

## COUNCIL ACTION FORM

**SUBJECT: REQUEST FOR DOWNTOWN GRANT FUND ASSISTANCE FOR FAÇADE IMPROVEMENTS AT 101 MAIN STREET**

**BACKGROUND:**

In spring 2007, Scott Richardson submitted an application for a \$42,295 façade grant for the building housing his insurance business at the northwest corner of Duff Avenue and Main Street (see Location Map). On May 8, 2007, the City Council referred the request back to staff “to work with the applicant toward a façade design for 101 Main Street that better reflects and complements the historic downtown architecture with strong indication that the maximum funding allocation under the Façade Grant Program would be \$15,000.”

Since that time, the City Council has revised its grant program to accommodate downtown buildings whose design and/or use does not reflect the commercial shop front prevalent on the east four blocks of Main Street. Also, since May 2007, Scott Richardson has purchased the building and renovated its interior. He is now requesting a \$15,000 Downtown Façade Grant for \$42,823 of façade improvements, based on the new design guidelines. (See letter and estimate attached.)

The L-shaped, one story-building set back from Main Street has wood siding, fixed-glass windows, and a mansard style parapet (see attached 2000 image). The mansard parapet will be removed and a taller, straight parapet section added above the front entrance. The four primary, or street-facing, facades will be faced with a reconstructed stone veneer from the ground up to the height of the bottom of the windows, with clay brick veneer above that. The wall caps, flashing, and accents will be dark bronze anodized aluminum. Three wall signs will be added with down lights. The other two facades, concrete block walls facing the alley and the rear parking lot next door, will be painted. (See attached façade image.)

These improvements are only part of how the building will eventually be improved. As required by the grant guidelines, the applicant has submitted an image for the overall project. Elements of that image not included in the current project are the lower portico outside the front entrance and the twin groupings of vertical windows (noted as “future” on the image).

Staff has determined that the proposed design conforms to these Downtown Design Guidelines:

- Clay brick and reconstructed stone materials on primary facades
- Quantity of window and door openings on primary facades
- Vertical windows banked together in pairs within square openings
- Height variation in roof
- Entrance facing streets and identified and reinforced by sheltering element

The north and west facades are proposed to be painted, which does comply with the guidelines for other facades visible from public right-of-way. However, the only portion of these two facades visible from a public street is a small portion of the north façade, briefly visible to southbound traffic on Duff Avenue. The guidelines do not require that the entire building be made to comply with the guidelines. Rather, the overall project must be generally consistent with the guidelines, and the scope of the overall project and of the work of any one grant must be visually significant.

**ALTERNATIVES:**

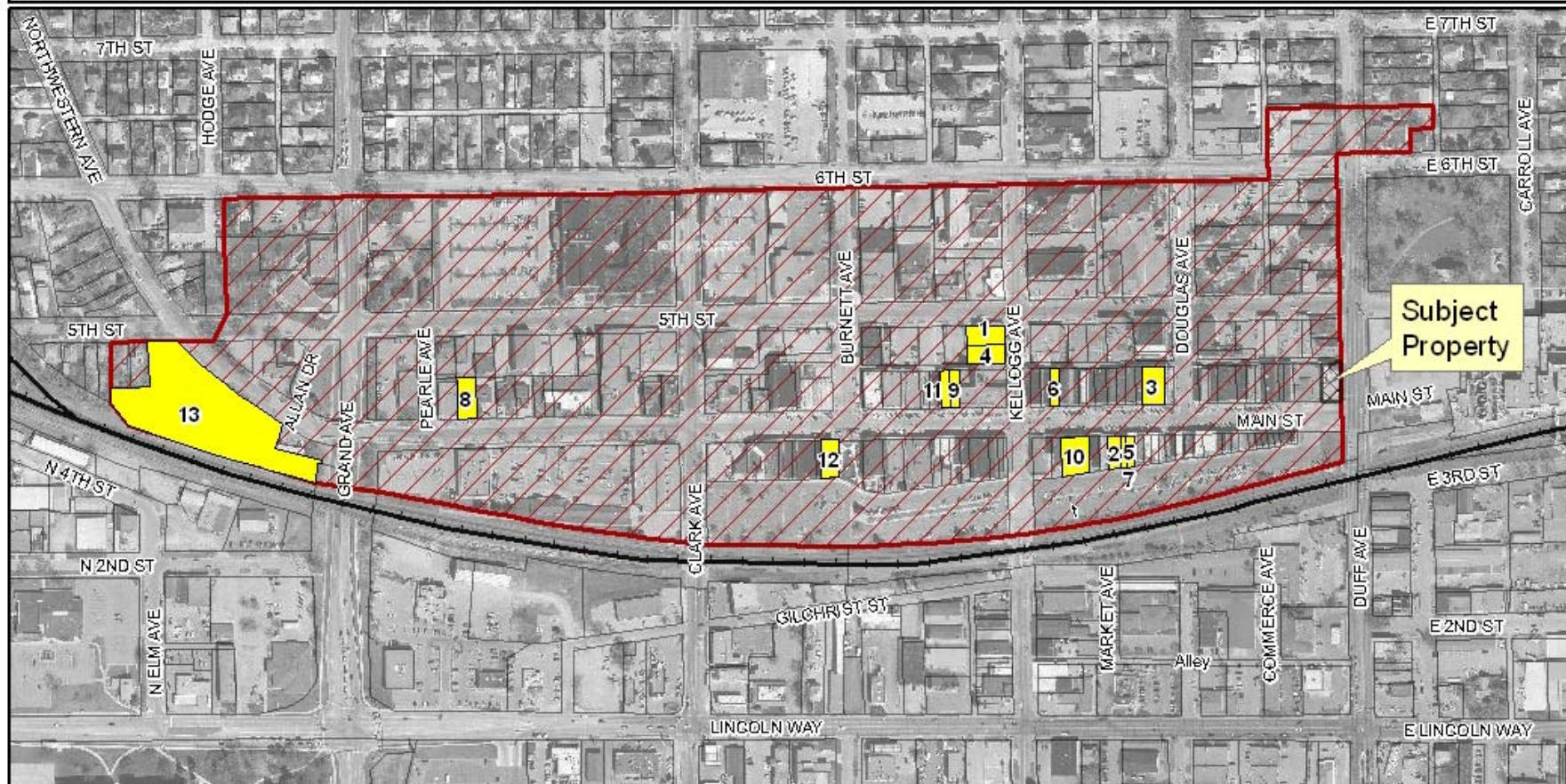
1. The City Council can approve a grant of \$15,000 from the Downtown Façade Grant Fund for façade improvements at 101 Main Street.
2. The City Council can deny the request for Downtown Façade Grant for façade improvements at 101 Main Street.
3. The City Council can refer this issue back to staff for more information or for specific revisions for future consideration by the City Council.

