

**COUNCIL ACTION FORM**

**SUBJECT: DOWNTOWN FAÇADE GRANT FOR 230-234 MAIN STREET**

**BACKGROUND:**

In January 2007, the Ames City Council approved a Downtown Façade Improvement grant for the building at 230-234 Main Street, which are owned by Iron Mountain Holdings L.L.C. (Caleb Matthews) (see attached location map). This building has 75 feet of frontage, the equivalent of three of the commercial fronts that are typical on Main Street. On the first floor of this building are Chocolaterie Stam, comprising one front, and Lazy M Shoe Store, comprising two fronts. Caleb Jamin Wedding Photography business is on the second floor. To accommodate phased implementation of the project, that grant was eventually split into two grants that resulted in the replacement of the store front at the Chocolaterie Stam and the replacement of the large second floor windows above Lazy M Shoe Store for a total grant of \$10,870. The building owner is now requesting a \$15,000 Downtown Façade Improvement grant for the replacement of the glass storefront at Lazy M Shoes, a project expected to cost \$36,000.

This building was built in 1895, and is classified in the Intensive Survey of the Central Business District as "Contributing" both for architectural significance and for Historic Significance, which is the highest classification. Historically, the buildings are significant because they were built by John Cole for Professor Joseph L. Budd, representing the involvement of college faculty in commercial life of Ames. Also historically significant are the original use of the lower level as an early department store, the Fair Store, and the use of the upper level by the Masonic Lodge. Architecturally, it is not only one of the "finest commercial designs in the central business district," but also rare in Ames because of the three Chicago style commercial windows on the upper level of the double front at 232 Main. These windows replaced smaller windows early in the building's history. Much of the façade still retains its architectural integrity because the upper level window cavities and the street level storefront cavities are still in place (see attached historic images).

The proposal at this time is to replace the entire commercial façade of the shoe store and the second floor entrance with a totally new storefront system that matches the appearance of the original front design from the period 1895 to c.1913 (see attached conceptual illustration). The shallow awning of wood shakes is to be removed, as well as the existing sign. The existing steel support beam extending across the entire façade will be exposed and painted. For the display windows, transoms and entrances, double paned glass, and more energy-efficient framing material will be used, similar to the Chocolaterie Stam and the large, upper windows. Signs for Lazy M shoes will be on the windows themselves. A sign for Caleb Jamin Photography will be on the wall next to the recessed entry to the second floor (see attached description "Façade Renovation for 232 Main Street" and "Proposal" from Reflections Glass & Mirror).

The City of Ames established the Downtown Design Guidelines in 2001 and updated them in 2008. This project is being reviewed based on the guidelines for historic buildings, the purpose of which is to ensure that the City assists façade improvements that are consistent with the historical character of the downtown. The design and proposed improvements meet these Guidelines in the following aspects:

- The new storefront will retain the individual “store” unit and the arrangement of display windows, kickplate, and recessed entry, with simple design elements that fit within the original double-fronted cavity of the building and consist primarily of glass.
- Glass transoms above the display windows will be recreated.
- The entrances are recessed from the sidewalk with the door parallel to the street and sidewalk. The recessed area is incorporated into the display windows.
- The entrances use the same general materials as the storefront display windows and have large open windows.
- Signs will be on the windows and on the transom windows.
- The materials of the entire triple-fronted façade will be similar.

The design for this project was prepared by Michael Wagler, architectural consultant of Main Street Iowa. He advised that the design element that is most important in successfully recreating the 100-year old storefront design is that the proportions of the glass windows, framing and doors match as closely as possible the attached c. 1913 photographs. Also, Caleb Matthews has been working with City Inspections staff on critical building issues within the buildings, and intends to carry out those improvements in a separate project at the same time as the façade improvements. The next step in that process is submittal of building plans and an application for a building permit for that structural, interior work.

#### **ALTERNATIVES:**

1. The City Council can approve the request for a grant for \$15,000 from the Downtown Grant Fund for the property located at 230-234 Main Street, with the following conditions to be met before the demolition of the existing store front begins:
  - a. Shop drawings for the storefront system, including entrances, be submitted and City staff concludes that the proportions of the glass windows, framing and doors match as closely as possible the c. 1913 photographs.
  - b. Building plans and an application for a building permit for the structural, interior work are submitted to and approved by the Inspections Division.
  - c. Any necessary encroachment permits and temporary obstruction permits be issued by the City.
2. The City Council can approve the request for a grant for \$15,000 from the Downtown Grant Fund for the property located at 230-234 Main Street without conditions.
3. The City Council can deny this Downtown Grant Fund Assistance request.
4. The City Council can refer this issue back to staff for additional information.

