

SECTION A – Project and Eligibility

Name of Project/District: Marion Central Corridor Reinvestment District

Date Submitted: 3/13/15 Pre-application X Final application

Applicant: (must be a municipality): City of Marion

Contact Name: Lon Pluckhahn, City Manager

Address: 1225 6th Avenue City: Marion State: IA Zip: 52302

Telephone: (319)743-6301 Email: citymanager@cityofmarion.org

Federal Identification Number: 42-6004932

Size of Proposed District: 24.93 acres (no more than 25 acres)

Are the parcels contiguous, physically connected? Yes No

Please describe: The district includes parcels connected along 6th, 7th, 8th and 10th Avenues, otherwise known as Marion's Central Corridor. Several properties included are identified brownfields and/or grayfield sites adjacent to the former C&N Railroad right of way. These parcels are along the city's corridor redevelopment area, and will be connected by an urban trail system.

1. Please provide an overview of the proposed Iowa Reinvestment District. Please demonstrate in your explanation that the real property will be directly and substantially benefited by development.

The proposed reinvestment district is 24.93 acres of property in Marion's Uptown and along Marion's central business corridor. There will be six (6) cornerstone projects in the district that reinvestment funds will assist, plus additional private investments on several adjoining and nearby properties complemented by a substantial public investment in infrastructure along 6th Avenue. This will jumpstart reinvestment that the city has been working toward since 2003. Three of the projects will be public/private partnerships, while the fourth will be a quality of life investment of a unique nature that will provide substantial direct business benefit and create a community focal point. The fifth is a historic restoration project, and the sixth is a combination of a historic preservation project and new space buildout. Only items A through F as follows are requesting financial assistance through the proposed district-the remaining projects will be conventionally financed. These projects are more fully described as:

- A. 11th Street/8th Avenue Mixed Use Redevelopment and Parking Ramp Project. The north half of a city block in Marion's Uptown District (between 11th and 12th streets fronting 8th Avenue) is an underperforming site with 3 existing buildings. An investment firm is proposing to redevelop the site with a new mixed use building facing 11th Street that will have 9,000 square feet of new commercial space plus two additional residential stories with 8 units. At the same time, existing surface parking will be replaced with a new multi-story parking ramp with 440 spaces that will be owned and operated by a nonprofit corporation. 70 will be reserved for the tenants in the new mixed use building while the remainder will be public parking. Plans call for the installation of a solar array on the mixed use building to generate power for the parking facility, making it the first Net Zero parking ramp in Iowa. (Total capital investment \$23.05 million)
- B. Cobban-Hervey Building Renovation. The Cobban-Hervey building(s) at 1138 and 1144 7th Avenue were originally one building that was separated into two properties. One building is a vacant former pharmacy while the other half houses an orthodontic clinic. A new owner is purchasing both properties with the intent of completing a historic tax credit eligible renovation, restoring the exterior and façade coupled with the renovation of the main floor space for modern retail uses. The upstairs will be converted into 4 market rate apartments. As part of the Parkade project outlined in B above, the property owner has committed their current rear lot containing 24 parking spaces to that project. The orthodontic clinic

has already purchased property elsewhere in Marion and intends to construct a new standalone facility, while will open the entire main floor for new tenants. (Total capital investment \$1.62 million)

- C. Marion Central Plaza. A new outdoor plaza will be built in the core block(s) of Marion's Uptown, incorporating an existing park into a new tourist destination. The plaza will have feature attractions that can be used 12 months a year. The plaza will have programmed events a minimum of 250 days per year with an estimated average attendance of 600 people per event. As part of the plaza, a new pavilion will be constructed that uses a roll-up door system that will allow it to be used as an enclosed or open structure. The pavilion will be a site for year around use for the local farmer's market and as pop-up space for business incubation plus events. This is the component that gives this project its unique nature, as there are no known comparable facilities within four hours in any direction that have this level of programming. (Total capital investment \$22.04 million)
- D. George Green House Renovation and Expansion. The George Green House is located at 958 7th Avenue in Marion, and is the westernmost edge of the proposed district. Decades ago a commercial building was lost on this lot that was in between three existing multi-story structures, and a lean-to type single story addition replaced it. It has been acquired by a new owner that plans to remove the existing single story building and replace it with a two story structure more in keeping with the historic feel of the streetscape. This new building will wrap around the remaining two story building and add new retail square footage and upper story commercial space. The building that is to remain is participating in the city's Façade Improvement program. An elevator will be added that can not only serve this building but at least two adjoining structures as well, making their upper spaces ADA compliant. In one of the adjoining buildings, the upper story is currently inaccessible from inside the building and therefore vacant. This project will open up that space as well, although it is not considered in this application. (Total capital investment \$943,000)
- E. Library Expansion/Mixed Use Redevelopment Project. Marion's existing library is 24,000 square feet, and was completed just before the city experienced a dramatic increase in population growth. Expanding the library was identified as one of the Great 8 Projects during the community's Imagine8 Visioning process in 2009, and was included in the spending plans for the city's local option sales tax. The library board has selected a partner in Ryan Companies/OPN Architects of Cedar Rapids to redevelop the site as a mixed use project with a new 42,500 square foot library, a 10,250 square foot grocery store, and 36 residential units. (Total capital investment \$28.2 million)
- F. East End Hotel and Convention Center. There are three former industrial properties at the east end of the central corridor (between approximately 27th and 31st street) that will be aggregated with former railroad right of way now owned by the City to create a site for a new hotel and convention center. A new multi-story business class hotel with one executive wing will be built on the site, along with a convention center capable of accommodating groups of 600 people. (Total capital investment \$26.7 million)
- G. USDA Redevelopment. This is the site of a former USDA building that has been acquired for redevelopment. The owner expects to build a multitenant commercial structure with a restaurant and adjoining commercial space. The restaurant will be an off-site complement to the hotel/convention complex, providing another location for hotel guests. (Total capital investment \$4.15 million)
- H. Lincolnview Commercial Redevelopment. Lincolnview is a commercial redevelopment taking place along a brownfield corridor and remediating former brownfield sites. The next phase is an 8,500 square foot multitenant structure geared toward food service and retail that will replace a defunct bowling alley. There is also a restaurant pad expected to house a 4,000 square foot fast casual restaurant. (Total capital investment \$4.5 million)
- I. Central Corridor Improvements. The City has committed to a partnership with a private development company to construct the remaining eastern improvements needed to complete the central corridor updates. This includes extension and reconstruction of 6th Avenue from 13th Street to approximately 27th street, the construction of a modern roundabout at that location, and improvements to 7th Avenue needed to connect it to the roundabout and complete the street network on that end. An urban trail network that the city has already partially constructed will be continued along the corridor and connect the parcels in the uptown core to the redeveloped parcels on the east end. (Total capital investment \$7.4 million)

Additional eligibility documentation can be found in Section A-Project Eligibility Verification Attachments:

A1 – Resolution No. 24428 of the Marion City Council referencing: Intent to establish an Iowa Reinvestment District, approval of the district plan, and a finding that the area in the proposed district is an area suitable for development.

A2 – Documentation that the district is located within the Consolidated Central Corridor and Collins Road Extension Urban Renewal area, including supporting maps and ordinance establishing the zone or area.

A3 – Detailed map of the proposed Marion Central Corridor Reinvestment District depicting the existing parcels of real estate located in the proposed district.

A4 – List of the names and addresses of the owners of record of the parcels to be included in the proposed district.

A5 – A legal description of the real estate forming the boundaries of the area to be included in the proposed district.

A6 – Documentation substantiating the expected direct and substantial benefit to real property will be directly and substantially benefited.

A1. Council Resolution 24428

RESOLUTION 24428

RESOLUTION APPROVING THE PROPOSED PRELIMINARY DISTRICT PLAN FOR THE MARION CENTRAL CORRIDOR REINVESTMENT DISTRICT AND THE SUBMISSION OF S PREAPPLICATION TO THE IOWA ECONOMIC DEVELOPMENT AUTHORITY FOR PROVISIONAL APPROVAL OF THE DISTRICT.

WHEREAS, in 2013 the State of Iowa enacted the Iowa Reinvestment District Act, vesting authority in the Iowa Economic Development Authority (IEDA) to approve the creation of Reinvestment Districts utilizing certain state hotel and motel and sales and use tax revenues in designated areas; and

WHEREAS, the purpose of the Act is to fund projects that are most likely to improve the quality of life, create and enhance unique opportunities, and substantially benefit the municipality, the surrounding region, and the state as a whole, and

WHEREAS, the process established by the state requires the submission of a pre-application for provisional approval, and

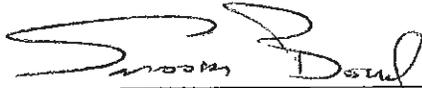
WHEREAS, the City of Marion (City) has prepared a preliminary district plan for the Marion Central Corridor Reinvestment District (District).

NOW, THEREFORE, IT IS RESOLVED by the City Council, City of Marion, Iowa, as follows:

1. The City makes the following findings of fact in support of the District.
 - a. The City intends to establish a reinvestment district to be known as the Marion Central Corridor Reinvestment District.
 - b. The District is located along the City's Central Corridor as demonstrated by Exhibit A and as legally described in Exhibit B.
 - c. The District is entirely within the boundaries of the Marion Consolidated Urban Renewal Areas (formerly known as the Central Corridor Urban Renewal Area and Collins Road Extension Urban Renewal Area).
 - d. The area is the District is suitable for redevelopment and each parcel in the district will be directly and substantially benefitted by development in the District.

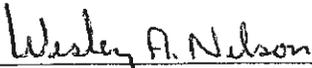
2. The preliminary plan for the proposed Marion Central Corridor Reinvestment District is hereby approved.
3. The City Manager is hereby authorized and directed to submit a preapplication to IEDA seeking provisional approval of the proposed District.

Passed and approved this 5th day of March, 2015.



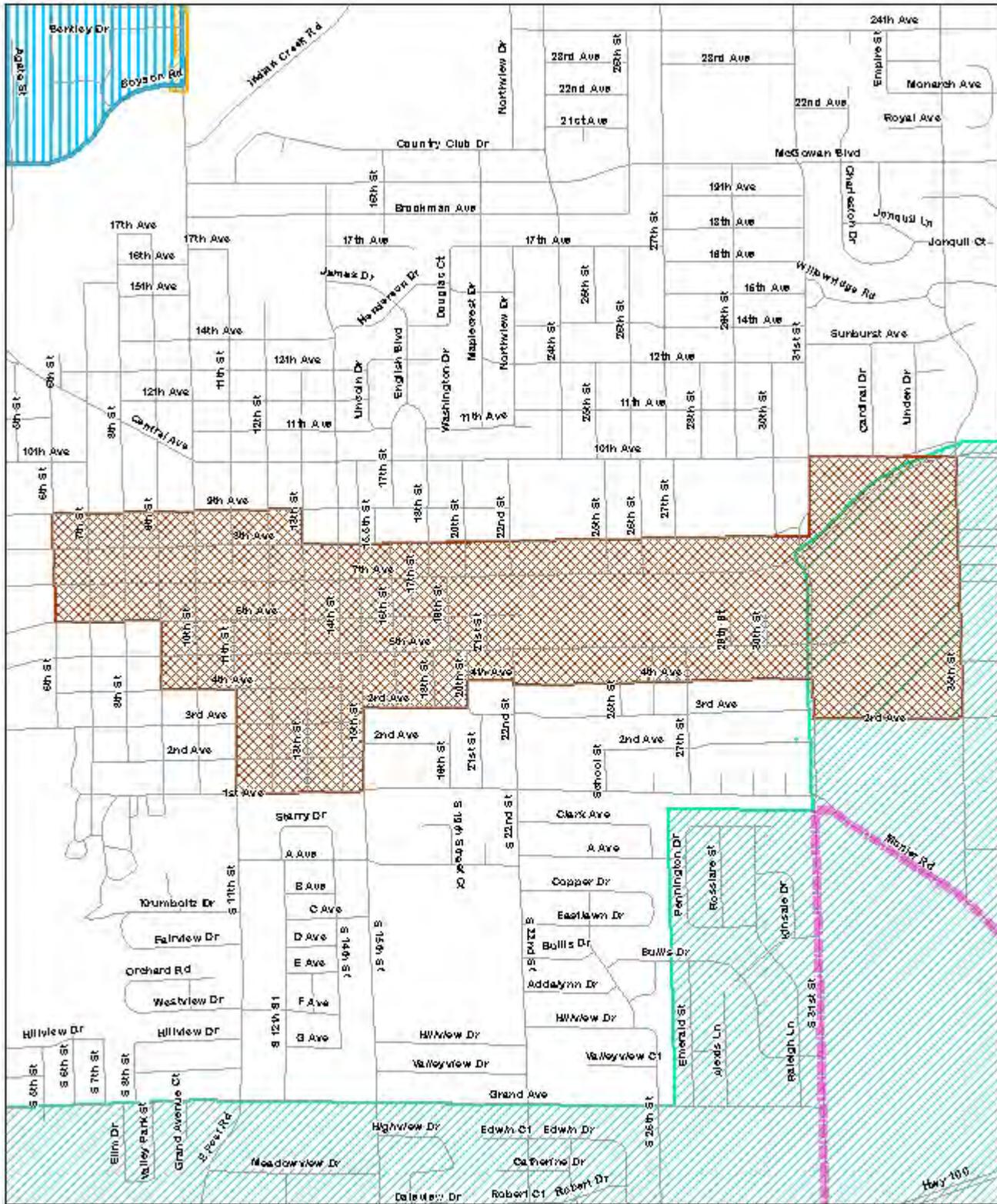
Snooks Bouska, Mayor

ATTEST:


Wesley A. Nelson, City Clerk

A2. Documentation of Eligibility via Location within Urban Renewal Area

TIF District Map-Consolidated Central Corridor and Collins Road Extension Urban Renewal Area



1 inch = 1,105 feet

City of Marion

Legend
Roads

A2. Documentation of Eligibility via Location within Urban Renewal Area

Ordinance Establishing Consolidated Central Corridor and Collins Road Extension Urban Renewal Area

2014 CONSOLIDATION OF URBAN
RENEWAL AREAS AND PLAN
AMENDMENT HEARING

419241-50

Marion, Iowa

December 18, 2014

The City Council of the City of Marion, Iowa, met on December 18, 2014, at 5:30 p.m., at the City of Marion, 1225 6th Avenue, in the City for the purpose of conducting a public hearing on the designation of an urban renewal area and on a proposed urban renewal plan amendment. The Mayor presided and the roll being called the following members of the Council were present and absent:

Present: Bouska, Pazour, Etzel, Crawford, AbouAssaly, Draper

Absent: Spinks

The City Council investigated and found that notice of the intention of the Council to conduct a public hearing on the consolidation of the Collins Road East Urban Renewal Area and the Central Corridor Urban Renewal Area and on an urban renewal plan amendment had been published according to law and as directed by the Council and that this is the time and place at which the Council shall receive oral or written objections from any resident or property owner of the City. All written objections, statements, and evidence heretofore filed were reported to the Council, and all oral objections, statements, and all other exhibits presented were considered.

The following named persons presented oral objections, statements, or evidence as summarized below; filed written objections or statements, copies of which are attached hereto; or presented other exhibits, copies of which are attached hereto:

(Here list all persons presenting written or oral statements or evidence and summarize each presentation.)

There being no further objections, comments, or evidence offered, the Mayor announced the hearing closed.

Council Member Pazour moved the adoption of a resolution entitled "A resolution to approve the consolidation of the Collins Road East Urban Renewal Area and the Central Corridor Urban Renewal Area and to approve urban renewal plan amendment", seconded by Council Member Crawford. After due consideration, the Mayor put the question on the motion and the roll being called, the following named Council Members voted:

Ayes: Bouska, Pazour, Etzel, Crawford, AbouAssaly, Draper

Nays: None

Whereupon, the Mayor declared the resolution duly adopted and signed approval thereto.

RESOLUTION NO. 24296

A resolution to approve the consolidation of the Collins Road East Urban Renewal Area and the Central Corridor Urban Renewal Area and to approve urban renewal plan amendment

WHEREAS, the City Council (the "Council") of the City of Marion, Iowa (the "City") by ~~resolution previously established the Collins Road East Urban Renewal Area and the Central Corridor Urban Renewal Area~~ (collectively the "Urban Renewal Areas") and adopted urban renewal plans (the "Original Plans") for the governance of the Urban Renewal Areas; and

WHEREAS, a proposal has been made which shows the desirability of consolidating the Urban Renewal Areas into the Marion Consolidated Urban Renewal Areas (the "Consolidated Areas"); and

WHEREAS, it has been proposed that a restated urban renewal plan (the "Restated Plan") be adopted to update the Original Plans and to govern future urban renewal activities in the Consolidated Areas and to authorize the undertaking of new urban renewal objectives and projects in the Consolidated Areas consisting of consisting of using tax increment financing to (i) fund an economic development grant to MEDCO Holding Company, LLC in connection with the development of a business park; (ii) fund an economic development grant to Fiberight LLC for the startup and maintenance costs of its material resource recovery business operations; (iii) fund an economic development grant to ELPLAST America, Inc. for the startup and maintenance costs of its manufacturing business operations; (iv) pay the costs of the Central Corridor Street Improvements and Right-of-Way Acquisition Project; (v) pay the costs of certain street intersection and alley improvements; (vi) pay the costs of traffic signal improvements; (vii) pay the costs of acquiring and establishing a municipal airport; and (viii) support the City's Downtown Revitalization Façade Improvement Program; and

WHEREAS, an amendment (the "Amendment") to the Original Plans covering the consolidation of the Urban Renewal Areas and adopting the Restated Plan has been prepared; and

WHEREAS, notice of a public hearing by the City Council of the City on the proposed Amendment was heretofore given in strict compliance with the provisions of Chapter 403 of the Code of Iowa, and the City Council has conducted said hearing on December 18, 2014; and

WHEREAS, the Council intends that this consolidating action shall not alter the original base valuations, time restrictions and debt certifications for the City's tax increment financing districts that have been established from time-to-time by ordinances with respect to the financing of projects in the Urban Renewal Areas; and

WHEREAS, copies of the Amendment and the Restated Plan, notice of public hearing and notice of a consultation meeting with respect to the Amendment were mailed to Linn County and the Marion Independent School District (the "School District"); the consultation meeting was held on the 12th day of December, 2014; and no written comments were received from the County or the School District following the consultation meeting;

NOW, THEREFORE, It Is Resolved by the City Council of the City of Marion, Iowa, as follows:

Section 1. The Amendment and the Restated Plan, attached hereto and made a part hereof, are hereby in all respects approved. The Urban Renewal Areas are hereby consolidated and shall hereafter be referred to as the Consolidated Marion Urban Renewal Areas, and the Restated Plan is hereby adopted to govern future urban renewal activity in such Areas.

Section 2. It is hereby determined by this Council as follows:

A. The Restated Plan and the projects and initiatives described therein conform to the general plan of the municipality as a whole;

B. Proposed economic development projects described in the Restated Plan are necessary and appropriate to facilitate the proper growth and development of the city in accordance with sound planning standards and local community objectives;

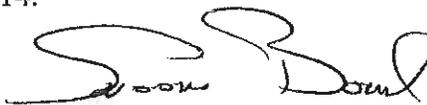
C. Proposed blight alleviation and prevention programs in the Urban Renewal Areas, as described in the Original Plans and the Restated Plan, are necessary to restore the property to its highest and best use and to prevent the spread of urban blight; and

D. The City will not displace families in connection with projects to be undertaken in the Urban Renewal Areas.

Section 3. It is hereby declared that this consolidating action shall not alter the original base valuations, time restrictions and debt certifications for the City's tax increment financing districts that have been established from time-to-time by ordinances with respect to the financing of projects in the Urban Renewal Areas. Furthermore, nothing in this consolidating action shall in any way interfere with the carrying out of ongoing urban renewal projects previously undertaken or the payment of obligations previously incurred in connection therewith.

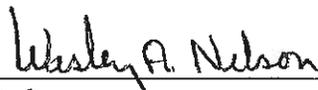
Section 4. All resolutions or parts thereof in conflict herewith are hereby repealed, to the extent of such conflict.

Passed and approved December 18, 2014.



Mayor

Attest:

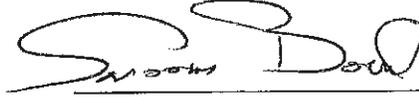


City Clerk

(Attach copy of the urban renewal plan amendment to this resolution.)

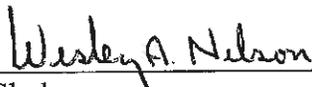
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Upon motion and vote, the meeting adjourned.

A handwritten signature in black ink, appearing to read "Scott Dow". The signature is written in a cursive style with a large initial "S".

Mayor

Attest:



City Clerk

STATE OF IOWA
COUNTY OF LINN
CITY OF MARION

SS:

I, the undersigned, do hereby certify that I am the duly appointed, qualified and acting City Clerk of the City of Marion, and that as such I have in my possession or have access to the ~~complete corporate records of the City and of its officers; and that I have carefully compared the~~ transcript hereto attached with the aforesaid records and that the attached is a true, correct and complete copy of the corporate records relating to the action taken by the City Council preliminary to and in connection with approving an urban renewal plan amendment as set forth therein.

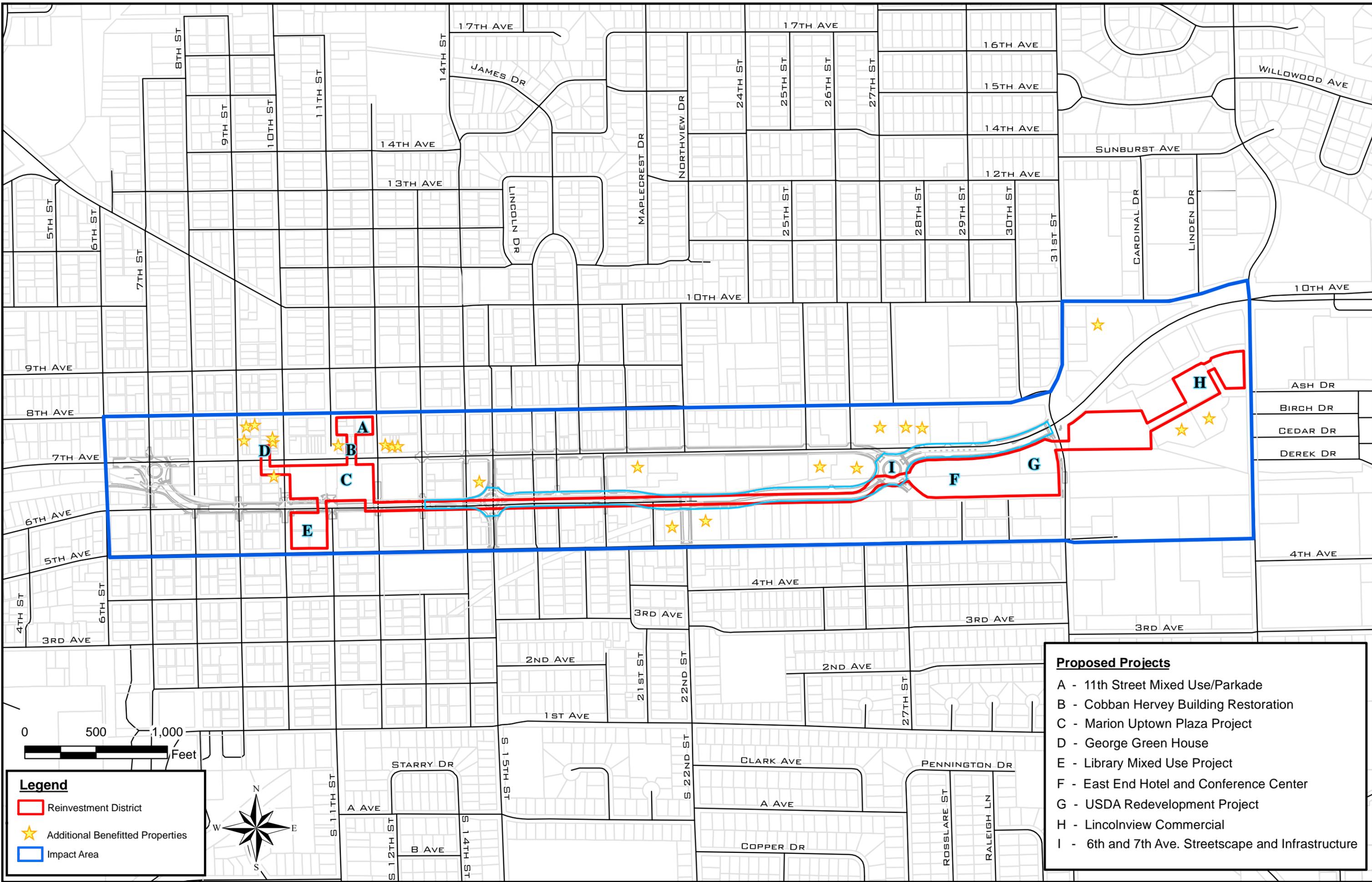
WITNESS MY HAND hereto affixed this 18 day of December, 2014.

Wesley A. Nelson
City Clerk

(Seal)

(Please attach to this certificate a copy of the minutes or a resolution of the Planning and Zoning Commission showing the action taken by that Commission to approve the urban renewal plan amendment.)

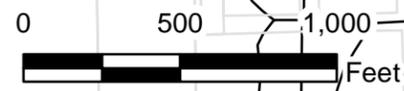
A3. Detailed Map(s) of Proposed District

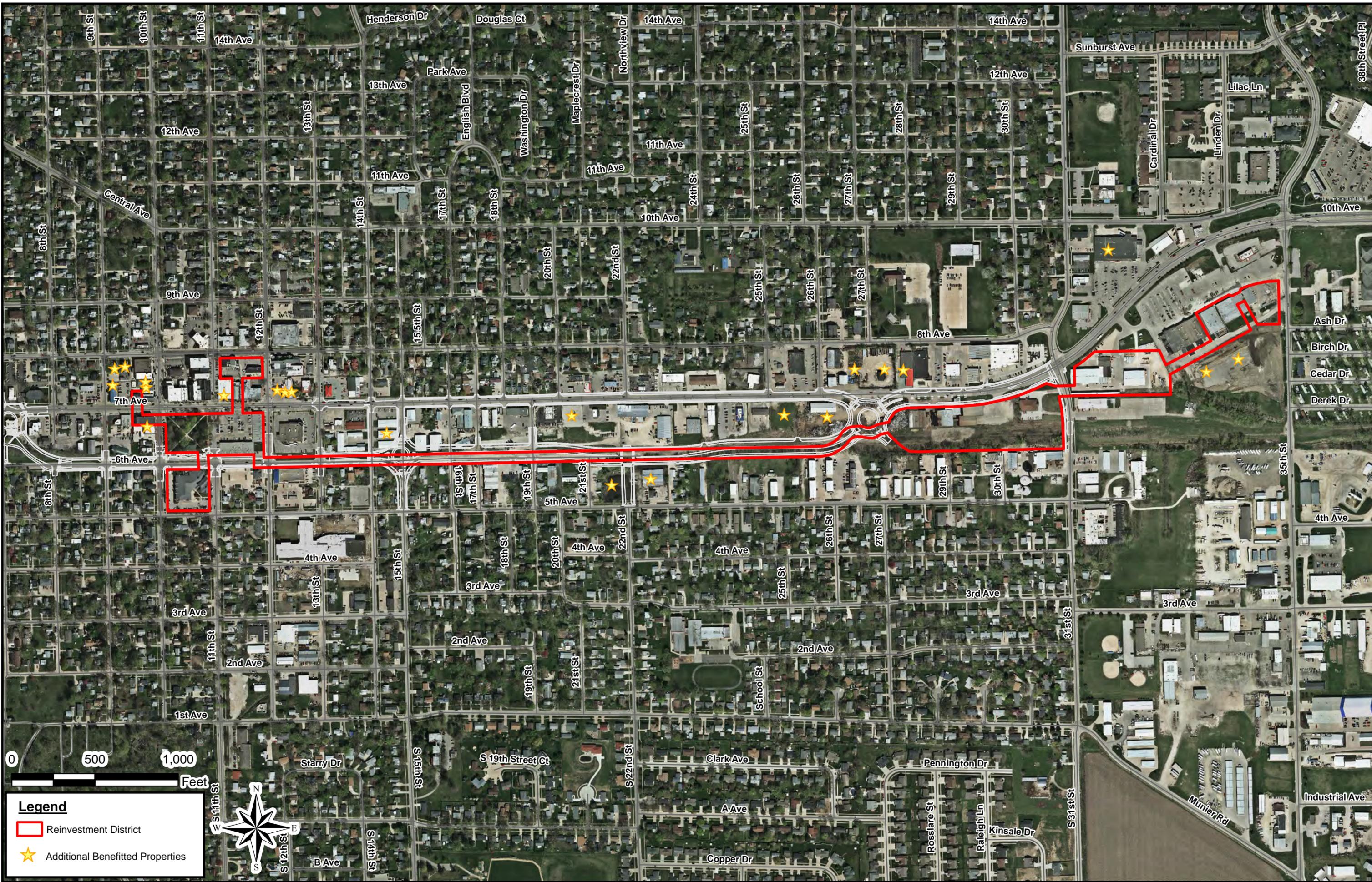


- Proposed Projects**
- A - 11th Street Mixed Use/Parkade
 - B - Cobban Hervey Building Restoration
 - C - Marion Uptown Plaza Project
 - D - George Green House
 - E - Library Mixed Use Project
 - F - East End Hotel and Conference Center
 - G - USDA Redevelopment Project
 - H - Lincolnview Commercial
 - I - 6th and 7th Ave. Streetscape and Infrastructure

Legend

- Reinvestment District
- ★ Additional Benefitted Properties
- Impact Area





Legend

-  Reinvestment District
-  Additional Benefitted Properties

0 500 1,000 Feet



A4. Names and Addresses of Owners of Record

GPN	SitusAddr	SitusCity	ZIP	Owner	OwnerAddr	OwnerCity	State	OwnerZip
14-0110900700000	958 7TH AVE	MARION	52302	NATHAN CARAWAY	PO Box 10912	CEDAR RAPIDS	IA	52401
140111300100000	690 10TH ST &	MARION	52302	NOVAK, JAMES J	3622 HONEY HILL DRIVE SE	CEDAR RAPIDS	IA	52403
150623900100000	760 12TH ST	MARION	52302	1175 EIGHTH AVENUE LLC	PO BOX 488	MARION	IA	52302
150624100100000	1405 7TH AVE	MARION	52302	BURGESS DENNIS A & BURGESS MICHAELLE	3253 STONE RD	SPRINGVILLE	IA	52336
150522700200000	3115 7TH AVE	MARION	52302	GILCREST/JEWETT LUMBER COMPANY	PO BOX 1000	WAUKEE	IA	50263
150610500200000	2823 7TH AVE	MARION	52302	GLD PROPERTIES LLC	500 1ST AVE NE SUITE 301	CEDAR RAPIDS	IA	52401
150623900500000				HAM PROPERTIES 1 LLC	PO BOX 10197	CEDAR RAPIDS	IA	52410
150623900800000	1138 7TH AVE	MARION	52302	HAM PROPERTIES 1 LLC	PO BOX 10197	CEDAR RAPIDS	IA	52410
150610500100000	3055 7TH AVE	MARION	52302	HUNTER PROPERTIES LLC	PO BOX 1826	CEDAR RAPIDS	IA	52406
150621600300000	637 16TH ST	MARION	52302	JORDAN ROY J & JORDAN SANDRA L	637 16TH ST	MARION	IA	52302
150621400500000				KINGS MATERIALS INC	650 12TH AVE SW	CEDAR RAPIDS	IA	52404
150621600400000				KINGS MATERIALS INC	650 12TH AVE SW	CEDAR RAPIDS	IA	52404
150621500500000	600 19TH ST	MARION	52302	KINGS MATERIALS INC	650 12TH AVE SW	CEDAR RAPIDS	IA	52404
150621700500000	1514 6TH AVE	MARION	52302	KLINGLER MARTIN & KLINGLER RIC	842 SHADETREE CT	LISBON	IA	52253
150621700600000	1540 6TH AVE	MARION	52302	KLINGLER MARTIN & KLINGLER RIC	842 SHADETREE CT	LISBON	IA	52253
150621700700000	1578 6TH AVE	MARION	52302	KLINGLER MARTIN & KLINGLER RIC	842 SHADETREE CT	LISBON	IA	52253
150623900200000	1135 8TH AVE	MARION	52302	LAMMERS PROPERTIES LLC	2299 JULIA DR	DUBUQUE	IA	52002-8222
150623900400000	777 11TH ST	MARION	52302	LAMMERS PROPERTIES LLC	2299 JULIA DR	DUBUQUE	IA	52002-8222
150623900300000	1105 8TH AVE	MARION	52302	LAMMERS PROPERTIES LLC	2299 JULIA DR	DUBUQUE	IA	52002-8222
150522701800000	3217 7TH AVE	MARION	52302	LINCOLNVIEW SQUARE LLC	3405 7TH AVE SUITE 102	MARION	IA	52302
150522701900000	3405 7TH AVE	MARION	52302	LINCOLNVIEW SQUARE LLC	3405 7TH AVE SUITE 102	MARION	IA	52302
150522702000000	3497 7TH AVE	MARION	52302	LINCOLNVIEW SQUARE LLC	3405 7TH AVE SUITE 102	MARION	IA	52302
150610500500000				MARION CITY OF	1225 6TH AVE	MARION	IA	52302
150621401100000				MARION CITY OF	1225 6TH AVE	MARION	IA	52302
150624500100000				MARION CITY OF	1225 6TH AVE	MARION	IA	52302
150625000100000	1095 6TH AVE	MARION	52302	MARION CITY OF	1225 6TH AVE	MARION	IA	52302
150610500300000	2500 7TH AVE	MARION	52302	MARION IRON CO	PO BOX 345	MARION	IA	52302
150624400100000	1117 7TH AVE	MARION	52302	N & K INVESTMENT CO	2285 S 67TH ST E SUITE 250	OMAHA	NE	68106
150623900700000	1120 7TH AVE	MARION	52302	OLMSTEAD BARBARA J & OLMSTEAD DANIEL J	3699 MOHLER RD	CENTER POINT	IA	52213
150623900900000	1144 7TH AVE	MARION	52302	PARKS & SCHMIT PROPERTIES LC	2727 1ST AVE SE STE 1	CEDAR RAPIDS	IA	52402-4844
150613100600000	2201 7TH AVE	MARION	52302	QA PROPERTIES LLC	2310 TIMBER CREEK DR	MARION	IA	52302

A5. Legal Description of District

Starting at a point forty-two (42) feet west of the center line of 31st Street and 20 feet north of the south lot line of Plat of Survey No. 1406. Thence north along a line forty-two (42) feet from and parallel to the center line of 31st Street to the north lot line of Plat of Survey No. 1406. Thence north 159.27 feet along a line twelve (12) feet from and parallel to the east line of Plat of Survey No. 112. Thence due east to the northwest corner of Plat of Survey No. 152. Thence east along the north lot line of Plat of Survey No. 152 to a point that is due south of a point that is twelve (12) feet south of and parallel to the north lot line of Lot 2, Lincolnview Square First Addition to Marion, Iowa. Thence north to a point that is twelve (12) feet south of and parallel to the north lot line of Lot 2, Lincolnview Square First Addition. Thence northeast along a line that is twelve (12) feet from and parallel to the north lot lines of Lot 2 and 1 of Lincolnview Square First Addition to the east property line of Lot 1, Lincolnview Square First Addition.

