the sea lions. This could be an opportunity to create a sea lion sanctuary with very little money needed to sustain it. The sea lions come and go as they need and they feed themselves. No money is needed to house or feed the sea lions, so the only thing they need is for people to provide a safe alternative fall out. Money could come streaming into the community for many years to come with a little bit of advertising. The Port of Astoria is supposed to be beholden to all the residents in Clatsop County, including tourism, not just the 16 percent of the state that happens to fish. She would love to see the community work for a solution that would make everybody happy. The sea lions could be relocated to the west jetty so they could have a safe place to rest and sleep without being hazed and burned by Pacific Marine Fisheries in front of all of Astoria's guests just to appease fisherman. This causes extreme pain, distress, and noise to taxpaying residents through no fault of their own. She asked if City Council knew how much money the Port makes from having sea lions in the basin and from harassing and branding them. She brought this up a couple of weeks ago and wanted to know if anyone had a chance to find out how much money is made. She wanted to know if the City could ask the Port to bring back the old floats that were paid for with tax dollars to the west end of the East Mooring Basin. The floats would provide the sea lions with a safe place to rest. The Port has rented out all of the slips on one of their docks, so the sea lions only have one place to rest. She asked the City to find out how much the Port makes because it is not fair to the residents who live in the area. The animals make noise as they are hazed off the dock.

Mayor LaMear asked Ms. Montoya why she believed the Port made money from this situation. Ms. Montoya said the Port rents the area to ODFW for the barge used to brand the sea lions and the trap that sits in the basin.

Mayor LaMear asked Ms. Montoya if she had contacted Jim Knight. Ms. Montoya said yes, but she was unable to get any information. She believed the City could get information.

Mayor LaMear said she heard it cost the Port a lot to repair the docks when the sea lions climb on them. Ms. Montoya said the Port had a big rectangle dock for the sea lions. The dock was removed and now sits at Tongue Point. If the dock could be put near the west jetty, the animals could be acclimated back on to the jetty. Right now, the sea lions have no place to go. The dock is never used by fisherman.

City Manager Estes asked if Ms. Montoya had ever attended a Port Commission meeting. The City of Astoria does not have any jurisdiction over the Port of Astoria and each entity has separate elected officials. Ms. Montoya said she has attended several Port Commission meetings, but she has received death threats so the meetings are not her favorite place to go. She is not the only person who cares about the animals and a whole side of town is disrupted by what this one group of people does in the basin. Thousands of people come to Astoria to see the animals and they do not want to see them get burned. It is not good for the city to have this in the middle of town. This is where guests come to visit sea lions. It is not pleasant for the residents or the visitors.

ADJOURNMENT:

There being no further business, the meeting was adjourned at 8:16 pm.

ATTEST:

APPROVED:

Secretary

City Manager

ASTORIA DEVELOPMENT COMMISSION

City Council Chambers

August 15, 2016

ADC JOURNAL OF PROCEEDINGS

A regular meeting of the Astoria Development Commission was held at the above place at the hour of 9:12 pm
Commissioners Present: Price, Herzig, Warr, Nemlowill, Mayor LaMear

Commissioners Excused: None

Staff Present: City Manager Estes, Community Development Director Cronin, Parks and Recreation Director Cosby, Finance Director Brooks, Fire Chief Ames, Police Chief Johnston, Public Works Director Cook, and City Attorney Henningsgaard. The meeting is recorded and will be transcribed by ABC Transcription Services, Inc.

REPORTS OF COMMISSIONERS: No reports.

CHANGES TO AGENDA: No changes.

CONSENT CALENDAR:

The follow items were presented on the Consent Calendar:

5(a)ADC Minutes of 5/16/16

5(b)ADC Minutes of 6/6/16

5(c)ADC Minutes of 6/20/16

Commission Action: Motion by Commissioner Warr, seconded by Commissioner Nemlowill, to approve the Consent Calendar. Motion carried unanimously. Ayes: Commissioners Warr, Nemlowill, Herzig and Price, and Mayor LaMear. Nays: None.

REGULAR AGENDA ITEMS:

Item 6(a): Astor West Urban Renewal District – Plan Amendment Study (Community Development)

The Astor West Urban Renewal Area (URA) was established by the Astoria Development Commission (ADC) in 2002 as an important catalyst for the Port of Astoria industrial area and Uniontown commercial district. The City Council established FY2015-16 goals to "develop a master plan for the western entrance to Astoria" and "promote positive economic development through strengthening partnerships." In addition, the City Council has expressed strong interest in reopening Bond Street to two-way traffic and facilitate revitalization of this key connecting street between the Uniontown and Downtown neighborhoods. On March 21, 2016, the ADC authorized staff to initiate a plan amendment study that would examine the boundary expansion options to include Bond Street and other key properties ripe for redevelopment. On August 1, 2016, staff provided a project update to ADC after a public open house that was held on July 28, 2016.

The City has mapped a proposed area, developed a potential project list of investments, initiated the public outreach phase, conducted an initial financial analysis of the maximum indebtedness ("credit card limit"), and developed an overall timeline for the project. The proposed expansion area has been slightly amended from the open house version to include a vacant commercial property at 75 W Marine Drive, which is a former gas station and car wash that had previously been environmentally contaminated, but remediated. A map of the proposed expansion area is attached. Included in the memorandum are lists of proposed projects that are being considered.

City Manager Estes said the projects listed in the memorandum were for budgeting purposes and the specific types of projects the City could take on were listed in the Urban Renewal Plan, which was emailed to City Council.

Director Cronin displayed a map of the area and said Staff proposed that the boundary be extended by one acre to include multiple properties. The old gas station/car wash is the only strategic property. It was remediated several years ago, but has remained vacant. The Urban Renewal District encourages the development of vacant properties, so Staff wants this property to be included in the District. In order to include the vacant property, the

adjacent commercial properties must be added as well. The boundary would have to be extended up to Marine Drive.

Commissioner Warr asked how the District would facilitate the development of the vacant property. Director Cronin said the District could provide a small grant for the property owner to do a feasibility study to determine what could be successful on that property. If the property owner presents the City with a proposal, Staff would work with the property owner to develop the proposal. If the proposal included a request for funds, the Development Commission would review the proposal.

Commissioner Herzig confirmed the location of the proposed boundary and asked why it would not be extended further to include more commercial properties. Director Cronin said the Commission needs to decide where the boundary should be located. Staff has proposed that the former brown field property be included in the District, but it is up to the Commission to draw the boundary. State statues would allow the City to add additional acreage. City Manager Estes added that the City has a limited area that can be added to each urban renewal district, so the City needs to be strategic about how much acreage is added now and plan for future growth. At the last meeting, Commissioner Herzig discussed the possibility of adding the old Astoria Ford site in the future. Rather than adding more than is necessary now, Staff has proposed this boundary so the City has additional flexibility in the future.

Commissioner Nemlowill asked why the boundary would not be extended farther north, which would be more consistent with the rest of the Urban Renewal District. Astoria Warehousing was discussed a lot during the Riverfront Visioning process. She revisited the discussions earlier that day and was unable to find anything specific, but the property has been discussed a lot. It is a valuable asset and a thriving business with roots to Astoria's canning days. That particular property could really benefit from the proposed façade improvement program, which would really benefit the community. The area also needs enhanced pedestrian crossings and Riverwalk improvements. Director Cronin said the boundary line has to be drawn somewhere and Staff took a conservative approach that provides opportunities along Marine Drive. However, it is up to the Commission to decide where the boundary should be. He did not believe there were many opportunities across Marine Drive other than a façade grant here and there. He was unsure if those properties could be successfully redeveloped over the next five to ten years. He would have to do more research and talk to Mr. Supple about his interest in that area.

