MARION
CENTRAL CORRIDOR MASTER PLAN

Marion, Iowa | November 2009

OLSSON ASSOCIATES

Acknowledgements

We would like specifically thank the following individuals for their significant commitment of time, effort, and energy to this project. The success of the project is a result of this commitment.

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Finally, a very special thank you to all of the Marion citizens who attended public meetings, followed the project website, and provided a vision for the future of Marion. Without the sustained level of engagement throughout the process, the result may have been very different.

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Executive Summary

General Overview

The City of Marion, Iowa is located in northeast Iowa, adjacent to Cedar Rapids. In 2007, the population of Marion was estimated to be more than 32,000 residents, making it one of the fastest growing communities in the entire State of Iowa. Marion is a community in evolution. Over time Marion has moved from a small railroad community, largely dependant and linked to Cedar Rapids, into a thriving, unique, and independent component of the metropolitan area. As a result, Marion is a community with multiple personalities – a traditional community with a town center, a contemporary suburb with expanding housing options, and a retired railroad community. Even today, the old railroad community and abandoned railroad corridor hold significance in the community. Each personality has uniquely contributed to the fabric and makeup of the community.

Project Background

The Central Corridor Redevelopment Area (Project Area) lies between downtown Marion and 35th Street along 7th Avenue. This corridor, particularly 7th Avenue, serves as a major arterial and direct vehicular connection to Cedar Rapids. Throughout Marion's history, 7th Avenue has been the commercial backbone of the community. Since the late 1880s the central corridor has hosted numerous rail-associated industries. As development evolved, uses such as scrap metal business, concrete batch plants, and agricultural product manufacturing have all located within the corridor. As time passed, these businesses became less viable and have mostly transitioned from the central business area into more viable locations, leaving the area a stark reminder of its vibrant past.

Existing Conditions

The Central Corridor is undoubtedly the most prominent and identifiable area in Marion. The downtown district is a feature that is truly unique to the city. The existing conditions of this corridor reflect the significant change that has taken place over the years.

With the exception of downtown Marion, 7th Avenue does not have a discernable – formal – streetscape or identifiable form between the built (structures) environment and the pedestrian (sidewalk) environment. In addition, the eclectic mix of land uses, everything from warehouse storage to industrial uses to single family uses, makes it difficult to build a "brand" for the corridor. These factors, among others, have helped to transform the corridor into an almost exclusively vehicular corridor.

Every community has a need for vehicular-based commercial corridors. Successful vehicular-based corridors have stringent access management control, often forcing several businesses to share common entrances. By doing so, circulation and safety are maintained. At this time, there are more than 150 individual points of access along 7th Avenue between 10th and 31st streets.

The Central Corridor faces several significant challenges to redevelopment. However, it also possesses several features that make redevelopment a distinct possibility. These include community landmarks like the Library, City Hall, City Square Park, and a future newly built middle school. In addition, the city purchased and owns the abandoned railway corridor, creating endless opportunities.

Project Challenges

Over time, the corridor has evolved and developed into an undesirable "front door" to the community. Significant project challenges included:

- Major access management issues
- Pedestrian-safety concerns
- Insufficient right-of-way for streetscape improvements
- Overhead utilities
- Incompatible uses and lot sizes
- Undesirable aesthetics
- Little continuity in design standards, building orientation, and land uses
- No identifiable vision for the future of the corridor

For many residents and visitors to Marion, the Central Corridor is a highly visible, front door into the community. What was once a vibrant railroad corridor and economic engine for the community is now characterized by inconsistent land uses, under-utilized properties, and environmental impairments.

Planning Process

Even before the project began, city officials and staff emphasized the importance of an extensive public participation process. The process included vision sessions, focus groups, individual interviews, property owner input sessions, project website, social-network group pages, and project manager blog site. As an indicator of involvement, the process measures "touches." In essence, anytime an individual "touches" the project – attendance at a public meeting, joining the Facebook group page, or visiting the project website – that interaction is measured. In all, the process measured more than 3,500 individual touches. This significant amount of public interaction indicates the community's level of engagement in the project is very high. The final concept plan reflects the participation and feedback provided by members of the Marion community.

Marion residents were also asked to provide feedback on the master plan concept. Overwhelmingly, the response to change, while difficult, was recognized by Marion residents has a step in the right direction for Marion.

Project Solutions

First and foremost, this is a capital improvements project. This means the City of Marion will invest in public improvements like a roadway, sidewalks, trails, or new streetscapes. The city will not serve as a commercial or residential builder or developer. Simply put, the city will be doing what all sustainable cities should do, exploring opportunities to make investments in public improvements that ultimately lead to private redevelopment. Therefore, the master plan concept is proposing capital improvements to be made by the city, in the form of roads, sidewalks, trails, and streetscapes, and merely visualizing what kind of private redevelopment could take place as a result of these investments.

The Marion Central Corridor Master Plan project was more than simply developing a new conceptual plan for the corridor. The project was about building a new image for a proud and deserving community, rallying residents around positive change, and laying the foundation for a new Marion.

The new Marion "Avenue" will reestablish a commercial and economic backbone for the entire community. At full build out, the new corridor will include the following amenities:

- A new, 10-foot wide, multi-purpose trail connecting several community landmarks
- A new roadway and access management plan
- A pedestrian-scale development pattern promoting walkability
- Over 250 new street and trail-side trees
- More than 400,000 new square feet of commercial, retail, and office space
- More than 200 new "urban" residential units

Most importantly, the revitalized corridor solidifies Marion's place as a regional-hub for businesses, urban-living, and entertainment. Collectively, these and other features cement Marion as an independent and self-sustaining regional destination.

Project Background

C., M. & St. P. Ry. Passenger Station, Marion, Iowa.

Project Background

The City of Marion has been working on the redevelopment of the Central Corridor since 2001. In this time, the city has been able to secure nearly 1.7 million dollars for study, cleanup, and redevelopment in the corridor.

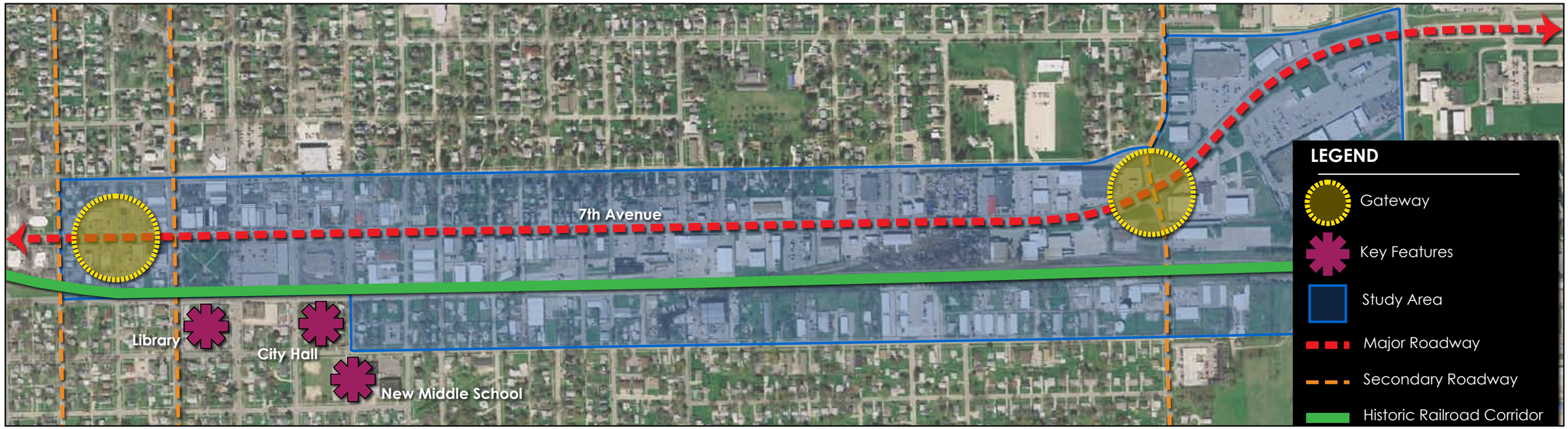
The Central Corridor has a rich history in Marion. For many years, the Chicago, Milwaukee, St. Paul and Pacific Railroad played an important part in the history of Marion. The city and central corridor are perfectly situated on the main line between Chicago and Omaha, and until 1957 served as a division point, which meant that sizeable yards, a roundhouse and machine shop were located in Marion. The railroad was the largest employer in Marion from World War I until the Depression. At the peak of rail travel, approximately 50 passenger trains stopped in Marion daily, the last of which was the famous Union Pacific "Western Cities" that arrived in Marion April 30, 1971, on the eve of Amtrak.

The slow deterioration of the corridor is directly intertwined with the decrease in prominence and influence of rail-based operations. While the aesthetics of the corridor deteriorated through the 70s, 80s, and 90s, the corridor's ability and potential to bring people together has always been present. Even through significant changes in appearance and uses, the corridor has remained a prominent transportation route with high visibility to residents and visitors alike.

The refusal of community leaders and elected officials to turn their back on the corridor has been very evident in the last decade. The city has seen, and will continue to see, regular progress on the road to redevelopment. Highlights since 2001 include, but are not limited to:

- Environmental scans on 281 sites within the corridor for prioritization of further Environmental Assessments.
- Completion of Phase I and II EPA Environmental Site Assessments on 13 priority sites.
- Of the 13 priority sites, nine of these are now ready for redevelopment through the implementation of institutional controls.
- Of the four remaining priority sites that require additional cleanup, one has been enrolled in the Iowa Land Recycling Program and is in the progress of being cleaned up with EPA Brownfields Cleanup Grants received in 2005.
- Two priority sites have been fully cleaned and cleared and are ready for new development.
- The City has purchased the former Chicago Central and Pacific Railroad property.
- The City has entered into preliminary discussions with the owner of one remaining priority site about relocation outside of the corridor.
- The City has constructed a new City Hall building in the project area. This facility serves as one of the cornerstones of the western end of the corridor.

The foundation for change has been laid by the hard work of community leaders and residents. The City of Marion has not left the development of this major corridor to chance. Instead, the City proactively elected to develop a master plan for this community gateway. Successful implementation will provide an extraordinary opportunity for Marion leaders and residents to develop a truly unique and new "place" on a site with historic community roots.



Streetscape Conditions

With the exception of downtown Marion, 7th Avenue does not have a discernable – formal – streetscape. The insufficient right-of-way along 7th Avenue severely handicaps the possibility for significant improvements at this time. In addition to right-of-way issues, overhead utilities present an equally difficult challenge to streetscape enhancements. The existing streetscape in downtown Marion is good, but could use minor improvements and expansion to north-south streets within downtown.

Circulation / Access Management

The existing lack of access control along 7th Avenue present serious safety concerns to pedestrian and vehicular traffic. At this time, nearly every property oriented toward 7th Avenue has an individual access point. Collectively, there are more than 150 individual points of access along this 1.8-mile corridor. Currently, 7th Avenue and ancillary streets (5th, 6th, and 8th Avenues) meet the functional circulation needs of the corridor.

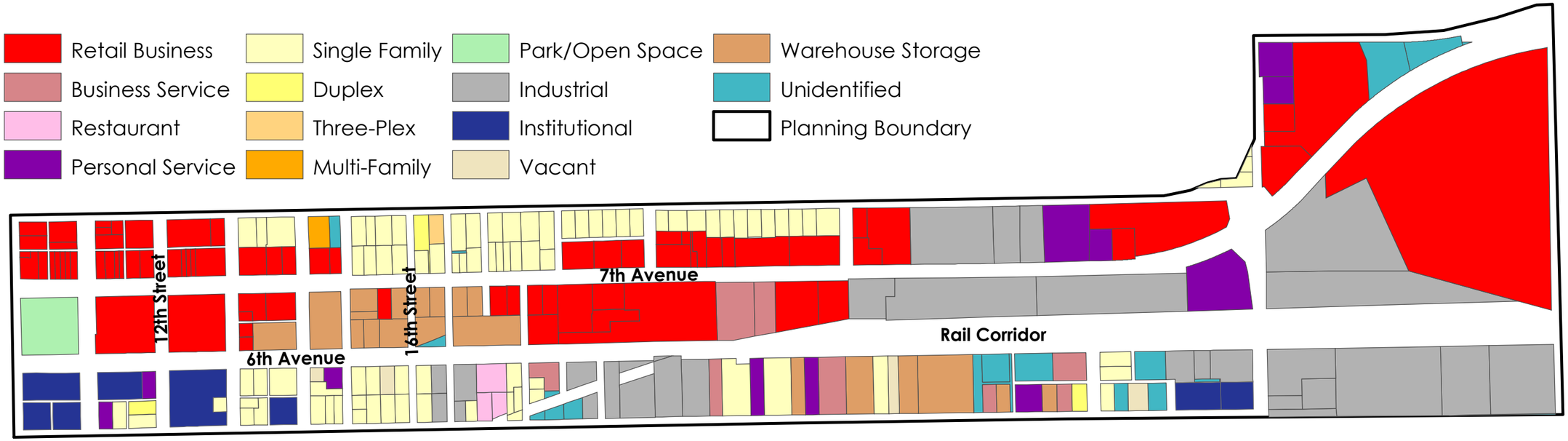
Railroad Corridor

The City of Marion does currently own the abandoned rail-corridor just south of 7th Avenue. At some points, the rail corridor is nearly 180-feet wide. This amount of space provides limitless potential for new development, a recreation trail, or extension of 6th Avenue.

Key Features

The Corridor does contain significant community landmarks like the Library, City Hall, and the site for a new middle school. In addition, downtown Marion and City Park are natural gathering points for Marion residents and visitors.

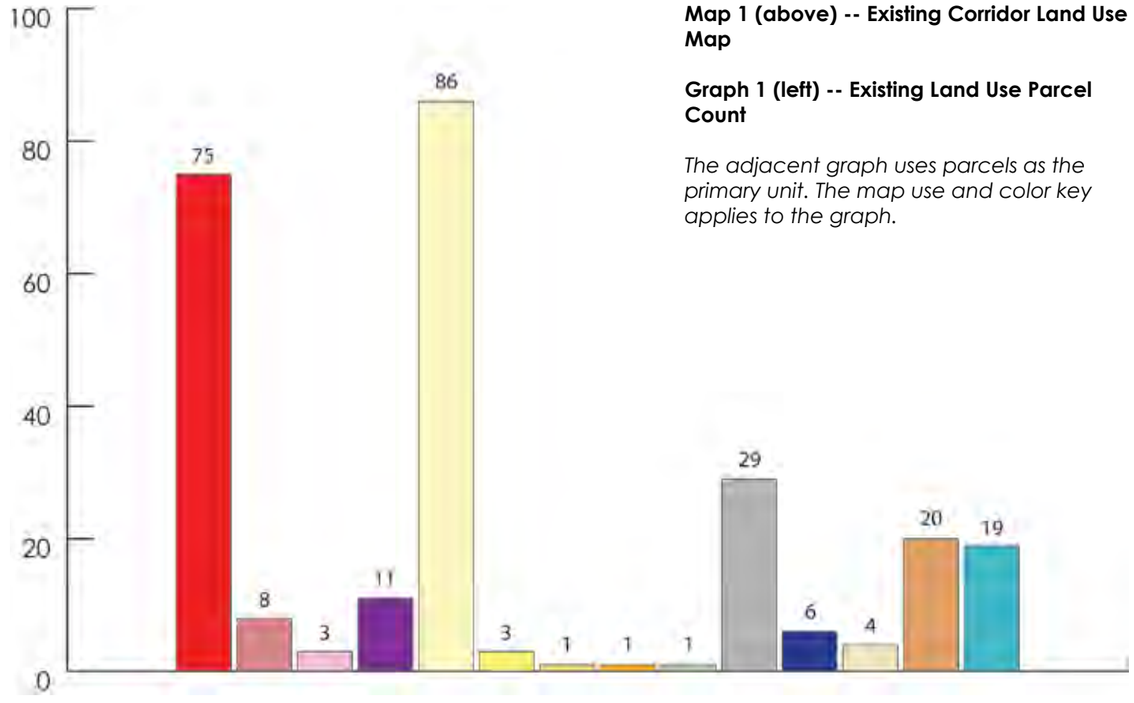
Existing Conditions



Existing Land Use

There is definitely an eclectic mix of existing land uses within the corridor. At this time, the most predominant use is single-family residential. While a residential-base is certainly needed to support commercial, retail, and service business, it should not be the primary use within the city's main commercial district. Retail businesses make up the second most predominant use, while industrial uses follow third.

