



## **Downtown Grant Review Board Meeting Agenda**

***Wednesday, June 17, 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: 3.11.2026
- III. New Business
  1. 108 1st Ave E - Signage
  2. 110 W 3rd St. S. - 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

**Minutes of Meeting**  
**Downtown Grant Review Board**

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

**March 11, 2026**

Roll Call:

Board members present: Chabot, Coyle, Reinheimer, Lawson

Board members absent: Terlouw, Sheeler, Thomas

Staff Present: Varsha Borde, Sr. City planner

Others present: Erin Yeager, Newton Mainstreet Director

A quorum being present, the meeting was called to order at 12:17 PM by Chair Coyle.

**Minutes of the Previous Meeting.** Minutes of the previous meeting for July 9, 2025 were reviewed and approved with minor changes by VV (4-0). Motion by Lawson, Seconded by Chabot.

**Downtown Improvement Grant:**

- **122 N 2<sup>nd</sup> Ave W – Elyssa Nicchel, Applicant.** Staff reviewed the staff report. Subject property is a contributing structure to the historic district. The applicant has proposed new signage at **122 N 2<sup>nd</sup> Ave W.**

**Motion** by Lawson, **seconded** by Chabot to approve the Signage grant of \$531.92, provided a 1:1 match is met by the applicants, and the application is signed by the owner. **Approved** VV (4-0).

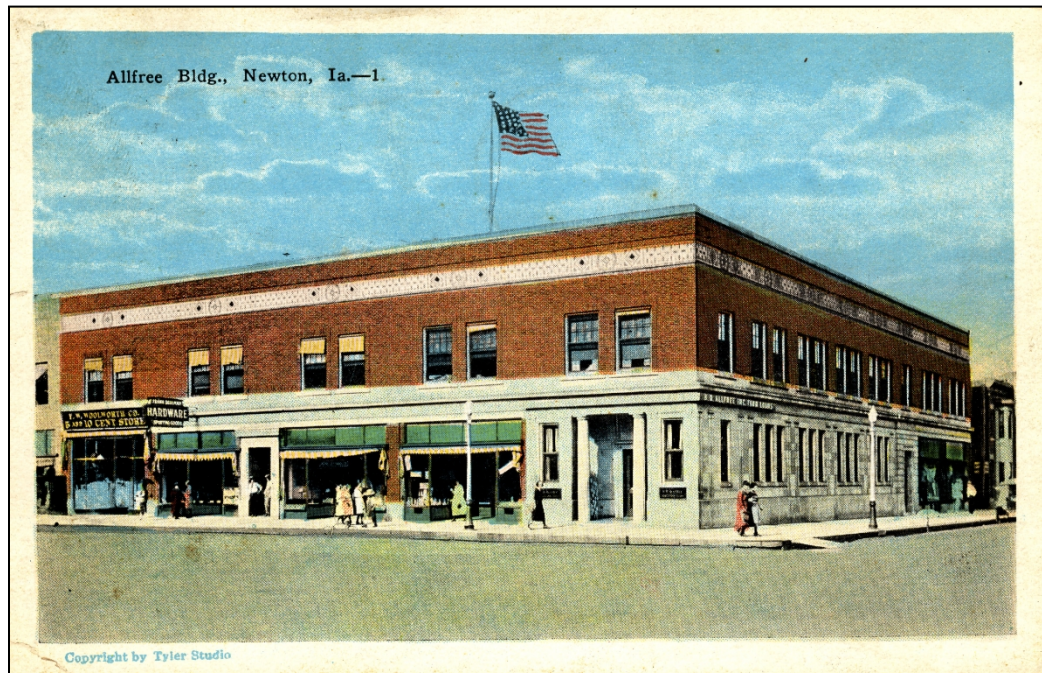
**Adjournment.** Meeting adjourned at 12:24 PM. Motion by Lawson, seconded by Reinheimer. Approved VV (4-0)

## Downtown Grant Review Board - Staff Report

Location: 108 1st Ave E  
Applicant: Vanessa Young – Youngs Cake Shop  
Owner: Judith Mulbrook  
Program Area: Signage  
Current Use: -

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**Proposal:** Signage to support Youngs Cake Shop (Bakery)



*Building Facade*

**Site Description:** The Allfree Building is located on the northeast corner of the intersection of First Avenue East and First Street North. Its façades face east and south. It is adjoined on the north by a two-story brick building and on the east by an public alley. Public sidewalks on First

Avenue East and First Street North run flush to the building, providing access to the ground floor businesses and the upstairs apartments.