Thence northwest along the east property lines of Lot 1 and 4 of Lincolnview Square First Addition to a point 60 feet south of the northeast corner of Lot 4. Thence northeast to a point on the west lot line, and 60 feet south of the northwest corner of Lot 5, Lincolnview First Addition. Thence south to the southwest corner of Lot 5, Lincolnview Square First Addition. Thence east along the south lot line of Lot 5 to a point twelve (12) feet west of the southeast corner of Lot 5, Lincolnview Square First Addition to Marion, Iowa. Thence North along a line twelve (12) feet west of, and parallel to the east lot line of Lot 5, Lincolnview Square First Addition to Marion, Iowa until reaching the north property line of said lot. Thence west and southwest along the northern property lines of Lot 5, Lincolnview Square First Addition to the southern edge of the northwest corner.

Thence west, across Lot B, to the southern point of the northeast corner of Lot 4, Lincolnview Square First Addition. Thence northwest to the northern point of the northeast corner. Thence west along the north lot line to the northwest corner of Lot 4 of Lincolnview Square First Addition. Thence south along the west lot line to a point 48 feet north of the southwest corner of Lot 4. Thence west along a line 48 feet north of, and parallel to the south lot line of Lot 3, Lincolnview Square First Addition to the west property line of said lot. Thence north along the west property line ninety-seven (97) feet to a point along the west property line of Lot 3.

Thence due west to a point twelve (12) feet short of the eastern edge of the 7th Avenue right-of-way, thence southwest along a line that is twelve (12) feet from and parallel to the 7th Avenue right-of-way until the intersection with the east line of the 31st Street right-of-way. Thence south one hundred eleven (111) feet south along the east right-of-way line of 31st Street. Thence due west to a point 16.2 feet west of the northeast lot line of Plat of Survey No. 112. Thence northwesterly to a point 17.7 feet south of and perpendicular to the north lot line of Plat of Survey No. 112. Thence in the southwesterly direction to a point 25 feet south of the northwest corner of Plat of Survey No. 112. Thence in a southwesterly direction to a point 660-feet west of Plat of Survey No. 112 and 55-feet south of the existing 7th Avenue right-of-way. Thence in a southwesterly curve to a point 137-feet south of the current 7th avenue right-of-way and 780 feet west of the west property line of Plat of Survey No. 112. Thence in a generally southwest line to the east line of the northwest quarter of the northeast quarter of Section 06, Township 83, Range 6, 167 feet south of the current 7th Avenue right-of-way line. Thence in a southwesterly curve to a point 175.5 feet west of the east boundary line of the northwest quarter of the northeast quarter of Section 06, Township 83, Range 6, and 60 feet north of the south line of Plat of Survey No 1406. Thence west to a point 60 feet north of the northeast corner of Lot 1, Block 29, Original Town. Thence north to the southeast corner of Lot 8, Block 19, Original Town. Thence north to the north east corner of Lot 1, Block 19, Original Town. Thence west to the northwest corner of Lot 2, Block 19 Original Town. Thence north to the southwest corner of Lot 7, Block 14, Original Town. Thence north to the southwest corner of Lot 2, Block 14, Original Town. Thence east to the southeast corner of Lot 1, Block 14, Original Town. Thence north to the northeast corner of Lot 1, Block 14, Original Town. Thence west to the northwest corner of Lot 3, Block 14, Original Town. Thence south to the southwest corner of Lot 4, Block 14, Original Town. Thence east seventy (70) feet along the south lot line of Lot 4, Block 14, Original Town. Thence south to a point fifty (50) feet west of the northeast corner of Lot 3, Block 19, Original Town.

Thence west to a point on the north lot line of Lot 1, 60 feet west of the northeast corner of Lot 1, Block 20, Original Town. Thence north to a point along on the north lot line of Lot 8, 60 feet west of the northeast corner of Lot 8, Block 12, Original Town. Thence west to the northwest corner of Lot 8, Block 12, Original Town. Thence south to the southwest corner of Lot 1, Block 20, Original Town. Thence east to a point on the west lot line of City Park Block, 60 feet south of the northwest corner of City Park Block, Original Town. Thence south along said lot line to a point 20 feet north of the southwest corner of City Park Block, Original Town. Thence east to a point 20 feet north of and 60 feet west of the southeast corner of City Park Block, Original Town

Thence south to a point that is sixty (60) feet west of the northeast corner of Lot 1, Block 28, Original Town. Thence west to the northwest corner of Lot 4, Block 28, Original Town. Thence south to the southwest corner of Lot 6, Block 28, Original Town. Thence east to the southeast corner of Lot 8, Block 28, Original Town. Thence north to the southeast corner of City Park Block, Original Town. Thence east to the southwest corner of Lot 8, Block 19, Original Town.

Thence south, to the northwest corner of Lot 1, Block 29, Original Town. Thence east to a point on the south line of Plat of Survey No. 1406, 175.5 feet west of the east boundary line of the northwest quarter of the northeast quarter of Section 06, Township 83, Range 6. Thence in a northeasterly and southeasterly curve to a point 20 feet north of the south line of Plat of Survey No. 1406 and 360 feet east of the east boundary line of the northwest quarter of the northeast quarter of Section 06, Township 83, Range 6. Thence east to the point of beginning.

A6. Documentation Substantiating Direct and Substantial Benefit

This section outlines the expected direct and substantial benefit that each project will have on the community. Direct impact has been estimated, with no multiplier effect or imputed indirect impacts. Additional expected investment next to the district that will be positively impacted by this project is described as well. This is done deliberately to conservatively estimate the overall benefit of completing the project. While the reinvestment district does not consider housing as part of its overall purpose, since several of these projects are mixed use with housing components their impact on the taxable value is reflected as well. The values are broken out so the new commercial and retail can be looked at separately from the housing. For purposes of this analysis, the following assumptions have been used:

<u>Item/Category</u>	<u>Assumption(s)</u>
<i>For Projecting Property Tax Receipts</i>	
Property Tax	2013 assessments used as base year versus expected assessments upon completion of project
Rate	Existing consolidated rate assuming no increase based off actual taxes payable in 14-15
Rollback	90% commercial 50% housing

Individual Project Analysis

A. 11th Street/8th Avenue Mixed Use Redevelopment and Parking Ramp Project

This project encompasses a full half block located between 11th and 12th Streets and south of 8th Avenue in Uptown Marion. It is currently the home of a commercial building housing a law office, accounting firm, and nanobrewery on the east end. The west side is a ground level parking lot, a salon, and tattoo parlor.

	<u>Current</u> <u>Taxable Value</u>	<u>Taxes</u> <u>Paid</u>	<u>Future</u> <u>Taxable Value</u>	<u>Future Tax</u> <u>Estimates</u>	<u>Net New</u> <u>Annual Taxes</u>
Retail Space	\$ 277,600.00	\$ 8,476.00	\$2,025,000.00	\$ 67,288.94	\$43,908.94
Commercial/Office	\$ 426,000.00	\$ 14,904.00			
Housing	\$ -		\$1,125,000.00	\$ 34,349.79	\$32,541.79
Parking	\$ 48,600.00	\$ 1,808.00			
Subtotal	\$ 752,200.00	\$ 25,188.00	\$3,150,000.00	\$ 101,638.73	\$76,450.73

This project is also next to one block of Marion's ImaginArt in the Alleys project, a program designed to invest in the uptown alleys. The project will create a destination and position the alleys as viable alternative entrances for businesses along the corridor (the only Artplace America grant awarded to Iowa, and 1 of 55 such projects nationwide). It will feature infrastructure improvements with an artistic flair and a combination of permanent and temporary art displays to establish it as a community gathering place. There are also 4 properties either on the same block as this project or the immediate next block participating in the Uptown Façade Improvement Program that will benefit from the additional investment, particularly the addition of a substantial amount of parking to the uptown area. Across the street on the 11th Street side is the Memorial Hall historic tax credit restoration project, an IEDA Challenge Grant project that will also benefit from the increased traffic, more concentrated retail presence, and additional parking. One block west down the alley is the Owen Block building, a building restoration under way that is adding second floor housing and additional retail space that will culminate in the restoration of a cornerstone building in the uptown. Finally, across the street to the west a new high scale chef-inspired restaurant is under construction that will substantially benefit from the addition of parking. The developer of that restaurant has plans to add a second floor featuring additional upper story housing.

B. Cobban-Hervey Building Renovation

This project will take place in two existing buildings located at 1138 and 1144 7th Avenue. One building was formerly a pharmacy and is currently vacant, and the other is used as an orthodontic clinic. A new owner is purchasing both properties with the intent of completing a historic tax credit eligible renovation, restoring the exterior and façade coupled with the renovation of the main floor space for modern retail uses. The upstairs will be converted into 4 market rate apartments. As part of the Parkade project outlined in B above, the property owner has committed their current rear lot containing 24 parking spaces to that project. The orthodontic clinic has already purchased property elsewhere in Marion and intends to construct a new standalone facility, while will open the entire main floor for new tenants.

	<u>Current Taxable Value</u>	<u>Taxes Paid</u>	<u>Future Taxable Value</u>	<u>Future Tax Estimates</u>	<u>Net New Annual Taxes</u>
Commercial	\$267,200.00	\$8,994.00	\$600,000.00	\$20,196.11	\$11,202.11
Housing	\$0	\$0	\$300,000	\$11,749.51	\$11,749.51
Subtotal	\$267,200.00	\$8,994.00	\$600,000.00	\$20,196.11	\$22,951.62

The project will remodel obsolete vacant retail space, increasing its marketability and appeal as it will a versatile storefront that can be easily adapted to multiple uses. It will also be combined with the professional space next door that will also become retail. The doubled size of the space will make it fit better in Marion's current retail market, which is challenged by extremely small spaces. An economically obsolete site will be restored and once again made functional with multiple options for future tenants. The vacant upper story will be renovated with 4 new housing units created. The addition of the housing will increase density in the downtown, creating a space for future customers of not only the retail in this building but the entire district.

C. Marion Central Plaza

This project will be built in the core area of Uptown Marion, incorporating an existing park. The plaza will serve as a major tourist destination for the region. The plaza will have feature attractions that can be used 12 months a year. The plaza will have programmed events a minimum of 250 days per year with an estimated average attendance of 600 people per event. As part of the plaza, a new pavilion will be constructed that uses a roll-up door system that will allow it to be used as an enclosed or open structure. The pavilion will be a site for year around use for the local farmer's market and as pop-up space for business incubation plus events. This is the component that gives this project its unique nature, as there are no known comparable facilities within four hours in any direction that have this level of programming.

	<u>Current Taxable Value</u>	<u>Taxes Paid</u>	<u>Future Taxable Value</u>	<u>Future Tax Estimates</u>	<u>Net New Annual Taxes</u>
Retail Space	\$1,720,000.00	\$63,050.00	\$6,000,000.00	\$219,941.86	\$156,891.86
Housing	\$0.00	\$0.00	\$2,000,000.00	\$73,313.95	\$73,313.95
Plaza					
Parking					
Subtotal	\$1,720,000.00	\$63,050.00	\$8,000,000.00	\$293,255.81	\$230,205.81

Plaza projects like the one Marion is proposing have been shown to have a dramatic impact on building values, retail sales, and overall business activity. A similar project in Rapid City, South Dakota showed a 30% increase in retail sales for existing businesses adjoining the plaza coupled with near zero vacancy rate, increased building values, and substantial reinvestment by building owners into existing structures. This has been observed in other projects that created a community gathering space (Source: Roger Brooks

International). Marion expects to program events at the plaza a minimum of 250 days per year with an average attendance of 600 people, accounting for 150,000 potential customers each year. It will also benefit the businesses by be a continuous draw and bringing traffic in during off-peak tourist times.

The pavilion is a complementary piece of this project. It will be used as a location for events and will allow for a year-round Farmer's Market, pop-up business incubator, additional public restrooms serving the plaza, and a versatile gathering space. There are no known similar plaza spaces for several hours in any direction of Marion, especially when considering the level of anticipated programming for the space.

An existing single-story strip mall built in the 1980's is expected to be redeveloped as part of this project. It currently has 25,000 square feet of retail space. To fit around the plaza and new ramp, it will be revamped as a multistory building with at least two floors of retail space. The lowest floor will face 6th Avenue on the south, with two floors of commercial space above. The second floor on this section of the building will face inward toward the plaza and house additional retail and a third story will offer commercial space. On the east side of the lot, two floors of commercial space will be constructed with the ground floor fronting the plaza. This takes advantage of the topography of the site, which drops dramatically from north to south. The suites fronting on the plaza are expected to become the most desirable retail spaces in the entire Uptown. Above the retail and commercial space, at least 1 floor of housing is expected to be constructed to take advantage of the plaza and park view and proximity.

D. George Green Historic Restoration and Commercial Expansion

958 7th Avenue is a unique structure on the north side of the street. There is a single-story addition sandwiched in between two-story facades. The owner of this building will remove the newer nonconforming single story section and replace it with a new two story building that will integrate into the existing structure. In essence, he plans to build a new structure that wraps around an existing building, filling all the space between it and the buildings on the next lot with a mixture of new and existing construction to create a consistent elevation. Plans call for a basement space that will house a bar/restaurant, main floor retail, and upper floor commercial space. Overall, the net addition of restaurant/bar space will be 1,645 square feet coupled with another 1,645 square feet of new retail and 611 square feet of new office/commercial.

	<u>Current Taxable Value</u>	<u>Taxes Paid</u>	<u>Future Taxable Value</u>	<u>Future Tax Estimates</u>	<u>Net New Annual Taxes</u>
Retail Space	\$0.00	\$0.00	\$273,406.00	\$7,420.00	\$7,420.00
Commercial/Rest.	\$78,775.00	\$2,138	\$117,173.00	\$3,180.00	\$1,042.00
Subtotal	\$78,775.00	\$2,138.00	\$390,579.00	\$10,600.00	\$8,462.00

E. Library Expansion/Mixed Use Redevelopment Project

This project will replace Marion's existing 24,000 square foot library in Uptown with a 42,500 square foot facility. This will be a mixed-use development that will include an additional 10,250 square foot grocery store and 36 residential units. Expanding the library was identified as one of the Great 8 Projects during the community's Imagine8 Visioning process in 2009, and was included in the spending plans for the city's local option sales tax. The library board has selected a partner in Ryan Companies/OPN Architects of Cedar Rapids to redevelop the site as a mixed use project with a new 42,500 square foot library, a 10,250 square foot grocery store, and 36 residential units.

	<u>Current Taxable Value</u>	<u>Taxes Paid</u>	<u>Future Taxable Value</u>	<u>Future Tax Estimates</u>	<u>Net New Annual Taxes</u>
Library Space	n/a	n/a	n/a	n/a	n/a
Retail/Grocery	\$0.00	\$0.00	\$2,500,000.00	\$76,332.85	\$76,332.85
Housing	\$0.00	\$0.00	\$3,700,000.00	\$112,972.62	\$112,972.62
Subtotal			\$6,200,000.00	\$189,305.48	\$189,305.48

This project is of substantial benefit to the entire Uptown District. The closest grocery store is more than a mile away, and this is viewed as a significant impediment to additional housing development in the area. There is a dearth of housing in the current uptown with less than 30 total units available. Marion has a current total of more than 12,500 total housing units, and even a simple calculation figuring that only 3% of the population would like to have an Uptown living option would equate to a need for 375 units. Factor in that retirees and millennials are looking for these housing options, and the number is likely low.

However, the biggest benefit of this project is to monetize the foot traffic generated by the library to benefit local business. The library is currently the only use on the block and is the only non-retail use fronting City Square Park. This gap in the "retail loop" was one of the challenges the community had when first applying for Main Street designation. A mixed use project closes the loop. In addition, Marion's library is one of the busiest in the state, usually 4th or 5th in total patronage of

all libraries. Only those in the largest metros or university communities show higher circulation. There are nearly 400,000 people per year going in and out of the building. As a standalone use, there was no reason for patrons to make multipurpose visits and go shopping at the same time. The grocery store will generate a similar visitor count and put people in the shopping trip mindset, leading to increased sales for retailers in the entire district. Rather than being a quick, get-in-and-get-out single purpose destination, the combination of library and grocery store close the retail loop and make the trip part of a longer retail experience.

F. East End Hotel and Convention Center

This project will transform three former industrial properties and railroad right-of-way into a new hotel and convention center on the eastern end of the Central Corridor District. A new multi-story business class hotel with one executive wing will be built on the site, along with a convention center capable of accommodating groups of 600 people.

	<u>Current Taxable Value</u>	<u>Taxes Paid</u>	<u>Future Taxable Value</u>	<u>Future Tax Estimates</u>	<u>Net New Annual Taxes</u>
Hotel/Convention Center	\$814,300.00	\$31,828.00	\$9,500,000.00	\$371,320.15	\$339,492.15
Subtotal	\$814,300.00	\$31,828.00	\$9,500,000.00	\$371,320.15	\$339,492.15

Marion is currently significantly underserved with hotels and motels, having only 3 in the entire community. While the community has doubled in size over the last 25 years, only one 36 room hotels being added in that time. Of the other hotels, one is an older extended stay drive-up single story motel and the second is a Best Western with conference facilities. The challenge is the size of the facilities. The largest crowd the building can accommodate is about 325, and events needing a dance floor have a realistic limit of 275. Community events like the annual Chamber meeting or Marion Economic Development Company luncheon can draw more attendees than the facility can hold. Right now, any event larger than this is forced to look outside the community for locations.

The type and size of the facility is estimated, with the final size needing to be determined through the market analysis. However, any facility of this type will have a significant impact on the adjoining parcels. The proposed site includes the soon to be former site of a metal recycling and raw steel provider (Marion Iron) coupled with the site of a former animal food additive company. Project F following is immediately next to this site. What is of particular interest with this project is the remaining parcels around the planned transportation improvements. The Marion Iron site has several acres remaining on the north side of the street where planned improvements total between \$8 and \$11 million (business headquarters/commercial office). Additionally, there is another remaining parcel to the west of the hotel site that will see a planned \$3-4 million of improvements (retail and Class A office). Completing the hotel/conference center project will literally set the state for another \$15 million plus in improvements that are not in the district.

A new dining option will be offered in the facility that will cater to events but also be open to the public. Currently, Marion has exactly four (4) non-fast food dining options east of the Uptown, and one of those is in a grocery store. Yet the city has expanded to the east dramatically in the past 30 years, filling up space from 31st street all the way to 62nd street and beyond. There is a need to have options to serve this market.

G. USDA Redevelopment

This project will consist of the redevelopment of a former USDA office site into a multi-tenant commercial structure that includes a restaurant and adjoining commercial space. The restaurant will be an off-site complement to the hotel/convention complex on an adjacent parcel, providing another location for hotel guests. Retail uses will be able to take advantage of the customer base created by the hotel/convention center.

	Current <u>Taxable Value</u>	Taxes <u>Paid</u>	Future <u>Taxable Value</u>	Future Tax <u>Estimates</u>	Net New <u>Annual Taxes</u>
Commercial/Retail	\$0	\$0	\$1,800,000.00	\$64,557.18	\$64,557.18
Restaurant	\$705,700.00	\$25,310.00	\$2,000,000.00	\$71,730.20	\$46,420.20
Subtotal	\$705,700.00	\$25,310.00	\$3,800,000.00	\$136,287.38	\$110,977.38

As envisioned, the restaurant will be part of a 4 block long food service cluster. Starting with the hotel, there are 3 new dining establishments expected to be constructed along this corridor. There could potentially be more in the multitenant space in Lincolnview (project G following). Initial phases of Lincolnview have already attracted a chain sandwich shop and a tex-mex restaurant, and this will continue with the redevelopment. The clustering of food service options is part of building a critical mass to attract people to the area. All of these will be directly linked to the new uptown housing being created by an urban trail system that will allow patrons the option of going to any of these new businesses without having to depend on vehicles.

H. Lincolnview Commercial Redevelopment

Lincolnview is a commercial redevelopment taking place along a brownfield corridor and remediating former brownfield sites. The next phase is an 8,500 square foot multi-tenant structure geared toward food service and retail that will replace a defunct bowling alley. There is also a restaurant pad expected to house a 4,000 square foot fast casual restaurant.

	Current <u>Taxable Value</u>	Taxes <u>Paid</u>	Future <u>Taxable Value</u>	Future Tax <u>Estimates</u>	Net New <u>Annual Taxes</u>
Commercial/Office	\$547,400.00	\$19,984.00	\$2,200,000.00	\$80,315.67	\$60,331.67
Restaurant	\$236,600.00	\$7,574.00	\$1,750,000.00	\$56,020.71	\$48,446.71
Subtotal	\$784,000.00	\$27,558.00	\$3,950,000.00	\$136,336.38	\$108,778.38

Marion has made a significant commitment to this project already, reaching an agreement to provide up to \$2 million in incentives for the overall project. Initial phases included the removal of obsolete fast food buildings and a metal structure that have been replaced by a new pharmacy, credit union, convenience store, and multitenant commercial building. Commercial tenants already include a chain sandwich store, personal services company, and a new tex-mex restaurant. The next phase will be another of these buildings plus a future standalone restaurant that is envisioned to be slightly larger than the ones by the hotel/conference center. Additionally, a two-story building to the south of this part of the district will provide more professional commercial space overlooking the trail, and accounts for another \$6 million in investment that will be benefitted by the activities in the district. Most notably, this project, while providing benefit to the district through the construction of new facilities and being directly tied to increased revenues, is not asking to receive financial assistance from the district.

I. Central Corridor Improvements

The City has committed to a partnership with a private development company to construct the remaining eastern improvements needed to complete the central corridor updates. This includes extension and reconstruction of 6th Avenue from 13th Street to approximately 27th street, the construction of a modern roundabout at that location, and improvements to 7th Avenue needed to connect it to the roundabout and complete the street network on that end. An urban trail network that the city has already partially constructed will be continued along the corridor and connect the parcels in the uptown core to the redeveloped parcels on the east end.

	<u>Current Taxable Value</u>	<u>Taxes Paid</u>	<u>Future Taxable Value</u>	<u>Future Tax Estimates</u>	<u>Net New Annual Taxes</u>
Public Infrastructure	N/A	N/A	N/A	N/A	N/A
Subtotal					

Completing this project will put the final stamp on an identified brownfield corridor. Planning for this project started prior to 2003, but moved into high gear when the city purchased the former railroad right of way in 2007. A new plan was done for the central corridor that called for the construction of a new 6th Avenue parallel to the existing 7th Avenue/Business 151 corridor. It provided the best combination of redevelopment opportunities while addressing serious traffic capacity and safety concerns on the existing street network. A complementary uptown development plan was also completed, and in 2013 the city finished the first phase of the 6th Avenue improvements.

Marion anticipates investing \$5.7 million in the physical infrastructure improvements, with the remaining budgeted amount being needed for right of way acquisitions. The city has already put \$3.6 million into the relocation of Marion Iron and purchased additional needed parcels along the route. As with other projects in the list, this one is complemented by investment outside the boundaries of the district. The city is currently out to bid with the West End Roundabout, a \$3.4 million roadway improvement that will connect 6th and 7th Avenues west of the redevelopment district. Both projects will connect to the finished section and will be completed at the same time, allowing the city to open the full road network at once.

These infrastructure improvements will have a positive impact on the value and marketability of nearby parcels. As part of the road extension the city has purchased several parcels already, and will continue to purchase several more. These parcels will have excess property left after the road network is installed that will be available for development. The values of those redevelopment sites will positively benefit the community, but have not been calculated for purposes of this application.

Summary of District Impact

Overall the district is expected to have the following direct and substantial impact. Totals are broken out by category since housing is not counted toward the reinvestment district program, but is a component of overall impact. The values reflected are current taxable values of each location as they sit today and are not intended to reflect that those are the current uses at the sites. All will have a usage change in the proposed district.

Estimated values are set using a 90% rollback for commercial and 50% for residential. Several of the proposed projects will be owned either by the city or nonprofits and therefore do not impact the property tax base. However, their impact is substantial on the values of the surrounding properties.

	<u>Current</u> <u>Taxable Value</u>	<u>Taxes</u> <u>Paid</u>	<u>Future</u> <u>Taxable Value</u>	<u>Future Tax</u> <u>Estimates</u>	<u>Net New</u> <u>Annual Taxes</u>
Retail	\$2,264,800.00	\$80,520.00	\$13,198,406.00	\$455,737.34	\$375,217.34
Restaurant	\$942,300.00	\$32,884.00	\$3,867,173.00	\$130,931.05	\$98,047.05
Hotel	\$814,300.00	\$31,828.00	\$9,500,000.00	\$371,320.15	\$339,492.15
Commercial/Office	\$1,052,175.00	\$34,888.00	\$2,200,000.00	\$80,315.67	\$43,289.67
Housing	\$0.00	\$0.00	\$7,425,000.00	\$220,636.36	\$220,636.36
Parking	\$48,600.00	\$1,808.00	\$0.00	\$0.00	\$(1,808.00)
Total	\$5,122,175.00	\$184,066.00	\$36,190,579.00	\$1,258,940.58	\$1,074,874.58
Total w/out Housing	\$5,122,175.00	\$184,066.00	\$28,765,579.00	\$1,038,304.22	\$854,238.22

SECTION B – District Plan

1. In the chart below please list each proposed project within the district and total capital investment associated with the project. Please provide a name for each project that corresponds with references throughout the application. Add additional lines as needed.

New retail establishments cannot exceed 50% of the total cost expected for the district. At least one project within the district must have a capital investment of \$10 million or more.

A-11th Street Mixed Use/Parkade	\$23,050,000
B-Cobban Hervey Building Restoration	\$1,620,000
C-Marion Uptown Plaza Project	\$22,038,950
D-George Green Building Project	\$943,000
E-Library Mixed Use Project	\$28,213,932
F-East End Hotel and Conference Center	\$26,723,136
G-USDA Redevelopment Project	\$4,150,000
H-Lincolnview Commercial	\$4,500,000
I-6th and 7th Avenue Streetscape and Infrastructure	\$7,464,072
	\$118,703,090

2. Amount of State Assistance Needed \$ 24,060,000

Note: this amount cannot exceed 35% of the total cost proposed within the District and should be supported by expected tax revenues within the district over 20 years or less.

3. Provide a description of how the state assistance will be used within the Reinvestment District, and identify the gap in financing needed to complete the proposed projects in the district.

Assistance provided by the state will be used as follows:

- A. 11th Street Mixed Use/Parkade-\$9,000,000 toward the parking ramp.
- B. Cobban-Hervey Restoration-\$675,000 for the commercial renovations and exterior restoration.
- C. Uptown Plaza-\$5,000,000 for the plaza and underground parking, \$1,000,000 for the pavilion, \$1,000,000 for the mixed use building project.
- D. George Green Building Project-\$385,000 for elevator, construction and renovations.
- E. Library Mixed Use project-\$2,000,000 toward the overall project.
- F. East End Hotel/Convention Center-\$5,000,000 toward the conference center.
- G. USDA Redevelopment-no assistance proposed.
- H. Lincolnview Commercial-no assistance proposed.
- I. 6th/7th Avenue Streetscape and infrastructure-no assistance proposed.

4. Provide a detailed description of each project listed in the chart above. With the description, copy the project “Funding Sources and Uses” chart provided below for each project and include it with the project description. Add additional lines to the chart, as needed.

B.1.A. 11th Street Mixed Use and Parking Ramp Construction Project

This project is the consolidation of 5 separate parcels into one single piece covering half a block in Marion’s Uptown District. As the city core transitions from suburban to a more urban architecture and density, the parking needs will increase. The plaza project is expected to create a need for additional parking as well. The developer has all the required parcels now under contract, and is proposing to remove the existing structures and replace them with a multistory building on the west end of the block. The new building will total 18,000 square feet, with 4,500 on the main floor for retail and the second floor 4,500 square feet of commercial office. The upper two floors will be housing.

Next to the new commercial structure is a proposed 144,750 square foot parking ramp that will offer 440 new parking spaces. Approximately 70 of these spaces will be reserved for the businesses expected to occupy the new building and the residents in the upper floors. Up to 100 additional spaces may be reserved by other users in the uptown, including additional businesses or residents. The remaining spaces will be publicly available. As currently envisioned, the city would make a capital contribution to the project using the reinvestment district funds and it would be owned and operated by a nonprofit.

B.2.A. 11th Street Mixed Use Parkade Project Plan Timeline

The timeline on this project is heavily dependent on the reinvestment district. This schedule is an ideal one based on events that have already occurred and those that would need to be completed pending a favorable review of this preapplication. A preliminary analysis of the project need has been done, but a formal study will need to be completed to optimize the size of the parking structure.

Task	Anticipated Completion
Secure Purchase Agreements	Complete
Complete Initial Concepts	Complete
Preapplication Approval	June 2015
Parking Study Completed	August 2015
Final Design Complete	February 2016
Construction	April-November 2016 (Mixed Use)
Construction	April 2016-June 2017 (Ramp)

Many steps remain, such as the creation of the nonprofit to own and operate the ramp, selection of an operator, and the like. A more detailed schedule will be created upon notification that this preapplication has been approved should that occur.

B.3.A. 11th Street Mixed Use Parkade Detailed Budget

Project Name: 11th Street Mixed Use/Parkade			
Funding Uses		Funding Sources	
Demolition/Site Prep.	\$1,250,000.00	Private Loan	\$6,000,000.00
Building Acquisition	\$1,500,000.00	Investor Equity	\$2,000,000.00
Building Construction	\$4,000,000.00	Nonprofit Loan	\$7,250,000.00
Ramp Construction	\$13,000,000.00	Reinv. Loan	\$6,800,000.00
Fixtures	\$100,000.00	City TIF	\$1,000,000.00
Architectural Design	\$1,200,000.00		
Engineering Design	\$1,000,000.00		
Construction Admin.			
Other (Contingency)	\$1,000,000.00		
Total Project Budget	\$23,050,000.00	Total Funding Sources	\$23,050,000.00

B.4.A. 11th Street Mixed Use Parkade Debt Schedule

Debt for this project will be incurred in several components. The mixed use facility will be financed by private debt secured through conventional financing and a TIF agreement backed by tax rebates. For the parking ramp, debt will be repaid using the reinvestment district funds combined with revenue generated by the facility. Debt schedules break out as follows:

Mixed Use Building:		
Private Loan		\$6,000,000
TIF Loan		\$1,000,000
Parkade:		
Nonprofit		\$7,250,000
City Revenue Bond		\$6,800,000*

City revenue bond based on 20 years at 2.5% average interest with principal of \$6.8 million, interest starting to accrue in 12/2015 with repayment starting in 8/2017. Total reinvestment funding needed is: \$6,800,000 principal+\$2,195,137 interest=\$8,995,135 over 20 years.

B.5.A. 11th Street Mixed Use Parkade Status of Expected Financing and Financing Gap

As of 12/2014, Marion Holdings LLC. had secured financing through the University of Iowa Credit Union for the purchase of the project for leaseback. The mixed use portion of the facility is expected to be able to cash flow without the use of reinvestment district assistance, instead receiving TIF assistance. However, that is not the case for the parking structure. Marion currently does not charge for parking in the Uptown area, limiting the hourly rate than can be charged for the use of the ramp. The ramp is sized at 440 spaces with 70 reserved for the businesses and tenants in the new building and the Cobban/Hervey building. Another 75 will be targeted for monthly leasing to other businesses and residents in the Uptown. The financial gap for that portion of the project was calculated as follows:

Ramp Income Projections	
Total Spaces	440
Reserved Spaces	(70)
Long Term Lease Spaces	(75)
=Net Public Spaces	295
Net Public Spaces	295

*Hourly Rental Rate	\$0.50
*Open Hours/Day	18
*Open Days/Year	351
=Total Maximum Annual Hourly Income	\$931,905.00
*Occupancy Rate	55%
=Expected Gross Annual Hourly Income	\$512,547.50
+Total Annual Long-Term Lease Income	\$ 67,500.00
=Expected Total Annual Income	\$580,047.50
Annual Operating Costs	(\$102,000.00)
=Net Operating Income	\$478,047.50
/12=Net Maximum Monthly Debt Service	\$ 39,837.31
Maximum Loan Amount, 3.5%, 25 years	\$7,957,537.83

Using the entire net operating income for debt service would not be prudent, as it would leave no reserve funds for escalating maintenance costs or updates in later years. Reducing the total loan amount by 10% to a rounded \$7.25 million leaves a total financing gap of \$5,950,000 in construction costs. The remaining \$850,000 of the projected \$6.8 million net revenue bond to be financed by the reinvestment district funds is for engineering and architectural fees, demolition, fixtures, and a percentage of acquisition costs. Without the reinvestment district funds this high-impact project is not feasible. The mixed use development does not generate enough incremental taxes to come close to filling the gap.

B.6.A. 11th Street Mixed Use Parkade Expected Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be extremely conservative in projecting, no inflation factor has been applied to show either an increased volume of future sales or increases in taxes collected due to price increases.

Retail Sales	\$384/SF*
New Retail Space	4,500 SF
Sales Tax Rate	\$.04

Sales Tax Calculation

Annual Sales (4,500*384)=\$1,728,000 *.04=\$69,120
 Taxable Parking Sales=\$580,048*.04=\$23,202
 20 Year Projection \$92,322 * 20=\$1,846,220

*Marion 2009 average sales per square foot of \$320 multiplied by 1.2 due to proximity to plaza. Original data of \$320/SF provided by RDG Consulting referencing data from Claritas, Inc.