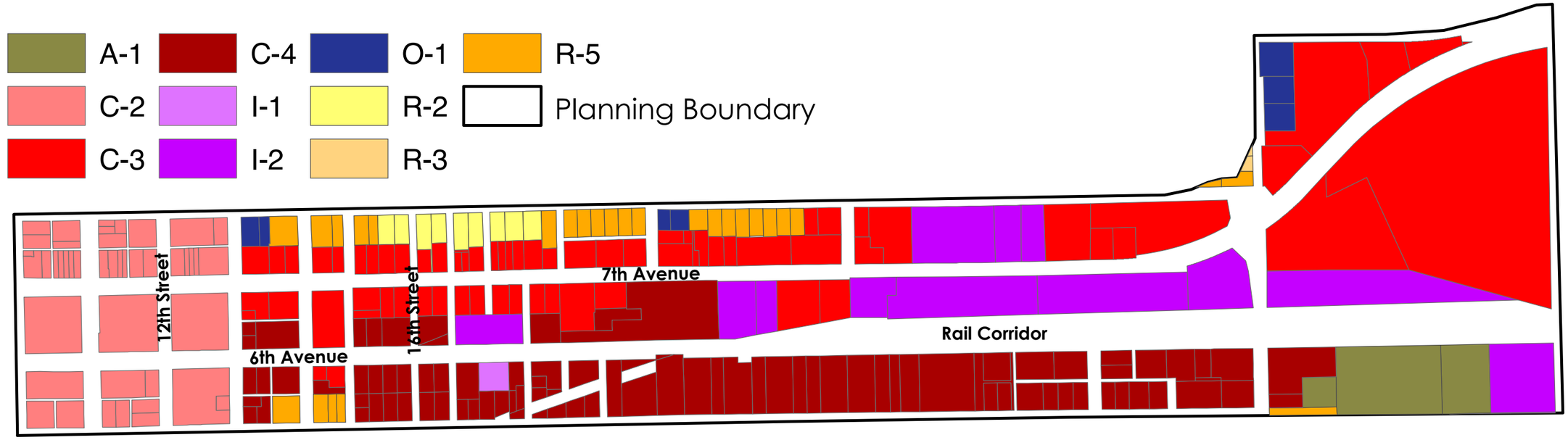
In addition to a significant number of residential uses, the corridor also contains a relatively high concentration of warehouse storage uses. For the most part, these storage-based uses are very close to downtown Marion. Typically, these uses would be considered incompatible, and not recommended within the same district. However, as industrial and storage uses become less offensive, form-based design guidelines do allow these uses to coexist without significant impact on the pedestrian environment and general aesthetics.



Map 1 (above) -- Existing Corridor Land Use Map

Graph 1 (left) -- Existing Land Use Parcel Count

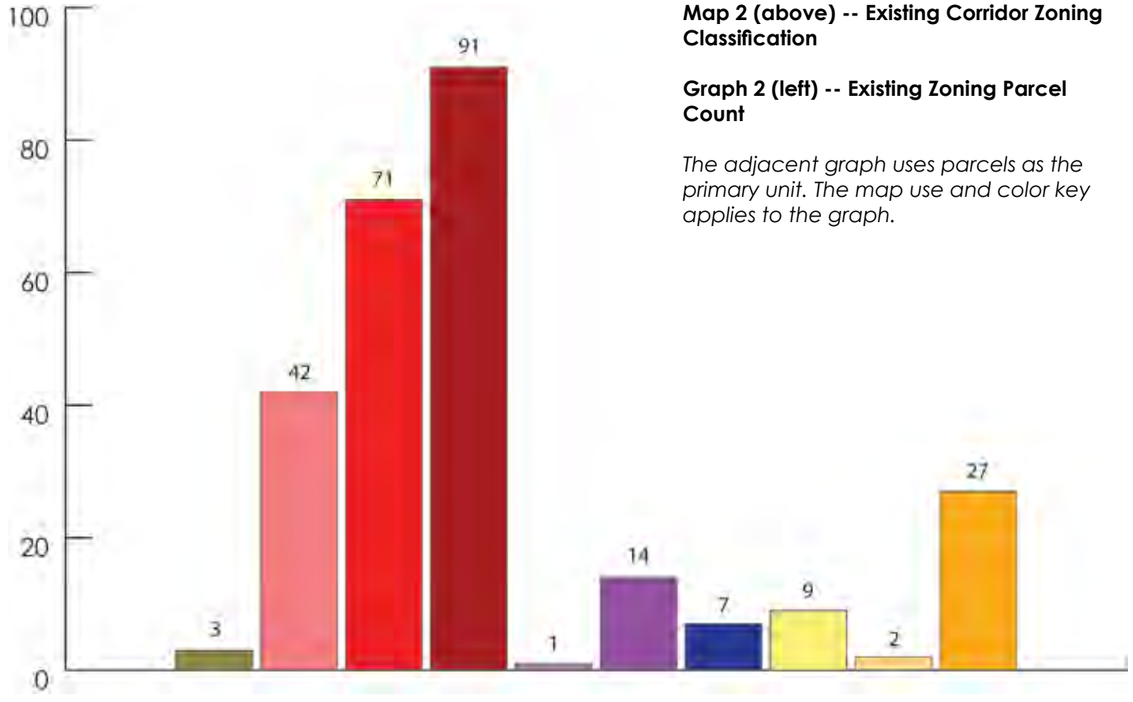
The adjacent graph uses parcels as the primary unit. The map use and color key applies to the graph.



Existing Zoning Classification

Unlike the existing land uses, the existing zoning classifications (by parcel) correctly reflect the desired uses within a commercial corridor. Some form of commercial designation (C-2, C-3, C-4) account for more than 75 percent of the parcels within the corridor. In addition, the predominant residential designation (R-5) encourages higher density residential development, which is more appropriately suited for a pedestrian-friendly and walkable activity center.

As revitalization and redevelopment occur within the corridor, the city should consider a new zoning designation like Mixed-Use. Typically, mixed-use designations allow for a mix of uses up to a certain percentage within the area. For example, a mixed-use commercial designation may require that 75 percent of the total area is commercial uses, and the remaining 25 percent be other uses. In many cases, this designation also allows for different uses within the same structure and emphasizes form over function of a particular operation.

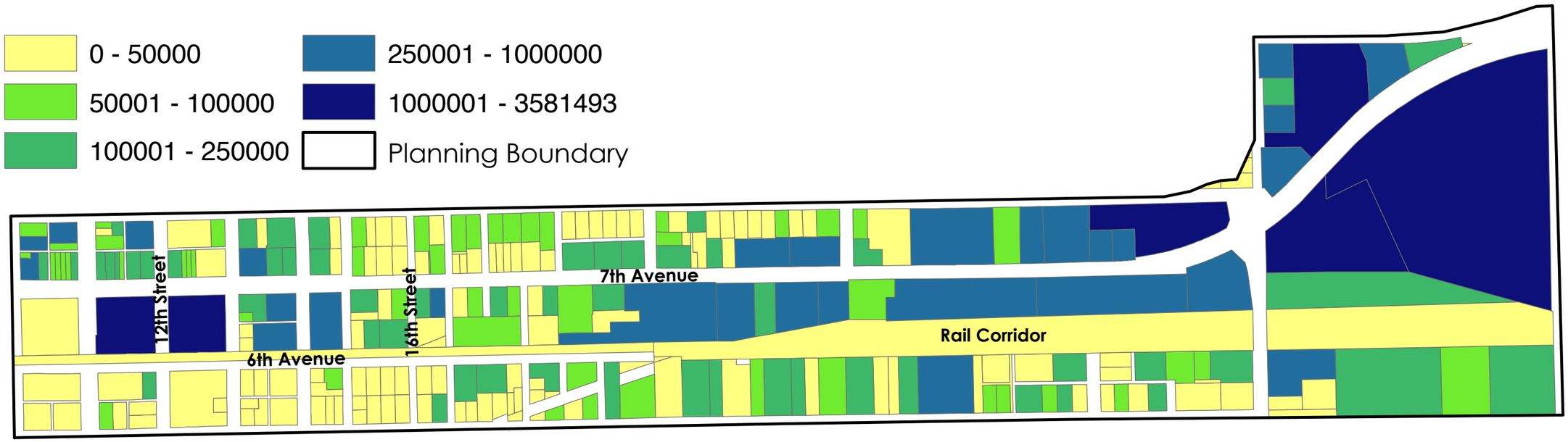


Map 2 (above) -- Existing Corridor Zoning Classification

Graph 2 (left) -- Existing Zoning Parcel Count

The adjacent graph uses parcels as the primary unit. The map use and color key applies to the graph.

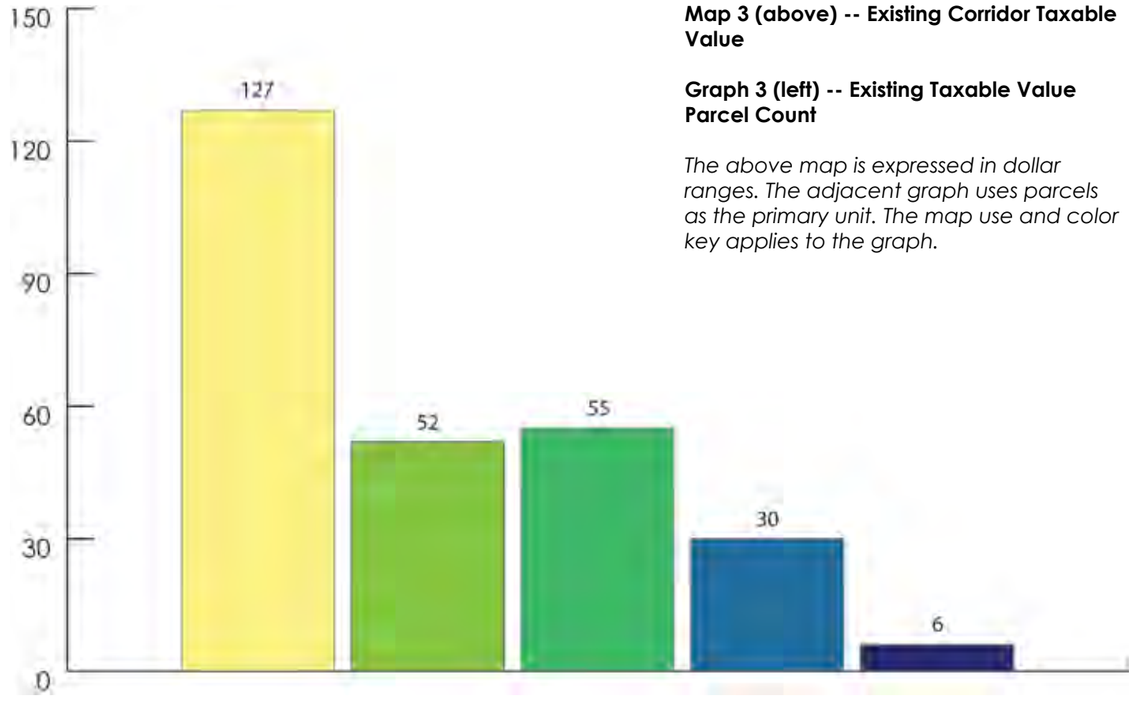
Existing Conditions



Existing Taxable Value (dollars)

Commercial corridors are many times a city's greatest source of net revenue for property and sales tax. Tax revenue generated from these areas is often uses for capital improvement projects throughout the entire community. The above map categorizes parcels into a range of total taxable dollars.

An overwhelming number of existing parcels, 62 percent, have a total taxable value less than $100,000. For a primary commercial corridor in a regional metropolitan area, the number of parcels with a taxable value of less than $100,000 is comparably high. Typically, as the intensity of uses increases, both commercial and residential property taxes and retail sales tax revenues also increase. Increasing municipal revenue is good for the entire community.



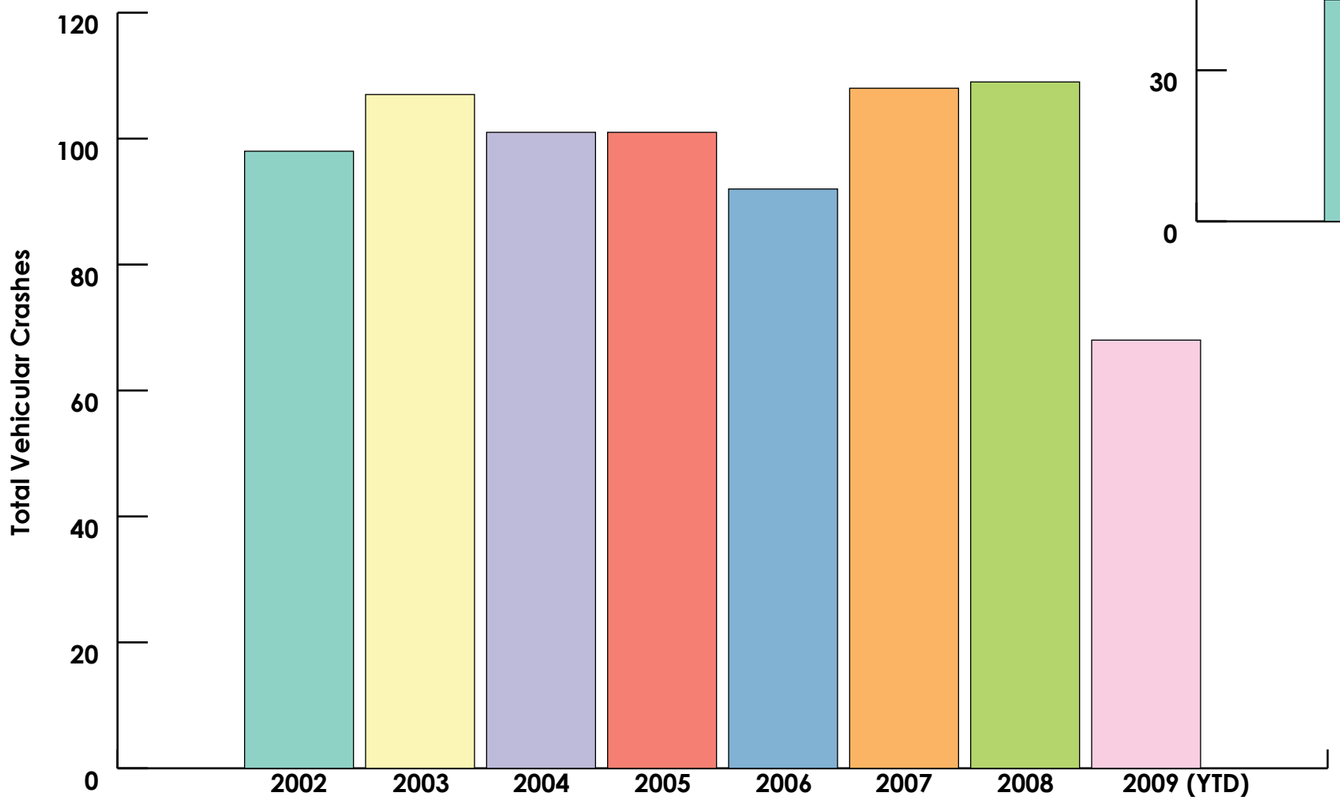
Map 3 (above) -- Existing Corridor Taxable Value