*Building Facade 2016*

**Building Background:** The subject storefront at 108 1<sup>st</sup> Avenue East is part of the building historically known as the Allfree Building. The Allfree Building is a two-story red brick structure on a stone foundation. The block building is rectangular in form, measuring extending northward approximately 107' from its 131' frontage on 1st Ave. E.

In 1937, the building slowly began to be known as “The Jewel Building.” The name “Jewel” is now carved into the stone above the primary entrance on First Avenue East, and it appears on the transom above the secondary entrance on First Street North.

Over the years a number of business and professionals have been located in the Allfree/Jewel building. The second floor provided office space for a number of medical professionals and lawyers for many years, and an elevator provided easy access by people of all ages. Long-term tenants of the second floor included Drs. Stanton, Thielmann, and attorney Ross Mowry. First floor tenants have included the long-time Newton businesses of Walgreen’s, Spurgeon’s, Newton Office Supply, F. W. Woolworth, Singer Sewing Center, and the Panda Garden Restaurant.

## Building Description:



View of the south elevation of the Jewel Building looking north across 1<sup>st</sup> Ave. E. The entrance to the upstairs apartments is numbered 104, and the two bays (from left to right) carry the numbers 108 and 110 1<sup>st</sup> Ave. E.

The two northernmost bays (numbered 106-108) were added to the building in 1918. Each of them has a recessed entryway. Large, steel-framed display windows occupy almost the entire facade and angle inward to the non-historic wood and glass doors. The use of matching non-historic signage panels and retractable awnings above the doors create a continuum that mirrors the repeated brick banding of the cornice. The subject building is considered a contributing structure to the Newton Downtown Historic District. While the building retains a high degree of integrity.

**Past Grant Awards:** This property did not receive any grants in the past.

### **Analysis & Recommendation:**

*Signage:* New signage is being proposed for the business – Young’s Cake Shop at 108 1<sup>st</sup> Ave E.

The applicant is proposing the following sign -

Young’s Cake Shop storefront –

- 1 - 37” by 48” Single sided print made from ARL – 6000 rp clear 2 mil cast stock material.
- Laminated with BTL – Wrap Cast Gloss Lam 54” on face.



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Customer Name:  
 Company:  
 Street:  
 City:  
 State: Zip:  
 Phone:  
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APPROVALS:  
 Customer:  
 Landlord:

**CONCEPTUAL DRAWINGS ONLY:**  
 Dimensions are approximate & may change due to construction factors or exact field measurements. Colors shown are as close as printing will allow. Always follow written specifications.  
**ALL RIGHTS RESERVED:**  
 This design has been created for you in connection with a project being planned for you by Performance Sign Company. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.

*Proposed Signage*

Proposed Projects	Estimated Cost	1:1 Match Amount	Maximum Allowed	Less previous Award	Recommended Grant
Sign	\$491.85	\$245.93	\$750.00	\$0.00	\$245.93

Staff recommends approval of the grant request of \$245.93 to Vanessa Young.



## Newton Downtown Improvement Grant

**Purpose:** To assist property and business owners with building improvements that will enhance the downtown experience and community aesthetics while preserving the historic character of the buildings.

**Eligibility:** All commercial buildings, storefronts, and/or businesses in the Newton Downtown Historic District are eligible. The applicant must demonstrate ownership of the building or obtain written permission from the building owner.

