

NEW SALEM RENAISSANCE ZONE

PROJECT REVIEW GUIDELINES

Each potential project (as defined by the minimum criteria) will be evaluated by the Zone Authority and rated according to a number of factors. The Zone Committee will have discretion to recommend an incentive package that falls within the parameters of the defined guidelines to the City Council.

The Zone Committee will use the following guidelines as it reviews project requests. Since the guidelines serve as factors to be used to evaluate a project, compliance with each guideline is not required.

- A. **High-Priority Land Use.** Redevelopment or reinvestment to a high priority land use
1. Primary sector business
 2. Active commercial, specialty retail and/or destination commercial
 3. Mixed use development (combination of housing, commercial, and/or retail uses in a horizontal or vertical fashion)
 4. Residential units, including single or multi-family units

- B. **Targeted Areas.** Redevelopment or reinvestment in a targeted area
1. Parcels that have been vacant or underutilized for an extended period of time
 2. Parcels specifically targeted for clearance

Note: Property owned by the railroad will not be eligible to receive incentives until ownership is transferred from the railroad to a private party.

- C. **Public Space.** Redevelopment or reinvestment to create civic space or to strengthen pedestrian corridors
1. Incorporation of “civic” or “public” space within a redevelopment proposal will receive additional consideration
 2. Demonstrated commitment to strengthening pedestrian corridors and issues of “connection”
 3. Attention to streetscape amenities
- D. **Investment.** Amount of actual capital investment in the project
1. Consideration can be given for the level of capital investment in a project (i.e., additional consideration can be given for higher levels of investment)

- E. **Relocation.** Movement of commercial businesses
1. Close scrutiny will be given to projects involving commercial tenants relocating within the Zone Area, that may not be eligible for tax incentives
 2. Close scrutiny will be given to projects involving commercial tenants relocating from a community outside of New Salem, that may not be eligible for tax incentives
 3. Maintaining existing business downtown and providing incentives for expanding businesses will be given a high priority