



DOWNTOWN SQUARE COMMISSION MEETING

June 20, 2023

9:00 AM

City Council Chambers

Agenda

- 1. Call to Order**
- 2. Roll Call**
- 3. Agenda Approval**
 - A. Approval of the June 20th meeting agenda.
- 4. Minutes Approval**
 - A. Approval of the May 16th meeting minutes.
- 5. Public Comment**
- 6. Old Business**
- 7. New Business**
 - A. Consider recommendation regarding applications for the Downtown Facade and Interior Improvement Program for the 2023 grant funding cycle.
- 8. Comments**
- 9. Adjourn**



MEMORANDUM

To: Downtown Square Commission
From:
Date: June 20, 2023
Subject: Approval of the May 16th meeting minutes.

Discussion:

Recommendation:

Attachments: 1. May Meeting Minutes



DOWNTOWN SQUARE COMMISSION MEETING

May 16, 2023

9:00 AM

City Council Chambers

Minutes

1. Call to Order

Meeting was called to order at 9:01.

2. Roll Call

Board members present: Amanda Ripperger, Jamie Parrott, Kamie Haynes, Marvin Gribbins, Tim Bryan, Doug Gaumer (arrived after roll call), Rob Keller (arrived after roll call).

Staff members present: Charlie Dissell, Miranda Chadwick.

3. Agenda Approval

A. Approval of the May 16th agenda.

Tim Bryan made a motion to approve the meeting agenda.

Jamie Parrott seconded the motion.

The motion was passed.

4. Minutes Approval

A. Approval of April 18th meeting minutes.

Tim Bryan made a motion to approve the meeting minutes.

Kamie Haynes seconded the motion.

Motion was passed.

5. Public Comment

6. Old Business

A. Consider recommendation regarding an amendment to the City Code related to Snow Emergency regulations in the Downtown Square.

Marvin Gribbins made a motion to approve the amendment.

Kamie Haynes seconded the motion.

Motion was passed.

7. New Business

A. Consider recommendation of a Special Event Application for Ridiculous Days submitted by the Indianola Downtown Merchants.

Doug Gaumer made a motion to approve the application.

Jamie Parrott seconded the motion.

Motion was passed.

B. Consider recommendation of a Sidewalk Use Agreement with Pageturners, located at 101 East Salem Avenue.

Rob Keller made a motion to approve the sidewalk agreement.
Kamie Haynes seconded the motion.
The motion was passed.

8. Comments

A. 2023 Iowa Downtown Forums

9. Adjourn

Meeting was adjourned at 10:10.



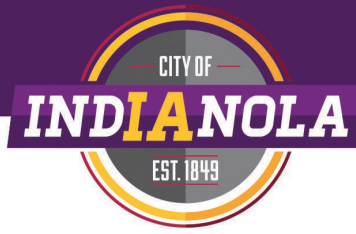
MEMORANDUM

To: Downtown Square Commission
From:
Date: June 20, 2023
Subject: Consider recommendation regarding applications for the Downtown Facade and Interior Improvement Program for the 2023 grant funding cycle.

Discussion:

Recommendation:

- Attachments:**
1. Staff Memorandum
 2. Program Parameters
 3. Scoring Rubric
 4. Downtown Design Guidelines



COMMUNITY DEVELOPMENT

To: Downtown Square Commission
From: Charlie E. Dissell, Community and Economic Development Director
Emily Rizvic, Associate Planner
Date: June 20, 2023
Re: Downtown Grant Applications and Recommended Scoring

The City of Indianola launched the Downtown Business and Façade Grant program on January 20th, 2023. The program allows property owners to apply for up to \$25,000 in grant funding for façade and interior improvements to buildings located in and adjacent to the Indianola Downtown Square. The city has allocated \$125,000 towards program funding.

A total of 19 grant applications were received for the program, with the total amount of funding requested being \$443,587. The total costs of all projects collectively are approximately \$600,000. A summary of each application is provided as **Attachment A** to this memorandum for reference.

To view all applications submitted to the program, please visit the following website:

[Bit.ly/DowntownIndianola23](https://bit.ly/DowntownIndianola23)

Due to the high number of applications submitted for the 2023 Downtown Façade and Interior Improvement Grant program, staff enlisted additional assistance in reviewing applications through an organized task group. Applications were reviewed by this task group and scored according to the adopted Program Parameters, adopted Downtown Design Guidelines, as well as the Scoring Rubric. This task group consisted of the following individuals for their expertise and knowledge in economic development, placemaking and art, and history of the Indianola Downtown Square:

- Charlie Dissell, Director of the Community and Economic Development Department
- Emily Rizvic, Associate Planner
- Ben Reeves, City Manager
- Stephanie Erickson, Mayor of Indianola
- Rachel Fusco, Executive Director of Warren County Economic Development
- Amanda Zwanziger, President and CEO of the Indianola Chamber of Commerce
- Erica Roberts, President of the Indianola Downtown Merchants Group
- Elodie Opstad, Warren County Historic Preservation Commission member and Local Historian
- Bob Kling, City of Indianola Public Arts Commission Chair and Local Artist

The scoring rubric is to be used for all complete applications that are submitted – a minimum of fifteen (15) points is needed in order for an application to be considered for program funding. Applications that do not meet this minimum threshold will not be ranked, as they cannot be considered. In review of the submitted applications, the following applications were found to not meet the minimum threshold to be considered for the program or did not meet the minimum requirements and program parameters to be eligible for funding:

Application	Rationale	Point Award Recommended
115 East Salem Avenue John Crouse Crouse Café	<i>The application proposes interior improvements to the restroom and requested amount exceeds amount applications may request for. The program supports interior improvements when used to create new retail ready spaces or housing units. Staff will follow-up with applicants on alternative funding opportunities and information that fits the project needs.</i>	NOT ELIGIBLE
127 North Buxton Eileen Lenninger The Stitching Place	<i>The application is no longer eligible as the project is complete. Work started or materials purchased prior to the official notification of funding award do not qualify for reimbursement of funds. Staff will follow-up with applicants on alternative funding opportunities as the applicant has indicated desire to renovate upper-story housing stock.</i>	NOT ELIGIBLE

In reviewing all submitted proposals, the task force determined that the following six (6) applications will result in significant improvements to the physical appearance and character of Indianola’s Downtown Area and will provide benefit to the City residents. These applications achieve the goals of the program as well as generate new commercial interest, thus encouraging other property owners in the area to participate in the program in the future, should the program continue, or other similar opportunities arise.

Application	Rationale	Point Award Recommended
216 West Salem Avenue Leslie and Eric Held Bob’s Custom Trophies	<i>This application proposes a renovation and improvement to the exterior façade and incorporates design guidelines adopted in the Downtown Square Design Guidelines. This improvement is anticipated to have a significant impact on aesthetics and economic activity within the Downtown Square area.</i>	22
105 ½ South Howard Street Slim Investments	<i>This application proposes structural and interior improvements to a roof structure to maintain upper-story housing units within the Downtown Square. This roofing would also serve for below commercial properties.</i>	23

217 West Salem Avenue Michelle Dalby Hair MD	<i>This application proposes a renovation and improvement to the exterior façade. This improvement incorporates design guidelines adopted in the Downtown Square Design Guidelines.</i>	20
102 West Ashland Avenue Jesse Forbes The Zoo Bar	<i>This application proposes a renovation and improvement to the exterior façade. This improvement is anticipated to have a significant impact on aesthetics and economic activity within the Downtown Square area.</i>	22
125 North Howard Street Danlee Corporation	<i>This application proposes a restoration of the historic 'Harrison's' sign located in the Downtown Square. This improvement incorporates design guidelines adopted in the Downtown Square Design Guidelines and is anticipated to have a significant impact on aesthetics and economic activity within the Downtown Square area.</i>	20
215 West Salem Avenue Dominique Selgrade Warren County Abstract	<i>This application proposes façade improvements.</i>	18
TOTAL GRANT FUNDING AWARD		\$125,765
TOTAL PROJECT INVESTMENTS (Including public and private investments)		\$257,330

For a full list of recommended application scoring, please see **Attachment B** of this memorandum.

216 West Salem Avenue – Bob’s Custom Trophies

This application proposes exterior façade renovations and improvements, including reconstruction of the roof cornice to match or blend with adjacent building heights, installation of screening to fill gaps between buildings to the west and east, installing projecting signage and lighting, as well as installing new windows. These improvements incorporate design guidelines that were adopted as part of the Downtown Square Design Guidelines.

This application is anticipated to have a significant impact on aesthetics and economic activity and interest within the downtown area.

Ineligible expenses for this project include funding for interior floor covering/carpeting, if it is not related to work that is being performed on the exterior façade and windows. Any ineligible expenses will need to be covered by the applicant/property owner.

105 ½ Howard Street – Upper-story Housing Creation/Renovation

This application proposes improvements for upper-story housing, including improvements to the roof structure to maintain existing upper-story housing units within the Downtown Square and interior renovations.

The Program Parameters adopted for the 2023 Downtown Façade and Interior Improvement Program funding indicates that roof replacements will only be considered as part of a major renovation, including facades, windows, structural improvements and lighting, however, because this project will fit costs associated with preserving and creating housing stock, as well as serving as a roofing structure which would service commercial properties and businesses located on the street-level, including Pamela's Place, Embark Ink, and Retirement Solutions of Iowa, this project was found to have an impact on the Downtown Square by providing adequate housing units which contribute to the variety within Indianola and customer base to the Downtown area, as well as provide adequate roofing to maintain existing retail.

Ineligible expenses for this project will include any construction, rehabilitation or renovation that began prior to adoption of the program.

217 West Salem Avenue – Hair MD

This application proposes exterior façade renovations and improvements, including masonry work, installation of an awning, a projecting sign, and a new aluminum storefront system, with new windows and entryway door. These improvements incorporate elements of the design guidelines that were adopted as part of the Downtown Square Design Guidelines.

This application is anticipated to have a significant impact on aesthetics and economic activity and interest within the downtown area.

Ineligible expenses for this project include funding for interior floor covering/carpeting, if it is not related to work that is being performed on the exterior façade and windows. Any ineligible expenses will need to be covered by the applicant/property owner.

102 West Ashland Avenue – The Zoo Bar

This application proposes exterior façade renovations and improvements, including removing the ventilation fan and air conditioner currently located above the entryway door, replacing the existing siding with ledgerstone, constructing the recessed entryway door with LP SmartSide engineered wood, the installation of a new window, and new signage.

This application is anticipated to have a significant impact on aesthetics and economic activity and interest within the downtown area.

Ineligible expenses for this project includes funding for LP SmartSide, as the Downtown Design Guidelines explicitly note composite wood, such as LP SmartSide, is considered a generally inappropriate building material for the downtown area.