All projects must meet the recommendations specified within the Downtown Historic District Design Guidelines as approved by the Newton City Council.

### Program Activities:

- Sign or Sign Removal: Maximum award amount is \$750. A property or business may receive one award for sign removal and one award for new sign installation.
- Non-historic Façade Removal: Maximum award amount is \$2,000. A property or business may receive one award for non-historic façade removal.
- Façade Rehabilitation: Maximum award amount is \$5,000. May receive one award per street or alley façade. (Maximum \$20,000)
- Painting or Paint Removal: Maximum award amount is \$1,500. A property or business may receive one award for paint removal and one award for painting.
- New Awning or Awning Removal: Maximum award amount is \$2,500. A property or business may receive one award for awning removal and one award for new awning.
- Restaurant Improvements: Maximum award \$25,000. A property or business may receive one award for equipment to support the conversion of a historic building into a restaurant. Eligible expenses include equipment that is considered semi-permanent to the building such as hood and ventilation systems, fire suppression, grease interceptors. May receive one award per business address.

- Professional Design Services fees: Architectural and/or Engineering Services fees up to a maximum award of \$3,750. A property or business may receive one award for professional design services fees.

**Match Required:** 1:1 for all program areas, Permit fees are not an eligible expense.

**Application Process:** Applicants must submit the Downtown District Grant Program Application and all required items stipulated within the Application Submittal Checklist. Applicants are strongly encouraged to schedule a consultation with the Main Street Iowa Design Specialists (this is a free service) prior to submitting an application. The Main Street Design Specialists can produce renderings that can be used in the application.

**Review Process:** A Downtown Grant Review Board will review the application against the program criteria. The Review Board will provide Newton City Council with a recommendation to Approve, Deny, or Approve with Conditions. The Application and Review Board's recommendation will be forwarded to Newton City Council for final decision. There is no appeal process. However, an applicant may resubmit an application an unlimited number of times.

**Review Criteria:** The Downtown Grant Review Board will use the following criteria in making their recommendation on grant awards.

