



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

***Thursday, May 25, 2023 - 9:00 AM***

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

- I. Roll Call
- II. Review of Minutes of Previous Meeting: 2-15-2023
- III. Downtown Improvement Grant Request: 105 West 2nd Street North, Silverado Jewelry
- IV. Downtown Improvement Grant Request 120 North 2nd Avenue West, Remax Newton
- V. Adjourn

Members: Mike Sell, Fred Chabot, Corrine Coyle, Don Poynter, Rita Reinheimer, Marilyn Terlouw, Bonnie Terpstra

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

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

**February 15, 2023**

ROLL CALL: Board members present: Chabot (by phone), Poynter, Reinheimer, Terlouw, Terpstra

Board members absent: Coyle, Sell

STAFF PRESENT: Erin Chambers, Director of Community Development

OTHERS PRESENT:

A quorum being present, the meeting was called to order at 9:00 AM by V. Chair Terpstra.

**Minutes of the Previous Meeting.** Minutes of the previous meeting for December 12, 2022 were reviewed and approved.

**Downtown Grant Application Review.**

**A. 120 1<sup>st</sup> Street North Restaurant Improvement Grant Request**

Staff reviewed the proposed project which included request for funding for a work freezer, drinks refrigerator, prep table, reach-in refrigerator, sandwich prep table and reach-in freezer.

Discussion among the board regarding the “non-permanent” nature of the proposed restaurant improvements. Discussion among the board regarding their past recommendation on similar items proposed and denied for 114-118 1<sup>st</sup> Avenue East. Discussion about consistency with past recommendation.

No recommendation for grant approval.

**B. 118 North 2<sup>nd</sup> Avenue East Architectural Fees Grant Request**

Staff reviewed the proposal by Jerry Schwaller of Ex, Nihilo LLC. The applicant is beginning a \$1,000,000 renovation of the Lederman Building at 118 North 2<sup>nd</sup> Avenue East. The architectural fees for the project are quoted at \$240,000.

Discussion among the board regarding how great it is to see somebody taking on this rehabilitation project. Staff reviewed the proposed uses.

**Motion** by Chabot, **seconded** by Reinheimer to recommend approval of the architectural fees grant of \$3,750.00, Voice vote: Unanimous Approval.

**Adjournment.** Meeting adjourned at 9:25 AM.

**AMENDED**

## Downtown Grant Review Board - Staff Report

Location: 105 West 2<sup>nd</sup> Street North  
Applicant: Stephanie Moran  
Owner: Lodge #59  
Program Area: Sign, Awning, **Painting**

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**Proposal:** The applicant proposes a multi-pronged improvement project as follows:

- Recover Awning
- New Replacement Sign
- **Painting**

### **Building Background:**

In July of 1867 the lodge voted to build a meeting room in elsewhere, but for unspecified reasons that project was abandoned and the lodge made a deal with the Smiths to build a larger meeting hall above their current meeting space. A lodge member, Mr. Herran, and a Mr. Agnew apparently built the third story onto the Smith building, and that third story was then deeded to the Lodge.

In 1873 the Masons purchased W. J. Morgan's building, just north of the Smith building (now 103 W. 2<sup>nd</sup> St. N.), and made plans to build a third story addition onto that building. The following year they sold the property back to Morgan; he, in turn, promised they could erect a third story onto the structure and he would deed it to them. Later in 1874 the Lodge executed an agreement with S. J. Condit and Robert Burns, owners of the building now numbered 105 W. 2<sup>nd</sup> St. N., to build a third story onto that property; Condit and Burns would then deed the third story to the lodge. The Lodge's new meeting hall, encompassing the new third floors of the Morgan and Condit/Burns buildings, was completed in 1875, with what the 1878 "History of Jasper County" reported to be a lateral width of over 60' and a length of about 70'. The construction debt was retired in 1883.

In the decades following, the lodge continued to acquire property in this area. In 1926, the lodge finally acquired full ownership of Block 8, when it was allowed to purchase the ground floor of the former Smith Building (then known as the McBride Building) at 101 W. 2<sup>nd</sup> St. N.

