

ITEM # 18a+b  
DATE 11/25/08

## COUNCIL ACTION FORM

**SUBJECT: ORDINANCE REVISING THE DOWNTOWN URBAN REVITALIZATION AREA BOUNDARY AND RESOLUTION AMENDING THE DOWNTOWN URBAN REVITALIZATION PLAN**

### **BACKGROUND:**

On October 14, 2008, the City Council expanded the boundaries for eligibility for the Downtown Façade Grant Program and revised the established Downtown Design Guidelines (attached). The boundary and Design Guidelines for the Downtown Façade Grant Program have been the same as for the Downtown Urban Revitalization Area and Plan. At this time, City Council is considering changes to the Downtown Urban Revitalization Area and Plan that will maintain consistency with the Downtown Façade Grant Program.

On October 14, 2008, the City Council also directed staff to make changes to the Downtown Urban Revitalization Area and Plan needed to maintain consistency with the Downtown Façade Grant Program and set November 25, 2008 as the public hearing date. Notice of this hearing has been made as required by Iowa Code Section 404.2

### **ALTERNATIVES:**

1. The City Council can approve the amended Downtown Urban Revitalization Area boundary and Plan as attached.
2. The City Council can approve the amended Downtown Urban Revitalization Area boundary and Plan with modifications.
3. The City Council can deny the amended Downtown Urban Revitalization Area boundary and Plan.
4. The City Council can refer this item back to City staff for additional information.

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

It makes sense to maintain consistency between the criteria and boundary for eligibility between the grant program recently approved and the tax abatement program. **Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 and approve the amended Downtown Urban Revitalization Area boundary and Plan as attached.**

# URBAN REVITALIZATION

## Downtown

1. Property Address: See Attachment A.
2. Legal Description: See Attachment B (Two pages, graphics and description).
3. Assessed Valuation: Land: See Attachment A.      Buildings: See Attachment A.
4. Owners: Name: See Attachment A.      Address: See Attachment A.
5. Zoning District and Classification: See Attachment A.
6. City Services: No enhancements are planned.
7. Applicability of Revitalization: Revitalization shall be applicable only to that subset of eligible property within the above legal description that qualifies under the Urban Revitalization Downtown Criteria. See Attachment C.
8. Duration: There is no end date.
9. Relocation: The plan does not require the displacement of any persons, and there will be no relocation benefits provided.
10. Percent Increase in Value Required: The value-added requirement is a five (5) percent increase in actual value.
11. Federal, State, or Private Grant/Loan Programs for Residential Improvements: There are no grants or loans.
12. Existing Land Use: See Attachment A\*\*
13. Proposed Land Use: Commercial
14. Geocode: See Attachment A.
15. Tax Exemption Schedule: The exemption period is for three (3) years on the assessed value of qualifying improvements. All qualified real estate is eligible for tax exemption of 100% of the value added by the improvements according to the terms of the exemption selected. The overall improvement value to the property will need to be at least 105% of the current assessed value to qualify for the program.

\*\* (c-10, r-70, etc.) refer to the City Assessor's land use codes.

Attachment A

PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
400 GRAND AVE	IOWA, STATE OF DOT	800 LINCOLN WAY	AMES	IA	50010	902352010	BLAIRS 3RD ADD W25'LOT 3 BLK 45	DSC	\$ 0	\$ 0
627 MAIN ST	EB ANDERSON LLC	57000 245TH ST	AMES	IA	50010	902352020	BLAIRS 3RD ADD LOT 3 EX W25' & EX E53'BLK 45	DSC	\$ 731,700	\$ 282,200
108 6TH ST	FRIEDRICH, R & SONS INC	619 E LINCOLN WAY	AMES	IA	50010	902377010	O T W80'LOT 1 BLK 7	DSC	\$ 3,000	\$ 60,500
100 6TH ST	FRIEDRICH, R & SONS INC	619 E LINCOLN WAY	AMES	IA	50010	902377020	O T E100'LOT 1 BLK 7	DSC	\$ 195,600	\$ 85,800
515 DUFF AVE	FRIEDRICH, R & SONS INC	619 E LINCOLN WAY	AMES	IA	50010	902377030	O T LOT 2 BLK 7	DSC	\$ 75,400	\$ 120,900
503 DUFF AVE	FIFTH & DUFF PROPERTIES LLC	PO BOX 2377	AMES	IA	50010	902377060	O T E100'LOT 5 BLK 7	DSC	\$ 248,300	\$ 85,800
111 5TH ST 117	CORIERI BUILDING LLC	2181 ASHMORE DR	AMES	IA	50014	902377070	O T S19.6'W19.6'E100' & S6'E40.9' W80'LOT 4 & W80'LOT 5 BLK 7	DSC	\$ 327,500	\$ 59,600
502 DOUGLAS AVE	SODERSTUM INC-CTR & SODERSTUM, MARCUS J-CTR	618 LAFAYETTE AVE	STORY CITY	IA	50248	902377080	O T LOTS 6 & 7 BLK 7	DSC	\$ 103,300	\$ 250,400
512 DOUGLAS AVE	ADAMS, F TERRILL & ADAMS, HELENE R	2317 MCKINLEY CIR	AMES	IA	50010	902377090	O T LOT 8 BLK 7	DSC	\$ 38,200	\$ 118,400
522 DOUGLAS AVE	BPO ELKS	522 DOUGLAS AVE	AMES	IA	50010	902377100	O T LOTS 9 & 10 BLK 7	DSC	\$ 194,300	\$ 250,400
326 5TH ST	DAYTON ROAD DEVELOPMENT CORP	413 KELLOGG AVE	AMES	IA	50010	902378010	O T LOT 13 BLK 10	DSC	\$ 28,400	\$ 30,700
324 5TH ST	MATHISON, PATRICIA	1801 20TH ST APT C16	AMES	IA	50010	902378020	O T LOTS 10 11 & 12 BLK 10	DSC	\$ 5,700	\$ 101,400
413 KELLOGG AVE	DAYTON ROAD DEVELOPMENT CORP	413 KELLOGG AVE	AMES	IA	50010	902378050	O T N1/2 LOTS 1 2 3 & 4 BLK 10	DSC	\$ 135,600	\$ 92,900
411 KELLOGG AVE	NIMS, NYLE H	2105 SE 5TH ST	AMES	IA	50010	902378060	O T S1/2 LOTS 1 2 3 & 4 BLK 10	DSC	\$ 101,200	\$ 84,800
301 MAIN ST	CLARK, DOROTHY V	1100 KEO WAY	DES MOINES	IA	50309	902378070	O T LOTS 25 26 27 28 29 & 30 BLK 10	DSC	\$ 848,600	\$ 303,400
313 MAIN ST 315	JUNKHAN, GEORGE H REVOC TRUST 1/2 JUNKHAN, MARGARET J REVOC TRST 1/2	320 N RIVERSIDE DR	AMES	IA	50010	902378080	O T LOT 24 BLK 10	DSC	\$ 75,200	\$ 47,300
317 MAIN ST	FOTO & STEREO INC	317 MAIN ST	AMES	IA	50010	902378090	O T LOT 23 BLK 10	DSC	\$ 47,400	\$ 47,300

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PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
319 MAIN ST 321	NUTTY, TRACY SWANK	319 MAIN ST	AMES	IA	50010	902378100	O T LOT 22 BLK 10	DSC	\$ 78,200	\$ 47,300
323 MAIN ST	WHITHAM M I LC	2123 ASHMORE DR	AMES	IA	50014	902378110	O T LOT 20 & LOT 21 BLK 10	DSC	\$ 328,400	\$ 105,000
327 MAIN ST	327 MAIN STREET PROPERTIES LLC	3221 MAGNOLIA CIR	AMES	IA	50014	902378120	O T LOTS 18 & 19 BLK 10	DSC	\$ 267,300	\$ 105,000
329 MAIN ST	SMITH, BRIAN A & SMITH, GINA G	3102 WEST ST	AMES	IA	50014	902378130	O T LOTS 16 & 17 BLK 10	DSC	\$ 216,800	\$ 115,500
420 KELLOGG AVE	YOUTH & SHELTER SERVICES INC	420 KELLOGG AVE	AMES	IA	50010	902379010	O T LOTS 12 13 14 & 15 BLK 11	DSC	\$ 1,139,800	\$ 175,800
220 5TH ST	YOUTH & SHELTER SERVICES INC	420 KELLOGG AVE	AMES	IA	50010	902379020	O T LOTS 10 & 11 BLK 11	DSC	\$ 0	\$ 68,300
218 5TH ST	YOUTH & SHELTER SERVICES INC	420 KELLOGG AVE	AMES	IA	50010	902379030	O T LOTS 8 & 9 BLK 11	DSC	\$ 0	\$ 68,300
208 5TH ST	ONEILL, RICHARD M & ONEILL, LUCILLE T	904 HUNZIKER DR	AMES	IA	50010	902379040	O T LOTS 5 6 & 7 BLK 11	DSC	\$ 331,900	\$ 101,400
413 DOUGLAS AVE	AMES SOCIETY FOR THE ARTS-CTR	427 DOUGLAS AVE	AMES	IA	50010	902379050	O T N75'LOTS 1 2 3 & 4 BLK 11	DSC	\$ 285,300	\$ 119,600
409 DOUGLAS AVE 407	CPM INC	433 WESTWOOD DR	AMES	IA	50014	902379060	O T S25'LOTS 1 2 3 & 4 BLK 11	DSC	\$ 102,400	\$ 33,500
201 MAIN ST	LEE, MICHAEL J & LEE, JEANI R	201 MAIN ST	AMES	IA	50010	902379070	O T E24'LOT 30 BLK 11	DSC	\$ 85,400	\$ 51,200
203 MAIN ST	JACOBS, CAROL ANN	203 MAIN ST	AMES	IA	50010	902379080	O T LOTS 28 & 29 & E7'LOT 27 & W2'LOT 30 BLK 11	DSC	\$ 166,600	\$ 130,100
209 MAIN ST	ALGOR	129 MAIN ST	AMES	IA	50010	902379090	O T W18'LOT 27 BLK 11	DSC	\$ 99,900	\$ 29,800
211 MAIN ST	ALGOR	129 MAIN ST	AMES	IA	50010	902379100	O T LOT 26 BLK 11	DSC	\$ 90,400	\$ 49,600
213 MAIN ST	AMES CHRISTIAN SUPPLY INC	213 MAIN ST	AMES	IA	50010	902379110	O T LOT 25 BLK 11	DSC	\$ 47,900	\$ 49,600
215 MAIN ST	PETERSON, VERNA D	215 MAIN ST	AMES	IA	50010	902379120	O T LOT 24 BLK 11	DSC	\$ 52,100	\$ 49,600
219 MAIN ST	PETERSON, VERNA D C/O EMERHOFFS	215 MAIN ST	AMES	IA	50010	902379130	O T E8 1/4'LOT 22 & W5 1/4'& E19 3/4'LOT 23 BLK 11	DSC	\$ 40,100	\$ 73,300
221 MAIN ST	NICHOLS, SCOTT H & NICHOLS, DENISE A	221 MAIN ST	AMES	IA	50010	902379140	O T E4'LOT 21 & W16 3/4'LOT 22 BLK 11	DSC	\$ 29,900	\$ 37,500
223 MAIN ST	EITEL, JOHN J & EITEL, PATRICIA M	PO BOX 2502	AMES	IA	50010	902379150	O T W21'LOT 21 BLK 11	DSC	\$ 111,400	\$ 38,900
225 MAIN ST 227	AMERICAN LEGION POST 37	225 MAIN ST	AMES	IA	50010	902379160	O T LOTS 19 & 20 BLK 11	DSC	\$ 174,700	\$ 110,300

