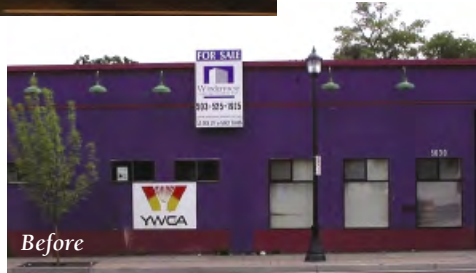




After - Oregon Convention Center URA



Before



Before



After -
River District URA

STOREFRONT IMPROVEMENT PROGRAM



Before

After - Central Eastside URA

An incentive program for
new and growing businesses

PORTLAND

Investing in Portland's Future

PDC

PORTLAND DEVELOPMENT COMMISSION

PORTLAND DEVELOPMENT COMMISSION
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www.pdc.us

The City of Portland is known nationally for its many attractive neighborhoods, anchored by vital business hubs. As part of its continuing commitment to community vitality, Portland has developed strategies to rebuild lack-luster business districts and enhance surrounding neighborhoods. One of several incentive programs to help smooth the way for new and growing business is the Storefront Improvement Program, administered by the Portland Development Commission (PDC).

The Storefront Improvement Program is a major component of the city's revitalization efforts, providing cash grants and technical assistance to business and property owners in eligible neighborhoods. Recipients can use the support for a variety of improvements, ranging from repainting to purchase of new windows and awnings.

The Storefront Improvement Program has a notable track record. In neighborhoods across the city, the program has:

- Helped new and established businesses attract customers;
- Leveraged private investment from current owners and inspired improvements to neighboring buildings;
- Enhanced the appearance and charm of commercial areas while building safer, more attractive, more stable neighborhoods;
- Reestablished pride in some of Portland's oldest and best-loved neighborhoods.

HOW DOES THE STOREFRONT IMPROVEMENT PROGRAM WORK?

The Storefront Improvement Program is supported by a variety of public funding sources and, as a result, is focused in designated target areas throughout the city. The program is a convenient, direct way for local businesses and commercial property owners in these target areas to receive help with exterior renovations.

THE PROGRAM:

- The grant recipient is required to provide 50 percent matching funds;
- Awards grants up to \$20,000 to a property owner or business owner;
- Provides, where available, free design assistance from an architect to help with design work and regulatory compliance.

The program is easy to apply for, with a minimum of red tape. The availability of an architect to determine design concepts and suggest specifications for lighting and awnings is a tremendous benefit in selected areas. Participants find that the design assistance helps move their projects along quickly and efficiently, and is particularly helpful with respect to the city's design review process.

The following are *not* eligible for the Storefront Improvement Program:

- National franchises/for-profit corporations with multiple locations outside of Portland, unless the corporation is headquartered in Portland;
- Buildings in excess of 80,000 square feet, except those in the three downtown URAs;
- Government offices and agencies;
- Businesses that exclude minors, except those in the three downtown URAs;
- Properties primarily in residential use.



WE WORK WITH YOU TO SMOOTH THE WAY

PDC staff work closely with prospective clients throughout the process, from application to design to commitment of funds and final reimbursement.

Please note that you must have a formal Commitment of Funds before improvement work can proceed.



To find out more, contact PDC at 503-823-3200, or visit www.pdc.us/storefront. We can tell you if your business is eligible for the program, and how to apply for assistance under the Storefront Improvement Program.

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