

THINK tipton

DOWNTOWN REVITALIZATION INCENTIVE PROGRAM

The purpose of the program is to encourage downtown businesses and property owners to enhance their building's appearance with the goal of attracting customers, tenants and investors to the downtown district and create a positive image for the community.

PROGRAM OBJECTIVE

The Downtown Revitalization Incentive Program is designed to assist with the following:

- Eliminate deterioration of buildings in the downtown business district.
- Restore and preserve properties for historical, architectural or aesthetic reasons.
- Be a catalyst for larger scale building improvements and developments.
- Develop and enhance the natural assets of the downtown business district by restoring the uniqueness, character and integrity of the buildings.

APPLICATION PROCESS

1. Applications must be submitted and approved prior to the start of the project. Applications must be submitted to the Tipton Economic Development Director.
2. Applications are available at the Tipton Economic Development Office or online at www.tiptoniowa.org.
3. If there is a change in the proposed project after approval then the applicant must submit the revision for approval.
4. The Tipton Development Commission will review the application and make a recommendation to the Tipton City Council.
5. Once approved by the Tipton City Council the applicant may begin the project.
6. Qualified material and labor costs will be reimbursed after the project is complete, unless arranged otherwise with the Tipton Development Commission.

PROJECT GUIDELINES

- All projects funded by incentives must comply with the City of Tipton's Comprehensive Plan.
- The program is based on a reimbursement system that requires a 50% cash match by the recipient.
- Eligible project locations are the area immediately along Cedar Street between 2nd and 7th Streets as well as one block East or West of the same section of Cedar Street.
- Labor costs will only be reimbursed if performed by a qualified third party contractor. Labor hours by the property owner are not eligible for reimbursement.
- Tipton's Downtown Revitalization Incentive Program will be administered by the Economic Development Director for the City of Tipton. All applications will be initially reviewed by the Tipton Development Commission and then forwarded to the Tipton City Council for final approval. The name of the applicant, assistance value and proposed project will be placed on the city council agenda and discussed at the meeting.
- Rebates and incentives will be approved based on the following criteria:
 - Complies with program objectives.
 - Need and urgency of the project.
 - Financial participation by the applicant (participation may be in the form of loans or available cash).
 - Whether or not the project will be completed with the use of incentives or rebates.
- A project will not be approved for funding if the applicant has already started the project.
- No incentives or rebates will be made for working capital or inventory.
- Funds will be paid upon completion of the approved project and after third party claims are verified and submitted to the City of Tipton. All payments will be made at the time the City of Tipton makes regular claim payments.
- The City of Tipton retains the exclusive right to revise or eliminate the requirements and the incentive program at any time, with or without prior notice.

program types



PROPERTY TAX REBATES

This program is targeted to new commercial construction on properties located in the downtown business district and will be funded by TIF. This program cannot be used in conjunction with either the Facade or Commercial Interior Grant Programs. The tax rebate will apply to 50% of taxes collected on increased property values for a five-year period.

SUPPLIES PROGRAM

Spahn & Rose Lumber Company will offer downtown property owners a 10% discount on all qualifying project supplies and materials. Eligible projects must complete an application for this discount.

FAÇADE GRANT PROGRAM

This program, funded by TIF, provides financial assistance to business and property owners for the restoration or rehabilitation of storefronts and facades on downtown commercial buildings. The applicant pays 50% and the City of Tipton pays 50% of costs associated with approved exterior renovations. Maximum grant funding is \$7,500 or 50% of total project cost (per storefront) whichever is less. Additional funding may be considered if the building has exposed sidewalls or a particularly high number of frontage feet. The City Council will make the decision on whether additional funding is necessary. See "Facade Guidelines" document for additional information.

DESIGN ASSISTANCE

Commercial properties located in the downtown business district are eligible for design assistance in cooperation with the City of Tipton and its contracted engineering firm partners. This program is funded at 50% by TIF monies and the property owner is responsible for 50%. Maximum funding for this program is not to exceed \$2,000.