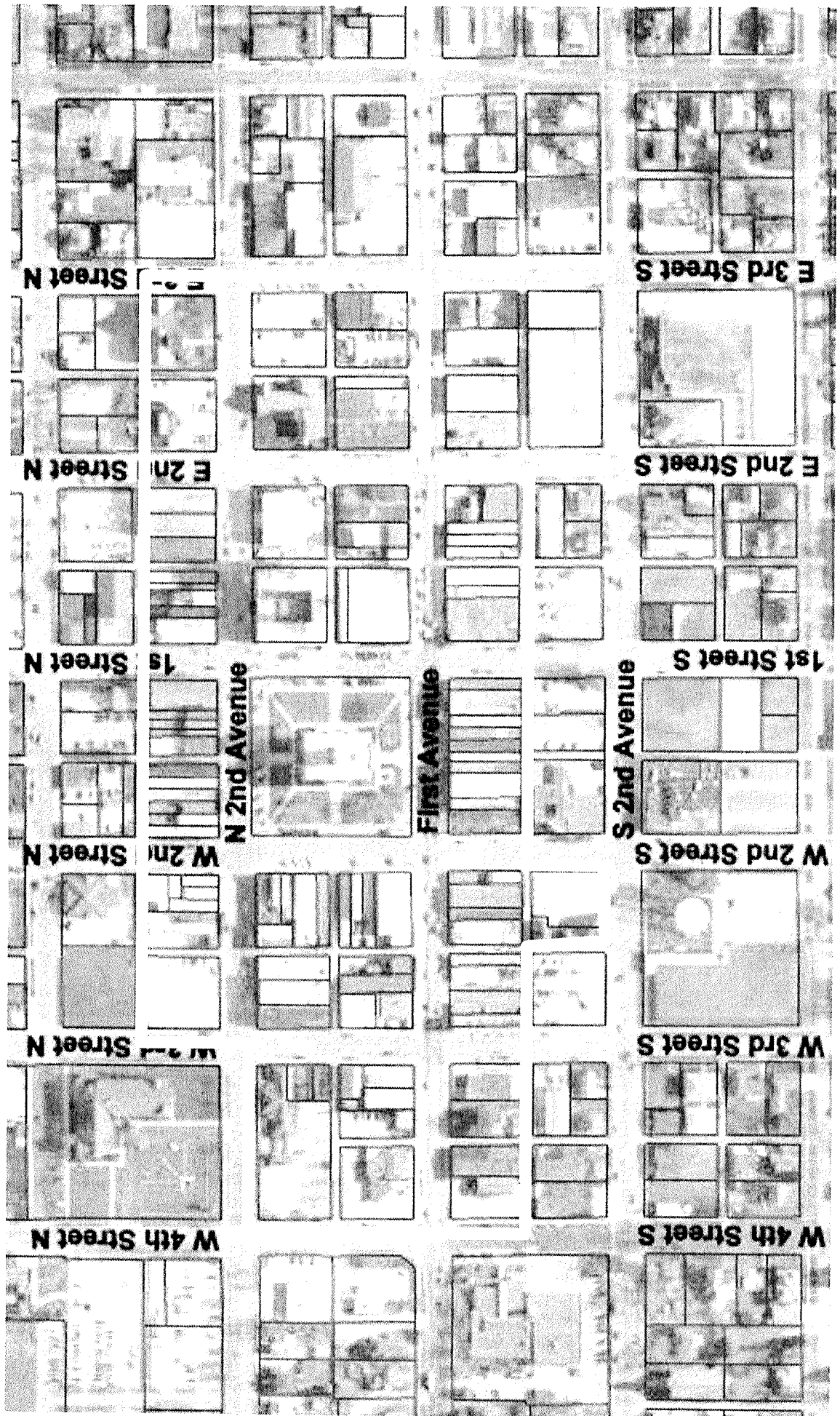
- Compliance with the Downtown Historic District Design Guidelines
- Finding of no adverse impact on the historic character of the building (In certain cases, the Design Review Board may refer to and incorporate into the review process, National Park Service Historic Preservation Briefs)

***If you are considering applying for grant funds, please contact the Newton Main Street office or the City of Newton Community Development office early on in your project planning process.***

City of Newton Community Development  
Erin Chambers  
403 W 4<sup>th</sup> Street North, Suite 501  
Newton, Iowa 50208  
641-792-6622  
[erinc@newtongov.org](mailto:erinc@newtongov.org)

Newton Main Street  
Erin Yeager  
100 N 2nd Ave W  
Newton, Iowa 50208  
641-791-9617  
[newtonmainstreet@gmail.com](mailto:newtonmainstreet@gmail.com)

Newton Downtown Historic District





## Downtown District Grant Programs Application

### Applicant Information

Name: Vanessa Young  
 Phone: 641.521.5906  
 Address: 114 E 7TH ST N  
 City: Newton State: IA Zip Code: 50208  
 E-mail: youngscake shop@gmail.com  
 (Circle One)  Owner  Tenant

### Property Information

Business Name: Young's Cake Shop  
 Business Address: 108 1ST AVE E #20 Newton, IA 50208  
 Description of Business/Property Use: Bakery  
 Property Owner (If not applicant): Judith Mulbrook  
 Owner Address: PO Box 105  
 City: Newton State: IA Zip Code: 50208  
 E-mail: mulberry99@icloud.com

### Select Program (Circle)

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.

Façade Rehabilitation

Up to \$2,000 granted for property owners for the removal of a non-historic façade. 1:1 Match Required.

Historic Façade Renovation

Up to \$5,000 granted from property owners for the rehabilitation and preservation of a historic façade. 1:1 Match Required.

New Awning or Awning Removal

Up to \$2,500 granted for awning removal and/or new awning installation. 1:1 Match Required.

Painting or Paint Removal

Up to \$1,500 granted for painting and/or paint removal. 1:1 Match Required.

