

**COUNCIL ACTION FORM**

**SUBJECT:**      **CAMPUSTOWN FAÇADE GRANT FY16/17**

**BACKGROUND:**

The Campustown Façade Program was developed to enhance the appearance of Campustown commercial buildings, fulfilling the City Council's objective of supporting Campustown. The goal of the proposed Campustown Façade Program is to promote diverse building styles and increased activity and commercial use. This program supports enriching the individual detail and character of each building within the context of a pedestrian oriented commercial district. The City Council identified the Campustown Service Center zoning district south of the ISU Campus and Neighborhood Commercial zoning district on West Street as the areas within which properties are eligible for project grants. (See Attachment A.)

This program has one round of façade grant awards per year. The grants are for up to \$15,000 of matching funds at a 1 for 1 ratio of applicant expense to City expense. Each project may be awarded up to two façade grants when there are multiple facades with a project. The program also includes the allowance for up to \$2,000 in additional funding for design fees when a project includes a licensed design professional. Projects are scored on visual impact, financial impact, and consistency with the Idea Book concepts. (See Attachment B, Scoring Criteria.) A project must have a commercial use on the ground floor, but upper floors of a building that includes residential or commercial uses may be included in a grant request. Facades eligible for funding must be street facing and improvements must be permanent improvements to the facades.

**Council budgeted \$50,000 in for FY 2016/17 for the Campustown Façade Program, of which there is \$18,000 remaining after last year's awards. City Council also budgeted \$50,000 for the upcoming year of FY2017/18. The combined total of funds that can be awarded as part of this grant period is \$68,000.**

The City solicited grant applications for the Campustown Façade Grant program in February. An invitation for grant applications was sent to all eligible property and business owners in the façade program area and was also publicized by Campustown Action Association and other media outlets. **Only one application requesting two grants was submitted for building facade improvements for consideration by the Council.**

The grant application received is for the properties at 2408 and 2410 Chamberlain Avenue. The application is requesting one grant for each building for a total of two grants worth \$30,000 in grant funds with an additional \$2,000 in design fees. Project information and design illustrations are attached for the proposed project. (See Attachment C.)

According to the approved Campustown Façade Program, each year project applications will be reviewed for grant funding based the design concepts of the Idea Book as noted below. A facade project must further the goals of the design concepts and not substantially detract from other design concepts in the Idea Book. A facade improvement that replaces an already compliant façade is an ineligible request.

Idea Book Design Concepts:

- *Transparent Campustown.* Visual transparency invites pedestrians to patronize the businesses inside. Physical access promotes cohesiveness within the district. Promoting more glass and larger physical openings show the commercial offerings in the district and encourage people to spend more time there.
- *Social Campustown.* Well-designed outdoor gathering areas create a positive social atmosphere. Small, unused, visible spaces can be transformed to expand commercial opportunities. It is not the intent of the program to fund sidewalk dining or other uses of the public right-of-way, although improvements to the building that are part of any outdoor gathering area project would be eligible.
- *Diverse Campustown.* The variety of building types and design styles contribute to the vibrancy, funkiness, visual interest, and diversity of businesses. Façades are encouraged to be distinct from their neighbors and unique in the district.
- *Identifiable Campustown.* High quality signs, graphics, and other design features that express the unique identity of local businesses can be part of a distinctive design for façade improvements.
- *Historic Campustown.* Some buildings in Campustown have potential to illustrate the historic development of Campustown over 100 years. Projects can include removing cover-up materials, restoring original storefronts/entrances, and restoring masonry.

**2408 AND 2410 CHAMBERLAIN PROJECT APPLICATION**

The applicant is proposing to redevelop the two properties at 2408 and 2410 Chamberlain by consolidating the two buildings, remodeling the first floor commercial spaces, adding additional residential floors to both buildings and renovating the existing residential apartments. The project includes adding two residential stories to the top of the 2408 building and one residential story to the top of the 2410 building. This will allow the developer to connect the two structures in one building that contains a total of four stories (one commercial story with three residential stories above). The required parking for the apartments exists through a combination of on-site parking spaces and remote parking spaces.

