



# DOWNTOWN Implementation Plan

## Survey & Comment Map Summary

In December 2020, we kicked off the Downtown Marshalltown Implementation Plan with a community survey and an interactive INPUTiD comment map. These two tools were used to gather feedback from residents, employees, business owners and visitors regarding preferences for and concerns about landscaping, parking, and traffic flow in Downtown.

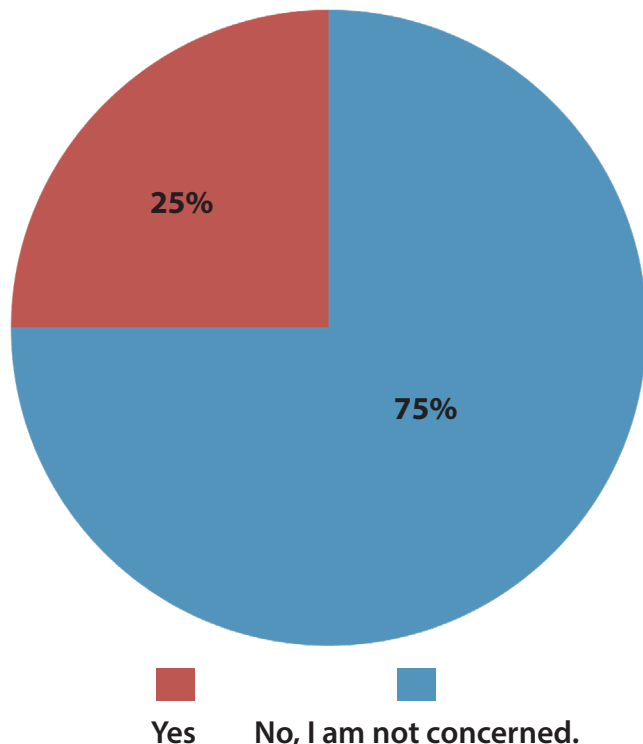
The project team will use the input gathered from the public and begin to create different improvement options for the project corridor. These design options will be shared at an open house, which will be held sometime in March 2021.

**239**  
Survey  
Responses

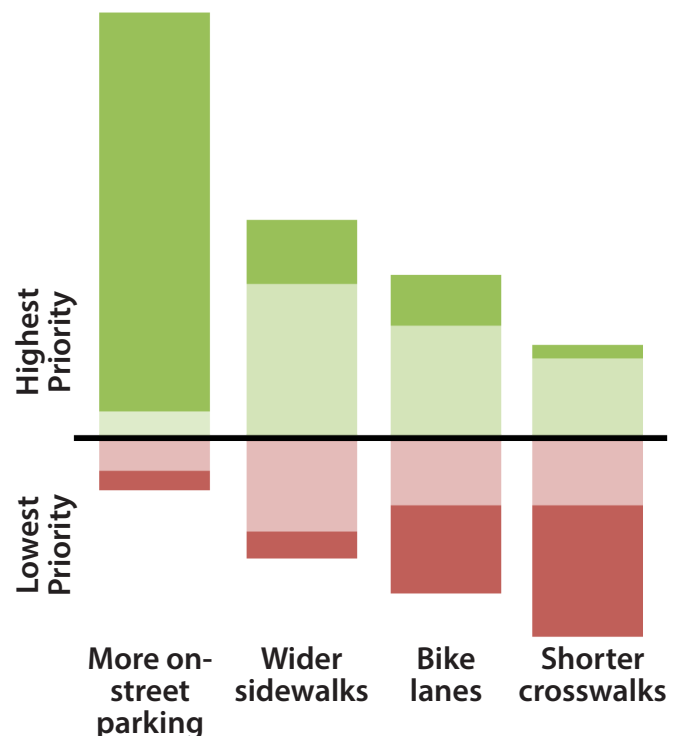
**77**  
Map  
Comments

## Community Survey

Are there specific locations you think we need to study further regarding the conversion of Church and Linn Streets to two-way streets?



Regarding the downtown streetscape, rank the following in order of priority for downtown Marshalltown.

