



DOWNTOWN SQUARE COMMISSION MEETING

October 18, 2022

9:00 AM

City Council Chambers

Agenda

- 1. Call to Order**
- 2. Roll Call**
- 3. Agenda Approval**
 - A. Approval of the October 2022 Downtown Square Commission Agenda
- 4. Minutes Approval**
 - A. Approval of July's, August's and September's Downtown Square Commission meeting minutes
- 5. Public Comment**
- 6. Old Business**
- 7. New Business**
 - A. Downtown Design Guidelines
 - B. Special Event Application for 'Home for the Holidays'
- 8. Comments**
- 9. Adjourn**



Downtown Square Commission

August 16, 2022

10:00 AM

City Council Chambers

Minutes

1. Call to Order

The meeting was called to order at 10:30.

2. Roll Call

Commission Present: Doug Gaumer, Amanda Ripperger, Jamie Parrott, Rob Keller, Kamie Haynes, Erica Roberts, Tim Bryan, Erin Freeburg.

Staff: Charlie Dissell, Emily Rizvic, Miranda Chadwick

3. Agenda Approval

A. Approval of the agenda for the August 2022 Downtown Square Commission.

Doug makes a motion to approve the agenda. Erin Freeburg 2nds the motion.

4. Minutes Approval

A. Approval of the minutes from July's Downtown Square Commission

Approval of the minutes for July's meeting was missed. It will be on September's Agenda.

5. Public Comment

6. Old Business

7. New Business

A. Discussion of event applications on the Square

There was a discussion on how they would handle future event applications. There was a consensus to take each application as they came in and the things needed for those events. They acknowledge that things are not normal on the square and won't be until construction is complete. To set parameters right now without having an idea of what the normal will be would not be beneficial at this time.

B. Discussion of alcohol use on the Square

A discussion was had about who is liable and whether it is worth the risk.

C. Discussion of future agenda items

The commission is looking to permanently move the meeting to 9:00 am, excluding the upcoming one in September.

8. Comments

9. Adjourn

The meeting was adjourned at 11:13 am.



DOWNTOWN SQUARE COMMISSION

September 20, 2022

10:00 AM

City Council Chambers

Minutes

1. Call to Order

Meeting was called to order at 10:06.

2. Roll Call

Board Members present: Amanda Ripperger, Kamie Haynes, Rob Keller, Erin Freeberg

Staff Present: Charlie Dissell, Emily Rizvic, Miranda Chadwick

3. Agenda Approval

A. Approval of the agenda for the September 2022 Downtown Square Commission.

Agenda was approved.

4. Minutes Approval

A.

Approval of the minutes from July and August's Downtown Square Commission Meeting

Approval of minutes was moved to October's meeting.

5. Public Comment

6. Old Business

7. New Business

A. Downtown Design Guidelines

A discussion was had about what things they wanted to include and the banks that are looking to participate in this program.

B. Special Event Application for Children's Costume Party

No vote was taken. There were concerns discussed regarding continually closing the square. No vote was taken.

8. Comments

9. Adjourn

The meeting was adjourned at 11:31.



PLANNING AND ZONING COMMISSION MEETING

July 19, 2022

10:00 AM

City Council Chambers

Minutes

1. Call to Order

A meeting was called to order at 10:00 am.

2. Roll Call

Present: Erin Freeberg, Jamie Parrot, Doug Gamer, Erica Roberts, Kami Haynes, Tim Bryan, Amanda Ripperger, Rob Keller

Staff: Charlie Dissell, Emily Rizvic, Miranda Chadwick, Doug Byland, Ben Reeves, Brian Shier, Akelish Pal

3. Agenda Approval

A. Approval of the July 2022 agenda.

Kamie makes a motion. Tim seconds. Motion approved

4. Minutes Approval

A. Approval of the meeting minutes from June 22nd.

Kamie makes a motion to approve the minutes. Jamie seconded the motion. Motion approved.

5. Public Comment

6. Old Business

7. New Business

A. Presentation Regarding Wonder on Buxton

Doug Byland presents the information provided in the packet.