Commissioner Nemlowill said she believed the additional research would be worthwhile.

Commissioner Warr believed Astoria Warehousing and the property was owned by a large successful Japanese firm and he did not believe they would want or accept urban renewal funds.

Commissioner Herzig understood the façade improvement grant was available throughout the City, not limited to the Urban Renewal District. Director Cronin explained that the expansion of the district and the creation of a Storefront Improvement Program, which would be presented to the Commission in September, were tied to urban renewal funds. Urban renewal funds cannot be used outside of the district's boundary. The City also has a small pot of money through the Certified Local Government Program that would be applied to some of the residential properties on Alameda and some historic buildings in Uniontown that would not be eligible for urban renewal funds. These funds will be used on residential properties to complement the investments being made on industrial and commercial properties.

Commissioner Warr asked why Staff wanted to extend the boundary to the east between 1st and 2nd Streets. Director Cronin said Staff wanted to make housing improvements along Bond Street and the biggest need starts at 2nd Street. City Manager Estes added that initially, the intent of the expansion was to include Bond Street for access and provide opportunities for housing improvements. However, if the Commission wants to focus on other areas, Staff can do so. The District has a maximum indebtedness, which is the total amount that can be spent before the district closes. Based on the financial projections, the City has about five or six more years before the District closes and the properties go back on the tax rolls at their full value. The maximum indebtedness could be increased, but through a process more complicated than the process used for the Astor East Urban Renewal District.

Commissioner Price confirmed the Bridge Vista Area extended up to 2nd Street. A couple of weeks ago, she had emailed City Manager Estes to suggest Staff create a chart of projects and timelines so the Commission could

see what was planned. She was disappointed that the City could not move forward with the Urban Core Area of the Riverfront Vision Plan because City Council had decided to focus on other projects, which put the Urban Core Area on the back burner. City Manager Estes had responded saying that Staff would present the Urban Core Area in September. City Manager Estes clarified that Department reports would be presented in September. The Community Development Department does not run off of project management charts because Staff needs to be more fluid. Political actions that impact projects cannot be planned for in advance. However, the Department can update City Council on their projects. Commissioner Price reiterated that seeing where the Department was at would be very useful to her.

Commissioner Herzig asked if removing the Conference Center from the project list would involve a contraction of the urban renewal district boundaries. Director Cronin said no, the existing boundary would remain, but removing the project from the list allows for the reallocation of funds to other projects. City Manager Estes added that the City can always contract an urban renewal district, but the City would not get an equal amount to use elsewhere. Director Cronin noted that while the Conference Center would be removed from the project list, other projects from the original 2002 Plan would remain, as well as newly proposed projects.

Commissioner Herzig believed the boundary proposed by Staff made a lot of sense.

Director Cronin confirmed he would forward the Commission's direction to the consultants, so they can finalize the draft plan. The plan and a report will be presented to the Commission on October 3rd and Staff will request a first reading in November. Staff will also conduct an open house and the Planning Commission will review the plan before it is formally adopted.

The Astoria Development Commission recessed to Executive Session at 9:30 pm.

EXECUTIVE SESSION:

Item 7(a): ORS 192.660(2)(e) – Real Property Transactions

The Astoria Development Commission will recess to executive session to discuss a real property transaction issue.

ADJOURNMENT:

There being no further business, the meeting was adjourned at 9:52 pm.

ATTEST:

APPROVED:

Secretary

City Manager



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COMMUNITY DEVELOPMENT

September 1, 2016

TO: ASTORIA DEVELOPMENT COMMISSION

FROM:  BRETT ESTES, CITY MANAGER

SUBJECT: ASTOR WEST URBAN RENEWAL DISTRICT – STOREFRONT
IMPROVEMENT PROGRAM STARTUP & LAUNCH

DISCUSSION/ANALYSIS

The Astoria Development Commission (ADC) has been considering a storefront improvement program for the Astor West Urban Renewal Area (URA) since 2013. Façade improvements are a popular and widely used tool by urban renewal agencies and Main Street programs to assist property/business owners with exterior improvements to buildings. The purpose of the program is to revitalize designated commercial districts and corridors such as West Marine Drive in Uniontown, which has many inventoried historic commercial buildings. Executed correctly, exterior improvements improve visibility for the business, increase sales, address public safety concerns, and catalyze other property owners to make investments in their buildings and tenant spaces. In a best case scenario, it can be a creative tool used to help fill or reimagine vacant and underutilized storefronts and add vitality to the neighborhood.

Staff presented a list of potential issues to ADC on May 2 that would inform how the program would be administered. Based on this feedback, staff produced a polished set of program guidelines that serve as parameters for the administration of the program and can be shared with prospective customers. In order to launch the program, the ADC needs to review and authorize the program. Enclosed are draft program guidelines for review. The program would be administered as a grant/loan depending on the amount that is requested. For the first \$10,000, it would be a 50/50 matching grant administered by city staff. If the amount is \$10,000-\$50,000 it would require ADC review and approval and leverage ratio would increase to 75/25 match grant. If the amount exceeds \$50,000, than it would require ADC approval and be underwritten as a loan through Craft3.

Below is a table summarizing the major aspects of the program guidelines:

Guideline	Recommendation	Notes
Eligibility	Commercial, Industrial, & Multi-family	Multi-family is >3 units
Ineligible Expenses	Acquisition Regular Maintenance	Urban renewal funds (TIF) must be spent on capital

	New construction Administrative costs related to personal banking (i.e. loan) Product inventory/working capital	improvements.
Approach	First Come, First Served	Targeted Outreach to W Marine
Project Type	Exterior improvements only	Potential DRC or HLC review
Design Assistance	Up to \$1,000 or 10% of project	Consider on call list of architects
Design Guidelines	Specific design guidelines for Uniontown to encourage restoration	May trigger HLC or DRC review
Match Requirement	Up to \$10K: 50/50 match \$10K – \$50K: 75/25 match +\$50 K: Craft 3 loan	Reimbursement only; verify work first, document impact
Approval Period	One year contract term	Extension can be granted for extenuating circumstances

In addition to the program guidelines, there are program documents (i.e. application packet) and design guidelines to encourage quality restoration of historic resources. Depending on the level of restoration, and whether the building is an inventoried historic resource, the Historic Landmarks Commission (HLC) may review a facade application in the context of an “exterior alteration” request. If the building is not a historic resource, and the project improvements exceed 25% of the value of the building, the new Bridge Vista Overlay Zone would apply and may require Design Review Committee (DRC) approval. In some limited cases, both review bodies would require review. If the Development Code does not trigger review by the HLC or DRC, staff will review the proposals in conjunction with the attached program design guidelines.

Once the program is ready to launch, and ADC approves the program, staff is prepared to conduct outreach to Uniontown businesses. The requested planned expenditure is \$250,000 per fiscal year. This amount is consistent with the plan amendment study ADC is considering as part of the Bond Street expansion. The total budget for capital improvements in Astor West URA is \$2M for FY 16-17. The planned expenditures can be reviewed and adjusted each budget cycle based on the actual demand for the program. Assuming a grant amount averages \$10,000-\$25,000, there could be 10-25 projects in different stages, which is a considerable amount that could incent the type of private investment needed to revitalize the Uniontown business district.

RECOMMENDATION

It is recommended that the Commission approve the program guidelines, design guidelines, and program documents to implement the new Storefront Improvement Program for the Astor West URA.