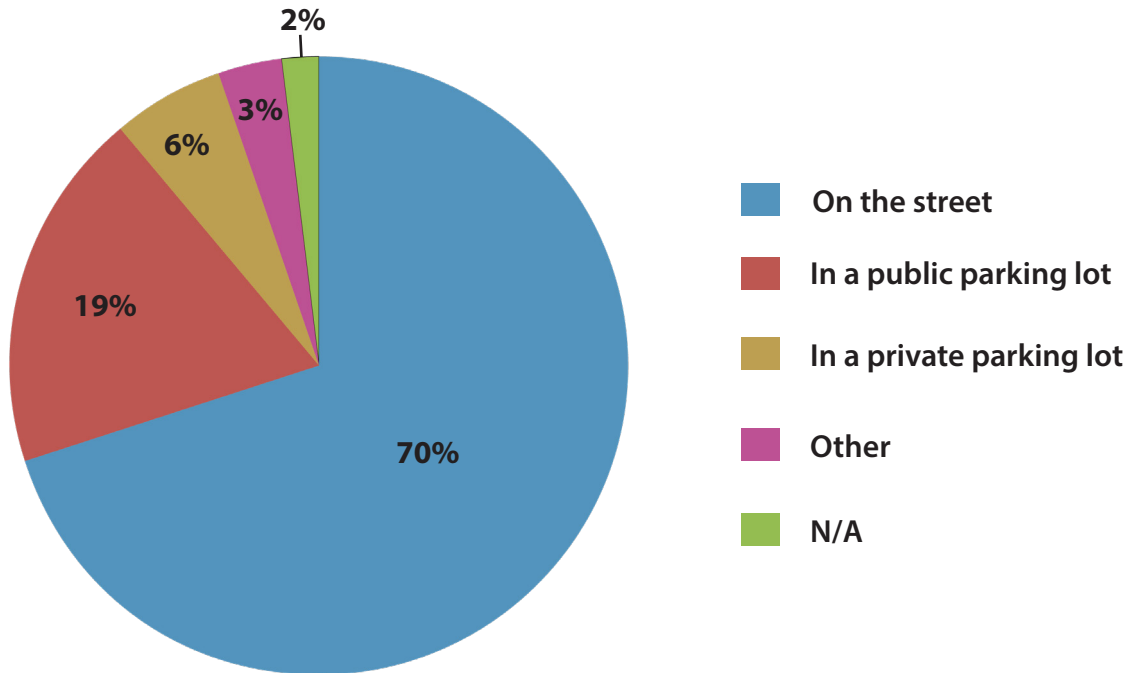


Visit [marshalltown-ia.gov/downtown](https://marshalltown-ia.gov/downtown) to stay updated on the project!  
Questions? Send an email to [downtownmtown@bolton-menk.com](mailto:downtownmtown@bolton-menk.com)

