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HPC 2

Memo

Department of Planning & Housing

TO: Mayor and City Council
FROM: Steve Osguthorpe, Planning & Housing Director
DATE: May 18, 2010
SUBJECT: Joint Meeting - HPC Priority Discussion

The Historic Preservation Commission has prepared the attached list of priorities that it would like to discuss at the May 18, 2010 Joint Meeting with the City Council. In preparation for that meeting, it is suggested that the Council review the attached copy of the Ames Historic Preservation Plan, adopted on November 24, 2009. This will help frame the discussion of the Commission's recommended list of priorities. Attached you will find the following items for your review and discussion at the joint meeting:

- HPC Priorities for 2010-11, dated May 18, 2010;
- Memo to the Mayor and City Council regarding the FY 2010-11 Budget Request for the Historic Preservation Commission, dated January 22, 2010;
- A section of the minutes addressing the "Historic Preservation Commission" from the Special Budget Wrap-Up Session of the City Council, dated February 9, 2010; and
- The Ames Comprehensive Historic Preservation Plan, adopted by the City Council on November 24, 2009.

SO\clh

cc: Historic Preservation Commission

HPC Priorities for 2010-11

May 18, 2010

1. Begin the National Register Nomination for Downtown.
(Estimated Cost: \$18,500)
2. Revise Chapter 31 of the Municipal Code.
(Goal 3, Objective A of the Ames Comprehensive Historic Preservation Plan)
 - Revise design guidelines to clarify their intent and reflect new materials, technology and green issues. (Goal 3, Objective C of the Ames Comprehensive Historic Preservation Plan)
3. Participate in the process of rejuvenating Campustown (incorporating the recently adopted Ames Comprehensive Historic Preservation Plan).
(Estimated Cost for Intensive Survey: \$13,500)
4. Complete the National Register Nomination for the Ames Public Library.
(Estimated Cost: \$100)
5. Partner with the Ames Historical Society.
6. Continue with training funding and developing educational resources about Ames history & historic resources.
 - NTHP conference, Section 106 training and state workshop travel money
(Estimated Cost: \$3,500)
 - Funding for pamphlets, videos, etc., on topics such as working with tax credits, city code/inspections
(Estimated Cost: \$1,500)
7. Continue HPC Awards.
(Estimated Cost: \$100)



Memo

Planning & Housing Department

TO: Mayor Ann Campbell and Members of the City Council

FROM: Gloria J. Betcher, Ph.D.
Chair, Ames Historic Preservation Commission

DATE: 22 January 2010

SUBJECT: FY 2010-11 Budget Request for the Historic Preservation Commission

EXECUTIVE SUMMARY

In FY 2010-11 the HPC plans to begin implementing the 10-year Comprehensive Historic Preservation Plan (CHPP) that the City Council approved in November 2009. The budget requests in this memo are recommended in that plan and its accompanying report. To diversify our implementation efforts, the HPC is requesting City funds for some of the items and complementing those items with initiatives that will cost the City nothing other than staff and volunteer time. This budget memo will deal only with those items that require budgeting funds in the next fiscal year. The six items for which we seek budgeted funds--District and Landmark Surveying and Nomination; Commissioner Training; Neighborhood Preservation Activities; the HPC Awards Program; Educational Lectures, Workshops, and Signage; and Publicity and Brochures--will help us to fulfill the commission's duties and are compatible with the Goals, Objectives, and Action Steps outlined in the CHPP (see attached).

Surveying cost for a **National Register Nomination of the Downtown**, which is Phase II of the survey process begun with an intensive survey completed in 1992, is estimated to be \$18,500, and the cost for an intensive survey of **Campustown**, which is Phase II of the survey process begun with the pedestrian survey undertaken in 2007-08, is estimated to be \$13,500. The HPC requests that the City budget \$32,000 for the maximum complete cost of both surveys. However, the HPC is confident that the actual cash cost to the City will be more in the range of \$500 or less with the aid of successful Certified Local Government (CLG) Grant and Historic Resource Development Program (HRDP) Grant applications and in-kind grant matches. In addition, we request funding in the amount of \$6,700 to cover printing costs for a National Register Nomination of the Ames Public Library (completed by HPC commissioners); Commissioner Training; Neighborhood Preservation Activities; the HPC Awards Program; Educational Lectures, Workshops, and Signage; and Publicity and Brochures, which are categories of ongoing preservation initiatives. Our total budget request for FY 2010-11 is \$38,700, but using the last two budget rounds as a guide, I feel confident in saying that the actual cost to the City will likely be closer to \$7,200, which is less than our requested funding in FY 2009-10 (\$8,595).

