



## **Downtown Corvallis Association**

### **Facade Improvement Program**

### **Loan Guidelines**

June, 2003

## **Downtown Corvallis Association Facade Improvement Loan Program**

Attractive buildings attract business. The Downtown Corvallis Association Facade Improvement Loan Program has been established to stimulate investment in Downtown. The intent of the Loan Program is to produce visible changes on the facades of commercial buildings in Downtown Corvallis.

### **Who is eligible?**

Those businesses located within the Corvallis Downtown project area. For purposes of this program, the Corvallis Downtown project area shall be defined as that property within the Economic Improvement District boundaries. Maps of EID boundaries are on file with the City of Corvallis and at the DCA office. Eligible projects include exterior rehabilitation and restoration, as well as painting, awnings and signage. Interior rehabilitation, purchase of inventory, promotions or business venture expansions do not qualify. In reviewing an application, the DCA and the Design Committee shall not discriminate on the basis of race, religion, sex, color, age, sexual orientation, national origin, disability or marital status.

### **How much may be granted?**

A maximum of \$6,000 per project or 50 percent of the total project cost, whichever is less. The loan has a 0% interest rate with a three-year repayment period for DCA members or EID participants, and a 5% fixed interest rate for non-DCA members or non-EID participants.

### **Is design approval needed?**

Yes. Submit your design plan to the DCA Executive Director who will forward it to the DCA Design Committee. They will assist you with meeting the design guidelines established by the DCA and Livable Oregon Downtown Development Association.

### **What is the application procedure?**

Pick up a copy of the Downtown Corvallis Association Facade Improvement Loan Program application at the DCA Office, 460 SW Madison, Suite 9, Corvallis, Oregon 97333. Submit a completed application, project drawings, project budget and project bids to the DCA Executive Director.

## **DCA Facade Improvement Loan Program Design Committee Guidelines:**

### Awnings

Fixed aluminum and vinyl awnings and awnings simulating mansard roofs and umbrellas are generally inappropriate for traditional downtown commercial buildings. If awnings are added, choose those that are made from soft canvas or vinyl materials rather than wood or metal.

Metal awnings, barrel or square extension awnings, internally illuminated "vinyl" awnings and awnings with more than three strip colors or with three different strip widths are discouraged.

The attached Mainstreet Guidelines, City of Corvallis' Streetscape Plan, and National Trust for Historic Preservation shall be used as guidelines in determining appropriate awnings.

### Signs

Signs should be of a size, placement, design, materials and style compatible with the building as well as other buildings on the block and should not cover or obscure significant architectural detailing or features. Hanging signs may be appropriate if they are of a scale and design compatible with the building and other buildings on the block.

No sign should use plastic as part of the exterior visual effects of the sign.

Fluorescent "day glow" sign colors are not permitted on any permanent sign that requires a sign permit to install.

The attached Mainstreet Guidelines, City of Corvallis' Streetscape Plan, and National Trust for Historic Preservation shall be used as guidelines in determining appropriate signage.

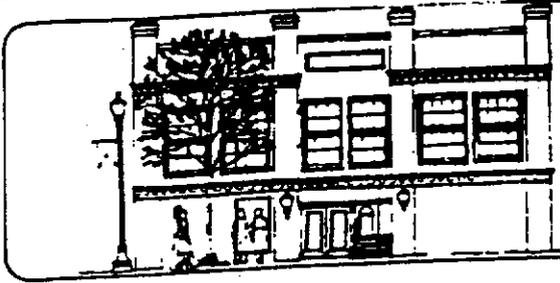
### Paint Color

Paint color should be, at a minimum, appropriate to the style and setting of the building. Color selection should complement the building in question as well as other buildings in the block. In general, color schemes for wall and major decorative trim or details should be kept simple; in most cases, the color or colors chosen for a storefront should be used on other painted exterior detailing (windows, shutter, cornice, etc.) to unify upper and lower portions of the facade.

The attached Mainstreet Guidelines, City of Corvallis' Streetscape Plan and National Trust for Historic Preservation shall be used as guidelines in determining appropriate paint color.

Need more information?

For further information, contact the DCA Executive Director, 460 SW Madison, Suite 9, at 541-754-6624.



**A. STRENGTHEN THE DOWNTOWN IMAGE**

Downtown has an identifiable character that should be maintained and developed. This character helps one recognize Downtown as the vital center of our community. Section A describes this character and provides ways to maintain and enhance it.

