

Survey and Evaluation Update

Iowa City Central Business District



Prepared for
City of Iowa City
Iowa City Historic Preservation Commission

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City of Iowa City

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1. Public Presentation “Let’s Talk! Iowa City’s Historic Downtown (09/2017)

- Promotional Flyer
- Slide Show Presentation
- Videos

“Iowa City Update: Preserving Historic Downtown”

City Channel 4 – Iowa City

Published 08/31/2017

<https://youtu.be/cMWkf9GHVLc>

“Let’s Talk! Iowa City’s Historic Downtown”

City Channel 4 – Iowa City

Published 09/18/2017

https://youtu.be/_Ph8Jm5uvGg

2. Presentation to Business/Property Owners (11/2017)

- Promotional Flyer
- Slide Show Presentation



LET'S TALK!

IOWA CITY'S HISTORIC DOWNTOWN

Join us for a conversation about what makes Iowa City's downtown special! This fall, the City of Iowa City has hired a consultant to update an earlier survey of historic buildings in our downtown district. Architectural historian Alexa McDowell of AKAY Consulting in Minneapolis will introduce the project and lead a discussion of the benefits of historic preservation in Iowa City's downtown. Come share your thoughts with us and have your questions answered!

If you will need disability-related accommodations to participate in this event, please contact Jessica Bristow

When: Tuesday,
September 12, 5:30 pm

Where: The historic
Englert Theatre

**For more information
contact:**

Jessica Bristow
319-356-5243

Jessica-Bristow@iowa-city.org



LET'S TALK

Iowa City's Historic Downtown

- Update 2001 survey
- Identify potential National Register district and/or individually eligible resources
- Talk to people
- Conduct presentations
- Summary report with recommendations

PROJECT SUMMARY

PROJECT SURVEY AREA



- Update 2001 survey
- Identify potential National Register district and/or individually eligible resources
- Talk to people
- Conduct presentations
- Summary report with recommendations

PROJECT SUMMARY

- Historic character
- Identity of spaces
- Inevitability of change
- Sustainability
- Questions

PRESENTATION OVERVIEW

- A vibrant, historically relevant district does not happen nor does it survive by accident
- Change is inevitable – evolution happens
- Historic character cannot be created – any attempt to do so rings false and diminishes what is real
- Good architectural design will last and eventually become a part of the historic character
- Retaining historic buildings presents challenges
- Historic resources in the Iowa City downtown are the heart of its character and the impact of their loss cannot be over estimated
- The challenges can be overcome

IN THE SPIRIT OF DISCLOSURE

- Age
- Architectural Style
- Scale
- Proportion
- Form
- Continuity/Context

HISTORIC CHARACTER

19TH CENTURY – CLINTON STREET – CA.1854



19TH CENTURY – CLINTON STREET - 1880S



19TH CENTURY – CLINTON STREET - 1890S



EARLY 20TH CENTURY WASHINGTON STREET - CA.1915



EARLY 20TH CENTURY WASHINGTON & DUBUQUE STREETS - CA.1915



20TH CENTURY WASHINGTON STREET – 1950S



MID-CENTURY – WASHINGTON STREET - 1960



LATE 20TH CENTURY WASHINGTON STREET - 1970S



LATE 20TH CENTURY – CLINTON STREET - 1980S



21ST CENTURY – CLINTON STREET - 2014



- Buildings
- Streets
- Vegetation
- Activity
- People

IDENTITY OF SPACES

IOWA AVENUE FROM OLD CAPITOL - 1854



CLINTON STREET – 1911 – ENGINEERS PARADE



AERIAL VIEW LOOKING NW - 1930



WASHINGTON STREET – 1922



EUGENE HARDY "THE POPCORN KING"



Wagons on Corner of Clinton and Washington and on Dubuque Sts.



