

2019 HousingIowa Nomination – Hotel Maytag

WNC & Associates, Inc., is proud to nominate the Hotel Maytag for two considerations, one, in the Multi-Family Housing Development and two, Innovation (Best of affordable housing design, collaborations, resources leveraged or other unique solutions that help meet an Iowa affordable housing need).

The Hotel Maytag was a shell of its former self, being in essence barely any units of a former magnificent building, on the city square of Newton, Iowa. In 2013, a developer had plans to develop the project into apartments. This plan initially drew a lot of interest, however quickly faded from reality, as that developer disappeared from the scene. The City of Newton was eager to see something occur with this building, deciding to purchase the building from its owner so that they could keep the building from fading into disrepair.

Soon they, the city of Newton, went in search for a developer willing to take on this project, and they found it in Hatch Development. This building had a special place in many residents of Newton. It was the largest building on the city square, originally built in 1926 by F.L. Maytag. The Hotel Maytag “...restores a unique piece of Newton history and provides needed affordable housing in the mid-size city of roughly 15,100.”¹

This project quickly became fast-tracked by all parties, utilizing nine (9) layers of financing to make this project work:

- 4% Low Income Housing Tax Credits
- Federal Historic Tax Credits
- State Historic Tax Credits
- City of Newton Direct Contribution
- Main Street Iowa grant
- Permanent Loan
- Iowa Finance Authority Work Force Loan
- General Partner Contribution
- Deferred Developer Fee

¹ <https://www.msn.com/en-us/travel/article/newtons-hotel-maytag-renovated-into-workforce-housing/ar-AACy6lP>

This project, ultimately being \$16.2 million dollars of total development cost, not renovated the building into 45 units of affordable and market rate units, but also did other fantastic things to the building:

Renovation of the city of Newton's only movie theater, *"The theater originally opened in 1927, a year after the hotel, and showed silent pictures that were accompanied by a live orchestra. It brought in stars like Judy Garland and Gary Cooper during its heyday. Their signatures are scrawled on the wall in the basement dressing room."*²

Renovation of the Main Street Café, a popular eatery in Newton; and finally the renovation of the Hotel Maytag ballroom, a historic room, with rich memories of many Newton residents.

This project holds a special place in many a resident of Newton, and through the efforts of the city of Newton, Hatch Development Group, and everyone, this project has been restored to its original luster, and is the perfect example of City-State-Federal-and Private effort. This project will be the model for all future re-development in rural Iowa for years to come.

With that, WNC & Associates proudly nominates the Hotel Maytag for the Multi-Development and Innovation awards.

² <https://www.msn.com/en-us/travel/article/newtons-hotel-maytag-renovated-into-workforce-housing/ar-AACy6lP>

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Welcome to Hotel Maytag

Public gathers for grand opening of \$16M renovated building

By Christopher Braunschweig **Newton Daily News**

June 6, 2019



Christopher Braunschweig/Daily News

Caption +

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At the grand opening celebration Wednesday afternoon, Hatch said he was feeling “elated,” not only because the project is near completion — there’s still another month left to go — but because the building is providing what he wanted to the community

“It’s a lifeline to people who had memories here,” Hatch said of the 93-year-old building. “It’s a symbol of the future of what is potentially available. It provides jobs. It provides housing. It provides downtown leverage. It is doing *exactly* what I wanted it to do.”

Now known as the Historic Hotel Maytag Apartments & Event Center, the downtown Newton structure houses 45 apartment units and an ornately embellished ballroom available to rent, as well as a restored Capitol II Theatre and Midtown Cafe on the east side of the building, facing the town square.

Newton Mayor Mike Hansen described the process, from start to finish, as a “collaborative effort to restore and renovate” an “iconic and key building” in downtown Newton. The concept of finding a developer to renovate the former Hotel Maytag building, he added, was introduced in 2016. The City of Newton later purchased the building that very same year.