One unknown factor at this point is the status of the UPRR Bridge gift. If the City were to accept that gift, it would affect applications for grants and the timing of the two major survey projects. The bridge project would need to be discussed further, as the HPC hopes to work closely with Council to acquire and rehabilitate the UPRR bridge in the most cost-effective way possible.

BACKGROUND

The coming year will lay the foundation for continued implementation of the 10-year Comprehensive Historic Preservation Plan. It is imperative that the HPC receive funds from the City in FY 2010-11 to pursue preservation initiatives and move ahead on completing action steps that will help to meet the stated objectives and attain the larger goals of that newly approved plan. The HPC wants to survey and nominate a number of new historic districts and landmarks and establish some on-going initiatives to follow through on the first stage of CHPP implementation.

SURVEYING HISTORIC DISTRICTS AND LANDMARKS

The HPC would like to undertake two historic district survey/nomination projects and the nomination of two landmarks in FY 2010-11. The first of these projects, the local landmark application for Bandshell Park, will cost the City nothing, so it is not address in this memo, and the second, the National Register Nomination for the Ames Public Library, will cost only the amount paid for copying the nomination packet and producing photo documentation. The final two projects are larger and require significant investment. Given the deadlines of the budget process, the HPC has had to put forward this request for funding for the larger survey and nomination projects before knowing if grant funding can be secured from the State. The State Historic Preservation Office (SHPO), however, has encouraged the HPC to pursue the surveying of Campustown and to seek funding from State grant programs, not only for this preservation effort, but also for a nomination of the Downtown to the National Register of Historic Places. While any assessment of the costs associated with these survey and nomination efforts is necessarily speculative given that the hope to employ volunteer labor to complete a portion of the work, the cost breakdowns below represent our best estimate at this point based on our past consultant's cost projections and the hope of acquiring State Grant funding to cover a portion of the cost. All of the proposed projects align with CHPP Goal 3 Objective D and Goal 6 Objective B.

National Register Nomination of the Ames Public Library

The HPC's first budget item in the nomination category is small. In December 2009, the City Council directed the HPC to move ahead with writing the nomination for the Ames Public Library. Commissioner Tom Leslie and I are writing the nomination, so there is no consultant cost for this project. We do anticipate the need to produce multiple copies of the nomination packet and photo documentation, however, and have no way of knowing at this stage how big that packet will be. We are requesting \$100 to cover these small nomination costs, but the actual cash outlay will most likely be less.

National Register Nomination of the Downtown Historic District

The first of the costlier projects is a National Register of Historic Places Nomination for the Downtown Historic District. This project would build on the intensive survey completed in 1992. The nomination would revisit the condition and integrity of each building and provide liaison with the Main Street organization, property owners, and City of Ames council and commissions. A successful National Register Nomination will enable Downtown building owners to apply for historic preservation tax credits to rehabilitate deteriorating structures and will support the vision developed for Downtown as part of the Main Street Iowa program, furthering both economic development through preservation tourism and a sense of place rooted in history.

Estimated Cost

Projections for the cost of this nomination (approximately 110 buildings) made by historical consultant William Page (who also completed the 1992 reconnaissance survey) indicate that the project will cost approximately \$18,500 to complete, utilizing volunteer labor for several of the survey tasks. We anticipate that this cost will be shared between the City of Ames and funding from the State's Certified

Local Government (CLG) Grant Program. The CLG Grant Program supplies 60% of financing for a project such as this on a competitive basis, but it requires a 40% match of funding from the Certified Local Government applying. That 40% match may include both cash and in-kind contributions. Mr. Page estimates that such a project could be completed in one grant cycle (January 2011-June 30, 2012).

Cost Breakdown for the National Register Nomination of the Downtown

Of the \$18,500 total project cost, the HPC anticipates funding 60%, or \$11,100, with CLG grant funds. The remaining 40%, or \$7,400, would be made up of City funds and in-kind match from volunteer labor. The State assesses volunteer labor at the minimum wage rate (\$7.25/hr.) unless the volunteers are professionals in a related field, in which case the contribution is assessed at the consultancy rate of \$45/hr. The figure below for volunteer contribution (see Fig. 1) assumes approximately 100 volunteer hours at a professional consulting rate supplied by the HPC Chair and approximately 400 hours of other volunteer time, including work by members of the Main Street Cultural District, Ames Historical Society, and others. We are optimistic that the actual in-kind match from volunteer labor may be much higher since the total in-kind volunteer match for the College Heights intensive survey completed in 2009 totaled \$24,226.73 of the \$41,468.62 project. That project cost the City nothing more than the hours of planning staff time and a small cash outlay of \$96.14 for printing the final report. However, the CLG Grant application may be rejected, so the HPC is asking you to budget the entire \$18,500 for the survey.

