



Downtown Grant Review Board Meeting Agenda

Wednesday, March 11, 2026 - 12:00 PM

City Offices (Building 18, Legacy Plaza) - Large Conference Room
303 W 4th St N, Suite 501
Newton, IA 50208

- I. Roll Call
- II. Review of Minutes of Previous Meeting: 7.9.2025
- III. New Business
 1. 122 N 2nd Ave W - Signage
- IV. Adjourn

ADA Compliance: The City of Newton is pleased to provide reasonable accommodations, in compliance with the Americans with Disabilities Act, for those individuals or groups who require assistance in being able to participate in the meeting. Please contact the Community Development Department at least 24 hours in advance of the meeting by calling 641-792-6622 to arrange for accommodations to be provided.

Chair: Corinne Coyle; **Members:** Fred Chabot, Rita Reinheimer, Marilyn Terlouw, Colby Lawson, Tiffany Thomas, Wade Sheeler

Minutes of Meeting
Downtown Grant Review Board

Community Development/Community Services/Public Works Large Conference Room
303 West 4th Street North, Building 18,
Suite 501 Newton, Iowa 50208

July 9, 2025

ROLL CALL: Board members present: Chabot, Coyle, Reinheimer, Terlouw, Lawson, Sheeler, Thomas

Board members absent: None

STAFF PRESENT: Erin Chambers, Community Development Director
Nick Alexander, City Planner

A quorum being present, the meeting was called to order at 12:00 PM by Chair Coyle.

Minutes of the Previous Meeting. Minutes of the previous meeting for May 7, 2025 were reviewed and approved by VV (7-0). Motion by Chabot, Seconded by Terlouw.

Downtown Improvement Grant:

- **109 - 111 W 3rd St. N – Marilyn and Randy Terlouw, Applicant.** Staff reviewed the staff report, with Terlouw adding comments. Subject property is a contributing structure to the historic district. The applicant has proposed new windows, door, and lighting at **109 – 111 W 3rd St. N.**

Windows - The Board had discussion regarding the grade, and appearance of the windows. Chabot noted that there is no mention in the Downtown Design Guidelines on muttons and the horizontal and vertical muttons would be okay. Reinheimer noted potential distorted view from inside with horizontal and vertical muttons. Further discussion happened in regards to windows being fixed, no sashing, etc.

Motion by Chabot, **seconded** by Sheeler to approve the Façade and Painting grant of \$5,131.96, provided a 1:1 match is met by the applicants. As part of the approval both vertical & horizontal muttons/bars are approved by the board. Terlouw abstained from voting. **Approved** VV (6-0).

- **105 W 2nd St. N – Stephanie Moran, Applicant.** Staff reviewed the staff report. Subject property is a contributing structure to the historic district. The applicant had proposed a new awning, paint, and signage at **105 W 2nd St. N.**

This was a reconsideration of the previously awarded grant for an awning, signage and paint work in the amount of \$2,648.28. This reconsideration was to approve a new amount of \$3,002.75 because of circumstances outside of the applicant's control.

Motion by Terlouw, **seconded** by Lawson to approve additional funds to a maximum grant of \$3,002.75 for the signage provided a 1:1 match is met by the applicants. **Approved** VV (7-0).

Other Business:

- Board wants to advise applicants to attend all meetings
- Board wishes to have a way to do before and after pictures for the board and city council
 - Including after pictures as part of the application process
- Staff to print the Design Guidelines booklet for Board members.

Adjournment. Meeting adjourned at 12:42 PM. Motion by Reinheimer, seconded by Chabot. Approved VV (7-0)

Downtown Grant Review Board - Staff Report

Location: 122 N 2nd Ave W
Applicant: Elyssa Niichel - Roots and Roosts
Owner: Julia Prendergast
Program Area: Signage
Current Use: -

Proposal: Signage to support Roots and Roosts (Hair salon and store)

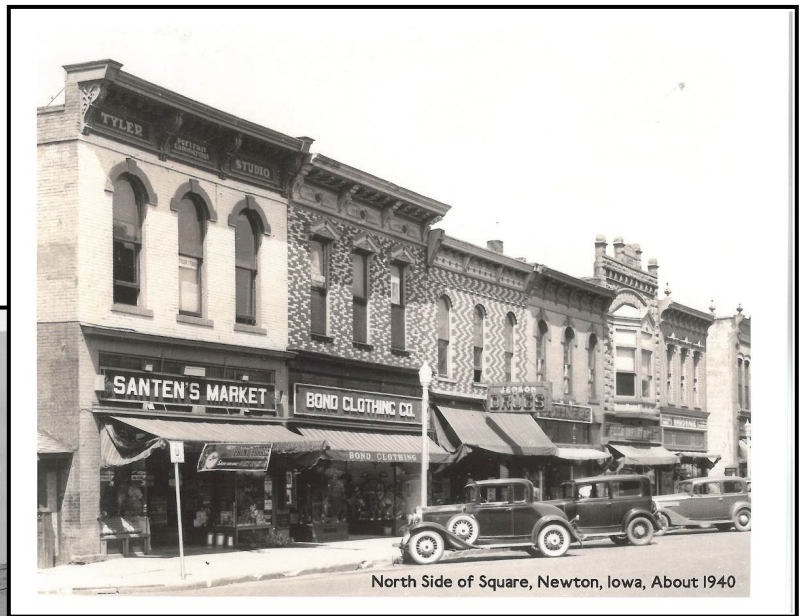


Building Facade



September 2026

Historic Images-



North Side of Square, Newton, Iowa, About 1940



Background:

The subject property is located at the north side of the Newton city square in the historic downtown of Newton, IA in Jasper County. The building is sited on a tight parcel of land near the northeast quadrant of the intersection of N. 2nd Ave. W. and W. 2nd St. N. On street parking is located on the south side of the building and a public sidewalk provides access to the building on the south. There is also a back door entrance on the alley on the property's north side.

Property Description. The property is a two-story, brick building constructed on a brick foundation. The building is rectangular in form, stretching 132 feet to the north from its 22-foot frontage on N. 2nd Ave. The building today reflects a re-facing that occurred by 1957 that resulted in continuity of design and building materials with adjoining retail stores to the east and west. The storefront has a single, recessed door in its center, with large display windows flanking it. Three undersized windows are located on the second story facade. These windows are of industrial steel frame and mullion construction and currently feature fixed, canvas awnings. Clay tile coping finishes the top of the parapet wall.

Integrity Considerations. The building retains a generally high level of historic integrity related specifically to a significant modernization movement of the mid-twentieth century, which drastically altered the building's facade. Because the façade alteration dates to 50-plus years ago, and because it reflects a significant period in the history of the community, the present façade is considered historic and its level of integrity as it relates to design, workmanship, and materials is high. As it relates to integrity of location, setting, and association, the building also retains a high level of integrity.

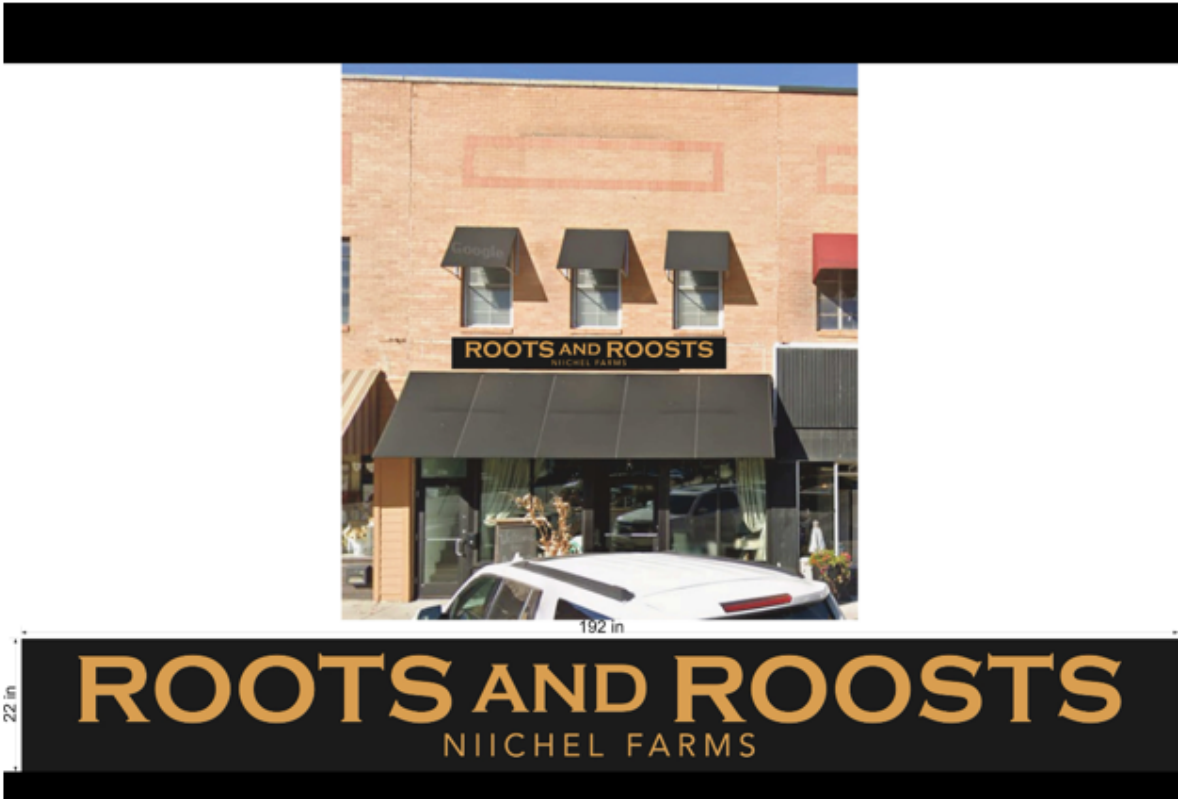
The subject building is considered a contributing resource to the Newton Downtown Historic District. The building is eligible under Criterion A in association with the history of Newton commerce, significant in its ability to contribute to our understanding of the evolution of the business district and its impact on the economic success of the community of Newton.