B. Discussion and Direction on Downtown Parking Regulations

There is a discussion on what can be done about the overnight parking needs of the employees. The street crews need to have the square cleared so they can do what they need to in the overnight hours to maintain that area. Currently, they have 3hrs overnight to accomplish all this. There are many variables with the staffing needs of the courthouse. It is brought up that this may be solved with an extra phone call when snow is projected to be 2 inches or more.

C. Discussion and Direction on Façade Grant Program

Emily Rizvic presents past projects in the community that have benefited from the grant program. What does Indianola's downtown investment look like? What are the expectations for the program?

D. Consider Recommendation on WHO13 RVTV Street Closure

Charlie talks about the commission reviewing the application for street closures and events in the downtown area and how those are brought to the commission and reviewed. With this particular event, they want a carnival kind of environment on the square. They will be there throughout the day but will be doing their night broadcasting at the football stadium. We are looking to close Howard, Buxton, and three blocks of Salem starting Friday at noon and will have everything open again by Saturday morning.

8. Comments

9. Adjourn

The meeting was adjourned at 11:50.



MEMORANDUM

To: Downtown Square Commission
From:
Date: October 18, 2022
Subject: Downtown Design Guidelines

Discussion:

Recommendation:

Attachments:

1. Presentation
2. Application - DRAFT 10.11.2022
3. Scoring Rubric - DRAFT 10.11.2022
4. Scoring Rubric Guidance - DRAFT 10.11.2022



Downtown Façade and Interior Improvement Program

City of Indianola, IA
October 18, 2022

Downtown Façade and Interior Improvements Application Process (Overview)



Application

- Application is sent to Community Development Department
- Application questions sent to Charlie Dissell and Emily Rizvic



Staff Review

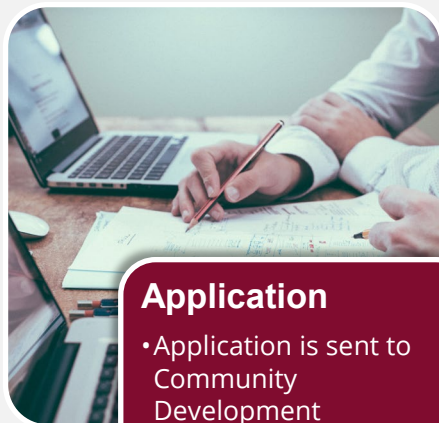
- Provides recommendation on scoring to Downtown Square Commission
- Generates a Staff Report on each application
- Coordinates with applicant



Downtown Square Commission

- Reviews application documents and staff recommendations
- Makes final decision on application scores according to scoring guide and rubric.

Application Process



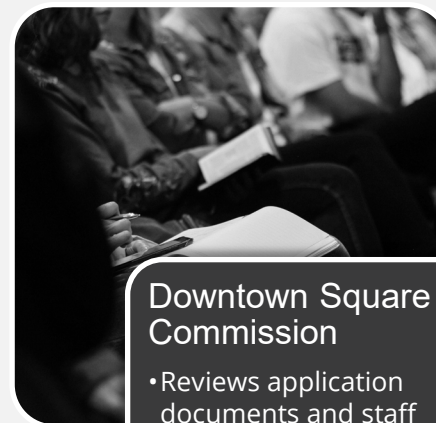
Application

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Staff Review

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Downtown Square Commission

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Downtown Façade and Interior Improvement Program

REQUIRED APPLICATION SUBMITTALS

Applicants will be required to submit attachments to their application that may be relevant to the scope of work they are conducting.

Any project that includes exterior work will be required to submit a façade plan, such as storefront renovations.

Any project that includes interior work will be required to submit building plans, such as renovating underutilized spaces into new retail spaces.

These attachments are needed to assist in determining scores allotted on the rubric scoring system.



Downtown Façade and Interior Improvement Program

FAÇADE AND BUILDING PLANS

Application submittals

- **Façade Plan** – Will need to show what the façade areas currently look like and the condition. The façade plan will also need to show what is planned. A façade plan will only be required when exterior renovations, rehabilitations, or work is proposed.
- **Building Plan** – Will need to show what the building plans currently look like and the condition. The building plan will also need to show what is planned. A building plan will only be required when interior renovations, rehabilitations, or work is proposed.
- **Photographs of facades/interiors** – Applicant will need to provide images of the areas to be improved.