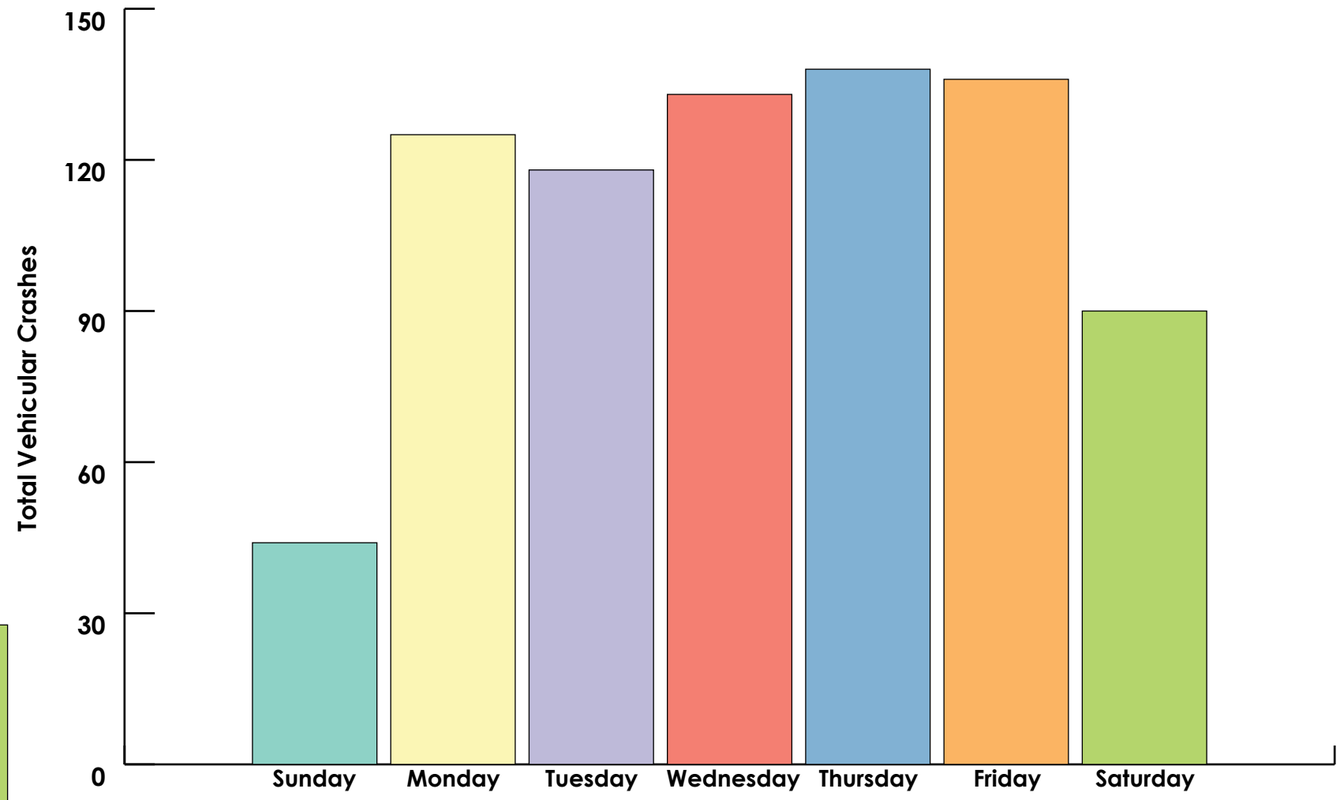
Graph 3 (left) -- Existing Taxable Value Parcel Count

The above map is expressed in dollar ranges. The adjacent graph uses parcels as the primary unit. The map use and color key applies to the graph.

Central Corridor Vehicular Crashes by Year and Day

From January 2002 to July 2009, there have been 784 vehicular crashes on 7th Avenue between 9th and 35th streets. Broken down, that is approximately one crash per 3.5 days or two crashes per week. This crash rate is not uncommonly high for a roadway with average daily traffic (ADT) near 20,000 vehicles. However, case studies of similar four-lane to three-lane conversions do show significant reductions in crash rates and motorist delays once the improvement is made. Over the same time period, those 784 vehicular crashes predominantly occurred during the typical workweek (Mon-Fri).





Planning and Design Process

Planning Process

An essential element of any successful planning and design process is an extensive public participation effort and continued commitment from participants from the development of an initial vision through concept completion. This project placed a special emphasis on community-wide participation in the development process. The Design Team put together and followed a unique participation process that included:

- A 12-hour Visioning Workshop at four different locations over two days. This forum allowed all Marion residents and interested parties to share their visions about the future Central Corridor.
- Stakeholder Focus Groups representing various components of corridor redevelopment including property owners, business owners, elected officials, Marion residents, high school students, and city staff.
- Numerous Corridor Steering Group meetings addressing specific components of concept development.
- An interactive project website, project manager blog site, and Facebook project page allowing Marion residents to stay informed and contribute ideas to the design team.
- A Design Team charrette that included professionals representing every aspect of the project including landscape architects, planners, architects, transportation engineers, developers, and graphic artists.

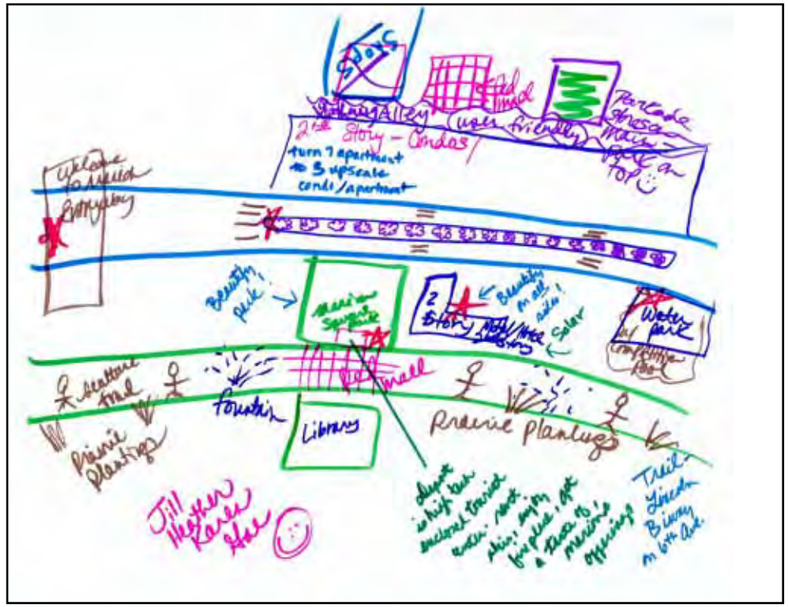
As an indicator of involvement, the process measures "touches." In essence, anytime an individual "touches" the project – attendance at a public meeting, joining the Facebook group page, or visiting the project website – that interaction is measured. In all, the process measured more than 3,500 individual touches. This significant amount of public interaction indicates the community's level of engagement in the project is very high. The final concept plan reflects the participation and feedback provided by members of the Marion community.

"The Vision in Visions" -- Corridor Vision Days

Over 100 participants put the vision in vision days during four vision sessions early in the planning process. The workshops put residents through a variety of fun vision exercises and asked residents to dream about the future of the central corridor. Needless to say, Marion residents were not shy about sharing their visions. When asked to finish this sentence "Marion's Central Corridor should…", answers included:

- *Have a new look that maintains a historic Midwest feel, embraces the cultural and community events that have become our strengths, and promotes an active and healthy lifestyle.*
- *Facilitate a celebration of community through design standards, maintaining historic integrity and growing intelligently.*
- *Make people want to join the community.*
- *Extend from Marion Blvd. Highway 13, include mixed use construction with a cohesive look combining new cutting edge infrastructure with our quaint history making Marion an inviting destination.*
- *Should embrace its historical and small town feel and make people think "Wow" this looks like a great place to live.*
- *Be a regional destination for all to live, work and play and stay.*
- *Provide a friendly entertaining place to growth and live that encompasses family values, small town feel and eye appealing aesthetics.*
- *Be an attractive, business and family friendly destination.*
- *Celebrate our history while expanding on our cultural cornerstone.*
- *Foster cultural and recreational activities with a welcoming atmosphere and diverse retail and dining opportunities.*
- *Be to you: inviting; sparkling with life and vitality; wholesome fun and safe!*

The Vision Days set an exciting and progressive tone for the entire project and provided inspiration for the final master plan concept.



Corridor Concept Alternatives

Concept "A" (above)
Concept A is the "do-nothing" concept. This aerial photography illustrates the corridor today and this concept would maintain the status quo. This is certainly the least costly concept, as it does not recommend any improvements along the corridor. As a general standard, without any capital improvements, commercial corridors will deteriorate in quality over time, often resulting in vacancies and decreased property values.

Concept "B" (below)
Concept B makes a significant capital improvement in the way of rebuilding 6th Avenue (where applicable) and connecting 6th Avenue to 35th Street. This concept also includes the addition of a new trail system south of the roadway. This concept would reduce traffic flow on 7th Avenue and create a beautiful new street and trail. However, this concept fails to solve the severe access management issues on 7th Avenue, diverts traffic from "uptown" Marion, and fails to encourage any significant redevelopment.

Concept "C" (above)
Concept C is very similar to Concept B in that it proposes a new 6th Avenue all the way to 35th Street. However in Concept C, the new 6th Avenue becomes the featured roadway with an east-connection back to 7th Avenue at 35th Street. Under this concept, 7th Avenue would remain as it is today. This, like Concept B, fails to solve access management issues on 7th Avenue, and diverts even more traffic from the uptown district. This concept does encourage some redevelopment to occur on the east end of the concept.

Concept "D" (below)
Concept D shows significant capital improvements. This concept shares the capital improvements highlighted in the other concepts and also shows 22nd and 27th streets "punching" through as north-south connectors. This helps recreate the grid street pattern, which in theory should reduce congestions along the new roadway. Also very significant is the addition of a roundabout near 15th Street. The roundabout serves as a way to move traffic from the new roadway back into the uptown district. It also creates "bookends" to the uptown district. These bookends serve as distinctive and visual entrances into the uptown district. This concept creates several opportunities for redevelopment to occur within the corridor.

Central Corridor Master Plan

Summary / Description

The Marion Central Corridor Master Plan project was more than simply developing a new conceptual plan for the corridor. The project was about building a new image for a proud and deserving community, rallying residents around positive change, and laying the foundation for a new Marion.

The new "Marion Avenue" will reestablish a commercial and economic backbone for the entire community. At full build out, the new corridor could include the following amenities:

Public Improvements

- A new, 10-foot wide, multi-purpose trail connecting several community landmarks
- A rebuilt and tree-lined "Marion Avenue"
- Greatly improved access control and pedestrian safety
- A pedestrian-scale development pattern promoting walkability
- Over 300 new street and trail-side trees
- "Formal" green spaces on the east and west side of the corridor, connected by the new urban trail system

Private Redevelopment

- More than 400,000 new square feet of commercial, retail, and office space
- Nearly 100,000 square feet for a corporate campus
- A new 40,000 square foot civic space
- More than 125 new hotel rooms
- More than 30,000 square feet of new restaurants / entertainment venues
- More than 200 new urban residential units

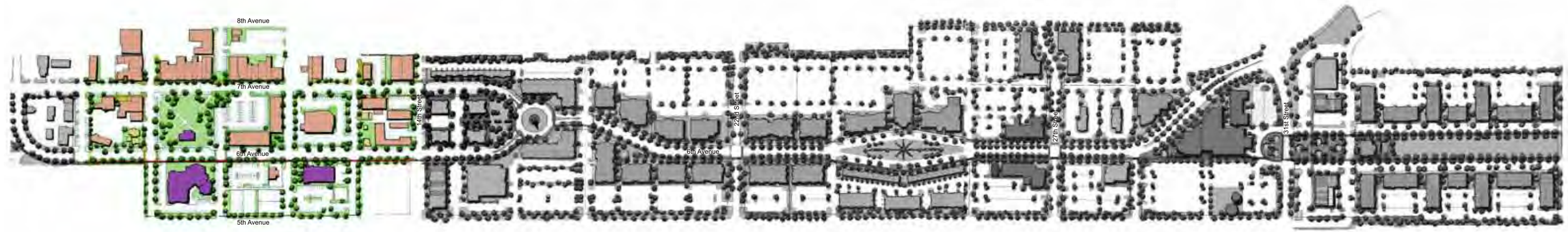
Most importantly, the revitalized corridor solidifies Marion's place as a regional-hub for businesses, urban-living, and entertainment. Collectively, these and other features cement Marion as an independent and self-sustaining regional destination.

General Design Characteristics and Guidelines

The "look and feel" of the corridor, particularly over time, will be largely dependant on the city's ability implement strict, yet practical design standards. Each phase of the redevelopment effort will have unique guidelines in addition to the comprehensive guidelines for the entire length of the corridor. These comprehensive guidelines include:

- All buildings and building entrances relate directly to the street
- Pedestrian-oriented development dominates
- Strong urban edge with uniform build-to line
- No off-street parking between buildings and the street
- All off-street parking should be located behind on-street buildings
- Vehicular access on / off the major roadway should only be granted at 400 foot intervals. Individual site access is not prohibited.
- Intersection design and signal timing should provide comfort and safety to the pedestrian first
- Large buildings (more than 10,000 square feet) must relate to one another across the street
- Street furniture should be coordinated and set in a predictable pattern
- All street furniture (benches, trash receptacles, bike racks, etc…) should be located in high lighting areas and adjacent to higher foot-traffic areas to reduce vandalism and theft.
- Street furniture should not obstruct entrances to buildings or major pedestrian pathways.
- The trail system should include kiosks that contain information about community history, cultural sustainability, or green streetscape elements (theme of information can be determined by Corridor Steering Committee). Kiosks should be weatherproof and include their own lighting. Placement should be near, but outside the main pedestrian pathway.
- Public art should be encouraged within the corridor. Placement of public art should maintain good site lines for pedestrians and motorist and not compromise the intended use of any space. Any specialty lighting used to illuminate public art must be aimed away from the pedestrian walkway and line of sight for motorists.
- Directional and wayfaring signage is encouraged. Signs must be mounted to street poles and match the finish of the pole. Use of color in the signs is encouraged, but should be clearly comprehensible to pedestrians and motorists.
- Billboard signs are not allowed within the planning area.
- All ground signs should be of material consistent with the primary building and not exceed 30 square feet.
- No more than one portable sign should be displayed on a premise at any given time.
- Canopy signs should not be lower than eight (8) feet above walking grade.
- Overhead utility lines are not recommended within the corridor.
- Integration of best stormwater management practices (BMP's) into streetcape design and individual site development is encouraged.
- All buildings should be constructed with durable, economically sensible, geographically appropriate, and high quality material that maintain a positive appearance over time.
- A minimum of 75 percent of the primary building material utilized in the exterior façade of all structures, should be a material such as brick, stone, stucco, glass, or split faced concrete masonry units (CMU) with integrated color pigmentation. All building colors shall reflect the local character and style and must be low reflecting and subtle in tone.

Master Plan -- Phase 1



Summary / Description

Phase 1 of the Master Plan implementation is a rebuild of existing 6th Avenue, construction of the trail system, and streetscape improvements within the Phase 1 area. At this time, there are no proposed changes in future land uses within this sub-area.

Key Features of Phase 1 include:

- 10 Foot wide, multi-purpose trail that will connect City Hall and the Library to other community landmarks
- New roadway with added on-street parking
- Improved access along 6th Avenue
- Significant streetscape enhancements

General Design Characteristics and Guidelines

Phase 1 Design Guidelines are in addition to the general guidelines for the entire corridor. Existing properties are not required to meet guidelines until change of ownership or change in physical structure are requested.

- All new or redevelopment within Phase One should follow the general guidelines set forth for the entire project area.
- All new or redevelopment should provide pedestrian walkways / entryways from the main building entrance to public sidewalk / trail system.
- All new or redevelopment that includes significant visual or acoustic impacts should incorporate mitigation alternatives through the use of built or natural screening.
- Where possible, the entire building façade should abut front and side street property lines or be located within 15 feet of such property line. Exceptions may be made for corner lots or commercial structures that provide outdoor seating areas.
- Where commercial, retail, office, or civic uses abut a residential district, the rear setback should be 20 feet.
- Site (individual properties) should include native landscaping elements and promote "water smart" landscaping through plant material and design.
- Installation of bike racks in front of City Hall and the Library are necessary to avoid cyclist from chaining bicycles to trees.
- Street benches should provide comfortable seating. They should be built of durable, low maintenance materials that withstand cracking and rotting. Wood and nails should be avoided. Seating surfaces should be between 16 and 20 inches in height and have a minimum depth of 16 inches.
- Street benches should be accessible from the sidewalk and / or trail system and placed in useful locations, away from road impact.
- Benches should be anchored to hard surfaces such as concrete, brick, or unit pavers.
- Advertising on benches is prohibited.

