

ALBANY DOWNTOWN ASSOCIATION

**EAT
SHOP
PLAY**

in Downtown Albany

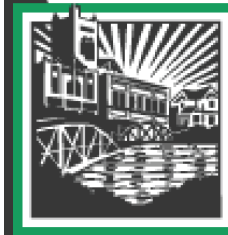


Albany Downtown Association

126 Ferry Street SW | Albany, OR 97321

541-928-2469

www.albanydowntown.com



ALBANY DOWNTOWN ASSOCIATION

**A Guide to Starting or Relocating
Your Business in Downtown**

Produced by the Albany Downtown Association

www.albanydowntown.com



ALBANY DOWNTOWN ASSOCIATION

Who We Are

The Albany Downtown Association (ADA) is a private, non-profit membership organization dedicated to Albany's Downtown revitalization.

Utilizing the National Main Street Center's Four-Point Approach®, the Albany Downtown Association organizes and maintains a vibrant Downtown district.

The Main Street Four-Point Approach® is a unique preservation-based economic development tool that enables communities to revitalize Downtown and neighborhood business districts by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts.

The ADA's purpose is to:

- Promote Downtown Albany as the heart of the community and vital to the health of our town.
- Strengthen the economic viability by encouraging business diversity.
- Enhance the unique physical characteristics of Historic Downtown Albany.

To achieve its objectives, Albany Downtown Association is a partnership between a full-time executive director, a board of directors, staff, volunteer committees, business owners, property owners, residents and community leaders.

Downtown Association Benefits

- "Dine & Unwind" Restaurant Guide
- "Shop & Style" Shopping Guide
- Online Business Directory
- Quarterly Business Owner Meetings
- Monthly Downtown Newsletter
- Co-op Social Media Advertising
- Workshops and Technical Assistance
- Coordination of Grant Opportunities

"Downtown is important because it's the heart and soul of any community. If you don't have a healthy downtown, you simply don't have a healthy town."

**- Ed McMahon, Chair
National Main Street Center**

6 Getting Involved

Interested in Getting involved?

We can't do what we do without volunteers!

Ways to Help Out:

Join a committee!

Contact the Downtown Association Office for information on joining our Design, Promotions, Organization, or Economic Vitality committees.

Get on our volunteer list!

We frequently contact people for help with special events, Movies at Monteith, Downtown Cleanup and many other activities. Let us know if we can put you on our email list to receive our monthly newsletter and volunteer opportunities list!

Be an advocate for downtown!

Get to know your neighbors and promote local business.



Albany Downtown Association Committees

- ORGANIZATION** Cultivates partnerships, community involvement, and resources for the Downtown.
- DESIGN** Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.
- ECONOMIC VITALITY** Focuses on economic tools to assist businesses and create a supportive environment for entrepreneurs.
- PROMOTION** Positions the downtown as the center of the community while creating a positive image that showcases a community's unique characteristics

5 How to Spread the Word!

You're almost there! You've got your space. It's updated to your style. You've done all the research and you are ready to open your doors! There are many local resources to help you spread the word!

Albany Downtown Association:

- Free Member Social Media Program - reach 5000+ on Facebook
- Downtown Dollar Program
- Co-op Advertising Opportunities
- Building Owner /Business Owner Mixers
- Introductions to your ADA Board, Fellow Entrepreneurs and City Partners.

Albany Visitors Association

- Have your events included on the visitor and city events calendars

Albany Chamber of Commerce

- Sign up for a "Greeters" and host a morning meeting!
- Attend Business After Hours to mingle with other business owners and managers.

Albany Democrat Herald

- Frequently publishes articles that feature new businesses

Local Advertising Opportunities

- **Newspaper** - Albany Democrat-Herald
- **Radio** - Bicoastal Media (KLOO, KRKT, KEJO), Boss Radio (KHJ), Eads Broadcasting (KGAL, KSHO), Extra Mile Media (HOPE, KWIL)
- **Cable TV / Streaming** - Comcast (Efectv)



Our Committees - Four-Point Approach

Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

ORGANIZATION

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

DESIGN

Focuses on incentives and other economic tools to assist businesses, catalyze property development, and create a supportive environment for entrepreneurs that drive local economies.

