

# MARSHALLTOWN

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## CITY OF MARSHALLTOWN COMMUNITY INVOLVEMENT PLAN

United States Environmental Protection Agency  
Brownfield Community-Wide Hazardous Substances Assessment Grant

Cooperative Agreement Number: BF-97786801-0



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## 1. Introduction

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The City of Marshalltown's Brownfields Program will identify potential hazards, prepare for remediation, and create new redevelopment opportunities within the City, while focusing on the urban core. To encourage investment the program will support environmental assessment and technical assistance.

Through U.S. Environmental Protection Agency (EPA) Brownfields Community-Wide Assessment funding, the brownfields program will provide pre-development resources to encourage community-based projects that will serve as a catalyst to promote brownfield site redevelopment, affordable/workforce housing, and open/green space projects.

This Community Involvement Plan (CIP) will describe the methods the City of Marshalltown's Brownfields Program will utilize for communication to inform the community about program activities. The CIP will serve as a roadmap in engaging and educating stakeholders, citizens, and private investment entities to achieve redevelopment plans with community buy-in and based on common community goals. To meet the needs of the community, the City has identified the following actions:

- Host periodic public open house events (in person and/or virtually).
- Publish open house events in several outlets (local organizations, media, etc.).
- Develop a dedicated Marshalltown Brownfields Program website.
- Develop and maintain a program specific brochure.
- Update the City Council on program activities.
- Maintain a depository of all technical reports.
- Make materials available in other languages, when possible.



## 2. Background

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First settled in 1851, the City of Marshalltown is in central Iowa and comprises 19.31 square miles of land. Marshalltown is the population center and the county seat of Marshall County (population of 40,105), with 27,591 residents (2020 Census). At the turn of the 20<sup>th</sup> Century, Iowa led the nation in agricultural products and rank 17<sup>th</sup> in manufactured products. Modern industrialism transformed the economic and social life of Iowa and especially, Marshalltown. During this time Marshalltown had the nickname “Little Pittsburgh” because of the town’s burgeoning business and industry. In 1899 Marshalltown had manufactured products worth \$1,000,000 plus. As Iowa became the nation’s foremost supplier of butcher stock, new packing centers arose across the state and in Marshalltown.

Marshalltown’s urban core is the birthplace of two world famous businesses, Fisher Governor, now Emerson Processing Management/Fisher Controls Division, and the Lennox Furnace Company, now Lennox Industries. Over the past 30 years the community, and especially the urban core has steadily lost high-paying, white-collar jobs, as two major companies (Lennox Industries and Fisher Controls) relocated their headquarters. This loss has resulted in vacant, deteriorating and/or underutilized buildings around these facilities. During the same time Swift meat packing plant, now JBS, opened on the northside of urban core, creating low-waged jobs that have continued to attract immigrant populations (Latino, Myanmar (formerly Burma), and Sudanese). The combination of an aging population, out-migration of the young, major closures, headquarter relocations, low-wage jobs, loss of small businesses, a devastating tornado, world-wide pandemic and a disastrous derecho within the urban core has created a significant number of brownfield sites, disinvestment, and buildings in a state of disrepair.

The urban core is the target area for the community-wide assessment program and is located within census tracts 9505, 9506 and 9509 and includes the Iowa River and Linn Creek. The urban core is bound by the City limits to the north and east, S. 12<sup>th</sup> Street to the west and West Olive/South Street/E Anson Street/E Nevada Street/Quarry Road to the south. Census tract 9509 is the City’s opportunity zone area and includes part of the target area listed above. Past and current land uses of the urban core include industrial, commercial, institutional, downtown mixed use, medical, office and residential.

This recently funded EPA Brownfields Community-Wide Assessment Grant will allow for the City of Marshalltown to build on the 2007 Assessment Grant. The previous assessment grant allowed the City to conduct community outreach, prepare quality assurance plans, and perform Phase I and Phase II environmental site assessments throughout the City. The Program will now be able to conduct approximately 20 Phase I Environmental Site Assessment (ESAs), at least three Phase II ESAs, including Supplemental Phase II ESAs, two site-specific cleanup plan and one brownfields site reuse plan for sites in the urban core area.