**MANAGER'S RECOMMENDED ACTION:**

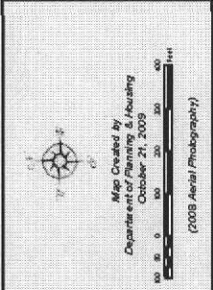
This project will replace the entire double storefront of the portions of the building occupied by Lazy M Shoes, a long time retailer in the downtown, who will continue operations throughout the work and afterwards. Although the existing elements of this very prominent storefront comply with the Downtown Design Guidelines, building renovation is needed.

The design of the proposed improvements also complies with the Downtown Design Guidelines and will provide an excellent example of how the retail storefronts looked before the 1930's if the storefront proportions carefully reflect the historic photographs. The scope of proposed improvements will be visually significant and will complete the major elements to be improved on the façade of 230–234 Main Street.

Although this would be the third Downtown Façade Improvement grant for this property, the width of the overall façade is equivalent to three of the typical commercial fronts for which façade grants have been approved. However, for the long term benefits from the City's investment in façade improvements, it is important that the owner continue to make structural and other critical repairs to the overall building.

Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1, approving the request for a \$15,000 grant from the Downtown Grant Fund for the property located at 230-234 Main Street, with the conditions outlined above.

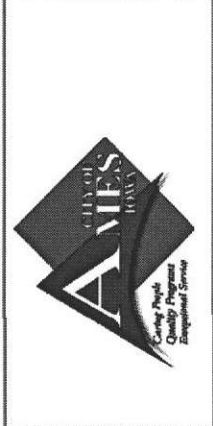
# Downtown Façade Grant Program



- ### Façade Grant Locations
1. 413 Kellogg Ave (12/2004)
  2. 220 Main Street (09/2005)
  3. 203 Main Street (06/2006)
  4. 411 Kellogg Ave (01/2007)
  5. 216 Main Street (07/2007)
  6. 228 Main Street (07/2007)
  7. 218 Main Street (08/2007)
  8. 547 Main Street (11/2007)
  9. 311 Main Street (12/2007)
  10. 230 Main Street (04/2008)
  11. 313 Main Street (11/2008)
  12. 400 Main Street (06/2009)
  13. 419 Northwestern (09/2009)
  14. 101 Main Street (in progress)
  15. 410 5th Street (in progress)
  16. 426 5th Street (in progress)

### Legend

- Approved Projects
- Downt own Façade Improvement Area



## 230 - 234 Main

Photos from Farwell T. Brown Photo Archive, Ames Public Library, Ames Historical Society  
and the Daily Tribune

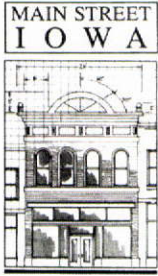


c. 1913



c. 1915





IOWA  
life | changing

Main Street Iowa  
Proposed Facade Renovation  
Caleb Jamin Photography  
Ames, Iowa  
Project #06909  
July 30, 2009



Existing

Proposed



NOTES:

- The above rendering illustrates a totally new storefront system to restore the original storefront design and proportion to the Lazy M Shoe storefront. This design is based on the attached historic image c1913.
- This design option should be discussed with the State Historic Preservation Office for consideration in the State Historic Preservation Tax Credit program.
- Missing cast iron support columns can be replicated (could wrap existing steel support columns) the original design and detailing.
- A ~~wood~~ storefront system is shown to mimic the design, profile and proportion of the original storefront design.
- Double pane glass can be used to enhance thermal benefits of display windows.
- Some interior improvements should be completed to coordinate with this option. (1) removal of front portion of drop ceiling to allow natural light in the store as well as to not detract from the visual aesthetic of the exterior. (2) new flooring to coordinate with altered location of entrances.
- Signage is shown as vinyl window graphics which take advantage of the large expanse of glass on the new storefront.
- Caleb Jamin signage is shown on the inside wall of the upstairs entrance. Supplemental signage for the studio can be added on the upper floor window as window graphics or interior projections (projections should not add to light pollution on Main Street).
- An additional rendering (shown below) illustrates to the c1913 storefront design separated into two businesses, again illustrating signage options if this route is taken in the future.



An alternate option showing two businesses with window signage denoting each business and entrance.

DRAWN BY: T. Reinders  
M. Wagler

SHEET NUMBER 2 of 2

REVISIONS: 06909-#2

CONCEPTUAL DRAWING ONLY

Façade Renovation for 232 Main St.

