

# Report for Downtown Marshalltown Housing Survey

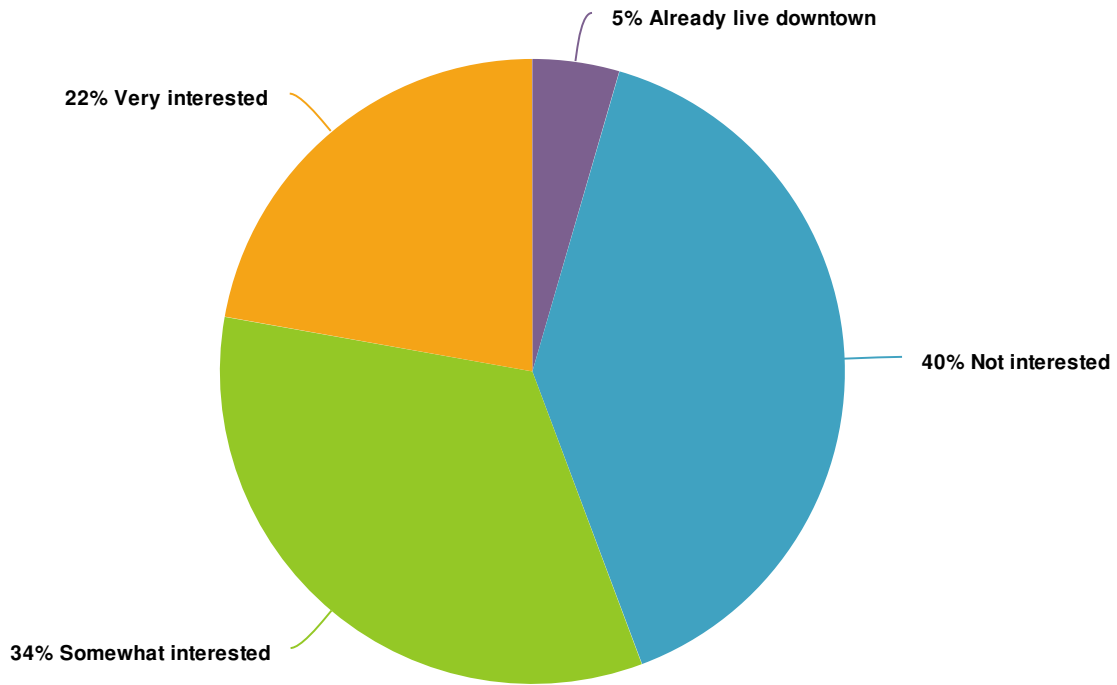
## Response Counts







---

Totals: 264

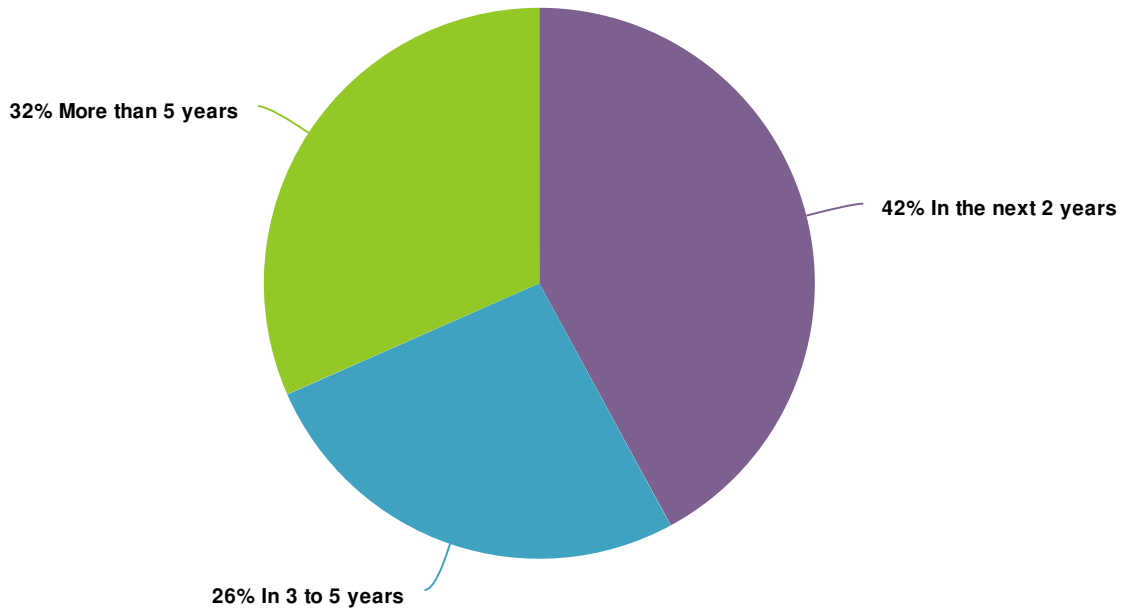
1. Would you say that you are not interested, somewhat interested, or very interested in living in or near downtown?






Value		Percent	Responses
Already live downtown		4.5%	8
Not interested		39.8%	70
Somewhat interested		33.5%	59
Very interested		22.2%	39

Totals: 176

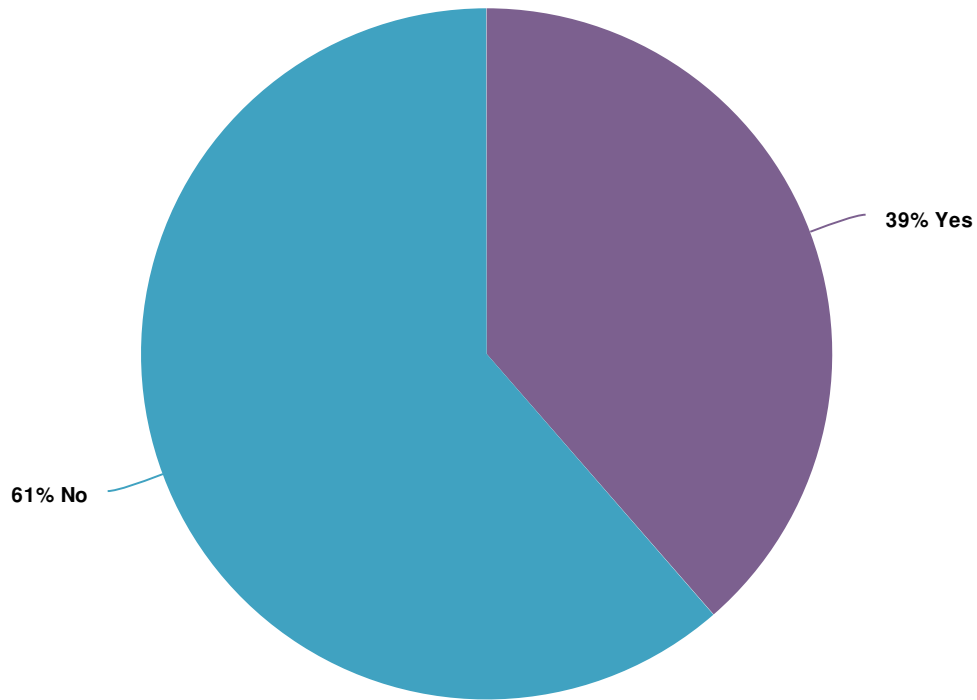
2. If you were to move downtown, when do you think you would be most likely to move?



