



DOWNTOWN STEERING COMMITTEE

MEETING SUMMARY 1.

Marshalltown, Iowa

December 6, 2018

The seventeen-member Downtown Steering Committee met to begin working on developing a new master plan. The meeting was facilitated by planning and design consultants from SEH, Inc., who were commissioned in November to lead the seven-month planning process.

1. Introductions

Fourteen committee members were in attendance at the meeting which began with a round of introductions. Each participant shared a brief favorite memory or anecdote about downtown Marshalltown along with their name and affiliation. Numerous people recounted positive impressions they had upon experiencing Main Street and the County Courthouse square for the first time.

2. Work Plan and Timeline

Consultant team project manager, Bob Kost presented the project work plan and timeline. Committee members were asked to check their calendars for coordination with the remaining five committee meetings, multi-day planning charrette and community open house. No conflicts were identified and the timeline was accepted as proposed. A copy of the timeline is posted on the project web page.

A project-specific web site was developed and launched, see www.downtownmarshalltown.com The site includes links to the City's web site as well as Marshalltown Main Street. The site will inform people about meetings and events, provide access to a project questionnaire and draft project documents. The project questionnaire will be launched on Wednesday, December 12th and run for approximately four weeks.

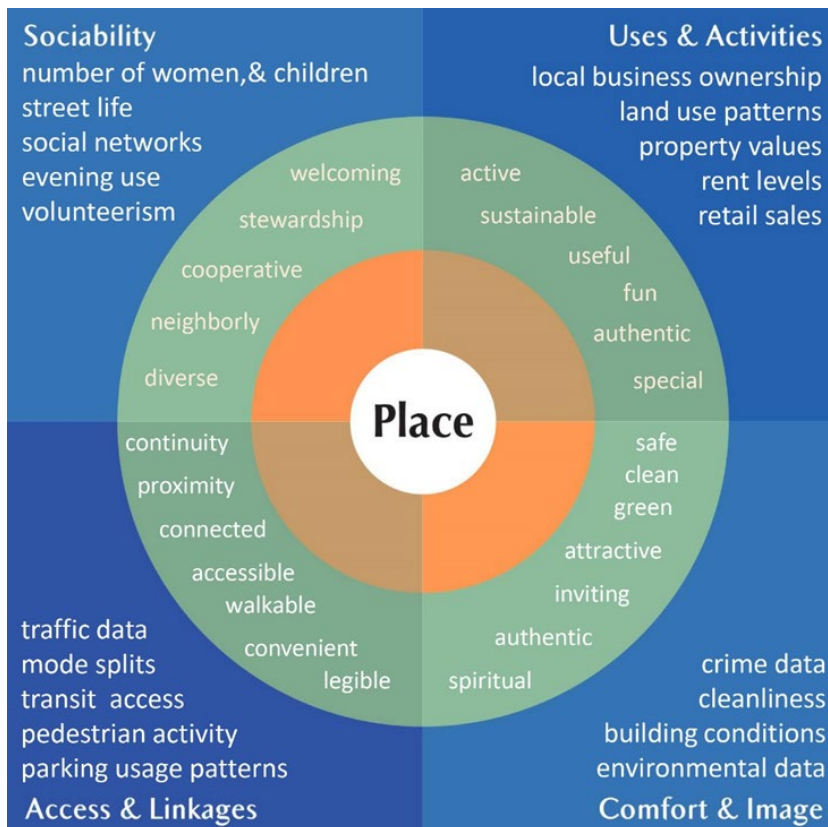
3. Placemaking Exercise

Great places and spaces are where friends run into each other, celebrations are held, social and or economic exchanges take place, and cultures mix. They are the “front porches” of our communities– parks, streets, libraries, field houses, neighborhood schools – where we interact with each other.

What makes some places succeed while others fail?

In evaluating thousands of spaces around the world, Project for Public Spaces (PPS) has found that successful places have four key qualities: they are **Accessible**; people are engaged in **Activities** there; the space is **Comfortable** and has a good image; and finally, it is a **Sociable** place: one where people meet each other and take people when they come to visit. PPS developed **The Place Diagram** as a tool to help people think about and identify aspects of placemaking in their communities.

Using the Place Diagram, each committee member identified three attributes that would help to make Downtown Marshalltown more Sociable, Useable, Accessible and Comfortable.



SOCIALBILITY

Additional restaurants

Outdoor dining

Landscaped public spaces for gathering, sitting, eating

Man-made creek or canal

Numerous events/activities (multi-season, multi-generation)

Promote diversity, safety, family

Kiosk shops

Food truck Fridays

Improved lighting

Functional and interactive public art

Additional volunteers for landscape maintenance

Monthly outdoor “soap box” at Courthouse

Increased picture window displays

Additional upper story residential

Event center / conference center

Trolley / circulator (or monorail)

Police on walking patrol

USES and ACTIVITIES

Multiple events:

- Food trucks
- Outdoor religious services
- Outdoor music
- Art activities and festivals
- Framers market
- Recreation/sports-ice rink, walking, runs, etc.

Business incubator space (entrepreneur / start up)

Pop-up stores

Green spaces/gathering spaces

Rooftop dining

Housing options (above businesses, new buildings)

Specialty shops, boutiques

Pharmacy

ACCESS and LINKAGES

Convert 1-ways to 2-ways

Inviting/enhanced alleyways

Additional, safer bike facilities (lanes, parking, signs)
Improved building signage
Wayfinding signs
Enhanced back-of-building entries
Improved signs and connections to area trails
Promote and enhance public parking areas
Streetscape (sidewalk) improvements
Rental bikes / bike share

COMFORT and IMAGE

Building façade restorations

Greening:

- Trees (streets and parking lots)
- Roof top gardens, patios
- Planters/planter pots
- Pocket parks
- Small garden/gathering spaces

Benches/outdoor seating

Public art:

- murals
- sculptures
- interactive art
- temporary

Attractive wayfinding and parking signs

Seasonal decorative building lighting

Parking lot lighting

Enhanced alleyways

Innovative, sustainable building / paving materials

Shops open in the evening

Playground (courthouse lawn)

These responses will be integrated with ideas and opinions collected through the online project questionnaire to help identify issues, needs and opportunities for revitalizing and enhancing downtown Marshalltown.

4. Meeting adjourned at 2:35 PM

Downtown Steering Committee meeting # 2 will be held on January 10, 2019 from 1:00 to 2:30 pm, location to be determined.