

A detailed line art illustration of the Marshalltown Courthouse, featuring a prominent central dome with a clock face, multiple gables, and classical columns. The illustration is rendered in a light blue color and serves as a background for the title.

Reimagine MARSHALLTOWN

Comprehensive Plan
and Housing Study

August 24th , 2026

Housing Market Analysis & Action Strategy

2026

Housing affects the quality of life for residents and the ability to attract new generations. This increases support for a wider range of businesses and their ability to recruit and retain employees. Thus, Reimagine Marshalltown includes a deeper study of housing needs and strategies.

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EXECUTIVE SUMMARY

The Housing Action Strategy is an in-depth analysis of needs for attainable, workforce, and other housing options to bridge housing demand and supply gaps.

The Strategy ties together a wealth of information from the Reimagine Marshalltown planning process to form a picture of Marshalltown's housing market. The information includes qualitative and quantitative sources to understand factors for building housing policy.

The goals and strategies in the Action Strategy define how to achieve the broader Reimagine Marshalltown development principles. The Housing Strategy Plan:

Establishes a policy and program blueprint

Stimulates conversation on programs and partnerships

Shows the demand for home types and price points

Motivates partners and employers to get involved

Educates residents and shows them opportunities

The Marshalltown market will need to add nearly 600 housing units between 2026 and 2035 to support the 2035 population and job needs.

This is about 60 units annually across owner and rental options. Over the next several years, housing production should focus on options for aging adults, ownership, and multi-bedroom rentals.

From 2020 to 2025, Marshalltown added an average of 65 housing units per year. However, only 23 of these annual units were single-unit detached or attached units. Several larger multi-unit projects in 2022 and 2023 propped up the average.

2026-2027 ACTION STEPS

Marshalltown's goal of adding 600 new housing units will require a coordinated approach that expands housing production, preserves existing housing stock, and creates stronger partnerships among the public, private, and nonprofit sectors. While achieving this goal will take sustained effort over many years, three actions should be prioritized in the next 12 months to build momentum and lay the foundation for long-term success.

1

Establish and Lead Marshalltown's First Housing Workshop

Marshalltown should convene its first annual Housing Workshop to bring together builders, developers, lenders, employers, housing organizations, and community leaders. The event can help identify housing barriers, highlight development opportunities, and build subcommittees to support housing policy. As a regular forum for collaboration, it can also attract new investment and strengthen coordination around housing initiatives.

2

Expand Housing Rehabilitation and Repair Funds

Preserving existing housing is one of the most cost-effective ways to maintain the community's housing supply. Marshalltown should expand rehabilitation and repair funds to moderate income households that provides grants, low-interest loans, or matching assistance for eligible homeowners. Helping residents address critical repairs can improve housing quality, stabilize neighborhoods, and prevent the loss of existing housing units.

3

Create a Program to Convey Vacant City-Owned Lots for Housing Development

Marshalltown should establish a formal process for making vacant city-owned lots available for housing development through a competitive RFP program. By reducing land acquisition costs and setting clear development expectations, the City can encourage infill housing, attract nonprofit and private-sector partners, and support construction that aligns with community goals.

Definitions used in the Action Strategy

- **Accessible Housing.** Physically adapted to the individuals intended to occupy it, including those disadvantaged by age, physical or mental disability, or medical condition.
- **Affordable Housing (Federal).** As defined for certain housing programs like low-income housing tax credit projects (LIHTC), housing choice vouchers (Section 8), or other programs that define housing for lower income ranges.
- **Appraisal.** Assessment of the current market value of a property and usually is a key requirement when a property is bought, sold, insured, or mortgaged. Calculation of appraisals uses “comparables” – properties located in the same area with similar characteristics and have an established value (recent sales).
- **Attainable Housing.** Not financially burdensome to a household. Financially burdensome could be housing expenses that exceed 30% of household income. It could also include situations where a household has high daycare costs, high transportation costs, student or medical debt, or other expenses that limit income to spend on housing.
- **Cost Burdened.** A household is cost burdened when it spends more than 30% of its gross household income on housing costs.
- **Density.** The number of homes per net area of land.
- **Housing Choice Vouchers/Section 8.** A Federal program assisting low-income families to be able to have affordable housing choices. The household generally pays a portion of rent based on income, and the voucher pays the remaining eligible housing assistance payment directly to the landlord.
- **Housing Incentive.** Any policy, action, regulation, or finance that entices a landowner or developer to provide a housing product or service deemed in the public interest.
- **Infill.** Developing vacant or partially developed lots that are surrounded by or near areas that are substantially or fully developed.
- **Infrastructure.** Built facilities needed to sustain industry, residential, commercial, and all other land use activities, including water, sewer lines, and other utilities, streets and roads, and communications.
- **Market Rate.** The price that a broad number of home buyers or renters are willing to pay for housing. Market rate housing is not restricted by price and implies the cost of housing without direct production assistance or ongoing subsidies from specific programs. Market rates fluctuate with demand, supply, construction costs, and other factors. Note, the market rate price may also be a price buyers must pay because there are no other options accommodating their situation, possibly making them housing cost burdened.
- **Move-up Housing.** Occurs when higher-income households move out of homes that are below the price that they can afford. Often, it involves housing that frees up existing, more attainable housing for others. Today, the moves can be lateral in square footage but also upgrades in locations or amenities with smaller home square footage.
- **Poverty.** As defined by the Census Bureau using a set of money income thresholds that vary by family size and composition and updated for inflation.
- **Public/Private Partnership.** An agreement between a government entity, non-profit, community organization, and/or for-profit entity to achieve a mutually agreed upon outcome for the public good.
- **Redevelopment.** To demolish existing buildings to build something else or increase building on an existing property, or both.
- **Reuse.** Changing the original use of a built structure to something else. Common examples include adapting nonresidential uses to residential uses.
- **Senior Housing.** Often thought of as nursing homes and assisted living facilities, senior housing in the context of this study is more broadly defined and refers to housing that caters to older adults. These housing options could include ground floor apartments, condos, housing with limited assistance, or other options that allows seniors to live independently with less maintenance.
- **Unhoused.** Anyone who lacks a fixed, regular and adequate nighttime residence.
- **Universal Design.** Structural design that focuses on making the house safe and accessible for everyone, regardless of age, physical ability, or stature. Incorporates ideas like task lighting, wide entryways, and easily adaptable spaces.
- **Workforce Housing.** According to the Urban Land Institute, workforce housing is any housing that is affordable to a household earning between 60% and 120% of the area median income (AMI).

MARKET CONDITIONS

- I. DATA INSIGHTS
- II. COMMUNITY INSIGHTS
- III. PRIMARY MARKET THEMES & CHALLENGES

The housing market is multifaceted. Many forces influence each other to affect how homes are added, where homes are built, and the home prices paid by consumers. The supplemental information in this section and the Reimagine Marshalltown Future Land Use Plan includes the most recent data that captures Marshalltown’s housing market status in 2026. These data unveil several primary findings that rise to the top and most influence housing in Marshalltown. The following pages summarize additional housing market information for Reimagine Marshalltown:

- Households
- Employment
- Housing Age and Condition
- Development and Sales Activity
- Affordability

Typical Monthly Costs - Modest Standard of Living	1 Adult, no Children	1 Adult, 1 Child	2 Adults, 2 Children
Housing	\$706	\$958	\$958
Food	\$330	\$484	\$954
Childcare	\$0	\$542	\$1,066
Transportation	\$1,119	\$1,359	\$1,578
Health Care	\$398	\$617	\$1,234
Taxes	\$676	\$787	\$1,004
Other Necessities	\$322	\$448	\$594
Needed Hourly Living Wage per Adult* (annual)	\$20.48 (\$42,607)	\$29.96 (\$62,326)	\$21.21 x 2 (\$44,320 x 2)
Median Household Income in Marshalltown	Renters \$54,405 Owners \$79,076		

30% of income spent on home/rent per month	 <\$1,065 <\$1,558 <\$2,216
Comparable home ownership price limit with taxes/insurance**	 <\$150,000 <\$225,000 <\$350,000

Monthly Household Costs in Marshall County, 2024
 Source: Economic Policy Institute Family Budget Calculator; American Community Survey
 *Needed Hourly Living Wage per adult per household, assumes adults working 40 hours per week
 **Assumes a good credit score, 20% down payment, no HOA fees, comparable local taxes/insurance, no householder debt, and a 30-year fixed rate mortgage at 6.25%.

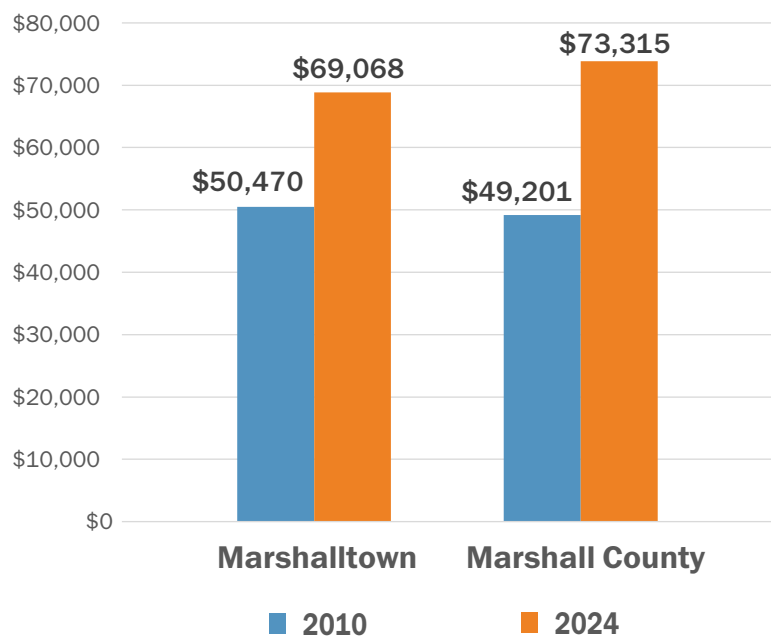
Keep in mind all the different costs facing people when reading through the findings, analysis, goals, and strategies. Many facts and figures on the following pages relate to housing costs. But many other daily necessities influence how much someone can spend on housing.

Data Insights - Household Snapshot

Between 2010 and 2023, Marshalltown saw gradual shifts in how residents live, earn, and occupy housing. While overall population and household counts have remained relatively stable, changes in household size, tenure, income, and housing conditions point to evolving needs related to affordability, reinvestment, and neighborhood stability.

- **Slightly larger household sizes** suggest growth in family or multi-generational living arrangements.
- **Declining owner occupancy and a higher share of renter households** emphasize the importance of rental housing quality and stability as homeownership takes longer for many to achieve.
- **Household income growth did not keep up with inflation between 2010 and 2024.** People’s income has to stretch further than before.
 - Household income varies significantly by age, with the highest incomes among mid career households and lower incomes more common among senior led households.
 - Income disparities by tenure persist. Owner occupied households consistently earn more than renter households.

FIGURE 1.1: MEDIAN HOUSEHOLD INCOME



Source: American Community Survey (5-Year Estimates)

FIGURE 1.2: HOUSEHOLD OCCUPANCY

	2010	2020	CHANGE
 OWNER OCCUPIED	11,171 68%	11,248 67%	77 ▼
 RENTER OCCUPIED	3,293 32%	3,383 33%	90 ▲
 VACANCY RATE	836 7.5%	973 8.7%	137 ▼

Source: US Census

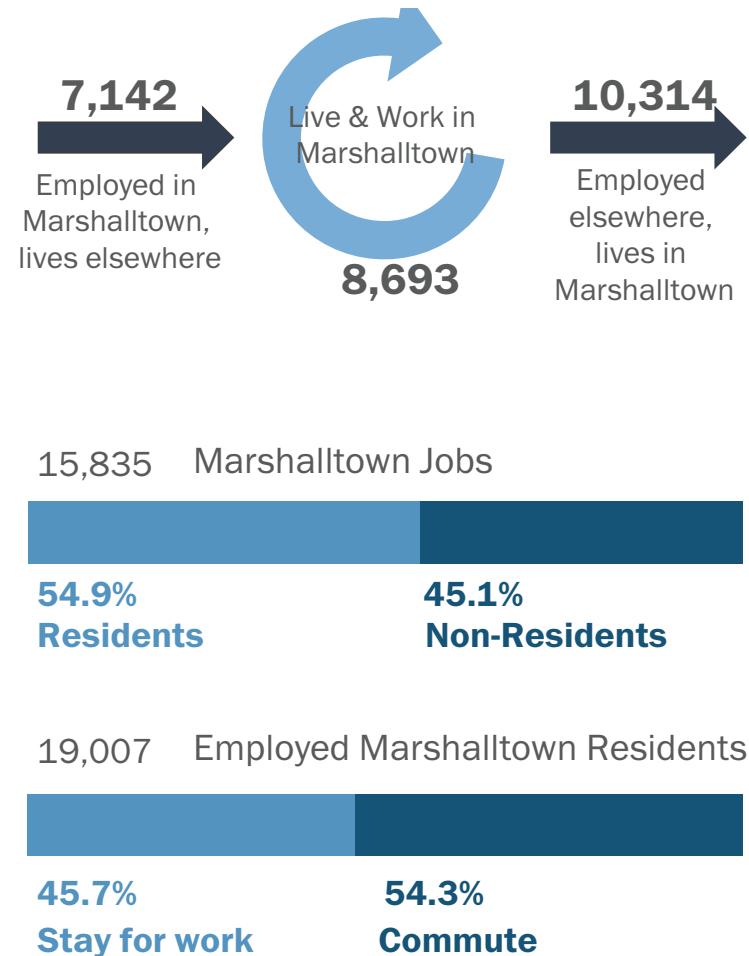
Data Insights - Economic Trends

Marshalltown is a regional employment center, but also a bedroom community to the Des Moines metro. Commuting patterns highlight local and regional employment opportunities.

- **Marshalltown is a two way regional labor market.** Approximately 7,142 workers commute to Marshalltown for employment, while 8,693 residents both live and work in the city. 10,314 Marshalltown residents commute out of the city.
- **People have job choices in the region.** Commuter patterns reinforce regional connectivity, suggesting that economic resilience depends not only on local job creation, but also on transportation, housing, and infrastructure that support a mobile workforce.
- **Job availability has stabilized following the 2020 Pandemic,** with ongoing demand in manufacturing, logistics, health care, and service sectors.

“Lots of people at my office choose to live in other communities partly because of lack of housing availability in Marshalltown.” - Survey Respondent

FIGURE 1.3: WHERE PEOPLE LIVE AND WORK



| Source: US Census OnTheMap, 2022

Data Insights - Housing Age and Condition

Marshalltown's housing stock is relatively old, with much of it constructed before 1960. The average year of construction is around the late 1950s, meaning a large share of homes are 60 years old or more. While this contributes to neighborhood character and affordability, the age of the housing stock also presents ongoing challenges related to maintenance, reinvestment, and long term housing quality.

- **Marshalltown's housing stock is older,** with over 50% built before 1960.
 - Older homes are more likely to face reinvestment needs, including aging building systems, energy inefficiency, and accessibility limitations.
- **Construction has been limited in the last decade.** Although Marshalltown saw a boost of residential construction in 2021, 2022, and 2023, new homes have not significantly altered the overall housing age profile.
- **Lower housing conditions are more common on the fringe of downtown Marshalltown (Figure 1.5 on the next page).** Older neighborhoods and areas with higher renter concentrations often experience greater maintenance pressures.
- **Home values have risen but remain below state and national averages.** However, the increases coupled with costs rising more than incomes limit homeowners' ability to finance major repairs, which correlates with areas that have lower housing conditions (Figure 1.6 on the following pages).

