

# University Area Urban Revitalization Program

## *Application Packet*

**Thank you for your interest in the University Area Urban Revitalization Programs. The City of Ames Planning and Housing Department is available to assist you in completing your application. Please call (515) 239-5400 and someone can meet you at your convenience to start the process and answer questions.**

The purpose of the University Area Urban Revitalization Programs is to encourage and support the adaptive reuse of Greek houses, or the construction of a new Greek house on the site of a previous Greek house. The Programs also support the adaptive reuse of other buildings with potential for historic significance. In the Campustown area, the purpose is also to encourage revitalization of slum and blighted and underutilized properties and encourage and support the new development of mixed-use buildings with structure parking. It is hoped that the program activities will result in the improvement of the area, as well as the enhancement of the entire community.

The “Application Packet” for the University Urban Revitalization Programs includes the following:

- Application Form
- Tax Exemption Schedule
- Criteria Matrix for Campustown Urban Revitalization Area
- Criteria for East University Impacted Urban Revitalization Area
- Criteria for North Sheldon Urban Revitalization Area
- Map of Urban Revitalization Areas in University Area

### **1. Eligibility Criteria.**

- *Properties must be located within one of the designated Urban Revitalization Areas in the University Area. (See Attached Map)*
- *Within each of these Urban Revitalization Areas, different eligibility criteria and conditions apply. (See the Map and the attached Criteria for details)*
- *Improvements must be made to the property increasing its actual value by 5% or more.*

### **2. Application Process.**

- *Contact the Ames Planning and Housing Department to schedule a pre-application meeting to ensure that the requirements for a successful application are satisfied.*
- *Fill out all sections of the application form completely and return to the Department of Planning & Housing.*
- *The application must be received and construction begun prior to February 1 of the assessment year for which the exemption is first claimed, but not later than the year in which all improvements included in the project are first assessed.*
- *The Ames Historic Preservation Commission will review and make recommendation on projects proposed as meeting historical criteria.*

- *Once the application is reviewed, and is satisfactory, it will be forwarded to the City Council for formal action at the first meeting in February.*
- *If approved by the City Council, the City Clerk will forward the application to the City Assessor, who will review the application from the standpoint of the property value prior to the construction of the improvement. The City Assessor will again review the application once the improvement is completed to determine the Actual Value of the improvement for property tax purposes.*

Submit the completed *University Area Urban Revitalization Program* Application Form to the:

City of Ames  
Department of Planning and Housing  
Room 214, City Hall  
515 Clark Avenue  
Ames, Iowa 50010  
Phone: 515-239-5400  
Email: [planning@cityofames.org](mailto:planning@cityofames.org)

# University Area Urban Revitalization Program *Application Form*

(This form must be filled out completely before your application will be accepted.)

1. **Property Address:** \_\_\_\_\_
  
2. **Property Identification Number (Geocode):** \_\_\_\_\_
  
3. **Urban Revitalization Area:** \_\_\_\_\_
  
4. **Legal Description** (attach, if lengthy): \_\_\_\_\_
  
5. **Description of Improvements - Attach if lengthy:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>Improvement costs:</b> \$ _____
<b>Beginning construction date:</b> _____
<b>Estimated or actual completion date:</b> _____
<b>Assessment year for which exemption is being claimed:</b> _____
<b>Exemption schedule (3, 5, or 10 years):</b> _____

6. **Property Owner:** \_\_\_\_\_  
Business: \_\_\_\_\_  
Address: \_\_\_\_\_  
(Street)(City)(State)(Zip)  
\_\_\_\_\_  
(Phone)(Fax)(e-mail)

***I (We) certify that I (we) have submitted all the required information to apply for approval of the University Area Urban Revitalization Program and that the information is factual.***

**Signed by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Property Owner(s)

\_\_\_\_\_  
Print Name

**(Note: No other signature may be substituted for the Property Owner's Signature.)**

## **University Area Urban Revitalization Program *Tax Exemption Schedule***

All qualified real estate located in the designated Urban Revitalization Area is eligible to receive a partial exemption from taxation on the Actual Value added by the improvements as specified by the schedules below. Any qualified real estate may elect one of the three schedules.