COMMERCIAL INTERIOR GRANT PROGRAM

This program, also funded by TIF, helps retail business owners or renters expand or remodel interior commercial space in the downtown business district. The applicant pays 50% and the City of Tipton pays 50% of the costs associated with increasing the real estate value or toward overall interior improvements for commercial purposes. Maximum funding allowed is \$5 per square foot of retail space or \$7,500—whichever is less. This grant also applies to upper-story renovations if used for commercial purposes.

LOW INTEREST LOAN PROGRAM

This program helps to stimulate investment in the commercial structures of downtown business districts by providing affordable financing for building improvements. Funds are available from the four Tipton banks (Liberty Trust & Savings, Community State Bank, Citizens Bank and US Bank) to qualified existing, new or relocating businesses, provided they meet credit standards established by the participating local financial institutions. Other area banks may choose to offer similar loans at their discretion. Eligible projects include interior and exterior renovations or improvements, facade improvements, acquisition assistance and expansions of additional retail space. Working capital is not an eligible use.

ACQUISITION ASSISTANCE

This program is designed to assist business owners acquire downtown property. An applicant who purchases downtown property that will be used for their own commercial business qualifies to be reimbursed for up to \$5,000 of selling costs (realtor fees, abstracting, attorney fees and closing costs) and up to \$2,500 of the purchase price.

THINK
tipton



Tipton Economic Development

520 Cedar Street | Tipton, Iowa 52772

Phone: 563-886-4597

economicdevelopment@tiptoniowa.org

www.tiptoniowa.org

CITY OF TIPTON
DOWNTOWN REVITALIZATION INCENTIVE PROGRAM
APPLICATION FORM

This application must be completed by any business / property owner / developer who intends to apply for assistance from the Downtown Revitalization Incentive Program. Feel free to use additional sheets of paper to elaborate on any information requested in the application.

Name of Applicant/Business	
Mailing Address	
Project Address	
Telephone	
Fax	
Email	

What Program(s) are you applying for? (Please complete the chart below – see brochure for details of each program)

Program Category	<input type="checkbox"/>	Brief Description
Property Tax Rebate (50% on increased value tax for five years)	<input type="checkbox"/>	
Supplies Program (10% discount on project materials from Spahn & Rose - Tipton)	<input type="checkbox"/>	
Exterior Façade Grant (50% of project cost, up to \$7,500 per storefront)	<input type="checkbox"/>	
Commercial Interior Grant (\$5 per sq. ft., need to know the square footage being worked on)	<input type="checkbox"/>	
Acquisition Program (up to \$5,000 for closing costs, up to \$2,500 toward purchase)	<input type="checkbox"/>	
Low Interest Loan (Terms will vary from bank to bank)	<input type="checkbox"/>	
Design Assistance (50% up to \$2,000)	<input type="checkbox"/>	

Total Project Cost (All Programs Applied For)	\$
---	----

What is (are) the existing use(s) of the building?

Describe the Proposed Project(s). If you have applied for funding in more than one category, please explain the project for each category (be specific).

Submittal Check List: (MUST be complete or application may be denied)

- Drawings, photos, plans, etc. of the building, which illustrate all proposed work. This includes any structural work or repair, paint, colors, signage, etc.
- At least one itemized third party bid/quote for each project. If property owner is affiliated with a qualified contractor/company, that company may bid on the project. However, another third party quote is required for comparison purposes.
- Information on methods and materials to be used.

The undersigned applicant affirms that:

- The information submitted herein is true and accurate to the best of my (our) knowledge.
- I (we) realize and understand the conditions of the Downtown Incentive Program and agree to abide by its conditions and guidelines.
- I (we) understand that all work completed on the project must follow the description of approved methods and materials listed in the above section. Any variance from the agreed upon procedure, without prior approval, may result in forfeiture of any funds for which I may have qualified.
- I (we) have, to the best of my (our) ability, attempted to follow the aesthetic and preservation-based guidelines set forth by the Downtown Revitalization Incentive Program in the planning of my (our) project.
- I (we) understand that any funds this project qualifies for will only be disbursed by the City as a reimbursement after the project is complete. All expenses must be documented and submitted to the program committee at project completion.
- I (we) understand that the Incentive Program is based on **actual** project costs. Therefore, if the project costs less than the total approved by the City, my (our) reimbursement will lessen accordingly. However, if the project goes over budget, the Incentive Program reimbursement will not exceed the approved total.

