

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*

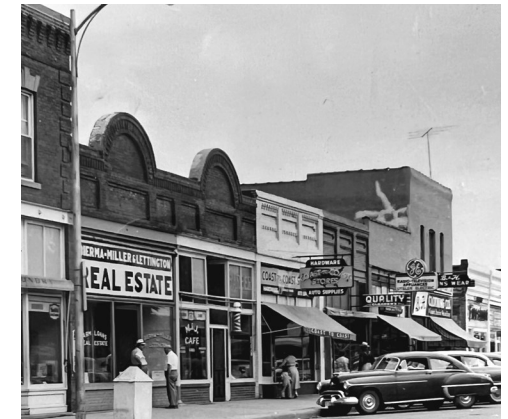
Doug Gaumer *Member*

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*

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INTENT AND PURPOSE

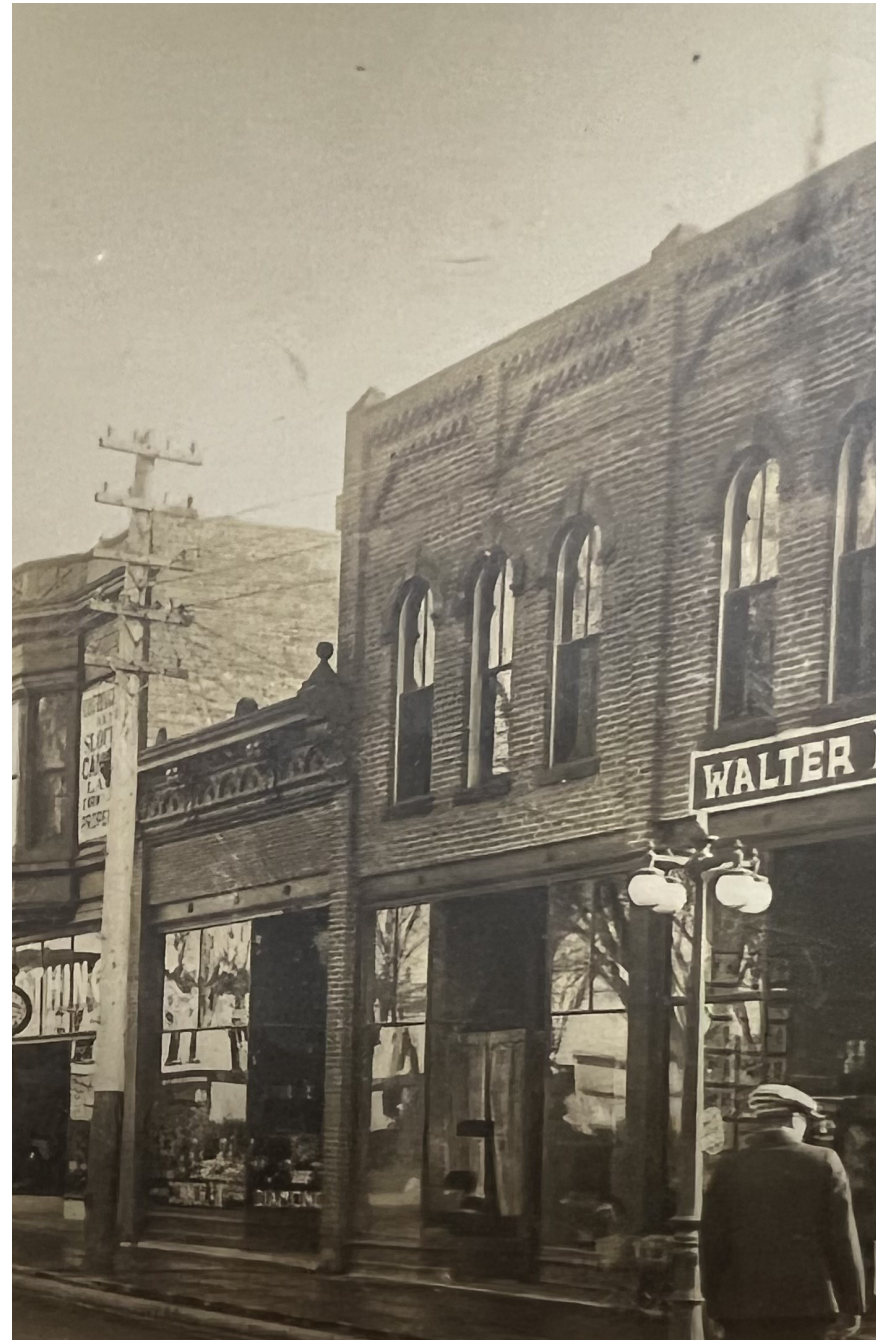
The purpose of these downtown guidelines is to promote a unified design for buildings within the Downtown Square while preserving authenticity and variety of buildings, enhance visual appeal and aesthetics, and to promote tourism and activity within the Square. The Downtown Square intends on maintaining it's 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.

