

**COUNCIL ACTION FORM**

**SUBJECT:      CAMPUSTOWN FAÇADE GRANT PILOT PROJECTS**

**BACKGROUND:**

A new Campustown Façade Program is being developed to enhance the appearance of Campustown commercial buildings, fulfilling the objective outlined by the City Council of supporting Campustown. **The goal of the proposed Campustown Façade Program is to promote diverse building styles and increased activity and commercial use. The proposed program supports enriching the individual detail and character of each building within the context of a pedestrian oriented commercial district.**

City Council approved design concepts for façade enhancements in November of 2014 as embodied the [Campustown Façade Ideabook](#). City Council has budgeted \$32,000 for two pilot projects in the 2014/2015 fiscal year, anticipating two projects that will each match \$15,000 in construction cost and two reimbursements to each of professional design fees of \$1,000. Council also directed staff to solicit grant requests and carry out two pilot improvement projects for a Campustown Façade Program based on the following concepts from the Ideabook:

Transparent Campustown. Visual transparency invites pedestrians to patronize the businesses inside. Physical access promotes cohesiveness within the district. Promoting more glass and larger physical openings show the commercial offerings in the district and encourage people to spend more time there.

Social Campustown. Well designed outdoor gathering areas create a positive social atmosphere. Small, unused, visible spaces can be transformed to expand commercial opportunities. It is not the intent of the program to fund sidewalk dining or other uses of the public right-of-way, although improvements to the building that are part of any outdoor gathering area project would be eligible.

Diverse Campustown. The variety of building types and design styles contribute to the vibrancy, funkiness, visual interest and diversity of businesses. Façades are encouraged to be distinct from their neighbors and unique in the district.

Identifiable Campustown. High quality signs, graphics and other design features that express the unique identity of local businesses can be part of a distinctive design for façade improvements.

Historic Campustown. Some buildings in Campustown have potential to illustrate the historic development of Campustown over 100 years. Projects can include removing cover-up materials, restoring original storefronts/entrances, and restoring masonry.

**City Council also identified the Campustown Service Center zoning district south of the ISU Campus and Neighborhood Commercial zoning district on West Street as the areas within which properties are eligible for the pilot project grants.** In the first two months of 2015 by direct mail and through Campustown Action Association, the City invited building owners and businesses from these areas to apply for the pilot project grants. City staff, Façade Working Group, and the City's architectural consultant, Haila Architecture Structure Planning, have worked with the two building owners who applied. **While there are two projects, there are a total of three façade grant requests as one project has requested two grants.**

**2812 West Street** is the home of West Street Deli. The façade of this one-story building, which includes wood siding, two large windows and a recessed raised entry, will be changed, while retaining and emphasizing the two different planes in the façade surface (See Attachment B):

- The large windows will remain, consistent with the *transparent* design concept. Because the building floor elevation is much higher than the sidewalk, enlarging the window area would be ineffective, but the vinyl sign in the window will be removed.
- The aging, grey wood siding will be replaced with new cedar with clear sealer. The light color of the new wood will contrast with the darker color of new stucco surfacing on the recessed areas of the façade. Consistent with the *diverse* design concept, the appearance will be distinctly different from the darker wood siding on other buildings in the same block.
- A new, well lighted business sign on the recessed surface on the left side of the façade, a new blade sign facing pedestrians on the walk and the graphics at the recessed entrance will express the brand identity of the business, consistent with the *identifiable* design concept.

Consistent with the *social* design concept, this business will continue to offer sidewalk dining, after the City completes the West Street & Woodland Street improvement project, which includes new paving between the building and the street. The estimated cost of this façade project is \$30,000

**Cranford Building** is a corner property addressed as 103 Stanton. The building contains Jeff's Pizza and The Singer Station along its Lincoln Way frontage. This building has historical interest because it was designed and constructed in 1922 by the first woman to receive an engineering degree from Iowa State and because it was funded by women faculty and graduate students as their residence. The street level retail façade is now covered up by wood panels and has windows and doors of a variety of sizes (See attachment C).

There is a strong likelihood that much of the original façade is still in place behind the wood covering and the building owners wish to restore the historic appearance as much as possible. The existing brick will be cleaned and tuck pointed. Doors and windows will be replaced in a regular size and pattern consistent with the original design. Wood trim,

columns, kick plate panels and other wood elements will be repaired if possible, or, if not, replaced with similar cast stone elements.