Restaurant Improvements

Up to \$25,000 for semi-permanent equipment such as hood/ventilation system, grease interceptors 1:1 Match Required.

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: Judith Mulbrook

Date: 6-6-26

Signature of Applicant: Vanessa Young

Date: 6.6.20

## Program Conditions and Terms of Agreement

- The applicant and property/business owner meets all eligibility criteria outlined in the Façade Grant Program.
- No funds are approved for the proposed improvements until the applicant is notified in writing of grant award and meets all Program requirements. **Work completed prior to final approval is ineligible for funding.**
- Grant funds shall be disbursed only upon the satisfactory completion of the project in accordance with the approved plans for the project. It is the responsibility of the applicant to demonstrate that the project is satisfactorily complete.
- The work approved for the grant shall be completed within 1 year of the date of the award letter.
- Grant funds are only to be used for the scope of the project approved by Grant Review Board and the City of Newton.
- The applicant shall ensure that work is performed in a satisfactory manner, as determined by the City of Newton, conforming to the approved application, project budget, and project schedule.
- The applicant is responsible for meeting the match requirement. The applicant shall keep record of all applicable documents and receipts to substantiate that they are in conformance with this requirement.
- No changes to the approved project plans shall be made without prior consent from the City of Newton. The applicant must submit any changes to the project before the changed component of the project is completed.
- Upon completion of the project, the applicant must submit receipts for all of the work to the City of Newton Planning and Zoning Department for reimbursement.
- Upon completion of the project, the City of Newton will inspect the project. If the project is complete, a Certificate of Completion will be issued. A Certificate of Completion shall be issued prior to reimbursement.



**Performance Sign Company**

910 N 19th Ave E  
 Newton, IA 50208  
 Ph: (641) 792-2321  
 FAX: (641) 792-6999  
 Email: info@performancesigncompany.com  
 Web: www.PerformanceSignCompany.com

**Estimate #: 11744**

<b>Created Date:</b> 6/8/2026 8:01:07AM	<b>Prepared For:</b> Young's Cake Shop
<b>Salesperson:</b> Scott Anderson	<b>Contact:</b> Vanessa Young, Owner
<b>Email:</b> scott@performancesigncompany.com	<b>Office Phone:</b> (641) 000-0000
<b>Business 2:</b> (641) 792-2321	<b>Email:</b> youngscakeshop@gmail.com
<b>Business Fax 2:</b> (641) 792-6999	<b>Address:</b> Newton, IA
<b>Entered by:</b> Jillian Waits	

**Description: Window Vinyl**

	Quantity	Unit Price	Subtotal
<b>1</b> Product: Sign Print Description: Sign Print	1	\$472.10	\$472.10
<ul style="list-style-type: none"> <li>• 1- 37 in x 48 in Single Sided Print(s) made from ARL - 6000RP CLEAR 2MIL CAST stock material</li> <li>• Laminated with BTL - Wrap Cast Gloss Lam 54" on face</li> </ul>			

**Subtotal:** \$472.10  
**Taxes:** \$19.75  
**Total:** \$491.85

**Payment Terms:** Balance due upon receipt.

**Client Reply Request**

- Estimate Accepted "As Is". Please proceed with Order.  
 Changes required, please contact me.

