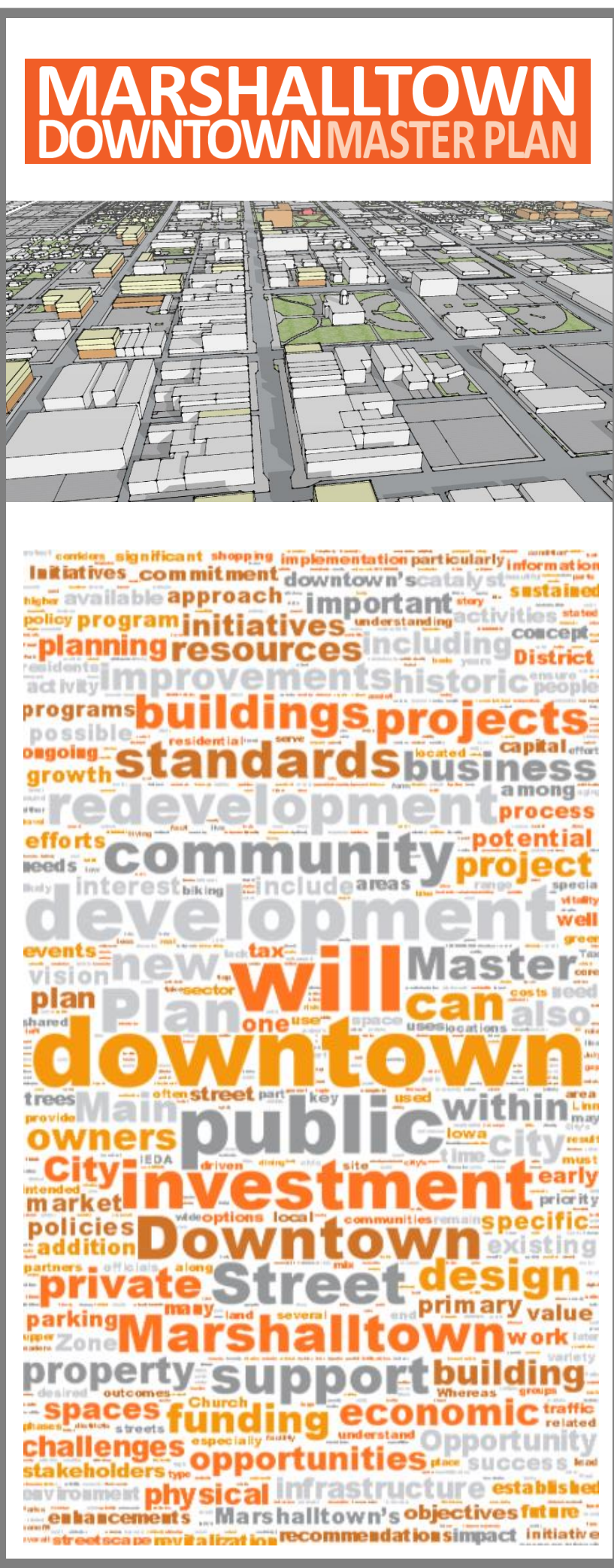


VISION:

Downtown Marshalltown is the vibrant, beautiful, welcoming heart of a diverse community. It offers a rich mix of opportunities and experiences for residents and visitors with arts, entertainment, retail, dining, and housing options in a unique, historic setting. Downtown provides a range of business opportunities for entrepreneurs and investors. Its places and spaces are connected by a safe, accessible network of landscaped streets and walkways where people gather and connect with one another, strengthening community pride and building lasting memories. Downtown Marshalltown is the place to live, work, and play.

Learn more about the Downtown Master Plan by visiting the City of Marshalltown's website: www.marshalltown-ia.gov/downtown