Past Grant Awards: This property received \$17,000 in grants in 2018 under Façade, Signage and Awning programs.

Analysis & Recommendation:

Signage: New signage is being proposed for the business - Roots and Roosts.

- The applicant is proposing new signage to the business at the building at 122 N 2nd Ave W
- The applicant is proposing the following sign -
 - Roots and Roosts storefront –192” by 22”. Sign consists of two ACM panels with a center seam. Digital print will be wrapped around the edges.



Proposed Signage

Proposed Projects	Estimated Cost	1:1 Match Amount	Maximum Allowed	Less previous Award	Recommended Grant
Sign	\$1063.84	\$531.92	\$750.00	\$0.00	\$531.92

Staff recommends approval of the grant request of \$531.92 to Elyssa Niichel.



Newton



Newton

MAIN STREET

Downtown District Grant Programs Application

Applicant Information

Name: Justin Nichol
 Phone: 319 415 7544
 Address: 2855 W 52nd ST S
 City: Newton State: IA Zip Code: 50208
 E-mail: Nich3@gmail.com
 (Circle One) Owner Tenant

Property Information

Business Name: ROOTS AND ROOSTS
 Business Address: 122 N 2nd AVE W
 Description of Business/Property Use: SALON, Florist, AND COUNTRY STORE
 Property Owner (If not applicant): Julie
 Owner Address: State: Zip Code:
 City: E-mail:

Select Program (Circle)

<input checked="" type="radio"/> Sign or Sign Removal	Up to \$750 granted to property owners for the removal of old signage or the installation of new signage. 1:1 Match Required.
<input type="radio"/> Non-Historic Façade Removal	Up to \$2,000 granted for property owners for the removal of a non-historic façade. 1:1 Match Required.
<input type="radio"/> Historic Façade Renovation	Up to \$5,000 granted from property owners for the rehabilitation and preservation of a historic façade. 1:1 Match Required.
<input type="radio"/> New Awning or Awning Removal	Up to \$2,500 granted for awning removal and/or new awning installation. 1:1 Match Required.
<input type="radio"/> Painting or Paint Removal	Up to \$1,500 granted for painting and/or paint removal. 1:1 Match Required.
<input type="radio"/> Architectural Fees	Up to 7.5% of the total project costs, not to exceed \$3,750. 1:1 Match Required.

I authorize the verification of the information provided on this form and have attached all required documentation as specified in the application materials. I also understand that my project may be used for marketing the program to other businesses. I acknowledge that I have read and agree to the program conditions outlined on the back of this form.

Signature of Property Owner: _____ Date: _____

Signature of Applicant: Justin Nichol Date: 24 Feb 2026



Elyssa Niichel <elyssahal@gmail.com>

Fw: Quote request

Tue, Feb 24 at 12:33 PM

justin niichel <niich_3@yahoo.com>
Reply-To: justin niichel <niich_3@yahoo.com>
To: elyssahal@gmail.com <elyssahal@gmail.com>

Yahoo Mail: Search, Organize, Conquer

----- Forwarded Message -----

From: "Jill Waits" <jill@performancesigncompany.com>

To: "justin niichel" <niich_3@yahoo.com>

Sent: Tue, Feb 24, 2026 at 11:32 AM

Subject: Re: Quote request

Hi Justin,

I have attached a proof for your storefront, incorporating a style similar to the example you provided.

The sign will consist of two ACM panels with a center seam. We will apply a digital print and wrap the edges. For the installation, we will use tap-cons with black washers and touch up the screws with black paint for a seamless look. This is the same installation method we used for Mattes Chiropractic on the square. We will also handle obtaining the necessary permit for this project.

I included a picture of the Mattes Chiropractor sign as an example.

The total cost is \$1,063.84.
Let me know if you have any questions!

Thank you
Jill Waits
Performance Sign

On Mon, Feb 23, 2026 at 6:52 PM justin niichel <niich_3@yahoo.com> wrote:

Hello Jill,

No backlighting just basic. Budget just wouldn't allow extras.

Just have the black background as wide as possible without empty space on either side or stretching the letter spacing out too much. I really doubt it could span the storefront with the height limitations of the letters. A.I. wasn't super accurate when it made that image.

Thank you,
Justin Niichel

Yahoo Mail: Search, Organize, Conquer

On Mon, Feb 23, 2026 at 4:04 PM, Jill Waits
<jill@performancesigncompany.com> wrote:

Hi Justin,

I have been assigned to help you with your signage project.

Regarding the design, would you like the letters to be illuminated?



192 in

22 in

ROOTS AND ROOSTS

NIICHEL FARMS