125 North Howard Street – The Harrison's Sign

This application proposes a restoration of the historic 'Harrison's sign located in the Downtown Square, including repainting the signage and relighting the sign. This project meets the goals and guidance outlined in the Downtown Square Design Guidelines, which indicates that iconic, historic signage holds an intrinsic value through its nostalgia, including historic, neon signs.

Ineligible expenses for this project may include relighting the signage with LED lighting, if LED lighting does not refer to LED Neon lighting. The Downtown Square Design Guidelines guide for historic neon signage should be retained and preserved for its historic value.

This application is anticipated to have a significant impact on aesthetics and economic activity and interest within the Downtown area, if restored to its original condition.

215 West Salem Avenue – Warren County Abstract

This application proposes exterior façade renovations and improvements, including the installation of new windows and a projecting sign, repainting the existing paint, removing window shutters, and masonry work.

This application proposes exterior façade renovations and improvements, including masonry work, installation of an awning, a projecting sign, and a new aluminum storefront system, with new windows and entryway door. These improvements incorporate elements of the design guidelines that were adopted as part of the Downtown Square Design Guidelines.

Next Steps

After a recommendation is made by the Downtown Square Commission, the recommendation will be forwarded to the City Council for their review and approval. Staff anticipates organizing a recognition event to recognize awardees in the 2023 Grant Funding Cycle.

Recommendation

The Community Development Department recommends adopting the recommended scorings for each application provided in **Attachment B** and recommend awarding the following applications and projects:

- 216 West Salem Avenue *Submitted by Leslie and Eric Held*
- 102 West Ashland *Submitted by Jesse Forbes*
- 105 ½ South Howard Street *Submitted by Slim Investments (Sarah Morton)*
- 217 West Salem Avenue *Submitted by Michelle Dalby*
- 126 North Howard *Submitted by Danlee Corp. (Lee Adams)*
- 215 West Salem Avenue *Submitted by Dominique Selgrade*

Attachment A: Summary of Each Grant Application Received

Recommended applications for funding are highlighted in green. Alternative applications are highlighted in yellow.

(1) 100 Blk East Ashland and 200 Blk of North Howard – K&L Properties			
<i>This project includes repairing and replacement of twenty (20) awnings.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$25,279	Estimated Time Frame	Summer 2023
(2) 102 West Ashland – Jesse Forbes			
<i>This project includes an exterior remodel of the building façade – including window, doors, and signage.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$36,237	Estimated Time Frame	N/A
(3) 102 and 104 South Howard – I Street Holdings			
<i>This project includes exterior improvements to the building façade – including doors, tuckpointing and masonry repair.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement; Structural
Total Cost of Project	\$34,443	Estimated Time Frame	2 to 3 months
(4) 103 West Salem – Pamela Bruce			
<i>This project includes exterior improvements to the building façade – including window and signage.</i>			
Funding Requested	\$20,000	Project Scope	Exterior Façade Improvement
Total Cost of Project	\$21,125	Estimated Time Frame	Late Summer 2023
(5) 105 1/2 South Howard – Sarah Morton (Slim Investments)			
<i>This project includes roof replacement/repair.</i>			
Funding Requested	\$25,000	Project Scope	Upper-story Housing Creation / Interior Renovation
Total Cost of Project	\$37,000	Estimated Time Frame	1 month
(6) 105 South Howard – Sarah Morton (Slim Investments)			
<i>This project includes roof replacement/repair.</i>			
Funding Requested	\$25,000	Project Scope	Upper-story Housing Creation / Interior Renovation
Total Cost of Project	\$29,550	Estimated Time Frame	1 month
(7) 109 West Boston – Lighthouse Community Center			
<i>This project includes exterior improvements to the building façade – including door/entryway replacements.</i>			
Funding Requested	\$17,000	Project Scope	Exterior Façade Improvement
Total Cost of Project	\$17,000	Estimated Time Frame	6 to 8 weeks

(8) 111 West Salem – Thomas Lee			
<i>This project includes an exterior remodel of the building façade – including new windows, accent lighting, and signage.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$39,000	Estimated Time Frame	Summer 2023
(9) 115 East Salem – John Crouse			
<i>This project includes an interior remodel/renovation to update existing restrooms.</i>			
Funding Requested	\$50,000	Project Scope	Interior Renovation
Total Cost of Project	N/A	Estimated Time Frame	Late August / Early September
(10) 124 West Ashland – Mitcho Building LLC			
<i>This project includes an exterior remodel of the building façade – including windows, kneewall/bulkheads, and painting.</i>			
Funding Requested	\$24,000	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$24,000	Estimated Time Frame	2 to 3 months
(11) 126 North Howard – Danlee Corporation			
<i>This project includes restoration of the historic Harrison’s sign – including repainting the signage and incorporating LED lighting.</i>			
Funding Requested	\$15,000	Project Scope	Exterior Façade Improvement
Total Cost of Project	\$30,000	Estimated Time Frame	2 to 3 weeks
(12) 127 North Buxton – Eileen Lenninger			
<i>This project includes an exterior improvement to the building façade – including windows.</i>			
Funding Requested	\$17,542	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$17,542	Estimated Time Frame	1 to 2 days
(13) 127 West Salem – Linda Hayes			
<i>This project includes improvements to the building façade – including tuckpointing, masonry work, and entryways.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement; Structural
Total Cost of Project	\$26,326	Estimated Time Frame	Summer/Fall 2023
(14) 201 West Salem – Jeff Holmes			
<i>This project includes an exterior remodel of the building façade – including tuckpointing, repairing/replacing window lintels, and entryways.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$36,237	Estimated Time Frame	N/A

(15) 205 South Howard – Legacy Properties			
<i>This project includes an exterior remodel of the building façade – including windows, painting, gutters, entryways, playground equipment, fencing, sidewalks, and landscaping. The project would also include interior improvements including flooring and painting.</i>			
Funding Requested	\$25,000	Project Scope	Exterior Façade Improvement; Interior Renovation
Total Cost of Project	\$56,204	Estimated Time Frame	4 to 6 weeks
(16) 206 West Salem – David Keller			
<i>This project includes an exterior remodel of the building façade – including windows and entryways. The project would also include replacement of the interior floor.</i>			
Funding Requested	\$14,280	Project Scope	Commercial Storefront / Exterior Façade Improvement; Interior Renovation
Total Cost of Project	\$14,280	Estimated Time Frame	6 months
(17) 215 West Salem – Dominique Selgrade			
<i>This project includes exterior improvements to the building façade – including tuckpointing, painting, window replacements, new signage, and revealing existing brick hidden by aged wood.</i>			
Funding Requested	\$10,765	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$13,000	Estimated Time Frame	Fall 2023
(18) 216 West Salem – Leslie and Eric Held			
<i>This project includes an exterior remodel of the building façade – including painting, addition of building cornice/parapet, lighting, signage, and display windows. This project would also include interior renovation, including installing interior carpet, paint, and window display lighting.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement; Interior Renovation and creating retail-ready space
Total Cost of Project	\$53,950	Estimated Time Frame	Summer 2023
(19) 217 West Salem – Michelle Dalby			
<i>This project includes an exterior remodel of the building façade – including windows, paint, lighting, and masonry work.</i>			
Funding Requested	\$25,000	Project Scope	Commercial Storefront / Exterior Façade Improvement
Total Cost of Project	\$76,378	Estimated Time Frame	N/A

Attachment B: Recommended Scoring by Application

Recommended applications for funding are highlighted in green. Alternative applications are highlighted in yellow.

Application	Rationale and Notations	Recommended Score
100 Blk East Ashland and 200 Blk of North Howard K&L Properties	<i>This application proposes replacement of the existing awnings.</i>	15
102 West Ashland Avenue Jesse Forbes <i>The Zoo Bar</i>	<i>This application proposes a renovation and improvement to the exterior façade. This improvement is anticipated to have a significant impact on aesthetics and economic activity within the Downtown Square area.</i>	22
102 and 104 South Howard I Street Holdings	<i>This application proposes entryway door replacements.</i>	17
103 West Salem Pamela Bruce <i>Pamela's Place</i>	<i>This application proposes window replacements.</i>	18
105 ½ South Howard Street Slim Investments	<i>This application proposes structural and interior improvements to a roof structure to maintain upper-story housing units within the Downtown Square. This roofing would also serve for below commercial properties.</i>	23
105 South Howard Slim Investments	<i>One grant award rather than two is recommended to allow for grant opportunities to additional applicants.</i>	24
109 West Boston Pastor Rabe <i>Lighthouse Community Center</i>	<i>This application proposes entryway door replacements. Staff will follow-up with applicant on alternative funding opportunities and information that fits the project needs.</i>	17
111 West Salem Thomas Lee <i>Uncommon Grounds</i>	<i>This application proposes façade improvements.</i>	21
115 East Salem John Crouse and Rhonda Crouse <i>Crouse Café</i>	<i>Ineligible for consideration.</i>	14
124 West Ashland Mitcho Building LLC <i>Copper + Fringe</i>	<i>This application proposes façade improvements. PVC paneling is not consistent with the Downtown Square Design Guidelines and would not be eligible for funding assistance.</i>	16
125 North Howard Street Danlee Corporation	<i>This application proposes a restoration of the historic 'Harrison's' sign located in the Downtown Square. This improvement incorporates design guidelines adopted in the Downtown Square</i>	20

	<i>Design Guidelines and is anticipated to have a significant impact on aesthetics and economic activity within the Downtown Square area.</i>	
127 North Buxton Eileen Lenninger <i>The Stitching Place</i>	<i>Ineligible for consideration.</i>	20
127 West Salem Linda Hayes <i>Affinity Bridals</i>	<i>This application proposes new entryway doors and maintenance of the façade through tuckpointing and masonry work.</i>	17
201 West Salem Jeff Holmes <i>CanoeSport Outfitters</i>	<i>This application proposes maintenance and minor improvements for a building with demonstrated need, however proposed application does not meet Downtown Square Design Guidelines for façade improvements.</i>	21
205 South Howard Legacy Properties <i>Indianola Preschool</i>	<i>This application proposes site improvements, including new windows, entryway doors, paint, fencing, sidewalks, landscaping, and playground. Exterior lot improvements such as landscaping, sidewalks, and playgrounds are not eligible for funding assistance.</i>	17
206 West Salem David Keller <i>Keller Designs</i>	<i>This application proposes new entryway doors and flooring inside of the building. Flooring can only be considered if used to create new retail-ready spaces or co-retailing opportunities, or for improvements related to a façade improvement.</i>	15
215 West Salem Avenue Dominique Selgrade <i>Warren County Abstract</i>	<i>This application proposes façade improvements. This improvement is anticipated to have an impact on aesthetics and economic activity within the Downtown Square Area.</i>	18
216 West Salem Avenue Leslie and Eric Held <i>Bob's Custom Trophies</i>	<i>This application proposes a renovation and improvement to the exterior façade and incorporates design guidelines adopted in the Downtown Square Design Guidelines. This improvement is anticipated to have a significant impact on aesthetics and economic activity within the Downtown Square area.</i>	22
217 West Salem Avenue Michelle Dalby <i>Hair MD</i>	<i>This application proposes a renovation and improvement to the exterior façade. This improvement incorporates design guidelines adopted in the Downtown Square Design Guidelines.</i>	20



Purpose

The City of Indianola is committed to cultivating opportunity and investment within the Indianola Downtown Square. To assist in this endeavor, the City of Indianola has created the Downtown Façade and Interior Improvement program, a grant funding program available to property and/or business owners. This program provides financial assistance to businesses and property owners within and adjacent to the Downtown Square.