**B. ENCOURAGE PEDESTRIAN ACTIVITY**

Downtown should encourage activity by providing a variety of functions within easy walking distance and by improving the street area where pedestrians walk, shop, and recreate. Section B provides guidelines to encourage pedestrian activity.



**C. ENHANCE DOWNTOWN ENTRIES**

Entries to Downtown should be enhanced to create positive, first impressions and draw one into the Downtown. They should be inviting and announce the Downtown Core Area. Section C locates the entries and suggests enhancements of these critical first impressions of Downtown.

**D. INTEGRATE VEHICLE AND PEDESTRIAN ACTIVITY**

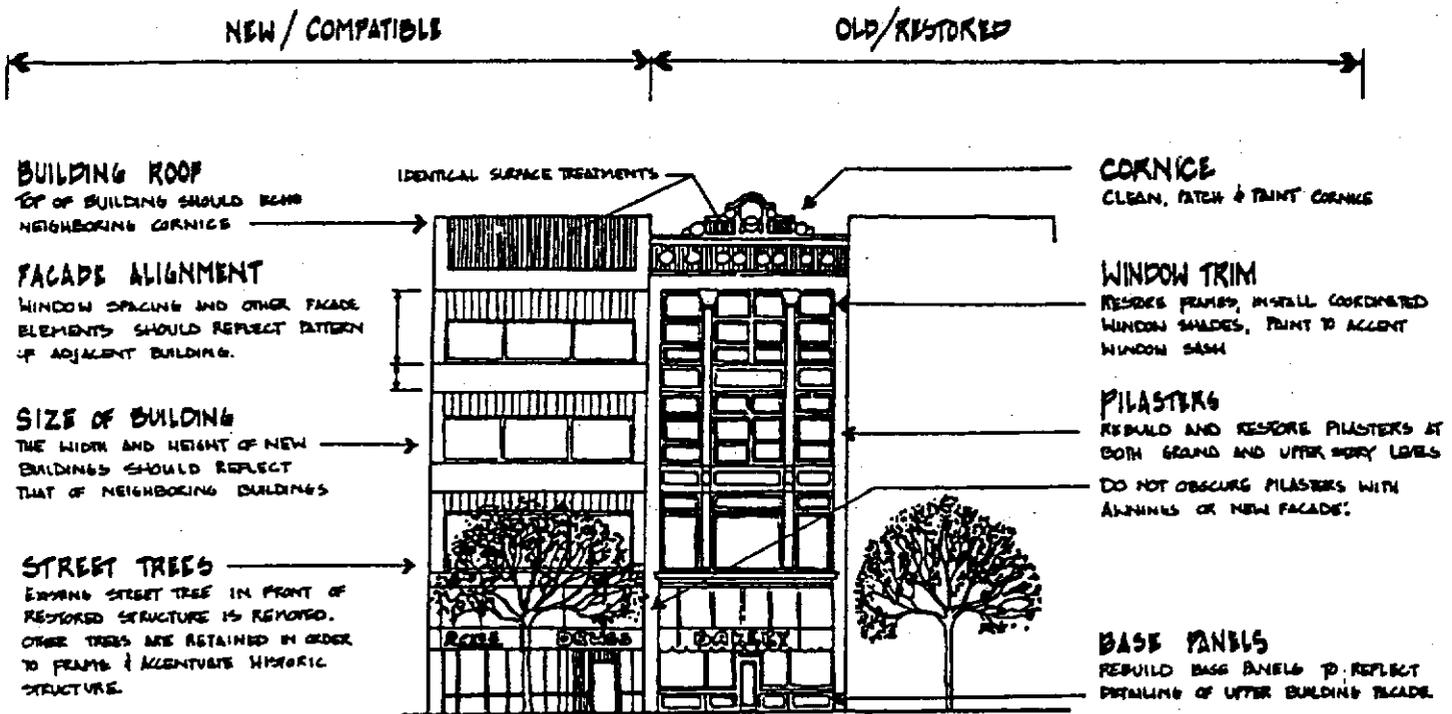
Concentrations of people and vehicles should be encouraged, as they generate excitement and a sense of things happening in the downtown. But such concentrations can also create conflicts and confusion. Section D suggests ways to overcome the confusion, reduce potential conflicts and improve the experience for both pedestrians and drivers.



