

# STATE RESOURCES & TOOLS FOR DOWNTOWN REVITALIZATION

## DEPARTMENT OF LAND CONSERVATION & DEVELOPMENT

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Department of Land Conservation and Development (DLCD) has the following programs, offered through the Transportation Growth Management (TGM) program. TGM Grant and Technical Assistance Grants (letters d and e, below) have deadlines for funding applications, and the other programs are on demand:

- TGM Education and Outreach. Through this program DLCD hires a consultant from a pre-approved list to work with a city on a specific issue. Prineville is using this right now for a parking study for its downtown and La Pine used it to kick off downtown design planning. Generally the consultant will take a day or two to tour the area, interview key community members and facilitate a Charrette on the identified issues. This likely wouldn't be used for an entire downtown plan but it is certainly a good thing to kick off or include in a downtown revitalization effort. There does have to be a transportation tie-in but bikeability, walkability, pedestrian amenities, parking and traffic circulation are always issues in a downtown.
- TGM Code Assistance. Through this program DLCD hires a consultant team to review a local code for compliance with TGM principles (which primarily have to do with biking, walking, transit and other multi-modal issues – but also quality planning and zoning). The scope of the project can be narrowed down to focus on a sub-area, such as a downtown. For example, the Klamath Falls code could be reviewed for ways to improve on providing bike and pedestrian amenities with development, upper floor uses, provide for better alternative access to the downtown, encourage greater density of residential uses in and adjacent to the downtown, etc.).
- TGM Quick Response. This program is different than the others in that it focusses on a specific property and requires an imminent development that is being held up by an issue relating to land use or transportation. DLCD hires a consultant to work with the city and developer to resolve that issue, whether it be a transportation issue, a design issue or neighborhood compatibility issue or other planning issues. This one is not used very much because of the fact that it requires an actual development to be in process – communities often ask if they could use it to prepare for development (like cleaning up a hazardous site) but it is not for that.
- TGM Grant Category 2 Grant. DLCD and ODOT have an annual cycle TGM Grant. There are two categories. Type 1 is basically traditional Transportation Systems Plans or components thereof. Type 2 is for planning projects that combine land use and transportation. As long as there was a strong transportation component (bikeability, pedestrian friendliness, traffic circulation, parking, etc) a downtown plan might be eligible for a TGM grant. This is the grant Klamath Falls was recently awarded for its master trail planning. Grant awards typically fall in the \$30,000 to \$120,000 range and require a minimum ~10% match. The next application deadline will be around June of next year.
- Technical Assistance Grant. Technical Assistance grants are on a two year cycle with the next applications accepted September 30. These grants focus on planning projects that would support economic development, streamlining planning processes, updating codes to comply with state law and infrastructure finance planning. A downtown revitalization plan is not really a direct fit for this grant but it might have a shot if there was a strong enough economic development and/or infrastructure provision tie.

# OREGON MAIN STREET PROGRAMS

OREGON PARKS AND RECREATION DEPARTMENT

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- The Main Street Approach is a proven comprehensive approach to commercial historic district revitalization. This approach has been implemented in more than 2,200 cities and towns in 40 states across the nation with the help of the National Main Street Center and statewide downtown revitalization programs. The Main Street Approach® is based on a comprehensive, four point strategy:
  - Organization
  - Promotion
  - Design
  - Economic Restructuring

- Oregon Main Street provides assistance to all communities no matter where they are in the process. Currently, there are 92 communities participating in one of the levels of the Oregon Main Street network:

The “**Affiliate**” level is for communities that do not wish to become a designated Main Street community or wish to apply the Main Street Approach® in a non-traditional commercial setting. Communities participating at this level receive notification of workshops and conferences sponsored by Oregon Main Street and are invited to participate in the listserv. They do not receive on-site technical assistance. Interested communities may join by submitting an [Affiliate level application](#).