ECONOMIC VITALITY

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

PROMOTION

Annual Downtown Albany Events

- Albany Taps & Caps Tap House Crawl
- Mixology Madness
- Historic Preservation Month
- Downtown Wine Walk
- Historic Interior Home Tour
- River Rhythms Concert Series
- Summer Sounds Concert Series
- Crazy Daze Sidewalk Sale
- Movies at Monteith
- Antiques in the Streets & Classic Car Show
- Downtown Revitalization Awards
- Craft Brew Smackdown Beer Walk
- Downtown Halloween Character Hunt
- Downtown Trick-or-Treat
- Veterans' Day Parade
- Downtown Unwrapping & Holiday Open House
- Small Business Saturday
- Twice Around Christmas Parade & Community Tree Lighting
- Christmas Parlour Tour
- Christmas Eve Sing-Along

1 Welcome to Downtown Albany!

We are happy that you have chosen Downtown.

Here are a few benefits of being here:

- A Center for Shopping & Entertainment
- Pedestrian-Friendly, Tree-lined Streets
- Growing Culinary District
- Vibrant Blend of Shops and Services
- Strong Downtown Association
- Active Community Support
- Beautifully Restored Historic District
- Urban Renewal Funding
- Small Business Development Center
- Albany's Commercial and Civic Center
- Attractions That Draw People
- 200,000+ People Locally
- 1 Million People within One Hour
- An Active Visitors Center
- Growing Number of Tourists
- Ample City Owned Parking Lots
- Free Customer Parking



A Checklist for Doing Business in Downtown:

- Section 1
The benefits of Downtown Albany!
- Section 2
Find your ideal space Downtown
- Section 3
Permit requirements guide
- Section 4
Business and building resources
- Section 5
Ways to promote your business
- Section 6
Get involved in Downtown!

EAT SHOP PLAY
in Downtown Albany

“When the streets are full of people, it’s often because of the Albany Downtown Association. More than sponsoring events, The Albany Downtown Association provides guidance, resources, and connections that can help downtown businesses thrive.”

- Kaymarie Novak



J.C. Penney Building, Renovated 2009 - 2010 using \$700,000 from the city's Urban Renewal District.

Own a Historic Building in Downtown?

Landmarks Advisory Commission

333 Broadalbin St. SW
PO Box 490
Albany, Oregon 97321
541-917-7550
www.cityofalbany.net/comdev/historic

Project review is required on exterior renovations of historic homes and commercial properties. Contact Planning for details.

Free technical assistance is available for any historic renovation or rehabilitation project through the Albany's Landmarks Advisory Commission.

State Historic Preservation Office (SHPO)

725 Summer St. NE, Suite C
Salem, OR 97301
(503) 986-0688
www.hcd.state.or.us/shpo

The Oregon SHPO has tax incentive programs to encourage the appropriate rehabilitation and maintenance of historic properties. Eligibility is limited to properties that are listed in the National Register of Historic Places.

See our Grant Opportunities Brochure for more information!

Learn to run your business more efficiently and with greater confidence!

Linn-Benton Community College Small Business Development Center

541-917-4930

The LBCC SBDC offers free business counseling and a broad range of other services including: classes, workshops, and one-on-one advising.

4 Economic Incentives and Helpful Programs



Central Albany Revitalization Agency (CARA)
City of Albany Urban Renewal District, Formed in 2001.

Seth Sherry, Urban Renewal Manager
541-791-0180

www.cityofalbany.net/departments/cara-urban-renewal

CARA Programs

The Albany Revitalization Agency provides funding for specific improvements within the CARA district. It's objectives include retaining and enhancing the value of existing private investment and public investment in the area.