**The exemption period for ten (10) years.** The amount of the partial exemption is equal to a percent of the Actual Value added by the improvements, determined as follows:

For the first year	80%
second	70%
third	60%
fourth	50%
fifth	40%
sixth	40%
seventh	30%
eighth	30%
ninth	20%
tenth	20%

**The exemption period for five (5) years.**

For the first year	100%
second	80%
third	60%
fourth	40%
fifth	20%

**The exemption period for three (3) years.** All qualified real estate is eligible to receive a 100% exemption on the Actual Value added by the improvements for each of the three years.

**Carefully examine the exemption schedules before making a selection. Once the selection of the schedule is made and the exemption is granted, the owner is not permitted to change the method of exemption.**

**CAMPUSTOWN URBAN REVITALIZATION PLAN - Criteria for Renovation or New Construction**

(A)	(B)	(C)
<p><i>Project must meet one criterion of three options from Column (A).</i></p> <p><b>(1) Slum and Blighted</b> Properties where a majority of the assessed valuation has been determined to be substantially unsafe or to have an unsafe use by the City Council.</p> <p>-OR-</p> <p><b>(2) Parking &amp; Mixed Use</b></p> <ul style="list-style-type: none"> <li>• A minimum of 70% of the total required parking is provided in a structure. If utilizing a parking deck, the restrictions in Chapter 29.406(12) of the Municipal Code must be adhered to.</li> </ul> <p><i>and</i></p> <ul style="list-style-type: none"> <li>• The first floor must be used for permitted commercial and retail uses as shown in Table 29.809(2) of the Municipal Code or for a small production facility. The second floor must be used for either commercial or retail uses as shown in Table 29.809(2) or for household living. All floors above the second floor must be used for household living.</li> </ul> <p>-OR-</p> <p><b>(3) Adaptive Reuse</b></p> <ul style="list-style-type: none"> <li>• The building on the site is at least 50 years or older.</li> </ul> <p><i>and</i></p> <ul style="list-style-type: none"> <li>• 70% of the area of existing walls of the structure will remain.</li> </ul> <p><i>and</i></p> <ul style="list-style-type: none"> <li>• Historic materials and designs are preserved and/or restored.</li> </ul>	<p><i>Project must meet one criterion of two options from Column (B).</i></p> <p><b>(1) Underrepresented</b> Properties that are to include a business use where the actual sales of the business use is below the expected sales for the business use as determined by the City Council to be of benefit to the City.</p> <p>-OR-</p> <p><b>(2) Design Standards</b></p> <ul style="list-style-type: none"> <li>• Retail and office uses on the first floor adjacent to a public sidewalk must have direct access to the public sidewalk.</li> </ul> <p><i>and</i></p> <ul style="list-style-type: none"> <li>• Buildings greater than 3-stories shall include architectural features that create visual interest and variation in building design by differentiating building façade elements and include visual relief for long facades.</li> </ul> <p><i>and</i></p> <ul style="list-style-type: none"> <li>• Approval of master sign program by the Planning and Housing Director with signage designs which are complimentary to the building design and supports business identity.</li> </ul> <p><i>and</i></p> <ul style="list-style-type: none"> <li>• Limit driveways along Lincoln Way and Welch Avenue if alternative means of access are available. No drive-throughs are allowed along Lincoln Way and Welch Avenue.</li> </ul> <p><i>and</i></p> <ul style="list-style-type: none"> <li>• 100% of the front facades and 80% of the remaining sides of the structure shall be faced with clay brick for the first four stories. On stories five through seven any other building materials except vinyl will be allowed.</li> </ul> <p>-OR-</p> <p>An adaptive reuse project (A3) may use siding materials that are historically significant for all stories of a building.</p>	<p><i>All projects with residential uses shall also meet the following criteria or equivalent as approved by City Council.</i></p> <ol style="list-style-type: none"> <li>1. Limit commercial space in the same building to the ground floor.</li> <li>2. Provide separate entrances for commercial and residential uses.</li> <li>3. Residential entrances are visible from the street and provide secure access.</li> <li>4. Prevent access from the exterior to the interior through doors that serve only as fire exits.</li> <li>5. Prohibit public access to structured parking, using overhead door and secure access control.</li> <li>6. Provide transparent glass windows into all stairwells.</li> <li>7. Provide camera monitoring of all pedestrian and vehicle entrances and areas.</li> <li>8. Minimum widths of all exit routes: 48” for halls, 42” for doors, 60” between rails for stairs.</li> <li>9. No balconies are permitted.</li> <li>10. Provide for natural daylight requirements of applicable codes with exterior windows.</li> <li>11. On facades facing any street use only fixed windows, note modified tamper resistant windows do not comply.</li> <li>12. Design of all other windows to prevent passing of sphere larger than 4” diameter.</li> <li>13. Prevent by physical means access to all roofs.</li> <li>14. Where access is not required, provide security fencing controlling access to all areas between new or existing buildings.</li> <li>15. Provide a minimum of four 100w metal halide or LED 6,500 lumens light fixtures on each building façade: two at elevation between first and second floors and two at elevation between third and fourth floors.</li> </ol>