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IMPLEMENTATION STRATEGIES – WORKING TOGETHER TO ACHIEVE SUCCESS

Table 3.8 High Priority Recommendations

ON-GOING INVOLVEMENT ACHIEVING THE VISION

RECOMMENDATION	RESPONSIBLE PARTY	PARTNERS
Existing and New Buildings, Redevelopment Sites		
1 Update City zoning code to better support Downtown Master Plan	City	NA
2 Finalize and adopt downtown design standards for the Registered Historic District and Main Street Central Business District	City	Main Street CBD, downtown property owners
3 Implement the "gateway" catalyst redevelopment projects located in the Opportunity Zone (S 3rd Ave., E Madison and Market Streets)	City	Main Street CBD, land and business owners, private developer/designer/builder
4 Undertake a site specific redevelopment study of the downtown Unity Point Health facility site in anticipation of future opportunities	City	Private developer/designer/builder
5 Redevelop vacant sites	Property owners, City	Main Street CBD, City
Movement, Connectivity and Parking		
6 Implement the recommendations of the Quiet Zone study to reduce negative impacts of freight train related noise	City	NA
7 Prepare a traffic engineering study of turning movements, traffic control needs and on-street parking accommodations associated with the conversion of Church and Linn Streets from one-way to two-way operations	City	NA
8 Install additional bike parking facilities within the Main Street Central Business District	City	Downtown business and property owners
9 Undertake an angled parking pilot study on Main Street	City	Downtown business and property owners
Gathering, Greening and Streetscape		
10 Install parking lot buffering / screening using decorative metal fencing and low-maintenance plantings	Property owners, City	Main Street CBD, Marshalltown Public Art Committee
11 Implement Library Corner Park at Linn and 1st Streets	City	Emerson, Main Street CBD, Library Board, Marshalltown Public Art Committee, Arts and Culture Alliance
12 Implement a pocket park along W Main Street	Main Street CBD, downtown property and business owners	City, Marshalltown Public Art Committee, Arts and Culture Alliance
13 Prepare a Downtown Street Tree Master Plan	City	
Organization and Administration		
14 Establish a formal, predictable source of funding for operations and maintenance of downtown gathering, streetscape and greening enhancements	Property and business owners, City	Main Street CBD
15 Engage MCB's Promotion Committee to increase frequency and variety of downtown activities and events	Main Street CBD	Business and property owners, City, Marshalltown Public Art Committee, Arts and Culture Alliance
Activation and Events		
16 Undertake a weekly afternoon / evening event such as Date Night, Family Night, etc. to promote and support downtown visitation	Property and business owners, Main Street CBD	City, Marshall County

Catalyst Initiative 1: Downtown Festival Park

In addition to providing beautiful places for people to gather and enjoy the out-doors, parks and open space generate increases in value for adjacent and nearby properties, particularly in a downtown setting. These value increases result in higher property and sales tax revenues for the City and represent the public sector's "return on investment". As described in Chapter 2, Festival Park is intended to meet a variety of needs, from connecting downtown residents, workers and visitors to nature, to providing a permanent venue for community events and celebrations. Table 3.2 of the plan describes a preliminary projection of the park's economic impact based on the concept level program and sketch plan described in Chapter 2 of this Downtown Master Plan.



Perspective sketch of Marshalltown Festival Park with adjacent new development

Catalyst Initiative 2: Main Street Renovations

Renovating Marshalltown's historic Main Street buildings in a professional and sensitive manner is a critically important downtown revitalization strategy. As detailed in Chapters' 2 and 4 of this Master Plan, the city's downtown historic buildings are its most prized asset and their restoration/renovation, preservation and upkeep are a top priority of community members and business and property owners alike.



Perspective sketch of renovated Main Street buildings with canopy removed to make way for streetscape enhancements

The project described in this highlighted project includes the renovating the facades and upper stories of two buildings (35-25 West Main) located on the North-East corner of West Main and 1st Street to provide 12 new loft-style residential rental units on the upper floor. While the design sketch accompanying this initiative is specific to these buildings, the economics are transferable to other similar buildings in the downtown.

Catalyst Initiative 3: North Pocket Neighborhood Cottage Homes

As the concept's originator, Ross Chapin describes "a pocket neighborhood is a cohesive cluster of homes gathered around some kind of common ground within a larger surrounding neighborhood, like a neighborhood within a neighborhood. They foster a scale where meaningful, neighborly relationships are fostered". This type of arrangement is best supported by clustering small, 1 to 1-1/2 story cottage-style homes ranging between 800 to 1,400 square feet at densities between 6-10 units per acre.

The concept described in Tables 3.4 and 3.5 of the plan includes thirteen, 1,100 to 1,400 sq. ft. cottages with a common green / garden space and a private garage court on 1.8 acres situated along E State Street between N 4th and N 5th Avenues. Similar to the Main Street Renovation concept, pocket neighborhoods could be developed in other downtown mixed residential conservation areas, such as along South 4th Avenue in the Opportunity Zone.



Concept Plan: North Pocket Neighborhood Cottage Homes

Catalyst Initiative 4: Arts/Entertainment Gateway

As a primary entry portal to downtown, the Arts / Entertainment Gateway catalyst leverages high traffic volumes, low property values, Federal Opportunity Zone designation and future street realignments related to the HWY 14 Corridor Study. The initiative focuses on synergies between a number of related and supportive uses including:

- Culinary incubator and food market/dining hall
- Brewery and tasting room
- Entertainment/dining
- Artist/maker spaces and rental apartments
- Artist Live/Work Space
- Food truck space
- Plaza Space

Concept Plan: Arts/Entertainment Gateway

