

**AGENDA**  
**City of Brookings**  
**Urban Renewal Agency Advisory Committee**  
**Brookings City Hall Council Chamber**  
**Thursday, May 10, 2007 3:00 PM**

- I. Call to Order**
- II. Approval of minutes from April 12, 2007**
- III. Public Comments**
- IV. Discussion**
  - A. Chetco Avenue streetscape improvements.**
    - 1. Status report on trees**
    - 2. Possible additional amenities between Oak and 5<sup>th</sup> streets**
    - 3. Constraints and opportunities for added amenities northwesterly of 5<sup>th</sup> street.**
  - B. Eligibility of costs on two projects.**
  - C. Report on meeting with Dr. John Rush regarding possible acquisition of parking lot.**
  - D. Process for refining project list, establishing priorities and developing specific projects.**
- V. Comments from Committee Members**

***Next meeting: Thursday, June 14***



# COUNCIL AGENDA REPORT

To: Mayor & City Council

From: Interim City Manager

Date: 4-17-07

Re: Urban Renewal Facade Improvement Program

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Subject:

**Revisions to Facade Improvement Program Guidelines recommended by the Urban Renewal Advisory Committee (URAC).**

Recommendation:

Approval of attached Facade Improvement Program Guidelines.

Background /Discussion:

After the Facade Improvement Program's initial year of operation, the URAC has reviewed its procedures and guidelines and is recommending a number of changes to have it both run smoother and provide greater accountability for the public investment being made. Specifically, changes are recommended to implement the following:


- Clearer understanding of what the project will be and look like upon completion
- Site inspections both prior to and upon completion by City Building Official (as well as a committee representative) for code and performance satisfaction.
- Professional design consultation, if desired, to be responsibility of the applicant rather than Urban Renewal, maximum of \$5,000 or 10% of project
- Project minimum value of \$2500 to serve as an incentive to more complete projects and increase efficiency.
- Elimination of non-facade improvements' eligibility due to complexity and high cost of implementation.
- Disallow any reapplication for the "same" improvement in any one property.
- Demonstrate solicitation of a minimum of 3 quotes when job exceeds \$5000 to demonstrate efficient use of funds.
- Code compliance required as a condition of participation, to be limited to all signage and street addressing; ADA compliance to be dictated by requirements of the building code, only. Any additional requirements have the potential of being extremely burdensome and could detrimentally limit participation.
- Elimination of the loan program for ease of administration; no applicants first year.

**Council Agenda Report: OR Facade Improvement Program**

Financial Impact(s):

None directly.

City Manager Review and Approval for placement on Council Agenda:

  
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Kenneth Hobson, Interim City Manager



## **FACADE IMPROVEMENT PROGRAM GUIDELINES**

This is a reimbursement program designed to provide financial aid for businesses and property owners who rehabilitate buildings within the Urban Renewal District of Brookings in order to alleviate blight and improve the area's overall appearance.

### **PROCEDURAL BASICS**

- Provides matching grant funds or loans for improvements within the Urban Renewal District.
- Funding amount is based on project need and available funding allocated by the Urban Renewal Agency (URA) Board of Directors (City Council).
- Applications are processed as they are received
- Approved project costs are reimbursed after paid in full by the applicant.

### **BUILDING FACADE IMPROVEMENT MATCHING GRANTS**

- Business or property owners can receive up to \$20,000 in matching grant funds per business, up to a maximum of \$40,000 in any one fiscal year. "Matching funds" means that the owner will be reimbursed for half of approved project costs when the project is completed.
- The minimum value of any project to be considered for a grant is \$2500.
- Design consultant fees, when a professional designer is utilized for the project, are eligible for up to 10% of the total project cost or \$5,000, whichever is less.
- To qualify for matching funds, exterior design details and colors must be approved by the Urban Renewal Advisory Committee (URAC).
- Applications for the "same" improvement on any property within 5 years of an approved project will not be accepted.

Funds can be used for structural and aesthetic facade improvements clearly visible from the public right-of-way.

### **GENERAL GUIDELINES**

1. This program will not provide any funds for work completed prior to application approval.
2. Exterior facades shall be updated and integrated into a design that complements adjacent structures to provide a harmonious composition of masses, materials, colors, and textures. Submission of color and/or material samples as applicable, will be required with your application.
3. Lighting standards and fixtures shall be of a design and size compatible with the building and adjacent areas.

4. Building components, such as windows, doors, eaves and parapets, shall be coordinated with the design theme and proportional with each other.
5. Design attention shall be given to mechanical equipment or other utility hardware so as to screen them from view to the extent feasible.
6. Signs will be a part of the architectural concept. Size, materials, color, lettering and location shall be harmonious with the building design and the number of signs shall be minimized.
7. The URAC, at its discretion, may consider other conditions or building appurtenances.

## **COLOR GUIDELINES**

Because repainting is one of the easiest, most cost-effective ways to enhance a property — or an entire downtown area — the following color guidelines are a key part of the Brookings Urban Renewal Program.