B.7.A. 11th Street Mixed Use Parkade Concept Design

Existing Conditions



B.7.A. 11th Street Mixed Use Parkade Concept Design

Redevelopment Concept

8TH AVENUE AND 11TH STREET - LOOKING SOUTHEAST



NEUMANN MONSON ARCHITECTS

B.8.A. 11th Street Mixed Use Parkade Feasibility Study

Time constraints have not allowed the completion of a formal market analysis. The numbers included in this application have been developed under advisement from SP+, a leading parking management firm from Chicago, Illinois. Upon notification that the preapplication has been successful a full market analysis will be completed for all the projects proposed in this application.

B.1.B. Cobban and Hervey Building Restoration Project

The Cobban and Hervey Buildings are part of the original town of Marion, and were originally one structure that was split into two properties. An independent pharmacy operated in the west side of the building for years before closing down in 2011. That suite has been vacant since under absentee ownership and needs extensive remodeling to be usable for other types of businesses. The east side of the building is home to an orthodontic practice that is planning on moving into a new building on the north side of Marion. A developer has proposed to purchase both buildings and complete a historic tax credit eligible project to bring it back to its former glory. It would be recombined into one building, with the main floor commercial space rejoined and made into a larger, more versatile space. The exterior would be restored to Department of the Interior standards and the upper floor (currently vacant) will be renovated and 4 new housing units constructed. Reinvestment district assistance is targeted to the main floor and exterior of the building.

This building is one of the few in the Uptown District with a private parking lot. That lot is one of the parcels that will be redeveloped into the parking ramp area identified in project A. The new owners of this building have agreed to include that parcel in the redevelopment project. Overall this building will create 4,000 square feet of retail space and an additional 4,000 square feet of housing.

B.2.B. Cobban and Hervey Building Restoration Project Timeline

This restoration project can move very quickly depending on the timeline of funding sources. The developer plans to apply for state and federal historic preservation tax credits to support the cost of the restoration. If those are successful, the developer could move forward with bridge financing in place for expected reinvestment district funds upon a favorable review of the preapplication.

Task	Anticipated Completion
Secure Purchase Agreements	Complete
Complete Initial Concepts	Complete
Preapplication Approval	June 2015
Final Design Complete	August 2015
Construction	September 2015-April 2016 (Mixed Use)
Project Complete	May 2016

B.3.B. Cobban and Hervey Building Restoration Project Detailed Budget

Project Name: Cobban/Hervey Restoration			
Funding Uses		Funding Sources	
Building Acquisition	\$560,000.00	Private Loan	\$696,828.00
Building Construction		Hist. Tax Credit (state)	\$257,365.00
Building Remodeling	\$748,200.00	Hist. Tax Credit (federal)	\$205,892.00
Fixtures	\$16,800.00	Reinvestment District	\$675,000.00
Architectural Design	\$50,000.00		
Legal/Accounting	\$30,000.00		
Construction Admin.	\$201,260.00		
Deferred Loan Interest	\$225,000.00		
Other (Reserves)	\$3,825.00		
Total Project Budget	\$1,835,085.00	Total Funding Sources	\$1,835,085.00

B.4.B. Cobban and Hervey Building Restoration Project Debt Schedule

Anticipated debt breaks out as follows (rounded):

Private Financing Secured by Project Cash Flow and Collateral	\$ 700,000
Interest Paid @4.5%, 20 years	\$ 362,851
Total Repaid	\$1,062,851
Private Financing Secured by Reinvestment District	\$ 450,000
Interest @4.5%, 15 years, loan origination 7/1/15, payments deferred until 8/15/17*	\$ 226,265
Total Repaid	\$ 676,265

The target debt coverage ratio for the private financing providers for this building is 1.25-1.35. \$700,000 is the maximum that can be financed based on the expected cash flow of the building with the retail space renting at \$14/SF and the housing units at \$950/month with reasonable allowances for vacancy. Retail is anticipated at a 90% occupancy rate while residential is projected at 92%.

*Since payments from the district do not commence until the final project is completed and certified, the start date for repaying the loan secured by the reinvestment district funding has been extended out.

B.5.B. Cobban and Hervey Building Restoration Project Status of Financing

Debt secured for this project is expected in two pieces. The private loan will be conventional financing repaid by the income generated by the facility, while the second will be a loan secured with future proceeds from the reinvestment district. Bridge financing is being considered by the city for the reinvestment district funds so the project can stay on its anticipated timeline until a decision is made by the state. The company has relationships with several financial institutions from activities in other communities but prefers to use financing from local providers when available, and plans to give Marion banks an opportunity to provide the funds. Calculation of the financing gap has been shown in B.4.B.

B.6.B. Cobban and Hervey Building Restoration Project Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be extremely conservative in projecting, no inflation factor has been applied to show either an increased volume of future sales or increases in taxes collected due to price increases.

Retail Sales	\$416/SF*
New Retail Space	4,000 SF
Sales Tax Rate	\$.04

Sales Tax Calculation

$$\text{Annual Sales } (4,000 * 416) = \$1,664,000 * .04 = \$66,560$$

$$\text{20 Year Projection } \$66,560 * 20 = \mathbf{\$1,331,200}$$

*Marion 2009 average sales per square foot of \$320 multiplied by 1.3 due to proximity to plaza. Original data of \$320/SF provided by RDG Consulting referencing data from Claritas, Inc.

B.7.B. Cobban and Hervey Building Restoration Project Photos

Existing Conditions



B.8.B. Cobban and Hervey Building Restoration Project Feasibility Study

Franz Community Investors is a real estate investment firm that specializes in historic preservation projects with adaptive re-use. The company owns and operates more than a dozen projects in Iowa, Wisconsin, and Illinois using exactly the model proposed for the Cobban-Hervey project. Buildings owned in Iowa include facilities in Cedar Dubuque, Cedar Rapids, Iowa City and Fort Madison. Their analysis provided the basis for the cost conclusions in this application and are based on hard numbers. Should the reinvestment district be awarded by IEDA, the only remaining items that would need to be examined for feasibility are determining that the retail market and housing markets will support the square footage added by the project and the expected lease rates.

B.1.C. Uptown Plaza Project Description

The centerpiece of Marion's redevelopment effort and this application, the Uptown Plaza was first conceived as part of the community's new branding initiative that started in 2014. Marion's plaza will use space in the center two blocks of the uptown, creating an open air gathering space with features that can be used in every season. Examples would include a splash pad area that converts to an ice rink in the winter. It will be pedestrian-friendly and oriented on a human scale to tie it to the surrounding buildings. A temperature controlled pavilion that uses a roll-up door system will be built at the west end of the plaza, providing a structure that can be used for community events such as the Farmer's Market and in more innovative ways such as a pop-up business incubator. It will also house restrooms that serve the plaza.

As envisioned, the plaza project would repurpose existing ground level parking, moving the parking underground with the plaza constructed above it and slightly elevated above street level for visibility. As the plaza extends west it would transition into the park, slowly losing elevation until it reaches the area around the pavilion. Overall, the plaza would cover 50,000 square feet and the pavilion another 9-10,000 square feet. Underground parking would be between 25 and 30,000 square feet. It will be an excellent location for live performances and other programming to attract people to the uptown.

The plaza and its associated events are expected to draw attendees from up to a 4 hour radius of Marion. Each year, the city already hosts an internationally recognized one-day art festival that draws 13-15,000 attendees. Events in the plaza, while not reaching that scale for each event, will still draw a daily average of 600 people to the Uptown. This will dramatically increase the foot traffic in front of the businesses by the plaza and have a spillover effect on every business within walking distance. The additional parking demand created by the plaza is a significant driver for the parking ramp project described in this application.

The plaza would be coupled with the redevelopment of the existing single story strip mall on the remainder of the site. To work best with the plaza, it will need to be replaced with a multistory structure that takes advantage of the topography of the site. 25,000 square feet of existing retail would be removed and replaced with two new floors totaling 50,000 square feet, and an additional residential floor adding another 25,000 square feet.

B.2.C. Uptown Plaza Expected Timeline

As with the other projects in this application, the timeline is significantly affected by whether or not the city is allowed to create a reinvestment district. If all falls into place, the timeline would be as follows:

Task	Anticipated Completion
Preapplication Approval	June 2015
Design Consultant Selection	August 2015
Property Negotiations Commence	August 2015
Preliminary Design Complete	December 2015
Property Negotiations Complete	February 2016
Final Designs Complete	April 2016
Bidletting	June 2016
Construction	August 2016-June 2017
Project Complete	August 2017

B.3.C. Uptown Plaza Project Detailed Cost Breakdown

Project Name: Uptown Plaza Project			
Funding Uses		Funding Sources	
Demolition/Site Prep.	\$1,517,500.00	Private Loan (For Profit)	\$13,038,950.00
Building Construction	\$7,732,000.00	Reinv. Fund Loan (Nonprofit)	\$6,000,000.00
Plaza/Ramp Constr.	\$4,815,000.00	City TIF	\$500,000.00
Retail Buildout	\$2,575,000.00	Reinvest. Fund Loan (For Pr)	\$1,000,000.00
Residential Buildout	\$850,000.00	Brownfield Tax Credits	\$1,000,000.00
Architectural Design	\$1,113,971.00	Workforce Hsg Tax Cr.	\$500,000.00
Engineering Design	\$480,000.00		
Indirect Costs	\$2,100,000.00		
Development Costs	\$855,479.00		
Total Project Budget	\$22,038,950.00	Total Funding Sources	\$22,038,950.00

B.4.C. Uptown Plaza Project Debt Schedule

This project has several debt components. Private debt would be secured by the developer for the bulk of the commercial/retail/housing project, while brownfield tax credits and workforce housing tax credits would provide additional equity. City TIF funds would go toward the private redevelopment, as well as \$1,000,000 in reinvestment district funding. The remaining reinvestment district funding of \$6,000,000 would go to repay the cost of the construction of the plaza, underground parking, and pavilion. Expected loans would be as follows:

Private Financing Secured by Project Cash Flow and Collateral	\$13,040,000
Private Financing Secured by Reinvestment District	\$ 1,000,000
Interest @5%, 15 years, loan origination 7/1/15, payments deferred until 8/15/17*	\$ 537,698
Total Reinvestment Funds Needed	\$ 1,537,698
NonProfit Financing Secured by Reinvestment District	\$ 6,000,000
Interest @3.0%, 15 years, loan origination 7/1/15, payments deferred until 8/15/17*	\$ 1,817,522
Total Reinvestment Funds Needed	\$ 7,817,522
Reinvestment Funds Needed to Service Debts	\$ 9,355,220

At this point, the nonprofit that would maintain and program the plaza does not yet exist. Therefore, financing commitments cannot be obtained.

B.5.C. Uptown Plaza Project Status of Financing

Early discussions have been held with the property owner about the plaza concept by the city's branding consultant, Roger Brooks International. The project is in a holding pattern pending the outcome of this application. If the preapplication is successful, the negotiations will begin in earnest for that part of the project. Until the nonprofit company is created to maintain and operate the plaza, financing cannot be sought. Financing avenues and the process to create the nonprofit have been researched by the city and are easily completed when the project is ready to proceed.

B.6.C. Uptown Plaza Project Sales Tax/Hotel Motel Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be extremely conservative in projecting, no inflation factor has been applied to show either an increased volume of future sales or increases in taxes collected due to price increases.

Retail Sales	\$416/SF*
New Retail Space	25,000 SF
Sales Tax Rate	\$.04

Sales Tax Calculation

$$\text{Annual Sales } (25,000 * 416) = \$10,400,000 * .04 = \$416,000$$

$$\text{20 Year Projection } \$416,000 * 20 = \mathbf{\$8,320,000}$$

*Marion 2009 average sales per square foot of \$320 multiplied by 1.3 due to proximity to plaza. Original data of \$320/SF provided by RDG Consulting referencing data from Claritas, Inc.

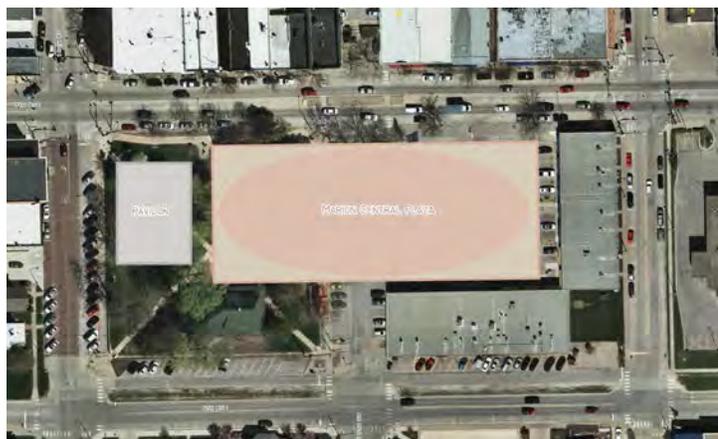
B.7.C. Uptown Plaza Project Visuals

Existing Conditions



B.7.C. Uptown Plaza Project Visuals

Design Concepts



B.8.C. Feasibility Study

Preliminary numbers used in this application have been developed by city staff in consultation with Roger Brooks International. Upon notification that this preapplication is successful, a full study will be completed. Local option sales tax funding has already been set aside by the city for the completion of this task.

B.1.D. George Green Project Description

The George Green project is an Uptown partial infill/partial historic preservation project. It is a unique building in the Uptown, with a mix of single story and two story sections. Over the years it has become a literal puzzle of a building with various additions and renovations. The end result has been a building that no longer functions well for its intended purposes and is a shadow of what it could be. Nathan Caraway Construction specializes in unique, hard to complete projects, and has purchased the building and developed a vision of what it could be.

This project involves the removal of the single story portion of the building that fronts the street and replacing it with a new, two story structure that mates up with the existing two story building. A new building will wrap around the old one on the east and north sides, filling in the underutilized portions of the lot and developing a consistent height and profile. A new basement suite suitable for a restaurant or bar will be added underneath the building, and an elevator will be added that will make the new structure and restored older building ADA accessible. If adjoining property owners are amenable, the elevator can even be used to open up the upper stories of at least two buildings to the east of this one.

The existing two story building is already enrolled in Marion's façade revitalization program. It will have work done on the two contributing sides to the district. Overall the project will create a net of 3,901 square feet of space: 1,645 square feet of restaurant/bar (underground), 1,645 square feet of retail (main floor), and 611 square feet of new second story office/commercial. When finished, the project will have the distinction of being the only privately held building in the Uptown that is both historic and fully ADA accessible.

B.2.D. George Green Building Expected Timeline

As with the other projects in this application, the timeline is significantly affected by whether or not the city is allowed to create a reinvestment district. It would be expected to progress much more quickly than the larger projects. A quick start would allow it to proceed in spring 2016 at the latest. The façade improvements to the existing historic portion will follow a different timeline based on the requirements of that program. For this portion, the timeline would be as follows:

Task	Anticipated Completion
Preapplication Approval	June 2015
Design Complete	September 2015
Construction	November 2015-November 2016
Project Complete	December 2016

B.3.D. George Green Building Detailed Budget

Project Name: George Green Building Project			
Funding Uses		Funding Sources	
Site Preparation	\$35,000.00	Private Loan/Equity	\$573,892.60
Building Acquisition	\$25,000.00	Private Loan (Reinv. Backed)	\$250,000.00
Building Construction	\$534,312.60	Façade Program Grant	\$119,000.00
Building Remodeling	\$66,580.00		
Fixtures (elevator)	\$100,000.00		
Architectural Design	\$23,000.00		
Engineering Design	\$9,000.00		
Construction Admin.	\$150,000.00		
Other			
Total Project Budget	\$942,892.60	Total Funding Sources	\$942,892.60

B.4.D. George Green Building Debt Schedule

The developer has already acquired this building and enrolled it in the city's façade improvement program (funded with city funds and CDBG dollars plus owner equity). A conventional private loan will be secured for the portion of the project not supported by the reinvestment district, which will be broken out as a separate private loan. With pledged equity removed, the planned debt is as follows:

Private Financing Secured by Project Cash Flow and Collateral	\$544,142.60
Private Financing Secured by Reinvestment District	\$250,000.00
Interest @5%, 20 years, loan origination 7/1/15, payments deferred until 8/15/17*	\$134,424.55
Total Reinvestment Funds Needed	\$384,424.55
Reinvestment Funds Needed to Service Debts	\$385,000.00

B.5.D. George Green Building Status of Financing and Financing Gap

The developer has financing available to complete the project pending a successful preapplication. To calculate the financing gap, a pro forma has been completed that assumes a debt coverage ratio needed of between 1.25 and 1.35. Using a rental rate of \$12/SF for the business space and assuming a single residential unit at \$950/month, the building can finance a maximum of \$544,142.00. That provides a debt coverage ratio of 1.27 in the first year with a projected 90% occupancy rate for the business space and 92% for residential. This is consistent with the methods used to project the gap for the Cobban-Hervey building.

B.6.D. George Green Building Hotel/Motel and Sales Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be extremely conservative in projecting, no inflation factor has been applied to show either an increased volume of future sales or increases in taxes collected due to price increases.

Retail Sales	\$320/SF*
Restaurant Sales	\$350/SF**
New Retail Space	1,645 SF
New Restaurant Space:	1,645 SF
Sales Tax Rate	\$.04
Sales Tax Calculation	
Annual Retail Sales (1,645*320)=	\$ 526,400
Annual Rest./Bar Sales (1,645*350)=	<u>\$ 575,750</u>
Total Sales	\$1,102,150
*.04=	\$ 23,030
20 Year Projection \$23,030 * 20= \$460,600	

*Marion 2009 average sales per square foot of \$320. In an effort to continue to be conservative in estimating, no factor for proximity to the plaza has been applied. Original data of \$320/SF provided by RDG Consulting referencing data from Claritas, Inc.

**Restaurant Finance Monitor Magazine reports the nationwide average sales for restaurants at \$400/SF. This has been adjusted downward, again to err on the side of being conservative.

B.7.D. George Green Building Conceptual Rendering

Existing Conditions



Design Concept



B.8.D. George Green Building Feasibility Study

Nathan Caraway Construction is an experienced builder, developer, and investor in the Cedar Rapids metro area. The firm conducted an internal feasibility analysis before electing to purchase the building and enroll it in the city's façade improvement program. At this point that documentation is proprietary, but may be made available if the preapplication advances. As a builder, the company has a very good handle on the actual costs of the project. Upon successful approval of the preapplication, a feasibility study will be conducted on the need for the additional space in the city's commercial market and to hone the economic impact figures.

B.1.E. Library Mixed Use Development Project Description

Marion built its current library in 1996, just at the point the city's growth rate catapulted upward. It was also just at the edge of one of the most transformative times in the history of the library business with the internet becoming a major influence and driving factor. In simple terms, the city outgrew its old 30 year population projections in less than half that time. Recognizing that the community had changed dramatically, a communitywide visioning process was started in 2008 that ultimately involved more than 5,000 residents. Of the more than 1,800 ideas submitted as part of that process, the expansion of the library came in at #3.

The goal as adopted was "Book It – Raise additional funds, review library expansion options, and proceed with an expansion of the library in a public/private collaboration." Planning for the expansion started shortly thereafter. In 2013, the library was also identified as a target for local option sales tax funding when the tax was extended. Since then, the library board has gone through a process to identify the best long-term path to either expand or replace the current facility and determined that mixed use offers the best long-term option. This project will repurpose the existing site as a mixed use project rather than the current standalone library building.

The library board has selected Ryan Development Company, partnered with OPN Architects, as their development partner to bring this project along. As currently envisioned, the project includes a new 42,500 square foot library, a 10,250 square foot grocery store, and 34,000 square feet of upper story housing. The city expects to use a lease/purchase option to buy the built facility over time as the local option sales tax helping to support the project will come in over 10 years, much like the reinvestment district funds.

B.2.E. Library Mixed Use Development Timeline

The Marion Library Mixed-Use Development is in its very preliminary stages of project definition. The Library Board of Trustees has completed a Facility Needs Assessment and Cost Benefit Site Analysis which led to the mixed-use opportunity. It is anticipated that the MPL will complete a public input process to gather information on the services the public expects to be offered in the building. This will run in conjunction with a capital campaign for the interior library improvements. The public input process will be complete by August 2015 and the capital campaign will be completed by the end of 2015.

Following the completion of the public input process, the final needs of the library will be determined which will allow a final space program and functional layout to be completed. This will be the linchpin for the start of design over the entire development project. It is anticipated that project design will continue through the winter months with an anticipated construction start around May 2016 with full project occupancy within 18 months after the start of construction. This takes into account a two phase construction process while working around the existing library in lieu of a temporary relocation of library services during construction.

B.3.E. Library Mixed Use Detailed Budget

Project Name: Library Mixed Use Development			
Funding Uses		Funding Sources	
Site/Building Acquisition	\$2,000,000.00	Private Loan	\$21,468,932.00
Demolition	\$255,000.00	City Development Agreement Funds (TIF)	\$1,000,000.00
Site Improvements	\$915,475.00	Workforce Housing Tax Credit Equity	\$750,000.00
Core & Shell	\$11,551,425.00	Library Capital Campaign	\$2,000,000.00
Library Fit-out	\$4,250,000.00	IA Reinvestment District Funds	\$2,000,000.00
Apartment Fit-out	\$1,530,000.00	Grayfield Tax Credit Equity	\$1,000,000.00
Retail Fit-out Allowance	\$945,000.00		
Design Fees	\$1,343,433.00		
Indirect Costs	\$3,091,599.00		
Development Costs	\$2,337,000.00		
Total Project Budget	\$28,218,932.00	Total Funding Sources	\$28,218,932.00

B.4.E. Library Mixed Use Expected Debt

The expected debt for the Marion Library Mixed-Use Development has not been determined at this point due to the fluid nature of the final project solution. Marion continues to explore several options for financing, including a lease-purchase with developer ownership, lease-purchase with nonprofit ownership, direct debt, and other alternatives. As the project design is clarified the final financing structure will be assembled.

B.5.E. Library Mixed Use Status of Financing and Financing Gap

Full financing for the Marion Public Library Mixed Use Development has not been pursued at this point pending preliminary approval of the Iowa Reinvestment District pre-application. However, \$5.04 million is set aside from the city's current 10 year local option sales tax for the project. This tax is currently being collected and reserved for the expansion project.

B.6.E. Library Mixed Use Hotel/Motel and Sales Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be extremely conservative in projecting, no inflation factor has been applied to show either an increased volume of future sales or increases in taxes collected due to price increases.

Grocery Sales	\$400/SF*
New Retail Space	10,250 SF
Sales Tax Rate	\$.04

Sales Tax Calculation

$$\text{Annual Sales } (10,250 * 400) = \$4,100,000 * .04 = \$416,000 * .04 = \$6,560$$

$$\text{20 Year Projection } \$6,540 * 20 = \mathbf{\$130,800}$$

*The bulk of grocery store sales are nontaxable. However, a 10,250 square foot grocery store will be a neighborhood market style that sells a percentage of prepared foods that are taxable. For purposes of this analysis it is assumed that 4% of total sales are prepared food and therefore taxable.

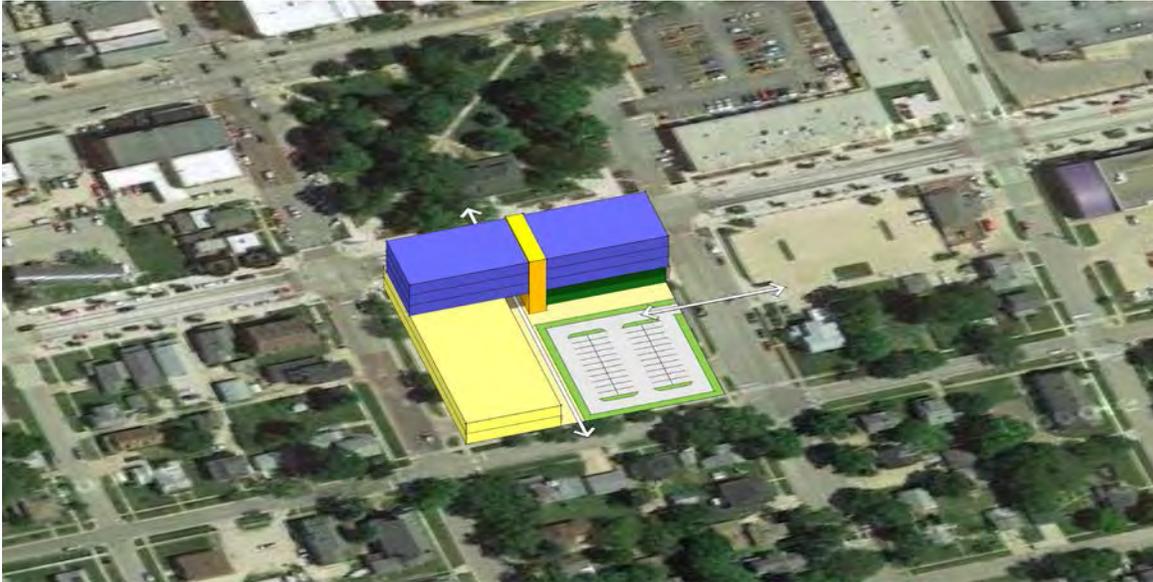
B.7.E. Library Mixed Use Concept Design

Existing Conditions



B.7.E. Library Mixed Use Concept Design

Design Concepts



B.8.E. Library Mixed Use Feasibility Study

Due to time constraints, a full feasibility analysis for this project was unable to be completed. The project will be optimized pending the results of a business gap analysis and housing market study anticipated to be completed in 2014. Marion has designated funding from the local option sales tax to pay for these studies, but has deferred making vendor selections pending this preapplication to ensure that the scope of services for each study are in accordance with this program.

B.1.F. Hotel and Conference Center Development Description

In 2003, the city acquired the remaining old railroad right of way through the center of the community and commenced with brownfield identification and remediation activities. Knowing that a plan was needed for the use of the property, the city commissioned a central corridor plan in 2009 that was built around two goals: maximize the reinvestment opportunities in the corridor while providing a long-term solution to serious traffic problems in the area. More than half of the city's annual traffic accidents happen along this stretch of road (1.2 miles out of more than 150 total miles). The consultant presented four alternatives and the adopted alternative proposed the construction of a new 6th Avenue parallel to the existing 7th Avenue/Business 151 corridor.

This created an opportunity at the east end of the corridor for a large redevelopment project that is the proposed location for the new hotel and conference center. It would be a 140 room business class hotel, a category that currently does not exist in Marion. At least part of the facility is expected to have an executive wing as well. An internal restaurant will be built, and a 15,000 square foot conference center that can accommodate groups up to 600 will be featured. The hotel and restaurant are expected to be 85,000 square feet.

Marion is currently underserved with hotel rooms as a community of nearly 40,000 with less than 250 rooms. There is no business class or premium hotel in the city. More challenging has been conference center size, as the largest current conference facility can only hold a maximum of about 325 (less if a dance floor is needed). Any groups needing a larger complex are forced to leave the community.

B.2.F. Hotel and Conference Center Development

This project is in the early stages of development, and contemplates the use of property under two different owners. Preliminary agreement has been reached with each owner to work with the city to help this project to successful completion. Upon notification that the preapplication has been successful, the following schedule will apply:

Task	Anticipated Completion
Preapplication Approval	June 2015
Hotel Market Consultant Selection	August 2015
Property Negotiations Complete	September 2015
Completion of Market Study	December 2015
Hotel Vendor/Operator Selection	January 2016
Optimize Project; Commence Preliminary Design	January 2016
Final District Approval	March 2016
Bidletting	June 2016
Construction	August 2016-June 2017
Project Complete	August 2017

B.3.F. Hotel and Conference Center Detailed Budget

Project Name:		Hotel/Conference Center Development	
Funding Uses		Funding Sources	
Demolition	\$250,000.00	Private Loan	\$21,223,136.00
Site Improvements	\$500,000.00	City Development Agreement Funds (TIF)	\$1,000,000.00
Core & Shell	\$10,000,000.00	IA Reinvestment District Funds	\$3,500,000.00
Hotel Finishes	\$8,500,000.00	Brownfield Tax Credit Equity	\$1,000,000.00
Conference Center Finishes	\$1,800,000.00		
Design Fees	\$1,456,000.00		
Indirect Costs	\$2,800,000.00		
Development Costs	\$1,417,136.00		
Total Project Budget	\$26,723,136.00	Total Funding Sources	\$26,723,136.00

Source: Ryan Companies

B.4.F. Hotel and Conference Center Debt Schedule

The budget for this project is very preliminary at this state. There are currently 3 developers with relationships with at least 6 different hotel chains interested in this project. Until an operator/chain is selected, the final debt portfolio cannot be developed.

B.5.F. Hotel and Conference Center Status of Financing and Financing Gap

Determining the financing gap cannot be completed until the hotel operator is selected, as the level of finish in the building and the design standards of particular chains heavily influence construction costs. Ryan Companies has constructed several similar projects around the midwest in the last three years, and based on the experience of the firm the projected funding need of \$3.5 million to put toward the conference center is reasonable.

B.6.F Hotel and Conference Center Hotel/Motel and Sales Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be conservative in projecting, an inflation factor has been applied to room sales only once, in 2022. No other inflation factors have been applied during the 20 year projection period to catering sales, restaurant sales, or hotel commodity sales.

Number of Rooms	140
Occupancy Rate	62%
Average Nightly Rate Pre-2022	\$129
Average Nightly Rate After 2022	\$139
Room Service Sales	\$692.80*
Restaurant Sales	\$400/SF
In-house Catering	600 seats, 2.5 bookings/week, 45 weeks/year, \$30/plate
In-house restaurant	3,000 SF
Sales Tax Rate	\$.04

Room Tax Calculations

140 Rooms * 62% Occupancy * \$135.50 Average Nightly Rate=\$4,260,953.85 Room Income
\$4,260,950.85 Room Income * \$.05 Room Tax Rate=\$213,047.69 Annual Room Tax

Sales Tax Calculation

Room Service Sales
140 Rooms * \$692.80 Average Sales=\$96,992 Annual Room Service Sales
Restaurant Sales
3,000 SF * \$400/SF-\$1,200,000 Annual Restaurant Sales
In-House Catering
600 seats * 2.5 bookings/week *45 weeks/year * \$30/plate=\$2,025,000
Total Annual Taxable Sales
\$4,260,950.85 + \$96,992 + \$1,200,000 + \$2,025,000=\$7,582,945.85
Annual Sales Tax Collected
\$7,582,945.85 * .04=\$313,017.83

20 Year Projections

Room Tax \$213,047.69 * 20=\$4,260,953.85
Sales Tax \$313,017.83 * 20=\$6,066,356.68

*80% of the national average of \$866.

B.7.F Hotel and Conference Center Concept

Existing Conditions



Existing Conditions Continued



B.7.F Hotel and Conference Center Concept

Design Concept



B.8.F. Hotel and Conference Center Feasibility Study

Marion has been researching the need for a hotel for over a year. Funding has been set aside for the completion of a hotel and conference center project pending a decision on this application. Selection of a vendor has been put on hold until IEDA can act on this proposal, but the city has a short list of vendors and the analysis is projected to only take 3-4 months.

B.1.G. USDA Redevelopment Description

The site of the former USDA building is located next to the proposed hotel and conference center identified as project F. This corner lot lies between the former railroad right of way and on the corner of two major roads in 7th Avenue/Business 151 and 31st Street. It will be a complementary project that takes the now vacant site and adds a multitenant building. The anchor tenant will be a restaurant, and additional space will be provided for retail tenants. It is expected to be between 12 and 14,000 square feet with associated parking, of which about 4,000 will be allocated to the restaurant. It is currently owned by Hunter Companies, a firm with longstanding relationships with several retailers and restaurateurs in the Creative Corridor. To date the company has completed the demolition of the old building and has started to level the lot for construction. In addition to this building, an additional pad is available for another building up to about 3,000 square feet.

B.2.G. USDA Redevelopment Timeline

Since this project is not requesting reinvestment district funds, it can proceed on an independent timeline. The developer is working on design and platting now, and under an ideal schedule will have those activities completed by May. Construction would likely start in the fall, normally around September depending on the needs of the company's tenants.

B.3.G. USDA Redevelopment Detailed Budget

Project Name: USDA Redevelopment			
Funding Uses		Funding Sources	
Site Preparation	\$250,000.00	Private Loan/Equity	\$3,680,000.00
Building Acquisition		City TIF	\$120,000.00
Building Construction	\$3,159,000.00		
Building Remodeling			
Fixtures	\$75,000.00		
Architectural Design	\$152,000.00		
Engineering Design	\$114,000.00		
Construction Admin.	\$50,000.00		
Other			
Total Project Budget	\$3,800,000.00	Total Funding Sources	\$3,800,000.00

B.4.G. USDA Redevelopment Expected Debt

The developer has secured financing for this project through a combination of private loan and equity. TIF assistance would be contemplated as a rebate agreement.

B.5.G. USDA Redevelopment Status of Financing and Financing Gap

Financing is in place for this project and no gap is identified that would need reinvestment district funds. However, the project will substantially benefit from the use of reinvestment district funds due to its proximity to the hotel and the constant customer base of hotel guests and conference center attendees.

B.6.G. USDA Redevelopment Hotel/Motel and Sales Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be extremely conservative in projecting, no inflation factor has been applied to show either an increased volume of future sales or increases in taxes collected due to price increases.

Retail Sales	\$320/SF*
Restaurant Sales	\$400/SF**

New Retail Space 8,000 SF
New Restaurant Space: 4,000 SF
Sales Tax Rate \$.04

Sales Tax Calculation

Annual Retail Sales (8,000*320)=	\$2,560,000
Annual Restaurant Sales (4,000*400)=	<u>\$1,600,000</u>
Total Sales	\$4,160,000
*.04=	\$ 166,400

20 Year Projection \$166,400 * 20=**\$3,328,000**

*Marion 2009 average sales per square foot of \$320. Original data of \$320/SF provided by RDG Consulting referencing data from Claritas, Inc.

**Restaurant Finance Monitor Magazine reports the nationwide average sales for restaurants at \$400/SF. This has been used without alteration because of the location near the hotel.

B.7.G. USDA Redevelopment Concept

Existing Conditions





B.8.G. USDA Redevelopment Feasibility Study

Hunter Companies has already conducted their own internal feasibility study for this project, and found it sufficient to secure financing. However, the project can have an impact on other projects proposed in this application as the overall market for the total level of services being provided has not yet been established. Depending on when this project moves forward, it will impact the overall economic analysis of the district.