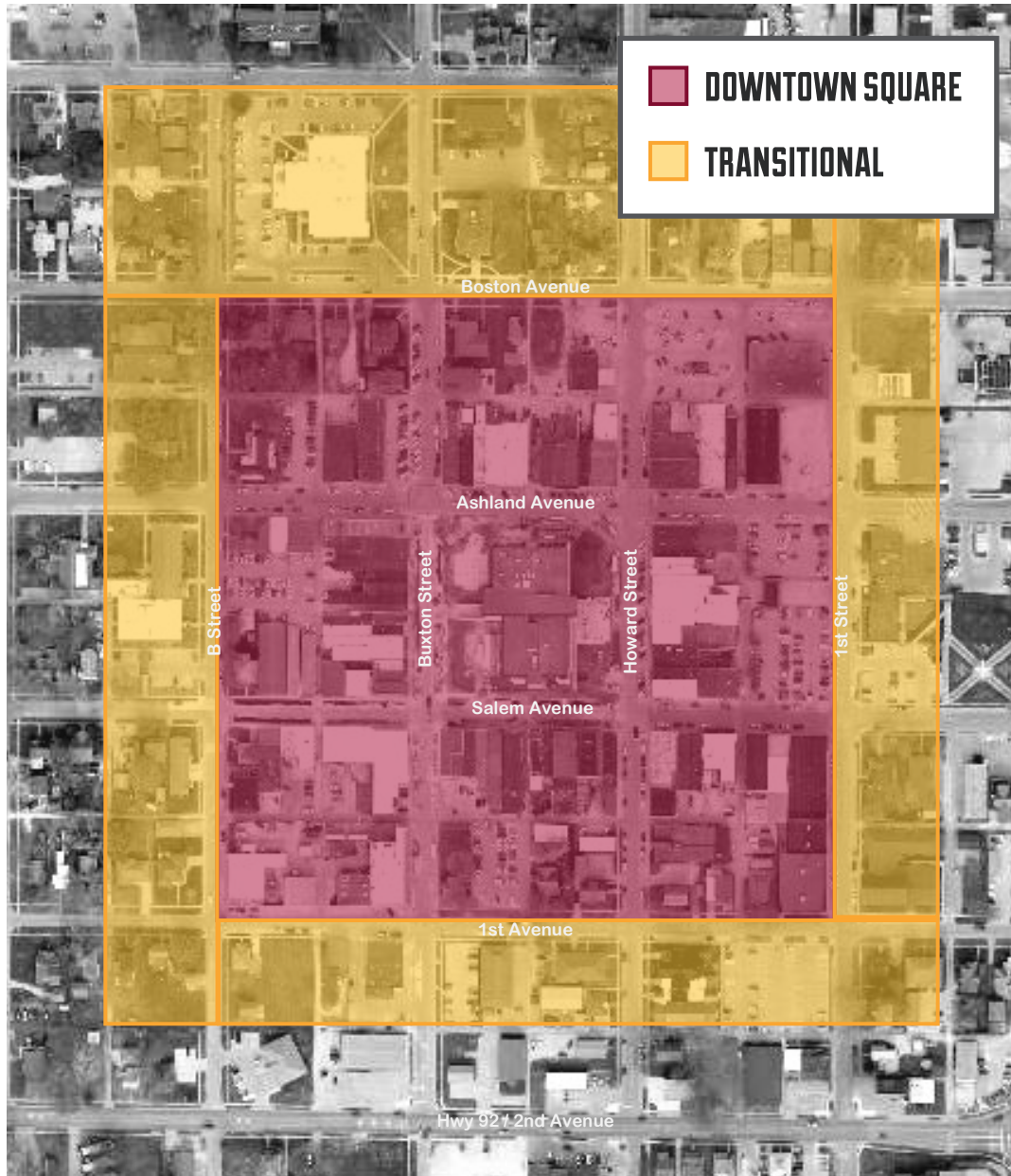
There are multiple comprehensive and visioning plans that address goals and action items within the Downtown Square area. The *'Elevate Indianola'* Comprehensive Plan, adopted in 2020, lists out the following action items:

- 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

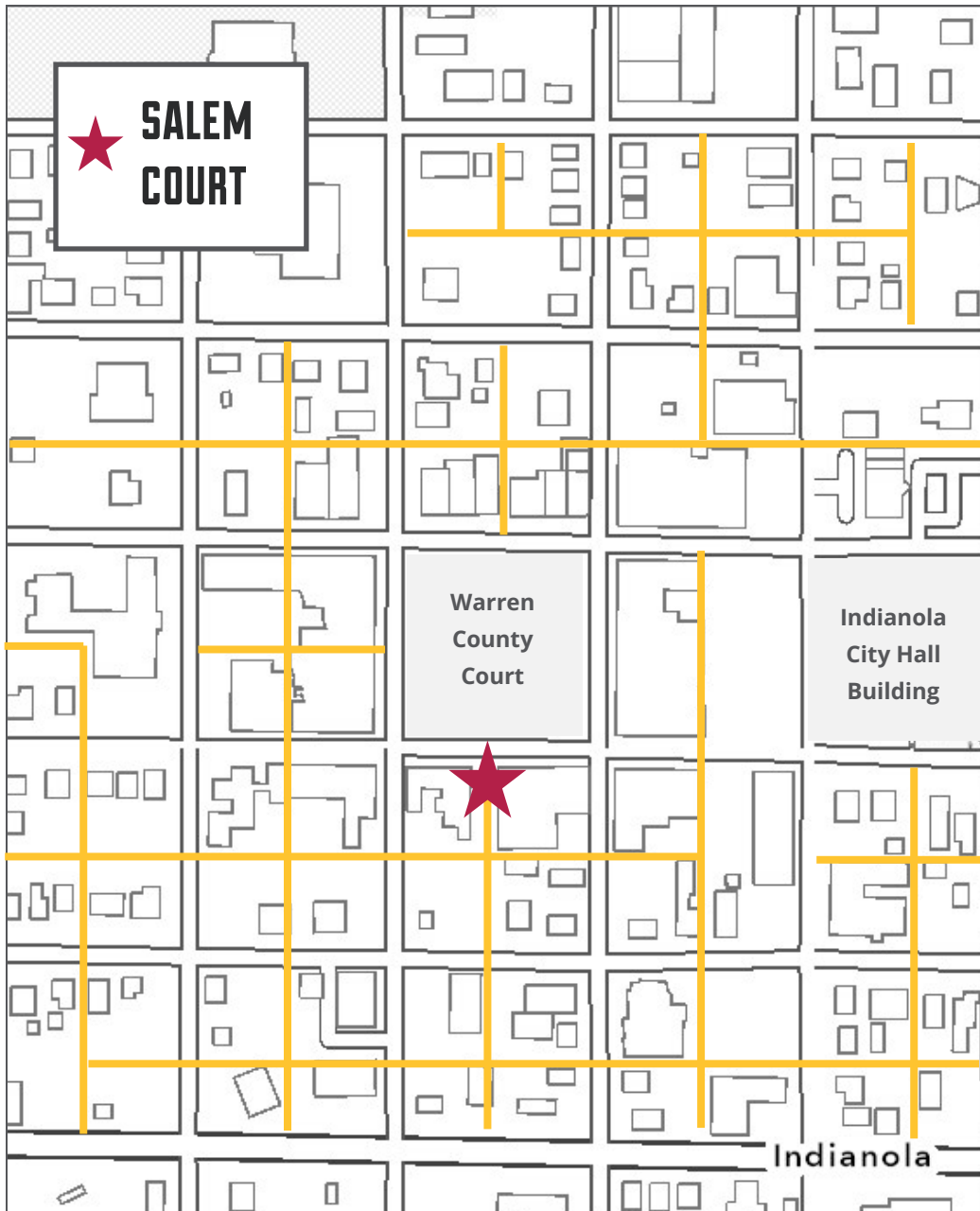
Site plans are required prior to the erection, relocation, expansion, or alteration of any structure or for the change of use of any structure or parcels. This may include improvements to alleyways, landscaping, exterior lighting, and parking.