Probable Construction Cost

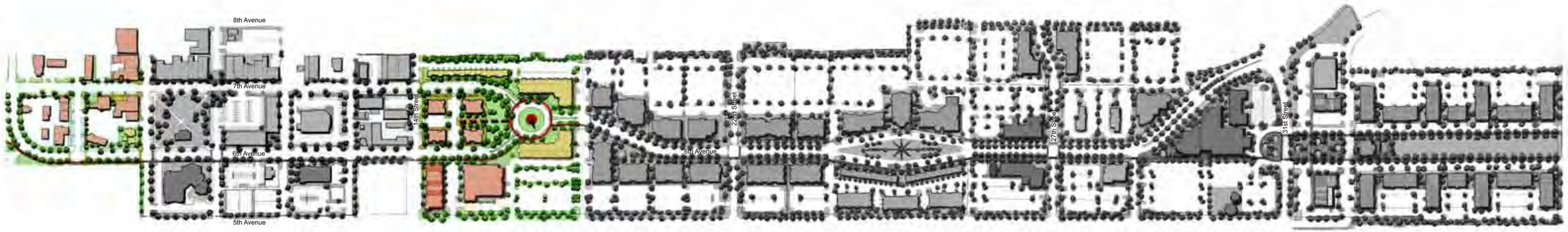
Description	Quantity	Unit Cost ($)	Total Cost ($)
Paving	25,160 SQ. YDS.	53.00	1,333,480
Concrete trail	11,040 SQ. FT.	4.50	49,680
Concrete sidewalk	29,780 SQ. FT.	3.50	104,230
Grading	25,000 CU. YDS.	3.50	87,500
Signing and Striping	1.0	69,200	69,200
Traffic Signal	2.0	150,000	300,000
Trees	152	300	45,600
Cobra-head lights	20	5,000	100,000
Pedestrian lights	20	4,000	80,000
Trash Receptacles	20	800	16,000
Benches	20	1,200	24,000
Bike Racks	10	240	2,400
TOTAL			***2,212,090***
TOTAL + 15%			***2,543,904***

Return-On-Investment Matrix*

Description	Value ($)
Existing Taxable Valuation	$8,120,049
Existing Taxes Payable	$300,282
Best Case Build-Out Valuation	$9,744,058
Increase over Existing Valuation	***$1,624,009***
Likely Build-Out Valuation	$9,338,056
Increase over Existing Valuation	***$1,218,007***
Conservative Build-Out Valuation	$8,932,053
Increase over Existing Valuation	***$812,004***

*The values depicted in the ROI Matrix are estimates based on current construction cost and statistical research. These values only include property valuations. The estimates do not include anticipated increases in sales

Master Plan -- Phase 2



Summary / Description

Phase 2 of implementation is focused on creating a more defined downtown Marion. Through the addition of a new intersection and roundabout, downtown Marion becomes better defined for vehicles and pedestrians. More than any other phase in the Master Plan, this area should prioritize pedestrian accessibility and scale development accordingly. In addition, the highest intensity of uses will also take place within this sub-area.

Key Features of Phase 2 include:

- Two major transportation improvements
- More than 50 new urban residential units
- More than 15,000 new square feet of restaurant and entertainment uses
- More than 15,000 new square feet of "Main Street" commercial uses
- A 30,000 square foot urban grocer
- A formal green space and small civic plaza near new entertainment uses

General Design Characteristics and Guidelines

Phase 2 Design Guidelines are in addition to the general guidelines for the entire corridor. Existing properties are not required to meet guidelines until change of ownership or change in physical structure are requested.

- All new or redevelopment should provide pedestrian walkway / entryways from the main building entrance to public sidewalk or trail system.
- All new or redevelopment that includes significant visual or acoustic impacts should incorporate mitigation alternatives through the use of built or natural screening.
- Where possible, the entire building façade should abut front and side street property lines or be located within 15 feet of such property line. Exceptions may be made for corner lots or commercial structures that provide outdoor seating areas.
- Site (individual properties) should include native landscaping elements and promote "water smart" landscaping through plant material and design.
- Installation of bike racks are necessary to avoid cyclist from chaining bicycles to trees.
- Street benches should provide comfortable seating. They should be built of durable, low maintenance materials that withstand cracking and rotting. Wood and nails should be avoided. Seating surfaces should be between 16 and 20 inches in height and have a minimum depth of 16 inches.
- Street benches should be accessible from the sidewalk and / or trail system and placed in useful locations, away from road impact.
- Benches should be anchored to hard surfaces such as concrete, brick, or unit pavers.
- Advertising on benches is prohibited.
- All buildings should be designed with ground level transparent windows
- New buildings should be constructed with a base; middle; and top. Each component should be articulated through horizontal and/or vertical articulation, which may consist of changes in the wall plane, use of openings and projections, material changes, or color variation.
- Building style and design should enhance interest in commercial uses at street level.
- Any window signs attached to or painted on a window should not cover more than 25 percent of the window service.

*The values depicted in the ROI Matrix are estimates based on current construction cost and statistical research. These values only include property valuations. The estimates do not include anticipated increases in sales revenue and subsequent sales revenue taxes.

Probable Construction Cost

Description	Quantity	Unit Cost ($)	Total Cost ($)
Paving	20,260 SQ. YDS.	53.00	1,073,780
Concrete trail	8,710 SQ. FT.	4.50	39,195
Median Surfacing	720 SQ. YDS.	6.50	4,680
Concrete sidewalk	18,650 SQ. FT.	3.50	65,275
Grading	25,000 CU. YDS.	3.50	87,500
Signing and Striping	1.0	50,880	50,880
Traffic Signal	1.0	150,000	150,000
Trees	93	300	27,900
Cobra-head lights	23	5,000	115,000
Pedestrian lights	23	4,000	92,000
Trash Receptacles	9	800	7,200
Benches	9	1,200	10,800
Bike Racks	5	240	1,200
TOTAL			***1,725,410***
TOTAL + 15%			***1,984,222***

Return-On-Investment Matrix*

Description	Value ($)
Existing Taxable Valuation	$2,121,264
Existing Taxes Payable	$78,078
Best Case Build-Out Valuation	$13,035,000
Increase over Existing Valuation	***$10,913,736***
Likely Build-Out Valuation	$9,776,250
Increase over Existing Valuation	***$7,654,986***
Conservative Build-Out Valuation	$6,517,500
Increase over Existing Valuation	***$4,396,236***

Master Plan -- Phase 3a

Summary / Description

Phase 3a of implementation begins construction of the new "Marion Avenue." The new roadway will be constructed entirely within the city-owned, abandoned railway corridor. The new roadway will be a three-lane section (one lane of traffic each way with shared turning lane) and will not include on-street parking. Ideally, Phase 3a will begin a transition from high-intensity downtown Marion into a more office-based corridor area. Pedestrian-scale design will still be emphasized and expected within this sub-area.

Key Features of Phase 3a include:

- 10 Foot wide, multi-purpose trail that will connect future office uses with downtown Marion and entertainment district
- More than 150,000 square feet of office-based mixed-use space

General Design Characteristics and Guidelines

Phase 3a Design Guidelines are in addition to the general guidelines for the entire corridor. Existing properties are not required to meet guidelines until change of ownership or change in physical structure are requested.

- All new or redevelopment should provide pedestrian walkway / entryways from the main building entrance to public sidewalk or trail system.
- All new or redevelopment that includes significant visual or acoustic impacts should incorporate mitigation alternatives through the use of built or natural screening.
- Where possible, the entire building façade should abut front and side street property lines or be located within 15 feet of such property line. Exceptions may be made for corner lots or commercial structures that provide outdoor seating areas.
- Site (individual properties) should include native landscaping elements and promote "water smart" landscaping through plant material and design.
- New buildings should be constructed with a base; middle; and top. Each component should be articulated through horizontal and/or vertical articulation, which may consist of changes in the wall plane, use of openings and projections, material changes, or color variation.
- All parking structures, surfaces, and areas should be screened by natural or built features
- Pedestrian-sensitive amenities should be included within the interior site design. Such amenities include, but are not limited to, benches, low walls with seating or planters on top, courtyards, free-standing planters, and public art. Interior features should connect and contribute to the overall pedestrian environment.

*The values depicted in the ROI Matrix are estimates based on current construction cost and statistical research. These values only include property valuations. The estimates do not include anticipated increases in sales revenue and subsequent sales revenue taxes.

Probable Construction Cost

Description	Quantity	Unit Cost ($)	Total Cost ($)
Paving	9,420 SQ. YDS.	53.00	499,260
Concrete trail	11,480 SQ. FT.	4.50	51,660
Traffic Signals	1.0	150,000	150,000
Concrete sidewalk	17,170 SQ. FT.	3.50	60,095
Grading	20,000 CU. YDS.	3.50	70,000
Signing and Striping	1.0	23,825	23,825
Trees	100	300	30,000
Cobra-head lights	8	5,000	40,000
Pedestrian lights	8	4,000	32,000
Trash Receptacles	6	800	4,800
Benches	6	1,200	7,200
Bike Racks	3	240	720
TOTAL			***969,560***
TOTAL + 15%			***1,114,994***

Return-On-Investment Matrix*

Description	Value ($)
Existing Taxable Valuation	$5,662,478
Existing Taxes Payable	$206,496
Best Case Build-Out Valuation	$15,000,000
Increase over Existing Valuation	***$9,337,522***
Likely Build-Out Valuation	$11,250,000
Increase over Existing Valuation	***$5,587,522***
Conservative Build-Out Valuation	$7,500,000
Increase over Existing Valuation	***$1,837,522***

Master Plan -- Phase 3b

Summary / Description

Phase 3b of implementation continues construction of the new "Marion Avenue." This sub-area could become the signature-piece of the new corridor with the inclusion of a center esplanade. Ideally, a major corporate campus and urban residential units front the new esplanade. Although the esplanade is located within the street right-of-way, it also serves as a centrally located formal green space for pedestrians. Pedestrian-scale design will still be emphasized and expected within this sub-area as well.

Key Features of Phase 3b include:

- 10 Foot wide, multi-purpose trail that will connect future office uses with downtown Marion and entertainment district
- A center esplanade and formal green space
- A 100,000 square foot office campus
- More than 60 new urban residential units

General Design Characteristics and Guidelines

Phase 3b Design Guidelines are in addition to the general guidelines for the entire corridor. Existing properties are not required to meet guidelines until change of ownership or change in physical structure are requested.

- All new or redevelopment should provide pedestrian walkway / entryways from the main building entrance to public sidewalk or trail system.
- All new or redevelopment that includes significant visual or acoustic impacts should incorporate mitigation alternatives through the use of built or natural screening.
- Where possible, the entire building façade should abut front and side street property lines or be located within 15 feet of such property line.
- Site (individual properties) should include native landscaping elements and promote "water smart" landscaping through plant material and design.
- Internal site plantings should enhance pedestrian walkways.
- New buildings should be constructed with a base; middle; and top. Each component should be articulated through horizontal and/or vertical articulation, which may consist of changes in the wall plane, use of openings and projections, material changes, or color variation.
- All parking structures, surfaces, and areas should be screened by natural or built features.
- All mechanical equipment associated with living units, on both roof and ground, should be screened with natural materials.
- All residential developments should provide entryway lighting features at primary and secondary entrances of the building.
- Pedestrian-sensitive amenities should be included within the interior site design. Such amenities include, but are not limited to, benches, low walls with seating or planters on top, courtyards, free-standing planters, and public art. Interior features should connect and contribute to the overall pedestrian environment.

Probable Construction Cost

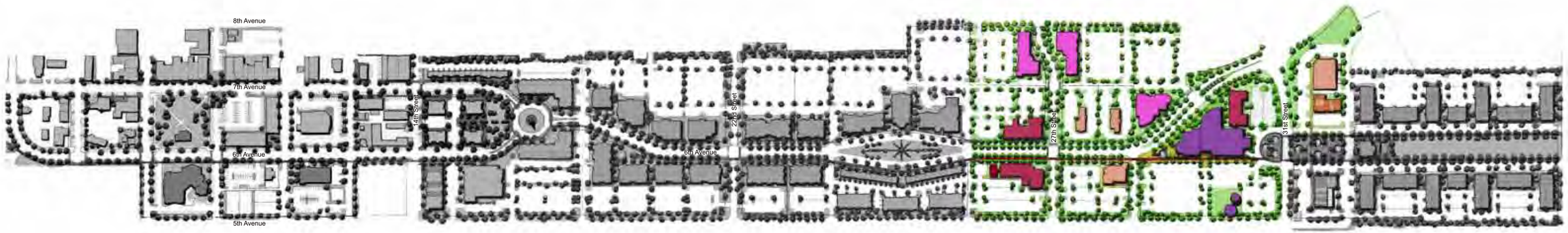
Description	Quantity	Unit Cost ($)	Total Cost ($)
Paving	6,430 SQ. YDS.	53.00	340,790
Concrete trail	8,210 SQ. FT.	4.50	36,945
Median Surfacing	12,100 SQ. YDS.	6.5	78,650
Concrete sidewalk	4,110 SQ. FT.	3.50	14,385
Grading	10,000 CU. YDS.	3.50	35,000
Signing and Striping	1.0	7,008	7,008
Trees	55	300	16,500
Cobra-head lights	5	5,000	25,000
Pedestrian lights	5	4,000	20,000
Trash Receptacles	4	800	3,200
Benches	4	1,200	4,800
Bike Racks	2	240	480
TOTAL			***582,758***
TOTAL + 15%			***670,171***

Return-On-Investment Matrix*

Description	Value ($)
Existing Taxable Valuation	$3,124,601
Existing Taxes Payable	$115,104
Best Case Build-Out Valuation	$18,775,000
Increase over Existing Valuation	***$15,650,399***
Likely Build-Out Valuation	$14,081,250
Increase over Existing Valuation	***$10,956,649***
Conservative Build-Out Valuation	$9,387,500
Increase over Existing Valuation	***$6,262,899***

*The values depicted in the ROI Matrix are estimates based on current construction cost and statistical research. These values only include property valuations. The estimates do not include anticipated increases in sales revenue and subsequent sales revenue taxes.

Master Plan -- Phase 3c



Summary / Description

Phase 3c of implementation completes the construction of the new "Marion Avenue." This sub-area begins the transition out of the new roadway into eastern Marion. While, pedestrian accessibility is still a high priority, the uses within this sub-area are more vehicular oriented than other sub-areas. This sub-area does include the largest proposed single use, a 50,000 square foot civic center. An emphasis should be placed on creating non-vehicular connections between the uses in this area and downtown Marion.

Key Features of Phase 3c include:

- 10 Foot wide, multi-purpose trail that will connect future civic center, hotels, and restaurants with downtown Marion
- A 50,000 square foot civic center and adjoining hotel
- More than 125 hotel rooms
- More than 15,000 square feet of restaurant and entertainment space
- More than 30,000 square feet of office space

*The values depicted in the ROI Matrix are estimates based on current construction cost and statistical research. These values only include property valuations. The estimates do not include anticipated increases in sales revenue and subsequent sales revenue taxes.

General Design Characteristics and Guidelines

Phase 3c Design Guidelines are in addition to the general guidelines for the entire corridor. Existing properties are not required to meet guidelines until change of ownership or change in physical structure are requested.

- All new or redevelopment should provide pedestrian walkway / entryways from the main building entrance to public sidewalk or trail system.
- All new or redevelopment that includes significant visual or acoustic impacts should incorporate mitigation alternatives through the use of built or natural screening.
- Where possible, the entire building façade should abut front and side street property lines or be located within 15 feet of such property line.
- Site (individual properties) should include native landscaping elements and promote "water smart" landscaping through plant material and design.
- New buildings should be constructed with a base; middle; and top. Each component should be articulated through horizontal and/or vertical articulation, which may consist of changes in the wall plane, use of openings and projections, material changes, or color variation.
- All parking structures, surfaces, and areas should be screened by natural or built features.
- Internal circulation should have adequate length of stacking for drive-through facilities that do not interfere with the movement of traffic and/or pedestrian areas.
- All civic development should provide entryway lighting features at primary and secondary entrances of the building.
- Pedestrian-sensitive amenities should be included within the interior site design. Such amenities include, but are not limited to, benches, low walls with seating or planters on top, courtyards, free-standing planters, and public art. Interior features should connect and contribute to the overall pedestrian environment.