During 1962 an ice storm severely damaged the building, resulting in the entire east wall being completely rebuilt and refaced in yellow brick. All but two of the east façade's windows were removed or covered with brick; the two that remained were retrofitted with smaller windows of non-historic material. This mid-century remodel unified the appearance of the upper stories of the three separate buildings as one single entity.

In 1999 the south wall of the building was near collapse, and bricks were beginning to fall from the upper stories to the sidewalk below. The bricks were removed, the wall repaired, and an exterior insulation and finishing system covering (EIFS) was applied to the entire secondary façade. The following year the lodge received a Beautification Award from the City of Newton for the work that was done on the wall.

Although the size and appearance of the Masonic Block changed dramatically since the first meeting hall was constructed in 1867, the businesses in the Block have been remarkably stable. Newspapers and other historical records prior to 1900 rarely listed a business together with its complete address, saying instead "west side of square," etc. From what has been gleaned from photographs and maps, it appears that throughout much of the Masonic Block's history four main types of business (grocery, drug, clothing, and variety stores) have had long associations with this location.

Since the beginning of this century, a number of specialty businesses have rented the three storefronts, with none remaining for more than a few years. The Masonic Block's second floor offices appear to have been rented out until the 1940s or 1950s. Most of the early tenants were doctors and lawyers. One long-standing second floor tenant was the Jasper County Telephone Company, which occupied its space from the early 1900s until 1920 or later.

Currently all second and third floor rooms are occupied by the lodge.

### **Summary of Awning/Sign Work:**

The property owner has received a quote from Nagle signs to do the following:

- 1.) Remove and discard the existing awning and covering.
- 2.) Provide and install new awning covering
- 3.) Replacement Sign

Total Cost all Work: 4146.56

Maximum Grant Allowable: \$2500 with a 1:1 match.

### **Summary of Painting Work:**

Painting work by Jason Jenkins. Exterior Painting Office Front Prepping and painting of existing siding and facing of metal trim around windows and entry door. Prepping includes removal of loose paint, roughing unpainted metal for paint adhesion, caulking major cracks and application of a tinted primer. Painting includes one coat of flat black applied over all primed surfaces. Any surface not to be painted will be masked and or dropped to prevent drips.

Total Cost All Paint Work: 1,150.00

Maximum Grant Allowable: \$1500, 1:1 Match

### **TOTAL GRANT RECOMMENDATION:**

**Staff recommends approval of the reimbursement grant for Silverado Jewelry in a total amount of 2,073.28** for awning recovering and signage lettering, which is under the combined allowable grant amounts for the two project areas- awning and signage.

**Staff recommends approval of the reimbursement grant for Silverado Jewelry in a total amount of \$575.00** for painting.

All grants are a reimbursement of completed work.

Existing Condition:





1020 Wilbur Ave.  
 PO BOX 2098 Waterloo, IA 50704  
 319-233-4604 • 800-728-4604 • Fax: 319-233-7514

605 Iowa Ave. W  
 Marshalltown, IA 50158  
 641-752-6608 • 888-656-SIGN • Fax: 641-752-6968

REMIT TO: P.O. BOX 2098 WATERLOO, IA 50704

# PROPOSAL

Proposal #: 37641

Proposal Date: 04/21/23  
 Customer #: CRM017474  
 Page: 1 of 5

SOLD TO:	JOB LOCATION:
Silverado Boutique 105 W 2nd St N Newton IA 50208	Silverado Boutique 105 W 2nd St N Newton IA 50208  REQUESTED BY: Erin Yeager

NAGLE SIGNS INC (HEREINAFTER CALLED THE "COMPANY") HEREBY PROPOSES TO FURNISH ALL THE MATERIALS AND PERFORM ALL THE LABOR NECESSARY FOR THE COMPLETION OF:

QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
1	QUOTE #39469 RECOVER AWNING Remove/discard existing awning covering and provide/install new. Awning is 72" high, 76" projection, 20' long. Also include replacement sign 11"x10'0" on valance of ACM with vinyl applied for background and secondary color for name as existing. This quote does not include any applicable permits which will be secured as required and added to the final invoice.	\$3,875.29	\$3,875.29
		<b>SUB TOTAL:</b>	<b>\$3,875.29</b>
		<b>ESTIMATED SALES TAXES:</b>	<b>\$271.27</b>

