

**COUNCIL ACTION FORM**

**SUBJECT: DOWNTOWN FAÇADE GRANTS FOR FISCAL YEAR 2011/2012**

**BACKGROUND:**

In May 2011, the City Council directed that all of the applications for Downtown Façade Improvement grants for each fiscal year be reviewed and awarded at one time. To aid in comparing applications, the Council also established a scoring process. The number of grants awarded is based on the number of grant requests, the costs of those improvements, and the budget available for the Downtown Façade Improvement Fund. That funding is \$111,662 for the 2011/12 fiscal year. If all of the funds are not awarded, then a second application process would be available later in the fiscal year.

Under this process, the following grant applications were received by August 1:

<u>Address</u>	<u>Business or Building Name</u>	<u>Amount Requested</u>	<u>Total Project</u>
410 Douglas	Pantorium	\$ 4,500	\$ 9,000
115 Main	Retail business	\$15,000	\$ 35,752
	Design Fees	\$ 450	\$ 450
215 Main	Emerhoff's Footwear	\$14,438	\$ 28,875
	Design Fees	\$ 1,000	\$ 1,250
217-219 Main	Emerhoff's Footwear	\$15,000	\$ 31,300
	Design Fees	\$ 1,000	\$ 1,250
225-227 Main	American Legion	\$13,601	\$ 27,202
226 Main	Moorman Clothiers	\$15,000	\$ 34,774
	Design Fees	\$ 1,000	\$ 1,250
228 Main	Moorman Clothiers	\$14,913	\$ 29,825
	Design Fees	\$ 1,000	\$ 1,250
		<b>\$96,902</b>	<b>\$202,178</b>

All of these projects are located in the two blocks between Kellogg and Duff Avenues. The attached map (Attachment A) and summary sheets (Attachments B – F) provide more information about these projects. Complete application materials are also available for review, if requested. Highlights of these projects include:

- The first project ever proposed on Douglas Avenue, one-half block north of Main Street, restored as historically accurately as possible.
- Total interior and exterior renovation of 115 Main, vacant for many years, for a new retail business.
- New upper windows on the American Legion building, the first step on a major

renovation project, and preparation to host a statewide conference here.

- New storefront images for two long-term, prominent retailers, Emerhoff's and Moorman, across the street from each other.
- Three façade improvement projects proposed in the 200 block that will add to the six projects already completed in this same block, in addition to another major renovation already funded and underway at the former Lazy M Shoes location.

Three of these projects are planned for implementation this fall, and two for next spring. Current grant guidelines require completion of projects within six months of the Notice to Proceed. Based on experience with past projects, staff would set November 1, 2012, as the completion date for any of these projects awarded grants.

Two owners of businesses and properties on Main Street, along with two City staff, evaluated these grant applications based on the attached scoring criteria (Attachment G). The scorers met and agreed on the following score for each project.

<b><u>Address</u></b>	<b><u>Business or Building Name</u></b>	<b><u>Score</u></b>
225-227 Main	American Legion	42
215 Main	Emerhoff's Footwear	52
226 Main	Moorman Clothiers	53
228 Main	Moorman Clothiers	56
217-219 Main	Emerhoff's Footwear	61
115 Main	Retail business	70
410 Douglas	Pantorium	83

Two grant applications each have been received from Emerhoff's and Moorman. Moorman owns and occupies two, interconnected 25-foot building bays (or "fronts"), and Emerhoff's owns and occupies one 25-foot bay plus half of another 25-foot adjacent, but not interconnected, bay. Emerhoff's owns the other half bay and leases it to another retail business. The grant applications include improvements to all of these facades.

In its discussion on April 12, the City Council directed that more points be given to projects that include more than one 25-foot bay in one building, but that multiple grants would not be awarded in these cases. Therefore, the scores shown for each of these four separate applications assumes that both 25-foot bays will be completed if only one grant is awarded in each case. However, the owners have said that the total amount of both grants is very significant to their projects and neither has decided whether the project would proceed with the support of only one grant. If either or both of the projects do not proceed, then the next grant cycle in spring 2012 would award the remaining funds. If an owner proceeds with improvements to only one 25-foot bay, a second grant could be awarded during the second grant round in a fiscal year if funds are still available, but would still be ranked lower than applications for projects never before funded.