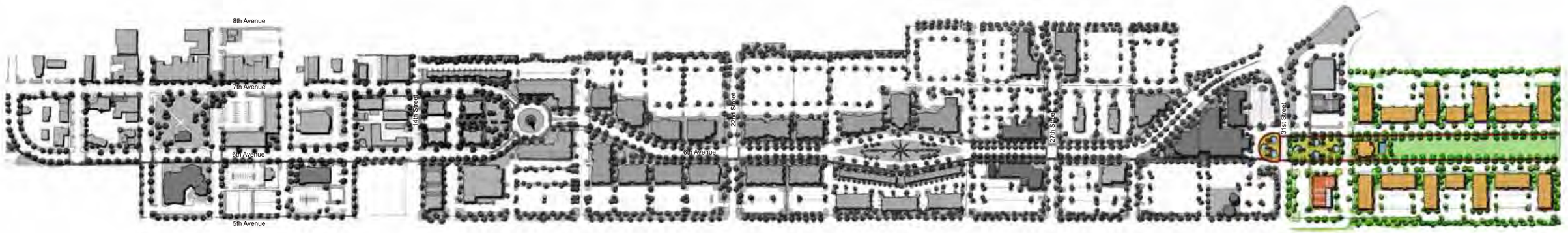
Probable Construction Cost

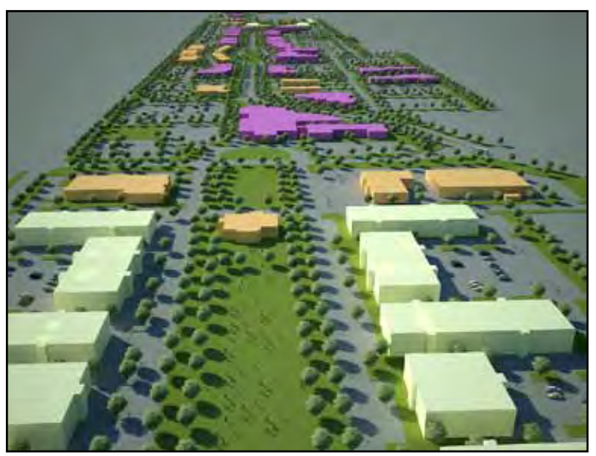
Description	Quantity	Unit Cost ($)	Total Cost ($)
Paving	15,730 SQ. YDS.	53.00	833,690
Concrete trail	13,890 SQ. FT.	4.50	62,505
Median Surfacing	120 SQ. YDS.	6.5	780
Concrete Sidewalk	31,160 SQ. FT.	3.50	109,060
Grading	25,000 CU. YDS.	3.50	87,500
Signing and Striping	1.0	31,621	31,621
Traffic Signals	1.0	150,000	150,000
Trees	180	300	16,500
Cobra-head lights	11	5,000	55,000
Pedestrian lights	11	4,000	44,000
Trash Receptacles	8	800	6,400
Benches	8	1,200	9,600
Bike Racks	4	240	960
TOTAL			***1,407,616***
TOTAL + 15%			***1,618,758***

Return-On-Investment Matrix*

Description	Value ($)
Existing Taxable Valuation	$8,405,489
Existing Taxes Payable	$318,368
Best Case Build-Out Valuation	$17,593,750
Increase over Existing Valuation	***$9,188,261***
Likely Build-Out Valuation	$13,195,312
Increase over Existing Valuation	***$4,789,823***
Conservative Build-Out Valuation	$8,796,875
Increase over Existing Valuation	***$391,386***

Master Plan -- Phase 4





Summary / Description

Phase 4 of implementation completes the corridor redevelopment area. Many of the improvements in this sub-area are private sector improvements. However, this area does include a new pedestrian plaza, formal green space, and completion of the trail system. This phase also includes the largest concentration of urban residential units within the corridor.

Key Features of Phase 4 include:

- 10 Foot wide, multi-purpose trail that will connect urban residential units and east corridor green space with downtown Marion and the west end of the corridor
- More than 120 urban residential units
- More than 15,000 square feet of niche retail
- More than 8,000 square feet of restaurant and entertainment space
- A new civic / pedestrian plaza supporting the civic center

General Design Characteristics and Guidelines

Phase 4 Design Guidelines are in addition to the general guidelines for the entire corridor. Existing properties are not required to meet guidelines until change of ownership or change in physical structure are requested.

- All new or redevelopment should provide pedestrian walkway / entryways from the main building entrance to public sidewalk or trail system.
- All new or redevelopment that includes significant visual or acoustic impacts should incorporate mitigation alternatives through the use of built or natural screening.
- Site (individual properties) should include native landscaping elements and promote "water smart" landscaping through plant material and design.
- Internal site plantings should enhance pedestrian walkways.
- New buildings should be constructed with a base; middle; and top. Each component should be articulated through horizontal and/or vertical articulation, which may consist of changes in the wall plane, use of openings and projections, material changes, or color variation.
- All parking structures, surfaces, and areas should be screened by natural or built features.
- All mechanical equipment associated with living units, on both roof and ground, should be screened with natural materials.
- All residential developments should provide entryway lighting features at primary and secondary entrances of the building.
- Pedestrian-sensitive amenities should be included within the interior site design. Such amenities include, but are not limited to, benches, low walls with seating or planters on top, courtyards, free-standing planters, and public art. Interior features should connect and contribute to the overall pedestrian environment.

Probable Construction Cost

Description	Quantity	Unit Cost ($)	Total Cost ($)
Paving	17,270 SQ. YDS.	53.00	915,310
Concrete sidewalk	32,910 SQ. FT.	3.50	115,185
Grading	20,000 CU. YDS.	3.50	70,000
Signing and Striping	1.0	73,875	73,875
Trees	152	300	45,600
Cobra-head lights	9	5,000	45,000
Pedestrian lights	9	4,000	36,000
Trash Receptacles	4	800	3,200
Benches	4	1,200	4,800
Bike Racks	2	240	480
TOTAL			***1,309,450***
TOTAL + 15%			***1,505,867***

Return-On-Investment Matrix*

Description	Value ($)
Existing Taxable Valuation	$875,587
Existing Taxes Payable	$34,946
Best Case Build-Out Valuation	$13,565,000
Increase over Existing Valuation	***$12,689,413***
Likely Build-Out Valuation	$10,173,750
Increase over Existing Valuation	***$9,298,163***
Conservative Build-Out Valuation	$6,782,500
Increase over Existing Valuation	***$5,906,913***

*The values depicted in the ROI Matrix are estimates based on current construction cost and statistical research. These values only include property valuations. The estimates do not include anticipated increases in sales revenue and subsequent sales revenue taxes.

Central Corridor Action Plan

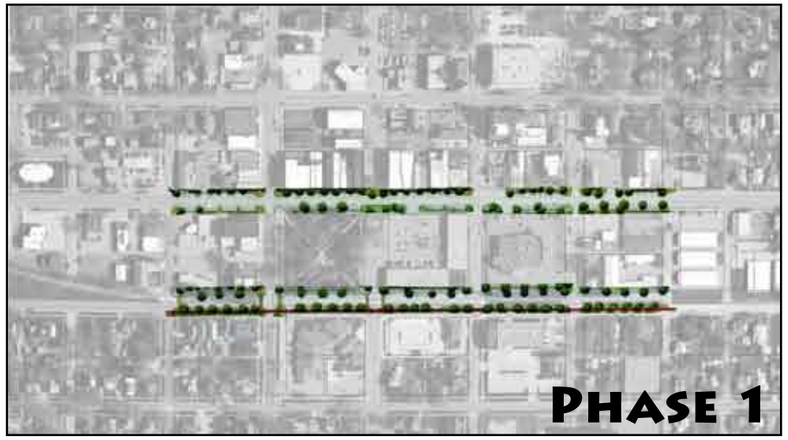
The Central Corridor Action Plan identifies the necessary steps for project implementation. The Action Plan is designed to provide a sequential process by which full implementation can be reached.

The Action Plan is organized into three columns; timeline, implementation item, and complete. The timeline column identifies the time in which the corresponding implementation item should begin, using a baseline date of November 5, 2009. For example, the city should initiate a detailed downtown master plan study within four months of November 2009. The implementation item column identifies the implementation task. Finally, the completion column provides an area for citizens and elected officials to measure action by "checking-off" items that have been completed.

The Action Plan signifies commitment to the project and the master plan. As each item becomes complete, the City of Marion and its citizens become closer to the goal of project completion.

Timeline	Implementation Item	Complete
September 2009	Complete Master Plan Document	X
November 2009	Adopt Final Master Plan Document	
Four Months	Initiate a detailed downtown master plan (streetscape plan) for 6th and 7th Avenue between 9th and 14th streets	
Eight Months	Adopt downtown master plan	
One Year	Implement / Construct downtown streetscape improvements as identified within the downtown master plan	
One Year	Begin formal acquisition negotiations for properties affected by the public improvements in phases two, three, and four of this master plan	
Two Years	Initiate detailed engineering study for new roadway design including phases two, three, and four of this master plan	
Three Years	Finalize land acquisition agreements	
Five Years	Implement / Construct new roadways per engineering documentation	

Build-Out Scenario



Phase 1 (left)
Under this hypothetical build-out scenario, Year One would focus on capital improvements within the uptown area (between 9th and 14th Streets). This effort would increase the pedestrian environment in downtown, lay the foundation for the new community trail, and most important, signify a commitment to the master plan. Establishing commitment early will be key to maintaining citizen involvement and support through major capital improvements.

Phase 2 (middle left)
Year Two builds on the momentum and success of Year One by creating bookends to the uptown district in the form of a new intersection on the west and a roundabout on the east. By doing so, there are no definitive gateways into and out-of the uptown area. It becomes clear to citizens and residents that this is a pedestrian area. In addition, the new capital improvements create an opportunity for private redevelopment to occur. The purple areas represent "redevelopment areas" that occur as a direct result of the public improvement.

Phase 3 (below)
Years Three and Four represent a significant step in the City of Marion. The capital improvements made in these years lay the groundwork for an entirely new and improved Central Corridor. A new "Marion" Avenue would be built in these years. In addition, 22nd and 27th streets become new north-south connections and create a grid pattern within the corridor area. This major improvement does not directly impact any businesses along 7th Avenue as construction occurs. Also worth noting, the trail would be completed in these years.

Phase 4 (below middle)
The last capital improvements would be made in Years Four-Five-Six in the form of the public plaza and park on the east end of the concept (near 35th Street). By making this improvement, in addition to the new roadway, several opportunities for redevelopment begin to occur. The decision to close or not-close 7th Avenue will be left open to city staff and elected officials. If the scale of redevelopment were large enough to justify a close of the roadway, that decision would be at the discretion of elected officials and city staff. If the scale of redevelopment were smaller, 7th Avenue would remain open for as long as elected officials see fit.

Phase 5 (below)
These years represent the endless opportunities for redevelopment to occur within the corridor. Capital improvements, like roadways and trails, combined with new design guidelines will no doubt be a catalyst for redevelopment to occur within the corridor. By creating a great "place" through infrastructure and form, the city increases the opportunity to attract new business, new residents, and new visitors.

Frequently Asked Questions

Why is the City of Marion closing 7th Avenue and forcing long-standing local businesses to close their doors and relocate?
The City of Marion is not closing 7th Avenue. The master plan does not recommend closing 7th Avenue in the near future. Businesses on 7th Avenue could be impacted if a new 6th Avenue is constructed and serves as the primary roadway. However, the master plan also recommends additional north-south connectors and a more pedestrian-friendly environment, both factors that could ultimately increase the amount of exposure these businesses have. The buildings seen in the master plan show what kinds redevelopment could occur by creating larger, more developable, parcels on the north side of the new roadway. Elected officials in Marion will have the ability, in time, to make a decision about the future of 7th Avenue as redevelopment occurs.

Why would the City of Marion assume the role of a private developer and buy and sell land, construct new commercial and residential developments, and manage property?
The City of Marion will not be engaged in any of the before-mentioned activities. This is a capital improvements project, meaning the City of Marion would ultimately be responsible for funding and constructing the capital improvements (roads, sidewalk, trails, trees, etc…). The City of Marion is doing what all sustainable cities should do, looking at ways to make public investment in infrastructure that results in private redevelopment. The only property acquisition the City of Marion would be involved with are those properties directly affected by roadway construction (less than 15 properties).

How can the City possibly justify spending this much money, in a concentrated location, on capital improvements during a down economy?
Case studies from around the country show one of the most effective economic development tools for a city is investment in capital improvements. These studies confirm that public investment in capital improvements almost always yields significant returns in the form of increased property values, increased sales tax revenues, private owner improvements, increased exposure, increased tourism, and increased community and civic pride. In fact, some cities have reported a return ratio of $25 (returns) to $1 (public investment).

The City of Marion is just fine the way it is today. We are small, quaint town, that functions fine without drastic changes. Why do we need a master plan for redevelopment?
In the plan, there is a Return on Investment (ROI) figure for each phase. This metric estimates the financial return on public investment. This metric should be one of the key driving forces behind any public improvement. In addition to ROI there is a metric commonly used in the design industry called Return on Perception (ROP). In essence, the ROP of any project is the additional value from applying good design practices to development over and above the financial return on investment. ROP manifest itself in increased visitors to an area, increased civic pride, higher quality of life, and the ability to attract talented and skilled workers and companies. Any and all change in a community is difficult, regardless of the scale. It is hard for residents of any community to grasp the significance of community image to the outside world (visitors, adjacent communities), largely because "image" is often times an intangible element of a community.

The power of perception is great. Perception shapes our thoughts on just about everything, providing each individual with perspectives on how we respond to the world around us. A perception is created when an individual "recognizes" the qualities of an object or place. Studies actually show the perceptions about places are formed through intuitive, snap decisions made by each individual. So, when we travel to a new city, our impressions about a place are likely formed by the first image we see on arrival, the last image we see before leaving, and the image of the most "prominent" area of that community. While first images are not always lasting images, they tend to hold significant weight with people over time. By their nature, cities are always changing and evolving. What feels "fine" today, will inevitably require change in the future. Planning for the future now, put Marion in a great position when the future eventually arrives.