Value		Percent	Responses
In the next 2 years		42.1%	24
In 3 to 5 years		26.3%	15
More than 5 years		31.6%	18

Totals: 57

### 3. Have you ever seriously investigated opportunities to live in the downtown area?



Value	Percent	Responses
Yes	38.6%	22
No	61.4%	35
		Totals: 57

4. If you have not seriously investigated opportunities to live in the downtown area, why not?



**ResponseID    Response**

34                    Have not been enough amenities to make it attractive enough to merit the expense/hassle of moving.

40                    I have inquired at the Lofts in the Kibby Building. They are extremely nice and I'd be sold if they had a bath and a 1/2 to 2 baths as well as covered parking. After owning my home for 30 years, I'm not interested in parking outside!

49                    No current options

57                    Rental opportunities in town are not uniformly presented or marketed. Some by listing agents, some private, some by who you know. Hard to even know or get confirmation of which buildings even have rental spaces in them, if they are full, and what the specs/pics look like.

80                    Not many options that look nice and affordable.

83                    No security parking. Would be nice to have secured parking lots for renters.

87                    Dont live there but grew up there

88                    Parking

89                    While it has interested me I'm already in a good spot.

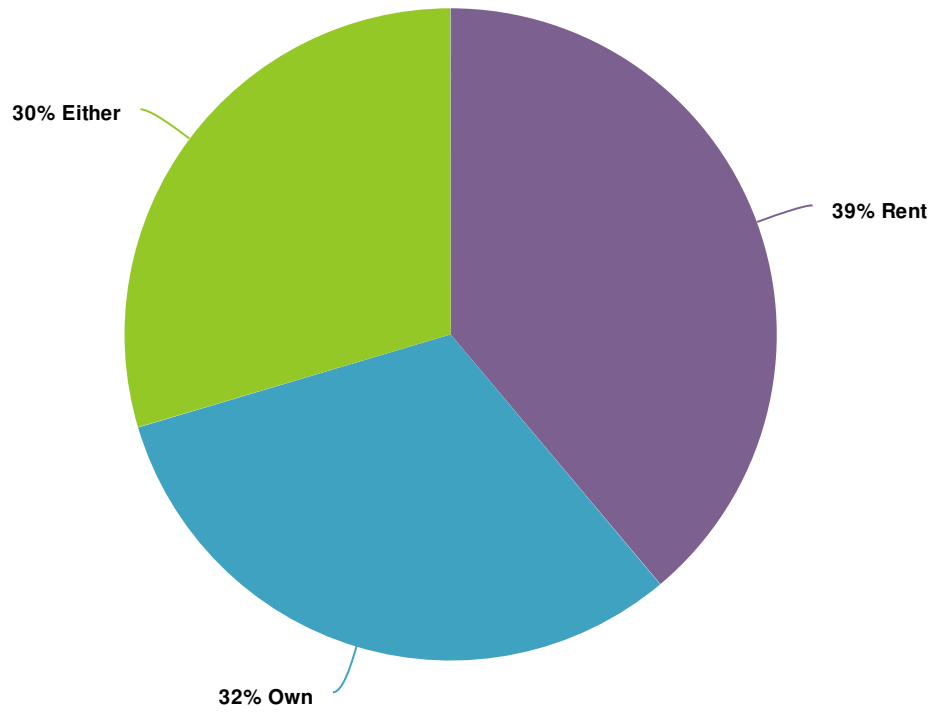
93                    I want to until I retire.

## ResponseID Response

---

96	I have a family with 3 children and I don't believe there are housing options for a family of 5.
116	I'm on disability I'm under the age of 60 I need something that's low income where I'm at now I'm allowed to pay \$134 a month I have a beautiful one bedroom apartment I just would prefer to be in marshalltown
137	Not quite ready for that move.
170	Live in Mpls., just starting to begin the process of moving back after 40 years.
194	Didn't think there was anywhere to live up town other then the tall corn towers.
205	Nothing available when I was looking for a place to live.
212	We currently have school-age children and a large yard.
220	Raising my family was easier in a house...
231	I live in company housing and travel frequently for my job. I do not need to settle down to my own place yet.
243	Haven't considered it necessary. We own a home we like.
263	I would like to see senior housing with elevators
267	I'm not ready... still live in our home!
268	Haven't been ready to sell our house and move.
269	Available upscale housing is non-existent, or if available located next to undesirable locations.
275	We have been remodeling our home on the western edge of Marshalltown, and we do plan to be there at least five more years.

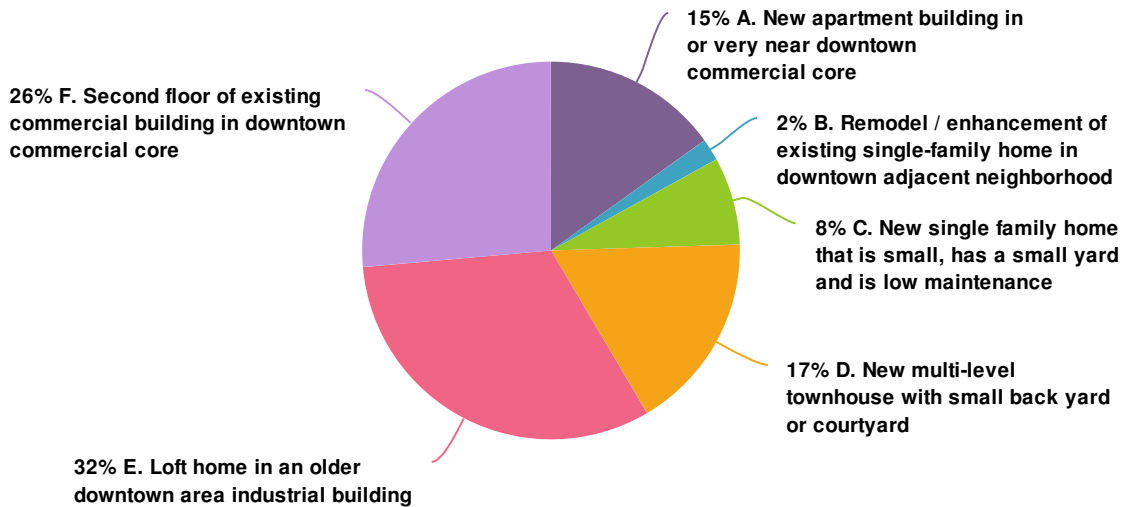
5. If you were to move downtown, would you prefer to rent or own?









Value	Percent	Responses
Rent	38.9%	21
Own	31.5%	17
Either	29.6%	16

Totals: 54

6. What type of rental housing product would you be interested in?

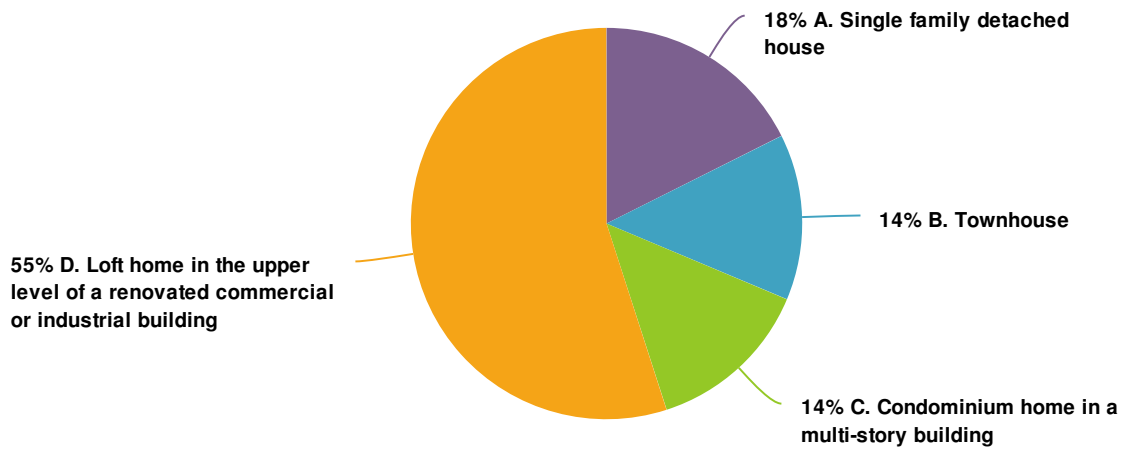








Value		Percent	Responses
A. New apartment building in or very near downtown commercial core		15.1%	8
B. Remodel / enhancement of existing single-family home in downtown adjacent neighborhood		1.9%	1
C. New single family home that is small, has a small yard and is low maintenance		7.5%	4
D. New multi-level townhouse with small back yard or courtyard		17.0%	9
E. Loft home in an older downtown area industrial building		32.1%	17
F. Second floor of existing commercial building in downtown commercial core		26.4%	14

