

COUNCIL ACTION FORM

SUBJECT: DOWNTOWN FAÇADE GRANTS FOR FISCAL YEAR 2013/2014

BACKGROUND:

The City Council annually budgets \$50,000 Local Option Sales Tax revenue for the Downtown Façade Improvement Grants program. – One application is accepted per building location and there is one round of review per year with the option of a second round of review if there are available funds. **Because of unused funds from the previous fiscal year, the City has \$67,550 available for the 2013-2014 program. Four property owners have submitted a total of five applications totaling \$72,000.** The maximum grant amount is up to \$15,000 for façade work plus an additional \$1,000 if an applicant chooses to use an architect in preparing a design. Three Main Street Cultural District representatives and two City staff evaluated the grant applications based on the City Council adopted 2011 scoring criteria and guidelines (Attachment L). Project summaries, a location map, and project design illustrations are also attached.

<u>Address</u>	<u>Business or Building Name</u>	<u>Amount Requested</u>	<u>Total Project</u>	<u>Score</u>
330 Main	Town Center, west building Design Fees	\$15,000 \$ 1,000	\$150,000+ \$ 1,000	85
328 Main	Town Center, east building Design Fees	\$15,000 \$ 1,000	\$100,000+ \$ 1,000	80
402 Main	The Spice restaurant	\$ 8,000	\$ 98,000	62
122 Main	Lee's Computers & More Design Fees	\$15,000 \$ 1,000	\$120,000 \$ 1,000	52
323 5 th (Burnett façade)	Vacant Design Fees	\$15,000 \$ 1,000	\$ 57,000	31
		\$72,000	\$527,000	

The projects are listed above in order of the score assigned by the review committee. The scores are the average of the scores given by the individuals scoring the projects. The total project amount shown here is the general cost of all improvements being made to the building, of which the façade improvements are a part. The total estimated cost of the itemized façade improvements is in all cases at least twice the amount requested and in most cases exceeds that minimum required amount.

330 and 328 Main scored highly because of the size of the buildings, the location of the buildings in the center of the downtown next to Tom Evans Plaza and at the end of Burnett Avenue, and because of the extent of intended improvements. The improvements are intended to return as much of the building as possible to its appearance of the 1940's and 1950's, before the white metal panels were added to the front of both buildings. This would include recreating two distinct building facades that existed previously with a traditional brick façade and rehabilitation of former windows. It would not include restoring the former decorative parapet elements that were removed. **However, until the metal panels are removed it is not possible to be certain of the extent of improvements that are possible. Therefore, awarding of these two façade grants should be conditional on final plans being prepared after the metal panels are removed and those plans being approved by staff as being consistent with the scope of façade improvements required by the grant criteria and the Downtown Design Guidelines in terms of the types of materials and design details relating to the windows and storefront design.**

The staff has concluded that these are two separate buildings qualifying them for two façade grants. The conclusion was based upon the fact that that the buildings were built independently at different times and contain separate businesses with separate store fronts. (See Attachment C) **In order to award two grants, the City Council will have to concur with staff's conclusion.**

The project at 122 Main will replace the entire front façade of this small shop in what is a multi-façade building and restore the individual façade as much as possible to its appearance in 1914, including transom windows, placed at the front property line rather than recessed as is the current storefront. (See Attachment I) If the grant is approved, the property owner has agreed to work with staff to refine the design details so that this project can serve as a template for façade improvements for the identical stores to the east while maintaining individual integrity.

The project at 402 Main will apply the same façade design as was completed at Lucullan's next door, removing the remaining wood insets and installing display windows and transoms above the windows and front door. The building will also be painted. This project is part of a larger project to improve the façade facing Tom Evans Plaza and the city parking lot to the south. (See Attachment G)

It should be remembered that the general policy of the Council has been to not allow a second grant for the same building in the first round of grant solicitation. However, this request is similar to the 203/205 Main (Antique Ames) where two separate grants were awarded for two separate store fronts in what was built as one building. In order to award the grant to 402 Main, the Council will have to concur with staff's conclusion that this request is similar to 203/205 Main.