B.1.H. Lincolnview Square Description

Lincolnview Square is at the eastern end of the proposed reinvestment district. It is a 16 acre parcel and brownfield area that is in the process of redeveloping (not all is included in the proposed district). The owner has removed several outmoded buildings and a new pharmacy, credit union, convenience store, and multitenant structure have taken their place. The next planned phase is an additional multitenant structure in the district, and there will be a remaining pad for a standalone restaurant in a spot currently occupied by an older auto parts store. Overall the new multitenant building will be 8,500 square feet and will be geared to retail. The restaurant pad is sized for up to a 4,500 square foot building, but the actual size is expected to be closer to 4,000.

It is worth noting that there is an additional phase to Lincolnview south of the proposed district that will be positively impacted by this project. The developer's final phases for the site include two additional buildings, a \$5 million 30,000 square foot 2 story professional office center and a \$2.4 million 16,000 square foot professional office.

B.2.H. Lincolnview Square Expected Timeline

Genesis Equities, the owner of the site, expects to start demolition activities this summer. Since this project is not seeking reinvestment funds, it may proceed on an independent timeline. The multitenant building is already designed, but is not expected to start construction until this fall with the bulk of the work occurring through the winter. No firm plan is in place yet for the start of the restaurant, but it is tentatively scheduled for fall of 2016.

B.3.H. Lincolnview Square Detailed Budget

Project Name: Lincolnview Commercial			
Funding Uses		Funding Sources	
Site Preparation	\$250,000.00	Private Loan/Equity	\$3,700,000.00
Building Acquisition		City TIF	\$250,000.00
Building Construction	\$3,239,250.00		
Building Remodeling			
Fixtures	\$75,000.00		
Architectural Design	\$217,250.00		
Engineering Design	\$118,500.00		
Construction Admin.	\$50,000.00		
Other			
Total Project Budget	\$3,950,000.00	Total Funding Sources	\$3,950,000.00

B.4.H. Lincolnview Square Debt Schedule

This project is already financed by the developer and through a prior TIF agreement with the city. Farmer's State Bank in Marion is providing financing for the project. No additional debt is expected to be needed.

B.5.H. Lincolnview Square Status of Financing and Financing Gap

No financing gap has been identified for this project. A pre-existing TIF agreement with the city has allowed the overall development to proceed.

B.6.H. Lincolnview Square Hotel/Motel and Sales Tax Projections

The following assumptions are used to generate these tax projections. In an effort to be extremely conservative in projecting, no inflation factor has been applied to show either an increased volume of future sales or increases in taxes collected due to price increases.

Retail Sales	\$320/SF*
Restaurant Sales	\$400/SF**
New Retail Space	8,500 SF
New Restaurant Space:	4,000 SF
Sales Tax Rate	\$.04

Sales Tax Calculation

Annual Retail Sales (8,500*320)=	\$2,720,000
Annual Restaurant Sales (4,000*400)=	<u>\$1,600,000</u>
Total Sales	\$4,320,000
*.04=	\$ 172,800

20 Year Projection \$172,800 * 20=**\$3,456,000**

*Marion 2009 average sales per square foot of \$320. Original data of \$320/SF provided by RDG Consulting referencing data from Claritas, Inc.

**Restaurant Finance Monitor Magazine reports the nationwide average sales for restaurants at \$400/SF. This has been used without alteration because of the location in Lincolnview and its commercial draw.

B.7.H. Lincolnview Square Concept Design

Existing Conditions



B.7.H. Lincolnview Square Concept Design

Planned Improvements



B.8.H. Lincolnview Square Feasibility Study

Genesis Equities has conducted their own study to determine the feasibility of this project, and it is expected to proceed. However, completion of this project will impact the overall market in the proposed district and must be taken into account when the overall economic impact study and market analysis are completed.

B.1.1. Central Corridor Improvements Description

The thread that ties all these projects together is the completion of the city's central corridor project. Phase 1 was completed in 2013 and runs from 8th street to 13th street in between the future plaza and library site. It extends down to 31st street and ends just past the hotel and USDA sites. A trail network will be extended along the railroad right of way from 31st down past Lincolnview and ultimately all the way to Highway 13. An underpass is being installed in Highway 13 this year to connect the new trail extension to the existing Grant Wood trail.

Street improvements along this new corridor are being built to complete street guidelines, with a three lane configuration and divided medians. It features wide sidewalks and trails, enhanced pedestrian lighting, two roundabouts, and different streetscape designs that take into account the changing character of the corridor. Marion has already completed the most intensive phase of the project in the Uptown area, and this project will take it from where that segment ended all the way through the east end. In concert with the east end roundabout (also under design right now), the entire new road network will be open to traffic in fall of 2016.

This project will also provide a final cap for the brownfield areas that have been identified along the old railroad corridor. Since a road is a form of land use control, the project will permanently secure the areas from future disturbance and the need for more remediation.

B.2.1. Central Corridor Improvements Expected Timeline

This project is also not seeking reinvestment district funds, therefore it can proceed on its planned timeline. Design is already under way. Check plans have been submitted to the city for final review, and the acquisition plats needed for the final right of way purchases have been submitted. It is anticipated that the contractor (Genesis Equities) will start at the east end of the project and complete the section between the eastern roundabout and 31st Street this construction season. That will complete the improvements along the site of the future hotel/conference center and USDA redevelopment.

In 2016, the remainder of the street will be constructed between the eastern roundabout and 13th street. If everything goes as planned, the west end roundabout will be complete on the same schedule and the entire corridor will be able to be opened up to traffic at once.

B.3.1. Central Corridor Improvements Detailed Budget

Project Name: Central Corridor Street Improvements-East End			
Funding Uses		Funding Sources	
Site Preparation		City Cash	\$2,000,000.00
ROW Acquisition	\$1,300,000.00	Private Loan (TIF Backed)	\$5,464,072.00
Road Construction	\$5,601,072.00		
Building Remodeling			
Fixtures			
Architectural Design			
Engineering Design	\$383,000.00		
Construction Admin.	\$180,000.00		
Other			
Total Project Budget	\$7,464,072.00	Total Funding Sources	\$7,464,072.00

B.4.1. Central Corridor Improvements Debt Schedule

Marion has an existing development agreement with Genesis Equities for the financing for this public improvement project. The city has \$2.1 million in cash on hand from bonding to put toward the project, and the remainder will be provided by Genesis Equities through Farmer's State Bank and retired through future TIF payments.

B.5.I Central Corridor Improvements Financing Status and Gap

This project is fully financed and does not need reinvestment district assistance.

B.6.I. Central Corridor Improvements Hotel/Motel and Sales Tax Projections

N/A

B.7.I. Central Corridor Improvements Design Concept



Marion Central Corridor - Road Alignment - REVISED EXHIBIT A

B.8.I. Central Corridor Improvements Feasibility Study

As a public transportation improvement, no feasibility study is needed for this project.

SECTION C – Economic Impact

1. Please provide a detailed analysis of the expected economic impact of the proposed Reinvestment District. Assess the fiscal and financial impact of the proposed district on business or on other economic development projects within the projected market area. Your explanation should include the development activity within the Reinvestment District, as well as, the associated and related activity adjacent to the district. Clearly designate what activity will be within the district versus leveraged activity outside the district.

The expected economic impact makes up a large portion of the scoring criteria. Thoroughly demonstrate the economic impact on the municipality, region and state by including all assumptions and inputs considered in your analysis. To the degree possible, the economic impact data should represent the “net impact” to the market area and state. Be as thorough as possible in your explanation and provide assumptions and supporting data analysis. Attach additional information to support your claims.

This section outlines the potential economic impact that each project will have on the community and state. Only direct impact has been estimated, with no multiplier effect or imputed indirect impacts. Sales tax receipts are also not adjusted over time to reflect the inflationary effect of price increases nor increases in sales volume over time. Potential impacts of construction labor using wages to make purchases in the community have not been projected. These steps have been taken deliberately to ensure the city is conservatively estimating the overall benefit of completing the project. For purposes of this analysis, the following assumptions have been used:

<u>Item/Category</u>	<u>Assumption(s)</u>
<i>For Projecting Sales Tax and Room Tax Receipts</i>	
Grocery Sales	\$400/SF with 4% of sales taxable (prepared foods, etc.)
Retail Space not near plaza	\$320/SF
Retail Sales within 2 blocks of plaza	\$384/SF
Retail Sales immediately adjacent to plaza	\$416/SF
Restaurant Sales	\$400/SF
 <i>For Projecting Employment</i>	
Retail	600 SF/employee
Restaurant	220 SF/employee
Commercial/Office	600 SF/Employee
Hotel/Conference Center	2200 SF/Employee
Wages	\$14/hour average
 <i>For Projecting Construction Jobs</i>	
Labor	25% of hard construction
Job Ratio	1 position/\$40,000 payroll
 <i>For Calculating Tourism Impact</i>	
New Unique Visitors	20% of plaza visitors
Spending/Visitor	\$115 (per Cedar Rapids Area CVB publications)

In Section B of this application, the individual impact of each project was shown. The first part of this analysis will show the total impact of all those projects taken together. Following that is a description of the impact these projects will have on the surrounding area and the central corridor.

Economic Impact-Direct taxes

Square footages and totals for all projects together

<u>New Space</u>	<u>Square Footage</u>	<u>Annual Taxes Generated</u>	<u>20 Year Total</u>
Restaurant/Catering	12,645	\$ 281,935	\$ 5,638,713
Retail	61,895	\$ 954,374	\$19,087,483
Hotel/Conference Center	100,000	\$ 213,048	\$ 4,260,954
Commercial*	5,111	\$ -	\$ -
Public	42,500	n/a	n/a
Parking	144,250		\$ 464,038
Grocery	<u>10,250</u>	<u>\$ 6,560</u>	<u>\$ 131,200</u>
Total	438,401	\$1,479,119	\$29,582,389

*For purposes of this analysis the commercial spaces are assumed to be rented to tenants providing professional services that are not taxable.

This does not account for the multiplier effect of local spending and the additional taxes generated, nor does it account for the wages of construction workers or employees spilling over to other local businesses.

Economic Impact-Employment

Following is an estimate of the construction jobs that would be created or supported by completing the projects in this district.

Hard Construction Costs \$91,619,000 * .25 = \$22,904,750 / \$40,000 =572.62 construction jobs

The table below summarizes the projected full-time employment and projected payroll to be created if these projects are completed.

<u>New Space</u>	<u>Square Footage</u>	<u>Projected Employees</u>	<u>Projected Payroll</u>
Restaurant/Catering	12,645	57.48	\$ 1,673,738
Retail (inc. grocery)	72,145	103.16	\$ 3,003,971
Hotel/Conference Center	100,000	45.45	\$ 1,323,636
Commercial*	5,111	8.52	\$ 248,054
Public	42,500	4.50	\$ 131,040
Parking	<u>144,250</u>	<u>3.00</u>	<u>\$ 87,360</u>
Total	438,401	222.11	\$ 6,467,799

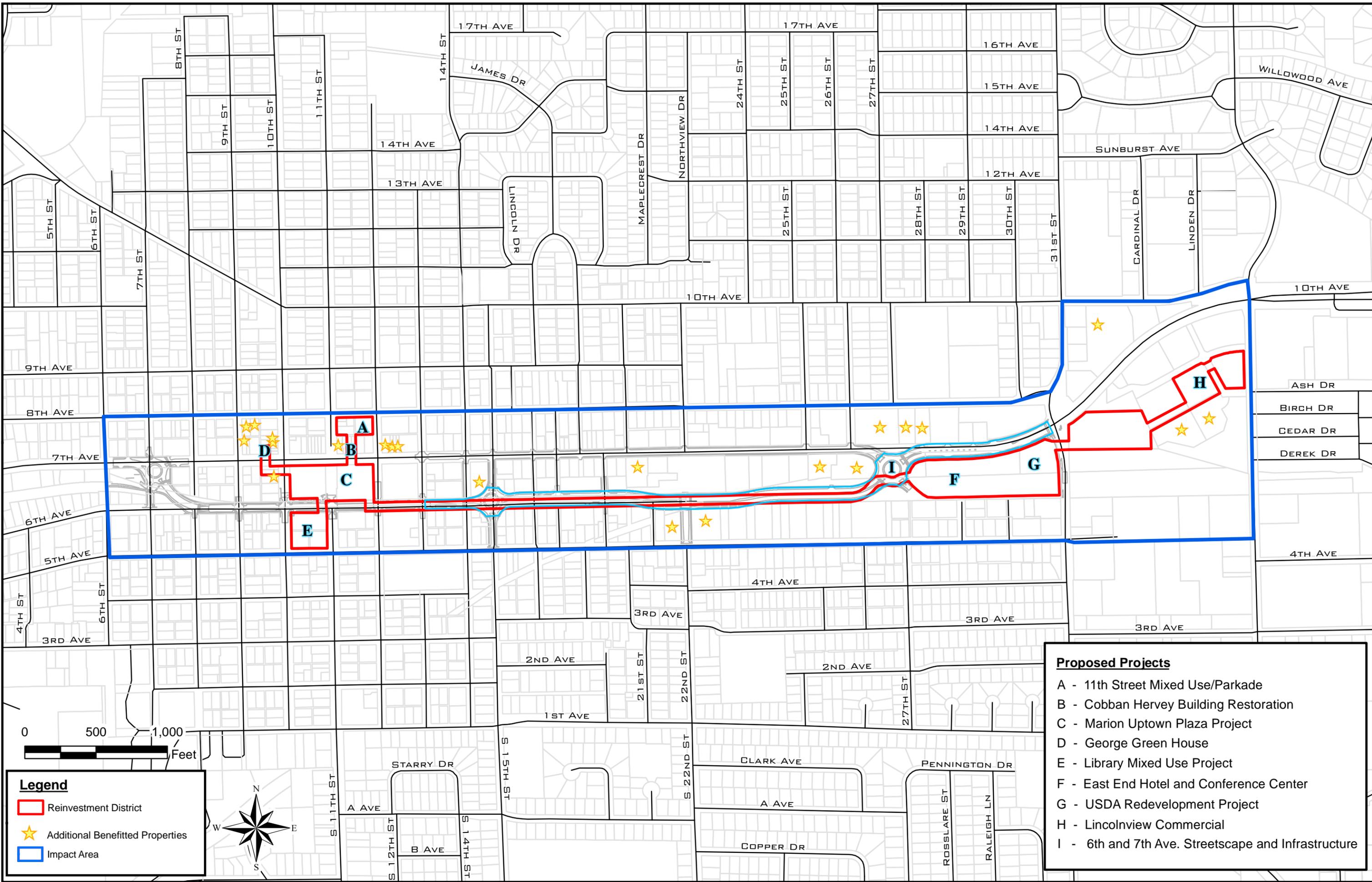
Economic Impact-Tourism

The plaza in Uptown Marion will be a multi-state draw, bringing people in to community events from a 4 hour radius. This will extend Marion's reach into Minnesota, Wisconsin, Illinois, and Missouri. Total annual attendance to events in the plaza is expected to be 150,000 people (600 average * 250 days per year). Calculating that 20% of those are unique visitors that are not a part of the city's primary market, then 30,000 people will be coming to the community as tourists. Spending by tourists averages about \$115 per person in the Cedar Rapids Metro Area. Therefore, the plaza alone will be directly responsible for attracting an additional \$3,450,000 in new spending to the area.

Impact on the Surrounding Corridor

In addition to the reinvestment district, Marion has identified a reinvestment area that the district will impact positively. The map on the following page shows the reinvestment area outlined in blue. This is called out specifically so that the reader can see the gold stars on the map. Each gold star represents either a project under way, a known pending project, or another redevelopment site along Marion's central corridor. In total, these sites account for more than \$10 million in *additional* investment into the corridor that will be positively affected by completing the projects in this application.

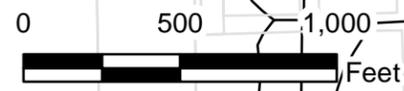
C1. Map of Reinvestment District, Reinvestment Area, and Adjacent Projects



- Proposed Projects**
- A - 11th Street Mixed Use/Parkade
 - B - Cobban Hervey Building Restoration
 - C - Marion Uptown Plaza Project
 - D - George Green House
 - E - Library Mixed Use Project
 - F - East End Hotel and Conference Center
 - G - USDA Redevelopment Project
 - H - Lincolnview Commercial
 - I - 6th and 7th Ave. Streetscape and Infrastructure

Legend

- Reinvestment District
- ★ Additional Benefitted Properties
- Impact Area



C2. Economic Impact Study

Marion has not yet completed a full economic impact study pending action by IEDA on this application. However, included is a market study of the community completed by RDG in 2009 that examined gaps in Marion's market, opportunities to recapture leakage, and total square footage needed by 2013 for commercial space. With the economic downturn in recent years these needs were not addressed. The city chose to make substantial investments in infrastructure during that time to position the community to be ready when the economy started moving again. As seen by the projects outlined in this application, interest in Marion is at an all time high. If this preapplication receives favorable review, the city will immediately proceed with commissioning a new, more complete economic analysis.

MARION MARKET ANALYSIS

Prepared for
The City of Marion

September 22, 2009

Submitted by
RDG Planning & Design



900 Farnam on the Mall Suite 100 Omaha, NE 68102
402.392.0133 FAX 402.392.0413 www.rdgusa.com

MARION MARKET ANALYSIS

A SOUND DEVELOPMENT PROGRAM MUST BE BASED ON ATTAINABLE POTENTIAL MARKETS.

This document reviews important demographic and market characteristics that guide planning for the future of the City of Marion and its commercial districts. It examines commercial, office, and residential possibilities for the City of Marion, and considers future development for these markets in 29th Avenue North Study area.

Trade Area Definition

The market analysis begins by defining Marion's market area. Its market provides services to local residents and is a trade center that serves the commercial demands of the city.

Map 1 (attached) illustrates different geographic trade segments used by this study. These trade areas represent the basis for calculating commercial demand.

- *Primary Area.* The primary trade area includes the land within Marion's city limits. Residents of the city tend to visit local commercial services and do some of their shopping in Marion.
- *Secondary Area.* The secondary area includes the Metropolitan Statistical Area (MSA) of Cedar Rapids, which includes Linn, Benton and Jones Counties. While residents of this area use Marion retailers and service providers for typical needs, larger markets such as Cedar Rapids exert a powerful draw.

Demographics

Population Trends and Forecasts

This discussion describes changes in the characteristics and dynamics of Marion's population. **Table 1** summarizes the historical population change in Marion, while **Table 2** compares Marion's population to other communities in the Cedar Rapids-MSA.

During the 1990's Marion's growth was aggressive, amounting to 22% of the region's population change.

Marion, the primary market, has grown rapidly during the last 40 years from 5,916 in 1960 to 26,294 in 2000. The 1950s and 60s were a period of significant population growth and again in the 1990s. The city's population in the 2000 Census was 26,294, an increase of 5,891 people (or 20%) from 1990 or an average annual growth rate of about 2.89%. During the 1990s Marion's growth was aggressive, amounting to 22% of the region's population change.

The Cedar Rapids Metropolitan Statistical Area, the secondary market, grew from 210,640 in 1990 to 237,230 in 2000, an increase of 26,590 for an annual growth rate of 1.26%. Smaller communities also grew slightly, contributing to the area's total growth.

Data from the U.S. Census Bureau and Claritas, Inc. indicate that the population of Marion and the region has been growing since 2000. This analysis will be evaluated in more depth in the next section, Population Projections.

Table 1: Historical Population Change, Marion

Year	Population	Decennial Change	Decennial % Change	Average Annual Rate of Change
1950	5,916			
1960	10,882	4,966	83.9%	8.4%
1970	18,028	7,146	65.7%	6.6%
1980	19,474	1,446	8.0%	0.8%
1990	20,403	929	4.8%	0.5%
2000	26,294	5,891	28.9%	2.9%
2008 Est. ¹	31,718	5,424	20.6%	2.1%

Source: U.S. Census Bureau, Claritas, Inc.¹

Table 2: Population Change, Marion & Area Communities 1990-2008

	1990 Population	2000 Population	Change	% Change	2008 est. Population*	2000-2008 Change	2000-2008 % Change	Growth Rate bw 1990/2000	Growth Rate 2000-2008
Marion	20,403	26,294	5,891	28.9%	34,200 ¹	7,906	30.1	2.57	3.75
Cedar Rapids	108,751	120,758	12,007	11.0%	124,158	3,400	2.8%	1.10	0.40
Hiawatha	4,986	6,480	1,494	30.0%	6,488	8	0.1%	3.00	0.02
Robins	875	1,806	931	106.4%		-1,806		10.64	-14.29
Cedar Rapids MSA	210,640	237,230	26,590	12.6%	252,164	14,934	6.3%	1.26	0.90

Source: U.S. Census Bureau, Claritas, Inc., RDG Planning & Design¹

Population change in a community is an interaction of three basic factors:

1. *Comparison of births and deaths.* A surplus of births over deaths tends to cause population increases. A community with a younger population, with large cohorts in childbearing or family formation years, will experience a higher birth rate, measured as number of the births per 1,000 people.
2. *Construction and Migration Patterns.* If more people move to the community than leave, its population will tend to increase, while outmigration trends population downward. Forces that encourage in-migration include employment growth, new housing development, community services, and a high quality of life.
3. *Annexation.* In addition to internal population change, a community can grow by annexing new populated areas.

Construction activity helps describe Marion’s population growth since 2000. New construction correlates to added population, while demolished structures correlates to population loss. Table 3 presents the city’s construction activity since 2000. Based on permits issued, the city of Marion added 3,903 new units since 2000, with single family residential accounting for a little more than half of new units. Construction for single-family homes peaked during the 2003 and 2004, while multi-family units peaked in 2002 and 2003.

Table 3: Residential Construction Activity in Marion, 2000-2008

Type	2000	2001	2002	2003	2004	2005	2006	2007	2008	2000-2008 Average	Total Units
SF Units	180	190	227	253	273	312	211	215	195	229	2,056
MF Units	175	159	442	409	90	236	113	157	66	206	1,847
Demolition (-)	20	13	15	24	12	21	11	13	12	434	129
Total	335	336	654	638	351	527	313	359	249	16	3,513

Source: City of Marion Building Permit Report

Population Projections

Projecting the future population of the market helps predict the future demographic character of the community. This in turn helps guide the city’s planning and policy decisions regarding future investments. **Table 4** projects future population growth for the city and region. A five-year projection is provided by Claritas, a demographic research company, which shows the secondary markets growing. Projections for the primary market are explained in later. Marion is anticipated to grow at a greater rate than the region.

Table 4: Projected Population 2000-2013 - Market Areas

	1990 Population	2000 Population	Growth rate bw 1990/2000	% Change 1990/2000	2008 Estimate	2013 Estimate	2000-2013 Growth Rate	% Change 2000/2013
Primary (City of Marion)	20,403	26,294	2.6%	28.9%	34,200 ¹	39,248 ¹	variable% ¹	49.3% ¹
Secondary (Cedar Rapids MSA)	210,640	237,230	1.2%	12.6%	252,164	261,260	0.7%	10.1%
Secondary-Primary	190,237	210,936	1.0%	10.9%	217,964	222,012	0.4%	5.3%

Source: Claritas, Inc., RDG Planning & Design¹

Recent construction activity indicates that the city has continued to grow since 2000. An analysis based on construction activity suggests that Marion’s population has increased by about 7,906 people between 2000 and 2008, attaining a total population of 34,200.

Cedar Rapids and the adjacent communities will likely experience growth. In addition, the rural secondary market area has remained stable and will likely experience continued population growth, particularly along major transportation routes.

Table 5 displays alternative population projections based upon natural population change (a zero migration rate) as well as variable growth rate.

- *Natural Population Change.* A no net migration, a surplus of births over deaths will produce a modest population increase during the next twenty years.

**2020 projection of 46,570
and
2030 projection of 59,614**

- *Variable Growth Rate.* A 3.3% annual growth rate is used to determine 2010 population, while the future housing market demand uses a 2.5% growth rate resulting in a 2020 population projection of 46,570 and 2030 population of 59,614. The 3.3% growth rate represents change between 2000 and 2008, however this pace is anticipated to slow down to 2.5% (2.2% annual growth rate).

Table 5: Selected Population Projection Scenario, Migration and Growth Scenarios for Marion							
	2000	2005	2010	2015	2020	2025	2030
Natural Population Change	26,294	26,832	27,244	27,590	27,871	27,989	27,877
3.3% Growth Rate b/w 2000-2010	26,294	30,930	36,380	41,160	46,570	52,690	59,614
2.5% Growth Rate b/w 2010-2030							

Source: RDG Planning & Design

Income Characteristics

Table 6 presents the median household income for residents of each trade area. Marion’s median income was \$53,706 in 2008, which is significantly higher than the region. Cedar Rapids’ median income was \$46,308, while the larger MSA, which includes both Marion and Cedar Rapids, was \$45,382. Incomes are expected to rise over the next five years, with Marion increasing its median income to \$70,500 by 2014.

Table 7 presents the number of households in household income ranges. Over half of the households earn more than \$50,000. The average household income is \$65,031. Marion’s distribution of household income is not significantly different, statistically, from Cedar Rapids or the MSA. However, household incomes are higher in Marion than Cedar Rapids or the Cedar Rapids-MSA.

These income patterns suggest that Marion may be the more affluent community in the metro area. Future housing and retail services could target these market demographics.

Table 6: Median Income Forecasts in Marion's Market Areas, 2000-2008					
	2000	2008 Estimate	2014 Estimate ¹	Change 2000-2014	% Change 2000-2014
Marion (Primary Market)	\$48,822	\$53,706	\$70,500	+\$21,678	44%
Cedar Rapids	\$44,248	\$46,308			
MSA - Cedar Rapids (Secondary Market)	\$45,382	\$49,693	62,040	+\$16,658	37%

Source: Claritas, Inc., 2008, Marion Comprehensive Plan¹

Table 7: 2008 Estimated Households by Household Income

Income	Marion	Cedar Rapids	Cedar Rapids MSA	Average Distribution
Less than \$15,000	955 7.3%	6,062 11.5%	10,256 10.0%	9.6%
\$15,000 - \$24,999	1,456 11.1%	6,173 11.7%	11,110 10.8%	11.2%
\$25,000 - \$34,999	1,391 10.6%	6,934 13.1%	12,291 11.9%	11.9%
\$35,000 - \$49,999	2,311 17.6%	9,565 18.1%	18,145 17.6%	17.8%
\$50,000 - \$74,999	3,045 23.2%	12,306 23.3%	23,979 23.3%	23.3%
\$75,000 - \$99,999	1,929 14.7%	6,161 11.7%	13,551 13.2%	13.2%
\$100,000 - \$149,999	1,410 10.7%	3,868 7.3%	9,767 9.5%	9.2%
\$150,000 or more	631 4.8%	1,691 3.2%	3,764 3.7%	3.9%
Total	13,128 100.00%	52,760 100.00%	102,863 100.0%	100.0%

Source: Claritas, Inc., 2008

THE RETAIL MARKET

Highway 151 through Marion becomes Marion Boulevard/7th Avenue and hosts the majority of the retail development in the city. Clusters of linear development occur along the corridor, with commercial services targeting the local community. **Table 7** identifies regional shopping center, while **Table 8** identifies the more significant retail commercial clusters in Marion and **Table 9** identifies individual retail businesses. The inventory was collected using information available from the City of Marion, Linn County Assessor and field inspection.

Table 7: Neighborhood and Community Shopping Centers

Location	Description
Downtown at 7 th Ave and 10 th St	Independent storefronts Market Square Plaza
Highway 151 at 7 th Ave and 35 th St	Hy-Vee Farmer's Market
Highway 151 at 7 th Ave and 10 th Ave	Wal-Mart Supercenter Fastfood chains
Highway 151 at 7 th Ave and 1 st St	Indian Creek Mall commercial strip
Twixt Town Rd in southwest Marion	Commercial strips
Collins Rd and Marion Ave	Commercial strips Lindale Mall

Table 8: Regional Shopping Centers

Location	Description
Lindale Mall	Located immediately southwest of Marion, Lindale Mall is the largest retail center in the region anchored by department stores, such as Sears,
Town & Country Shopping Center	Built in the 1950's, this strip development offers space for small vendors, such as apparel, restaurants and personal services.
Westdale Mall	Westdale Mall opened in 1977 as a major regional shopping destination. It has since lost most of its retail. The future of the building is unknown.
Blairs Ferry Road	Big box stores with pad sites along Blairs Ferry Road. Major retailers include Wal-Mart, Sam's Club and Lowe's. Blairs Forest Plaza and Blairs Ferry Landing occupy the eastern half of the developed area.
Coralville Ridge Mall	Located south of Marion in the City of Coralville, the Coralville Mall is a major retail center in eastern Iowa anchored by department stores, such as

Table 9: Retail Inventory in Marion, 2009

	Address	Owner	Use
5005	10TH AVENUE	WINDMILL ENTERPRISES LLC	convenience/retail
4701	10TH AVENUE	IIW MILLWORK-WEST INC	retail
3310	10TH AVENUE	FAREWAY STORES INC	retail-grocery
748	10TH STREET	MS MARION PROPERTY LLC % MASIH SAFABAKHSH	bar/lounge/restaurant
740	10TH STREET	MS MARION PROPERTY LLC % MASIH SAFABAKHSH	bar/lounge/restaurant
915	10TH STREET	HARMENING STEVEN J & KATHLEEN F	retail
630	10TH STREET		retail
560	10TH STREET	BIZEK SCOTT L	retail
720	10TH STREET	COSMAN DANIEL K & CRIS A	retail
752	10TH STREET	SCHLOTTERBACK JACK D & SUSANN T	retail
710	10TH STREET	HOFFMANN JAMES A & DEBRA L	retail
660	10TH STREET	MASONIC TEMPLE ASSN % R L BOWERSOX	retail
690	10TH STREET	NOVAK JAMES J	retail
897	13TH STREET	JENNINGS WARREN P & NANCY K	retail
790	22ND STREET	LINCO ENTERPRISES LTD	retail
220	35TH STREET	COOPER PROPERTIES LC	retail
100	35TH STREET	NPV III LLC % DARIN GARMAN	retail
3615	3RD AVENUE	HANSON CHARLES T & HOLLY D	retail
1005	44TH STREET	KHAIRALLAH JOHN P	convenience/retail
998	44TH STREET	R & S TRUST LC	retail
1000	44TH STREET	SCHULTZ WILLIAM J JR	retail
999	44TH STREET	SMITH BARRY B	retail
901	50TH STREET	READ EDWARD W	retail
1803	6TH AVENUE	SAARI RODNEY C & VICKI L	bar/lounge/restaurant

100	6TH AVENUE	FRANCHISE REALTY INTERSTATE CORP	convenience/retail
1995	6TH AVENUE	ENSLEY CHARLES	retail
2097	6TH AVENUE	ENSLEY CHARLES W	retail
788	6TH STREET	undetermined	retail
1849	7TH AVENUE	AM RENTAL CORP	bar/lounge/restaurant
2020	7TH AVENUE	CASEY'S MARKETING CO ATTN: ACCT DEPT	convenience/retail
1394	7TH AVENUE	TOMAR PROPERTIES LLC % DAWN WILBER	convenience/retail
2100	7TH AVENUE	BOUSKA ALLEN & VICKIE REV TRUSTS BOUSKA ALLEN &	convenience/retail
1300	7TH AVENUE	PEBBLE HILL ASSOC % RASH & ASSOC #640 15 4337	convenience/retail
2500	7TH AVENUE	PETERSEN & KNOTT INC	convenience/retail
1925	7TH AVENUE	WEAVER ENTERPRISES LTD	convenience/retail
2449	7TH AVENUE	BEATON HOLDING CO LC	convenience/retail
3350	7TH AVENUE	KRAUSE GENTLE CORPORATION ET AL	convenience/retail
2240	7TH AVENUE	MC MILLEN ELDON D & PATRICIA	bar/lounge/restaurant
808	7TH AVENUE	KHAIRALLAH ELIE P & LILLIAN	bar/lounge/restaurant
835	7TH AVENUE	KHAIRALLAH ELIE	bar/lounge/restaurant
2155	7TH AVENUE	ONE QUALITY INVESTMENT LLC	bar/lounge/restaurant
699	7TH AVENUE	REGAN MICHAEL J	bar/lounge/restaurant
433	7TH AVENUE	PRIEBE INVESTMENT CORP	bar/lounge/restaurant
453	7TH AVENUE	GODWIN RONALD J TRUST	bar/lounge/restaurant
755	7TH AVENUE	KHAIRALLAH ELIE	bar/lounge/restaurant
890	7TH AVENUE	LIS PROPERTIES LC % WILL LIS	retail
1120	7TH AVENUE	OLMSTEAD DANIEL J & BARBARA J	retail
1138	7TH AVENUE	MORRIS EDWIN L & HARRIETT A	retail
1244	7TH AVENUE	HERREN KEVIN L	retail
1104	7TH AVENUE	BALSTER DONALD E	retail
1246	7TH AVENUE	MASSELL MICHAEL D	retail
1064	7TH AVENUE	CAMPBELL CRAIG C & PRISCILLA STEELE	retail
434	7TH AVENUE	HAEDER INC	retail
2780	7TH AVENUE	HESER PATRICK & CONNIE	retail
502	7TH AVENUE	DOBLING ROBERT L	retail
3100	7TH AVENUE	SHARP LARRY D PROPERTY MGMT INC	retail
1070	7TH AVENUE	151 INC % KRISTINE E WALDERBACH	retail
901	7TH AVENUE	RAUSCH PHYLLIS M	retail
707	7TH AVENUE	BILDSTEIN REAL ESTATE LLC	retail
501	7TH AVENUE	SUMMERFIELD INVESTMENTS LLC % DENNIS J STEVENSON	retail
150	7TH AVENUE	CREDIT CARS INC	retail
3115	7TH AVENUE	GILCREST/JEWETT LUMBER COMPANY	retail
260	7TH AVENUE	LEAP OF FAITH LLC ET AL % KRISTA DUFFY	retail
200	7TH AVENUE	BRANNON MICHAEL P & STASIA	retail
361	7TH AVENUE	REINERT JOEL D & JANET M	retail
331	7TH AVENUE	PRIEBE INVESTMENT CORP	retail
2790	7TH AVENUE	HY-VEE INC	retail