Appendix A: Design Library

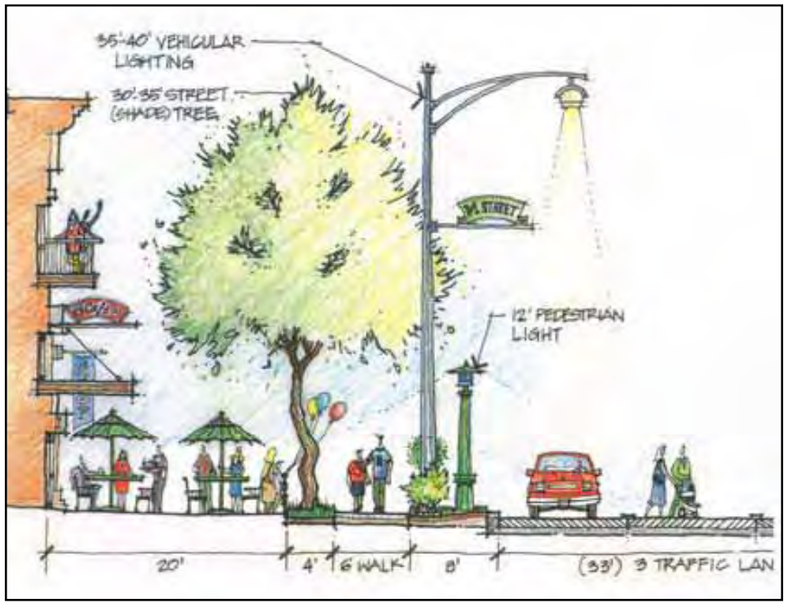


Illustration 1: Creating pedestrian scale through built form and appropriate streetscape

Photo 2: Urban residential units abutting the property line and adjacent street

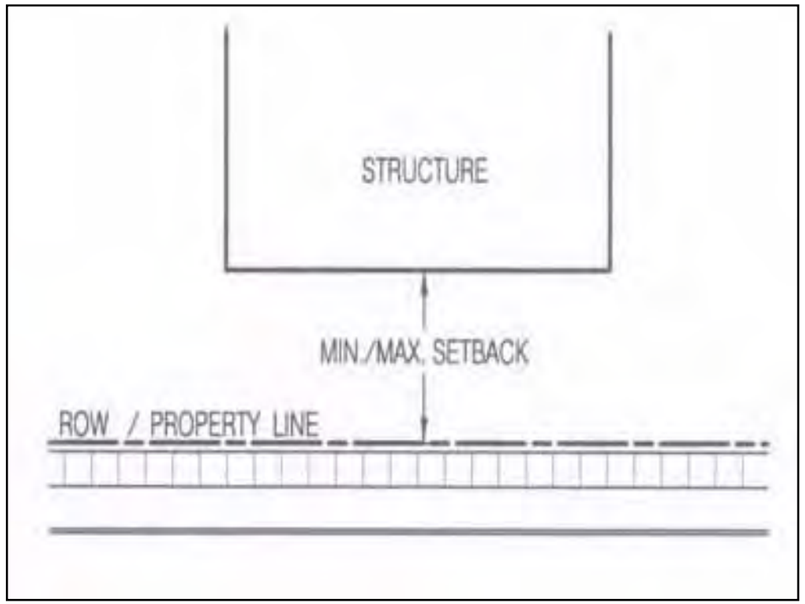


Illustration 2: Visual depiction of setbacks or build-to lines

Photo 1: On-site, pedestrian-scale, landscaping promoting connectivity and positive image

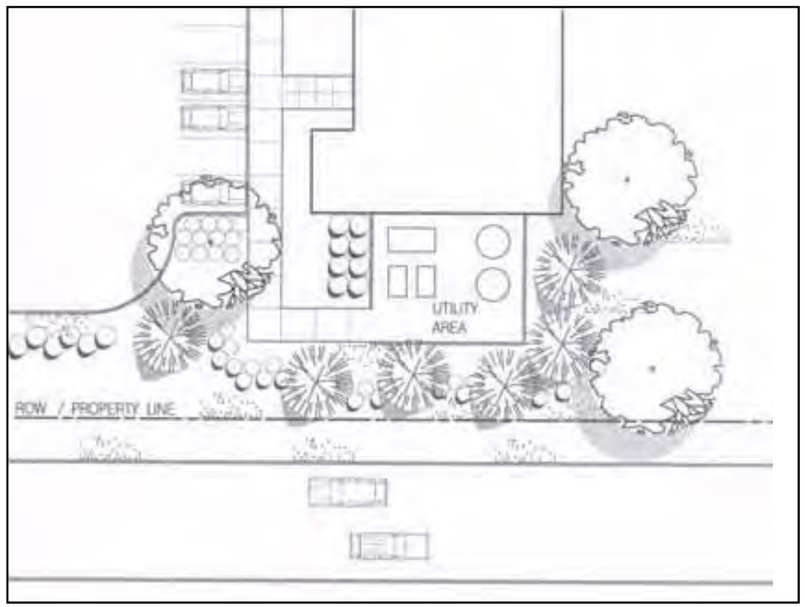


Illustration 3: Appropriate utility (trash, air units, etc...) screening on street-side property

Photo 3: Appropriate on-site pedestrian elements

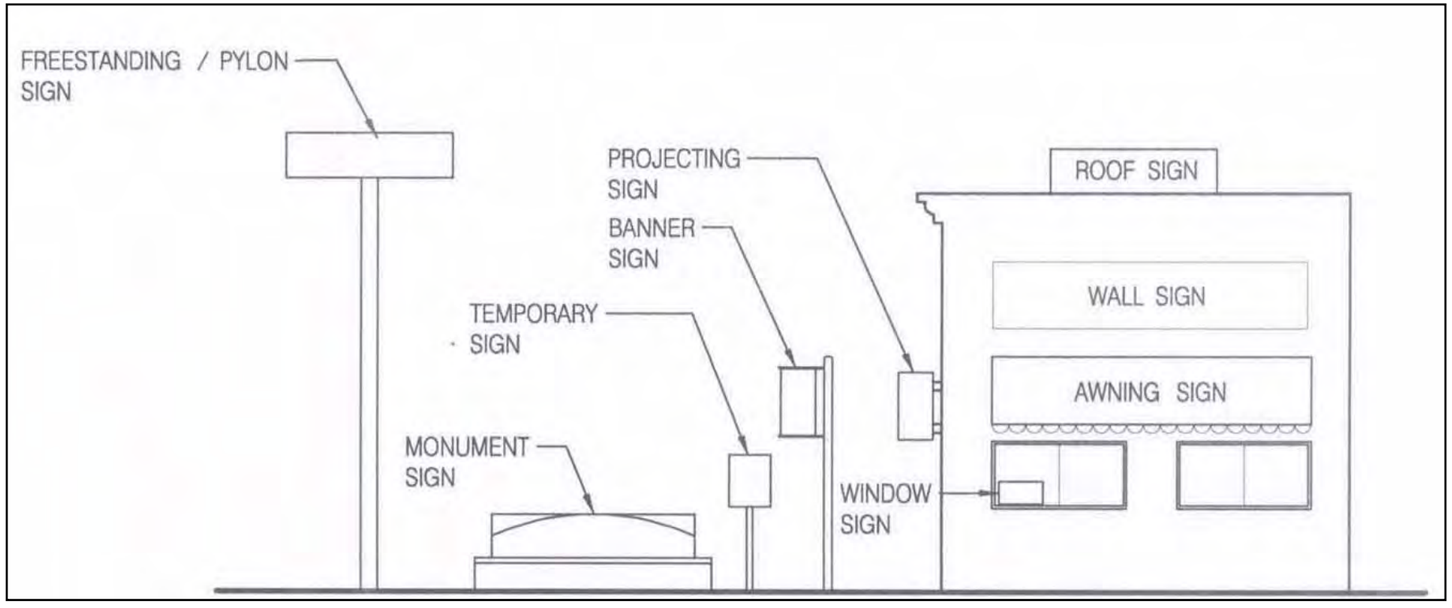


Illustration 4: Illustration depicting sign verbiage and sign type

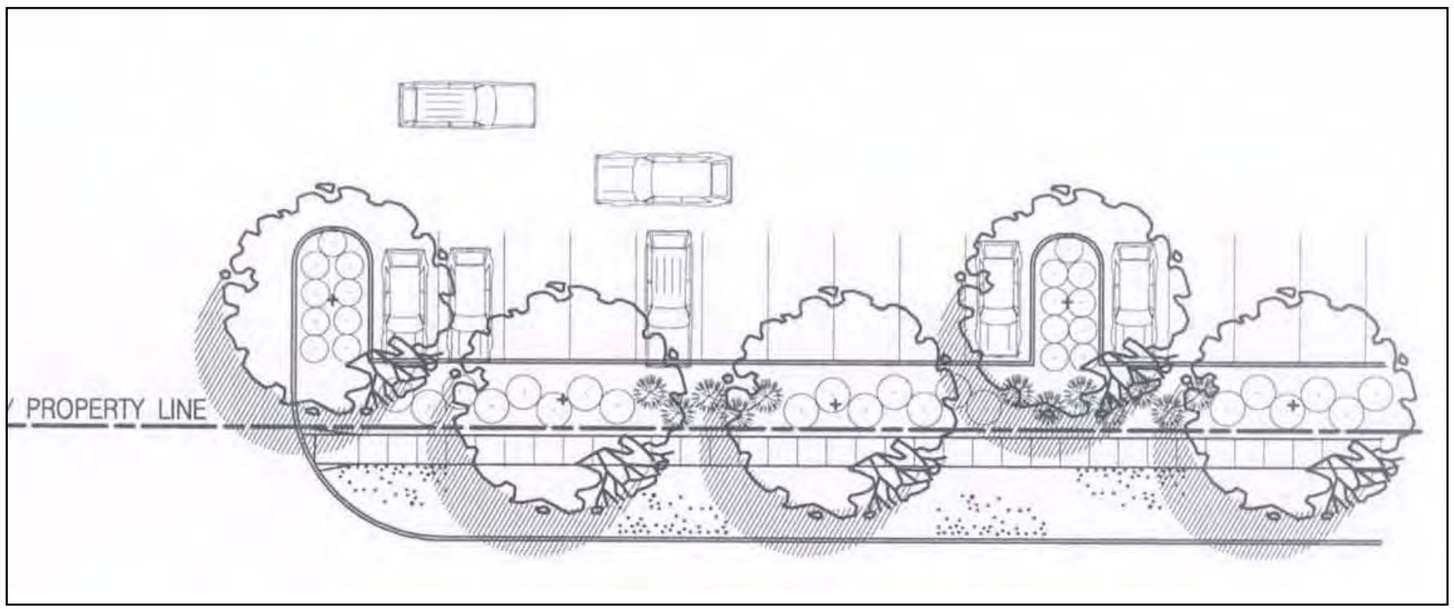


Illustration 5: Appropriate parking lot screening with natural landscape

Photo 4: Appropriate on-site integration of natural landscape into built environment

Photo 5: Appropriate on-site lighting feature that emphasizes design and pedestrian scale.

Appendix B: Public Improvements

The following pages are a visual recommendation of the public improvements in this master plan. While the documents are more detailed than the conceptual master plan, they are not final engineering documents for future improvements.

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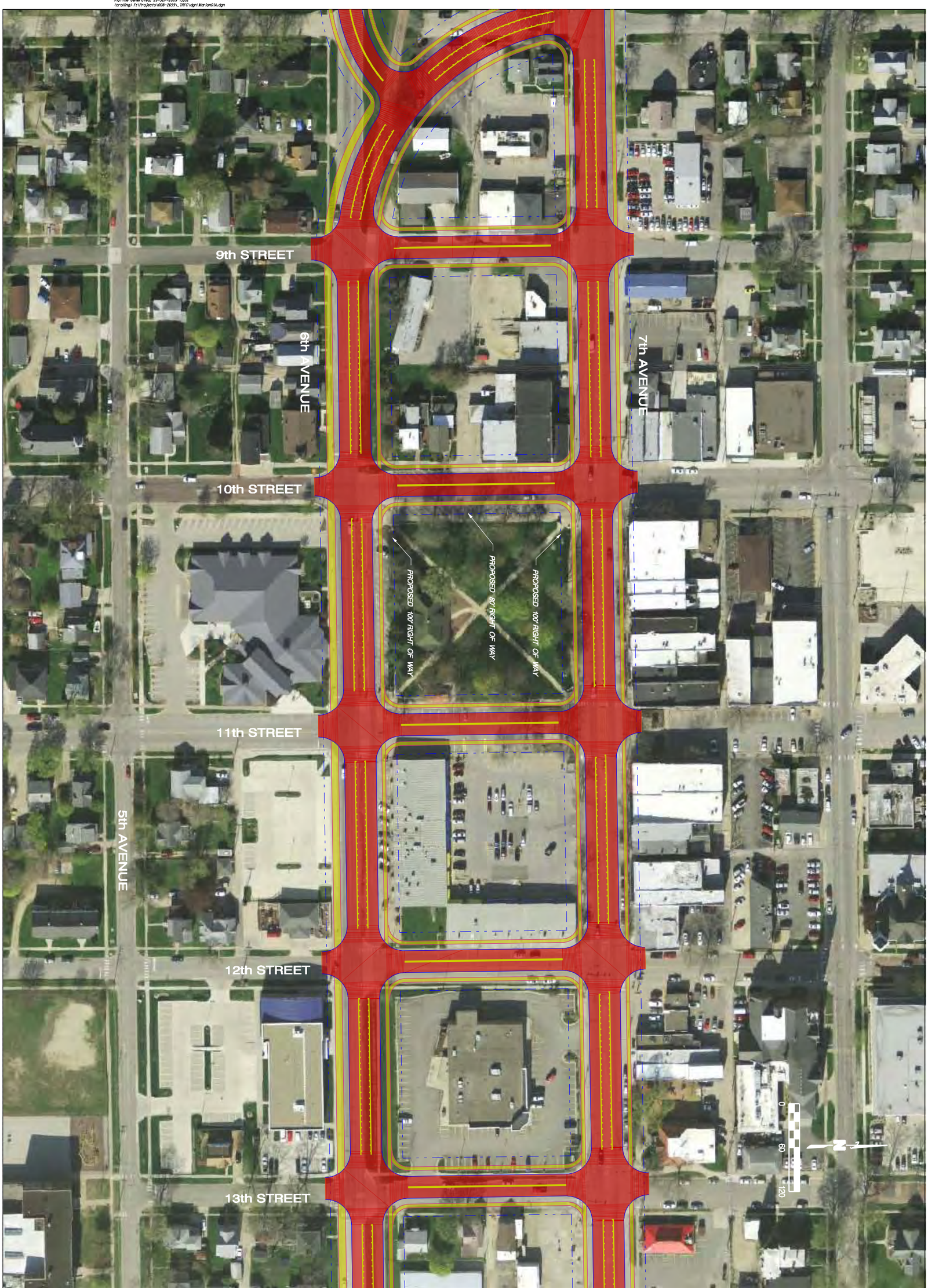


1 of 7

ROADWAY CONSTRUCTION
PHASE I

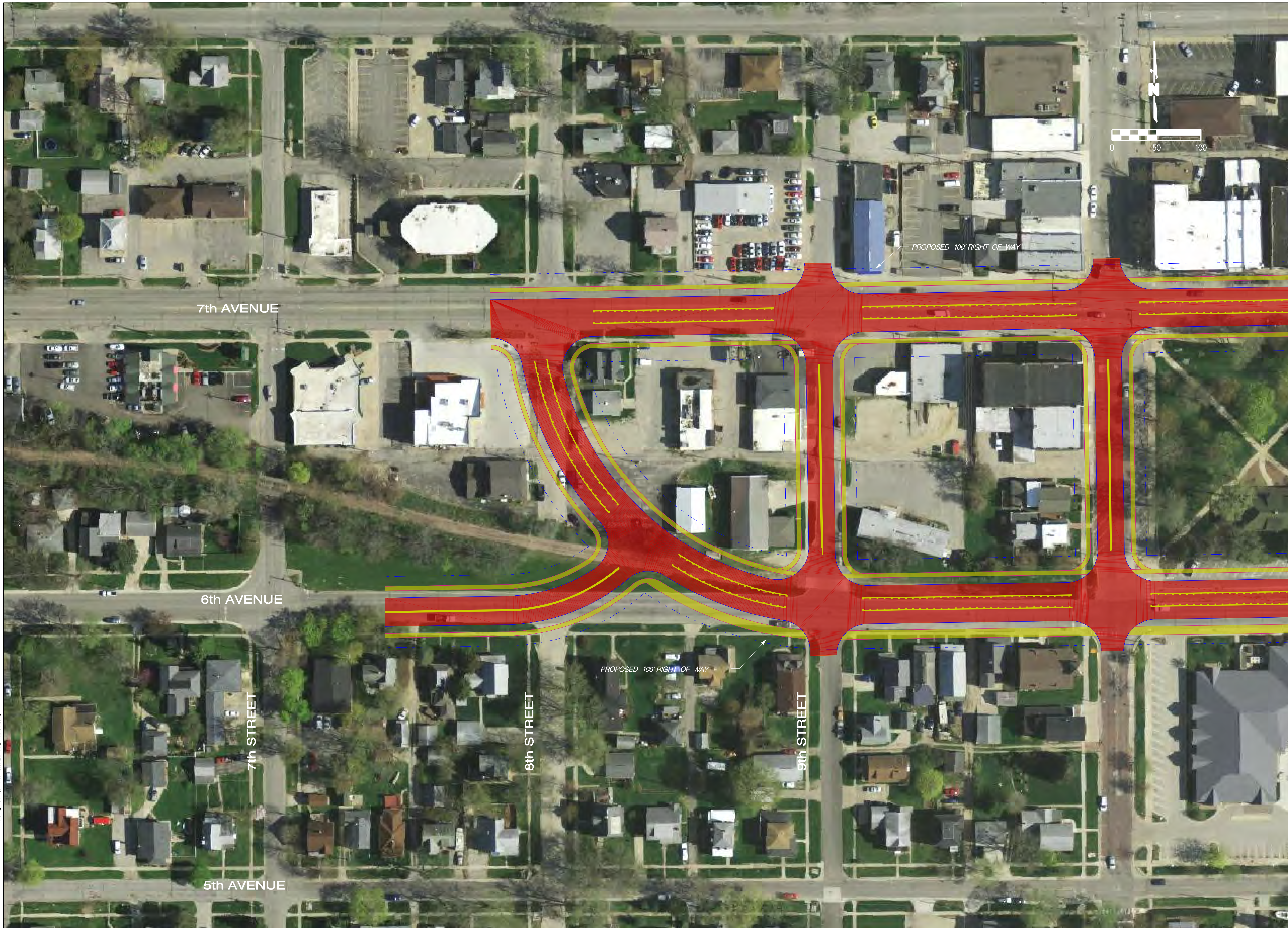
MARION, IOWA CENTRAL CORRIDOR MASTER PLAN

MARION, IOWA 2009

REVISIONS		
	DATE	DESCRIPTION

Marion, Iowa

OLSSON ASSOCIATES
2111S. 67th Street
Omaha, NE 68106
TEL 402.341.1116
FAX 402.341.5895
www.olssonassociates.com