### 3. Project Area and Description

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The project area within the community is focused on the area in the vicinity of the urban core (target area). The urban core was picked for the area's redevelopment potential, large number of brownfield sites, potential to impact soil and groundwater, and proximity to residential dwellings, schools, rivers, streams, parks and/or sensitive populations.

Within the urban core three priority site areas have been identified:

1. **Medical Campus:** ESAs and cleanup planning are needed for this site for the reuse plan. Reuse opportunities include a festival park, hotel/conference center, housing, multi-use development as identified in the Downtown Master Plan (DMP) and Highway 14 Plan. Highway 14 is the primary North/South route through Marshalltown and anchors the Medical Campus and Main Street District. According to the Iowa Department of Transportation (IDOT) the average daily traffic count on this segment of Highway 14 is 10,600 vehicles. The City has been working with IDOT on roadway improvements along the corridor. With the planned vacation of the Medical Campus in the spring of 2022 it is becoming increasingly important to have a reuse plan in place. The City awarded the contract for the Downtown Implementation Plan, a more detailed look at the infrastructure improvements identified in the DMP. Part of the scope included assessing the one-way streets which feed into the south part of the Medical Campus along with streetscaping and parking improvements. The City committed \$100,000 towards this planning effort. Implementation of the first phase of public improvements is in the design stages with construction planned to begin in summer 2022. Phase I is estimated to cost \$6,000,000 and includes the reconstruction of State Street and the utilities throughout.
2. **Downtown Marshalltown:** On July 19, 2018, a devastating EF-3 tornado passed through Marshalltown impacting the downtown core. Numerous properties sustained damage and for many owners who were un-insured or under-insured repair opportunities were limited. The City had to take an active enforcement roll by placarding properties that were unsafe for public occupancy. Then amid the global COVID-19 pandemic on August 10, 2020 a severe strait line wind event known as a Derecho passed through Iowa hitting Marshalltown once more. Already damaged buildings suffered more damage and were left as abandoned due to the high cost of repairs. The City requested FEMA assistance and began filing legal notices against property owners. Several properties were acquired by the City as abandoned. These are sites which following demolition can be targeted for redevelopment.
3. **Third Ave Viaduct area:** With the development of Nevada Street and the removal of exisiting ramps, a significant amount of land will be available for new green space and mixed-use developments with emphasis on food, drink and entertainment

venues. It is also anticipated that with street reconstruction, street scaping and pedestrian connections will spark reuse of other sites in the area. ESAs have been idenfitted as a need for this area.

#### 4. Community Involvement Activities

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Through this Community Involvement Plan, community members will be provided a venue for participation in the project through a two-way communication system. Members of the community will gain knowledge of the Marshalltown's Brownfields Program activities and the redevelopment process. This Community Involvement Plan will help ensure that the communication process is ongoing and project information is available as key project components are initiated and completed. The City of Marshalltown will maintain an open line of communication with the community, so they remained informed.

**Project Stakeholders:** Through the City's successful brownfields program several stakeholders and community supporters have been identified as integral in the implementation of the previous EPA Brownfields grant awarded to the City. As the City embarks this current Community-Wide Assessment Grant, working with these longstanding stakeholders and partnerships at the local, state, and federal levels will ensure all relevant parties are informed of the project activities and opportunities to provide input. Here is a listing of key stakeholders and their contact information:

Iowa Department of Natural Resources  
Mel Pins  
[Mel.pins@dnr.iowa.gov](mailto:Mel.pins@dnr.iowa.gov)  
515.725.8344

Marshalltown Chamber of Commerce  
John Hall  
[jhall@marshalltown.org](mailto:jhall@marshalltown.org)  
641.753.6645

Vision Marshalltown  
Kyley Leger  
[Kyley.Leger@visionmarshalltown.org](mailto:Kyley.Leger@visionmarshalltown.org)  
641.691.2790

Marshalltown Main Street  
Deb Millizer  
[director@marshalltownmainstreet.org](mailto:director@marshalltownmainstreet.org)  
641.844.2001

UnityPoint Health  
Shari King  
[shari.king@unitypoint.org](mailto:shari.king@unitypoint.org)  
641-854-7051

Region 6 Resource Partners  
Marty Wymore  
[Mwymore@Region6resources.org](mailto:Mwymore@Region6resources.org)  
641.752.0717