ALL MATERIAL IS GUARANTEED TO BE AS SPECIFIED, AND THE ABOVE TO BE IN ACCORDANCE WITH THE DRAWINGS AND OR SPECIFICATIONS SUBMITTED FOR THE ABOVE WORK AND COMPLETED IN A WORKMANLIKE MANNER FOR THE SUM OF:

**TOTAL PROPOSAL AMOUNT: \$4,146.56**

**TERMS: 50.0% DOWN, BALANCE DUE ON COMPLETION**  
 (INTEREST OF 1.5% PER MONTH WILL BE ADDED TO PAST DUE ACCOUNTS)

**THIS PRICE DOES NOT INCLUDE ELECTRICAL HOOKUP, PERMITS, ENGINEERING, SHIPPING, FREIGHT OR SALES OR USE TAX UNLESS SPECIFICALLY STATED.**

NOTE: THIS PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED WITHIN 30 DAYS. WORK WILL NOT BEGIN UNTIL DOWN PAYMENT AND WRITTEN ACCEPTANCE IS RECEIVED.

ANY ALTERATION FROM THE ABOVE SPECIFICATIONS INVOLVING EXTRA COSTS, WILL BE EXECUTED ONLY UPON WRITTEN ORDERS, AND WILL BECOME AN EXTRA CHARGE OVER AND ABOVE THE ESTIMATE TO BE PAID BY THE PURCHASER.

## TERMS AND CONDITIONS

1. All agreements contingent upon strikes, accidents, material shortages or any other delays beyond our control.

COMPANY INITIALS \_\_\_\_\_

CUSTOMER INITIALS \_\_\_\_\_



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# PROPOSAL

## Proposal #: 37641

Proposal Date: 04/21/23  
Customer #: CRM017474  
Page: 2 of 5

2. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.
3. This proposal is made for specially constructed equipment and when accepted by owner is not subject to cancellation. NAGLE SIGNS INC shall not be responsible for errors in plans, designs, specifications or drawings furnished by owner or its representatives, or for defects or increased costs caused by such errors.
4. NAGLE SIGNS INC shall commence the constructions of display and prosecute the work thereon with due diligence until completion. All obligations to be performed by NAGLE SIGNS INC hereunder shall be subject to delay or failure resulting from war, fire, labor disputes, material shortages, unforeseen commercial delays, acts of God, regulations or restrictions of the Government or public authorities, or other accidents, forces, conditions or circumstances beyond its control.
5. Owner shall be responsible for securing and maintaining in force all necessary permits from the owner of the premises upon which display is to be installed, and for all other private permissions necessary for the maintenance, use and existence of display. NAGLE SIGNS INC shall apply for public permits. Only the cost of normal permit applications is included in this proposal. Buyer shall be responsible for any and all costs incurred should procedures other than normal permit applications be required. NAGLE SIGNS INC shall not be obligated to commence construction of display until public permits have been issued. If public permits are denied after every reasonable effort by both parties to secure same, then this agreement shall terminate without liability to either party.
6. Buyer shall bring feed wires of suitable capacity and approved type to the locations of the display, and make connection thereto, and shall pay for all electrical energy used by display and shall be responsible for the supply thereof in the event substantially adverse building or soil conditions or underground obstructions are encountered at delivery site. In the event of such adverse building or soil conditions or underground obstructions, owner agrees that Nagle Signs shall be allowed to increase the price quoted in this proposal to the extent of Nagle Signs, Inc's. additional costs.
7. Owner shall be responsible for locating all property lines and utility easements and existing utilities located within or on the real estate on which the display is to be constructed.
8. NAGLE SIGNS INC unconditionally warrants the signs against defective workmanship and materials for 1 year from date of shipment or installation, if installation is effected by NAGLE SIGNS INC Any part found by NAGLE SIGNS INC to be defective due to faulty workmanship or materials within the warranty period will be repaired or replaced f.o.b. point of production. NAGLE SIGNS INC SPECIFICALLY DISCLAIMS ALL OTHER WARRANTIES OF ANY KIND OR NATURE WHATSOEVER, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. NAGLE SIGNS INC shall not be liable for any incidental or consequential damages or



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# PROPOSAL

## Proposal #: 37641

Proposal Date: 04/21/23  
Customer #: CRM017474  
Page: 3 of 5

losses. Owners sole and exclusive remedy against NAGLE SIGNS INC for the breach of its express warranty contained herein shall be the replacement of such defective work or material.