## GUIDELINES

- A.1.1. TREES AND ARCHITECTURAL HERITAGE:** Viewing the architectural heritage of Downtown should be facilitated by reducing the number of trees or changing the type of trees adjacent to renovated structures.
- A.1.2. RESPECT BUILDING INTEGRITY:** Rehabilitation of buildings to their original architectural style should be encouraged. Original architectural elements of high visual interest as described in Guideline B.2 should be respected and exposed where covered by layers of more recent building materials or large signs. These elements may include cornices, windows, lintels, sills, pilasters, columns, and ornamental detailing.

- A.1.3. ARCHITECTURAL COMPATIBILITY:** New structures should be compatible with the lines, scale, and texture of nearby facades. Materials and details for entries, windows, and cornice treatments should be designed to be compatible with these buildings. The Downtown Corvallis Association (DCA) Design Committee should establish building design and redevelopment guidelines and work with developers to encourage new construction that is compatible with surrounding structures.



**ARCHITECTURAL INTEGRITY AND COMPATIBILITY:** This drawing illustrates guidelines A.1.1. through A.1.6. A local example showing some of these guidelines is shown on page 21.

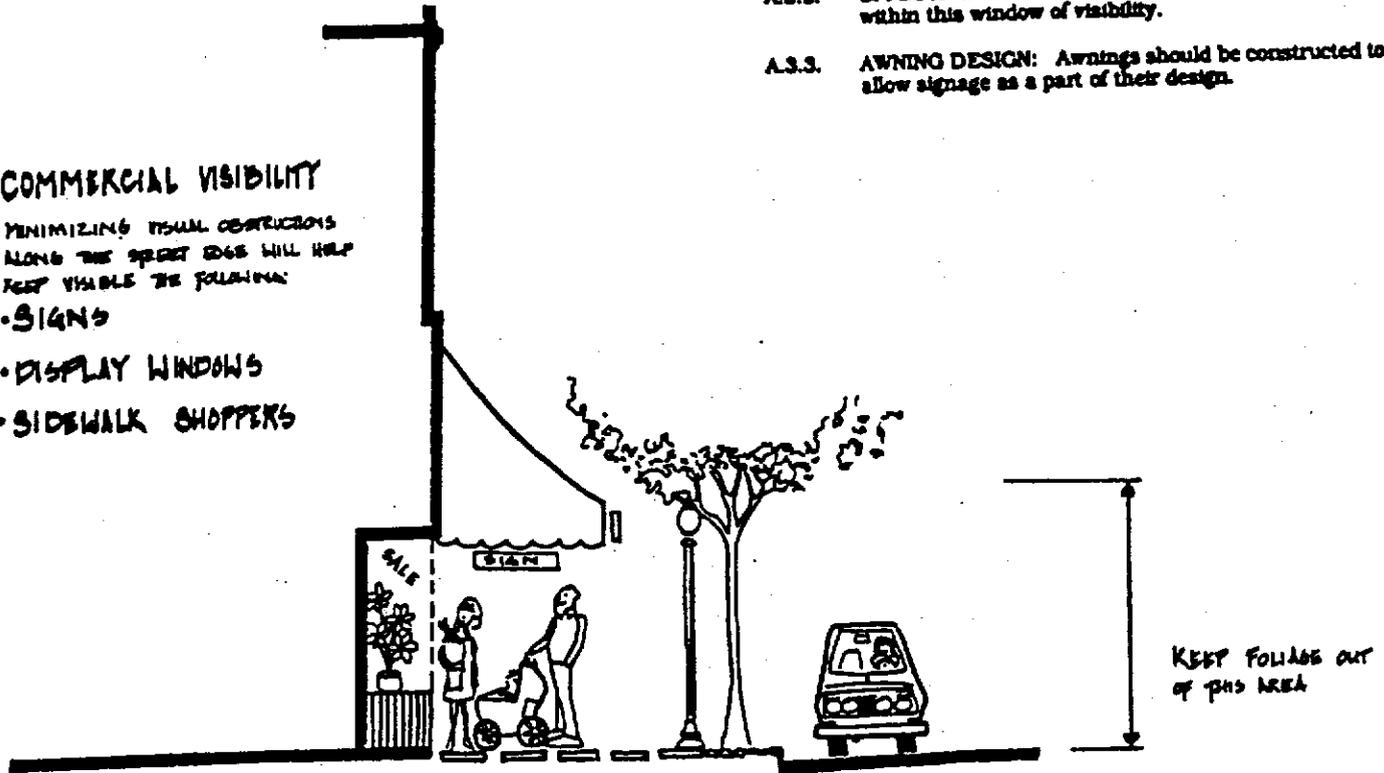
## LS. ENCOURAGE COMMERCIAL VISIBILITY

Storefronts are a significant component of the streetscape. The ability to see the storefronts and the concentration of pedestrian activities is critical to the commercial vitality of Downtown Corvallis. Well designed window displays and attractive, well maintained building facades are wasted where vegetation, utility poles, and other clutter obscure their being viewed. A window of visibility would maintain the motorist's and pedestrian's sight-line of street level activities. Signs can be effectively incorporated into this window of visibility, utilizing the awnings and display windows. Guidelines below are intended to assure commercial visibility and viewing of ground level activities.