COLLEGE STREET LOOKING WEST – CA.1977



COLLEGE STREET LOOKING EAST – CA.2016



- Natural Disaster & Fires
- Urban Renewal
- Change in Business Trends and Demands of a Population

THE INEVITABILITY OF CHANGE

FIRE



HOTEL JEFFERSON RISES - 1913



HOTEL JEFFERSON TODAY



IOWA AVENUE FIRE - CA.2014



SITE OF THE IOWA AVENUE FIRE TODAY



URBAN RENEWAL – OLD CAPITOL MALL



DEMOLITION FOR OLD CAPITOL MALL - 1974



DEMOLITION FOR PLAZA CENTRE ONE – CA.1976



PLAZA CENTRE ONE UNDER CONSTRUCTION



PLAZA CENTRE ONE TODAY



THE AUTOMOBILE



BUSINESS TRENDS/CHANGING TRENDS



- Unique does not happen nor is it retained by accident
- Perception of “opposing forces”
- Economic Pressures
- Vitality

SUSTAINABILITY

- The City of Iowa City
- Iowa City Historic Preservation Commission
- Those who have and will take their time to speak with me about the Iowa City Downtown
- Holders of the city's historical resources – particularly the historic images
 - Iowa City Public Library
 - University of Iowa Digital Library
 - Iowa State Historical Society
 - Bobby Jett
- You all ... for taking time to be a part of the conversation

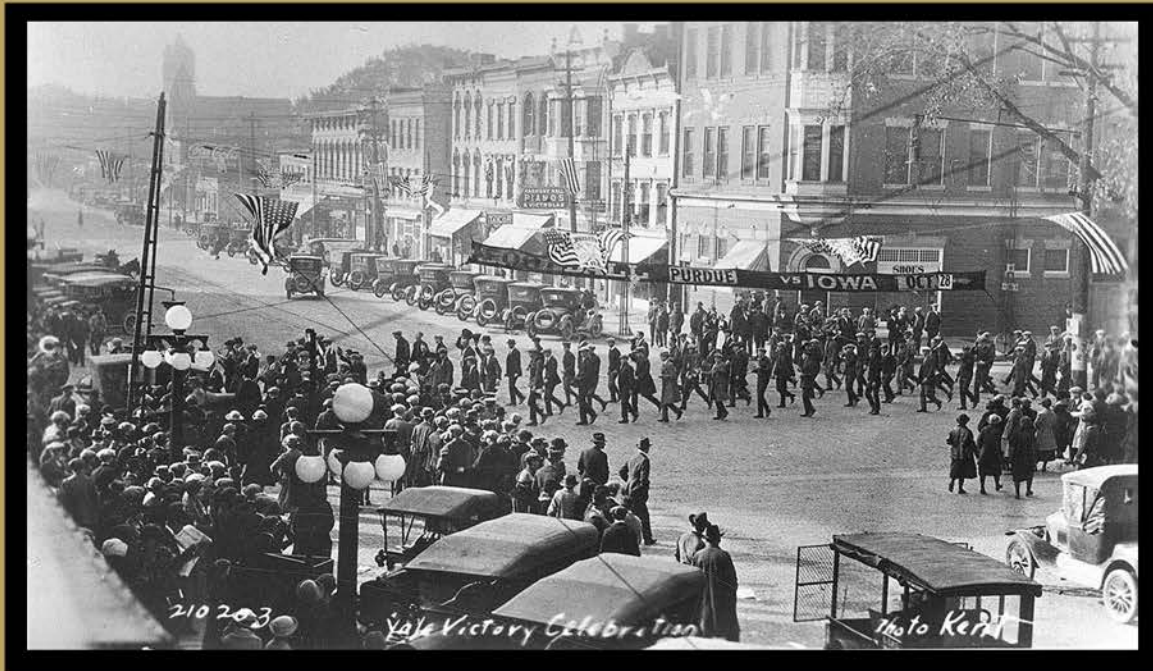
THANKS TO

LET'S TALK

Iowa City's Historic Downtown

Business and property owners

IOWA CITY DOWNTOWN HISTORICAL SURVEY UPDATE



Merge Meeting Room
November 16, 2017
2:00p - 3:30p

Please join us for this presentation and discussion about the historical survey update of the Iowa City downtown, which is currently underway. This is an opportunity to consider the issues related to defining historic character and significance, and to discuss the potential impact of historic designations and the opportunities that may come with it.

This event is sponsored by the City of Iowa City and the Iowa City Historic Preservation Commission with the assistance of the Iowa City Downtown District.

An update of the survey & evaluation completed in 2001

DOWNTOWN SURVEY

Project Boundary



Contributing – Non-Contributing – Individually Eligible

SURVEY & EVALUATION

Survey

- Photography
- Review of 2001 documentation, including history
- Update for loss and infill

Evaluation

- Contributing
- Non-Contributing
- Individually Eligible

Contributing or Not?