9. Payment for items purchased under the terms of this agreement will be made upon receipt of invoices submitted. In the event payment is not made within thirty (30) days of the invoice date, Buyer agrees to pay a service charge on past due amounts at the rate of 1½% per month. In the event this agreement is placed for collection with a collection agency or if litigation is commenced to collect amounts owed, Buyer shall be responsible for all costs incurred by Nagle Signs, including but not limited to its reasonable attorney's fees.
10. Title to all materials and property covered by this contract shall remain in NAGLE SIGNS INC and shall not be deemed to constitute a part of the realty to which it may be attached until the purchase price is paid in full. NAGLE SIGNS INC is given an express security interest in said material and property both erected and unerected notwithstanding the manner in which such personal property shall be annexed or attached to the realty and is authorized to file a financing statement perfecting this security interest. In the event of default by Buyer, including, but not limited to, payment of any amounts due and payable, NAGLE SIGNS INC may at once (and without process of law) take possession of and remove, as and when it sees fit and wherever found, all material used or intended for use in this construction of said equipment and any and all property called for in this Agreement without being deemed guilty of trespass.
11. When this Agreement is signed by a duly authorized person of each party, this document shall constitute a binding contract and the entire agreement between the parties and shall supersede all other written or oral agreements. The parties agree that a signature communicated by facsimile or by e-mail shall Have the same effect as an original signature on an original document, and either party may prove the existence of a binding contract by producing a copy thereof with a signature obtained through electronic means (by facsimile or e-mail). This contract shall be governed by the laws of the state of Iowa.
12. Owner is liable for any and all state, local or federal taxes imposed upon this transaction, including but not limited to sales and/or use tax. Owner will be liable for the taxes even if the taxes are not included in the original invoice to Owner if the taxes are imposed by a governing body after invoicing.
13. The Iowa District Court in and for Black Hawk County, Iowa shall have exclusive jurisdiction of all actions of any kind or nature whatsoever arising out of the work to be performed pursuant to this proposal including but not limited to any action by NAGLE SIGNS INC to collect amounts owed to it pursuant to the terms of this proposal and any corresponding invoice, and the parties consent to exclusive jurisdiction and venue in said court.

THIS PROPOSAL DOES NOT BECOME EFFECTIVE UNTIL SIGNED AND DATED BY THE COMPANY.

COMPANY INITIALS \_\_\_\_\_

CUSTOMER INITIALS \_\_\_\_\_



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# PROPOSAL

## Proposal #: 37641

Proposal Date: 04/21/23  
Customer #: CRM017474  
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THE ABOVE PRICES, SPECIFICATIONS, AND CONDITIONS ARE SATISFACTORY AND ARE HEREBY ACCEPTED. YOU ARE AUTHORIZED TO DO THE WORK AS SPECIFIED. PAYMENT WILL BE MADE AS OUTLINED ABOVE.

SALESPERSON: \_\_\_\_\_

DATE: \_\_\_\_\_

ACCEPTED BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

COMPANY INITIALS \_\_\_\_\_

CUSTOMER INITIALS \_\_\_\_\_



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REMIT TO: P.O. BOX 2098 WATERLOO, IA 50704

# DEPOSIT INVOICE

Invoice #: **DP37641**

Inv Date: 04/21/23  
 Customer #: CRM017474  
 Page: 5 of 5

SOLD TO:	JOB LOCATION:
Silverado Boutique 105 W 2nd St N Newton IA 50208	Silverado Boutique 105 W 2nd St N Newton IA 50208  REQUESTED BY: Erin Yeager