- The “**Main Street Track**” is for communities that are ready to begin their revitalization efforts or are well on their way. This track includes 3 levels:
  - **Performing Main Street** is for those communities who were previously certified National Main Street cities and those communities with advanced downtown programs following the Main Street Approach®. Application rounds are held as resources permit.
  - **Transforming Downtown** is for communities who are committed to downtown revitalization using the Main Street Approach® but need technical assistance to take them to the next level. Application rounds are held as resources permit.
  - **Exploring Downtown** is for communities just starting a downtown revitalization effort and wish to learn more about using the Main Street Approach®. Interested communities may join at any time by completing a brief application form.

## General participation requirements for the “Main Street” track include:

- The boundaries/primary focus area of the organization must be that of a historic downtown or neighborhood commercial district – basically a “Main Street district.” This area must be:
  - A historic central business district and center for socio-economic interaction.
  - Characterized by a cohesive core of historic or older commercial and mixed-use buildings that represent the community’s architectural heritage. It may also include compatible in-fill development.
  - Have a sufficient mass of businesses, buildings, and density to be effective.
  - Typically arranged with most of the buildings side-by-side and fronting the sidewalk along a main street with intersecting side streets.
  - Compact, easily walkable, and pedestrian-oriented.
- In general, districts containing newer low-density automobile-oriented commercial development (e.g., sprawl), strip malls, and enclosed shopping/entertainment centers will not qualify for designation unless they are fully integrated into the fabric of a traditional “Main Street district.”

**For More Information:**

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503-986-0679

**Other resources Oregon Main Street program is embarking on:**

- **Historic Theater Project:** <https://orhistorictheaters.wordpress.com/>
- **HB 3526 Establishes the Oregon Main Street Revitalization Grant Program** within Oregon Parks and Recreation Department for the purpose of awarding grants to acquire, rehabilitate and construct buildings in designated downtown areas statewide and to facilitate community revitalization. The grant will be funded through lottery bonds sold in spring of 2017. The application process most likely will be similar to other Heritage Program grants. The intent is to fund “bricks and mortar” type projects and to facilitate community revitalization that will lead to private investment and job creation or retention. Communities participating in the OMS Network will be eligible to have projects submitted.

# OREGON HERITAGE PROGRAMS

OREGON PARKS AND RECREATION DEPARTMENT

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Includes the State Historic Preservation Office, the Oregon Main Street program, the Oregon Heritage Commission and the Oregon Commission on Historic Cemeteries.

## GRANTS

**DIAMONDS IN THE ROUGH GRANT:**

"Diamonds in the Rough" grants are to restore or reconstruct the facades of buildings that have been heavily altered over the years. The purpose is to return them to their historic appearance and potentially qualify them for historic register designation (local or national).

- Eligibility: buildings with heavily modified primary facades
- Awards: up to \$20,000
- Match: 1:1, match may be in the form of cash, volunteer time, in-kind donations
- Timing: offered twice per biennium, usually spring deadlines

Contact: Kuri Gill, [Kuri.Gill@oregon.gov](mailto:Kuri.Gill@oregon.gov), 503-986-0685

**OREGON HERITAGE GRANT:**

Support of projects for the conservation, development and interpretation of Oregon's cultural heritage. Priority will be given to projects that preserve, develop or interpret threatened heritage resources and/or heritage resources of statewide significance.

- Eligibility: 501(c)3 nonprofit, incorporated in the state of Oregon, local governments and Oregon colleges and universities
- Awards: typically \$5000 - \$20,000
- Match: 1:1 required 50% of the match must be cash
- Timing: offered once per biennium, usually fall of the odd year

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### **OREGON MUSEUM GRANT:**

Support of projects for the collection and management of heritage collections, for heritage-related tourism, and heritage education and interpretation. Grant proposals from museums of all sizes and purposes are encouraged and will be considered.