If Emerhoff's and Moorman are each awarded one grant for the project with the higher scores, and all of the other grants are awarded as requested, the awarded grants would be as follows:

### **Downtown Façade Improvement Grants for FY 2011-2012**

<b><u>Address</u></b>	<b><u>Business or Building Name</u></b>	<b><u>Grant</u></b>
410 Douglas	Pantorium	\$ 4,500
115 Main	Retail business	\$15,450
217-219 Main	Emerhoff's Footwear	\$16,000
226 Main	Moorman Clothiers	\$16,000
225-227 Main	American Legion	\$13,601
		<b>\$65,551</b>

The \$65,551 total is \$46,111 less than the total funding available of \$111,662. This \$46,111 can be awarded in a second grant cycle later in the 2011/12 fiscal year.

Before existing façade materials are removed, it is often not possible to work out all of the details of the final project. Where these details are important for a completed project to comply with the Downtown Design Guidelines, in order for the grant awardees and the City to agree on the design intent, those intentions have been noted as conditions on the attached images of the proposed façade improvement project.

#### **ALTERNATIVES:**

1. The City Council can approve the projects listed in the above table "Downtown Façade Improvement Grants for FY 2011-2012" to be completed as described in Attachments B - F and in the applications submitted, for a total of \$65,551 from the Downtown Façade Grant fund.
2. The City Council can approve an alternative selection of requested façade grants and amounts, to be completed as described in the Attachments and in the applications submitted, and to be funded from the Downtown Façade Grant program.
3. The City Council can refer this request to staff or applicants for additional information.

#### **MANAGER'S RECOMMENDED ACTION:**

Completing all of these Downtown Façade Improvement Projects is an exciting prospect. The projects as described by Attachments B - F meet the Downtown Design Guidelines. Together they will have a tremendous impact on the Downtown image. The City Council has established a scoring system to provide some guidance on how to allocate the available funds.

**Based on that scoring system, it is the recommendation of the City Manager that the City Council approve Alternative #1, thereby approving the projects listed in the above table "Downtown Façade Improvement Grants for FY 2011-2012" to be completed as described in the attached images and in the applications submitted, for a total of \$65,551 from the Downtown Façade Grant program.**

Under Alternative #2, the Council may allocate the funds differently to best carry out its objectives for this program.

# Downtown Façade Grant Program - Selected Properties



**Legend**

- Approved Projects
- Downtown Façade Improvement Area

**Facade Grant Locations**

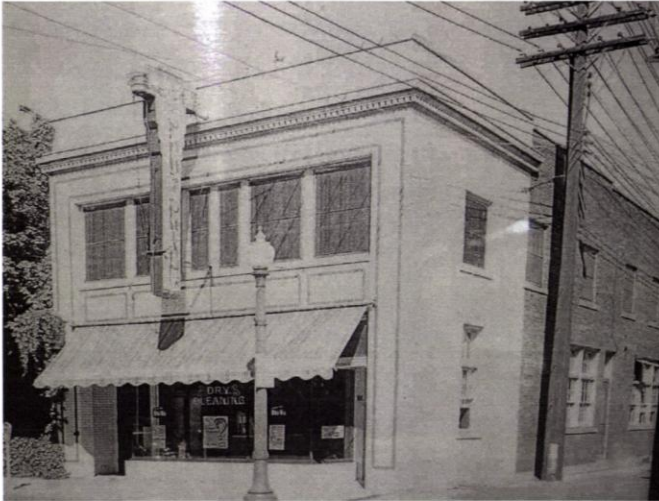
1. 413 Kellogg Ave (12/2004)	9. 311 Main Street (12/2007)	17. 326 5th Street (02/2010)
2. 220 Main Street (09/2005)	10. 230 Main Street (04/2008)	18. 134 Main Street (in progress)
3. 203 Main Street (06/2006)	11. 313 Main Street (11/2008)	
4. 411 Kellogg Ave (01/2007)	12. 400 Main Street (06/2009)	
5. 216 Main Street (07/2007)	13. 413 North Western (09/2009)	
6. 229 Main Street (07/2007)	14. 101 Main Street (09/2009)	
7. 218 Main Street (08/2007)	15. 410 5th Street (in progress)	
8. 547 Main Street (11/2007)	16. 426 5th Street (04/2010)	

Map Created by  
 Department of Planning & Housing  
 Updated November 19, 2010  
 (2008 Aerial Photography)



Attachment B

410 Douglas



1930-1940 Photo Illustrating full project intent:

- 6 upper story double-hung windows (Phase 1)
- Striped canvas awning with fringe edge (Phase 2)
- Glass transom windows (Phase 1)
- Store-front windows extending to kickplate (Phase 2)

Remove aluminum canopy,  
Uncover & replace transom windows (Phase 1)

Install canvas awning (Phase 2)



Recent Photo Illustrating Project Changes

Replace store-front windows to full height  
from header to brick kickplate (Phase 2)

- Phase 1 work now underway
- Following original architectural plans as much as possible
- Colors of operable awning will be typical for the early 20<sup>th</sup> century
- KHOI Community Radio occupies space

Ames Pantorium Building Facade Project

7/27/2011

215-217 Main



Remove continuous metal canopy and metal and stone cover-ups





226-228 Main



- Transom will be restored if feasible, to be determined after wood covering is removed.