Prepared By: _____
Kevin A. Cronin, Community Development Director



CITY OF ASTORIA
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ASTORIA DEVELOPMENT COMMISSION

STOREFRONT PROGRAM GUIDELINES

- 1). Projects assisted by this program are to be exterior rehabilitation and renovation projects showing significant aesthetic improvement to the property and to be compatible with the Uniontown streetscape. No grant money shall be used for interior work or tenant improvements.
- 2) Eligible properties are commercial, industrial, or mixed-use live work buildings located in Astor West Urban Renewal District. Multifamily properties with four or more units and located within the District are also eligible.
- 3) Property owners must be current on property taxes, business license, and there are no outstanding code violations or inspections unless there is an approved remediation plan.
- 4) All projects must comply with the Astoria Development Code and be permitted appropriately through the Community Development Department, including historic or design review. Architectural design assistance is encouraged with a qualified architect. Up to \$1,000 of the total grant or 10% of project budget, whichever is less, can be used for design assistance.
- 5) Applicant will submit completed grant application with property owner information and signature. Only *completed* applications will be considered for funding.
- 6) Applicant will provide two (2) bids from licensed contractors for each portion of the project if less than \$5,000 and three (3) bids for any portion of the contract which is in excess of \$5,000.
- 7) The Historic Landmarks Commission (HLC) will review the preferred design if the building is a historic resource and the request meets a Type 3 level. The HLC will approve the proposal as submitted or make recommendations for alterations to the design or deny the application.
- 8) The Astoria Development Commission and the property owner will enter into a contractual agreement for the proposed improvements, but will not be subject or party to any contractual agreement with a general contractor. The construction contract and approved scope of work will be referenced and attached to the grant agreement.
- 9) The -Astoria Development Commission will provide up to \$10,000 grant assistance per property, with a 50% match required by the applicant for improvements and administratively approved (staff level). Grant amounts above \$10,000 require a higher leverage (~75% match) and will be considered by the Astoria Development Commission (ADC). Requests for financial assistance that exceed \$50,000 will be considered -approved by ADC and administered by CRAFT3. Specific terms would be negotiated prior to ADC consideration.
- 10) Items needed for final payment reimbursement:



Contractor's Final Invoice (detailed and itemized description of scope of work performed and materials used during project).

- ◆ Proof of Payment to Contractor (copy of check, bank statement, etc.)
- ◆ Digital Photos of "Before & After" Project
- ◆ Site Inspection (conducted by City staff)
- ◆ Federal W-9 Form - <http://www.irs.gov/pub/irs-pdf/fw9.pdf> ⌘

11. All projects shall comply with the City of Astoria's Development Code and Astor West Design Guidelines.

12. If the building is designated as a historic resource by the City of Astoria, the project design must restore the building as closely to its original design as possible. All storefronts shall be designed, constructed, and maintained to complement and accent the original architectural features of the building. All accessories, signs, awnings, etc. shall likewise complement the overall character of the building and streetscape.

13. Grants are dependent upon an approved project plan and contract with the City of Astoria. Final invoices and proof of payment to contractor must be submitted for reimbursement. No grant money will be disbursed until the project is completed and is approved by the City of Astoria.

14. To qualify for grant funds, a [storefront improvement](#) application and appropriate plans must be submitted to the City of Astoria, approved and a grant contract signed prior to work commencing.

15. The grant will have a term of not more than one year with a single payment after receipt of completed work. All work needs to be done by licensed and bonded contractors.

16. ALL PROJECTS PROPOSED BY TENANTS: Provide a signed lease of at least one year of duration. Provide a notarized Authorization of Work from the property owner. Submit signed Hold Harmless Agreement.

17. The following list is not exhaustive, but covers the majority of types of projects that are eligible:

- Replacement, repair or alteration of building exteriors (facades) or elements such as doors, windows, lighting, porches, unique architectural features, balconies, etc.
- Repair or replacement of awnings.
- Exterior painting and cleaning (major, not maintenance).
- Sign repair, replacement, installation or removal.
- Site improvements, such as sidewalk area improvements, landscaping, etc.

18. *Ineligible Activities:*

- Inappropriate cleaning (ex. washing, scrubbing, general maintenance, etc.)
- Property maintenance



- Building acquisition
- Inventory or other working capital
- Administrative costs or payments to a borrower
- New development or construction

20. Funds shall be allocated based on the following criteria and are subject to availability:

- Be in the public interest
- First come, first serve; W Marine Drive corridor is a priority area as the primary business district
- Encourage greater marketability of the business district
- Complement the existing historic nature and business district climate
- Visual prominence of the building and its location
- Aesthetic quality design proposal
- Historical and architectural significance of the building
- Potential impact on the attractiveness of the city streetscape, the particular building, and the economic development of the intended area; and
- Readiness to proceed.

ASTOR-WEST URBAN RENEWAL DISTRICT



STOREFRONT IMPROVEMENT PROGRAM DESIGN GUIDELINES

ASTORIA DEVELOPMENT COMMISSION
1095 DUANE STREET
ASTORIA OR 97103
503-338-5183

AUGUST 2016

Astor-West Urban Renewal District Storefront Improvement Program August 2016

Background

The City of Astoria Development Commission (ADC) has created a Storefront Improvement Program for businesses in the Astor-West Urban Renewal District. Officially approved in 2016, the ADC has set aside matching funds (grants/ loans) to be allocated on a first come, first serve basis with a focus on West Marine Drive. The program is envisioned to improve the appearance and attractiveness of the exterior facades of properties in the Astor-West Urban Renewal Area for the purposes of revitalizing the area, increasing its visual appeal, creating a healthy climate for small business, and to leverage private investment for catalytic changes. It is also intended to restore and preserve the unique historic character of the buildings in the Uniontown Historic District area and provide a consistent aesthetic for a storefront commercial area in an urban context.

Astor-West Urban Renewal District Boundary

The Astor-West Urban Renewal Area, created in 2002, is located on the west side of Astoria, extending generally from Columbia Avenue west to Smith Point. The area includes property with frontage on West Marine Drive and both land and aquatic areas lying south of West Marine Drive within Port of Astoria area.



Authorization

Astor-West Urban Renewal Plan Section 650.D, Proposed Urban Renewal Projects, Development and Redevelopment, states that *“The Renewal Agency is authorized to provide loans or other forms of financial assistance to property owners wishing to develop or redevelop land or buildings within the renewal area, or to persons desiring to acquire or lease buildings or land from the Agency. The Agency may make this assistance available, as it deems necessary, to achieve the objectives of this Plan.”*

Purpose

Astor-West Urban Renewal Plan Section 400, Objectives, states *“To accomplish its mission the Agency will develop and implement an urban renewal program known as the Astor-West Urban Renewal Plan. The primary objectives of the Plan are to improve the physical conditions, functional relationships and visual quality of the area and to eliminate blight in order to create a climate more conducive for private development of property.”*
“The Plan will assist in meeting the Community’s economic development objectives through redevelopment of key sites, assisting with the construction of needed public facilities, improving transportation and utility facilities in the renewal area, rehabilitation of older and historic structures, and creating public amenities. Activities supported through the Plan will be in conformance with the Astoria Comprehensive Plan and will complement the Port of Astoria Central Waterfront Master Plan.”