Iowa Gov. Kim Reynolds and Lt. Gov. Adam Gregg also attended the celebration, who congratulated Hatch and the City of Newton on the long and arduous project.

“The City of Newton recognized the potential of this building despite the 30 years the building stood silent,” Reynolds said.

Half a year ago, the apartments were nothing but metal frames, an artist’s outline on a blank canvas. The ballroom proved to be even more difficult, requiring more than just a new paint job to fix the aging architecture. Hatch certainly had his work cut out for him.

Demolition work from Earth Services & Abatement and Iowa Demolition rid the building of its unpleasantities. Architecture firm RDG Planning & Design helped create a new look on the inside while still maintaining historical integrity. Contractor Estes Construction put all the pieces together and helped restore the building to its former glory.

To put it plainly: a lot has changed.

“Including my hair,” Hatch said with a laugh, acknowledging the long lead time. “There’s kind of just a sense of doing what the building tells us to do. When you have to follow kind of the history of the building and the structure of the building, sometimes it won’t let you do things.”

Other times it will. When a citizen visited the building during its construction phase, for example, and offered an old photograph of the Hotel Maytag staff to Hatch, the developer saw an opportunity. His wife, Sonia, recommended he frame the photo inside the completed Historic Hotel Maytag Apartments & Event Center.

“And then I thought, ‘Oh yeah, I’ll frame it alright,’” Hatch recalled.

Now, when guests open the doors of Historic Hotel Maytag Apartments & Event Center, they are immediately greeted by staff of the former Hotel Maytag. The blown-up, black-and-white photograph features a number of people with Ernest W. Zeug sitting in the middle.

Alida Anderson, property manager of Historic Hotel Maytag Apartments & Event Center, said, "You can just stare at it (the photo) for hours on end and see all the detail "

Hatch added, "You can't help but smile when you see that And you're reminded that this is an old building that's been rehabbed."

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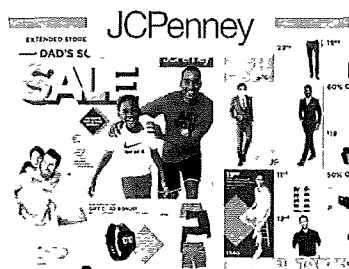
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The Hotel Maytag on the town square of Newton, Iowa, seen here in the 1930s is undergoing an extensive rehabilitation for adaptive reuse as apartments, cafe, theater and commercial businesses

Hotel Maytag In Newton Returning to Glory

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Two years ago, the Hotel Maytag in Newton was a wreck

Its second-story grand ballroom had been divided into 26 different offices covered by a drop ceiling. A hundred rooms and apartments were deteriorating. Rotting sewer pipes were leaking into the movie theater.

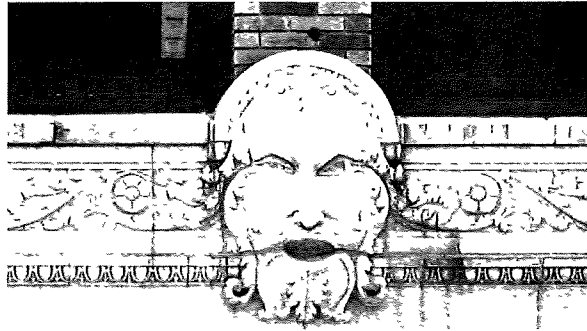
“I remember walking into (the ballroom) and pushing up ceiling tiles in these little bitty offices and looking up 15 feet and seeing plaster flaking off the ceiling and pipes running through it,” said architect Andrew Lorentzen of RDG Planning and Design. “It was almost cruel how much it had been damaged and ignored and thrown away.”

The Hotel Maytag in Newton



That's a far cry from how the hotel looked when it opened on Newton's town square in 1926.

It was built by F. L. Maytag, who owned the locally based industrial giant Maytag Corporation, and designed by architect Henry Raeder of Chicago.