**Totals: 53**

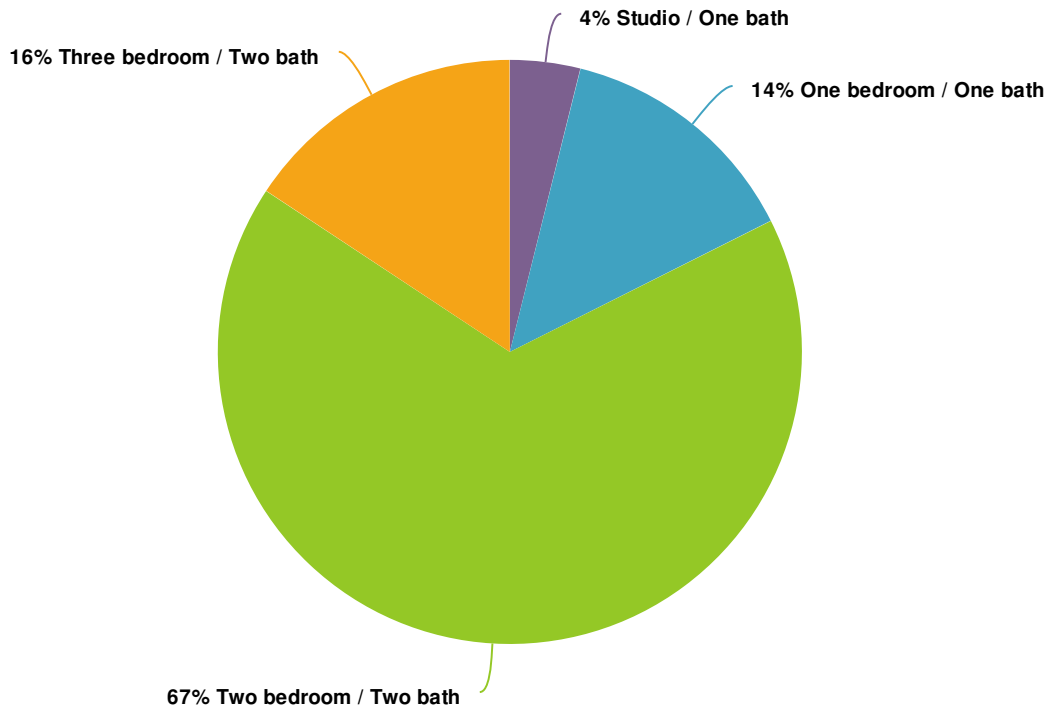
7. What type of ownership housing product would you be interested in?



Value		Percent	Responses
A. Single family detached house		17.6%	9
B. Townhouse		13.7%	7
C. Condominium home in a multi-story building		13.7%	7
D. Loft home in the upper level of a renovated commercial or industrial building		54.9%	28

**Totals: 51**

8. How many bedrooms and bathrooms would you be looking for in a home?



Value	Percent	Responses
Studio / One bath	3.9%	2
One bedroom / One bath	13.7%	7
Two bedroom / Two bath	66.7%	34
Three bedroom / Two bath	15.7%	8

Totals: 51

## 9. What features and amenities would you need/want/not care about?

	Need	Want	Don't care	Responses
Garage Count Row %	24 48.0%	23 46.0%	3 6.0%	50
Laundry in the Building Count Row %	41 78.8%	10 19.2%	1 1.9%	52
Security (access or guard) Count Row %	14 26.9%	23 44.2%	15 28.8%	52
Guest Parking Count Row %	15 29.4%	26 51.0%	10 19.6%	51
Additional Storage for Rent Count Row %	12 23.5%	19 37.3%	20 39.2%	51
Pool Count Row %	2 3.9%	8 15.7%	41 80.4%	51
Fitness Center Count Row %	2 3.9%	17 33.3%	32 62.7%	51
Business / Media Center Count Row %	2 4.0%	8 16.0%	40 80.0%	50
Central AC Count Row %	46 92.0%	4 8.0%	0 0.0%	50
Washer/Dryer Hookups in home Count Row %	33 64.7%	16 31.4%	2 3.9%	51
Microwave Count Row %	30 58.8%	10 19.6%	11 21.6%	51

	Need	Want	Don't care	Responses
Walk-In Closets Count Row %	18 35.3%	25 49.0%	8 15.7%	51
Alarm System Count Row %	9 17.6%	31 60.8%	11 21.6%	51
Dishwasher Count Row %	32 62.7%	14 27.5%	5 9.8%	51
Balcony or Patio Count Row %	19 38.0%	25 50.0%	6 12.0%	50
Limited Finish (Older commercial and / or industrial walls and flooring) Count Row %	8 16.3%	24 49.0%	17 34.7%	49
High Finish (Drywall and a combination of carpet and hard flooring materials) Count Row %	6 12.0%	23 46.0%	21 42.0%	50
Totals Total Responses				52

10. Why are you not interested in living in the downtown area (in a few words)?



**ResponseID    Response**

25	Love having a garage and a large yard to have a garden and the neighborhood setting is quite nice. We just like space.
42	happy where we're at
43	Most housing there is elderly and low income
44	I want a quiet neighborhood to live in.
50	I live in the country.
54	Because I live in my house that is on the edge of town.
55	Established home elsewhere
58	Already have a home in Marshalltown
62	I have a home on the south side of town that I am very happy with. Also, downtown living never really interested me in particular, though I am interested in visiting and taking guests to a vibrant downtown.
64	I work on the south side of town so prefer to live on the south side
91	Not so nice people roaming around down there; do not feel safe in that area
120	I have kids and a dog that need larger yard
127	It is rundown, dirty, and the buildings are disgusting

## ResponseID Response

141 Already live in a great home near downtown

162 The downtown area has deteriorated a great deal. It's not clean, it's not safe, very few useful stores to patronize for basic needs, severe lack of affordable dining for actual meals....

183 The only residential type building there is Tallcorn, which has become synonymous with "crackhouse" or Marshalltown's version, the "methhouse." Plus the whole area has a bad bedbug and roach problem. Gross.

207 Like a yard

210 Run down, too busy

213 You can't live there and walk a short distance to essential shops and services, and buses don't run all the time. Living downtown is rather pointless if you still need a car, and you don't have a garage to put it in living over a storefront on Main Street.