Plan Projects

Astor-West Urban Renewal Plan Section 400.E, Rehabilitate Building Stock, identifies a goal to *“Upgrade the stock of existing structures in the renewal area in a manner which contributes to the historic and working-waterfront character of the area.”* The objectives of this goal are: *“1) Improve the appearance of existing buildings in order to enhance the overall aesthetics of the renewal area; and 2) Help in improving the safety of older buildings in regard to seismic stability, fire safety, building code compliance and accessibility to persons with disabilities.”*

Additional Regulations

All development within the Urban Renewal Area shall conform to the conditions, limitations, and restrictions contained in the Comprehensive Plan, Development Code, State of Oregon Structural Specialty Code based on the Uniform Building Code, and other applicable codes of the City of Astoria. Development shall also conform to any applicable State and Federal laws and regulations controlling the use of property.

In the case of buildings designated as historic, before being renovated, the proposal must go through a separate review process with the Historic Preservation Officer and/or the Historic Landmarks Commission.

DESIGN GUIDELINES

Introduction

The Uniontown Design Guidelines provide a framework to review projects within the Astor-West Urban Renewal District (AW-URD) boundaries, aiding designers, property owners, businesses, and developers in understanding the Urban Renewal District's design expectations on projects where AW-URD funds are requested. The guidelines ensure a degree of order, harmony, and quality within the built environment; they allow the development of buildings and projects that are attractive individually yet contribute to the area with sensitivity to the historic character of the City.

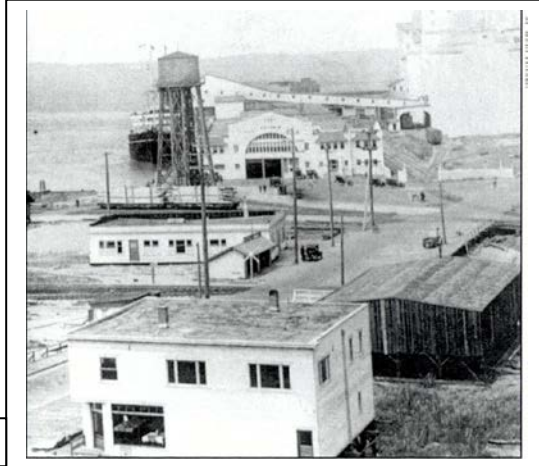
The guidelines do not prescribe specific design solutions, nor are they rigid requirements without flexibility. Rather, the design guidelines provide a descriptive template for maintaining and improving the character of the Uniontown area, without dictating or prescribing a specific *style or theme* such as Craftsman over another vernacular. Applications will be considered and evaluated on whether the proposal meets the general design intent of the area, not on every aspect of the design guidelines. However, the Astoria Development Commission and in certain cases – Historic Landmarks Commission and Design Review Committee- will reserve the right to request changes to proposed plans and may approve or deny any request based on how well the proposal complies with these guidelines.

A portion of the Astor-West Urban Renewal District is within the boundaries of the Riverfront Vision Plan Bridge Vista Area and Overlay Zone. The purpose of the Bridge Vista Overlay Zone (BVO) is to implement the land use principles of the Astoria Riverfront Vision Plan (December 2009) as they pertain to the Bridge Vista Area. The BVO Zone is intended to serve objectives including supporting water-dependent and water-related uses and new uses consistent with Astoria's working waterfront; encouraging design that is compatible with the area's historic and working waterfront character; protecting views of and access to the Columbia River; enhancing open space and landscaping, particularly adjacent to the River Trail; strengthening the pedestrian orientation and gateway characteristics of the area; and allowing for commercial and residential uses that complement the Downtown core and support other planning and development objectives for the area. The BVO Zone extends from approximately the West Mooring Basin to 2nd Street and between West Marine Drive / Marine Drive and the northern edge of overwater parcels on the Columbia River, as shown in the City's Zoning Map. Applications are subject to any requirements of the BVO Zone.

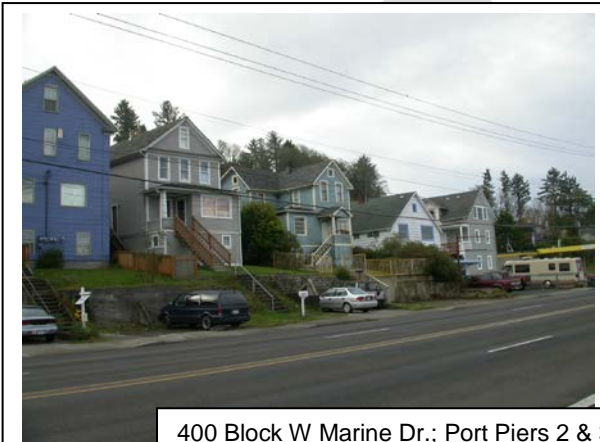
The guidelines also recognize Uniontown to be a "town center" where buildings in most cases are built edge-to-edge and engage the streets; this town center image is maintained and strengthened by the guidelines. The Port area has been a working waterfront from the beginning and buildings in that area should reflect the industrial working waterfront atmosphere with special attention to the historic seafood industry building designs. Since the program is aimed at restoration/renovation of existing buildings, the Design Guidelines do not address new development. However, new construction and rehabilitation should respect the unique qualities of the existing Uniontown-Alameda National Register Historic District and are subject to Historic Landmarks Commission and Design Review Committee approval.



Columbia Ave & W Marine; Portway Street and W Marine Dr.



These guidelines address Astoria’s unique “sense of place,” its special quality and personality. Astoria is a riverfront town with a rich sense of history. The Design Guidelines address various aspects of the area including historic design and development, building characteristics, lighting, signage, and pedestrian orientation and circulation. These guidelines reflect the general characteristics of commercial buildings in this area. It does not fully reflect the characteristics of industrial or residential properties in this area. For residential properties, also refer to the “Rehabilitating Astoria Right” design guidelines (November 2013). Industrial buildings should generally consider the design guidelines for commercial buildings below, but with the acknowledgement that the industrial nature and style of the building may not be conducive to all design elements listed. Finally, a supplemental set of design guidelines can be found in “Portland Main Street Design Handbook (2011).”

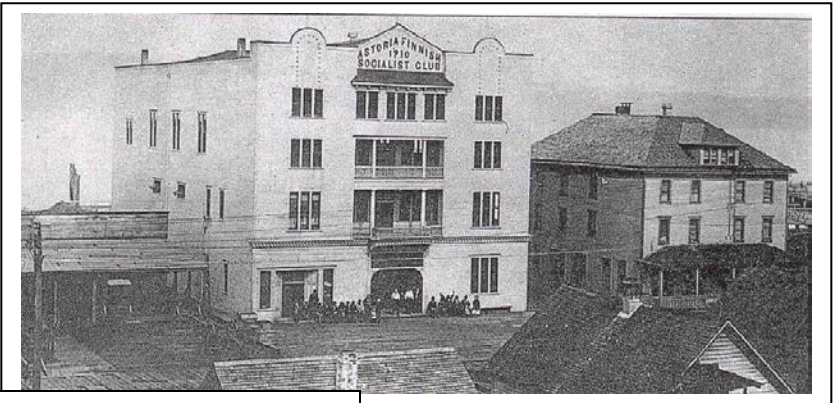


400 Block W Marine Dr.; Port Piers 2 & 3



Historic

Historic architecture guidelines promote quality development while reinforcing the historic character of the Uniontown area. The guidelines promote architectural types indigenous to Uniontown and/or Astoria as a whole. Buildings in this area should seem to be “at home” there, reflecting its character and heritage, suiting its climate, landscape, and street grid.



Historic Uniontown: W Marine at Basin; W Marine near Bay Street

Historic building renovation, restoration, or additions should respect the original structure.