During a rehab project at the Hotel Maytag in Newton developers revealed a symbol of the Greek god Dionysus (known to the Romans as Bacchus) who occupied himself with wine fertility rituals and theater

Its design was heavily influenced by famed Chicago architect Louis Sullivan, and its finished brick, terra cotta panels, classical motifs of shields and garlands, and classical columns were both elegant and understated in a way that reflected the community's small-town values

"Fred Maytag had traveled all across America and around the world, and he knew that Newton wanted and needed a hotel of this stature," Newton Community Development Director Erin Chambers said "So he commissioned Henry Raeder to design it for the people of Newton and the guests who visited "



Visitors gather for an event at the Hotel Maytag in Newton during the 1930-40s

When it opened, the hotel boasted 100 rooms, plus fifth-floor apartments, radios in each room, a grand ballroom/banquet hall that seated 366 diners, a coffee shop and the Capitol Theatre. Many people believe it was the first air-conditioned hotel west of the Mississippi River.

As Newton's main event hub for the next 40 years, it hosted dances, wedding receptions, graduation ceremonies and more. Locals say the legendary actress Judy Garland once performed in the ballroom.

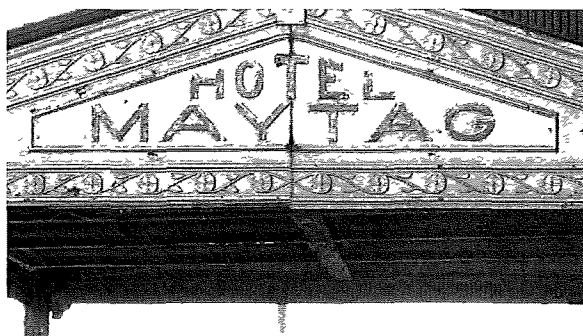


Visitors gather in the grand ballroom at the Hotel Maytag in Newton during the 1940s.

In the mid-1960s, however, the ballroom closed. The hotel changed owners numerous times during the next four decades. The grand spaces were chopped into apartments, offices and commercial space.

“It was really underutilized and not cared for very much,” Chambers said.

When Whirlpool acquired the Maytag Corporation—the heart and soul of Newton—and closed the local factory in 2007, city leaders knew they had to rejuvenate the community through quality-of-life efforts and adaptive-reuse of historic properties.



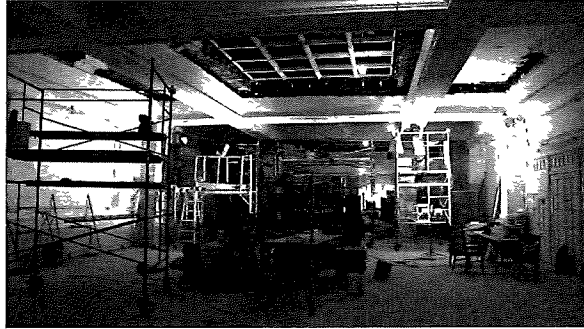
A portico overlooks the lobby entrance at the Hotel Maytag in Newton.

Around 2015, they turned their attention to rehabilitating the hotel, which looms over the downtown square across the street from the 1909 Jasper County Courthouse.

They first contacted a Cedar Rapids firm to rehabilitate it, but those efforts stalled. Undeterred, they bought the building, retained Lorentzen as the project’s architect, and sold the property in 2017 to former state senator Jack Hatch’s company, Hatch Development Group.

“(Newton’s city leaders) knew they had a building that they had to renovate or take down,” Hatch said. “It was not only sick but it was dying. Pipes were bursting and electrical outlets were beyond repair. It was deteriorating, (but) at the same time they needed it because it’s the largest building in their downtown (with) a theater, restaurant and office space.”

Hatch secured \$16 million for the rehabilitation, including support from the city of Newton, Main Street Newton, and historic preservation tax credits from state and federal agencies, plus his own personal investment.