Other: \_\_\_\_\_  
 SIGN: \_\_\_\_\_ Date: / /

Print Date: 6/8/2026 8:04:42AM

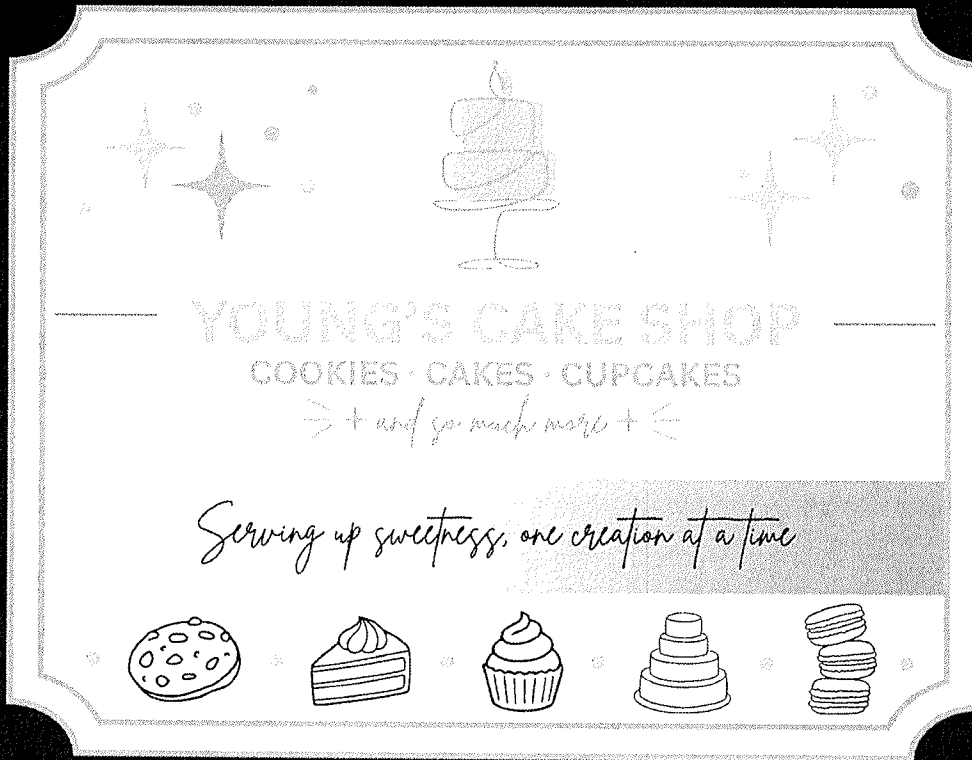
**FROM CONCEPT TO COMPLETION WE PERFORM !!**

# Option 2

recreate the cake logo  
straighten out borders

48 in

37 in



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2638 HIGHWAY F48 WEST  
NEWTON, IOWA 50208  
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F) 641.792.6999

Customer Name:  
Company:  
Street:  
City:  
State: Zip:  
Phone:  
Order Taken By:

APPROVALS:  
Customer:  
Landlord:

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# Option 2

recreate the cake logo  
straighten out borders

48 in

37 in



**PERFORMANCE SIGN**

FROM CONCEPT TO COMPLETION WE PERFORM!

2638 HIGHWAY F48 WEST  
NEWTON, IOWA 50208  
P) 641.792.2321  
F) 641.792.6999

Customer Name:

Company:

Street:

City:

State:

Zip:

Phone:

Order Taken By:

APPROVALS:

Customer:

Landlord:

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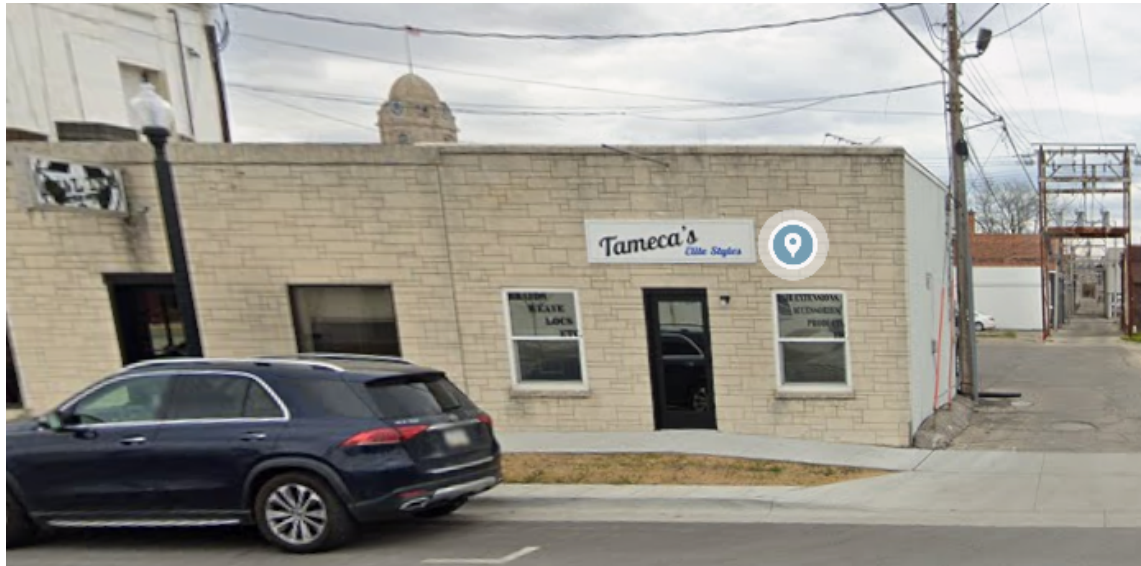
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## Downtown Grant Review Board - Staff Report