The goal of the Downtown Façade and Interior Improvement program is to encourage improvements to the Downtown Square that will maintain, preserve, or improve the downtown aesthetics and build a destination where local businesses can thrive and people of all ages and backgrounds can connect, create, and celebrate.

Downtown Square Commission

The Downtown Square Commission consists of property owners, business owners, and residents in the Downtown Square area. The Commission is responsible for making recommendations to the City Council on items related to the Downtown Square, including funding allocations.

Applications will be reviewed by the Downtown Square Commission, at their monthly meeting. Each member of the commission present at the meeting will score each application. After review and deliberation, the commission will come to a consensus and recommend the scoring rubric to the City Council.

Eligibility

Applicants for the program must be owners of real property within the Downtown Square Planning Boundary identified in the City of Indianola Downtown Square Design Guidelines. Building tenant(s) within this boundary may apply to the program but must have written approval by the property owner. The applicant or agent must possess and provide proof of ownership upon request. Any construction, rehabilitation, or renovation project started after the adoption of the program is eligible to apply for assistance.

Costs associated with projects that repair or replace of any portion of a building which has been damaged and is eligible for or receives insurance reimbursement is not eligible for this program. Roof replacements will only be considered as part of a major renovation, including facades, windows, structural improvements, and lighting.

Costs associated with interior improvements may only be used to create or renovate upper-story housing opportunities (when the first level is used for commercial or office space), create new retail-ready spaces which may incorporate co-retailing spaces or low-cost spaces to incubate new businesses, projects that are likely to promote economic and pedestrian activity through alleyway activation (such as walk-up service windows), or improvements which are related to a façade improvement.

Single-family dwellings are not eligible for program funding.

Property tax payments must be current.

Application Process

Each application is reviewed by the Downtown Square Commission for review and recommendation. The Downtown Square Commission meets monthly and as such, applicants should expect applications will take at least one month prior to review. The City Council will



make a final review and decision. Final approval and disbursement of funds will take place after the project is complete.

Application forms are available through the Community Development Department, located at 110 North 1st Street. Completed applications may be submitted to the Community Development Department for initial review. All required submittals must be submitted in order for the application to be considered as complete. Incomplete applications will not be considered.

The Community Development staff will then begin initial review and will notify the applicant of review findings. If the initial review is favorable, staff will notify the applicant of the review date by the Downtown Square Commission -- the applicant's presence for the review date is required. Staff will also prepare a staff report with recommended scoring for the application.

The Downtown Square Commission will then review the application and may ask any questions that may be necessary to make a determination on the application. For projects that are approved, the applicant must retain a licensed contractor within 90 days who will complete the project within 6 months of approval. Time duration increases may be approved by the Community Development Director on a case-by-case basis, as needed.

After completion of a project, the applicant will need to contact the Community Development Director to set a date with the Downtown Square Commission for final review and approval to disburse funds. This decision will be considered final with no option for appeal.

Required Application Attachments

A complete application form along with required submittals indicated on the form provided by the Community Development Department is required.

A detailed rendering and drawing of the proposed project must be included. The plans should include dimensions, architectural details, and label materials. If the application proposed any interior work, a detailed building code analysis is required. Plans and analyses prepared by a design professional, such as an architect or draftsman, is strongly recommended. Applications without detailed drawings will be considered incomplete.

Specific line-item estimates of materials and all labor costs for areas qualifying for program funding must be provided in order for an application to be considered complete. An example of a line-item financial document is shown below:

Cost Estimate Total: \$ _____		
Professional Services		
Contractor	Hours ____ Wage/Hour \$ ____	\$ ____
Builder	Hours ____ Wage/Hour \$ ____	\$ ____
Materials		
Brick / Masonry	Quantity ____ Cost/Item \$ ____	\$ ____
Window	Quantity ____ Cost/Item \$ ____	\$ ____

Terms and Conditions

Applicants may apply for up to \$25,000 in grant funding. The amount of grant funding allocated will be reviewed on a case-by-case basis. If there are concurrent applications requesting grant awards in excess of available funds, projects will be ranked by the Downtown Square



Commission in order of conformance to the Downtown Design Guidelines and consistency with the document's goals and mission statement. The scoring rubric may be used to determine ranking. All applications and improvements shall be consistent with the Downtown Design Guidelines.

Approved projects may file for an amendment from their application to increase or decrease the scope of the project. Amendments must be submitted to the Community Development Department for review and recommendation to the Downtown Square Commission and final approval by the City Council.

Deviation from an approved project plan shall disqualify the project from the program unless the application is amended and approved by the City Council. If any deviation is anticipated, the applicant must contact the Community Development Director before work on the change is started. Additionally, it should not be assumed that if actual costs are higher than at the estimated time of application, that the City Council will increase the amount of the grant funding.

Applicants are required to receive a minimum of 3 bids from separate licensed contractors related to the work requesting use of grant funding. The applicant will also be required to accept the lowest qualified bid encompassing all required improvements proposed in the application.

All code deficiencies within the scope of a project must be corrected and new improvements must comply with all applicable code and ordinances, unless granted a variance. Each grant recipient agrees to the continued maintenance of the façade repair or improvement.

The City of Indianola assumes no liability for any work that is done pursuant to the Downtown Façade and Interior Improvement program. The applicant agrees to hold the City of Indianola harmless from all liability for any claims.

Reimbursement of Funds

At completion of the project, upon proof of payment to contractors and/or consultants, and upon review and recommendation by the Downtown Square Commission and final approval by the City Council, grant dollars will be awarded via a check from the City of Indianola. Payments are typically made within 3 weeks of proof of final approval. In order to receive funds, the final line-item financial sheet must present true and accurate records of all bills paid for construction and installation related to the improvements. The applicant will not be reimbursed for personal labor costs or labor costs of family members, nor can these costs be counted in the total project costs.

In order to receive program funds, the application must present true and accurate records of all bills paid for construction and installation related to the improvements. A review by the Downtown Square Commission with their recommendation to City Council is required to make final determination regarding approval of the grant and the amount of funds to disburse. The City Council's decision will be considered final with no option for appeal.

All reimbursable expenditures must be documented with specific line-item costs and quantities of all materials and labor costs. No portion of work started, or materials purchased prior to an official notification of funding award will qualify for reimbursement of funds.

Scoring Guide and Rubric

A scoring rubric will be utilized for all complete applications that are submitted. A minimum of fifteen (15) points is needed in order for an application to be considered for program funding. A maximum of thirty (30) points is possible. Scoring may be used by the Downtown Square



Commission to determine ranking if there are multiple, concurrent applications requesting grant awards in excess of available funds.

Each member of the Downtown Square Commission will receive a scoring sheet for each application received for the Downtown Façade and Interior Improvement Program. The committee will then review its score sheets to come to a consensus. The Indianola Community Development Department will also provide a report to the Commission with recommendations regarding scoring. The following serves as a guide for how points may be allocated for proposed plans:

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 meets the goals, mission statement, and guidelines outlined in the Downtown Square Design Guidelines.

Advanced (3 points): An advanced scoring may be allotted when the application and narrative submitted by the applicant is consistent with the goals, mission statement, and guidelines outlined in the Downtown Square Design Guidelines.

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 necessarily meet all goals or guidelines outlined in the document.

Unsatisfactory (1 point): An unsatisfactory score may be allotted when the application does not reasonably relate to the downtown design guidelines and its goals and mission statement.

Upper-story Housing: Applicants may receive either 1 or 3 points for this category. This category asks if the application will create upper-story housing units within the downtown area. Upper-story housing units may only apply to upper-story housing units and not single-family dwellings or ground-level dwelling units. Additionally, upper-story housing must have commercial or office use on the first level of the building.

Advanced (3 points): An advanced scoring may be allotted if the project creates upper-story housing opportunities or renovates existing housing stock.

Acceptable (2 points): Not Available / Not Applicable

Unsatisfactory (1 point): An unsatisfactory scoring will be allocated for projects that do not create upper-story housing opportunities nor renovates existing housing stock.

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 point): 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 and operation 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 point): 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 point): 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 point): 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 improvement 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 point): 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 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 point): 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 point): 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.

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.**

All program questions or 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 meets the goals, mission statement and guidelines outlined in the Design Guidelines.	The project somewhat meets the goals, mission statement, and guidelines outlined in the Design Guidelines.	The project does not meet the goals, mission statement, and guidelines outlined in the Design Guidelines.	
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.

Indianola, Iowa Downtown Square

DOWNTOWN SQUARE **DESIGN GUIDELINES**

Building scale • Architecture • Building materials • Site
Design • Parking • Screening



LEGEND

The Survey of Indianola commences at the half mile stake on the East side of Section No Twenty-five in Range No Twenty-four West and Township No Seventy-six N; thence running West at a variation of 9° Sixty-four Rods and nine Links, Thence running North at a variation of 10° Sixty-four Rods and Links to a stone at the North-west corner of the Public Square, Then marked Squares of 312 feet, Streets Corners and Alleys 12 feet in width. Commenced numbering the Squares and Lots at the North-east corner and counting from right to left alternately, There being 28 Squares including the Public Square, and each Square subdivided into Lots wide and 150 feet long except the south tier of Lots which are 120 feet long by 75 feet. All corner Lots subdivided into lots of equal dimensions. A city to be a Plat and statement of the Town of Indol



