



IA HIGHWAY 14 CORRIDOR STUDY



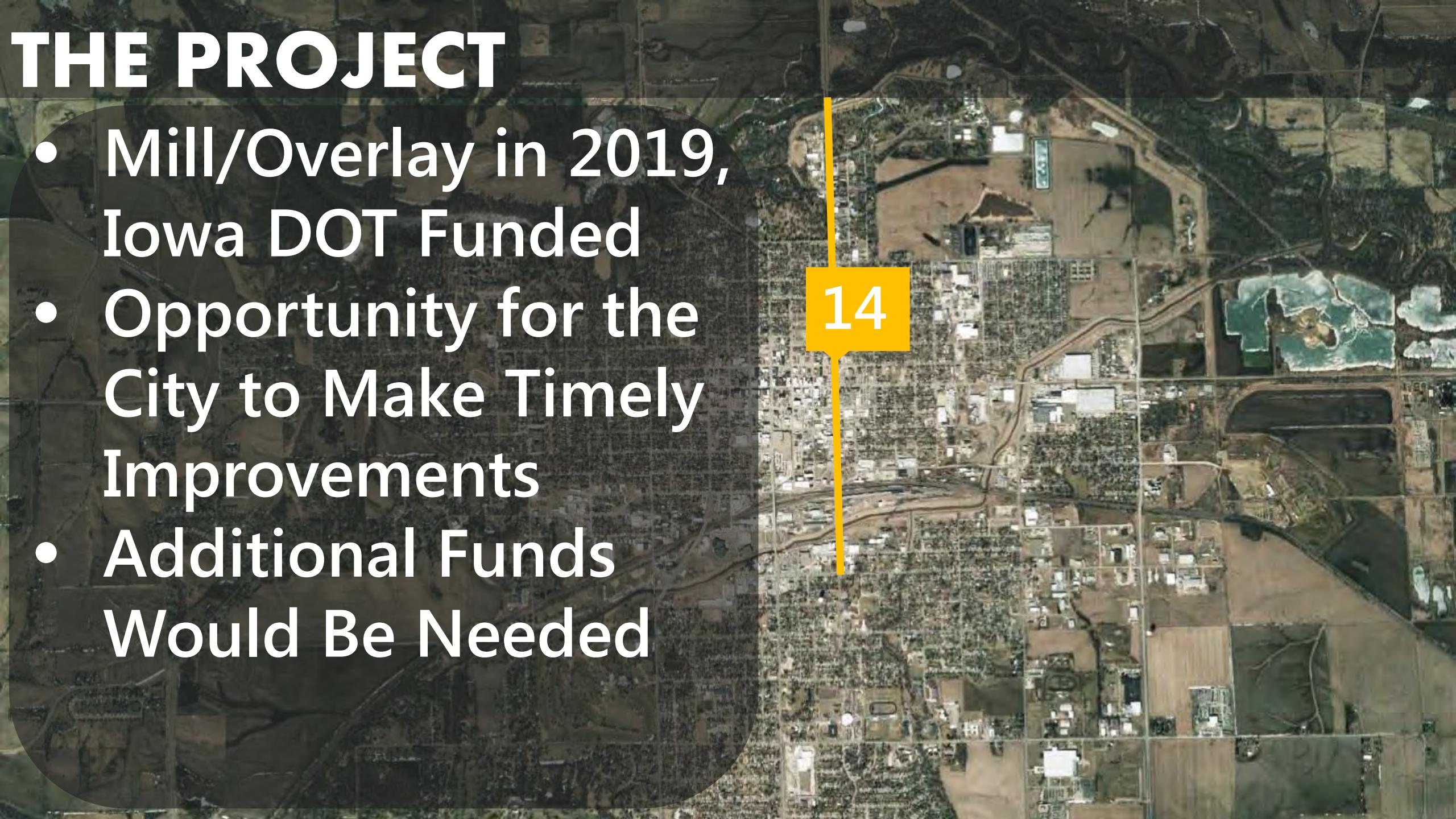
**BOLTON
& MENK**

DESIGNWORKSHOP

Real People. Real Solutions.

THE PROJECT

- Mill/Overlay in 2019,
Iowa DOT Funded
- Opportunity for the
City to Make Timely
Improvements
- Additional Funds
Would Be Needed



14

COMMUNITY INPUT - GOALS

- A Safe Corridor
- Increased Economic Vitality
- Open Space
- Improved Land-Use Compatibility
- Improved Pedestrian Accommodations/Connections



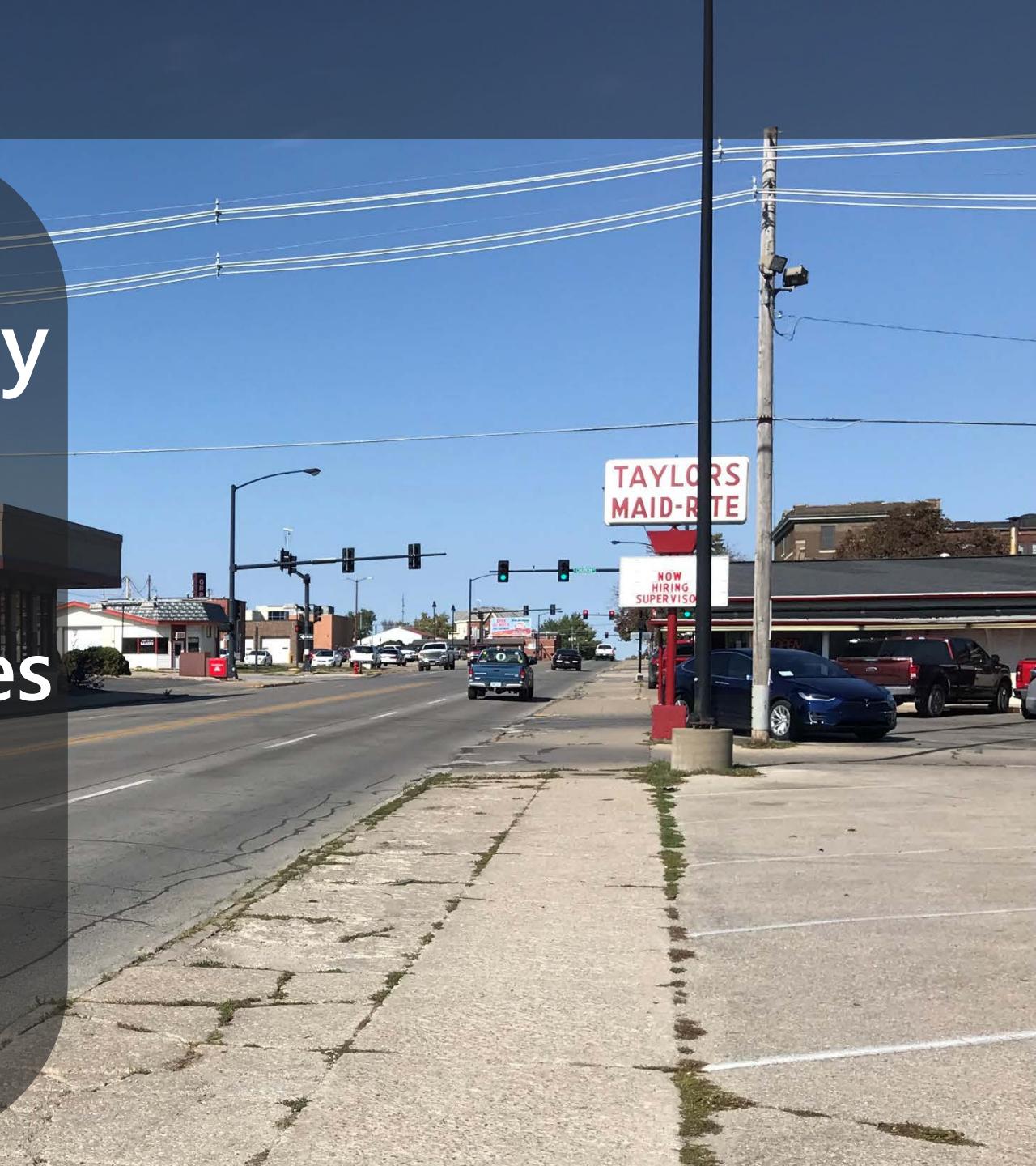
COMMUNITY INPUT – TO ADDRESS?

