



Storm Lake

Downtown
MASTER PLAN





Table of CONTENTS

Introduction + Overview	1
Planning Process Overview.....	9
Opportunities.....	15
Connectivity.....	53
Implementation.....	69
Appendices.....	A1



01

INTRODUCTION
+ OVERVIEW



INTRODUCTION + OVERVIEW

A Downtown Master Plan (Plan) is a forward-thinking strategy to support local businesses, residential life, and public spaces that everyone in the community can enjoy.



IMPLEMENTING A VISION

Downtowns are the heart of our communities—economically, physically, and socially. They are the place where social and economic strength radiate out to the larger community and region. Their density and resiliency create ample opportunities to provide better and more efficient access to services, employment, housing, arts, and entertainment, while also representing our communities and all our residents have to offer.

A Long-Term Commitment to Improvement

The purpose of this Plan is to take a long-term approach, looking out 10–20 years, and create an aspirational, yet implementable vision for downtown Storm Lake. With input from the community and downtown business owners, this Plan explores the strengths and opportunities of downtown Storm Lake, while providing recommendations to preserve and improve existing features, enhance pedestrian connectivity, and explore new opportunities to connect downtown to the other incredible places in Storm Lake.





Encourage Mixed + Compatible Uses



Support Reinvestment



Add New Housing Options



Promote Community Gatherings



Create Inclusive Community Spaces



DOWNTOWN MASTER PLAN KEY CONSIDERATIONS



Enhance Downtown Experience



Foster Healthy Community Design



Create Exceptional Walking + Biking Environment



Stimulate Redevelopment + Economic Growth



Strengthen Connections



DOWNTOWN STORM LAKE HISTORY

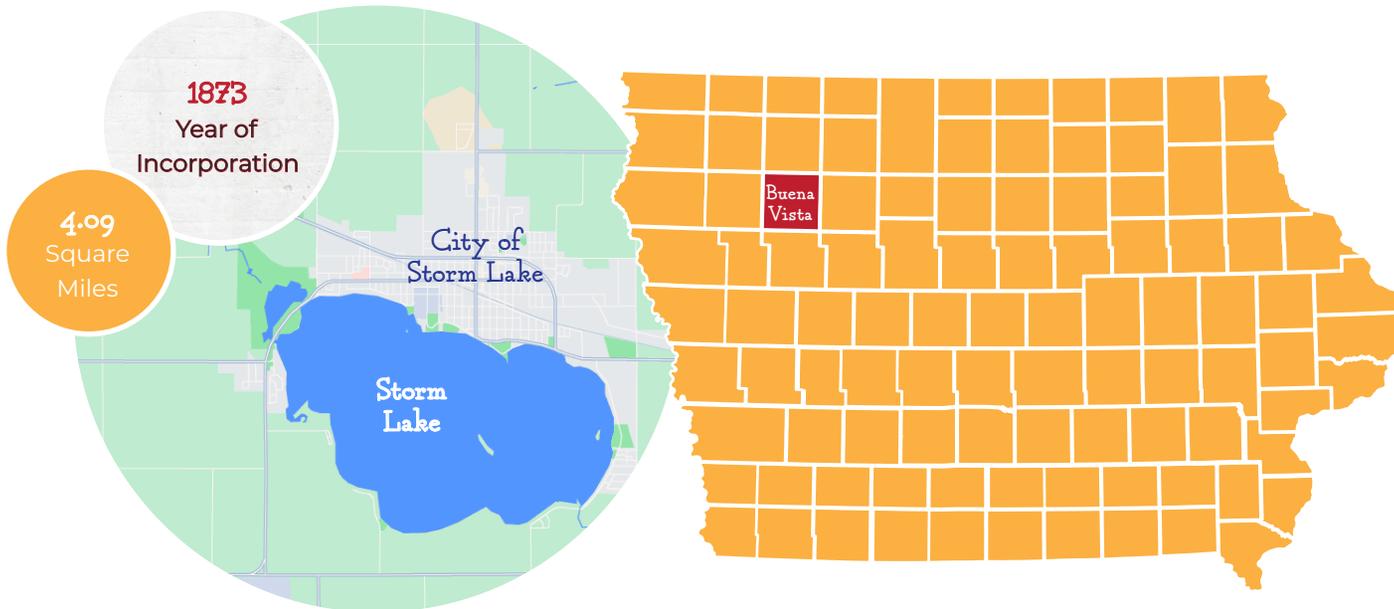
The Lake

Spanning along the shore of its namesake, Storm Lake, the City is in Buena Vista County in northwest Iowa. Mistakenly thought to be the source of the Boyer River, the lake was originally named Boyer Lake. The exact account of how Storm Lake received its name still remains a mystery. Most accounts concur that a storm blew across the lake when the name was being decided, resulting in the name Storm Lake.

Businesses + Attractions

Lake Avenue and downtown Storm Lake has always been the heart of the community – from the earliest days of the 1870s and 1880s when the railroad depots dominated the scene, through the growth of the great hotels like the City (later Columbia) Park, Bradford, and Buena Vista. Over the years, it has seen countless parades, celebrations, and gatherings. Today, much of the classic architecture from the early times remains in place, updated to host modern shops and services—and the entrepreneurs that develop them. Downtown Storm Lake is a destination for holiday events, entertainment, commerce, food, and unique shopping opportunities. Residents and visitors alike rush to get fresh pastries from the Storm Lake Bakery and confections from Storm Lake Candy Co.

While Storm Lake has changed since its incorporation in 1873, traces of its past can still be found in downtown historic buildings such as the former Storm Lake Public Library, built in 1905, which now serves as the seasonal attraction of Santa’s Castle; the Witter Building, located on the corner of Erie Street and East 5th Street, built in 1887; the Masonic Temples on Lake Avenue, built in 1920; and the Harker House, built in 1875, a Victorian era family home now on the National Register of Historic Places.



Check out the **Harker House website!**

harkerhouse.com



Check out this article about the old three-story buildings in Storm Lake!

bit.ly/oldbuildings_stormlake

COMMUNITY DEMOGRAPHICS

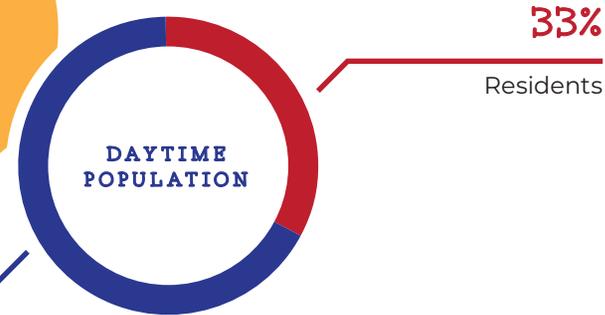
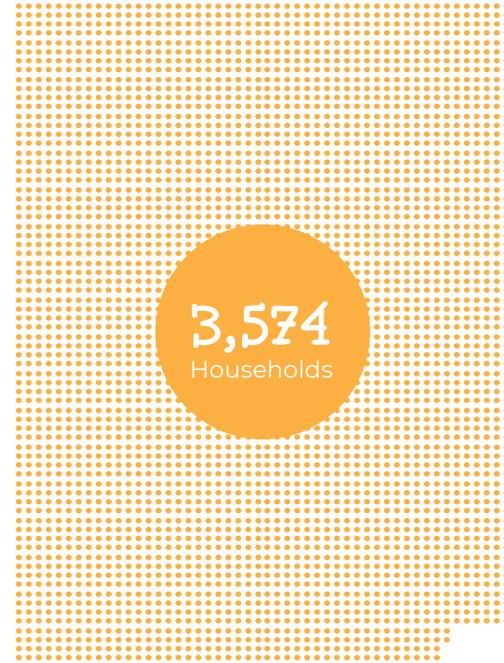
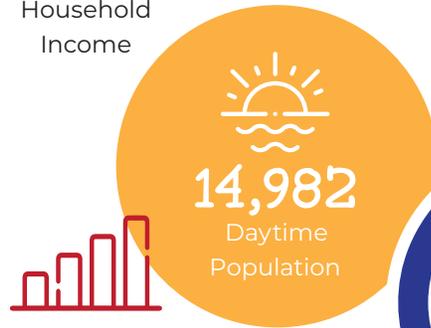
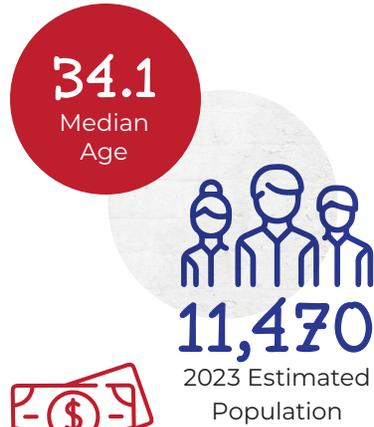
Storm Lake's population grew from the 2000 census record of 10,076 to 11,269 in the 2020 census, with current population estimated at 11,470.

As of the 2020 census, Storm Lake was the most ethnically diverse city in Iowa, with over 60% of the population and over 80% of students in the community's school district identifying as non-white.

According to the United States Census Bureau, the city has a total area of 4.09 square miles.

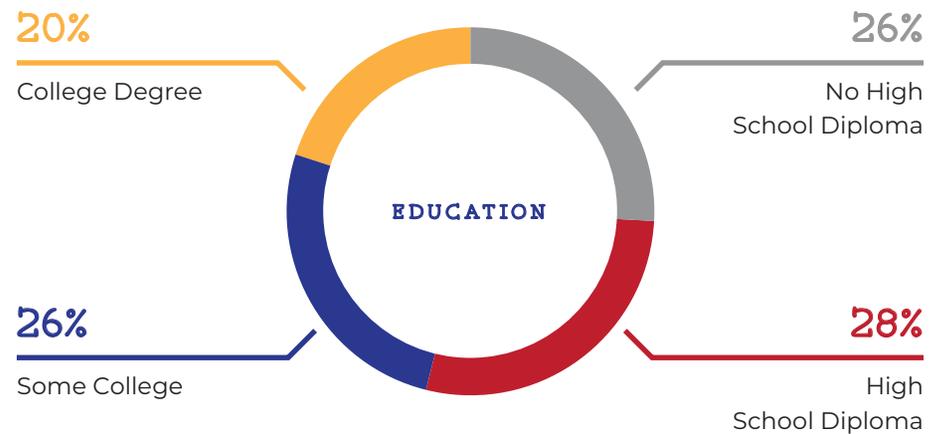
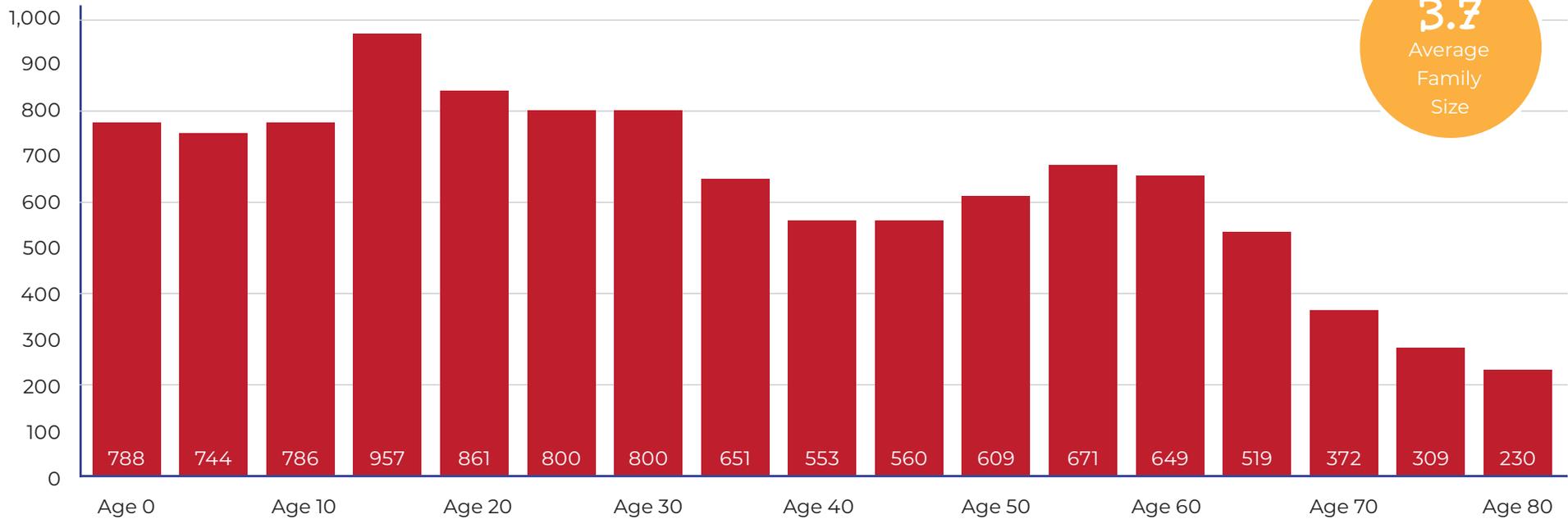


- White (41.69%)
- Hispanic (39.53%)
- Black/African American (4.49%)
- American Indian/Alaska Native (0.72%)
- Asian (15.46%)
- Pacific Islander (4.10%)
- Other Race (19.56%)
- Two or More Races (13.98%)



AGE DISTRIBUTION AMONG STORM LAKE RESIDENTS

3.7
Average Family Size





02

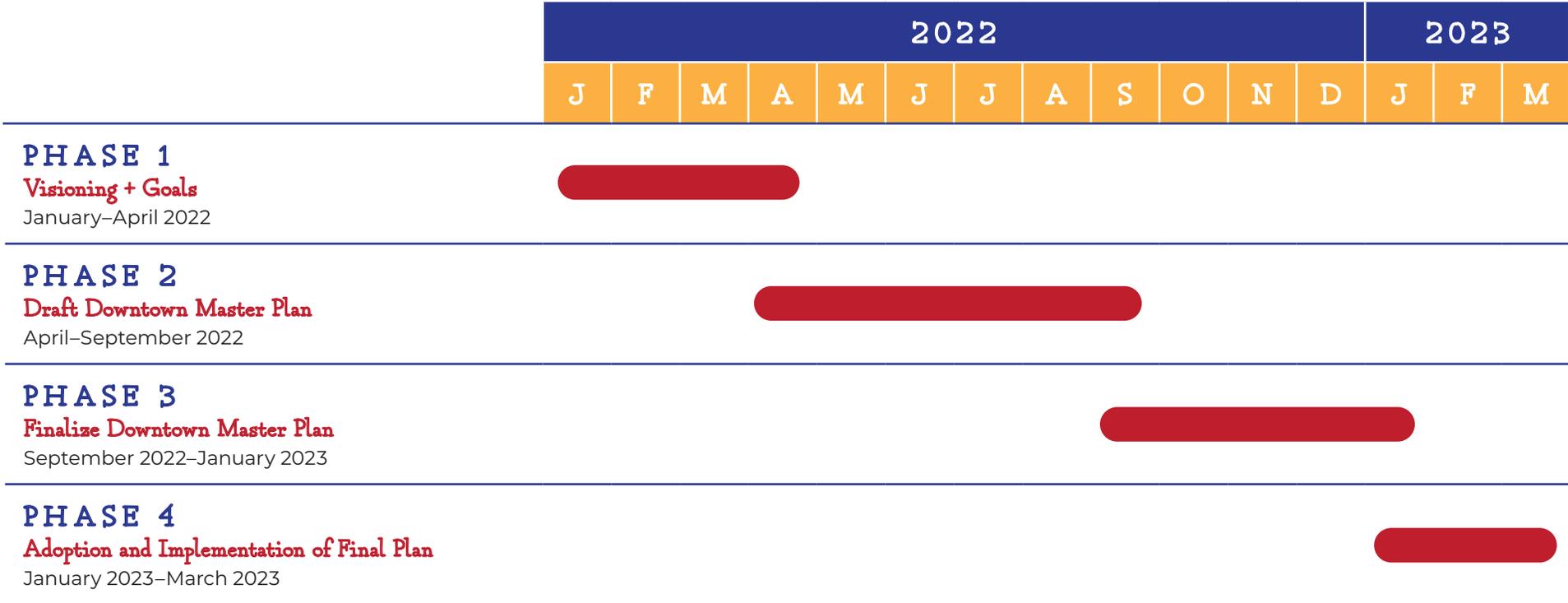
PLANNING
PROCESS
OVERVIEW



PLANNING PROCESS OVERVIEW

PLANNING PROCESS

The process for developing this plan was completed in the four phases outlined below. Information and feedback gathered throughout this process focused on the identified opportunity sites, streetscape and pedestrian connectivity improvements, recommendations, and implementation strategies.



PHASE 1

Visioning + Goals

January–April 2022

Existing Document Review

Prior to the kickoff meeting with City staff and elected officials, ISG reviewed the City's existing plans, ordinances, and regulations. These documents helped guide the master planning process and provided a roadmap for investing in Storm Lake's downtown by both private and public entities. They also helped to create connections between downtown and the community's natural amenities, and in planning for the long-term success of the many components that make up Storm Lake's unique downtown core.

Visioning Sessions + Collaboration

ISG took the information gathered during the kickoff meeting to facilitate focus group discussions with key stakeholders, including representatives from downtown businesses and property owners, civic groups, engaged residents, as well City staff and elected officials. These collaborative discussions were used to guide opportunity site development, plan recommendations, establish wants and needs, and prioritize planning initiatives.

Community Charette + Walking Tour

The planning team facilitated a community design charette with City Staff, elected officials, and engaged stakeholders to create their ideal downtown Storm Lake using the building blocks of streetscape, activities and uses, and building facades. The themes from this charette guided opportunity site development, proposed uses and activities, and prioritization of improvements. Following the community charette, ISG conducted a walking tour site analysis of downtown to better understand the existing conditions. Topics covered during this site analysis included:

- General state and condition
- Aesthetics and design, including opportunities and sites for improvements
- Accessibility and connectivity, including Americans with Disabilities Act (ADA) compliance
- Evaluation of existing and proposed infrastructure
- Review of current amenities and buildings
- Buildings of note (e.g. historically important, needed for redevelopment or reuse, etc.)

ISG incorporated feedback received during Phase 1 into a draft of the Downtown Master Plan that included preliminary opportunity sites, supporting graphics and visualizations, and implementation recommendations. The planning team reviewed the draft plan and its cross-disciplinary components with project stakeholders and the larger Storm Lake community through a series of engagement sessions, utilizing a variety of in-person and electronic methods, including:

- Project Website: *Launched in Spring 2022*
- Ice Cream Social: *A community engagement event that was held at the Storm Lake Candy Co. in August 2022*

PHASE 2

Draft Downtown Master Plan

April–September 2022

PHASE 3

Finalize Downtown Master Plan

September 2022–January 2023

PHASE 4

Adoption and Implementation of Final Plan

January–February 2023

ISG incorporated the feedback received during previous planning phases, project meetings, and engagement efforts into a final draft. Key components were made available for the public to provide input during a second community engagement event, held in conjunction with a special project announcement at the Storm Lake Public Library and Witter Gallery in December 2022.

Materials viewed and commented on by the public at this engagement event included the following:

- Preferred concepts for the seven (7) opportunity sites, which included community gathering spaces, commercial uses, adaptive reuse of downtown structures, and housing opportunities, among others
- Preferred streetscape and alley improvements
- Opportunities for public art integration, wayfinding, and gateway enhancements
- Façade improvements, signage, and furnishings and finishings
- Parking and walkability analysis
- Summary of public feedback received to date

Based on feedback received at the celebratory engagement event, the planning team finalized the Downtown Master Plan, which included opportunity site concepts, streetscape and pedestrian connectivity enhancements, high-quality visualizations, recommendations, and strategies for implementation. The planning team's goal is for the Storm Lake City Council to adopt this Plan and use it as a guidebook for downtown investment, understanding that community leaders and residents have shaped the vision of this Plan and its priorities. The planning team looks forward to supporting the City in enacting this vision for Downtown Storm Lake and assisting in any Plan adoption or implementation needs.

COMMUNITY ENGAGEMENT OVERVIEW

To capture feedback from a wide range of Storm Lake residents and stakeholders, materials at engagement events were made highly visual and offered in multiple languages. Additionally, City Communications Coordinator Dana Larsen and Economic Development Specialist Lee Dutfield made three personal visits to businesses in the designated central business district to gather input early on and throughout the planning process.

- **Focus Group Meetings—March 2022**
Project Introduction + Community Visioning
- **One-on-One with Downtown Business Owners—March/April 2022**
Fact Finding + Stakeholder Visioning
- **Community Design Charette—April 2022**
Opportunity Site Identification, Goals + Priorities to Guide Concept Development
- **Project Website—Spring/Summer 2022**
Solicit Community Feedback on Preliminary Concepts
- **Ice Cream Social + Open House—August 2022**
Input on Preliminary Concepts + Community Priorities
- **Storm Lake Library + Witter Gallery Engagement Event—December 2022**
Feedback on Preferred Concepts



03
OPPORTUNITIES



OPPORTUNITIES

INTRODUCTION

This section explores the opportunities for investment and improvement identified by the planning team, project stakeholders, and residents.

Concepts were developed for:

- Key sites
- Improvements that can be tailored to a variety of alleyways
- Public art opportunities and furnishing and fixtures recommendations
- Facade improvements and signage

DOWNTOWN OPPORTUNITY SITES

This Plan provides a long-term vision (10–20 years) for downtown preservation and improvement. The planning team and project stakeholders identified seven downtown opportunity sites that embody the key considerations and provide avenues for both public and private investment. These sites were identified during the planning process and are not exhaustive, they are representative of the types of improvements and investments supported by project stakeholders and the public. Additional downtown areas may also be prime locations for the types of uses and improvements outlined herein.



EXISTING CONDITIONS, SITE SELECTION, AND OPPORTUNITIES

The following considerations were noted for each of the opportunity sites and influenced the preferred concept that was developed.



Site 1: Michigan Street Event Space

- Parking lot is publicly owned
- Proposed improvements activate a street and area outside of Lake Avenue
- As noted from public engagement feedback, the preferred concept provides a downtown event area and community gathering space



Site 2: Storm Lake Public Library + Witter Gallery Plaza

- This preferred concept envisions the enhancement of an existing, publicly owned area
- Proposed improvements activate an area that is already frequently used by residents as a gathering space and hub for the public with Wi-Fi access



Site 3: Michigan Street Multi-Use

- Building was previously used as a commercial property
- Proposed concept activates an underutilized block of downtown by providing a variety of uses throughout the day



Site 4: Railroad Street Brewery

- Building was previously used as a nightclub and bar
- The current structure provides a large building footprint with ample room for brewery space and outdoor seating



Site 5: Downtown Gateway

- Sites sit on either side of Lake Avenue as you cross the railroad and enter downtown Storm Lake, and these sites provide a unique opportunity to add a gateway or welcoming feature to note arrival in the downtown district
- Understanding that Clough Memorial Park is privately owned but well loved by the community, these concepts respect the existing layout of the park and propose minimal enhanced plantings to complement the proposed uses across the street
- Site on east side of Lake Avenue and Railroad Street was previously used as a commercial and restaurant establishment



Site 6: Residential

- Available lots adjacent to downtown are underused
- The concept provides a multi-family housing opportunity near downtown, a priority that was expressed during public engagement events



Site 7: Meta Bank Redevelopment

- This concept envisions the redevelopment of a building in the heart of downtown
- The current structure provides a large building footprint for adaptive reuse



Recognizing this is a long-term vision for Downtown Storm Lake, the railroad property marking the southern boundary of downtown is noted as opportunity due to its aesthetic significance as a visual gateway to Downtown and opportunities for other uses. The planning team recognizes acquisition opportunities are unlikely at this time.



GENESEO STREET

MICHIGAN STREET

LAKE AVENUE NORTH

ERIE STREET

CAYUGA STREET

WEST 6TH STREET

WEST 5TH STREET

3

1

CITY HALL

7

COUNTY COURTHOUSE

LIBRARY + WITTER GALLERY

2

6

RAILROAD STREET

RAILROAD PROPERTY

5

RAILROAD PROPERTY

4

RAILROAD PROPERTY

1/2 MILE TO STORM LAKE

SITE 1

Community Event Space

The community event space proposed on the corner of Michigan Street and West 5th Street enhances the existing pocket park into an active community plaza, while also maintaining the primary use of the adjacent parking lot. Additionally, a pocket park is explored adjacent to the parking lot along Michigan Street. Other possible sites for a community space include Erie/Railroad Street and Geneseo Street/West 6th Street parking lot along Michigan Street. Proposed improvements for the selected parking areas aim to increase pedestrian safety and green space while maintaining the function of the existing parking lots. Information from the parking study conducted in July 2022 is also shared for each of the alternatives provided.

Cost Estimate

The cost estimate for the public improvements at Site 1 is **\$415,100**.

Please see Appendix D for additional information.



Scale 1"=40' North



Existing Conditions
Intersection of West 5th Street and Michigan Street



Site 1—Alternate A: Geneseo + 6th Street Parking Lot



Overview

- Implement a temporary event space onto the Geneseo and 6th Streets parking lot that feeds into the activated alley.
- Increase pedestrian safety with landscape islands and decrease heat island effect by increasing green space within the parking lot.
- Five parking stalls are lost in this concept.