ACKNOWLEDGMENTS

City Council

Stephanie Erickson *Mayor*

John Parker Jr. *Ward 1*

Ron Dalby *Ward 2*

Gwen Schroder *Ward 3*

Christina Beach *Ward 4*

Heather Hulen *At Large*

Steve Richardson *At Large*

Downtown Square Commission

Amanda Ripperger *Chair*

Tim Bryan *Vice-chair*

Michael Egel *Member*

Erin Freeberg *Member*

Doug Gaumer *Member*

Kamie Haynes *Member*

Rob Keller *Member*

Jaime Parrott *Member*

Erica Roberts *Member*



Warren County Historical Society and Museum

Linda Beatty *2nd Vice President*

Community Members

Elodie Opstad *Warren County Historic Preservation Commission Member*

City Staff

Ben Reeves *City Manager*

Andy Lent *Finance Director*

Charlie Dissell *Community Development Director*

Tim Little *Building Official*

Emily Rizvić *Associate Planner*



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INTENT AND PURPOSE

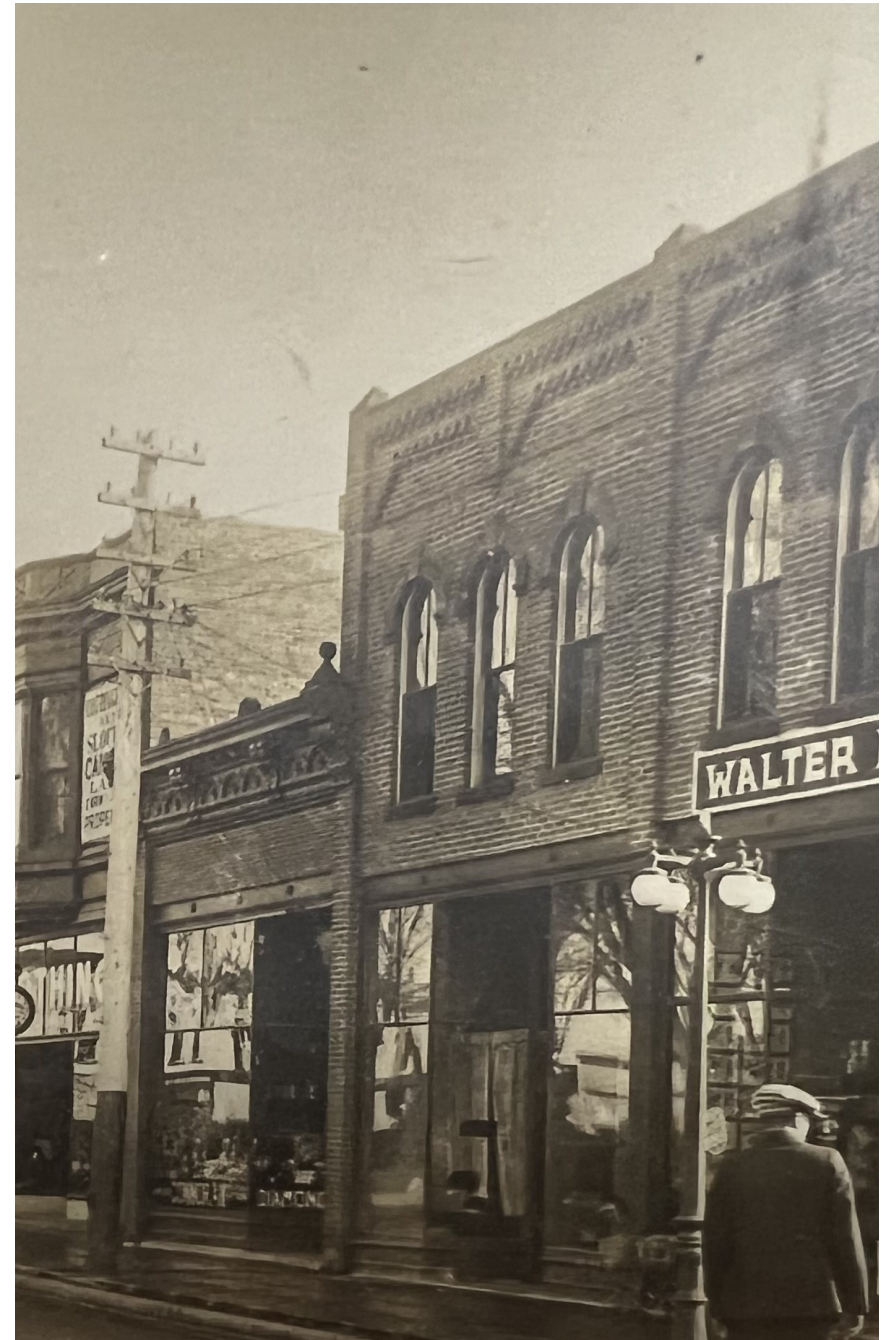
The purpose of these downtown guidelines is to promote a unified design for buildings within the Downtown Square while preserving authenticity and variety of buildings, enhance visual appeal and aesthetics, and to promote tourism and activity within the Square. The Downtown Square intends on maintaining its unique and authentic character, while striving to become a destination where local businesses can thrive and people of all ages and backgrounds can connect, create, and celebrate.

The Downtown Square Design Guidelines can be utilized by property and business owners within the square to assist in planning out future alterations and additions. Additionally, these guidelines offer a range of strategies to help tackle design issues and conflicts that commonly exist for long-established properties.

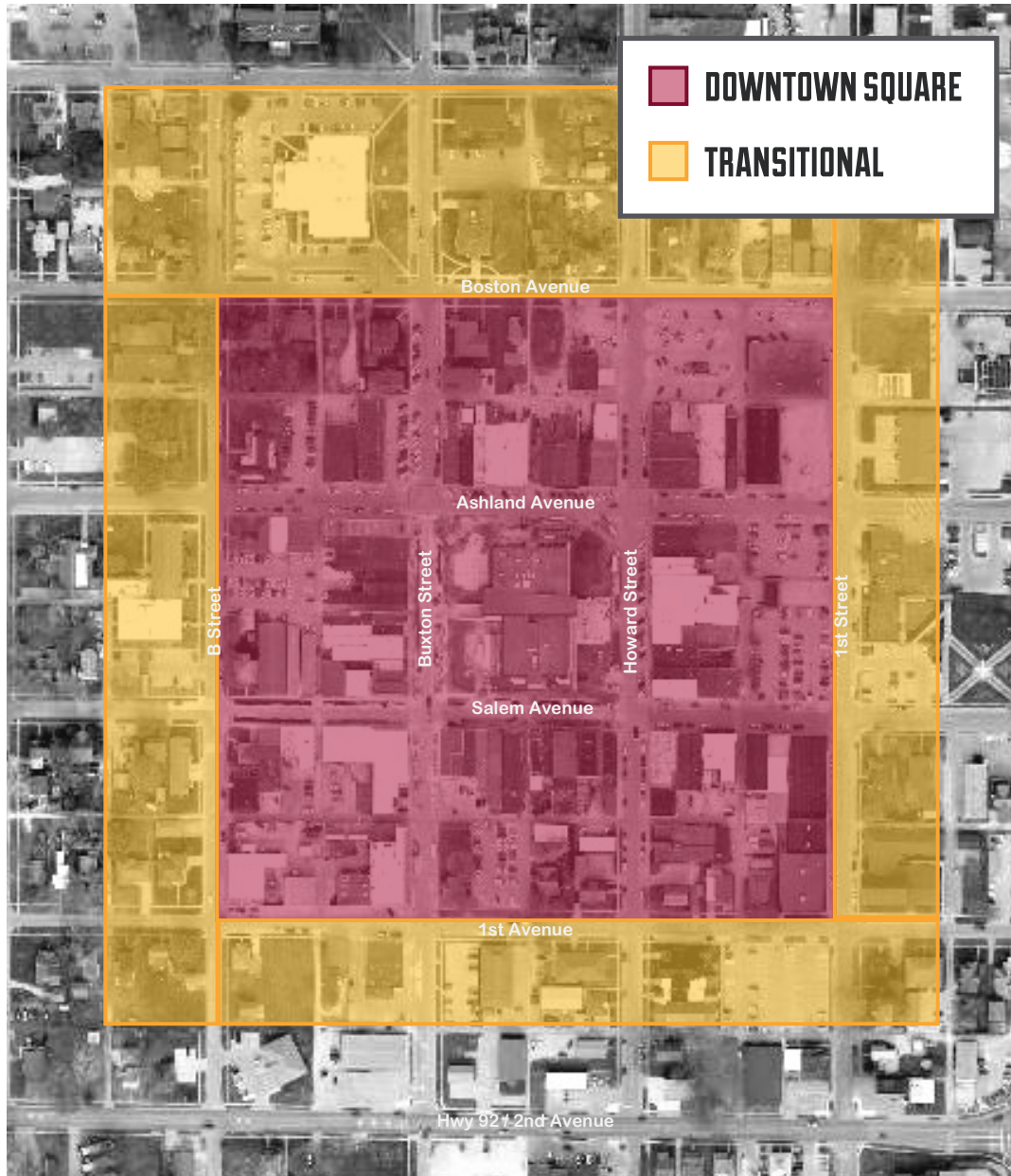
There are multiple comprehensive and visioning plans that address goals and action items within the Downtown Square area. The *'Elevate Indianola'* Comprehensive Plan, adopted in 2020, lists out the following action items:

- Review zoning codes and ordinances as they relate to signage, parking, outdoor sales and storage, outdoor seating, permitted/conditional uses, and architectural guidelines, to ensure they are up-to-date with the current development best practices (ED-2-C)
- Create a downtown identity and unique sense of place (ED-3-D)
- Offer programs for building maintenance, restoration, preservation, and revitalization (ED-4-A)
- Enhance physical connections with adjacent buildings and neighborhoods (ED-4-B)

Additionally, the 2020 *'Destination Indianola'* vision plan also lists out for the city to offer programs for building maintenance, restoration, and revitalization (2c-v).



DOWNTOWN SQUARE PLANNING AREA



The City of Indianola is home to a unique and authentic town square, located right in the heart of the community. The downtown square is a destination where people gather, spend time, and shop locally.

The Downtown Square consists of eight (8) blocks which are adjacent to the location of the Warren County Courthouse. Properties located within the Downtown Square are zoned for the C-3 'Downtown Mixed-use' Zoning District. The purpose and intent of this zoning district is to preserve and promote the Downtown area with pedestrian oriented, walkable environment with retail, office, and upper-story residential uses.

Transitional areas shown on the map act as a transition point as individuals enter or exit the downtown square. These areas are identified as having economic impact and interest to the downtown area, though are located outside of the traditional courthouse square.



SITE DESIGN AND PERMITTING

Are you a property owner planning a project within the Downtown District? Please ensure that prior to starting any work, that you receive all required building and zoning permits relating to your project. If you are not sure if your project requires a permit, please contact the Community Development Department with the City of Indianola by calling (515) 961-9430 or emailing ComDev@indianolaiowa.gov. Permit applications may be submitted online by visiting IndianolaIowa.Gov



EXTERIOR SIGNAGE

A sign permit is required when adding exterior signage. This includes wall and ground signs as well as temporary signage such as A-frame signs and banner signs.

Additionally, an electric permit may be required by the State Fire Marshall for sign projects that include electrical work. Please contact the Fire Marshall for details.