- Vacant/Run Down Buildings
- Condition of Commercial/Retail
- Vehicular Traffic Safety
- Beautification
- Condition of Residential



THE ISSUES

- Unsafe Intersection/Roadway Conditions
- Narrow Right Of Way
- Incompatible Land-Uses
- Run Down/Vacant Properties



HOW DO WE ACHIEVE THE GOALS?

SAFETY - Right size the roadway for the traffic and the surroundings.

- Strategic improvements
- Reduce conflict points, reduce accidents
- Provide safe pedestrian connections
- Improve lighting

HOW DO WE ACHIEVE THE GOALS?

BEAUTIFICATION – Improve the visual quality of the corridor.

- Incorporate decorative materials and treatments at critical locations
- Infill planting and landscape treatments
- Decorative lighting, banners, and signage.

HOW DO WE ACHIEVE THE GOALS?

LAND-USE COMPATIBILITY – What land-use makes sense and where?

- Buffering industrial uses
- Create strategies for changing land use and adapting sites for different uses
- Create an incentive for redevelopment

HOW DO WE ACHIEVE THE GOALS?

IMPROVE RESIDENTIAL, RETAIL/COMMERCIAL PROPERTY

- Plan for economic development and target the uses/businesses that will draw people in
- Consider multiple funding mechanisms and implementation strategies
- Have the public infrastructure to support growth. It starts with a PLAN.

LETS TALK SAFETY & BEAUTIFICATION

What Makes Roads Unsafe?

- High speed
- Conflict points
- Traffic volume that exceeds the roadway design
- Access management

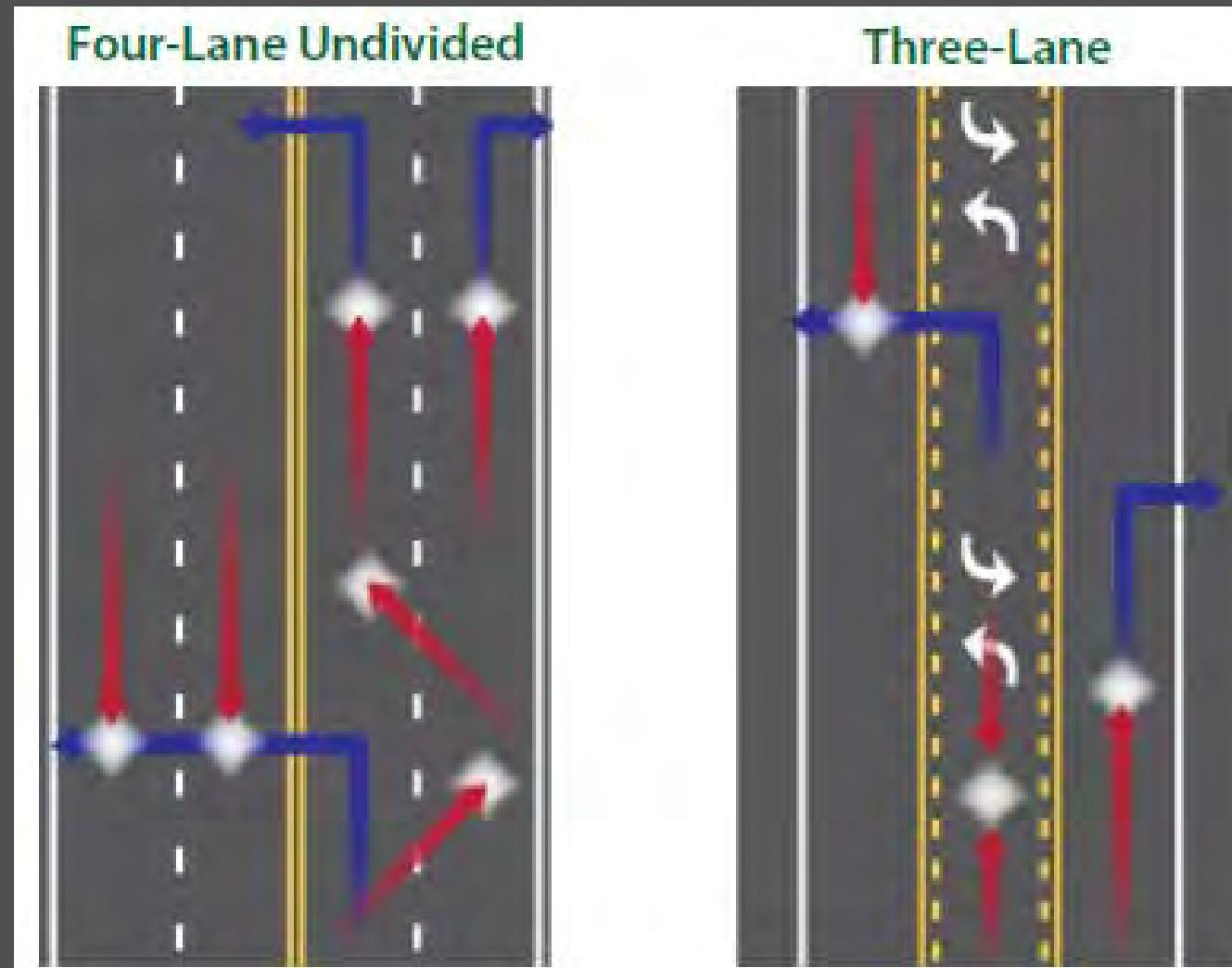
LETS TALK SAFETY & BEAUTIFICATION

- ROAD DIET: reduction of the roadway/travel lanes to achieve systematic improvements
- Current Traffic Volume: <10,000, Up to 13,000 @ peak periods
- Iowa DOT threshold for 3 Lane: Up to 20,000