Astoria has a great inventory of historic structures, both commercial and residential. Historic rehabilitation and preservation is the City's ultimate goal, but total preservation of existing buildings may not always be a financially viable option, especially where buildings have been altered over time. Compromised rehabilitation solutions may be necessary to maintain the health and economic vitality of Astoria allowing for adaptive reuse of buildings.

Building renovation proposals should consider and respect the following architectural features:

- Basic building style/elements
- Roofs
- Doors
- Windows
- Siding and wall treatment
- Awnings
- Lighting
- Signs
- Pedestrian orientation and circulation
- Landscaping

BASIC BUILDING STYLE/ELEMENTS

The guidelines address building styles and elements that give Astoria its special "character" as a unique collection of spaces and buildings, not simply a group of individual projects that could be anywhere USA. While building styles and elements are unique to each building, their individual style should be respected and should contribute to the overall character of the Uniontown/Port area.

Recommended:

- Buildings should retain significant original characteristics of scale, massing, and building material along street facades.
- Additions to buildings should not deform or adversely affect the composition of the facade or be out of scale with the building.
- Distinctive stylistic features or examples of skilled craftsmanship should be treated with sensitivity. All buildings should be respected and recognized as products of their time.
- Mid-century "slip covers" should be removed when possible.

Solid waste disposal enclosures to screen from view.
Utility/mechanical equipment enclosures to screen from view.



Examples of recommended solid waste disposal area and mechanical equipment enclosures.

Not Recommended:

Incompatible additions or building alterations using contemporary materials, forms, or colors on building facades.

Projecting wall-mounted mechanical units.



Examples of building elements not recommended: wall mounted mechanical, incompatible alterations, slip cover

ROOFS

Roof designs and elements should reflect the traditional designs found in the historic Uniontown Area. False roof elements or brightly colored or metal materials do not blend with the existing architecture of the area.

Recommended:

Materials such as cedar shingle, composition roofing.

Materials on industrial may be galvanized corrugated metal , low profile standing seam metal, roll down.

Roofing materials should be gray, brown, black, deep red, or other subdued natural color.

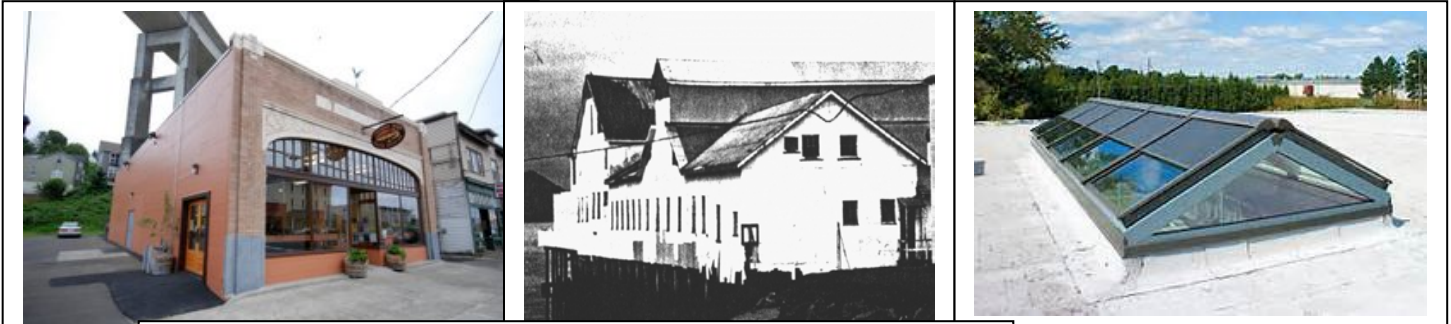
Single gable with low pitch.

Repetitive gable with steep pitch.

Shallow eaves on industrial uses.

Flat or gable roof behind parapet wall.

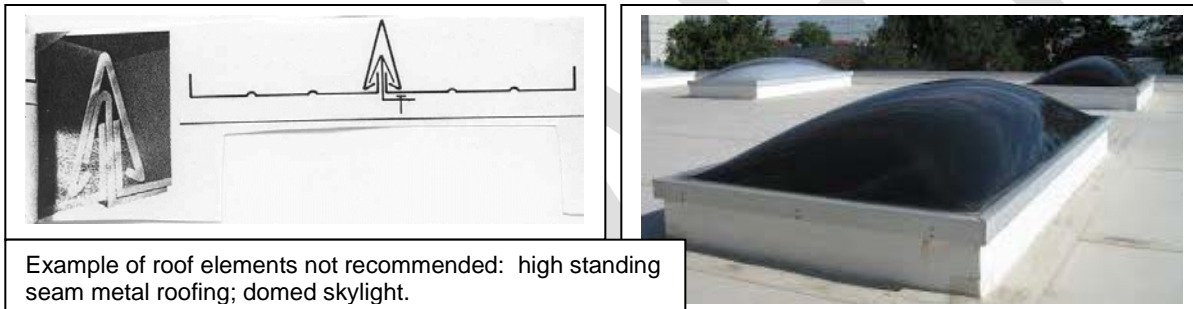
Structural skylights, flat panel skylight or roof window, monitor roof on ridge, small shed dormers.



Examples of roof elements recommended: flat roof behind parapet wall; industrial multiple gables, monitor roof, and shallow eaves; and gable skylight.

Not Recommended:

- False mansard or other applied form.
- High profile standing seam metal roof.
- Brightly colored roofing material.
- Dome skylights.



Example of roof elements not recommended: high standing seam metal roofing; domed skylight.

DOORS

Entries to buildings should be inviting and create a safe, ADA compliant, entry into the building. Primary business entry doors for retail and commercial establishments should be transparent so that passersby may see the activity within the building, allowing the building to add life and vitality to the street. Doors with extra-large openings blending the activity of the street and the interior are appropriate for restaurants and cafes and are a good reuse of former garage door openings. Existing garage doors that are restored and operable can create an inviting atmosphere for retail type businesses and expand useable area for additional seating.

Recommended:

- Doors should remain recessed when feasible.
- Large cafe or restaurant doors that open the street to the interior by pivoting, sliding, or rolling up overhead.
- Doors comprised of a minimum 50% window area in the door.
- Building lighting emphasizing entrances.
- Transom, side-lites, or other door/window combinations.
- Doors combined with special architectural detailing.
- Double or multiple door entries.
- Well-detailed or ornate door hardware. Location of contemporary hardware should be compatible

with the design of the door.



Example of doors recommended: retain original opening dimensions, recessed, compatible contemporary hardware; single or double doors with side lites. Entry lighting in recess entryway. Transom windows above door.



Examples of doors recommended: roll up doors to create open space into the buildings, recessed door

Not Recommended:

- Solid metal or wood doors with small or no windows.
- Automatic sliding doors.
- Primary entry doors raised more than three feet above sidewalk level.
- Doors flush with building facade.
- Clear anodized aluminum frames.
- Reflective, opaque, or tinted glazing.



Examples of doors not recommended: solid, automatic sliding, flush with facade.

WINDOWS

Retail and commercial uses should provide windows that add activity and variety at the street level, inviting pedestrians in and providing views both in and out. Windows are great opportunities for display of products and to allow natural light into the interior spaces.

Recommended:

Windows, including transoms, should retain their original size and location, including recess from plane of facade.

Windows that open by pivoting, casement, single hung, or other shuttering.

Painted wood or stucco panels or tile clad panels below windows.

Bottom of the window sill should be a minimum of 18 inches above the ground or floor elevation.

Clear glass.

True divided lites.

Boldly articulated window and storefront trim.