Downtown Façade and Interior Improvement Program

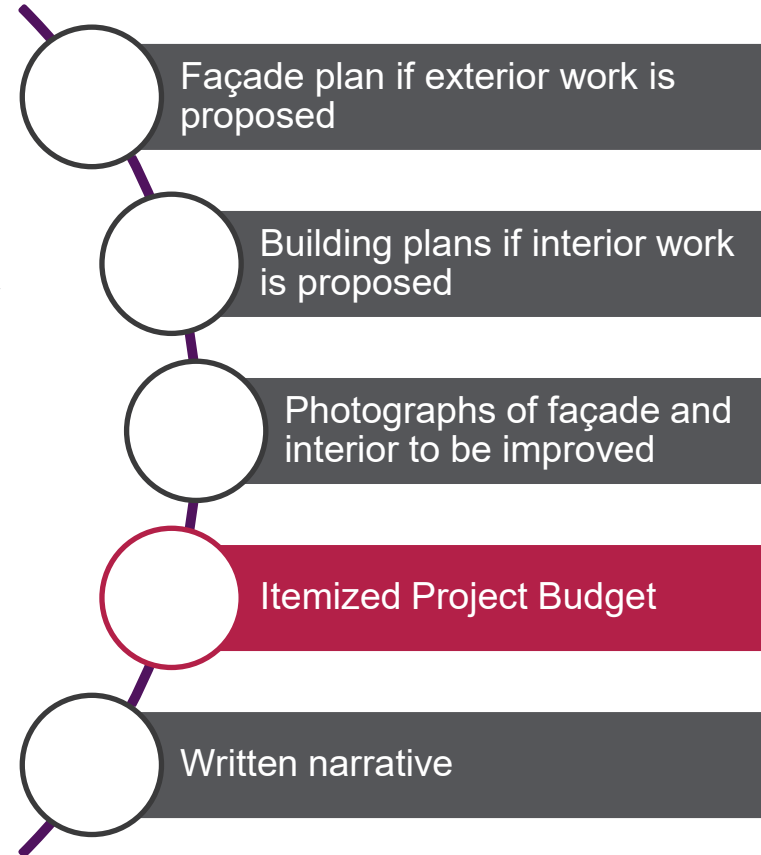
ITEMIZED PROJECT BUDGET

An itemized project budget provides detailed estimated of all costs that are likely to be incurred for a project.

- **Private Investment** – *Is there private investment that is backing this project? Has the applicant sought other grant funding opportunities?*
- **Estimated Project Costs** – *Are the estimated project costs reasonable? Are the costs appropriate to the scope of work?*

Line Item	Quantity	Estimated Cost	Funding Requested
Window Replacement	2	\$500	\$250
Tuck Pointing	1	\$1,000	\$500
Storefront Renovation	1	\$1,000	\$500