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229 MAIN ST	MALONE & COMPANY INC	229 MAIN ST	AMES	IA	50010	902379170	O T LOT 18 BLK 11	DSC	\$ 140,800	\$ 49,600
231 MAIN ST	SHILKAITTIS, JOHN & SHILKAITTIS, JILL	615 8TH ST	AMES	IA	50010	902379180	O T LOT 17 BLK 11	DSC	\$ 108,000	\$ 49,600
233 MAIN ST	CLEM PROPERTIES LLC	217 N DUFF AVE	AMES	IA	50010	902379190	O T LOT 16 BLK 11	DSC	\$ 195,100	\$ 57,100
120 5TH ST	R & C INVESTORS LLC	1907 POLK DR	AMES	IA	50010	902380030	O T LOT 9 & N75'LOTS 10 & 11 BLK 12	DSC	\$ 8,800	\$ 70,100
114 5TH ST 116	BODY OF CHRIST CHRISTIAN WORSHIP CENTER	2219 HAYES AVE	AMES	IA	50010	902380040	O T LOTS 5-8 BLK 12	DSC	\$ 264,200	\$ 105,100
417 DUFF AVE	RUNNER, BRUCE & RUNNER, PATRICIA A	4115 ONTARIO ST	AMES	IA	50014	902380070	O T N49.5'LOTS 1 2 & 3 EX W6 IN LOT 3 BLK 12	DSC	\$ 31,000	\$ 53,500
409 DUFF AVE	409 DUFF BUILDING LC	409 DUFF AVE	AMES	IA	50010	902380080	O T LOTS 1 2 & 3 EX N49.5' & EX "W6"" LOT 3 BLK 12"	DSC	\$ 142,200	\$ 52,100
101 MAIN ST	KSW PROPERTIES LLC	6224 NORTHFORK RD	AMES	IA	50010	902380090	O T LOTS 29 & 30 BLK 12	DSC	\$ 147,600	\$ 88,400
107 MAIN ST	AMES COMMUNITY BANK	104 CHESTNUT ST	AMES	IA	50010	902380100	O T LOTS 26 27 & 28 BLK 12	DSC	\$ 201,500	\$ 116,900
111 MAIN ST	AMHERST PROPERTIES LLC CTR	228 PARKRIDGE CIR	AMES	IA	50014	902380110	O T LOT 25 BLK 12	DSC	\$ 113,100	\$ 42,500
113 MAIN ST	AMHERST PROPERTIES LLC CTR	228 PARKRIDGE CIR	AMES	IA	50014	902380120	O T E13'LOT 24 BLK 12	DSC	\$ 27,200	\$ 14,700
115 MAIN ST	115 MAIN LLC	711 JEWEL DR	AMES	IA	50010	902380130	O T LOT 23 & W12'LOT 24 BLK 12	DSC	\$ 93,500	\$ 69,900
119 MAIN ST	THOMPSON, DEAN A	1467 W 190TH ST	AMES	IA	50010	902380140	O T LOT 22 BLK 12	DSC	\$ 61,600	\$ 42,500
121 MAIN ST	PYLE, WILLIAM JR & PYLE, GENEVIEVE	PO BOX 569	AMES	IA	50010	902380150	O T LOT 21 BLK 12	DSC	\$ 39,300	\$ 42,500
123 MAIN ST	NEWTON, MARGARET R	3643 STORY ST	AMES	IA	50014	902380160	O T LOT 20 BLK 12	DSC	\$ 38,400	\$ 42,500
125 MAIN ST	GRIFFEN, SCOTT D	125 MAIN ST	AMES	IA	50010	902380170	O T LOTS 18 & 19 BLK 12	DSC	\$ 192,900	\$ 94,500
129 MAIN ST	WARREN, ALLAN & MARY 70% & MEYER, GORDON W & JANE C 30%	129 MAIN ST	AMES	IA	50010	902380180	O T LOT 17 BLK 12	DSC	\$ 94,100	\$ 42,500

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410 DOUGLAS AVE 412	R & C INVESTORS LLC	1907 POLK DR	AMES	IA	50010	902380200	O T S25'LOTS 10-15 BLK 12	DSC	\$ 50,100	\$ 38,600
108 MAIN ST	BARTLETT, RONALD E & BARTLETT, KAY G	4014 STONE BROOKE RD	AMES	IA	50010	902381020	O T 16.35'LOT 1 & .5' ADJ ON E BLK 13	DSC	\$ 17,400	\$ 12,500
110 MAIN ST	HINDERKS ENTERPRISES LLC	1503 DOUGLAS AVE	AMES	IA	50010	902381030	O T W29.95'E46.3'LOT 1 BLK 13 (SEE DEED FOR LONG DESC)	DSC	\$ 30,000	\$ 23,400
116 MAIN ST	DAYTON ROAD DEVELOPMENT	413 KELLOGG AVE	AMES	IA	50010	902381040	O T W3.8'LOT 1 & E12'LOT 2 BLK 13	DSC	\$ 27,000	\$ 15,000
118 MAIN ST	HENRY, MARK J	10 MAPLE AVE TRLR 268	NEVADA	IA	50201	902381050	O T E16.15'W38'LOT 2 BLK 13	DSC	\$ 40,400	\$ 16,000
120 MAIN ST	ADAMS, BRUCE C & ADAMS, MICHELLE R	5462 FROST DR	AMES	IA	50014	902381060	O T E15.85'W21.85'LOT 2 BLK 13	DSC	\$ 16,000	\$ 16,400
122 MAIN ST	BARTLETT, RONALD E & BARTLETT, KAY	4014 STONE BROOKE RD	AMES	IA	50010	902381070	O T W6'LOT 2 & E10'LOT 3 BLK 13	DSC	\$ 27,600	\$ 16,700
124 MAIN ST	STONE, JAMES E & STONE, GAYLIN R	1613 TOP O HOLLOW RD	AMES	IA	50010	902381080	O T W20.5'E30.5'LOT 3 BLK 13	DSC	\$ 25,900	\$ 20,500
126 MAIN ST	COTTINGTON INC	126 MAIN ST	AMES	IA	50010	902381090	O T W19.5'LOT 3 & E6'LOT 4 BLK 13	DSC	\$ 78,400	\$ 25,400
128 MAIN ST	COTTINGTON INC	126 MAIN ST	AMES	IA	50010	902381100	O T W19.5'E25'LOT 4 EX W6"N36.5' BLK 13	DSC	\$ 71,600	\$ 21,500
130 MAIN ST	CLARK, CURTIS WINSOR TRUST	56233 290TH ST	CAMBRI DGE	IA	50046	902381110	O T W6" N36.5'E25'& W25'LOT 4 BLK 13	DSC	\$ 100,900	\$ 28,600
134 MAIN ST	SCHOENAUER, DIANE	3187 SKY RIDGE DR	WAUKEE	IA	50263	902381125	O T LOT 5 BLK 13	DSC	\$ 74,300	\$ 62,200
136 MAIN ST 138	LENZ PROPERTIES LC	3100 DIAMOND ST	AMES	IA	50010	902381140	O T E1/2 LOT 6 BLK 13	DSC	\$ 49,400	\$ 35,200
200 MAIN ST	SAMSON, DOUGLAS L & SAMSON, BARBARA L	2322 DONALD ST	AMES	IA	50014	902381150	O T W1/2 LOT 6 BLK 13	DSC	\$ 35,800	\$ 36,500
202 MAIN ST	ENGLESSON, PAULINE FRANGOS	2119 DUFF AVE	AMES	IA	50010	902381160	O T E23 1/3' LOT 7 BLK 13	DSC	\$ 41,700	\$ 35,900
206 MAIN ST	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902381170	O T W26 2/3'LOT 7 BLK 13	DSC	\$ 0	\$ 0
208 MAIN ST	MARRS, BETH E	3020 HEMLOCK CIR	AMES	IA	50014	902381180	O T E1/3 LOT 8 BLK 13	DSC	\$ 98,500	\$ 26,500
210 MAIN ST	VANDEPOL, KEITH G & VANDEPOL, HELEN J	210 MAIN ST	AMES	IA	50010	902381190	O T W19 2/3'E36.33'LOT 8 BLK 13	DSC	\$ 61,000	\$ 34,000

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PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
212 MAIN ST	CLYDE, JESSIE A-CTR	PO BOX 1663	AMES	IA	50010	902381200	O T W13 2/3'LOT 8 & E7'LOT 9 BLK 13	DSC	\$ 86,600	\$ 37,200
214 MAIN ST	WEDEKING, STEVEN R & WEDEKING, LOUANNE P	338 NE 28TH ST	ANKENY	IA	50021	902381210	O T W24 1/3' E31 1/3'LOT 9 BLK 13	DSC	\$ 55,700	\$ 47,300
216 MAIN ST	WES CAR INC	PO BOX 2377	AMES	IA	50010	902381220	O T W18 2/3'LOT 9 & E1 2/3'N21'& E1 1/3'LOT 10 BLK 13	DSC	\$ 203,500	\$ 40,500
218 MAIN ST	HIPPEN, RENATE V	218 MAIN ST	AMES	IA	50010	902381230	O T LOT 10 BLK 13 EX W33'5" & EX COMM 3'W NE COR S21'E1.66' S TO S*	DSC	\$ 33,600	\$ 22,000
226 MAIN ST	MOORMAN, SCOTT W-CTR & MOORMAN, SUSAN L-CTR	2 S FEDERAL AVE	MASON CITY	IA	50401	902381270	O T E1/2 LOT 11 BLK 13	DSC	\$ 50,300	\$ 53,600
228 MAIN ST	MOORMAN, SCOTT W-CTR & MOORMAN, SUSAN L-CTR	2 S FEDERAL AVE	MASON CITY	IA	50401	902381280	O T W1/2 LOT 11 BLK 13	DSC	\$ 38,200	\$ 54,700
232 MAIN ST	IRON MOUNTAIN HOLDINGS LLC-CTR	232 MAIN ST UNIT 201	AMES	IA	50010	902381290	O T LOT 12 & E1/2 & E4"W1/2 LOT13 BLK 13	DSC	\$ 138,400	\$ 187,900
236 MAIN ST	CREATIVE GOLD LLC	236 MAIN ST	AMES	IA	50010	902381300	O T W24'8"LOT 13 EX ALLEY BLK 13	DSC	\$ 96,800	\$ 57,300
238 MAIN ST	ALLEN PROPERTIES LC	2100 ASHMORE DR	AMES	IA	50014	902381310	O T LOT 14 BLK 13	DSC	\$ 192,300	\$ 160,100
103 E 6TH ST	DAYTON ROAD DEVELOPMENT CORP	413 KELLOGG AVE	AMES	IA	50010	902404080	BLAIRS 2ND ADD W120'LOT 6 & ALL LOT 7 BLK 34	NC	\$ 522,400	\$ 186,000
722 6TH ST 724	KAUFMANN, PAUL J & TRUDEAU, LINDA	2328 BRISTOL DR	AMES	IA	50010	903476030	COLLEGE PARK ADD 1ST NORTH W76'LOT 4 BLK 25	UCRM	\$ 99,100	\$ 27,600
916 5TH ST	SMITH, BRUCE E	916 5TH ST	AMES	IA	50010	903478040	COLLEGE PK ADD 2ND NORTH E35'LOT 5 BLK 29	HOC	\$ 47,900	\$ 27,600
914 5TH ST	BRYAN, ROBERT RAY	7969 260TH ST E	RANDOL PH	MN	55065	903478050	COLLEGE PARK ADD 2ND NORTH W50'LOTS 1 & 2 BLK 29	HOC	\$ 43,500	\$ 36,000

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910 5TH ST	BRYAN, ROBERT RAY	7969 260TH ST E	RANDOL PH	MN	55065	903478060	COLLEGE PARK ADD 2ND NORTH E50'W100'LOT 1 & LOT 2 BLK 29	HOC	\$ 49,000	\$ 36,000
413 NORTHWESTERN AVE	MCMILLEN, RONALD J	29659 595TH AVE	CAMBRI DGE	IA	50046	903478070	COLLEGE PK ADD 2ND N B29 E80' L1&2 "ALSO L3&4 EX PCL H & PCLS I, J & K"	HOC	\$ 788,400	\$ 314,200
315 GRAND AVE	IOWA, STATE OF	800 LINCOLN WAY	AMES	IA	50010	903478080	COLLEGE PARK ADD 2ND NORTH A PARCEL IN THE S & E OF OUTLOT D	DSC	\$ 0	\$ 0
720 5TH ST	PYLE, VIRGINIA REV TRUST 2/3 & COOPER, JOYCE PYLE TRUST 1/3	PO BOX 763	AMES	IA	50010	903479010	TRIANGLE ADD LOTS 1 & 2	DSC	\$ 6,700	\$ 25,500
712 5TH ST	PYLE, VIRGINIA M REVOCABLE TRUST	PO BOX 763	AMES	IA	50010	903479030	TRIANGLE ADD LOT 4 & TRI TRACT EAST	DSC	\$ 11,900	\$ 56,800
100 ALLAN DR	IOWA, STATE OF	800 LINCOLN WAY	AMES	IA	50010	903480000	TRIANGLE ADD LOT 6 EX NW COR & LOTS 7 8 & 9	DSC	\$ 0	\$ 0
503 GRAND AVE	PYLE OFFICE PARK PARTNERSHIP	PO BOX 763	AMES	IA	50010	903476075	COLLEGE PK ADD 1ST NORTH BG10'N/SE COR L 2 N65'W79.2'NW49.6'W98.5'E TC	NC	\$ 865,500	\$ 427,600
515 GRAND AVE	PYLE OFFICE PARK PARTNERSHIP	PO BOX 763	AMES	IA	50010	903476065	COLLEGE PK ADD 1ST NORTH S3.5'LT 1 & BEG NE COR L2 W212.83'S90.55'ETC	NC	\$ 915,800	\$ 214,800
511 DUFF AVE	PRO GROUP I INC	PO BOX 151	AMES	IA	50010	902377045	O T LOTS 3 & 4 BLK 7 EX BG 79.8' W SE CR LOT 4 N19.6'W19.6'S19.6' *	DSC	\$ 858,200	\$ 221,600
510 CLARK AVE	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902351010	BLAIRS ADD LOTS 11-20 BLK 19 & ALL ALLEYS EX ALLEY SOUTH & ADJ *	S-GA	\$ 0	\$ 0
314 5TH ST	FIRST NATIONAL BANK OF AMES	405 5TH ST	AMES	IA	50010	902378035	O T LOTS 8 & 9 & W15'LOT 7 BLK 10	DSC	\$ 4,700	\$ 88,700