224 I like living near the edge of town on almost an acre.

226 Nothing attracts me and my family down there

252 Want green space traditional neighborhood

253 It is too old and dilapidated and does not have enough businesses (restaurants, etc) to draw us to it.

255 have no interest in urban living

258 Because downtown isn't an appropriate place for housing, there is no parking

259 Already live elsewhere

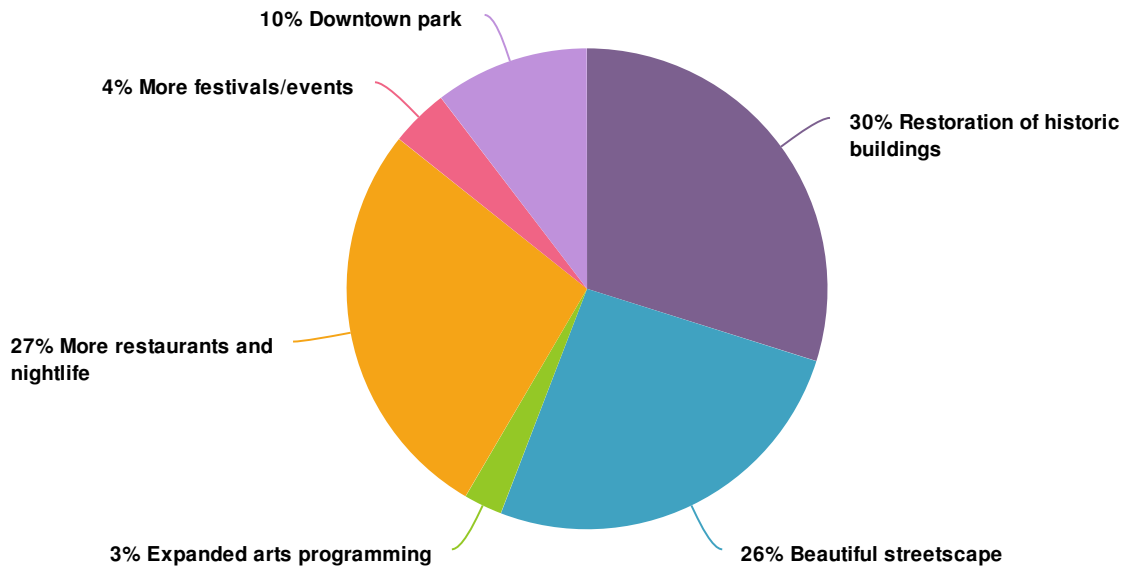
264 Already own a home

265 Lack of privacy and parking.

271 I like to walk outside to see trees, plants, etc. and not be watched by many people.



11. Which of the following downtown improvements would increase your interest in living downtown?



Value	Percent	Responses
Restoration of historic buildings	29.9%	23
Beautiful streetscape	26.0%	20
Expanded arts programming	2.6%	2
More restaurants and nightlife	27.3%	21
More festivals/events	3.9%	3
Downtown park	10.4%	8

Totals: 77

## 12. What features are important to you in a neighborhood you live in?

	Very important	Somewhat important	Not important	Responses
Being near a grocery store Count Row %	15 25.4%	36 61.0%	8 13.6%	59
Being near restaurants or cafes Count Row %	31 53.4%	22 37.9%	5 8.6%	58
Being close to artistic or cultural attractions Count Row %	14 24.1%	25 43.1%	19 32.8%	58
Being close to work Count Row %	13 22.4%	26 44.8%	19 32.8%	58
Having easy access to the interstate Count Row %	2 3.4%	12 20.7%	44 75.9%	58
Being near a park / greenspace Count Row %	16 27.6%	34 58.6%	8 13.8%	58
Being in a neighborhood with all ages of people Count Row %	15 25.9%	30 51.7%	13 22.4%	58
Being near a bank Count Row %	3 5.2%	22 37.9%	33 56.9%	58
Being near a post office Count Row %	2 3.4%	17 29.3%	39 67.2%	58
Being near a coffee shop Count Row %	20 35.1%	21 36.8%	16 28.1%	57

	Very important	Somewhat important	Not important	Responses
Being near main street shops and services	23	28	7	58
Count	39.7%	48.3%	12.1%	
Row %				
<b>Totals</b>				
Total Responses				59

13. What do you believe are downtown Marshalltown's best attributes?



ResponseID	Response
24	Diversity, friendly people
25	The history and the gumption of the small business owners.
34	Opportunities for change and improvement - lots of blank canvas
35	The dining/drinking options are great! Love seeing a busy night when restaurants and bars are hopping
36	Great street grid and sidewalks providing safe connectivity to walk around the area. Streetscaping improvements have helped add to the character of the district. Historic courthouse square is a community front yard and a great asset that could be better utilized.
40	Definitely it's beautiful old buildings and their possibilities!! Tannin wine bar is an awesome! new business to the downtown. I think many of the older building have the same possibilities for housing and businesses as the Kibby building. The courthouse is a key building as well. The
42	potential for a makeover utilizing new concepts and ideas, as well as restorative techniques
44	Historic buildings
54	Some buildings have nice architectural interest.
55	Historic buildings Tannins, Van Gogh & garden - establishing the future potential and atmosphere for the downtown district

## ResponseID Response

57	Diversity of food options for restaurants
58	Businesses
60	The old buildings which have been restored. The courthouse architecture and grassy area. The light poles and flower baskets, and berms.
62	I think downtown Marshalltown has a lot of historic buildings, though those did sustain some pretty significant damage. Usually when I go downtown it is for the restaurants; there is a solid concentration of some of the best options in town there.
80	Restaurants and Courthouse Lawn.
81	Lots of second and upper floors to be developed, nice downtown, employment opportunities
83	Restaurants, small grocery shops and some social bars.
87	It was a great town to grow up in I still love Marshalltown I love the beautiful courthouse and the beautiful old houses on main street
89	The historic buildings and the general aesthetic they provide. And Sub City.
91	Courthouse
92	Quiet, close to a lot of things
106	Sub city and courthouse
120	Beautiful buildings, the nice 'garden' area where subway used to be
127	Garden area by Tallcorn is nice. Streets are bad, sidewalks bad, buildings are bad. Nothing looks good
132	The historic charm, and social opportunities. I love the hanging baskets in the summer!
133	Some good restaurant options within walking distance of my home.
137	Historic buildings.
141	I own Fiddle & Whistle and Zeno's so I'm a little biased :)
147	A lot of parking available.
150	Las personas buenas y de buen Corazon Buenos vecinos

## ResponseID Response

161	I miss the activities that went on throughout the year (Ridiculous days especially!) That kept people interested in the downtown area. VFW bingo hall, Ben Franklin store, Subway...it's all gone. And what's left is things that are considered luxury not necessity. Marshalltown is still in survival mode.
166	building's to accommodate apt living and the empty lots that ml might provide even more green space.
170	Community, History of the town, MCC, the gorgeous old historic Main Street - bring it back. Don't demolish.
183	To be honest, I don't know. I can't think of much good to say about Marshalltown in general besides that it's my home; it's where I grew up. I do like that it's become more diverse over the years I guess. I'd like to see it become a neat ethnic melting pot like a mini version of Minneapolis's Lake Street. I think that's all Main St could ever really hope for.
188	Restaurants Shops - I miss the Chalet women's clothing shop. Cool loft apartments Gallery garden
202	Lived in Marshalltown Senior Resident would like to go back or similar place
204	Variety of shops and restaurants
205	Great at old buildings
206	Close to all, non reliant on cars..
207	Some of the businesses
210	Main street beautification
212	Potential for charm
213	Historic buildings on Main Street.
214	Gallery Garden, Tannin, stores there now
224	Diversity of food choices, small businesses like consignment shops, antique places, etc.
225	Too many to list: among them- contiguous blocks of solid buildings and history- access to medical care- good sidewalks - Courthouse- Orpheum- Tremont- Van Gogh's and Tannin.
226	Different cultures and their restaurants, we have a great court yard but needs more attractions, activities, family fun other then oktoberfest
231	Many restaurants