The undersigned applicant agrees to comply with the requirements of this program as outlined in the Downtown Incentive Program Guidelines and Application.

Signature of Applicant	Date:
Signature of Co-Applicant	Date:

Approved by Review Committee	Yes	No
Comments:		

The Tipton Downtown Façade Improvement Program is designed to promote the continued use and maintenance of commercial buildings in the downtown area by helping property owners and tenants rehabilitate and restore eligible buildings. Reimbursement grants are provided to owners or tenants in recognition of the positive impact that individual building improvements can have on the overall appearance, quality, and vitality of the downtown.

Grants are available to make certain improvements to a building's facade. A facade is defined as any highly visible building or structural elevation fronting a public roadway, for the purposes of this program. Extra funding may be granted if side and/or back of building is publicly exposed.

ELIGIBLE IMPROVEMENTS

- **Exit doors (exterior)**

Installation, repair, and replacement of exit doors and hardware which face public roadways, meet current building and fire codes, and/or improve the overall appearance of the building.

- **Painting**

Painting of the exterior surface of the buildings. Painting of brick surfaces is not desirable.

- **Shutters and Awnings**

Repair, replacement, or addition of exterior shutters and awnings (exceptions: backlit and/or plastic awnings are not eligible for funding).

- **Signs**

Repair and replacement.

- **Stairs, Porches, Railings, Exits**

Repair and replacement (including installation) of exterior stairs, porches, railings, and exit facilities.

- **Walls**

Repair and rebuilding of exterior walls, including cleaning, sealing, tuckpointing, painting, etc.

- **Windows**

Repair of frames, sills, glazing, replacement of glass, and installation of new windows.

- **Cornices**

Repair or construction of cornices in order to replicate building's original façade.

The following items are not eligible for reimbursement grants under the Façade Improvement Program:

- Any work commenced prior to execution of a Façade Improvement Agreement;
- Building permit fees and related costs;
- Extermination of insects, rodents, vermin, and other pests;
- Sidewalks;
- Title reports and legal fees;
- Acquisition of land or buildings;
- Air conditioning and heating facilities;

- Electrical wiring or service upgrade, except electrical work necessary to illuminate an eligible sign;
- Elevator repair or installation;
- Interior floor or ceiling replacement and repair; and,
- Architect work; to include drawings

Guidelines for Building Facade Maintenance and Renovation

Masonry

Moisture

Brick and stone are exceptionally durable building materials, but they can and do deteriorate. Most often water infiltration is responsible. Moisture can enter through the top of a wall or where the wall meets the roof. Check roof, flashing, and wall copings periodically for soundness. Gutters and downspouts should also be inspected periodically for leakage.

Tuckpointing

The sand and high lime mortar commonly used in older masonry buildings gradually erodes as water runs over the wall surface and with freeze/thaw cycles. Joints should be inspected periodically for crumbling or missing mortar. If mortar joints have recessed more than about 2 inches, they should be repointed with new mortar to prevent water infiltration and ensure the integrity of the wall. New mortar joints should match the original in style, size, mortar composition, and color. It is especially important to repoint with a mortar of the same hardness as the original. The softer historic mortar compresses as the bricks expand in warm weather and flexes as they contract in cold weather. It is by design the sacrificial element of the wall and gradual erosion is to be expected. Harder modern mortars with a high content of portland cement will resist the warm weather expansion of the brick, causing cracking and spalling of the brick surface. In cold weather this same inflexibility may cause cracks to open up as the historic bricks contract.