Figure 1. Estimated Costs for National Register Nomination of the Downtown

CLG Grant Funding Sought (60% match)	\$11,100
City of Ames Cash and In-Kind Contribution (40% match)	\$7,400
<i>Probable composition of this contribution</i>	
Volunteer Contribution Minimum	\$6,000
City of Ames Cash Contribution	\$1,400
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Total Project Costs	\$18,500

Intensive Survey of the Campustown Historic District

To address the Council's goal to "rejuvenate Campustown," the HPC would like to continue with the next phase of the historic district surveying process by completing an intensive survey of the Campustown Historic District, approximately 50 buildings, most of which are of a character, age, and historical significance to be admitted onto the National Register. The proposed Campustown Historic District encompasses the buildings bounded by Hayward on the west, Stanton on the east, Lincolnway on the north, and Chamberlain on the south, an area platted in the early part of the 20th century. This project would build on the 2007 pedestrian survey undertaken in the West Ames reconnaissance survey.

Estimated Cost of the Campustown Intensive Survey

An intensive survey of the historic resources within Campustown will involve a number of steps spread over two phases:

- **Phase I** of the project, a 1-year endeavor for which we seek City funding in FY 2010-11, will involve hiring a consultant to document the resources within the area:
 - photographing each building on each site,
 - completing an Iowa Site Inventory Form for each property, and
 - composing an Historic Context Statement for the intensive survey study which will build on the contexts developed for the Fourth Ward reconnaissance survey.

- **Phase II**, which will fall in a future fiscal year, will involve hiring a consultant to write up the materials acquired in Phase I for presentation to the National Park Service:
 - the preparation of the National Register Nomination and
 - the completion of the MPDF for the district, which is an updated version of the MPDF for West Ames that the City Council approved in 2007.

Projections for Phase I of a survey of ca. 50 properties made by our current historical consultant William Page indicate that the project will cost approximately \$13,500 to complete utilizing volunteer labor for several of the survey tasks. This cost could be shared by the City of Ames and funding from a State's Historic Resource Development Program (HRDP) Grant. The HRDP Grant Program supplies 50% of financing for a project such as this on a competitive basis, but it requires a 50% match of funding from the entity applying. That 50% match may include up to a 25% in-kind contribution.

Cost Breakdown for the Campustown Intensive Survey

Of the \$13,500 total cost of the project, the HPC anticipates funding 50%, or \$6,750, with HRDP grant funds. The remaining 50% would be made up of City funds (25%, or \$3,375) and in-kind match from volunteer labor (25%). However, the HRDP Grant application may be rejected, so the HPC is asking you to budget the entire \$13,500 for the survey.

Figure 2. Estimated Costs for Phase I of the Campustown Intensive Survey

HRDP Grant Funding Sought (50% match)	\$6,750
City of Ames Cash and In-Kind Contribution (50% match)	\$6,750
<i>Probable composition of this contribution</i>	
Volunteer Contribution Minimum	\$3,375
City of Ames Cash Contribution	\$3,375
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Total Phase I Project Costs	\$13,500

Funds Requested from the City for These Large Survey and Nomination Projects

The HPC asks that the City commit to supporting the full cost of the nomination of Downtown, \$18,500, and the intensive survey of Campustown, \$13,500, even though it is likely that, with grant funding, the actual cost to the City will be more in the range of \$100-\$2,500. At a minimum, the HPC requests that the City Council budget for its required cash matches to show a good faith investment in the projects for the purpose of grant applications. While we realize that the City may have higher priorities than grant administration for the use of Staff time, we look forward to discussing this issue with you when we meet for a workshop with the Council and the Planning and Zoning Commission. If the City Council would prefer to fund one or both of these projects in full, without grant support, it would reduce the amount of Staff time involved but increase the monetary outlay considerably.

OTHER REQUESTS AND RATIONALE FOR THOSE REQUESTS

The other HPC funding requests fall into three basic categories: educating the citizens of Ames about historic preservation; preservation public relations activities and publicity; and funding Commission members' travel and registration for required CLG preservation training, preservation meetings, and conferences. These categories are on-going initiatives that will, ideally, receive annual funding.

Education

For preservation initiatives to succeed in Ames, the populace needs to be educated about the economic and social values of preservation and about how to implement preservation strategies. The HPC requests funding to promote and support education activities both within neighborhoods and citywide.