## ResponseID Response

236	Zenos pizza, the courthouse, maidrite, and the old structures coming back to life... the history of our town
243	Easily walkable and driveable. Decent options for drinking/dining. The gallery garden. The Orpheum
246	Most people have a great vision and high expectations for downtown. The people are great in buying into the vision, the city of Marshalltown staff is wanting to make downtown better and are making steps to get feedback and have conversations.
251	Collaboration
252	Local eateries, local businesses
253	The historical buildings that are kept up are nice. The other attributes would be Zenos, Fiddle and Whistle and Tannin.
255	Buildings and People
258	Downtown is dead.....and instead of making it live again you want to put housing where it isnt appropriate and still no parking
259	Restaurants, eclectic shops.
263	Right now none.. Poor parking areas. So many buildings empty and unkept.
265	-Diversity of Establishments (cultural variety in stores and food). -Available space for indoor events (Veterans Memorial Coliseum); however, need nearby parking available to grow opportunities available at that venue.
267	The courthouse is beautiful and obviously, is being repaired at a very high cost. It looks like it will stay... let's build up the downtown around it and get some new ideas for how to use the buildings. Our library is also fantastic. The repaired coliseum could be fantastic.
269	Central Location. Mix of Business, Legal, Financial, Retail, Entertainment.
270	Historic buildings, restaurants, movie theater, event venues, Gallery Garden
271	Nice Art Gallery, attractive buildings not hit by tornado and those buildings being repaired. No parking meters.
275	The historic buildings (albeit somewhat obscured with remodeling over the years)

14. What about the downtown area would you most like to see improved?



**ResponseID    Response**

ResponseID	Response
24	more restaurants, a pharmacy, and additional green space
25	More greenspace, more businesses that are quality businesses, updated/restored buildings, a thriving hum during the day and night.
34	Visual quality of buildings, empty lots and empty buildings, lack of visual harmony between building and streetscape.
35	Retail. Somewhere to buy a diet coke, aspirin, coffee, greeting card, etc. I hate hate trekking to Wal Mart!
36	More restaurants, rooftop patios, or outdoor places for restaurants/coffee. Better diversity of shops downtown.
40	In addition to the renovated buildings: housing, parking, more trees , two way streets would be better so that you get the view of all the building from different angles...not one-way.
42	continued emphasis on dining & entertainment. add forms of recreation and possible sports venues
44	Beautification. Make it an interesting and beautiful place to walk. I don't always feel safe there.
54	More coffee shops and places to shop. I'd like to see some variation using the older architecture plus more up-to-date additions to make an interesting spot to be in.
55	Store fronts, signs and building facades



## ResponseID Response

57	Uniformed and Cohesive look with a pulled together expectation. A thriving downtown has class (signage and neighborhood feel), options (restaurants and shops), and is easily accessible (parking)
58	Wider variety of businesses to draw people to downtown
60	Add more restaurants and shops. Add a parking lot to the east end by the Tallcorn now that there are more businesses in that area. Keep ALL of the lights on the light posts ON at night! Keep it well lit on each of the downtown streets. There are light fixtures on posts which are not turned on! That makes it too dark to feel comfortable to be on some of the streets. Update the codes so that building owners do not have the right to build, paint, design whatever they want. Try and have a cohesive look for all of the downtown.
62	There is a lot of untapped potential in our downtown. Only a handful of store options, some significant restoration work needs to be done, more green spaces would be nice. I know they have more resources, but the Ames downtown is doing a great job on their public art and streetscape, that would be a good model to follow.
80	More events on Courthouse Lawn. More nightlife options. Better Parking.
81	Upper floors of main st
83	Security. Some bars need to be watched more closely. One in particular tends to attract younger crowd with no regard to anyone's safety and tends to serve underage kids. 2 people have been killed in recent right outside this bar across from police station. Me being a older gentleman will not live in area where I can't go out at night cause I may come into confrontation with these younger intoxicated people just trying to return from a night out for supper. Center Street station has always been my biggest turn off of the uptown area. I've gotten into several conflicts just walking to my car from a restaurant outside this place. So security rather it be video cameras, extra police patrols, or police stopping in these places and enforcing drinking laws and cracking down on the trouble makers. If not I would not consider living uptown. I've lived uptown before and moved from uptown for this very reason.
87	For it to be like it use to be more stores since the mall is fading maybe new stores coming in
89	I'd like to see damaged buildings rebuilt or repaired in a similar style to the existing building.
91	Parking!!!! Get rid of the parallel parking everywhere
96	The repair and cleanliness of building facades and parking areas.
118	More apartments for people who need rental assistance.
120	Vacant, deteriorating buildings brought back to life. More stores. Park, grass area. Dog park area.

## ResponseID Response

127	All of it. Improve storefronts, businesses. We need more shops, restaurants, streets need improved
132	More senior housing, walkablility, security/ surveillance, adequate lighting
133	Parking options
137	Clean it up!
141	Buildings restored/rebuilt with housing upstairs and rental spaces on the first floor. More small businesses, improved streetscape, explore one way Main Street with diagonal parking. Public art.
147	It looks run down, old. I enjoy the new east end across from T all Corn Tower. That looks nice.
150	Mas arboles
161	Better parking situations. More restaurants. More affordable housing opportunities. Obviously more tornado related clean up (but that takes time!)
166	Of course the buildings repaired and lots cleaned up into attractive green spaces. And something beautiful on the courthouse lawn because we've lost all our beautiful trees.
170	Historic building renovation NOT demo which allows outside developers to make money on the loss of our town due to a tornado. Invest & support people in and of Marshalltown.
183	Get roach and bedbug infestations dealt with I guess.
188	More market rate loft apartments - not just low income. Boutique clothing store
194	Restore the old building. And keep are down historic.
202	Love to see empty building restored and occupied
204	More green spaces north of main street.
205	Main st
206	Property standards elevated by code..too many shoddy buildings.
207	Street scape
210	Streets
212	More green space, improved parking, and vitality in existing buildings.

## ResponseID Response

213	Parking. Parking. Parking. Clear out some of the eye blight haphazard buildings, especially the hot mess along 3rd Avenue north of the viaduct, and north of State Street so real master development could take place. And did I mention parking.
214	Old buildings freshened up, more inviting. New buildings built. Green space. Benches on the side walk through out the downtown area. Ice cream shop. Lillie Mae. Tea store. Clothing for young and old. Piano on the courthouse grounds.
224	Parking.
225	2nd story living spaces- a grocery store in one of the centrally underutilized buildings, more alley and parking lot lighting- facade reno on Woodbury Bldg.!!
226	I would like brick sidewalks, fountains, anything more attractive, better shopping stores as the mall as none, a park, splash pad stuff for families and kids and yet good place to hang out with friends and fun nightlife
231	Run down buildings and lack of parking.
236	More business that appeal to all, better shopping
243	Shopping!
246	I would like to see more market rate housing with industrial finishes for rent or own. Big employers are always recruiting new college graduates and Marshalltown does not have many market rate apartments. I understand there is a need for senior living and low income housing, however, Marshalltown will grow with attracting younger professionals. These young professionals will have disposable income to spend more on rent, restaurants, and nightlife.
251	2-way streets and angle parking
252	Clean up vacant buildings
253	Make it more affordable for businesses to occupy the downtown space which would in turn entice residents to shop, eat and play downtown.
255	Parking
258	PARKING PARKING PARKING
263	Can't see in stores, the windows are plastered with paper ads.. Some stores that do have something in them you have no idea what they sell. They make you feel very unwelcome.
264	Upper story- living or office space
265	More available parking areas, outdoor community spaces, and lunch options.