Location: 110 W 3rd St. S.  
Applicant: Tiffani Finch - Sanctify  
Owner: Scott Creech  
Program Area: Signage  
Current Use: -

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**Proposal:** Signage to support Sanctify ( Book Store)



*Building Facade*

### Background:

The Newton City Hall and Fire Station building is sited on the southeast corner of the intersection of 1st Ave. W. and W. 3rd St., southwest of the city square. The building is adjoined on the east by a one-story commercial building dating to the mid-20th century.



View of the west elevation, looking northeast across S. 3<sup>rd</sup> Street showing the one-story addition.

### *Historic Images*

#### Property Description.

The Newton City Hall and Fire Station building is a commercial property stretching approximately 80 feet south from its 32-foot frontage on 1st Avenue W. The building is comprised of a c.1885, two-story brick structure on the north with a ca.1915, one-story brick (Permastone faced) addition adjoining on the south.

The façade of the Newton City Hall and Fire Station building reflects a mid-20th century modernization. The west elevation, in stark contrast to the façade, retains its Italianate character, albeit visually confused by the elaborate mural that now covers that wall. Despite the mural (the artistic quality of which is very high), retention of the historic cornice, some window and door openings, and vestiges of the original moldings, adds to our understanding of the buildings history and architectural roots. The rear addition is a one-story brick construction covered in Permastone (or similar synthetic stone). With its flat roof and lack of applied ornamentation, the addition reads as a simple, utilitarian structure.

**Integrity Considerations.** The Newton City Hall and Fire Station 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 façade. As it relates to integrity of location, setting, and association, the building also retains a high level of integrity. The retention of original site within the Newton commercial area and in close proximity to the County Courthouse square results in a high level of integrity as it relates to location, association and setting.

**Statement of Significance** The Newton City Hall and Fire Station building is considered a contributing resource to the Newton Downtown Historic District. The building is eligible under