2998	7TH AVENUE	EMERSON MATTRESS INC	retail
2325	7TH AVENUE	LINCO ENTERPRISES LTD	retail
365	7TH AVENUE	RIEKEN WILLIAM R	retail
1225	7TH AVENUE	NEW HAWKEYE ASSOCIATES LLC	retail
2305	7TH AVENUE	O'REILLY AUTOMOTIVE INC % DELOITTE TAX LLP-PTS	retail
2988	7TH AVENUE	M & E INVESTMENTS LLC	retail
601	7TH AVENUE	BRAUN DARYL & REBECCA A TRUST BRAUN DARYL &	shopping center-retail
3275	7TH AVENUE	MJM MARION HOLDINGS LLC % MARV BROWN	shopping center-retail
694	7TH AVENUE	TALLEY JOHN L & LILLIAN J	retail
708	7TH AVENUE	GRAY LEONE M TRUST GRAY WILBER S TRUSTEE	retail
958	7TH AVENUE	MOORE FARM-CHEMICAL INC	retail
1038	7TH AVENUE	KUBA WILLIAM E & JAN L	retail
1150	7TH AVENUE	SMITH CLAIRE L	retail
1190	7TH AVENUE	LARSON JACK B REVOC TRUST	retail
3200	7TH AVENUE	LAMB JAMES & ICOR DEVELOPMENT CO	retail
371	7TH AVENUE	IGRAM SELWAH REV TRUST IGRAM SELWAH TRUSTEE	retail
943	7TH AVENUE	MALLY HAROLD J & REBECCA A	retail
1101	7TH AVENUE (THRU	N & K INVESTMENT CO	shopping center-retail
1000	7TH AVENUE THRU	IOWA HERITAGE PROPERTIES LLC	retail
5185	8TH AVENUE	undetermined	bar/lounge/restaurant
998	8TH AVENUE	NATIONAL RETAIL PROPERTIES LP % ROAD RANGER LLC	convenience/retail
785	8TH AVENUE	MOYER CONNIE S	retail
847	8TH AVENUE	WEABLE STEPHEN S & SUZANNE	retail
1105	8TH AVENUE	LAMMERS PROPERTIES LLC	small retail
1135	8TH AVENUE	LAMMERS PROPERTIES LLC	small retail
571	8TH AVENUE	MC AREAVY JOHN G & LOLA M	retail
648	8TH STREET	FILLMORE JOHN C	bar/lounge/restaurant
631	9TH STREET	GRAHAM PROPERTIES LC % DAVID J GRAHAM	retail
3320	ARMAR DRIVE	LOT FOUR ASSOCIATES	bar/lounge/restaurant
0	ARMAR DRIVE	ARMAR PLAZA ASSOCIATES & ARMSTRONG-RACE REALTY	shopping center-retail
1625	BLAIRS FERRY ROAD	DAHL ANGELA B & MICHAEL S	bar/lounge/restaurant
937	BLAIRS FERRY ROAD	PARK AVENUE REALTY	retail
1725	BLAIRS FERRY ROAD	MANGO MICHAEL W	retail
1725	BLAIRS FERRY ROAD	MANGO MICHAEL W & BEATRICE	retail
1725	BLAIRS FERRY ROAD	MANGO MICHAEL W	retail
1725	BLAIRS FERRY ROAD	MANGO MICHAEL W	retail
1725	BLAIRS FERRY ROAD	PETERSON LANNY D	retail
5000	CHANDLER COURT	DOLGENCORP INC	retail
4995	CHANDLER COURT	KRAPFL PROPERTIES LLC	tail
4600	COMMERCIAL	KELLY SUPPLY CO	retail
1682	DUBUQUE ROAD	CULVER LAWN & LANDSCAPE LLC % TODD CULVER	retail
5475	DYER AVENUE	KLEEN PROPERTIES LLC	retail
1100	EAGLEVIEW DRIVE	NH PETROLEUM LLC	convenience/retail

1101	EAGLEVIEW DRIVE	BOUSKA ALLEN & VICKIE REV TRUSTS BOUSKA ALLEN &	retail
1010	EAST POST ROAD	PETERSEN & KNOTT INC	convenience/retail
1135	EAST POST ROAD	DOLGENCORP INC	retail
1198	GRAND AVENUE	ADAMS LOYAL E	retail
1155	GRAND AVENUE	LIVING WATER UNITED METH CHURCH	shopping center
2369	HIGHWAY 13	HANSON DEVELOPMENT LLC	bar-lounge
4835	HIGHWAY 151	NEAL TERRY L & LISA R	retail
3500	HIGHWAY 151	HY-VEE FOOD STORES INC	retail-grocery
5493	HIGHWAY 151	MC DONALD'S REAL ESTATE CO % MC DONALD'S OFFICE	convenience/retail
5491	HIGHWAY 151	WAL-MART REAL ESTATE BUSINESS TRUST	retail
680	LINDALE DRIVE	FAUSER OIL CO INC	convenience/retail
600	LINDALE DRIVE	600 LINDALE DRIVE LLC % JOSEPH KRUSER	retail
1055	LINDEN DRIVE	FAMILY VIDEO MOVIE CLUB INC	retail
1065	LYONS LANE	PARK AVE REALTY CO	retail
340	MARION	VISTA REAL ESTATE & INVESTMENT CORP INC	convenience/retail
750	MARION	DE LONG ENTERPRISES INC	convenience/retail
685	MARION	KASSOUF REAL ESTATE LLC % TONY KASSOUF	bar/lounge/restaurant
500	MARION	HAMES PROPERTIES LLC	retail
151	MARION	RCP GROUP LLC	shopping center-retail
690	MARION	LAMBRO PROPERTIES LLC % JULIE LAMMERS	small retail
200	MENARD LANE	MENARD INC % CORPORATE ACCOUNTING	retail
200	MENARD LANE	MENARD INC % CORPORATE ACCOUNTING	retail
475	NORTHLAND DRIVE	CHAO INC % LEA PROPERTIES	bar/lounge/restaurant
1375	RED FOX WAY	DALL-HAUS LTD % RICHARD KENDALL	bar/lounge/restaurant
975	SOUTH 11TH STREET	CASEY'S MARKETING CO ATTN: ACCT DEPT	convenience/retail
915	SOUTH 11TH STREET	WARRICK GREGORY S	bar/lounge/restaurant
6201	SOUTH GATEWAY	MARIONPROP LC & DASCOA INC	retail
1170	TWIXT TOWN ROAD	Not available	retail
1450	TWIXT TOWN ROAD	DAVIS-OP LLC	shopping center-retail
1400	TWIXT TOWN ROAD	COLLINS SQUARE LLC % TRINITY PROPERTY GROUP	shopping center-retail

Source: Linn County Assessor, City of Marion GIS database and RDG field work.

Work Place and Employment

Table 10 displays the distribution and percentages of establishments and employees for the trade areas. Within the primary market area, 61% of all establishments are service (38%) and retail (23%) businesses, and account for 63% of the market's 13,657 employees, followed by manufacturing at 10% and construction at 9%. Within retail, eating/drinking establishments and miscellaneous retail stores represent about half of the establishments and employees.

Within the secondary market area, 59% of all establishments are service (41%) and retail establishments (18%), and account for 54% of the market's 179,775 employees. The proportion of employed in retail in Marion is higher than in the region, while the proportion of employed in finance is lower than the region.

Table 10: Work Places and Employment for Marion's Trade Areas, 2008

Business Description	Primary Area				Secondary Area			
	Total Establishments	%	Total Employed	%	Total Establishments	%	Total Employed	%
Industries (All)	1,149	100%	13,657	100%	10647	100%	179,775	100%
Agriculture (All)	20	2%	72	1%	255	2%	1,282	1%
Mining (All)	1	0%	3	0%	18	0%	66	0%
Construction (All)	102	9%	1171	9%	928	9%	8,574	5%
Manufacturing (All)	83	7%	1367	10%	585	5%	23,504	13%
Transportation, Communications/Public Utilities	33	3%	639	5%	521	5%	15,387	9%
Wholesale Trade (All)	46	4%	385	3%	475	4%	7,105	4%
Retail (All Retail)	267	23%	3805	28%	1965	18%	28,405	16%
Building Materials and Garden	14	5%	296	8%	160	8%	2,380	8%
General Merchandise Stores	6	2%	95	2%	53	3%	2,937	10%
Food Stores	25	9%	275	7%	163	8%	3,089	11%
Auto Dealers and Gas Stations	34	13%	632	17%	278	14%	3,806	13%
Apparel and Accessory Stores	10	4%	52	1%	92	5%	800	3%
Home Furniture, Furnishings and	44	16%	478	13%	225	11%	1,644	6%
Eating and Drinking Places	67	25%	1197	31%	530	27%	8,529	30%
Miscellaneous Retail Stores	67	25%	780	20%	464	24%	5,220	18%
Finance (All)	131	11%	881	6%	1054	10%	20,266	11%
Service (All)	437	38%	4841	35%	4391	41%	67,753	38%
Public Administration (All)	29	3%	493	4%	455	4%	7,433	4%

Source: Claritas, Inc., 2007

Consumer Spending Patterns by Product

Table 11 compares annual consumer expenditures by product type in each trade area to the national average. National average per capita expenditures are equal to a market index of one hundred (100), which is the ratio of the Annual Average Household Expenditure (AAHE) in each trade area compared to the AAHE for the United States. Therefore, scores greater than one hundred indicate that consumers spend more on a good or service than the rest of the nation.

Spending patterns in Marion match national averages.

Spending patterns in Marion match national averages, and are slightly higher than the regional area. Marion, in comparison to other Midwestern cities that RDG has prepared market studies, ranks higher on average than most communities in meeting or exceeding national averages. Transportation expenses and entertainment are areas of significant strength. Transportation expenses include new and used vehicles, boats, towing, fuel, and rental vehicles, while entertainment includes sports and recreation, television, reading materials, travel and photography equipment. This indicates some opportunities for capturing additional dollars, spent over the national average, by those in the primary and secondary markets.

Table 11: Consumer Spending By Product for Market Areas, 2008

Annual Expenditures	PRIMARY 2008	SECONDARY 2008
Apparel:		
Total Apparel	94	88
Women's Apparel	94	88
Men's Apparel	93	90
Girl's Apparel	97	92
Boy's Apparel	97	92
Infant's Apparel	104	97
Footwear (excl. Infants)	93	90
Other Apparel Prods/Services	92	86
Entertainment:		
Sports and Recreation	106	98
TV, Radio and Sound Equipment	100	96
Reading Materials	119	111
Travel	101	94
Photographic Equipment	111	104
Food at Home:		
Total Food at Home	93	92
Cereal Products	90	89
Bakery Products	93	92
Fish and Seafood	80	79
Meats (All)	83	83
Dairy Products	96	95
Fresh Milk and Cream	99	98
Other Dairy Products	99	97
Fruits and Vegetables	84	83
Juices	78	77
Sugar and Other Sweets	104	102
Fats and Oils	90	90
Nonalcoholic Beverages	97	95
Prepared Foods	107	104
Health Care:		
Total Health Care	100	100
Medical Services	100	97
Prescription Drugs	99	101

Medical Supplies	111	109
Household Equipment:		
Total Household Textiles	100	93
Domestic Textiles	100	95
Window and Furniture Covers	100	91
Total Furniture	100	94
Major Appliances	108	102
Small Appliance/Houseware	110	104
Misc Household Equipment	115	109
Misc Personal Items:		
Personal Care Products and Services	97	94
Personal Expenses and Services	101	96
Smoking Prods/Supplies	121	122
Miscellaneous Items:		
Total Education	89	87
Room and Board	99	106
Tuition/School Supplies	88	86
Pet Expenses	102	100
Day Care	95	87
Contributions (All)	93	85
Other Misc. Expenses:		
Housekeeping Supplies	95	93
Total Food away from Home	99	96
Total Alcoholic Beverages	105	102
Shelter and Related Expenses:		
Household Services	94	85
Household Repairs	107	99
Total Housing Expenses	98	94
Transportation Expenses:		
Total Transportation Expenses	107	106
New Autos/Trucks/Vans	102	98
Used Vehicles	117	121
Boats and Outboard Motor, Etc	121	132
Towing Charges	117	113
Gasoline	101	102
Diesel Fuel	103	104
Rented Vehicles	111	88
Automotive Maintenance/Repair/Other	107	105
Total Specified Consumer Expenditures	100	97
<i>Source: Claritas, Inc.</i>		

Retail Sales Analysis

In 2008, the Cedar Rapids Metropolitan Statistical Area reported \$4,329,853,438 in retail sales. Marion’s portion was about 16% of this total at \$682,941,428. Cedar Rapids’ share was 59.1% of the total, while Hiawatha’s was 2.3% and Mount Vernon’s was 1.7%. The remaining 25% was among the rural areas of the county and its smaller communities. Marion and surrounding cities compete with Cedar Rapids to provide commercial services. Table 12 indicates total retail sales in each area.

Table 12: Share of Total Retail Sales, 2008		
	Total Retail Sales	% of Total
Marion	\$682,941,428	15.8%
Cedar Rapids	\$2,560,998,408	59.1%
Hiawatha	\$99,599,497	2.3%
Mount Vernon	\$73,679,059	1.7%
County and other cities	\$1,085,913,602	25.1%
MSA Total	\$4,329,853,438	100%

Source: Claritas, Inc.

The primary market area for Marion includes retail spending within its city limits. **Table 13** shows Marion’s primary market area accounting for \$682,941,428 in retail sales in 2008, while its current population generated a demand of \$588,439,234. The surplus of \$94.5 million in sales would suggest that consumers outside the city are spending money in Marion. However, approximately 31% of retail sales or \$299,967,174 is a result of non-store retailing, such as direct selling establishments (\$231,066,726) and electronic shopping mail (\$86,900,448). Subtracting non-

Marion residents are doing a substantial amount of their spending outside of Marion.

store retailers from the totals would show that retail sales for the primary trade area being \$382,974,254, while its consumer expenditures being \$551,116,682. The difference between sales and expenditures is \$168,142,428. This means that Marion residents are doing a substantial amount of their spending outside Marion. Therefore, the primary market area could capture substantially more retail spending.

Table 13 also identifies the gap between consumer demand (expenditures) and retail sales within each trade areas.

A *positive value* results from demand exceeding supply, indicating a leakage of consumer dollars. In other words, residents have dollars to spend but they are spending them outside of their respective market area. For example, 2008 retail demand exceeded retail sales within the Motor Vehicle and Part Dealers, suggesting that consumers are buying items outside the confines of the area and flowing into other market areas.

A *negative value* results from sales exceeding demand and indicates a flow of regional dollars into the city’s retail market. For example, 2008 retail sales exceeded demand within the Building Material and Garden Equipment Stores by \$12 million, illustrating the community’s strong regional retail attraction.

Retail stores showing strength in the market and holding greater potential for Marion, include:

- *Building Materials.* Building Materials and Supply Dealers reported nearly \$80 million in retail sales. Nearly two-thirds of the sales originated from home centers (\$55 million). Sales exceeded demand for this business type, representing a market area that attracts outside patrons. This market experienced a boom in 2006.
- *Sporting Goods, Hobby, Book, and Music Stores.* Sales reached \$21.7 million, while the demand was only \$11 million, representing nearly \$10.7 million in surplus. This category includes sporting goods, hobby, toys, games, sewing, needlework, musical instruments, books, and periodicals.
- *Food and Beverage Stores.* Sales reached \$48.6 million in 2008. Despite having a strong market, an additional \$18.4 million were expended elsewhere.
- *General Merchandise.* This enterprise has been growing substantially since 2005 according to the Department of Revenue, reaching sales of \$35.7 million in 2008. Current demand and supply is well-balanced for department stores, however a gap of nearly \$32 million reportedly exists for warehouse and super stores. Expenditures from this market are likely leaking to the larger regional market.
- *Non-store Retailers.* Direct selling establishments represents nearly 31% of all retail sales for Marion. These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples include home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee break services providers; and bottled water or water softener services.

Again, **Table 13** presents retail demand and supply. The figures in the Opportunity/Gap column are used later in this analysis to calculate potential retail space. Auto sales and non-store retailers are withheld for the purpose of projecting future retail space square footage; therefore they appear crossed out in Table 13.

Table 13: Consumer Demand and Supply, 2008						
	Primary Market			Secondary Market		
	2008 Demand Consumer Expenditures	2008 Supply Retail Sales	Opportunity Gap Surplus/ Shortage	2008 Demand Consumer Expenditures	2008 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Adjusted Total Retail Sales	443,301,366	370,555,714	72,745,652	3,347,515,307	2,868,305,793	479,209,514
Auto Parts/Accessories, Tire	8,879,076	6,486,406	2,392,670	69,610,255	65,720,008	3,890,247
Furniture and Home Furnishings	15,048,727	16,928,885	(1,880,158)	108,515,576	70,946,018	37,569,558
Furniture Stores	8,047,533	12,618,880	(4,571,347)	58,124,175	42,486,004	15,638,171
Home Furnishing Stores	7,001,194	4,310,005	2,691,189	50,391,401	28,460,014	21,931,387
Electronics and Appliances	13,586,598	9,276,081	4,310,517	100,795,736	97,567,007	3,228,729
Appliances, Televisions, Electronics	10,305,230	7,438,500	2,866,730	76,550,371	79,444,010	(2,893,639)
Computer and Software	2,732,702	1,760,179	972,523	20,215,269	14,851,997	5,363,272

Camera and Photographic Equipment	548,666	77,402	471,264	4,030,096	3,271,000	759,096
Building Material and Garden Equipment	69,757,811	81,907,805	(12,149,994)	505,685,093	439,397,630	66,287,463
Building Material and Supply	64,224,884	79,646,191	(15,421,307)	464,886,578	376,107,965	88,778,613
Home Centers	25,472,905	54,923,578	(29,450,673)	185,052,194	152,889,002	32,163,192
Paint and Wallpaper Stores	1,384,212	1,562,171	(177,959)	9,955,924	6,703,001	3,252,923
Hardware	5,197,120	605,150	4,591,970	38,079,732	11,594,003	26,485,729
Other Building Materials	32,170,647	22,555,292	9,615,355	231,798,728	204,921,959	26,876,769
Lawn/Garden Equipment	5,532,927	2,261,614	3,271,313	40,798,515	63,289,665	(22,491,150)
Food and Beverage	67,068,800	48,633,000	18,435,800	517,574,286	397,107,969	120,466,317
Grocery	60,732,998	47,415,047	13,317,951	468,993,355	389,552,994	79,440,361
Supermarket, Grocery	57,480,162	46,741,788	10,738,374	443,753,930	380,383,996	63,369,934
Convenience Stores	3,252,836	673,259	2,579,577	25,239,425	9,168,998	16,070,427
Specialty Food Stores	1,822,920	833,699	989,221	14,067,502	5,268,976	8,798,526
Beer, Wine and Liquor Stores	4,512,882	384,254	4,128,628	34,513,429	2,285,999	32,227,430
Health and Personal Care	29,243,983	24,823,136	4,420,847	226,156,195	254,031,009	(27,874,814)
Pharmacies and Drug	25,250,575	22,071,988	3,178,587	195,519,230	227,860,993	(32,341,763)
Cosmetics, Beauty Supplies, Perfume	994,552	18,777	975,775	7,712,387	3,332,993	4,379,394
Optical Goods	1,237,872	23,522	1,214,350	9,233,517	10,611,003	(1,377,486)
Other Health and Personal Care	1,760,984	2,708,849	(947,865)	13,691,061	12,226,020	1,465,041
Gasoline Stations	64,115,078	49,390,264	14,724,814	505,408,047	412,537,011	92,871,036
Gasoline Stations w/ Convenience	48,398,140	39,813,061	8,585,079	381,254,859	388,718,992	(7,464,133)
Other Gasoline Stations	15,716,938	9,577,203	6,139,735	124,153,188	23,818,019	100,335,169
Clothing & Clothing Accessories	25,723,889	9,217,375	16,506,514	188,452,462	132,781,329	55,671,133
Clothing Stores	18,516,508	7,123,209	11,393,299	136,483,233	100,785,341	35,697,892
Men's Clothing	1,206,206	1,289,571	(83,365)	9,025,341	10,803,998	(1,778,657)
Women's Clothing	4,624,457	4,608,173	16,284	33,698,630	24,552,340	9,146,290
Children's, Infants' Clothing	1,054,810	44,737	1,010,073	7,940,687	2,004,001	5,936,686
Family Clothing	10,021,264	705,718	9,315,546	74,071,103	56,311,996	17,759,107
Clothing Accessories	427,688	192,397	235,291	3,053,703	2,026,999	1,026,704
Other Clothing Stores	1,182,083	282,613	899,470	8,693,769	5,086,007	3,607,762
Shoe Stores	3,305,244	20,656	3,284,588	24,854,446	962,998	23,891,448
Jewelry, Luggage, Leather Goods	3,902,137	2,073,510	1,828,627	27,114,783	31,032,990	(3,918,207)

Sporting Goods, Hobby, Book, Music	11,064,514	21,692,760	(10,628,246)	81,867,520	79,031,703	2,835,817
Sporting Goods, Hobby, Musical Instrument Stores	7,647,544	16,386,101	(8,738,557)	55,907,496	64,563,698	(8,656,202)
Book, Periodical and Music Stores	3,416,970	5,306,659	(1,889,689)	25,960,024	14,468,005	11,492,019
General Merchandise Stores	68,988,085	35,777,656	33,210,429	519,235,422	507,521,029	11,714,393
Department Stores	32,917,688	32,033,677	884,011	244,905,944	212,450,003	32,455,941
Other General Merchandise	36,070,397	3,743,979	32,326,418	274,329,478	295,071,026	(20,741,548)
Warehouse Clubs and Super	30,821,264	0	30,821,264	235,276,767	274,007,017	(38,730,250)
All Other General Merchandise	5,249,133	3,743,979	1,505,154	39,052,711	21,064,009	17,988,702
Miscellaneous Store Retailers	15,464,722	12,692,134	2,772,588	115,794,127	69,666,055	46,128,072
Florists	1,102,110	158,884	943,226	8,118,436	8,380,000	(261,564)
Office Supplies, Stationery, Gift	6,214,834	4,948,692	1,266,142	45,912,524	26,790,044	19,122,480
Used Merchandise Stores	1,275,857	1,598,613	(322,756)	9,390,312	7,201,965	2,188,347
Other Miscellaneous Retailers	6,871,921	5,985,945	885,976	52,372,855	27,294,046	25,078,809
Foodservice and Drinking Places	54,360,083	53,730,212	629,871	408,420,588	341,999,025	66,421,563
Full-Service Restaurants	25,095,804	20,703,400	4,392,404	188,426,636	135,817,009	52,609,627
Limited Service Eating Places	21,925,404	21,731,962	193,442	164,994,926	149,092,005	15,902,921
Special Foodservices	4,523,069	6,165,057	(1,641,988)	34,038,630	26,168,998	7,869,632
Drinking Places Alcoholic Beverages	2,815,806	5,129,793	(2,313,987)	20,960,396	30,921,013	(9,960,617)

Source: Claritas, Inc.
Note: Auto sales and non-store retailers are not included in the adjusted total.

Retail Pull Factor & Per Capita Sales Indices

Iowa State University's Retail Trade Analysis Program reports Marion's retail pull factor for 2008 at 0.78, a decline from its 2006 pull factor at 0.92. Linn County's pull factor in 2008 was reportedly 1.21, remaining steady from its 2006 pull factor at 1.22. Numbers less than 1.0 suggest that sales are leaking to other markets and not being retained or attracting additional spending.

Marion attracts retail sales in the Building Materials, while leaking sales in all other categories.

Table 14 shows Marion attracting retail sales in the Building Material category, while leaking sales in all other categories. Cedar Rapids attracts a significant amount of sales from Marion and surrounding area, exhibiting figures well above 1.0 for all categories. Coralville attracts a substantial amount of sales from all over the region.

Table 14: Geographic Competition Per Capita Sales Indices by Category for Marion

	Marion	Mount	Anamosa	Hiawatha	Coralville	Cedar Rapids
Apparel	0.46	-	-	-	9.48	1.49
Building Materials	2.19	-	-	-	2.81	1.45
Eating & Drinking	0.74	0.85	0.58	0.60	4.18	1.68
Food Stores	1.07	-	-	-	3.32	1.18
General Merchandise	0.83		2.25	0.30	5.44	1.83
Home Furnishings	0.58	0.27	-	-	3.11	1.50
Specialty Stores	1.09	0.90	0.26	0.83	5.08	1.85
Services	0.59	0.54	0.63	1.96	2.53	2.08
Wholesale	0.38	-	0.81	1.06	0.76	1.73

Source: Iowa State University Retail Sales Analysis & Report, 2008

Projected Annual Expenditure Growth

Potential growth in expenditures determines much of the need for additional retail space in Marion. As indicated in the previous section, Marion currently has room for growth in specific market sectors. In addition, certain niche retail businesses do not compete directly with mass retailers: a store like Antiques of Marion in downtown is a unique, destination business that has customers throughout the county.

Additional retail potential is generated by two factors: (1) increases generated by population growth and (2) increases in market share in specific sectors. **Table 15 (step 1)** calculates total potential retail demand by multiplying projected population by per capita retail expenditures. Expenditures specifically made in Marion are then computed by applying capture rates – that is the percentage of spending generated by these markets that takes place in the city. *The result is approximately 200,000 square feet of additional retail space by 2013. The bulk of the demand is generated by the local primary market. Tables 15* relate increases in projected in-city consumer spending to retail space demand by *calculating the average sales yield of retail space in Marion, using an estimated sales yield of \$320 per square foot, based on averages contained in the Urban Land Institute’s (ULI) Dollars and Cents of Shopping Centers, 2008.*

Retail Markets for 29th Avenue Subarea: Many business types in Marion show a local demand greater than sales, representing an “opportunity gap” or potential market based on local expenditures. These retail sectors currently show a moderate level of retail sales leakage. These figures were previously introduced in **Table 13**. These include:

- *Electronics and Appliance Stores.* Market data reports an opportunity gap of \$4.3 million for the primary market, or about 13,800 square feet.
- *Food and Beverage Stores.* Market data reports an opportunity gap of \$13.3 million for the primary market, or about 42,000 square feet.
- *Clothing and Clothing Accessory Stores.* Market data reports an opportunity gap of \$16.5 million for the primary market, or about 52,000 square feet.

- *Foodservice and Drinking Places.* Market data for full-service restaurants reports an opportunity gap of \$4.4 million for the primary market, or about 14,000 square feet.
- *General Merchandise.* Market data reports an opportunity gap of \$32 million for the primary market, or about 103,000 square feet. Again, current demand and supply is well-balanced for department stores, however a gap reportedly exists for warehouse and super stores.
- *Motor Vehicle and Parts Dealers.* Market data reports an opportunity gap of \$97.8 million. Local demand in 2008 was \$116,694,392, while sales were reportedly \$18,904,946. These figures were withheld when calculating overall retail space demand.

Despite these markets showing opportunities for growth, development in the 29th Avenue Subarea faces several challenges, including:

1. *Access.* Visibility and access is critical for any commercial development. Businesses along corridors with high traffic volumes increase their exposure to potential clientele. Along with good access and visibility commercial development may need a signature retail store or service provider to attract patrons or market themselves as a commercial destination.
2. *Rooftops.* Service-related and retail commercial uses typically target household growth before breaking ground. Features that they consider include the rate of increase of households in an area, median household income levels. Commercial developments have been known to develop in areas prior to a household development. However, leasing tenant space has been challenging.
3. *Market Competition.* In response to the 2009 market fluctuations, some leasable space has dropped to \$9 per square foot. This change creates affordable space for small businesses although burdens the new construction market in Marion as it typically requires \$19 square foot. Be that as it may, new construction can provide features and amenities that appeal to customers retailing habits.

Table 15: Retail Capture			
STEP 1A: PROJECTING TOTAL DEMAND IN 2013			
	City	MSA	Total
2008 Estimated Demand	\$443,301,366	\$2,904,213,941	\$3,347,515,307
2008 Estimated Population	34,200	217,964	252,164
2008 Per Capita Dollars	\$12,962	\$13,324	
2013 Projected Population	39,248	222,012	261,260
2013 Projected Demand	\$508,733,685	\$2,958,150,637	\$3,466,884,322
STEP 1B: PROJECTING THE INCREMENT FOR DEMAND BETWEEN 2008 & 2013			
2013 Projected Demand	\$508,733,685	\$2,958,150,637	\$3,466,884,322
2008 Estimated Demand	\$443,301,366	\$2,904,213,941	\$3,347,515,307

Increment 2008-2013	\$65,432,319	\$53,936,696	\$119,369,015
STEP 1C: PROJECTING THE CAPTURED SHARE OF FUTURE DEMAND			
Increment 2008-2013	\$65,432,319	\$53,936,696	\$119,369,015
Market Area Capture rate	84%	86%	
Market Area Share of the Increment	\$54,694,890	\$46,215,453	\$100,910,344
STEP 3A: CALCULATING OPPORTUNITY/GAP			
Existing Gap (difference: demand-supply)	\$72,745,652	\$479,209,514	\$551,955,166
Future Gap (City: \$64,432,319 - \$54,694,890)	\$10,737,428	\$7,721,243	\$18,458,671
Total Gap (City: \$370,555,714 - \$443,301,366)	\$83,483,080	\$486,930,757	\$570,413,837
STEP 3B: CALCULATING MARION'S SHARE OF THE GAP			
Total Gap	\$83,483,080	\$486,930,757	\$570,413,837
Marion Capture Rate	25%	2.0%	
Share of Gap	\$20,870,770	\$9,738,615	\$30,609,385
STEP 4: DETERMINING SQUARE FOOTAGE			
Share of Gap	\$20,870,770	\$9,738,615	\$30,609,385
Total Increment	\$54,694,890	\$0	\$54,694,890
Sales Yield Per Square Foot	\$320	\$320	
Citywide Commercial Space Demand (SF)	170,922	30,433	201,355
<i>Source: Claritas, Inc., RDG Planning & Design</i>			

THE OFFICE MARKET

The office sector is another major part of Marion’s development picture. **Table 16** shows the existing inventory of office land uses as identified in the City’s 2009 Existing Land Use inventory. Most office uses are small providers, including financial services, medical offices and administration.

- Based on the Marion’s inventory in **Table 16**, the approximate gross building area for office uses (excluding government and other public offices) is 362,199 square feet. RDG’s experience in land use and comprehensive planning suggests a community-wide standard of about 1.5 to 2.0 acres of land devoted to single-purpose office occupancy for each 1,000 residents (total 2008 population 34,200). Based on this standard, Marion should currently have 51 to 68 acres devoted to office use. However, according to Marion’s 2009 existing land use data, the City has 40.2 acres of land for office use. Marion’s 2030 population is projected to be 59,614 (see **Table 5**), which would suggest the city to have 90 to 120 acres for office use. The comprehensive plan update should identify enough land to accommodate for this potential office use.

Marion has 40.2 acres of office. By 2030, a total of 90 to 120 acres should be reserved.

- The 23rd Commercial Market Overview prepared by Scott E. Olson of Skogman Commercial at the Penthouse reports that available office space in the Cedar Rapids metro area has grown by 180,000 square feet from May 2007 to March 2009. Approximately 100,000 square feet is a result of the vacating of the Frank Magid building. The report anticipates that available space will continue to grow as more companies will shift from leased to business-owned space. The report also identifies that the commercial market is strong for smaller spaces and buildings.
- The 2009 Comprehensive Plan, prepared in unison with this study, reports that office lease rates have remained steady, while retail lease rates have dropped.

Future office needs are difficult to project without intensive study. Diversification, expansion, recruitment, and business starts generate a demand for new office space. On the other hand, downsizing of some businesses puts other space on the market. Individual decisions and preferences by entrepreneurs can also dramatically alter this estimate.

Address	Gross Building Area	Deed	Built
808 6 th Street	2,820	Moose Family Partnership	1999
770 7 th Avenue	5,147	Security Savings and Loan	1974
80 & 82 W. 8 th Avenue	4,757	Steven & Deborah Wells Family Trust	1974
341 8 th Avenue	6,534	First National Bank of Marion	
585 8 th Avenue	1,794	Kopel-Concepts & Contractors, Inc.	
596 & 571 8 th Avenue	1,788	John and Lola Mc Areavy	

645 8 th Avenue	824	Kenneth Waterbeck	1920
708 8 th Avenue	2,760	Lewis and Karlene	1915
742 8 th Avenue	880	Lewis and Roberta Doyen-Thomas	1880
892 8 th Avenue	2,952	Steven and Michele Kelly	1880
895 8 th Avenue	1,360	Daniel Trimble	1990
915 8 th Avenue	NA	FTF Enterprises LLC	1880
1100 8 th Avenue	6,103	Farmer's State Bank	1937
1240 8 th Avenue	28,680	Farmer's State Bank	1967
896 8 th Street	3,648	Randal and Sandra Mahurin	
685 9 th Avenue & 896 7 th Street	1400	Rachel Munger	
1080 9 th Avenue	3,570	Franklin Meridian Inc	1968
1200 9 th Avenue	730	Farmer's State Bank	1979
610 10 th Street	907	Paul and Carolyn Draper	1840
630 10 th Street	2,698	Marlyce Murdoch	1850
642 10 th Street	5,355	Marlyce Murdoch	1895
675 S. 11 th Street	2,520	K & M Associates	
800 11 th Street	8,098	Hills Bank & Trust	1980
890 11 th Street	2,333	John and Amy Westfall	
880 13 th Street	1,550	Peter Nopoulos	1957
999 35 th Street	7,527	Central-Division LLC	1953
3505 Highway 151	Vacant land	Central-Division LLC	-
3680 Highway 151	6,459	Collins Community Credit Union	2000
325 Oakbrook Drive	unknown	City State Bank	2008
1 RESEARCH CENTER	6,000	One Research Center	
1285 Red Fox Way	unknown	Eagle Ridge LC	1996
900 Barrington Parkway	Vacant land	Camden Farms Land Co LC	-
915 Barrington Parkway	Vacant land	No listing	-
<i>Source: Linn County Assessor, City of Marion GIS data files</i>			

THE RESIDENTIAL MARKET

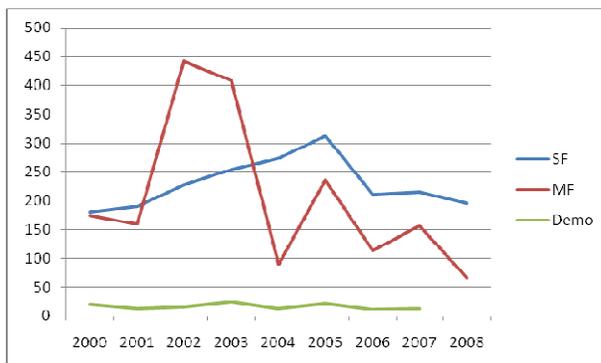
Residential development has been critical to development policies in many communities and will also play a major role in the growth of Marion. This section addresses potential housing markets for the city.

Housing Construction Trends

Table 3 and **Chart 1** show the inventory of building permits from 2000 to 2008 in Marion. Single-family development peaked in 2005, while multi-family development peaked in 2002 and 2003 with the completion of some major apartment projects, Azure Weford and Chapelridge. The annual number of demolitions remained steady during the decade.