Neighborhood Preservation Activities

Neighborhood preservation activities, such as tours of historic homes in Old Town or walking tours of Downtown buildings or historic sites, provide grassroots support for preservation and raise awareness of the city's rich cultural history. These activities, which benefit all of Ames and further the goals of the CHPP, are often conducted at significant expense to the neighborhoods that organize them. The HPC would like to make small grants available to neighborhoods to support preservation initiatives. Organizations sponsoring such activities could apply for subventions to cover some of their project costs. This project aligns with CHPP Goal 1 Objective B.

- The HPC budget request for FY 2010-11 is \$1,000, or \$2,000 less than last year's request.

Educational Lectures, Workshops, and Signage

Educating citizens about how they might participate in preserving their own properties or might financially benefit from preservation is also important to creating a supportive climate for preservation within Ames. Citizens are interested in learning more about preservation and its benefits but are not sure where to find this information. The HPC would like to offer annual lectures and workshops on preservation topics, such as preservation tax credits, green preservation strategies, or how-to preserve your property (buying windows, doing brick-work, hiring contractors, etc.). In 2010, the HPC will partner with the Mount Vernon HPC and the SHSI to sponsor a state-wide masonry workshop, under the auspices of the CLG Grant program. Such lectures and workshops have been very successful elsewhere in raising awareness of preservation issues and inspiring a unified vision among citizens. In the future, these education efforts might grow to encompass the acquisition of signage to interpret our city's historic resources for tourists. This initiative aligns with CHPP Goal 1 Objective D and Goal 2 Objective C.

- The HPC requests \$1,500 in FY 2010-11 for these activities, the same amount as last year.

Public Relations and Publicity

One of the greatest challenges of promoting historic preservation is generating positive public opinion. Public relations and publicity work together with the educational program to generate positive opinion.

HPC Awards Program

Our primary public relations activity each year is the HPC Preservation Award, given in May, National Historic Preservation Month. The last two HPC awards were given for adaptive reuse of historic properties (the Sigma Sigma Fraternity House/Iowa House Bed & Breakfast project and the Iowa State University Morrill Hall renovation project). This award is one of the most significant means we have for raising awareness of preservation in Ames. The HPC believes that efforts to generate positive public opinion and raise awareness of preservation in Ames are well served by giving a substantial and permanent award plaque that recipients can display proudly. This project aligns with CHPP Goal 2 Objective D and Goal 6 Objective B.

- The HPC requests \$100 in the FY 2010-11 budget to purchase an award plaque.

Publicity and Brochures

The educational projects sponsored this coming year will require publicity. In the past, news releases alone have not proven effective in promoting preservation initiatives. Lectures and workshops, as well as other activities for Historic Preservation Month, such as walking tours of Ames' historic Downtown, will

be better advertised and, possibly, better attended, through the aid of additional publicity materials. In addition, brochures on subjects covered in the lectures/workshops or used for tours could also be kept on hand at City Hall for distribution to citizens after the workshops or tours had ended, thus extending the educational opportunities beyond their original, limited time frames. This request aligns with CHPP Goal 4 Objectives B and D.

- The HPC requests \$500 in the FY 2010-11 budget, the same amount as last year, for publicity and brochures to advertise and supplement educational initiatives.

Travel and Workshop/Conference Registrations Fees for Commission Members

In order for Ames to maintain its Certified Local Government status, the SHSI requires that preservation commissioners undergo training annually. Such training aligns with CHPP Goal 3.

CLG-Required Preservation Training for Commission Members

A number of these training sessions are sponsored around the state. These training sessions currently cost \$35 for registration, plus up to \$10 for individual lunches. Commission members provide their own transportation for these events, which may be far from central Iowa and require an overnight stay.

Other Historic Preservation Meetings

Other opportunities for Commission members to learn and to network with commissioners from around the state occur at preservation meetings, conferences, and workshops. For example, the March 2010 historic masonry workshop will be one training opportunity; not only for CLG commission members, but also for Iowa Main Street Directors. While costs for these events vary, most require travel and have registration fees between \$18 and \$90 (for longer events); longer conferences also involve hotel expenses.

In addition, the National Trust for Historic Preservation national convention is held each year in October; in 2010, Austin, TX, will host the convention. This is the nation's premier venue for preservation training sessions and acts as a networking opportunity and an information clearinghouse for preservationists. At the 2009 convention in Nashville, I presented a paper in a session sponsored by the National Park Service that raised the profile of the City of Ames and put me in touch federal grant agents from various programs (including the Department of Transportation TIGER Grant and the Preserve America Grant programs). Such networking is invaluable in tight economic times. The NTHP national convention is expensive (the Main Street Member registration fee alone is \$275) but well worth the investment in terms of knowledge acquired and connections made.