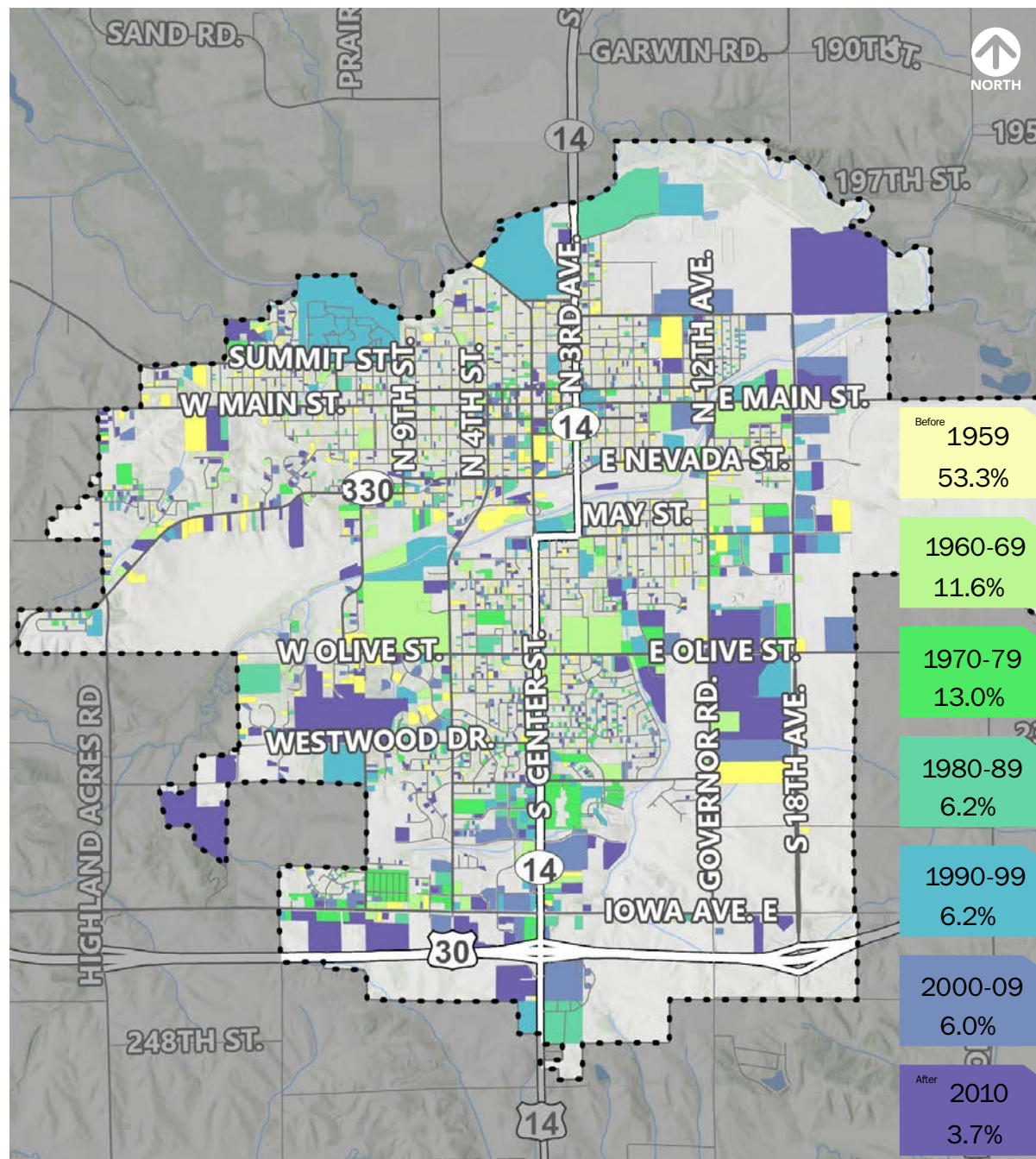


Figure 1.4: Year Built of Housing

Source: Marshall County Assessor, 2025; American Community Survey (5-Year Estimates)

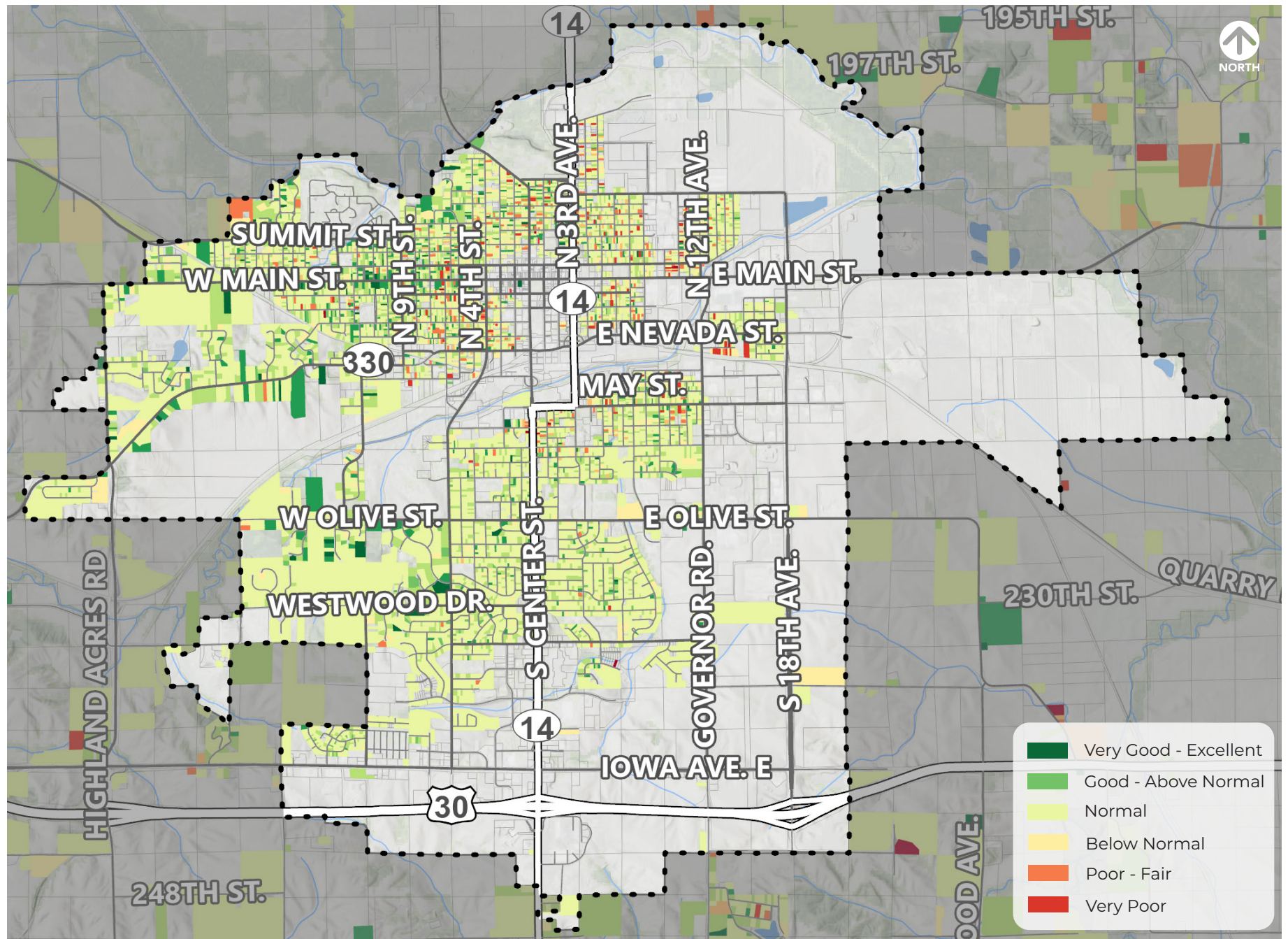


Figure 1.5: Housing Conditions
Source: Marshall County Assessor, 2025

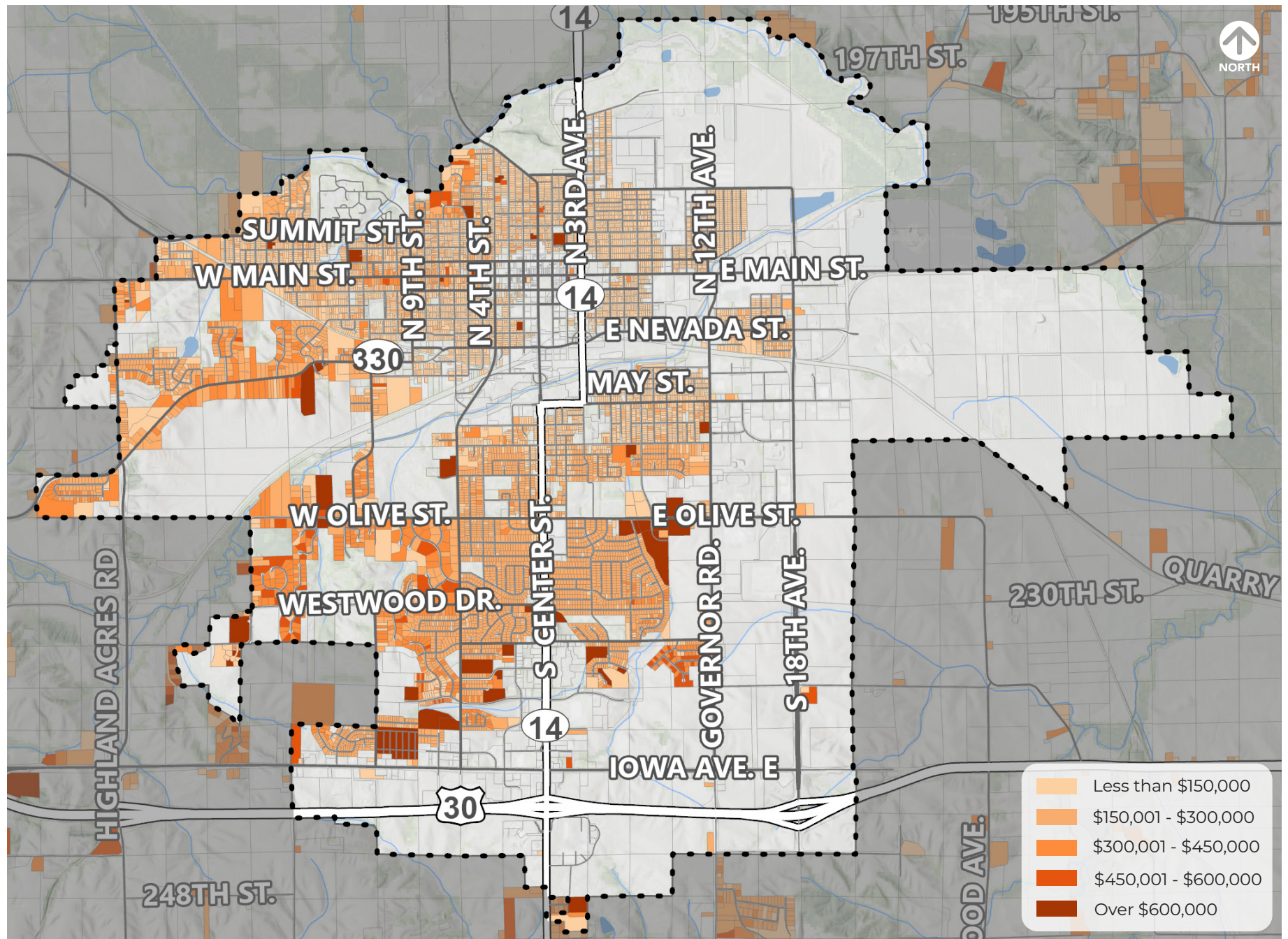


Figure 1.6: Assessed Housing Value
Source: Marshall County Assessor, 2025

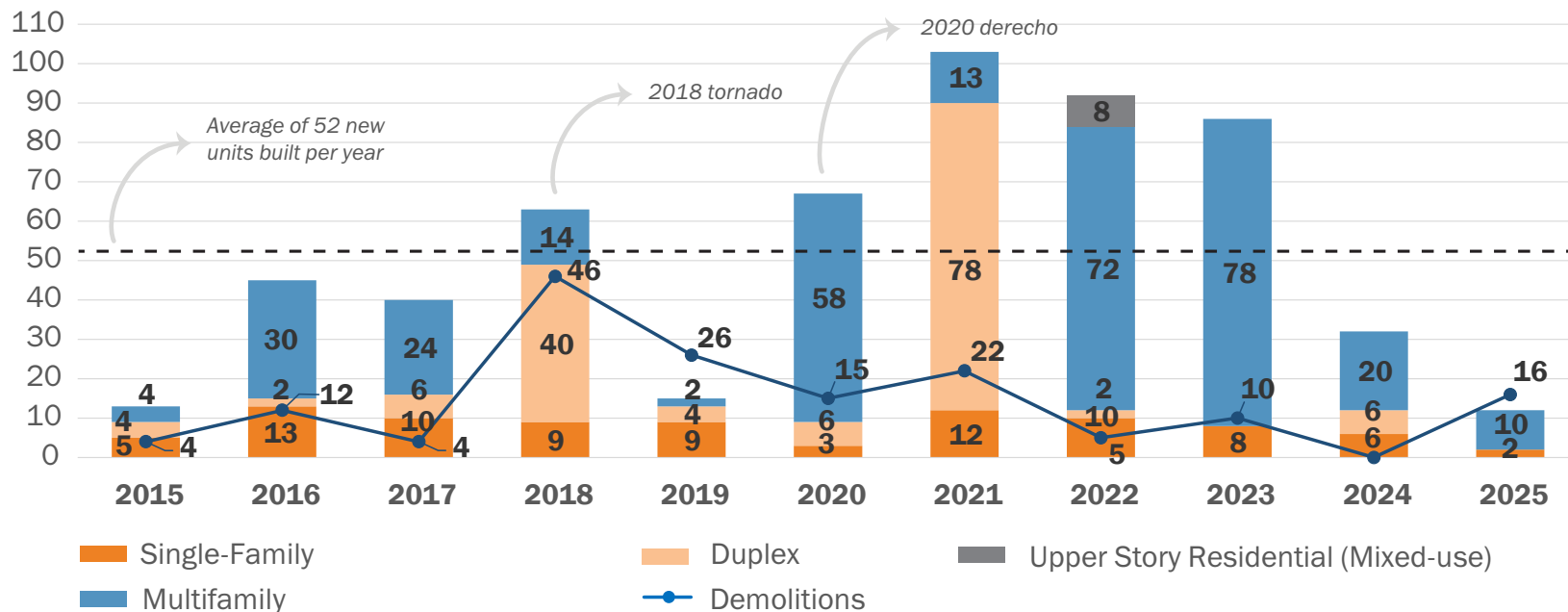
Data Insights - Development and Sales Activity

Development patterns over the past several years show a shift toward multi-family housing with minimal other housing construction.

- **Single-family growth has been limited**, driven largely by rising development costs and low lot development.
- **Duplexes and attached housing have some proven success in Marshalltown.**

- **Natural disasters have resulted in the loss of housing units**, further tightening supply and increasing pressure on the existing housing stock. The tornado and derecho in 2018 and 2020 contributed to high demolition rates in these years. Damages are still being addressed.
- **Together, these factors underscore the importance of infill development and housing recovery** efforts to support long term housing availability and community resilience.

FIGURE 1.7: CONSTRUCTION ACTIVITY

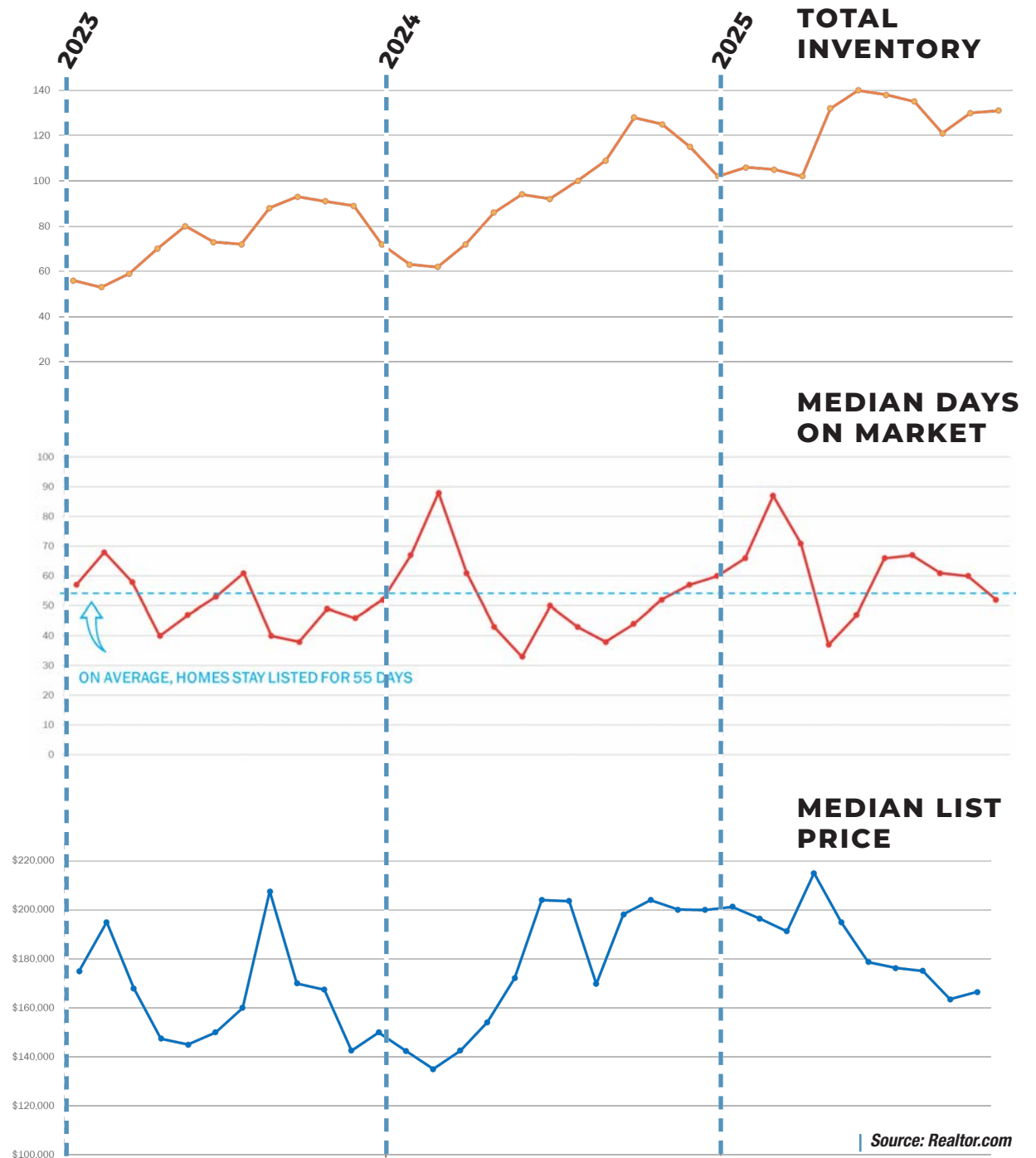


Source: City of Marshalltown

Low ownership construction shows in home sales data from 2023 to 2025.