The project at 323 5th Street (formerly Mathison Ford), on the former vehicle service shop bays that face Burnett, consists of replacing the overhead doors with commercial entrances and replacing the windows to prepare the building for office use. The improvements are not intended to comply with the historical design guidelines, but rather to comply with the separate commercial guidelines for other downtown buildings.

(See Attachment K) **While the conceptual improvements would be beneficial to the site, it did not rank well compared to the other applications as it did not provide a great deal of visual or economic impact due to the location and building type and has minimal detail on its proposed commercial improvements other than replacement of non-compliant overhead doors.**

If the City Council has interest in the site at this time, staff would request the opportunity to work with the owner and architect to see if the project can provide additional details and conform to more of the elements of these design guidelines. We would also recommend the applicant look to remove the driveway aprons and curb cuts serving the overhead doors that are proposed to be removed. A more detailed application could then be presented to City Council for consideration at a subsequent meeting.

ALTERNATIVES:

1. The City Council can approve the first four projects listed above, 330, 328, 402 and 122 Main, with the grants for 328 and 330 Main conditional on final plans to be approved by staff as consistent with the Downtown Design Guidelines and grant criteria after the metal panels are removed.

The alternative rejects the application for 323 5th Street and approves four grants totaling \$56,000 from the Downtown Façade Grant fund.

2. The City Council can approve the first four projects listed above, 330, 328, 402 and 122 Main, with the grants for 328 and 330 Main conditional on final plans to be approved by staff as consistent with the Downtown Design Guidelines and grant criteria after the metal panels are removed. In addition, defer any action regarding the grant request for 323 5th Street.

The alternative approves four grants totaling \$56,000 from the Downtown Façade Grant fund and defers any action regarding 323 5th Street until additional information is provided to the staff. Once this additional information is submitted and reviewed by the staff, the application will come back to the City Council for a final decision.

3. The City Council can approve an alternative selection of façade grants and amounts to those projects that the Council finds meet its priorities for downtown façades.
4. The City Council can refer this request to staff or applicants for additional information.

MANAGER'S RECOMMENDED ACTION:

The façade program has been a very successful to improve the Downtown Business District. There are sufficient funds available in FY 2013-14 to fully fund four out of the five grant applications. Before making a final decision regarding 323 5th Street, more information is needed. Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #2, thereby approving the first four projects listed

above, 330, 328, 402 and 122 Main, with the grants for 328 and 330 Main conditional on final plans to be approved by staff as consistent with the Downtown Design Guidelines and grant criteria after the metal panels are removed as well as deferring any action regarding the grant request for 323 5th Street.

Attachment A

**DOWNTOWN FAÇADE IMPROVEMENT PROJECT APPLICATIONS
2013-2014**

402 MAIN

- Location: West of Tom Evans Plaza next door to Lucullan's
- Improvements: Remove wood infill, replace display windows including transom, install transom over door, scrape and paint concrete entire facade
- Façade Budget: \$15,000
- Total Project Cost: \$98,000
- Current Use: Restaurant
- Historically appropriate materials and design, including transoms

328 MAIN

- Location: East of Tom Evans Plaza next door to Olde Main Restaurant and Brewery
- Improvements: Remove metal and wood cover-up, replace display windows and entrances, repair or replace kick plates, install transoms, restore masonry
- Façade Budget: \$42,050
- Total Project Cost: \$100,000+
- Current Use: Various retail
- Historically appropriate materials and/or design, including transoms

330 MAIN

- Location: East of Tom Evans Plaza
- Improvements: Remove metal and wood cover-up, repair masonry on parapet panels and upper level, install upper level windows, replace display windows and entrances, repair or replace kick plates, install sign panels in transom area
- Façade Budget: \$57,000
- Total Project Cost: \$150,000
- Current Use: Various retail
- Historically appropriate materials and/or design