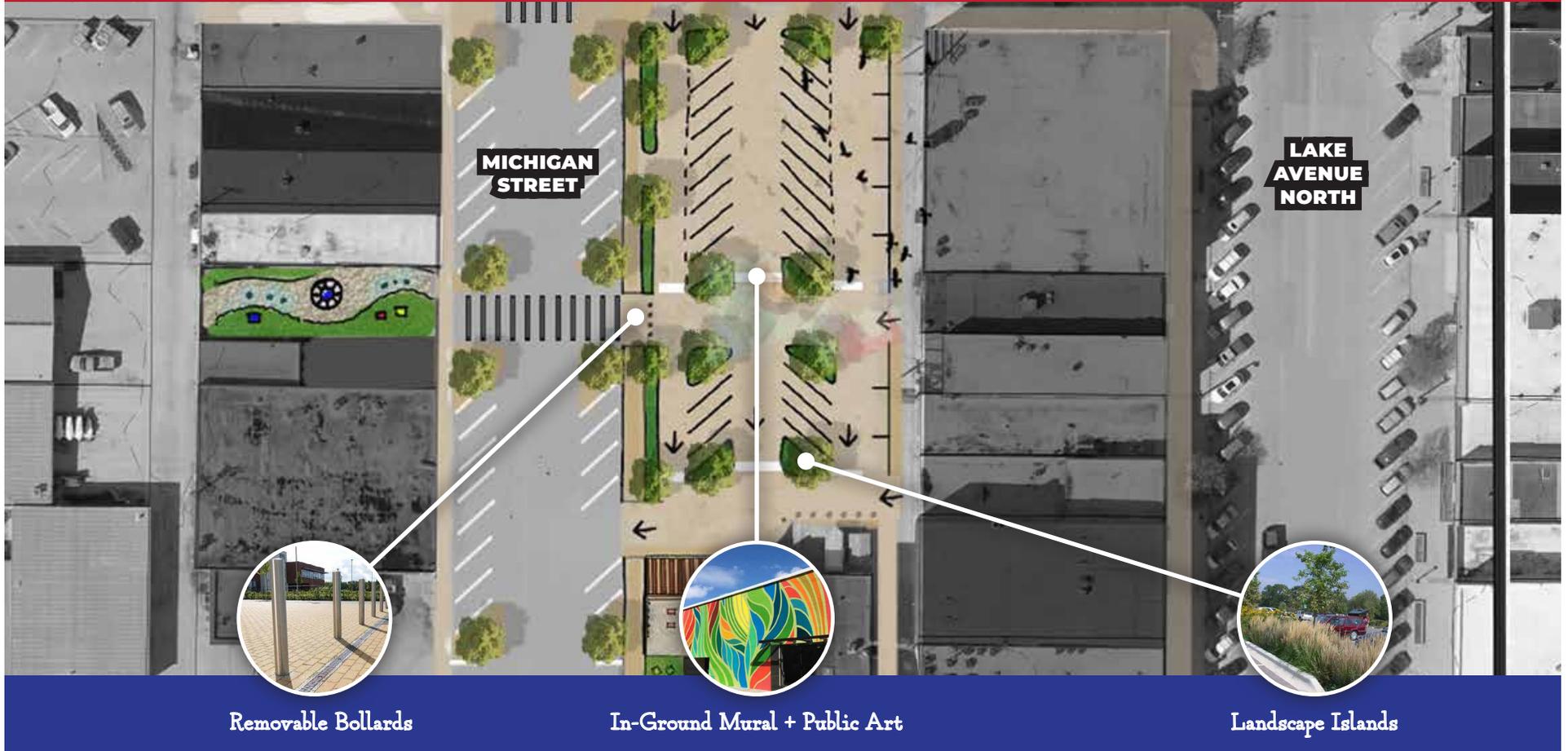
Parking Study Summary

- Total spaces: 40
- Most busy time: Thursday afternoon between 12:00 p.m. and 2:00 p.m.
- Least busy time: Saturday afternoon and evening between 4:00 p.m. and 8:00 p.m.
- On average, 17% of the spaces were full

Cost Estimate

The cost estimate for the public improvements at Site 1, Alternate A is **\$51,000**. Estimates do not include the alley improvements as shown in the graphic above.

Please see Appendix D for additional information.



Removable Bollards

In-Ground Mural + Public Art

Landscape Islands

Overview

- Maintain parking lot and street parking with parking island additions and a focus on the community event space.
- 13 parking stalls are lost in this concept.

Parking Study Summary

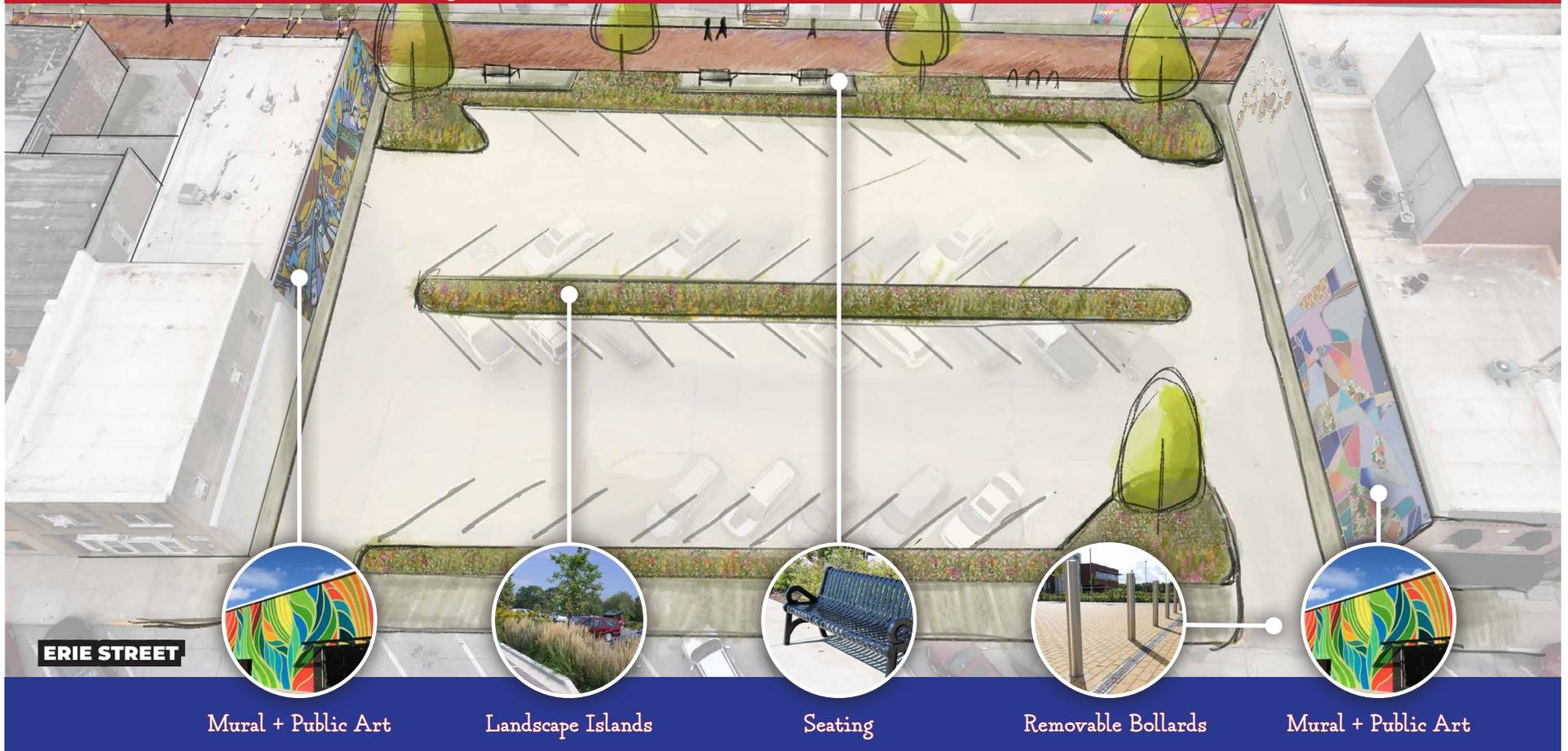
- Total spaces: 71
- Most busy time: Thursday afternoon between 12:00 p.m. and 2:00 p.m.
- Least busy time: Saturday afternoon between 4:00 p.m. and 6:00 p.m.
- On average, 51% of the spaces were full.

Cost Estimate

The cost estimate for the public improvements at Site 1, Alternate B is **\$421,000**.

Please see Appendix D for additional information.

Site 1—Alternate A: Erie + 6th Street Parking Lot



Overview

- Implement a temporary event space onto the Erie and 6th Streets parking lot that feeds into activated alley.
- Maintains all stalls and removable bollards may be used to temporarily restrict vehicles during events within the parking lot.

Parking Study Summary

- Total spaces: 44
- Most busy time: Thursday afternoon between 4:00 p.m. and 6:00 p.m.
- Least busy time: Saturday afternoon and evening between 4:00 p.m. and 8:00 p.m.

Cost Estimate

The cost estimate for the public improvements at Site 1, Alternate C is **\$167,400**.

Please see Appendix D for additional information.

This page is intentionally left blank.

SITE 2

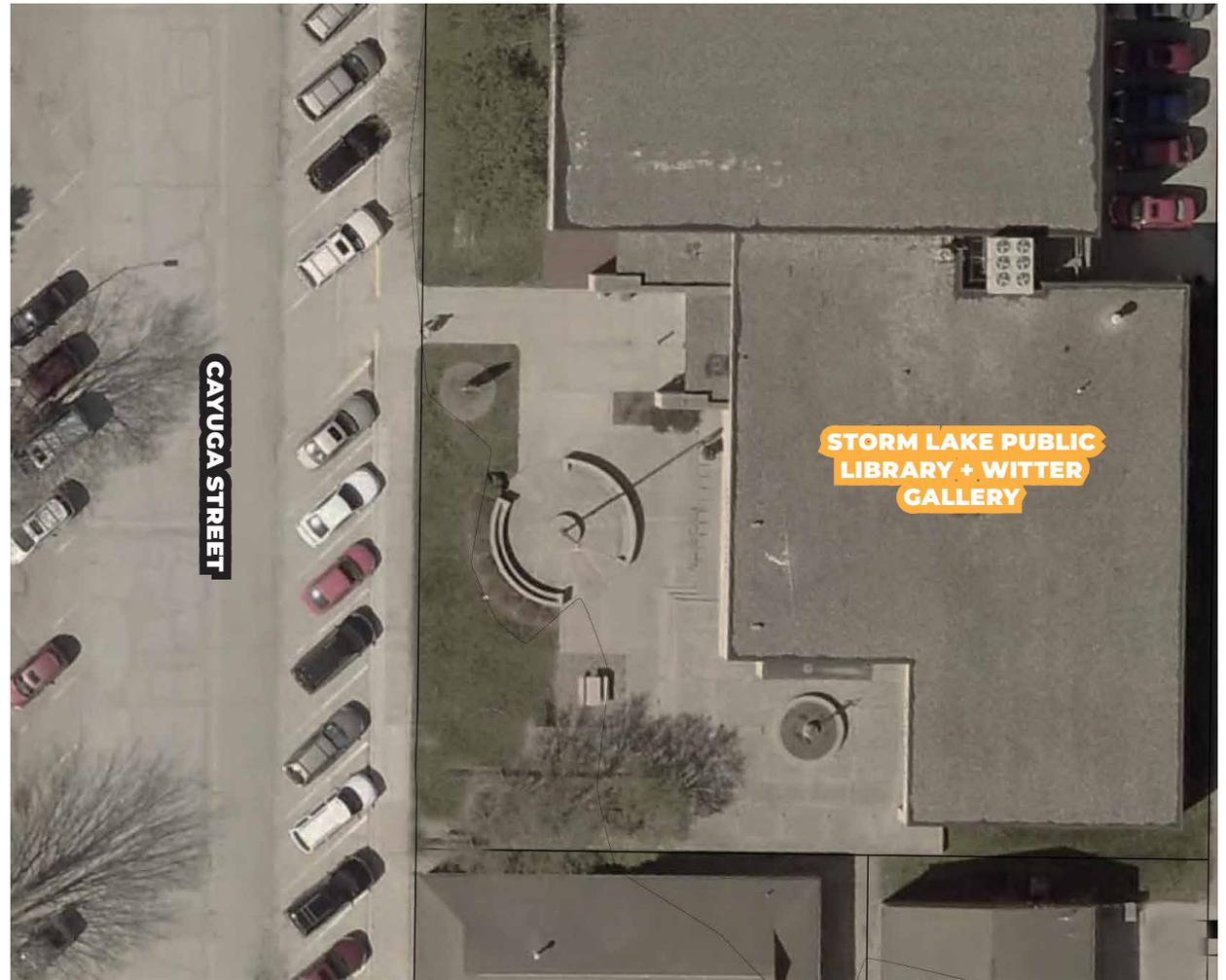
Library + Witter Gallery Plaza

Storm Lake's Public Library and Witter Gallery Plaza enhances existing publicly owned land while activating the frequently used gathering space with sensory play, shade structures, seating, plantings, and charging stations to leverage existing Wi-Fi access.

Cost Estimate

The cost estimate for the public improvements at Site 2 is **\$377,600**.

Please see Appendix D for additional information and phasing recommendations.



Scale 1"=20' North





Sensory Play



Permanent Structure



Seat Walls



Chess/Checker Tables



Murals



USB Charging Bollard

SITE 3

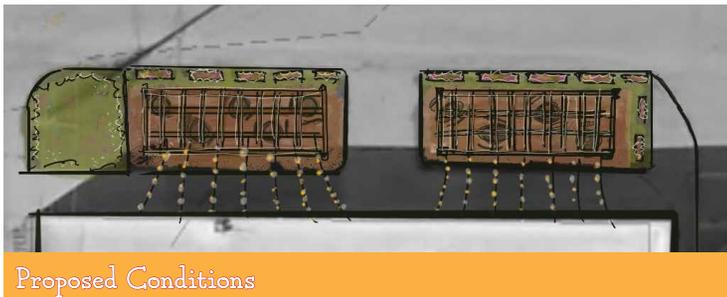
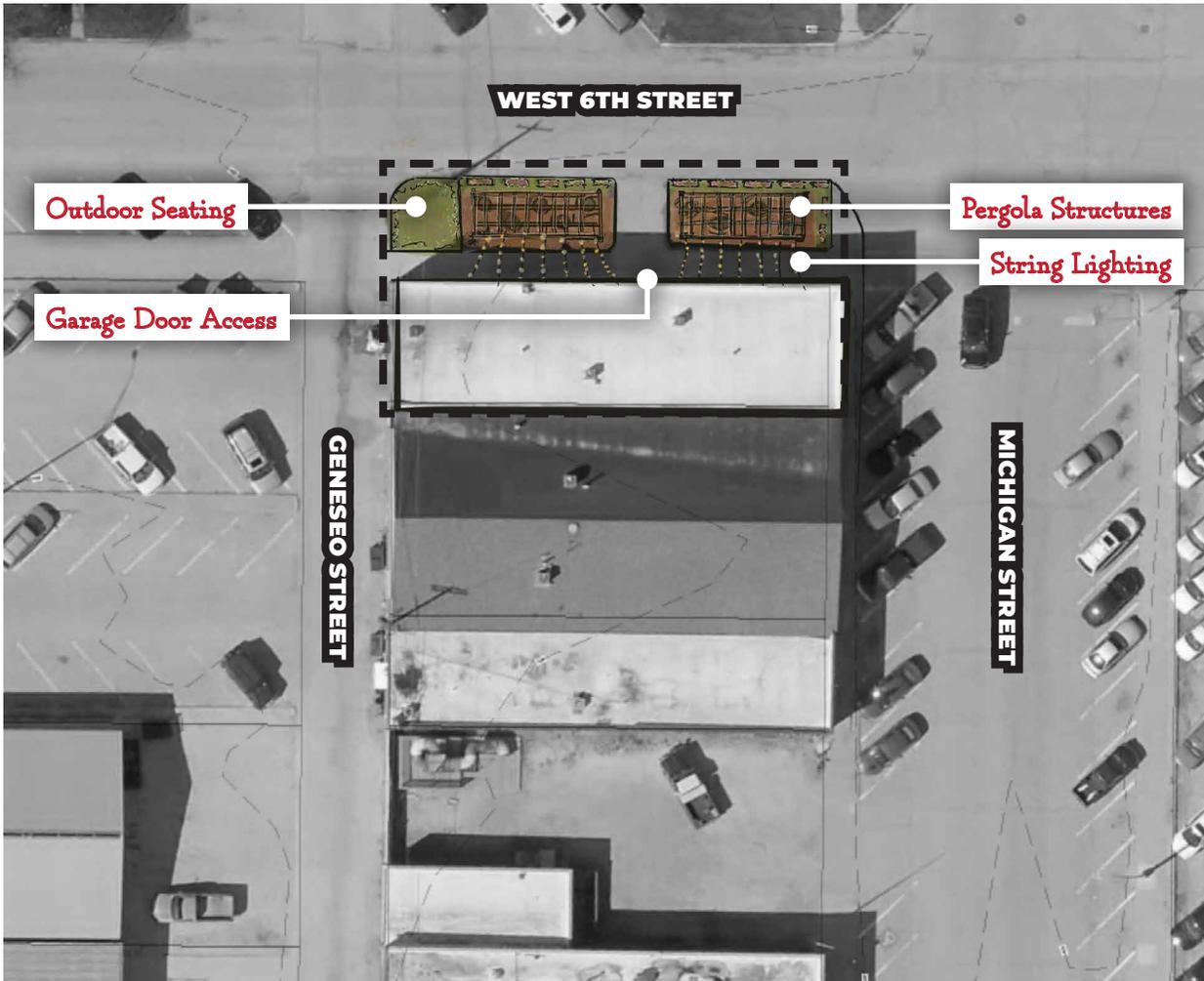
Michigan Street Multi-Use Building

Michigan Street's multi-use building is located on the corner of Michigan Street and 6th Street. Envisioned as an opportunity for private sector investment, this retrofit of the existing building expands commercial programming into the side yard, providing an opportunity for outdoor dining and entertainment.



Scale 1"=20' North

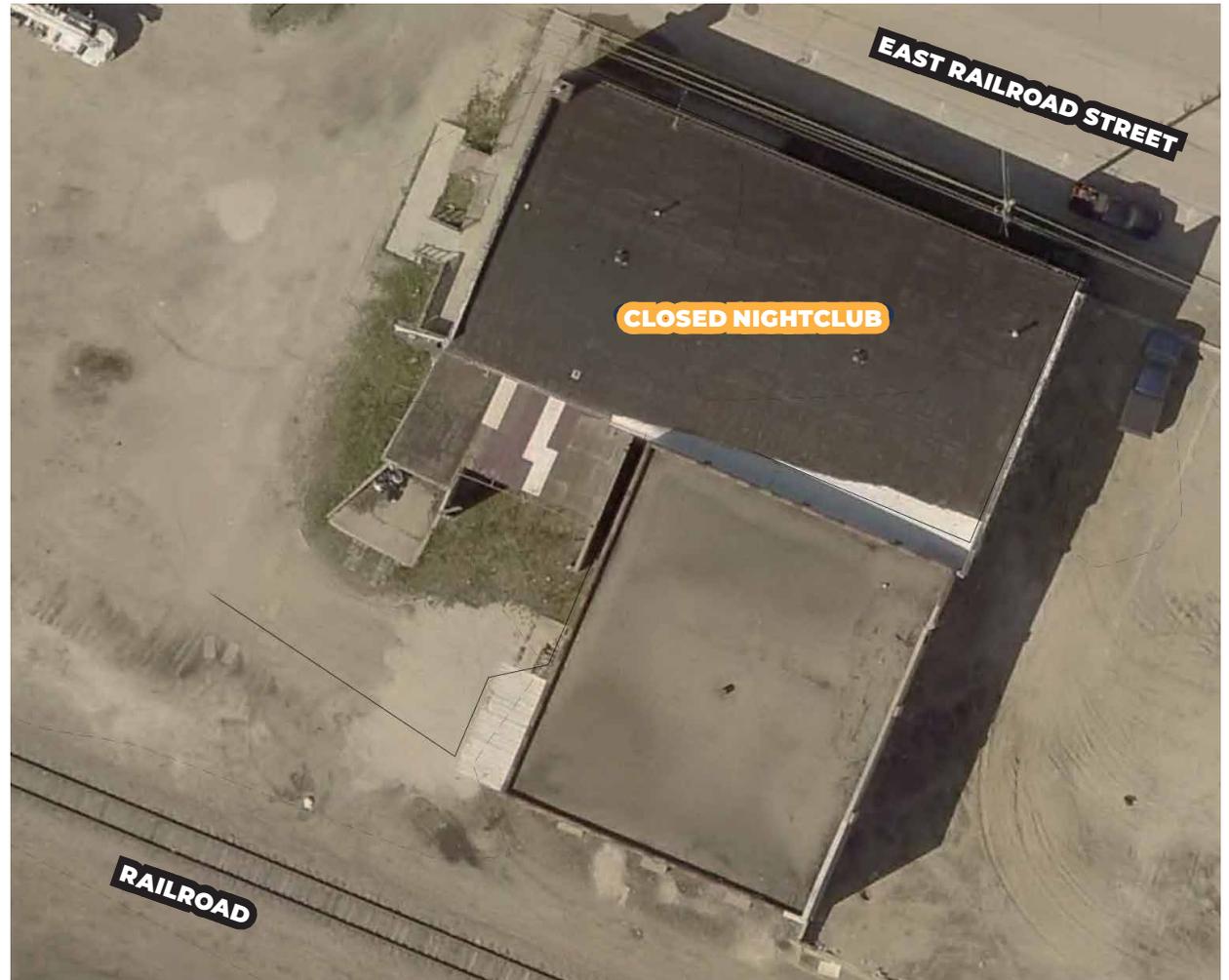




SITE 4

Railroad Street Brewery

A renovated brewery is proposed on Railroad Street between Erie Street and Cayuga Street. Envisioned as an opportunity for private sector investment, this adaptive reuse of the existing structure offers an upper and lower patio space alongside a seasonal outdoor bar with outdoor games, shade, and ambient lighting.

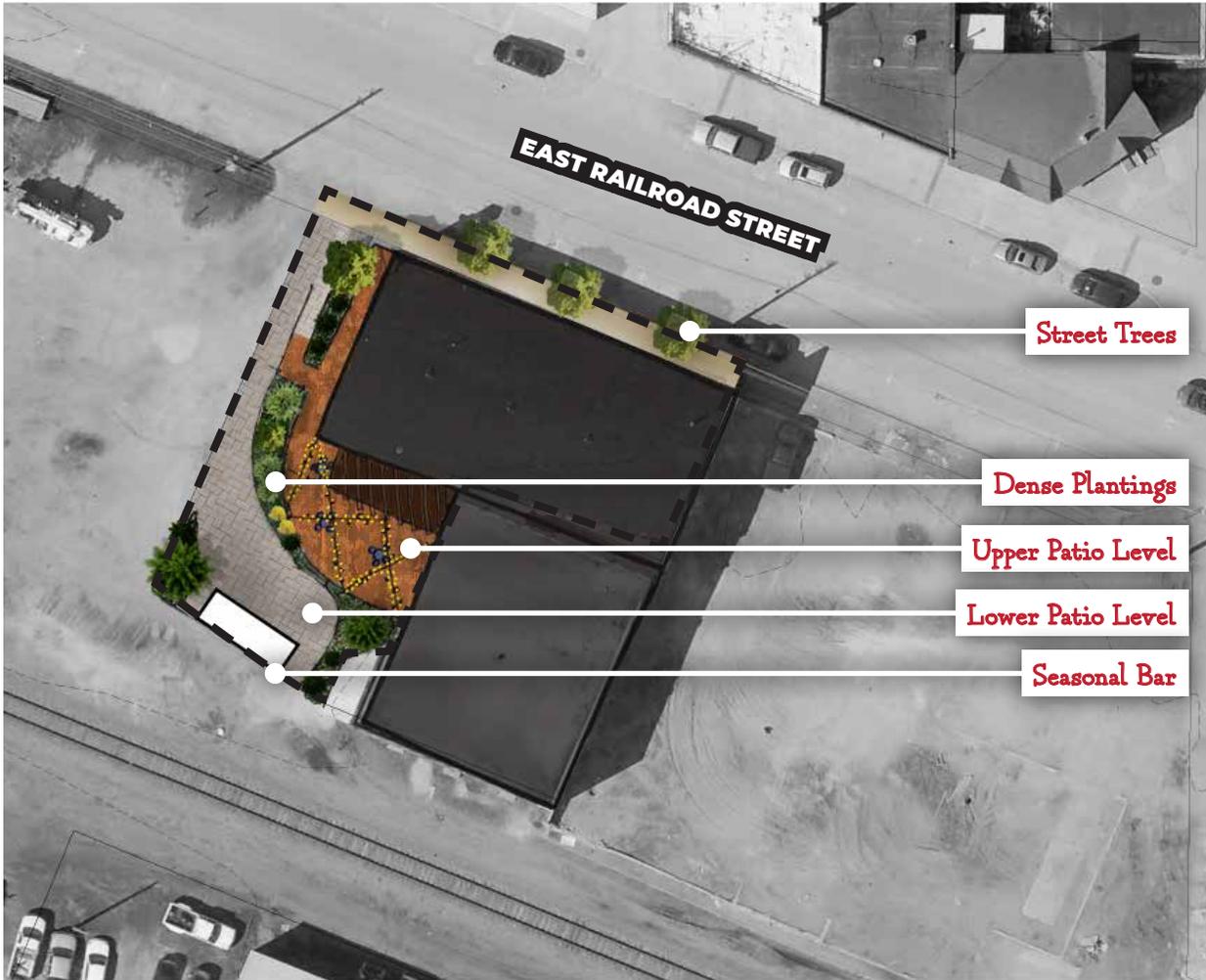


Scale 1"=20' North



Existing Conditions





Seasonal Bar



Upper Level Patio



Lower Level Patio



Proposed Conditions



Dense Plantings



Lower Patio Games

SITE 5

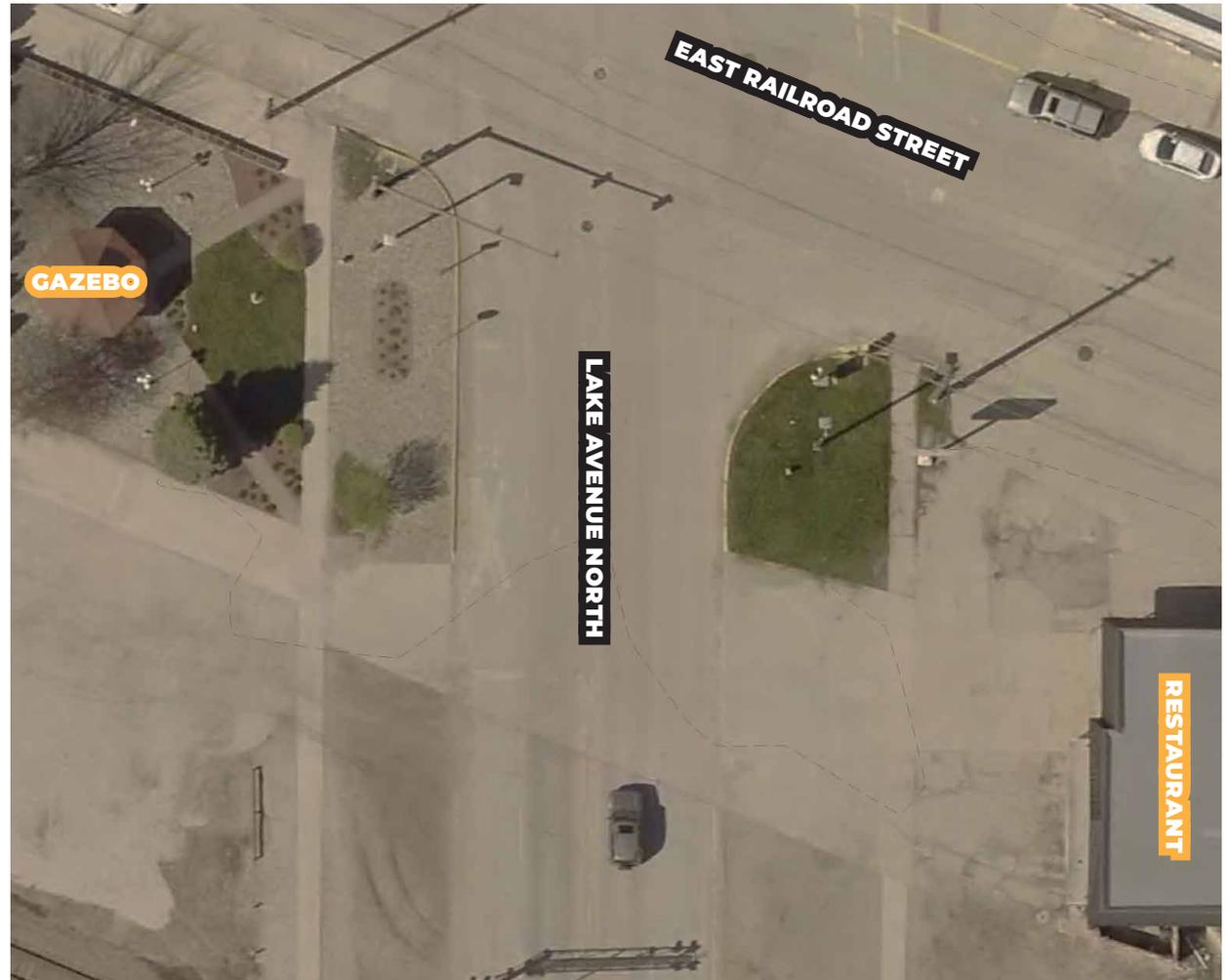
Downtown Gateway Opportunity

Located at Lake Avenue North and East Railroad Street, the downtown gateway provides a downtown entrance. The proposed active wine bar and patio includes features such as: a fire pit, bar-top seating, shaded seating, and xeriscaping plantings.