By increasing the total area of openings, the proposed façade project is consistent with the *transparent* design concept. Removal of cover-up materials, restoration of materials and replicating original fenestration patterns make the project consistent with the *historic* design concept.

**The applicant has requested two façade grants for this project.** The design reflects two separate tenant spaces and changes in floor elevation for different facades. If only one grant is awarded, the owner may only do one façade project at this time. The estimated cost of the Jeff's Pizza facade is \$130,553; the estimated cost of The Singer Station façade is \$41,196.

### **ALTERNATIVES:**

1. The City Council can approve \$16,000 for a Campustown Façade pilot project for 2810 West Street and approve \$16,000 for a Campustown Façade pilot project for the Jeff's Pizza façade at the Cranford Building.

Under this alternative no funding would be provided for façade improvements at The Singer Station at the Cranford Building.

2. The City Council can approve \$16,000 for a Campustown Façade pilot project for 2810 West Street and approve \$16,000 for a Campustown Façade pilot project for The Singer Station façade at the Cranford Building.

Under this alternative no funding would be provided for façade improvements at Jeff's Pizza at the Cranford Building.

3. The City Council can approve two Campustown Façade pilot projects for the Cranford Building, \$16,000 for the Jeff's Pizza façade and \$16,000 for the Singer Station façade.

Under this alternative no funding would be provided for façade improvements at 2810 West Street.

4. The City Council can refer this item to the applicants, the City's architectural consultant and staff to consider design revisions or for further information.

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

The two Campustown Façade pilot projects presented to City Council represent quite different approaches to façade improvements in two different areas around Campus. The proposed project at the West Street Deli offers new materials, color contrast, and

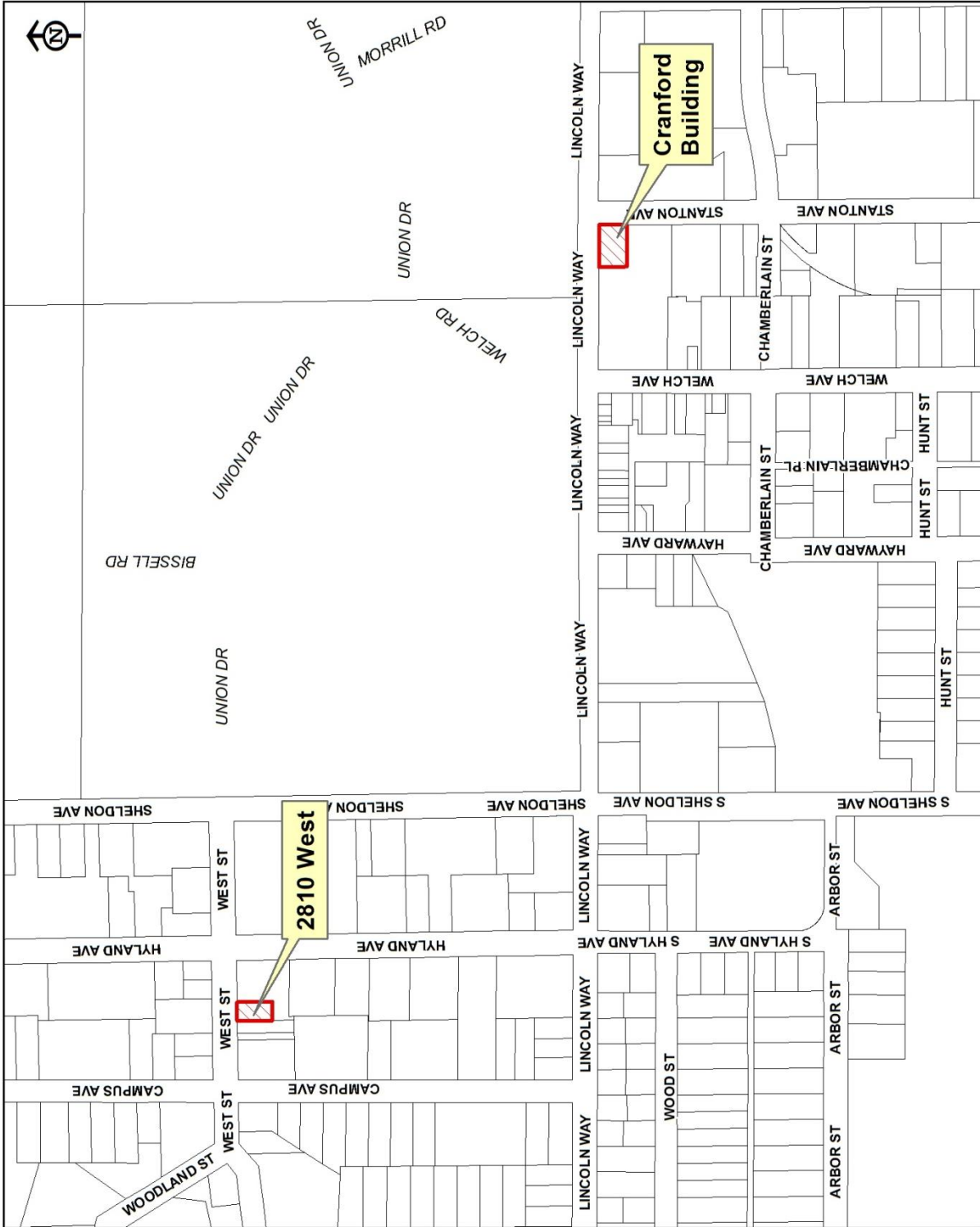
recessed and projecting planes to create more visual interest and distinguish the building from its nearby neighbors. Updated graphics and lighting reinforce the business identity. The project shows that at \$15,000 grant can support significant visual impact supporting the concepts of Diverse Campustown and Identifiable Campustown.

