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DOWNTOWN STEERING COMMITTEE MEETING SUMMARY 3.

Marshalltown, Iowa

February 22, 2019

Noon - 1:30 PM

The Downtown Steering Committee met during the multi-day charrette to continue developing a new downtown master plan. The meeting was facilitated by planning and design consultants, Bob Kost, Anne Ricker and Bill James.

1. CHARRETTE ENGAGEMENT UPDATE

Bob Kost provided an overview of activities, participation and prevailing opinions / interests expressed over the first several days of the charrette:

- +/- 55 people attended Community Meetings 1 and 2
- +/- 75 people visited the charrette studio and or gallery and placed dots on exhibits
- Developer / Housing Focus Group was conducted
- Strong interest /support for restoring and renovating existing Main Street buildings.
- Strong interest/support for adopting design standards for downtown buildings, new, renovations/restorations in the historic district as well as overall CBD.
- Strong interest / support of downtown green spaces, parks and streetscapes.
- Strong interest in renovated upper level apartments and new loft-style homes.
- Need increased/improved daily maintenance/upkeep of downtown streets, sidewalks and parking lots.
- Improvements in lighting is needed (levels and appearance).
- Refine Design Principles to include stronger ecology / green space references
- Interest in incubator / shared entrepreneurial space or building
- Expand opportunities to showcase, celebrate and tell the story of Marshalltown's unique history
- People generally feel the work is going well and the plan is on the right track

2. POTENTIAL CATALYST PROJECTS

Anne Ricker presented the criteria developed to guide the evaluation of candidate redevelopment projects for designation as catalyst projects. Catalyst projects can be either private development / building projects or public improvements. They also don't have to be

tied to a specific location or site but could be floating concepts and located /implemented once a desirable/appropriate site becomes available.

Criteria include:

1. Map layers showing strong underlying \$ value (within established district)
 2. Building inventory with historic significance
 3. Receiving public investment
 - a. Magnitude (cost) of public investment (roadway, up-lighting, etc.)
 - b. Nature of investment
 4. Expressed interest by property owner
 5. Potential for change – level and timing of investment, current use may be obsolete
 6. Location within or near corridor or gateway
 7. Favorable ownership – single, institutional, public
 8. Site utilization
 9. Able to leverage surrounding uses
 10. Able to leverage planned investment (roadway)
 11. Able to strengthen district theme
 12. Within or near recent area of study
 13. Able to inform planned improvement (roadway)
 14. Capacity to support market opportunity or niche
 15. Potential to return property to tax roles
 16. Presence of supportive entities
 17. Stable or increasing values
 18. Worthy of being a demonstration project (downtown neighborhood with pocket park)
- Use criteria along with guiding principles; potentially roll into incentive policy

Aspects of Ricker-Cunningham’s downtown oriented real estate market review included:

Introduction of pertinent “psychographics” (5 applicable groups)

- Midlife Constants
- Heartland Communities
- Hardscrabble Road
- Traditional Living
- Comfortable Empty Nesters

Downtown housing survey responses (to date) along with projected demand, absorption and pricing were reviewed.

Initial components of implementation strategies were also reviewed.

3. DESIGN STANDARDS

Bill James provided an update on public input received to date and additional team member insights pertaining to the development and applicability of design standards:

- Design standards need to be supported and enforced by City Council across the board, no special favors, exceptions or waivers or else they will not be effective
- Standards should be self-administered – the responsibility needs to be put on the applicant (developer, architect, builder) due to lack of staff capacity
- Standards should be clear, concise and targeted towards the most fundamental and essential aspects of building design and construction rather than extensive and highly detailed
- Due to the potential for controversy, need for further research, education and advocacy, development and adoption of standards should be done as a follow up (next step) to the Downtown Plan

4. COMMITTEE COMMENTS

Include past R/R quiet zone investigations in the master plan, train noise is an issue for residents and hotel guests

The plan should acknowledge catalytic effect of Main Street CBD's work with property renovations

Frustration over the siting (behind street facing parking lot) and design (metal building) of the new hardware store being built downtown was discussed:

- What can be done to improve the final appearance? More brick, bigger windows, etc.
- Should a group of committee members approach the owner?
- Should individuals talk to the owner separately?

5. ADJOURNMENT

The meeting adjourned at approximately 1:30 PM