The existing building at 2408 Chamberlain will be refaced with a new masonry façade in two color tones and will be accented with a fiber cement panel that will mimic a cedar lap siding look. The masonry will need to be identified as clay brick on the final plans to meet minimum zoning ordinance code standards for façade materials. The first floor will

receive new storefront windows and doors and additional windows are proposed on the first floor to increase the amount of glazing to meet the minimum 50% CSC glazing standard. A new 4-foot canopy with under mount lighting is proposed to project over the commercial entrances and new commercial and development signage is proposed for the building.

The existing building at 2410 Chamberlin will maintain the existing brick along the first floor commercial areas but will be remodeled to include a new metal panel wall system with some new brick to match the 2408 building. The faux cedar fiber cement panel will again accent the building to tie the two buildings together. A new storefront system for Thai Kitchen is also proposed as well as all new residential windows for the building. The renovation will include removing two existing parking stalls to incorporate an outdoor dining area under the building overhang at the Thai Kitchen entrance. A portion of the upper floor along the west side of the building will be cut back to accommodate the separation distance needed from the existing overhead power lines. The building will also include a new canopy over the existing residential entrance along the east side of the façade and new pedestrian oriented signage for the commercial tenants.

The overall redevelopment project will require the two existing properties be consolidated into one parcel through a Plat of Survey to allow for the building to be connected without crossing property lines. It will also require that any new areas of the building projecting into the right of way including, the varying projections of the building façade (shown in the faux wood panel) and the proposed canopies, be approved for an encroachment into the right of way.

Consistent with the *diverse campustown* design concept, the appearance of the façade will be distinctly different from other buildings in the campustown area with the designed projections of the building and the use of the metal panel and cedar type panel system while staying in compliance with the City's zoning requirements with the use of multi tone clay brick. The *social campustown* design concept is met with the inclusion of the new outdoor dining and patio area for the Thai Kitchen restaurant in combination with the new entrance canopies and new lighting at the business entrances. The *transparency concept* of the Idea Book is improved for the buildings with the increased amount of storefront windows allowing for better views into the commercial spaces. New signage will also help to better identify the commercial tenants of the building and distinguish the residential entrances from the commercial entrances.

The project estimate submitted by the applicant shows the façade project cost of \$224,661 for both the 2408 and 2410 Chamberlin front façade work. After review of the detailed project estimates for the grant work it appears some of the estimated cost includes interior work or general construction costs that are typically not included as part of the façade grant project costs. **Based on the estimates submitted, staff has calculated the project costs for just the exterior front façade work to be approximately \$174,011 (2408 building totals \$85,488, and 2410 building totals \$88,523) with an additional \$7,000 in design fees (\$3,500 for each building). The calculated eligible costs exceed the 1 to 1 matching funds ratio for the projects. The proposed project is eligible to receive the requested total of \$32,000 for two**

**\$15,000 grant awards and design fees in the amount of \$2,000.**

**To proceed with the project, the applicant will need to complete the Minor Site Development Plan process and consolidated the two properties with a Plat of Survey. An encroachment permit for the awnings would also be necessary. A notice to proceed with the project upon award of the grants will require compliance with the City's zoning requirements to be met before receiving grant funds.**

**ALTERNATIVES:**

1. The City Council can approve two Campustown Façade Grants for the projects at 2408 and 2410 Chamberlain Avenue awarding \$15,000 in grant funding for each address with an additional \$2,000 in design fees for a total grant award of \$32,000 for the overall project with the following conditions;
  - a. The material notes be revised from “masonry” to “clay brick”;
  - b. Approval of encroachment permits for any canopy or building projection over the property line into the right of way.
2. The City Council can approve an alternative grant amount for the project that the Council finds meet its priorities for Campustown façades.
3. The City Council can refer this request to staff or the applicants for additional information.