- Eligibility: must be a qualifying museum
- Awards: typically \$1000-\$8000
- Match: not required, but recommended
- Timing: offered twice per biennium, usually spring deadlines

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### **PRESERVING OREGON GRANT:**

Preserving Oregon Grant Programs funds are to be used for:

- Rehabilitation work on properties listed in the National Register of Historic Places, or significant work contributing to identifying, preserving and/or interpreting archaeological sites.
- Eligibility: open, must meet one of the two above criteria
- Awards: up to \$20,000
- Match: 1:1, match may be in the form of cash, volunteer time, in-kind donations
- Timing: offered twice per biennium, usually spring deadlines

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### **CERTIFIED LOCAL GOVERNMENT GRANT:**

The Certified Local Government (CLG) program offers matching grants to cities and counties that have been "certified" as historic preservation partners with both the state and the federal governments. These grants can be used for a wide-range of preservation projects, including National Register nominations, historic resource surveys, preservation education, preservation code development, building restoration, and preservation planning.

- Eligibility: certified local governments
- Awards: typically \$10,000-15,000
- Match: 1:1, match may be in the form of cash, volunteer time, in-kind donations
- Timing: annually

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## **TAX INCENTIVES**

### **FEDERAL INCOME TAX CREDIT PROGRAM**

The Federal government has offers an income tax credit as an incentive for rehabilitating income-producing historic buildings. The program can offer tax credit up to 20% of qualified project costs. This tax credit program is administered in Oregon by the State Historic Preservation Office (SHPO) in conjunction with the National Park Service (NPS) in Washington, D.C., which makes the final decisions on project eligibility, and the Internal Revenue Service (IRS) who handles the actual tax credit component.

Contact: Joy Sears, [Joy.Sears@oregon.gov](mailto:Joy.Sears@oregon.gov), 503-986-0688

### **STATE SPECIAL ASSESSMENT OF HISTORIC PROPERTIES**

The incentive "freezes" a property's assessed value for 10 years while rehabilitation work is completed. It is most effective when the "freeze" is in place prior to any substantial rehabilitation of the property. Properties must be listed on the National Register of Historic Places.

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## **AWARDS AND DESIGNATIONS**

### **OREGON HERITAGE ALL-STAR COMMUNITY**

The Oregon Heritage All-Star program is a way to recognize communities that make the most of their heritage resources. Oregon Heritage created a list of heritage related criteria by which the program can be measured. A Heritage All-Star Community meets 15 of the 20 criteria. To receive designation the community must apply using the form provided here. The application is reviewed by Oregon Heritage staff and the designation is approved by the Oregon Heritage Commission.

All-Stars receive special benefits.

- a certificate for display
- two metal signs for display
- the designation noted on the online Oregon Blue Book entry
- the designation noted on the Travel Oregon web site
- a logo to use in publications and marketing materials
- Heritage All-Star Community Technical Services

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### **NATIONAL REGISTER OF HISTORIC PLACES**

The National Register is the nation's official list of buildings, structures, districts, sites and objects significant in American history, architecture, archaeology, and culture, and is maintained by the National Park Service in Washington D.C. The State Historic Preservation Office assists property owners, governments, and interested citizens in identifying and listing Oregon's most historically important resources in the National Register.

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Diana Painter, [Diana.Painter@oregon.gov](mailto:Diana.Painter@oregon.gov), 503-986-0668

### **OREGON HERITAGE TRADITION**

Communities in Oregon have events that have, over the years, become associated with what it means to be an Oregonian. In short, if you have attended these events, you are truly an Oregonian. The Oregon Heritage Tradition designation recognizes those events more than 50 years old that represent what it means to be an Oregonian.

Contact: Kyle Jansson, [Kyle.Jansson@oregon.gov](mailto:Kyle.Jansson@oregon.gov), 503-986-0685

## **TECHNICAL ASSISTANCE & TRAINING**

### **HISTORIC BUILDING ASSESSMENT AND TREATMENT**

The State Historic Preservation Office offers sight visits to historic properties to review the building's needs, discuss how to meet those needs while preserving the historic character, plan priorities for work on the building.