**Campustown URA Criteria Appendix**

- 1. All Projects must comply with an option from both column A and column B. Additionally, projects with residential uses must also comply with all requirements of column C.
- 2. Projects requesting final tax abatement approval must be compliant with an approved Site Development Plan and have received a certificate of building occupancy from the City of Ames Inspection Division.
- 3. All features incorporated into a project to meet URA criteria must be maintained for the life of the tax abatement.
- 4. Applications for final tax abatement approval must include supporting documentation for each of the relevant criteria.
- 5. **Architectural Design Guidelines:**  
The intent of this criterion is to promote building variation appearance within Campustown. The relative scale of new buildings can lead to similar building appearances due to construction techniques, uniform roof lines, and long building lengths; whereas, Campustown historically had diversity in building appearance and scale.

**Visual interest** of a building means incorporating architectural features that define buildings elements, such as the base, middle, and top of a building. Appropriate architectural features can include window details, brick and material color variations that highlight building elements and support building identity, parapets, or expressive storefront glazing systems.

**Variation and Relief** means building offsets that affect the apparent massing of the building at the ground level or for upper stories. For example, a uniform storefront at the base of building may have upper floor relief with a courtyard or changes in façade planes, alternatively, the lower levels of the building may have the appearance of multiple facades with a building offset that differentiates the façades and has a minimum depth of 6 inches. Recessed storefronts creating outdoor usable space at the ground floor can also provide variation and relief. The degree of needed facade relief will correspond to the scale of the building and length of the facade to achieve the desired effect of the URA criteria. Long facades are generally in excess of 60 feet; substantially longer façades may necessitate additional elements of relief.

**6. Master Sign Program**

Sign program details in the plan shall include the style of signs (blade, channel letters, etc.) location of signs, size and scale, lighting details, method of attachment to buildings.

Signage shall be orientated to the pedestrian level, internal illuminated cabinet signs with white or light color backgrounds are prohibited, channel letters should be affixed directly to the building without a visible raceway or have a backing panel that covers a creating the appearance of an overall sign face. Preferred signage would be decorative in appearance through its use of sign face materials, design, lighting, and style of signage.