SITE AND LANDSCAPING

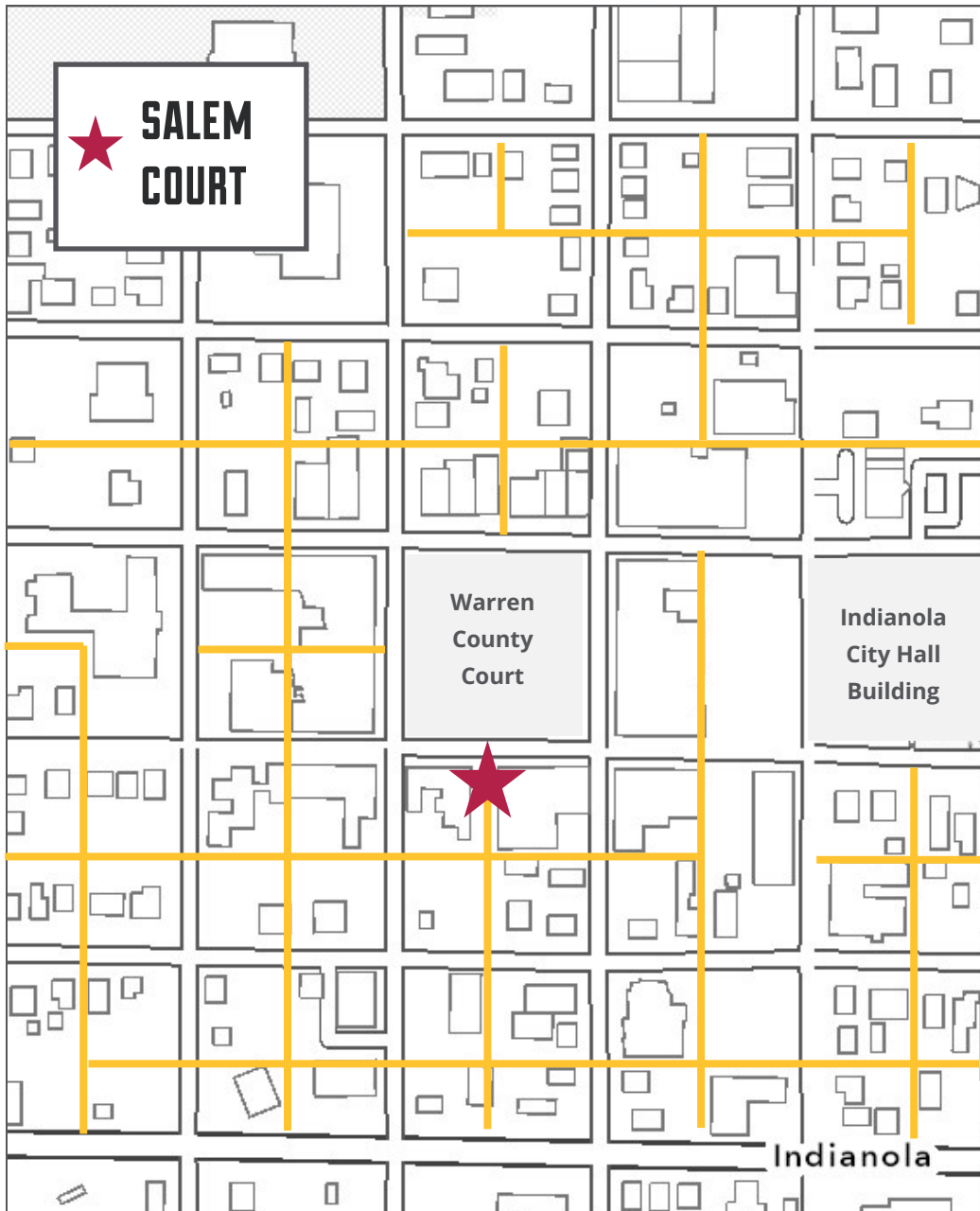
Site plans are required prior to the erection, relocation, expansion, or alteration of any structure or for the change of use of any structure or parcels. This may include improvements to alleyways, landscaping, exterior lighting, and parking.



ARCHITECTURAL AND BUILDING

A building permit may be required when constructing, remodeling, or repairing a building. Permits are also required on for all plumbing, electricity, and mechanical work. Please inquire with the City Building Official if unsure if your project requires a permit.

ALLEYWAYS



The map to the left shows the existing alleyway network within the Downtown Square and adjacent areas. Alleyways are shown in yellow. Alleyways are utilized for a way to provide vehicular access to off-street parking areas but may also be utilized as an alternative pedestrian route that is sheltered from main roads intended for vehicular traffic.

Alleyways present a unique opportunity for placemaking initiatives and public art. Revitalization efforts in alleyways can aid in improving pedestrian experiences and enhance a place's character. Additionally, placemaking initiatives can increase engagement with public and private spaces. An example within Indianola of a revitalized alleyway includes Salem Court.



COMMUNITY INPUT

Community input was taken through an interview and image preference survey to gauge property and businesses owners interest in interior and exterior improvements within the Downtown Square. Fifteen (15) participated in the survey, providing input on the subject matter.

Property and business owners within the Downtown Square were asked, if having the financial support to do renovation work, what would this funding be used on. In regards to exterior façade areas, respondents indicated:

- Replacing entrances and windows
- Creating/establishing an open-concept storefront
- Repairs to maintain structural integrity of building; tuckpointing
- Fill/cover building gaps where buildings do not extend to property line and connect to adjacent buildings
- New signage

In regards to interior areas, participants indicated that they would like to:

- Remove drop ceilings to expose historic pressed metal ceilings

- Install equipment related to the building itself (i.e. grease-traps)
- Upgrade utility systems (i.e. plumbing, heating, cooling)

Alleyways

During the questionnaire, property owners and businesses were asked, if applicable, what their alleyway area is currently used for. Respondents indicated that they used their alleyways for parking and trash collection. Generally, property owners were open to the idea of incorporating works of art, such as murals, within the alleyway or general placemaking opportunities.

Upper-story Areas

Respondents to the questionnaire were asked, if applicable, if the building contains an upper-story area and what the current uses are. Some respondents had indicated that they would like to create an upper-story use, such as upper-story housing however they would need to address structural concerns first.

One respondent indicated that they would like to build up to create additional commercial

space, specifically, to create a rooftop restaurant.

Co-retailing and Shared Working Spaces

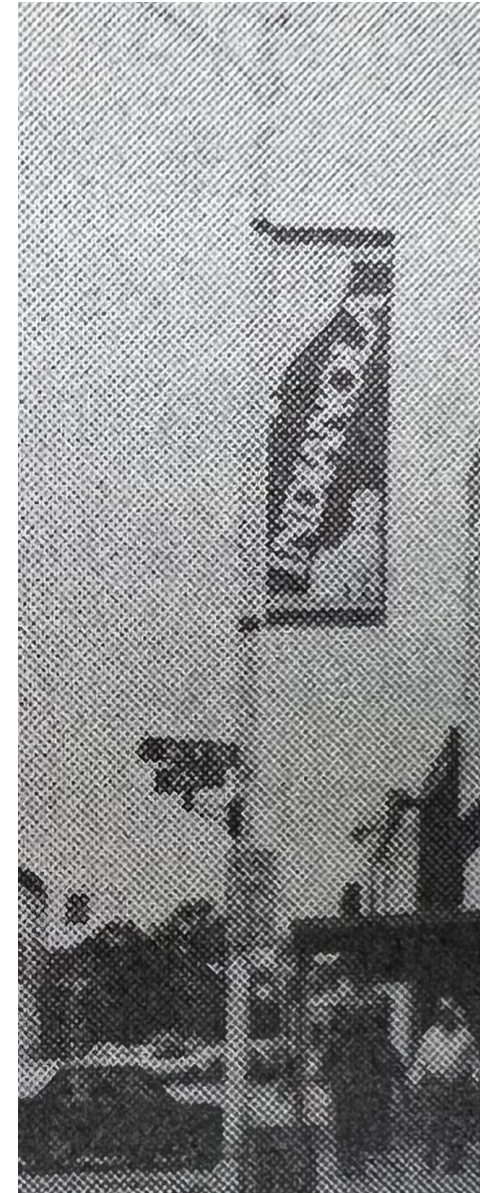
Participants indicated that in some instances, co-retailing spaces may be beneficial (i.e. connecting a bookstore to a coffee shop). In other instances, it may not be as beneficial or helpful (i.e. shared kitchens may create conflict if not carefully planned or organized).

Participants generally favored co-retailing spaces if adequate space were to allow for it.

Challenges and Barriers

A questionnaire asked property owners and businesses within the downtown square what challenges and barriers exist for them:

- Structural Integrity of Buildings
- Water leaking from above
- Lack of storage space
- Concern of toxic building materials (i.e. asbestos, lead, etc.)
- ADA Accessibility
- Infrastructure concerns (i.e., plumbing)



PLANNING AND DESIGNING YOUR PROJECT

Looking at the “Big Picture”

Simple improvements to your building may improve its aesthetics, however, an extensive review and comprehensive project can be beneficial by maximizing financial resources to address maintenance issues and concern areas, generate a greater return on investment, and in the long run, provide operating cost savings.

When planning your project, take a moment to step back and consider the needs of the entire building rather than a specific item or area. In some cases, a larger project can be eligible for additional incentives such as grant funding or tax incentives, or provide the opportunity for long term cost savings. When planning

your project, please consider the following questions:

- What condition are façade materials, such as brick, stone, wood, and metal, in? Are they in need of repair (i.e. tuckpointing, staining, or paint)?
- Are there siding or panels that are covering the original building? Can these panels be removed?
- Can original windows be repaired instead of replaced? Do the current windows fit the entire span of the original window opening?
- Are awnings ripped, faded, and in need of repair?

115 North Buxton Renovation — The below renovation from 2011 included a renovated storefront, window and door replacements, roof replacement, and tuckpointing (Approximately \$62,800 in construction costs; \$25,000 awarded in Downtown Façade Improvement Program)



PLANNING AND DESIGNING YOUR PROJECT

Façade Anatomy and Common Materials

A traditional commercial storefront is one of the most important elements that can provide both historical significance and character to a downtown area. At the most basic level, a commercial façade contains three parts: a storefront with an entrance and large window displays, an upper masonry façade with regularly spaced

windows, and decorative cornices that caps the building. These components may come in different shapes, sizes, and styles but when combined, they result in the same façade. Below, shows the anatomy of a building façade, along with what materials they are commonly made of.

Lintel /Architrave

— Concrete, stone, brick, or wood

Window Sill —

Concrete, stone, brick, or wood

Side Piers —

Masonry to match upper facade

Entrance Door

— Wood or aluminum with a large glass panel at least 3/4 in size



Cornice — Cast iron, sheet metal, brick, stone, or terracotta

Transom

Windows — Clear, tinted, stained, or etched

Display Windows

— Clear glass

Kneewall/

Bulkheads — Wood panels, polished stone, glass, tile, or aluminum

PLANNING AND DESIGNING YOUR PROJECT

Utilizing Historical Images and Resources



Indianola's Downtown Square is characterized by many era's and design styles dating back to when the city was founded. Many of these historic architectural elements can still be found today. These features include detailed lintels and cornices, open-concept store fronts, and framing of windows and doorways. Many architectural elements located in the Downtown Square are unique to the downtown district.