The proposed façade renovation for 232 Main St. would take out all of the current façade of the business Lazy M Shoes. It would also replace the doors that lead to the upstairs business Caleb Jamin Photography.

The look of the exterior façade would return to the buildings original look from 1885-1920?. This would extend the glass on the front reshape the design of the doors and take down the overhanging shingles. This should comply with the grants historical guidelines.

The material used will be similar to the upstairs windows and the new windows of Chocolaterie Stam. That would be new double pained glass with metal sheeting sash.

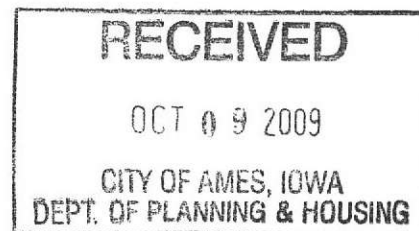
The project budget will be around 36,000\$. Nearly all of which will be paid to Reflections Glass for their work on the structure.

A project schedule will be dependant on when the city council approves this renovation and how soon financing is made possible by Ames Community Bank.

We have already used the Main Street Iowa design team for help with this projects design, and we will use their services again if need be.

Please contact me for any further questions,  
Thank you

Caleb Mathews  
Owner 232 Main St.  
Cell: 515-460-3334





## Reflections Glass & Mirror, Inc.

<http://www.reflectionsglass.com/>

1310. XB Place  
Ames, Iowa 50014  
296-2481

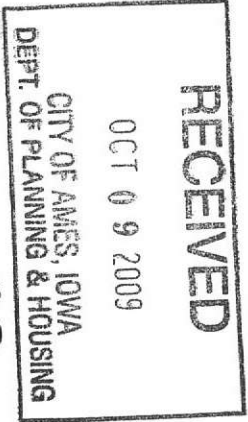
Website link:

Phone: (515) 296-2496

Fax: (515)

e-mail link:

[brad@reflectionsglass.com](mailto:brad@reflectionsglass.com)



# PROPOSAL

ATT

To: Caleb  
@Fax: calebjamin@gmail.com  
From: Brad Appenzeller  
Date: 9/25/09

Re: aluminum storefront

Job : Brown Shoes

Location : Ames , Iowa

Ref. #:

Choice # 1 ( taller glass storefront )

Price to remove existing glass and framing / provide and install bronze anodized aluminum thermal broken storefront framing / 1" clear insulated glass / safety glass as required by code / 1" bronze insulated panel in lower section / medium style doors w/ standard locking hardware / push-pulls / overhead surface mounted closures / aluminum threshold / broom sweeps seal exterior perimeter w/ urethane sealant .

( post wraps by others ? )

material & labor

\$ 35,995.60

choice # 2 ( shorter glass storefront )

Price to remove existing glass and framing / provide and install bronze anodized aluminum thermal broken storefront framing / 1" clear insulated glass / safety glass as required by code / 1" bronze insulated panel in lower section / medium style doors w/ standard locking hardware / push-pulls / overhead surface mounted closures / aluminum threshold / broom sweeps seal exterior perimeter w/ urethane sealant .

material & labor  
\$ 31,418.00

( sales tax , freight & waiver of subrogation not included on this quote )

PAYMENT DUE 15 DAYS UPON RECEIPT OF INVOICE. (LATE SERVICE CHARGE 1-1/2% PER MONTH)

(1<sup>ST</sup> PAYMENT DUE UPON EXTERIOR COMPLETION/BALANCE UPON INTERIOR COMPLETION)

(DUE TO TIME FRAME ON CERTAIN PROJECTS, PROGRESS PAYMENTS MAY BE REQUIRED)

(1<sup>ST</sup> ESTIMATE FREE/SHOP DRAWINGS FREE IF AWARDED BID)

certain custom ordered or non-stock items may require payment in full prior to ordering

AUTHORIZED SIGNATURE (BRAD APPENZELLER)  
SIGNATURE

ACCEPTANCE

Brad Appenzeller \_\_\_\_\_  
\_\_\_\_\_

DATE 9/25/09 \_\_\_\_\_

DATE \_\_\_\_\_

(PLEASE SIGN AND RETURN COPY FOR OUR RECORDS)

PRICES SUBJECT TO CHANGE AFTER 30 DAYS OF UNSIGNED CONTRACT

**THANK YOU FOR CONSIDERING REFLECTIONS GLASS ON THIS PROJECT**