The proposal for the Cranford Building shows that an historic approach can also provide significant impact and has a place in Campustown. The improvements will be a major contributor to the appearance of the two blocks of Campustown undergoing the most dramatic redevelopment. The project represents the concepts of Historic Campustown and Transparent Campustown.

The design of each pilot project supports the distinct character and style of each building. Together they improve the pedestrian environment of the Campustown area. **Therefore, it is the recommendation of the City Manager that the City Council accept Alternative #1, thereby approving \$16,000 for a Campustown Façade pilot project for 2810 West Street and approving \$16,000 for a Campustown Façade pilot project for the Jeff's Pizza façade at the Cranford Building.**

This action will allow projects to occur during the summer. Upon completion of the pilot projects, staff will return with an evaluation of the process and recommendations on how to proceed with a formal Campustown Façade Program.

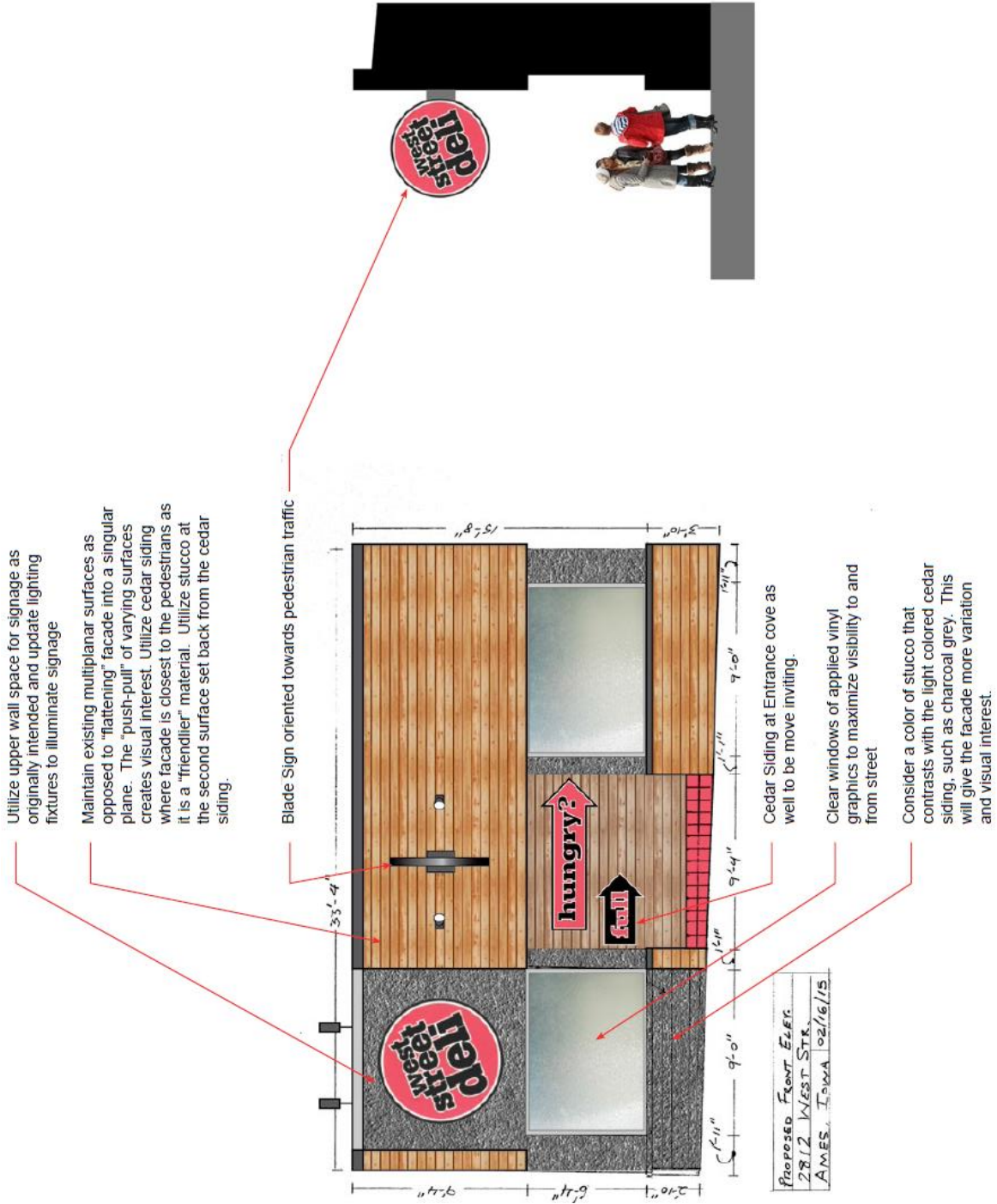
# Attachment A Location Map



**Attachment B-1**  
**2810 West – 2004 Image**



# Attachment B-2 2810 West – Proposed Concept



**Attachment B-3  
2810 West – Project Budget**

<i><b>Jansen &amp; Associates</b></i> CONSTRUCTION SERVICES		<i>Estimate</i>	
E.I.N. Iowa Registration No.	42-1361437 90456-06		
<b>P.O.Box 892 Ames, IA 50010-0892</b>		<b>Office: 515-292-0003 Mobile: 515-290-0699</b>	