LETS TALK SAFETY & BEAUTIFICATION

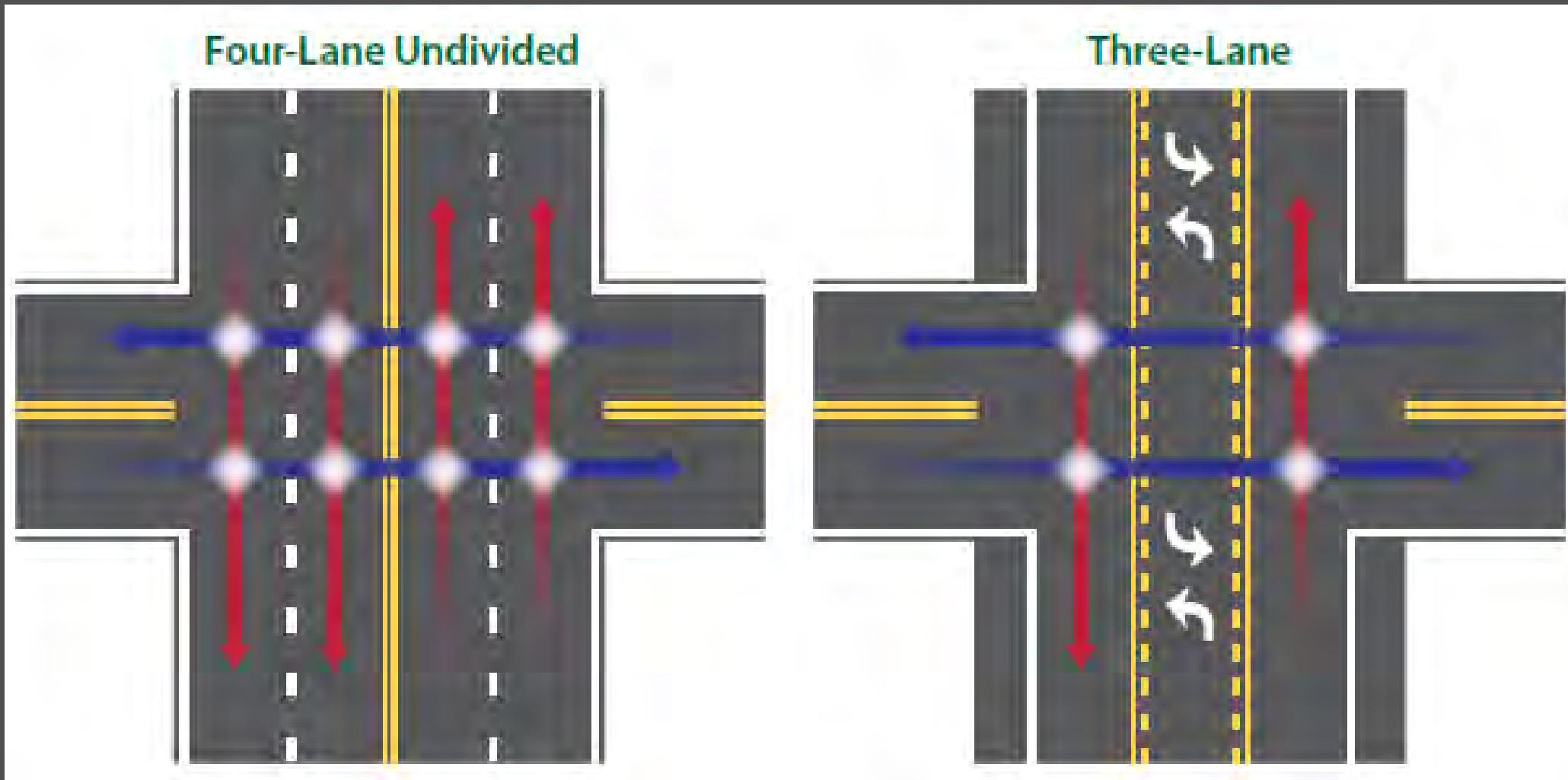
- 2013-2017: 221 Reported Accidents
- 75 caused injury
- 1 fatality
- The majority of accidents occurred while a vehicle was making a left turn.

