

Central Avenue Storefront Improvement Grant

July, 2021

Overview: The purpose of this grant program is to provide incentive monies to stimulate economic investment into our downtown core by helping to upgrade and beautify a model section along Central Avenue. We also seek new businesses representing those boutique retail/commercial enterprises identified in our surveys and specialized downtown business workshops facilitated by the Oregon Main Street Program. A listing of those desired businesses is available from the Sutherlin Downtown Development Inc. (SDDI) or from City Hall.

Specific Provisions:

1. Up to \$1,000.00 per lineal foot to a maximum of \$25,000.00 per building shall be considered for façade improvement supporting the image, vision and approved color palette of the Sutherlin Downtown Urban Renewal Task Force. Additional grants may be considered on a case-by-case basis if additional funds remain available for this program.
2. Up to \$5,000 may be granted to a new business-type described in “The List of Recommended Downtown Business Mix” policy, with additional improvement grant monies considered on a case-by-case basis.
3. The Central Avenue Review Board, a sub-committee of the URTF, will evaluate each application and make recommendations to the Task Force for approval and inclusion in the recommended actions presented to the Urban Renewal Agency.
4. Unsuccessful or incomplete applications will be returned to the applicant with comments and recommendations for further action.

Qualifications:

1. Applicants will have completed business registration with the City of Sutherlin Community Development Department and addressed a letter of intent to the City of Sutherlin Urban Renewal District Administrator.
2. Both the property owner and the tenant must sign the application.
3. A drawing of the intended improvement or improvements is required. A professionally drawn depiction is not mandatory, but all colors, design schemes and façade materials must be described and be complimentary to the designs of Buglin’ Heights new building front, Smalley Mobile-Diesel or Backside Brewery’s Outpost at or near the intersection of Central Avenue and State Street.
4. The business shall be a demonstrated “front-door” retail/commercial operation open to the public and must:
 - a. Sell a product or provide a service to individual consumers.
 - b. Conduct business transactions that occur in which a consumer pays the brick-and-mortar business for a product or service with an immediate exchange of money from consumer to the business.
 - c. Provide a visible and approachable storefront with open hours of operation at least five days a week.