TOTAL: \$1,250

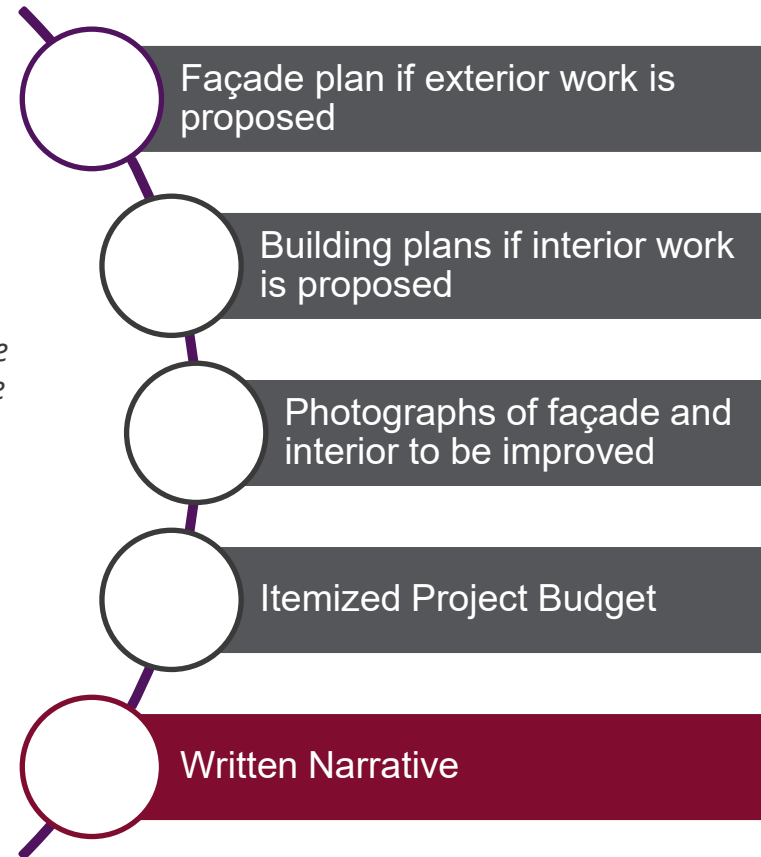


Downtown Façade and Interior Improvement Program

APPLICATION NARRATIVES

Application narratives should describe the following:

- **Explanation of project** – *What does the application propose and why is the work needed? What is the scope of work for the project?*
- **Explanation on current physical conditions and appearances of the property.** – *What does the site currently look like? Does it impede aesthetics? Is it habitable?*
- **How does the application meet program goals?**
- **How will the project enhance the Downtown Square?**
- **Itemized Project Budget List** – *Are there other private financial backing for the project? How much will the project cost in total?*
- **Photographs of facades/interiors**



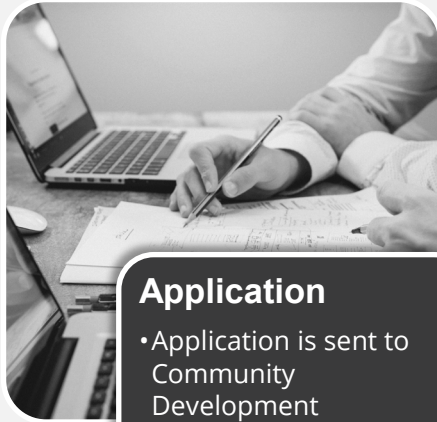
Applicant Resources

Staff can serve as a resource to applicants by the following activities:

- **Webinars and Meetings** – *Staff can host virtual and in-person events to explain the application, review, and decision process. Staff can answer can questions applicants have.*
- **Pre-application Meetings** – *Staff can meet with prospective applicants to go over their application, in-person, upon request.*
- **Additional Funding Opportunities** – *Staff can connect applicants to additional funding opportunities related to their project. City can provide support where appropriate and needed (i.e. Letter of Recommendations and Support).*
- **Downtown Square Design Guidelines** – *Provide information and resources to property owners on renovations and rehabilitations for older buildings.*



Staff Review Process



Application

- Application is sent to Community Development Department
- Application questions sent to Charlie Dissell and Emily Rizvic



Staff Review

- Provides recommendation on scoring to Downtown Square Commission
- Generates a Staff Report on each application
- Coordinates with applicant



Downtown Square Commission

- Reviews application documents and staff recommendations
- Makes final decision on application scores according to scoring guide and rubric.

Downtown Façade and Interior Improvement Program

STAFF REVIEW

When complete applications are received, Community Development staff, and other relevant departments and agencies, if necessary, will review the applications. A staff report will be generated for each application, as well as recommended scorings based off the scoring rubric. In addition, staff will review for the following:

- **Zoning Code** – *Does the application meet zoning code standards?*
- **Building Code** – *Does the application meet building code standards?*
- **Other applicable local, state, or federal codes**



Downtown Façade and Interior Improvement Program

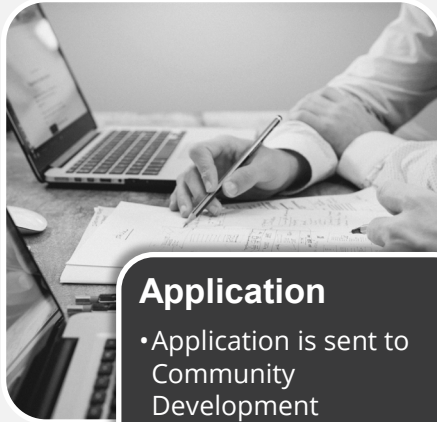
STAFF REPORT

A staff report will be presented to the Downtown Commission and include the following analyses:

- **Applicable Codes** – *Does the application meet zoning, building, or other local, state, or federal codes that are applicable?*
- **Application Category Analysis** – *Provide a response to each of the 10 categories shown on the scoring rubric*
- **Downtown Square Design Guidelines** – *Provide a response to how the application related to the Design Guidelines.*



Downtown Square Commission Review and Decision



Application

- Application is sent to Community Development Department
- Application questions sent to Charlie Dissell and Emily Rizvic



Staff Review

- Provides recommendation on scoring to Downtown Square Commission
- Generates a Staff Report on each application
- Coordinates with applicant



Downtown Square Commission

- Reviews application documents and staff recommendations
- Makes final decision on application scores according to scoring guide and rubric.

Downtown Façade and Interior Improvement Program

SCORING RUBRIC

A scoring sheet will be provided to each member of the Committee for each application received towards the Downtown Façade and Interior Improvement Program. The committee will review and then come to a consensus. Staff will provide a report with recommendations on scoring. The final decision on application scores will be by the Downtown Square Commission.

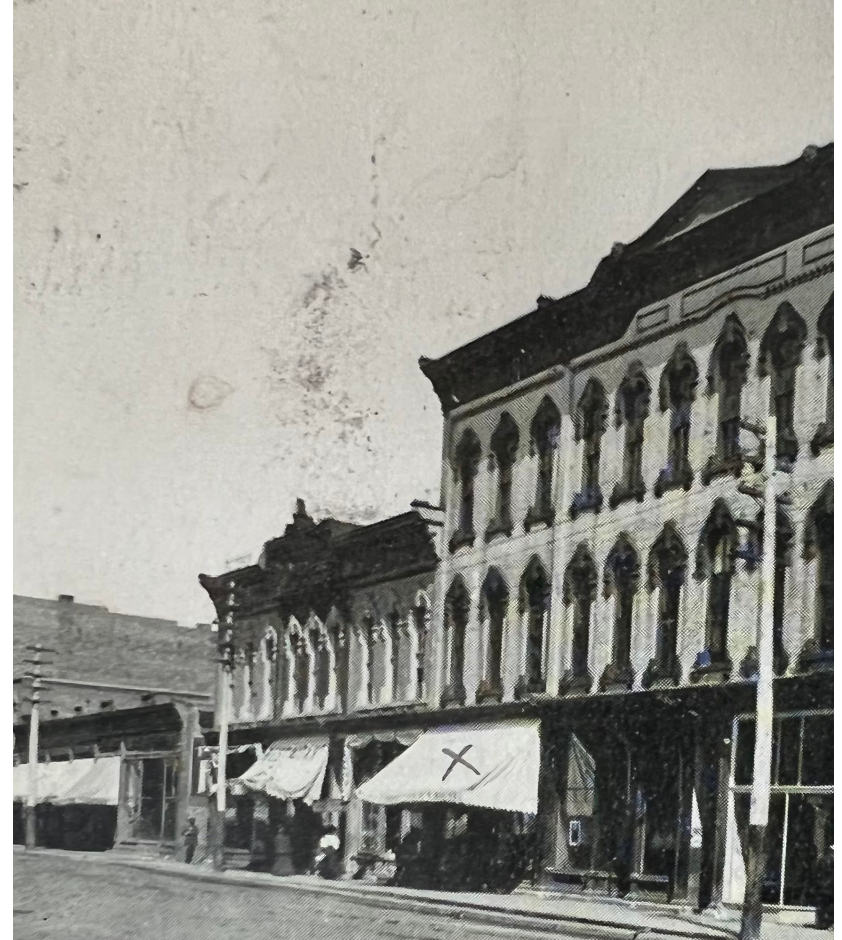
Example – ‘Impact Category’

	Advanced 3 points	Acceptable 2 points	Unsatisfactory 1 point	TOTALS
Impact	Project strongly contributes to increasing economic activity downtown and increases safety of the building and surroundings	The project somewhat contributes to increasing economic activity downtown and increases safety of the building and surroundings	The project contributes to safety of building and surroundings	

DISCUSSION

Next Steps

- Finalize Application Process
- Survey downtown square buildings for vacancies and underutilized spaces
- Finalize Downtown Square Design Guidelines for Commissions review



Thank you!