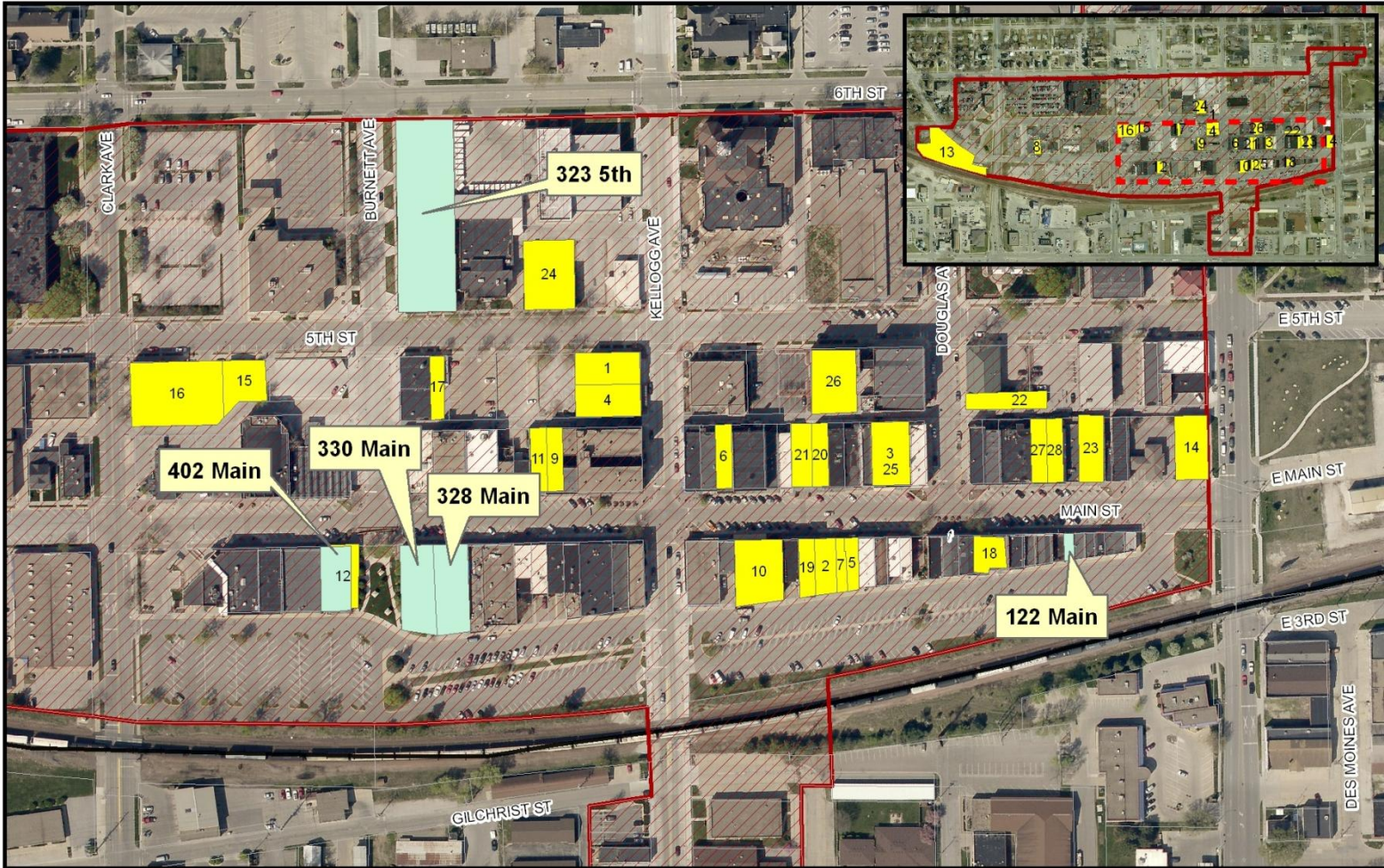
122 MAIN

- Location: East end of Main, south side next door to Grove Cafe
- Improvements: Remove store front and portion of stucco above, install brick kick plate, display windows, entrance and transom, all on property line flush with rest building face
- Façade Budget: \$28,000
- Total Project Cost: \$120,000
- Current Use: Computer and technology services
- Historically appropriate materials and/or design, including transom