- Construction/Alteration Date: pre-ca.1967
- Criteria for Significance
 - Architecture
 - Historic Association
- Historic Integrity
 - Storefront vs. upper façade
 - Character-defining features
 - Context

Pre-ca.1967

CONSTRUCTION/ALTERATION DATE

E. Washington St. from Clinton St.



Hands Jewelry

1868/1911/1969



S. Dubuque St., looking south from Iowa Ave.



Prairie Lights

ca.1874/ca.1985



Context - Storefront – Upper Façade – Character Defining Features

HISTORIC INTEGRITY

S. Clinton Street, looking NE from Washington



S. Clinton St., looking SE from Iowa - 1911



Context

1911



2017



Historic Integrity

Coast & Sons Building - 1892





Contributing Resource

Good historic integrity & a significant historic association



Historic Integrity

18-20 S. Clinton



Looking north along S. Clinton in the 1890s



Non-Contributing due to a significant loss of historic integrity



Non-Contributing due to a loss of context

120 E. Burlington



Non-Contributing due to a loss of integrity of both design and context

114 S. Clinton



People's Steam Laundry – Iowa Ave.



What is it? What isn't it?

THE NATIONAL REGISTER

IT IS

- An honorific designation with tangible economic benefits
 - Supports preservation of historic building stock
 - A tourism tool – Historic Districts become destinations
 - Opens the door to financial incentives

Historic Tax Credits

- Iowa Historic Tax Credit Program (25%)
 - Small project fund
 - Projects with qualified expenses of less than \$750k
 - Rolling application
 - Large project fund
 - Projects with qualified expenses of more than \$750k
 - Competitive registration period twice a year

- Federal Historic Tax Credit Program (20%)
 - Income producing properties
 - Rolling registration
 - Application process and review typically occurs simultaneous to the State review

THE NATIONAL REGISTER IS NOT

- By itself, a significant protection
- A regulator of changes made to a building
 - No “teeth” unless Federal money is used

What is it? What isn't it?

LOCAL HISTORIC DISTRICT

IT IS

- Established by local ordinance with a review process that protects historic resources
- Typically, uses the NR district boundaries
- A source of expertise for property owners looking for assistance when making decisions about alterations
- An impetus for revival – ex. Summit Street Historic District

IT DOES NOT

- Review interior alterations
- Prohibit exterior alterations or additions.
Rather, review guides proposed changes to be historically sympathetic