LETS TALK SAFETY & BEAUTIFICATION



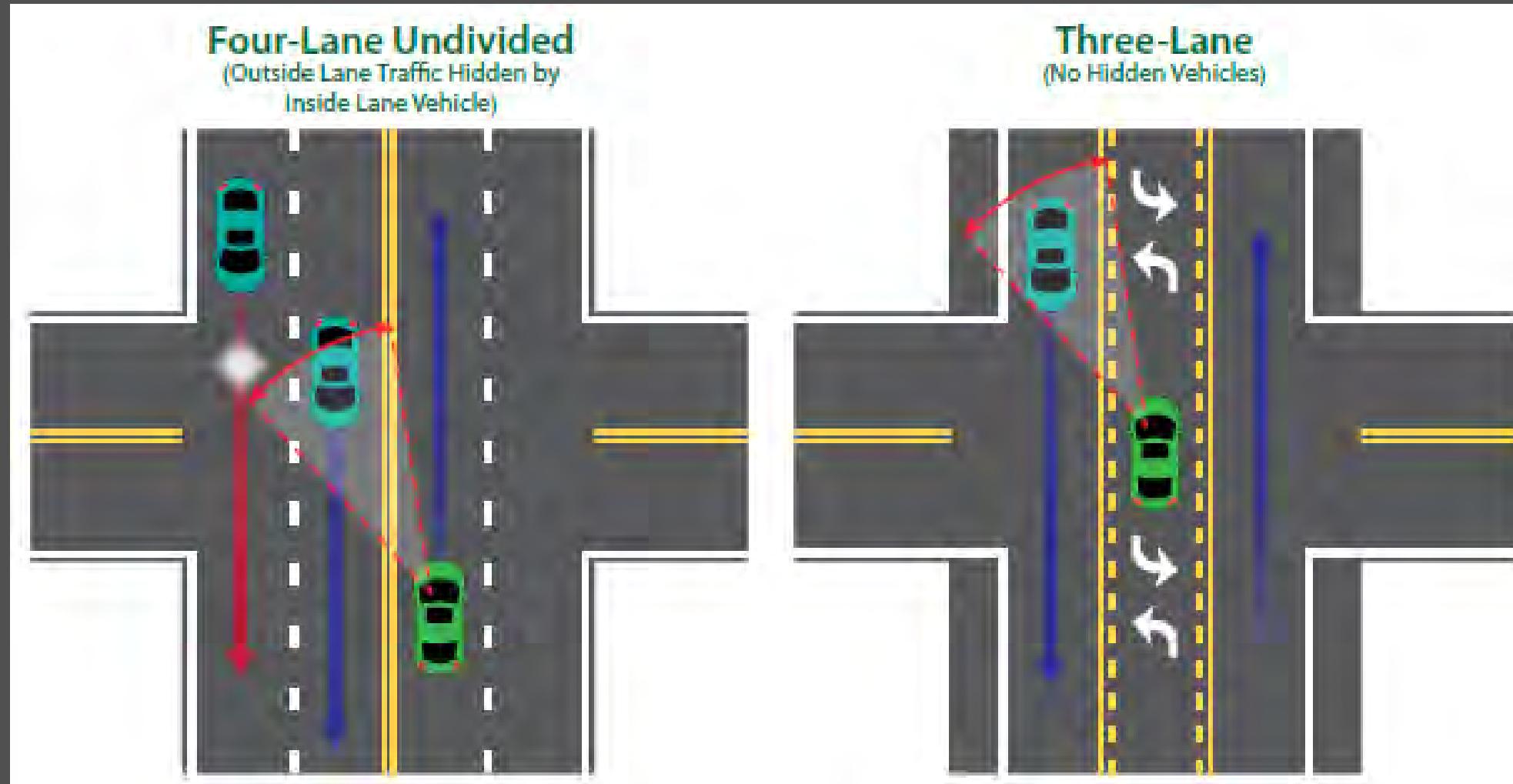
Mid-Block Conflict Points

LETS TALK SAFETY & BEAUTIFICATION



Intersection Conflict Points

LETS TALK SAFETY & BEAUTIFICATION



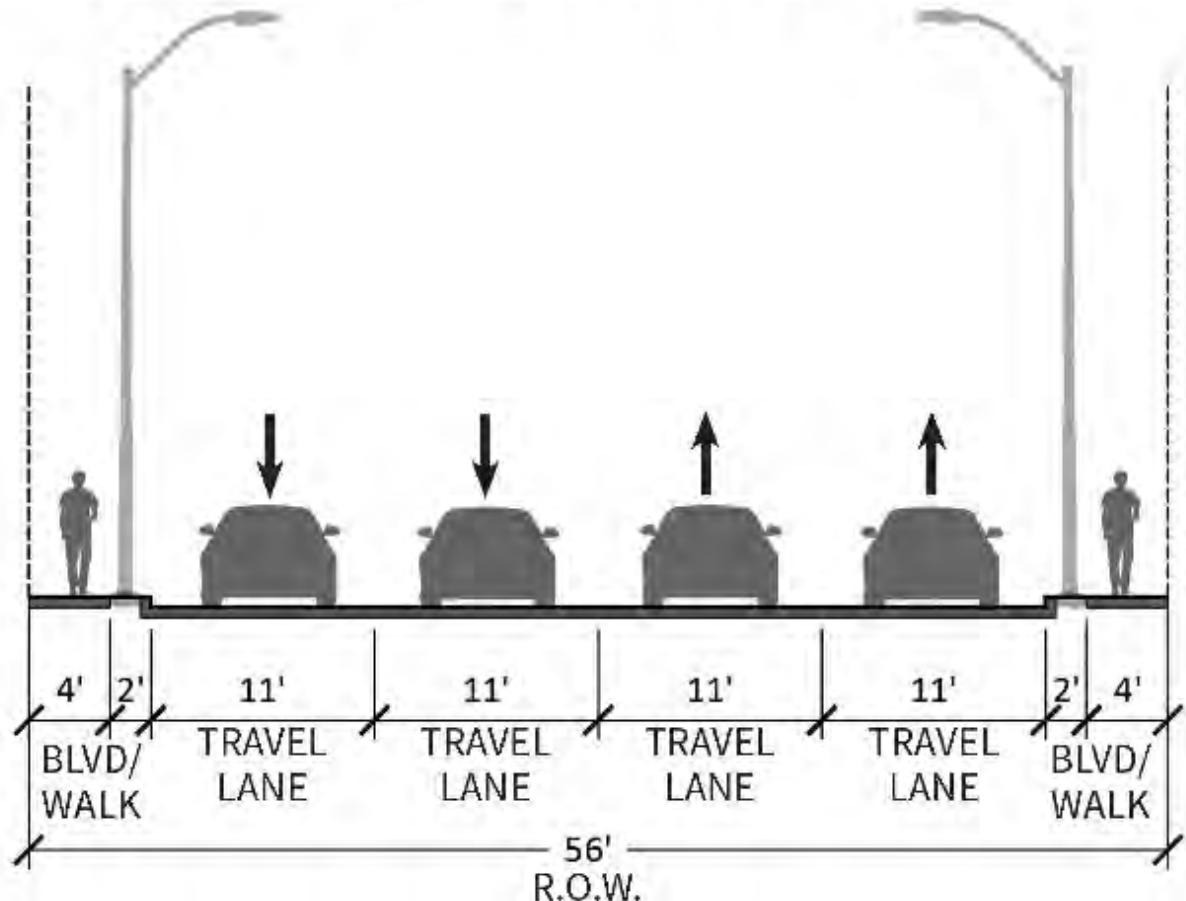
Left Turn Site Distance

LETS TALK SAFETY & BEAUTIFICATION

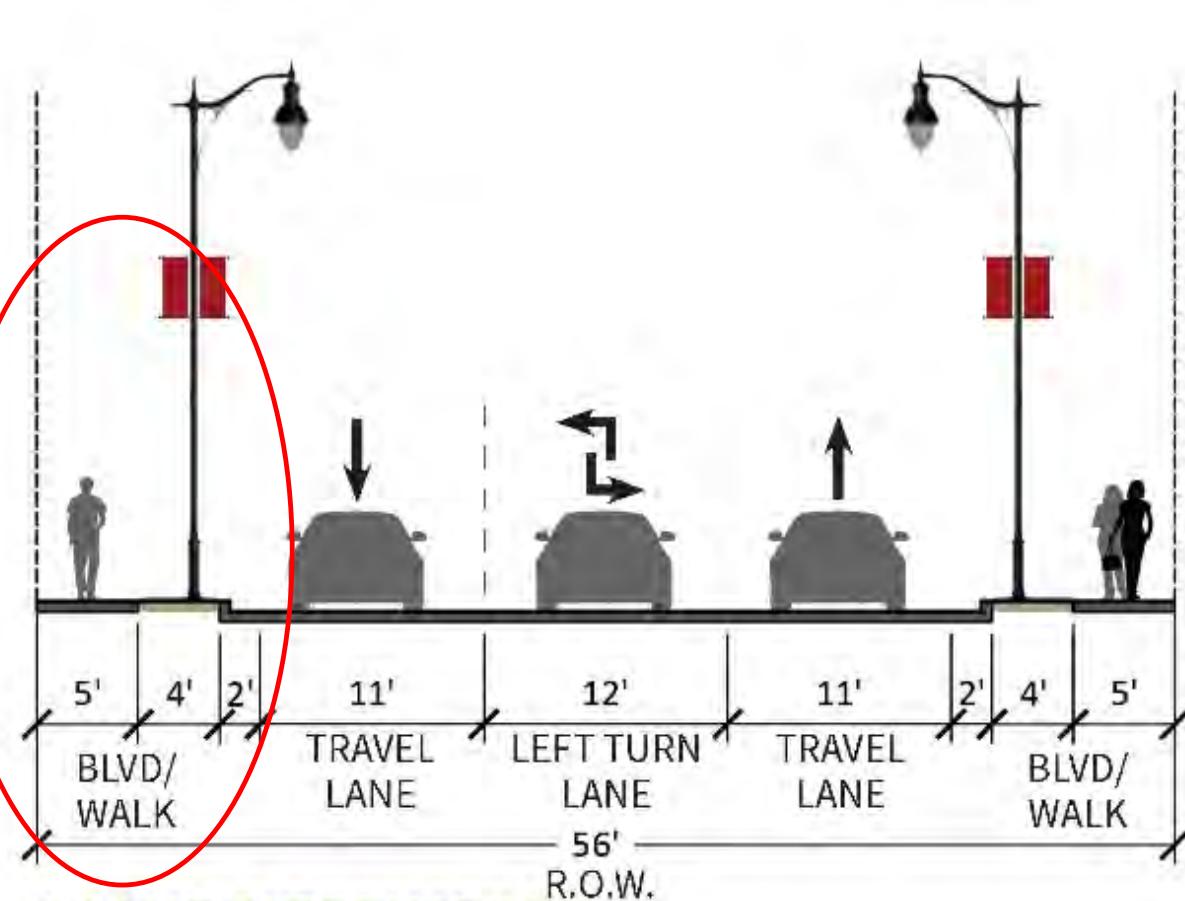


LETS TALK SAFETY & BEAUTIFICATION

WOODBURY ST. TO MARION ST.

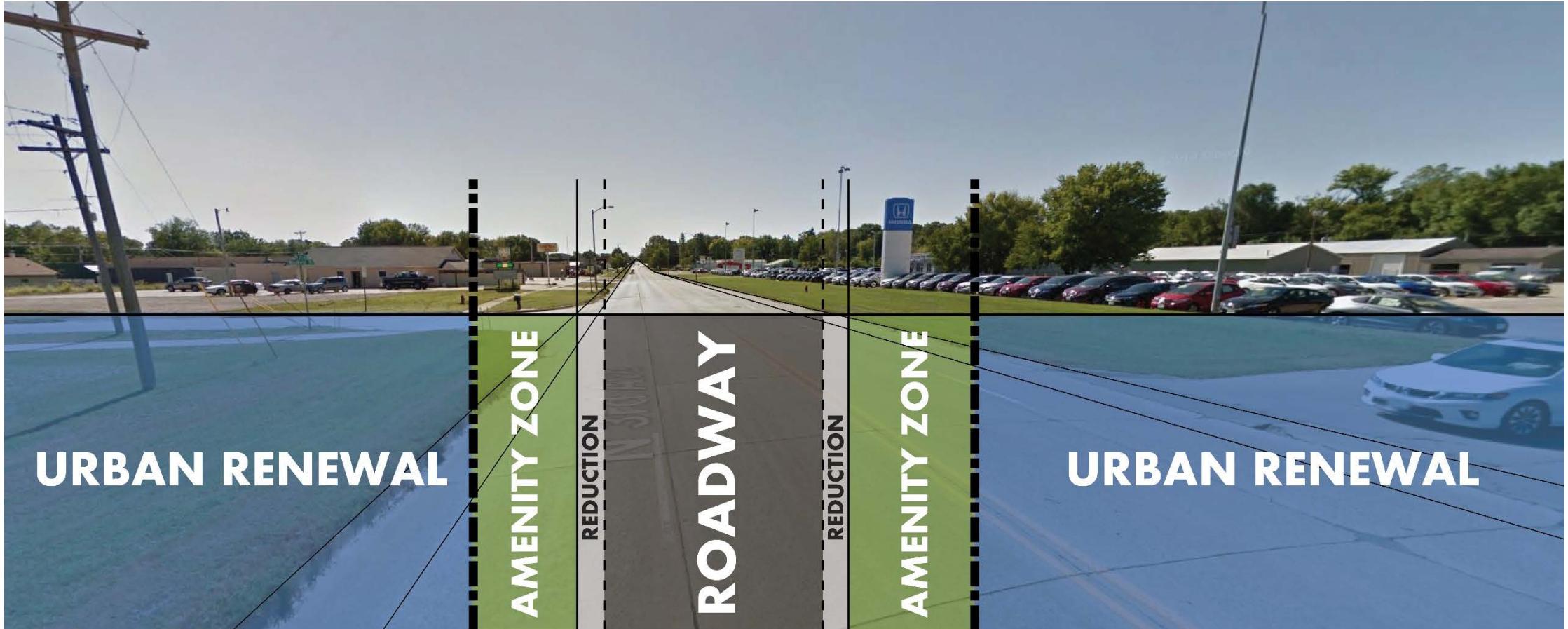


EXISTING CONDITIONS



3 LANE ALTERNATIVE

LETS TALK SAFETY & BEAUTIFICATION



LETS TALK SAFETY & BEAUTIFICATION



LETS TALK SAFETY & BEAUTIFICATION



CASE STUDIES

Iowa's First Case Study US-75 Sioux Center

| | |
|-----------------|-----------------------------|
| 1998 ADT | 8 -14,000 VPD |
| Percent Trucks | 9% |
| Land Use | Residential / CBD w/parking |
| Traffic Signals | Three |
| Speed Limit | 25 MPH |

Before Concerns:

- Excessive speeding
- Difficulty entering and crossing US-75
- Fatal and major injury older person pedestrian crashes

CASE STUDIES