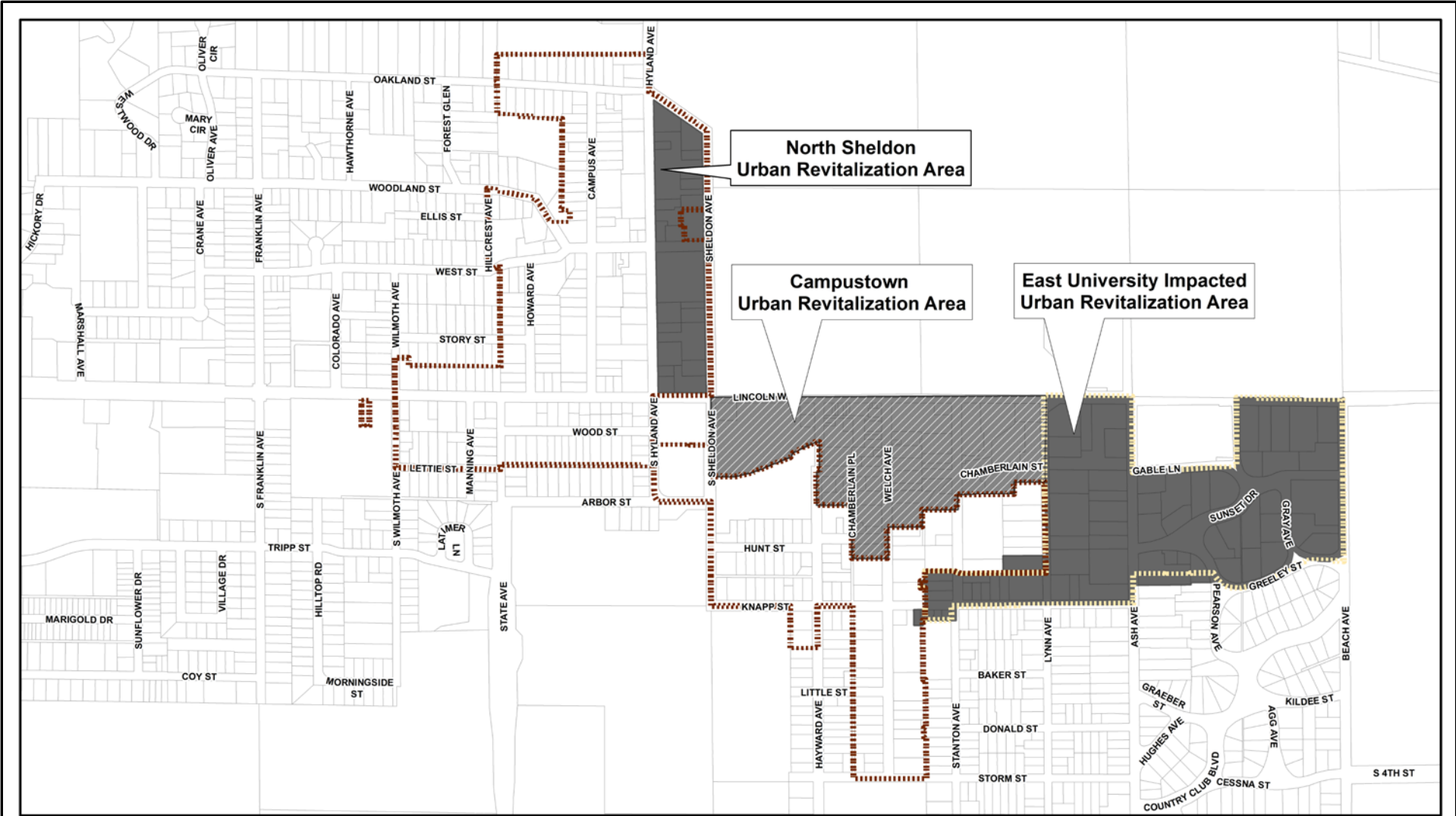
In consideration of approval of the Sign Program, the Planning Director will review the Campustown Idea Book signage guidelines, scale of signage and location in relation to the building features, and lighting type. Once a sign program is approved, individual sign permits must be consistent with the sign program.

**URBAN REVITALIZATION CRITERIA**

**EAST UNIVERSITY IMPACTED**

**NORTH SHELDON AREA**

<b>REQUIRED</b>	<b>REQUIRED</b>
<p>The building is an existing or former residence recognized by Iowa State University as part of the Greek residence system, and which, following rehabilitation, 70% of the area of existing exterior walls of the structure will remain.</p> <p><b>OR</b></p> <p>Construction of a new Greek residence recognized by Iowa State University as part of the Greek residence system with an approved Minor Site Development Plan and Demolition approved by the City Council prior to April 1, 2021.</p>	<p>The building on the site was originally built before 1941.</p> <p><b>AND</b></p> <p>Seventy percent (70%) of the area of the existing exterior walls of the structure will remain.</p> <p><b>AND</b></p> <p>Original or historical materials and designs will be preserved and/or restored.</p>



# University Area Urban Revitalization Areas

Prepared by City of Ames, Planning Division, Nov. 2020



- Legend:**
- Overlay Zones
  - East University Impacted District "O-UIE" (sec 29.110)
  - West University Impacted District "O-UIW" (sec 29.111)