323 FIFTH

- Location: On Burnett Avenue, north of Triplett Companies
- Improvements: Remove existing windows and overhead doors, install windows and entrances within existing openings, repair masonry
- Façade Budget: \$57,000
- Total Project Cost: \$57,000
- Current Use: Vacant
- Proposed under non-historic design guidelines

Attachment B Downtown Façade Grant Applications - 2013 - 2014



Legend

- Proposed Façade Projects 2013
- Past & Current Façade Projects
- Grant Eligibility Area

Facade Grant Locations

- | | | | |
|--------------------|-------------------------|-------------------------|-------------------------|
| 1. 413 Kellogg Ave | 7. 218 Main Street | 13. 413 Northwestern | 19. 226 Main Street |
| 2. 220 Main Street | 8. 547 Main Street | 14. 101 Main Street | 20. 215 Main Street |
| 3. 203 Main Street | 9. 311 Main Street | 15. 410 5th Street | 21. 217-219 Main Street |
| 4. 411 Kellogg Ave | 10. 230-234 Main Street | 16. 426 5th Street | 22. 410 Douglas Ave. |
| 5. 216 Main Street | 11. 313 Main Street | 17. 326 5th Street | 23. 115 Main Street |
| 6. 229 Main Street | 12. 400 Main Street | 18. 130-134 Main Street | 24. 313 5th Street |
| | | | 25. 203-205 Main Street |
| | | | 26. 208 5th Street |
| | | | 27. 123 Main Street |
| | | | 28. 121 Main Street |



*Map Created by:
Department of Planning & Housing
Updated August 8, 2013*

Attachment C

328-330 Main in 2010



Attachment D

328-330 Main – Historic Images



Attachment E

330 Main – Proposed Improvements



- Repair parapet panel masonry
- Repair or restore masonry
- Install upper story windows

- New glass store front with recessed entrance, display windows and kick plates

- Repair parapet panel masonry
- Repair or restore masonry
- Install upper story windows



Attachment F

328 Main – Proposed Improvements

- Repair or install transoms
- Repair or restore masonry
- New glass store front with recessed entrances, display windows and kick plates