Historic imagery of properties located in Indianola's Downtown can be found at the Warren County Historical Society and Museum. These historic images can assist in the project planning process in determining design suitability. These images may also assist in

determining what features may be hidden by more recent alterations and other structural elements that could impact your project.

The Warren County Historical Society and Museum is located at 1300 West 2nd Avenue in Indianola, Iowa. The museum is open on Thursdays between the hours of 9:00AM to 4:00PM and on Saturdays between 9:00AM to 12:00PM.

Fun Fact: Did you know that historically, business advertisements would use a square symbol to identify that they were located in Indianola's Downtown Square?

PLANNING AND DESIGNING YOUR PROJECT

Designing a Storefront

A well thought-out storefront can encourage visitors into your store, better perceptions of your business and brand, and generate interest. When designing your storefront, the following is encouraged:

- A storefront should compose of almost entirely of glass. If the use of glass is not appropriate due to the established use, consider utilizing window treatments as a solution, such as interior blinds and insulating curtains.
- Transom windows that are covered or blocked should be reopened and restored.
- When repair of original storefront materials are not possible, replacement materials should match the original in size, shape, scale, and texture.
- Restoration of missing architectural details such as cornices and lintels.

Avoid This

When designing your storefront, you want to ensure that your storefront is visible and encourages pedestrians on the street to visit. The following should be avoided when designing the storefront to increase pedestrian interest and better perceptions:

- Avoid building materials that were unavailable when the storefront was originally constructed. This includes vinyl and aluminum siding, anodized aluminum, and mirrored glass.
- Avoid painting brick as it requires continuous maintenance. Additionally, brick is a porous building material that absorbs moisture, heat, and cold. When brick is painted, moisture is trapped inside and can cause the paint to peel and crack. Additionally, this moisture can be a source of mold or mildew. Instead, consider a brick stain.
- Avoid using inexpensive building materials such as Masonite or Medium Density Overlay (MDO) panels for columns, framing, and panes as it will result in frequent and costly maintenance and may result in a perception of a lower quality business brand.



Ask Yourself

When designing your storefront, think about the following questions:

- Does your storefront and display have adequate lighting, even after business hours, for prospective customers to window shop?
- Are entranceways easily visible, attractive, and easy to open? Are they accessible?
- Is there adequate business signage? Are operating hours posted?
- Would your business benefit from outdoor seating and if so, what relationship does this seating have to the storefront? Is there a logical place for outdoor seating?
- Is there a historical aspect of your building that could be rehabilitated (i.e. Historical signage, architectural elements, etc.)?

PLANNING AND DESIGNING YOUR PROJECT

Outdoor Accessories

For some businesses, outdoor accessories such as benches, chairs, and tables can provide benefit to the business. These accessories can often provide indirect marketing towards a business. For example, a pedestrian that is enjoying a walk past a business that has outdoor seating and tables may see a drink or dish that another individual is having and may come back at a different time to try that same dish. Outdoor accessories could include:

- Sidewalk signage when it does not block accessible routes
- Bistro sets
- Benches and tables
- Parklets
- Planters
- Outdoor heaters
- Stools if storefront is convertible



For outdoor furniture, it is recommended to incorporate shade options such as awnings or umbrellas to reduce heat absorption and to utilize lighter colored seating options, as dark colored options may heat up in the Summer months and leave vulnerable populations, such as young children and the elderly to burns.

Outdoor accessories and furniture should be designed for outdoor

usage. This means that they are less prone to deterioration and degradation caused by extreme temperatures or weather. Additionally, outdoor accessories should generally be related to the services your business provides or the businesses brand.

Outdoor furniture located on sidewalks require a sidewalk use agreement with the City. Please contact the Community Development Department for questions or to apply.

Auxiliary Functions

Auxiliary functions include items that are supplementary to a businesses successful operation, such as equipment for trash and recycling collection, utilities, oil waste collection and on-site parking management systems (i.e. bollards, signs, curb stops, etc.).

Auxiliary functions that have a negative visual impact, such as waste collection systems should be screened through landscaping and/or high quality fencing (i.e. brick and mortar, enclosures with high architectural quality) that compliments the building located on site.

Avoid This

- Avoid blocking ADA-Accessible routes through outdoor accessories such as signage, dining areas, heaters, or any auxiliary functions.
- Avoid non-durable materials and accessories that are prone to deterioration from outdoor elements including extreme temperatures and weather.
- Plastic and metal folding chairs and tables are considered as generally inappropriate for the Downtown Square.

PLANNING AND DESIGNING YOUR PROJECT

Signage

Signage not only serves to identify and promote businesses but can influence how consumers perceive the Downtown Square. Signage that is easy to read, well-designed and of high-quality can both promote a business and create a welcoming feel to the Downtown Square. Common signage in a downtown environment may include awning signs, canopy signs, sidewalk signs, projecting signs, wall signs, and window signs.

When designing signage for your downtown business, make sure that the signage complements the building, in relation to size, shape, and color. A sign that is too small may be difficult for pedestrians to see and read. Similarly, a sign that is too big may be overwhelming. Sign placement should be located where it is easy to see and navigate to the business itself. Lastly, signage should allow for flexibility and reversibility, should the business ever change in the future.

Iconic historic signage can also hold intrinsic value, as they add character and a snippet into past life. These signs can also provide

for marketing strategy for businesses, through appealing to nostalgia. Original and historic aspects relating to signage should be preserved when possible. Additionally, historic neon signs should be retained and preserved.

Signage within the City of Indianola is regulated under Section 165.10 of the City's Code of Ordinances. Prior to erection or changes in copy, a sign permit from the Community Development Department is required.

Avoid This

Poor quality signage can have consequences on how a brand and businesses is perceived and may result in loss of valuable foot traffic and sales. When designing your signage, avoid the following:

- Avoid blocking ADA-Accessible Routes with temporary sidewalk signage.
- Signage should avoid design conflicts with building features.
- Electronic message center signs, internally lit signs, and ground signs are considered generally inappropriate or prohibited by Section 165.10 of the City Sign Code.



PLANNING AND DESIGNING YOUR PROJECT

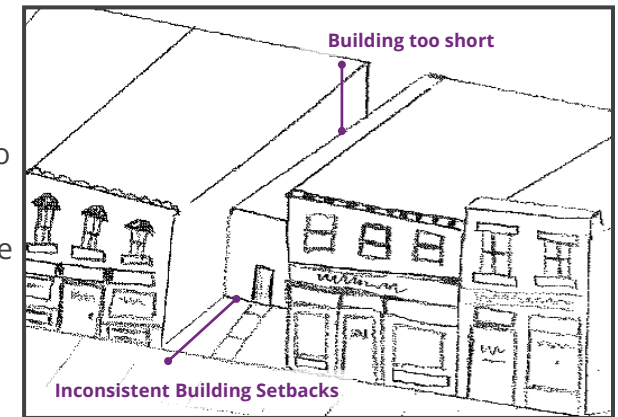
Scale and Orientation

The preservation and reestablishment of the historical form of buildings is important to the look and feel of the Downtown Square. Scale and orientation is a key aspect to maintaining a pedestrian scale and providing consistency throughout the downtown square. It establishes a pattern and delineates one building from the next without overemphasizing any one structure that might detract from the overall, unified feel of the downtown area. Buildings within the downtown square should be designed to human/pedestrian scale. When a building is multiple stories, the ground level should be the most prominent portion of the building.

Building facades should not exceed 20 feet in length without interruption or distinct form of articulation used to break the building into smaller portions, to avoid a structure from looking too large. Materials used should be compatible with historic materials and features, and should be scaled appropriately.

New and in-fill development should be designed to occupy at least 75% of the street frontage. Side yard setbacks should be minimized to create a continuous wall of buildings. Additionally, new and in-fill development should avoid the construction of single-story buildings. If used, single-story buildings should extend parapets to reflect the scale of two-story buildings. There should not be a significant difference in scale/massing between any two neighboring buildings. If off-street parking areas are proposed, these parking areas should be sited behind the building.

Buildings located on corners should use architectural massing to create prominent corners and incorporate unique building entries that are advantageous to corner buildings. For buildings alongside a heavily used alleyway, building features should serve to promote activation within the alleyway (i.e. secondary entrances, windows, and art).



Avoid This

- Avoid continuous expanses of a wall, without a variation in height, depth, or texture. Blank walls may also be broken up through landscaping or other screening methods.
- Roof lines should not be exposed. Architectural elements such as cornices and parapets should be used to screen the roof line and “crown” the building.
- Avoid orienting primary customer entranceways from primary streets and heavily trafficked routes.
- Avoid inconsistent front building setbacks. For infill development and new construction, buildings should be constructed with zero setback from the front property line and side property lines when appropriate. Recessed entryways are appropriate when covered.
- Off-street parking, if proposed, should be located behind or to the side of buildings and adequately screened and landscaped.

PLANNING AND DESIGNING YOUR PROJECT

Creating Accessible Spaces

Are there features of your building that create or may create a barrier for participation in your store? Architectural barriers may prevent employees and visitors with disabilities from the opportunity to take part in services and activities within your building. Architectural barriers may include entryways that do not allow for wheelchair access, round doorknobs or door hardware that is difficult to grasp, narrow aisles, high counters and storefronts, or tables that are unable to accommodate a person utilizing a wheelchair or fixed seat.

The United States Department of Justice provides guidance in the [“ADA Update: A Primer for Small Business”](#) for business owners on improvements that can be made to their property to improve store accessibility. In addition, the Disability Rights Section of the Civil Rights Division of the Department has provided a [fact sheet](#) on tax incentives that are available to businesses to assist in covering costs associated with making accessibility improvements. Both a tax credit of up to \$5,000 and a tax deduction of up to \$15,000 are available to eligible business owners. These tax incentives allow for businesses to reach a sizeable market for minimal investment.

Ask Yourself

When renovating your business, ask yourself the following questions:

- Does your business have an accessible route and entryway into your building?
- Are doorways operable with one hand/limb without tight grasping, pinching, or twisting of the wrist?