### COMMERCIAL VISIBILITY

MINIMIZING VISUAL OBSTRUCTIONS ALONG THE STREET EDGE WILL HELP KEEP VISIBLE THE FOLLOWING:

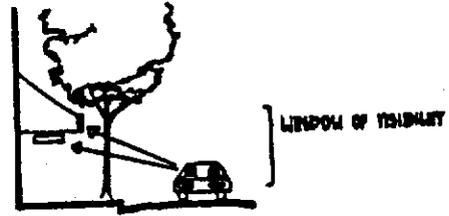
- SIGNS
- DISPLAY WINDOWS
- SIDEWALK SHOPPERS



Encourage commercial visibility of storefronts.

## GUIDELINES

A.3.1. **WINDOW OF VISIBILITY:** The window of visibility, as illustrated below, should be maintained to accommodate viewing of the ground level storefronts and activity. Foliage which obstructs this window of visibility should not be permitted.



A.3.2. **EFFECTIVE SIGN LOCATION:** Signs should be located within this window of visibility.

A.3.3. **AWNING DESIGN:** Awnings should be constructed to allow signage as a part of their design.

## **B.1. PROVIDE WEATHER PROTECTION**

## **GUIDELINES**

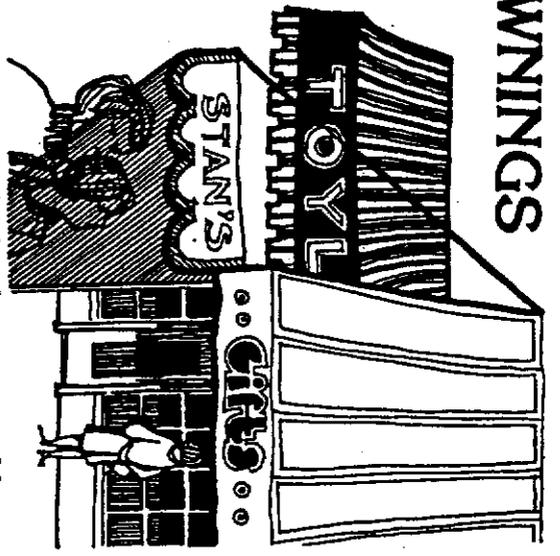
Corvallis receives an average rainfall of 45 inches per year. To experience the life of Downtown throughout the year and to facilitate a one-stop shopping experience, continuous weather protection should be constructed. People leaving one store should be able to access others without getting drenched. The guidelines below provide a policy framework for an implementation program on weather protection. This future program will be added to Part II of the Streetscape Plan.

- B.1.1. **CONTINUOUS PROTECTION:** Awnings and other weather protection structures should be provided along pedestrian walkways through the Downtown Core Area. Weather protection structures (i.e. awnings, marquees, etc.) should be coordinated to provide continuous protection from inclement weather (see Part II for "Weather Protection Plan").
- B.1.2. **NEW CONSTRUCTION:** New buildings in Downtown should be constructed to abut the sidewalk edge, or otherwise be designed to provide weather protection continuous with the weather protection on abutting properties.
- B.1.3. **AWNING DESIGN:** Design information for awnings should be compiled and made available to merchants and property owners to help avoid tree maintenance problems, provide visible sign locations, and insure adequate cover from the weather (Ref. A.3.1.).



