

Appendix 1

AMES COMPREHENSIVE HISTORIC PRESERVATION PLAN GOALS, OBJECTIVES AND ACTION STEPS APRIL 13, 2021 UPDATE

GOAL #1. Acknowledge the role of historic preservation in encouraging civic pride, neighborhood identity, economic vitality, and community sustainability.

Objective A:

Adopt strategies to conserve historic neighborhoods, which reflect their organic development, historical roles and traditions, modern needs, and economic health and stability.

Action Step: Encourage the study and appreciation of Ames history in all its wards and eras, including the mid-20th century.

Action Step: Provide each neighborhood representative with the information, from Chapter 4 (Historic Property Potentials) of the Ames Comprehensive Preservation Plan Report, that applies to their neighborhood. Encourage each neighborhood to consider conducting a survey to identify all historically significant structures in their neighborhood.

Objective B:

Facilitate the preservation efforts of neighborhood associations.

Action Step: Share historic preservation survey documentation with neighborhood associations, through the use of links on the City of Ames website. Clarify that designations of properties within a survey as “contributing,” “non-contributing,” “potentially eligible,” or some other designation does not necessarily mean that the properties will be subject to local historic preservation regulations, nor listed on the National Register of Historic Places.

Action Step: Seek ways to meet with established neighborhood associations, and other residential areas throughout the community, where residents can learn about historic preservation as a tool for community improvement, share accomplishments, discuss problems, and network. Collaborate with community organizations to offer a historic preservation summit for neighborhoods, and other community residents interested in historic preservation. Plan for such an event at a minimum of once every five years.

Objective C:

Strengthen the role of historic preservation in promoting Ames tourism.

Action Step: Coordinate with the Ames History Museum, Chamber of Commerce, Convention & Visitors Bureau, Iowa State University, and individual neighborhoods in developing the content, design and distribution of printed walking brochures or digital guides. The brochures and digital guides should focus on historic neighborhoods, historic districts, such as Downtown, historic sites, and other areas in Ames of interest to persons attending conferences, special events, or otherwise generally visiting the community.

GOAL #2. Promote the preservation of historically, architecturally, and archaeologically significant resources in the community.

Objective A:

Provide financial support for the Ames History Museum to assist in achieving the goals of the Ames Comprehensive Historic Preservation Plan.

Action Step: Identify a strategy to assist in funding Staff or supporting operational costs of the Ames History Museum. This could include City support of grant requests or support for outside funding sources.

Objective B:

Promote economic incentive opportunities to encourage the preservation of historic buildings and neighborhoods.

Action Step: Provide information to the owners of historically significant properties on the use of financial incentives that are available.

Objective C:

Provide guidance for preserving and improving historic properties to developers, property owners, and others interested in historic preservation.

Action Step: Partner with the Ames History Museum and the State Historic Preservation Office to provide information on preservation tools available to the owners of historically significant properties.

Action Step: Continue to encourage the retention of outbuildings on historic properties, particularly automobile garages.

Action Step: Preserve cultural landscapes with individual significance or that are significant as contributing to a landscape within which other historic buildings or structures are situated.

Objective D:

Encourage private support and commitment for preservation undertakings.

Action Step: Encourage property owners to pursue National Register nominations.

Objective E:

Increase awareness of the potential for archaeological sites within the city and legal protection for them.

Action Step: In all historic survey projects, consider a property's potential for National Register Criterion D significance (archaeology), including sites where historic archaeology (previous buildings, foundations, and/or other habitation materials on a site) might apply.

GOAL #3. Enhance municipal policies to protect historic resources and implement policies through identification, effective legislation, and efficient regulatory measures.

Objective A:

Continue to improve Ames inventories of historic properties through reconnaissance and intensive historical, architectural, and archaeological surveys.

Action Step: The Historic Preservation Commission will prioritize potential historic resource and strategize funding mechanisms to achieve them.

Action Step: Publicize results of previous surveys to promote preservation among property owners.

Action Step: Integrate City survey information into the City Geographic Information System (GIS)

Action Step: Include support of historic preservation in the Ames 2040 Comprehensive Plan.

Objective B:

Continue to monitor changes and trends in new materials, technologies, and emerging “green” issues as they relate to local historic district and landmark design guidelines.

Action Step: Address internal inconsistencies, when identified, with updated Chapter 31 design guidelines to reflect the compatible use of new materials, technologies, and sustainability measures.

Action Step: Create handouts that illustrate the intent of the Design Guidelines in order to make Guidelines more user friendly-

Objective C:

Continue to designate local historic districts, local landmarks, and properties for listing on the National Register of Historic Places.

Action Step: The Historic Preservation Commission will identify and prioritize potential National Register historic districts and strategize funding mechanisms available for surveys and preparation of National Register nominations.