## ResponseID Response

---

267 Des Moines turned their downtown into a place for many people to live. Seems like ours is ready to shift to this. If people live there, businesses would feel they could start up and make it. So many of our old buildings sit empty on their upper floors - make them into creative living spaces.

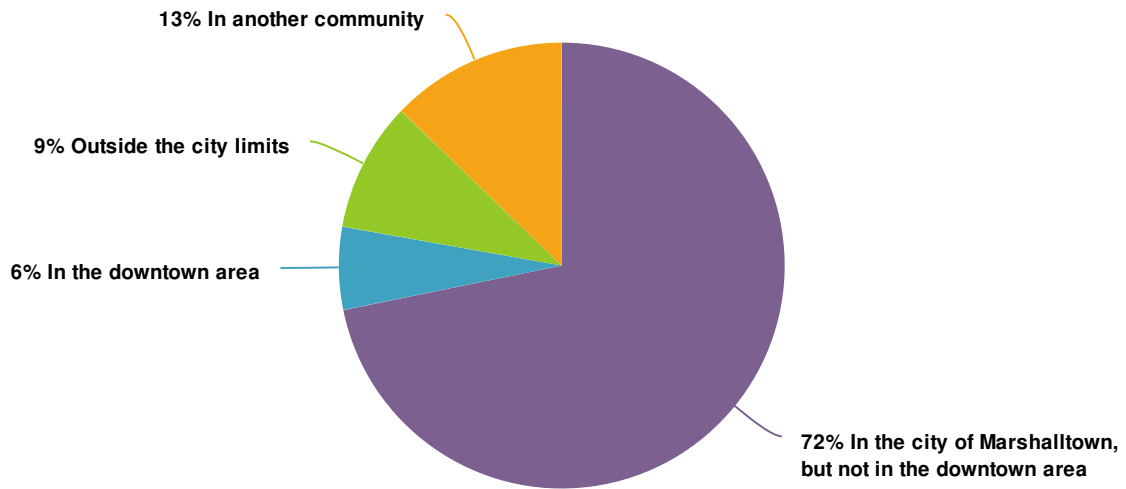
269 Get rid of empty buildings. Improve and develop upper floors or get rid of them. Save only truly historical buildings (facades) of significance, of which there really is very few. Much of what is locally revered as historical, is not, it is corrupted architecture with cheap solutions.





270 Improved appearance of store fronts, convenience store options

271 Repair tornado damaged buildings.

275 Greater opportunities for arts and cultural events, exhibitions, galleries, sculpture, aesthetics, etc. The Orpheum, The Perfect Setting, and the Garden Gallery are great examples of where we need to aim!

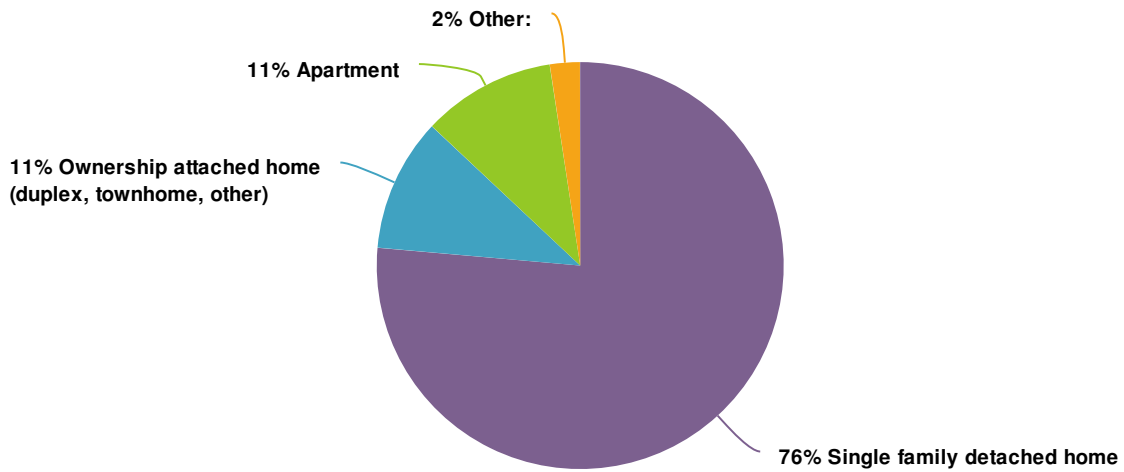
## 15. Where do you currently live?



Value		Percent	Responses
In the city of Marshalltown, but not in the downtown area		71.8%	107
In the downtown area		6.0%	9
Outside the city limits		9.4%	14
In another community		12.8%	19

Totals: 149

## 16. What kind of home do you live in?

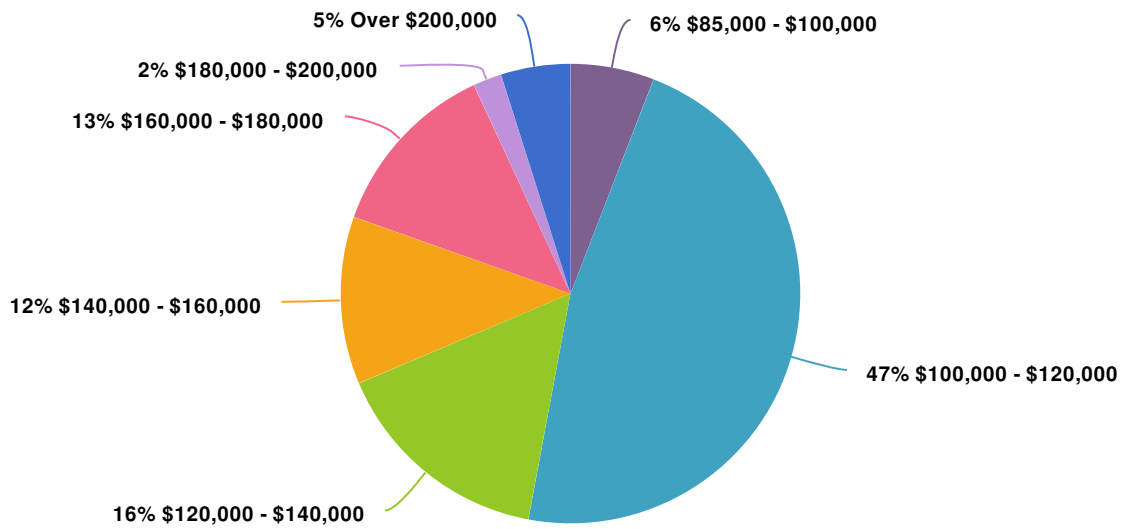


Value	Percent	Responses
Single family detached home	76.4%	94
Ownership attached home (duplex, townhome, other)	10.6%	13
Apartment	10.6%	13
Other:	2.4%	3

Totals: 123

Other:	Count
Manufactured Home	1
Owner occupied upper story apt downtown.	1
small acreage w/in city limits	1
Totals	3