Equally expensive, yet invaluable, is training in the Section 106 process offered annually by the Advisory Council on Historic Preservation. This year's Midwest Section 106 Essentials course will be offered in Kansas City in July; the cost for registration is \$495, but that initial cost is slightly reduced for groups of two or more attendees. Given the number of potential Section 106 reviews that may be approaching in the coming two years (e.g., the APL, Campustown, the UPRR bridge), seeking training for at least one commission member in the Section 106 process seems sensible.

- The HPC requests \$3,500 in the FY 2010-11 budget to cover registration, travel, and lodging expenses so that commission members may attend workshops and conferences to obtain required preservation training and network with other preservationists.

TOTAL BUDGET REQUEST

These items total \$38,700 for HPC funding in the FY 2010-11 budget. The final cost breakdown is summarized below:

Figure 3. Total Budget Request for FY 2011-10

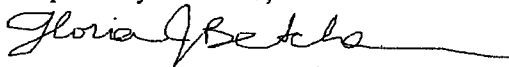
Categories	Budget Request
National Register Nomination of Downtown	\$18,500
Intensive Survey of Campustown	\$13,500
National Register Nomination of the Ames Public Library	\$100
HPC Neighborhood Grant Program for Preservation Initiatives	\$1,000
Educational Lectures, Workshops, and Signage	\$1,500
HPC Awards Program	\$100
Publicity and Brochures	\$500
Travel and Registration for Training and Conferences	\$3,500
Total amount requested	\$38,700

I believe that these requests are in keeping with the preservation Goals, Objectives, and Action Steps of the CHPP and the duties of the HPC stated in the City's Municipal Code. I hope that the HPC's request for \$38,700 will be approved so that the commission may follow through with the first stages of implementing the CHPP, raising awareness of preservation within the City of Ames in the coming year, and acquiring preservation training as required by the State Historical Society of Iowa.

ACTION REQUESTED

The City of Ames has shown strong support in past years for the surveying of Ames' historic resources. The HPC commends and thanks the City Council for its willingness to support our past projects. With a comprehensive historic preservation plan now in place, we are poised to make preservation work to the economic advantage of the city's two primary commercial districts and to the social advantage of our many historic neighborhoods. I ask that you approve this budget request so that FY 2010-11 preservation initiatives may create a successful start to the 10-year Comprehensive Historic Preservation Plan and lay the foundation for continuing preservation effort in Ames.

Respectfully submitted,



Gloria J. Betcher, Ph.D.
Chair, Historic Preservation Commission

CC: Steve Schainker, City Manager
Steve Osguthorpe, Director of Planning
and Housing
Ray Anderson, Preservation Planner

Brittney Rutherford, HPC
Elaine Dunn, HPC
Sharon Wirth, HPC
Dillon Kraft, HPC
Tom Leslie, HPC
Bill Malone, HPC

AMES INTERNATIONAL PARTNER CITIES ASSOCIATION, INC., (AIPCA)

FUNDING: Assistant City Manager Bob Kindred introduced Diane Oppedal, who is a City Delegate on the AIPCA. Ms. Oppedal explained that there is \$6,000 currently in the 2009/10 budget in anticipation of a visit of delegates from Frydek-Mistek, Czech Republic (one of the City's sister cities); that visit is not going to occur now. Therefore, that funding is no longer needed and could be returned. There is a possibility that a delegation from Kosu City, Japan, may visit Ames in the Fall 2010. Mr. Kindred indicated that there is an allocation of \$3,000 already included in the proposed 2010/11 Budget.

HISTORIC PRESERVATION COMMISSION: Gloria Betcher, Chairperson of the Ames Historic Preservation Commission (HPC), stated that in FY 2010/11, the HPC plans to begin implementation of the ten-year Comprehensive Historic Preservation Plan that the City Council approved in November 2009. The HPC is requesting City funds for some of the items and complementing those items with initiatives that will cost the City nothing monetarily, but will commit staff time. Ms. Betcher gave the history of the activities of the HPC that have yielded grant funds being received by the City for past projects.

Ms. Betcher requested a total of \$38,700 for HPC funding in FY 2010/11, broken down as follows:

National Register Nomination of Downtown	18,500
Intensive Survey of Campustown	13,500
National Register Nomination of the Ames Public Library	100
HPC Neighborhood Grant Program for Preservation Initiatives	1,000
Educational Lectures, Workshops, and Signage	1,500

Ms. Betcher clarified that the HPC will be applying for grant funding for the two first-listed major projects. The Commission feels confident that grant funding will be received, and if so, the amount of City funding necessary to accomplish the above projects would equate to \$6,900.