**MANAGER'S RECOMMENDED ACTION:**

In a large portion of the area where the Downtown Façade Grant Program applies, most of the buildings are not the commercial style that emerged in the 1920's through 1950's, nor do they contain retail shops that many people associate with Main Street. The revisions to the Downtown Design Guidelines adopted by the City Council in October 2008 provided more specific guidance on how these newer buildings can be improved to complement the historic character downtown.

The proposed improvements for the building at 101 Main Street not only reflect the professional services use, but also reflect the materials of the rest of Main Street, while providing the individual visual interest that a stand-alone building requires. Staff finds that all of the work proposed on all street-facing facades complies with the Downtown Design Guidelines. The lack of any additional work on the north and west facades is not visually significant because it would not be very visible from the streets. **Therefore, the City Manager recommends that the City Council approve Alternative #1, thereby approving a grant of \$15,000 from the Downtown Façade Grant Fund for façade improvements at 101 Main Street.**

# Downtown Façade Grant Program



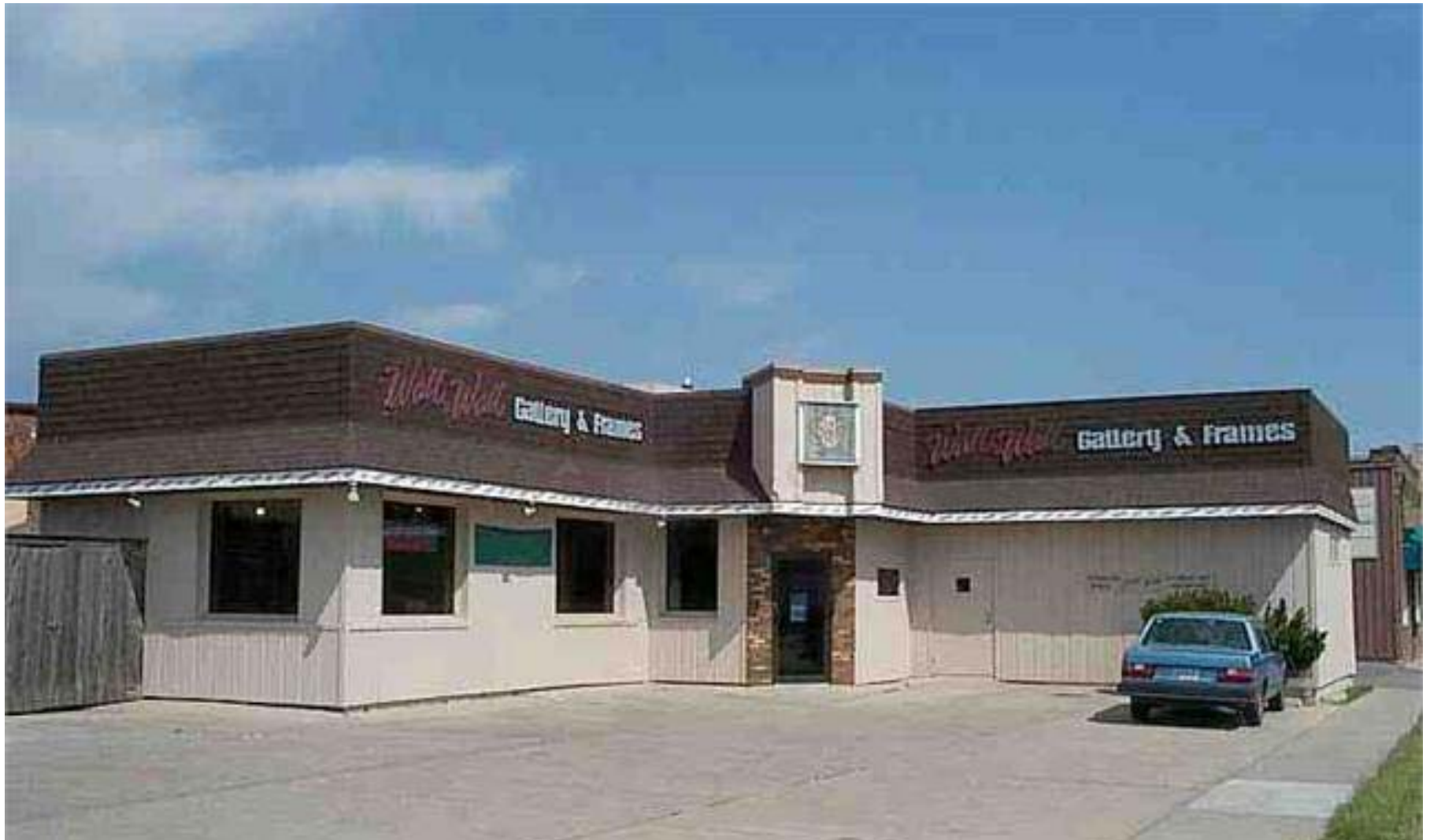
## Legend

- Approved Projects
- Downtown Façade Improvement Area

## Facade Grant Locations

- |                              |                                    |
|------------------------------|------------------------------------|
| 1. 413 Kellogg Ave (12/2004) | 8. 547 Main Street (11/2007)       |
| 2. 220 Main Street (09/2005) | 9. 311 Main Street (12/2007)       |
| 3. 203 Main Street (06/2006) | 10. 230 Main Street (04/2008)      |
| 4. 411 Kellogg Ave (01/2007) | 11. 313 Main Street (11/2008)      |
| 5. 218 Main Street (07/2007) | 12. 400 Main Street (in progress)  |
| 6. 229 Main Street (07/2007) | 13. 413 Northwestern (in progress) |
| 7. 218 Main Street (08/2007) |                                    |





101 Main in 2000 – Since then, building has been painted and a window added on the right façade.



Proposed façade improvements for 101 Main

**Scott Richardson, Agent**

101 Main Street  
Ames, IA 50010-6359  
Bus 515 232 0030  
Fax 515 232 0186  
scott.richardson.pibr@statefarm.com



Providing Insurance and  
Financial Services

2/20/2009