Cost Estimate

The cost estimate for public improvements at Site 5 are **\$418,900**.

Please see Appendix D for additional information.



Scale 1"=20' North





Shade Structures



Lighthouse



Fire Pit



Murals



Xeriscaping Plantings



Proposed Conditions



Bar Seating

SITE 6

Residential Opportunity

Adjacent to downtown, the block bordered by Seneca Street and East 5th Street offers an opportunity for multi-family housing.

The row home and apartment building concepts feature amenities including on-site parking, a courtyard, and a playground.



Scale 1"=20' North





Row Homes



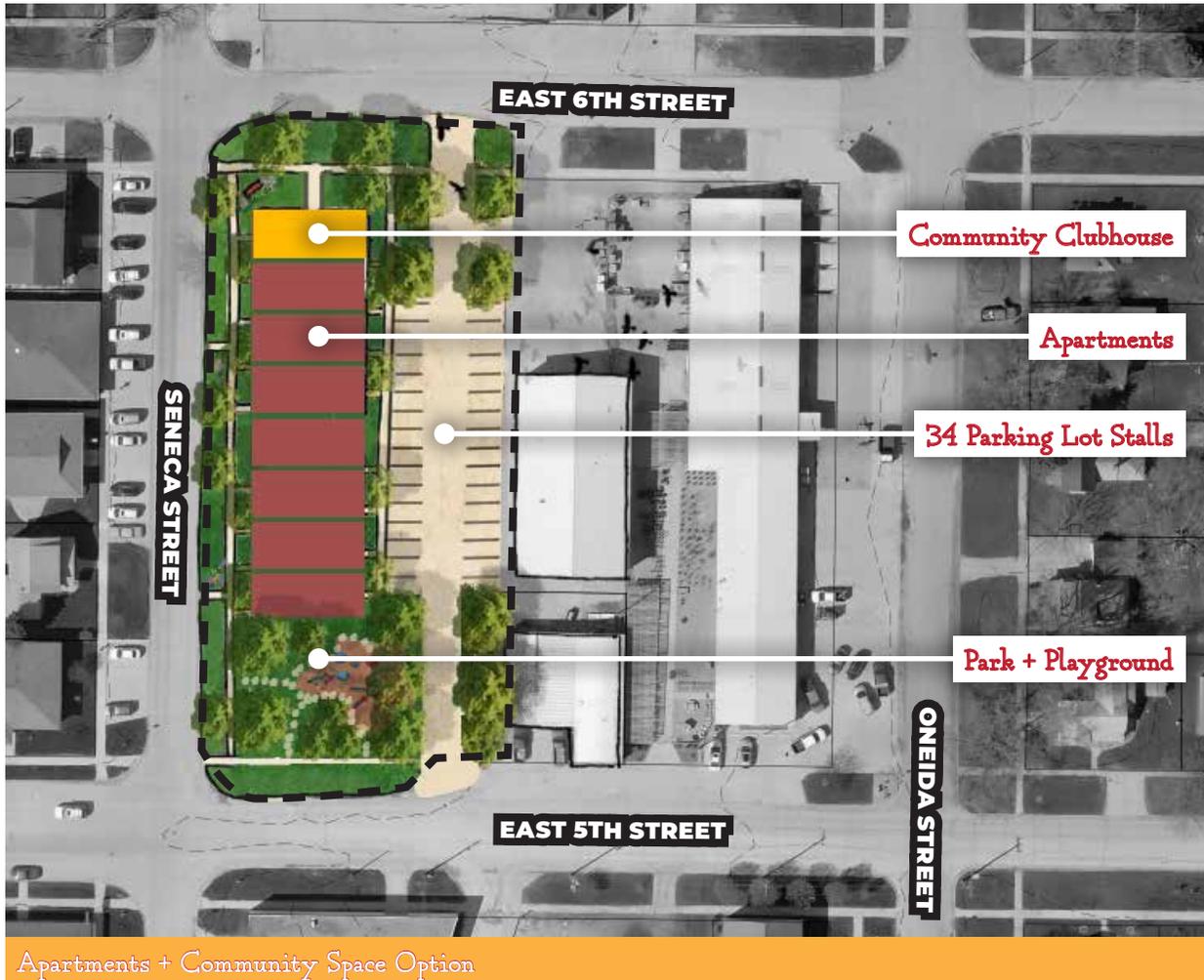
Courtyard



Parking Garages



Entry Feature



SITE 7

Meta Bank Redevelopment Opportunity

Located on the corner of Erie Street and East 5th Street, the former Meta Bank property is envisioned as an opportunity for redevelopment and private sector investment. The concepts explored for this property include redevelopment into a multi-family residential property with approximately eight units or a commercial active play and/or recreational space geared toward children and families.



Existing Conditions

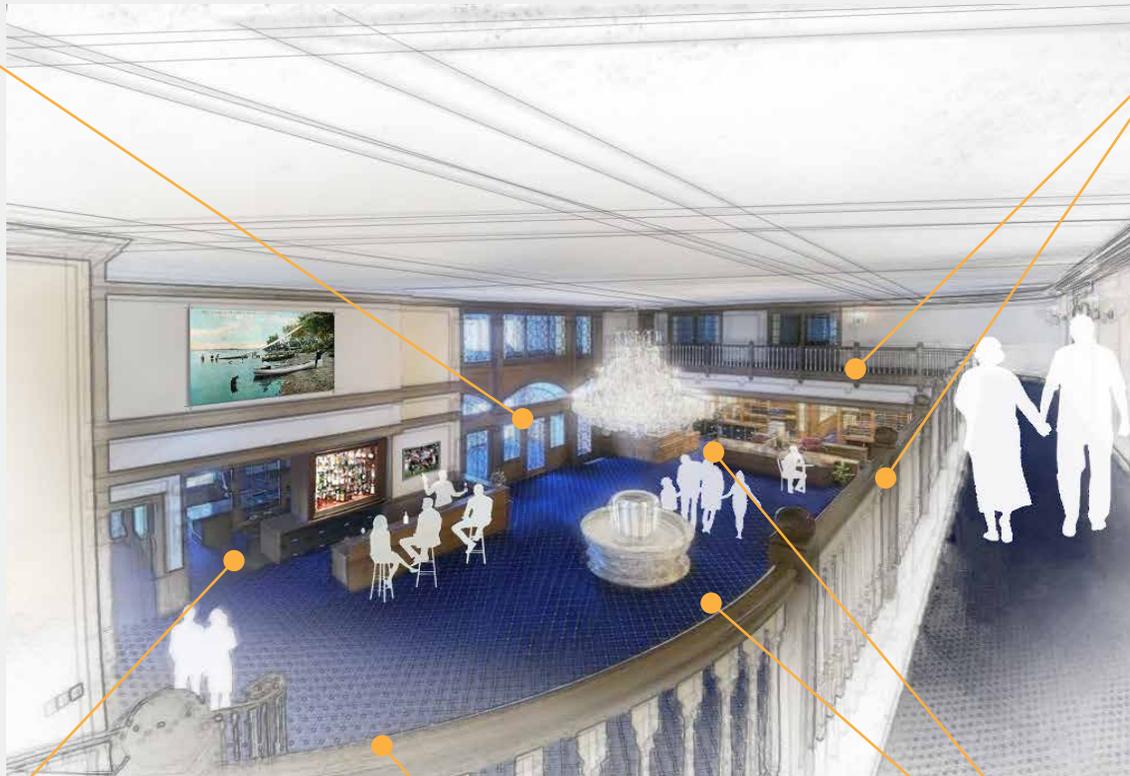
Scale 1"=20'  North



VIEW OF ATRIUM SPACE FROM SECOND LEVEL

High Quality Finishes

Existing millwork and wood trim are high quality and in good condition. The impressive wood and glass vestibules make for a grand sense of entry.



Private Space

Between the main level, second level, and basement, the building has approximately 10,300 sq. ft. of private space, ideal for development into commercial offices for 20-40 staff, 8-10 private residential dwelling units, commercial kitchen or production areas, or other private uses.

Semi-Private Space

Between the main level and second level, the building has approximately 1,500 sq. ft. of semi-private space ideal for development into lounges, conference/meeting spaces, exercise rooms, indoor recreation, or a small cafe/bar area.

Atrium Space

At approximately 1,900 sq. ft., the high volume and dramatic space is ideal for gatherings, common areas, dining, event space, and other social functions.

Chandelier + Fountain

Unique existing design features that activates the atrium space.

Proposed Conditions

DEVELOPABLE SPACE ≈ 13,700 SQ. FT.

Potential Building Uses

- Commercial Office Space (20–40 Staff)*
- Small Multi-Family Residential (8–10 Dwelling Units)*
- Active Play and/or Recreational Building*
- Brewery/Distillery and Event Center*
- Funeral Home and/or Hospice Center*

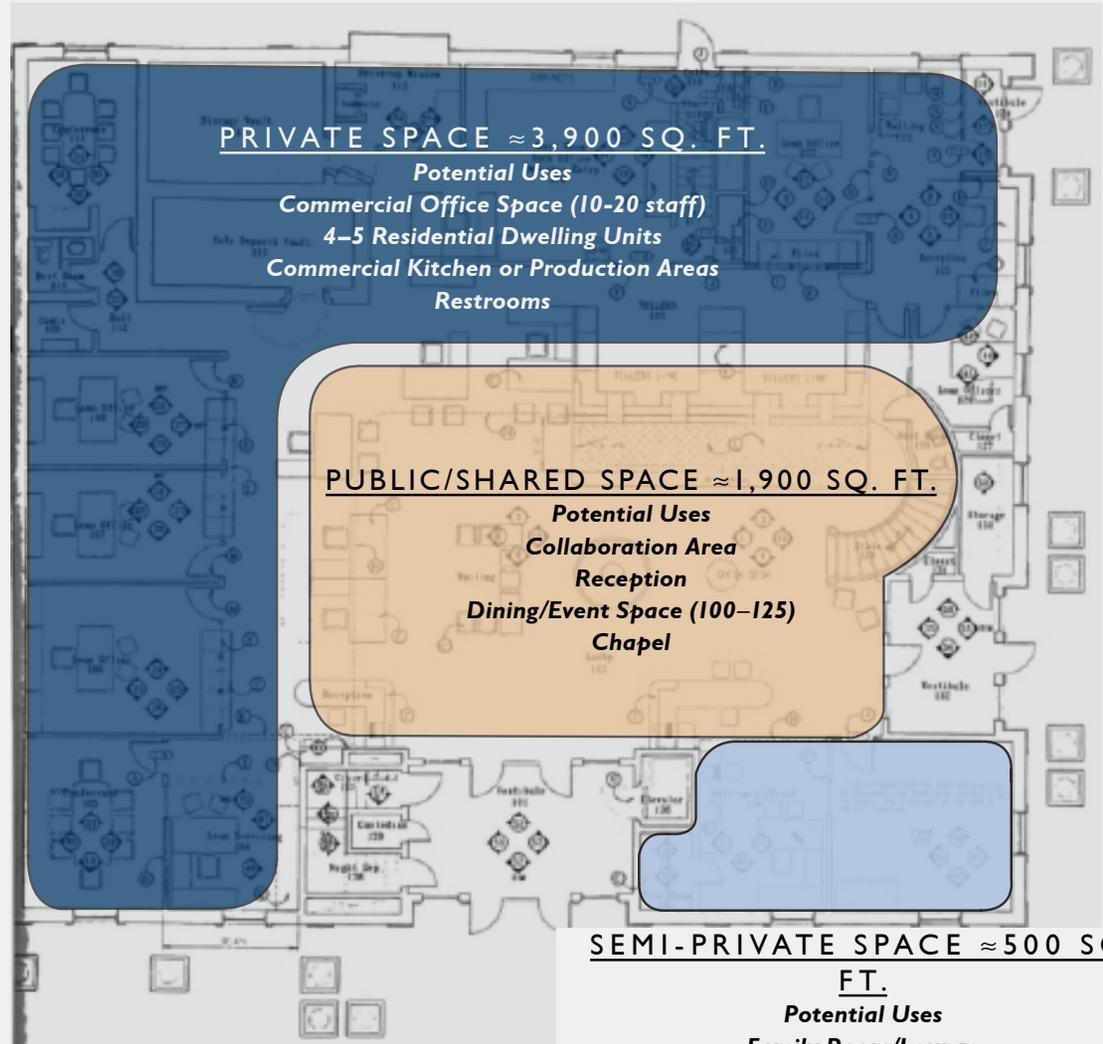


BASEMENT FLOOR PLAN

DEVELOPABLE SPACE ≈ 13,700 SQ. FT.

Potential Building Uses

- Commercial Office Space (20–40 Staff)*
- Small Multi-Family Residential (8–10 Dwelling Units)*
- Active Play and/or Recreational Building*
- Brewery/Distillery and Event Center*
- Funeral Home and/or Hospice Center*

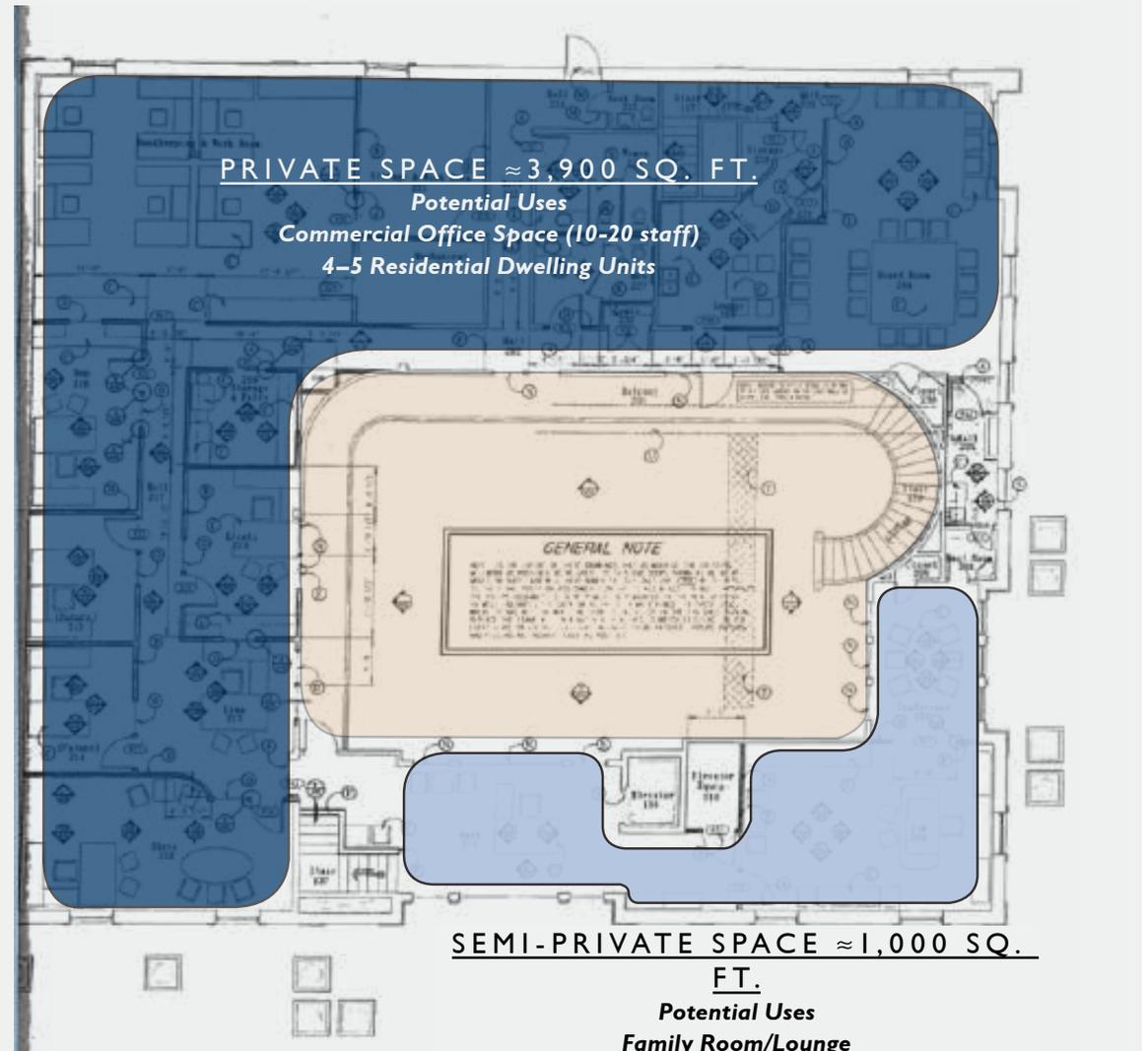


FIRST FLOOR PLAN

DEVELOPABLE SPACE ≈ 13,700 SQ. FT.

Potential Building Uses

- Commercial Office Space (20–40 Staff)*
- Small Multi-Family Residential (8–10 Dwelling Units)*
- Active Play and/or Recreational Building*
- Brewery/Distillery and Event Center*
- Funeral Home and/or Hospice Center*



PRIVATE SPACE ≈ 3,900 SQ. FT.

Potential Uses

- Commercial Office Space (10-20 staff)*
- 4–5 Residential Dwelling Units*

SEMI-PRIVATE SPACE ≈ 1,000 SQ. FT.

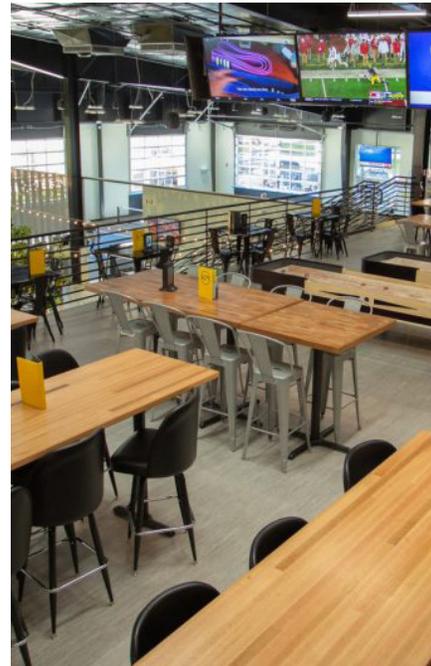
Potential Uses

- Family Room/Lounge*
- Conference/Meeting Room*
- Exercise Area, Spa, Rec Room*

SECOND FLOOR PLAN



Residential Space



Active Play

PUBLIC ART INTEGRATION

Public art is a vital piece in creating a vibrant and lively downtown and is a useful tool to add color and visual interest in areas often overlooked. Most often thought of as sculptures, public art can range from functional benches to murals that tell a story or sidewalk art. Public art can act as the focal point for community events or be combined with existing places of interest to further enhance the location. A variety of public art opportunities are explored in the opportunity site concepts in this Plan including in-ground murals, unique furnishings, traditional murals, poetry and art walls, and sculptures to show how public art can be integrated into downtown improvements at any scale.

Additionally, during this planning process, mosaic murals were explored in collaboration with Witter Gallery and artists from Zacatlan, Mexico as an opportunity to integrate public art and cultural diversity into downtown Storm Lake. A feasibility memo that was provided during this process can be found in Appendix B.



Public Art



Mosaic Murals



Local Newspaper Article

“Muralists imagine Storm Lake as their canvas.”

bit.ly/stormlake_mural

FURNISHINGS + FINISHINGS



Bike Racks

Providing bicycle parking along Lake Avenue, and Michigan and Erie Streets, will promote alternate transportation use in the downtown area, and will enhance the connectivity to the Lake and Buena Vista University. Locating them strategically provides a safe location for cyclists to lock their bike within view of their destination.

Lighting

Lighting should provide not only the function of illuminating the streets and sidewalks, but also provide layers of light to storefronts, art, and add energy throughout the downtown area. The public expressed interest in continuing the seasonal LED building lighting throughout the duration of the year and also continuing the Lakeside Trail style of lighting to the downtown area. The City should coordinate on lighting upgrades with their electricity provider.

Planters

Planters provide a small detail with big impact to help enrich the pedestrian experience. They provide seasonal color, an opportunity to integrate public art downtown, and potentially alternative seating options. The city should consider phasing out the existing concrete planter beds as Lake Avenue streetscape improvements are made and integrate new planter beds into the downtown streetscape.

Seating

Outdoor seating options were one of the most requested items from the community for downtown improvements and are an essential component of a pedestrian friendly downtown and streetscape. A variety of options give the user options for comfort and to promote time spent downtown.

Trash + Recycling Receptacles

Providing both trash and recycling receptacles throughout downtown was another highly requested item during community engagement events. They provide an opportunity to blend with other site furnishings selected and can possibly provide an opportunity to integrate public art or the City's branding. Installing new trash and recycling receptacles during the beginning phases of implementation would be a low cost, high impact improvement and may help build public support for additional investments.



ALLEY OPPORTUNITIES

Alleyways play a significant connective role in downtowns, not only for vehicle traffic and commercial deliveries to downtown businesses, but also for pedestrians accessing public parking lots, businesses, and amenities. The slate of alley improvements outlined in this Plan range from those intended to maintain the alley's multi-modal function while enhancing its aesthetics, to improvements aimed toward transforming an alley into a vibrant, pedestrian-oriented gathering space. Improvements visualized for alleyways include the following:

- Commercial dumpster screening maintains the functionality for downtown businesses, while providing aesthetic enhancements for pedestrians using the alleyways
- Permeable pavers assist with stormwater drainage and enhance the walking surface for pedestrians
- Overhead catenary lighting to transform an alley into a pedestrian-friendly gathering space
- Incorporating public art elements and murals in alleyways to enhance aesthetics and represent the community
- Gathering spaces, programming, and seating for pedestrian-oriented alleyways

Cost Estimates

The cost estimate for the public improvements shown for the West 6th Street and West 5th Street alley section is **\$283,500**, please see Appendix D for additional information.

The cost estimates for the public improvements shown for East 5th Street – Railroad alley section is **\$208,100**, please see Appendix D for additional information.



Gathering Space



Seating



Alley Programming



GENESEO STREET

MICHIGAN STREET

LAKE AVENUE NORTH

ERIE STREET

CAYUGA STREET

WEST 6TH STREET

WEST 5TH STREET

ALLEY

ALLEY

ALLEY

CITY HALL

COUNTY COURTHOUSE

LIBRARY + WITTER GALLERY

RAILROAD STREET

ALLEY

ALLEY

1/2 MILE TO STORM LAKE



Permeable Pavers



Dumpster Screens



Murals



Public Art



Dumpster Screens

Permeable Pavers

String Lighting

FACADE + SIGNAGE IMPROVEMENTS

Facade Improvements

A facade grant program can be a useful and impactful tool to help revitalize, restore, and preserve downtown buildings. By providing funding to help restore items such as awnings, windows, facade masonry, or woodwork, a partnership between the City and downtown business owners can make a positive impact in the overall feel of a downtown.