Questions? Comments?

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Charlie Dissell, Director
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(515) 962-5276



DOWNTOWN FAÇADE AND INTERIOR IMPROVEMENT PROGRAM

APPLICATION



The City of Indianola Downtown Façade and Interior Improvement program is a funding program that seeks to encourage economic development within Indianola’s Downtown Square by providing funding

for improvements to commercial spaces and upper-story housing units in the Square.

Applicant Full Name 	Project Description 	REQUIRED SUBMITTALS The following is required to be submitted as part of the application: ➤ If exterior improvements are proposed, a façade plan showing the location of the building with proposed improvements, existing features and conditions of buildings, and proposed improvements ➤ If interior work is proposed, building plans and design concept must be submitted ➤ A written narrative that provides the following: • Project explanation • Explanation on current physical conditions and appearances of the property • Description of proposed improvements. • How application relates to program goals • How the project will enhance the Downtown Square (i.e. Business retention and recruitment, improve public safety/ access, etc.) ➤ Itemized Project Budget List ➤ Photographs of facades and interiors to be improved. ➤ Photographs of each building asset to be repaired or improved with this grant.
Applicant Phone Number 		
Applicant Email 		
Project Address 		
What is the timeframe of this project? 		
Does the applicant own the property? ☐ Yes ☐ No	Project Scope (Please check all that apply) ☐ Commercial storefront ☐ Exterior Façade improvement ☐ Create new retail-ready space ☐ Structural ☐ Creates co-retailing opportunities or low-cost tenant spaces ☐ Create retail-ready space ☐ Upper-story housing creation ☐ Interior Renovation	
Property Use ☐ Residence ☐ Commercial/Business ☐ Mixed-Use		
Amount Funding Requested 		Applicant Signature and Date By signing this application form, I authorize that the information contained in this application accurate and true.

DOWNTOWN FAÇADE AND INTERIOR IMPROVEMENT PROGRAM

ADDITIONAL PROGRAM INFORMATION



Backside of application to include:

1. Contact for Community Development Department
2. Details on how to apply and resources
3. Resources for property owners
4. Information regarding Downtown Design Guidelines
5. Funding tiers / how much an applicant can apply for

DOWNTOWN FAÇADE AND INTERIOR IMPROVEMENT PROGRAM

SCORING RUBRIC



This sheet is used to score each application submitted for the Downtown Façade and Interior Improvement Program. A total of thirty (30) points is possible. In order to be considered for program funding, a minimum score of fifteen (15) points is needed.

Program questions or to submit an applications for the Downtown Façade and Interior Improvement program may be submitted to the Community Development Department. Please ensure that applications for the program are submitted in full, including any required attachments.

	Advanced 3 points	Acceptable 2 points	Unsatisfactory 1 point	TOTALS
Consistency with Downtown Square Design Guidelines	The project preserves and/or creates character and architectural interest to the subject building	The application somewhat preserves character and architectural interest to the subject building	The application does not preserve and/or create character and architectural interest to the subject building	
Upper-Story Housing	The project creates upper-story housing opportunities or renovates existing housing stock	-	The application does not create upper-story housing opportunities nor does it renovate existing housing stock.	
Alleyway Activation	The project demonstrates improvements likely to promote economic activity and tourist interest in an alleyway.	The project creates basic façade improvements to building facades located in an alleyway.	The application does not create façade improvements to building facades located in an alleyway.	
Retail-ready Spaces	The project creates new retail-ready spaces and may incorporate co-retailing opportunities. The project provides low-cost spaces to incubate new businesses.	The project creates a new, retail-ready space from a previously underutilized space.	The project does not create new, retail-ready spaces from a previously underutilized space.	
Impact	Project strongly contributes to increasing economic activity downtown and increases safety of the building and surroundings	The project somewhat contributes to increasing economic activity downtown and increases safety of the building and surroundings	The project contributes to safety of building and surroundings	
Demonstrated Need	The proposed project site has a significant need for improvements	-	The project site does not have a demonstrated need for improvement or the need for improvement is nominal	