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PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
308 5TH ST	AMES, CITY OF	621 MAIN ST	AMES	IA	50010	902378045	O T LOTS 5 6 & LOT 7 EX W15' BLK 10	S-GA	\$ 0	\$ 0
131 MAIN ST	LARTIUS, RAJ & LARTIUS, STEPHANIE L	1549 T AVE	BOONE	IA	50036	902380190	O T LOT 16 BLK 12	DSC	\$ 106,800	\$ 48,900
330 5TH ST	CLARK, DOROTHY V	5TH & BURNETT	AMES	IA	50010	902378160	O T N1/2 LOTS 14 & 15 BLK 10	DSC	\$ 31,200	\$ 35,800
412 BURNETT AVE	HOPE, CAROLYN JEAN TRUST	PO BOX 64142	SAINT PAUL	MN	55164	902378150	O T S1/2 LOTS 14 & 15 BLK 10	DSC	\$ 48,600	\$ 36,800
520 GRAND AVE	WOLTER PROPERTIES LC	1553 SUMMIT SHORES VIS	BURNSVILLE	MN	55306	902350085	BLAIRS 3RD ADD N140'W189.8'LOT 2 BLK 44 EX STREETS	DSC	\$ 470,900	\$ 275,400
517 GRAND AVE	CRAIG, DANNY D & CRAIG, JULIANNE	1612 REAGAN DR	AMES	IA	50010	903476045	COLLEGE PARK ADD 1ST NORTH LOT 1 & E10'LT 4 EX S3.5'E142'LOT 1 BK 25	NC	\$ 76,700	\$ 233,300
414 NORTHWESTERN AVE	PYLE, VIRGINIA REV TRUST 2/3 & COOPER, JOYCE PYLE TRUST 1/3	PO BOX 763	AMES	IA	50010	903479025	TRIANGLE ADD LOTS 3 & 5 & NW CORNER LOT 6	DSC	\$ 238,800	\$ 109,000
515 CLARK AVE	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902350100	BLAIRS ADD BLK 20 & HD MILLERS SD LOTS 1 THRU 8 & VAC WILSON AVE ON E	S-GA	\$ 0	\$ 0
313 5TH ST	AMES PUBLISHING COMPANY	317 5TH ST	AMES	IA	50010	902375035	ALVORDS SD LOTS 5 6 & 7	DSC	\$ 395,200	\$ 107,800
317 5TH ST	AMES PUBLISHING COMPANY	317 5TH ST	AMES	IA	50010	902375045	O T E1/2 LOTS 6 7 8 & S180'OF 16'ALLEY ADJ ON E BLK 9	DSC	\$ 581,600	\$ 198,400
416 DOUGLAS AVE	R & C INVESTORS LLC	1907 POLK DR	AMES	IA	50010	902380025	O T N75'LOTS 12-15 BLK 12	DSC	\$ 460,100	\$ 119,500
500 MAIN ST 546	MAIN STREET STATION II LLC	6900 WESTOWN PKWY	WEST DES MOINES	IA	50266	902355005	BLAIRS 3RD ADD BLK 46 & BLAIRS ADD "BLK 16 PARCEL""A""CFN 12-86"	DSC	\$ 1,026,000	\$ 874,000
105 6TH ST	HINDERS, THOMAS M & NETCOTT, IRVIN J	817 DOUGLAS AVE	AMES	IA	50010	902333065	O T S10'LOT 3 & LOTS 4 & 5 BLK 6	NC	\$ 759,900	\$ 259,500
340 MAIN ST	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902356100	SW SW ABANDON RY ROW	S-GA	\$ 0	\$ 0

## Attachment A

PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
301 CLARK AVE	CHICAGO & NORTHWESTERN TRANS CO C/O UNION PACIFIC RAILROAD CO	1400 DOUGLAS ST	OMAHA	NE	68179	902355000	SW SW RR PROPERTY	HOC	\$ 0	\$ 0
600 5TH ST	FIFTH STREET INVESTORS LLC	617 DUFF AVE	AMES	IA	50010	902353045	BLAIRS 3RD ADD N1/2 LOT 1 BLK 45	DSC	\$ 1,207,000	\$ 159,900
424 MAIN ST	BRENTON SAVINGS BANK C/O WELLS FARGO BANK	PO BOX 2609	CARLSB AD	CA	92018	902356145	BLAIRS ADD LOTS 7-14 BLK 15	DSC	\$ 1,501,000	\$ 399,000
325 DUFF AVE	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902381320	PARKING LOT SOUTH BLOCK 13 ORIGINAL TOWN	S-GA	\$ 0	\$ 0
215 5TH ST	AMES, CITY OF	515 CLARK AVE	AMES	IA	50010	902376065	O T W50'LOTS 4 & 5 & ESMT OVER N16'LOT 4 BLK 8	DSC	\$ 0	\$ 0
405 5TH ST	FIRST NATIONAL BANK	405 5TH ST	AMES	IA	50010	902351025	BLAIR'S ADD PARCEL"A"SLIDE 61 PG3 & BEG NW COR LOT 10 N55' E8.28' *	DSC	\$ 3,916,000	\$ 536,000
108 5TH ST	CODY, ROBERT D TRUST	433 WESTWOOD DR	AMES	IA	50014	902380055	O T LOT 4 & W6" Lot 3 BLK 12	DSC	\$ 75,900	\$ 26,800
220 MAIN ST	Y2 LC	3101 RIDGETOP RD	AMES	IA	50014	902381255	O T PARCEL"A" LOT 10 BLK 13 SLIDE 224 PG 4	DSC	\$ 217,000	\$ 71,400
621 5TH ST	AMES, CITY OF	515 CLARK AVE	AMES	IA	50010	902350055	BLAIRS 3RD ADD BLK 44 PARCEL"B" PT LOT 2 SLIDE 217 PG 5	DSC	\$ 0	\$ 0
620 5TH ST	HERRICK REAL ESTATE LLC	620 5TH ST	AMES	IA	50010	902353010	BLAIRS 3RD ADD W50'N1/2 LOT 2 BLK 45	DSC	\$ 63,400	\$ 74,600
616 5TH ST	CALHOUN, NEIL R 1/3 & STANIFORTH, ARTHUR E 1/3 ETAL	616 5TH ST	AMES	IA	50010	902353020	BLAIRS 3RD ADD E50'W100'N1/2 LOT 2 BLK 45	DSC	\$ 76,200	\$ 64,700
612 5TH ST	AGGREGATE DEVELOPMENT PARTNERSHIP	612 5TH ST	AMES	IA	50010	902353030	BLAIRS 3RD ADD E50'N1/2 LOT 2 BLK 45	DSC	\$ 188,100	\$ 64,700
526 5TH ST	ZIONS FIRST NATIONAL BANK	500 5TH ST	AMES	IA	50010	902353070	W70'N1/2 OUTLOT A SW SW	DSC	\$ 8,700	\$ 89,800
520 5TH ST	LOWMAN, JON R	4350 SUN LAKE CIR	AMES	IA	50014	902353080	N108'W60'E106'PART OF OL A SW SW	DSC	\$ 70,500	\$ 77,800

Attachment A

PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
509 MAIN ST	NORTHWESTERN BELL TELEPHONE CO	1801 CALIFORNIA ST STE 2500	DENVER	CO	80202	902353090	BLAIRS ADD LOTS 6 7 22 23 24 & W20 LOT 5 & W60'ALLEY BLK 17 & E46'OL A	DSC	\$ 561,700	\$ 103,000
500 5TH ST	ZIONS FIRST NATIONAL BANK	500 5TH ST	AMES	IA	50010	902353110	BLAIRS ADD LOTS 1 2 3 4 & E4'LOT 5 BLK 17	DSC	\$ 432,700	\$ 131,900
501 MAIN ST	LOTT REAL ESTATE LLC	823 DOUGLAS AVE	AMES	IA	50010	902353120	BLAIRS ADD LOTS 27 & 28 BLK 17	DSC	\$ 226,000	\$ 92,700
507 MAIN ST	KALTENHEUSER, BRADLEY G & KALTENHEUSER, NANCY K	3434 VALLEY VIEW RD	AMES	IA	50014	902353130	BLAIRS ADD LOTS 25 & 26 BLK 17	DSC	\$ 44,400	\$ 80,600
519 MAIN ST	DES MOINES SAVINGS & LOAN	1450 TREAT BLVD	WALNUT CREEK	CA	94597	902353170	W124'S1/2 OUTLOT A SW SW	DSC	\$ 544,800	\$ 171,400
527 MAIN ST	AMERUS BANK	1450 TREAT BLVD	WALNUT CREEK	CA	94597	902353180	BLAIRS 3RD ADD E1/2 S1/2 E50'LOT 1 BLK 45	DSC	\$ 4,000	\$ 38,900
529 MAIN ST	AMERUS BANK	1450 TREAT BLVD	WALNUT CREEK	CA	94597	902353190	BLAIRS 3RD ADD W1/2 S1/2 E50'LOT 1 BLK 45	DSC	\$ 4,100	\$ 42,900
535 MAIN ST 533	535 MAIN STREET LLC	535 MAIN ST	AMES	IA	50010	902353200	BLAIRS 3RD ADD W50'E100'S1/2 LOT 1 BLK 45	DSC	\$ 219,200	\$ 86,200
537 MAIN ST	J M M R LLC-CTR	715 CRYSTAL ST	AMES	IA	50010	902353210	BLAIRS 3RD ADD W50'S108'LOT 1 BLK 45	DSC	\$ 73,800	\$ 86,200
543 MAIN ST	BREEN LLC-CTR	547 MAIN ST	AMES	IA	50010	902353220	BLAIRS 3RD ADD E50'S1/2 LOT 2 BLK 45	DSC	\$ 128,400	\$ 86,200
547 MAIN ST	BREEN LLC-CTR	547 MAIN ST	AMES	IA	50010	902353230	BLAIRS 3RD ADD E50'W100'S1/2 LOT 2 BLK 45	DSC	\$ 269,500	\$ 86,200
619 MAIN ST	WHITE, B JOAN	PO BOX 122	AMES	IA	50010	902353240	BLAIRS 3RD ADD W50'S1/2 LOT 2 BLK 45 EX N10'	DSC	\$ 154,100	\$ 86,000
426 5TH ST	AMERICAN NATIONAL RED CROSS-CTR	426 5TH ST	AMES	IA	50010	902354010	BLAIRS ADD LOTS 9-14 EX ALLEY BLK 18	DSC	\$ 285,400	\$ 166,200
410 5TH ST	TRIPLETT, JAMES E	410 5TH ST	AMES	IA	50010	902354020	BLAIRS ADD LOTS 7 & 8 & W20'LOT 6 BLK 18	DSC	\$ 64,300	\$ 55,400