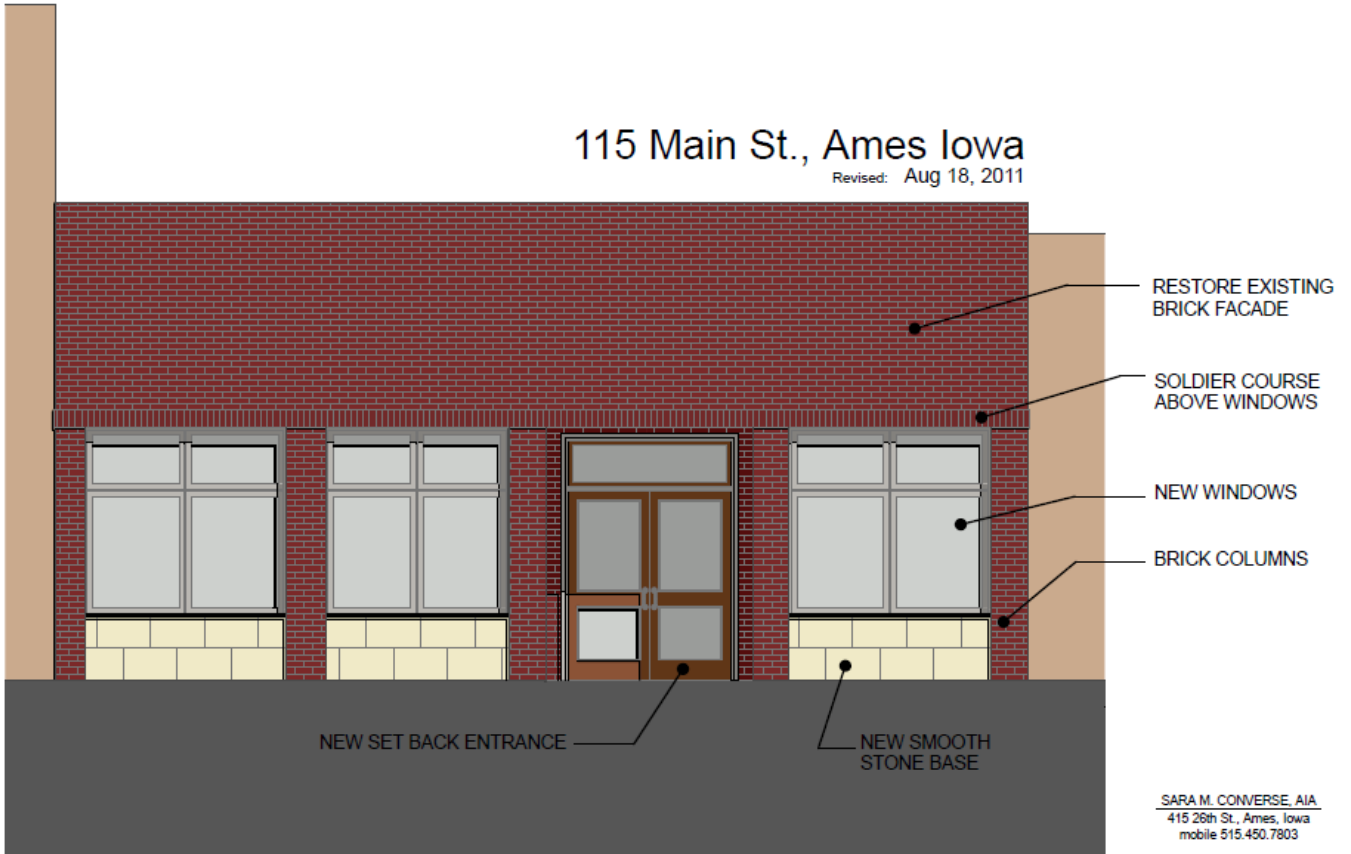


Attachment E

115 Main



Building has been vacant for several years in a block of Main Street where no façade grants have yet been applied. The tenant has been secured and will be announced soon. It will not be a bar.





Attachment F

**225-227 Main**



- 2<sup>nd</sup> and 3<sup>rd</sup> story windows will be replaced with wood or metal 1/1 single- or double-hung windows with clear, transparent glass
- Fixed windows will be installed in transom area above windows on 3<sup>rd</sup> story, with clear, transparent glass





## *Elements of an Historic Façade in Downtown Ames*