The 2009 Comprehensive Plan Update reviews permits for the same period and reports that Marion’s proportion of multi-family development is similar to the Cedar Rapids-MSA. From 2003 to 2007, Marion accounted for 27% of all permitting activity in the Cedar Rapids MSA.

Chart 1: Building Permits between 2000 and 2008 in Marion, Iowa.



Housing Sales

Table 17 summarizes home sales in Marion. Data was collected and compiled for the 2009 Marion Comprehensive Plan by Houseal Lavigne Associates. Additional summary is available in the Marion Comprehensive Plan. Major findings include:

- **Table 17** shows that between 2004 and 2008 the frequency of sales were comparable from year to year.
- Marion’s median sale price floated around \$150,000, which was greater than median sales in Cedar Rapids (\$120,000) however less than sales in Hiawatha-Robins (\$223,000).
- Median sales by square foot of the building increased steadily, starting at \$106 in 2004 and reaching \$117 in 2008. Hiawatha’s median was \$17 to \$22 more per square foot, while Cedar Rapids was \$11 to \$15 less per square foot than Marion’s.
- Homes stayed on the market on average by 91 days in Marion. Homes in Hiawatha-Robins stayed on for two more weeks, while homes in Cedar Rapids moved faster by a week and half.

Table 17. Home Sales in Marion and Surrounding Communities: 2004 - 2008

	Number of Sales			Median Sales Price		
	Marion	Hiawatha-Robins	Cedar Rapids	Marion	Hiawatha-Robins	Cedar Rapids
2004	745	147	2,364	\$141,000	\$214,000	\$115,000
2005	774	125	2,499	\$146,000	\$213,000	\$118,500
2006	793	154	2,433	\$147,454	\$240,000	\$119,900
2007	752	138	2,366	\$154,775	\$234,481	\$122,450
2008	738	115	2,140	\$160,000	\$214,000	\$123,000

	Median Sales Price Per SF			Average Market Time		
	Marion	Hiawatha-Robins	Cedar Rapids	Marion	Hiawatha-Robins	Cedar Rapids
2004	106	123	95	86	112	81
2005	109	125	98	89	88	74
2006	112	129	99	94	117	82
2007	114	136	102	86	116	88
2008	117	135	102	101	89	77

Source: 2009 Marion Comprehensive Plan

Housing Development Demand

Residential projections are based on a *ten-year* demand and broken down in *five-year* increments. **Table 5** displays the population projections based upon a variable growth rate. *The 2008 projected population is 34,200 and the 2018 population is 44,406.*

Demand for 425 to 481 units annually.

Table 18 projects housing development in Marion to 2018, based on the population forecast discussed above. The demand projection assumes the same people per household (2.47) and increases vacancy rate from 4.6% in 2000 to 5.0% in 2008 then to 5.5% in 2018. The analysis indicates a continued citywide demand for about

425 to 481 units annually, a slight decrease over the production of the last eight years. Providing a variety of housing in appropriate settings will be essential to increasing demand and meeting future city projections.

The 2009 Comprehensive Plan anticipates the majority of development occurring towards the east and northeast.

Table 18: Projected Housing Development Demand to 2018

City of Marion	2008 (Base)	2013	2018	Total
Population at the End of Period	34,200	39,248	44,406	
Household Population at End of Period	33,641	38,606	43,680	
People/Household	2.2	2.5	2.5	
Household Demand at End of Period	13,620	15,630	17,684	
Projected Vacancy Rate	5.00%	5.25%	5.50%	
Total Unit Needs at End of Period	14,337	16,496	18,713	
Available from Previous Year		16,071	18,233	
Annual Lost Units		15	15	
Annual Need		425	481	
Cumulative Need		2,235	2,292	4,527

Source: RDG Planning & Design

The overall occupancy mix in the city is roughly 78% owner-occupied and 22% renter occupied. **Table 18** projects a ten-year housing development program based on these assumptions.

Table 19 identifies the split for owner- and renter-occupied housing for new construction, while **Table 20** presents an occupancy and pricing program, based on Marion’s current income distribution and owner/renter occupancy

3,531 owner-occupied units needed and 996 renter-occupied units needed by 2018.

split. Actual production may differ from these projections because of market or lifestyle preferences, such as the desire of higher-income residents or “urban pioneers” to live in higher-cost housing. Nevertheless, this program can guide the city and potential developers.

The projection model suggests a housing program that distributes the affordability of housing evenly among low, affordable, market rate and high end housing. A total of 3,531 units of owner-occupied housing are needed in the next ten years, as well as, 996 units of renter-occupied housing. Townhomes at Briargate target the Affordable Market at \$110,000.

	2008-2013	2013-2018	Total
Owner-Occupied Units	1743	1788	3531
Renter Occupied Units	492	504	996
Total	2235	2292	4527

Source: RDG Planning & Design

The 29th Avenue Subarea provides a unique setting for new housing opportunities to accommodate a portion of the projected demand. Innovatively developed housing in the study area could also be attractive enough to develop its own, larger market. An overall development program that makes the district a more attractive place further increases housing potentials, for example, a focus on the arts or senior housing. The market analysis suggests a need for more moderate housing options for owner- and renter-occupied living. The market could provide more housing options, such as townhouses, rowhouses and condominiums. Developing alternative housing options may meet an unmet demand.

	2008-2013	2013-2018	Total
Total Need	1,809	2,718	4527
Total Owner Occupied	1411	2120	3531
Affordable Low: \$60-100,000	183	276	459
Affordable Moderate: \$100-130,000	304	459	763
Moderate Market: \$130-200,000	401	604	1005
High Market: Over \$200,000	523	781	1304
Total Renter Occupied	398	598	996
Low: Less than 450	100	150	250
Affordable: 450-700	152	229	381
Market: Over \$700	146	219	364

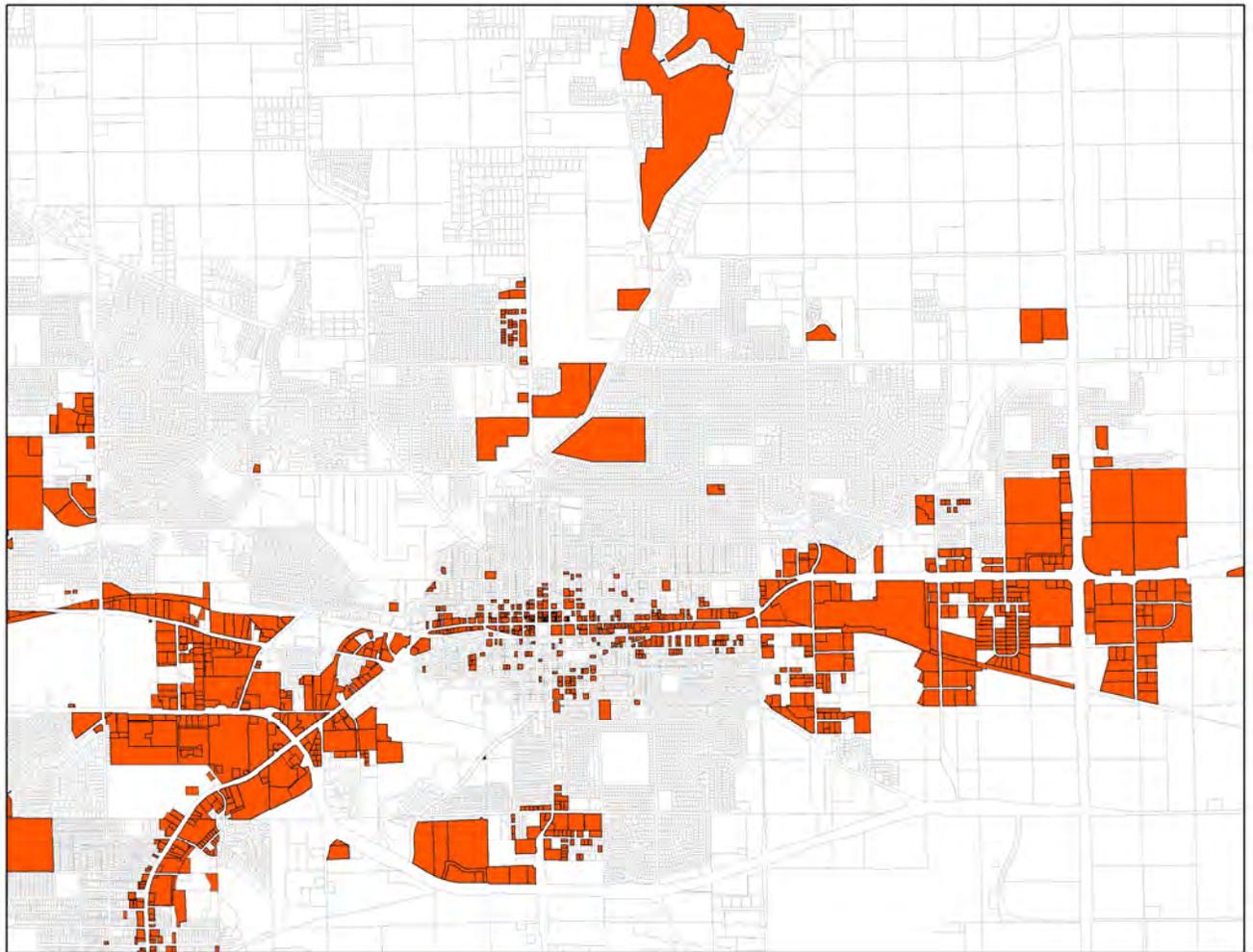
Source: RDG Planning & Design

Conclusions

This analysis of population and potential markets leads to the following conclusions:

1. Marion will experience significant population increases, achieving a total population of 46,570 by 2020. Projections assume that the student population will remain static while the rest of the population will increase at a variable growth rate. The larger region also will continue to experience population growth.
2. About 61% of all business establishments are service (38%) and retail (23%) businesses
3. Incomes of Marion residents are increasing and relatively higher than regional communities. The median incomes increase in primary and secondary markets.
4. Employment focus in the primary market is on the service and retail sectors, accounting for about 61% of the market's 13,657 employees.
5. Consumer spending patterns in nearly all market areas is strong, matching or exceeding the national average. Transportation expenses and entertainment are areas of significant strength.
6. Marion experiences retail leakage to other communities. Marion has a significant opportunity to capture additional dollars in its jurisdiction.
7. Marion's portion of overall retail spending in the Cedar Rapids MSA was about 16% of the total at \$682,941,428. Its strongest retail market performance include building materials, sporting goods/hobby/book/music stores, food / beverages, general merchandise, and non-store retailers.
8. During the next five to ten years, Marion could absorb approximately 200,000 square feet of additional retail space. A bulk of this demand is generated by the local primary market.
9. The following categories exhibited a substantial gap Electronics and Appliance Stores, Food and Beverage Stores, Clothing and Clothing Accessory Stores, Foodservice and Drinking Places, General Merchandise, Motor Vehicle and Parts Dealers.
10. Marion should identify a minimum of 11 to 18 acres of land for future office uses in their Comprehensive Plan.
11. A ten-year housing program for Marion projects about 4,500 new units, divided between owner and rental-occupancy. Tighter underwriting standards that are a likely consequence of the subprime lending crisis are likely to restore developer interest in rental housing when markets stabilize.
12. Marion has a need for more moderate- to upper-level priced housing options for owner- and renter-occupied living.

Map 2: Commercial Uses in Marion, 2008



SECTION D – Unique in Nature

1. Justify and demonstrate that the district meets the definition of “unique nature”, shown below. Provide a comprehensive discussion of how the projects, within the proposed Reinvestment District, meet this requirement. Be as thorough as possible in your explanation and provide assumptions and supporting data analysis. Include a discussion about how the proposed district aligns with the community’s larger economic development strategy. Attach additional information to support your claims.

“Unique nature” means a quality or qualities of the projects to be developed in a district which, when considered in the entirety, will substantially distinguish the district’s projects from other existing or proposed developments in the state. For purposes of this chapter, whether a project is of a unique nature is a subjective and contextual determination that will be made by the board. In determining whether a project is of a unique nature, the board will not necessarily require a project to be entirely without precedent or to be the only one of its kind in the state, but rather the board will evaluate whether the projects to be undertaken in a district will either (1) permanently transform the aesthetics or infrastructure of a local community for the better, including by preserving important historical structures or neighborhoods; or (2) contribute substantially more to the state’s economy or quality of life than other similar projects in the state.

The project in Marion is definitely of a unique nature. It will have a transformative effect on the community, simultaneously preserving important historic assets in the Uptown while bringing properties more into line with the surrounding area. In one fell swoop, more than 50% of the city’s known brownfields will be remediated and redeveloped, and old industrial properties will find new life. The aesthetic transformation cannot be overstated, as the renderings and concepts included in this application demonstrate. Marion’s biggest challenge to redevelopment has been the industrial uses along the main corridor, but the city has finally accomplished the goal of finding them new homes and opening up the area for significant redevelopment projects. The broad breadth of types of projects and the variety of investors willing to put money into Marion is a sign that the private sector agrees that Marion’s time is here.

Having a plaza in the Uptown area will be a completely unique offering. While other communities have outdoor spaces, none have one built to a European style as this will be. It will also be all season friendly, offering tremendous opportunities for activities every season of the year. Initial concepts looked at a splash pad area that can double as a skating rink in the winter. Moving the parking under the plaza not only preserves precious spaces, but makes maintenance of any plumbing or infrastructure for the plaza simpler. Having the rollup pavilion (which will feature a heated floor) will offer the first year-around use pavilion in the Uptown. Projects like this in other states have been demonstrated to increase retail traffic in adjoining buildings by 30% or more, as well as increasing property values and helping to foster a sense of community by bringing people together. Overall, the plaza will bring 150,000 or more people to the Uptown each year.

In addition to the plaza itself being unique, the way it is used will be special. The city’s goal is to have activities programmed at the plaza more than 250 days a year. It will become a regular event, a normal part of a person’s day to go to Uptown Marion. Combined with the convenience of the new parking ramp, the renovated library, new retailers, and new living options, Marion’s Uptown will become a city within the city where every service anyone can need or want is within walking distance.

That is not where the transformative effect of this project ends, however. One simply has to go down the list of proposed projects to see the difference their completion will make for the city. The proposed parking ramp will double the supply of available parking in the Uptown, and is the first of 3 such structures that will likely be needed as the area becomes more dense and urban. At the west end of the district, a building that has suffered the worst kind of benign neglect will be restored and expanded, filling in an ugly gap in the storefront vista. Moving east, another historic structure will be restored and modernized at the same time. In the city square, a new plaza and pavilion will drive the redevelopment of a 1980’s strip mall that never fit the character of the Uptown.

Across the street from the plaza, a typical suburban library will give way to a new, active concept in libraries: Mixed use. Complemented with a grocery store, this new structure is expected to nearly double the draw of the library alone and bring 800,000 people to the Uptown each year. With a grocery store, the Uptown will no longer be frozen out of programs like tax credits for senior housing because it is too far away from that last basic service, so new doors for investment will open. Upper floor housing will take advantage of the park and plaza view to create new living opportunities.

Going east, a driver will pass down the newest corridor in the city, and one of the first built using a complete streets philosophy. In fact, people will not have to drive at all as pedestrian trails will be available through 6th Avenue for the first time. As they get closer to the east end roundabout, they will be greeted by the site of the new hotel and conference center instead of deep piles of scrap metal and rusty tin buildings. Passing by the hotel, people will next see the new restaurant and retail center where a 1960's office building that looked like a ranch house once stood. Finally, at the easternmost end of the district, the traveler will find many options for their dining or shopping experience.

In the end, that is what makes this project unique. While individual components stand out in their own right, with this district Marion and the State of Iowa have a chance to transform the entire center of a community, not just an isolated pocket. Not only will the properties identified in this application for financial assistance be changed forever, more than twenty other current and future projects right next to them will see the value of their investments rise. This district is 6,911 feet long from end to end, meaning that more than 1.3 miles of Marion will be changed for the better. Only in exceptionally rare circumstances to cities get the opportunity to install entirely new transportation corridors through the center of their community like this.

This project fits well within the city's overall economic development strategy. Since 2007, the city has been working on a multifaceted approach to increasing business presence in the city. Currently, Marion's tax base is more than 85% residential. This leaves the community very vulnerable to swings in the residential property tax rollback, and is the single largest obstacle between Marion and a triple A bond rating (the city is current Aa1, the second highest rating). However, as a fast growing community it is very difficult to swing the pendulum away from residential when the community is adding 150+ homes per year. The city has worked to accomplish that by partnering with the local economic development company to develop a new business park, pioneering the state shovel-ready program, and providing both new business development and redevelopment opportunities. A new comprehensive plan adopted in 2008 finally gave the city a land use plan that identified future business growth areas.

A comprehensive, communitywide visioning effort was completed in 2009 that generated the Great 8 goals for the city. More than 5,000 people participated and contributed more than 1,800 ideas that were winnowed down to the Great 8. One of those, the library project, is featured in this application. Visioning led to Marion becoming an Iowa Great Place and completing signature projects like the new Klopfenstein Amphitheater at Lowe Park. The next step was to become a Main Street city, which Marion accomplished and has leveraged into one successful challenge grant and a façade program.

Redevelopment has been centered on the Central Corridor. As far back as 2003, the city started to work on cleaning up the brownfields in this area to provide redevelopment opportunities. When the former railroad right of way was purchased in 2007 the city realized that there was one opportunity to do this and do it right. With that in mind, in 2009 the city adopted the central corridor master plan that started the city down the path to this project. While the finished product is different than the plan originally proposed, the core concept of providing a new, access controlled and safer corridor through the community while maximizing reinvestment opportunities is being achieved. The first phase was completed in 2013 and runs right between the proposed plaza area and the proposed library redevelopment.

After the first phase was complete, the city started work on the next piece and secured an Iowa Clean Air Attainment Program Grant for the west end roundabout that will link the existing 7th Avenue with the reconstructed 6th Avenue. At the same time, a development agreement was negotiated with a private company to complete the relocation of Marion Iron, a project quite literally decades in the making. That project will also complete the remainder of the 6th Avenue extension, including the east end roundabout that will connect the new road back up to the existing 7th Avenue. Marion Iron, while a valuable local employer, occupied 6 acres along the central corridor and had a total taxable value of less than \$800,000. Their new facility will be valued at about \$3 million, and the hotel project alone will be more than 9 times the value of what used to be on their site. In addition, there will still be two more pieces of the former Marion Iron site available for redevelopment.

This project will also contribute substantially to the local, regional, and state economy. The estimates laid out in this report have been done conservatively whenever possible to avoid painting too rosy a picture. Even with that in mind, the estimates show that over the next 20 years the additional sales and room tax collected will total nearly \$30 million. Applying just a 1% inflationary factor to that every 5 years puts it well into the 30's. Nearly 575 construction jobs will be supported, and more than 210 permanent FTE's created in all the new categories. Annual payroll will exceed \$6.46 million, meaning over the 20 year life of the district the new businesses will pay more than \$129 million in wages. This analysis did not attempt to quantify what that means in additional discretionary spending at area businesses and attractions, or estimate the multiplier effect the direct spending has, or even to estimate the payroll and income taxes generated.

Quality of life will be improved dramatically by the creation of this district. Marion has a typical Uptown that was built around the car culture after the 1950's. Narrow sidewalks close to the road, no bike lanes or bike racks, bus stops, and a 1980's strip mall oriented toward the center of the block on a parking lot rather than toward the street and sidewalk like a traditional Uptown or downtown building. City square park suffered as a result, becoming a destination for a dozen special events throughout the year but not really functioning consistently as a community focal point and social area. As buildings deteriorated, upper story housing was abandoned and the retail mix shifted over the years to businesses primarily open during the day. With the plaza, library, George Green project, Cobban-Hervey building, and the 11th Street project, the city has a chance to reverse that trend and revitalize the Uptown. Not only will it become a vibrant gathering place, but a critical mass of people will again be living in close proximity to the businesses they patronize.

Diversification of the housing stock is as important to Marion as diversification of property types. Research on both millennials and upcoming retirees show that increasingly those demographic groups no longer want a single family home on a third of an acre. Urban living in areas connected without forcing the use of a car are a key housing component to keep attracting people to Marion. Both these demographic groups are developing a preference for this type of housing. Marion currently has less than 20 units that fit that profile in a community approaching 40,000 people. If the city stays the current course, the single family home demand will still serve the city well for another ten or fifteen or even twenty years. But eventually that will stop, because Marion will not have the housing that will attract the next generation of people to the community. Additionally, it will help current lowans and Marionites age in place by offering the kind of housing near retirees are being drawn to.

Finally, this is a project that builds on recent successes in the community. Marion had its first new multi-story building since 1906 constructed in the Uptown last year. A second brand new building is going up that will house a high end restaurant. Buildings are being improved through the façade program and private investment. Two new senior housing complexes will be built just to the west of this district. The city secured a \$2.7 million grant through the Corridor Metropolitan Planning Organization to complete a trail from Cedar Rapids into the reinvestment district from the west. The hard work in laying the foundation for these successes is finally poised to pay off, and the reinvestment district would be the tool to cap it all off.

Following your response, please attach the following:
 D1 – Any visual aids that correspond with your analysis in this section

Marion Enterprise Center



MARION

CENTRAL CORRIDOR MASTER PLAN

Marion, Iowa | November 2009

Central Corridor Master Plan | Marion, Iowa | November 2009

Marion Central Corridor Master Plan | Marion, Iowa | November 2009

Marion Central Corridor Master Plan | Marion, Iowa | November 2009

Marion Central Corridor Master Plan | Marion, Iowa | November 2009

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.

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.

Marion Central Corridor Advisory Committee

Nick AbouAssaly
Craig Adamson
Brian Bartz
Gary Bolden
Snooks Bouska
Craig Campbell
Bob Gilcrest
Nick Glew
Carol Golden
Rick Ironside
Kyle Martin
Gary Nesteby
Sandy Rosenburger
JD Schlotterback
Scott Wiess
Cassie Willis

City of Marion Staff

Lon Pluckhahn -- City Manager
Tom Treharne -- Planning and Development Director
Dan Whitflow -- City Engineer
Dave Hockett -- Asst. Planning and Development Director
Kesha Kaiser -- Assistant Planner

Marion Mayor and City Council

Paul E. Rehn -- Mayor
Steve Sprague -- Ward One
Joe Spinks -- Ward Two
Kay Lammers -- Ward Three
Craig Adamson -- Ward Four
Mary Lou Pazour -- At Large
Nick Glew -- At Large

TABLE OF CONTENTS

- Executive Summary 1**
- Project Background 2**
- Existing Conditions 4**
 - Existing Land Use
 - Existing Zoning Classification
 - Existing Assessed Value
 - Existing Crash Data
- Planning and Design Process 9**
- Corridor Concept Alternatives 10**
- Central Corridor Master Plan 12**
 - Master Plan Phase 1
 - Master Plan Phase 2
 - Master Plan Phase 3a
 - Master Plan Phase 3b
 - Master Plan Phase 3c
 - Master Plan Phase 4
- Central Corridor Action Plan 27**
- Build Out Scenario 29**
- Frequently Asked Questions 31**
- Appendix A: Design Library 33**
- Appendix B: Public Improvements 35**
- Appendix C: Citizen Survey Results 40**



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



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.

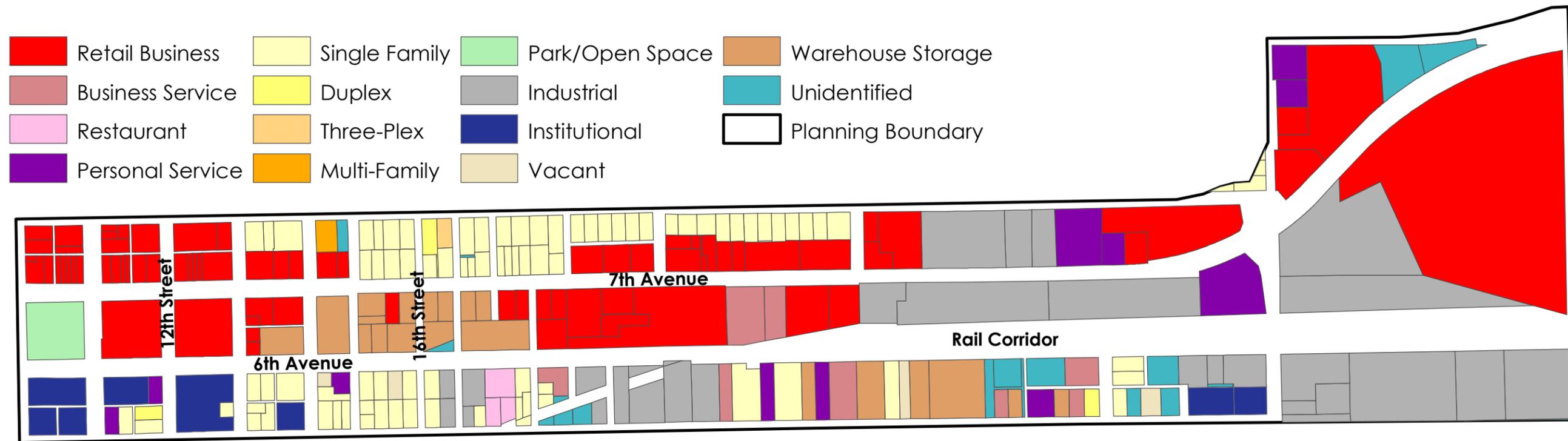
Railroad Corridor

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-foot 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.

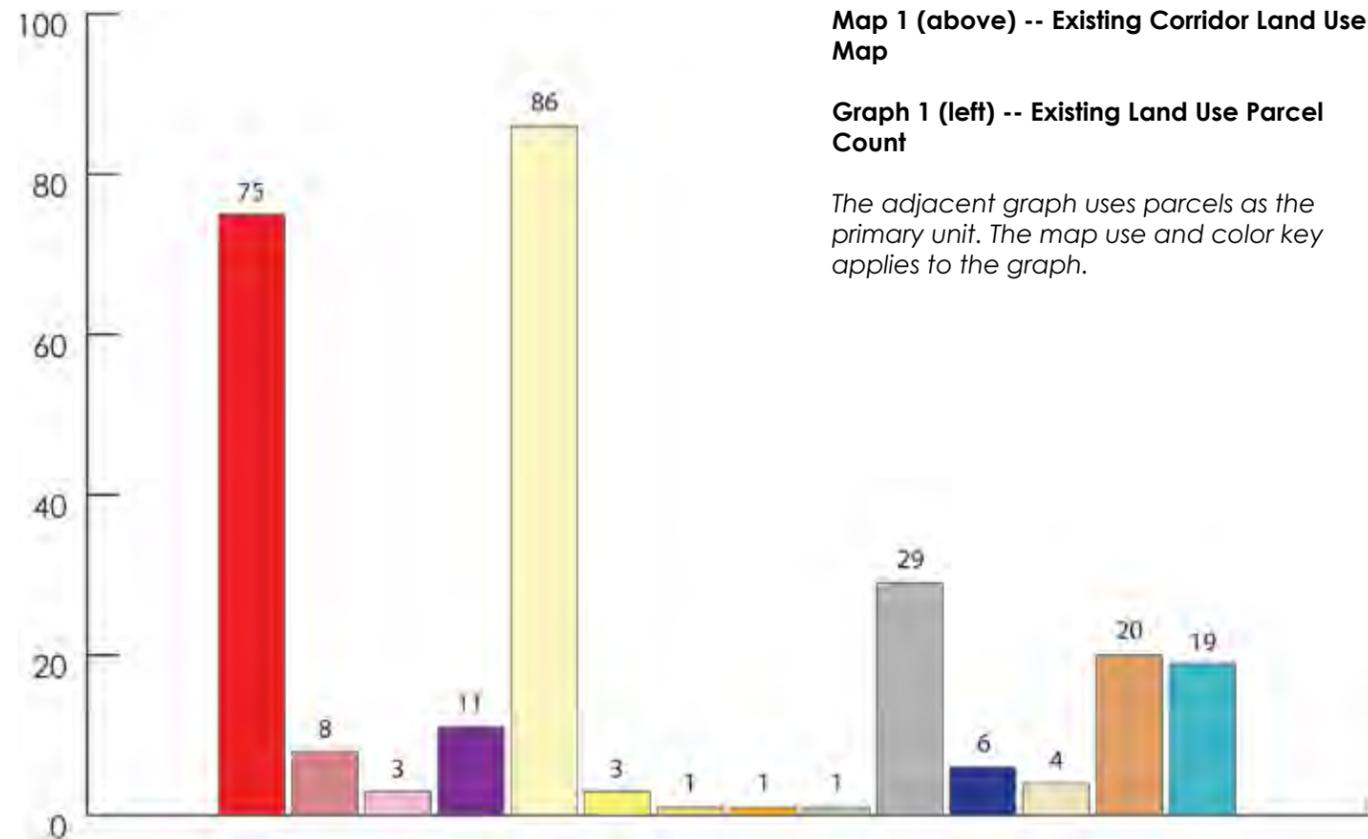
EXISTING CONDITIONS



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.

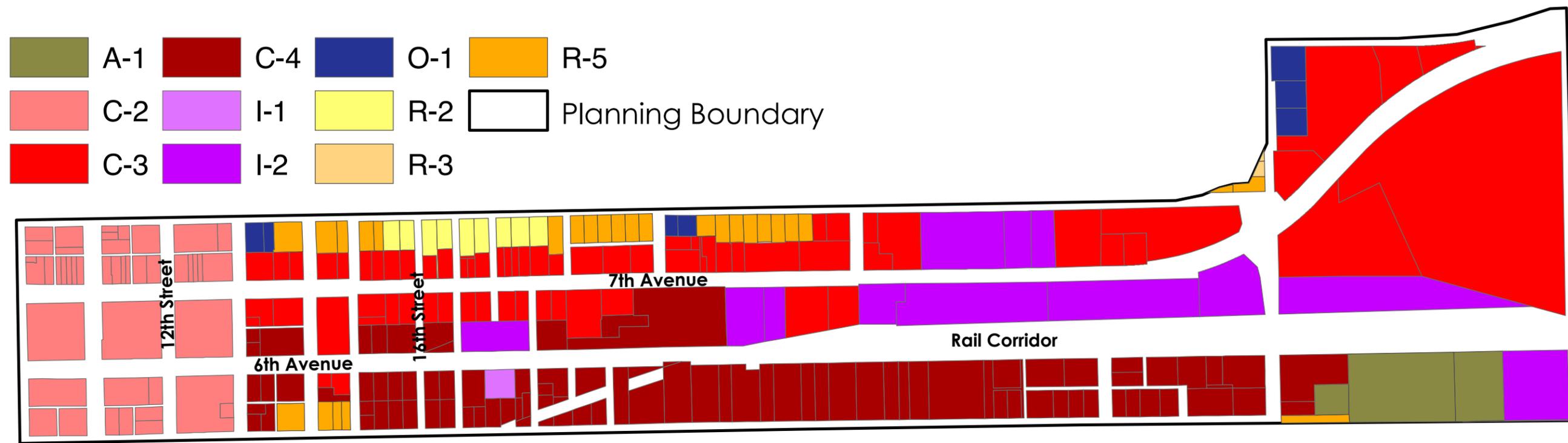


Map 1 (above) -- Existing Corridor Land Use Map

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.

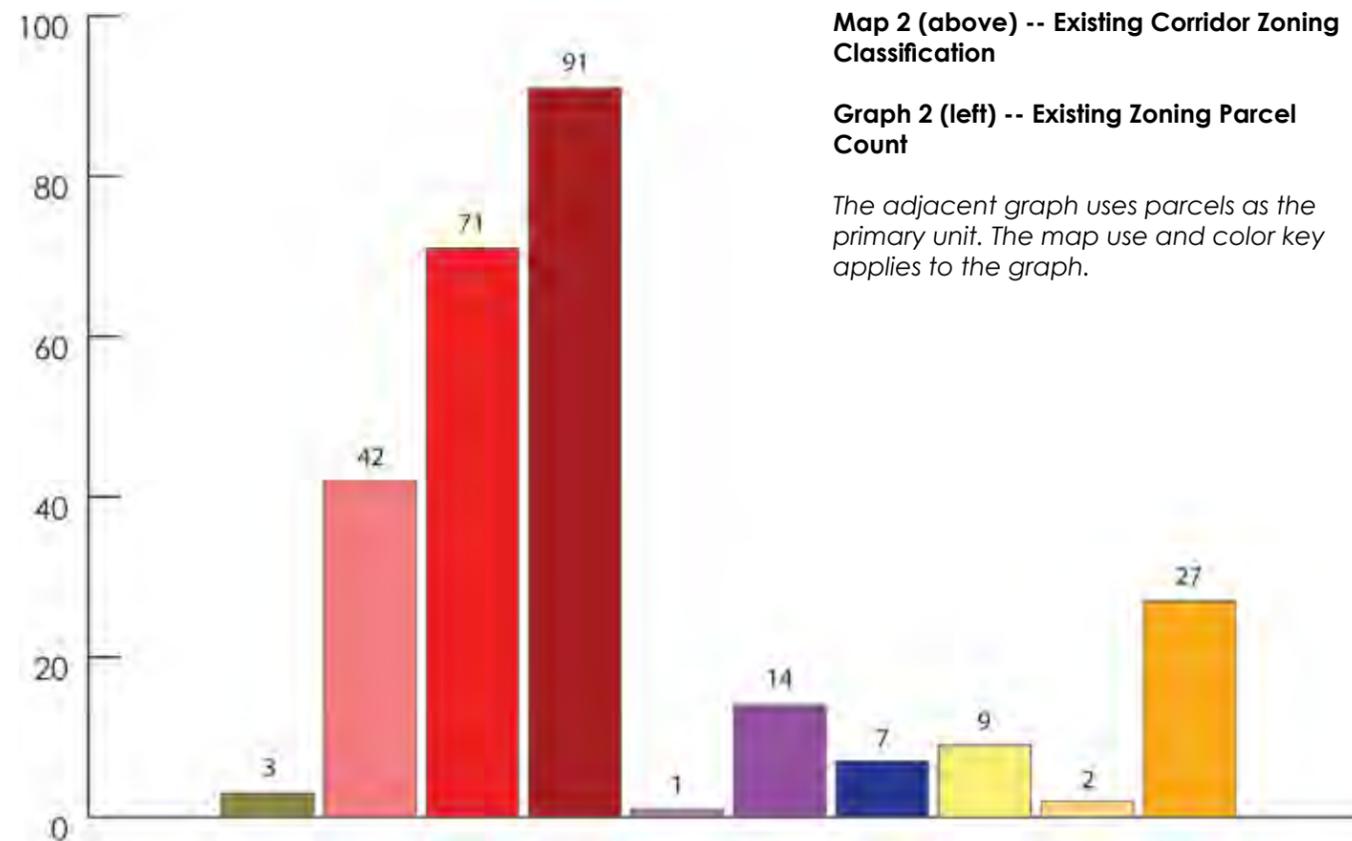




Existing Zoning Classification

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.