Non-industrial uses - At least 40% of the ground-floor street-facing facades of non-industrial uses should be covered by windows and at least 30% of the upper-floor street-facing facades should be covered by windows.

Industrial uses – Should have windows on facades visible to the public; if not visible to public, should at least have clear story or transom windows on upper facade levels.



Examples of windows recommended: transom windows, storefront windows, recessed entry, panels below windows, original dimensions retained, true divided lites.

Not Recommended:

Residential-styled window bays on commercial buildings.

Half-round or other similar forms.

Tinted glass.

Simulated divided lites.

Sliding windows.

Vinyl windows.

Nondescript, flat, blank walls at street level.

Blocked out windows.

Windows that extend beyond the plane of the building facade.



Examples of windows not recommended: blank walls, windows covered over with boards, paint, or slip covers, windows replaced with different dimensions.

SIDING AND WALL TREATMENT

Siding material, design, and color mixed with transparency create visual variety. In many areas, wall treatment can do more to attract customers than the use of excessive signage. The wall area should become the backdrop for the other building details and features such as window & door casings, pilasters, and other decorative features that help create the character of the area.

Recommended:

- Variations in wall cladding materials and patterns consistent with historic patterns.
- Natural or subdued building colors.
- Limited use of bright accent trim colors.
- Use of durable materials such as brick, stucco, granite, pre-cast concrete, board and batten, or horizontal wood siding at the ground-floor level. Industrial uses may include galvanized corrugated metal.
- Belt courses, pilasters, and medallions.



Examples of recommended siding: variety and compatible materials and colors.

Not Recommended:

- Cladding materials such as corrugated metal panels (unless used within an industrial building) or spandrel glass.
- Poorly detailed panels or those without detailing.
- Neon or other fluorescent colors.
- Bright or primary wall colors for the entire wall surface.
- Flagstone, simulated river rock or other similar veneer cladding.
- Painted brick.

Non-durable materials such as synthetic stucco, EIFS, or shingles at the ground floor.



Examples of siding not recommended: panels without detailing, spandrel glass walls, and corrugated metal panels.

AWNINGS

Awnings should not dominate or overwhelm the building; rather, the awning should serve as mere backdrop for building or tenant identification.

Recommended:

Work with adjacent business owners to develop a consistency in awning design.

Consider retractable awnings which provide variable sun shading and weather protection and a variation in appearance.

Fixed awnings should be of traditional sloped top shape, with open or closed side panels, and fascia skirting, or traditional industrial flat shape, depending on building style.

Fascia skirts (valance) are a good opportunity for lettering signage.

A range of fabrics colors offer opportunities for individual expression.

Utilize weather and solar resistant fabrics.

If awnings are fixed consider pedestrian down lighting below.

Consider fixed awnings over second story windows for solar control and color.

Install awnings below architectural bands or transom windows when possible.



Examples of recommended awnings: retractable, fixed, industrial flat.

Not Recommended:

Fixed “bubble shaped” awnings.

Vinyl or other non-compatible material awnings.

Awnings improperly sized for the building/entry/window.

Lighting of awning externally or internally.



LIGHTING

Lighting should not only provide nighttime security, but also encourage nighttime patronage of businesses and restaurants. Lighting should create an atmosphere of festivity and activity - especially where special elements or places are concerned. Utilitarian application of glaring, offensively colored lights, and overlighting (i.e. "light pollution") are not appropriate for Astoria. Lighting should be designed to avoid unnecessary illumination of residential areas. Lighting should not cast glare onto adjacent properties or streets in any way that decreases the safety of pedestrians and vehicles. Lights may, however, be used to create effects of shadow, relief, and outline that add visual interest and highlight architectural features or aspects of the building.

Recommended:

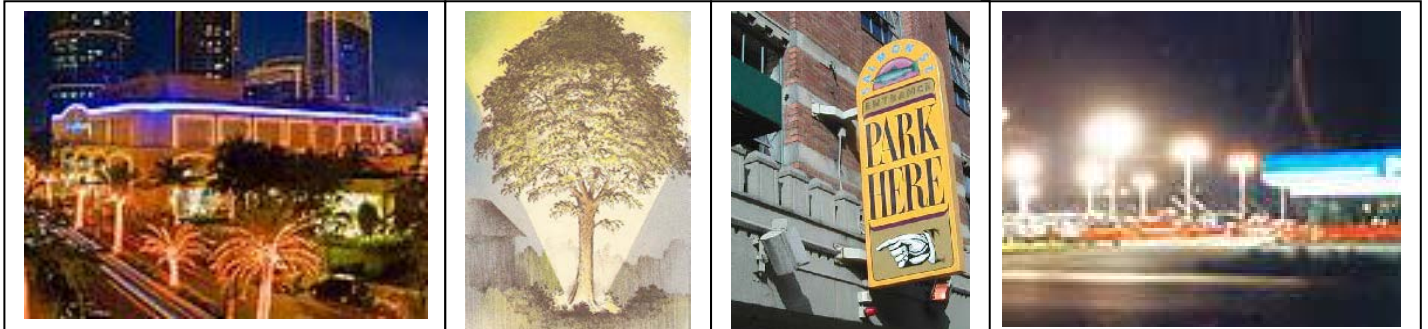
- Exterior building lighting, downcast, diffused.
- Wall-washing lighting fixtures. Fixtures concealed and integrated into the design of buildings or landscape walls and stairways.
- Decorative wall sconce and similar architectural lighting fixtures.
- Bollard lighting that is directed downward toward pedestrian walkways.
- Historic light fixtures along streets and in parking lots.
- Gooseneck lighting that illuminates wall-applied signs.
- Sign silhouette backlighting.
- Incandescent or fluorescent bulb or low-voltage lighting.
- Parking lot lighting, low bollards or downcast, diffused lighting.
- Landscape lighting, minimal to enhance landscaping without lighting up the night sky.



Examples of recommended lighting: downcast, diffused, bollard lighting, wall washing, wall sconces.

Not Recommended:

- Neon silhouette accent lighting.
- Fluorescent tube lighting.
- Security spotlight.
- Signs lit by lights containing exposed electrical conduit, junction boxes or other electrical infrastructure.
- Up lighting or light that shines into the sky, other properties, or traffic.



Examples of lighting not recommended: neon lined building, up lighting, exposed electrical infrastructure, security spotlighting

SIGNAGE

Signs should make it easy to locate and identify businesses as well as provide other information relevant to getting around and doing business in Astoria. However, signs should never overwhelm neither buildings nor landscape. Moreover, signs should provide information in a highly graphic format that is complementary to the architecture. Logos, symbols, and graphics are encouraged. A strong pedestrian orientation and scale should be encouraged for all signs.

Recommended:

- Wall signs.
- Hanging or blade signs.
- Projecting signs.
- Window signs.
- Information and guide signs.
- Monument signs.
- Temporary signs on a limited basis.
- Sign lighting should be exterior, downcast; use of neon light signs.
- Easels and chalkboards in pedestrian areas.
- High quality, professionally-painted and designed sandwich boards.



Examples of signs recommended: blade, monument, wall, chalk board

Not Recommended:

- Unframed vinyl banners.
- Large portable signs.
- Excessive window signs.
- Awning signs except on valance.
- Signs which impede or obstruct pedestrian access.



Examples of signs not recommended: poorly designed sandwich boards, banners, excessive window signs

PEDESTRIAN ORIENTATION AND CIRCULATION

These guidelines address the ways in which buildings and spaces may be designed to create a convenient, comfortable, human-scaled environment that people will want to frequent.

