



ISSUES - Main Street looking west towards 2nd Avenue

1. Limited vegetation in the downtown area contributes to the heat island effect and increases the effects of pollution. Vegetation can improve the quality of stormwater
2. Lack of barriers between off-street parking and the pedestrian sidewalk are unattractive and can lead to conflicts with door swings and vehicles parking into the sidewalk during snow-covered months
3. Missing amenities such as seating and shade can make it less desirable to walk between businesses and increase parking needs for some areas when ample parking exists nearby

OPPORTUNITIES

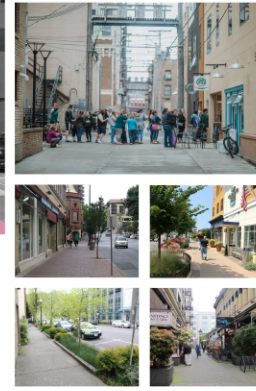


ISSUES - State Street looking west towards 1st Street

1. Alleys with multiple access points are an opportunity to be converted into pedestrian walkways removing conflict points for pedestrians and vehicles
2. Lack of a clear amenity zone removes the safety buffer between pedestrians and traffic and can lead to obstructions in the pedestrian path
3. Free-standing posts with contradicting signage can confuse visitors reducing visibility of on-street parking and creates unnecessary visual clutter in the pedestrian environment

Pedestrian zone should be 8' where feasible

OPPORTUNITIES



ISSUES - Church Street looking west towards 1st Avenue

1. Four curb cuts in 160 feet creates multiple points of conflict for vehicles and pedestrians, creates accessibility challenges and reduces on-street parking spaces
2. Lack of wayfinding at the pedestrian level near city owned parking lots on prominent street corners discourages visitors to park once and walk to multiple different destinations
3. Midblock and intersections with on-street parking create a longer distance for pedestrians to cross the road

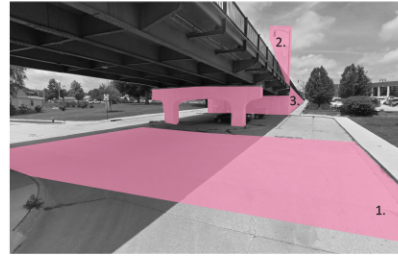
OPPORTUNITIES



ISSUES - Center Street looking north at Boone Street intersection

1. Lack of entrance feature that distinguishes the urban core of historic Marshalltown for visitors and residents
2. Excessive street pavement alters pedestrian movements after crossing the bridge from removed northbound lane that eventually turns into a turn lane
3. Bridge design and railings are utilitarian and lack the visual interest setup by the historic buildings, landscaping and overhead light poles

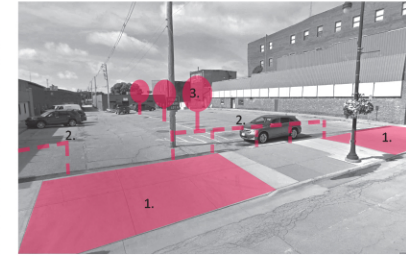
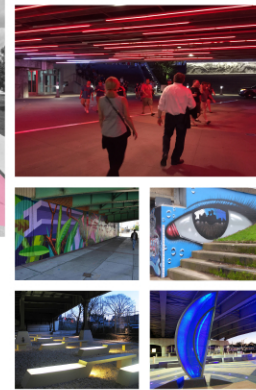
OPPORTUNITIES



ISSUES - Center Street looking north at Nevada Street intersection

1. The removal of Nevada as a through street at this point, has led to a large area of excess pavement for a one way street
2. Street lighting is only located on top of the bridge leaving the areas under and around the bridge less safe at night
3. Concrete bridge abutments and expansive concrete surfaces are an unwelcoming environment that can inhibit pedestrian movement through the area

OPPORTUNITIES



ISSUES - Utilitarian Off-Street Parking

1. Multiple curb cuts and driveways pose pedestrian - vehicle conflicts and reduce safety
2. Open, unscreened parking lots are unattractive and detract from downtown character and experience
3. Lack of plantings creates a harsh environment, contributes to rain water runoff and detracts from downtown character and experience

OPPORTUNITIES