PLANNING AND DESIGNING YOUR PROJECT

Building Murals and Alleyway Activation

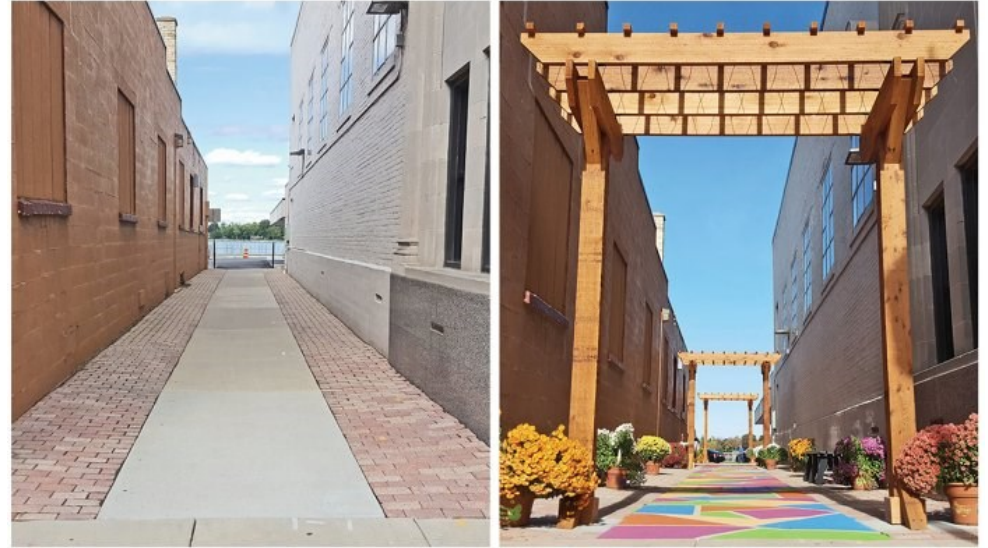
Alleyways provide shelter from main roads that are intended for vehicular traffic, as they serve as an alternative pedestrian route. An alleyway activation creates improvements to convert an alley or a portion of an alley into a vibrant community space that enhances pedestrian circulation or generally enriches the quality of the environment. Improvements can include items such as lighting, artwork, seating areas, planters, paving, and micro-retail opportunities.

Improvements along an alleyway should be located in an area that is able to support any anticipated pedestrian activity that will generate from the improvement. Additionally, murals and public art should be continuously maintained to avoid deterioration.

When planning improvements within an alleyway, work with your neighbors to create a unified theme or design. When planning alleyway improvements, please contact the Community Development Department to develop and solidify the plan. City staff may assist in finding funding sources to help fund the project.

Maintenance and Up-keep

When creating alleyway improvements, it is important to have a maintenance plan or general outline on how to maintain the area or art in good condition. A maintenance plan can increase the lifespan on a work of art or structure, and help avoid deterioration. If working with an artist, architect, or contractor, make sure that



'Streets of Oconomowoc' Alleyway before and after — City of Oconomowoc, Wisconsin

they provide you a detailed guide with instructions on maintenance and repairs that may be needed, due to weathering or aging, after the work is completed or art installations are transferred over to your ownership.

PLANNING AND DESIGNING YOUR PROJECT

Pedestrian-Orientation and Design

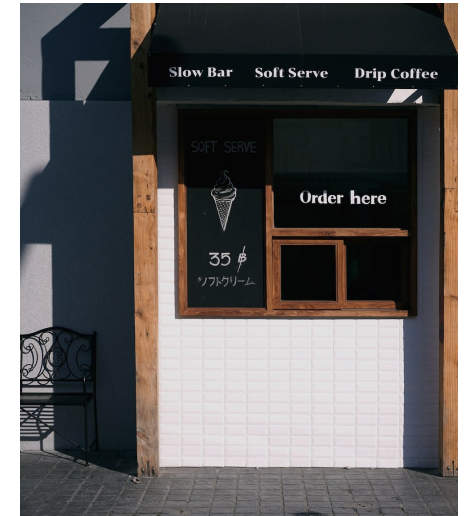
Pedestrian-oriented places promote a sense of community identity and encourages activities to create a vibrant and dynamic space. Designing with human-scale in mind includes providing weather protection (i.e. covered or recessed entryways), incorporating outdoor seating and dining opportunities where it may make sense, and utilizing pedestrian scaled signage.

Specific pedestrian-oriented features are human scaled and can include balconies/decks, bay windows, covered entries, and multiple paned windows. Additionally, they include architectural elements and details that add visual interest or promote an activity such as transparent or decorative windows, climbing vines or planting beds, artworks, seating areas, and walk-up windows.

Pedestrian-oriented service windows are window areas that allow for pedestrians to order from the sidewalk or alleyway. Service windows tend to be compatible for food and drink businesses and can be great for increasing visibility. If incorporating pedestrian-oriented service windows, ensure that they are ADA-accessible, that goods and services are visible through an open-concept store front and that they are weather-proofed for seasons where usage may not be compatible.

Buildings are encouraged to incorporate awnings and arcades to provide shade and weather protection to both pedestrians and storefront windows. Awnings alongside a street should have a consistent pattern in size and shape and should not conflict with

other awnings. Materials should be weather-resistant. Additionally, fading and bleaching from the sun should also be an important consideration. Canvas is traditionally popular, but must be weather treated and requires more maintenance than plastic or aluminum. Vinyl plastic has a more contemporary effect, but can be attractive when done correctly.



Avoid This

- ▶ Car-oriented service windows are considered generally inappropriate within the Downtown Square area.
- ▶ Aluminum canopies and awnings are considered generally inappropriate for a downtown area.

Ask Yourself

- ▶ Would my business benefit from incorporating pedestrian oriented service windows and if so, what relationship does this service window have to the buildings façade?
- ▶ Are there architectural or historical elements to my building that generates interest and contributes to the character of my building?

PLANNING AND DESIGNING YOUR PROJECT

Generally Inappropriate Design

The City of Indianola's Downtown Design Guidelines aims to promote a unified design for the Downtown Square while preserving the character of the Downtown area. Generally inappropriate designs refer to those architectural designs that are incompatible towards the Downtown Square area.

Franchise and signature architecture, or building design that is trademarked or identified with a particular chain or corporation and is generic in nature, is not appropriate in the Downtown area. Trademark building detract from the home-town character of the downtown area and traditional pedestrian-oriented architecture. Buildings located in the downtown area must build with compatibility to the architectural standards of the downtown area.

Inappropriate Building Materials

Poor quality substitute materials such as vinyl or metal siding can have a negative architectural impact, as opposed to utilizing traditional materials. This negative impact can impact business perception to potential customers from the street and sidewalk. Building materials should consist of durable and natural materials. The following building materials are generally considered inappropriate or incompatible within Downtown Districts:

- ▶ **Vinyl Siding** — Generally, vinyl siding is not a compatible material within a downtown district. Vinyl siding should not be utilized in covering historic building materials, such as brick.

- ▶ **Standing Seam Metal Roofing and Siding** — Generally not appropriate for historic buildings in Iowa, except when used as copings, flashings, and crickets.
- ▶ **Residential type wood siding, shingles, or shakes** — Wood shingles often create an appearance similar to residential structures. They shouldn't be used as infill or primary material on downtown buildings.
- ▶ **Mirrored surfaces**
- ▶ **Imitation masonry and faux stone**
- ▶ **EIFS and Stucco**

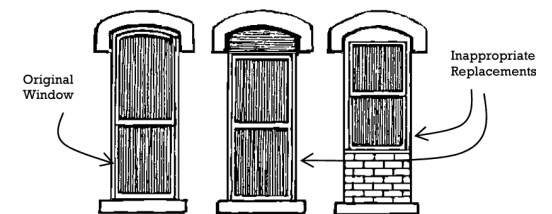
Inappropriate Outdoor Accessories

Plastic and metal folding chairs and tables are considered generally inappropriate for the Downtown Square area. Additionally, objects made out of cement blocks and plywood are also inappropriate.

Inappropriate Replacements

At times, repair may be impractical, leaving replacement as the only viable option. Find a replacement that matches existing features of the building. For window replacements, do not alter the existing window opening to fit new windows and do not install windows that do not match the style of your building.

When making replacements, try to match or complement the existing details, as much as possible.



REPAIR, MAINTENANCE, AND CARE

As a property owner, it is important to preserve and maintain historical assets that exist on your property as it is the most efficient and economical way to keep your building looking its best. When performing routine repair, maintenance, and care, it is important to first maintain what you have and then if necessary, repair or replace the detail by duplication or complementing the original. This section will touch base on repair, maintenance and care of historical assets and assist in troubleshooting issues that are uniquely common in historical properties.

Wood

Wood should be periodically checked for any soft, rotted areas, splits, and dampness. Damaged or decayed sections can typically be repaired by re-nailing, caulking, and filling.

Wood should also be inspected for dry rot. This fungus causes damage to almost nearly all wood-types, except with those that are naturally resistant. Wood containing dry rot that serves as a structural component to a building should be replaced, rather than repaired.

Metal

Metal decorative elements often consisted of stamped or pressed metal made of cast iron or other metal elements. Signs of metal deterioration often consists of corrosion, tears, holes, and missing pieces. A coat of paint can prevent rust and corrosion of metal.

Masonry

Masonry includes both brick and stone elements.

- While brick and stone are one of the most durable building materials, they can deteriorate over time if not taken care of properly. Check gutters, downspouts, roof structure and wall copings periodically for potential water infiltration and moisture that may be compromising the

structure.

- Cleaning Historic masonry brick can have a major impact on the building. Masonry can be cleaned through low-pressure water washing and scrubbing with natural bristle brushes. When using chemical treatments, a test patch is recommended. When testing chemical treatments, allow for time to see how the treatment reacts to weather.
- Sandblasting is heavily discouraged as it can be harmful and damaging towards masonry and can lead to a surface that will weather more rapidly. Additionally, this practice can disqualify projects from federal tax credits and grant opportunities.

Exterior Paint and Staining

When choosing paint or a buildings color scheme, consider the appropriateness and impact of the color. Prior to painting, check the condition of all surfaces on your building. If wood is rotted or brick is cracking, you will need to repair and tuckpoint, prior to painting.

- While it is not necessary to match your color scheme to neighboring buildings, the color scheme should still be compatible with the downtown environment.
- **Do not** paint historic masonry as it may cause damage to the surface of the brick. Brick is a porous building material, and when it is painted, can trap moisture within the brick walls. Previously painted surfaces can be restored by a chemical paint remover.
- Prior to painting, ensure that the area is dry and clean. Remove any loose or peeling paint on the surface.
- Protect any historic materials and assets prior to painting to ensure that no damage is done.
- Sample the paint colors on your building prior to committing as colors may appear differently in various circumstances (i.e., natural vs artificial light).

DEFINITIONS

Aa

Arcade

An arched roof or covered passageway.

Architectural Character

Refers to the detail, rhythm, style, appearance, and historic period of a building or a group of buildings.

Architectural Element/Detail

Unique components that, when combined, contribute to the composition of the façade. *Examples include architraves, cornices, brackets, capitals, columns, dentils, lintels, trim boards, etc.*

Arch

A curved structure supporting its weight over an open space, such as a door or window.