Construction workers have worked to bring the Hotel Maytag's grand ballroom back to its original glory

Once they started digging into the project, Hatch and Lorentzen knew they were going to be doing a total gut job—replacing the HVAC, mechanical, plumbing, electrical, plaster, ceilings, flooring and sprinkler system

“But you could see, once you started yanking down tiles and opening this thing up, this is a spectacular space,” Lorentzen said. “That’s what always got us excited about this. We knew that if you scrape off 30 years of neglect, this thing is going to be amazing. This is a great building.”



The Hotel Maytag towers over the Newton square

Lorentzen said the building’s construction quality exceeded his expectations with reinforced concrete in the beams, columns, ceilings and floors, and PyroBlock fireproof walls

“This building was built to last and endure,” he said. “(It’s) constructed to last not 100 years, but maybe 200 or 300 years with maintenance.”

He also praised the building’s interior features, citing the first-rate quality of classical plaster detailing, moldings, wood wainscoting and terrazzo floors in the ballroom, dining room, lobby entrance and movie theater



Interior view of the Hotel Maytag in Newton in the 1930s-40s

“It has a level of detail that was high but not opulent—an accessible level of finish, not luxurious, but appropriate to the time and place,” he said

So far, work crews have rehabilitated the Capitol II Theater, which is now open. The Midtown Café re-opened on Easter weekend. Eventually, the building will also house 45 apartments and other commercial businesses.



The Capitol II Theater lobby and concession area inside the Hotel Maytag in Newton

They expect to complete much of the work in time for the 2019 Preserve Iowa Summit to be held June 6–8 in Newton. But they said it will require the sustained effort of hundreds of craftsmen, trade workers and others who have been on the job site for the last few years.

“Those people are going to have to continue to do that for thousands or more person-hours to complete this job,” Lorentzen said. “In a few months, it will be done, and for the first time everyone who’s worked on it will walk through and be like, ‘Wow, we did something amazing here.’”

— Jeff Morgan, Iowa Department of Cultural Affairs

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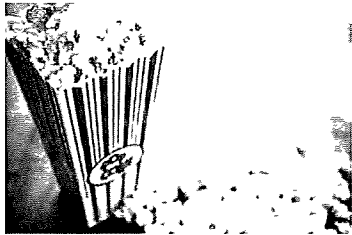
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ance of the Historic Hotel Maytag building can be seen The original architect, Henry Raeder designed the building similarly to Chicago commercial buildings



A Newton hotel that once welcomed stars from the golden age of Hollywood reopened Wednesday after a \$16 million renovation

Converting the Hotel Maytag into the Hotel Maytag Apartments took five years and a combination of private and public dollars



The project restores a unique piece of Newton history and provides needed affordable housing in the mid-size city of roughly 15,100

"There's not one person who has come up to me from Newton who doesn't have a great story (about the Hotel Maytag)," developer Jack Hatch said "One gentleman got married here, there have been class reunions here Salesmen from Maytag had monthly meetings here "