- **Total housing inventory increased in 2025 similar to national trends**, providing buyers with more available listings compared to earlier periods. **However, many of these units are not move-in ready** and require rehab investment by buyers.
- **Median days on market have remained relatively stable, indicating consistent absorption even with the increasing for-sale inventory.** In addition, the median time a home stays on the market is under sixty days, which is low compared to national averages.
- **Median listing prices have declined slightly year over year, suggesting moderated price expectations as inventory has grown.** The decline in listing prices also contributes to the median days on market remaining low as buyers act quickly on the lower prices. But lower prices are also the market adjusting to higher mortgage interest rates seen over the period, which adds to the overall cost to buyers.

“Higher end rentals and housing continue to be filled as soon as they are available and thus more needed” - Survey Respondent

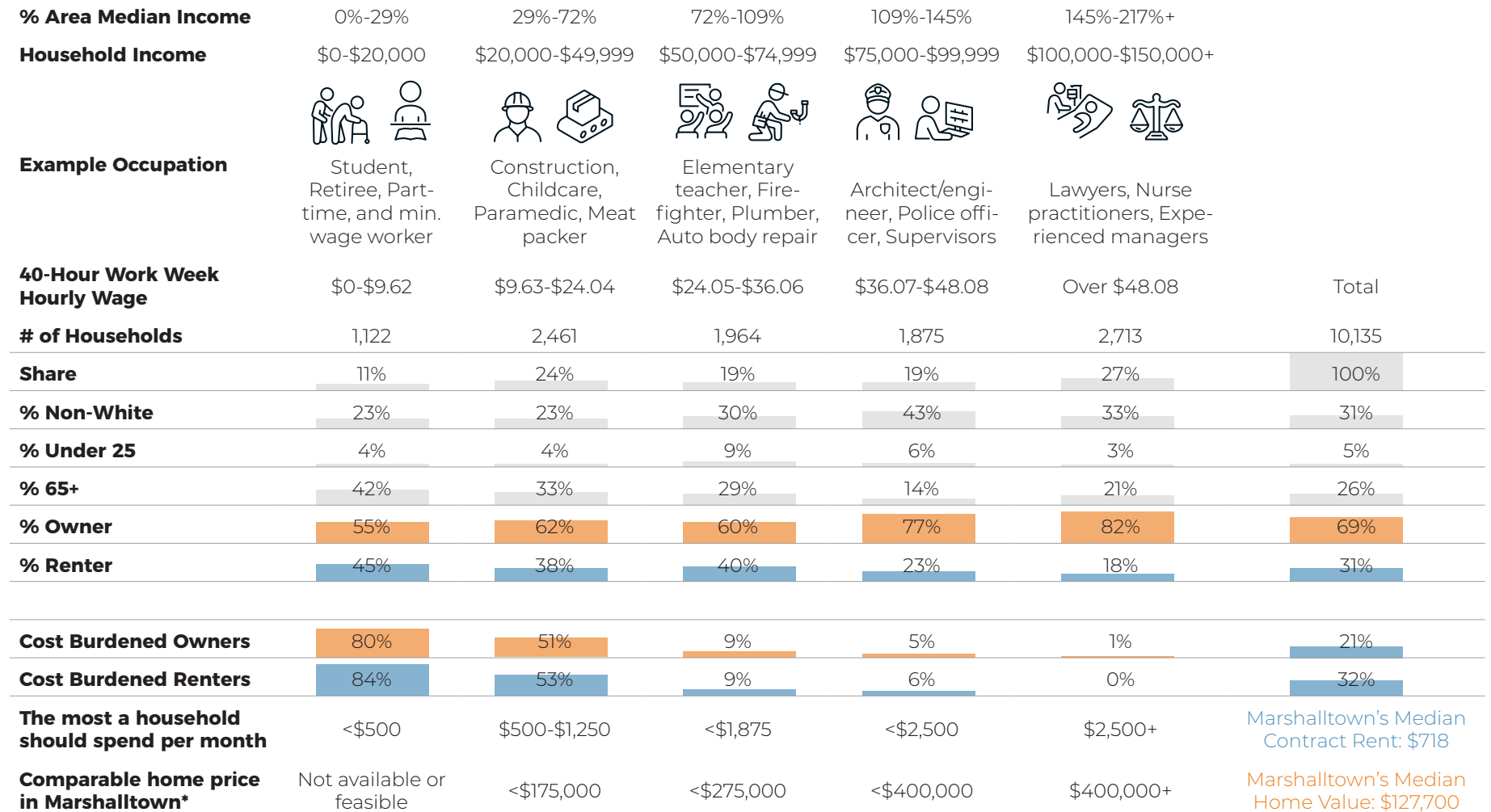


Data Insights - Affordability Snapshot

The graphic below shows household characteristics in Marshalltown. The graphic illustrates the affordability challenges faced by people in different occupations and ages.

For example, over half of households making under \$50,000 a year are cost burdened even though the median rent and home value fall within what many of these households should be able to afford. Other monthly home costs like utilities and insurance add additional strain on these households.

FIGURE 1.8: A PROFILE OF MARSHALLTOWN RESIDENTS BY HOUSEHOLD INCOME, 2024



Source: American Community Survey (5-year Estimates); Paycheck to Paycheck (nhc.org/paycheck-to-paycheck) for the Des Moines Metro; Zillow.com

*Assumes a good credit score, 20% down payment, no HOA fees, comparable local taxes/insurance, and a 30-year fixed rate mortgage at 6.25%.

Data Insights - Affordability Snapshot

Affordability challenges are not unique to Marshalltown.

- **Across all peer cities, renters face substantially higher housing cost burden than owners.** These households are often among the lowest-income with the fewest options for housing.
- **There is more owner cost burden in Marshalltown than in several peer cities, even though home values are lower than many peers.** As seen on the previous page, this could mean more seniors with low incomes who are struggling to afford housing payments.
- **The value to income ratio in Marshalltown indicates an undervalued ownership market.** Generally, a home value to income ratio of 2.0 or lower is considered an undervalued market. An undervalued market can be good for buyers, but it is a problem for stimulating new construction in certain areas. The cost to build may be more than the appraised value.

FIGURE 1.9: PEER AFFORDABILITY COMPARISON, 2024

	VALUE TO INCOME RATIO	MEDIAN HOUSEHOLD INCOME	MEDIAN HOME VALUE	MEDIAN CONTRACT RENT	% COST BURDENED
Marshalltown	1.85 	\$69,068	\$127,700	\$718	Owner: 21% Renter: 32%
Marshall County	1.98 	\$73,315	\$145,500	\$694	Owner: 19% Renter: 30%
Storm Lake	2.74 	\$62,765	\$172,200	\$686	Owner: 13% Renter: 28%
Perry	1.76 	\$68,910	\$121,400	\$719	Owner: 12% Renter: 33%
Muscatine	2.64 	\$58,117	\$153,600	\$741	Owner: 26% Renter: 48%
Ottumwa	1.74 	\$61,103	\$106,300	\$686	Owner: 15% Renter: 46%
North Platte, NE	2.91 	\$58,097	\$169,100	\$691	Owner: 20% Renter: 46%

Source: American Community Survey (5-year Estimates)

Households that spend 30 percent or more of their monthly income on housing costs are considered cost-burdened.

“Make cheaper rent for someone who does not qualify for low income housing. I am stuck in a lease I can't afford because it was the only rental option that was available to me” - Survey Respondent

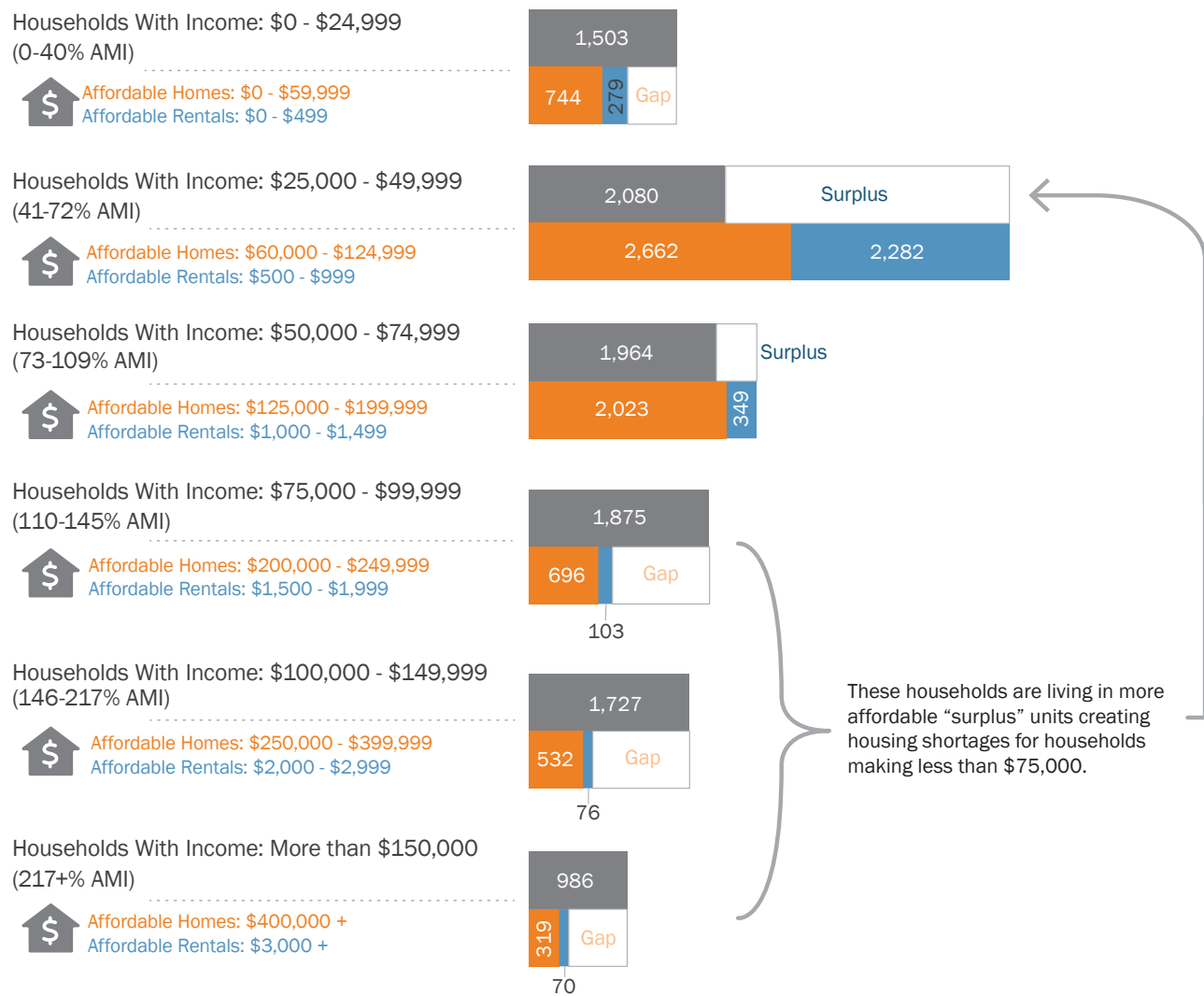
Data Insights - Affordability Snapshot

The lack of new construction activity shows in the price of existing housing options versus the price household incomes can afford.

- **People are competing for the same units in Marshalltown – Affordable and Workforce housing.** The gap in home prices for households making above \$75,000 means they are living in and competing for the lower priced units.
- **Gaps for ownership and rental options in middle and higher price points.** Many existing households could afford higher priced housing options than they currently live. They may move if an option were made available that met their needs or desired lifestyle.

“I believe there is a need for housing at all price points, but mainly 200K-300K range” - Survey Respondent

FIGURE 1.10: BALANCE OF HOUSING COST AND INCOME, 2024



Source: American Community Survey (5-year Estimates); RDG Planning & Design

II. Community Insights

The Reimagine Marshalltown planning process sought broad input from the community. A housing specific survey was also administered to inform the housing study. The following housing related themes emerged:

Listening Session and Roundtable

- **Severe Housing Gaps:**
 - No housing for mid-income families (\$225K–\$350K price range)
 - Empty-nester housing and multi-generational housing are needed
 - Missing market of starter homes for young professionals and renovated low-cost homes
- **Rental Market:**
 - Extremely tight with very low vacancy
 - Lower rent units are typically poor quality, but few other options
- **Affordability Benchmarks:**
 - \$250K–\$350K considered affordable
 - Anything listed under \$185K sells quickly
- **Barriers:**
 - High construction costs
 - Regulatory hurdles related to fire/electrical codes, permits, sidewalk requirements
 - Local trades shortage to do rehab work
 - Not enough subdivision lots for development
- **Housing Instability & Homelessness:**
 - Growing need for shelters, especially for women
 - Rental assistance options are inadequate given the needs

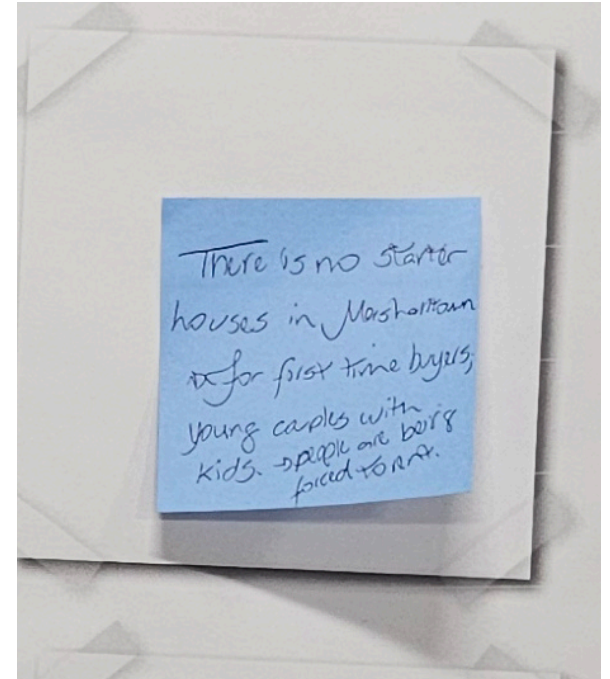
- Section 8 acceptance is limited across rental units

Community Housing Survey - 177 responses

- **Respondent Characteristics**
 - 6% Latino/a
 - 16% renters
 - 47% have less than \$100K in annual household income
 - 19% retirees
 - 38% ages 30-44, 28% ages 45-59, 10% ages 25-29
- **Respondent Sentiments**
 - Property taxes, utility costs, and overall housing costs are concerns
 - Most choose housing for affordability and neighborhood character
 - 43% consider moving to a different community for quality-of-life reasons
 - Largest demand for small to mid-sized homes, townhomes, mixed-use apartments and senior living opportunities

Landlord/Housing Provider Survey - Representing 179 units

- **Respondent Sentiments**
 - 11% of units reported vacant
 - Tenants are primarily families with children and young professionals
 - 48% have raised rents in the last year primarily due to increased tax and insurance costs
 - Strong tenant retention and 2–4-week turnover once a unit is available
 - Most operators are maintaining current operations, with 30% planning to expand due to strong demand



III. Primary Market and Input Themes

Like many communities, the private market dominates housing production, but leaves many demands and needs unsatisfied. This is the result of a number of factors unveiled in the market data and community input.

- **Low movement in the market.** Following national trends, people are staying in homes longer, even when those homes no longer meet their needs. Interest rates and lack of other options are contributing factors.
- **Few ownership options for mid- to higher-income households.** People moving to Marshalltown, or wanting to move within Marshalltown, have limited options to live in newer homes. This include rentals, as some higher income people still want to rent as they test the community, downsize from ownership, or wait to find ownership options.
- **Need for move-up/move-out and senior living options.** Similarly, the aging population is faced with limited accessible and low maintenance options. Retrofitting their existing homes is cost prohibitive.
- **Older neighborhood rehabilitation is still a need.** Rehab after past natural disasters continues. The market is still feasible for flippers, but the margins are extremely tight. Rehab projects for resale need to cut costs such as through acquisition and lower finishes
- **Continual assistance needs for people on the borderline of housed versus unhoused.** Many people face challenges affording basic needs. Services for affordable housing and other daily costs must continue and expand.
- **Desire and need to rent longer.** With higher costs, many people will need to rent longer to save for a home down payment. Some also want to rent longer when they move to Marshalltown. This is challenging for families who need multiple bedroom options.
- **Increased development and market costs.** Marshalltown is not alone in facing rising development and housing costs driven by low inventory, which exceed local wage increases.

“I would LOVE to see some zero entry townhomes/ housing either for rent or for sale. We have a huge need for that. Also nice townhomes, row houses, rentals are in very high demand” - Survey Respondent

“I'd like to see more dense housing and unique options. We need an "all of the above" approach to fix the housing shortage” - Survey Respondent

Given these market conditions and community demand, Marshalltown has several challenges to overcome to stimulate a response to demand:

High risk for housing builders, developers, and rehabbers. Based on the local risk, one of the most desirable business models seen in Marshalltown for ownership is to build custom homes. One of the least desirable is to build an inventory of low cost homes on a speculative basis, hoping to find buyers. This includes infill housing in what many developers would consider marginal neighborhoods.

Limited consumer ability to afford a decent home that meets household needs. The meaning of this expectation varies for people in different situations. But the availability of a home (owner or rental) that meets family, accessibility, or personal needs is limited.

High construction costs from materials, labor, and logistics.

The actual construction cost of a new, 1,600 square foot house is not affected by the value of surrounding property. A house costs the builder a minimum amount regardless of the neighborhood, even if the average market price of existing houses in a neighborhood is much lower.