- Repair parapet
- Repair parapet panel masonry



Attachment G

402 Main



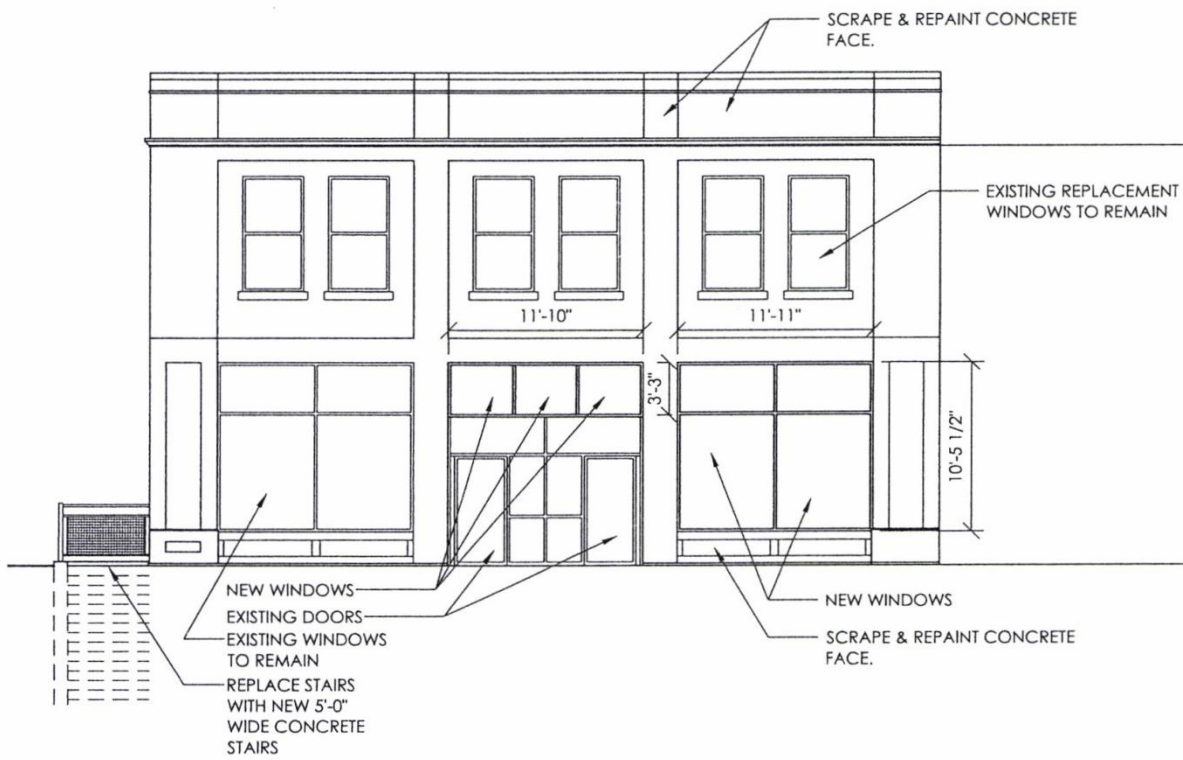
1912 Image



Current Image

Attachment H

402 Main - Proposed Improvements



PROPOSED NORTH ELEVATION

SCALE: 1/8" = 1'-0"