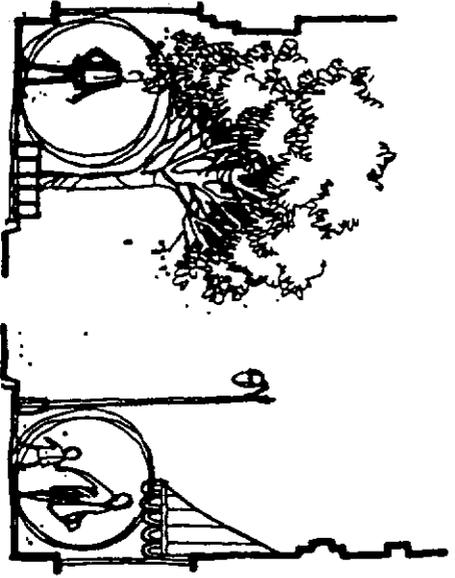
**CONTINUOUS WEATHER PROTECTION.** Awnings covering the pedestrian pathways encourage people to shop Downtown, even in inclement weather.

# AWNINGS

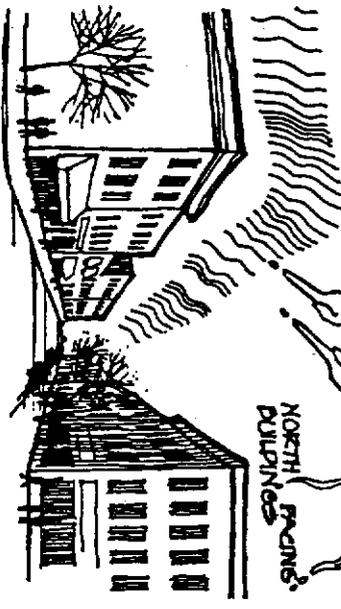


An awning can be both a decorative and functional addition to your storefront. Colorful and bright, it also serves as an energy saver by regulating the amount of sunlight that enters your window. Under an awning, shoppers are enticed to stop, look, and step inside.

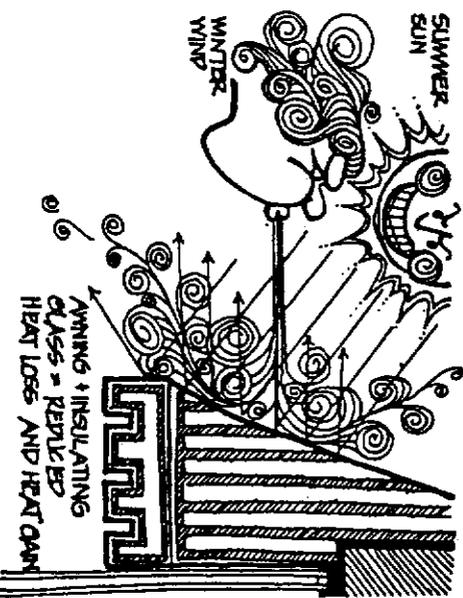
1. An awning creates a pleasant space in front of your building, like a city tree. It provides shade and shelter for busy shoppers, a resting place where pedestrians can stop away from the flow of traffic.



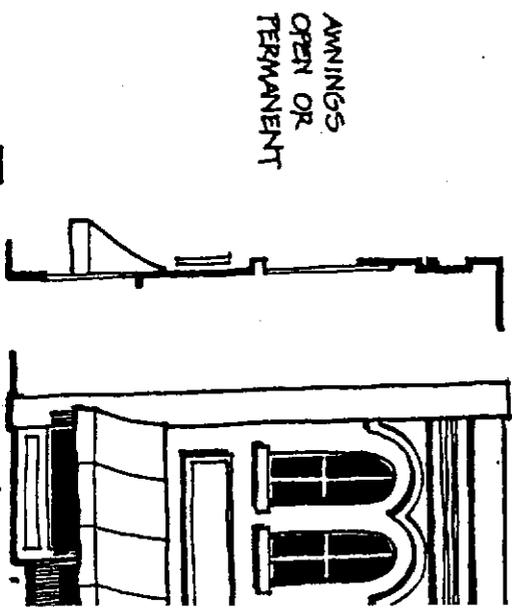
2. Awnings regulate the amount of sunshine which penetrates your windows. Based on your building's orientation to the sun—north, south, east, or west—you can determine awning needs. SOUTH-FACING BUILDINGS