Cleaning

Masonry cleaning can have a dramatic impact on the appearance of a building. Most historic masonry buildings have never been cleaned and accumulated dirt may be obscuring the original masonry color. Dirt may also hold airborne pollutants which can erode the surface of the masonry. Masonry should always be cleaned by the gentlest possible method. In many cases low pressure water washing (no more than 250 psi), together with scrubbing with a natural bristle brush may be sufficient. If paint or heavy grime must be removed, a chemical cleaner may be required. There are a wide range of chemical cleaners available and a qualified cleaning contractor should be consulted to evaluate your building and recommend a treatment. Whatever treatment is selected, a test patch should first be tried and allowed to weather for a few weeks or months. If the results of the test are satisfactory and no damage is observed, it should be safe to proceed.

Sandblasting

Sandblasting is especially harmful to brick surfaces, eroding the hard outer layer to expose a softer, more porous surface that will weather rapidly.

Painting

In general, exposed masonry should never be painted. Unless the surface was painted from the beginning as was sometimes the case with very soft brick cleaning and tuckpointing of the masonry is always preferable. A previously painted surface should be chemically cleaned. Only if chemical paint removal proves impracticable (due to a cementitious paint coat, for example) should previously painted brick or stone be repainted.

Wood

Storefronts, cornices, brackets, and other decorative facade elements were often made of wood. These original exterior woodwork elements should be retained wherever possible. Regular maintenance will prevent deterioration. Check periodically for soft, rotted areas, splits, and dampness. Damaged or decayed sections can usually be repaired by re-nailing, caulking, and filling. Epoxy pastes and epoxy consolidants can also be very effective in repairing even seriously rotted wood. When painting, use an oil-based primer followed by two final coats of oil-based paint. Severely rotted or missing pieces may be reproduced by a good carpenter or millwork shop. Try to match or at least complement the existing details when replacing woodwork.

Metal

Decorative elements of cast iron and sheet metal were frequently applied to brick and stone facades. The ease with which intricate detail could be reproduced in cast iron or stamped sheet metal ornament permitted the appearance of expensive carved or turned work at a fraction of the cost. Needless to say, this kind of architectural ornament became quite popular. These architectural elements are essential to the character and appearance of your building. They should not be removed unless absolutely necessary. Cast iron was used extensively for storefront columns and window lintels and is quite permanent. A sound paint coat is essential, though, to prevent rust and corrosion. Rust or paint build-up may be removed by chemical treatment or low pressure dry grit blasting (80-100). If parts are missing, they can be reproduced in fiberglass or aluminum using existing pieces to make a mold. If the missing pieces are relatively free of ornamental detail, wooden pieces might be substituted. Pressed or stamped sheet metal was most often used to create the sometimes very elaborate cornices that crowned many 19th century commercial buildings. This thin metal cornice was typically nailed to a wooden framework attached to the building. Stamped metal ornamentation may be of sheet copper, which requires no surface protection, or of sheet iron, usually coated with zinc or lead to retard rusting. Galvanized or lead-coated sheet metal should always be kept painted. If stamped metal is to be cleaned, a chemical paint remover should be used. Dry grit blasting, while usually safe for cast iron, should never be used on the thinner, more flexible pressed metal. Reproductions of missing pressed metal ornaments can often be made by a sheet metal shop. In some cases, pressed metal decorative items, stamped in the original molds, are

available commercially. All metals requiring painting should first be primed with a commercial metal primer followed by two finish coats of oil-based paint.

General Storefront Design Considerations

Whether you are restoring your storefront or considering a more contemporary treatment, your plan should be based on a traditional storefront design. One characteristic of the traditional commercial facade is a well-defined frame for the storefront. This area is bounded by a pilaster or pier on either side, the sidewalk below and the storefront cornice above. It is important to contain the storefront within this frame. When the storefront is allowed to extend beyond its frame, it may no longer appear as an integral part of the overall facade design; rather it may appear tacked on. Look at historic photographs of your building or of similar buildings to learn the original configuration of your storefront. Following are some ideas to consider when planning your storefront renovation. Each originates on the design of the traditional storefront; however, they are not solely historical concepts. They represent sound design principles aimed at enhancing both appearance and accessibility.