Recommended:

- Define the pedestrian environment. Landscaping and building design should minimize and screen pedestrians from vehicles and nuisances such as noise and odors.
- Protect the pedestrian from the elements.
- Provide places for stopping and viewing to create successful outdoor spaces.
- Integrate barrier-free design.
- Windows should be transparent and/or have displays at street level.
- Protect or recess the entry bays.
- Landscaping to minimize pedestrian exposure to parking lots (visual and physical separation such as 36" to 42" hedge, or ornate fence).
- Parking lots set back from sidewalks or other pedestrian paths.
- Develop pedestrian routes that are attractive and convenient. Sidewalks should be continuous. Walkways should be direct and free of barriers such as utility poles or other obstructions. Extended café spaces on sidewalks are encouraged, but must be located flush with storefront to not impede pedestrians.



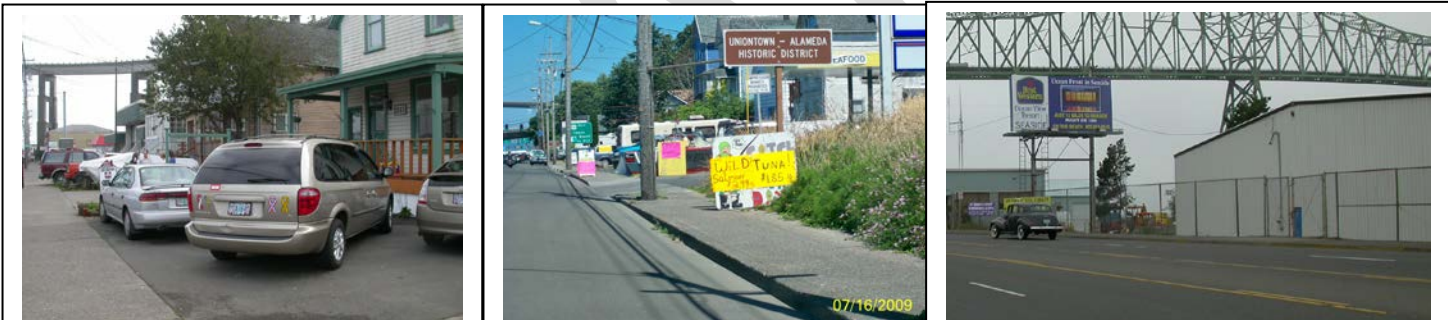
Examples of pedestrian areas recommended: storefront windows, recessed entry, outdoor spaces, defined pedestrian area, and protection from elements.



Examples of pedestrian elements recommended: separation between parked vehicles and pedestrian areas, defined pedestrian area

Not Recommended:

- Indirect or circuitous pedestrian routes.
- Pedestrian route obstructions.
- Parking lots with no visual or physical barrier for pedestrians.
- Nondescript, flat, blank walls at street level.
- Blocked out windows.
- Sidewalk interruptions such as vehicle curb cuts or change of grade.



Examples of pedestrian areas not recommended: parking not separated from pedestrian area, blocked sidewalks, blank walls

LANDSCAPING

The purpose of landscaping is to enhance the appearance of the City as part of commercial developments, including parking areas. Landscaping provides both physical and visual buffers between incompatible uses such as vehicle areas and pedestrian areas. It also provides habitat for migratory birds, shade for pedestrian areas, and increases the aesthetic value of the area. Landscaping is closely linked to “Pedestrian Orientation and Circulation.”

Recommended:

- Landscaping between parking areas, streets, and sidewalks.
- Hedge or decorative fence to minimize pedestrian exposure to parking lots (visual and physical separation such as 36” to 42” hedge, or ornate fence).
- Native plants. Raised planters with annual or perennial flowering plants.

Portion of required landscaping could consist of non-vegetative features such as benches, interpretive signage, pedestrian courtyards, drinking fountain, restroom, etc.
 Columnar street trees with durable tree grates.
 Permeable paving and other stormwater management techniques.
 Clustering of trees along waterfront.
 Drought resistant plants or use of irrigation system.



Example of recommended landscaping: non-vegetative landscape features, separation of pedestrian areas, columnar street trees.

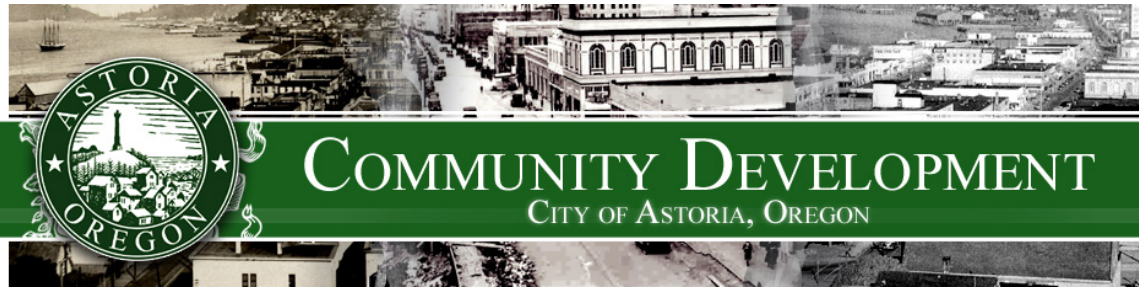
Not Recommended:

Wide branching street trees.
 Wood chips or pebbles alone as ground cover.
 Plants of insufficient size / caliper/non-native



Examples of landscaping not recommended: insufficient sized plants, excessive use of wood chips as ground cover; wide branching street tree.





“Where Preservation Meets Progress”

Astoria Development Commission Facade Program Application

Please completely and accurately fill out the following form, follow all Program guidelines found online at http://astoria.or.us/dept/Community_Development, and attach two (2) competitive contractor bids for the proposed project and written proof of ownership of the building (or consent to act on behalf of the owner).

Project Property Address:			
Legal Description:			
Lot _____		Block _____	
		Subdivision _____	
Map _____		Tax Lot _____	
		Zone _____	
Applicant Name:		Date Submitted:	
Address:		Phone:	
Mailing Address if different:		Email:	
Business Name:		Tax ID Number:	
Building Owner Contact Information (if different from applicant) Name:		Phone:	
Address:		Email:	
Brief Description of Project/Use of Funds. Applicant should submit more complete project description on a separate page (include detailed project description, materials, detailed cost estimate, timing, photos, and drawings if appropriate.)			
Total Project Cost	Estimated Start Date	Estimated Completion Date	Grant Request Amount

The statements made herein are true and represent an accurate and full disclosure of all appropriate information as of this date. Applicant understands that the ADC will retain this application and any other credit information the ADC receives, whether or not this loan request is approved. Applicant understands this loan application can become public information; however, financial statements, tax returns, project pro formas, and business information documents will be kept confidential. Applicant agrees to enter into an agreement with the ADC and to work cooperatively with ADC and State officials on this project, if funded.

Applicant Signature:	Date:
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Please complete the following sources and uses table that details your project's anticipated financing.

Financing Sources	Uses (Construction)	Total Amount
Cash		
Private Loans		
Commercial Loans		
Urban Renewal Grant		
Other Sources		
Total Funding		

Thank you for your application! We are excited at the opportunity to work with you and to help improve Astoria.