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

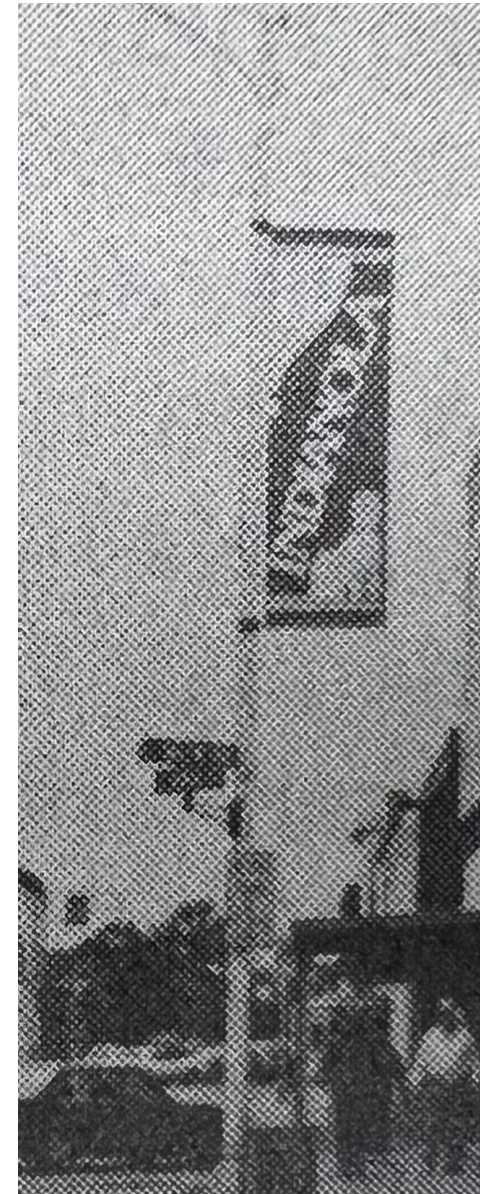
Participants indicated that in some instances, co-retailing spaces may be beneficial (i.e. connecting a bookstore to a coffee shop). In other instances, it may not be as beneficial or helpful (i.e. shared kitchens may create conflict if not carefully planned or organized).

