

RUCA – Report 06/30/13

The Revitalizing Urban Commercial Areas (RUCA) assistance was approved by Council in May 2011. Five areas were allocated a total of \$2,787,077 in assistance. Assistance is a combination of matching deferred forgivable loans, low interest loans, coordinating fees, and public improvements. The five RUCA areas are Ogburn Station Area, King/Parkview Plaza Area, West Salem/Academy Street Area, Peachtree/Waughtown Street Area, and Cherry/Polo Road Area.

Ogburn Station originally identified 7 projects for assistance. A total of \$750,200 was allocated to the Ogburn Station RUCA. The Ogburn Station Merchants Association is the coordinating group. Of the seven identified projects, four have been approved for the assistance, and three businesses have withdrawn from consideration. To date a total of \$420,164 (56%) in loans have closed. Within the shopping center project the façade is 95% completed, one business has completed renovations and one is under construction. That approved project has encountered difficulty during construction and a stop work order was issued. Recently, estimates were secured to complete the project and discussions are underway with the tenant regarding work resuming.



Ogburn Shopping Center – Before Façade Improvements

In addition, two businesses within the RUCA area have also been approved for assistance, one has been completed and one is under construction.



Ogburn Station Shopping Center – After Façade Improvement

West Salem/Academy Street Area originally identified nine projects. A total of \$402,527 was allocated to the West Salem RUCA. The Shalom Project is the coordinating group. Two projects have been approved for the Academy Street Shopping Center and have been completed and one project in the RUCA area has been completed. A total of \$249,701 (62%) in loans have closed. The shopping center project is comprised of façade, roof improvements, and parking lot improvements. These improvements will affect up to twenty businesses in the center. The other seven area projects have not completed the required plan/design review process therefore will be unable to begin until they have passed the review.



West Salem RUCA Before Façade Improvements



West Salem RUCA – After Façade Improvements

King/Parkview Plaza originally identified several projects associated with the shopping center. The center contains up to twenty-five individual businesses and spaces for rent and the proposed improvements would affect every space in the center. A total of \$800,000 in RUCA matching loan assistance, \$185,000 in infrastructure improvements, and \$24,000 in coordinating fees were allocated to Southeast Plaza Investors, LLC. The identified work was roofing, HVAC repairs, lighting, façade, and parking lot improvements. To date the center has completed the roof, HVAC, lighting, and parking lot entrances. To date 100% in loans have closed and 100% of funds have been drawn. Parking lot work will continue at owners expense.



RUCA – King/Parkview Plaza Before Façade Improvements



RUCA - King/Parkview Plaza After Façade Improvements

Peachtree/Waughtown Street originally identified 12 possible projects. A total of \$397,100 was allocated to this area. The Rural Initiative Project, Inc. (RIPI) is the coordinating group. Three projects submitted applications. None of the original applications completed the inspections/planning review process nor have any loans closed in the Peachtree/Waughtown RUCA. Staff has met with the RUCA area coordinator and a different project has been proposed. This project for the use of the Waughtown Mini Mall has passed the Inspections/Planning Review. Staff continues to work with the business but additional sources of funding are needed to complete the financial plan. Once financing is in place the loan can close and work proceed. Other projects still under immediate consideration are the car wash and furniture store projects but need to pass the Inspections/Planning review process.



Cherry Street/Polo Road RUCA Area consisted of one project with several phases. A total of \$37,250 was allocated to this area. Mr. Louis Morris is the coordinator for the project. One phase of roofing repairs has been completed and facade work has been completed. A total of



\$37,500 (100%) in loans have closed and all allocated funds have been drawn. Although the project addressed code compliance issues the second level improvements including repairing walls and painting, are pending owner financing and until completed will hamper complete utilization of the property. Mr. Morris

has been advised of additional available assistance via the City's Small Business Loan Program.