Contact: Joy Sears, [Joy.Sears@oregon.gov](mailto:Joy.Sears@oregon.gov), 503-986-0688

### **STATE AND FEDERAL CULTURAL RESOURCE COMPLIANCE**

Some development and projects may require compliance with State and/or Federal cultural resources. Projects with Federal funding or oversight and projects on public properties are some of these projects. The State Historic

Preservation Office provides technical assistance to navigate the process and address the requirements of these laws.

Contacts:

Historic Properties: Jason Allen, [Jason.Allen@oregon.gov](mailto:Jason.Allen@oregon.gov), 503-986-0579

Archaeology: Dennis Griffin, [Dennis.Griffin@oregon.gov](mailto:Dennis.Griffin@oregon.gov), 503-986-0674

Archaeology: John Pouley, [John.Pouley@oregon.gov](mailto:John.Pouley@oregon.gov), 503-896-0675

## OREGON ARTS COMMISSION

**Oregon Arts Commission as the following resources to support downtown revitalization related to furthering arts and culture:**

- a. Operating Support Grants (\$920,000 distributed annually) support activities of Oregon's medium and large not-for-profit arts organizations.
- b. Access Reimbursement Grants (\$10,000 distributed annually) range from \$200 to \$1,000 and assist in making the arts accessible to people with disabilities by removing barriers and providing opportunities.
- c. The Ford Family Foundation's Visual Arts Program (\$101,000 distributed annually) The Ford Family Foundation's Art Acquisition Program, managed by the Oregon Arts Commission, provides resources to Oregon visual art institutions and public visual arts collections for the purpose of acquiring seminal works by Oregon visual artists to preserve public access to them.
- d. Arts Recognition Grants (\$20,000 distributed annually) awards \$1,000 to exemplary arts organizations that have a record of excellence in programming, service and organizational capacity.
- e. Arts Learning Grants (\$185,000 distributed annually) support projects that expand opportunities for K-12 students to learn in and through the arts, producing measurable learning outcomes; Respond to an arts education issue demonstrated by specific schools(s) or a community; Provide professional development opportunities so Oregon's teaching artists, teachers and administrators increase their knowledge about the value of the arts in student learning; Promote the arts as integral to a comprehensive education; Embed meaningful evaluation practices in the project design; and include sustained and substantive interactions with students over time, rather than single events or stand-alone activities.
- f. Arts Services Grants (\$157,000 distributed annually) provide operating support to local and regional art councils or other arts organizations that offer: Regular, ongoing arts services to a broad population; Programming and services that encourage all people to participate in arts activities; and Opportunities that enhance the capacity of artists to contribute to the economic, social and cultural well-being of their communities.
- g. Arts Build Communities Grant (\$114,000 distributed annually) program provides \$3,000-\$7,000 matching support to arts and other community-based organizations for projects that address a local community problem, issue or need through an arts-based solution.
- h. Cultural Tourism Grants (\$70,000 distributed annually) support projects and partnerships that positively impact arts-based cultural tourism activities.
- i. Career Opportunity Grants (\$130,000 distributed annually) support individual Oregon artists by enabling them to take advantage of unique opportunities to enhance their careers through the development of arts, business or professional skills; expanded marketing capacity and/or the further development of the nature or quality of their artwork.
- j. Artist Fellowship Program (\$41,000 distributed annually) Artist Fellowships are non-matching awards of \$3,000 to honor Oregon's professional artists and their artistic achievements and to support their efforts to advance their careers.