| | Before | After ⁽²⁾ | Difference |
|--|--------|----------------------|------------|
| Peak Hour Travel Time | 50 sec | 68 sec | + 36 % |
| Average Travel Speed ¹ | 28 mph | 21 mph | - 25% |
| Average Free Flow Speed ¹ | 35 mph | 32 mph | - 10% |
| Vehicles Traveling more than 5mph above speed limit ¹ | 43 % | 13 % | - 70 % |
| Crashes | 30 | 13 | - 57 % |
| Personal Injury Crashes | 10 | 0 | - 100 % |

CASE STUDIES



ADDITIONAL TRAVEL LANES

- Eliminate On-Street Parking
- 3 Travel Lanes Each Direction
- Maintain Existing 11.5' sidewalk



WIDER SIDEWALKS

- Remove Parking Lane
- Widen Sidewalks 8'
- Maintain 2 Travel Lanes Each Direction



4 LANE BASIC ENHANCEMENT

- Maintain Existing Travel Lanes
- Create Intersection Bulbouts



4 LANE BASIC ENHANCEMENT PLUS

- Move Tree Planting to Parking Lane
- Maintain Existing Travel Lanes
- Create Intersection Bulbouts



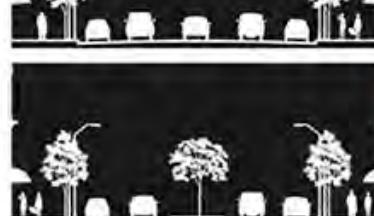
3 LANE BASIC ENHANCEMENT

- 2 Travel Lanes with Center Left-Turn Lane
- Addition of Bike Lanes
- Maintain Existing Sidewalk Width - 11.5'