Attachment A

PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
421 BURNETT AVE	UNION STORY TRUST & SAVINGS C/O UNITED BANK & TRUST (FIRSTAR)	520 WALNUT ST STE 120	DES MOINES	IA	50309	902354030	BLAIRS ADD N65'LOTS 1-5 & E4'LOT 6 BLK 18	DSC	\$ 9,300	\$ 108,300
405 MAIN ST	UNION STORY TRUST & SAVINGS C/O UNITED BANK & TRUST (FIRSTAR)	520 WALNUT ST STE 120	DES MOINES	IA	50309	902354040	BLAIRS LOTS 25-28 & 16' ALLEY ON N & S13'LTS 1-5 EX TRI IN LT 5 BLK18	DSC	\$ 684,200	\$ 199,600
411 MAIN ST	UNION STORY TRUST & SAVINGS C/O UNITED BANK & TRUST (FIRSTAR)	520 WALNUT ST STE 120	DES MOINES	IA	50309	902354050	BLAIRS ADD LOTS 22-24 & N43'LOT 21 & VAC ALLEY ADJ ON NORTH BLK 18	DSC	\$ 536,100	\$ 139,600
415 MAIN ST	RAVEN'S CROFT LLC	455 WESTWOOD DR	AMES	IA	50014	902354060	BLAIRS ADD LOT 20 & S57'LOT 21 BLK 18	DSC	\$ 168,500	\$ 63,900
419 MAIN ST	RAVEN'S CROFT LLC	455 WESTWOOD DR	AMES	IA	50014	902354070	BLAIRS ADD LOT 19 BLK 18	DSC	\$ 4,000	\$ 42,800
423 MAIN ST	MEMBERS1ST COMMUNITY CREDIT UNION	PO BOX 777	MARSHALLTOWN	IA	50158	902354080	BLAIRS ADD LOTS 15-18 BLK 18	DSC	\$ 301,600	\$ 183,300
300 MAIN ST	HARRIS, RUTH ANN	1618 WOODHAVEN CIR	AMES	IA	50010	902356010	O T N105'E25'LOT 1 BLK 14	DSC	\$ 82,500	\$ 65,300
302 MAIN ST	MUNSON, ALAN K & MUNSON, EMILY C	4001 DARTMOOR RD	AMES	IA	50014	902356020	O T W1/2 LOT 1 BLK 14	DSC	\$ 89,700	\$ 58,400
304 MAIN ST	MCMILLEN, RONALD J	29659 595TH AVE	CAMBRI DGE	IA	50046	902356030	O T LOT 2 BLK 14	DSC	\$ 383,000	\$ 136,800
308 MAIN ST	ENGLESSON, PAULINE FRANGOS	2119 DUFF AVE	AMES	IA	50010	902356040	O T E25.41'LOT 3 BLK 14	DSC	\$ 101,900	\$ 59,900
310 MAIN ST	DAYTON ROAD DEVELOPMENT CORP	413 KELLOGG AVE	AMES	IA	50010	902356050	O T LOT 3 EX E25.41' & E12"LOT 4 BLK 14	DSC	\$ 94,700	\$ 61,900
314 MAIN ST	DOYLE, LINDA KAY	1406 CURTISS AVE	AMES	IA	50010	902356061	O T W24.35'LOT 4 EX S16'& E1.2'N50.3'LOT 5 BLK 14	DSC	\$ 102,100	\$ 62,100
312 MAIN ST	DOYLE, LINDA K	1406 CURTISS AVE	AMES	IA	50010	902356062	O T E25.65'LOT 4 EX S16'& EX E1' BLK 14	DSC	\$ 78,200	\$ 58,800
316 MAIN ST	K C J ENTERPRISES LLC	PO BOX 908	MARSHALLTOWN	IA	50158	902356070	O T LOT 5 EX E1.2'N50.3'E22.5'& LOTS 6-8 EX S16' BLK 14	DSC	\$ 1,441,300	\$ 213,700

Attachment A

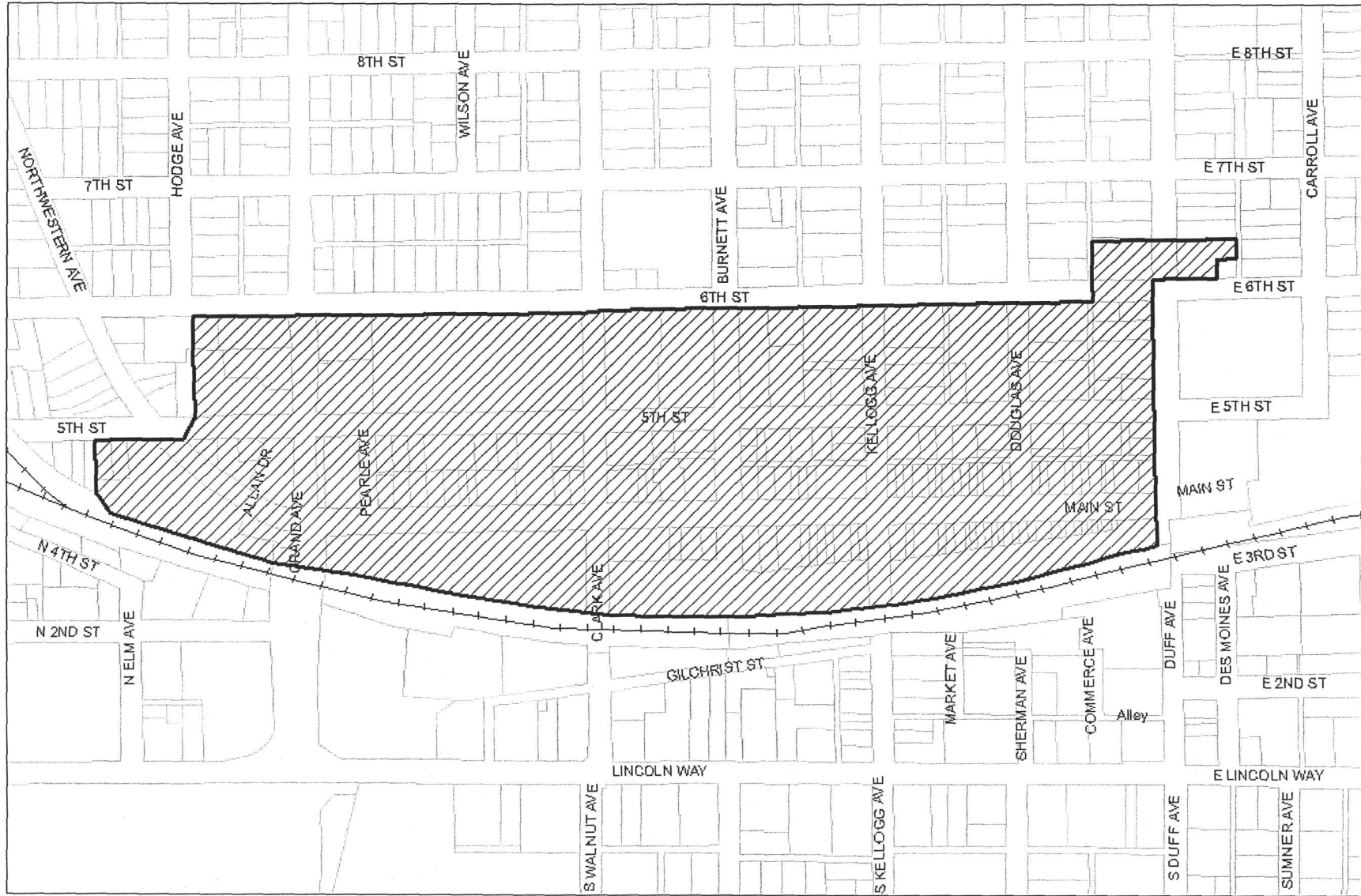
PROPERTY ADDRESS	PROPERTY OWNER	OWNER'S ADDRESS				GEOCODE	DESCRIPTION	ZONE	BLDG VALUE	LAND VALUE
328 MAIN ST	SCHOENAUER, DIANE M 1/2-CTR	3187 SKY RIDGE DR	WAUKEE	IA	50263	902356080	O T W52.5'E75'LOTS 6 7 & 8 EX S16"LOT 8 BLK 14	DSC	\$ 194,400	\$ 175,100
330 MAIN ST	SCHOENAUER, DIANE M 1/2-CTR	3187 SKY RIDGE DR	WAUKEE	IA	50263	902356090	O T W51'LOTS 6 7 & 8 EX PART OF "LOT 8 OWNED BY CITY, BLK 14"	DSC	\$ 113,800	\$ 169,200
400 MAIN ST	SCHNORMEIER, HAROLD & SCHNORMEIER, DOROTHY A	1814 ARTHUR CIR	AMES	IA	50010	902356110	BLAIRS ADD LOT 1 & LOT 2 EX W.5' BLK 15	DSC	\$ 267,100	\$ 114,000
406 MAIN ST	A & H PROPERTIES	103 E 6TH ST STE 204	AMES	IA	50010	902356120	BLAIRS ADD LOTS 3 & 4 & W6"LOT 2 & E1/2 LOT 5 BLK 15	DSC	\$ 256,000	\$ 145,200
412 MAIN ST 414	FATLAND, ROY L & FATLAND, JANET	911 GRAND AVE	AMES	IA	50010	902356130	BLAIRS ADD LOT 6 & W1/2 LOT 5 BLK 15	DSC	\$ 104,900	\$ 86,400
525 KELLOGG AVE	POST OFFICE	525 KELLOGG AVE	AMES	IA	50010	902375010	O T LOTS 1 & 2 & N48'LOT 3 BLK 9	S-GA	\$ 0	\$ 0
511 KELLOGG AVE	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902375012	O T S12'LOT 3 BLK 9	S-GA	\$ 0	\$ 0
301 5TH ST	AMES ADVERTISER INC	301 5TH ST	AMES	IA	50010	902375020	ALVORDS SD LOTS 1 2 3 & 4	DSC	\$ 260,900	\$ 140,500
323 5TH ST	MATHISON, RICHARD K TRUST	6168 NORTH FORK RD	AMES	IA	50010	902375050	O T W90'LTS 6 7 8 9 & 10 BLK 9	DSC	\$ 340,400	\$ 326,200
318 6TH ST	UNITED STATES OF AMERICA (POST OFFICE)	318 6TH ST	AMES	IA	50010	902375060	O T E90'LOTS 9 & 10 & ALLEY ADJ ON THE EAST BLK 9	S-GA	\$ 0	\$ 0
516 KELLOGG AVE	FIRST METHODIST CHURCH	516 KELLOGG AVE	AMES	IA	50010	902376010	O T N10'LOTS 8 & 9 & ALL LOT 10 BLK 8	DSC	\$ 513,200	\$ 271,300
515 DOUGLAS AVE	AMES CITY LIBRARY	515 DOUGLAS AVE	AMES	IA	50010	902376020	O T LOTS 1 2 3 & E130'LOTS 4 & 5 BLK 8	S-GA	\$ 0	\$ 0
500 KELLOGG AVE	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902376070	O T S50'LOT 6 BLK 8	S-GA	\$ 0	\$ 0
508 KELLOGG AVE	FIRST UNITED METHODIST CHURCH FOUNDATION	516 KELLOGG AVE	AMES	IA	50010	902376080	O T N10'LOT 6 & ALL LOT 7 BLK 8	DSC	\$ 539,700	\$ 127,000
514 KELLOGG AVE	AMES, CITY OF	PO BOX 811	AMES	IA	50010	902376090	O T S50'S50'LOT 8 BLK 8	S-GA	\$ 0	\$ 0

## Attachment B

### **Legal Description of Proposed Ames Downtown Urban Revitalization Area**

Beginning at the northeast corner of Lot 5, Block 7, Original Town of Ames, Story County, Iowa; thence south a distance of 508.15 feet along the west ROW of Duff Avenue to the north ROW line of the Union Pacific Railroad; thence westerly along said ROW to the southwest corner of Lot 4, College Park Second Addition; thence northwesterly along the west line of said Lot 4 to the southeast corner of Lot 5, College Park Second Addition; thence north along the east line of said Lot 5 a distance of 158.1 feet to the south ROW line of Fifth Street; thence east along said ROW line to the northwest corner of Lot 1, Triangle Addition, which is also a point on the south ROW line of Fifth Street; thence north across said ROW to the southwest corner of Lot 5, College Park First Addition; thence north along the west line of said Lot 5 a distance of 203 feet more or less to the southwest corner of Lot 4, College Park First Addition; thence north along the west line of said Lot 4 a distance of 100.4 feet to the south ROW line of Sixth Street; thence east along said ROW a distance of 2489 feet, more or less, to the northwest corner of Lot 1, Block 7, Original Town of Ames; thence north across said ROW to the east line of the alley of Block 6, Original Town of Ames; thence north along the east line of said alley a distance of 120 feet more or less to the northwest corner of Lot 4, Block 6, Original Town of Ames; thence east along the north line of said Lot 4 a distance of 180 feet to the west ROW of Duff Avenue; thence east a distance of 80 feet more or less across said ROW to the northwest corner of Lot 7 of Blair's 2<sup>nd</sup> Addition; thence east along the north line of said Lot 7 a distance of 180 feet to the northeast corner of said Lot 7; then south along the east line of said Lot 7 a distance of 60 feet to the southeast corner of said Lot 7; thence west along the south line of said Lot 7 a distance of 60 feet; thence south a distance of 60 feet to the north ROW of East Sixth Street; thence west along said north ROW a distance of 120 feet more or less to the east ROW of Duff Avenue; thence west across said ROW a distance of 80 feet more or less to the west ROW of Duff Avenue; thence south along said ROW a distance of 306 feet more or less to the Point of Beginning.