Addressing questions as to whether being listed on the National Register would impede the redevelopment of Campustown, Ms. Betcher explained that there is no protection afforded to buildings listed on the National Register. It was noted that a Request for Proposal had already gone out for redevelopment of Campustown. City Manager Schainker said it is unknown whether National Register listing would impact that process.

Council Member Mahayni noted that no other City Board or Commission receives funding to provide training for its members. Ms. Betcher advised that Ames has been named a Certified Local Government, and as such, is required by federal guidelines to provide training to the HPC members.

Discussion ensued as to the two first-listed projects and if they would result in redevelopment in Downtown and Campustown not moving forward. Mayor Campbell was concerned that 360 hours of staff time would be required. Concerns about not receiving grant funding were expressed. Council Member Goodman pointed out that the Council has the option of placing stipulations on funding.

City Manager Schainker reviewed the Local Option Tax and Hotel/Motel Tax Funds. Council Member Orazem noted that the Local Option Tax Fund had a balance of \$3.7 million in 2008, and it has dwindled down to nearly nothing. He pointed out that Ames must increase its retail sales in order to continue using those funds.

Council Member Goodman suggested that the Council allocate a certain amount of funding for small requests and devise a system to evaluate those.

AMES HISTORICAL SOCIETY: Kathy Svec, President, and Peggy Baird, Vice-President, were present. Ms. Svec presented the Ames Historical Society's request for \$18,000 in FY 2010/11, which is an increase of \$2,000 from FY 2009/10. The increase in funding would continue to support rent and utilities and/or other operational costs associated with the facilities that are essential to safe-guarding historic records and providing service and access to local residents.

Council Member Mahayni requested that the Historical Society work on a program to honor past Mayors. Ms. Svec said that one of the Society's members has taken an interest in that project. An update as to its progress will be provided to the Council.

Answering a question from Council Member Goodman as to the possibility of charging for its services, Ms. Svec stated that most of the people asking for services from the Society provide donations or pay membership dues.

A MID-IOWA ORGANIZING STRATEGY (AMOS): No one was present from AMOS; however, City Manager Schainker advised that funds in the amount of \$16,707 had been carried over from 2009/10. Those funds will be used to promote sustainability, which is one of the Council's goals.

VEISHEA: Hallie Satre, 1210 Walton Drive, #205, Ames, representing VEISHEA 2010, said that they are under the same budgetary constraints as many other organizations. She noted that the VEISHEA Committee has chosen a headliner band to perform that should generate fewer noise complaints. Justin VanWert, Sponsorship Co-Chair, reviewed past sponsorship amounts provided by the City. Amy Peyton, Sponsorship Co-Chair, requested the City sponsorship total \$8,000 for FY 2010/11.

Council Member Larson asked if the Ames Convention & Visitors Bureau (ACVB) had committed to help sponsor VEISHEA. Assistant Manager Lundt said that she would check on that and respond back to the Council.

Ms. Peyton noted that Electric Services has offered to waive electric service fees in lieu of a monetary donation. Donald Kom, Electric Services Director, confirmed that offer if there is a venue located off-Campus that needs electrical power.

UNITED AMES: Josh Kriz, representing AmeriCorp Vista for United Ames, requested a total of \$5,000. This would cover one year of compensation and office accommodations for one AmeriCorps VISTA and help fund future Action Team projects, e.g., Street 'N' Greet trailer project and future Community Conversations. Laura Logsdon, Vice-President of United Ames, said that all funding had been allocated on a project-by-project basis. City Manager Schainker

Adopted Ames Comprehensive Historic Preservation Plan Goals, Objectives & Action Steps

Adopted by the City Council on November 24, 2009

GOAL #1. Acknowledge the role of historic preservation in encouraging civic pride, neighborhood identity, economic vitality, and community sustainability.

Objective A:

Adopt strategies to conserve historic neighborhoods, which reflect their organic development, historical roles and traditions, modern needs, and economic health and stability.

Action Step: Form an umbrella organization of neighborhood associations to work toward goals of mutual benefit.

Action Step: Encourage the study and appreciation of Ames history in all its wards and eras, including the mid-20th century.

Action Step: Develop design guidelines for the installation and use of historic streetlights in national or local historic districts.

Objective B:

Facilitate the preservation efforts of neighborhood associations.