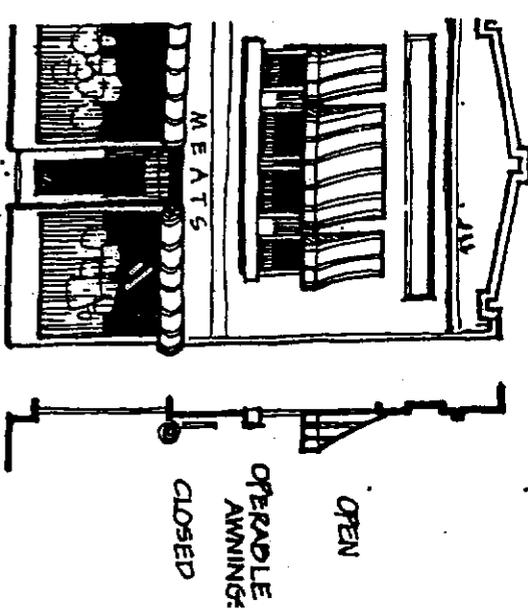
With a northern exposure your building will probably not require an awning. For a southern window, however, an awning can be an excellent climate control device. A combination of insulating glass plus an awning will make a significant difference in your energy savings.



3. The installation design will determine in large part how energy effective the fixture will be. Do you want an operable awning which can be opened and closed? Or do you want a fixed awning which remains permanently open?

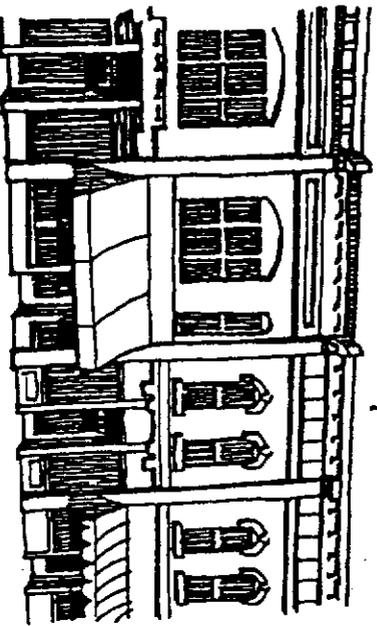


AWNINGS OPEN OR PERMANENT



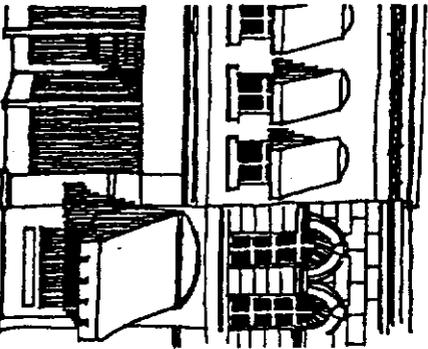
An operable fixture allows the sun to shine into your store on cold days. It shades your window when it is sunny outside. An inoperable, fixed awning is primarily decorative. Although less expensive to install, it does not always fulfill the major function of an awning.

**4.** As a visual element, an awning can add character and interest to your storefront. You should think about how it will appear in relation to the scale of your building. How will it relate to existing architectural features? Will it



overpower the proportions of your windows and facade? Look at your neighbors' buildings and imagine how the addition of an awning will affect the character of the streetscape.

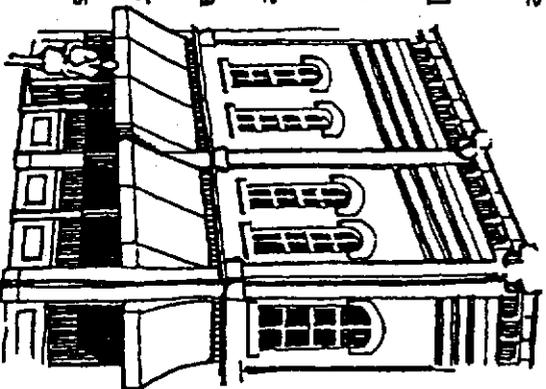
**5.** Awnings can be constructed from several materials. Canvas is traditionally popular. It is flexible, but must be weather-treated prior to installation. Although initial installation costs are lower, they may require more maintenance than plastic and aluminum.



**6.** Plastic creates a more contemporary effect. A vinyl awning can be very handsome, if designed with consideration for the rest of the building. This material is flexible, and generally requires less maintenance than fabric.