Contain the storefront

A storefront should be designed to fit within the original facade opening and not extend beyond it. The storefront might be set back slightly (perhaps 3 inches) from the plane of the facade to accentuate this sense of containment.

Transparency

Large display windows were a prominent feature of the traditional storefront. As a design element, they are integral to the overall proportioning of the facade. Functionally, the large glass area provides maximum light and display area, while visually opening the facade to the street. As a rule, the storefront should be composed primarily of glass, while the upper facade should be more solid and contained with smaller, evenly spaced windows.

Appropriate materials

The color and texture of the storefront materials should be simple and unobtrusive: (1) The storefront frame can be wood, cast iron, or aluminum with a baked enamel finish; (2) the display windows should be clear glass; (3) transom windows may be clear or stained glass; (4) the entrance door should have a large glass panel and can be made of wood, steel, or aluminum; (5) the aluminum-clad plywood panels; (6) the storefront cornice can be made of wood, cast iron, or sheet metal or sometimes the horizontal supporting beam can serve as the storefront cap; (7) the side piers should be of the same material as the upper facade. Certain materials and design elements should never be used on a traditional commercial building. A mansard roof with wooden shingles, rough textured wood siding, metal siding, fake bricks or stone, and gravel aggregate materials are not appropriate. Inappropriate historical themes should also be avoided. Small window panes, a colonial door, and storefront shutters are 18th century elements that do not belong on most 19th or 20th century facades.

Simplicity

Whether you are renovating an existing storefront or designing a new one, remember that the emphasis should be on transparency. The fundamental design should include large display windows with thin framing members, a recessed entrance, a cornice or a horizontal sign panel above the storefront to separate it visually from the upper facade, and low base panels to protect the windows and define the entrance. This same basic arrangement will be equally appropriate whether constructed using traditional or modern materials.

Windows and Doors

Windows and doors are essential design elements in the historic commercial building. Upper story windows establish a rhythm in the streetscape that ties the facades together. The storefront with its large glass area links the facade to the pedestrian scale of the street. Always retain original doors and windows if possible. Often normal maintenance & replacement of broken panes, caulking, and a good paint job will be all that is necessary to preserve them. Uncover boarded-up windows and repair or replace the original sash as necessary. Small areas of rotted wood can be repaired using an epoxy paste filler. If a window or door is missing or has deteriorated too severely, replacements should be sought that closely match the originals in material and configuration. Openings should never be enlarged or partially blocked to accommodate a replacement window or door.

Replacement windows

If more energy efficient double-glazed wood or aluminum windows are to be used for replacement, they too should match the original wood windows in size and profile. Never replace a multi-pane window with a single large pane of glass. Aluminum windows should be in a baked enamel finish rather than the color of clear unfinished aluminum.

Storm windows

Storm windows may be desirable on upper story windows for energy conservation. When mounted on the exterior, they should match the size and shape of the existing sash and they should be painted to match. Interior storm windows are a good option where original windows might be obscured by the addition of exterior storm sash.

Shutters

Shutters are seldom an appropriate window treatment for historic 19th and 20th century commercial buildings. In general they should be avoided unless they were an original feature of the building. Shutter panels should exactly match the size and shape of the window opening.

Awnings

Canvas awnings were a familiar feature of 19th century storefronts. Apart from their primary function of sun and glare protection, they also offer shelter to pedestrians and can be an attractive addition to the storefront. Additionally, the valance can serve as a sign panel for your business. Naturally, if your building faces north, they will be of lesser practical benefit. Select awnings that closely follow historical precedents in shape and

design. They may be either operable or fixed. Always fit the awning within the storefront opening. Awnings should never extend continuously across several storefronts. Choose a water-repellent canvas or vinyl-coated canvas material; aluminum awnings or canopies are generally inappropriate. A wide variety of canvas colors are available and you should pay special attention to choosing a color or color combination that coordinates with your building and its surroundings. Back-lighting of awnings is not acceptable.