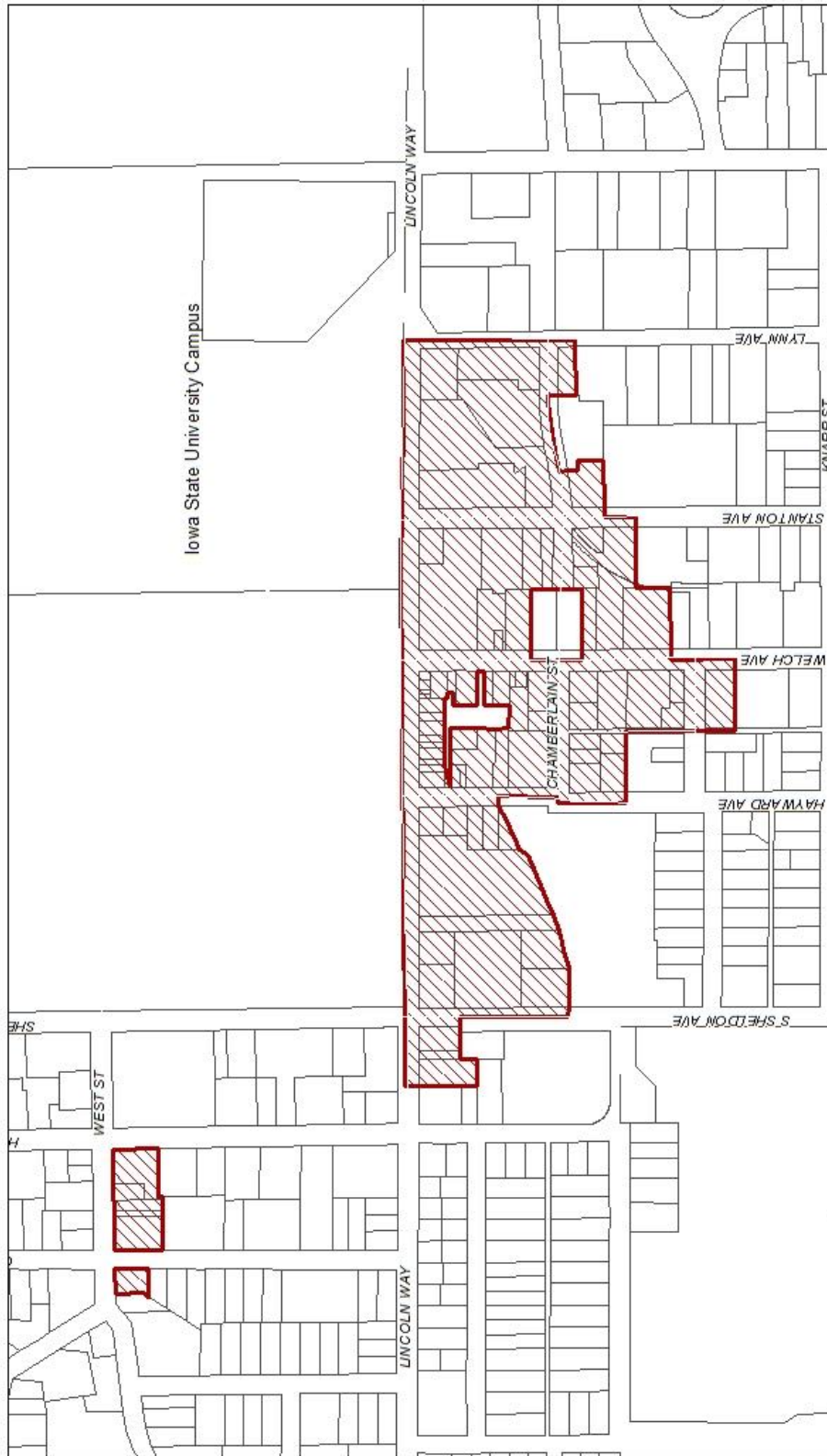
**MANAGER'S RECOMMENDED ACTION:**

The new facades meet the intentions of the Campustown façade program and the Campustown Idea Book in that they greatly enhance the appearance of their respective buildings and add to the social and design character of Campustown. The project also contributes to increased vitality and economic development through private investment of the area.