Attachment I

122 Main

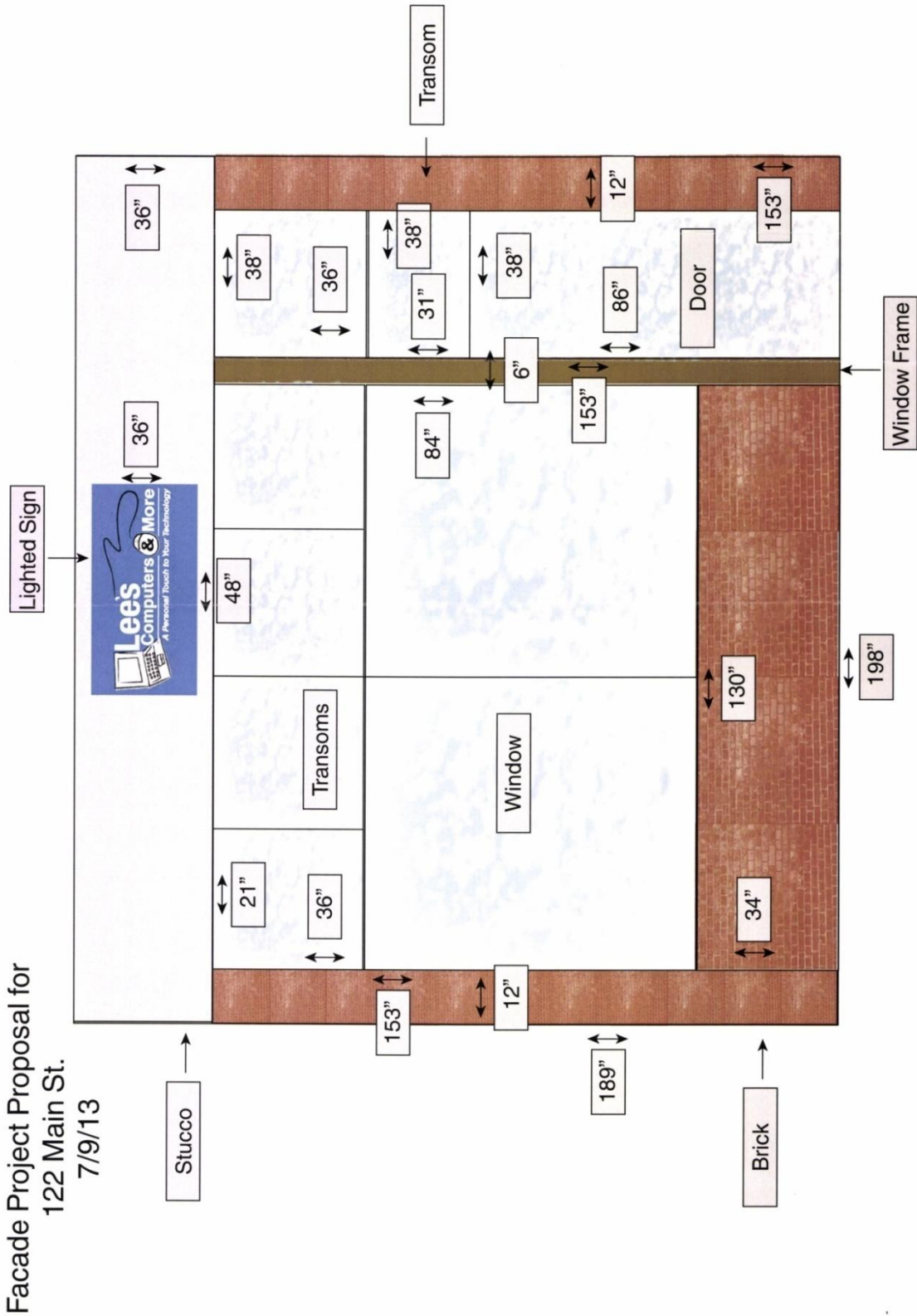


1914 Image



2010 Image

122 Main - Proposed Improvements



Facade Project Proposal for
122 Main St.
7/9/13

Attachment K

323 5th Street (Burnett facades)



Existing Image – North half



Existing Image – South half



Proposed Improvements

Downtown Façade Grant Scoring

Project _____ **Total**
Address: _____ **Score:** _____

For each category, please use the following criteria to award points, giving higher scores to projects that meet more of the criteria.

VISUAL IMPACT _____ **Score:** **Points (30 maximum)**

- Improvements apply to more than one story on one façade
- Improvements apply to more than one 25-foot wide bay on one façade
- Improvements will create more visual significance because:
 - key, highly visual elements of the building are being improved
 - the building is prominently visible due to its location (e.g., it serves as a focal point from a street, is at a prominent intersection, or is larger than other buildings around it)

FINANCIAL IMPACT _____ **Score:** **Points (30 maximum)**

- Matching funds exceed the minimum dollar-for-dollar match
- The project includes improvements being made to:
 - ensure public safety
 - establish or preserve the building's structural integrity
 - resist water and moisture penetration
 - correct other serious safety issues
- The façade project is part of a larger project that improves other exterior or interior parts of the building
- The project helps to make use of space that has been unoccupied or used only for storage

EXTENT OF IMPROVEMENTS _____ **Score:** **Points (20 maximum)**

Base the number points granted in this category on the number of elements from the Downtown Design Guidelines being improved (see graphic on back of this sheet). More improved elements deserve more points.

HISTORIC DESIGN _____ **Score:** **Points (20 maximum)**

- Project includes historically appropriate materials and restoration techniques
- Project goes beyond basic rehabilitation and re-establishes a more historically accurate appearance than other projects

Elements of an Historic Façade in Downtown Ames