ORDERED BY	PO NUMBER	SALESPERSON	ORDER DATE	PAYMENT TERMS	DUE DATE
Erin Yeager		Kent Reed	04/13/23	50.0% Due Upon Receipt	07/10/23

QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
1	QUOTE #39469 RECOVER AWNING Remove/discard existing awning covering and provide/install new. Awning is 72" high, 76" projection, 20' long. Also include replacement sign 11"x10'0" on valance of ACM with vinyl applied for background and secondary color for name as existing. This quote does not include any applicable permits which will be secured as required and added to the final invoice.	\$3,875.29	\$3,875.29
		SUB TOTAL	\$3,875.29
	ESTIMATED SALES TAXES		\$271.27
	TOTAL PROPOSAL AMOUNT		\$4,146.56
	*** FINAL INVOICE AMOUNT MAY VARY UPON COMPLETION ***		

PLEASE PAY THIS DEPOSIT AMOUNT:	\$2,073.28
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## Downtown Grant Review Board - Staff Report

Location: 120 North 2<sup>nd</sup> Avenue West  
Applicant: Shane Torres, Remax  
Program Area: Multi-Faceted; Downtown Improvement & Downtown Housing Program

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**Proposal:** The applicant proposes a multi-pronged improvement project as follows:

- Façade Removal
- Rear Façade Improvements
- Front Façade Improvements
- Painting
- Awning Removal
- New Awning
- Housing Grant Improvement (Upper story window)

**Building Background:** August Wendt (1845-1896), a German immigrant born in Shieder, Lippe-Detmold, came to Newton from Freeport, IL, in 1869. “He engaged in the grocery and dry good business.” Wendt’s store can be seen on the north side of the square on the MAP OF BUSINESS PORTION OF NEWTON, IOWA, issued by the United States Commercial Map Company (ca. 1877-78). It appears as “Jasper & Wendt, Dry Goods and Groceries.” The senior partner of the firm at the time was Charles Jasper (1835-1911), another German-born immigrant. In 1883, Jasper, on account of ill health, “went out of the store and took a trip to California.” Wendt then became the sole proprietor.

*The Newton Journal* for March 11, 1885 announced that Wendt would “extend his brick building back 66 feet, making the demensions [sic] of his building 22x132.”

In later years, Wendt was the owner of a private bank, administrator of estates, and the manager of the business for many of the county’s German-born citizens, besides being a general merchant. It is generally conceded that these vast business interests proved too great a strain, and this “citizen beyond reproach, and one whose life is worthy of imitation,” killed himself at a

sanitarium in Lincoln, NE, to which place he had gone for treatment. The news of this tragic ending sent a wave of shock throughout Newton and Jasper County.

In 1907-11, the Electric Theatre was at 120 N. 2nd Ave. W. This was Newton's first motion picture house.

In the 1915-25 period the property was the location of Horn Bros. Shoe Store-W. Lacey and H. H. "Buck" Horn. The brothers then removed their store to the south side of the square.

Paul J. Jepson (1888-1969) came to Newton in 1919 from Marshalltown, having purchased the drug store of C. E. Husband. In 1928, Jepson purchased the A. Wendt building and moved here from the A. C. Bollhoefer, Dry Goods and Groceries building at 122 (q. v.) where he started out. He sold his drug store to Frank D. Pearson (1904-1983) in 1943. Pearson owned and operated Pearson Drug Store in Newton for approximately 40 years, most recently on the east side of the square.

By 1957 the building façade had been altered as part of a downtown modernization.

For 20 years, until 1970, 120 was Perryman Pharmacy. Jack Perryman (1923-2005) was the owner. In 1971-74, it was Roush's Pharmacy. Rich and Fran Henderson's was the last pharmacy here, in the 1979-84 period.

In 1988-93, 120 was the Sears Roebuck catalog office. LA Styles beauty shop was here in 1997. Presently Re/Max Real Estate Concepts is the property occupant.

The upstairs from at least 1929 seems to have been used as apartments, although currently the remaining single residence is unoccupied.

**Summary of Awning Work:** See following spreadsheet for summary of work broken out by program area.

#### **TOTAL GRANT RECOMMENDATION:**

#### **Staff recommends approval of the reimbursement grant for ReMax Newton as follows:**

- \$16,723.76 in Downtown Improvement Grant Funds for the multi-faceted project.