**Point of Contact:** Michelle Spohnheimer, the City of Marshalltown's Housing and Community Development Director, is the Project Manager for City of Marshalltown's Brownfields Program and will serve as the spokesperson for the project. Her role is to provide direct access between the City, relevant stakeholders and Impact7G relating to project activities. She will provide any updates to this Community Involvement Plan during the project. Ms. Spohnheimer's contact information is as follows:

**Michelle Spohnheimer**  
**Housing & Community Development Director**  
**36 N. Center Street**  
**Marshalltown, IA 50158**  
**641.754.5756**  
[mspohnheimer@marshalltown-ia.gov](mailto:mspohnheimer@marshalltown-ia.gov)

**Community Outreach Grant Commitments:**

<b>Task</b>	<b>Anticipated Outputs &amp; Outcomes</b>	<b>Anticipated Accomplishments/Milestones</b>
<b><u>Public Outreach Meetings</u></b> <ul style="list-style-type: none"><li>• Hold at least 5 public meetings/open houses</li><li>• Three to four City Council meeting presentations</li></ul>	Outputs: <ul style="list-style-type: none"><li>• Presentations at City Council meetings or community events</li><li>• Agendas, attendance lists and meeting notes</li></ul> Outcomes: <ul style="list-style-type: none"><li>• Improve community awareness, understanding and participation in cleanup and redevelopment process</li></ul>	<ul style="list-style-type: none"><li>• Two public meetings/open house events annually in years one and two and one in year three.</li><li>• One City Council presentation annually</li></ul>
<b><u>Community Involvement Plan</u></b> <ul style="list-style-type: none"><li>• Key project information for public review</li></ul>	Outputs: <ul style="list-style-type: none"><li>• Community Involvement Plan available for review/comment</li></ul> Outcomes: <ul style="list-style-type: none"><li>• Improve community understanding and participation in cleanup and redevelopment process</li></ul>	<ul style="list-style-type: none"><li>• Completed by 1/31/2022</li></ul>
<b><u>Develop Outreach Materials:</u></b> <ul style="list-style-type: none"><li>• Program specific brochure</li><li>• Bi-lingual program information</li><li>• Brownfields program website</li></ul>	Outputs: <ul style="list-style-type: none"><li>• Brochure will be available on brownfields program website and available at City Hall</li><li>• Easy to navigate and attractive website</li><li>• Bi-lingual program information to reach entire community.</li></ul> Outcomes: <ul style="list-style-type: none"><li>• Up-to-date marketing tools to promote project work and disseminate information and promote the EPA Brownfield Process</li></ul>	<ul style="list-style-type: none"><li>• Throughout grant period</li></ul>



**Community Involvement Activities:**

<b>Date</b>	<b>Event</b>
May 2021	Brownfields Program Website
May 2021	Kick-off Presentation
April – June 2022	Public Meeting/Open House
July – September 2022	Develop Project Specific Brochure (w/bi-lingual option)
July – September 2022	Public Meeting/Open House/City Council Meeting
April – June 2023	Public Meeting/Open House/City Council Meeting
July – September 2023	Public Meeting/Open House/City Council Meeting
July – September 2024	Project Wrap-up Presentation at City Council Meeting/Open House/Public Meeting

Information Repository: Brownfield program documents generated as part of this project will be available for review at City of Marshalltown City Hall. Contact information is as follows:

**City of Marshalltown City Hall  
24 N. Center Street  
Marshalltown, IA 50158**

Community Involvement Strategy: This Community Involvement Plan will be utilizing a two-step strategy for engaging all relevant stakeholders throughout the project. The table below outlines each of the steps (Inform and Involve,) that constitute a holistic approach to community involvement.

<b>Inform</b>	<b>Involve</b>
<b>Objective:</b>	
To provide the public with information to assist them in understanding the project and opportunities for involvement.	To work with the community to ensure stakeholder concerns are understood and considered where possible.
<b>Tools and Activities:</b>	
Kick-off Meeting Public Meetings/Open House Events Brownfields Website Program Brochure Press Releases	City Website Kick-off Meeting Public Meeting/Open House Events Stakeholder Mailings (as needed)