DOWNTOWN FAÇADE AND INTERIOR IMPROVEMENT PROGRAM

SCORING RUBRIC



	Advanced 3 points	Acceptable 2 points	Unsatisfactory 1 point	TOTALS
Application Quality	The application is logical and easy to follow. The application meets program goals.	-	The application is difficult to follow. The proposed project and likely outcomes does not meet program goals.	
Current Physical Condition and Appearance	The project site is a blighted or vacant property where if the project were to be successful, would result in occupancy.	-	The project site is occupied and is operating.	
Financial Leverage	The project has private investment backing the project or has sought other grant funding. Estimated project costs are reasonable and appropriate.	-	The project does not have private investment backing the project nor has other grant funding been sought. Estimated project costs are not reasonable or are inappropriate.	
Sustainability and Permanence	Project improvements are permanent and will require little future maintenance	Project improvements are semi-permanent and will require future maintenance	Project will require continuous maintenance	

REVIEWER NAME

TOTAL POINTS

REVIEWER COMMENTS

a minimum score of fifteen (15) points is needed in order to be considered

One (1) scoring sheet will be provided to each member of the Committee for each application received towards the Downtown Façade and Interior Improvement Program. The committee will then review its score sheets to come to a consensus. The Community Development Department will provide a report to the commission prior to scoring with recommendations.

Consistency with Downtown Square Design Guidelines: Applicants may receive between 1-3 points for this category. This category asks if the application is consistent with the design guidelines for the downtown square. This includes whether the project preserves and or creates character in the downtown area and incorporates elements creating architectural interest to the Downtown.

Advanced (3 points): An advanced scoring may be allotted when the application and narrative submitted by the applicant is consistent with the goals of the Downtown Square Design Guidelines. This includes preserving or creating character in the downtown area and incorporating architectural interest to projects in the downtown.

Acceptable (2 points): An acceptable scoring may be allotted when the application and narrative submitted by the applicant is fairly consistent with the goals of the Downtown Square Design Guidelines. The application doesn't meet all goals but some outlined in the document.

Unsatisfactory (1 points): An unsatisfactory score may be allotted when the application does not reasonably relate to the downtown design guidelines. The proposed project does not preserve or create character to the existing building and does not create/preserve architectural interest.

Upper-story Housing: Applicants may receive either 1 or 3 points for this category. This category asks if the application will contain any new housing units within

Advanced (3 points): An advanced scoring may be allotted when the application and narrative submitted by the applicant is consistent with the goals of the Downtown Square Design Guidelines. This includes preserving or creating character in the downtown area and incorporating architectural interest to projects in the downtown.

Acceptable (2 points): Not Available

Unsatisfactory (1 points): An unsatisfactory score may be allotted when the application does not reasonably relate to the downtown design guidelines. The proposed project does not preserve or create character to the existing building and does not create/preserve architectural interest.

Alleyway Activation: Applicants may receive between 1-3 points for this category. This category asks if the application demonstrates improvements to an alleyway that increases building appeal or creates economic activity and tourist interest.

Advanced (3 points): An advanced scoring may be allotted when the proposed project contains an improvement facing a public alleyway that would increase economic activity and tourist interest. Examples include may include retrofitting a building to create a new pedestrian oriented business, create new window/entryways, lighting, or may include art installations that would generate interest.

Acceptable (2 points): An acceptable scoring is allotted when a proposal provides basic façade improvements to building facades facing a public alleyway, however these façade improvements do not include improvements that directly increase economic activity and tourist interest.

Unsatisfactory (1 points): An unsatisfactory score may be allotted when the application does not propose façade improvements to facades facing an alleyway.

Retail-ready Spaces: Applicants may receive between 1-3 points for this category. This category asks if the application provides for new retail spaces that are ready to move in for entrepreneurs. This scoring only applies to those projects proposing interior improvements.

Advanced (3 points): An advanced scoring may be allotted when the application proposes one or more retail-ready space. This may include co-retailing opportunities or shared kitchens and restrooms, to mitigate equipment costs. An advanced scoring may also be considered for projects that provide low-cost spaces to incubate new businesses within the downtown area.

Acceptable (2 points): An acceptable scoring may be allotted when the application creates a new, retail-ready space from an underutilized space. An acceptable scoring differs from an advanced scoring as it does not create low-cost spaces to incubate new business opportunities.