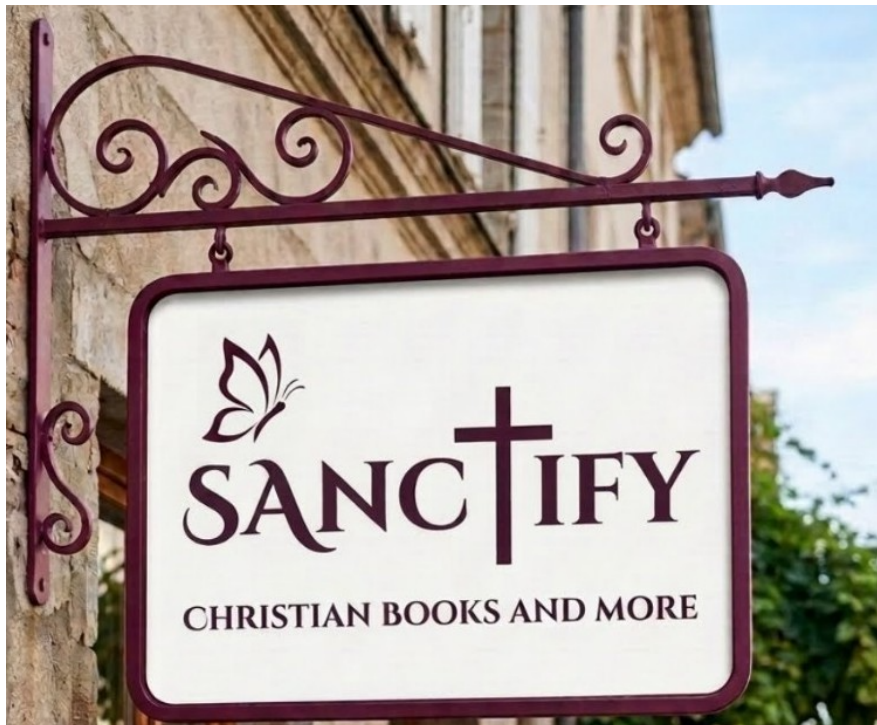
Criterion A in association with the history of Newton commerce, significant in its ability to contribute to our understanding of the evolution of the business district and the impact of the business district on the overall economic success of the community of Newton. The building's association with the city's public works is important relative to the commercial district its was constructed to protect.

**Past Grant Awards:** This property received \$414.63 in grants in 2020 under Signage and Awning programs.

**Analysis & Recommendation:**

*Signage:* New signage is being proposed for the business – Sanctify at 110 W 3rd S.

- The applicant is proposing the following sign -
  - Sanctify storefront –192” by 22”. Sign will be made of luster board and a vinyl top and a metal hanger.



*Proposed Signage*

Proposed Projects	Estimated Cost	1:1 Match Amount	Maximum Allowed	Less previous Award	Recommended Grant
Sign	\$705.13	\$352.56	\$750.00	\$0.00	\$352.56

Staff recommends approval of the grant request of \$352.56 to Tiffani Finch.

**Downtown District Grant Programs Application**

**Applicant Information**

Name: Tiffani Finch  
 Phone: 641-831-0962  
 Address: 406 E. 8<sup>th</sup> St. S.  
 City: Newton State: Iowa Zip Code: 50208  
 E-mail: bellowedeking@gmail.com  
 (Circle One) Owner  **Tenant**

**Property Information**

Business Name: Sanctify  
 Business Address: 110 W. 3<sup>rd</sup> St. S. Newton, Iowa 50208  
 Description of Business/Property Use: Christian Retail/Book Store  
 Property Owner (If not applicant): Scott Creech  
 Owner Address: 1309 S. 12<sup>th</sup> Ave. W  
 City: Newton State: Iowa Zip Code: 50208  
 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"/> Façade Rehabilitation	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"/> Restaurant Improvements	Up to \$25,000 for semi-permanent equipment such as hood/ventilation system, grease interceptors 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: [Signature] Date: 5-28-26

Signature of Applicant: Tiffani Finch Date: 5-28-26



# SANCTIFY

CHRISTIAN BOOKS AND MORE



# Quote

Submitted on 6/10/2026

**Quote for**

Sanctify  
W 3rd St S  
Newton, IA

**Payable to**

Sign Pro  
113 W 3rd St S  
Newton, IA 50208

**Invoice #**

26192

**Due date**

Quote is valid for 30 days

Item/Description	Qty	Unit price	Total price
Double sided hanging sign	1	\$659.00	\$659.00

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Sales Tax	Sales Tax	\$46.13
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**Subtotal \$705.13**

**Deposit/Prepaid \$0.00**

**\$705.13**

Terms and Conditions: A deposit of \$50 is required to process your order. This deposit will be applied towards your final order. If the order is not placed, the deposit will be forfeited. Customers are responsible for verifying all details in the proof before final approval. Any errors post-approval are the responsibility of the customer. Please note that refunds are not available for custom orders. Once the order is placed, a 50%