3 LANE BASIC ENHANCEMENT PLUS

- 2 Travel Lanes with Center Left-Turn Lane
- Addition of Bike Sharrows
- Expand Existing Sidewalk Width - 15'

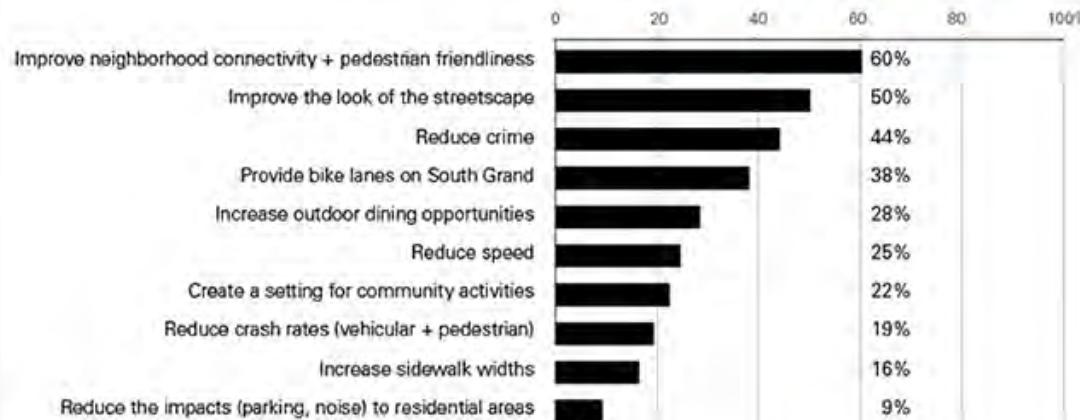


CENTER MEDIAN

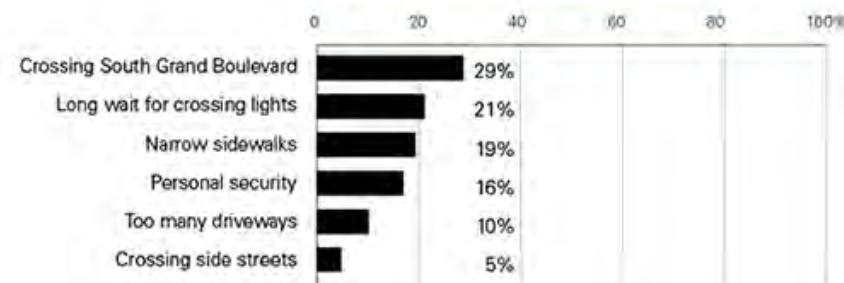
- 2 Travel Lanes with Center Planted Median
- Expand Existing Sidewalk Width - 15'
- New Street Tree Planting

Through a collaborative, transparent and educational public outreach process, the "Great Street" will garnish support both politically and financially, resulting in the implementation of Master Plan recommendations.

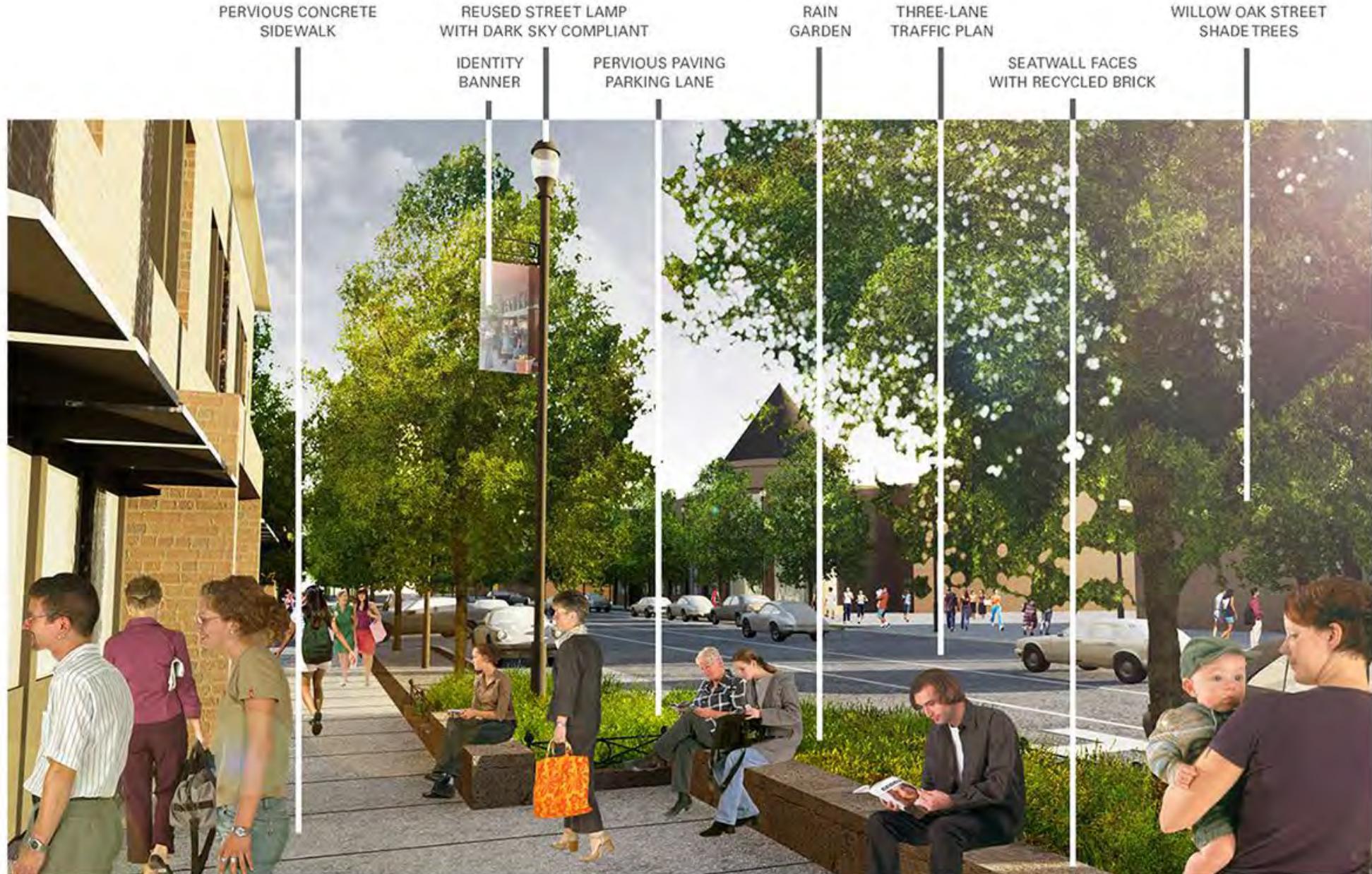
Which of these community considerations is most important to the design of South Grand?
(SELECT THREE) ONLINE POLLING - 417 RESPONSES



When you are walking on South Grand, what concerns you the most?
(SELECT THREE) ONLINE POLLING - 262 RESPONSES