Unsatisfactory (1 points): An unsatisfactory score is given when a project does not propose any new, retail-ready space.

Impact: Applicants may receive between 1-3 points for this category. This category asks to consider the level of impact that a project will provide to the downtown area. When measuring the level of impact, the following may be considered: 1). Increase of economic activity and tourism 2.) Safety; and 3.) Aesthetics

Advanced (3 points): An advanced scoring may be allotted when the application clearly shows how the property will strongly contribute to increasing economic activity in the downtown area and increase safety of the building and surroundings.

Acceptable (2 points): An acceptable scoring may be allotted when the proposal somewhat contributes to increasing economic activity downtown and increases safety of the building and surroundings.

Unsatisfactory (1 points): An unsatisfactory score may be allotted when the proposal only contributes to increasing safety of the building and surroundings.

Demonstrated Need: Applicants may receive either 1 or 3 points for this category. This category asks if there is a demonstrated need for improvements at the proposed site.

Advanced (3 points): An advanced scoring may be allotted when the application and narrative shows that there is a significant need for improvements. A significant need may be demonstrated through a building that is currently and/or has a history of vacancies or being underutilized. A significant need may also be demonstrated if current conditions of the building are a concern to health and safety or impede aesthetics of the downtown area.

Acceptable (2 points): Not Available

Unsatisfactory (1 points): An unsatisfactory score is allotted when there is no demonstrated need for the improvements. The building is in good or decent condition and there are no concerns to health, safety, and general aesthetics of the downtown area.

Application Quality: Applicants may receive either 1 or 3 points for this category. This category asks the reviewer to consider the quality of the application and how easy it was to understand and follow the request.

Advanced (3 points): An advanced scoring may be allotted when the application is logical and easy to follow. The application clearly identifies areas of improvements and shows the reviewer what the expected outcome of the project will be. Additionally, all required submittals were provided as part of the application.

Acceptable (2 points): Not Available

Unsatisfactory (1 points): An unsatisfactory score is allotted when the applicant is unable to identify or describe areas of improvement for the site. The application lacks organizational structure. An unsatisfactory score may also be given if all required submittals were not provided.

Current Physical Condition and Appearance: Applicants may receive either 1 or 3 points for this category. This category asks the reviewer to consider the current physical condition and appearance of the subject site.

Advanced (3 points): An advanced scoring may be allotted when the site is currently blighted or vacant. If improvements were made to the site, it would result in occupancy. An advanced scoring may also be allotted when the site or areas of the site are underutilized.

Acceptable (2 points): Not Available

Unsatisfactory (1 points): An unsatisfactory score is allotted when the site is currently occupied and is operating successfully.

Financial Leverage: Applicants may receive either 1 or 3 points for this category. This category asks if there the applicant has private investment backing their proposed project or have secured additional grant funding to provide for the project. Additionally, it asks the reviewer to consider if estimated project costs are reasonable and appropriate.

Advanced (3 points): An advanced scoring may be allotted when the applicant demonstrated that there is additional private investment that is backing the project or that they have secured grant funding opportunities for their project. Estimated project costs shown are reasonable and appropriate to the scope of work.

Acceptable (2 points): Not Available

Unsatisfactory (1 points): An unsatisfactory score is allotted when the project does not have private investment backing the project or no grant funding for the project has been secured. This score may also be given if estimated project costs are shown to be unreasonable or inappropriate to the scope of work.

Sustainability and Permanence: Applicants may receive between 1-3 points for this category. This category asks if project improvements are permanent and what level of maintenance would be required in the future.

Advanced (3 points): An advanced scoring may be allotted when project improvements show a sense of permanency. Proposed improvements will not be removed in the near future. Materials are shown to be of high-quality and will require little-to-no maintenance and upkeep.

Acceptable (2 points): An acceptable scoring is allotted when project improvements are semi-permanent. Proposed materials will require future maintenance.

Unsatisfactory (1 points): An unsatisfactory score is allotted when the project will require continuous maintenance and upkeep. An unsatisfactory score is also allotted when the project does not have a sense of permanency.



MEMORANDUM

To: Downtown Square Commission
From:
Date: October 18, 2022
Subject: Special Event Application for 'Home for the Holidays'

Discussion:

Recommendation:

Attachments: None