- \$8,615.76 in Downtown Housing Grant Funds for the upper story windows, the first step in a future full housing project in the building.

All grants are a reimbursement of completed work and require a 1:1 match in each program area.

Project Component	Contractor	Project Cost	Program Area	Program Area Maximum	1:1 Match	Allowable Grant
North Side Façade Stucco	Jeff/ Chad Seals	5,980.00	Façade Rehab -REAR (per façade)	\$5,000	2,990.00	5,000.00
North Side Privacy Dividers	Swank Contracting	1,621.70			810.85	
North Side Entry- Smartside	Swank Contracting	600.00			300.00	
North Side 1st Level Windows	Hamilton Glass	6,394.00			3,197.00	
					7,297.85	

Remove front façade	Swank Contracting	2,000.00	Non-historic Façade Removal- FRONT	2,000	1,000.00	2,000.00
Material Disposal	Swank Contracting	400.00			200.00	
Tear out of Storefront Glass	Hamilton Glass	2,240.00			1,120.00	
					2,320.00	

Exterior Painting	Jason Jenkins	820.00	Painting	1,500	410.00	410.00
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LP Smartside Prined Sign Backer	Swank Contracting	1,000	Sign	750	500.00	750.00
New Signage	Sign Pro	1140			570.00	
					1,070.00	

Tile under display windows	Swank Contracting	2500	Façade Rehab- FRONT (per façade)	5,000	1,250.00	5,000.00
Tile, subbase thin-set, schluter, etc.	Swank Contracting	1832.73			916.37	
LP Smartside	Swank Contracting	789.44			394.72	
Entryway ceiling	Swank Contracting	1000			500.00	
Black soffit	Swank Contracting	476.09			238.05	
Smartside Trim Doors and Windows	Swank Contracting	600			300.00	
Storefront Windows & Commercial Door	Hamilton Glass	13,130			6,565.00	
					10,164.13	

Remove Old Awning	Sign Pro	2,127.51	Awning Removal	2,500	1,063.76	1,063.76
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New Awning	Sign Pro	4255.04	New Awning	2,500	2,127.52	2,500.00
Under Awning Lighting	Van Maanen Electric	2308.05			1,154.03	
					3,281.55	

<b>TOTAL DOWNTOWN IMPROVEMENT GRANT</b>					<b>16,723.76</b>
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Front Upstairs Window Replacement	Hamilton Glass	17,233.00	Housing Grant Program	\$20,000	8,616.50	8,615.50
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<b>TOTAL DOWNTOWN HOUSING GRANT</b>					<b>8615.50</b>
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# DESIGN CONCEPT PROPOSAL

May 4, 2022  
120 N 2<sup>nd</sup> Ave W, Newton, IA  
Project #02622



*Design recommendations are based upon field inspection during the site visit and/or information provided by the owner/tenant and are conceptual only. They are not intended for construction purposes. Additional consultation, or the use of specialized consultants including a licensed architect or engineer, may be required for additional design development and for individual issues or concerns. Prior to beginning any work, consult with local officials to ensure compliance with local codes and ordinances.*



Existing Front of Building



Existing Back of Building

## NOTES

- The existing building was altered several times over the years, most significantly in 1957, when the front of the building was involved in a “modernization project” that rebricked the street-facing sides of the entire block and modernized the storefronts. Due to its connection with the larger modernization - driven by the economic success of Newton at that time – the building is considered a contributing resource to the Newton Downtown Historic District. This design proposal includes several options that retain the configuration of the storefront windows themselves, but change other elements to increase its curb appeal.