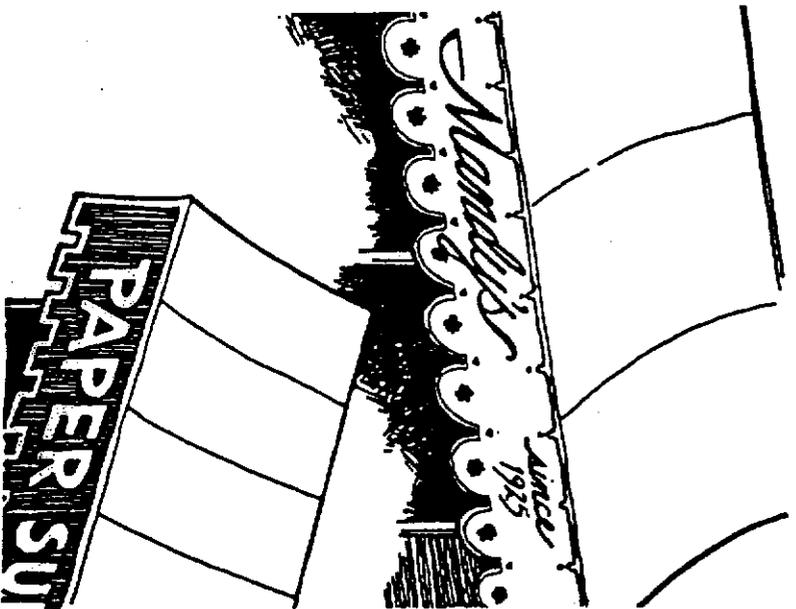
**7.** Aluminum is another possibility. Primarily residential in character, these awnings are usually unattractive and inappropriate in a downtown area. A flat aluminum canopy particularly detracts from historic character.

**8.** To decide on a color for your awning, take a look at the entire building. One with minimal architectural detailing can be "jazzed up" with a bright accent color: A more decorated facade should be complemented with a subtle shade. Choose the color so that your awning enhances the existing features.



**9.** Pattern is important too. Plain and simple, striped, or a bold solid—what image do you want to create? Again, choice of a pattern (or no pattern at all) should depend on the character of the facade.

**10.** Awnings have long been used to display advertising signs. Two types are:



If you choose to incorporate a sign onto your awning, keep the message simple and directed toward identification.

**11.** Make sure the awning you choose is guaranteed to be weather-resistant. Most fabric-type awnings are chemically treated to retard deterioration by rain or snow. Sun bleaching is another problem to consider—particularly in choosing a color that will not fade significantly.

**12.** An awning is not the solution to every storefront design. But a well designed and appropriately placed awning can save you money, spruce up your storefront, and create a pleasant sidewalk space for shoppers.

## I. Eligibility and General Loan Program Description

- A. Business and business property owners within the Corvallis downtown project area are eligible to apply for Downtown Corvallis Association (DCA) Facade Improvement Loans. Also, loans are possible if the property is being leased or purchased under contract if all parties to the lease or contract agree to the improvements. The DCA shall not discriminate on the basis of race, religion, sex, color, age, sexual orientation or national origin. For purposes of this program, the Corvallis downtown project area shall be defined as that property within the Economic Improvement District boundaries. Maps of EID boundaries are on file with the City of Corvallis and at the DCA office.
- B. There are no minimum or maximum income requirements for participants. The program shall provide up to fifty percent (50%) of the total cost of the project, not to exceed \$6,000 per project. Program funds are available for exterior painting, lighting, signage, weatherization, mounting new or replacing inadequate awnings.
- C. Loan funds are intended for exterior improvements and rehabilitation only. Once the DCA Design Committee approves a façade improvement loan, the applicant must commence work within 60 days. The improvements shall be completed within four months following approval. Failure to comply with these provisions will nullify the loan approval. Applicants shall be eligible for one Facade Improvement Loan per 12-month period.
- D. Loan Terms
1. Term: Maximum 3 years.
  2. Rates: 0% interest for DCA members or EID participants.  
5% interest, fixed rate for non-DCA members or non-EID participants. No penalty for early repayment.
  3. Repayment: Monthly amortized payment schedule.
  4. Amount: The loan shall not exceed \$6,000.
  5. Timing: Project shall be completed within six (6) months of loan approval, or per a schedule approved by the Design Committee.
- E. Selection Criteria
1. Design approval by the DCA Design Committee is required before a loan shall be made. Design Review criteria shall be provided as part of the application packet.

2. Completed loan applications will be reviewed on a first-come first-served basis. When loan requests exceed the funds available for the program, the DCA Design Committee has the following options:
  - a. When more than one loan is being considered, the loan that complies most closely with the selection criteria shall receive the larger share of the funds available.
  - b. When more than one loan is being considered, the loan amounts may be reduced proportionally, based on the funds available at the time.
  - c. When only one loan is being considered, the loan amount will be reduced, based on the funds available at the time.