*For every
public dollar
invested in
CARA
partnerships...*

1:6

**six private
dollars have
been invested
in our
community.**

The community's commitment to the downtown core is evident in projects like the Streetscape improvements and the upcoming Willamette riverfront transformation. This is a great time to invest in Albany!



See the CARA website
for program updates
and great before and
after photos!



Projects Funded In Recent Years

- J.C. Penney Building Renovation
- Jordan Jewelers Building Renovation
- Houston Conn Building (Sweet Red)
- Flinn Block / Ames Building Renovation
- Historic Carousel Project
- Broeder's Meat Market (Novak's)
- Cusick Bank Building Renovation
- Sternberg Building Renovation
- Tripp & Tripp Building
- Downtown Streetscapes

2 Finding Your Ideal Space Downtown

Downtown is one of Albany's four National Register Historic Districts making up the best stock of historic buildings in Oregon with architectural styles dating to the mid-1800s.

- **Where does it make sense for your business to be?**
- **Does your business rely on high visibility?**
- **Would it do well with an office setting?**

Historic Downtown Albany is home to a variety of property types: retail storefronts, restaurants, office spaces, residential buildings, mixed-use, old mills and warehouses, in a variety of configurations and sizes.

For businesses wanting to locate in the Historic Downtown District, the Albany Downtown Association is here to help. Our team is familiar with current inventory and prior uses of most Downtown spaces. Downtown properties available for lease and for sale are listed on our website under "Spaces". A free, confidential City of Albany Pre-application Meeting is recommended before signing a contract (see Section 3).



Century Building, 117 1st Ave. E

3 Your Space: Permits and Licenses

Make sure the space you've found is the right fit.

The City of Albany Community Development and Fire departments need to review your plans and make inspections to ensure the use is allowed in a specific location, that it's safe, and that it complies with local regulations related to historic review, interior remodeling, exterior alterations, signs, parking and other site improvements. To make it easy, the City of Albany offers free, confidential Pre-application Meetings for prospective tenants/owners to ensure a property is a fit before signing a contract.

Community Development Department

The Building Division helps ensure that our community's buildings are safe and functional through reviewing plans, issuing permits and inspecting construction, including structural, plumbing, mechanical, electrical, fire/life safety and parking.

The Planning Division can help with zoning and development questions and historic district review requirements.

Fire Department

The Fire Department reviews for safety including sprinkler needs. 541-917-7700.

Licenses - General Business:

Not required for permanent businesses

Licenses - Restaurants:

Linn County Environmental Health
541-967-3821

Licenses - Alcohol:

Oregon Liquor Control Commission (OLCC)
541-686-7696



Business Registry:

Oregon Central Business Registry
503-986-2200



Community Development Department

333 Broadalbin St. SW (City Hall - 2nd Floor)
541-917-7550 Planning
541-917-7553 Building
24-hour inspection request line (541-917-7551)

FAQs Permits and Licenses

Q What about parking for my customers and staff?

A For parking information, check the ParkWise brochure available from ADA, visit www.albanyparkwise.com or call 541-924-0576.

Q I need a sign for my business, what do I do first?

A Permanent signage must comply with the city ordinances as set out in Article 13 of the Development Code. Information is available from the Planning Department. The sign's materials and design should also reflect the image of the business. ADA's Design Committee is happy to offer suggestions.

For temporary and portable curbside signs regulations, review the Downtown section of APD's Sign Code brochure available from ADA.

Q How do I get one of those cool open signs?

A Call the Albany Downtown Association for information. 541-928-2469

Q How do I apply for a liquor license?

A Complete the application form available from the City Clerk at City Hall. It will be reviewed and notice posted at the business. Based on findings of City Staff, the City Council will approve your application and forward it to OLCC.

Q Do I need a business license?

A The City of Albany does not require a business license. However, you will need a temporary merchant license if:

- You plan to operate your for-profit business for less than 120 days in a calendar year.
- You will conduct business on a parking lot, vacant lot, an alley, the street, a vehicle