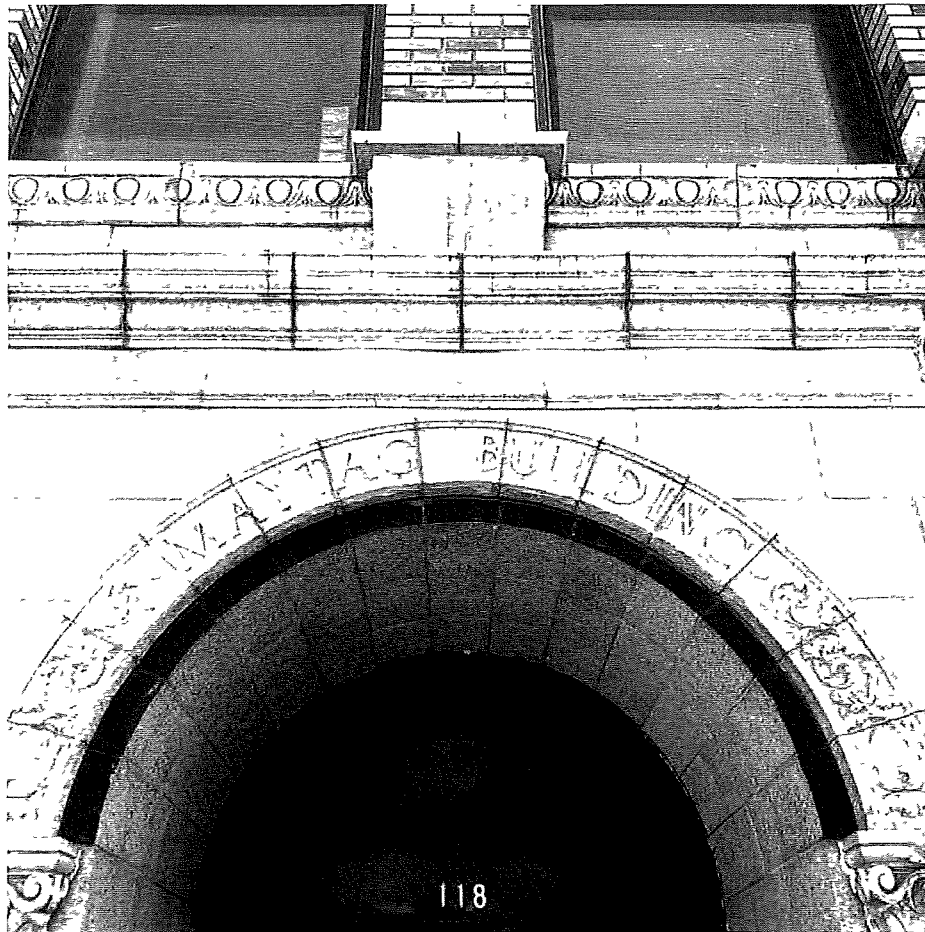
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Located in the Newton Downtown Historic District, across from the Jasper County Courthouse, the Hotel Maytag Apartments feature 45 units, including 39 that are reserved for low- to moderate-income tenants >



© Amy Doerring/Special to the Register The exterior of the Maytag Hotel Apartment building is seen. 17 of the 45 apartments have already been leased.

The renovation project also included updates to the building's Capitol II movie theater, Midtown Cafe and Maytag ballroom, an ornate meeting space roughly half the size of the Younkers Tea Room in Des Moines >

Hatch was joined Wednesday by Iowa Gov. Kim Reynolds and state economic development officials for the project's official unveiling in the newly finished ballroom.

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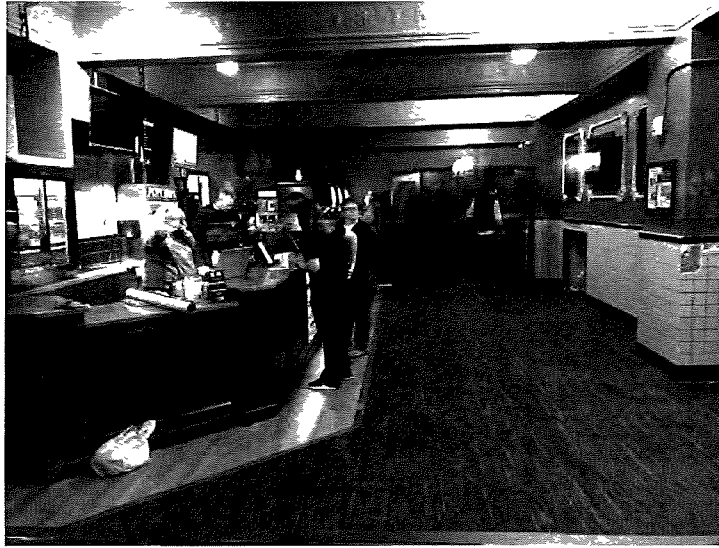
The Hotel Maytag opened just days before Christmas in 1926.

It was built by Maytag Corporation founder F.L. Maytag to give the company's washing machine salesmen a place to stay when they were in Newton, said Larry Hurto, chairman of the Newton Historic Preservation Commission.