OLSSON ASSOCIATES
2111S. 67th Street
Omaha, NE 68106
TEL 402.341.1116
FAX 402.341.5895
www.oaconsulting.com

Marion, Iowa

REVISIONS

0	DATE	DESCRIPTION

ROADWAY CONSTRUCTION
PHASE IIA – WEST CONNECTION

MARION, IOWA CENTRAL CORRIDOR MASTER PLAN

2009

MARION, IOWA

drawn by:	CMR
checked by:	
approved by:	
QA/QC by:	—
project no.:	08-2659
drawing no.:	
date:	06/09

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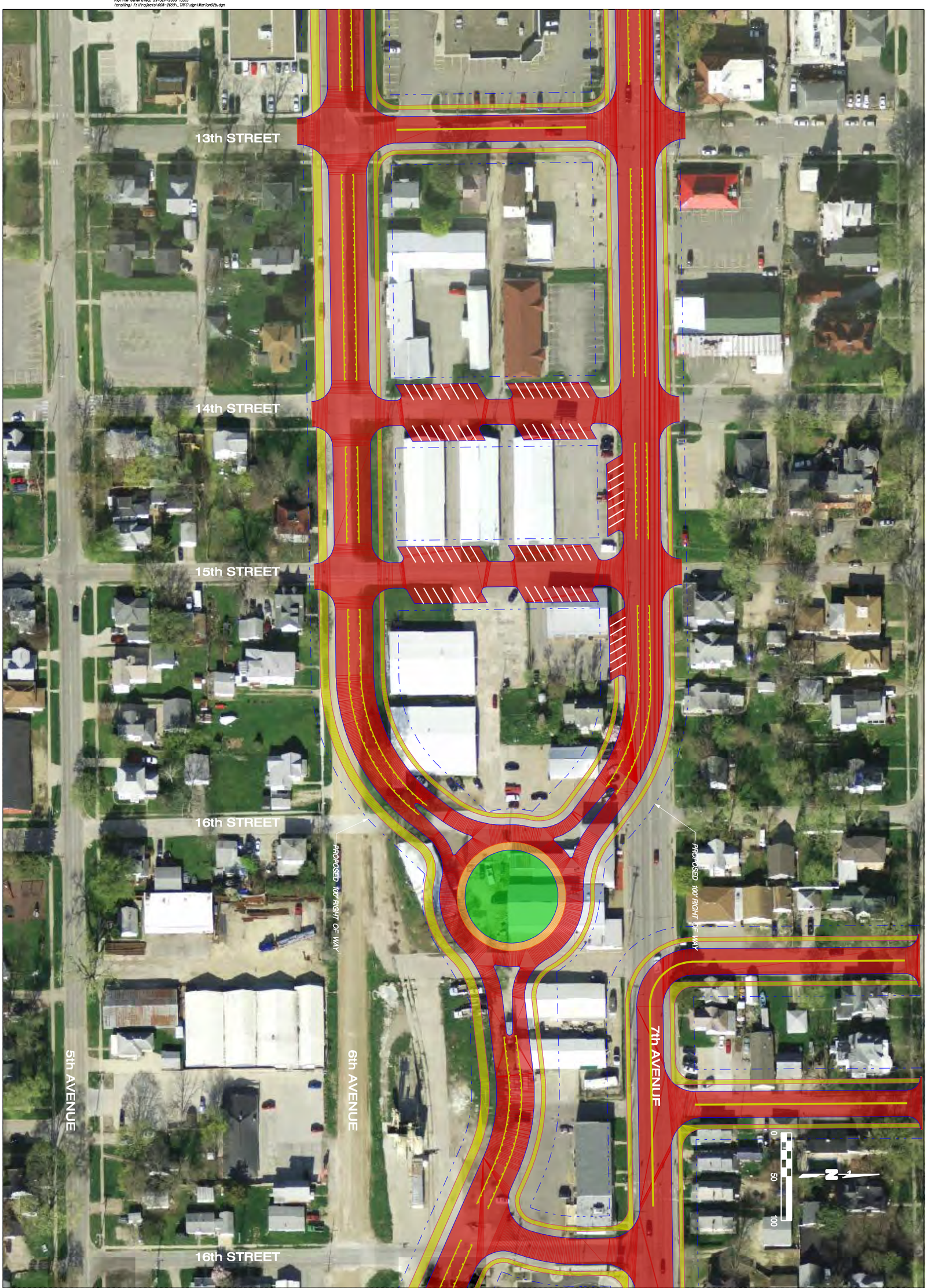

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ROADWAY CONSTRUCTION
PHASE IIB – CENTRAL ROUNDABOUT

MARION, IOWA CENTRAL CORRIDOR MASTER PLAN

MARION, IOWA 2009

REVISIONS		
	DATE	DESCRIPTION

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2111S. 67th Street
Omaha, NE 68106
TEL 402.341.1116
FAX 402.341.5895
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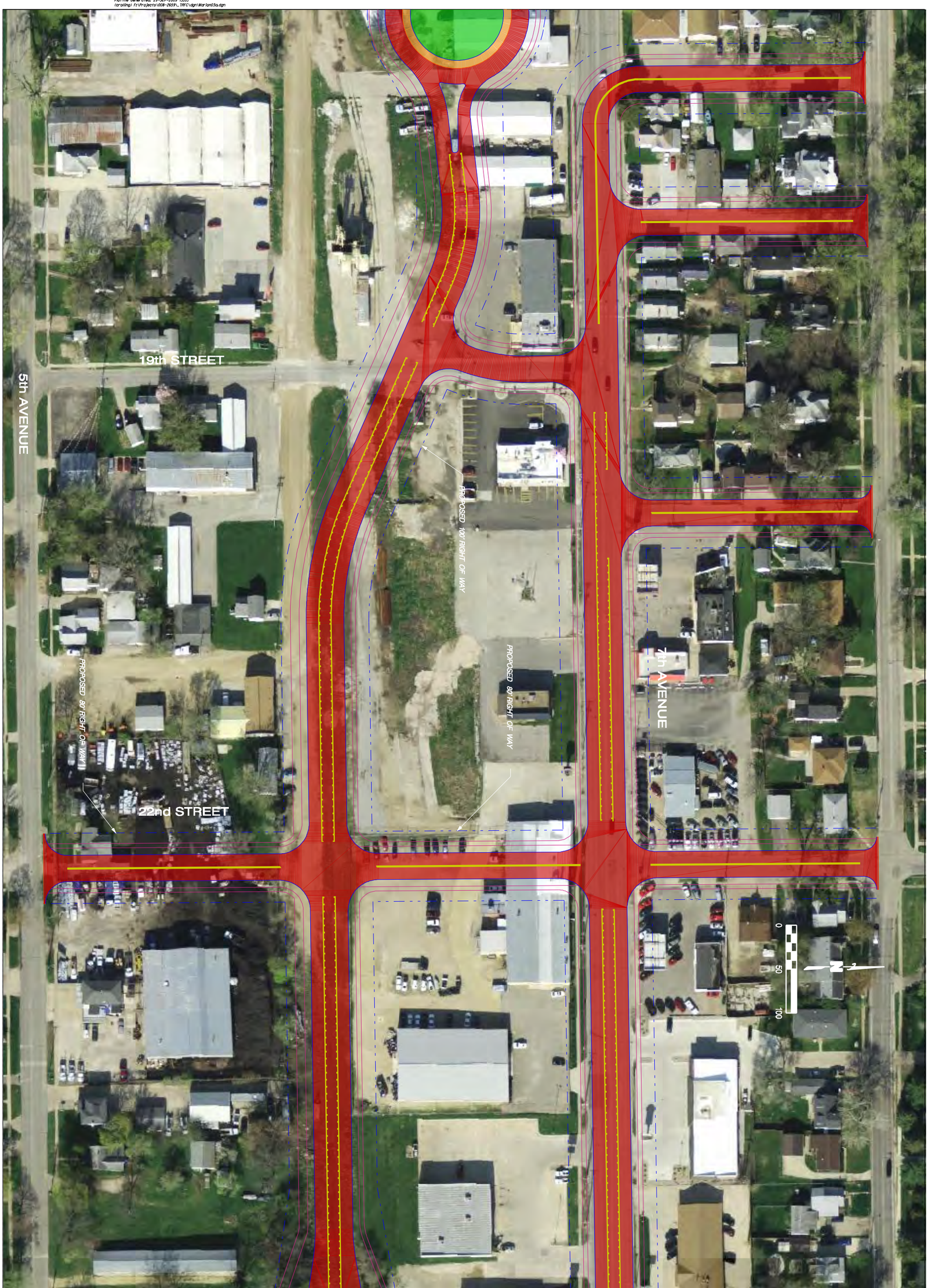

ROADWAY CONSTRUCTION
PHASE IIIA – ROUNDABOUT TO ESPLANDE

MARION, IOWA CENTRAL CORRIDOR MASTER PLAN

MARION, IOWA 2009

REVISIONS		
	DATE	DESCRIPTION

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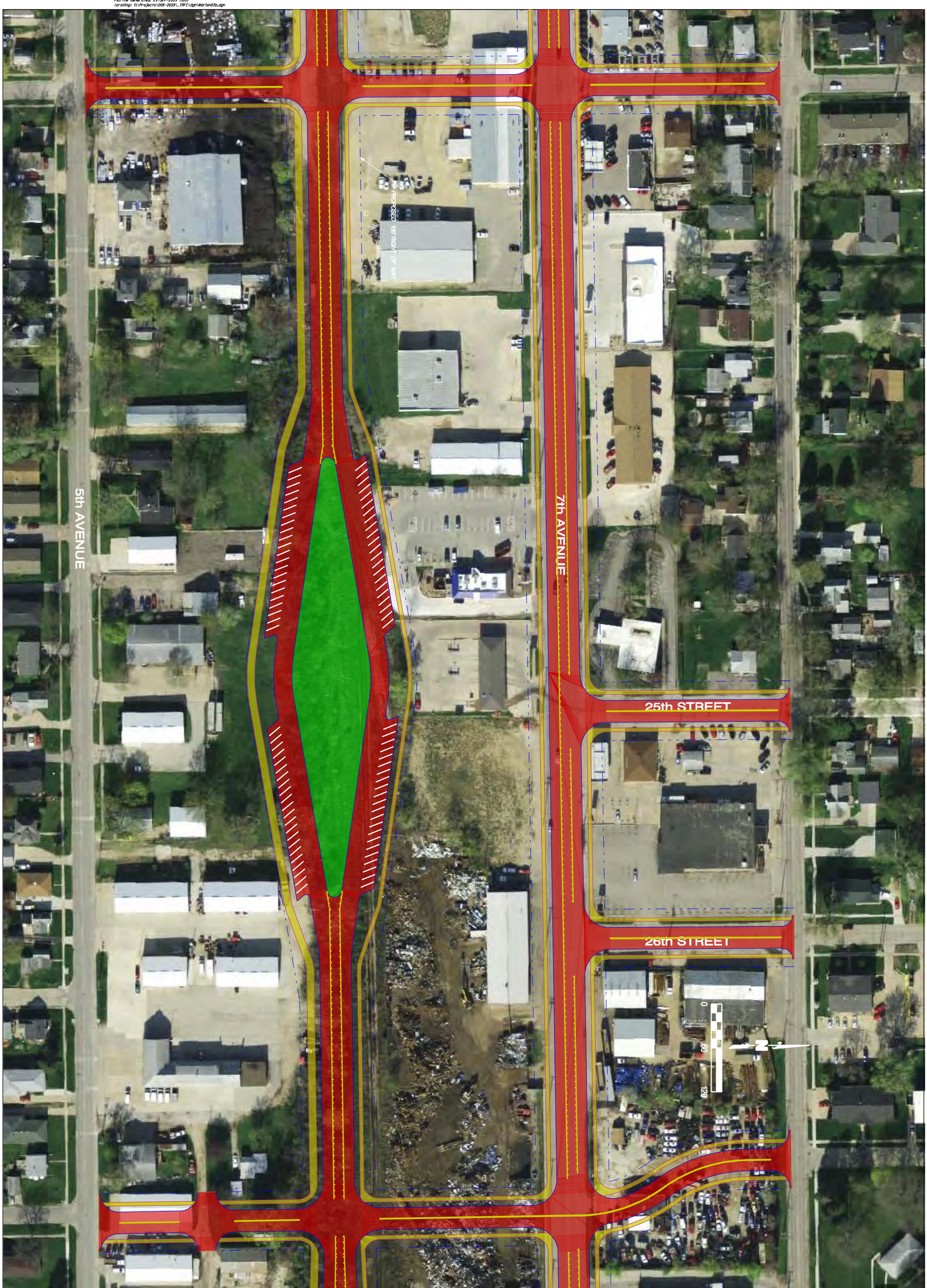

5 of 7	drawn by: CMR designed by: checked by: QA/QC by: project no: 068-2691 drawing no.: date: 9/09	ROADWAY CONSTRUCTION PHASE IIIB – ESPLANDE MARION, IOWA CENTRAL CORRIDOR MASTER PLAN MARION, IOWA 2009	REVISIONS DATE DESCRIPTION	Marion, Iowa	OLSSON ASSOCIATES 2111S. 67th Street Omaha, NE 68106 TEL 402.341.1116 FAX 402.341.5895 www.olssonassociates.com

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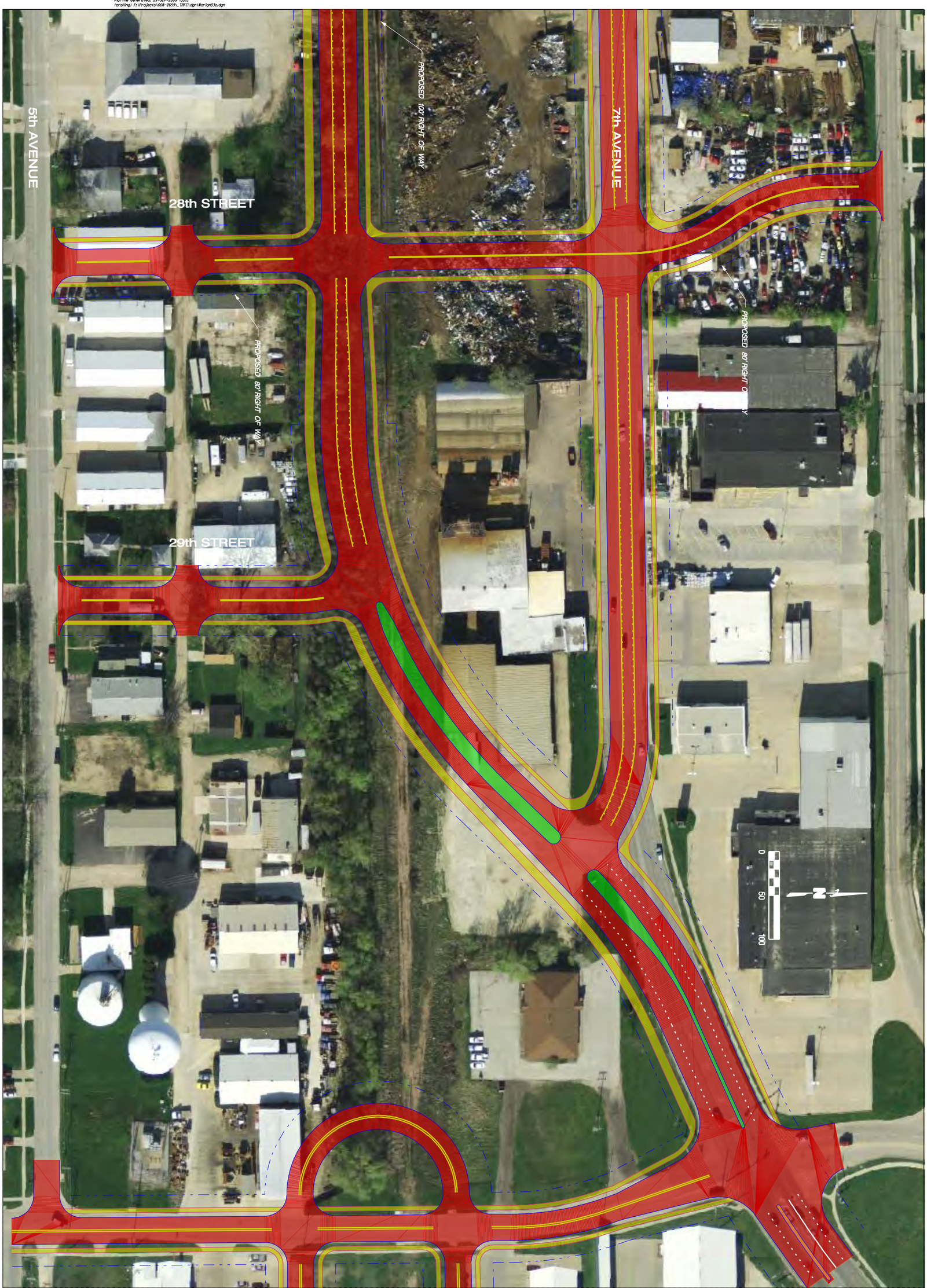