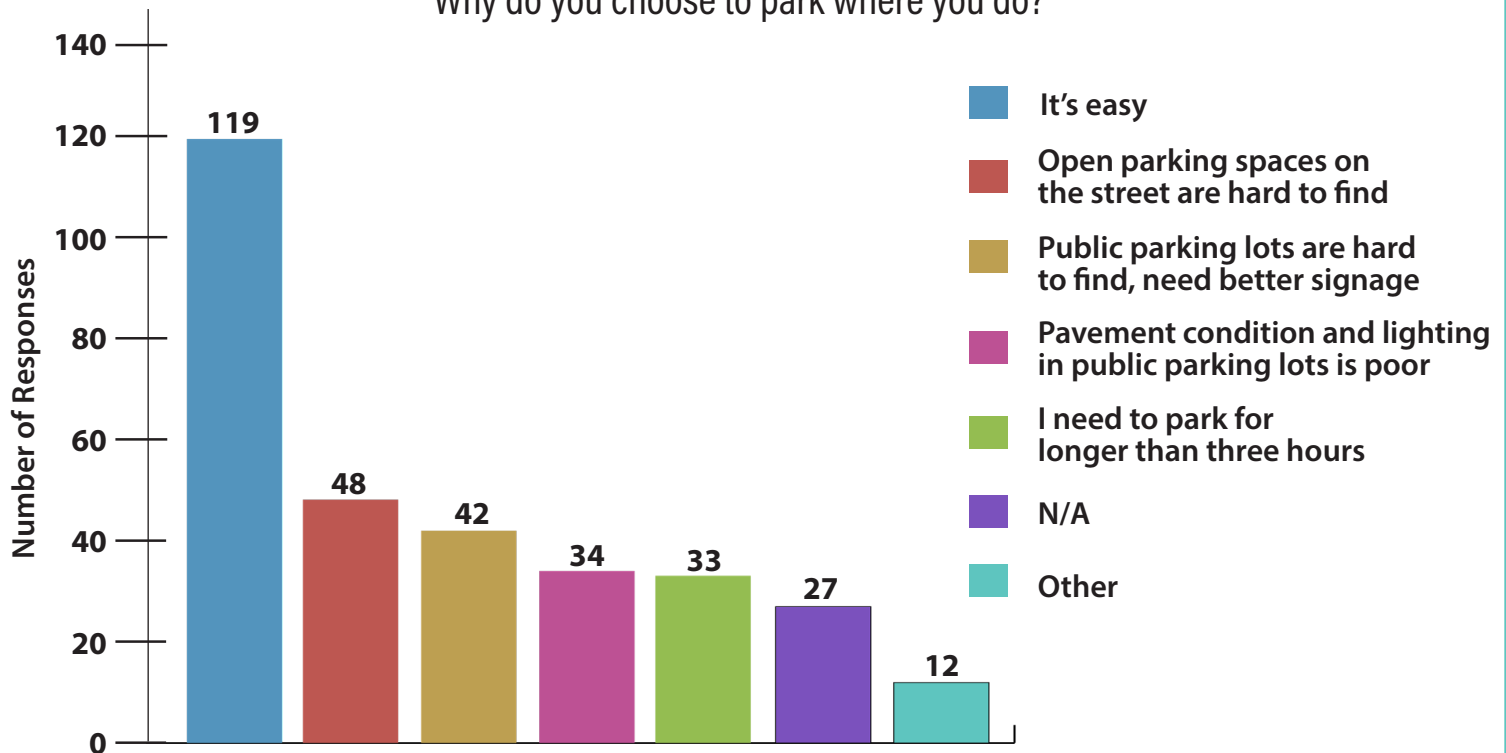


# DOWNTOWN Implementation Plan

Where do you typically park downtown?



Why do you choose to park where you do?



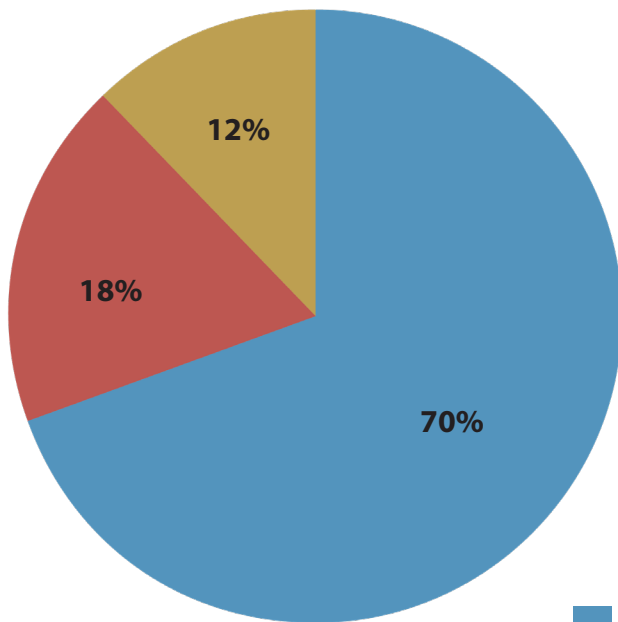
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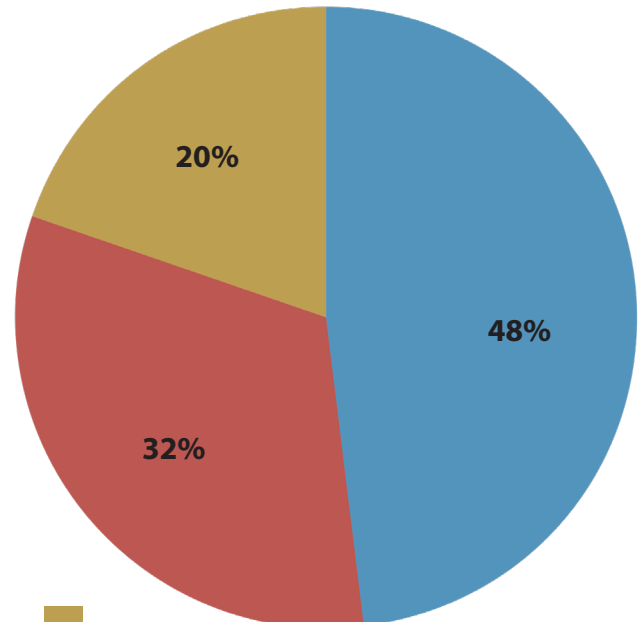