- There is a perception that subdivision standards and code requirements elevate hard costs to an excessive degree. Marshalltown follows similar building codes and subdivision requirements as other cities. These requirements are necessary to secure the long term investment in the neighborhoods and the housing stock, avoiding excessive costs in the future.

Limited local builder capacity (and risk aversion) to undertake larger projects. Except for individual builder efficiency, the one technique proven to reduce unit construction cost is economies of scale. Mass builders in high absorption markets who can build large numbers of homes at one time cut initial mobilization costs, use crews very efficiently, have a more competitive labor force, establish uniform designs and components, and order materials in large quantities, all of which help reduce construction cost per square foot.

In small and medium-sized cities like Marshalltown where the demand is not sufficient to support mass construction, important efficiencies are realized by construction of even five to ten homes at a time. However, this brings additional risk through more speculative development.

Availability of financing and capital.

When the cost of a new ownership or rental unit is well above the typical value of housing in the surrounding neighborhood, it becomes difficult to find comparable sales values for appraisal purposes. This reduces the value of the property itself as collateral to potential lenders, and makes it extremely difficult to finance new construction. The same situation applies to people looking to “flip” a home, where the rehab costs are more than the return in the increased resale price.

Addressing these challenges forms the basis for the action strategies to meet housing demand, discussed in the following sections.

HOUSING PROGRAM

I. APPROACH

II. HOUSING DEMAND

III. DEVELOPMENT PROGRAM

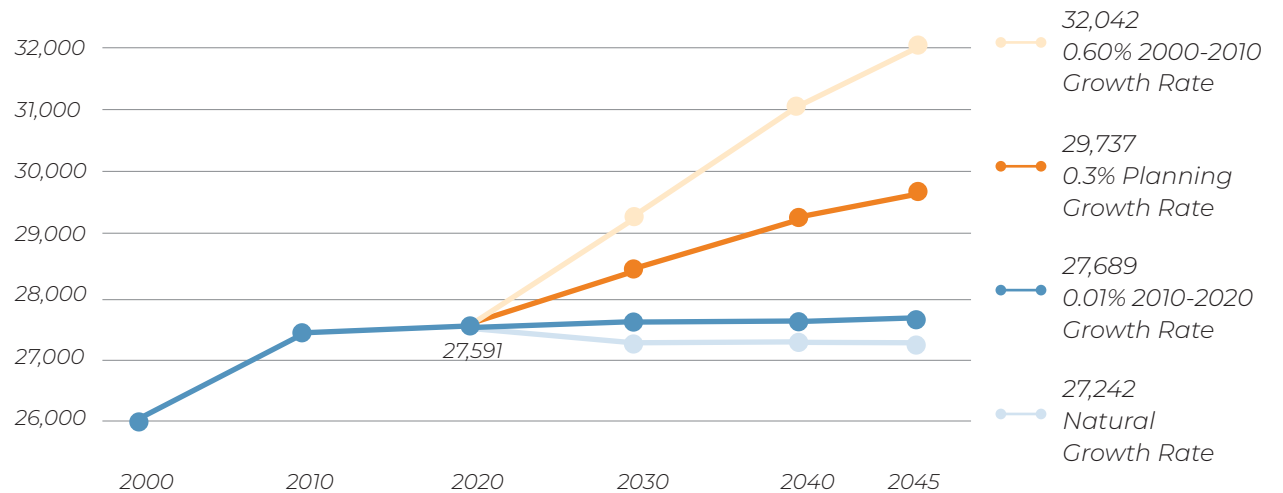
IV. FUTURE LAND USE AND SUBAREA
CONTEXT

I. Approach

The Reimagine Marshalltown Future Land Use Plan defines Marshalltown's broader density and neighborhood design principles. The Future Land Use Plan will guide the preferred location for different home densities. The Development Principles and Policy Areas in the Plan identify the broad outcomes that Marshalltown desires.

Several forecasting methods, along with the Primary Findings of the market conditions and community insights, inform the approach to a Housing Program and Action Strategy for Marshalltown.

FIGURE S.11: POPULATION POSSIBILITIES, 2045



Source: US Census, RDG Planning & Design

Population Forecast

- Marshalltown can reach a population of 29,737 by 2045 with proactive housing and economic development policies. This was the annual rate of growth from 2000 to 2020, even with essentially no growth since 2010. However, this growth will not come to fruition without providing the housing that people need and can afford.

- If Marshalltown experienced the same growth as 2000-2020 (0.6% annually), the population could approach over 32,000 by 2045. The future land use plan in Reimagine Marshalltown is flexible enough to accommodate growth at this rate. However, the Plan would require updating before 2045 to ensure it reflects the community's evolving needs.

II. Housing Demand - Total

The housing demand forecast uses the population forecast and primary market findings to determine how many homes Marshalltown can absorb through 2035.

The following principles and assumptions translate the housing market findings and community input into housing demand:

- The lowest income market often requires intervention from the public and not-for-profit sectors.
- Production of more homes for middle income households may require support or leadership through ongoing investment and demonstration projects.
- New homes at higher price points will increase availability through movement in the housing market. This will enable residents to enter the housing market, move up to appropriate options through their life, and downsize if desired. Downsizing may mean lower square footage but not necessarily a lower price.

Marshalltown’s 2035 housing demand in Table S.12 comes from:

- **The 0.3% annual population growth rate from the Comprehensive Plan.**
- **Median household sizes declining over time.** Household sizes will fluctuate through 2035. But the aging population and potential international migration hesitancy in the near term results in smaller household sizes over factors like home affordability potentially increasing the number of people living together.

TABLE 1.12: HOUSING DEMAND

0.3% Annual Growth Rate	2025-2030	2031-2035	Total
Population End of Period	28,430	28,859	
Household Population at End of Period	10,587	10,747	
Average People per Household	2.52	2.44	
Household Demand at End of Period	4,210	4,405	
Projected Vacancy Rate	6.8%	6.6%	
Unit Needs at End of Period	4,517	4,713	
Replacement Need (total lost units)	100	100	200
Cumulative Need During Period	284	296	581
Average Annual Construction Need	52	59	

The average annual demand is similar to the annual number of homes built between 2015 and 2025. Some demand in the community includes rehabilitation investment in the existing housing stock to meet the demand for different living arrangements and occupancy
Source: RDG Planning & Design

- **A slightly declining vacancy rate over time.** The reported vacancy in 2020 was 8.7%. But the rate considering only vacant units that were for sale or for rent was about 4.5%. Estimates from the American Community Survey in 2024 are showing declines in the overall vacancy rate as well. Additionally, discussions in 2025 with property managers and REALTORS® suggest the number of vacant homes available is tight. Therefore, the forecast uses only a slight decline in the overall vacancy rate as vacant units in poor condition are rehabbed or redeveloped and occupied.
- **A consistent need to replace some homes each year.** These are homes demolished and removed from the market because of redevelopment, accidents, weather events, dilapidation,

- and homes converted to other uses. These lost homes must be gradually replaced to meet demand, including homes lost in redevelopment projects.
- **A growing older population that will require specific types of home arrangements to meet their needs.**
 - **The total home demand does not directly include temporary shelters or other transitional housing needs.**

These assumptions indicate a demand for close to 600 units through 2035

II. Housing Demand - Senior

Older adults may be looking to downsize and/or find a place with little to no lawn maintenance, but not at a stage in life to need living with assistive medical services. These desires increase as a person gets older. A portion of existing older residents may move locally if another option better met their needs.

- Potential new demand for alternative older adult housing settings is about 136 units through 2035. Many of these units are intended for adults over 75.
- The older adult housing demand does not include nursing homes or more intense medical facilities.
- The demand is specifically for people moving to housing that provides services for older adults, not new home construction or retrofits for accessibility or Universal Design.
- Older adults who are able to age in place increase the demand for in-home services and the need to renovate existing homes to accommodate changes in mobility.

TABLE 1.13: SENIOR HOUSING DEMAND

Age	2035 Projection - Natural Change	2010-2020 Migration Factor	2035 Population with Migration	People per Household	Household Demand	Demand for Alternative Housing
55-64	2,690	-1.3%	2,879	2.20	1,309	13
65-74	2,534	-2.4%	2,221	1.90	1,169	23
75+	2,998	0.7%	3,179	1.60	1,987	99
Total 55+	8,222		8,279		4,464	136

Source: RDG Planning & Design

Older adults able to age-in-place increase the demand for in-home services and the need to renovate existing homes to accommodate for changes in mobility. National market trends indicate aging Baby Boomers are more likely to use in-home services and might reduce the need for assisted living and skilled nursing units. Across the nation, almost 5.5% of those in the 60-78 age bracket live in assisted living facilities or nursing homes. Some estimates suggest that up to 8% of those over 55 will transition to older adult communities by 2035.

Source: Consumer Affairs. "Assisted living statistics [2024]" ConsumerAffairs.com)



III. Development Program

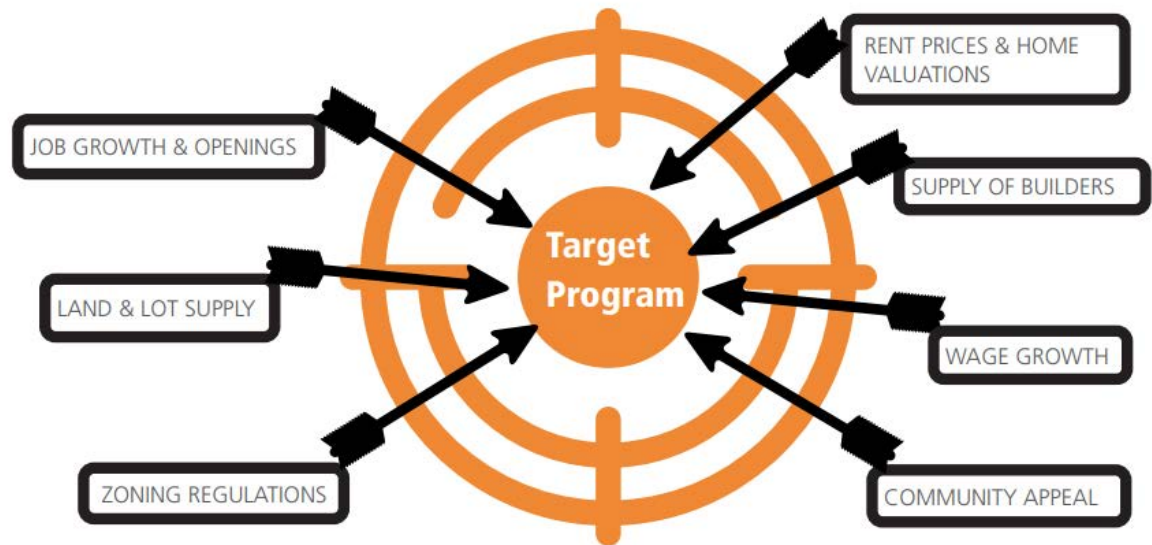
The home development program in Table 1.14 on the next page shows unit needs to accommodate renters and owners at different income levels and home types.

Meeting The Development Program

Many factors influence the cost and types of homes being built in Marshalltown, as discussed previously. Factors at the regional and local level are where investment and policy intervention can help overcome challenges and meet the development program in Table 1.14.

Interventions to balance the market will vary depending on the home product and target price point. The Action Strategy identifies the strategies for Marshalltown and considers the following factors:

- **High Market.** Homes for ownership typically located in conventional subdivisions. This price point may appear in owner or rental upper-end condominiums, owned low-maintenance communities, and townhomes. Front-end infrastructure in subdivisions may be relatively expensive on a per lot basis.
- **Market.** Most new subdivisions and rental developments, including single-unit detached, attached, duplexes, townhomes, and apartments, fall in this price range. From a rental perspective, households in this range can afford monthly rents needed to make projects economically feasible. However, rents



required for new development in certain locations are higher and households will pay a higher percentage of income for homes.

- **Moderate.** Development at the upper end of the moderate price range typically occurs in subdivisions or increasingly in higher-density small lot or attached developments. The lower end of the moderate price range addresses workforce housing needs. Construction and infrastructure costs make it difficult for builders to deliver workforce housing products. Infill development on sites or lots that use existing infrastructure that reduces the unit cost of public improvements are viable approaches, but infill faces various obstacles, such as zoning. Most moderate range development can be accomplished

privately with public incentives, but some project types may require more community partnerships.

- **Low and Affordable.** It is virtually impossible for new construction to serve the low and subsidized price range without deep assistance that includes tools such as land assembly, infrastructure, development financing, and mortgage assistance. Program approaches to preserve and rehabilitate the existing housing stock or build alternatives for groups like seniors can effectively add to this price range. These tools may be necessary to encourage rentals in conjunction with existing tax policy incentives like Low-Income Housing Tax Credits and New Market Tax Credits. Delivery will require public/private partnerships.

Price point production forecast assumptions:

- Over the next several years, more people may turn to renting to meet their affordability needs, which may not be in an apartment setting.

The program targets an occupancy split of 60% homeowners and 40% renters. While multi-family construction was strong in Marshalltown from 2020 to 2025, there are still rental supply needs across age ranges and different types of housing.

- The private market will not produce the lowest-priced units.

Most low-income residents will live in rentals. Higher-density homes can produce lower rental costs in certain situations, but often these settings do not result in lower prices. Frequently, construction requirements and developments with high-quality materials and finishes produce homes that can be relatively expensive. Maintenance services and associated fees in these projects also increase the monthly home cost.

- Move-up housing to higher price points will satisfy some ownership demand at lower price points.

A percentage of the population lives in homes that cost less than what they could afford, likely because there were no other homes available that met their preferences. These preferences could be homes with more bedrooms, yard space, better finishes and fixtures, downsizing options, aging adult environments, or different locations. More home variety may entice some households to move from their lower priced home into

TABLE 1.14: DEVELOPMENT PRICE POINT PROGRAM, 2035

Price Point Program End of Period	2030	2035	Total
Total Need	284	296	581
Total Owner-Occupied	171	178	348
Affordable Market: <\$200,000*	79	82	161
Moderate Market: \$200-\$250,000	35	37	72
Market: \$250-\$400,000	38	40	78
High Market: Over \$400,000	19	20	38
Total Renter-Occupied	114	119	232
Low: Less than \$500	25	26	52
Affordable: \$500-\$1,000	31	32	63
Market: \$1,000-\$1,500	30	31	62
High Market: \$1,500+	27	28	56

Source: RDG Planning & Design

*Most affordable range owner and renter options become available by adding units at higher price points. This move-up effect comes from residents who would move if something new were available that better meets their preference, then opening an existing home at a lower price point.

**This does not mean all rentals are/should be apartment buildings – see housing type program on the following pages

the new or renovated ones. Thus, the movement opens a lower-priced home for another household.

- Increases in ownership costs drives demand for higher market rate rentals. This drives households to rent longer or choose to rent over owning when first moving to Marshalltown. These households can likely afford higher rents when the ownership market is much more out of reach, which increases the demand outside a traditional apartment setting and instead a townhome, house, or mixed-use building rental.

- Higher density multi-family complexes can fill a rental market demand, but must be integrated into neighborhoods. They should primarily be oriented toward mixed-use and connected settings and not secluded apartment complexes.

From 2015 to 2025, 15% of units built were for single-family units, 26% duplex units, and 57% multi-family units. Over the next several years, home production should focus on offering more options for ownership or multiple bedroom rentals that includes attainable variety. The approach includes a large focus on infill areas and existing home renovation given the cost of development and lower cost opportunities of these areas.

Target production for housing variety

- **Tie price points of new construction costs and consumer preferences/needs, coupled with proactive policy in this plan.** For example:

- Accessible options for aging populations - attached and community formats.
- The lowest price point owner options (well below \$200,000) are in the existing stock, or finding ways to build at this price point through advancements in building techniques, density, and housing arrangements.
- Supportive policy and incentives to increase smaller lot development models.
- Solutions like attached units will be needed to deliver attainable products for more people.

- **Single-family detached homes in higher-end markets.** These developments need to strongly push good neighborhood design with homes near community amenities.

TABLE 1.15: DEVELOPMENT HOUSING TYPE PROGRAM, 2035

Price Point Program	Detached Single-Family	Smaller Lot Single-Family Detached / Attached	Duplex, Mid-Density Townhomes, Rowhouses	High Density Townhomes, Multi-Family/ Mixed-use
Target Average Gross Density	<4	4-7	8-12	12+
Ownership				
Affordable/Moderate Market: <\$250,000	10%	35%	30%	25%
Market: \$250-\$400,000	60%	20%	10%	10%
High Market: Over \$400,000	80%	10%	10%	0%
Rental				
Low: Less than \$500	N/A	0%	30%	70%
Affordable: \$500-\$1,000	N/A	10%	40%	50%
Market: \$1,000-\$1,500	N/A	30%	40%	30%
High Market: \$1,500+	N/A	40%	30%	30%
Target Total	136 (23%)	137 (24%)	149 (26%)	158 (27%)
Acres	45	34	19	13

Source: RDG Planning & Design

*Any type could be in a mixed-use arrangement. Gross density is the number of housing units per acre, including Right of Way and public spaces.

**In land planning the amount is typically doubled to provide market flexibility, development options as land becomes available

- **Growing interest in reusing commercial spaces and redevelopment of obsolete commercial uses.** Examples such as the Meadow Lane Mall offers housing opportunities across price points.
- **Higher density multi-family complexes can still fill a rental market demand.** They should primarily be oriented toward diverse options and not secluded apartment complexes.

- **Upper-story downtown spaces fill a higher end rental need.** Some moderate price point ownership needs could be filled downtown as well, if the condo market is more viable in the future.