After reviewing facade grant programs for six cities (Sterling, Illinois, along with Keokuk, Dubuque, Ames, Knoxville, and Dyersville, Iowa), the planning team found the following similarities:

- The programs are reimbursement programs where the building owner must first invest in the refurbishment of their facade under the conditions of the program and then be reimbursed after construction is done. Building owners must also provide matching funding to any grant funding the city contributes to the project.
- Each program has limitations on what is considered eligible construction.
- Each program requires thorough documentation of the construction process, including receipts of incurred costs.
- The programs have deadlines on construction start and end dates to encourage timely spending of grant dollars.

Some cities choose to use a tier system such as Sterling, Illinois, where the potential grant award amount increases in proportion with the size of the project. Signage is closely linked to the facade of a building, with some cities including signage as an eligible use for grant dollars, while others do not.

Facade grant programs typically contain design guidelines that preserve and restore building features that are unique to our downtowns. Recognizing that downtown Storm Lake is comprised of both traditional and modern buildings, the following renderings provide an example of improvements that could be funded through a facade grant program that would accommodate the variety of buildings present in downtown Storm Lake.

In addition to city-funded facade grant programs, there are also a number of state funding programs available for downtown facade improvements, such as the Community Development Block Grant (CDBG) Downtown Revitalization Fund. Successful implementation of a facade improvement program on any level requires partnership between the City, downtown business owners, and other downtown stakeholders.

Signage

Good signage has an important influence on the way residents perceive downtown and its businesses. Easy to read and well-designed signs contribute to an overall welcoming feeling in the downtown area and call attention to individual businesses. Projecting blade signage allows pedestrians and vehicle alike to see where stores are located, while also providing a look and feel that is unique to each business and the downtown area.





MAINTAIN BRICK DETAILS

GOOSENECK LIGHTING

STRIPED FABRIC AWNING (OPTIONAL)

OPEN UP WINDOWS TO ORIGINAL SIZE

WINDOW CLING SIGNAGE <15% COVER

RECESSED ENTRANCE

PEDESTRIAN BLADE SIGN

FRONT VIEW

SIDEWALK VIEW

Traditional Style Facade



WOOD LOOK CEMENT BOARD SIDING & SOFFIT
MAXIMIZE GLASS, MINIMIZE FRAMING
CONTEMPORARY RECESSED ENTRANCE DOOR



Existing Real Estate Specialists Building

"HALO ILLUMINATED" SIGNAGE



Halo Illuminated Sign Example

Modern Style Facade



04
CONNECTIVITY



CONNECTIVITY

INTRODUCTION

The Connectivity chapter explores opportunities for enhancing connectivity between downtown and adjoining areas, while also balancing the needs and safety of vehicular, pedestrian, and bicyclist users. Also included are recommendations for a variety of elements that contribute to connectivity including streetscape improvements, gateway enhancements, parking considerations, and wayfinding.

STREETScape

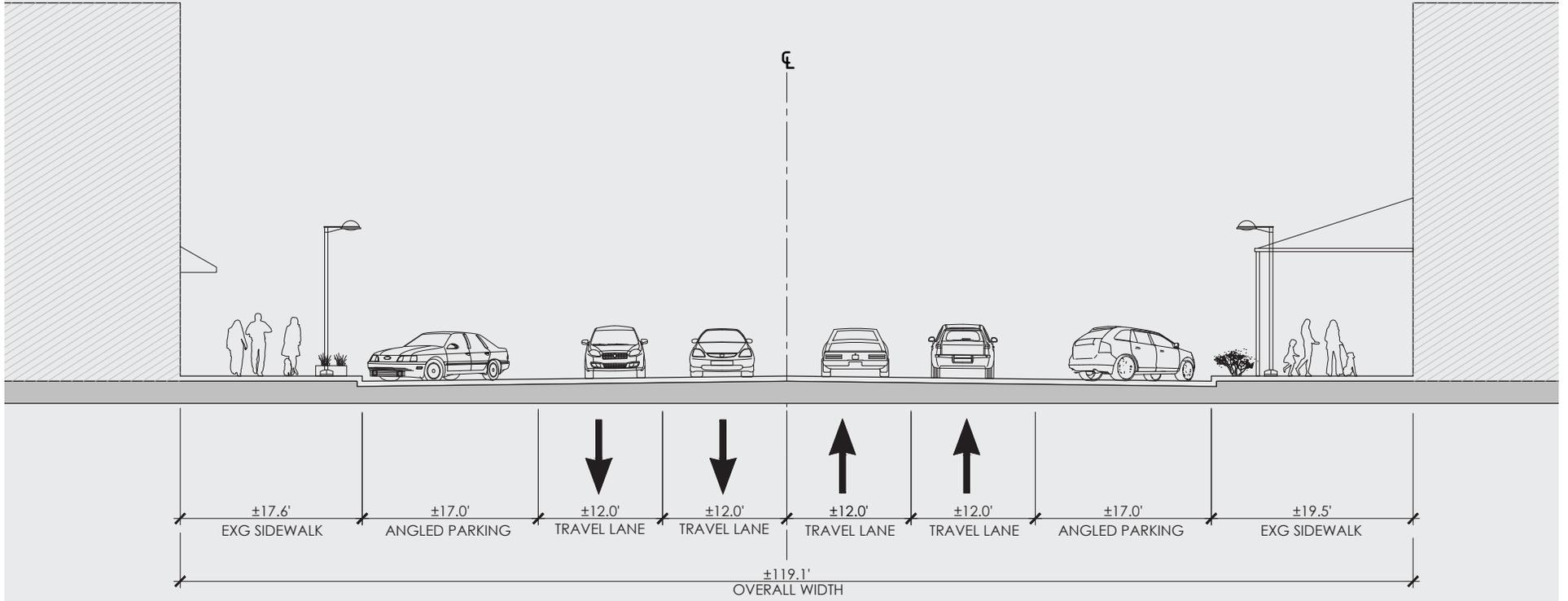
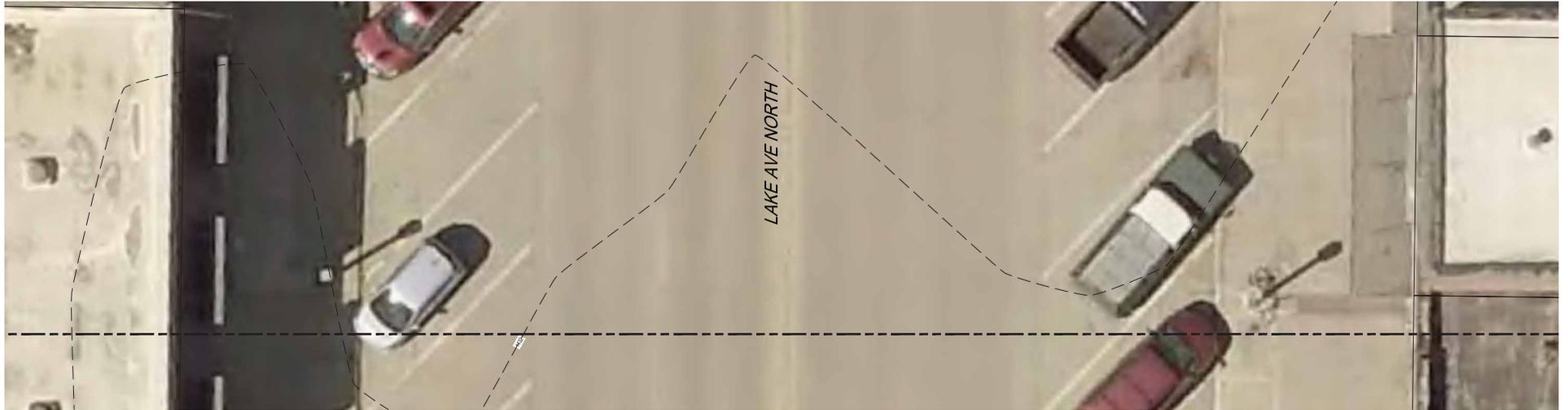
Lake Avenue, North of Railroad Street

Existing Conditions

The main downtown thoroughfare spans four blocks from East Milwaukee Street to Railroad Street. Lake Avenue North, referred to Lake Avenue North of Railroad Street is currently four travel lanes with on-street, angled parking on both sides. As of 2019, IDOT Annual Average Daily Traffic (AADT) counts on this roadway segment range from 5,200 at the northern portion near Milwaukee Street to 3,960 at the southern portion of the four-block stretch. The section of Railroad Street that lies north of Lake Avenue North is currently approximately 119 feet wide from building face to building face: travel lanes are 12 feet wide each, on-street, angled parking is 17 feet wide on both sides, and sidewalk widths vary at 17.6 and 19.5 feet.



Existing Conditions



Existing Conditions

Proposed Conditions

Stakeholders and residents expressed interest in exploring an alternative to the existing streetscape section that would balance the needs of vehicular traffic, while also being friendlier for pedestrian and bicycle users. Residents noted they felt unsafe when crossing Lake Avenue north of Railroad Street due to higher rates of vehicular speed and the long, unprotected crossings for pedestrian users. Additionally, residents also expressed an interest in providing bicycle accommodations to connect downtown with the Lake.

The planning team explored a variety of alternatives with the public including a lane conversion from four-to-three with no bike lanes, a four-to-three lane conversion with protected bike lanes, no changes to the existing streetscape, and a center parking lane alternative to provide additional parking downtown. Overwhelmingly, Storm Lake residents favored the four-to-three lane conversion option (80% in favor), with the majority of these residents favoring the four-to-three lane conversion option with protected bike lanes. This three-lane option connects downtown to the Lake with a protected bike lane and angled parking separating car traffic from bicyclists. The sidewalk width remains the same, enabling business owners to expand programming onto the sidewalk, such as adding outdoor café seating.

Recognizing that some residents may have questions or concerns about a reducing the number of lanes, the Iowa Department of Transportation (Iowa DOT) provides answers to some common questions that arise regarding a four-to-three lane conversion.

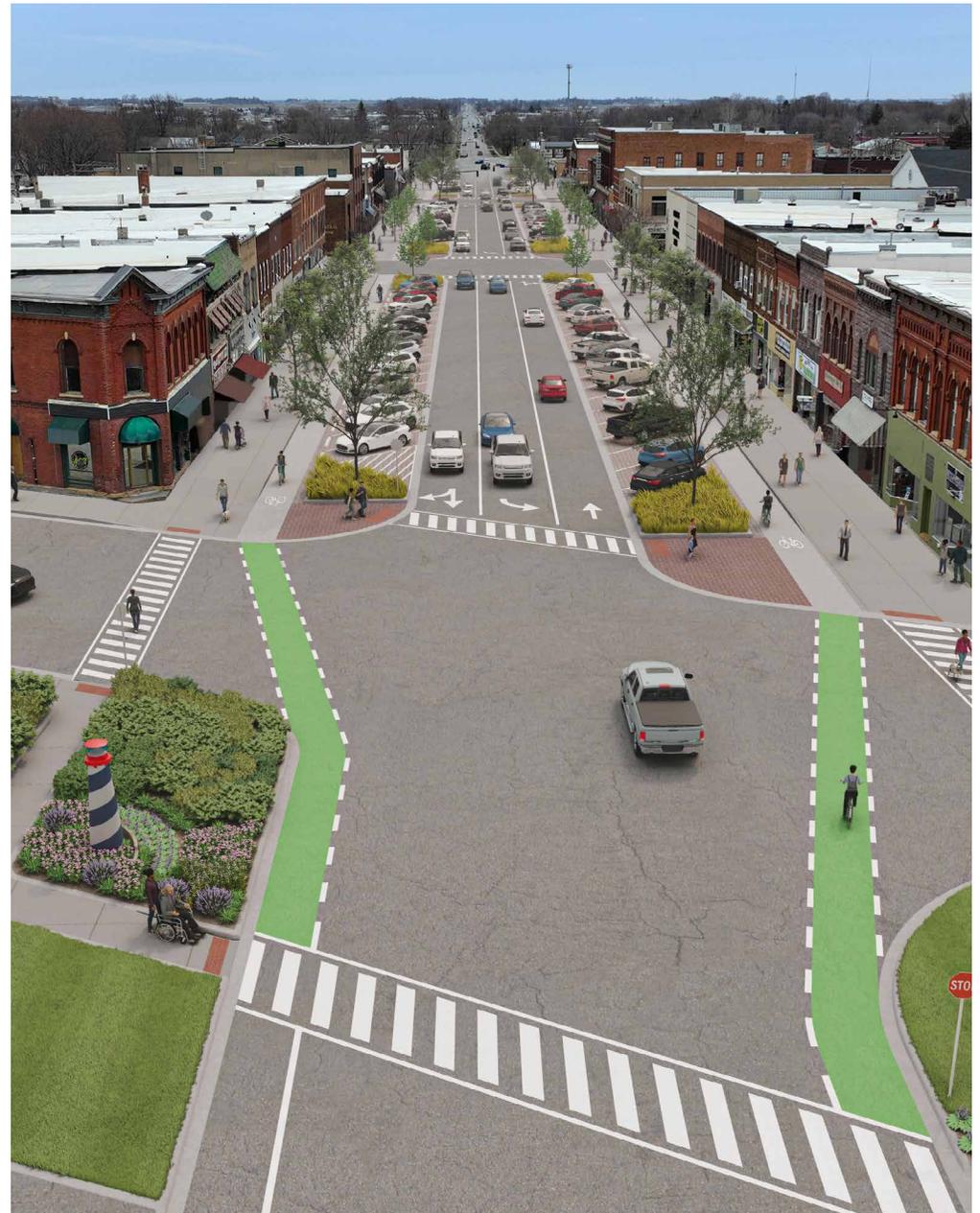


Access the resources here:
[iowadot.gov/traffic/4-to-3-lane-conversion/
4-to-3-lane-conversion-myths](https://iowadot.gov/traffic/4-to-3-lane-conversion/4-to-3-lane-conversion-myths) 

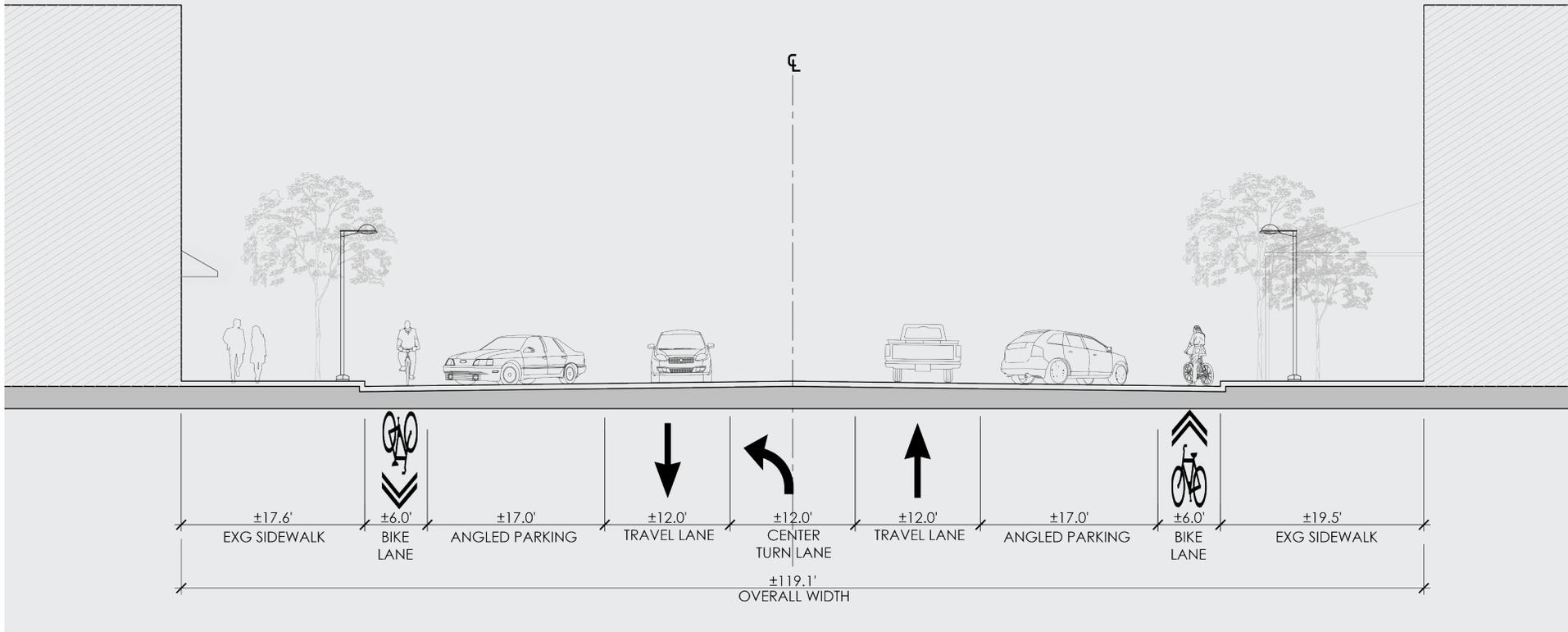
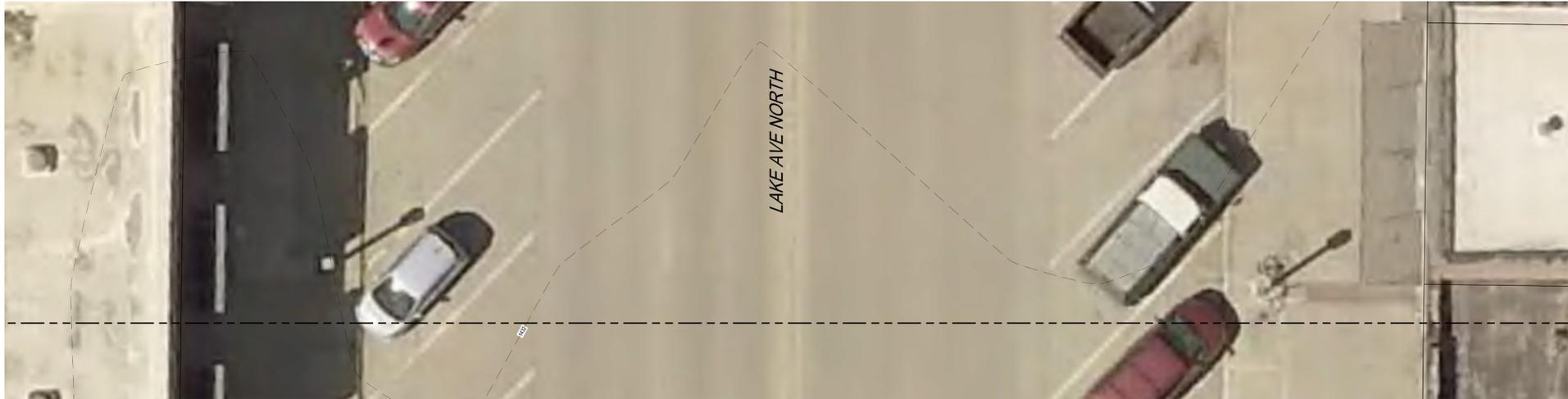
Cost Estimate

Cost estimates for these roadway improvements range from approximately **\$1.1 to \$1.7 million** per block.

Please see Appendix D for additional information.



Proposed Conditions



Proposed Conditions

Lake Avenue South of Railroad Street

Existing Conditions

A critical connector between downtown and the Lake, referred to as Lake Avenue south of Railroad Street in this Plan, is currently two travel lanes with on-street parallel parking on both sides. As of 2019, IDOT Average Annual Daily Traffic (AADT) counts on this roadway segment were 2,830. The right-of-way for Lake Avenue south of Railroad Street is currently 120 feet wide: travel lanes are 17 feet each, on-street parallel parking is eight feet on both sides, terrace width varies at 27.2 and 30.1 feet, and sidewalk width is six feet on both sides.

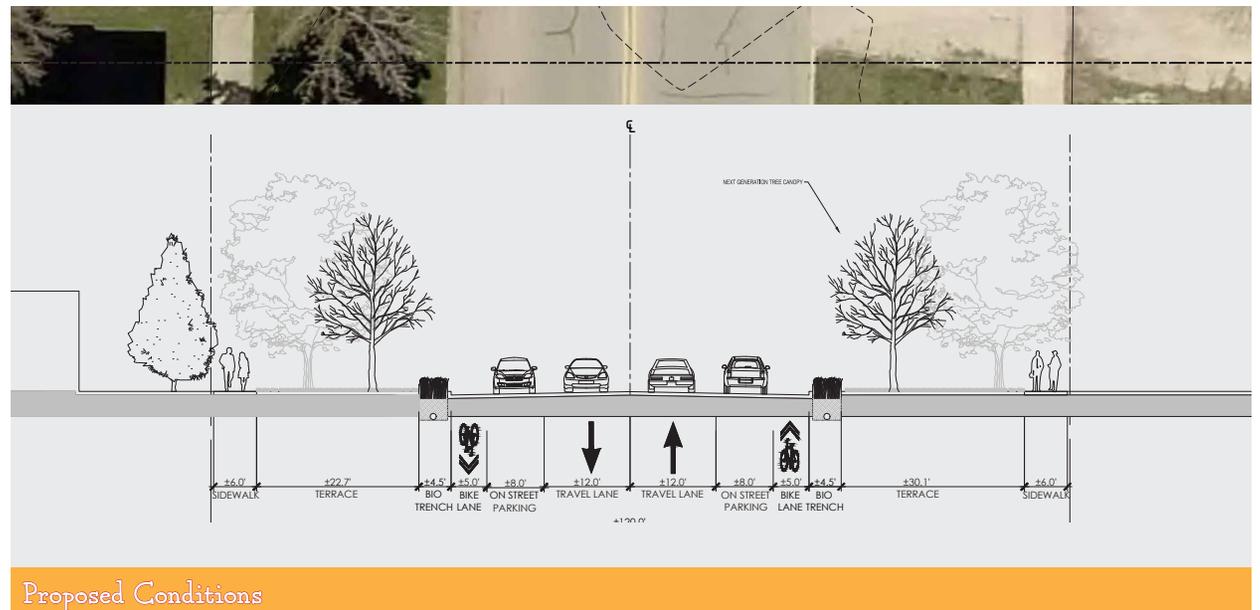
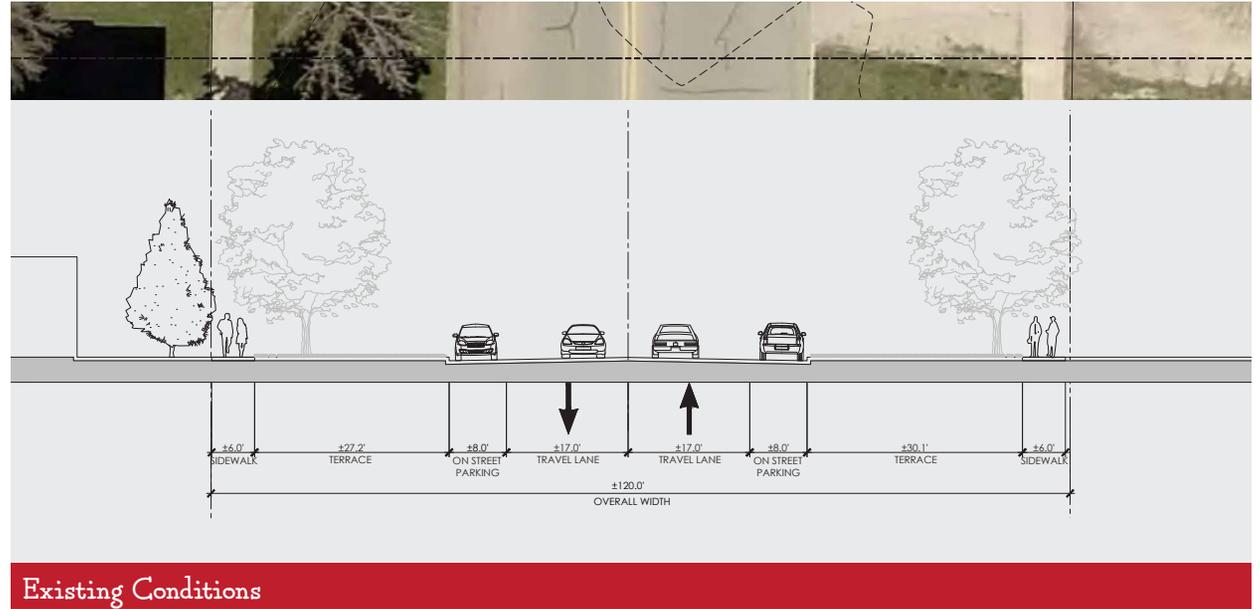
Proposed Conditions

Recognized as key connector between downtown and the Lake, stakeholders and residents expressed an interest in exploring alternatives that added bicycle accommodations to this roadway segment. The planning team provided the public with a variety of alternatives including a two-lane road with protected bike lanes, no changes to the existing streetscape, and a center multi-use trail option. The majority of the residents favored the two-lane option with protected bike lanes and on-street parking separating car traffic from bicyclists.

Cost Estimates

Cost estimates for these roadway improvements are approximately **\$104,500**.

Please see Appendix D for additional information.



GATEWAY ENHANCEMENTS

To complement proposed streetscape improvements on Lake Avenue North and provide a sense of arrival into the Storm Lake downtown district, the following gateway enhancement opportunities were identified for the north and south entrances into downtown Storm Lake.

Intersection of Lake Avenue North + Railroad Street

Proposed gateway improvements at the intersection of Lake Avenue North and Railroad Street, at the southern entrance into the downtown district, will welcome visitors to downtown Storm Lake and provide visual cues to drivers entering a low speed zone. Improvements such as curb extensions and crosswalk enhancements help to slow traffic entering the downtown district and enhance safety for pedestrians and bicyclists. Additionally, low-maintenance, drought resistance plantings (xeriscaping) in the public right-of-way, and an entry feature such as a lighthouse statue will welcome downtown visitors.



Proposed Conditions



Lighthouse



Xeriscaping Plantings

Intersection of Lake Avenue North + East 7th Street

On the northern end of the downtown district, proposed gateway enhancements at the intersection of Lake Avenue North and East 7th Street will help improve pedestrian safety and increase the sense of identity with monument signage.