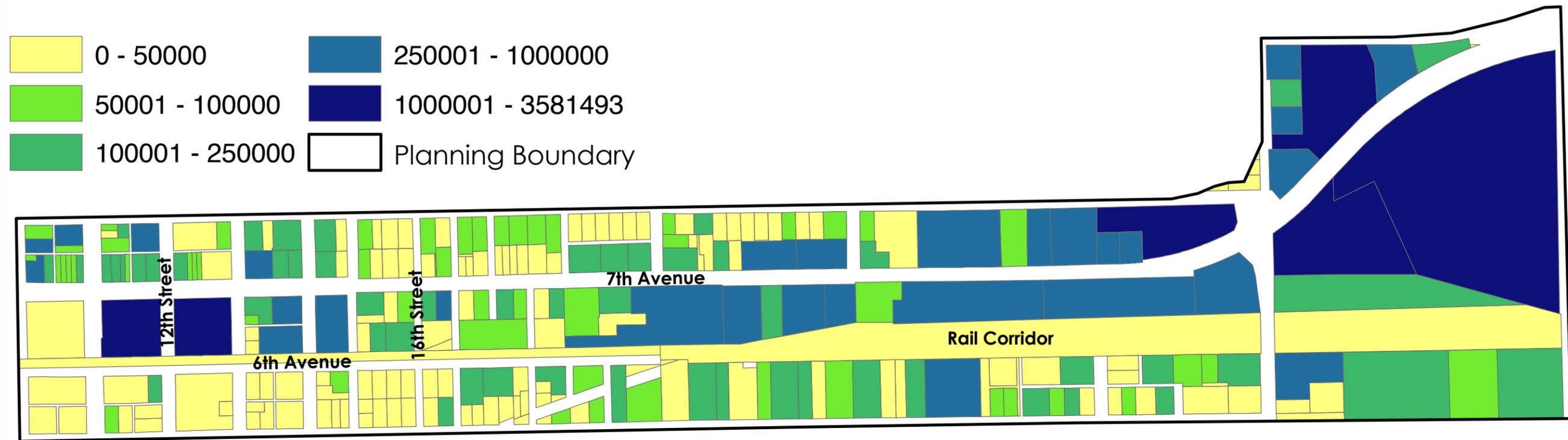


Map 2 (above) -- Existing Corridor Zoning Classification

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.

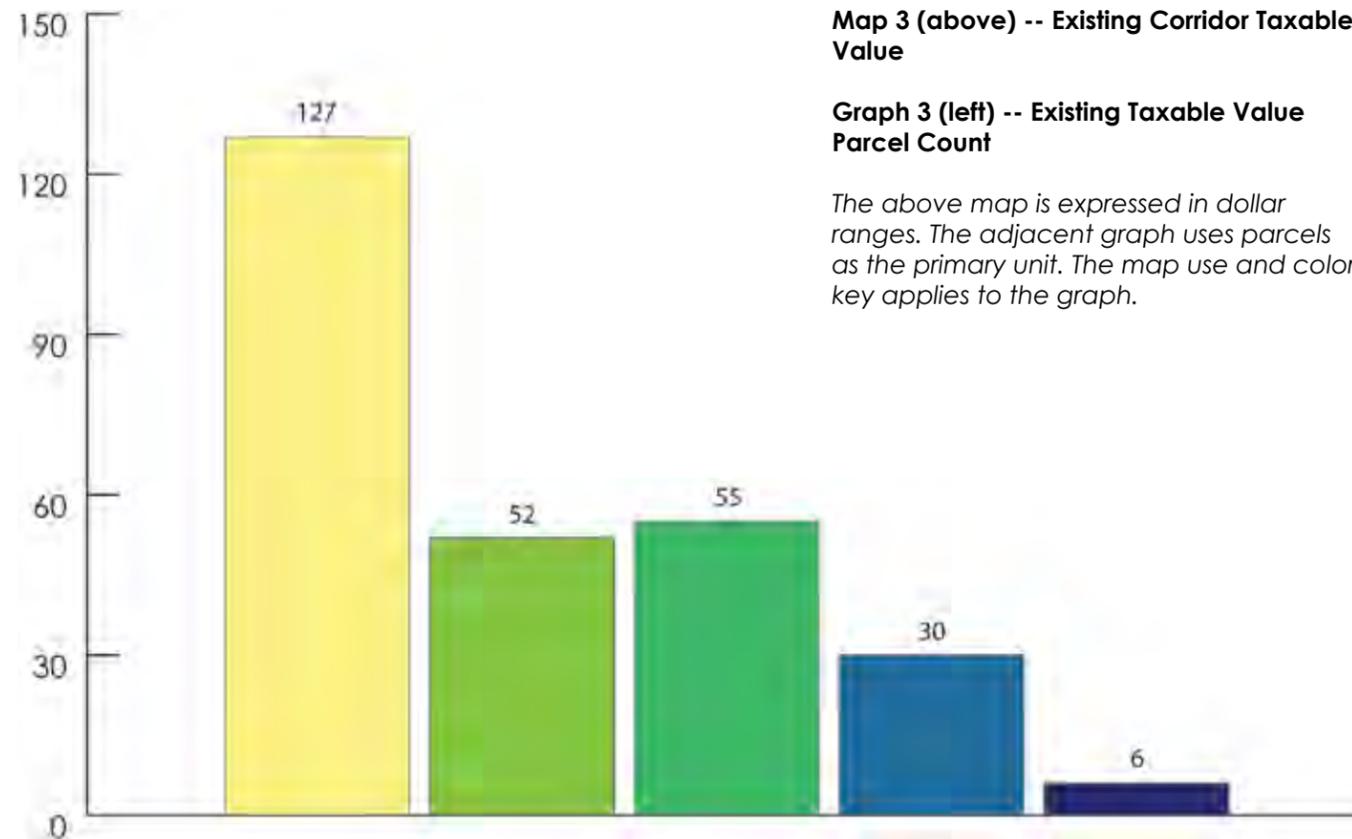
EXISTING CONDITIONS



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 used 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

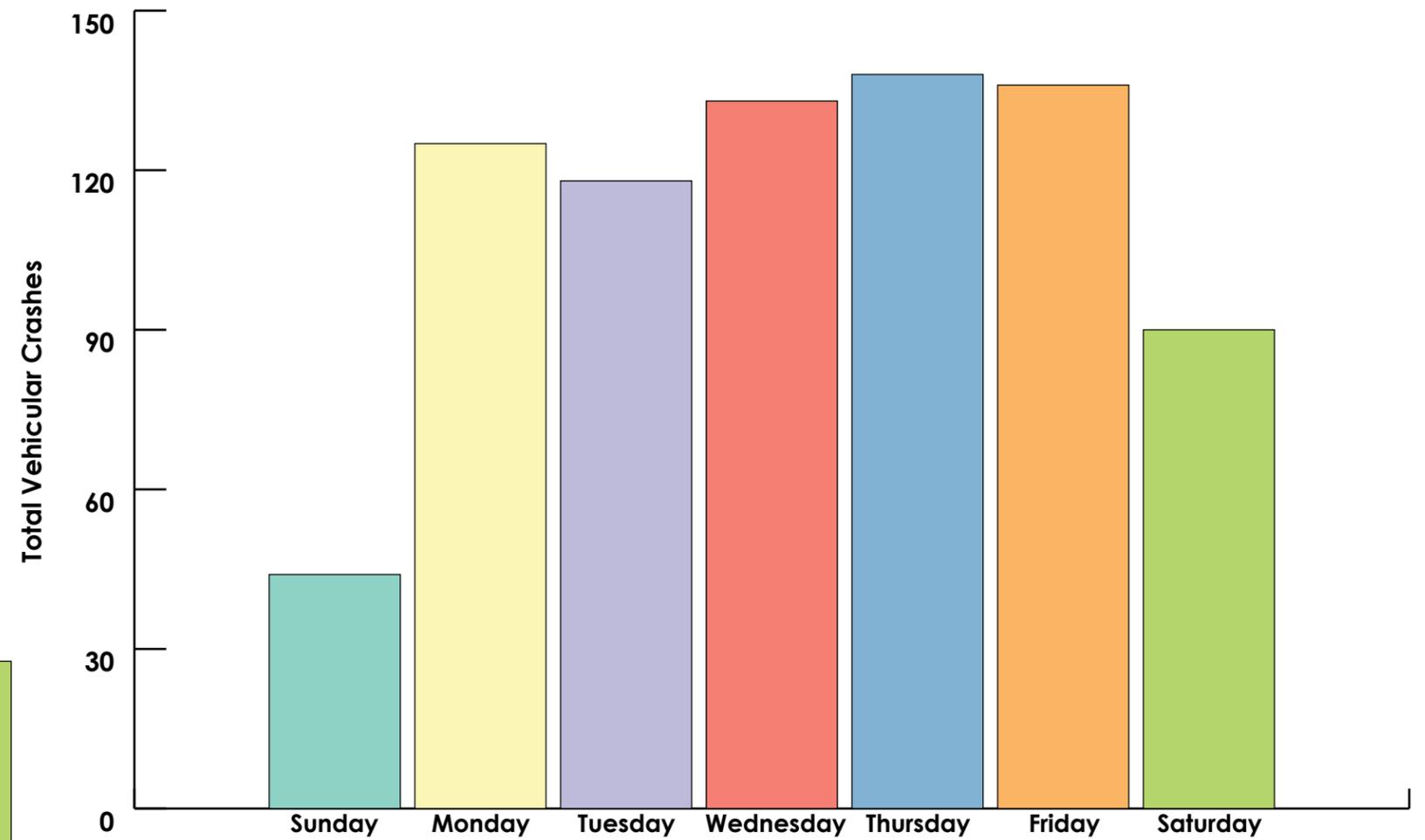
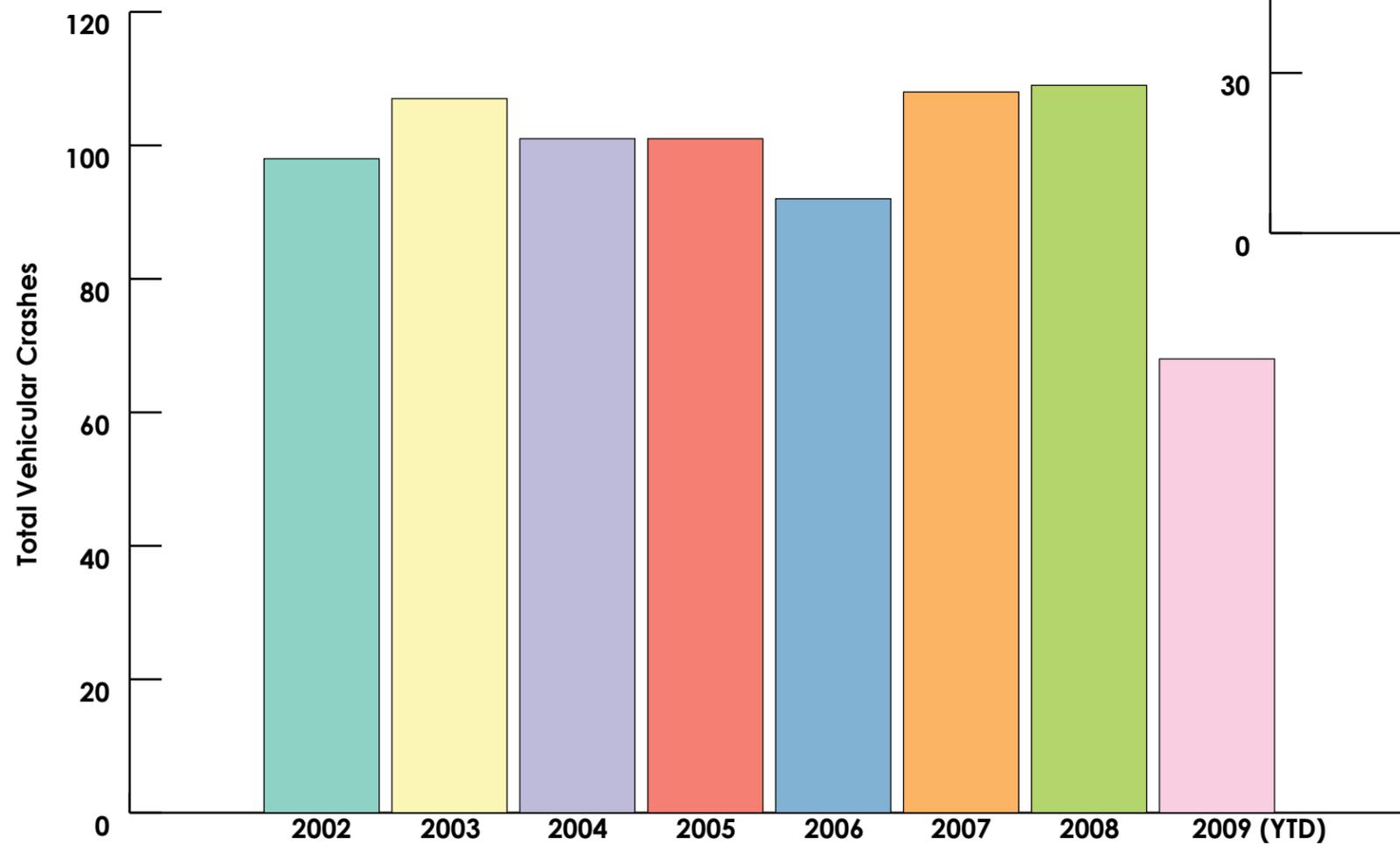
Graph 3 (left) -- Existing Taxable Value Parcel Count

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).



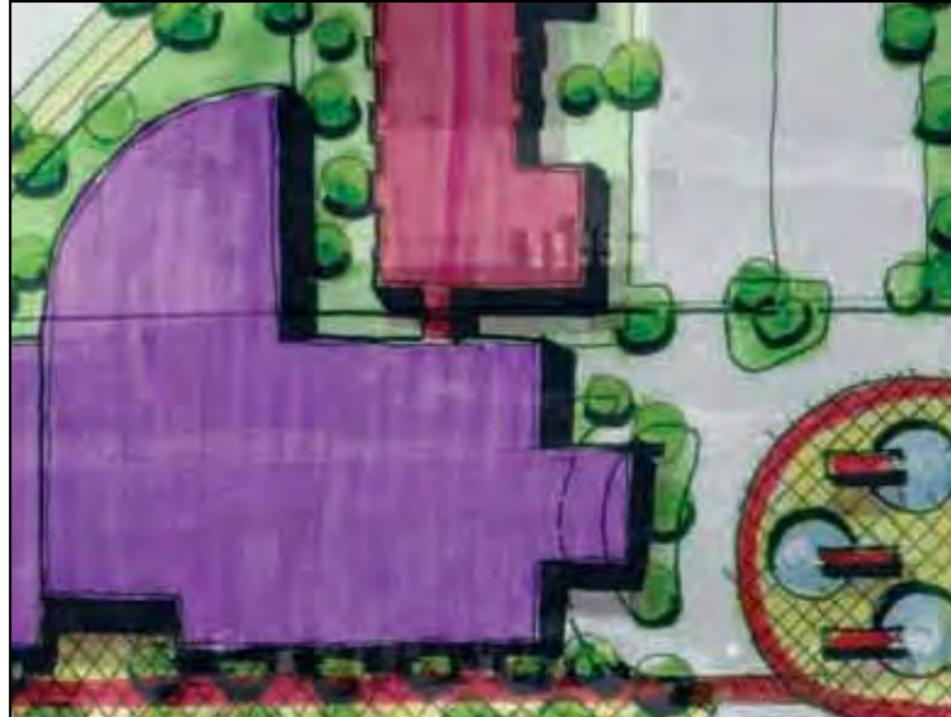
PLANNING AND DESIGN PROCESS

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.

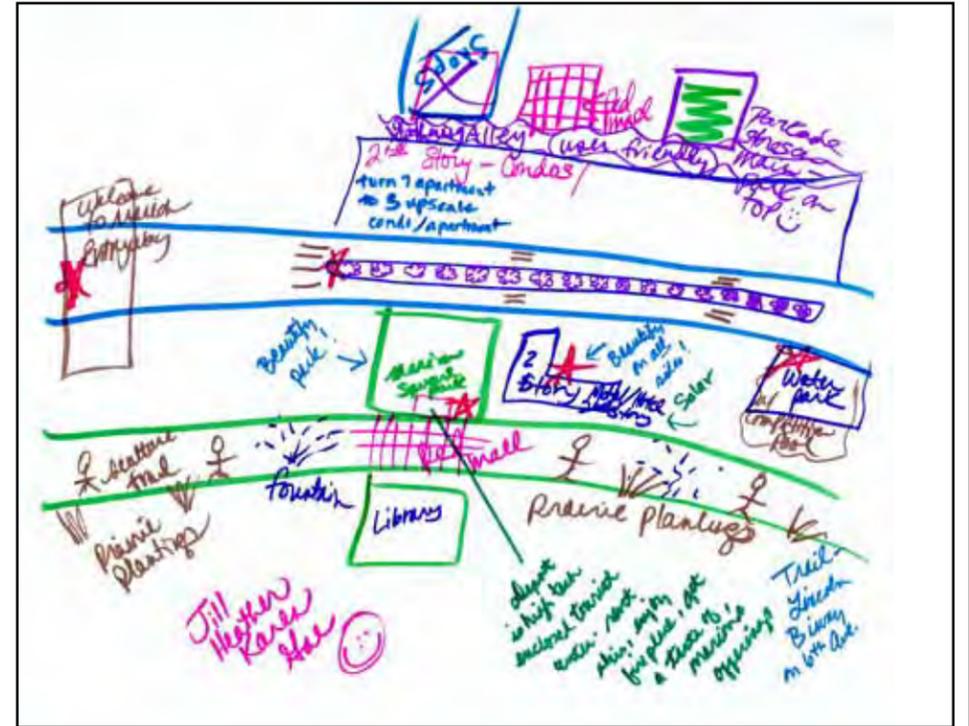
As an indicator of involvement, the process measures “touches.” In essence, anytime an individual “touches” the project – attendance at a public meeting, joining the Facebook group page, or visiting the project website – that interaction is measured. In all, the process measured more than 3,500 individual 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

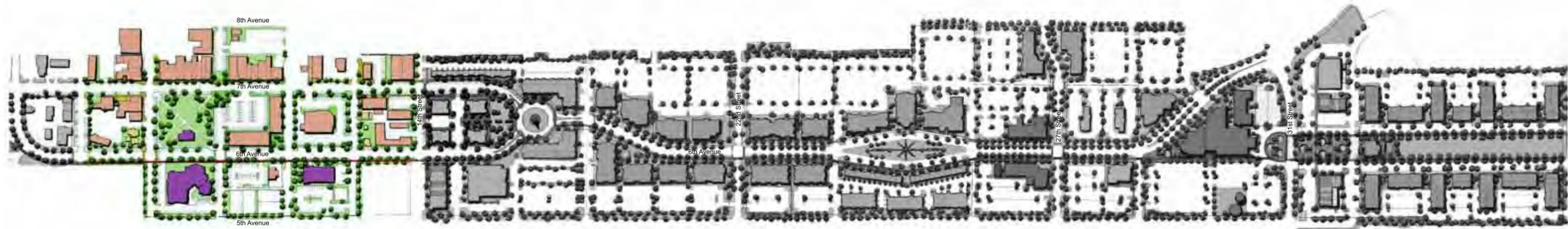
The “look and feel” of the corridor, particularly over time, will be largely dependant on the city’s ability implement strict, yet practical design standards. Each phase of the redevelopment effort will have unique guidelines in addition to the comprehensive guidelines for the entire length of the corridor.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

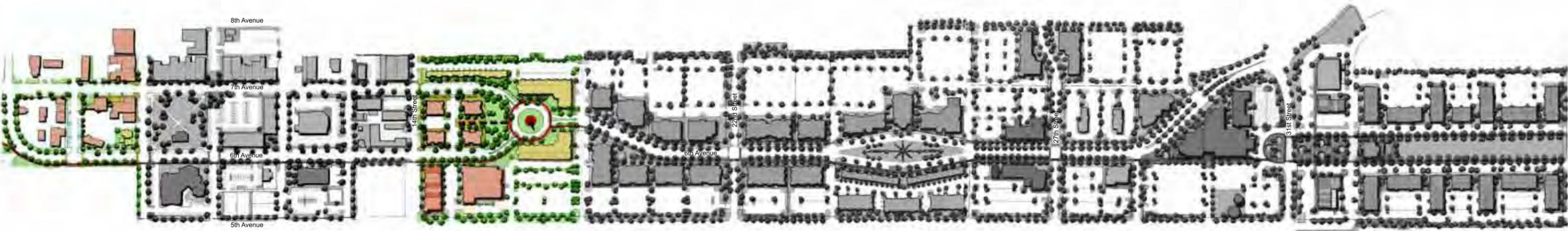
Description	Quantity	Unit Cost (\$)	Total Cost (\$)
Paving	25,160 SQ. YDS.	53.00	1,333,480
Concrete trail	11,040 SQ. FT.	4.50	49,680
Concrete sidewalk	29,780 SQ. FT.	3.50	104,230
Grading	25,000 CU. YDS.	3.50	87,500
Signing and Striping	1.0	69,200	69,200
Traffic Signal	2.0	150,000	300,000
Trees	152	300	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

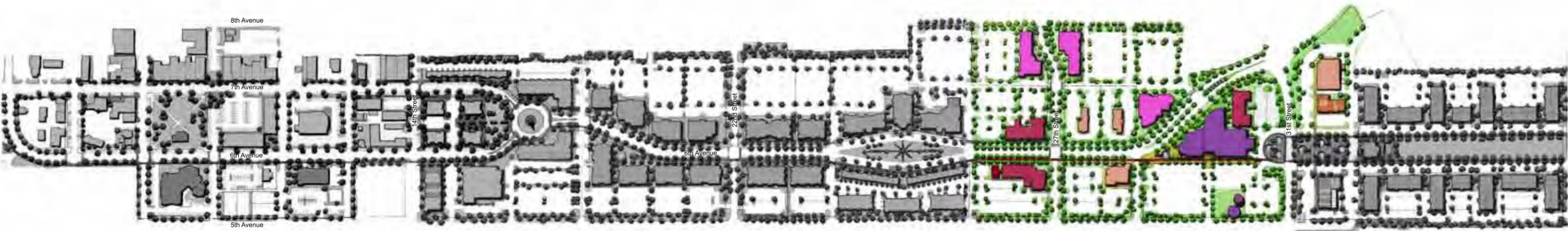
Description	Quantity	Unit Cost (\$)	Total Cost (\$)
Paving	6,430 SQ. YDS.	53.00	340,790
Concrete trail	8,210 SQ. FT.	4.50	36,945
Median Surfacing	12,100 SQ. YDS.	6.5	78,650
Concrete sidewalk	4,110 SQ. FT.	3.50	14,385
Grading	10,000 CU. YDS.	3.50	35,000
Signing and Striping	1.0	7,008	7,008
Trees	55	300	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

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

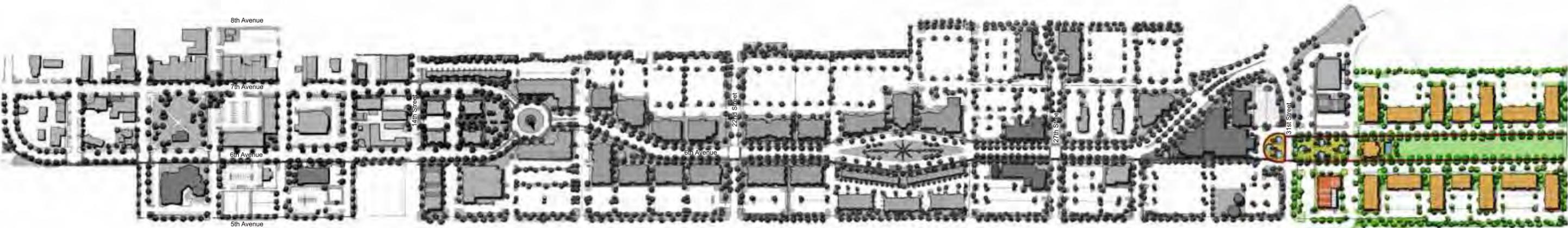
Description	Quantity	Unit Cost (\$)	Total Cost (\$)
Paving	15,730 SQ. YDS.	53.00	833,690
Concrete trail	13,890 SQ. FT.	4.50	62,505
Median Surfacing	120 SQ. YDS.	6.5	780
Concrete Sidewalk	31,160 SQ. FT.	3.50	109,060
Grading	25,000 CU. YDS.	3.50	87,500
Signing and Striping	1.0	31,621	31,621
Traffic Signals	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

*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 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

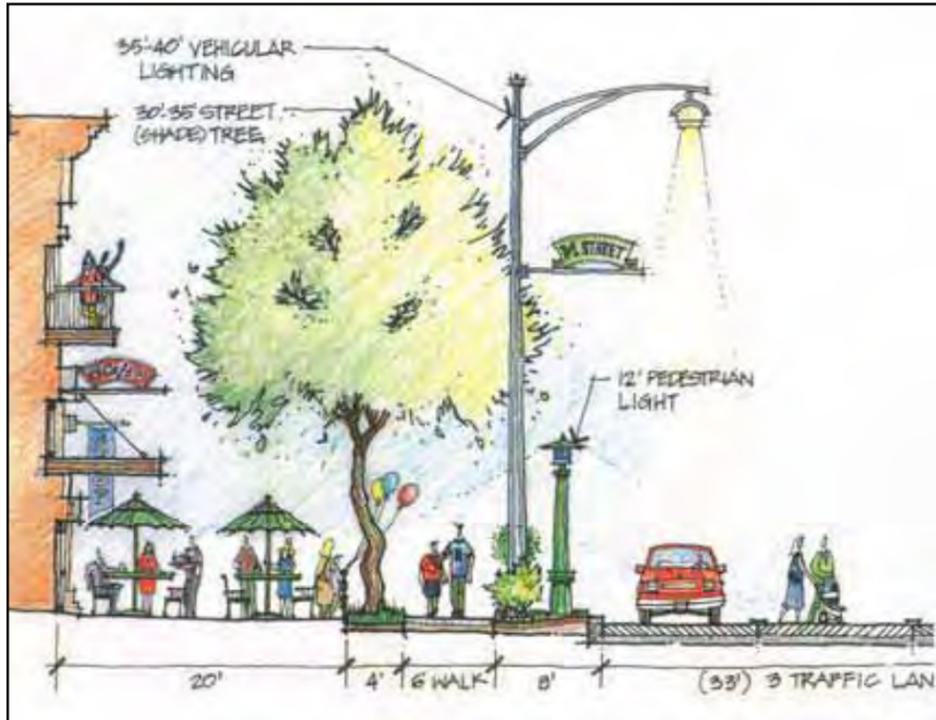


Illustration 1: Creating pedestrian scale through built form and appropriate streetscape



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

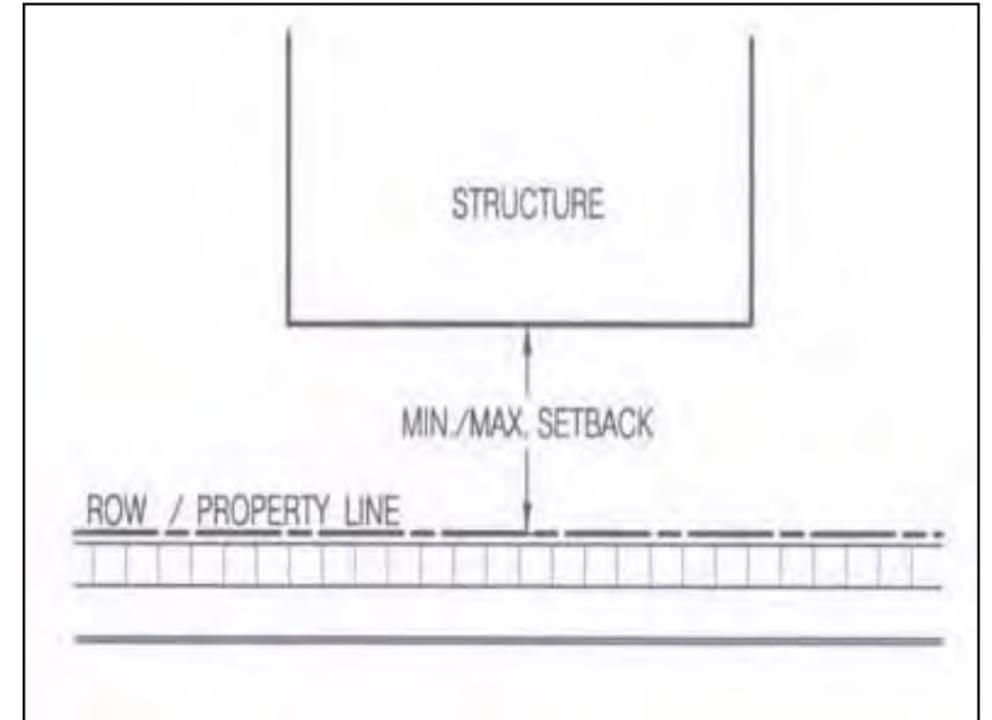


Illustration 2: Visual depiction of setbacks or build-to lines



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

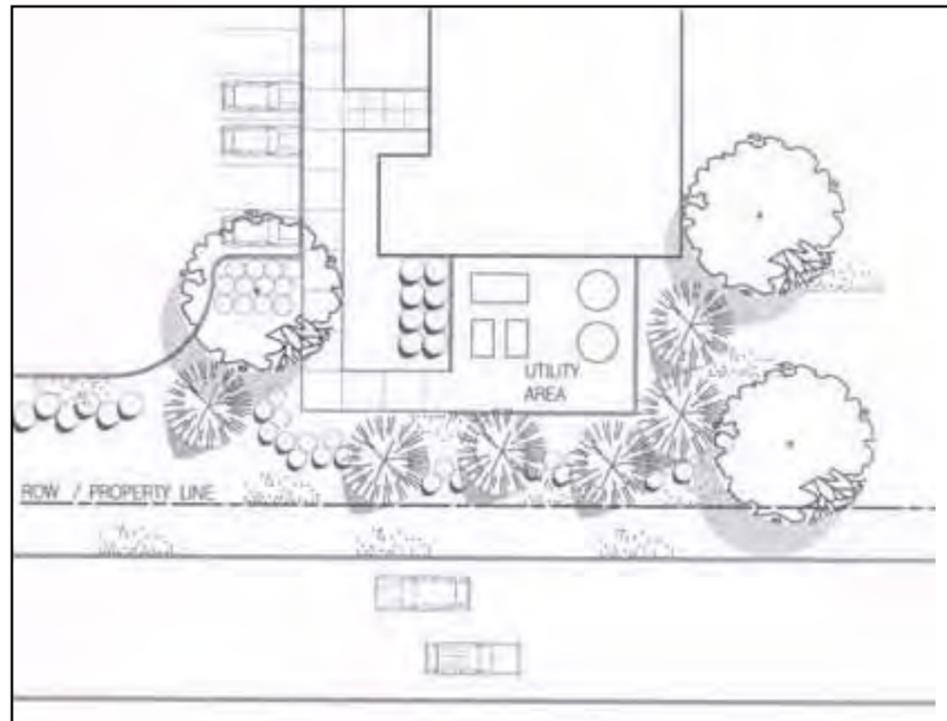


Illustration 3: Appropriate utility (trash, air units, etc...) screening on street-side property