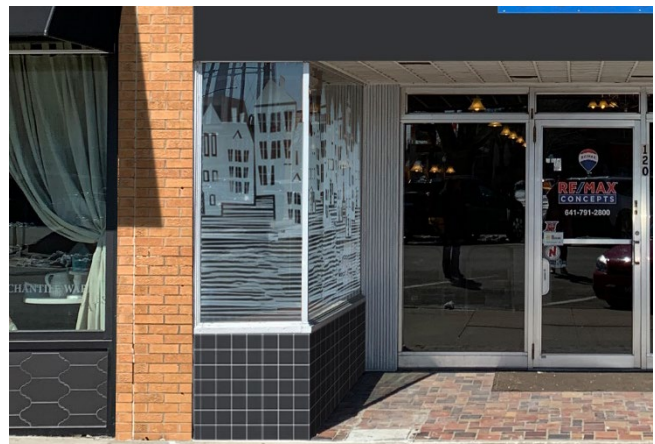
Historic Photograph, Circa 1961

- A concern was raised about keeping the display windows due of lack of need to display items for the business. Instead of removing the windows, we suggest installing a window design using white vinyl so you do not need to install displays. See the photograph below for an example of an appropriate graphic.
- We recommend the existing vertical siding panels in the transom area and the surrounding trim be replaced with a new, smooth sign panel. Reduce the size of the panel to reveal existing brick where possible. This will give the façade better proportions, by defining the storefront between two columns or pillars as shown. Reduce the height of the sign panel to a level closer to the elevation of the top of the awning on the storefront to the left. Paint the panel black.
- Light cleaning of the brick may be necessary when the existing panels are removed. Use the gentlest means possible. Do not sandblast. Have a qualified masonry contractor who is well-versed in historic masonry conduct the cleaning and repoint the areas that are revealed as needed. For more information on proper mortar mixing techniques and cleaning methods, refer to Preservation [Briefs 1](#) and [2](#), published by the National Park Service.
- Reinstall the existing sign, centered on the sign panel.
- We recommend removing the vertical metal panels on the storefront bulkhead and installing square tile, as was seen in the adjacent building on the historic photograph. We recommend either black or navy tile to complement the Re/Max colors without imitating them directly and letting the sign 'pop.'
- Replace the fabric on the upper awnings to refresh the look and coordinate with the color scheme. Black or blue awning fabric is shown for the upper windows. Option 1 shows the option of adding a small awning to the lower storefront. We recommend this option with blue fabric so that the storefront stands out next to the adjacent black storefronts. This lighter tone of blue complements the black and the signage without directly copying the vibrant blue of the logo, lending to a sophisticated look.
- Consider replacing the door to the upper story with an all-glass door, or refresh the paint on the existing door to match the new sign panel.
- Replace the back entrance door and windows as shown. Install a sidelight and transom window to fill the entire existing door opening. Make sure the windows also fill the entire existing openings.
- Consider installing a small Re/Max logo on the door at eye level, or install a vinyl logo sticker on the transom glass.
- Consider creating small wood garbage can enclosures to improve the view of this side of the building from the parking lots.

Main Street Iowa recommendations follow the [Secretary of Interior's Standards](#) for the rehabilitation of historic buildings. Additional information on technical guidance can be found in [Preservation Briefs](#) prepared by the National Park Service.



Example of white vinyl window graphics on another building.



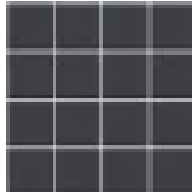
Mockup of window graphics on your building.

## COLOR SCHEME

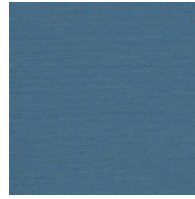
*Benjamin Moore paint colors and Sunbrella awning fabric is shown here for reference. Appearance of color samples will vary depending on computer screen or printer – view actual samples for color matching.*



#2131-10



Black or Navy square tile



#4641-0000

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Main Street Iowa design staff is available to provide continued assistance as the project progresses. Please contact Maia Fiala Jessen (515.348.6179 or [maia.jessen@iowaeda.com](mailto:maia.jessen@iowaeda.com)) or Sarah Lembke (515.348.6181 or [sarah.lembke@iowaeda.com](mailto:sarah.lembke@iowaeda.com)) with any questions, requests for technical information or project updates.



Front Façade Option 1



MAIN STREET  
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Front Façade Option 2



MAIN STREET  
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DESIGN CONCEPT

Project #02622

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Front Façade Option 3



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Proposed Back Entrance



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