Proposed improvements such as curb extensions provide visual cues to drivers that they are entering a low speed street as well as reduce the distance pedestrians have to cross the road. Opportunities for stormwater management can soften the streetscape with plantings and reduce impervious surface area.



Scale 1"=20'  North



Proposed Conditions



Monument Signage



Gateway Curb Extension

PARKING

Parking Study

In July 2022, ISG conducted six days of on-site parking counts to understand downtown parking demand. The counts were taken on Thursday, Friday, and Saturday, during the busiest time of day. The data below is an average of over 1,400 records that were collected. Additional parking study data can be found in Appendix B.

	ZONE						LOT			
	1	2	3	4	5	6	A Erie + 6th Street	B Geneseo + 6th Street	C Michigan + 6th Street	D Erie + Railroad Street
Average number of on-street parking spaces	14.7	13.8	12.8	13.8	12.5	16.8	44	40	71	40
Busiest time	Thursday 12:00 p.m.- 2:00 p.m.	Thursday 4:00 p.m.- 6:00 p.m.	Thursday 12:00 p.m.- 2:00 p.m.	Friday morning 10:00 a.m.- 12:00 p.m.	Thursday 12:00 p.m.- 2:00 p.m.	Thursday 12:00 p.m.- 2:00 p.m.	Thursday 4:00 p.m.- 6:00 p.m.	Thursday 12:00 p.m.- 2:00 p.m.	Thursday 12:00 p.m.- 2:00 p.m.	Thursday 10:00 a.m.- 12:00 p.m.
Average percentage of full parking spaces	73%	49%	41%	49%	73%	76%	33%	17%	51%	84%



Almost 30% of the spaces on Lake Avenue were available during the busiest time of the day.



Over 60% of the spaces in the public lots were available during the busiest time of the day.



Over the course of the parking study, an average of 68% of downtown parking spaces were open.



GENESEE STREET

MICHIGAN STREET

LAKE AVENUE NORTH

ERIE STREET

CAYUGA STREET

WEST 6TH STREET

WEST 5TH STREET

LOT B

LOT C

ZONE 3

CITY HALL

ZONE 4

COUNTY COURTHOUSE

LIBRARY + WITTER GALLERY

ZONE 5

ZONE 6

LOT D

RAILROAD STREET

A HALF-MILE TO STORM LAKE

ZONE 1

ZONE 2

LOT A

Parking Strategies

Even though the parking study showed adequate parking downtown between on-street parking and public parking lots, there are still parking management strategies the City can consider to balance the needs of different users. Residents living downtown, business owners working downtown, and visitors to downtown stores and restaurants all have different parking needs that can be accommodated using the following strategies. Signage and public education are critical to the success of each parking strategy.

Strategy 1

Reorganize parking lot usage

- Prioritize users in each parking lot.
- Reserve the most convenient parking spots to accommodate customers, shoppers, vendors, visitors, and clients.
- Allocate other users to nearby lots to encourage pedestrian traffic.
- Create time-priority parking lot schedules.
- Prioritize parking for employees during typical business hours (9:00 a.m. to 5:00 p.m.).
- Prioritize parking for shoppers and visitors during weekends and after typical business hours.
- Dedicate certain times to residents especially during inclement weather.
- Create seasonal parking schedules and rules accounting the change in working hours and traffic.

Strategy 2

Keep up with future demands

- Invest in EV charging stations. There are numerous federal and state grants that support the creation of electric vehicle (EV) charging stations on public parking.
- Expand the Lake's proposed bike sharing program to downtown to provide residents healthy, clean, and efficient transportation that saves time and money.
- Add public bike racks to encourage residents with healthy lifestyles that benefit the environment and public health, while also reducing vehicular traffic and parking congestion downtown.

Strategy 3

Management and awareness

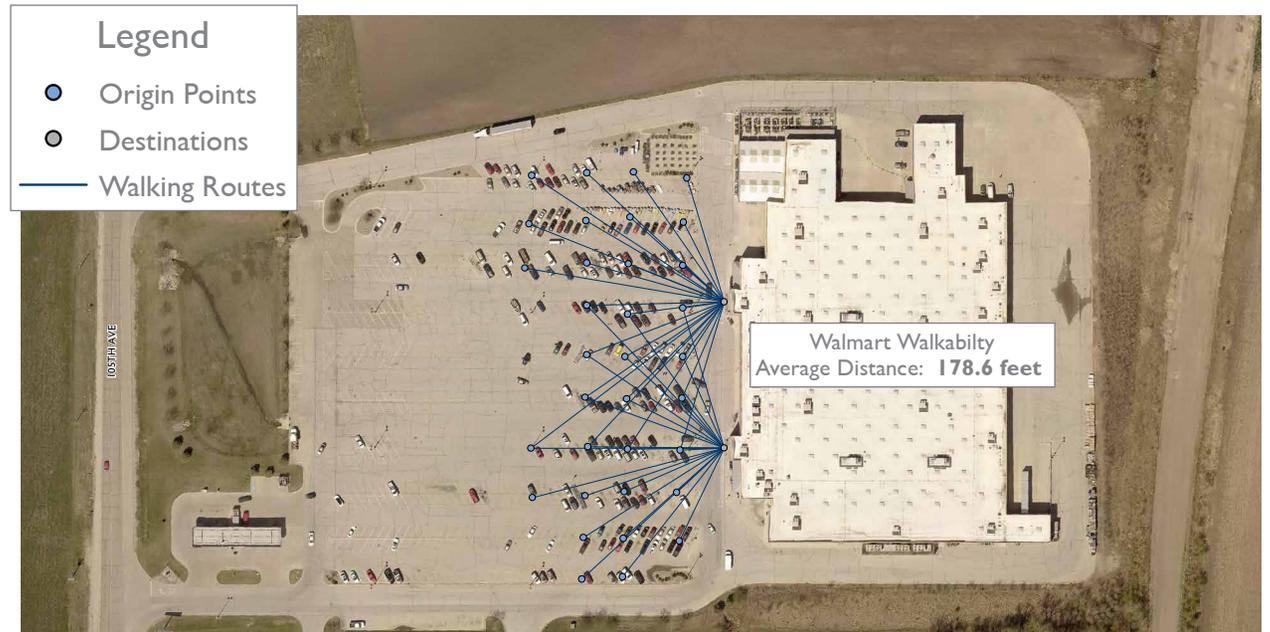
Signage and wayfinding elements are crucial for having a smooth and easy parking experience in a downtown area. Use clear public parking signs to save visitors time and effort and to increase their satisfaction.

- Create signs that are visually contrasting to help distinguish between the various types of parking lots and zones (e.g., free parking, two-hour parking, and overnight parking).
- Create a consistent signage and wayfinding policy system that is supervised by appropriate City staff or committee. The signage system should be aligned with the City's visual character and branding goals.
- Use third party or city-based apps powered by geographic information systems (GIS) to identify empty parking spots and locations.
- Educate residents and the public about parking policies and plans. This could include platforms and methods like:
 - *Website: Create a clear, user friendly public parking page to assist residents and visitors. The public parking map is currently attached as a PDF on the City website, making it unsearchable using Google, Alexa, or other search engines. ISG recommends integrating a parking page on the City's website and adding an interactive public parking map directly to the page.*
 - *Ongoing Communication: Provide more interactive features including a newsletter subscription via text or email and parking alerts.*

WALKABILITY ANALYSIS

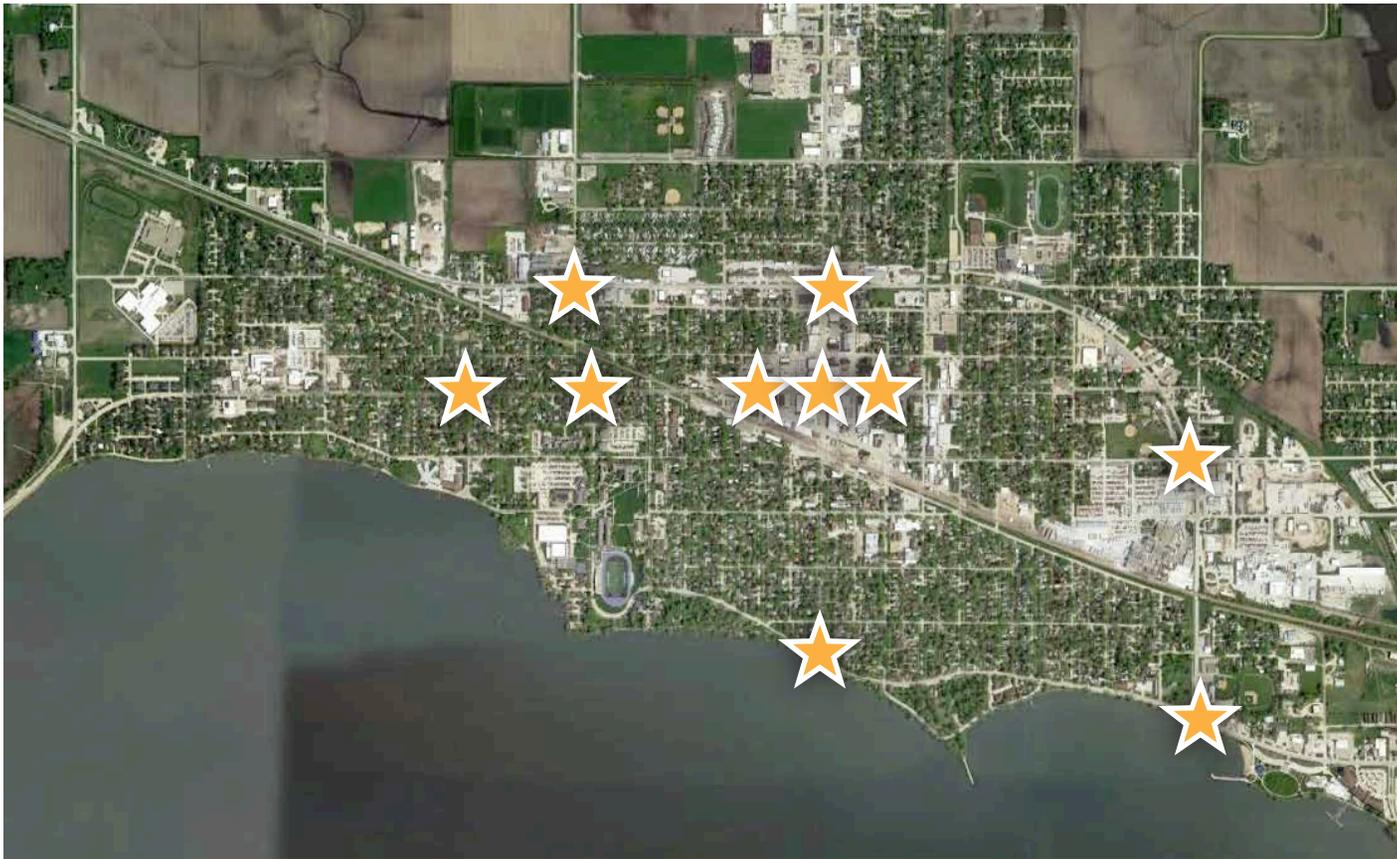
To aid in the discussion of downtown pedestrian access and parking management, the planning team conducted a walkability analysis comparing downtown Storm Lake to a typical big-box retail store. This was done using a GIS process where test points in each of the study areas connected the destination, meaning the entrance to the building, from a point of origin such as a parking spot.

These numbers were then averaged to get an estimated walkability calculation. The analysis concluded that walking a block or two downtown to visit a business is less distance, on average, than you would walk to get your groceries at a large retail store.

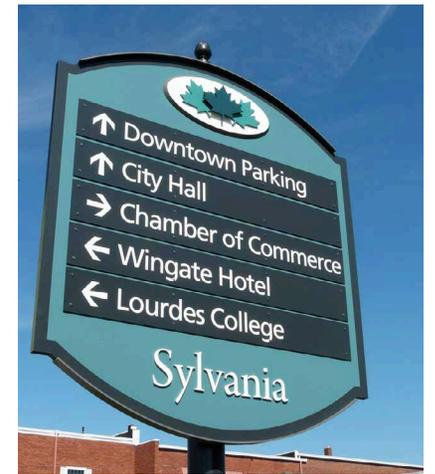


WAYFINDING

A clear system of wayfinding helps shape the identity of a city's downtown and provides clarity and comfort for the user as they navigate a new place. A wayfinding signage system is made up of a tiered series of signs. The following graphic identifies key locations for wayfinding signage downtown and in the surrounding area. Wayfinding signage could be integrated as part of a gateway enhancement that welcomes users to downtown or could feature local artwork, in addition to the City's branded materials. It is recommended any downtown wayfinding upgrades be done in coordination with a city-wide wayfinding system. Wayfinding signage can bring together parking strategies, improvements in pedestrian and bicyclist connectivity, and downtown attractions to create a welcoming and user-friendly system for residents and visitors.



Wayfinding Signage Opportunities



Precedent Imagery



05
IMPLEMENTATION



IMPLEMENTATION

INTRODUCTION

To encourage public and private investment downtown and make progress toward the key planning considerations and priorities identified by the community and stakeholders, the planning team proposes the following recommendations, implementation strategies, and funding opportunities for the City's consideration.

PHASING RECOMMENDATIONS

In addition to the phasing recommendations outlined for specific opportunity sites, the following overarching considerations should be reviewed when prioritizing and phasing downtown improvements.

Build Excitement

To show progress toward goals and priorities outlined in the Plan, the City should consider implementing projects that are smaller-scale, further along in the fundraising process, or less costly in the beginning phases to show progress and build support for implementing larger-scale, perhaps more costly, improvements. This could be done in partnership with other non-profit groups, businesses, and civic organizations in the community. Projects to group under this phase of implementation could include, but are not limited to, adding bike lanes on Lake Avenue south of Railroad Street; incorporating new furnishings, like trash receptacles or benches, in vibrant colors downtown; or constructing the first phase of improvements identified for the public space outside the Storm Lake Public Library and Witter Gallery.

Coordinated Funding Strategy

To ensure the goals and projects described in this Plan are sustainable and implementable, a coordinated funding strategy is needed for larger scale improvements. Funding for this strategy can come from a variety of sources including grant or funding programs, formal budgeting into the City's Capital Improvement Plan (CIP), or by leveraging the partnerships outlined in this Plan. Creating a coordinated approach enables the City to leverage financial resources and proactively plan for funding cycles.

Partner with Other Planned Projects

To avoid duplication of efforts or construction rework, partnering downtown improvements with other planned projects may provide advantages, including more competitive grant funding applications, increasing the desirability and competitiveness of the bidding environment, and lowering the overall project costs relative to completing projects separately. An example would be partnering streetscape projects with other capital improvements for the same area, like planned roadway reconstructions or utility upgrades. This could also be done in coordination with planned private investments in downtown Storm Lake. For example, if a private entity is planning to redevelop a property downtown, the City could coordinate any needed infrastructure upgrades or proposed improvements to leverage the shared timeline and matching private resources.

POTENTIAL PARTNERS

Creating partnerships and collaborating with local and state entities will enable the City to maximize resources and build support to implement the projects and ideas outlined in this Plan. The following list includes public, private, non-profit, and community-based organizations that may serve as important resources for implementation of the Plan.



Buena Vista University

Buena Vista University can be a helpful partner to implement projects by assisting with fundraising and providing volunteers to help construct or maintain some of the sites. Additionally, a partnership to implement downtown improvements and programming can assist with engaging a younger segment of the population with downtown development.



Community Housing Initiatives

As Iowa's largest non-profit housing development group, Iowa Housing Initiatives develops affordable housing in accordance with two federal housing programs, the Low-Income Housing Tax Credit (LIHTC) and the HOME Program and could assist with implementing and funding housing projects.



Iowa Department of Cultural Affairs

The Iowa Department of Cultural Affairs offers many grant funding opportunities to help strengthen Iowa's arts, culture, and creative sectors. Funding programs could assist the City in implementing the identified public art components.



Iowa Economic Development Authority

The Iowa Economic Development Authority (IEDA) aids communities in implementing improvements through its various programs such as its Downtown Revitalization Fund, Rural Enrichment Grant Program, and Nuisance Property and Abandoned Building Remediation Loan Program.



King's Pointe

Continuing its partnership with King's Pointe would allow the City to continue and expand programming opportunities for residents and visitors, and promote connectivity between the Lake and downtown.



Main Street Iowa

A great resource for rural Iowa downtown communities, Main Street Iowa can assist with implementing downtown improvements by using their experience to find funding opportunities for site specific projects, providing insight on similar projects, and helping with creative ways to fund improvements. The City has expressed an interest in joining the Main Street Iowa Program, which would provide additional resources and funding opportunities for identified projects.



State Preservation Office

The State Preservation Office provides state tax credit, and federal tax credits for historic preservation projects, and various other grant and funding resources.



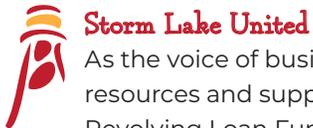
Storm Lake Farmers Market

The Storm Lake Farmers Market provides a place for residents and visitors to gather, buy and sell homemade goods and produce, and listen to live music from local performers. The Farmers Market could assist in finding vendors or entertainment as the City looks to host more community events downtown.



Storm Lake High School

Storm Lake High School can be an invaluable resource to the downtown revitalization project by providing a partnership with their art department and helping in the fundraising process. Additionally, a partnership with Storm Lake High School to implement improvements and programming in this Downtown Master Plan can assist the City in exciting and engaging a younger segment of the population with downtown.



Storm Lake United

As the voice of business in the region, Storm Lake United provides resources and support for local businesses, including their Revolving Loan Fund, which offers financial assistance to be used in conjunction with other sources of funding. Awards are provided through short-term loans and may be used for purchase of land, buildings, construction, remodeling, machinery, technology and more. This Revolving Loan Fund could be a source of funding for downtown businesses to implement the façade improvement components of this Plan. Storm Lake United will also be a critical partner in expanding programming and community events held downtown.



Witter Gallery

With programming such as Coffee and Canvas, Witter Gallery strives to engage, promote, and inspire local artists, residents, and visitors. The Witter Gallery will also be an invaluable partner in incorporating downtown public art.

POLICY UPDATES

To implement some of the ideas and public priorities outlined in this Plan, consideration should be given to adopting new ordinances, including signage regulations and facade or downtown design guidelines. Signage regulations are used to provide a cohesive and predictable means of wayfinding through downtown while addressing needs of pedestrians and vehicle traffic. Sizing standards help to ensure signs don't project too far into the right-of-way or block other signage while maintaining consistent visual standards.

Facade or downtown guidelines would provide formal guidance, but not strict requirements, for downtown businesses looking to improve their facade and storefront. Businesses would not be required to conform to these guidelines, as would be the case with downtown design requirements, but instead serve to encourage consistency in downtown design.

Additionally, the planning team found that over the course the engagement discussions with downtown business owners and the larger public, most were unaware the City had adopted an ordinance allowing outdoor dining. Precedent images and concepts featuring outdoor dining and café seating options were well received during the engagement events. To encourage wider participation amongst downtown business owners, the City should consider featuring the permit for outdoor dining with the City's other permits on the City website or engage in an education campaign with targeted downtown businesses.

FUNDING OPPORTUNITIES

Grant + Loan Programs			
AARP Community Challenge Grants	Projects funded through this program should spark change in communities that improve livability for residents of all ages. Projects should be focused around one of the following areas that improve livability: creating inclusive public spaces; increasing connectivity and walkability; improving transportation and mobility; and more.	AARP	
Art Project Grant	Apply for funding to support the creation and presentation of new artwork, development of an arts experience, or formation of an arts education program. Art Project Grants provide support for arts activities that are accessible to lowans and positively impact the vitality of the arts in Iowa.	Iowa Department of Cultural Affairs (IDCA)	
Catalyst Building Remediation Grant	Assists communities with the redevelopment, rehabilitation, or deconstruction of downtown buildings to stimulate economic growth or reinvestment in the community.	IEDA	
Community Attraction and Tourism (CAT) Grants	Enhance Iowa provides grant funds to assist projects that provide recreational, cultural, entertainment, educational attractions, and sports tourism to help communities create transformational projects that enhance the vitality of a region and the state overall.	Enhance Iowa, IEDA	
Community Facilities Direct Loan and Grant Program	This program provides affordable funding to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of the community in a primarily rural area, and does not include private, commercial, or business undertakings.	United States Department of Agriculture (USDA)	
Creative Places Project Grant	Apply for funding to develop arts and culture projects that advance creative placemaking as a community workforce or tourism strategy. Creative Places Project Grants provide support for small projects that engage artists, creative workers, and cultural organizations to enhance Iowa communities.	IDCA	

Grant + Loan Programs

<p>Historical Resource Development Program</p>	<p>Apply for grant funding to help preserve, conserve, interpret, enhance, and educate the public about Iowa's historical assets. The Historical Resource Development Program provides funding for documentary collections, historic preservation, and museums.</p>	<p>IDCA</p>	
<p>Hope VI Main Street Program</p>	<p>The Main Street program seeks to rejuvenate older, downtown business districts while retaining the area's traditional and historic character. The program provides assistance to smaller communities in the development of affordable housing that is undertaken in connection with a Main Street revitalization effort. In general, the grant funds can be used to build new affordable housing or reconfigure obsolete or surplus commercial space (or substandard vacant housing) into affordable housing units.</p>	<p>United States Department of Housing and Urban Development (HUD)</p>	
<p>Iowa Clean Air Attainment (ICAAP)</p>	<p>This program funds highway, street, transit, bicycle, pedestrian, and freight projects. Eligible projects must be on the federal-aid system to apply.</p>	<p>Iowa DOT</p>	
<p>Iowa Great Places</p>	<p>Iowa Great Places seeks to cultivate the local character and authentic qualities of Iowa neighborhoods, districts, communities, and regions. At its core, the program embraces creative placemaking, or the approach of building upon local creative and cultural assets to build more livable communities and vibrant public places.</p>	<p>IDCA</p>	
<p>Land and Water Conservation Fund (LWCF)</p>	<p>The LWCF is a federally funded grant program that provides match funds of 50% for outdoor recreation area development and acquisition. Iowa's cities and counties are eligible to participate.</p>	<p>Iowa DNR</p>	
<p>REAP Grants, City Parks and Open Space</p>	<p>Provides funds to cities through a competitive grant process for projects including parkland expansion and multi-purpose recreation developments.</p>	<p>Iowa DNR</p>	

Grant + Loan Programs

<p>REAP Grants, Historical Resource Development Program</p>	<p>Provides grants to private individuals and businesses, non-profit organizations, and local governments to support projects addressing historic preservation, libraries and archives, and museums.</p>	<p>Iowa DNR</p>	
<p>REAP Grants, Roadside Vegetation</p>	<p>Funds are available for the state, county, and city management of roadside vegetation. Dollars can be used for establishing attractive gateways, demonstration and research projects, the purchase of specialized equipment and to carry out management practices.</p>	<p>Iowa DNR</p>	
<p>Rural Enrichment Grant Program</p>	<p>Funded through the Empower Rural Iowa Initiative, this grant program supports projects aimed at improving the quality of life in rural communities. Eligible projects must be open to the public, engage the community, and make the community more vibrant. Projects must be located in a community with a population of 20,000 or fewer.</p>	<p>IEDA</p>	
<p>State Historical Markers Grant Program</p>	<p>The State Historical Society of Iowa's historical markers raise awareness of Iowa's rich cultural history and connect people to the places and points of pride that make the state unique. Markers often are encountered spontaneously while traveling across the state, creating unexpected and real connections with a place and its history.</p>	<p>IDCA</p>	

SELF-SUPPORTED MUNICIPAL IMPROVEMENT DISTRICT

In addition to the grant and loan programs outlined, another tool to fund downtown improvements and ongoing maintenance is a Self-Supported Municipal Improvement District (SSMID). This financing mechanism is authorized through Chapter 386.3 of the Iowa Code and allows communities to levy an additional tax on property in a defined, geographic area. A SSMID may only be established after enough property owners in the area show their support through a voluntary petition process. Funds generated from a SSMID can be used for a variety of purposes which must be outlined when it is established. Examples of items that can be partially or fully funded using SSMID revenue include, but are not limited to, streetscape improvements, ongoing maintenance and operation expenses, and aesthetic enhancements including planters and furnishings. A SSMID takes approximately one year to establish and the city attorney should be consulted throughout the process. Once established, a SSMID is overseen by a governing body, typically a board comprised of property owners and stakeholders within the SSMID.

The Iowa Economic Development Authority (IEDA) compiled a guide to assist communities in planning for and implementing SSMIDs and sharing case studies from Iowa communities, find it here: www.iowaeda.com/UserDocs/SSMIDFinalReport.pdf

A variety of Iowa communities have used SSMIDs as a financing tool for downtown reinvestment and improvements. Highlighted below are a few communities who have successfully implemented and renewed a SSMID.

Sioux City, IA

Population 85,617

Primary Purpose

The Downtown Partners SSMID was formed as a steady funding mechanism for the Sioux City Main Street District, enabling the group to shift efforts away from fundraising initiatives. SSMID priorities include historic preservation and downtown economic development.

- SSMID created in 1993, five renewals
- Approximate number of properties: 484
- Annual revenue: \$268,000 (2013)
- Levy rate: \$2.25 per \$1,000 assessed value

Spencer, IA

Population 11,317

Primary Purpose

The Spencer Main Street District SSMID was formed as a steady funding mechanism for the Spencer Main Street District, enabling the group to move away from fees and fundraising initiatives. SSMID priorities include historic preservation and downtown economic development.

- SSMID created in 1987, no renewals
- Approximate number of properties: 200
- Annual revenue: \$57,000 (2013)
- Levy Rate
 - Core area (Grant Avenue): \$4.00 per \$1,000 assessed value
 - Remaining area: \$2.00 per \$1,000 assessed value

Des Moines, IA

Population 212,031

Primary Purpose

The Operation Downtown SSMID was formed to provide a higher level of service downtown compared to what the City of Des Moines was able to deliver. This is done primarily through the cleaning of public areas, flower installation, and ongoing maintenance, as well as event and marketing support.