Photo 3: Appropriate on-site pedestrian elements



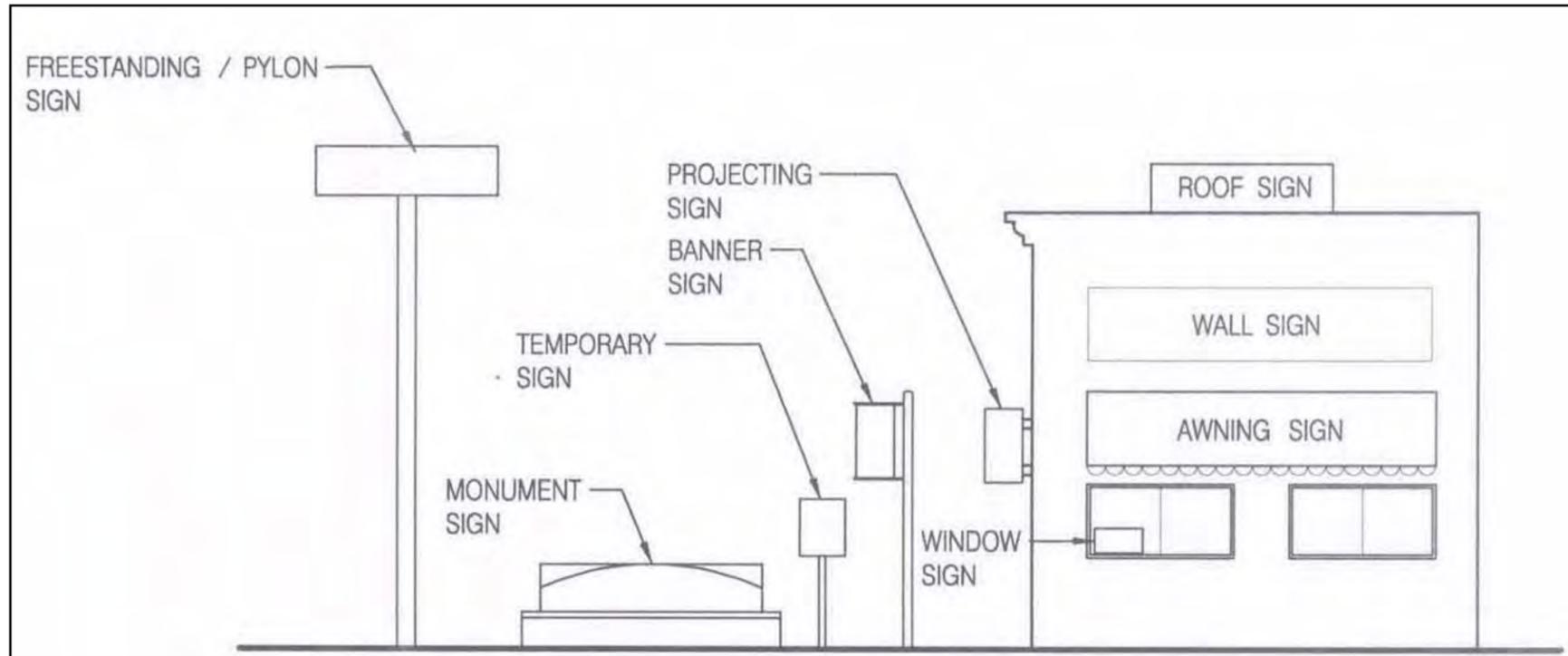


Illustration 4: Illustration depicting sign verbiage and sign type



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

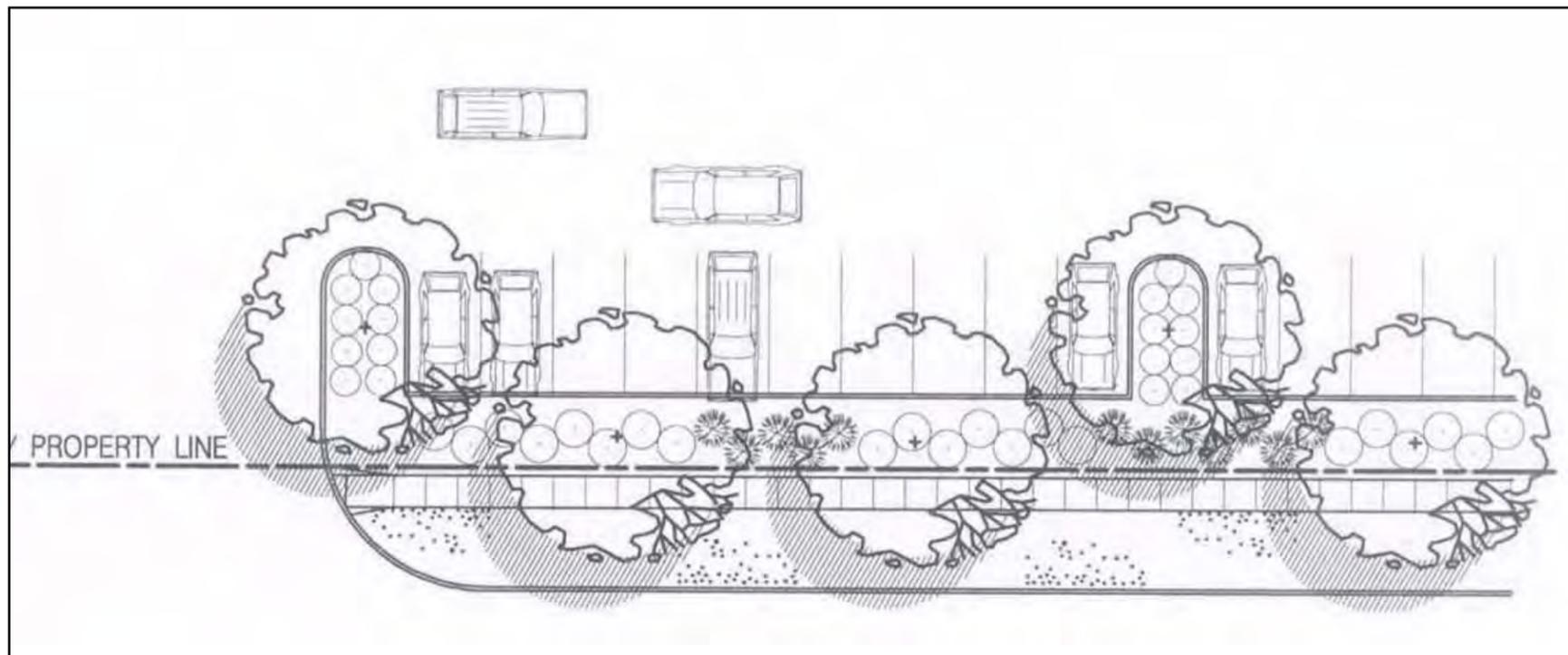


Illustration 5: Appropriate parking lot screening with natural landscape

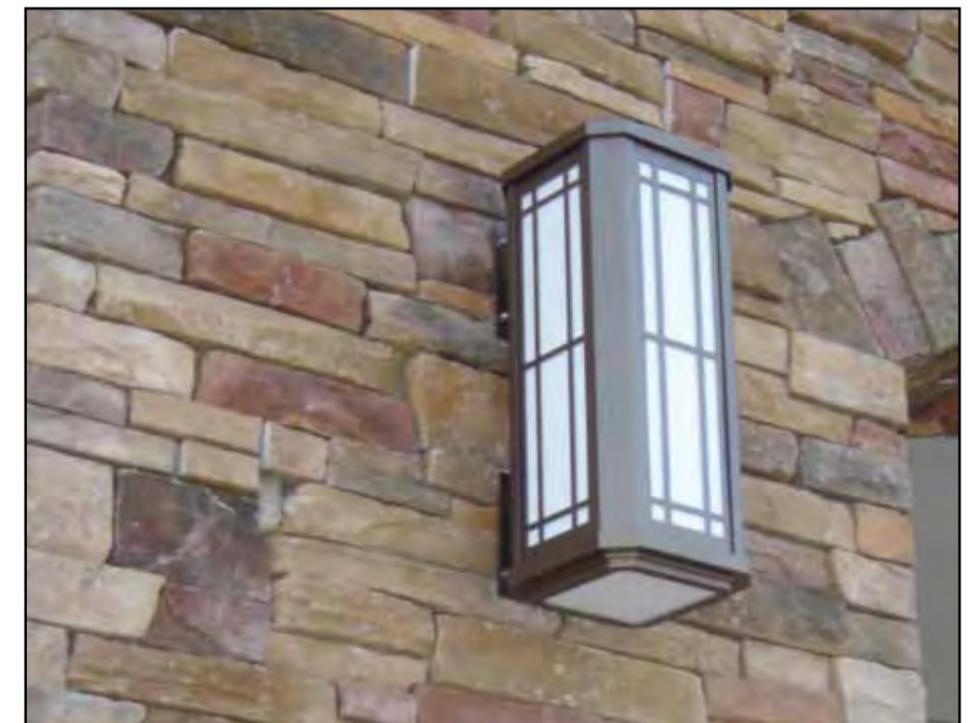


Photo 5: Appropriate on-site lighting feature that emphasizes design and pedestrian scale.

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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Drawing: 06-269-001-01-001-0001.dwg
User: J. G. ...



Drawn by: CMR
checked by: J
approved by: J
QA/QC by: J
project no.: 06-269
drawing no.: 0600

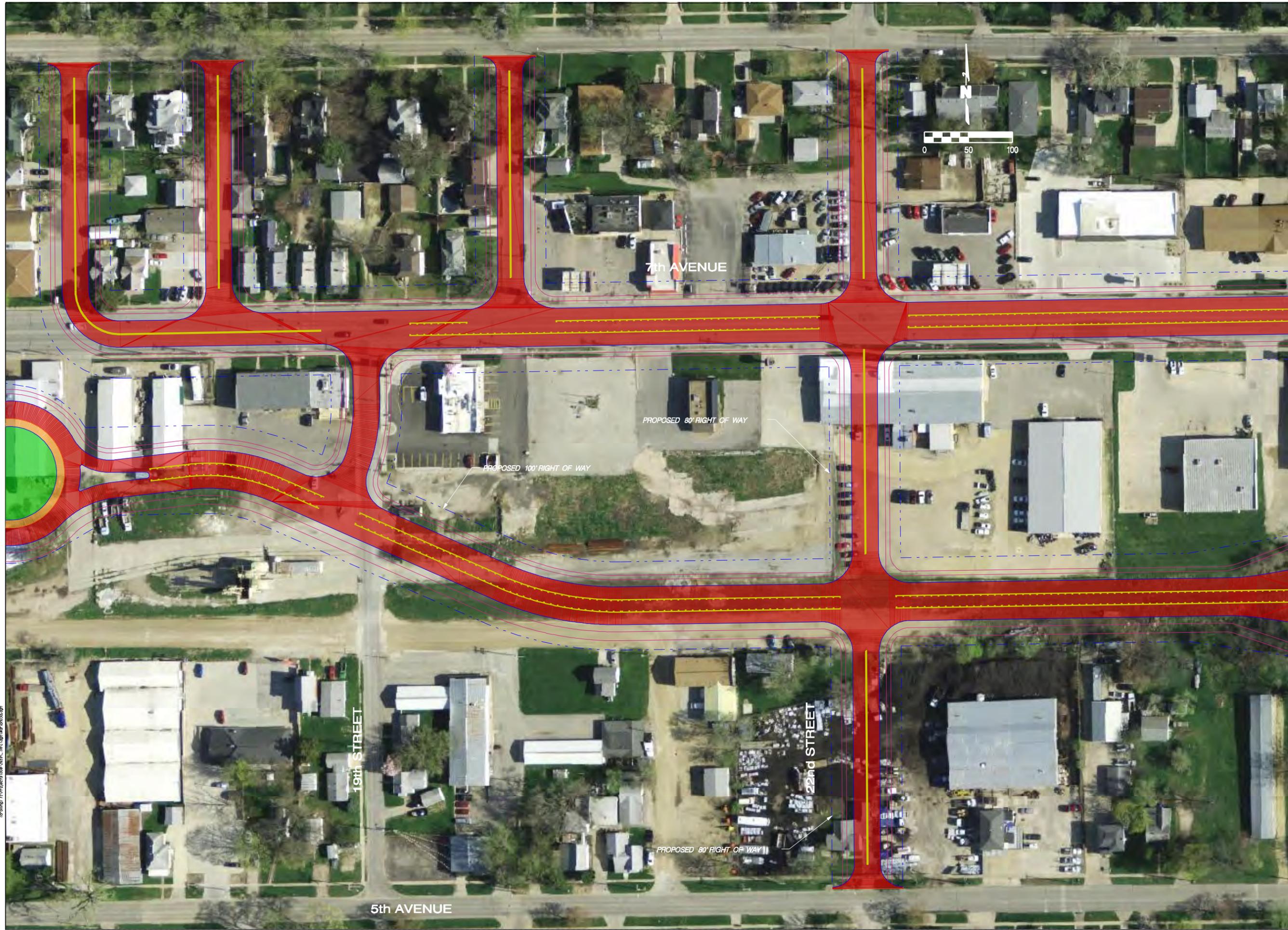
ROADWAY CONSTRUCTION
PHASE I
MARION, IOWA CENTRAL CORRIDOR MASTER PLAN
MARION, IOWA
2009

NO.	DATE	DESCRIPTION



MOLLSSON
ASSOCIATES
TEL: 402.341.1115
FAX: 402.341.1885
www.mollsson.com
1916 S. 8TH STREET
COUNCIL BLUFFS, IA 51008

Plan file: 060606_04_001-2009_0001.dwg
 Drawing: 04/06/09 10:00:00 AM
 User: C:\Users\jwagner\Documents\060606_04_001-2009_0001.dwg



Drawn by: CMR
 checked by: 1
 approved by: 06-2009
 CHQC by: 0600
 project no.: 0600
 drawing no.: 0600
 date: 0600

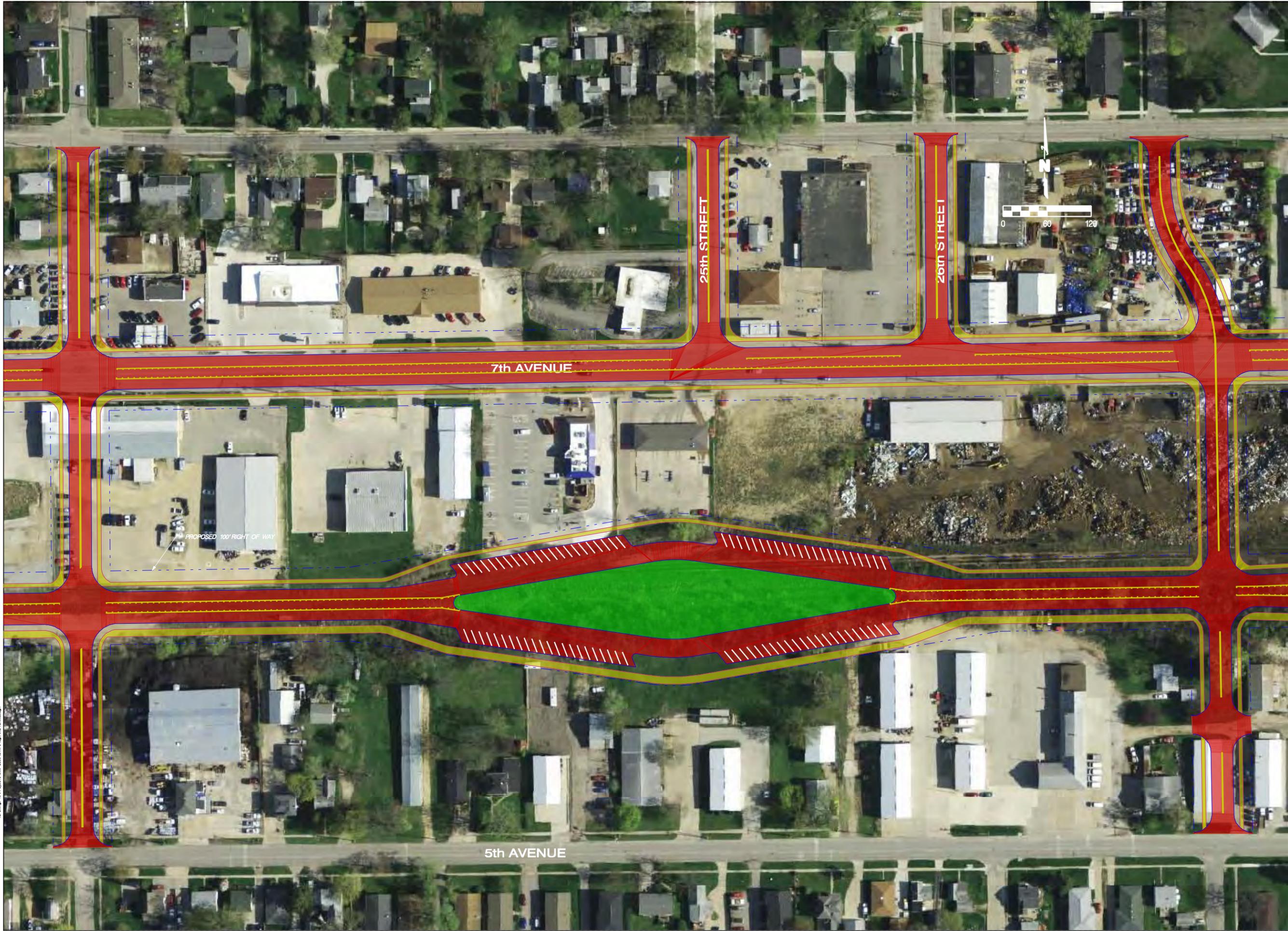
ROADWAY CONSTRUCTION
 PHASE IIIA - ROUNDABOUT TO ESPLANDE
 MARION, IOWA CENTRAL CORRIDOR MASTER PLAN
 MARION, IOWA 2009

NO.	DATE	DESCRIPTION



MOLLSSON ASSOCIATES
 2145 8TH STREET
 MARION, IOWA 52806
 TEL: 402.341.1116
 FAX: 402.341.1885
 www.mollsson.com

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drawn by: CMR
checked by:
approved by:
QA/QC by: 11
project no.: 08-2629
drawing no.: 0600
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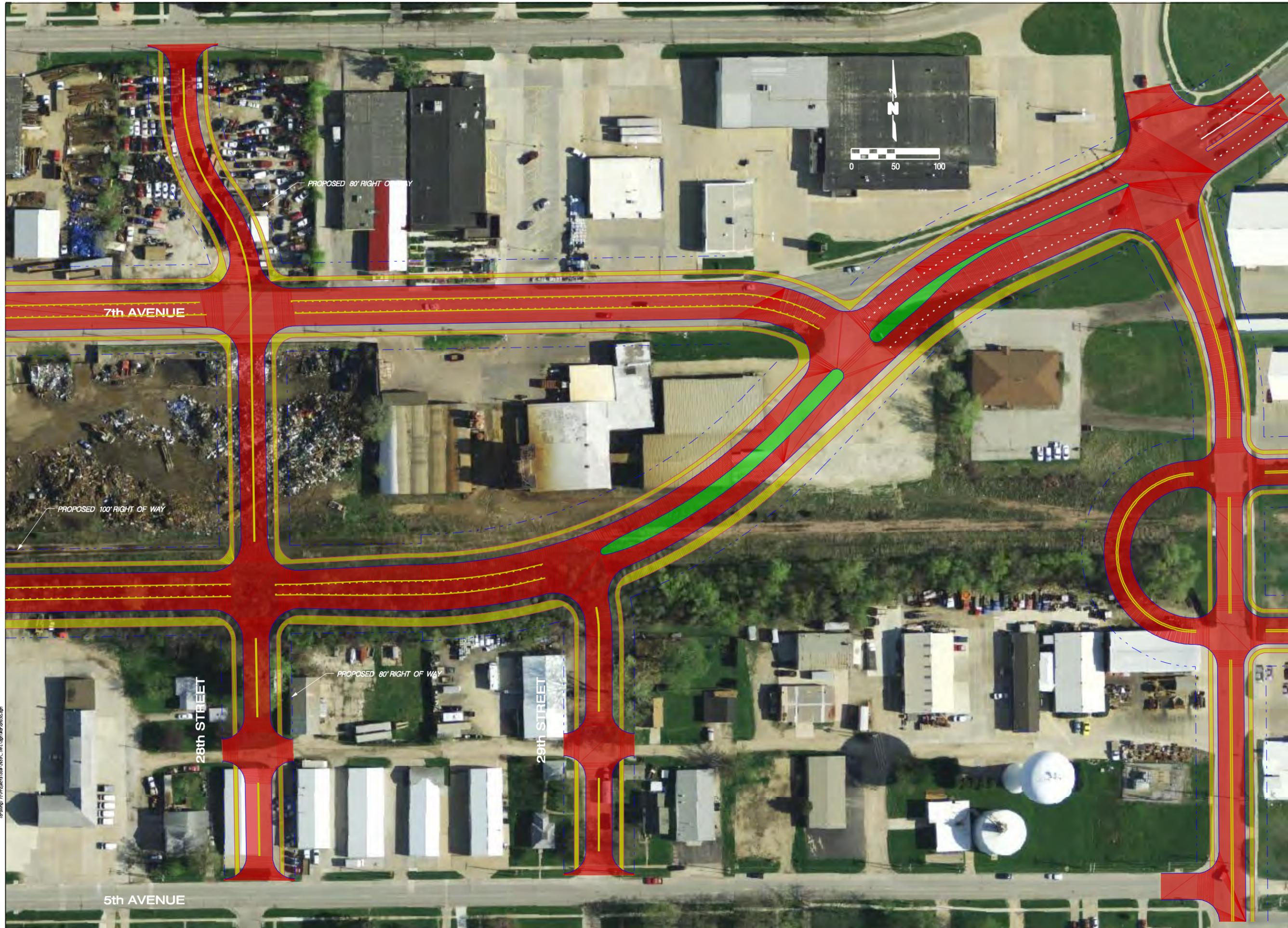
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PHASE IIIB - ESPLANDE
MARION, IOWA CENTRAL CORRIDOR MASTER PLAN
MARION, IOWA 2009

NO.	DATE	DESCRIPTION



MOLSSON
ASSOCIATES
2115 S. 27th Street
Omaha, NE 68108
TEL: 402.341.1118
FAX: 402.341.2895
www.molsson.com

Plan file: 060610.dwg, 10/10/2009 10:07 AM
 User: jay, Plot: 10/10/2009 10:07 AM, Plot Device: HP DesignJet 2400



Drawn by: CMR
 checked by: 1
 approved by: 08-2809
 CADC by: 0800
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 drawing no.: 0800
 date: 0800

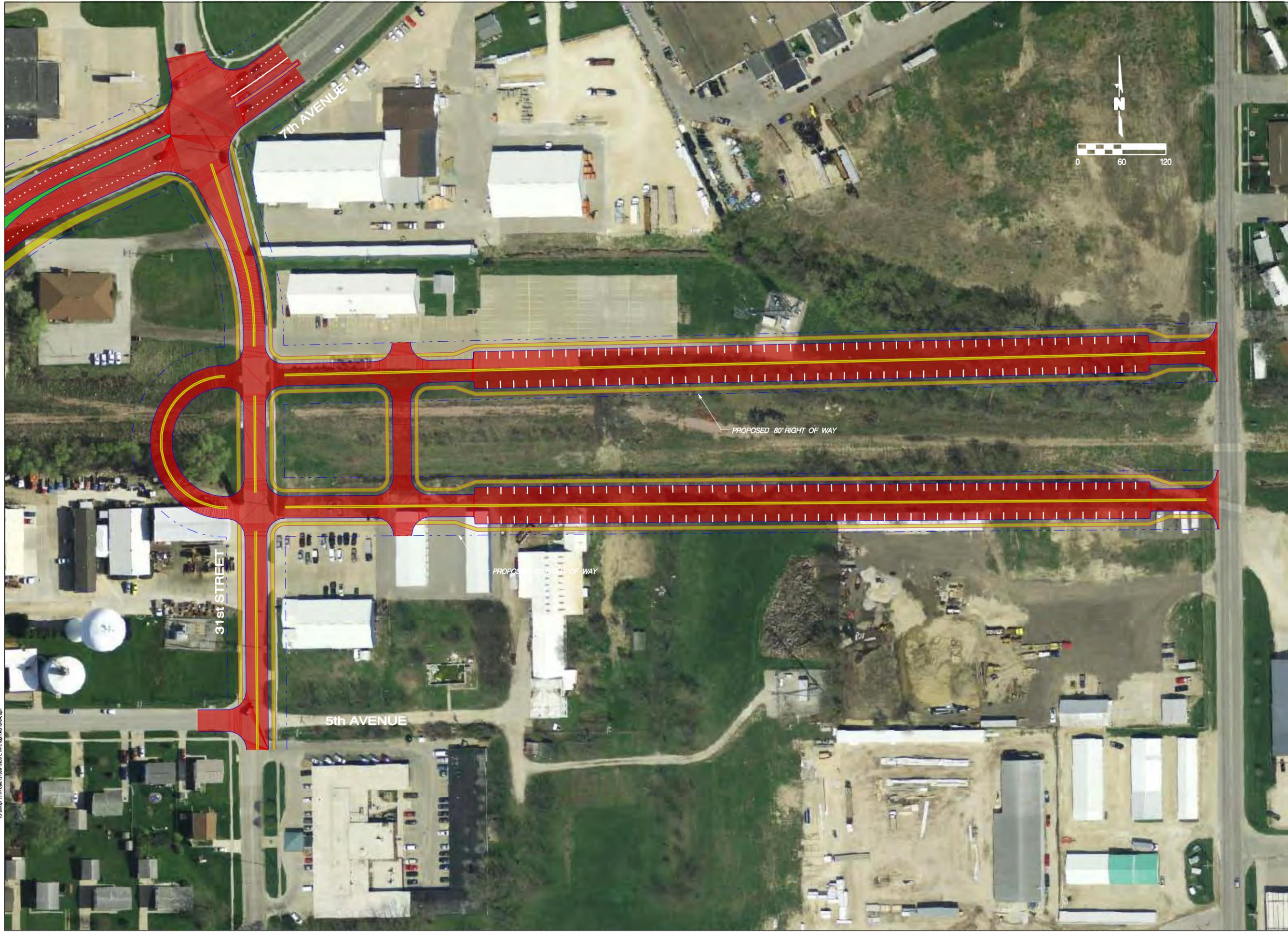
ROADWAY CONSTRUCTION
 PHASE IIIC - ESPLANADE TO EAST LIMIT
 MARION, IOWA CENTRAL CORRIDOR MASTER PLAN
 MARION, IOWA 2009

NO.	DATE	DESCRIPTION



MOLSSON
 ASSOCIATES
 1015 5th Street
 Council Bluffs, IA 51503
 TEL: 402.341.1115
 FAX: 402.341.1885
 www.molsson.com

Profile: 4/20/09 10:58:49 AM
Created: 4/20/09 10:58:49 AM
User: JG



Drawn by: QJR
Checked by:
Approved by:
QA/QC by:
Project no.: 08-2008
Drawing no.: 0600
Date: 06/09

ROADWAY CONSTRUCTION
PHASE IV - CIVIC AREA
MARION, IOWA CENTRAL CORRIDOR MASTER PLAN
MARION, IOWA
2009

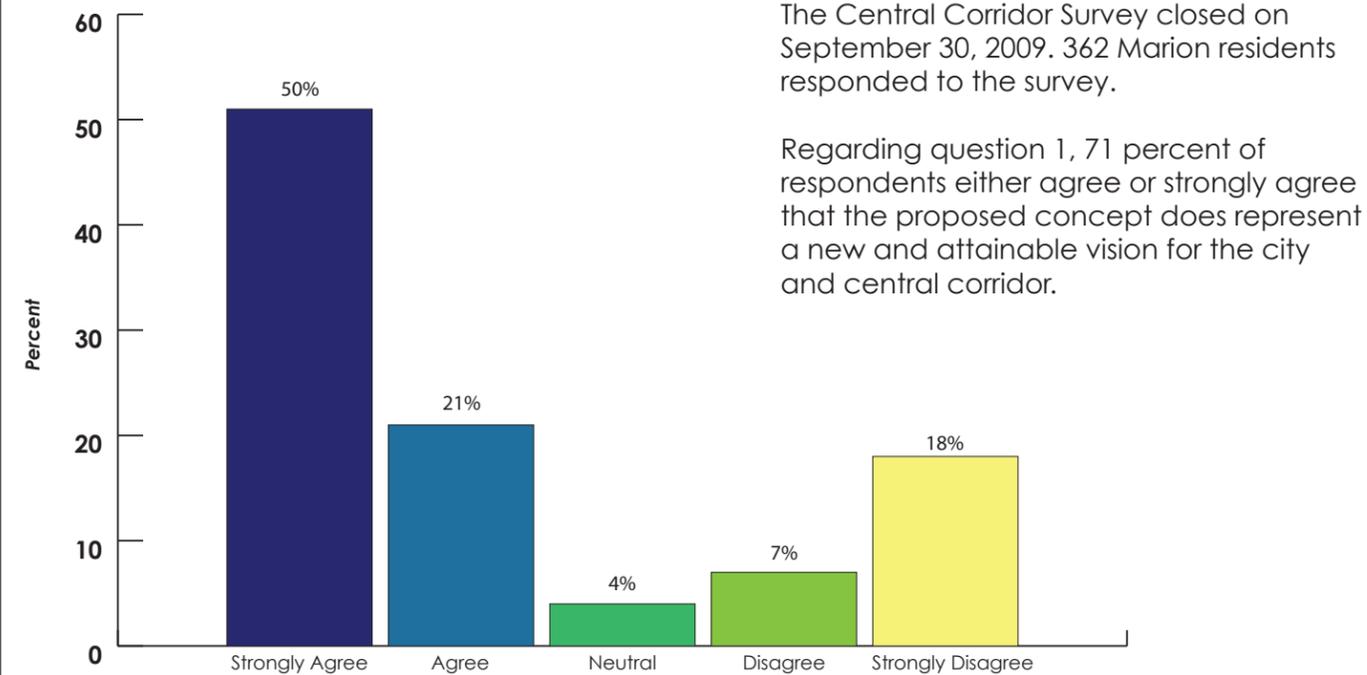
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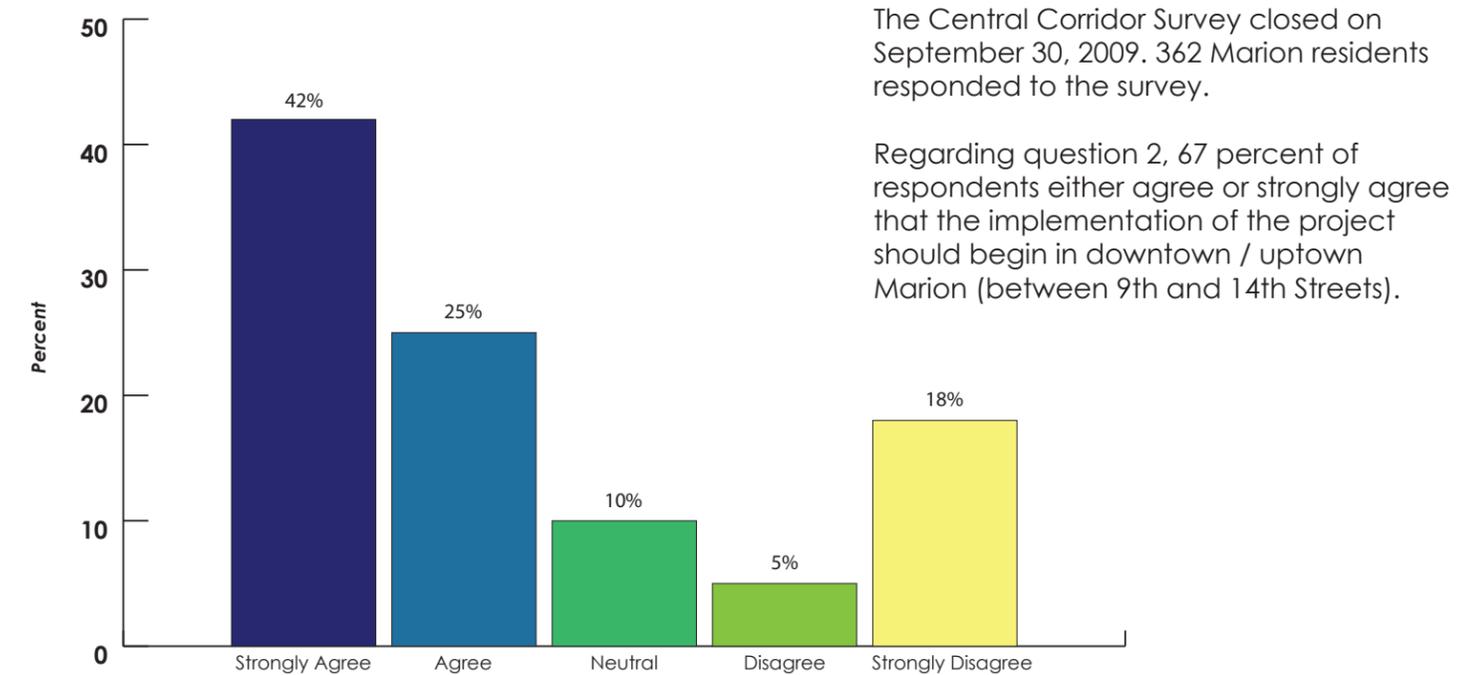
MOLSSON
ASSOCIATES
2116 5th Street
Marion, IA 52949
TEL: 402-941-1116
FAX: 402-941-1685
www.molssoneng.com

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.



QUESTION 2: I BELIEVE 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)

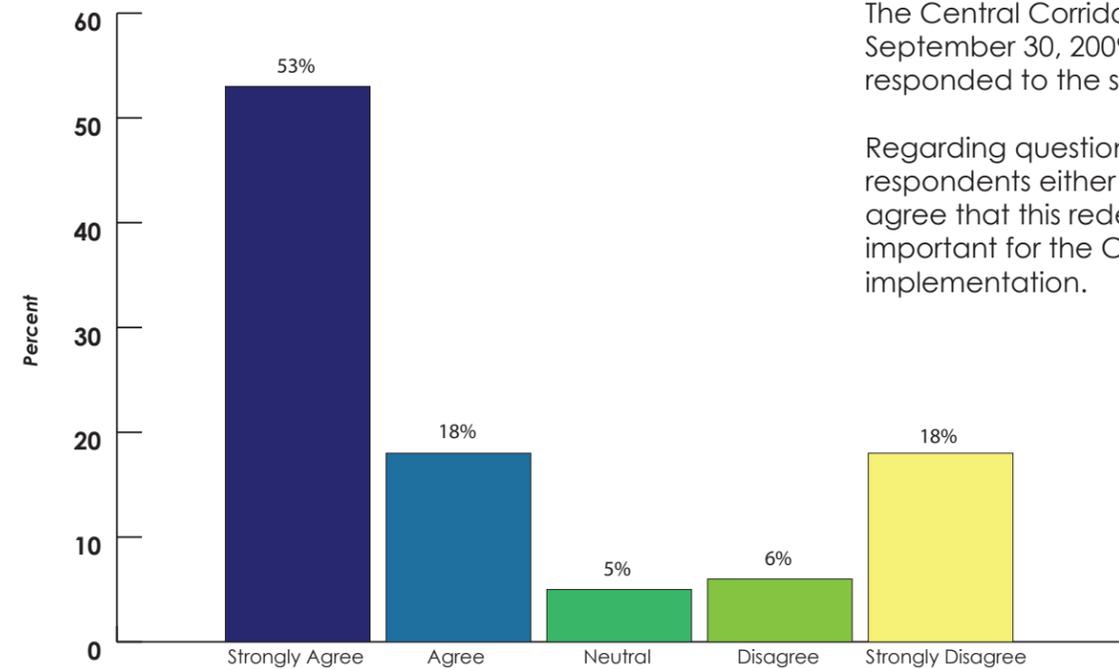
- Need more parking (4)
- Give grant money to individual businesses to beautify instead of city making the plan
- Keep 7th Avenue in tact as long as possible
- Make 27th a through-street from 7th Avenue to 29th
- Concept should include more public art
- No changes!
- Consider the walking community
- 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 as 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?

SECTION E – Certification and Release of Information

I hereby give permission to the Iowa Economic Development Authority (IEDA) to engage in due diligence, make credit checks, contact the applicant's financial institutions, insurance carriers, and perform other related activities necessary for reasonable evaluation of this application. I also hereby authorize the Iowa Department of Revenue to provide to IEDA state tax information pertinent to the state income tax, sales and use tax, and state tax credits involved with the Iowa Reinvestment District.

I understand that all information submitted to IEDA related to this application is subject to Iowa's Open Record Law (Iowa Code, Chapter 22).

I understand that IEDA reserves the right to negotiate the financial assistance.

I understand this application is subject to final approval by IEDA and the Project may not be initiated until final approval is secured.

I hereby certify that all representations, warranties, or statements made or furnished to IEDA in connection with this application are true and correct in all material respect. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or subdivision.

FOR THE APPLICANT:



Lon D. Pluckhahn, City Manager

3/13/15

Date