

## **MARSHALLTOWN DOWNTOWN MASTER PLAN**

### **Appendix 4 Document**

#### **Summary of Related Plans and Studies**

Marshalltown's Downtown Master Plan is informed by a range of plans and studies recognized or officially adopted by the City. Relevant findings and recommendations are recognized, utilized and incorporated into this planning effort where appropriate.

#### *Highway 14 Corridor Study, 2018*

The Highway 14 Corridor Study provides an assessment of the roadway corridor between E. Anson St. and Woodland St. The study's primary goal is to provide a plan that identifies opportunities for beautification, improved public infrastructure and real estate development. The study includes a limited area of the downtown along HWY 14 / 3<sup>rd</sup> Ave. between E. Boone St and E. State St and recommends implementing the following:

- add gateway intersection enhancements at Main and State
- options for on-street bike lines
- add curb extensions along 3<sup>rd</sup> Ave. and Main St.
- add street trees in planter strips
- add decorative lighting with identity and wayfinding signs
- include on-street parking
- modify existing zoning regulations on parcels along the corridor by either establishing "Activity Zone" mixed-use districts or adopting new form-based zoning

#### *Wayfinding Master Plan, 2018*

The Wayfinding Master Plan provides designs for improving wayfinding opportunities throughout Marshalltown including the Central Business District. The plan identifies locations, designs and preliminary costs of four sign types and illustrates a family of designs for:

1. Entry Monuments (3, locations TBD)
2. Civic Building/Property (City Hall, Library, Courthouse)
3. Community and Neighborhood Parks
4. Directional and Parking Lots (Downtown, City Hall, 11 downtown parking lots)

The plan recommends installing wayfinding and directional signs for the Downtown Central Business District, City Hall, County Courthouse and Library.

#### *2018-2028 Strategic Master Plan, Marshalltown Parks and Recreation*

The plan includes an assessment of park, recreation, trail facility needs and recommendations for future amenities and facilities. While the plan does not identify future park investments within downtown Marshalltown it does identify a future multi-use trail along 2<sup>nd</sup> Street to Linn Street and 4<sup>th</sup> Avenue connecting downtown to the Linn Creek multi-use trail.

### *Housing Market Assessment, 2017*

The Housing Market Assessment evaluates current housing market conditions, assesses the balance of supply and demand in the rental and for-sale markets, and identifies gaps in housing availability. The report provides conclusions regarding Marshalltown's current and future housing needs through 2020, with recommendations for future development including housing products, sizes and price ranges.

For-sale housing has typically consisted of single family detached homes built on newly platted land towards the edges of the city and this trend is expected to continue. Short term (2020) rental housing needs addressing household growth, housing replacement and in-commuter demand are projected at a maximum of 140 dwelling units. The senior market is assessed as static with no additional dwelling units projected. The low-income housing market is described as complex, requiring a mix of rental product rates. New rental units are recommended to be market-rate comprised of a combination of garden style buildings, downtown loft apartments, attached townhomes and single-family detached.

### *Market Study and Strategies, 2015*

The 2015 Market Study focuses on Marshalltown's Central Business District. The report includes detailed market and community profiles, business owner and visitor/user needs and opinions, identifies investment and enhancement opportunities and first steps toward implementation. Key findings include:

- Building appearance and parking are a priority for visitors and business owners
- Provide incentives for new and expanding downtown businesses
- Improve streets, sidewalk, lighting, green spaces
- Expand the business diversity / mix
- Increase food services and drinking places, clothing, clothing accessories and specialty retail
- Improve coordination between and expansion of ethnically owned and themed businesses
- Encourage location of office and service businesses
- Strong interest in downtown living by young adults (20-34 yrs)

### *Marshalltown Comprehensive Plan, 2012*

The current Comprehensive Plan describes demographic, economic, social and physical characteristics of the city, identifies issues and opportunities for growth and improvement, establishes goals and guiding principles, and provides direction and priorities for the City's future. The plan establishes three primary themes: Connect, Renew and Design to address a set of core issues:

- Mixed use development
- Redevelopment and revitalization

- Life-cycle and affordable housing
- Design standards and community character
- Enhancing natural resources
- Healthy, active living
- Bike and pedestrian connections

The Land Use chapter includes a specific commercial land use goal and related policies for improving and enhancing downtown. It also identifies downtown as a key sub-area expected to see significant development and redevelopment in the coming years.

The Housing chapter states downtown lacks the critical mass of amenities (nightlife, shops, restaurants, green spaces, arts) to attract large numbers of young professionals and empty nesters as well as concerns of safety.

The transportation chapter includes goals and policies supporting improvements in biking and walking facilities as well for the use of shared parking.

The implementation chapter recommends creating mixed-use zoning districts, creating commercial building and site design standards and supporting downtown development and redevelopment.

#### *Marshalltown City Center Plan, 2006*

The Marshalltown City Center Plan established a foundation for future public and private investment in the Downtown area. The plan describes and addresses community input, existing conditions and opportunities, market analysis, development concepts, and implementation. Several of the plan's recommendations have been implemented including:

- New downtown library (LEED Gold Certified)
- Iowa Wholesale building 28 unit senior housing adaptive reuse
- Tall Corn building 49 unit adaptive reuse with landscaped play area
- Alleyway public art installation
- \$80 + million invested in renovation projects in the downtown district
- 20 + buildings have been able to acquire local incentive grant awards for façade renovation and building code upgrades.

Issues and opportunities identified in the plan that continue to remain relevant include:

- Need for façade renovations
- Underutilized upper level space
- Need for upper level space renovations
- Perception of night time safety issues
- Increase the downtown residential population
- Improve parking lot aesthetics and wayfinding
- Improve downtown public realm and plantings

- Expand retail, service, dining and entertainment offerings