

Subject	Suggested Revision / Update	Aspect of Façade Grant Applies To	Reasoning
Application Period	Change to an open application period	Application Process	The period of time between when the program is promoted and the application deadline is too short. We feel it may contribute to the lack of applicants.
Maintenance	Could we consider allowing this type of work to qualify? Could be called out with a smaller dollar amount if preferred.	Vision: enhance the appearance of existing buildings...to increase safety, security and investment by property and business owners	This would be a great way to assist our Campustown businesses after a difficult 2020. Repairs such as tuck pointing or painting would still enhance the overall appearance at a low cost.
Murals	Would like to emphasize this concept as use for facade grant funding. Could we consider changing from "street facing" to a broader "visible from public areas"	Design Concept - Diverse Campustown... inclusion of public art contributes positively to the eclectic aesthetic.	Due to a lack of available space for public art, murals do not eat up any additional space while providing interest at or near the sidewalk level.
Sidewalk Café	Would like to see the method of defining these spaces qualify. Suggest only certain types of barrier be allowed, whether through choice of allowed materials or a review upon submittal.	Design Concept - Social Campustown... not only do outdoor gathering spaces create a more social atmosphere, they also help ease the transition between public and private spaces.	Pedestrian interaction is highly desired in the Campustown area. Outdoor spaces provide a strong visual representation of the program's overall goals.
Lighting	Clarification and emphasis on how lighting can be funded. Would like to see even upgraded lighting be eligible for funds.	Design Concept - Social Campustown... improved outdoor lighting contributes greatly to the perception of safety at night.	A variety of outdoor lighting styles will enhance the streetscape, both public and private, make the area safer and more attractive to a broad audience.
Signage	Would like to see improved/enhanced signage qualify even if current meets code. Could be called out with a smaller dollar amount, allowed on a case-by-case basis, or allowing only one application within certain number of years.	Design Concept - Identifiable Campustown... seeks well articulated and high quality signage that expresses the unique brand identity of each business while also working cohesively within the context of Campustown.	Improved signage not only greatly benefits the Campustown district, but could provide business owners a less expensive, less invasive method of improving the overall look of their building. Blade signs especially would make navigating the district easier for pedestrians.

Design Review Group	Would like to establish a DRG made up of representatives from CAA, business owner/s, City of Ames, architect, sign expert, campus adjacent neighborhoods, and/or any others deemed necessary. CAA would continue to promote program.	Application Process & Vision	We realize some of our suggestions may require more involvement, special consideration of circumstances, etc. We would like to see this group established to review/advise/make recommendations on submitted applications.
Lighting (2)	Could indoor lighting qualify in some circumstances if certain factors were met?	Design Concepts - Social & Transparent Campustown... indoor lighting can positively affect the streetscape	Indoor lighting can reduce glare and reflection on storefront glass, which in turn creates a perceived increase of space, and a more welcoming storefront.
Non-street-facing Facades	As mentioned in mural item above, we would like to allow for facades facing parking lots, public spaces, or highly visible to pedestrians to qualify for grant funds. Street-facing facades could still take precedence in the approval process, and these applications could be considered only if all funding has not been allocated.	Eligibility Requirements, Vision, Social & Diverse Campustown	As we continue working toward a more walkable Campustown, it is important to note there are many non-street-facing facades that are highly visible to pedestrians. The goal is to enhance the appearance of the district, and we feel these other facades are a prime opportunity to do this. We also think this will increase interest in the program.