For Office Use Only:			
Date Application Received		Date Approved/Denied	
Total Amount Requested		Total Amount Granted	
Total Project Budget		Signature	
Materials Provided			
	Yes	No	Notes
Detailed Costs			
Bids			
Photos			
Drawings			
Owner Authorization			
Overlay Zone Design Review Required			
Historic Design Review Required			



ASTORIA URBAN RENEWAL FACADE GRANT PROGRAM REIMBURSEMENT REQUEST FORM

Project Property Address:	
Applicant Name:	Date Submitted:
Address:	Phone:
Mailing Address if different:	Email:
Business Name:	Tax ID Number:

	Description of expenditure/name of vender	Amount on receipt or paid invoice	Reimbursement request amount
0	<i>Example: Lumber and door, Home Depot</i>	\$795.95	\$625.00
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11	Please list any additional items on a separate sheet, and write the sum of their invoices and reimbursement request amounts in the column to the right.		
12	Reimbursement requested by this form		
13	Reimbursement requested to date		
14			
15	Total reimbursement requested (sum of rows 12 and 13)		

Required Attachments:

1. Copy of receipt or paid invoice for all items for which reimbursement is requested.
2. Copy of all work permits issued for project work.
3. Copy of building inspector inspection reports.
4. Picture of finished work.

I, _____, request reimbursement in the
(Applicant Name)

amount of \$_____.
(Line 12)

Signature _____ Date _____

After recording return to:
Astoria Development Commission
ATTN: Community Development Department
Address: 1095 Duane Street
Astoria OR 97103

FACADE COVENANT AGREEMENT

This Agreement is entered into this _____ day of _____, 20____
between _____ (“Owner”) and the Astoria Development
Commission, (“ADC”).

WHEREAS, owner owns property located at _____ in the ADC’s
Astor-West Urban Renewal Area legally described as Map T8N R9W Section _____
_____ (“the Property”) and desires to participate in the Astoria Development
Commission’s Facade Grant Program;

WHEREAS, the ADC is carrying out this program to revitalize the Astor-West Urban Renewal
Area (“the Area”);

WHEREAS, the Property contributes to the unique character and commercial vitality of the Area;

WHEREAS, the ADC has determined that the restoration, preservation and/or improvement of
the Area will benefit both property owners in the Area and the city of Astoria, its residents, and
taxpayers by increasing property values and the economic vitality of the Area and the City;

WHEREAS, the Owner wants to assist in improving the Area’s unique character and economic
vitality and to participate in the Astoria Development Commission Facade Grant Program.

NOW, THEREFORE, in consideration of the above described benefits, and for other good and
valuable consideration, the receipt of which is hereby acknowledged by the parties, Owner and
its heirs, successors and assigns hereby covenants to the ADC, its successors and assigns as
follows.

A. The following restrictions are imposed upon the Property’s use:

1. The Owner shall not make any changes, alterations, repairs, improvements or
additions to, nor shall it remove any portion of the facade of the building or
structure on the Property without the prior written consent of the ADC, which
may be granted or withheld at the ADC’s sole discretion. The goal of this
restriction is to prohibit changes that affect the facade’s appearance and the
restrictions herein shall be interpreted broadly to achieve this goal. This
includes but is not limited to signage and all forms of graphic identification that
could be attached or applied to the facade. Any request for changes shall be in
writing and shall be acted upon within thirty (30) calendar days of submission.

2. The Owner will retain and maintain the facade of the building or structure located on the Property consistent with the provisions of the ADC's Facade Grant Program guidelines and grant application and will at all times maintain the same in good condition and repair subject to the provisions of this Agreement and the laws of the city of Astoria. In the event the building or structure is completely destroyed, and the destruction was beyond the Owner's control, this Agreement shall become null and void.
3. For the purposes of this instrument, the term "facade" refers only to the exterior portion of the building or structure located on the Property and receiving improvements as specified in the ADC's Facade Grant Program guidelines and grant application.
4. The ADC or other duly authorized agent or contractor may enter upon the Property to perform any required work after first giving reasonable notice to the Owner. For the terms of this document "reasonable notice" shall be considered twenty-four (24) hour notice via telephone, person to person, or proof of Owner's receipt of notice via certified U. S. mail delivery.
5. The ADC shall make available to and assist the Owner during the implementation phase of the Astoria Development Commission Facade Grant Program as follows:
 - a. Prepare illustrations, plans, specifications and cost estimate for Facade work.
 - b. Supervise the performance of the contract for the implementation of the Facade renovation.
 - c. Furnish advice, guidance and inspections in connection with the coordination of work on the Facade.
6. The ADC, in order to insure the effective enforcement of this Agreement, shall have, and the Owner hereby grants the following rights:
 - a. In the event of a knowing and willful violation of this Agreement and upon reasonable notice to the Owner, the right to enter upon the premises and correct such violations and hold the Owner responsible for the cost thereof; and
 - b. The right to place a lien against the property to secure payment by the Owner of any obligations arising under this Agreement. Owner expressly waives any right it may have to object to such a lien.
7. The Owners agree that they will seek no reimbursement from the ADC for any taxes, mortgages, liens, deeds to secure debt, or other obligations or costs of any nature arising out of the facade improvements. Owners will indemnify, defend and hold harmless ADC, its officers, officials, employees and agents from and against any and all liability, loss, damages, expense, costs, claims, and fees, including attorney fees, arising out of or related to this Agreement and

caused in whole or in part by any act or omission of the Owner, its employees, agents and assigns, except if caused by the sole negligence or willful misconduct of the ADC. ADC shall not be liable to contribute to the maintenance of the premises.

- 8. This Agreement will expire seven (7) years from the date it is executed by the parties.
- 9. Through this Agreement, the parties intend to create a covenant that runs with the land. In the absence of privity of estate, the parties intend to create an equitable servitude that runs with the land.

B. SEVERABILITY CLAUSE

It is understood and agreed by the parties hereto that if any part, term, or provision of this agreement is held to be illegal by the courts, the validity of the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the particular part, term, or provision held to be invalid.

OWNER

Date

STATE OF OREGON)
) ss.
COUNTY OF CLATSOP)

Before me the undersigned notary public appeared _____ who is personally known to me or who proved through satisfactory evidence to be the Owner and under oath stated that he/she is authorized to sign this instrument and acknowledged it to be the Owner's free and voluntary act.

Sworn to before me this _____ day of _____, 20_____.

Notary Public

My commission expires: _____

Astoria Development Commission

Date

STATE OF OREGON)
) ss.
COUNTY OF CLATSOP)

Before me the undersigned notary public appeared _____ who is personally known to me or who proved through satisfactory evidence to be the Owner and under oath stated that he/she is authorized to sign this instrument and acknowledged it to be the Owner's free and voluntary act.

Sworn to before me this _____ day of _____, 20_____.

Notary Public

My commission expires: _____

Criteria Item Checklist

Please check all boxes that are appropriate with your project. Applications will not be reviewed without the appropriate supporting materials.

- Submit the checklist as part of your application.
- Provide current photos of your property.

SIGNS:

- Provide a color rendering of the design chosen.
- Include specifications as to the size and width of the sign.
- Note how and where the sign will be hung on the building.
- Submit a written estimate from a sign company.
- Submit written verification that design and size comply with City codes.

PAINT:

- Provide samples of the colors chosen.
- Mark which color will be body color and which will be accent colors.
- Note where each color will be used.
- Submit written estimate from painter of your choice.

AWNINGS:

- Provide information about color and style of awning chosen.
- Note where awning will be placed on building.
- Submit written estimate.
- Submit written verification that design and size comply with City codes.
- Awning selection must take into account the architectural style of the building.

MAJOR FAÇADE ALTERATION:

- Provide a rendering of project, including paint and awning colors where applicable.
- Submit written cost estimates or bids.

SITE IMPROVEMENTS:

- Provide a site plan delineating site improvements and highlighting site improvements that will be reimbursed through the grant process.
- Submit written cost estimates or bids.