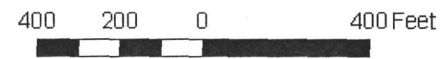
# Downtown Urban Revitalization Area



### Legend

 Downtown URA

Prepared October 24, 2008  
by Ames Department of Planning and Housing



## **URBAN REVITALIZATION DOWNTOWN CRITERIA**

- Properties must be located within the designated Downtown Urban Revitalization Area.

*AND*

- Improvements must be made to one or more of the facades of a building on the property that follow the current Downtown Design Guidelines for façade improvements as approved by City Council;

*AND*

- The scope of the work must follow the current Downtown Design Guidelines for façade improvements as approved by City Council

*AND*

- If first floor is vacant before the façade improvements are made, then the front half of the first floor is required to have a retail use after the improvements are completed. If the first floor is not vacant before the façade improvements are made, and has a permitted use, then it is eligible. No residential structures are eligible.

*AND*

- The improvements must be maintained for the three years.



## DOWNTOWN AMES

# DESIGN GUIDELINES

## I. PURPOSE

The purpose of these design guidelines is to encourage improvements to the facades of commercial buildings in Downtown Ames that befit its historical character. The preservation of this character is critical to increase economic vitality in Downtown Ames.

The adherence to these guidelines results in the following benefits:

- Enhance the visual appeal of Downtown Ames and contribute to its economic vitality.
- Provide property owners and businesses with a unified design for the improvement of buildings in Downtown Ames, thereby encouraging improvements, which complement the overall appearance of the area rather than improvements which call attention to themselves.
- Promote tourism in Downtown Ames.
- Preserve the historic integrity of buildings in Downtown Ames and support efforts to list it as an historic district on the National Register of Historic Places

The attached map “Downtown Façade Program” describes the boundaries of this project area.

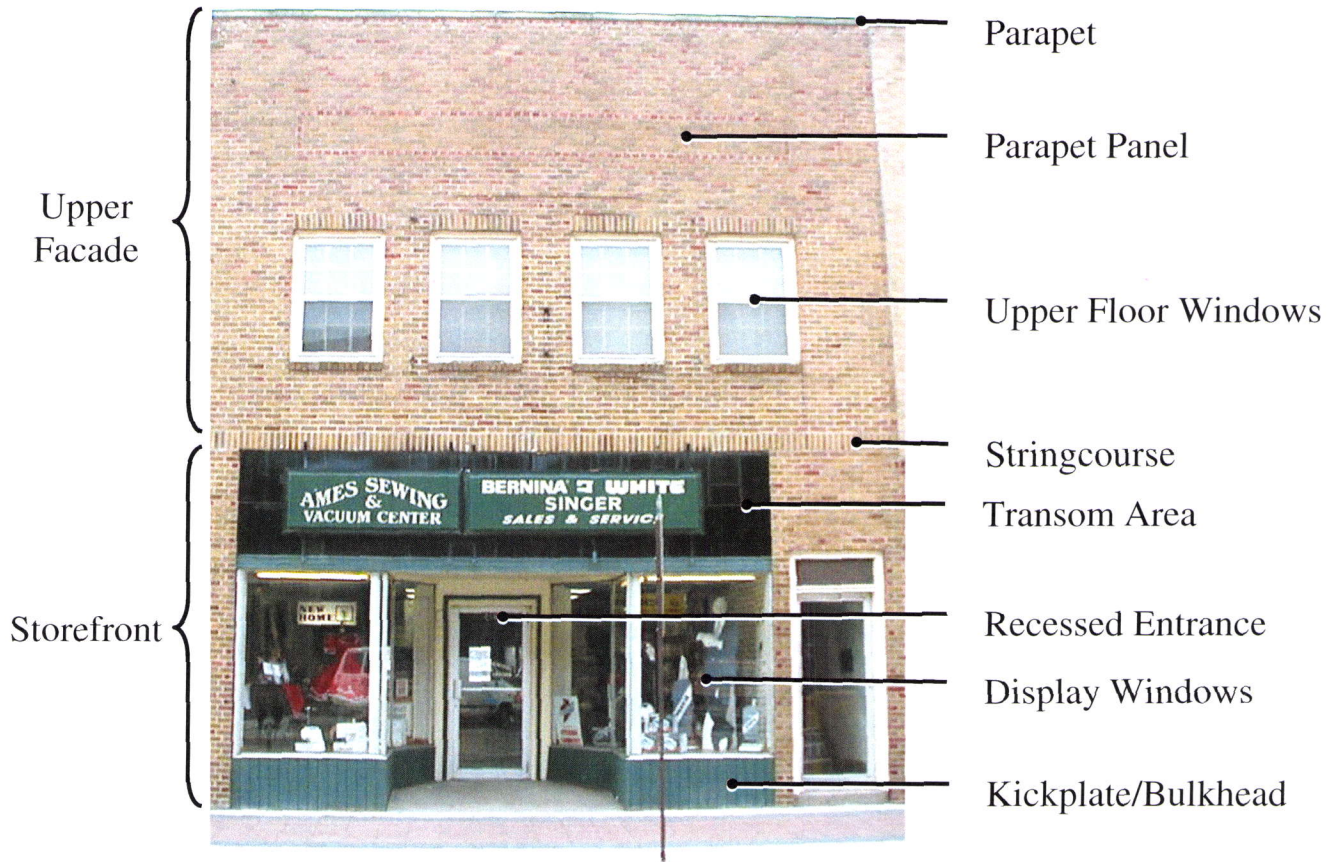
## II. GOALS

- These design guidelines encourage sensitive rehabilitation to historic structures without causing economic hardship to individual property owners.
- These design guidelines encourage property owners to identify improvement projects appropriate for a specific property and to implement them if they wish.
- These design guidelines encourage flexibility within the framework of common design principles, which have evolved and proved successful over many years of time in Ames.
- These design guidelines complement federal tax incentives and other brick-and-mortar grants-in-aid programs available for improvements to historic buildings.
- These design guidelines protect past investments. If implemented properly, these guidelines will steer new investment and stimulate the development and revitalization process.

ONE OF TWO SETS OF GUIDELINES APPLY TO A SPECIFIC PROJECT: ONE FOR IMPROVEMENTS TO HISTORIC FACADES AND ANOTHER TO ALL OTHER FACADES

### III. HISTORIC FACADES

The Design Guidelines in this Historic Facades section apply to any historic, retail, front façade as further described below.



Components of an Historic Commercial Facade in Ames

#### A. HISTORICAL OVERVIEW & PERIOD OF SIGNIFICANCE

What is the historic character of Downtown Ames?

Downtown Ames embodies in its architecture a tangible expression of the community's character. That character--developed over 150 +/- years--is no-nonsense, efficient, matter of fact, and plain spoken. These qualities compliment a scientific way of thinking and reflect the ethos of "Science with Practice," as expressed by the community's biggest employer, Iowa State University. The architectural expression of this character in Downtown Ames evolved

over a period of time. The years between circa 1910 and circa 1950 witnessed its flowering. These years constitute the period of significance for the district.

Initially, Downtown Ames evolved like many others across Iowa. By the late Nineteenth Century, Late Victorian-styled buildings lined Main Street, and the facades of these buildings featured prominent cornice ornamentation. Today in Ames, only a handful of these original Victorian facades survive. One stands at 212 Main Street, and a later example stands at 230, 232, and 234 Main Street.



*Many buildings in Downtown Ames began their life as Victorian architectural designs. This circa 1905 view pictures the north side of Main Street between Kellogg and Douglas. The I.O.O.F. Temple is at left.*

Beginning in the 1910s, the streetscape started to change. The Commercial Style of architecture, a progressive and utilitarian solution to commercial design, was introduced in Ames through the construction of several prominent buildings--notably the Masonic Temple and the Sheldon Munn-Hotel. Now other property owners in Ames sought to emulate this style. Some constructed new buildings. Many updated older buildings using the Commercial Style as a model. Victorian cornices were stripped off and replaced with parapet panels, brick-worked in geometric patterns. Brick stringcourses and other detailing replaced Victorian window treatments. This movement was referred to as "Face Lifts on Main" in an intensive, historical survey of the central business district conducted in 1992.



*From the 1910s to the 1950s, most of Ames' Victorian buildings were faced lifted to reflect a simplified Commercial Style of architecture. This 1976 photograph pictures the transformation. (The Temple is center right.)*

*Today, these four decades of Commercial Style designs possess historical significance. To replicate the Victorian facades would be incompatible with this period of significance and very expensive.*

The influence of the Commercial Style continued far into the Twentieth Century. The Frango Building at 202 Main Street and the Commercial Building at 200 Main Street--dating from the 1940s and 1950s--are examples. Because this transformation was so universal, Downtown Ames possesses a unity of architectural design. Of course, some buildings were built or remodeled under other architectural influences, such as the Art Deco storefront at 136 Main Street. Today, they possess architectural significance in their own right and their design should be respected.

What conclusions can be drawn from this historical analysis?

- The utilitarian character of the Commercial Style of architecture reflects a practical approach to life, as exemplified by science and business.
- The Commercial Style of architecture touched a profoundly deep chord in Downtown Ames.
- The "Face Lifts on Main" phenomenon and its close associations with the Commercial Style of architecture distinguish Downtown Ames from other downtowns in Iowa.
- The period from the 1910s to the 1950s--the time when these architectural influences prevailed--is historically significant to Ames because it calls attention to a major period of growth in the community.
- Downtown Ames should be preserved and showcased as an historic district for the reasons outlined above.
- Although the preservation of original Victorian facades in Downtown Ames is strongly encouraged, the reconstruction of nonextant Victorian facades should be discouraged.
- The preservation of architectural design, as expressed in Ames from the 1910s to the 1950s--the period of significance for Downtown Ames--is strongly encouraged.

## **B. CURRENT CONDITIONS**

Downtown Ames stands at a turning point. Most of the faced lifted buildings in the district retain the historic integrity of their Commercial Style of architecture. Now, however, new functions for them and other historic buildings constructed during the period of significance--first floor offices, for example--pose questions concerning the preservation of that integrity.

Commercial signage poses another question. Some recent installations have introduced elements, which call attention to themselves at the expense of their neighbors.

General maintenance is another area for concern. Many buildings need general facade maintenance, particularly the upper floors. For many years, street trees masked this area, and neglected maintenance is now apparent.

## C. GUIDING PRINCIPLES

The following principles set a framework for appropriate historic preservation activities.

- **Repair rather than replace.**  
The retention of historic building materials is strongly encouraged.
- **“When in doubt, leave it out.”**  
Elaborate ornamentation detracts from historic buildings in Downtown Ames.
- **Look up**  
The repair and maintenance of upper story windows would greatly improve buildings in Downtown Ames. Selecting one color for these windows and repeating it elsewhere on the storefront helps unite the façade as a harmonious composition.
- **Uncover rather than mask**  
Architectural treasure might lie hidden behind layered accretions.
- **Consult**  
Read the architectural evaluation of your building in “Historical and Architectural Resources of Ames, Iowa, a 1992 survey prepared for the City of Ames. This and other materials noted at the end of this document are available at the Ames Public Library. Consult a program architect for technical advice.
- **Document and restore**  
Historic photos can provide guidance when planning and/or reviewing projects. When documentary evidence shows an important, nonextant architectural feature from the district’s period of significance, consider its restoration. Relatively few buildings in Downtown Ames fit this category.
- **Victorian replications discouraged**  
The unique architectural quality of Downtown Ames is diminished by attempts to imitate an earlier Victorian design. Most of the original Victorian buildings in Ames have been so substantially remodeled that these attempts are expensive, and such replication efforts do not contribute to the historic integrity of the district.
- **Be a Good Neighbor**  
Consider whether your improvement blends with the overall streetscape or calls attention to itself.