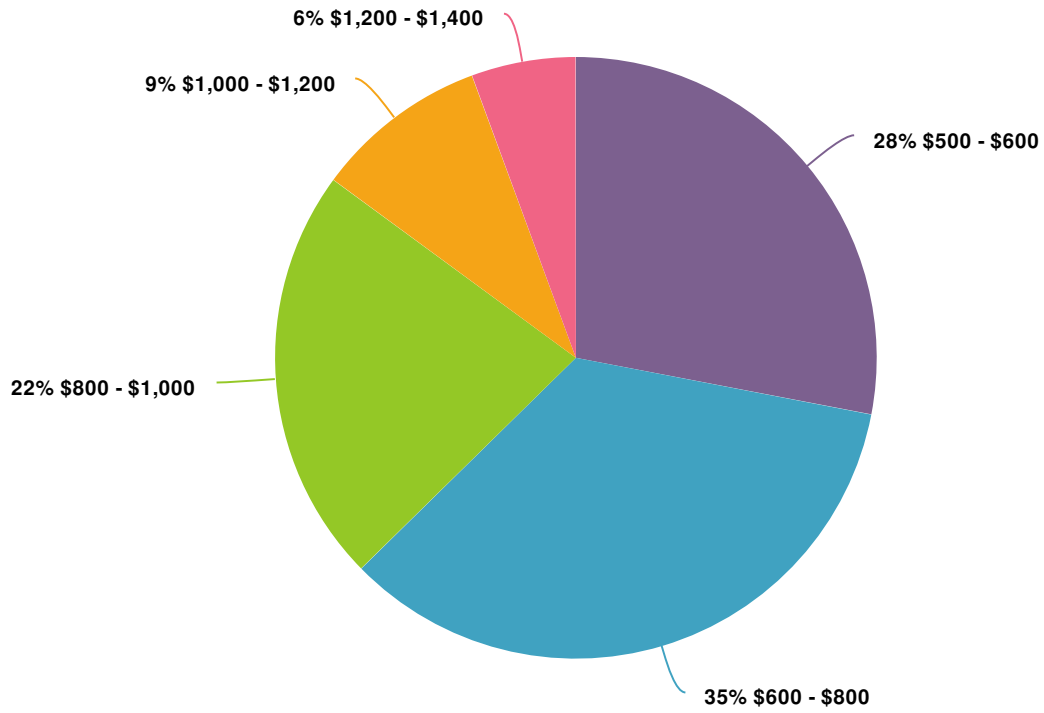
17. What price point would you be considering for a home in the downtown area?








Value	Percent	Responses
\$85,000 - \$100,000	5.9%	6
\$100,000 - \$120,000	47.1%	48
\$120,000 - \$140,000	15.7%	16
\$140,000 - \$160,000	11.8%	12
\$160,000 - \$180,000	12.7%	13
\$180,000 - \$200,000	2.0%	2
Over \$200,000	4.9%	5

Totals: 102

18. What monthly rent level would you be considering for a rental home in the downtown area?

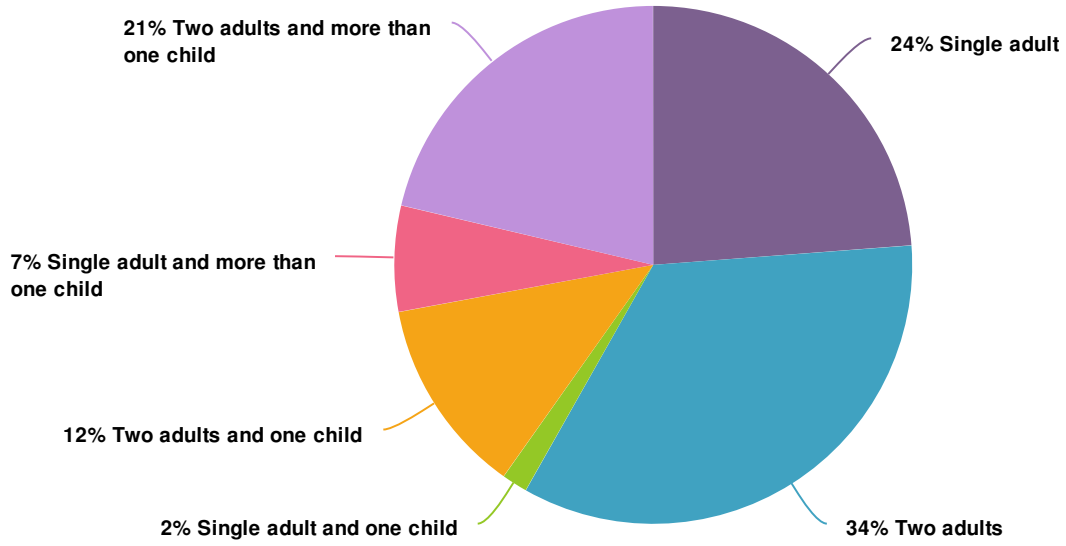


Value		Percent	Responses
\$500 - \$600		28.0%	30
\$600 - \$800		34.6%	37
\$800 - \$1,000		22.4%	24
\$1,000 - \$1,200		9.3%	10
\$1,200 - \$1,400		5.6%	6

Totals: 107



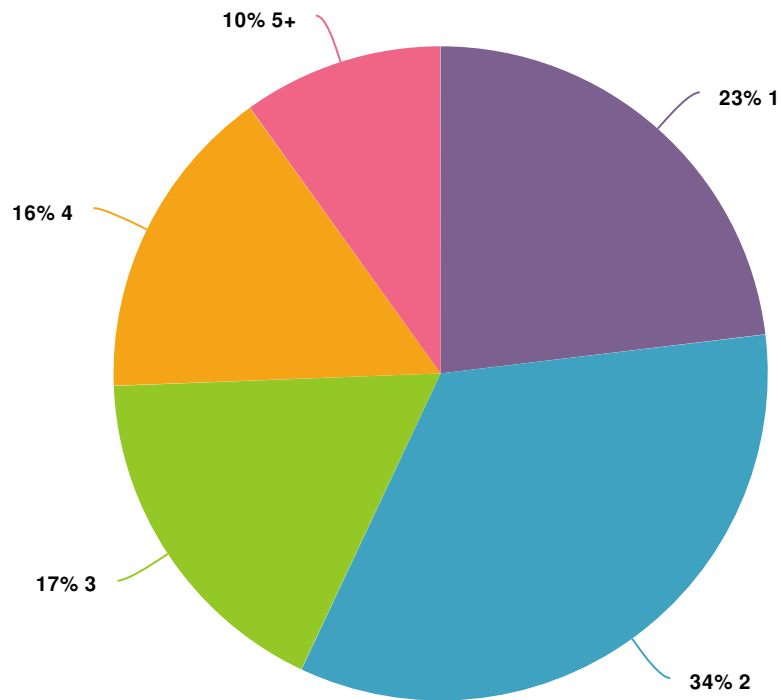
## 19. What is the current makeup of your household?