**Therefore, it is the recommendation of the City Manager that the City Council accept Alternative #1, thereby approving a total of \$32,000 in Campustown façade grant funding for two facades grants for the project located at 2408 and 2410 Chamberlain Avenue in accordance with the noted conditions.**

# Attachment A

## Campustown Facade Improvement Program



 Campustown Facade Grant Eligibility Area



November 2015  
Map prepared by Ames Planning and Housing

## Attachment B

# Scoring Criteria for Campustown Façade Grants

*To be used to evaluate competing grant applications and to advise City Council in awarding grants. **The purpose of the grant program is to promote investment that creates or expands use and interest within Campustown.** Higher scores will be given to projects that meet many of the Idea Book design concepts and create a significant visual or financial impact for the Campustown Area.*

### **IDEA BOOK DESIGN CONCEPTS**

**Maximum Score 40 Points**

The number of points granted in this category shall be based upon the strength of the proposed improvement project to be consistent with the Design Concepts as identified in the Campustown Idea Book. Projects identifying compliance with more of the design concepts deserve more points.

### **VISUAL IMPACT**

**Maximum Score 30 Points**

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

### **FINANCIAL IMPACT**

**Maximum Score 30 Points**

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

## Attachment B



**2408 & 2410 CHAMBERLAIN STREET**  
**EXISTING ELEVATION**

NOT TO SCALE





**2408/2410 CHAMBERLAIN STREET**  
**PROPOSED ELEVATION**

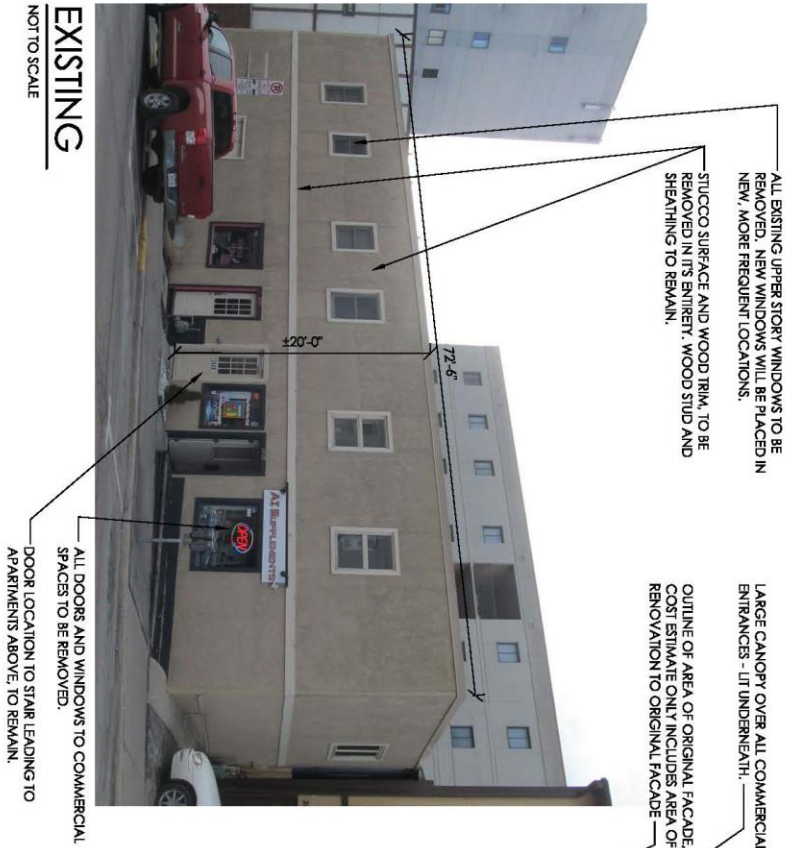
NOT TO SCALE





# EXISTING

NOT TO SCALE



# PROPOSED

NOT TO SCALE



2408 CHAMBERLAIN STREET