Property owners and merchants interested in federal tax incentives and other brick-and-mortar grants-in-aid programs available for improvements to historic buildings should consult other standard guidelines, most notably the “Secretary of the Interior’s Standards for Rehabilitation” These national standards are the guidelines by which projects are evaluated in order to access state and federal financial incentives.

## **D. HISTORIC FAÇADE GUIDELINES**

### Historic Facades - Scope of Work

- Grant money will be provided for replacing existing compliant elements only when the proposed project also includes replacing non-compliant elements with compliant elements.
- If all non-compliant elements of the entire façade are not to be restored under one grant project, a plan shall be prepared for the entire façade that illustrates how the applicant intends to improve the façade long-term and what the completed project will ultimately look like.
- The scope of proposed improvements for each grant shall be visually significant in the context of how the whole building is intended to look when all improvements to the façade are complete.

### Historic Facades - Streetscape

While Downtown Ames is seen by many as a single entity, a wide variety in development patterns and the subsequent style and design of architecture is evident. The downtown can be divided into at least four separate sub-sections, each having some unique development and design characteristics. These areas include the downtown core, the east edge of downtown, the north edge and the west end.

The downtown core is the heart of downtown and has at its center, the largest single building in downtown Ames, the Sheldon-Munn Hotel. The core generally is defined by masonry buildings at least two stories in height built sometime from early 1900's to about 1940. The buildings sit right up to the sidewalk and are built immediately adjacent to one another.

The east edge of downtown has generally one-story buildings and exhibits somewhat of an auto-oriented design where buildings are set back from the sidewalk or separated to accommodate parking. The east end is visually anchored by the municipal power plant and has a slightly more industrial character, especially as one crosses Duff Avenue.

The northern edge of the downtown incorporates civic and semi-public uses. Along 5th & 6th they include the former high school (now Ames City Hall), library, post office, a number of churches, and the Elks lodge. These building types act as a transition from the downtown core (intensive commercial uses) to the residential neighborhoods to the north. This transition is in both use and form. The buildings themselves begin to exhibit setbacks from the street and some also have side yard setbacks. Fifth Street has also experienced redevelopment and increasing commercial use with office buildings typifying the streetscape.

The west end of downtown has been anchored by the railroad depot since its construction in 1900. The immediate surrounding areas also create a transition to the auto oriented corridors along Grand Avenue and Lincoln Way, as well as the residential neighborhood to the north.

The west end of downtown is more office and financial in nature. Buildings are also significantly newer than in the downtown core area (aside from the depot). Many buildings in this area date from the 1950s to the present. Setbacks and styles vary, but here too, setbacks are more common and off street parking lots are more prevalent.

When developing guidelines for the entire downtown district, it is important to recognize these various development trends. A definition of long range goals for growth and development should be developed to define what type of character is desired for each of these particular areas.

When one stands on Main Street in downtown Ames and views the buildings looking to the east and to the west, certain characteristics become evident. These elements reinforce the predominant Commercial Style of architecture in downtown Ames. Since it is similar to the Prairie style, Commercial Style architecture exhibits strong horizontal characteristics. The presence of horizontal stringcourses, rectangular parapet panels and the strong horizontal lines created by the top edges of the buildings reinforce these lines.

#### Recommended

- Buildings to retain the general horizontal/linear aspect of the current downtown streetscape
- Roof lines to reinforce this linear feeling
- Roof line hidden by parapet
- Parapets used to disguise any slope roof visible from the street
- Parapet integrated as an overall part of storefront design and not of different material than the main facade
- Building setback to abut sidewalk
- Building height of 2 to 4 stories
- Zero lot line (abut street right of way and buildings on either side)
- Building elevation to parallel street
- Buildings constructed beyond the district's period of significance (see individual building evaluations in the 1992 report "Historical and Architectural Resources of Ames, Iowa") maintained as modern buildings
- Storefronts to express the standard 20' - 25' width of parcels on the streetscape to reinforce pedestrian scale
- Masonry columns or piers shall match the material used on the upper facade to help define the storefront patterns or rhythm

#### Not Recommended

- Projecting features--like storefront, awning, canopy, or other building element--oblique or diagonally oriented to façade
- Buildings constructed beyond the district's period of significance retrofitted to an earlier design
- Display windows oblique or diagonally oriented to façade (see "Entrances" section below)
- Storefront treatments that extend across multiple buildings in attempts to unify them into a single unit
- Siding materials or other treatments that cover the piers that define the storefront openings
- Exposed gable roofs on facade



*These two buildings in Wisconsin illustrate many of the “not recommended” treatments discussed in these guidelines. Consider the treatments of the upper windows, the storefront, and the attempt to unify two store units as one.*



## Historic Facades - Upper Facades

The typical construction material for commercial buildings in downtown Ames is modular masonry (brick) in a variety of color combinations and textures. The vast majority of architectural detailing in downtown architecture is created by varying the installation and color of the masonry units. While this is not the extremely ornate detailing that would be more typical of earlier turn-of-the-century architecture, it does have a richness and variety unique to Ames. The utilitarian Commercial Style design has more simple detailing and strong horizontal lines.

The detailing is typically found in the parapet panels and stringcourses. Parapet panels include basket weave designs created by groups of three bricks alternated between stacked bond and soldier course layouts. Stringcourses are created with a soldier course (sometimes in a contrasting color), by projecting a row of bricks or by using a cast stone trim band.



*Builders in Ames interpreted the Commercial Style of architecture using a local design. Each of these buildings illustrates parapet panels using unique but similar treatments. Although subtle, the repetition of the common motifs effectively unifies the streetscape.*

Again the Commercial Style omits any highly decorative window hoods, any heavy or articulated cornice bands and sometimes even omits contrasting window sills. Windows are commonly accented by a soldier brick course across the top and sometimes by stacked bond borders. Sometimes these treatments are in a contrasting color. The soldier course might also become a stringcourse by simply extending it across the width of the entire facade.

### Recommended

- Retain the simplicity of design characteristic of the district
- Retain historic brick detailing
- Retain cornices, if present
- Repair and retain parapet paneling and stringcourses
- Painting of stucco surfaces that existed prior to the adoption of these design guidelines is acceptable if in neutral color
- Use of masonry, especially modular brick
- Identify presence of historic materials behind cover-up materials installed after the district's period of significance
- Assess the utility of these historic materials for good historic design

Remove cover-up materials  
Repair historic features  
Cleaning of brick facades as needed, using the gentlest means possible  
Tuck pointing of decayed mortar joints according to historic preservation specifications  
Repair brick walls rather than strip and replace

Not Recommended

Painting exterior brick surfaces  
Installation of new hypothetical or ornate cornice  
Creation of an artificial design theme for downtown, with features such as "Boomtown" fronts; pent roofs; or Wild West, "Phony Coloni" or other false fronts  
Recreation of Victorian facades  
Slipcovers  
Heavy detailing, especially along cornice edges and/or around windows  
Parapet raised or lowered  
Installation of siding materials that cover or obscure the historic materials  
Use of modern materials such as wood sheathing, Styrofoam, vinyl, "Dry Vit," or other exterior insulation finish systems (EIFS)  
Use of stucco (rarely used in Ames historically)  
Sandblasting or other abrasive cleaning

## Historic Facades - Upper Windows

Upper floor windows are a major element within the downtown that represent economic vitality and life. Well-maintained windows that coordinate with the color scheme used on the main floor help unify the entire facade and create a more interesting architecture. Windows that have been covered over, have broken glass and are in general disrepair present an image of an unkempt and failing business district.

As with the basic upper facade, the typical upper story window treatment in the downtown core is simple and straightforward. The most prevalent type of upper story window is the most basic one over one double hung window. There are various window details, but very few have any significant design detailing. Double hung windows are simple rectangles, but are basically a vertical element. These smaller vertical elements, when seen in the context of the street help create an interesting contrast to the other strong horizontal elements.

While single windows set at regular intervals is common, also common are groups of two windows set in pairs in a single masonry opening. The masonry openings for paired windows are more a square shape than a rectangle, but in the context of the overall street face, the effect is much the same as the single units.

### Recommended

- Original windows always recommended for retention
- Glazing, sash, and window surrounds repaired and maintained
- Curtains, blinds or other interior window treatment consistent across the facade and kept clean
- If window replacement necessary, keep design compatible with district's period of significance and original window cavity filled completely with window
- Retain the simplicity of design characteristic of the district
- Sash and window surrounds painted a color to coordinate with building's overall color scheme
- Wood or aluminum window replacements, if needed

### Not Recommended

- Blocked-in window cavities
- Elaborate hood molds over windows
- Shutters open or closed
- Awnings on upper windows
- Any type of size reduction in the window cavity or change in overall dimensions
- Any type of size reduction in windows or change in overall dimensions
- Glass block
- Tinted glass
- Single, fixed-pane windows
- Mullion patterns not based on historic usage in Ames
- Vinyl windows
- Large lettering or other advertising



*Upper windows are often overlooked. Inappropriate treatment such as this detracts from historic buildings and the streetscape.*

## Historic Facades - Storefronts

The “store” is the basic architectural unit in Downtown Ames. Its façade typically measures from 20' to 25' in width.

The “storefront” is the first story portion of the store. From the street level the storefront is perhaps the single most important element of the streetscape. Effective storefront design can make an entire district inviting and pedestrian friendly. The insertion of inappropriate storefront treatments becomes a detriment to the vitality of the downtown district.

In order to be an effective facility for the sale of goods and services, the storefront has been used as a tool to present these goods and services to the passing pedestrian (potential customer). Because of this function, the storefront has traditionally been as transparent as possible to allow maximum visibility to the interior. The storefront has also been a major source for natural light and ventilation for the long and narrow configuration of the typical downtown lot.



*All the elements of the historic storefront: transom, display windows, recessed entry, and kickplate. This building's timeless design employs quality materials and results in an inviting storefront.*

A storefront consists of a series of inter-related components including the transom windows, display windows, the kickplate (bulkhead), and the entrance. Other significant storefront features include its signs and awnings/canopies. This section discusses the storefront in general. Other significant features are discussed in separate sections below.

### Recommended

- Retain the individual “store” unit at the street level and for the upper facade.
- Retain the simplicity of design characteristic of the district
- Fit within original opening defined by support pilasters, columns, or other framing
- Predominately glass, 75% as a norm
- Maintain a regular pattern or rhythm with other facades along the street
- Create unity for businesses that extend across multiple storefronts by using similar or coordinating colors and graphics on the individual storefronts
- For multiple-bay buildings with numerous tenants--like the Sheldon-Munn Hotel--use similar colors and graphics to unify all the storefronts

Not Recommended

- Painting exterior brick surfaces
- Siding materials to cover original columns or framing
- Storefront windows smaller than historically used
- Re-creation of Victorian facades
- “Boomtown,” pent roof, Wild West, “Phony Coloni”  
or other false fronts
- Slipcovers
- Use of modern materials such as wood sheathing,  
Styrofoam, vinyl, “Dry Vit”
- Use of stucco (rarely used in Ames historically)
- Storefront treatments that extend across multiple  
buildings



*An inappropriate storefront  
treatment.*

## Historic Facades - Transoms

Transom windows are at the very top portion of the storefront opening. They are mainly a source for natural light, and also ventilation. They can also be a location for signs and advertising. This function, along with the trend to reduce windows for energy conservation, led to the covering or removal of many transom window systems. Today, transoms are one of the most common areas in need of renovation to capitalize on historic character. Over-scaled signs installed on inappropriate siding materials have typically replaced them.

Traditional transom window designs vary widely. Some feature very basic clear glass panes. Ribbed or frosted panels are also common. Leaded prismatic tiles are also a common transom window design, especially during the World War I era. The commercial building at 417 Douglas Avenue (Ames Heritage Association Museum) is an example of this style of transom. Some transom windows incorporated decorative tile bands or even unique designs of colored glass.



*Transom windows at 417 Douglas Avenue—a good historic design carefully maintained.*

The uncovering and restoration of transom windows is strongly encouraged. Often the original transoms are still intact behind the newer siding materials and signs and only need minor repairs. If the transom windows are missing, the installation of new ones should be encouraged. If the original transom design cannot be verified, a simple design should be used. The use of new, highly ornate colored glass transom should be discouraged.