<b>TO: MotherLode</b>	PHONE	(515) 291-7000	DATE
	JOB NAME/LOCATION	2812 West Street	PLAN REVISION DATE:
			02/16/15  2/16/15

1. Demolition and General Costs (scaffold, misc. protection materials)	\$ 3,680.00
2. Apply Stucco Finish	\$ 6,340.00
3. Roof Parapet alterations to accommodate changes below	\$ 1,500.00
4. Tile Step Repairs	\$ 1,300.00
5. Install Cedar Siding and Trim	\$ 4,000.00
6. Painting and/or Finishing	\$ 1,200.00
7. Allowance for Electrical & Lighting	\$ 2,500.00
8. Design Fees	\$ 500.00
<b><u>GRAND TOTAL :</u></b>	<b>\$ 21,020.00</b>

This estimate is for completing the job as described above. It is based on our evaluation and does not include material price increases or additional labor and materials which may be required should unforeseen problems or adverse weather conditions arise after the work has started. This is to include, but is not limited to, repair of hidden damages that are uncovered during the course of the job and additional work required by local building inspectors. The costs will become an extra charge over and above the estimate. We reserve the right to refuse work if not awarded within 30 days of estimate date above.

Payment to be made as follows:

To be determined at later date, when project scope and costs can be finalized. Design Fees are due now.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Acceptance of Proposal -- The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Keith Jansen, Owner