# DOWNTOWN Implementation Plan

Would you like to see trees along streets in downtown?

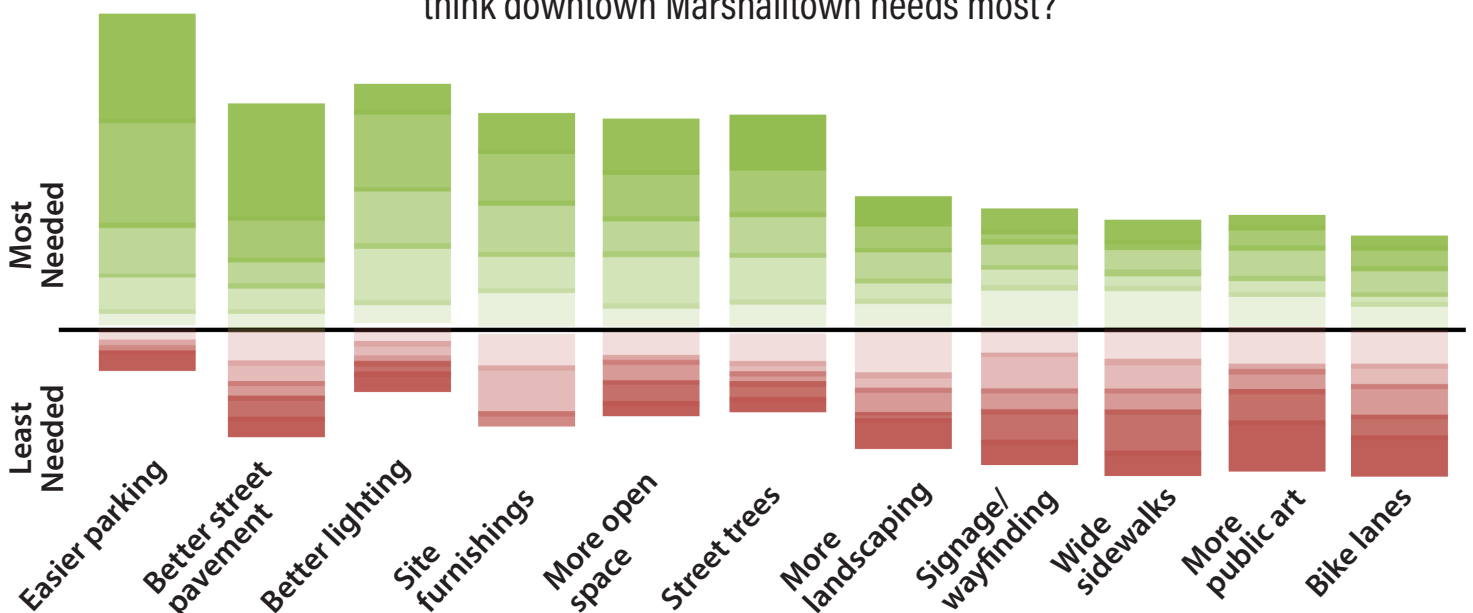


Would you like to see decorative pavement used in downtown?