*Two transom treatments in Spencer, Iowa. The building at left retains its original transoms. (A flat canopy was installed at a later time.) The building at the right has masked its transoms. Which building is more appealing? Both buildings need to improve their signage. Perhaps the “Christensen Jewelry” sign technique, (see “Awnings and Canopies” below) would be a good solution for both.*

The incorporation of signs into the transom area is a desirable treatment. The sign can be painted (or vinyl lettering) directly onto the glass. The transom can be illuminated from the inside, creating a highly visible, and yet historically appropriate sign treatment.

Transom windows that have been totally removed can be disguised with a sign and/or awning treatment. The sign and awning treatment should be constrained to fit within the original transom window area so that the new design reinforces the traditional storefront configuration.

#### Recommended

Uncovering transoms/removal of cladding materials strongly encouraged. Often original transoms remain extant behind newer siding materials and signs and need only minor repair.

Repair existing

Installation of new transoms encouraged, if original framing extant

Keep transom design simple if original cannot be verified

Incorporation of signs into the transom area is a desirable treatment (see "Signs" section below)

Transom can be illuminated from the inside to create a highly visible yet historically appropriate sign treatment

Transoms that have been totally removed can be disguised with a sign and/or awning.

Such a treatment should be constrained to fit within the original transom window so that the new design reinforces the traditional storefront configuration

#### Not Recommended

Installation of fancy/colored glass if historically undocumented

Installation of siding materials to cover transom-opening

Removal of transom

Use of ornate, colored-glass transoms

## Historic Facades - Display Windows

Display windows are used to display goods and merchandise available for sale within the store. Historically, display windows were built of individual panes of glass as large as possible to showcase these goods. These large, clear panes of glass created unobstructed views to the interior of the store. The framing is typically lightweight to help reinforce this as much as feasible. In order to maximize this and minimize the visible window framing, metal became the typical window framing material.

The typical storefront has vertical divisions, that is support members at the sides of the building and flanking the entrance. Horizontal window divisions were avoided except to separate the display windows from the transom windows.

### Recommended

- Retain the simplicity of design characteristic of the district
- Retain original storefront window size and dimensions
- Large expanse of glass, 75% +/- of the storefront
- Clear glass
- Simple, vertical framing
- Raised above sidewalk 18 inches +/-
- Vertical blinds or half-length curtains for privacy
- Window displays encouraged

### Not Recommended

- Tinted glass
- Glass block
- Heavy, decorated or thick columns
- Horizontal framing, except to separate display and transom areas



## Historic Facades - Kickplates

Kickplates (also called bulkheads) are the bottom-most portion of the storefront. Kickplates provide a raised platform to help bring goods on display closer to eye level for pedestrians. They also help to protect the display windows from potential damage caused by snow removal, sweeping, bicycles and other day to day sidewalk activities.

Because kickplates come into close contact with the ground, the trend over time was to use durable, low maintenance materials for them. In late 19th century construction, wood kickplate panels and window frames were common. As more durable materials became increasingly available and less expensive, their popularity rose. The primary material for kickplates during the period of significance in Ames--the early to mid-Twentieth Century--was brick (matching main facade or sometimes matching accent brick). Also used were various types of tile and stone including granite and marble. Stone was often used in large monolithic panels. Tiles often were 4" in size.

New kickplate panel treatments should conform to these materials. Simple tiles in a fairly neutral character should be encouraged. Patterns, again if within the style typical of the period should be encouraged as well. Also encouraged should be stone, especially if large monolithic panels are used.

### Recommended

Materials include brick, or 4 inch tile, or monolithic panels of stone, marble, or granite  
New kickplate panel treatments to conform to the materials listed above  
Color to be fairly neutral in character  
Color to blend with major building materials  
Kickplate 18 inches +/- in height

### Not Recommended

Corrugated metal  
Plywood, T-111, or similar product  
Concrete  
Decoration  
Other new product materials, like "Dry Vit," wood sheathing, vinyl.

## Historic Facades - Entrances

Entrances are the transition from the sidewalk to the interior of the building. The entrance includes both the entrance door and the space adjacent to it.

Entrances are typically designed to reflect the character and scale of the space they access. A large public building will often have a very significant and monumental entry system. On the other hand, the service door or access to a small second floor area should be very unobtrusive and almost inconsequential. Typical commercial entrances are somewhere in between.

Commercial entrances strive to entice customers inside. The forms used to do this vary. Some entrances directly abut the sidewalk. Some have deep angled recesses to allow more display area to be visible from the sidewalk. Some entrances feature vertical "stair steps" to the door. Many entrances are simple recesses set at symmetrical angles at the center of the storefront. More rarely these recesses are square.

A recessed entry is a psychological transition from the sidewalk to the interior of a commercial building. It can be compared to the "front porch" for this building type and helps ease the change from the public street to the more private interior. The recessed entry also provides a safe place for the entry door to open without extending into the sidewalk area.

The location of an entrance in the storefront varies. An entrance centered in the storefront is most typical. Entrances are also common at the side of the storefront.

Commercial doors act as part of the storefront and display area. In general they continue the same general principles of the display window and bulkheads. They typically have a large open window which is elevated slightly above the sidewalk area. The door or doors are usually simple. Fancy leaded glass, highly ornamented trim and fancy window shapes are not generally used.

Secondary doors, such as those to upper floor apartments or offices, have smaller window areas. They are placed less prominently than the main commercial entrance. Secondary entrances are typically located on one side of overall storefront. On commercial blocks (storefront buildings originally designed with two storefronts, such as at 304-306 Main Street,) the secondary entrance is often in the center between the two storefront sections. Typically the secondary entrance is separated from the main storefront by a masonry pier or column.

### Recommended

- Retain the historic entry configuration of a property
- Recess the entrance from the sidewalk, but keep the door parallel to the street and sidewalk
- Incorporate the recess area into the display windows
- Use the same general materials as the storefront display windows on the entrance system
- Entrance shall reflect the character and scale of space it accesses
- Entrance door shall have large open window
- Entrance door shall be of simple design
- Secondary doors shall have smaller window areas, placed less prominently than primary doors, and flanked by masonry pier or column

### Not Recommended

- Entrance door at an unusual angle to the street
- Creation of a secondary entrance that has more prominence than the main entrance
- Ornate leaded glass windows, oval, or other unusually shaped windows
- Solid doors without any glass
- Elaborate leaded glass, highly ornamented trim, fancy window-shaped, or other ornate doors
- Residential-type doors, including "cross buck" patterned doors and screens

## Historic Facades - Signs

Effective signs can and should be a creative expression that add vitality, visual interest, and character to a commercial district.

Signs are among the largest character defining elements of a retail establishment. Store signs in some communities were historically often garish intrusions on the architecture. A study of historic images shows that this was not the case in Ames. Signs in Ames have generally been quite restrained--only rarely placed on the upper floors of buildings, for example.



*Examples of interesting flush mounted signs on historic buildings. Note that these signs are generally horizontal in order to fit the proportions of the building. Examples of simple overhead "goose neck" lights to provide illumination are also visible in two of the examples (top left and bottom left).*



Signs should not call attention to themselves at the expense of neighboring businesses. Signs can range widely in shape, color, appearance, and character, but their size, general location, and materials should follow guidelines. Signs can be flush mounted, hanging or installed on windows. Signs should be designed to fit within the proportions and scale of the individual building. Flush mounted signs should generally be placed below the second floor window sills. Projecting or hanging signs may be allowed to be placed higher on the facade. It may be desirable to limit the overall size of hanging signs.

The illumination of signs is appropriate but often leads to undesirable solutions. The most common illuminated signs are internally-lit, plastic sign panels mounted on a metal frame. Typically, these signs are not designed for individual properties so often times they do not fit well into individual storefronts designs.

Ames has a number of interesting historic signs, especially examples of historic neon. The repair to working order and preservation of these unique historic signs is encouraged.

Signs serve customers on at least two different scales: for the pedestrian on the sidewalk and for the rider in a vehicle. Business signs should work on both levels. Good pedestrian signs include signs installed on the lower portions of display windows, small signs hanging from canopies, and signs on doors. Vehicular oriented signs are typically in the transom window or just above the transoms or hanging signs.

Signs should not be allowed to have strobe lights, flashing elements or distracting actions.

#### Recommended

- Flush mounted to facade no higher than bottom of 2nd floor windows
- Restore/repair historic signs, including existing neon
- Horizontal/linear signs that fit the overall proportions of the building
- Encourage window signs on plate glass
- Encourage transom window signs. Signs can be painted or vinyl lettered directly onto the glass
- Use signage area for creative expression of business character
- Pedestrian-scaled and auto-scaled signage
- Maximum of three signs per storefront as an adequate number

#### Not Recommended

- Back-lit signs
- Molded plastic "canister" signs
- Signs on upper story walls
- Signs with strobe lights, flashing elements or distracting actions
- Flush mounted vertical signs
- Signs that call attention to themselves at the expense of neighboring businesses because of color, scale, lighting, materials, or other obtrusive feature
- More than three signs per storefront

## Historic Facades - Awnings and Canopies

Awnings are constructed of fabric, and canopies are constructed of metal. Both are present in Downtown Ames and serve a number of purposes. Awnings and canopies shade the interior of display windows, they protect pedestrians from precipitation, and they add additional color to the streetscape that can help reinforce the image of a business. Awnings can also be effective to retain the traditional architectural character of the downtown by disguising some of the alterations that have occurred to the transom areas of storefronts.

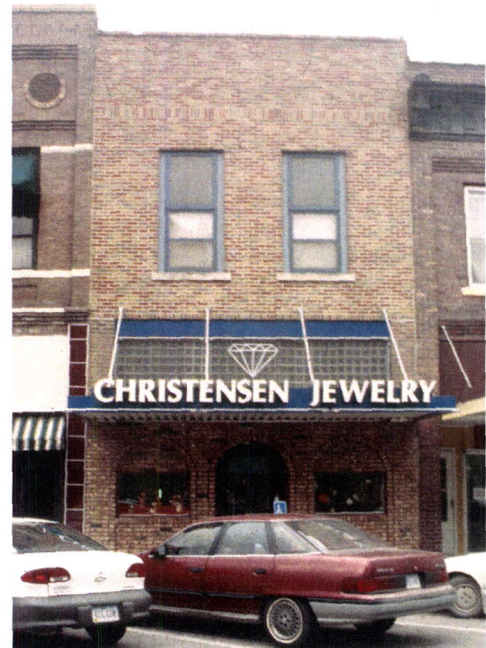
Downtown Ames has a number of canopy styles. One style that seems to complement the "no nonsense" approach to the commercial architecture is the flat metal canopies that exist in front of some of the businesses on the north side of the core area. These canopies also help to reinforce the overall horizontal character of the streetscape.

Traditional fabric awnings in triangular shape (in cross section) should be encouraged in the downtown. These awnings can be either fixed in place or operable awnings. Fabrics can be solid or striped. The traditional "canvas" awning material (contemporary material is actually acrylic) should be used.

All fabric awnings should be designed to fit the opening that is intended to cover. On traditional storefronts this is typically the transom window area. Therefore, the awning should have squared corners and should NOT typically extend the full width of the building; the brick storefront piers should be left exposed. However, if there are arched openings on the storefront, the awnings should be arched to fit those openings.

Flat canopies are a local tradition, especially on the north side of Main Street. However, these awnings should be simple and unadorned. Flat canopies installed between the display windows and the transom windows can allow natural light to filter through the transom windows while providing shade and protection for the storefront windows. This helps prevent the fading of displays and provides pedestrian protection.

Elaborate facings or extravagant designs on awnings or canopies should be generally avoided. Adding siding materials to the original canopy to provide more space for signs is also to be avoided, as well as other types of canopy systems not traditionally used during the period of significance of Downtown Ames. These materials, where previously installed, should be removed.



*Sensitive sign treatment on a flat canopy in Hampton, Iowa. Note exposed transoms.*

Signs can be mounted on flat canopies. They can be hung from the underside. It is also possible to install them across the front edge of the canopy without radically altering the overall linearity and simplicity of the canopies. This includes the use of individual letters mounted to the front edge of the canopy.

Vinyl or other plastic like materials should be avoided. Vinyl is too shiny for traditional applications. Contemporary vinyl awnings commonly have large flat faces with integrated signs. This style should be avoided. These awnings are actually no more than signs. They do not project far enough to provide sun shading and their shape does not generally complement the traditional architecture. The back lighting of these awnings diminishes the ambiance of the district at night.