Attachment C-1  
Cranford Building - Images



1941

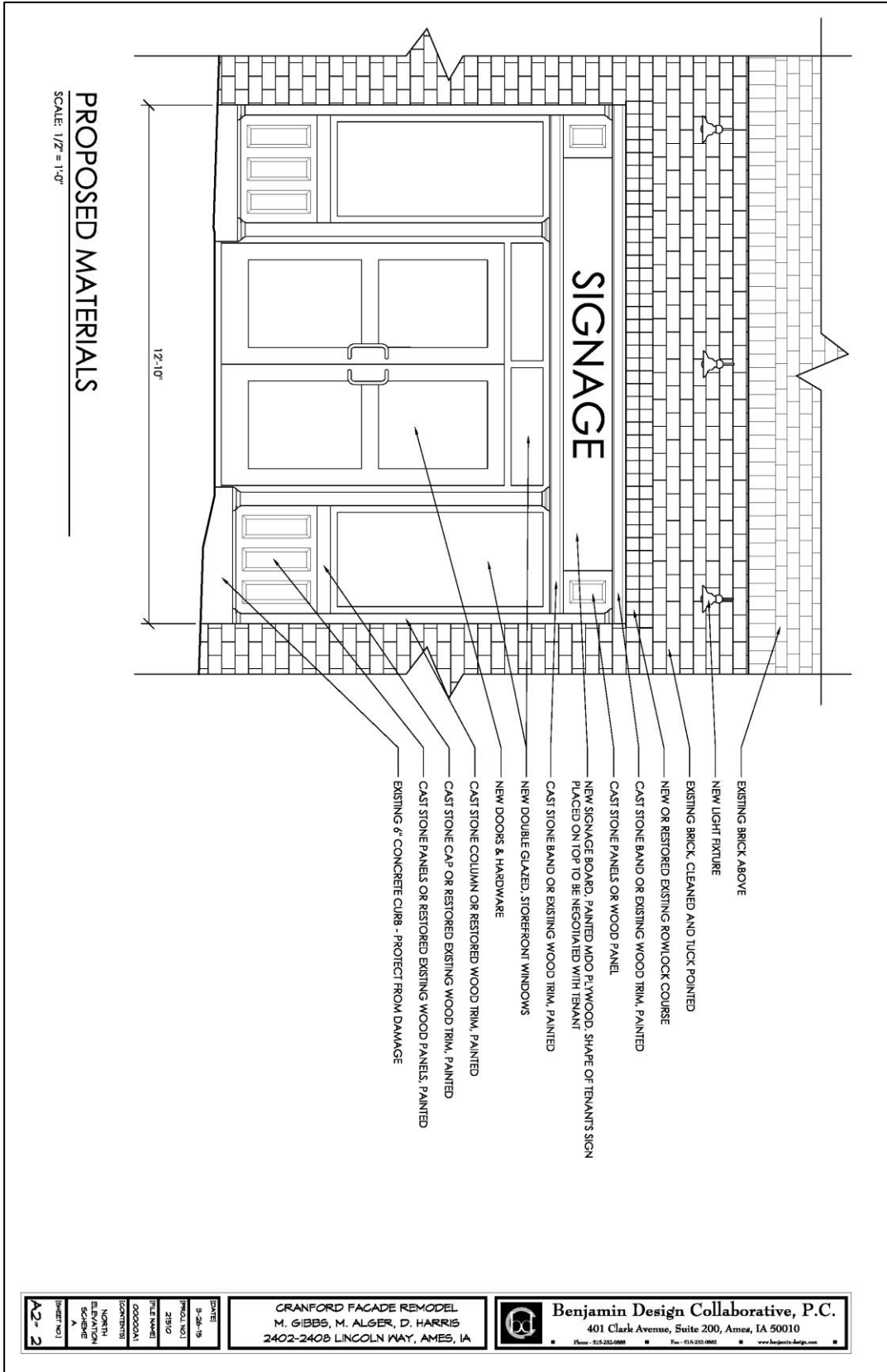


2009

## Attachment C-2 Cranford Building – Proposed Concept



# Attachment C-3 Cranford Building – Proposed Materials



## Attachment C-4 Cranford Building – Applicant’s Statement

Benjamin Design Collaborative, P.C.

401 Clark Avenue, Suite 200

Ames, Iowa 50010

515-232-0888

Fax 515-232-0882



# Façade Improvement Pilot Project

Cranford Apartments  
2402, 2406, 2408 Lincolnway

February 24, 2015

## Written Statement

The Owners of Cranford Apartments, Monte Gibbs, Marilyn Alger, and Ruth Harris, wish to apply for the Campustown Façade Improvement Pilot Project Grant offered by the City of Ames. They wish to apply for two grants for the work facing Lincolnway, one for Jeff’s Pizza which occupies the 2402 and 2406 storefronts, and one for Singer Station which occupies the 2408 storefront.