HOUSING TYPES EXPLAINED - VISUALIZING DENSITY

- **Low.** Generally under four units per acre. Equal to one unit per 8,700 square feet of development area, including streets, lots, and open space.
- **Medium.** Generally ranging from 5-12 units per acre. Down to one unit per 3,100 square feet of development area, including streets, lots, and open space.
- **High.** Generally over 12 units per acre. High density relies less on units per square foot of development and more on the site's design to allow more units while mitigating any adverse influences on surrounding areas.

See the Future Land Use Plan and Design Guides in Reimagine Marshalltown as a guide to creating high quality neighborhoods at different density ranges (chapter 2 in Reimagine Marshalltown)



Merle Hibbs Blvd Neighborhood - 3.4 gross units per acre



Brentwood Road Neighborhood - 1.6 gross units per acre



Park Place Neighborhood - 4.7 gross units per acre



Typical Downtown Fringe Neighborhood - ~4 gross units per acre



Brecken Place - 5.6 gross units per acre



Grant Park Apartments - 43 gross units per acre
Marshalltown Lofts - 42 gross units per acre

ACTION STRATEGY

I. EXISTING HOUSING PROGRAM SUMMARY

II. HOUSING GOALS

III. STRATEGIES SUMMARY

IV. GOAL AND STRATEGIES

V. PARTNERS AND ADVOCACY STRATEGY

If Marshalltown does not develop the homes, neighborhood environments, and support facilities that people need then people will find what they need elsewhere. However, there are insufficient financial and human resources for the City to “solve” all housing needs. The City should target several top housing goals to stimulate movement to address local housing needs. Additional efforts to create effective partnerships for education, procedures, and programming are essential to achieve the goals and advance housing efforts in Marshalltown.

WHAT ARE GOALS?

A goal is a broad statement of what Marshalltown hopes to accomplish. The broadness means the Action Strategy does not need to create an unmanageable list of goals. The more goals, the lower chance of accomplishments. The housing goals give more specific direction than the Reimagine Marshalltown Plan by combining the community input with the data analysis and housing forecast. Each goal should answer yes to each of these questions for Marshalltown:

- **Supporting data.** Does the goal address a need shown through reputable data sources and market research for Marshalltown?
- **Supporting community input.** Does the goal align with community visions for Marshalltown?
- **Housing development program.** Can the goal advance parts of the demand and development program?
- **Future Land Use alignment.** Can the goal apply to specific future land use districts?

WHAT ARE STRATEGIES?

A strategy is the approach to achieve the goal. Each strategy is specific and includes important ways to advance the goal, using successful examples from other cities where applicable. A strategy can be a combination of:

- **Policy.** An agreed upon direction on how to administer programs and decision-making to achieve a stated objective.
- **Financial capital.** Allocation of funds to a goal oriented project, program, or initiative.
- **Social capital.** Allocation of staff, knowledge, training, or community building towards a goal.
- **Regulation.** A rule that enforces projects, policies, funding, or functions to comply with a stated objective.
- **Partnership.** A group of people, jurisdictions, and organizations that either formally or informally work together on policies, capital, and regulations to advance the strategy and goal.

I. Existing Housing Program Summary

There are some programs available to Marshalltown residents that target home production and direct assistance to people in need. These can help supplement the strategies in this Action Strategy. They should be marketed together with the Action Strategy to raise awareness of these programs.

TABLE 1.16: AVAILABLE HOUSING RESOURCES IN 2025

Program	Description	Targets
HUD Lead Hazard Reduction Program	Assist in lead hazard remediation of owner-occupied and renter-occupied units. Eligible families must have a child in the home under 6 years old.	Low income; Home built before 1978
Owner Occupied Housing Improvement Program	For 2018 tornado affected area until funds are exhausted: provides up to \$24,999 in home improvement grants to qualified homeowners. The homeowner must reside at the house for additional five years after the housing improvements are completed.	Low income
Region 6 Housing Trust Fund	Financing assistance for new home buyers, existing homeowners, rental property owners, and other affordable housing projects.	Low income
Mid-Iowa Community Action Weatherization Program	Replace inefficient or dangerous appliances such as water heaters or furnaces, insulate your home, insulate pipes, and more.	Low income
Residential Tax Abatement	Improvements made to a property that increase its actual value by at least ten (10) percent can qualify for a 3, 5, or 10 year graduated abatement. Cannot be combined with the Make Marshalltown Home New Home	Designated Urban Revitalization Areas
Make Marshalltown Home Incentive	Offers \$10,000 to home buyers of newly constructed homes with a construction value of at least \$180,000 at the time of the closing.	Market rate ownership housing

“We need a larger variety of housing. Currently we either have senior housing or low income housing...” - Survey Respondent

II. Housing Goals

GOAL 1

Preserve the existing housing stock and resident support for affordability

GOAL 2

Create more housing variety to stimulate housing market movement

GOAL 3

Increase available lots and the appeal of infill lots through policy and fiscally responsible investments

GOAL 4

Attract new builders, rehabbers, and developers

GOAL 5

Approve projects that align with housing goals through a housing friendly regulatory environment



III. Strategies Summary

Table 1.17 summarizes the Action Strategy approaches on the following pages. Some of these approaches may be suitable for one target area or household but not for another. Without intervention from the City and its partners, homes for all age groups will continue to be in short supply, the housing market will continue to be less attainable, and Marshalltown will struggle to have adequate options.

Projects using financial incentives should target smaller lot arrangements to efficiently and responsibly use public infrastructure and minimize future maintenance costs.

TABLE 1.17: HOUSING STRATEGIES PROGRAM SUMMARY

Strategy or Policy	Timeframe	Funding Sources	Target Housing Type	Key Partners
1. Preserve the existing housing stock and resident support for affordability				
1. Target incentives and assistance with enforcement to specific neighborhoods at one time.			Existing homes and rentals in target opportunity areas for workforce households making up to 150% of Area Median Incomes	Non-profits like Habitat for Humanity
2. Align layering of financial incentives/programs with the costs of maintenance and repair				Region 6 Resource Partners
3. Assist partners with programs that support keeping residents engaged and in their homes			N/A	Local builders
4. Continue public improvements to stimulate private investment			N/A	Property owners and managers
5. Partner on landlord risk reduction and voucher incentive programs			Rental	REALTORS®
2. Create more housing variety to stimulate housing market movement				
1. Share risks in developing missing, priority, and high risk products			Smaller lot and townhome development	Non-profits like Habitat for Humanity
2. Undertake demonstration projects for proof of market concepts			Mixed-use, downtown living	Lending community and local builders
			Universal Design and independent living	Marshalltown CBD
3. Partner to form lending consortium			Accessory Dwelling Units (ADU)	

TABLE 1.17: HOUSING STRATEGIES PROGRAM SUMMARY

Strategy or Policy	Timeframe	Funding Sources	Target Housing Type	Key Partners
3. Increase available lots and the appeal of infill lots through policy and fiscally responsible investments				
1. Share risk of targeted infill lot development				Lending community
2. Tie new lot development assistance to housing needs and fiscally efficient public servicing			All, varies by strategy	Local builders
3. Target opportunities for redevelopment of uses or excess open/park spaces				Property owners
				REALTORS®
				Major employers
4. Attract new builders, rehabbers, and developers				
1. Assist with builder capacity and recruitment				REALTORS®
2. Assist and encourage employers to get involved				Chamber and major employers
3. Maintain positive relationships with the building community			All	Builders and developers
4. Consolidate resources to one location				Schools
5. Establish an Annual Housing Workshop				All
5. Approve projects that align with housing goals through a housing friendly regulatory environment				
1. Maintain clear application and review processes.				
2. Encourage Universal Design in projects taking advantage of public incentives.				Elected and appointed officials
3. Keep codes relevant to new technologies and techniques.			All	Builders and developers
4. Update zoning and development regulations as necessary to support all housing goals.				

GOAL 1

Preserve the existing housing stock and resident support for affordability

Purpose

Existing homes in Marshalltown are the most affordable housing stock. Preservation keeps attainable options available to more people over time, especially as household debt and costs of living continue to rise.

Challenges to Overcome:

- Consumers' ability to afford a decent home that meets their needs.
- High construction costs from materials, labor, and logistics.

Strategies

1. Target incentives and assistance with enforcement to specific neighborhoods at one time.

The opportunity areas shown later in this section provide direction on areas to target first. Focusing resources in one area at a time can more efficiently use public resources to show progress in a neighborhood and stimulate private investment when residents see more maintenance and repair activity.

2. Align layering of financial incentives/programs with the costs of maintenance and repair.

Repairs are part of homeownership, but repairs are not always financially feasible or, in the homeowner's eye, necessary. Combining grants, low-interest loans, and other incentives in Strategy (1) with proper marketing can stimulate homeowner improvements that preserve existing housing, enhance property values, and maintain neighborhood stability.

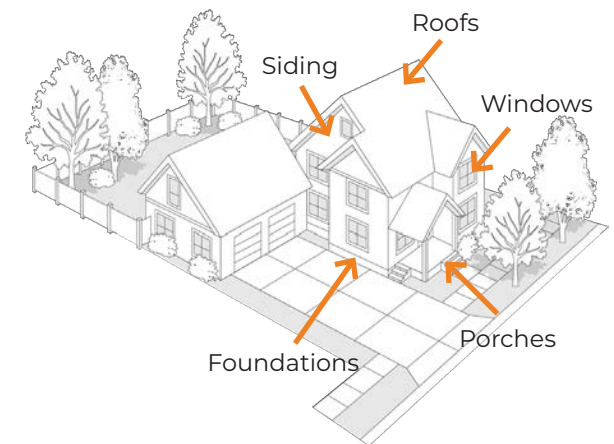
- *The Owner Occupied Housing Improvement Program* post tornado is a good model, but a new program needs to be expanded beyond low income households to include workforce housing income ranges.
- *Effective incentives layered together might need to cover 50% of costs to achieve high participation rates and not create overwhelming debt for owners. A house in poor condition could easily need \$40,000 in major structural upgrade repairs, like roofs, electrical, HVAC, etc.*

Target Products

- Existing homes and rentals

Key Partners

- Non-profits like Habitat for Humanity
- Region 6 Resource Partners
- Local builders
- Property owners and managers
- REALTORS®
-



There are several major structural items, like those listed above, that will most threaten a home from reaching a point of demolition if not maintained. These items are expensive. A program that targets these types of repairs needs to be adequately funded.

Programs can also target more cosmetic type repairs to increase neighborhood values and appeal, such as fences, driveways, painting, garages, landscaping, and more.

3. Assist partners with programs that support keeping residents engaged and in their homes.

There are limited formal efforts to build neighborhood social capital. There are likely informal groups of neighbors meeting, perhaps through churches, but a more formal organizational structure or campaign, in multiple languages, can help educate and encourage use of programs. This does not have to be creating neighborhood associations, but could be if there is interest from local champions willing to help get started.

4. Continue public improvements to stimulate private investment.

Public improvements like those Downtown, along State Street, and at Franklin Elementary get people excited and create neighborhood pride. While funds will continue to be limited, the City and public partners must continue to invest in public-facing projects that create neighborhood amenities.

5. Partner on landlord risk reduction and voucher incentive programs.

Property owners in Marshalltown may be more likely to participate in affordable housing programs if financial and tenant-related risks are mitigated, creating more affordable units for residents who rely on these programs. Successful programs are proven, such as:

- **Landlord Risk Reduction Fund - Lawrence, KS.** Offers financial benefits to property managers and landlords who agree to loosen screening requirements in order to rent their units to tenants who are currently unhoused or are at immediate risk of experiencing homelessness.
- **Landlord Mitigation Program - La Crosse.** Seeks to increase the number of rental opportunities for individuals/families who are currently experiencing homelessness. Payments of up to \$5,000 are available to landlords in the program if their units are damaged or arrears in rent and/or fees were to be accumulated.
- **Fargo/Moorhead Landlord Risk Reduction Fund.** Led by a non-profit coalition, the program reimburses landlords up to \$3,000 for excessive unit damage and unpaid rent after move-out, over a two year period.

CASE STUDY: HOME REHAB ECONOMICS - PART 1, HOMEOWNERS (PART 2 CONTINUED ON PAGE 47)

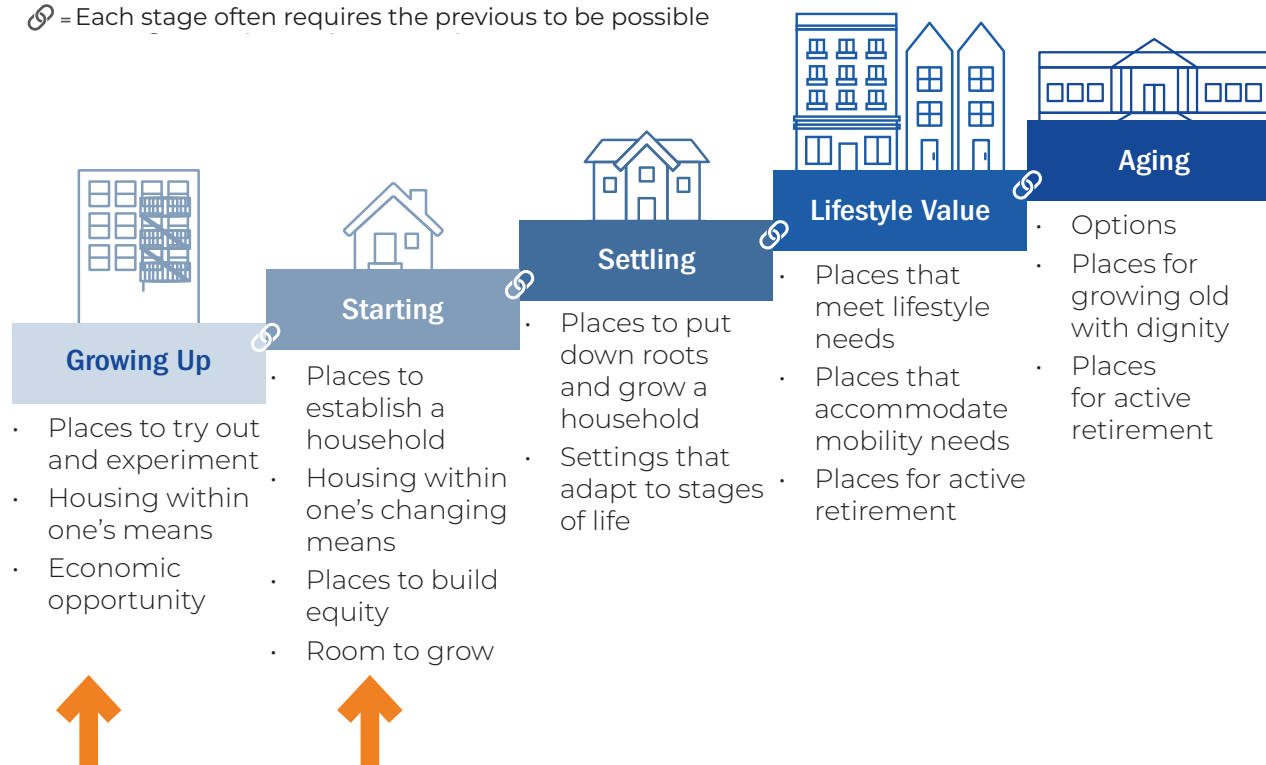
Costs of labor and materials are rising. For even mid-income, workforce households, a few thousand to thousands of dollars of repair can wipe out a homeowner's emergency fund, if they can save for one in the first place. Therefore, incentivizing repairs before an emergency needs to be significant to ensure financial responsibility when an owner invests. Several cities heavily fund non-income restricted repair programs, with partners, and see great neighborhood participation:

- Invest DSM (Des Moines): An element of the program includes a homeowner renovation matching grant up to \$75,000 and a rehabber/investor grant amount between the cost to build or renovate and the resale price
- Carroll Infill Housing Incentive Program provides up to \$20,000 per new structure
- La Porte City Housing Rehab Program provides grants up to \$15,000 for home repairs through TIF set asides (is limited to moderate income families)

The Role of Existing Housing Stock

The existing housing stock is a critical component of a household's journey through the housing spectrum. While not a linear process for everyone, the graphic below illustrates transitions of where people live based on their stage in life.

🔗 = Each stage often requires the previous to be possible



Often provided in the existing housing stock

CASE STUDY: PURCHASE/REHAB/RESALE PROGRAM

Over a five year period NeighborWorks Northeast Nebraska has implemented a highly successful Purchase Rehab Resale program. Under the program a qualifying household identifies a home, an assessment of the home for structural stability is completed, followed by a NeighborWorks Northeast Nebraska purchasing the home to complete any repairs needed.

Repairs can range from \$2,000 to \$25,000. Following completion of the repairs the home is sold to the qualifying household often with down payment assistance of 20% of the final purchase price, up to \$20,000. For Columbus, Nebraska this has resulted in 140 homes being updated and owned, often by first time home buyers.

<https://hwnen.org/homeownership-assistance/#before-after-photos>

GOAL 2

Create more housing variety to stimulate housing market movement

Purpose

A diverse housing stock provides more choices for people looking to move to and within Marshalltown. For example, a single professional and new local employee will likely prefer to rent before investing in ownership, but maybe not in an apartment complex.

Additionally, a variety of new home construction creates movement in the market, and not just for those moving to Marshalltown. Some studies estimate that up to 30% of newly developed units become occupied by those already living in the community. This means the units previously occupied, and often lower priced, by these residents open up for others.

Challenges to Overcome:

- High risk for housing builders, developers, and rehabbers.
- Availability of financing and capital.