Yes Indifferent No

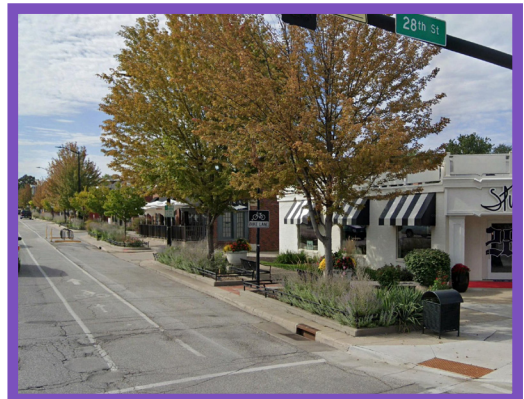
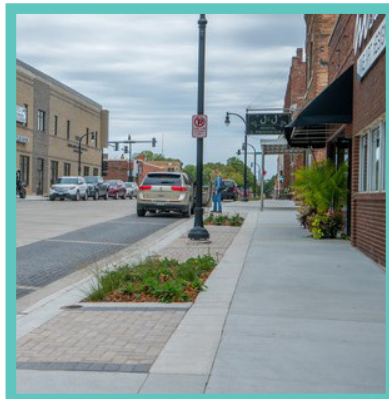
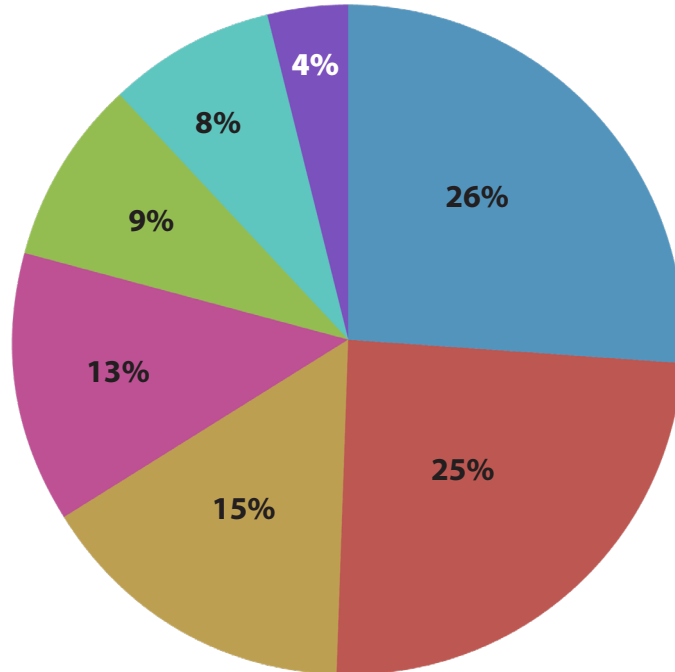
Which public right-of-way (sidewalks and streets) amenities do you think downtown Marshalltown needs most?



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# DOWNTOWN Implementation Plan

Regarding landscaping/planting, what is the best fit for downtown Marshalltown?