Articulation

The degree or manner in which a building wall or roofline is made up of distinct parts or elements. A highly articulated wall will appear to be

composed of a number of different planes, usually made distinct by their change in direction (projections and recesses) and/or changes in materials, colors, or textures.

Bb

Baluster/Balustrade

A series of columns topped by a rail and serving either an ornamental or functional purpose. *Typically utilized on stairways, parapets, and windows.*

Bay (Structural)

A regularly repeated spatial element in a building, defined by beams or ribs and their supports.

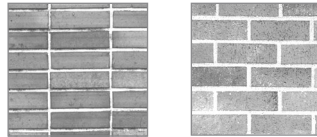
Bay Window

A window space which protrudes outwards from the main building line.

Bond Pattern

Masonry which is laid in

arrangements, to create a design or pattern. See image below for examples of two different bond patterns.



Bulkhead

The space located between the pavement/sidewalk and the bottom of a traditional storefront window.

Cc

Canopy

A projection over a niche or doorway; often decorative or decorated.

Corbel

A block projecting from the face of a wall, usually a masonry material such as stone or brick. Corbels are often used to support beams, parapets, and other architectural features.

Cornice



A projecting horizontal feature that crowns an architectural façade or composition.

Cresting

A decorated ornamental finish along the top of a wall or roof, often made of ornamental metal.

Dd

Demolition

Any act or process that destroys, in part or whole, a structure, building, or site.

Dentil

A row of small, tooth-like blocks in a classical cornice.

Dormer Window

A window which projects from the roofline.

Ee

Eaves

The overhang at the lower edge of the roof that usually projects out over the walls.

Ff

Façade

The exterior face of a building, which faces a street or other open space.

Fanlight

A semi-circular window, usually located above a door, and containing radiating muntins.

Franchise Architecture

Building design that is trademarked or identified with a particular chain or corporation and is generic in nature.

DEFINITIONS

Gg

Gable Roof

A pitched roof with one downward slope on either side of a central, horizontal ridge.

Gambrel Roof

A ridged roof with two slopes on either side.

Glazing

Fitting glass into windows and doors.

Hh

Hipped Roof

A roof with four uniformly pitched sides.

Historic Imitation

New construction or rehabilitation where elements or components mimic an architectural style but are not of the same historic period as the existing buildings.

Hood Molding

A projecting molding above an

arch, doorway, or window, originally designed to direct water away from the opening.

Human Scale Design

Please see definition for '*Pedestrian Scale Design*'

Kk

Kneewall/Kickplate

Please see definition for '*Bulkhead*'

Ll

Lintel

The framing member that forms the top-side of an opening.

Mm

Masonry

Construction materials such as stone, brick, concrete block, and tile.

Muntin

A strip of wood or metal, or otherwise bar which supports and separates glass panes on a window or door.

Oo

Oriel Window

A form of a bay window, which protrudes from the upper-story area of a building and does not reach the ground floor.



Pp

Palimpsest

An outline or profile of previously existing buildings or building details, created through stains, paint,

weathering or other fashion, existing on a buildings' façade.

Pilaster

A column attached to a wall or pier.

Pedestrian Scale Design

Refers to the look and feel of a built environment, being designed to human scale, typically done through a variety of means and methods including site planning, circulation, massing, and proportion.

Ss

Setback

Distance at which the building, or part of a building, is placed from the street curb or property line.

Sheathing

Any building material which covers the original façade of a building or other surface.

Sill

The framing member that forms the lower side of an opening.

Storefront

The traditional "main street" façade, bounded by a structural pier on either side, an entrance with large window displays, an upper masonry façade with regularly spaced windows, and decorative cornices which cap the building.

Tt

Transom Window

The horizontal division or crossbar in a window. A window opening above a door.

Trim

The decorative finish around a door or window; The architrave or decorative casing used around a door or window frame.

GLOSSARY—BUILDING MATERIALS

Clear Glass

Includes clear glass with no visible tint, reflective coating, coloring or other covering (not including low-e or UV coatings or treatments). Glass is considered an appropriate material for the downtown area.

Fabric

Includes exterior rated fabric designed for application in a canopy or roofing system. Fabric is considered an appropriate material for the downtown area when applied on canopies and when it exceeds no more than 5% of a street-facing façade.

Masonry and Stone

Includes full dimensional, unit face brick, or natural/genuine stone. Masonry and stone is a full-veneer masonry wall system and is considered as an appropriate material for the downtown area.

Spandrel Glass

Includes opaque glass panels with a fire-fused ceramic frit paint; typically used between vision areas of windows to conceal structural columns, floors, and shear walls.

Stucco

An exterior finish, usually textured, and is Portland cement-based. Stucco is considered an appropriate material for the downtown area.

Composite Wood

Includes composite or other synthetic wood types,

such as *LP SmartSide* and is typically used as panels, siding, and trim. Composite wood is considered a generally inappropriate material for the downtown area.

EIFS

Exterior insulation and finish system (EIFS) is defined as a polystyrene foam covered with a synthetic stucco, water-managed and exterior rated. EIFS is considered a generally inappropriate material for the downtown area and is prohibited within the first ten (10) feet of the finished floor elevation.

Faux-stone

Includes synthetic stone, that is adhered to a wall surface or wall anchoring system and may be placed on prefabricated panels. Faux-stone on prefabricated panels are considered a generally inappropriate material for the downtown area.

Metal Panels

Includes standard metal siding and panels, painted or coated for exterior application. Metal panels are considered a generally inappropriate material for the downtown area.

Mirrored Glass

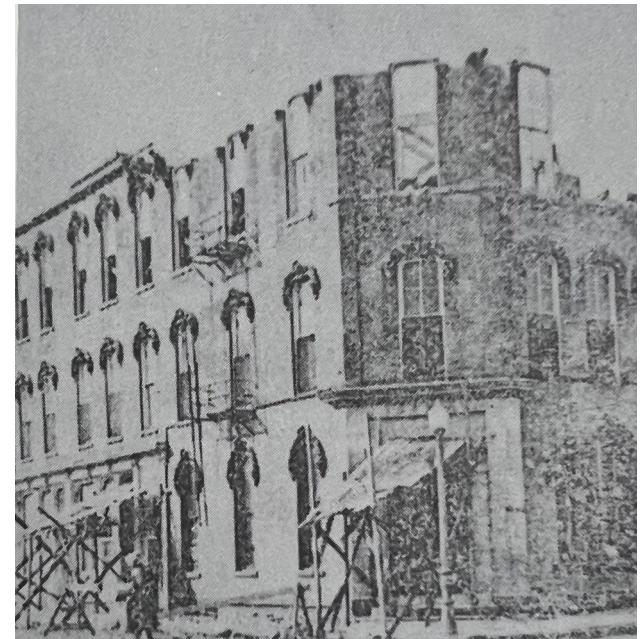
Includes glass with a reflective or mirrored coating or finish. Mirrored glass is considered a generally inappropriate material for the downtown area.

Vinyl and PVC (Panels, siding, and trim)

Building material that is made from a synthetic resin or plastic. Vinyl/PVC panels, siding and trim is considered a generally inappropriate material for the downtown area.

Wood Shake Shingles

Includes shingle shakes constructed of rot resistance wood, such as cedar. Wood shingles are considered a generally inappropriate façade material.



ADDITIONAL RESOURCES

Several resources are available for property owners and tenants within the Downtown Square that are interested in making improvements. Please reach out to city staff to discuss project ideas early on in your planning phase.

City Services and Utilities

Community and Economic Development Department

Monday through Friday — 8-5PM.

ComDev@IndianolaIowa.gov

(515) 961-9430

Parks and Recreation Department

Monday through Friday — 8-5PM.

ParkRec@IndianolaIowa.gov

(515) 961-9420

Indianola Chamber of Commerce

Monday through Friday — 10-3PM.

Chamber@IndianolaChamber.com

(515) 961-6269

Indianola Municipal Utilities

Monday through Friday — 8-5PM.

(515) 961-9444

Additional Resources

Mid-Iowa Planning Alliance

golson@MidIowaPlanning.org

(515) 334-0075

Warren County Economic Development Corporation

Monday through Friday — 9-4:30PM.

info@wcedc.com

(515) 961-1067

Warren County Historic Preservation Commission

Monday through Friday — 8-5PM.

wchistoricpreservation@gmail.com

(515) 771-7277

Warren County Historical Society

Thursdays 9-4PM and Saturdays 9-12PM

(515) 961-8085



ADDITIONAL RESOURCES

Potential Funding Sources

Enhance Iowa *Iowa Economic Development Authority (IEDA)*

Funding for construction projects related to recreation, education, entertainment and cultural activities

Downtown Housing Grant *(IEDA)*

Funding for projects that support local downtown revitalization through new and renovated housing opportunities

Downtown Loan Guarantee Program *IEDA*

Provides loan opportunities for downtown businesses and financial institutions for revitalization projects in a downtown.

Community Catalyst Program *IEDA*

Funding available for redevelopment or rehabilitation of buildings to stimulate economic growth or reinvestment in a community.

Downtown Revitalization Fund (CDBG) *IEDA*

Funding available for historic city centers or core downtown areas and their revitalization. Program primarily focuses on building façade improvements.

Main Street Iowa Challenge *IEDA*

Funding available for brick-and-mortar building projects within a designated Main Street district.

Destination Iowa Grant *IEDA*

Funding available for economically significant developments or projects promoting outdoor recreation, tourism attraction, and/or creative placemaking.

Iowa Great Places *Iowa Department of Cultural Affairs (IDCA)*

Funding available for projects that cultivate the local character and authentic qualities of Iowa neighborhoods, districts, communities and regions.

Certified Local Government Grant *IDCA*

Funding available for certified local governments to fund education projects or planning projects.

Historical Resource Development Program *IDCA*

Grant funding to help preserve, conserve, interpret, enhance, and educate the public about Iowa's historical assets.

Creative Places Project Grant *IDCA*

Funding available for art and culture projects that advance creative placemaking as a community workforce or tourism strategy

Resource Enhancement and Protection (REAP) *Iowa DNR*

Funding to preserve, conserve, interpret, enhance, and educate the public about Iowa's historical assets

Our Town Grant *National Endowment for the Arts*

Funding for creative placemaking that supports activities that integrate arts, culture, and design and strengthens communities

Warren County Philanthropic Partnership Grants

Funding available for projects that address a community need in Warren County or that benefits multiple communities.

Community Placemaking Grant *Project for Public Spaces*

Funding available to implement physical and programmatic improvements to a public space.

Wellmark Match Grant

Funding for pocket parks, outdoor recreational areas, hydration stations, walking paths and trails, wayfinding signage, community gardens, edible landscaping, learning kitchens, and mobile food pantries.

Community Betterment/Legacy Grant *Prairie Meadows*

Funding available for projects involving arts and culture, economic development, education, and health and human services

State Farm Neighborhood Assist Program

Funding for any cause that would improve a neighborhood