Target Product

- Smaller lot and townhome development
- Mixed-use, downtown living
- Universal Design and independent living
- Accessory Dwelling Units (ADU)

Key Partners

- Non-profits like Habitat for Humanity
- Lending community and local builders
- Marshalltown CBD

CASE STUDY: COST SHARING MODEL

The lack of new development in small communities is not unusual. Slower construction activity means that the private market is less likely to support new lot development. For this reason many communities have to take on more of the risk.

One example of this is Webster City, IA where, faced with a lack of interested or capable developers, the city developed a subdivision with lots.

Depending on needs, restrictions can be placed on the sale of the lots. For example, a maximum price point can be placed on the units for reduced cost of the lot.

Strategies

1. Share risks in developing missing, priority, and high risk products.

Subdivision development can be risky in slower growth markets like Marshalltown which are near faster growing metros, like Des Moines. Land purchases and infrastructure development require substantial, speculative front-end investments by developers. The return on investment might come faster in Des Moines. Marshalltown can increase the appeal of lot development by sharing some front-end risk through public financing tools and key partnerships that might include:

- **Providing lots for free.** This typically applies to infill.
- **Fee reductions.** While not an extensive amount of total development costs in Marshalltown, the reduction adds to the total package.
- **Demolition funding** for infill redevelopment.
- **Upfront financial subsidies** in the form of cost sharing. The share of public infrastructure is often 30 to 50 percent of construction costs. Examples include subordinate payments to provide longer loan terms and deferred payments of the loan amount as homes are sold.

2. Undertake demonstration projects for proof of market concepts (such as the Hospital site).

Products that support the objectives of Goal 2 may not come forward by the private market alone. A public/private partnership demonstrating different products and price points might include:

- *An example of how to finance mixed prices and products. For the financing portion, a local lending institution or consortium would need to be a strong partner willing to share risk and find innovative ways to finance.*
- *A specific design or density shown in Reimagine Marshalltown that can provide a guarantee of public support.*
- *A new product type.*

3. Partner to form lending consortiums.

A lending consortium enables the pooling of resources that reduces financial risks and increases access to capital for housing projects. A regional consortium can help with the upfront financial subsidy approach in Strategy (1) and build a critical mass necessary to demonstrate a market, scaling a project to a level that a single developer cannot do with their own resources. The lending criteria should be for private investment in diverse and attainable housing.

CASE STUDY: PARTNERSHIPS IN FINANCING (PART 1)

Financing development can be challenging, but public entities can help facilitate partnerships and funding solutions.

Potential strategies include:

- **Lending Consortiums.** A lending consortium is a cooperative venture among lending institutions active in the market to spread individual risk. In addition, these cooperative ventures can attract the support of major employers or other agencies. It provides a way to pool capital, fill financing gaps, grant short-term financing, interim financing, fund other housing strategy programs, and projects that the private market avoids and Federal lending mechanisms do not support.
- **Mixed-income Financing.** Challenges for developers include how the rental income is calculated and perception that market rate will be harder to lease. These issues will need to be resolved by working with partners like the banking community. Section 542(c) also enables HUD and State/local housing finance agencies to provide risk-sharing arrangements on multifamily loans.

Visualizing Diverse Housing



Older Adult Community



Medium Mixed-Use



Medium Multi-Family



Small Multi-Family Apartment



Townhouse/Row Home



Duplex/Townhome



Accessory Dwelling Unit



Small Single-Family



Medium Single-Family

CASE STUDY: PARTNERSHIPS IN FINANCING (PART 2) - CARROLL, IA

Carroll faced a shortage of new housing, driven in part by builders' reluctance to take on the financial risk of constructing speculative homes that might not sell quickly.

In 2022, the City partnered with five local community banks to launch the Speculative Home Construction Loan Assistance Program. The program reduces builders' risk by covering up to six months of interest-only payments on unsold spec homes after they have been on the market for six months, helping builders manage carrying costs while homes are listed for sale.

- Applies to spec homes
- Maximum eligible home size is 1,800 square feet
- Interest assistance applies to the first \$550K of a construction loan
- The program is funded by a \$50,000 pooled housing fund contributed by local participating banks on loan terms.

GOAL 3

Increase available lots and the appeal of infill lots through policy and fiscally responsible investments

Target Product

- All, varies by strategy

Key Partners

- Lending community
- Local builders
- Property owners
- REALTORS®
- Major employers

Purpose

Lot and infill development will not occur at a significant scale if developers and builders perceive the risks involved in their investments to be too great (see also Goal 2).

Several factors play into development risk and the final cost of a new home. Initial lot preparation is a significant cost of developing land, which can be almost a quarter of the price a home buyer would pay. This is where infill can provide value to the buyer but it greatly lowers returns and increases risk to developers.

Policies and strategies need to balance lowering development risk, while increasing developer appeal to justify financial uncertainties.

Challenges to Overcome:

- High risk for housing builders, developers, and rehabbers.
- Availability of financing and capital.

Strategies

1. Share risk of targeted infill lot development. The risks are similar to those described in Goal 2, Strategy 1. For infill, an additional risk and financial barrier are the ability to build in bulk and the comparable valuation of the surrounding neighborhood. When the surrounding values are depressed, the cost of building new may be less than the final appraised valuation. This creates loan financing challenges unless the builder can finance with cash. Even then, the price a buyer is willing to pay may still be lower than the cost to build. Tools to reduce these barriers include:

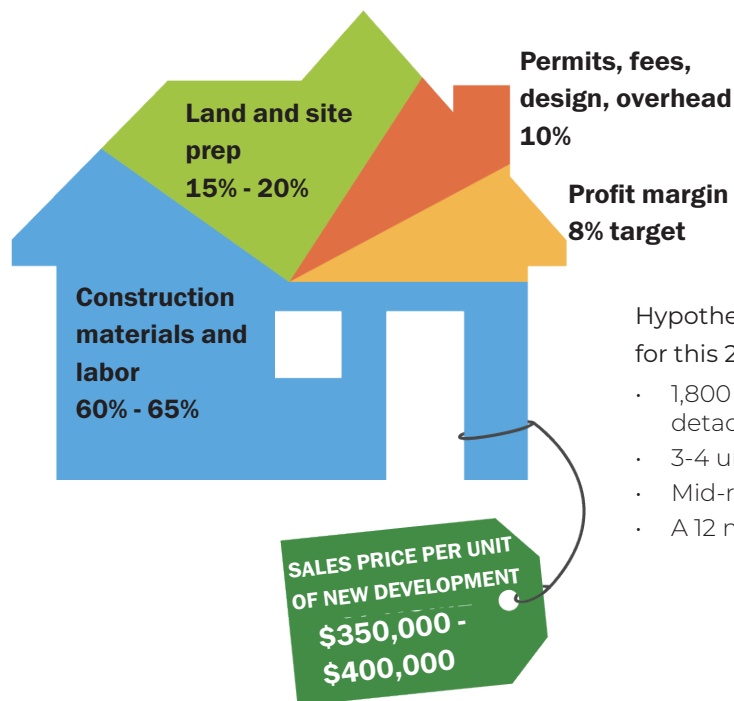
- *Explore mechanisms for conveying city-owned lots to developers at reduced or nominal cost through a competitive RFP process. The RFP should establish clear expectations for development type, affordability, design standards, and completion timelines.*
 - » Prioritize partnerships with nonprofit developers such as Homes for Iowa to build on city-owned lots.
- *Providing fee reductions, expanded demolition funding, and upfront financial subsidies like Goal 2, Strategy 1.*
- *Zoning flexibility. Infill lots have different sizes. Easing setbacks and the need for special approvals lessens uncertainty and risk.*
- *“Land banking” infill lots for critical mass/economies of scale. While Iowa does not have land banking legislation like other states (see part V. of this section), some cities acquire lots over time through foreclosures, programs like 657A, and straight acquisition. City owned-lots can then be provided in bulk to spread out labor costs across more units.*

2. Tie new lot development assistance to housing needs and fiscally efficient public servicing.

Following the Reimagine Marshalltown Land Use Plan helps the City use land strategically, reduce sprawl, and better preserve natural and agricultural areas. This also supports development that is easier to serve with infrastructure and public services.

The City must still be responsible with public incentives to ensure the fiscal health of the city for repairs, maintenance, and level of service for residents. Investment payback from lower density development is a larger risk to the City in financially supporting utilities and services to large lot, low density development. Other methods to reduce risk for developers in these low density settings are more appropriate, such as expedited approvals and partnerships.

In the example below, the final sales price can vary widely depending on the level of finishes, unit sizes, and lot sizes. To reach lower target price ranges, Marshalltown is seeing development focus on attached housing and smaller home footprints. However, precedents for developing at smaller lot sizes has been limited



Hypothetical development assumptions for this 20 unit lot development example:

- 1,800 sq. ft. per unit single-family detached subdivision
- 3-4 units per acre
- Mid-range finishes
- A 12 month sales period

CASE STUDY: LOT PREP GUIDE

Midwest Housing Development Fund (MHDF), Inc. is a non-profit Community Development Financial Institution (CDFI) that helps meet nontraditional financing needs for the creation, development and rehabilitation of affordable rental housing in a multi-state region.

To assist partners in development, MHDF created a Lot Prep Guide to lead people thinking about infill, redevelopment, or new lot development. The guide is divided into common topic areas, including:

- Physical site considerations
- Legal considerations
- City processes

A checklist for each topic provides minimum items to undertake for approaching lot development. The Guide provides a valuable resource for smaller or less experienced people looking to develop housing.

<https://mhdfinc.com/Midwest-housing-resource-network/>

3. Target opportunities for redevelopment of uses or excess open/park spaces. The market has changed since the 2020 Pandemic. In Marshalltown, there continues to be strong interest in Downtown and enhancements to commercial districts like the Franklin Elementary district and the Marshalltown Mall (to be the Shoppes at Marshalltown). However, other commercial areas are not seeing reinvestment. These areas are ripe for reimagining new mixed-use residential.

Public parks and private golf courses also pose an opportunity with many neighborhoods in Marshalltown adequately served by parks. Underused parks add to public maintenance costs and risk becoming eyesores in neighborhoods. Small scale lots using excess parkland can add to the “land bank” of infill lots.

CASE STUDY: OTTUMWA INFILL LOT CONSOLIDATION

Ottumwa has taken aggressive action to remove dilapidated property and structures in floodplains. Over time the City built an inventory of owned infill lots. However, the lots were scattered throughout the city rather than consolidated in one area. To help a developer take on a scattered lot development approach, the City offered an infill development incentive package for developing 30 lots that included:

- Purchase price of \$125 per lot, distributed over three years of closings.
- Using another city program to provide \$10,000 per unit.
- Qualified tax abatement.
- Developer application to the State of Iowa Workforce Housing Tax Credit program.

In exchange, the developer is providing:

- Workforce housing priced units, as defined by the State of Iowa.
- Units at least 1,000 square feet for single-family units and 800 square feet for multi-family units.
- Completion within seven years.



Figure S.18: Concept for reuse of the Old Hospital Campus

GOAL 4

Attract new builders, rehabbers, and developers

Purpose

There is a limited number of local businesses and individuals involved in home construction and rehab. Most local activity is small scale and focused on custom builds. Room exists within Marshalltown for a developer(s) that can undertake larger scale lot and subdivision development. The approach goes back to Goals 1-3 that aims to reduce risk and increase incentives to attract non local developers from their traditional markets.

Challenges to Overcome:

- High risk for housing builders, developers, and rehabbers.
- Limited local builder capacity to undertake larger projects.

Strategies

1. Assist with builder capacity and recruitment. Builder capacity refers to the ability and availability of workers to undertake housing projects. Many local builders may never pursue new types of housing development over custom builds because of workforce limitations and unproven profitability with new housing types. Gap and lot financing may, described in other goals, may ease developer uncertainty.

Longer-term, partnerships leveraging community college trade programs and high school construction-related coursework should be promoted to train the next generation of professionals and craftspeople. This will not provide an immediate solution, but creates incremental steps to increase capacity and foster leadership transitions for builders looking to retire.

Target Product

- All

Key Partners

- REALTORS®
- Chamber and major employers
- Builders and developers
- Schools

2. Assist and encourage employers to get involved. Major employers have a large stake in the housing market for employee recruitment. Some like JBS have taken a more active role in housing development. Employers are getting involved in other communities as well, such as Musco in Oskaloosa. Future roles include:

- *Direct construction of new ownership or rental units*
- *Rent subsidies and down payment assistance for resident employees.*
- *Devote excess land they no longer need for housing development.*
- *Marketing local housing opportunities and programs.*

3. Maintain positive relationships with the building community.

Overall, Marshalltown provides a smooth development review process. But there is room for improvement as conditions change. Open forums and coffee chats are efforts to engage with those involved in Marshalltown's housing market. Regular quarterly or other consistent times should be available for anyone to freely attend and learn about housing programs, codes, recent updates, or regional/state/federal topics of interest.

City representatives should also continue to attend regular Realtor groups, regional homebuilders, and Chamber meetings. These efforts do not have to be confined to Marshalltown - seek opportunities to present at regional forums as well.

4. Consolidate resources to one location.

There are multiple locations to find information about housing programs, such as the City, the Chamber, and Region 6. However, each entity's programs are not always linked or advertised together. New and existing programs need to be advertised or linked in the same location before starting any marketing campaign to builders, developers, employers, and the general public. An easy way to deter participation is to make the process difficult to figure out.

5. Establish an Annual Housing Workshop.

Connect local officials, builders, developers, rehabbers, lenders, employers, and housing organizations to discuss housing needs, market opportunities, development challenges, and action steps. Build subcommittees to lead parts of the housing action plan. The workshop can also serve as a recruitment and networking tool to attract new investment, strengthen industry partnerships, and encourage participation in local housing initiatives.

CASE STUDY: ADVERTISING TO ATTRACT DEVELOPERS

Creating risk reduction incentives and being flexible for demonstration projects may not be effective without proactively reaching out to developers in the broader region or state. This could be as simple as a road tour of opportunities or as detailed as a design competition that invites developers to submit proposals for sites in exchange for incentives. Examples include:

- Centergy Annual Central Wisconsin Developer Tour to showcase development opportunities and build relationships in the Central Wisconsin region.
- Sturgeon Bay Development Tour hosted by the Door County Economic Development Corporation, which focuses on education, tours, and showcases of opportunity sites.

GOAL 5

Approve projects that align with housing goals through a housing friendly regulatory environment

Purpose

Housing projects that meet code and design requirements must be easy to approve, while educating the turnover of decision-makers on how to evaluate housing proposals. Uncertainty adds a level of risk. Earning a reputation as a place that is difficult to work with can take years to overcome. Marshalltown does not have this reputation and continues to maintain a positive regulatory environment.

Challenges to Overcome:

- High risk for housing builders, developers, and rehabbers.

Strategies

- 1. Maintain clear application and review processes.** Goals 1 through 4 mean little if a project gets denied at approval meetings. If a project meets the codes that were approved through a public process, then most projects should be approved at the administrative level.
- 2. Encourage Universal Design in projects taking advantage of public incentives.** Similar to tying incentives and assistance to affordability goals, the same approach should be taken for achieving targets for older adults and those with accessibility needs.
- 3. Keep codes relevant to new technologies and techniques.** Be flexible with builders trying new building technologies that may not immediately fit with current codes and regulations. These new ideas have the potential to reduce construction costs while still protecting the life and safety of residents.

Target Product

- All

Key Partners

- Elected and appointed officials
- Builders and developers

Examples include:

- *The trial and error of 3D-printed homes.*
- *The success of Homes for Iowa where homes are built at the Newton Correctional Release Facility and delivered to communities.*
- *Emerging desires for large garage spaces with homes attached ("shouses").*

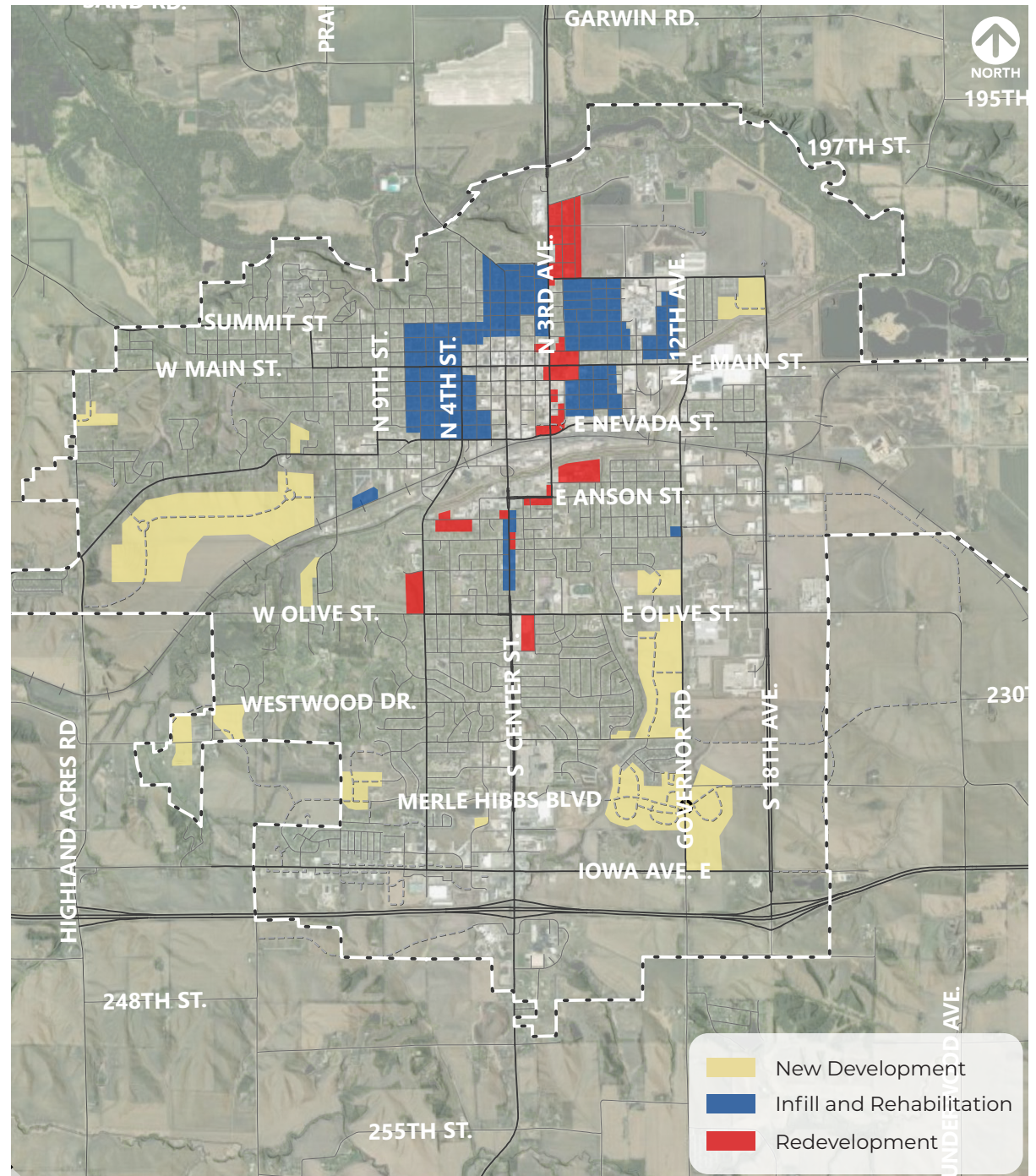
- 4. Update zoning and development regulations as necessary to support all housing goals.** For example, mixed-use residential must be allowed in almost all commercial districts.