Value	Percent	Responses
Single adult	23.8%	29
Two adults	34.4%	42
Single adult and one child	1.6%	2
Two adults and one child	12.3%	15
Single adult and more than one child	6.6%	8
Two adults and more than one child	21.3%	26

Totals: 122

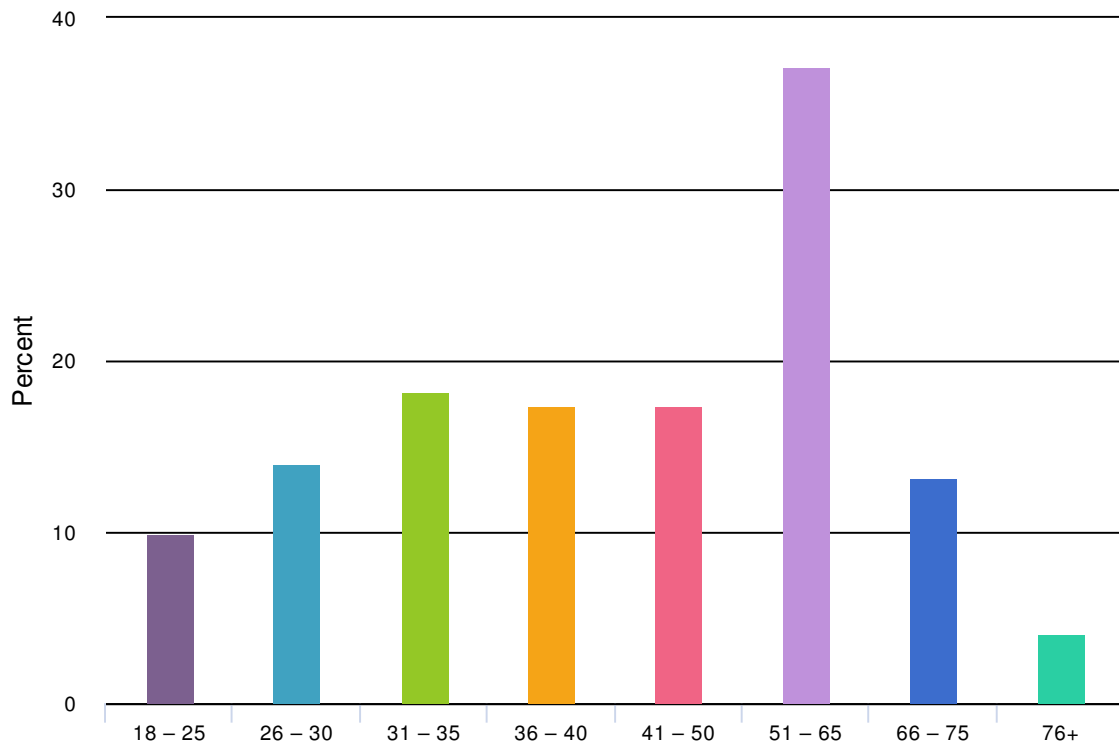
20. What is the size of your household?



Value	Percent	Responses
1	23.1%	28
2	33.9%	41
3	17.4%	21
4	15.7%	19
5+	9.9%	12

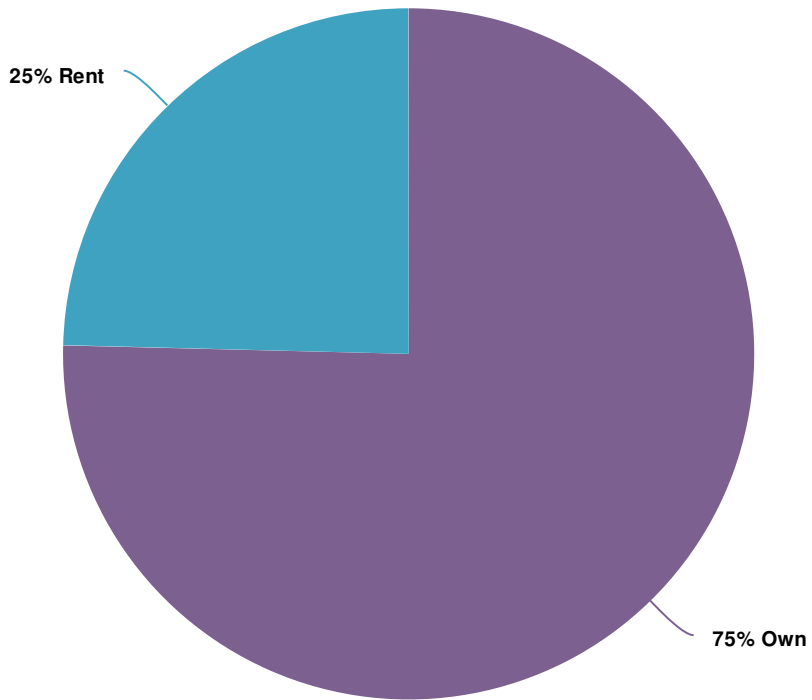
Totals: 121

21. What age are the adults in your household? (check all that apply)



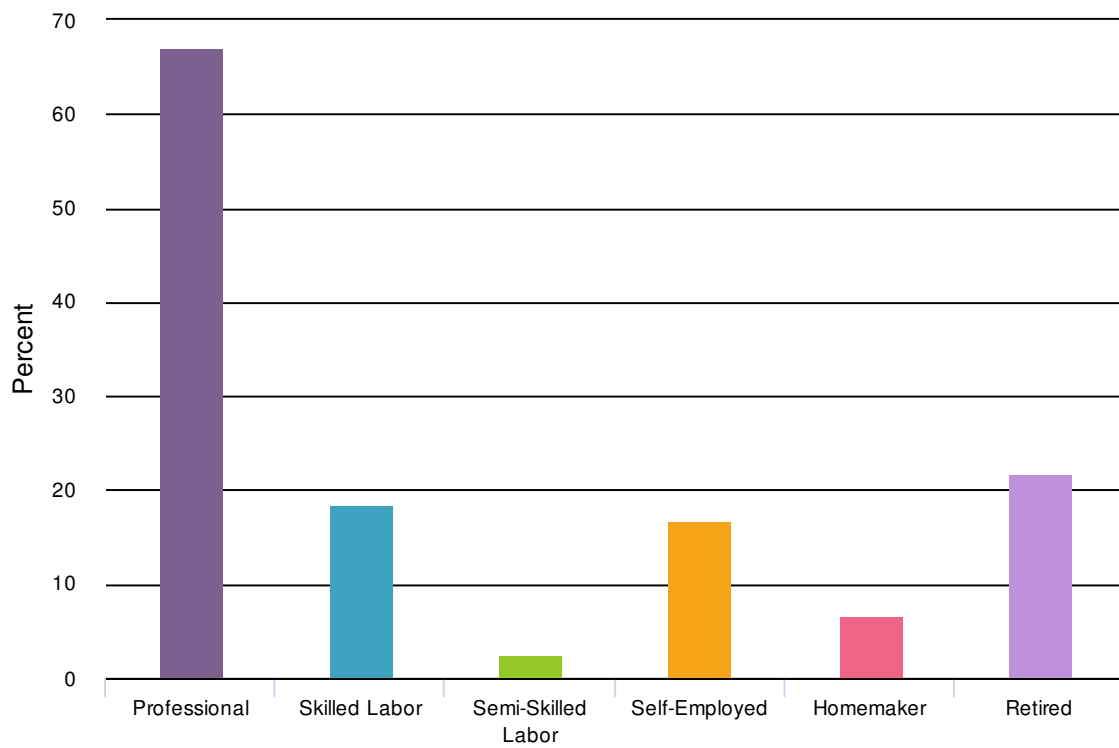
Value		Percent	Responses
18 - 25		9.9%	12
26 - 30		14.0%	17
31 - 35		18.2%	22
36 - 40		17.4%	21
41 - 50		17.4%	21
51 - 65		37.2%	45
66 - 75		13.2%	16
76+		4.1%	5

## 22. Do you currently own or rent your home?



Value		Percent	Responses
Own		75.4%	92
Rent		24.6%	30
			Totals: 122

23. What types of employees are the adults in your household? (check all that apply)



Value	Percent	Responses
Professional	67.2%	80
Skilled Labor	18.5%	22
Semi-Skilled Labor	2.5%	3
Self-Employed	16.8%	20
Homemaker	6.7%	8
Retired	21.8%	26