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

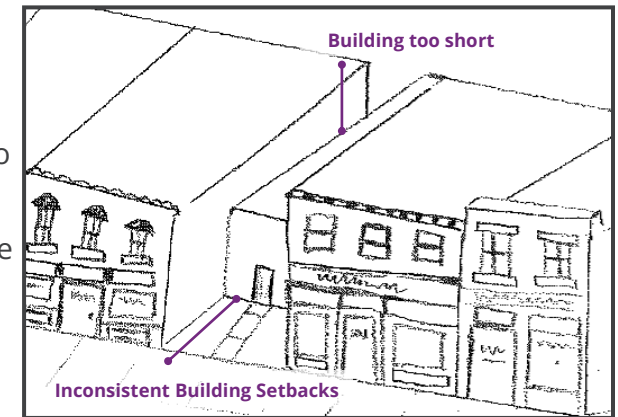
Scale and Orientation

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

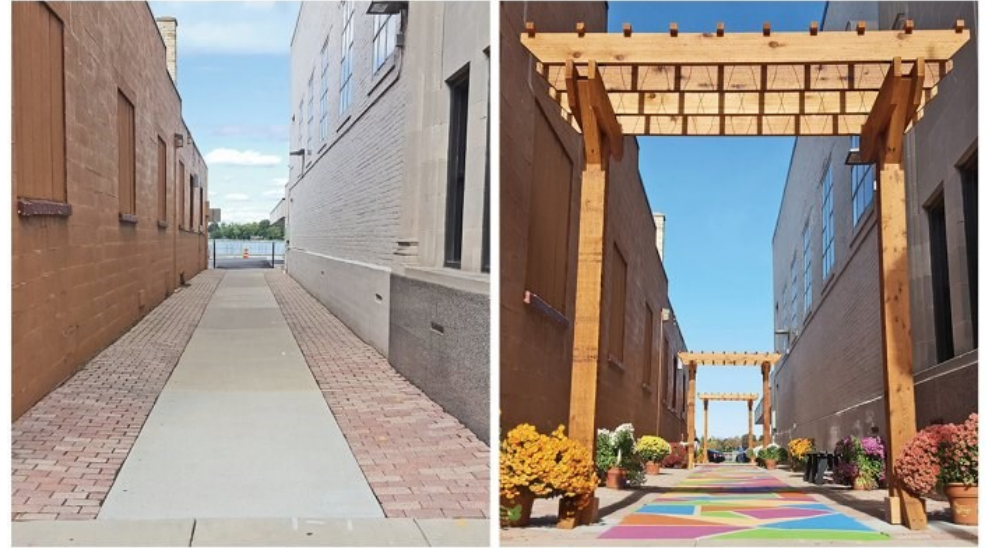
Alleyways provide shelter from main roads that are intended for vehicular traffic, as they serve as an alternative pedestrian route. An alleyway activation creates improvements to convert an alley or a portion of an alley into a vibrant community space that enhances pedestrian circulation or generally 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**

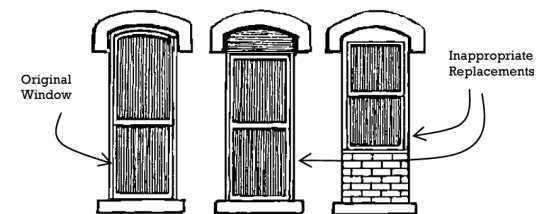
Inappropriate Outdoor Accessories

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.

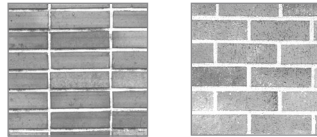
Bay Window

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

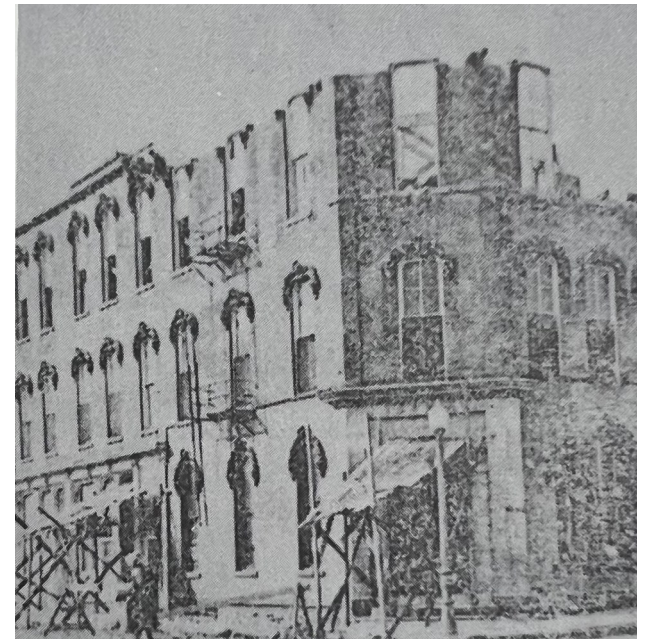
Includes glass with a reflective or mirrored coating or finish. Mirrored glass is considered a generally inappropriate material for the downtown area.

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