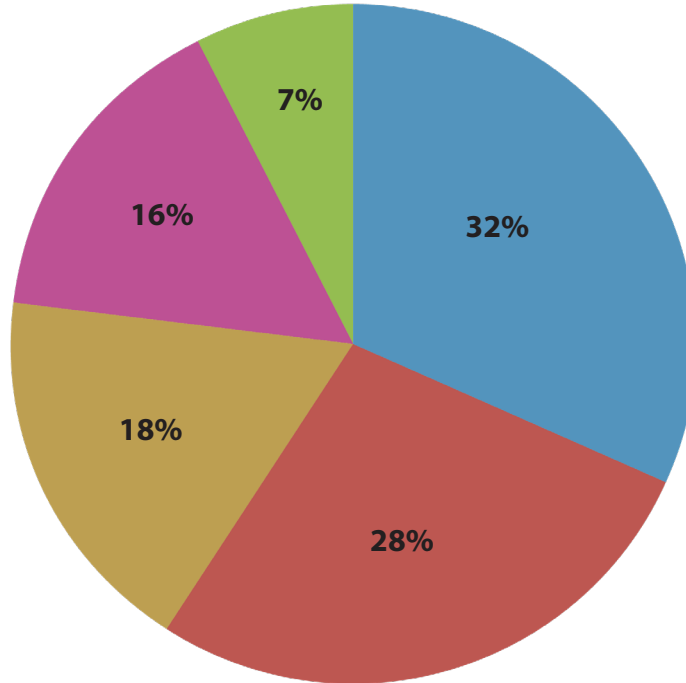


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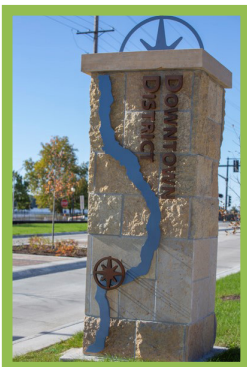
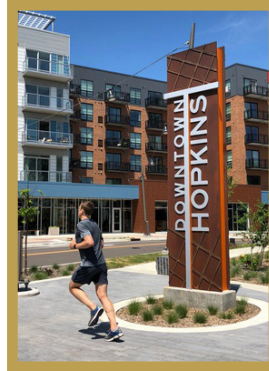
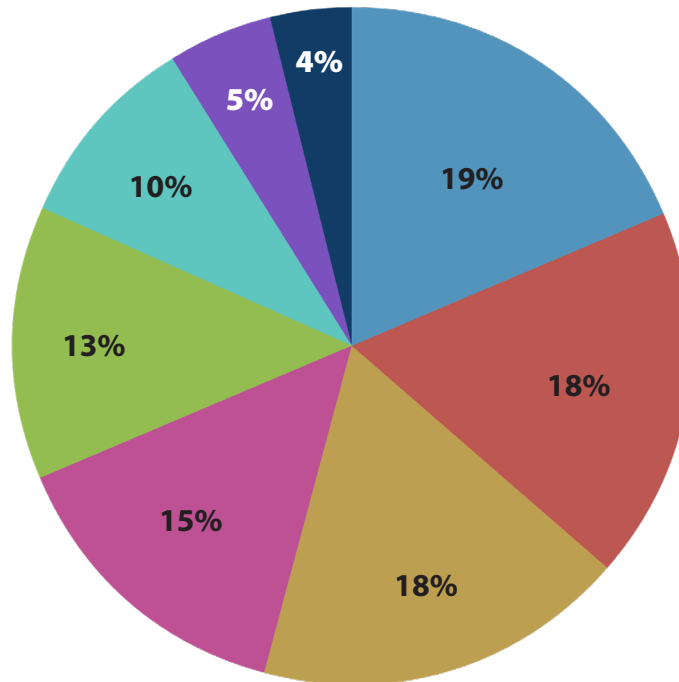
Which of the images represent the best style for seating options in downtown Marshalltown?



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# **DOWNMTOWN** Implementation Plan

Considering the use of gateway or district monuments in downtown Marshalltown, which of the following is the best fit?

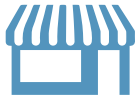


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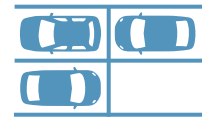
## Common Comment Map & Survey Themes



Condition of storefronts damaged by tonado and derecho are of considerable concern



Need for improved winter maintenance of sidewalks and streets



Interest in opportunities to convert empty lots to green space or parking as short-term transition



Need for better parking lot connections, signage, lighting, and security/safety



Desire for more outdoor dining spaces



Interest in converting alleys to pedestrian alleys for parking lot connections



Conditions of streets, sidewalks, and parking lots needs to be improved



Concern about angled parking due to negative experiences with parking on N 1st Street



The Church Street intersections at 1st Ave and Center Street are problematic



Two-way street conversion concerns:

- Impacts on parking
- Church and Linn Streets are too narrow in areas
- Traffic flow near the post office



Desire for green spaces and landscaping but concerned about long-term maintenance