McDonald Optical Building – 16 S. Clinton Street

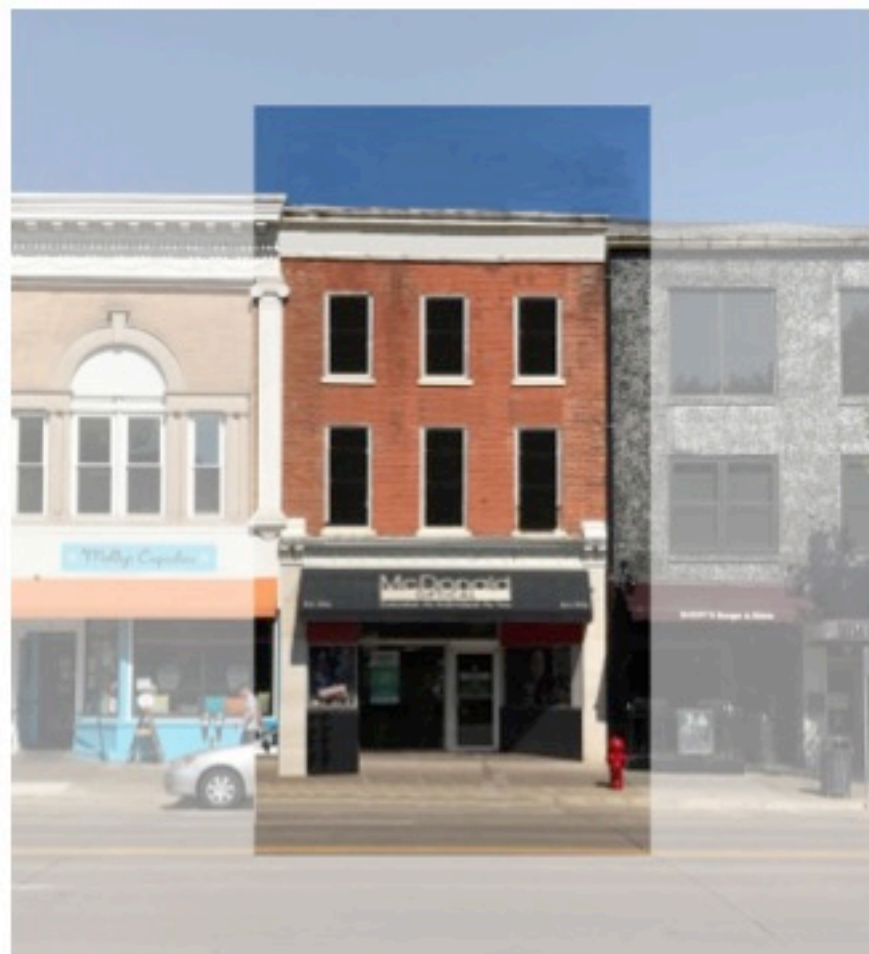
CASE STUDY

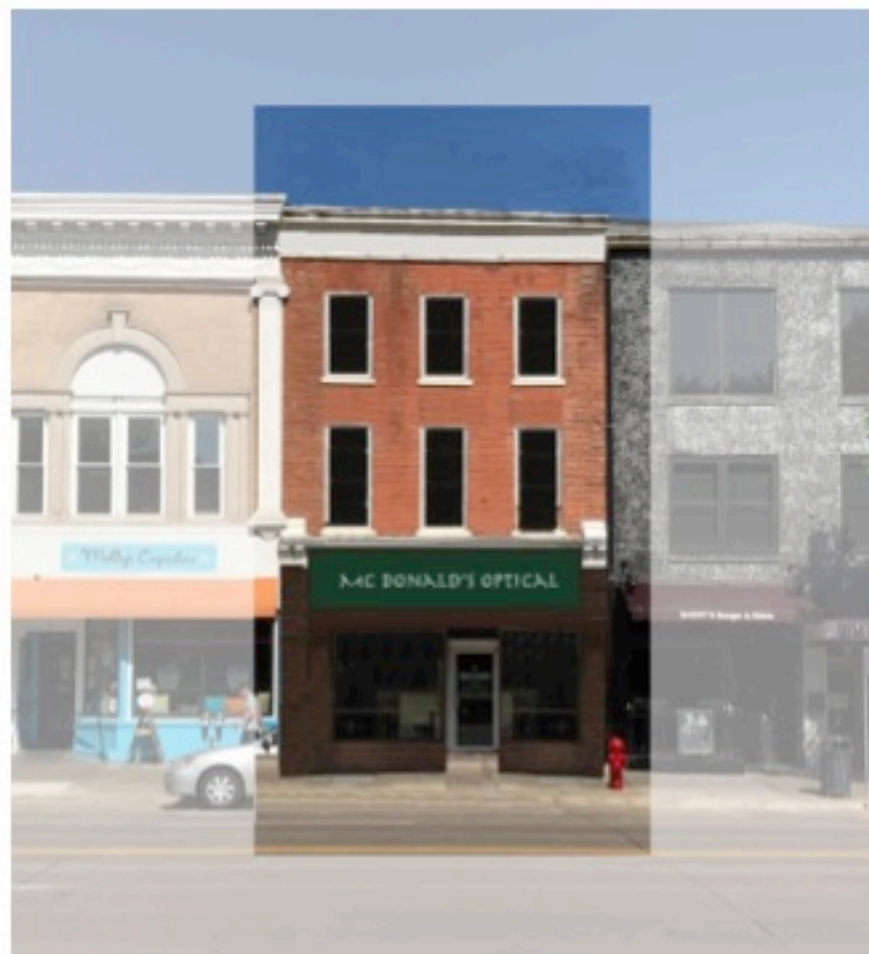


Commercial Building - ca.1874

McDonald Optical since 1956







Project Schedule

- Review of the 2001 building site forms continues
- Preparation of the project report
- Public presentation of findings
- All documentation submitted to the City by June 01, 2018

Questions?

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