Action Step: Identify and designate properties eligible for listing as local landmarks and local historic districts.

Objective D:

Ensure that design guidelines for city re/development incentive programs respect the historic character of the properties and surrounding areas to which they are applied.

Action Step: Utilize the expertise of the Ames Historic Preservation Commission to advise City Council on appropriate preservation standards for incentive programs related to identified historic resources.

Objective E:

Ensure that expansion or development of City of Ames property follows appropriate preservation practices.

Action Step: Utilize the expertise of the Ames Historic Preservation Commission.

Action Step: Develop and adopt an historic preservation policy for City property.

Objective F:

Protect the value of properties and neighborhoods by working to prevent the deterioration of structures.

Action Step: Support a minimum maintenance code for rental and owner-occupied property.

GOAL #4. Educate the public concerning the value and benefit of historic preservation.

Objective A:

Promote and offer lectures, workshops, and other educational opportunities focused on historic preservation.

Action Step: Sponsor workshops targeted to multiple audiences with emphasis on commercial and residential architecture property, incentives, and hands-on brick and mortar issues.

Objective B:

Utilize website/on-line presence.

Action Step: Maintain a list of survey materials for city staff and others to consult in planning projects on the Historic Preservation Commission section of the City of Ames website.

Action Step: Develop informational graphics to assist the public in understanding and utilizing the Design Guidelines in Chapter 31 of the Municipal Code.

Action Step: Provide information concerning grants-in-aid and other funding sources for historic preservation.

Objective C:

Facilitate the dissemination of historic preservation information.

Action Step: Gather historic preservation information and resource materials and provide public access for their use.

GOAL #5. Facilitate and strengthen preservation partnerships among municipal, county, state, and federal government agencies, including Iowa State University, Ames y History Museum, and local school districts, and developers.

Objective A:

Open communication channels among all interested parties to identify common interests and concerns, to explore areas of mutual benefit, and to share historical data and research.

Action Step: Collaborate with other historic preservation commissions, historical societies, and related groups to promote common interests.

Action Step: Meet with the City Council and the Planning & Zoning Commission to review authorities, responsibilities, and procedures on an as-needed basis.

Action Step: Encourage county, state, and federal agencies to partner with municipal agencies in preservation efforts to increase public awareness of the history of Ames.

Action Step: Utilize resources available through Iowa Main Street program.

Action Step: Collaborate with Iowa State University regarding historic resources throughout the community.

Action Step: Collaborate with other Iowa communities and other interested parties to identify and promote specific historic resources along the Lincoln Highway historic conservation corridor across the State of Iowa.

Action Step: Partner with the Campustown Action Association and Iowa State University to promote remaining aspects of the historic character of Campustown, while encouraging its development as a commercial and cultural center.

Objective B:

Develop timely notification and review/comment process for proposed re-use, rehabilitation, or demolition of historic resources.

Action Step: Explore additional ways the Historic Preservation Commission could be involved in the review of demolition applications for properties determined to be eligible for the National Register.

Objective C:

Integrate the Historic Preservation Plan with other priorities of the City Council.

Action Step: Review the Ames Comprehensive Historic Preservation Plan Report and determine priorities as necessary, ~~but not more frequently than once each year.~~

Action Step: Obtain approval from the City Council for priorities determined by the Commission following each review of the Ames Comprehensive Historic Preservation Plan Report.

GOAL #6: Promote the economic development and vitality of the city through historic preservation, and heritage tourism.

Objective A:

Assess the impacts of new development on the historic character of existing neighborhoods, commercial districts, and archaeological resources.

Action Step: Develop criteria to determine which type of new development projects should be assessed.

Action Step: Develop assessment process.

Objective B:

Encourage the use and adaptive reuse of existing public and private buildings.

Action Step: Work with Main Street Iowa and Downtown Ames association on programs to maintain the historic character of Downtown Ames, while encouraging its development as a commercial and cultural center.

Action Step: Showcase notable adaptive reuse projects through the media.

Objective C:

Explore local incentive opportunities for historic preservation. [e.g. TIF, façade improvement program]

Objective D:

Provide current information concerning preservation grants and financial incentives.

Action Step: Continue to include pertinent data and links for additional information on the city website, alongside local model projects if available.

Objective E:

Recognize the importance of heritage tourism for Ames and support efforts to promote it.

Action Step: Encourage interested parties to develop a coordinated heritage tourism strategy for Ames with a role for historic preservation in that effort.

Objective F:

Partner with businesses in Downtown Ames, Campustown, and other business communities and tourism efforts beyond Ames to explore branding, promotion, products, marketing, and other economic advantages associated with the Lincoln Highway as an historic corridor across Iowa and its attraction to the touring public.

Action Step: Consider sensitive use of the Lincoln Highway logo as a branding tool.