F. Disposition of loan principal and interest

1. Monies repaid to DCA through this program shall be returned to the Facade Improvement Loan Fund and used to make additional Facade Improvement Loans.

## **II. Loan Program Administration**

The DCA Design Committee, appointed by the Downtown Corvallis Board of Directors, is responsible for design review of all loan applications. The DCA Design Committee shall include a property owner, a business owner, a licensed architect, member of the City's Historic Preservation Advisory Board (HPAB), and a non-voting representative from the City's Community Development Department.

## **III. Loan Application and Approval Process**

A. Loan Application Process

1. Applicants shall submit a completed Facade Improvement Loan Application Form with plans and cost estimates to the Executive Director of the DCA.
2. Applicants are encouraged to contact the DCA for design assistance before submitting plans. The DCA has materials on building rehabilitation, sign and awning design to help with design decisions.
3. An application packet of materials including Livable Oregon Downtown Development Association and DCA guidelines and drawings from the Corvallis "City Streetscape Plan" shall be provided to all loan applicants.

4. If the building is on the Corvallis Register of Historic Landmarks and Districts, review may also be required through the City's Historic Preservation Advisory Board.

#### B. Loan Approval Process

1. Upon receipt of the above documentation, the DCA Design Committee shall review the application. If the Design Committee recommends approval of the request, it shall then be reviewed by the Loan Approval Committee. The Loan Approval Committee shall consist of the DCA Board president, executive director, and treasurer.
2. If the applicant has been a business or property owner in the downtown for less than 3 years, the DCA Loan Approval Committee may require additional financial information. All submitted material shall remain confidential.
3. The Executive Director of the DCA shall notify the applicant upon loan approval. In the event of rejection, reason(s) shall be given for why the application did not comply with the criteria.
4. If the loan application is approved, the applicant shall be provided a written loan commitment stating the term of the loan and the security requirements.

#### D. Payments and Disbursements

1. The DCA Design Committee shall provide the applicant with a repayment schedule for the loan. Repayments begin within sixty (60) days after the loan papers are signed. Payments shall be made according to provisions in the promissory note, which shall be executed upon loan approval.
2. Funds shall be disbursed within fifteen (15) days upon submitting an invoice and after acceptance of completed work by DCA Design Committee.
3. Funds shall be disbursed to borrower:
  - a. upon completion of the project and;
  - b. after final inspection sheet has been signed by the property owner, DCA Executive Director, and a representative of the Design Committee and;
  - c. upon receipt of invoices or as agreed upon in promissory note.

#### **IV. Accounting for Loan Program Funds**

- A. Audits of loan program funds shall be done in accordance with the terms of the contractual agreement with the City of Corvallis and shall be made available for review, upon request.
- B. In the event the Facade Improvement Program is discontinued, original grant monies and loan proceeds shall revert back to the City in accordance with the contractual agreement with the City of Corvallis.



**Downtown Corvallis Association**

**Facade Improvement Program**

**Loan Application Packet**

**Downtown Corvallis Association**  
**Facade Improvement Loan Application Form**  
(Please type or print)

Application Number \_\_\_\_\_

Application Date: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Project Address: \_\_\_\_\_

Legal Description: \_\_\_\_\_

\_\_\_\_\_

Building Age: \_\_\_\_\_ Square Footage: \_\_\_\_\_

Building Use: \_\_\_\_\_

Project Start Date: \_\_\_\_\_

Expected completion date: \_\_\_\_\_

**Description of Work to be Completed**  
**(Please type or print)**

Exterior walls and detailing: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Windows: \_\_\_\_\_

\_\_\_\_\_

Awnings: \_\_\_\_\_

\_\_\_\_\_

Doors: \_\_\_\_\_

\_\_\_\_\_

Painting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Roof: \_\_\_\_\_

\_\_\_\_\_

Signage: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Maintenance: \_\_\_\_\_

\_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

The undersigned applicant affirms that:

1. The information submitted herein is true and accurate to the best of my (our) knowledge.
2. I (we) have read and understand the conditions of the Downtown Corvallis Facade Improvement Loan Program and agree to abide by its conditions.

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Applicant Signature

Date

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Applicant Signature

Date

**For Office Use Only**

Design Committee Action: \_\_\_\_\_

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Loan Approval Committee Action:

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Executive Director Notes: \_\_\_\_\_

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Loan Approval Committee Notes: \_\_\_\_\_

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Final Inspection Date: \_\_\_\_\_

Other: \_\_\_\_\_