- SSMID created in 1998, five renewals
- Approximate number of properties: 700
- Annual revenue: \$1,400,000 (2014)
- Levy Rate: \$2.00 per \$1,000 assessed value

MEASURING THE IMPACT OF DOWNTOWN IMPROVEMENTS

To understand the potential downtown return on investment (ROI) for improvements, an approach using social, environmental, economic, and cultural metrics, also known as the Quadruple Bottom Line (QBL), is recommended to get a holistic perspective on the impact of these investments in downtown areas. The following matrix is an example of how City staff and stakeholders can measure this ROI using the opportunity sites and projects identified in this Downtown Master Plan. The full QBL tool can be found in Appendix C. This multi-faceted approach is critical for the public to understand and support additional capital and operational investments in their downtown.

Environmental	Social	Economic	Cultural	Sustainability	Resiliency
Site 1: Community Event Space					
Land Conservation + Biodiversity	Walkability + Connectedness	Mixed-Use Development	Diverse Music Events + Opportunities	Livable Built Environment	Promote Equity
Energy Consumption	Social Diversity		Diverse Food Events + Opportunities	Interwoven Equity	Leverage Community Assets
			Neighborhood, Race, or Ethnic Organizations		
			Diverse Art Events + Opportunities		
Site 2: Public Library + Witter Gallery Plaza					
Land Conservation + Biodiversity	Walkability-Connectedness	Green Building	Diverse Art Events + Opportunities	Interwoven Equity	Promote Equity
Energy Consumption	Social Diversity	Mixed-Use Development	Diverse Music Events + Opportunities	Livable Built Environment	Redefine How + Where to Build
	Education and Training Access		Neighborhood, Race, or Ethnic Organizations	Harmony with Nature	Leverage Community Assets

Environmental	Social	Economic	Cultural	Sustainability	Resiliency
Site 3: Michigan Street Multi-Use Building					
Land Conservation + Biodiversity	Environmental + Social Equity	Green Building	Diverse Music Events + Opportunities	Livable Built Environment	Promote Equity
Climate Action	Social Diversity	Mixed-Use Development	Diverse Food Events + Opportunities	Interwoven Equity	Redefine How + Where to Build
				Resilient Economy	Strengthen Jobs + Housing Choice
				Harmony with Nature	
Site 4: Railroad Street Brewery					
Land Conservation + Biodiversity	Environmental + Social Equity	Green Building	Diverse Music Events + Opportunities	Livable Built Environment	Promote Equity
Green Development	Social Diversity		Diverse Food Events + Opportunities	Interwoven Equity	Redefine How + Where to Build
Water + Air Quality Conservation				Resilient Economy	Strengthen Jobs + Housing Choice
				Harmony with Nature	

Environmental	Social	Economic	Cultural	Sustainability	Resiliency
Site 5: Downtown Gateway					
Land Conservation + Biodiversity	Environmental + Social Equity	Mixed-Use Development	Diverse Art Events + Opportunities	Livable Built Environment	Redefine How + Where to Build
Green Development		Green Building	Diverse Food Events + Opportunities	Harmony with Nature	Leverage Community Assets
Water + Air Quality Conservation			Neighborhood Organizations	Resilient Economy	Strengthen Jobs and Housing Choice
				Interwoven Equity	Promote Equity
Site 6: Residential Opportunity					
Energy Consumption	Walkability + Connectedness	Infrastructure Equity + Housing Affordability	Neighborhood, Race, or Ethnic Organizations	Interwoven Equity	Promote Equity
Green Development		Green Building			Redefine How + Where to Build
					Strengthen Job + Housing Choice
Lake Avenue Improvements					
Green Development	Health + Safety	Infrastructure Equity + Housing Affordability		Interwoven Equity	Redefine How and Where We Build
Waste Reduction	Walkability + Connectedness	Green Building		Healthy Community	Promote Equity
Water + Air Quality Conservation				Livable Built Environment	Leverage Community Assets

CONCLUSION

With the overarching objectives of integrating equity and resiliency into all future improvements; diversifying commercial use; and leveraging partnership opportunities, this Plan uses a variety of strategies to enhance and revitalize Storm Lake's historic downtown over the next 10 to 20 years.

Some of these include the enhancement or redevelopment of underused properties, assessment of potential partners, and identification of funding opportunities from a variety of sources, with each of these strategies tied directly to the current conditions and proposed improvements for Storm Lake's downtown.

Additionally, this Downtown Master Plan highlights the stakeholder and community input received in a quantifiable way that can be easily followed by City staff and elected officials to craft forward-thinking strategies for Storm Lake's historic downtown.





06
APPENDICES



APPENDIX A: COMMUNITY ENGAGEMENT RESULTS

RESULTS

Check out page 3 to read more about the community engagement process.

On the following pages, and at the link below, are the comprehensive survey results from the community engagement events.



Check out the community engagement survey results!

bit.ly/stormlakedowntown_engagement 

Storm Lake Downtown Master Plan Community Engagement Results

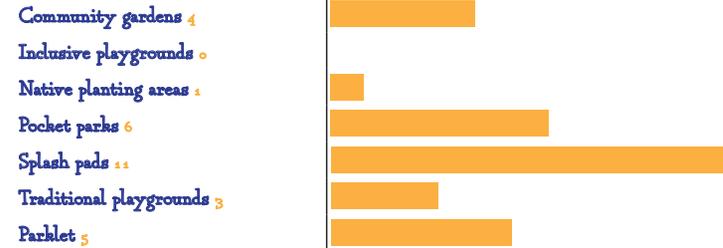
March 2022 User Group Meetings



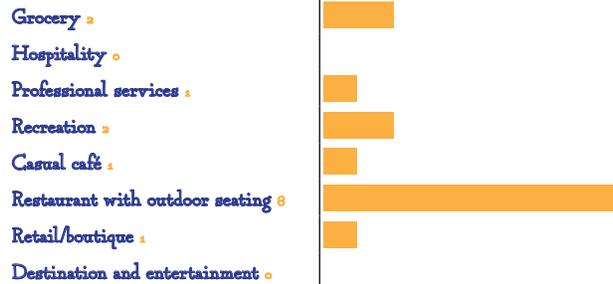
STREETSCAPE + WALKABILITY IMPROVEMENTS



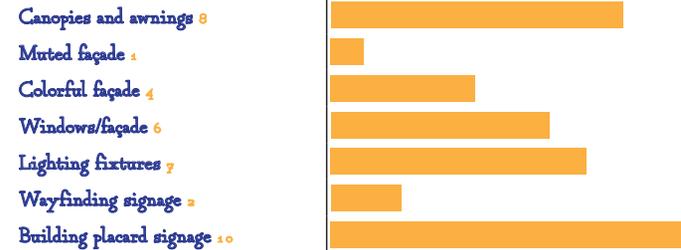
PARKS + GREEN SPACE



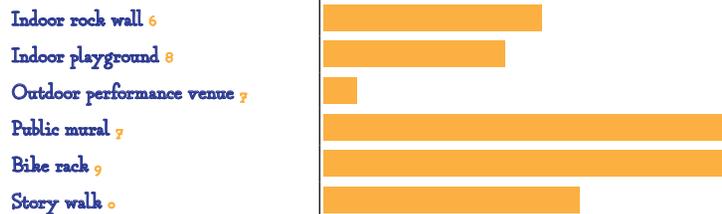
COMMERCIAL



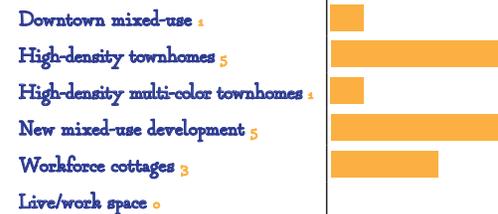
DOWNTOWN CHARACTER



ARTS + CIVIC



HOUSING



Storm Lake Downtown Master Plan Community Engagement Results

March 2022 User Group Meetings



New building top lighting to be able to be used year round with multi-colored lighting.

New street lights on Lake from Walmart to the Lake and surrounding downtown areas (Erie and Michigan) and Lakeshore Drive.

Do not want to widen sidewalks and narrow Lake Avenue in downtown.

Need Rec Center, skate park, dog park, sidewalks in whole town, animal rescue facility.

Also need pedestrian crossing at 7th and Lake.

It has adequate, long-term funding and a long-term commitment by the City. Aspirational theme, development of community support, common purpose. Public/business support first.

It brings more business and people to downtown. We need to make sure that downtown is a welcoming and inclusive part of Storm Lake. More attractions for people to go to for longer periods of time would incentivize people to spend more money on Main Street, which would economically benefit Storm Lake's downtown and in turn the whole city.

It is public and private effort. Can't be a public/government effort. Private will need to drive the effort.

Things are organized and something is shared using visuals so everyone can understand. Signs, activities, and good traffic flow will help push this idea.

Clear and purposeful signs that bring people to downtown and "shout to the world" what we have—the lake, airport, BVU, hospital, schools, restaurants, parks, campgrounds, marinas, shops, etc.

Safe, well lit sidewalks and bike paths. Place downtown for theater, music, family. City and County commitment, grants and fundraising.

This Downtown Master Plan will be successful if...

It makes people want to go downtown, spend money, and have fun.

The City makes the commitment and carries through. All business and buildings are involved and participate. Grants are secured for the majority of the work.

The goals, strategic plan, and unified vision is clear and can be fully supported by the City.

The City cross checks all future decisions against the plan for uniformity and consistency.

The plan is seen as a long-term commitment—complete the entire plan—maintain the elements of the plan.

The plan addresses all the issues and if the funding is available to do it all. A partial implementation would be disappointing.

We get a representative cross section of business owners and residents to participate in the process. Then those same folks should be prepared to compromise in the execution of these same plans.



Storm Lake Downtown Master Plan Community Engagement Results

March 2022 User Group Meetings



WHAT DO YOU LIKE ABOUT STORM LAKE'S DOWNTOWN? WHAT MAKES IT UNIQUE?

- Historic feel, good architecture
- Diversity of businesses feels like the community
- Mix of businesses—makes it easy to shop local
- Main Street is not a highway—more flexibility than some communities
- Close to the lake
- Lots of public areas along the lake
- No vacancies
- Clean and generally well kept



WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE IN STORM LAKE'S DOWNTOWN?

● Murals/Public Art

- Murals in alleyways
- Threshold and/or gateway entrance feature to downtown
- Sound and/or music in the landscape
- Temporary or themed installations
Cultural, historical, interactive, etc.

● Streetscape + Walkability Improvements

- Narrow roadway
Variety of suggestions
- Bike and pedestrian improvements
- Currently not safe for bikes and pedestrians due to speed of traffic
- Make bike and pedestrian connections between downtown, lake, and BVU

● Façades + Storefronts

- Consistency but colorful
Allow for uniqueness but have a palette of colors
- Improve storefront visibility and consistency

● Fixtures/Furnishings

- Street lighting
Continue fixtures used along the lake trail, hanging flower baskets, etc.
- Outdoor seating, especially for outdoor dining
- Bike racks, benches, and trash cans

● Green Space + Plantings

- Trees and low maintenance plantings
- Consistent and maintained planters or planting beds
- Public green space downtown



● Parking

- Parking considerations
- Places to park for those that live, work, or own businesses downtown

● Signage

- Standards for businesses
- Pedestrian oriented signage
Business placard signs, wayfinding
- Signage and branding specific to downtown



Storm Lake Downtown Master Plan Community Engagement Results

March 2022 User Group Meetings



WHAT USES OR ACTIVITIES ARE CURRENTLY MISSING FROM DOWNTOWN?

- **Places to Gather, Meeting Venues, and Recreation Areas**
 - Conference and meeting space for businesses
 - Outdoor amphitheater or performance space
 - Gathering areas for youth/young adults
 - Splash pad or other play space for kids
 - Ice skating rink or winter activity area
 - Community/recreation center
- **Events + Entertainment**
 - Events and activities for families and kids
 - Events specific to downtown and separate from the lake
 - Opportunities to provide winter/seasonal events and activities
 - Need facilities and activities for entertainment and nightlife
- **Restaurants, Housing, and Retail**
 - Restaurants, Housing, and Retail
 - Variety of restaurant types would be welcomed downtown especially restaurants with outdoor seating options
Brewery, pizzeria, bar and grille, etc.
 - Housing of all types and price ranges are needed and missing
 - Balance between retail and professional services
 - Retail and hospitality including specialty shops, apparel stores, arts/crafts stores, and boutique hotels



WHAT ADDITION TO DOWNTOWN WOULD HAVE THE BIGGEST POSITIVE IMPACT ON THE COMMUNITY?

- **Façades, Furnishings, and Signage**
 - Consistency in signage, lighting, and plantings
 - Façade improvements, flower baskets, and bicycle racks
- **Walkability + Connectivity**
 - Better connectivity between BVU and Downtown
 - Narrow lanes, widen sidewalks
 - Make street feel smaller, slow down traffic
- **Green Spaces + Public Art**
 - Public art that represents the community
 - Park between downtown and the lake
- **Entertainment + Community Spaces**
 - Recreation or community center, community-oriented amenities
 - Amphitheater or outdoor entertainment space
- **Retail, Restaurants, and Housing**
 - Outdoor dining or street cafés
 - Housing
 - More retail to draw more foot traffic downtown and more people into the community



WHAT DO YOU SEE AS BARRIERS TO IMPLEMENTING THE IMPROVEMENTS WE DISCUSSED?

- **Communication + Outreach**
 - Sharing the big picture with the community
 - Communicating project ideas due to language barriers
 - Phasing of projects to avoid disruptions to downtown businesses
 - Getting the private sector on board for larger scale projects
- **Maintenance, Partnerships, and Funding**
 - Maintenance and sustainability of improvements
 - Staffing and funding for ongoing maintenance
 - Money and funding for implementing projects
 - Defining partnerships and roles for implementation and ongoing maintenance—respondents felt that it needed to primarily be a City undertaking in order to be successful
- **Existing Physical Conditions**
 - Confined by physical space, there is a lack of vacant infill lots that could be redeveloped
 - Railroad and the rail storage yard — physical and visual barrier to downtown



Storm Lake Downtown Master Plan Community Engagement Results

April 2022 Charette



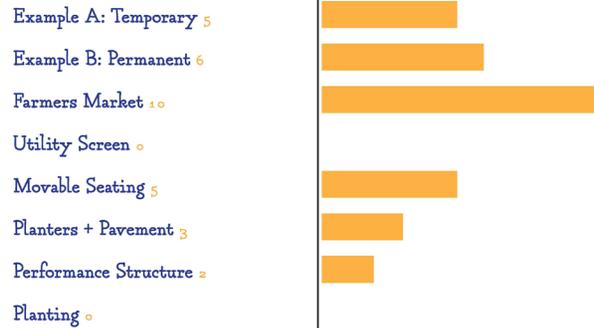
MAJOR THEMES			
	Group 1 Main Themes	Group 2 Main Themes	Group 3 Main Themes
Streetscape	Utilize sidewalks for public space	Boulevard - S. Lake Ave.	Liked boulevard concept and roundabout to slow traffic
	Two lanes, no stoplights, and add stop signs	Two lane with turning	Planters, trees, and green space that are cohesive and easy to maintain
	No bike lane or concept going both ways on one side by sidewalks; no to bike lane behind vehicles	Need more than one bike trail; bikes between parking and sidewalks	Bike lane close to the curb
	Green space and outdoor seating	Connection to Lake	Winter function and snow removal
Façade	Façade grants; remove barriers to participation		
	Outdoor awning structures; historic precedent in Storm Lake		
	Open façade up and return to original windows	Bring back historic elements	Balance of modern and historic
	Easily available signage as businesses change	Signage	Consistent signage
	Color palette/cohesive—diversity, allows personal touch	Uniqueness—look different to reflect diversity, not homogeneous	
Uses + Amenities	Activities for families	Splash pad or place for kids	Entry point/arrival at both ends of downtown, tie in coordinating elements on nearby streets (key item on Lake, parallel streets have coordinating feature)
	Festivals, use the streets	Events - use the restaurants to get local support	Community events - bring people to downtown
	Shuttles from the lake	Make holiday lighting year round, add variety	Rooftop spaces for gathering, make spaces for people
	Ambiance; music - speakers	Murals, temporary art installations	Incorporate wood sculptures - more prominent
	Plants and greenery, lighting	Lighting and greenery	Railroad space - museum or feature
	Benches, gathering spaces		Keep/make green spaces
Other Ideas	Concerns about parking, don't want to remove lots	Consider parking structure to meet parking needs	Consider parking structure to meet parking needs Repurpose an existing lot for amenities
	Work with family-owned gazebo park for downtown public space		Designated parking for residents
	Redevelop feed mill site into higher density housing/town homes		Redevelop feed mill site into higher density housing/town homes

Storm Lake Downtown Master Plan Community Engagement Results

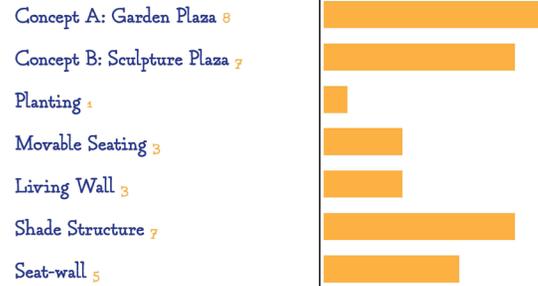
August 2022 Ice Cream Social + Open House



SITE 1: COMMUNITY EVENT SPACE



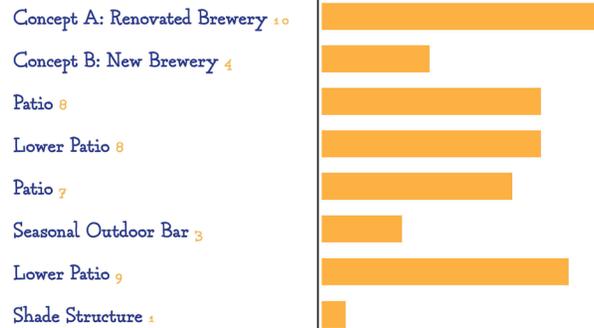
SITE 2: STORM LAKE LIBRARY + WITTER GALLERY



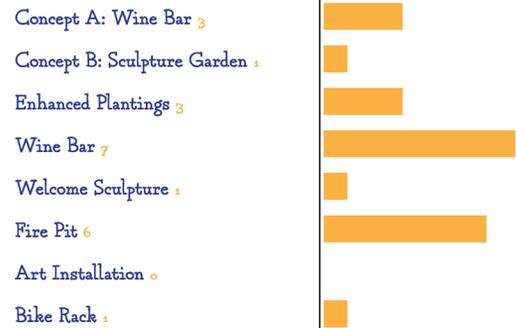
SITE 3: MICHIGAN STREET MULTI-USE



SITE 4: RAILROAD STREET BREWERY



SITE 5: DOWNTOWN GATEWAY



Storm Lake Downtown Master Plan Community Engagement Results

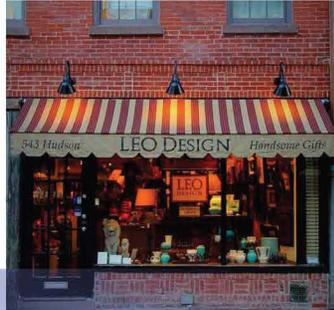
August 2022 Ice Cream Social + Open House



FURNISHINGS + FINISHES



Facade Improvements



Lighting

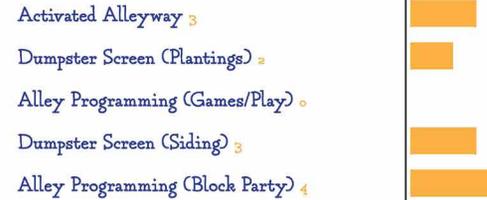


Wayfinding + Building Signage



Seating

DOWNTOWN ALLEYWAY OPPORTUNITIES



LAKE AVENUE DOWNTOWN, NORTH OF RAILROAD STREET



LAKE AVENUE, SOUTH OF RAILROAD STREET



WHAT SITE SHOULD BE THE HIGHEST PRIORITY FOR IMPROVEMENTS?



APPENDIX B: SUPPLEMENTAL INFORMATION

MOSAIC MURAL INSTALLATION FEASIBILITY MEMO

Memorandum

Feasibility of Mosaic Mural Installations

ISG

Date: September 2, 2022

Subject: FAQs – Feasibility of Mosaic Mural Installations in Storm Lake

What the ideal material of a supporting wall?

Masonry (brick) is ideal because it will expand and contract similarly to the mortar/stucco material of the mural. If the supporting wall is made of some other material, like wood or steel frame, it is recommended that a cement board backup first be installed to help counteract the effects of expansion and contraction. Masonry or a cement board backup on a wood or steel frame would more than likely be able to support the weight of the mortar and tile associated with a mosaic mural installation. Ideally, each location considered for the mosaic murals should be examined by a licensed architect or structural engineer and assessed for appropriateness and feasibility for use as a mural.

Where would I install a mosaic mural on my building?

Mosaic installations are permanent and likely not reversible. Installation on historic façades or the primary façade is not recommended, but rear/side façades may be considered. Alternatively, an additional base, like a cement board, could be used in front of the existing brick to preserve and maintain the integrity of the original masonry.

Due to the freeze/thaw cycles of Iowa weather the mural will have tiles fall off from time to time. Water will make its way behind the tile, will freeze and expand, and the tile may eventually pop off. Because of these factors, attention should be paid to where a mural is placed on a building. A tile falling from a 2-3 story tall mural along a main sidewalk could injure a passing pedestrian. An 8-10-foot-tall mural in an alleyway would not carry the same risk.

How will the Iowa climate impact a mosaic mural installation?

The freeze and thaw cycle will cause tiles to fall off occasionally. Some items to consider to help mitigate the impact on the installations and keep the murals as beautiful as the artists intended, include:

- Establishing a proactive maintenance plan to maintain the murals for an extended period of time (20 – 30 years). This maintenance plan should allocate a fund or endowment for the repair and maintenance of murals, as necessary, for the lifetime of the mural.
- The artist should supply sufficient “attic stock” of extra tiles to make basic repairs of broken/fallen tiles. The recommended amount of extra tiles is 5% for a project like a mosaic mural.
- Video and written record should be taken of the original installation techniques and methods so that future maintenance workers can perform repairs consistent with the original artwork.
- Similarly, detailed video and photographic record should be taken of the entire installation, so that future maintenance workers can make repairs consistent with the artists’ original design intent. A technology like 3D scanning is also an option to archive the original design intent and construction.

Have other questions? Reach out to the ISG team working on the Storm Lake Downtown Master Plan!