Action Step: Share historic preservation survey documentation with neighborhood associations.

Action Step: Sponsor an annual summit of neighborhood associations where residents can learn about historic preservation as a tool for community improvement, share accomplishments, discuss problems, and network.

Objective C:

Strengthen the role of historic preservation in promoting Ames tourism.

Action Step: Inform the Convention & Visitors Bureau, University, and Chamber of Commerce about historic preservation as an essential component to market Ames tourism.

Objective D:

Inform the public about the role of historic preservation in stabilizing and increasing property values and the community's tax base.

Action Step: Analyze property assessment records to test the hypothesis that values have risen in Old Town since the implementation of municipal design review in 1989.

Action Step: Encourage the Convention & Visitor Bureau, University, and Chamber of Commerce to disseminate this information in their activities.

GOAL #2. Promote the preservation of historically, architecturally, and archaeologically significant resources in the community.

Objective A:

Provide financial support for the Ames Historical Society to assist in achieving the goals of the Ames Comprehensive Historic Preservation Plan.

Action Step: Identify a strategy to fund one, full-time, equivalent professional staff employee and supporting costs for the Ames Historical Society.

Objective B:

Promote economic incentive opportunities to encourage the preservation of historic buildings and neighborhoods.

Action Step: Provide property tax abatement for residential improvements to contributing resources within designated historic districts and landmarks.

Objective C:

Provide guidance for preserving and improving historic properties to developers, property owners, and others interested in historic preservation.

Action Step: Encourage the owners of public, commercial, and residential property to seek non-binding advice about proposed rehabilitation projects from the Ames Historic Preservation Commission.

Action Step: Encourage the retention of outbuildings on historic properties, particularly automobile garages.

Action Step: Preserve natural resources with individual significance or that are significant as contributing to a landscape within which other historic buildings or structures are situated.

Objective D:

Encourage private support and commitment for preservation undertakings.

Action Step: Encourage property owners to pursue National Register nominations as personal undertakings.

Objective E:

Increase awareness of the potential for archaeological sites within the city and legal protection for them.

Action Step: In all historic survey projects, consider a property's potential for National Register Criterion D significance (archaeology), including sites where historic archaeology (previous buildings, foundations, and/or other habitation materials on a site) might apply.

GOAL #3. Enhance municipal policies to protect historic resources and implement policies through identification, effective legislation, and efficient regulatory measures.

Objective A:

Revise *Chapter 31, "Historic Preservation Districts"* in the Ames Municipal Code, including chapter title, design guidelines, and related ordinances to broaden applicability, improve clarity (including ADA issues and ordinance enforceability), and/or make consistent with National Register standards.

Action Step: Seek grants to help prepare revisions to Chapter 31.

Action Step: Ensure that Chapter 31 is consistent with the historic preservation provisions in the Building Codes adopted by the City of Ames.

Objective B:

Continue to improve Ames inventories of historic properties through reconnaissance and intensive historical, architectural, and archaeological surveys.

Action Step: Identify and prioritize, by the Ames Historic Preservation Commission, potential reconnaissance and intensive historic survey projects and strategize, by the Commission, funding mechanisms to achieve them.

Action Step: Publicize results of previous surveys to promote preservation among property owners.

Objective C:

Revise local historic district and landmark design guidelines to clarify their intent and to reflect new materials, technologies, and "green issues."

Action Step: Remove internal inconsistencies and update design guidelines to reflect new materials, technologies, and "green issues."

Objective D:

Continue to designate local historic districts, local landmarks, and National Register of Historic Places properties.

Action Step: Identify and prioritize, by the Ames Historic Preservation Commission, potential National Register historic districts and strategize, by the Commission, funding mechanisms, if necessary, to list them.

Action Step: Identify and designate properties eligible for listing as local landmarks and local historic districts.

Action Step: Explore the possibility of designating a property in Ames as a National Historic Landmark.

Action Step: Explore the potential to register the Lincoln Highway in Ames as a National Register of Historic Places historic district.

Objective E:

Ensure that design guidelines for city re/development incentive programs respect the historic character of the properties and surrounding areas to which they are applied.

Action Step: Utilize the expertise of Ames Historic Preservation Commission.

Objective F:

Ensure that expansion or development of city property follows good preservation practices.

Action Step: Utilize the expertise of Ames Historic Preservation Commission.

Action Step: Develop and adopt an historic preservation policy for City property.

Objective G:

Protect the value of properties and neighborhoods by working to prevent the deterioration of structures.

Action Step: Support the minimum maintenance code for rental and owner occupied property.