**State Farm Exterior Remodel Project**

The design shall retain the overall simplicity of Downtown Ames, while at the same time, revitalizing a building that has recently faltered in its ability to draw attention to the Main Street District. We are seeking to be approved for the Downtown Façade Grant as well as the tax abatement. The building will be completed in 2 phases due to the cost of the remodel. The exterior will be brick similar in size and color to the Bicycle Surplus store located at 411 Kellogg Ave with the only exception being the decorative block up to the bottom of our existing windows. The phases are listed below:

Phase 1: Removal of the existing exterior and installation of the decorative block and brick. Installation of new exterior lighting and signage on the building.

Phase 2: Change out the windows and add the covered entrance to the building as shown in the photo.

We are looking for the grant to assist with the cost of the block, brick, and labor to revitalize our building as the entrance to The Main Street District.

This concept could book-end the downtown district and draw attention to the great atmosphere that we enjoy downtown. If approved construction will begin as early as July 2009 and conclude in August 2009.

With these improvements, we look to change the visual appeal of our building and satisfy the need for a cornerstone of the Downtown Cultural District.

Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read "Scott Richardson", written over a light blue horizontal line.

Scott Richardson

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Wilkerson Construction, LLC  
204 Airport Road  
Ames, IA 50010  
Office: 515.232.9166  
Cell: 515.203.0815  
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# Wilkerson Construction, LLC

**PROPOSAL**

**February 20<sup>th</sup>, 2009**

**Submitted to:** Scott Richardson %State Farm  
101 Main Street  
Ames, Iowa 50010  
515-232-0030

**Reference:** Exterior Refacing

**Wilkerson Construction LLC will provide the following:**

- Remove existing roofing and overhangs to prep for new design per perspective
- Complete framing as necessary including plywood and supports for area needing extensions
- 30# felt attached to existing siding substrate, install galvanized metal lathe, install scratch coat base, install brick veneer per perspective on top and stone base
- Trim windows out with stone sills
- Caulk around all protrusions and material changes
- Complete necessary wiring for exterior lights (fixtures supplied by owner)

Materials and Labor \$ 42,822.75

Note: Add \$265.00 each to install ballads complete

*Randy E. Wilkerson*

Submitted By: Randy Wilkerson, Wilkerson Construction L.L.C.

Terms: 50% due down at signing of contract with  
balance paid upon completion

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