Danielle Propst, AICP
Planner

Danielle.Propst@ISGinc.com

Art Baumgartner, AIA
Architect

Art.Baumgartner@ISGinc.com

Tom Grafft
Storm Lake Office Leader

Tom.Grafft@ISGinc.com

1725 North Lake Avenue • Storm Lake, IA 50588
712.732.7745 • ISGinc.com
Architecture • Engineering • Environmental • Planning

PARKING STUDY RESULTS

Lot Usage

1	Low
2	Low-Medium
3	Medium
4	Medium-High
5	High

The color scheme to the left shows the lot usage based off the number spots in each lot

	Thursday						Friday					Saturday				Timeframe Average							
Public Parking Lot																							
Parking Area	Total Spots	10:00-12:00	12:00-2:00	4:00-6:00	Avg. # of Visitors	% Capacity Used	10:00-12:00	12:00-2:00	4:00-6:00	Avg. # of Visitors	% Capacity Used	4:00-6:00	6:00-8:00	Avg. # of Visitors	% Capacity Used	10:00 AM-12:00 PM	12:00 PM-2:00 PM	4:00 PM-6:00 PM	6:00 PM-8:00 PM				
B: Geneseo & 6th	40	6	11	2.3	4.8	12%	4	9.5	3.5	3.8	10%		2	2	5%	4	10%	6.5	16%	2.3	6%	2	5%
		5	2.5	2			1	3	2			2	2										
		5.5	6.75	2.15			2.5	6.25	2.75			2	2										
A: Erie & 6th	44	3	1	13.2	6.9	16%	3	0.5	4.3	3.3	8%	0	4.7	2.9	7%	4	9%	2.4	5%	6.6	15%	3.9	9%
		4	4.5	15.5			6	3.5	2.5			2	3										
		3.5	2.75	14.35			4.5	2	3.4			2	3.85										
C: Michigan & 6th	71	36.5	35.5	26.8	32.9	46%	35	34	22	30.1	42%		9.3	10	14%	34.5	49%	34.5	49%	20	28%	10.9	15%
		34	36.5	28.3			32.5	32	25			9	12.5										
		35.25	36	27.55			33.75	33	23.5			9	10.9										
D: Erie & Railroad	40	33	29.5	25.5	30	75%	31	27	16	24.9	62%		8.7	6.7	17%	32	80%	28.5	71%	16.5	41%	7.4	18%
		34.5	32	25.3			29.5	25.5	20.3			6	6										
		33.75	30.75	25.4			30.25	26.25	18.15			6	7.35										
Zone 1																							
West side of 700 block of Lake Ave	21	8	20.5	8	13.9	66%	2.5	5.5	5.3	4.4	21%		15.7	9.6	46%	7.5	35%	12.5	60%	6.8	32%	13.9	66%
		17	21	9			2.3	3	7.7			5.3	12										
		12.5	20.75	8.5			2.4	4.25	6.5			5.3	13.85										
North side of 6th St between Michigan and Lake Ave	12	4	5	3.3	5.4	45%	1	1.5	4.8	3.1	26%		6.3	2.2	18%	3.9	32%	5	42%	2.8	23%	3.9	33%
		5	9.5	5.5			5.5	4	2			0.5	1.5										
		4.5	7.25	4.4			3.25	2.75	3.4			0.5	3.9										
South side of 7th St between Michigan and Lake Ave	11	2.3	3	0.3	2.4	22%	4	2	1	2.1	19%		0	0.3	2%	2.5	23%	3	27%	0.9	8%	0.5	5%
		2	5	2			1.7	2	2			0	1										
		2.15	4	1.15			2.85	2	1.5			0	0.5										
Average	40	6.4	10.7	4.7	7.2	49%	2.8	3	3.8	3.2	22%	1.9	6.1	4	27%	4.6	31%	6.8	47%	3.5	24%	6.1	41%

	Thursday					Friday					Saturday					Time frame Average							
Zone 2																							
East side of 600 block of Erie St	22	3.3	4	4.3	5.7	26%	11.5	9	1.8	6.4	29%		0.3	0.1	0%	8.8	40%	6.1	28%	2.2	10%	0.2	41%
		10.5	7	5			10	4.5	1.8			0	0										
		6.9	5.5	4.65			10.75	6.75	1.8			0	0.15										
South side of 6th St between Lake and Erie	13	9.3	3.5	4.5	6	46%	8	6	12	6.9	53%		2	2.3	17%	8	61%	5	38%	5.3	41%	1.5	12%
		8.5	5.5	4.8			6	5	4.5			3	1										
		8.9	4.5	4.65			7	5.5	8.25			3	1.5										
West side of 600 block of Erie St	7	3.3	2	1	1.4	20%	1	2	1.3	1.4	20%		0	0	0%	1.5	21%	1.5	21%	0.8	11%	0	0%
		0.5	0	1.5			1	2	1			0	0										
		1.9	1	1.25			1	2	1.15			0	0										
North side of 5th St between Lake and Erie	9	4	3.5	3.5	3.7	41%	3.5	4	4.3	3.5	39%		0	0.3	3%	3.6	40%	3.9	43%	2.2	24%	0.5	6%
		4	4.5	2.5			3	3.5	2.8			0	1										
		4	4	3			3.25	3.75	3.55			0	0.5										
East side of 600 block of Michigan St	18	13	16	0.5	10.1	56%	12.5	15	17.3	12.6	70%		14	7.4	41%	11.6	65%	14.6	81%	6.6	37%	10.3	57%
		10	13.5	7.3			11	14	5.5			4.5	6.5										
		11.5	14.75	3.9			11.75	14.5	11.4			4.5	10.25										
Average	13.8	6.6	6	3.5	5.4	39%	6.8	6.5	5.2	6.2	45%	1.5	2.5	2	14%	6.7	49%	6.2	45%	3.4	25%	2.5	18%
Zone 3																							
West side of 600 block of Michigan St	19	12	14	8.5	9.4	49%	9.5	10	15	12.2	64%		6	1.8	9%	11.8	62%	11.9	63%	5.8	31%	3.5	18%
		8.5	9	4.3			17	14.5	7			0	1										
		10.25	11.5	6.4			13.25	12.25	11			0	3.5										
West side of 600 block of Geneseo St	16	3.5	2.5	3.7	2.5	16%	3	3	3.3	2.9	18%		0.3	0.2	1%	2.9	18%	2.5	16%	1.8	11%	0.4	3%
		2.5	1.5	1.3			2.5	3	2.3			0	0.5										
		3	2	2.5			2.75	3	2.8			0	0.4										
East side of 600 block of Geneseo St	17	7	6	3.5	6.2	37%	6.5	5	4.5	5.3	31%		0.7	1.4	8%	7.3	43%	6.6	39%	2.3	14%	2.9	17%
		9	9	2.8			6.5	6.5	3			0	5										
		8	7.5	3.15			6.5	5.75	3.75			0	2.85										
South side of 6th St between Michigan and Lake	6	1.5	2	2	2.9	49%	2	4	1.5	2.2	36%		1.3	1.5	24%	2.5	42%	3.9	65%	1.5	25%	0.9	15%
		5	6	1			1.5	3.5	0.5			2	0.5										
		3.25	4	1.5			1.75	3.75	1			2	0.9										
South side of 6th St between Geneseo and Michigan	10	1	1.5	0	1.4	14%	0	0	0	0.1	1%		0	0	0%	0.9	9%	1	10%	0.3	3%	0	0%
		2.5	2.5	1			0	0	0.5			0	0										
		1.75	2	0.5			0	0	0.25			0	0										
North side of 5th St between Michigan and Lake	9	3.5	4.5	4	4	45%	5.5	3	3.5	3.2	36%		1	0.5	6%	4.4	49%	3.5	39%	2	22%	1	11%
		4.5	4.5	3.2			4	2	1.3			0	1										
		4	4.5	3.6			4.75	2.5	2.4			0	1										
Average	12.8	5	5.3	2.9	5.3	41%	4.8	4.5	3.5	4.3	34%	0	1.4	0.9	7%	4.9	38%	4.9	38%	2.3	18%	1.4	11%

	Thursday					Friday					Saturday				Time frame Average								
Zone 4																							
North side of 7th between Lake and Erie	9	4	6	4.8	4.8	53%	4.5	5.5	4.8	5.1	57%		1.7	2.1	23%	4.4	49%	5.6	63%	4	45%	1.9	21%
		4	5.5	4.5			5	5.5	5.5			2.3	2										
		4	5.75	4.65			4.75	5.5	5.15			2.3	1.85										
South side of 7th St between Lake and Erie	11	6	4	3	4.3	39%	2.5	3	2.3	2.6	23%		0	0	0%	4.4	40%	3.1	28%	1.8	16%	0	0%
		5	3	4.5			4	2.5	1			0	0										
		5.5	3.5	3.75			3.25	2.75	1.65			0	0										
East side of 700 block of Erie St	11	5	6	7	5.8	53%	6	4	1.8	4.2	38%		2	1.3	11%	5.9	53%	4.9	44%	3.2	29%	1.5	14%
		6	4	6.8			6.5	5.5	1.5			1	1										
		5.5	5	6.9			6.25	4.75	1.65			1	1.5										

APPENDIX C: QBL

As seen in the implementation section of this Plan, this graphic is designed to give communities a quick glance at how projects are impacting their communities in ways that aren't based solely around economics. The ranking of metrics allows communities to see where they are strongest and where there is room for improvement, thus prioritizing future projects to strengthen those areas.



Resiliency

1. Redefine how and where we build
2. Strengthen job and housing choices
3. Promote equity
4. Leverage community assets
5. Define and assess vulnerabilities

Cultural

1. Diverse food events and opportunities
2. Diverse music events and opportunities
3. Neighborhood, race, or ethnic organizations
4. Diverse art events and opportunities
5. Diversity in public communication

Environmental

1. Water and air quality conservation
2. Waste reduction
3. Energy consumption
4. Land conservation and biodiversity
5. Green development

Sustainability

1. Livable built environment
2. Resilient economy
3. Healthy community
4. Harmony with nature
5. Interwoven equity

Social

1. Education/training access
2. Health and safety
3. Walkability and connectivity
4. Social diversity
5. Environmental and social equity

Economic

1. Infrastructure equity and housing affordability
2. Employment and wages
3. Mixed-use development
4. Economic competitiveness
5. Green building

APPENDIX D: BUDGETARY OPINIONS OF PROBABLE COST

SITE 1 - MICHIGAN STREET EVENT SPACE

Item Description	Unit	Qty	Unit Price	Total Amount
Mobilization (5%)	LS	1	\$18,000	\$18,000
Earthwork, Site Preparation				
Remove PCC Pavement	SY	322	\$15	\$4,830
Tree Protection Fencing	LF	5	\$15	\$75
Sitework				
Concrete Walk	SY	1,578	\$65	\$102,570
6" Modified Subbase	SY	1,578	\$12	\$18,936
Permeable Paver System	LS	1	\$35,000	\$35,000
Adirondack Chair	AL	1	\$7,000	\$7,000
Mobile Bistro Seating	LS	1	\$12,000	\$12,000
Shade Structure	LS	1	\$40,000	\$40,000
Pergola Shade Structure with Elevated Stage	LS	1	\$100,000	\$100,000
Shade Structure Catenary Lighting System	LS	1	\$20,000	\$20,000
Litter Receptacle	EA	2	\$2,000	\$4,000
Bar Table	EA	2	\$6,000	\$12,000
Planting				
Sod Lawn	SF	65	\$45	\$2,925
Construction Costs				\$377,336
10% Contingency				\$37,734
Site Subtotal				\$415,070

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

SITE 1 - PARKING IMPROVEMENTS ALT. A

Item Description	Unit	Qty	Unit Price	Total Amount	
Mobilization (5%)	LS	1	\$2,000	\$2,000	
Earthwork, Site Preparation					
Earthwork Excavation	LS	1	\$5,000	\$5,000	
Remove Concrete Pavement	SY	20	\$15	\$300	
Sitework					
Concrete Landscape Island Curb	LF	425	\$60	\$25,500	
Update Parking Striping	LS	1	\$1,000	\$1,000	
Planting					
Overstory Tree	EA	4	\$550	\$2,200	
Perennial - Groundcover	SF	1,540	\$4.50	\$6,930	
Amended Planting Soil (6" depth)	CY	29	\$80	\$2,320	
Mulch (3" depth)	CY	14	\$80	\$1,120	
				Construction Costs	\$46,370
				10% Contingency	\$4,637
				Site Subtotal	\$51,007

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

SITE 1 - COMMUNITY EVENT SPACE ALT. B

Item Description	Unit	Qty	Unit Price	Total Amount	
Mobilization (5%)	LS	1	\$18,000	\$18,000	
Earthwork, Site Preparation					
Earthwork Excavation	LS	1	\$5,000	\$5,000	
Remove PCC Pavement	SY	498	\$15	\$7,470	
Sitework					
PCC Paving (Parking Lot)	SY	511	\$75	\$38,325	
Concrete Walk	SY	89	\$65	\$5,785	
6" Modified Subbase	SY	89	\$12	\$1,068	
Concrete Landscape Island Curb	LF	1,500	\$60	\$90,000	
Update Parking Striping	LS	1	\$1,000	\$1,000	
Rectangular Rapid Flash Beacon	EA	6	\$20,000	\$120,000	
Pedestrian Crossing Striping	LS	1	\$1,999	\$1,999	
Public Art Pavement Painting	LS	1	\$20,000	\$20,000	
Stormwater Modifications	LS	1	\$35,000	\$35,000	
Planting					
Overstory Tree	EA	22	\$550	\$12,100	
Perennial Groundcover	SF	3,000	\$4.50	\$13,500	
Amended Planting Soil (6" depth)	CY	93	\$80	\$7,440	
Mulch (3" depth)	CY	28	\$80	\$2,240	
Sod Lawn	SF	85	\$45	\$3,825	
				Construction Costs	\$382,752
				10% Contingency	\$38,275
				Site Subtotal	\$421,027

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

SITE 1 - COMMUNITY EVENT SPACE ALT. C

Item Description	Unit	Qty	Unit Price	Total Amount	
Mobilization (5%)	LS	1	\$7,000	\$7,000	
Earthwork, Site Preparation					
Earthwork Excavation	LS	1	\$5,000	\$5,000	
Remove PCC Pavement + Curb	SF	333	\$15	\$4,995	
Sitework					
PCC Paving (Parking Lot)	SY	511	\$65	\$33,215	
Concrete Landscape Island Curb	LF	1,000	\$60	\$60,000	
Update Parking Striping	LS	1	\$750	\$750	
Stormwater Modifications	LS	1	\$25,000	\$25,000	
Planting					
Overstory Tree	EA	5	\$550	\$2,750	
Perennial Groundcover	SF	2,000	\$4.50	\$9,000	
Amended Planting Soil (6" depth)	CY	37	\$80	\$2,960	
Mulch (3" depth)	CY	19	\$80	\$1,520	
				Construction Costs	\$152,190
				10% Contingency	\$15,219
				Site Subtotal	\$167,409

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

SITE 2 - LIBRARY + WITTER GALLERY PLAZA

Phase 1

Item Description	Unit	Qty	Unit Price	Total Amount	
Earthwork, Site Preparation					
Mobilization (5%)	LS	1	\$7,000	\$7,000	
Remove Flag Pole + Footing	LS	1	\$500	\$500	
Remove Existing Sign	LS	1	\$500	\$500	
Remove PCC Pavement	SY	156	\$15	\$2,340	
Sitework					
Concrete Walk	SY	200	\$65	\$13,000	
6" Modified Subbase	SY	200	\$12	\$2,400	
Checkered Tables	EA	2	\$5,000	\$10,000	
Music Play	LS	1	\$15,000	\$15,000	
Bench Seating	EA	2	\$2,500	\$5,000	
Litter Receptacle	EA	3	\$2,000	\$6,000	
Circular Pergola Structure	LS	1	\$25,000	\$25,000	
Relocate Existing Sign	LS	1	\$2,500	\$2,500	
Storm Utility Work	LS	1	\$10,000	\$10,000	
Planting					
Shrub	EA	80	\$65	\$5,200	
Mulch (3" depth)	CY	6	\$80	\$456	
Sod-Lawn	SQ	52	\$45	\$2,340	
				Construction Costs	\$107,236
				10% Contingency	\$10,724
				Site Subtotal	\$117,960

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

Phase 2

Item Description	Unit	Qty	Unit Price	Total Amount
Earthwork, Site Preparation				
Mobilization (5%)	LS	1	\$9,000	\$9,000
Remove Site Furnishings	LS	1	\$500	\$500
Remove PCC Pavement	SY	67	\$15	\$1,005
Sitework				
Precast PCC Seat Wall	LS	1	\$60,000	\$60,000
Seat Wall Deck	LS	1	\$30,000	\$30,000
Café Table with Chairs	EA	3	\$3,500	\$10,500
Lighting—Removals, Conduit, and Footings	LS	1	\$7,500	\$7,500
Planting				
Shrub	EA	15	\$65	\$975
Mulch (3" depth)	CY	6	\$80	\$456
			Construction Costs	\$119,936
			10% Contingency	\$11,994
			Site Subtotal	\$131,930

Phase 3

Item Description	Unit	Qty	Unit Price	Total Amount
Earthwork, Site Preparation				
Mobilization (5%)	LS	1	\$2,000	\$2,000
Remove Existing Statue + Planting Bed	LS	1	\$5,000	\$5,000
Remove PCC Pavement	SY	35	\$15	\$525
Sitework				
Mural—Pavement	LS	1	\$5,000	\$5,000
Pergola Structure	LS	1	\$15,000	\$15,000
Café Table with Chairs	EA	2	\$3,500	\$7,000
Litter Receptacle	EA	1	\$2,000	\$2,000
Concrete Pavers	SF	315	\$30	\$9,450
			Construction Costs	\$45,975
			10% Contingency	\$4,598
			Site Subtotal	\$50,573

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

Phase 4

Item Description	Unit	Qty	Unit Price	Total Amount
Earthwork, Site Preparation				
Mobilization (5%)	LS	1	\$3,000	\$3,000
Earthwork Excavation	LS	1	\$5,000	\$5,000
Remove PCC Pavement	SY	56	\$15	\$840
Sitework				
Precast PCC Poetry Walls	LF	36	\$600	\$21,600
Mural - Pavement	LS	1	\$3,000	\$3,000
Art Wall	LS	1	\$3,000	\$3,000
Lighting - Electrical Circuit, Fixtures, and Controls	LS	1	\$7,500	\$7,500
Litter Receptacle	EA	1	\$2,000	\$2,000
Bench Seating	EA	3	\$2,500	\$7,500
Bike Racks	EA	4	\$1,000	\$4,000
Storm Utility Work	LS	1	\$10,000	\$10,000
Planting				
Perennial - Groundcover	SF	500	\$4.50	\$2,250
Mulch (3" depth)	CY	6	\$80	\$456
			Construction Costs	\$70,146
			10% Contingency	\$7,015
			Site Subtotal	\$77,161

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

SITE 5 - DOWNTOWN GATEWAY OPPORTUNITY

Item Description	Unit	Qty	Unit Price	Total Amount
Mobilization (5%)	LS	1	\$18,000	\$18,000
Earthwork, Site Preparation				
Earthwork Excavation	LS	1	\$5,000	\$5,000
Remove PCC Pavement	SY	453	\$15	\$6,795
Remove Brick Pavers	SF	250	\$5	\$1,250
Remove Gravel / Rock Mulch	SF	4,000	\$1.50	\$6,000
Tree Protection Fencing	LF	300	\$5	\$1,500
Catch Basin Inlet Protection	LS	1	\$250	\$250
Remove Existing Light Fixture + Footing	EA	1	\$1,500	\$1,500
Sitework				
Concrete Walk	SY	667	\$65	\$43,355
6" Modified Subbase	SY	667	\$12	\$8,004
Pedestrian Safety Striping	LS	1	\$500	\$500
Removable Bollard	EA	4	\$1,200	\$4,800
Prefab Shade Structure	LS	1	\$40,000	\$40,000
Shade Structure Catenary Lighting System	LS	1	\$4,500	\$4,500
Bar Height Table with Seating	LS	1	\$10,000	\$10,000
Fire Pit—Gas	EA	1	\$3,000	\$3,000
Mobile Seating + Table	EA	6	\$6,000	\$36,000
Precast Concrete Wall Seat	LF	180	\$600	\$108,000
Planter	EA	8	\$2,500	\$20,000
Entry Feature	LS	1	\$5,000	\$5,000
Bench	EA	5	\$2,500	\$12,500
Bike Rack Surface Mount	LS	1	\$1,000	\$1,000
Litter Receptacle	EA	3	\$2,000	\$6,000
Planting				
Overstory Tree	EA	5	\$550	\$2,750
Ornamental Tree	EA	4	\$450	\$1,800
Shrub	EA	150	\$65	\$9,750
Perennial Planting	SF	1,980	\$4.50	\$8,910
Mulch (3" depth)	CY	31	\$80	\$2,480
Sod Lawn	SQ	270	\$45	\$12,150
Construction Costs				\$380,794
10% Contingency				\$38,079
Site Subtotal				\$418,873

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

LAKE AVENUE STREETScape IMPROVEMENTS - NORTH

East 7th Street -Lake Avenue

Item Description	Unit	Qty	Unit Price	Total Amount
Earthwork, Site Preparation				
Mobilization (5%)	LS	1	\$40,000	\$40,000
Earthwork Excavation	LS	1	\$25,000	\$25,000
Remove PCC Pavement	SY	4,000	\$15	\$60,000
Remove Concrete Walk	SY	2,222	\$10	\$22,220
Remove Trees	EA	5	\$500	\$2,500
Remove Existing Light Fixture + Footing	EA	7	\$500	\$3,500
Remove Hydrant	EA	3	\$500	\$1,500
Relocate Traffic Mast Arm, Signal Head, Pole, and Footing	LS	1	\$7,500	\$7,500
Sitework				
PCC Paving - Roadway	SY	3,889	\$75	\$291,675
Storm Sewer Improvements	LS	1	\$160,000	\$160,000
Concrete Walk	SY	2,000	\$65	\$130,000
6" Modified Subbase	SY	2,000	\$12	\$24,000
Lighting Improvements	LS	1	\$150,000	\$150,000
Site Furnishings	AL	1	\$40,000	\$40,000
Update Roadway Striping	LS	1	\$5,000	\$5,000
Planting				
Overstory Tree	EA	22	\$550	\$12,100
Perennial Planting	SF	2,800	\$4.50	\$12,600
Amended Planting Soil (6" depth)	CY	52	\$80	\$4,160
Mulch (3" depth)	CY	26	\$80	\$2,080
			Construction Costs	\$993,835
			10% Contingency	\$99,384
			Site Subtotal	\$1,093,219

Alternate	Cost
Deduct Sidewalk Improvements	\$175,000

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

E 6th Street -Lake Avenue

Item Description	Unit	Qty	Unit Price	Total Amount	
Earthwork, Site Preparation					
Mobilization (5%)	LS	1	\$46,000	\$46,000	
Earthwork Excavation	LS	1	\$25,000	\$25,000	
Remove PCC Pavement	SY	5,000	\$15	\$75,000	
Remove Concrete Walk	SY	4,222	\$10	\$42,220	
Remove Trees	EA	6	\$500	\$3,000	
Remove Existing Light Fixture + Footing	EA	6	\$500	\$3,000	
Remove Hydrant	EA	3	\$500	\$1,500	
Relocate Traffic Mast Arm, Signal Head, Pole + Footing	LS	1	\$7,500	\$7,500	
Sitework					
PCC Paving - Roadway	SY	5,056	\$75	\$379,200	
Storm Sewer Improvements	LS	1	\$160,000	\$160,000	
Concrete Walk	SY	2,000	\$65	\$130,000	
6" Modified Subbase	SY	2,222	\$12	\$26,664	
Lighting Improvements	LS	1	\$150,000	\$150,000	
Site Furnishings	AL	1	\$40,000	\$40,000	
Update Roadway Striping	LS	1	\$5,000	\$5,000	
Planting					
Overstory Tree	EA	20	\$550	\$11,000	
Perennial Planting	SF	2,520	\$4.50	\$11,340	
Amended Planting Soil (6" depth)	CY	46	\$80	\$3,680	
Mulch (3" depth)	CY	23	\$80	\$1,840	
				Construction Costs	\$1,121,944
				10% Contingency	\$112,194
				Site Subtotal	\$1,234,138

Alternate	Cost
Deduct Sidewalk Improvements	\$200,000

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

E 5th Street -Lake Avenue

Item Description	Unit	Qty	Unit Price	Total Amount
Earthwork, Site Preparation				
Mobilization (5%)	LS	1	\$63,000	\$63,000
Earthwork Excavation	LS	1	\$25,000	\$25,000
Remove PCC Pavement	SY	5,000	\$15	\$75,000
Remove Concrete Walk	SY	2,889	\$10	\$28,890
Remove Trees	EA	7	\$500	\$3,500
Remove Existing Light Fixture + Footing	EA	6	\$500	\$3,000
Remove Hydrant	EA	2	\$500	\$1,000
Relocate Traffic Mast Arm, Signal Head, Pole + Footing	LS	1	\$7,500	\$7,500
Sitework				
PCC Paving - Roadway	SY	8,922	\$75	\$669,150
Storm Sewer Improvements	LS	1	\$250,000	\$250,000
Concrete Walk	SY	2,667	\$65	\$173,355
6" Modified Subbase	SY	4,444	\$12	\$53,328
Lighting Improvements	LS	1	\$150,000	\$150,000
Site Furnishings	AL	1	\$40,000	\$40,000
Update Roadway Striping	LS	1	\$5,000	\$5,000
Planting				
Overstory Tree	EA	20	\$550	\$11,000
Perennial Planting	SF	2,520	\$4.50	\$11,340
Amended Planting Soil (6" depth)	CY	46	\$80	\$3,680
Mulch (3" depth)	CY	23	\$80	\$1,840
			Construction Costs	\$1,575,583
			10% Contingency	\$157,558
			Site Subtotal	\$1,733,141

Alternate	Cost
Deduct Sidewalk Improvements	\$250,000

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

LAKE AVENUE STREETSCAPE IMPROVEMENTS - SOUTH

Item Description	Unit	Qty	Unit Price	Total Amount
Mobilization (5%)	LS	1	\$5,000	\$5,000
Earthwork, Site Preparation				
Pavement Parking Linework Removal	LS	1	\$10,000	\$10,000
Bituminous Pavement Patching	LS	1	\$50,000	\$50,000
Sitework				
Update Roadway Striping	LS	1	\$30,000	\$30,000
			Construction Costs	\$95,000
			10% Contingency	\$9,500
			Site Subtotal	\$104,500

ALLEYWAY IMPROVEMENTS

W 5th Street - Railroad Street Improvements

Item Description	Unit	Qty	Unit Price	Total Amount
Earthwork, Site Preparation				
Mobilization (5%)	LS	1	\$7,000	\$7,000
Earthwork Excavation	LS	1	\$10,000	\$10,000
Remove PCC Pavement	SY	400	\$15	\$6,000
Catch Basin Inlet Protection	LS	1	\$250	\$250
Sitework				
Concrete Walk	SY	233	\$65	\$15,145
6" Modified Subbase	SY	233	\$12	\$2,796
Permeable Pavers	SF	1,500	\$40	\$60,000
Storm Utility - Drain + Connections	LS	1	\$30,000	\$30,000
Catenary Lighting	LS	1	\$20,000	\$20,000
Dumpster Screening	LS	1	\$20,000	\$20,000
Wall Mural	AL	1	\$8,000	\$8,000
Bench	EA	2	\$2,500	\$5,000
Bike Rack - Surface Mount	LS	1	\$1,000	\$1,000
Litter Receptacle	EA	2	\$2,000	\$4,000
			Construction Costs	\$189,191
			10% Contingency	\$18,919
			Site Subtotal	\$208,110

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

W 6th Street - W 5th Street Improvements

Item Description	Unit	Qty	Unit Price	Total Amount
Earthwork, Site Preparation				
Mobilization (5%)	LS	1	\$10,000	\$10,000
Earthwork Excavation	LS	1	\$10,000	\$10,000
Remove PCC Pavement	SY	478	\$15	\$7,170
Sitework				
Concrete Walk	SY	278	\$65	\$18,070
6" Modified Subbase	SY	278	\$12	\$3,336
Permeable Pavers	SF	1,800	\$40	\$72,000
Storm Utility - Drain + Connections	LS	1	\$30,000	\$30,000
Shade Structure	LS	1	\$40,000	\$40,000
Shade Structure Catenary Lighting System	LS	1	\$4,500	\$4,500
Electrical Conduit + Circuit	LS	1	\$10,000	\$10,000
Limestone Block Seating	EA	12	\$1,500	\$18,000
Dumpster Screening	LS	1	\$15,000	\$15,000
Wall Mural	AL	1	\$8,000	\$8,000
Bench	EA	2	\$2,500	\$5,000
Bike Rack - Surface Mount	LS	1	\$1,000	\$1,000
Litter Receptacle	EA	2	\$2,000	\$4,000
Planting				
Overstory Tree	EA	1	\$550	\$550
Perennial Planting	SF	200	\$4.50	\$900
Mulch (3" depth)	CY	2	\$80	\$160
			Construction Costs	\$257,686
			10% Contingency	\$25,769
			Site Subtotal	\$283,455

Legend | AL: Allowance | CY: Cubic yard | EA: Each | LS: Lump sum | SF: Square foot | SY: Square yard

APPENDIX E: CONCEPT PLANS



Check out the concept plans here!

bit.ly/stormlakedowntown_conceptplans 

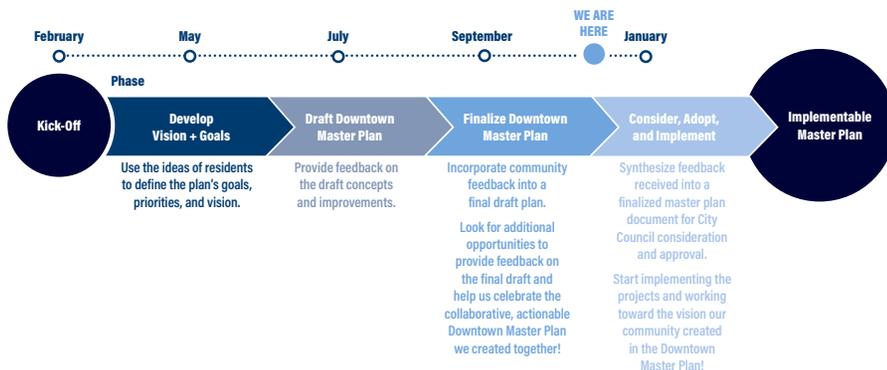
STORM LAKE DOWNTOWN MASTER PLAN

Downtown Storm Lake has long been an activity center, employment hub, and public gathering space for residents and visitors alike. In February 2022, the City of Storm Lake started working on a collaborative and implementable Downtown Master Plan that celebrates the past, present, and future of our community. To create a plan reflects our rich history, embraces the community's unique culture, and captures the diverse needs of our residents, we need your ideas throughout the process to make this vision a reality!