Neighborhood Policy Area Approach

Some strategies are appropriate across the City. Others are more effective when targeted to select neighborhoods that present distinct needs and opportunities based on existing conditions.

This section details high-level policy areas to apply specific strategies. The policy area map represents a general assessment, not based on house-by-house inventory, but on broader neighborhood evaluations.

Housing policy generally falls within the four categories described on the following pages. Not every block in every neighborhood is applied to a category. Many areas are in stable condition and do not require immediate, widespread policy intervention. For example, rehabilitation and housing enhancement programs are most effective when targeted at specific areas to generate momentum at a neighborhood level.



NEW DEVELOPMENT AREAS

Generally, undeveloped areas that are the most logical sites for new subdivisions. These areas are not appropriate for rural, acreage, large lot, or piecemeal development.

Opportunity

- Several areas are suitable for development, and next to street extensions and services
- High demand for lots
- Free from major barriers, or these barriers could be overcome

Challenge

- Land ownership
- Builder/developer capacity
- Lot development costs

Candidates

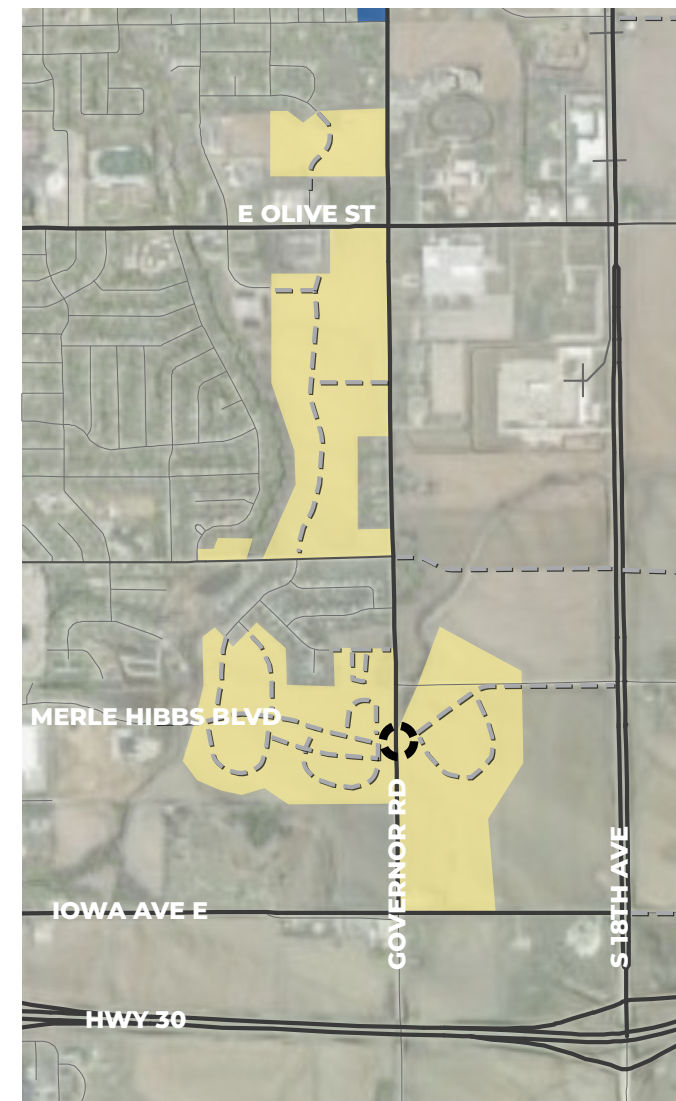
- Areas where streets are ready to be extended
- Areas already served, or can easily be served by utilities
- Low environmental barriers

Future Land Use Areas

- Low, Medium and High Intensity

Housing Type

- All



NEW DEVELOPMENT AREAS

Policy Approaches

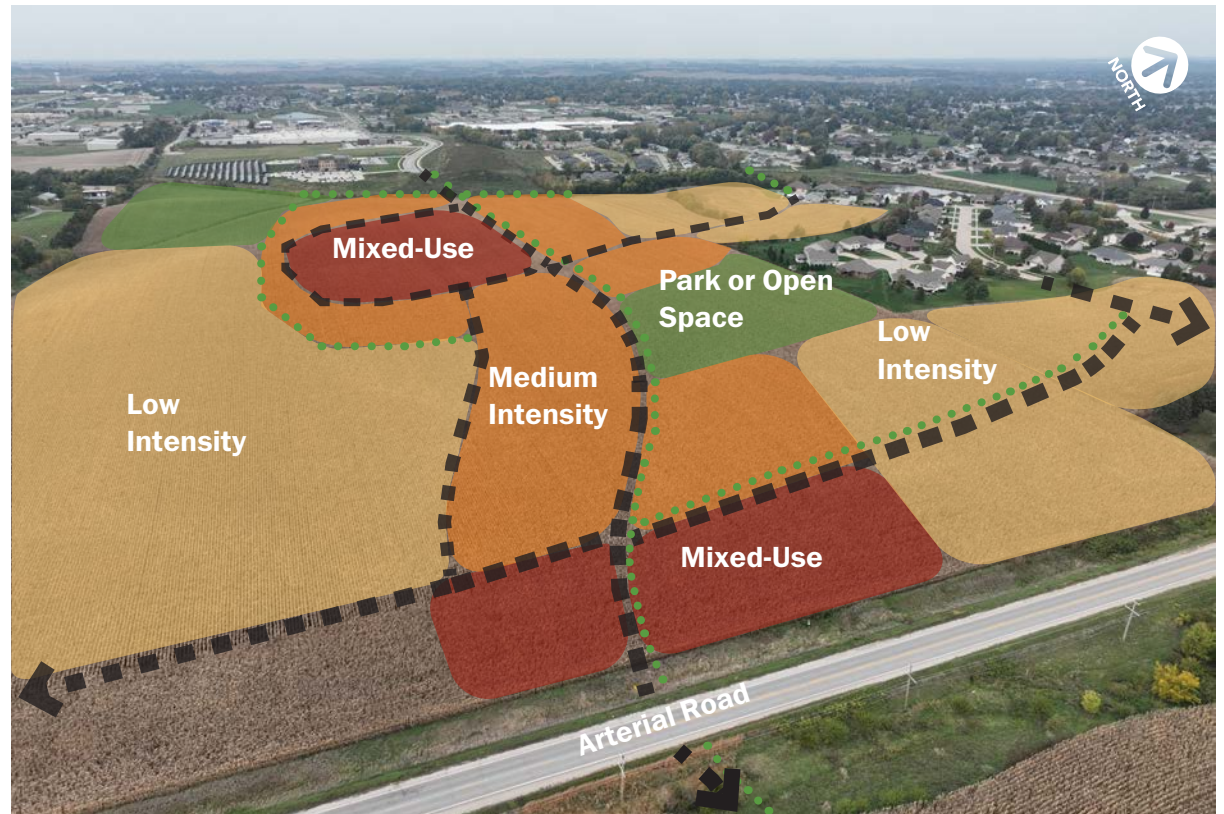
- Apply Goal 2-4 Policies and Strategies
- Work with willing landowners to proactively rezone sites to match future land use directions
- Use the Comprehensive Plan as the guide for development and land use policy

Incentives

- Front end financing for contiguous projects, may need to be more than currently available incentives to stimulate interest
- Moderate to smaller lot sizes
- Not meant for large lot development

Zoning

- Proactive rezoning
- Administrative site plan approval once zoning is established
- Allow housing variety in residential districts



Medium Mixed-Use



Medium Intensity



Low Intensity

Figure S.19: Mixed housing new neighborhood example - E Merle Hibbs Road

INFILL AND REHABILITATION

Areas with more properties requiring attention. There are pockets of poor to average housing condition with higher vacancy rates and more vacant lots. Some areas may be considered historic neighborhoods, and others are the next wave of housing stock to reach 50 to 60+ years old. Neglecting them could lead to larger investments in the future.

Opportunity

- Several vacant or partially vacant sites that could accommodate denser housing arrangements

Challenge

- Consolidating ownership
- Building/demolition costs vs. market rents
- Achieving economies of scale
- Adjacent neighborhood valuations/appraisal comps and few demonstrations for ownership infill
- Low incentive for a single owner to do anything

Candidates

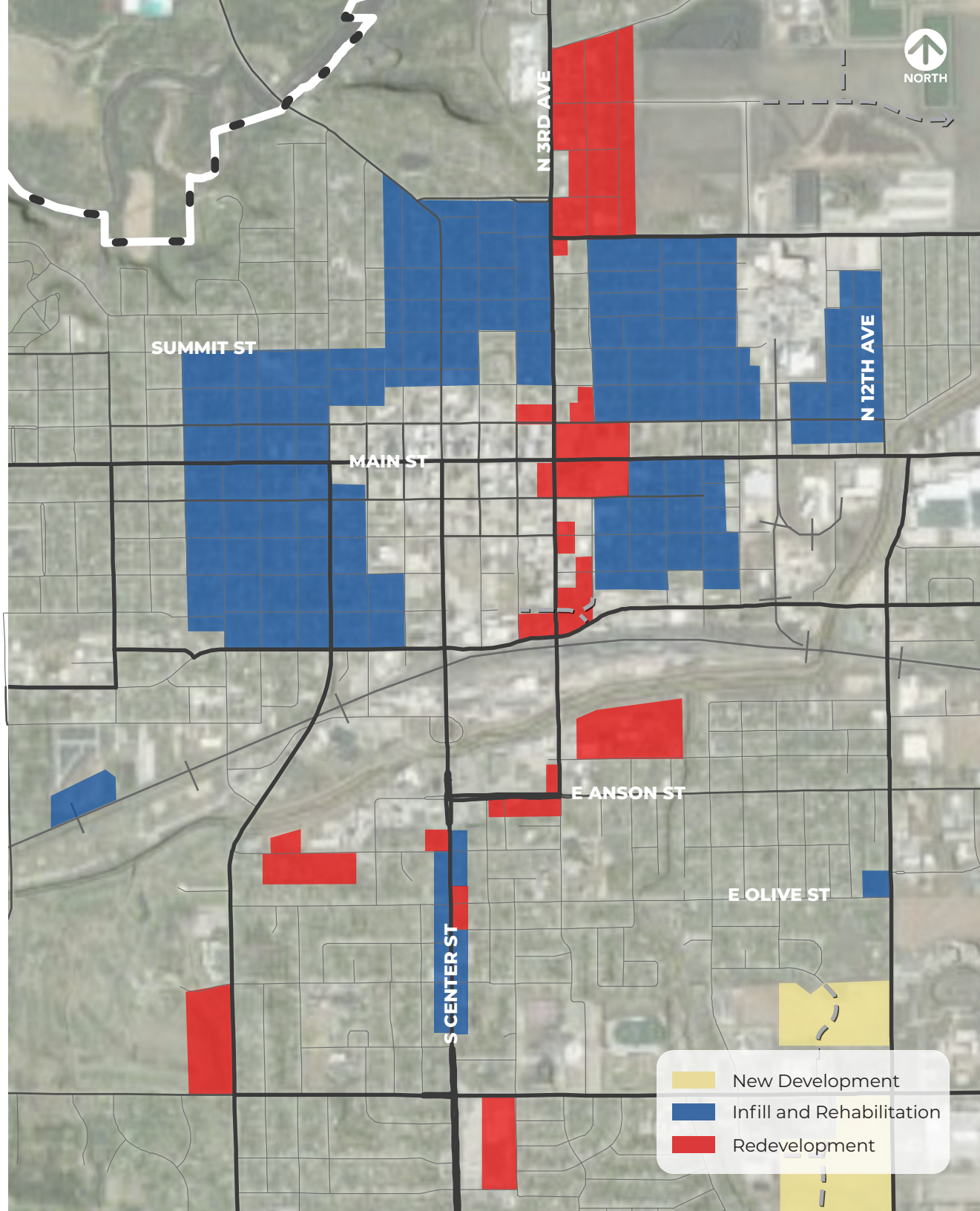
- Vacant lots, or candidates for redevelopment
- Alley access to give more design flexibility
- Deep lots and street corners ideal

Future Land Use Areas

- Medium and High Intensity, Downtown

Housing Type

- Small to Higher intensity townhomes or multi-family for multiple lot scenarios
- Small single-family detached, moderate single-family detached, attached units, duplexes (double lot)
- Adjacent lot owner consolidating/adding ADU or addition (single lot)



INFILL AND REHABILITATION

Policy Approaches:

- Apply all Policies and Strategies
- Regularly assess and apply code enforcement
- First, focus on stabilizing and increasing neighborhood values through:
 - *Rehabilitation of homes with structural issues by layering programs for owner, rental, first-time home buyer, and exterior improvements*
 - *Maintenance efforts on properties with minor infractions using clean-up events, trash collection, and non-profit support*
- Then, find ways to assemble infill sites under common ownership for new development
- Consider an expedited review process for infill projects led by the private market

Incentives

- Continue momentum from tornado and derecho recovery with expanded incentives for rehab and new builds
- Appraisal gap and risk reduction financing will be necessary to support new construction costs - a larger amount is needed for the first demonstrations to prove the market demand for products and neighborhoods
- Free lots for development, which can be up to 20% of a total project costs
- Demo Funds and Lot acquisition (like State Code 657A)
- Partnerships to consolidate resources for incentives

Zoning

- Setback, lot size, and parking flexibility
- Shared zoning lots
- Density in established neighborhoods
- More administrative site plan approval opportunities
- Allow housing variety in residential districts



Rehabilitation flipping example

A level of investment is needed to make flippers willing to acquire worn down homes, make improvements and resell for a small profit. For a flipper, there are additional challenges to achieve a return, primarily, what the home will appraise and sell for based on the value of the surrounding neighborhood.

In Marshalltown, investor rehabs could be financially feasible, but acquisition costs matter a lot. Properties must be listed at the price they should be given the repairs and amount of renovation needed.

Simplified Investor Flip Scenario - 1,100 sq ft Home in Poor Condition	
Months to Complete	8
Home Purchase Price	\$40,000
Rehab Costs*	\$54,000
Holding Costs	\$2,400
All-In Costs	\$96,400
Realtor Fees and Closing Costs	7%
After Rehabilitation Sales Value Based on Local Comps	\$120,000
Profit from Sale	\$15,200
Or after Rehabilitation Rent per Month Based on Local Comps	\$1,500 - \$1,600

**Assumes several or all of the major repair and upgrade items on the right are needed Only minor cosmetic investment such as exterior painting and flooring. Investor sweat equity in doing some work themselves is also included.*

CASE STUDY: HOME REHAB ECONOMICS - PART 2, INVESTORS (CONTINUED FROM PAGE 32)

The following illustrates a scenario for an investor rehabbing a poor condition home in the Marshalltown downtown fringe neighborhoods.

Typical major repair and upgrade costs under a 1,100 square foot house in poor condition -

- Plumbing - \$5,000
- Electrical - \$8,000
- Roof & gutters - \$7,000 - \$8,000 for simple roof line, \$10,000 for more
- Foundation repair - \$15,000
- HVAC - \$6,000 - \$8,000

Cosmetic improvement costs:

- New vinyl siding - \$4,000 - \$6,000
- Exterior house painting - \$2,000 - \$5,000
- Windows - \$3,000 - \$6,000
- Bathroom remodel - \$5,000 - \$6,000
- Kitchen remodel - \$10,000 - \$20,000
- Flooring - \$6,000 - \$10,000

As shown in the costs above and the comparables in the table on the left, the margins for flipping are tight and make a rehab project risky to undertake, even if the home is acquired for very little.