The hotel originally boasted more than 100 rooms as well as fifth-floor apartments. Maytag even had his own suite of rooms for entertaining, Hurto said.

Designed by Henry Raeder, it has a Chicago-commercial style and was the first hotel west of the Mississippi to have air conditioning, according to Hurto.

The building was later split into apartments and offices. It began to fall into disrepair in the 1960s.



© Amy Doerring/Special to the Register The Capitol Theatre lobby in the Historic Maytag Hotel is seen Before it was renovated, the theater had leaky pipes and lighting issues among other troubles

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Determined to save the building, Newton city officials purchased the hotel for \$412,000 in 2016 The city turned over the deed to Hatch Development Group a year later

"We told them we could renovate this, but we would need their help," Hatch said "The City Council, the mayor and the city of Newton all stepped up They knew how important this building was to their town "

The project received public financial support, including \$5.9 million in state and federal historic tax credits and about \$2.9 million from the city Additional funding came from tax credits, loans and mortgage support through the Iowa Finance Authority

The Capitol II theater was the first portion of the building to be renovated It reopened last fall

The theater originally opened in 1927, a year after the hotel, and showed silent pictures that were accompanied by a live orchestra It brought in stars like Judy Garland and Gary Cooper during its heyday Their signatures are scrawled on the wall in the basement dressing room >



© HDG Special to the Register Jack Hatch says the finished work of the craftsmen is indistinguishable from the original molding in the completed restoration of the ballroom

Reynolds toured the hotel in 2015 when Newton officials first announced plans to restore the structure



After her most recent stop this week, she called the Hotel Maytag "an excellent example of public-private partnerships that provide affordable housing, set communities up for success and inspire the next generation's imaginations "

Hatch, who ran unsuccessfully for Iowa governor against Terry Branstad in 2014, when Reynolds was the lieutenant governor, said working together to bring back a piece of a small town transcends politics

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"Both of us agree that investing in rural Iowa is an important policy to pursue," he said "People (that) say that rural Iowa is dead just need to look at Newton "

The Hotel Maytag renovation is one example of Newton's efforts to provide housing and create jobs in the community In 2014, the city established a housing initiative that provides financial incentives to for home builders, real estate developers and home buyers For example, individuals can receive \$10,000 for buying a new home, according to Newton's website

"Neighborhoods have been improved There are new single-family developments and more apartments are being built," said Erin Chamber, Newton's community development director "The city is working with downtown business owners to rehabilitate upper-level apartment buildings about these businesses "

Once the "Washing Machine Capital of the World," Newton has worked to recover after the Maytag plant closed in 2007 At its peak, the 2 million-square-foot factory employed around 3,000 people in the town

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More than a decade later, Iowa has one of the lowest unemployment rates in the country, at 2.4%

"We've replaced those jobs," Chambers said "One key has been the wind industry It's been successful "

TPI Composites now employs more than 1,000 people at its Newton facility, where it builds blades for wind turbines It's the town's biggest employer, according to Newton's website

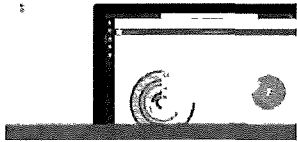
Public-private partnerships, like the one that made the Hotel Maytag Apartments possible, have been essential to Newton's growth, Chambers said

"We identify what our strengths are and work with entities to build on those strengths," she said "I've been with the city for 13 years now, but I think this history goes back longer than that Newton has always had a real pull yourself up by the bootstraps approach "

Gage Miskimen is a news reporter for the Register You can reach him at gmiskimen@registermedia.com

This article originally appeared on Des Moines Register Newton's Hotel Maytag renovated into workforce housing

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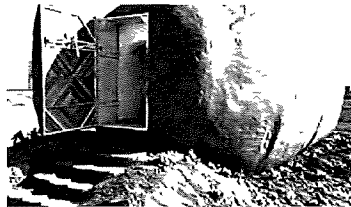
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