CASE STUDIES



CASE STUDIES

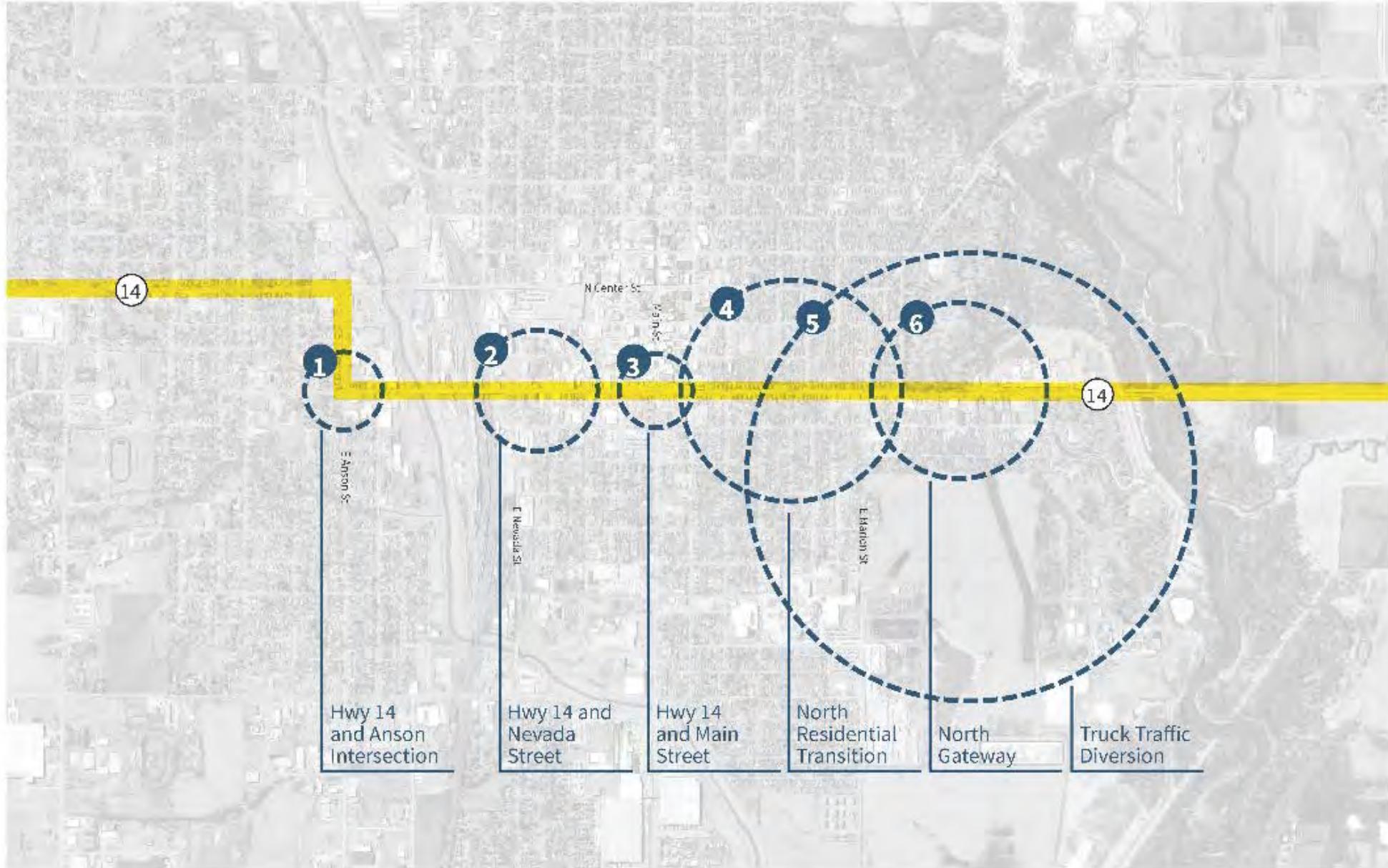


Seventy-three percent of citizens polled believed the Pilot Test was success - forecasting future success and public support before major financial obligations were utilized.

CASE STUDIES

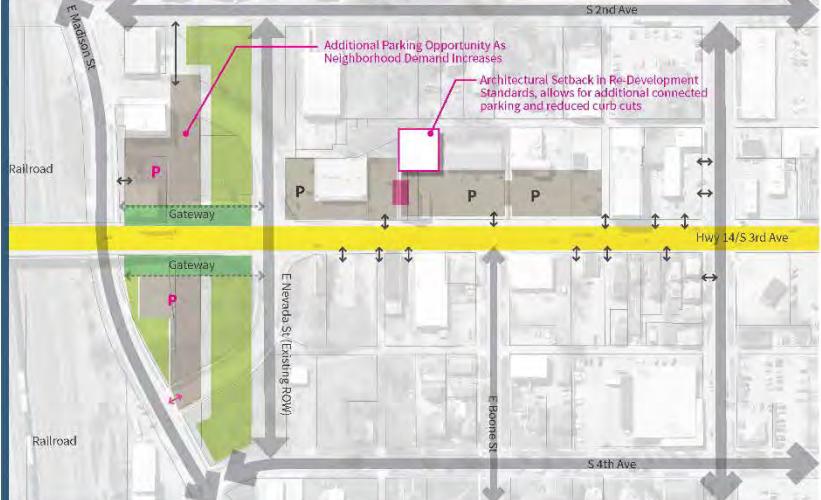


DEVELOPMENT SCENARIOS



DEVELOPMENT SCENARIOS

10 TO 20 YEAR POTENTIAL OPPORTUNITY



NOTES

- Introduce public parking in the green space areas to provide a designated parking area for this study area.

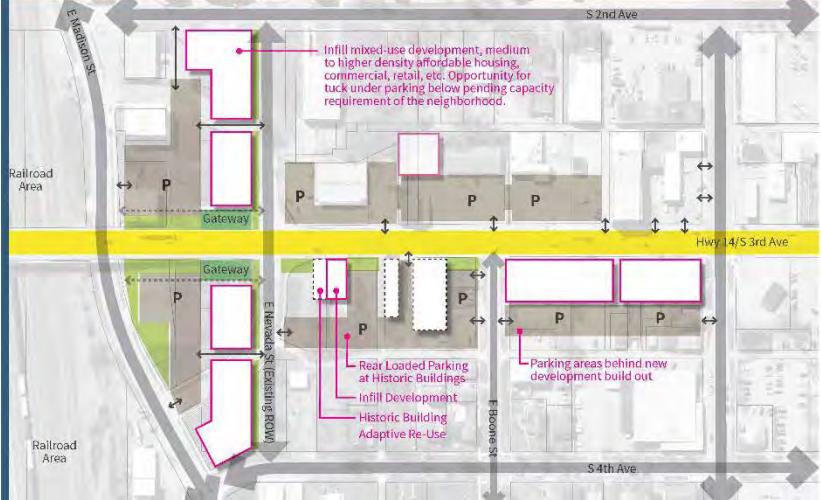
POTENTIAL LAND USE



NOTES

- As redevelopment occurs, eliminate land use conflicts by organizing compatible adjacent uses and focusing the most density along Highway 14.
- Consider a roundabout intersection at Highway 14 and Riverside Street to aid the flow of traffic and provide a gateway to Marshalltown.