### **Basic color guidelines:**

- Choose exterior colors that harmonize rather than contrast with surrounding buildings. In short, color should not be used as a "sign" or to attract attention. Intense or extremely bright colors or radical patterns create disharmony that makes the Urban Renewal District look less attractive.
- Using harmonizing colors does not limit you to the same colors as your neighbors. There is broad latitude in these color guidelines.
- When considering color, be sure to include all elements of your property: walls, fences, planters, signs and other accessory structures.
- Keep it simple. Too many different colors or too many shades of a color are distracting and tend to cheapen a building's appearance.
- Natural materials, like stone or brick, usually are more interesting and attractive when left in their unpainted, natural states, and require less maintenance.

**Suggested colors:** The sample colors and color combinations provided are only examples to help you select the right color scheme for your property. There are no hard, fast rules. The important thing is to follow the spirit of these guidelines. Photo copies of the sample color combinations are attached and original color chip samples are on file in the City Manager's office.

## **DESIGN REVIEW COMMITTEE**

The URAC is hereby designated as the Design Review Committee (DRC). After the DRC determines that an application is complete and meets program objectives, the application will be forwarded to the City Manager for further processing.

The DRC shall function as the body that determines whether the project meets the mission and purpose statements of the Facade Improvement Program. Their project funding recommendations will be forwarded to the URA for final approval.

The attached facade illustration can be used as a guide in your preparation for meeting with the DRC. A drawing or photos of your facade with any planned modifications detailed will be very helpful.

## **PROCESS**

In addition to a completed application form, your application packet needs to include:

- preliminary design drawings
- evidence of property and/or business ownership
- photographs of the site
- description of methods and materials to be used – including color and/or material samples
- location map
- itemized cost estimates from a licensed contractor
- itemized cost estimates from a professional design consultant, if one is to be utilized.
- the amount of matching funds being applied for
- estimated project completion time

Application packets may be obtained from, and completed applications returned to, the City Manager's Office. If the application is complete and conforms to the requirements, it will be forwarded to the URAC for review, evaluation, and recommendation to the URA. The DRC process may also include a site inspection and applicant interview.

If the URA approves the application, the construction phase will be monitored by the City Manager or City Manager's designee.

Construction must be initiated within six months and completed within twelve months of URA approval.

Matching grant funds will be dispersed upon project completion, after final inspection and approval by both the City's Building Official and the City Manager.

## **CONDITIONS AND CONSIDERATIONS**

1. The Brookings URA shall have the sole authority to approve an application. A project may be modified and changes required at either the DRC or URA review levels.
2. Projects must comply with approved submitted plans in order to qualify for matching or loan funds.
3. Any changes to the approved project plan, including additions, deletions or substantive modifications, must be approved in advance. Failure to do so will release the URA from any obligation to provide any matching grant funds.
4. Commercial and business applicants must be current with all City taxes, licenses and fees.
5. Street addressing must be brought up to code.
6. All signage on the property must be made code compliant as part of any approved project.
7. If the applicant is not the owner of the property to be renovated, written authorization from the property owner must be submitted with the application.
8. Approved project costs are reimbursed after paid in full by the applicant.
9. Projects in excess of \$5,000 require submittal of a minimum of 3 bids/quotes, unless specifically approved by the City Manager. While the applicant will not be required to use

the services of the low bidder, reimbursement by the City will be computed, and thus limited, as if the low bid contractor had been selected.

10. Applicant has the responsibility for checking with all appropriate entities regarding any necessary regulatory approvals. This application is intended only for accessing this funding program.

## **DEFINITIONS**

**Designer** means a designer or architect; the designer shall furnish proof of working with a structural engineer and be licensed, bonded, insured, and have all appropriate City licenses. The designer, architect, and structural engineer cannot be the applicant.

## **ELIGIBILITY**

Subject properties must be located within the Urban Renewal District boundary.

**Eligible activities:** including, but not limited to: rehabilitation of building facades, including masonry cleaning, cornice restoration, new siding, exterior painting, canopies, and window awnings, repair to gutters and downspouts, removal of old signs and replacement of new conforming signs and improvements which enhance the pedestrian environment. Funds may also be used for structural upgrades to a facade wall.

**Ineligible activities:** including, but not limited to: previously completed projects, security systems, personal property, billboards.

## **Attachments:** Sample Color Combinations

For more information, please contact:

City of Brookings, City Manager  
898 Elk Drive  
Brookings, OR 97415  
541-469-1101



# CITY OF BROOKINGS



April 13, 2007

Maybeck Foundation  
3200 Washington Street  
San Francisco, CA 94115

Dear Members of the Board:

On behalf of the Urban Renewal Advisory Committee I'd like to welcome you to Brookings for your upcoming meeting. The Committee's response was enthusiastically and unanimously positive when members learned that you were coming.

As I'm sure you know Mr. Maybeck played an important role in the initial planning of Brookings. And, though that plan was never fully executed, there are still hints of it in our downtown area, including several Maybeck-era buildings.

It's my hope that your trip here will inspire us to take the next big step forward in our urban renewal efforts, perhaps with your direct participation. For example, I can think of at least three kinds of opportunities for joint efforts with the Foundation:

- full restoration of one or more historic Maybeck buildings to provide living inspiration for future urban renewal projects;
- a neighborhood redevelopment project in the Maybeck architectural tradition;
- an updated master plan for the Urban Renewal Area, based on Maybeck principles.

But, whether or not there is an opportunity for our committee to directly collaborate with the Foundation, I hope that your visit here is both pleasant and productive.

Best wishes,

Pete Chasar, Chairman  
Brookings Urban Renewal Advisory Committee