The work they are intending to complete will be limited to the main floor of the building, the retail floor. The following specific items will be included in the work:

- Removal of the plywood / stucco paneling and dated copper flashing to expose the original brick facade assumed to be still in place. After exposure, the brick will be cleaned and repointed back into good operable condition.
- Removal of all the single glazed windows, aluminum and wood frames and replace with new insulated glazing set in aluminum frames. The intention is for the window sizes to return back closer to the original opening sizes.
- Removal of the existing doors and replace with aluminum frame doors, medium style, with all new hardware.
- Placement of cast stone wall elements on the wall facings below the glazing, designed to emulate the historic character closer to the original structure. It is assumed the original elements were made out of wood and were removed when the plywood facing was installed. If the original wall elements are discovered intact during demolition, we may consider restoring the existing in lieu of replacement.

The Cranford Apartment building was constructed in 1922, designed by Alda Wilson, who also managed the construction process. Alda’s older sister, Elmina Wilson was the first woman to receive a master’s degree in Civil Engineering in the United States and Alda received her degree in Civil Engineering, both from Iowa State College. The Faculty Women’s Housing Company financed the project, providing needed housing for faculty women and students. Alda Wilson served as Carrie Chapman Catt’s companion and executive assistant, from 1928 - 1947 as they traveled the country and world promoting the Women’s Suffrage Movement. The Cranford Apartment building stands as an important reminder of that legacy.

The Cranford stands as an iconic structure at the corner of Stanton and Lincolnway, with the return of larger more historic windows and brick facing. The goal is to provide a stronger social connection to the businesses along the street and provide an improved vision between the patron of the businesses and pedestrians along the sidewalk. By returning the fabric of the main floor façade back closer to its historical roots, the building will connect the patrons to its historical beginnings and the messages they contain.

Accompanying articles provided by the Ames Historical Society are attached.

**Attachment C-5  
Cranford Building – Project Budget – Jeff’s Pizza**

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**Cranford Apartments Façade Grant**

February 24, 2015

Monte Gibbs, Marilyn Alger, Ruth Harris  
Ames, IA

**Preliminary Estimate - Exterior Work**

Jeff's Pizza Shoppe  
Recap of Divisions

Division 1 - General Requirements		5,253
Division 2 - Site Work		17,595
Division 3 - Concrete		16,540
Division 4 - Masonry		17,420
Division 5 - Metal		200
Division 6 - Carpentry		7,900
Division 7 - Thermal & Moisture Protection		3,640
Division 8 - Doors & Windows		23,960
Division 9 - Finishes		5,100
Division 10 - Specialties		2,000
Division 26 - Electrical		1,400
Subtotal of Individual Items of Work		<hr/> 101,008
Subtotal of Work		101,008
Estimate Contingency	10.0%	10,101
<b>Total Construction Cost of Project</b>		<hr/> <b>\$111,109</b>
Total Construction Cost		\$111,109
Construction Contingency	5.0%	5,555
Owner's Contingency	3.0%	3,333
A / E Fees (estimated)	9.5%	10,555
<b>Total Project Cost</b>		<hr/> <b>\$130,553</b>

**Attachment C-6  
Cranford Building – Project Budget – The Singer Station**

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**Cranford Apartments Façade Grant**

February 24, 2015

Monte Gibbs, Marilyn Alger, Ruth Harris  
Ames, IA

**Preliminary Estimate - Exterior Work**

Singer Station

Recap of Divisions

Division 1 - General Requirements		1,690
Division 2 - Site Work		6,604
Division 3 - Concrete		3,440
Division 4 - Masonry		2,230
Division 5 - Metal		200
Division 6 - Carpentry		2,000
Division 7 - Thermal & Moisture Protection		1,480
Division 8 - Doors & Windows		11,079
Division 9 - Finishes		800
Division 10 - Specialties		1,750
Division 26 - Electrical		600
Subtotal of Individual Items of Work		<hr/> 31,873
Subtotal of Work		31,873
Estimate Contingency	10.0%	3,187
<b>Total Construction Cost of Project</b>		<hr/> <b>\$35,061</b>
Total Construction Cost		\$35,061
Construction Contingency	5.0%	1,753
Owner's Contingency	3.0%	1,052
A / E Fees <i>(estimated)</i>	9.5%	3,331
<b>Total Project Cost</b>		<hr/> <b>\$41,196</b>