- k. Oregon Media Arts Fellowship(s) provide financial and other support for production expenses to enable Oregon film or video artists to create or complete new work or works in progress.
- l. World of Work Grants support projects that draw connections for underserved students to the world of work, offering engagement in the professional elements of an artistic/creative career field. Through an emphasis on the practical application of knowledge in the workforce, such as through internships/externships, mentorships, meaningful job shadows and in or out of school “professionals-in-residence,” funded activities will contribute to sequential learning for students to build skills in the arts.
- m. Capacity Building Grants the Commission offers a small number of competitive grants to continue the capacity-building efforts of *Sustaining Oregon’s Arts*, a multi-year program to strengthen arts organizations in Oregon. This program helps the arts non-profit adjust to the structural changes brought on by technological advances, demographic and funding changes, and shifting consumer and donor behavior. The grants enable groups to respond to environmental changes by building their operating capacity, improving financial sustainability, refining artistic products, diversifying audiences and/or strengthening management and board governance.

## OREGON HOUSING & COMMUNITY SERVICES

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Works to locate housing downtown, in areas where revitalization is a priority. Works with affordable housing developers to consider opportunities for low-income housing projects downtown as appropriate.

## TRAVEL OREGON

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**Has various programs- Travel Oregon Matching Grants Program, Rural Tourism Studio Matching Grants Program, and the new Wine County License Plate Grants Program.**

- Travel Oregon Matching Grants Program: Cities, counties, port districts, federally recognized tribes and nonprofit entities located in Oregon and involved with tourism promotion and development are eligible for grants from this matching grant program. Projects that contribute to the development and improvement of local economies and communities throughout Oregon by means of the enhancement, expansion and promotion of the visitor industry are eligible to receive funding.
- The biennial Matching Grants Program will open its next cycle in 2016. Communities, visitor associations and tourism-related organizations are invited to apply for funding. An applicant may apply for one grant per cycle and must match the grant amount awarded, dollar for dollar. Up to 50% of the match may be in-kind.
- Rural Tourism Studio Matching Grants Program: Graduating communities of the Rural Tourism Studio are eligible to apply for up to \$10,000 in matching grant funds. Applications may be submitted for up to two projects which must be supported by the local priorities identified in the Rural Tourism Studio program.
- Oregon Tourism Commission (OTC) has allocated \$10,000 for investment in the Oregon **Rural Tourism Studio** Matching Grant Program for each graduating community. Each community may submit up to two project ideas. Projects must be completed within one year of the grant award.
- Below is a brief look at some of the components of the matching grant program. The grant guidelines specific to this program will be provided to the participants in their final workshop session.

- After successful completion of the Oregon Rural Tourism Studio, a participating member of the local Rural Tourism Studio Steering Committee may submit one matching grant application.
  - The matching grant application may include up to two project ideas for a maximum total request of \$10,000.
  - A local nonprofit organization or public agency must serve as fiscal agent for the grant.
  - The initial step of the application process is to complete a Grant Project Idea Worksheet and submit it to Travel Oregon. Once the Idea Worksheet has been reviewed, applicants must provide additional details, including a project budget, timeline and letters of support.
  - A one-to-one match will be required for an applicant to receive matching grant funds. In-kind contributions can be used for up to half of the match provided. For example, if you are applying for a \$10,000 matching grant, you can provide a match of \$5,000 in cash and \$5,000 worth of in-kind contributions.
  - Matching grant projects must be aligned with and support the local priorities identified in the Rural Tourism Studio program.
  - Matching grant applications are due six months after the completion of the Rural Tourism Studio.
  - Projects must be completed within one year of the grant award.
- **Wine Country License Plate Grants Program:** The revenues from the sale of the Wine Country license plate will be used to support culinary projects and tourism programs in Oregon. Rules and guidelines to implement this effort are being developed.

## REGIONAL SOLUTIONS

OFFICE OF THE GOVERNOR

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**Regional Solutions:** Regional Solutions Coordinator can evaluate other appropriate agency participation, and resources to leverage ongoing efforts for revitalization, including: ODOT paving or street projects, other public investments in downtown that are planned or are occurring, energy efficiency programs (ODOE or Energy Trust of Oregon). The Oregon legislature also has allocated funding per region in 2013 and 2015 to priority projects, to fund projects recommended by local advisory committees (these funds are already allocated for 2015-17, and will be funded through the sale of lottery bonds in late 2017).