If the goal is to stabilize the market, limit deterioration, and provide more affordable housing, a matching subsidy would help accomplish that via supporting several major repairs.

If the goal is to provide modern amenities and finishes that home buyers seek – the gap could be doubled.

Infill prototype examples

A level of investment is also needed to make builders and lot owners interested in infill housing development. The examples to the right and on the next page show possibilities if the policies, incentives and zoning approaches are met. The examples also illustrate the influence that a free or reduced cost lot can have on infill feasibility.

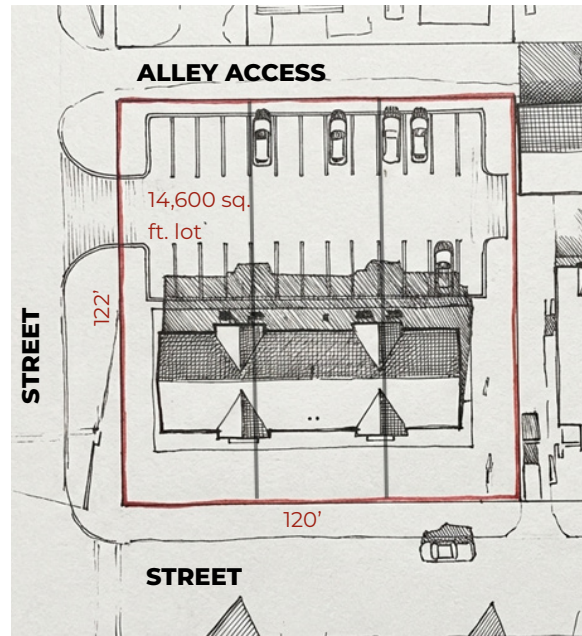


Figure S.20: Adjacent three lot infill - Multiplex/
small apartment arrangement

Prototype Metrics

- Multiplex/small apartment - two stories
- Consolidate lots for a single site development
- Gross floor area could accommodate four 530 sq. ft. studios/one bedroom units per floor, two larger units per floor or a combination
- Rear parking lot scaled to the number of units, could do covered parking garages in back if desired
- Roughly a 12-15' side yard and 20' front yard setback

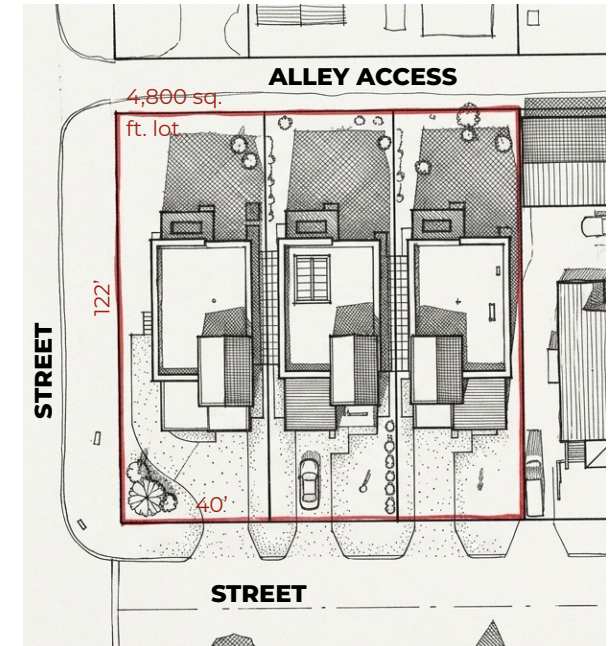


Figure S.21: Adjacent three lot infill - Attached housing arrangement

Prototype Metrics

- Attached single townhomes or over-under duplexes
- Roughly a 1,750 sq. ft. building footprint, including attached one stall garage
- Attached at internal lot line where units could be sold separately for ownership
- Garage alley or street access
- Roughly a 10' corner side yard, 5' side yard and 25' front yard setback

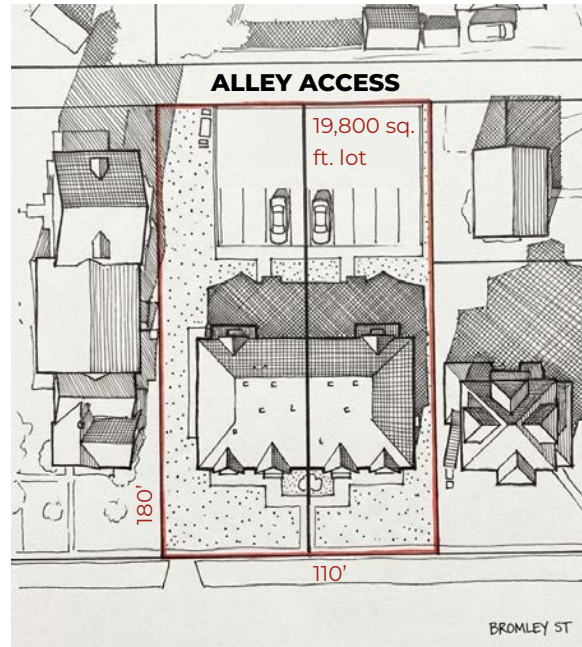


Figure S.22: Adjacent two lot infill - Townhome, duplex, or multiplex

Prototype Metrics

- Combining lots for a townhome, duplex or multiplex arrangement
- Attached unit possible at internal lot line where units could be sold separately for ownership
- Roughly a 4,500 sq. ft. building footprint
- Gross floor area could accommodate four 1,100 sq. ft units on two levels for a 4-plex structure or two larger units in a single story townhome/duplex structure
- Rear alley access for parking pad or detached garage(s) depending on the number of units
- Roughly a 7'-15' side yard and 35' front yard setback

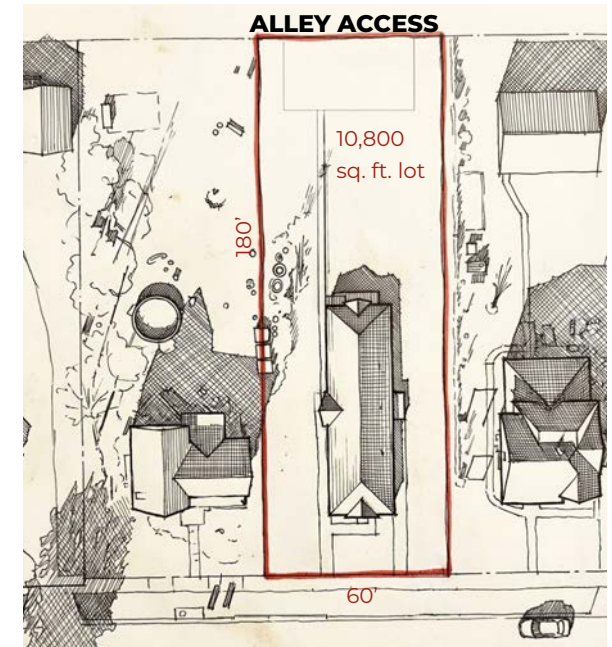


Figure S.23: Single lot infill - Single home or front/back duplex

Prototype Metrics

- Roughly a 1,400 sq. ft. single-family unit
- Rear alley access for parking pad or detached garage
- Roughly a 20' side yard and front yard setback

REDEVELOPMENT

Redevelopment opportunities are case-by-case examples of underused, low value, or vacant land that redevelopment could transform into an attractive and productive use with a residential component. The redevelopment of these strategic sites should be designed to eliminate blight conditions, support private market investment, and create new taxable value and uses.

Opportunity

- Areas with a broader level of disinvestment, vacancy, or visibility in the community that are subject to change
- Changes in market demand for certain non-residential uses

Challenge

- Consolidating ownership, demolition and land prep costs
- Potential environmental obstacles
- Stimulating untested products
- Attracting developers

Candidates

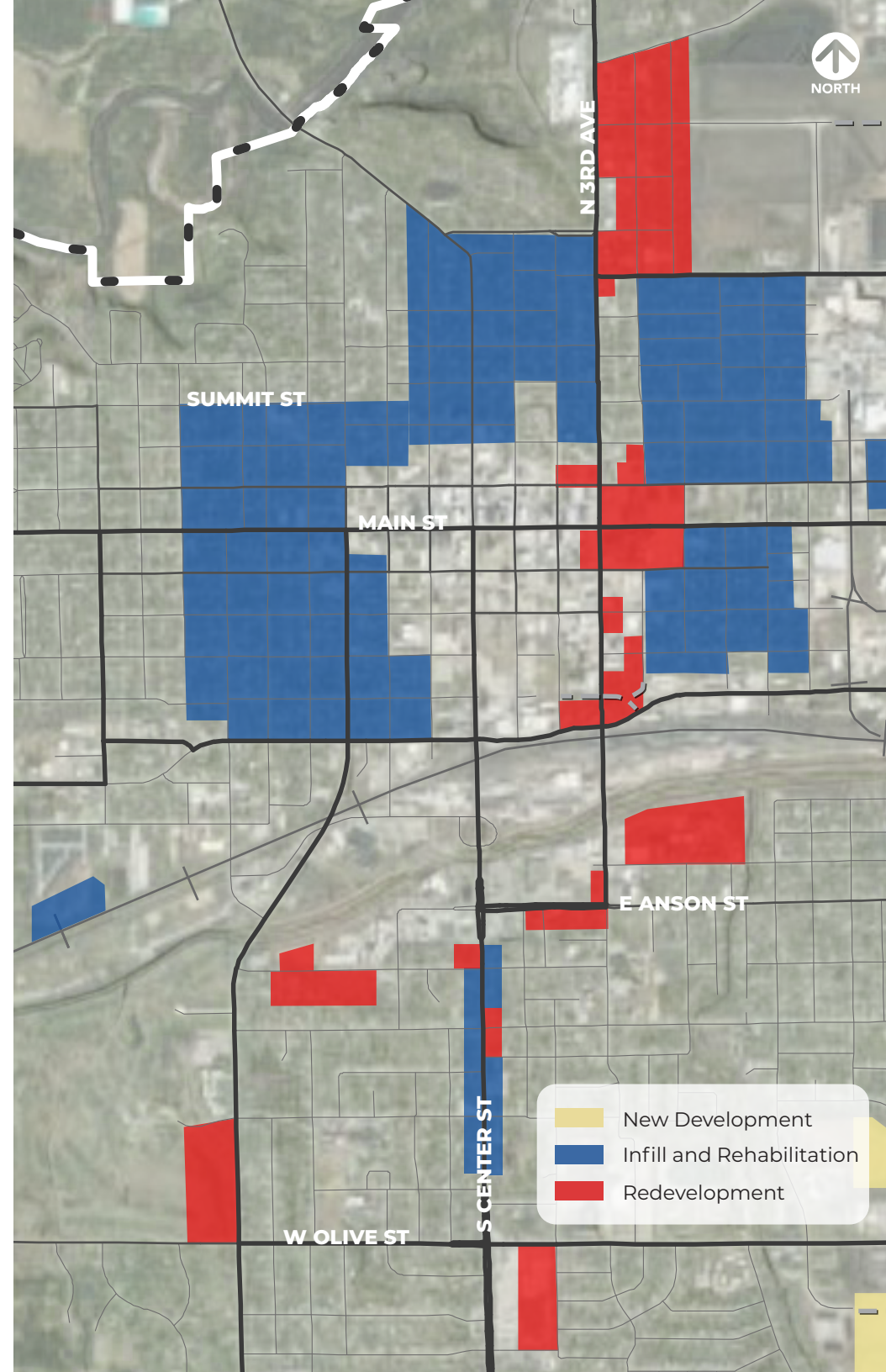
- Larger sites or areas, typically with lower valuation, that can be consolidated
- Typically, along collector or arterial streets or transitions to industrial uses

Future Land Use Areas

- Medium and High Intensity, Downtown Mixed-Use, Commercial Mixed-Use

Housing Prototype

- Higher intensity townhomes, multi-family, mixed-use



REDEVELOPMENT

Policy Approaches:

- Apply Goal 2-3 Policies and Strategies
- Work with willing landowners on proactively rezoning sites to match future land use directions
- Be sensitive to displacement from redevelopment by prioritizing outreach and offering alternative housing options for affected residents during and after construction
- Invite competitive developer proposals for key redevelopment sites when ownership permits, using public or non-profit land assembly to guide outcomes and set conditions on use, design, and affordability of constructed units
- Consider an expedited review process for infill and redevelopment projects led by the private market

Incentives

- Gap and risk reduction financing
- Lot acquisition
- Partnerships
- Brownfield and other Federal grant assistance targeted at higher intensity townhomes, multi-family, and mixed-use projects

Zoning

- Mixed-use, master plan approvals
- Proactive rezoning of some sites

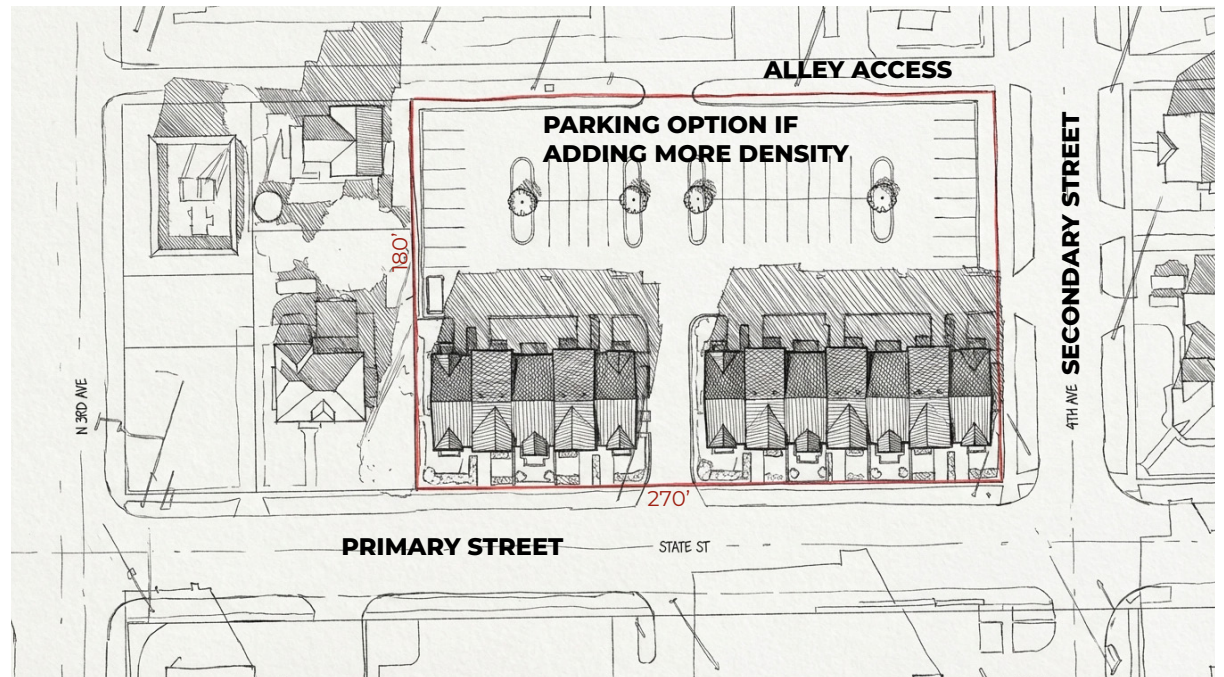


Figure S.24: Half block infill and redevelopment for 12-48 unit housing arrangement



Attached 22 unit Townhome/Duplex Example - Overland Park, KS



Local High Density Precedent - Marshalltown Lofts

V. Partners and Advocacy Strategy

Marshalltown has little control over many strategies critically important to advancing housing goals. However, the City and its local partners have significant resources to advocate for housing priorities. Policies to advocate for might include, but are not limited to:

- **Maintain/Increase Housing Trust Fund Support.** State funding constraints and uncertainty around future appropriations place many housing programs at risk. Allocations to local Housing Trust Funds require continual advocacy throughout the year to ensure stable funding for housing rehabilitation, gap financing, and affordability preservation.
- **Workforce Housing Tax Credit Program.** The State Workforce Housing Tax Credit program remains one of the most important tools for closing development financing gaps, particularly in small and mid-sized communities. Marshalltown should continue to advocate for increased annual allocations, expanded eligibility, and greater flexibility so smaller cities can better compete for credits and support housing production aligned with local workforce needs.

- **Land Bank Legislation.** As of 2026, comprehensive land bank legislation had not yet been adopted in Iowa, despite multiple legislative proposals. Enabling land banking would bring several benefits to a city like Marshalltown, including:
 - *The ability to strategically acquire, hold, and assemble vacant or tax-delinquent properties*
 - *Improved coordination of redevelopment efforts with housing, infrastructure, and neighborhood revitalization goals*
 - *Greater flexibility to transfer property for affordable housing or catalytic redevelopment projects*
 - *Reduction in speculative lot holding for private developers.*
- **Accessory Dwelling Unit (ADU) Legislation.** In 2026, amendments to the 2025 legislation clarified requirements that cities allow accessory dwelling units in residential districts. It will be important for Marshalltown to monitor implementing rules and design standards and to advocate for changes that allow ADUs to be a feasible option for homeowners, including reasonable size limits, parking standards, and administrative approval processes.

- **Rental Registry Codes.** Local governments in Iowa operate under specific statutory constraints regarding rental regulation. Rental registry ordinances can support housing quality and tenant safety while providing better data on the local rental stock. Marshalltown may wish to advocate for state-level clarity or enabling authority that supports local rental registration programs to track rental units, improve compliance with property maintenance standards, and prioritize proactive code enforcement without creating unnecessary burdens for responsible landlords.