WHAT IS A MASTER PLAN?

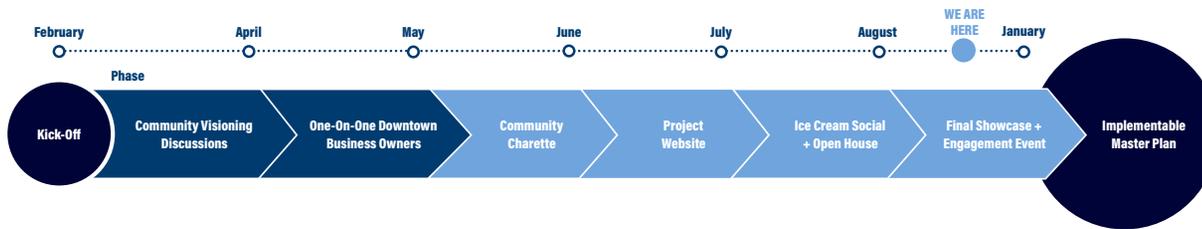
A Master Plan in a long-term vision (10- 20 years) for our Downtown's preservation and improvement. This vision will include recommendations on the preservation and enhancement of existing features, improved streetscapes, new features and amenities, and opportunities to connect downtown to places we love in Storm Lake!

PLANNING PROCESS SNAPSHOT



PROJECT GOALS + VISION

ENGAGEMENT PROCESS



WHAT WE HAVE HEARD SO FAR

- Entertainment + Community Spaces
- Facade Improvements
- Lighting Improvements
- Parking Considerations
- Plantings
- Public Art
- Retail, Restaurants, and Housing
- Seating, Bike Racks, and Trash Receptacles
- Streetscapes Improvements
- Walkability + Connectivity
- Wayfinding + Blade Signage



KEY CONSIDERATIONS

- Promote Community Gatherings
- Create Inclusive Community Spaces
- Encourage Mixed + Compatible Uses
- Support Reinvestment
- Add New Housing Choices
- Foster Healthy Community Design
- Create an Exceptional Walking + Biking Environment
- Strengthen Connections
- Enhance Downtown Experience
- Stimulate Redevelopment + Economic Growth

EXISTING CONDITIONS + SITE SELECTION

SITE 1 COMMUNITY EVENT SPACE

- Parking lot is publicly owned
 - Activates street/area outside of Lake Avenue
 - Provides an event area/community gathering space
- Noted during preliminary public engagement*

SITE 2 STORM LAKE LIBRARY AND WITTER GALLERY PLAZA

- Enhancement of existing, publicly owned area
 - Activates an area currently frequently used by residents
- Gathering space, public Wi-Fi access*

SITE 3 MICHIGAN STREET MULTI-USE

- Used as a commercial property previously
- Activates an underutilized block of downtown by providing a variety of uses throughout the day/week

SITE 4 RAILROAD STREET BREWERY

- Used as a nightclub/bar previously
- Large building footprint with ample room for brewery space and outdoor seating

SITE 5 DOWNTOWN GATEWAY OPPORTUNITY

- Sites sit on either side of Lake Avenue as you cross the railroad and enter downtown Storm Lake, these sites provide a unique opportunity to provide a gateway or welcoming feature to note arrival in the downtown district
- Understanding that memorial Clough Memorial Park is privately owned but well loved by the community, these concepts respect the existing layout of the park and propose minimal enhanced plantings to complement the proposed uses across the street
- Site on east side of Lake Avenue/Railroad Street was used as a commercial/restaurant property previously

SITE 6 RESIDENTIAL OPPORTUNITY

- Lots are adjacent to Downtown Storm Lake and currently underutilized
- The concept provides a multi-family housing opportunity near downtown

SITE 7 META BANK REDEVELOPMENT OPPORTUNITY

- Redevelopment of building in the heart of the downtown
- Large building footprint for adaptive reuse

**Recognizing this is a long-term vision for Downtown Storm Lake, the railroad property marking the southern boundary of downtown is noted as opportunity due to its aesthetic significance as a visual gateway to Downtown and opportunities for other uses. The planning team recognizes acquisition opportunities are unlikely at this time.*



SITE 1: COMMUNITY EVENT SPACE



EXISTING CONDITIONS



The Community Event Space proposed on the corner of Michigan Street and West 5th Street enhances the existing pocket park into an active community plaza, while also maintaining the primary use of the adjacent parking lot. Additionally, a pocket park with water play is explored adjacent to the parking lot along Michigan Street. The Erie/Railroad Street and Geneseo Street/West 6th Street parking lot along Michigan Street are other possible sites for a community space.

LOCATOR MAP + LOT OPPORTUNITIES



GATHERING AND EVENT SPACE



PRECEDENTS:



Adirondack Chairs



Permanent Structure



Crossings

SITE 1: COMMUNITY EVENT SPACE



PROPOSED IMPROVEMENTS



Proposed improvements for the selected parking areas aim to increase pedestrian safety and green space while maintaining the function of the existing parking lots

ALTERNATE A:

Implement a temporary event space onto Geneseo and 6th Street's parking lot that feeds into activated alley.

-Increase pedestrian safety with landscape islands and decrease heat island effect by increasing green space within parking lot.

- FIVE STALLS LOST

ALTERNATE B:

Maintain parking lot and street parking with parking island additions and a focus on the Community Event Space.

- 13 STALLS LOST

ALTERNATE C:

Implement a temporary event space onto Erie and 6th Street's parking lot that feeds into activated alley.

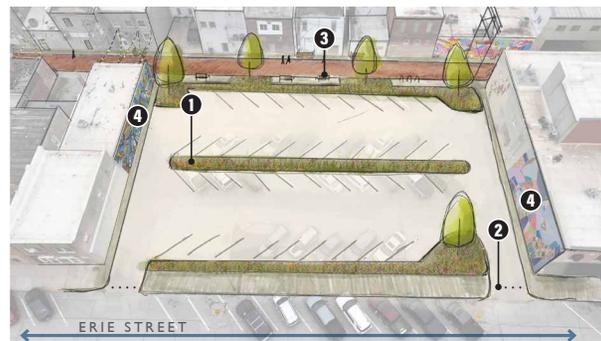
-Maintains all stalls, removable bollards may be utilized to temporarily restrict vehicles for events within the parking lot.

- TWO STALLS LOST

ALTERNATE A



ALTERNATE C



ALTERNATE B



ALTERNATE A Geneseo and 6th Street

- Total Spaces: 40
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- Least busiest time was Saturday afternoon and evening between 4:00 pm - 6:00 pm and 6:00 pm - 8:00 pm.
- On average, **17%** of the spaces were full.

ALTERNATE B Michigan and 6th Street

- Total Spaces: 71
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- Least busiest time was Saturday afternoon between 4:00 pm - 6:00 pm.
- On average, **51%** of the spaces were full.

ALTERNATE C Erie and Railroad Street

- Total Spaces: 44
- Busiest time was Thursday afternoon between 4:00 pm - 6:00 pm.
- Least busiest time was Saturday afternoon and evening between 4:00 pm - 6:00 pm and 6:00 pm - 8:00 pm.
- On average, **33%** of the spaces were full.



1 Landscape Islands



2 Removable Bollards



3 Seating



4 Mural / Public Art

SITE 2: LIBRARY AND WITTER GALLERY PLAZA



EXISTING CONDITIONS

GARDEN AND PLAZA

PAGE 6



Storm Lake's Library and Witter Gallery Plaza enhances existing publicly owned land while activating the frequently used gathering space with sensory play, shade structures, seating, plantings, and Wi-Fi access.



LOCATOR MAP



PRECEDENTS



ISG DOWNTOWN STORM LAKE MASTER PLAN
ISG Project: 26215
March 3, 2023



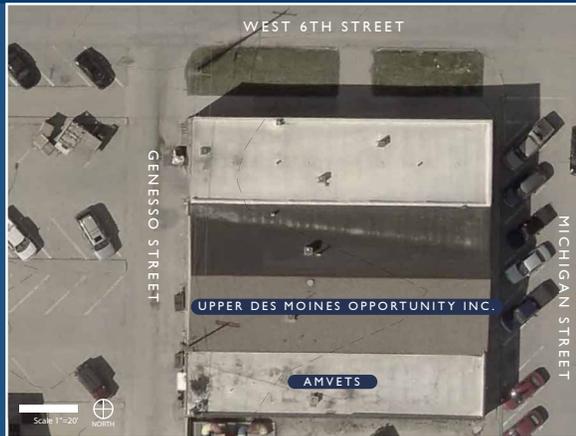
SITE 3: MICHIGAN STREET MULTI-USE BUILDING



EXISTING CONDITIONS

PATIO BAR + COMMERCIAL

PAGE 7



Concrete Pavers



Raised Planters



Garage Door Access

Michigan Street's Multi-Use Building is located on the corner of Michigan Street and 6th Street. Envisioned as an opportunity for private sector investment, this retrofit of the existing building expands commercial programming into the side yard, providing an opportunity for outdoor dining and entertainment.

LOCATOR MAP



PRECEDENTS



Patio Seating



Pergola Structure With String Lighting

ISG DOWNTOWN STORM LAKE MASTER PLAN
ISG Project: 26215
March 3, 2023



SITE 4: RAILROAD STREET BREWERY



EXISTING CONDITIONS



RENOVATED BREWERY AND PATIO



A renovated Brewery is proposed on Railroad Street between Erie Street and Cayuga Street. Envisioned as an opportunity for private sector investment, this adaptive reuse of the existing structure offers an upper and lower patio space alongside a seasonal outdoor bar, outdoor games, shade and ambient lighting.

LOCATOR MAP



PRECEDENTS



SITE 5: DOWNTOWN GATEWAY OPPORTUNITY



EXISTING CONDITIONS

CITY ENTRY AND WINE BAR

PAGE 9



Located at Lake Avenue and Railroad Street, the Downtown Gateway provides an entrance into downtown Storm Lake. The proposal for an active wine bar and patio is shown, with features such as: a fire pit, bar-top seating, shaded seating, and xeriscaping plantings (drought resistant).

LOCATOR MAP



PRECEDENTS



ISG DOWNTOWN STORM LAKE MASTER PLAN
ISG Project: 26215
March 3, 2023



SITE 6: RESIDENTIAL OPPORTUNITY



EXISTING CONDITIONS

COMMUNITY HOUSING

PAGE 10



Adjacent to Downtown Storm Lake, the block of Seneca and East 5th Street offers an opportunity for multi-family housing. The row home and apartment building concepts feature amenities including on-site parking, a courtyard, and a park or playground.

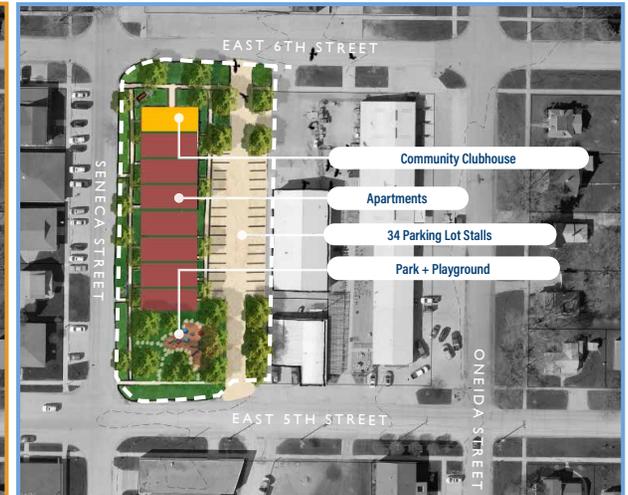
LOCATOR MAP



ROW HOMES + COURTYARD



APARTMENTS + COMMUNITY SPACE



PRECEDENTS



ISG DOWNTOWN STORM LAKE MASTER PLAN
ISG Project: 26215
March 3, 2023



SITE 7: META BANK REDEVELOPMENT OPPORTUNITY



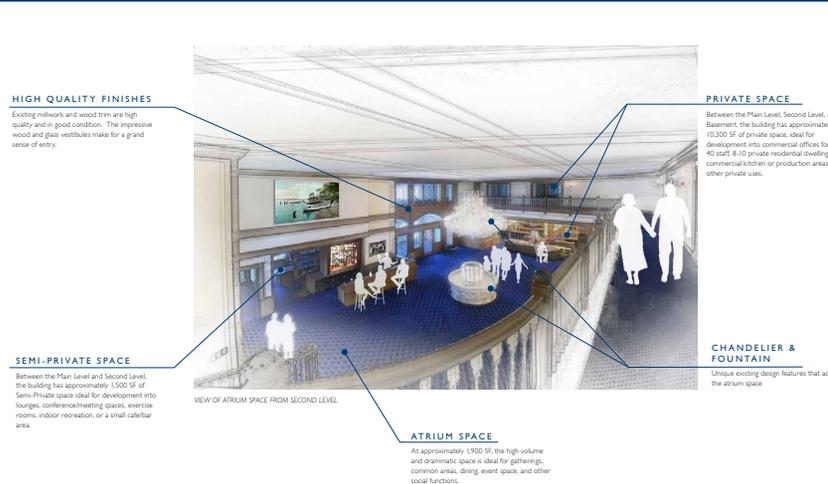
EXISTING CONDITIONS

RENOVATED MULTI-USE SPACE



Located on the corner of Erie Street and East 5th Street, the former Meta Bank property is envisioned as an opportunity for redevelopment and private sector investment. The concepts explored for this property include redevelopment into a multi-family residential property with approximately 8 units or a commercial active play and/or recreational space geared toward children and families.

LOCATOR MAP



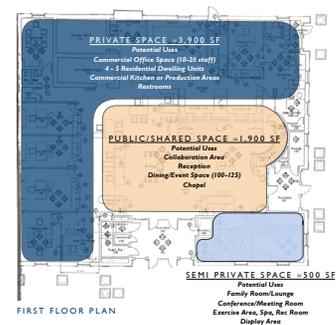
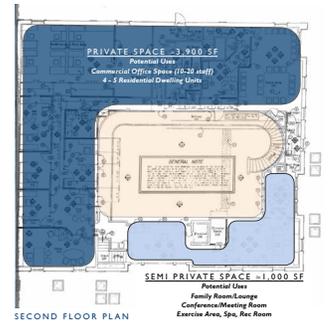
DEVELOPABLE SPACE = 13,700 SF

Potential Building Uses

- Commercial Office Space (20-40 Staff)
- Small Multi-Family Residential (8-10 Dwelling Units)
- Active Play and/or Recreational Building
- Brewery/Distillery and Event Center
- Funeral Home and/or Hospice Center

LEGEND

- PUBLIC/SHARED SPACE
- SEMI-PRIVATE SPACE
- PRIVATE SPACE



PRECEDENTS

Residential Space



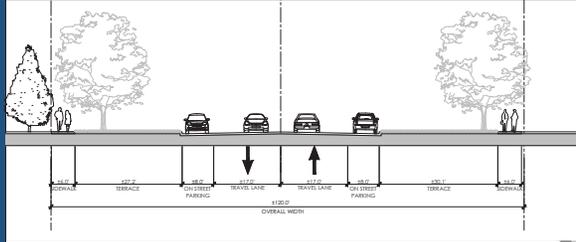
Active Play



LAKE AVENUE IMPROVEMENTS



EXISTING CONDITIONS



As the central thoroughfare, Lake Avenue's proposed and publicly selected improvements North and South of East Railroad Street offer protected bike lanes and on-street parking opportunities.

Over **80%** of voters during community engagement events favored a 3-lane option.

LOCATOR MAP



LAKE AVE NORTH OF RAILROAD

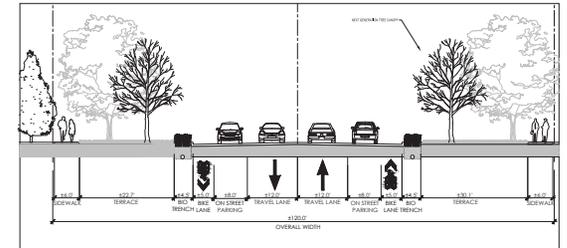


3 Lanes with Protected Bike Lanes

This option connects downtown to the lake with a protected bike lane, with angled parking separating car traffic from bikers. The sidewalk width remains the same.

LAKE AVE SOUTH OF RAILROAD

PAGE 12

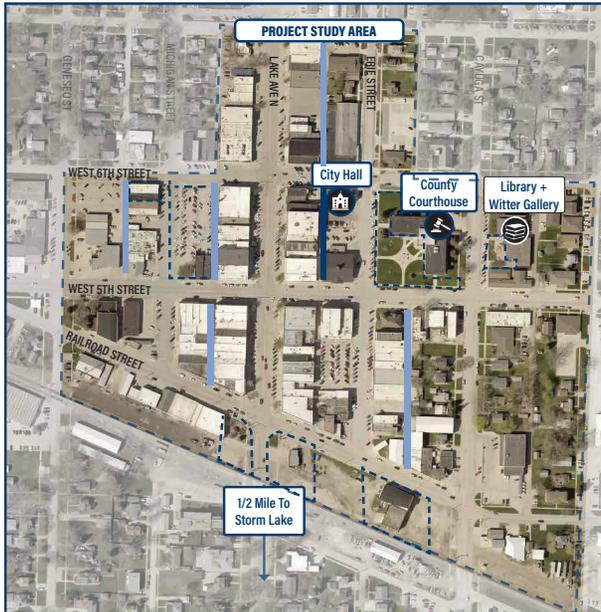


2 Lanes with Protected Bike Lanes

This option connects downtown to the lake with protected bike lanes, with on-street parking separating car traffic from bikers.

DOWNTOWN ALLEYWAY OPPORTUNITIES

EXISTING ALLEYWAYS



WEST 6TH STREET - WEST 5TH STREET



WEST 5TH STREET - RAILROAD STREET



PRECEDENTS



EXPLORING PUBLIC ART INSTALLATIONS

IN GROUND MURALS



MOSAIC MURALS



"MURALISTS IMAGINE STORM LAKE AS THEIR CANVAS"



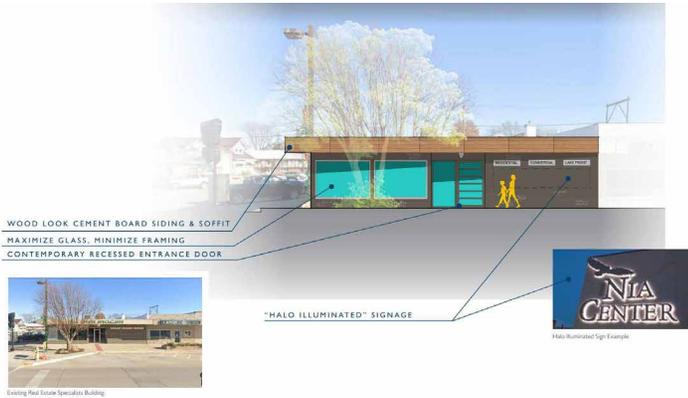
PREFERRED FURNISHINGS + FINISHES



FACADE IMPROVEMENTS



MODERN STYLE FACADE



SEATING



TRASH RECEPTACLES



BIKE RACKS



TABLES



PLANTERS



LIGHTING



WAYFINDING + BUILDING SIGNAGE



PARKING STUDY



ZONE 1

- Average Spaces: 14.7
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **73 %** of the spaces were full.

ZONE 2

- Average Spaces: 13.8
- Busiest time was Thursday afternoon between 4:00 pm - 6:00 pm.
- On average, **49 %** of the spaces were full.

ZONE 3

- Average Spaces: 12.8
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **41 %** of the spaces were full.

ZONE 4

- Average Spaces: 13.8
- Busiest time was Friday morning between 10:00 am - 12:00pm.
- On average, **49 %** of the spaces were full.

ZONE 5

- Average Spaces: 12.5
- Busiest time was Friday afternoon between 12:00pm - 2:00 pm
- On average, **73 %** of the spaces were full.

ZONE 6

- Average Spaces: 16.8
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **76 %** of the spaces were full.

LOT A Erie and 6th Street

- Total Spaces: 44
- Busiest time was Thursday afternoon between 4:00 pm - 6:00 pm.
- On average, **33 %** of the spaces were full.

LOT B Geneseo and 6th Street

- Total Spaces: 40
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **17 %** of the spaces were full.

LOT C Michigan and 6th Street

- Total Spaces: 71
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **51 %** of the spaces were full.

LOT D Erie and Railroad Street

- Total Spaces: 40
- Busiest time was Thursday morning between 10:00 am - 12:00pm
- On average, **84 %** of the spaces were full.

- ALMOST 30 % OF THE SPACES ON LAKE AVENUE WERE AVAILABLE DURING THE BUSIEST TIME OF DAY!
- OVER 60 % OF THE SPACES IN PUBLIC PARKING LOTS WERE AVAILABLE DURING THE BUSIEST TIME OF DAY!
- OVER THE COURSE OF THE PARKING STUDY, AN AVERAGE OF 68 % OF THE PARKING SPACES WERE OPEN DOWNTOWN!

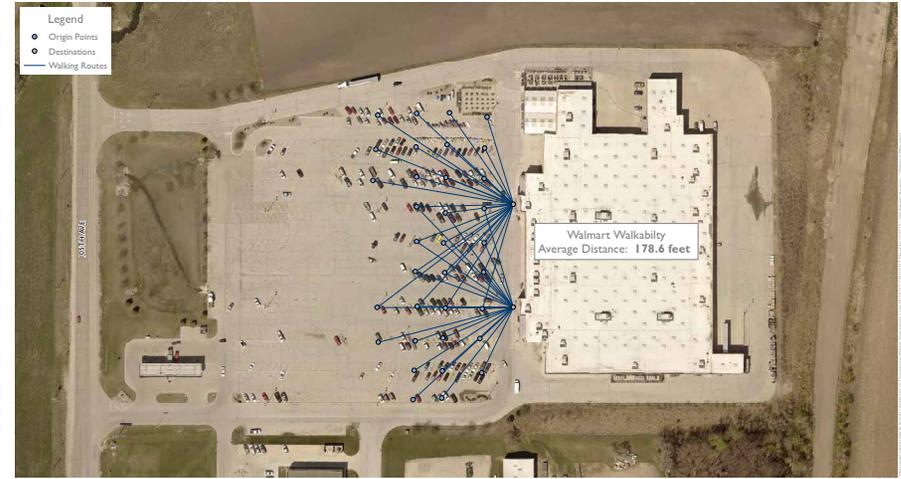
In July 2022, ISG conducted six days of on-site parking counts to understand the demand for parking in Downtown Storm Lake. The counts were taken on the busiest days downtown - Thursday, Friday, and Saturday - and during the busiest times, like over the lunch hour or right after work. The data provided below is an average of over 1,400 records that were collected over the six-day period!

WALKABILITY ANALYSIS



Downtown Walkability Analysis
Storm Lake Downtown Master Plan
Storm Lake, Buena Vista County, Iowa

Source(s)
Orthophoto: Buena Vista County 2017;
Roads (A DOT 2016)



Walmart Walkability Analysis
Storm Lake Downtown Master Plan
Storm Lake, Buena Vista County, Iowa

Source(s)
Orthophoto: Buena Vista County 2017;
Roads (A DOT 2016)



THIS WALKABILITY ANALYSIS COMPARES PARKING ACCESS AND WALKABILITY TO THE PLACES YOU WANT TO GO WHEN VISITING DOWNTOWN STORM LAKE VERSUS A BIG BOX RETAIL STORE. WALKING A BLOCK OR TWO DOWNTOWN TO VISIT A STORE IS LESS DISTANCE THAN YOU WOULD WALK TO GET YOUR GROCERIES AT A LARGE RETAIL STORE.



GATEWAY OPPORTUNITY

EXISTING CONDITIONS



A supplement to the Lake Avenue streetscape improvements, gateway opportunities at the intersection of Lake Avenue North - E 7th Street help improve pedestrian safety and increase the sense of identity with monument signage. Proposed improvements such as curb extensions provide visual cues to drivers that they are entering a low speed street as well as reduce the distance pedestrians have to cross the street. Opportunities for stormwater management can soften the streetscape with plantings as well as reduce impervious surface.

LOCATOR MAP



★ Potential Gateway Opportunity

LAKE AVE N - E 7TH ST INTERSECTION

VIEW FACING SOUTH



PRECEDENTS

Monument Signage



Gateway Curb Extension





Architecture
Engineering
Environmental
Planning
ISGInc.com