ROADWAY CONSTRUCTION
PHASE IIIC – ESPLANDE TO EAST LIMIT

MARION, IOWA CENTRAL CORRIDOR MASTER PLAN

MARION, IOWA 2009

REVISIONS

	DATE	DESCRIPTION

Marion, Iowa

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Omaha, NE 68106

TEL 402.341.1116
FAX 402.341.5895

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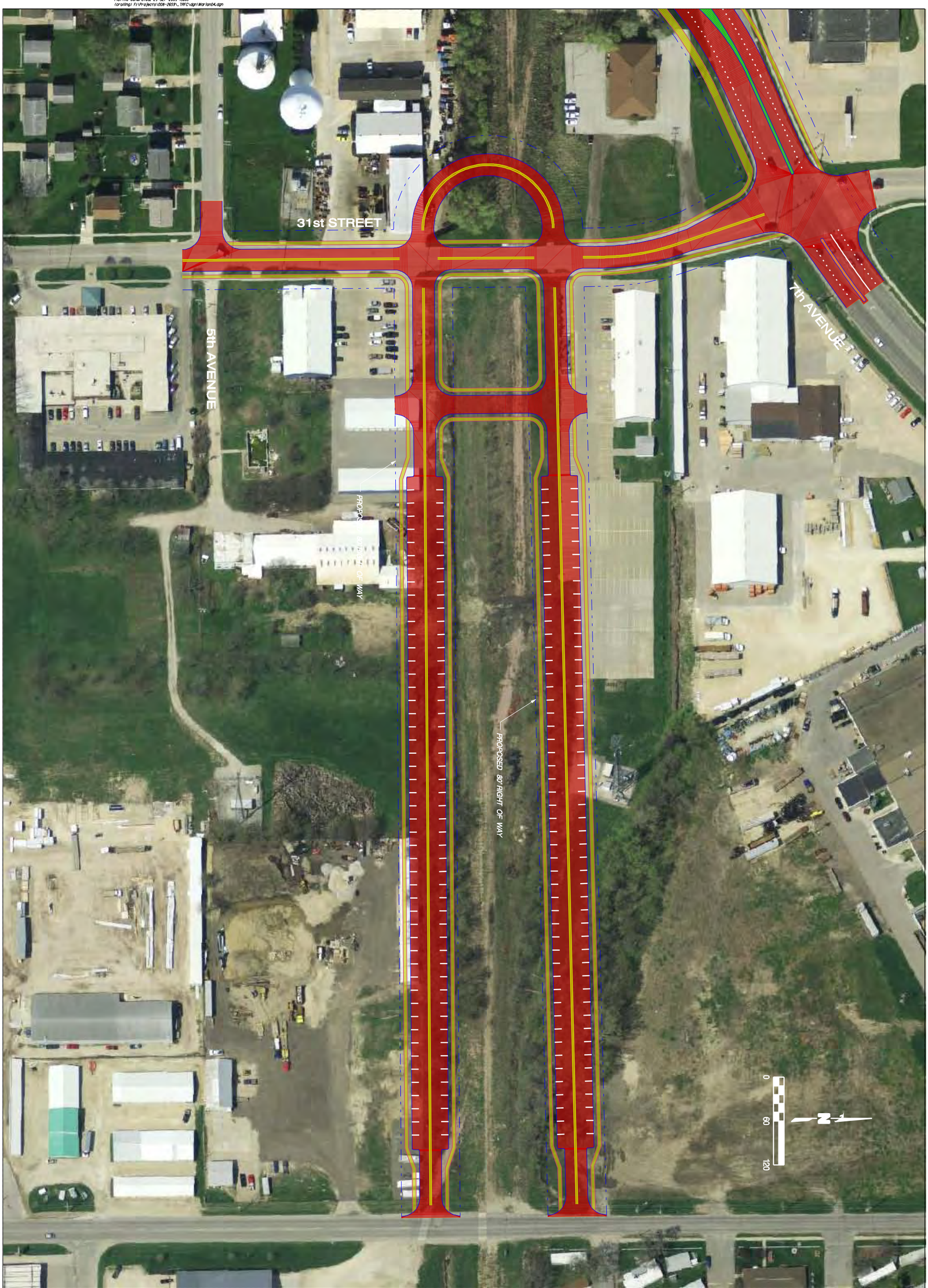
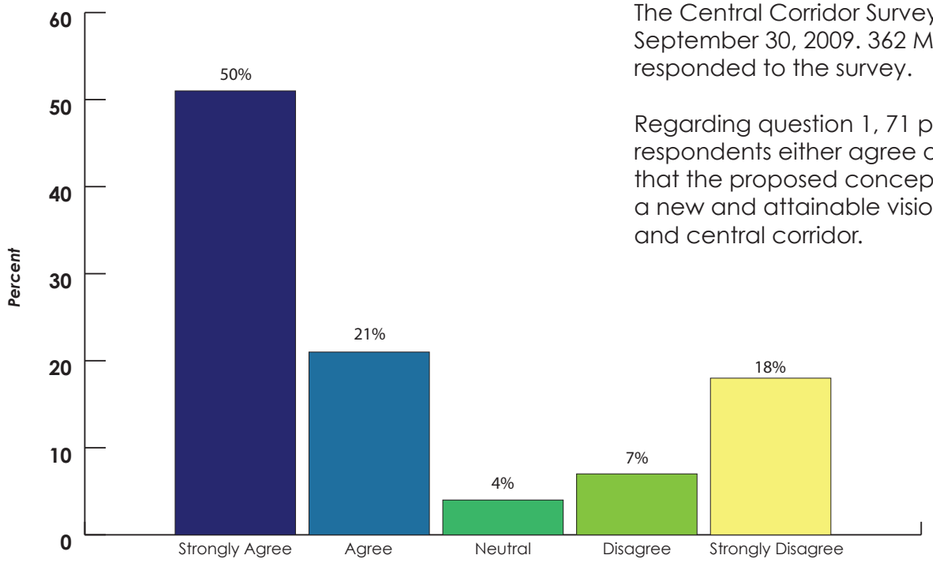


7 of 7	ROADWAY CONSTRUCTION PHASE IV – CIVIC AREA	REVISIONS DATE / DESCRIPTION	Marion, Iowa
design by: MR detailed by: checked by: project no: 008-2651 drawing no: date: 2009	MARION, IOWA CENTRAL CORRIDOR MASTER PLAN MARION, IOWA 2009		OLSSON ASSOCIATES 2111B. 67th Street Omaha, NE 68106 TEL 402.341.1116 FAX 402.341.5895 www.oaconsulting.com

Appendix C: Citizen Survey Results

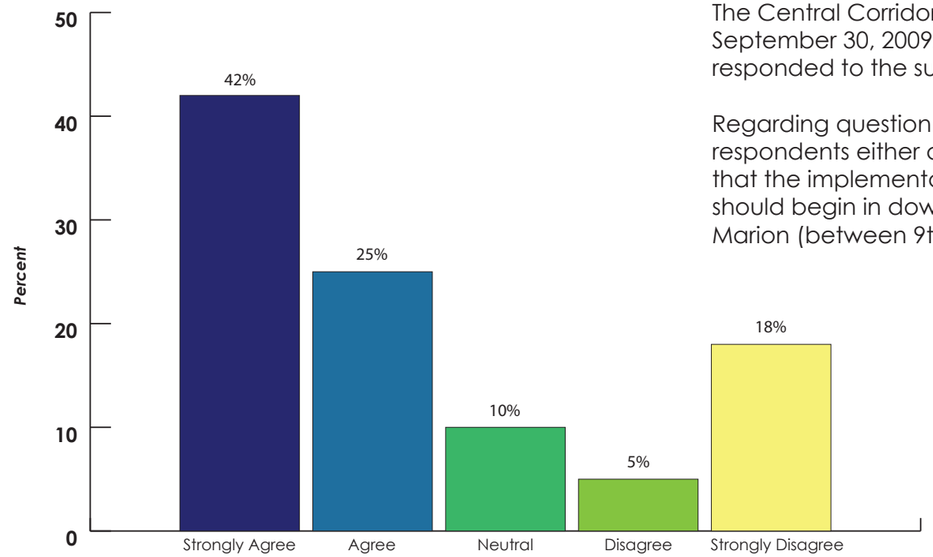
Question 1: I believe the proposed concept represents a new and attainable vision for the City of Marion and the Central Corridor.



The Central Corridor Survey closed on September 30, 2009. 362 Marion residents responded to the survey.

Regarding question 1, 71 percent of respondents either agree or strongly agree that the proposed concept does represent a new and attainable vision for the city and central corridor.

Question 2: I believe implementation of the project should begin in downtown / uptown Marion (between 9th and 14th Streets).



The Central Corridor Survey closed on September 30, 2009. 362 Marion residents responded to the survey.

Regarding question 2, 67 percent of respondents either agree or strongly agree that the implementation of the project should begin in downtown / uptown Marion (between 9th and 14th Streets).

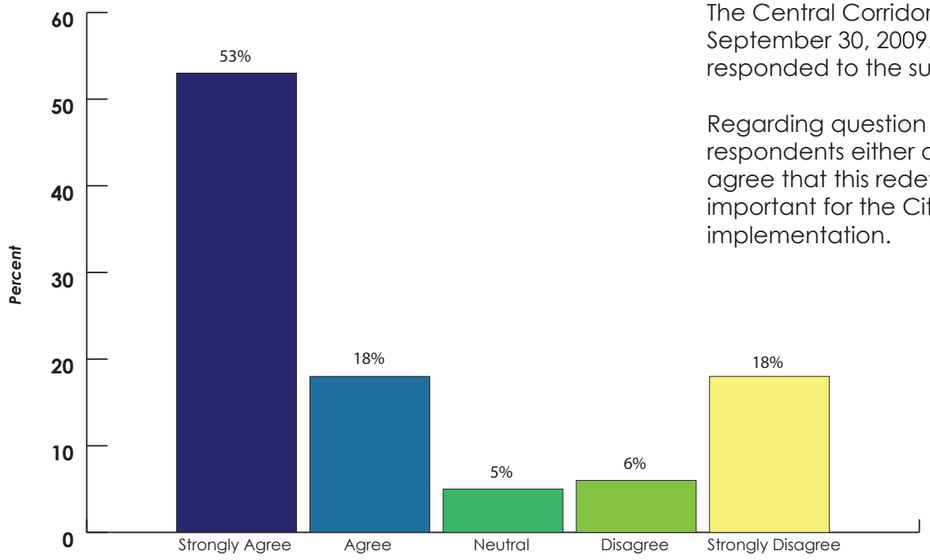
Question 3: If I could change / add one item to the concept that is not currently included, it would be... (Written Responses included)

- Need more parking (4)
- Give grant money to individual businesses to beautify instead of city making the plan
- Keep 7th Avenue in tact as long as possible
- Make 27th a through-street from 7th Avenue to 29th
- Concept should include more public art
- No changes!
- Consider the walking community
- Add the refurbishment of the Railroad bridges over 7th Avenue and the west side of town (3)
- Would like to have a splash pad included
- Remove brick streets
- Every option has merits
- Include items for families
- Make 7th Avenue one way east to west and make 6th Avenue one way west to east
- Keep 7th Avenue open has long as possible
- Do nothing
- Do not increase traffic flow on 8th Avenue -- 8th Avenue needs stop signs between 13th
- Extend the revitalization farther east
- Leave alone!
- This idea does nothing for the betterment of the city
- Speed up the process! How fast can we make this happen??
- Connect the trail to Lion park
- I read through the entire report and feel you did a great job. I would only strongly suggest the importance of downtown Marion housing. I am a strong proponent of mixed commercial/office with residential above. In order for Marion to be alive, people need to live downtown. This also improves the safety for the people visiting downtown and the commercial establishments.
- A more dramatic gateway when entering Marion from CR.
- A vision for the "other side" of the uptown area - basically from Thomas park up to 9th St.
- To have specifications for the "type" of businesses allowed in the new area.

Question 4: My favorite aspect of the proposed concept is...(Written Responses included)

- Improving 6th Avenue to create more opportunities for growth. No more gravel roads!
- The hope of slowing traffic down
- That it may not happen
- Adding high quality buildings and businesses to the Marion core
- Improvement of 6th Avenue and new green spaces
- The great redesign!
- Trail system and new residential units
- Improving traffic flow and downtown Marion
- Enhancement to downtown Marion (3)
- The change of the entire area!
- Better streetscapes and on-site stormwater management
- New and improved sidewalks for pedestrians
- Roundabouts and the removal of industrial properties along 7th Avenue
- The ability for Marion to finally attract more commercial and retail businesses and overall enhancement to quality of life
- New parks
- I don't like anything
- The fact that it finally cleans up 7th Ave.
- That it be cancelled
- Solves the traffic and safety issues on 7th Ave. and creates a better pedestrian environment
- New esplanade
- Trying to get Marion Iron to move
- I like the proposed 6th Ave. improvements. Let's learn from other cities' mistakes and create a place people want to occupy. I also like the idea of a civic center/hotel. This helps to make Marion a destination of its own instead of an after thought for people visiting Cedar Rapids. The 6th Ave. improvements also may be used for festivals like the Marion Arts Festival that could be increased in size. Park city, UT closes Main Street in Old Town for its festivals and everyone including existing businesses benefit.
- The concept of opening up retail opportunities that encourage pedestrian

Question 5: This redevelopment project is important for the City to see through full implementation.



The Central Corridor Survey closed on September 30, 2009. 362 Marion residents responded to the survey.

Regarding question 5, 71 percent of respondents either agree or strongly agree that this redevelopment project is important for the City to see through full implementation.

Question 6: Please include other thoughts / comments / questions / concerns... (Written Responses included)

- The key is to invest in downtown first
- Is there a way to include a ped-mall somewhere?
- Glad to see lots of creativity and beautiful landscaping
- It's about time Marion clean up its image
- My concern is the impact on current businesses during the construction process
- The current state of the corridor is horrible! The time is here to clean it up!
- The new design standards and landscaping improvements are a big change for the current corridor and a big shift from the current corridor
- It's good to see city government finally looking forward with a vision
- This isn't the 19th century, its about time Marion be updated
- Let's start!
- The federal government has already lost its common sense, don't let it trickle down to local government
- I think this a great change for the city
- Focus (quickly) on dealing with opponents concerns so we can begin the changes
- Don't let a handful of loud, negative people hurt the future of Marion
- I love the memorial park on the east side of the concept
- Take a hike on this deal!
- I just want a fair deal for my property
- If it isn't broke, don't fix it
- Good presentation
- A roundabout should never be considered where there is snow
- Why would anyone want to shop or live near 7th Avenue as it currently exist?