Storefront entry doors

Storefront entry doors should present an attractive appearance and should be visually appropriate for your storefront. Original doors should be retained if possible. Wood panel doors with large glass panels were typical of the turn-of-the-century commercial storefront. If a new door is to be installed it should closely resemble the design and proportions of the original door. Wood is the preferred material, but steel or aluminum with a baked enamel finish may also be used. Colonial or Early American style aluminum doors and other very decorative door designs should be avoided.

Architectural Ornament

Architectural ornament includes a variety of decorative features characteristic of early commercial storefronts. Window hoods, cornices, columns, brackets, and decorative moldings are examples of the ornamentation most often seen in Iowa downtowns. These features are often crucial to the historic and architectural character of the building. Given the similarity of many downtown commercial facades, these elements were often the architect's or designers only opportunity to express an architectural style and to give the building a unique appearance. These ornamental features should never be removed or altered unless it is absolutely necessary. If they have already been removed, every effort should be made to replicate them.

Color Selection

Painting can have a dramatic visual impact on your building. A carefully considered color scheme can unify the facade and enhance the streetscape. Color choice is a matter of personal preference, but you should generally choose colors that were available at the time your building was constructed and that complement the natural brick or stone color. Earth tones (greens, dark reds, pale yellows and browns) were popular in the latter half of the 19th century; lighter shades predominated in later decades. The Tipton Development Commission can recommend historical color samples that are available to help you with your selections. If you are restoring your building, you will want to take paint samples from the major facade elements in order to duplicate the original colors. Even if you are not restoring, the original colors are always appropriate. Pay special attention to the relationship of your color scheme to those of adjacent buildings. Keep your color scheme simple. A typical color scheme might use 2 or 3 colors: a base color, a second color for major trim, and sometimes a third color to highlight the minor trim. Most often the base color will be the natural brick or stone of your building. The major trim color should be chosen to complement the base color. If your facade has natural stone or terra cotta trim, the major trim color might match these. The minor trim color should enhance the effect of the base and major trim colors, serving as an accent on minor trim details. Often a darker or lighter shade of the major trim color is an effective choice. When painting wood

or metal, always prepare the surface by removing all loose paint and sanding all rough edges that remain. Prime the surface with a high quality oil-base primer and follow with two finish coats of oil-base paint.

Signs and Graphics

Signage is an essential element in any commercial district. Anonymity is clearly not good for business. Unfortunately, signage has often been one of the most disfiguring element in the urban landscape. A visual clutter of over-large and ill-positioned signs presents a negative image for the entire street. A business's sign is important not only as an identifier, but equally importantly as an expression of an image for the business. Don't underestimate the value of quality signage. A clear message, stylishly presented, will encourage passers by to venture in. Money spent on quality signage is usually money well spent. When thinking about signage, consider the following:

Size and placement

In a densely built downtown area, signage should be directed at and scaled to the pedestrian. Don't assume that the largest sign is the best. Pay particular attention to how your sign relates to your building. Look for logical signage locations on your facade. Continuous flat wall areas above display windows or above upper story windows are typically good choices. Don't cover windows, doors, or architectural ornament. A good sign looks like it belongs where it was placed. It should be an extension of the overall design of your facade.

Message and design

A good sign is simple and direct. Don't be tempted to say too much. Choose a letter style or graphic treatment that projects your image and is clear and easy to read. Coordinate sign colors with the colors of your building. Remember that visual clutter will only dilute your message. A good sign can take many forms. It may be painted on a flat panel, or it might have a sculptural quality. Individual letters might be applied to the facade. Logos or lettering can be painted, stenciled, or engraved on windows. Even the valance of an awning can be an excellent signboard. Neon signs inside shop windows are usually appropriate and possess a charm that can be very attractive, if not overused. Neon signage is not appropriate on the building exterior, however, unless it was an original feature of the building. Lighting for other kinds of signage should be limited to direct illumination by incandescent lamps. Certain sign types are generally considered inappropriate in an historic commercial district. These would include large projecting signs, rooftop signs, and internally illuminated signs and awnings. Replacement of these kinds of signs should be strongly considered in planning for rehabilitation.

BUILDING ANATOMY

ARCHITECTURE
You can live without her
but you can't remember
without her.