#### Recommended

- Fixed or roll-up in traditional "wedge" shape
- Fit the opening they cover
- Arched openings--round OK
- Simple flat metal to reinforce horizontal nature
- Restore documented historic canopy treatment

#### Not Recommended

- Back-lit awnings or canopies
- Vinyl
- Rounded shape generally discouraged
- Corner wrap-arounds (call undue attention to themselves)

## **IV. OTHER FACADES**

The Design Guidelines in this Other Facades section apply to any façade that is not an historic, retail, front façade as described above. This includes facades of buildings on select sites around the perimeter of the downtown, or on sites within the downtown that may not reflect the same location and development patterns of sites to which Historic Façade Guidelines apply, but which nonetheless contribute to the downtown's visual character. These sites are significant in terms of their location as a view terminus, their location on major entrance points to the downtown, or their historic development with stand-alone buildings providing important community service.

### **A. PURPOSE**

The guidelines established for these buildings draw upon prominent or important design elements that typify the downtown. They nonetheless reflect the locational differences between these stand-alone sites and those that more rigidly align the downtown streetscape.

The purpose of the façade grant program for these prominent sites is to encourage improvement to the facades of these buildings that acknowledge or respect the original character of these buildings while also adding characteristics that reinforce the character and quality of the downtown. In this way, the downtown will have a more consistent image.

### **B. OTHER FAÇADE GUIDELINES**

#### Other Facades - Scope of Work

These guidelines are intended to apply to additions or alterations to existing buildings in the program area. Grants may be offered for improvements to select portions or features of a façade when it is not feasible to do an entire façade renovation. However, the improvements must contribute to a project that, when complete, will be generally consistent with all design standards. To determine this, an application for a façade grant must include an elevation plan for the building as it is intended to look when complete. The City may approve grants based upon a proposed improvement's contribution to the finished product, and may deny a grant for improvements that, while compliant in part, are not VISUALLY significant in terms of how the overall building is intended to ultimately look when all improvements to the façade are complete.

If a project is phased, grants shall be offered only to those improvements that are done in correct sequence of construction. For example, if the finished project requires installing or changing windows, these must be done before grant monies may be expended on siding materials, since siding is generally installed after windows are in place.



Other Facades - Quality materials

- a. Any face visible from public right-of-way must have clay brick as the material on more than 50% of its exterior facade area, not including windows and doors. Pre-cast concrete may be used only for lintels, sills and other accents.
- b. Allowed materials on the rest of the exterior are cut stone and split face concrete block, except striated split face block, which is not allowed.
- c. Stucco: The use of stucco or similar products (e.g., dri-vit) is not an allowed material, except in situations where:
  - i existing masonry has signs of advanced deterioration and the only feasible method of repair is to replace or cover the existing masonry; and
  - ii the layering of brick, stone or block over existing masonry would compromise the historic or architectural integrity of the building design; and
  - iii the removal and replacement of existing masonry would not be feasible without compromising the structural integrity of the building; and
  - iv stucco is used only in combination with brick accents on the same wall (e.g., pilasters, wainscoting, columns, etc.), and has the same color or tone as the brick accents.

*Building below in Coralville with face visible from right-of-way composed of more than 50% clay brick and split face block for base.  
Building at right in Ames has clay brick and stone accents on its rear face.*



Other Facades - Façade modulation

- a. Modulation in the façade shall be achieved through structural shifts in the building footprint that are reflected in the façade. No façade shall have a length exceeding forty (40) feet uninterrupted by a shift in the footprint, with the recessed/projecting portion measuring at least 10% of the façade width. Shifts in the footprint shall be reflected by a corresponding shift in the roof line or roof form.

**OR**

- b. Modulation in the façade shall be achieved through columns or buttresses that create a regular rhythm of supports,

**OR**

- c. Modulation in the façade shall be achieved through regularly spaced, visible structural elements, such as projecting pilasters, combined with regularly spaced window and door openings on all primary facades.



*Shifts in the footprint and façade reflect the customer service area, entrance, offices and other functions within this building on Main Street in Ames.*

*This west façade of the City Hall Community Center in Ames has regularly spaced pilasters, combined with regularly spaced window openings*



## Other Facades - Fenestration

- a. Primary facades shall have windows comprising at least 30% of the width of the façade, and at least 20% of the area of the façade.
- b. Secondary facades shall have the same fenestration as primary facades, or be detailed with projecting pilasters (6 inch projection minimum), combined with clay brick siding over the entire façade.
- c. Windows shall have a vertical proportion no taller than three times the width of the window, and no shorter than the twice the width of the window, except as follows:
  - i. Horizontal window openings may be filled with vertically oriented windows banked together (separated by wide mullions) into groupings of no more than three. Multiple groupings are allowed if separated by a wall pillar that is at least as wide as one of the banked vertical windows.
  - ii. Chicago style windows are appropriate, but may not be banked together with other window assemblies. They must be separated by a wall pillar that is at least as wide as the sidelite of the Chicago style window.
- d. Colonial window motifs are not appropriate in the downtown. Preferably, windows should be divided by wider mullions rather than narrow muntin bars. If muntin bars are used, they shall be limited to upper-floor windows, and shall have the appearance of true-divided lite windows.



*Above, two options for secondary facades (facades that do not face a street):*

- *Windows comprising at least 30% of the width, and at least 20% of the area, of façade (left)*
- *Projecting pilasters combined with clay brick siding over the entire façade (right)*

*Below, upper level of building in Ames illustrating vertical window proportion (left) and bank of Chicago style windows separated by a wall pillar that is at least as wide as the sidelite (right)*



Other Facades – Roof

- a. Roofs must vary in height or form. No cornice, ridge or fascia shall exceed 40 feet in length without a minimum 5-foot elevation shift.
- b. Roof pitch shall be 6:12 or steeper unless hidden by a parapet with a projecting cornice
- c. Prohibited materials for roofs: corrugated sheet metal, fiberglass panel products



*Variation in roof height of more than five feet and flat roof hidden by parapet.*



*Ames depot building with roof slope steeper than 6:12*

### Other Facades – Awnings

- a. Awnings must be fabric. No vinyl or other plasticized materials are permitted.
- b. Backlit awnings are not permitted. If the canopy is lighted from underneath, it must be fitted with a black-out cloth to keep light from emitting through the fabric.
- c. Awnings must include a loose valance, either scalloped, straight or box pleated. Rigid valances are not appropriate.
- d. Awnings must be characterized by a traditional triangular frame (as viewed from the side) that tapers down to a narrow valance. Bowed awnings are not permitted except over arched window or door openings.
- e. Awning signs are limited to individual letters or logo placed on the fabric so that the fabric serves as the background to the sign. Lettering and logo shall be no taller or wider than 70% of the width and height of the awning surface to which the sign is applied.



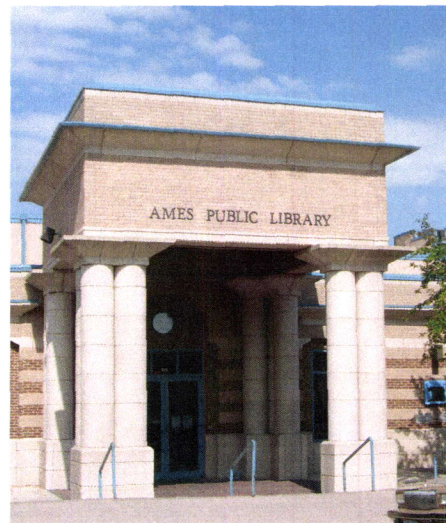
*Fabric awnings with loose valences and triangular frame. Two options for signs on awning are shown.*



### Other Facades - Building entrances

The primary pedestrian entry of the building shall

- a. be connected to the pedestrian sidewalks on the street with landscaped walkways separated from vehicle paving, and
- b. face the street or be no more than 90 degrees from facing a street, and
- c. be identified, defined and reinforced by
  - i. significant architectural elements of mass, such as building recesses or protrusions accompanied by changes in the roof, or
  - ii. sheltering elements such as arcades, canopies or porticos supported by columns and providing at least six feet of width and four feet of depth, or
  - iii. if the entrance faces the street, significant variations in the roof or parapet.



*Building entrances in Ames identified, defined and reinforced by significant architectural elements of mass, sheltering elements and/or significant variations in the roof or parapet.*

### Other Facades - Building massing for new buildings

Structures shall be designed with vertical proportions and/or design elements such as colonnades extending two stories in height, projecting towers or steep-pitched roof forms that cascade and graduate down onto lower level roof forms.

## D. MORE INFORMATION

“Historical and Architectural Resources of Ames, Iowa.” Prepared for the City of Ames by William C. Page, Public Historian, in 1992. Volume I of this report includes an Iowa Site Inventory Form for each building in Downtown Ames (excluding some of them west of Clark Street). These forms contain physical descriptions of each building, a discussion of the architectural features that characterize it, and a National Register evaluation. Available for review at the Ames Public Library, 515 Douglas, or at the Planning and Housing Department, Ames City Hall, 515 Clark.

Farwell T. Brown Photographic Archive, Ames Public Library. Outstanding collection of historic local images with strength in the Victorian period for Downtown Ames properties.

[www.amespubliclibrary.org/farwell/publication/pub0.htm](http://www.amespubliclibrary.org/farwell/publication/pub0.htm), (515) 239-5656

Ames Historical Society, 416 Douglas, #101, Ames, Iowa 50010, (515) 232-2148,  
AmesHistorical@qwest.net, <http://www.ameshistoricalsociety.org/>

“Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.” Publication of the National Park Service and available through the State Historical Society of Iowa, Capitol Complex, Des Moines, IA 50319. (515) 281-6412.

Many architectural stylebooks are available in local libraries and bookstores.

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE TO DESIGNATE THE AMENDED  
DOWNTOWN URBAN REVITALIZATION AREA**

**BE IT ORDAINED**, by the City Council for the City of Ames, Iowa, that:

Section One. The land described as:

**Legal Description of Proposed Ames Downtown Urban Revitalization Area**

Beginning at the northeast corner of Lot 5, Block 7, Original Town of Ames, Story County, Iowa; thence south a distance of 508.15 feet along the west ROW of Duff Avenue to the north ROW line of the Union Pacific Railroad; thence westerly along said ROW to the southwest corner of Lot 4, College Park Second Addition; thence northwesterly along the west line of said Lot 4 to the southeast corner of Lot 5, College Park Second Addition; thence north along the east line of said Lot 5 a distance of 158.1 feet to the south ROW line of Fifth Street; thence east along said ROW line to the northwest corner of Lot 1, Triangle Addition, which is also a point on the south ROW line of Fifth Street; thence north across said ROW to the southwest corner of Lot 5, College Park First Addition; thence north along the west line of said Lot 5 a distance of 203 feet more or less to the southwest corner of Lot 4, College Park First Addition; thence north along the west line of said Lot 4 a distance of 100.4 feet to the south ROW line of Sixth Street; thence east along said ROW a distance of 2489 feet, more or less, to the northwest corner of Lot 1, Block 7, Original Town of Ames; thence north across said ROW to the east line of the alley of Block 6, Original Town of Ames; thence north along the east line of said alley a distance of 120 feet more or less to the northwest corner of Lot 4, Block 6, Original Town of Ames; thence east along the north line of said Lot 4 a distance of 180 feet to the west ROW of Duff Avenue; thence east a distance of 80 feet more or less across said ROW to the northwest corner of Lot 7 of Blair's 2<sup>nd</sup> Addition; thence east along the north line of said Lot 7 a distance of 180 feet to the northeast corner of said Lot 7; then south along the east line of said Lot 7 a distance of 60 feet to the southeast corner of said Lot 7; thence west along the south line of said Lot 7 a distance of 60 feet; thence south a distance of 60 feet to the north ROW of East Sixth Street; thence west along said north ROW a distance of 120 feet more or less to the east ROW of Duff Avenue; thence west across said ROW a distance of 80 feet more or less to the west ROW of Duff Avenue; thence south along said ROW a distance of 306 feet more or less to the Point of Beginning.

is hereby designated, pursuant to Chapter 404, Code of Iowa, as the amended Downtown Urban Revitalization Area.

Section Two. Ordinance 3615 designating the original Downtown Urban Revitalization Area is hereby repealed.

Section Three. This ordinance shall be in full force and effect from and after its passage and publication as required by law.

**Passed this \_\_\_\_\_ day of \_\_\_\_\_, 2008.**

\_\_\_\_\_  
Diane R. Voss, City Clerk  
0997

\_\_\_\_\_  
Ann H. Campbell, Mayor