20 TO 50 YEAR POTENTIAL OPPORTUNITY



NOTES

- Infill structures along Nevada Street and other infill development along Highway 14.
- Consolidate parking in the back of the buildings with access from the connector street.

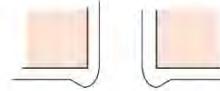
20 TO 50 YEAR POTENTIAL DEVELOPMENT



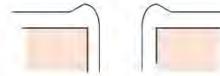
DEVELOPMENT SCENARIOS

PHASING STRATEGY

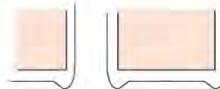
INTERSECTION



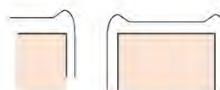
Select a catalytic intersection to implement complete street changes.



BLOCK



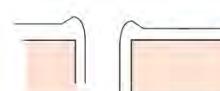
Expand complete street changes to a block length.



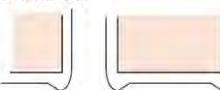
900 FEET



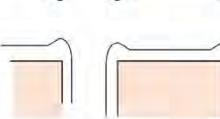
Expand complete street changes to 900 linear feet length.



CORRIDOR



Expand complete street changes to the length of the corridor.



DEVELOPMENT SCENARIOS

DEVELOPMENT FUNDING SOURCES

SALE TAX REBATE

What is it?

Redistribution of tax money from municipalities and counties back to developers and businesses. Conditions about how the rebates are used may apply.

Potential Implications:

- Developers and businesses will have an incentive to locate within Marshalltown
- New development projects are incentivized to occur in vacant buildings or vacant commercial property
- Sales Tax Rebates can be used for capital improvements such as façade enhancements, signage, or landscaping

CDBG

COMMUNITY DEVELOPMENT BLOCK GRANT

What is it?

The Community Block Grant Program provides grants to focus investments in vulnerable communities.

Potential Implications:

- Affordable housing projects can be funded through CDBG
- CDBG can also provide funding to a Community Development Corporation

OPPORTUNITY ZONES

What is it?

A funding program to direct funds from investors to low-income areas.

Potential Implications:

- Additional investments in the Opportunity Zone may attract additional developers and businesses
- Additional investments can provide infrastructure enhancements and public amenity improvements in the Opportunity Zone

REDEVELOPMENT TAX CREDIT PROGRAM

What is it?

A tax credit program to prioritize the development and green building on brownfield and grayfield sites.

Potential Implications:

- Development in Marshalltown can be focused on redeveloping existing developed parcels
- Sprawling grayfield development is discouraged with this program
- Green building practices are incentivized with this program
- Can be used for some public infrastructure improvements, such as stormwater management

SSMID

SELF-SUPPORTING MUNICIPAL IMPROVEMENTS DISTRICT

What is it?

A tool to establish an area where voluntary additional tax can fund additional services directly within the district.

Potential Implications:

- Larger budgets for shared improvements such as pedestrian lighting or seasonal floral displays as well as district-scale branding and marketing
- Property owners within the district (both commercial and residential) will be subject to the additional tax assessment
- By establishing a BID, additional businesses and developers may be attracted to the area as their next investment

TAX INCREMENT FINANCING (TIF)

What is it?

Tax Increment Financing provides revenue for public projects and private projects by borrowing against future increases in property tax revenues.

Potential Implications:

- TIF funds can provide investment capital to private development or public projects
- Developers and businesses could be attracted to a location within an established TIF district

NEW MARKETS TAX CREDIT PROGRAM

What is it?

A tax credit program to fund loans and capital investments to businesses in underserved areas.

Potential Implications:

- Capital investments and loans are directed toward underserved areas
- Economic activity will be stimulated resulting in job growth and wealth creation

HISTORIC PRESERVATION TAX CREDIT PROGRAM*

What is it?

A tax credit program to incentivize the quality restoration of existing historic architectural assets within a community.

Potential Implications:

- Historic rehabilitation can be prioritized over demolishing Marshalltown's architectural character
- The historic restoration projects may inspire additional quality development in the surrounding context

DEVELOPMENT SUPPORT STRATEGIES

CAPITAL IMPROVEMENTS PROGRAM (CIP)

Strategy for: Municipal Improvements with the intent of catalyzing private development investment

What is it?

A plan for municipal capital improvements

Description:

The City of Marshalltown can strategize investments across all their departments with this guidance of a Capital Improvements Program. This tool will not provide additional funding to the annual budget but instead helps prioritize investments over time. This plan shall include a list of the capital projects or equipment to be purchased, the projects ranked in order of preference, the plan for financing each project, a construction timeline, project justifications, and an explanation of expenses for the project. Many cities and towns across the United States employ the guidance from a Capital Improvements Program.

Why is this a good idea?

- Developers can anticipate when improvements will occur in their target areas

Cost: City of Marshalltown can achieve this plan in-house or with the help of a consultant.

Funding: City of Marshalltown budget, 5 year cycle

Organizing Entity: City of Marshalltown

INCENTIVE ZONING

Strategy for: Catalyzing Development

What is it?

A mechanism for Marshalltown to negotiate non-compliant code proposals to offer public benefits to the community.

Description:

Incentive Zoning is a tool Marshalltown can use to establish a program for developers and the city to negotiate when the city zoning code does not provide flexibility. For example, if a developer proposes a building with density currently not allowed in the code, then the city can negotiate with the developer to construct a small public green space or plaza on the site that can benefit the whole community.

Why is this a good idea?

- Marshalltown may allow higher density, reduced setbacks, or taller buildings with incentive zoning
- Marshalltown development may result in more public amenities and infrastructure improvements

Cost: City of Marshalltown staff time to review development proposals

Funding: City of Marshalltown budget

Organizing Entity: City of Marshalltown

COMMUNITY DEVELOPMENT CORPORATION (CDC)

Strategy for: Catalyzing Development

What is it?

An established nonprofit entity to assist an area with affordable housing, real estate development, programs, events, or services, among other things.

Description:

Community Development Corporations (CDC) are nonprofit entities that can serve neighborhoods or towns in a number of ways. The entity can provide programs and events, offer services, promote economic development, education, community organizing, or real estate development. Often, CDCs are associated with the development of affordable housing. The CDC can operate through US Department of Housing and Urban Development Community Block Grants and from local governments and state and federal grants.

Why is this a good idea?

- A CDC can provide a holistic vision for development in a neighborhood or town
- A CDC can assist with the development of affordable housing and other real estate development
- A CDC will require its own funding mechanisms in order to be viable

Cost: Initial investment in the CDC, then rely on funding from CDBG and others

Funding: Community Block Grants, local/state/federal grants, income from real estate development

Organizing Entity: Community Development Corporation is an independent entity from the City of Marshalltown