GOAL #4. Educate the public concerning the value and benefit of historic preservation.

Objective A:

Increase public awareness of and support for historic preservation archival materials.

Action Step: Create and publish a list of historic preservation archival materials and their locations.

Objective B:

Promote and offer walking tours, lectures, workshops, and other educational opportunities focused on historic preservation.

Action Step: Gather public input detailing stories of Ames history, people, and properties using a city-provided on-line access and other methods.

Action Step: Develop and disseminate tour brochures, which identify the homes and worksites of notable Ames residents.

Action Step: Sponsor workshops targeted to multiple audiences with emphasis on commercial and residential architecture property, incentives, and hands-on brick and mortar issues.

Objective C:

Utilize website/on-line presence.

Action Step: Maintain a computerized list of survey materials for city staff and others to consult in planning projects.

Action Step: Develop and maintain an online instructional sheet to explain correct methods to record information concerning historic properties and an online form for that information.

Action Step: Provide information concerning grants-in-aid and other funding sources for historic preservation.

Action Step: Include applications for Ames local historic districts, local landmarks, and National Register of Historic Places properties on the city's website.

Objective D:

Facilitate the dissemination of historic preservation information.

Action Step: Identify and designate appropriate public access site or sites for preservation information.

Action Step: Gather historic preservation information and resource materials and provide public access for their use.

GOAL #5. Facilitate and strengthen preservation partnerships among municipal, county, state and federal government agencies, including Iowa State University, Ames Historical Society, and local school districts.

Objective A:

Open communication channels among all interested parties to identify common interests and concerns, to explore areas of mutual benefit, and to share historical data and research.

Action Step: Collaborate with other historic preservation commissions, historical societies, and related groups to promote common interests.

Action Step: Establish an annual joint session between the Ames Planning & Zoning Commission and Ames Historic Preservation Commission to review authorities, responsibilities, and procedures.

Action Step: Encourage county, state, and federal agencies to partner with municipal agencies in preservation efforts to increase public awareness of the history of Ames.

Action Step: Utilize resources available through Iowa Main Street program.

Action Step: Communicate with Iowa State University regarding historic resources throughout the community.

Action Step: Collaborate with other Iowa communities and other interested parties to establish a Lincoln Highway historic conservation corridor across the State of Iowa.

Action Step: Partner with Iowa State University to maintain the historic character of Campustown, while encouraging its development as a commercial and cultural center.

Objective B:

Develop timely notification and review/comment process for proposed re-use, rehabilitation, or demolition of historic resources.

Objective C:

Integrate the Historic Preservation Plan with other priorities of the City Council.

Action Step: Review the Ames Comprehensive Historic Preservation Plan Report and determine priorities as necessary, but not more frequently than once each year.

Action Step: Obtain approval from the City Council for priorities determined by the Commission following each review of the Ames Comprehensive Historic Preservation Plan Report.

GOAL #6: Promote the economic development and vitality of the city through historic preservation.

Objective A:

Assess the impacts of new development on the historic character of existing neighborhoods, commercial districts, and archaeological resources.

Action Step: Develop criteria to determine which type of new development projects should be assessed.

Action Step: Develop assessment process.

Objective B:

Encourage the use and adaptive reuse of existing public and private buildings.

Action Step: Work with Main Street Iowa and Main Street Cultural and Entertainment District programs to maintain the historic character of Downtown Ames, while encouraging its development as a commercial and cultural center.

Action Step: Develop design pattern books to illustrate how adopted design guidelines can be applied.

Action Step: Showcase notable adaptive reuse projects through the media.

Action Step: Consider Campustown as a potential candidate for the Urban Neighborhood Main Street District (UNMSD) program of Main Street Iowa.

Objective C:

Explore local incentive opportunities for historic preservation.
[e.g. TIF, façade improvement program]

Action Step: Continue the grant and tax abatement programs for urban revitalization.

Objective D:

Provide current information concerning preservation grants and financial incentives.

Action Step: Include pertinent data and links for additional information on the city website, alongside local model projects if available.

Objective E:

Recognize the importance of preservation tourism for Ames and support efforts to promote it.

Action Step: Encourage interested parties to develop a coordinated tourism strategy for Ames with a role for historic preservation in that effort.

Objective F:

Partner with businesses in Downtown Ames, Campustown, and other business communities and tourism efforts beyond Ames to explore branding, promotion, products, marketing, and other economic advantages associated with the Lincoln Highway as an historic corridor across Iowa and its attraction to the touring public.

Action Step: Encourage sensitive use of the Lincoln Highway logo as a branding tool.