

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
2026

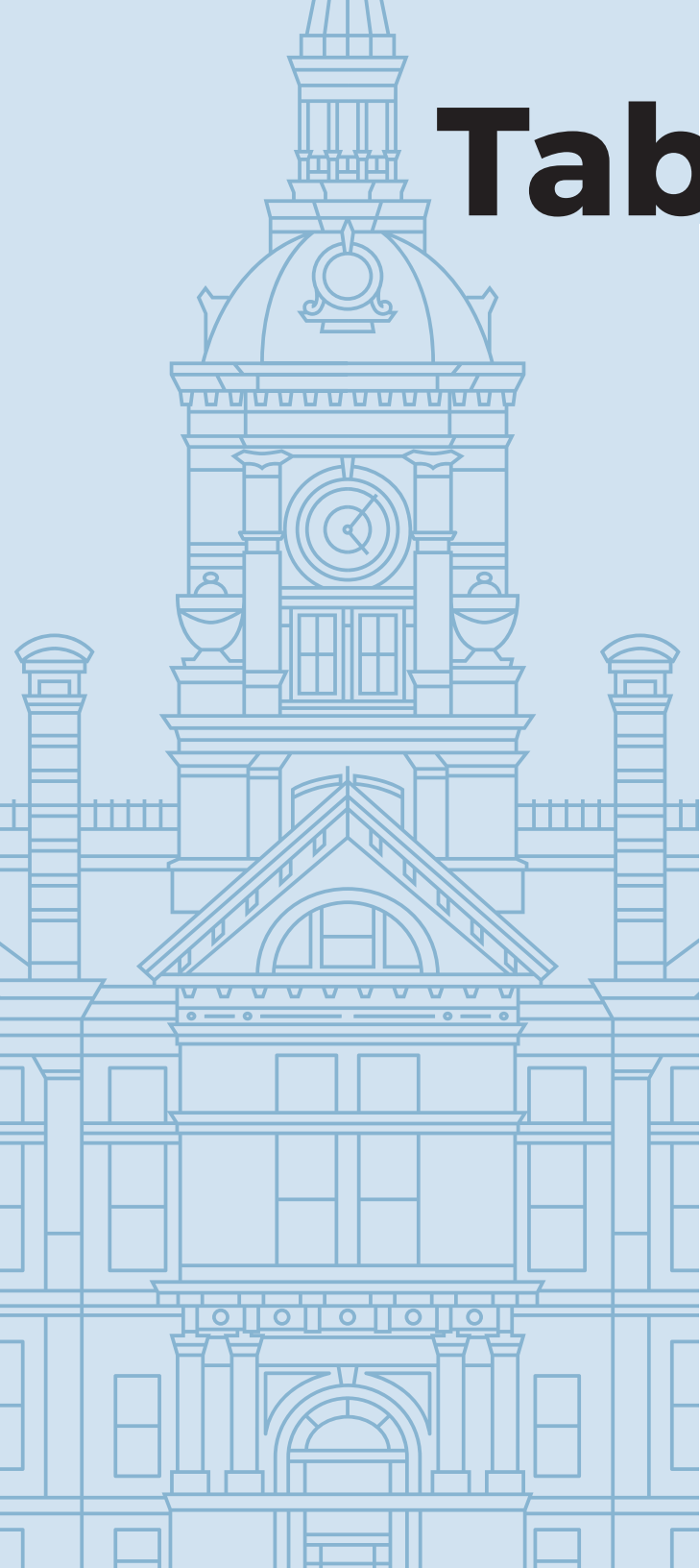


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Executive Summary

PLANNING FOR MARSHALLTOWN

The Marshalltown Comprehensive Plan outlines a 10–20 year vision for guiding growth, investment, and community development. Through extensive engagement and analysis, several key priorities emerged as the most important focus areas for the community. While these themes help anchor the plan, they represent just a portion of the broader framework, which is organized around seven interconnected planning elements.

- **Neighborhoods and Housing.** Maintain and improve existing housing while expanding a diverse range of quality, affordable options.
- **Economic Resilience.** Support local industries, attract new employers, and strengthen workforce development.
- **Downtown Revitalization and Identity.** Enhance downtown as a vibrant hub for business, culture, and community life.

GUIDING PRINCIPLES



Land Use, Community Character & Design

Grow responsibly, redevelop key sites, and promote quality development.



Mobility

Improve access for all, maintain infrastructure, and connect trails.



Parks, Trails & Environment

Advance disaster resilience efforts, protect natural features, and make strategic park investments.



Housing & Neighborhoods

Expand housing choice, improve affordability and quality, and reduce production barriers.



Economic Development & Subareas

Build on manufacturing strengths, enhance downtown vibrancy, and attract a diverse workforce.



Facilities & Infrastructure

Modernize city facilities, increase maintenance capacity, and strive for a high level of service.



Arts & Cultural Diversity

Celebrate diversity through inclusive arts and cultural programming, creative design, and unique experiences through all planning elements.

MAJOR PLAN INITIATIVES

The plan is organized around seven guiding themes, each with specific policies and strategies:

- 1. Land Use & Design.** Grow responsibly, redevelop key sites, and promote quality development. The plan includes a Future Land Use Map and detailed design compatibility guidelines to direct growth through 2045.
- 2. Mobility.** Improve access for all, maintain key infrastructure, and connect the trail network. Priority actions include intersection enhancements along Highway 14 and S. Center Street, and a complete streets approach along Iowa Avenue.
- 3. Housing & Neighborhoods.** The Marshalltown market will need to add nearly 600 housing units between 2026 and 2035, approximately 60 units annually, with a focus on options for aging adults, ownership, and multi-bedroom rentals.
- 4. Parks, Trails & Environment.** Build trail connectivity with a clear focus on completing the Iowa River's Edge Trail and linking parks, neighborhoods, and destinations. The plan also addresses flood resilience given Marshalltown's history of natural disasters.
- 5. Economic Development & Subareas.** Economic success is central to Marshalltown's long-term resilience, and the city must pursue an intentional strategy to build on manufacturing strengths, enhance downtown vibrancy, and attract a diverse workforce. Key redevelopment opportunities include the former hospital campus and other key sites along the Highway 14 corridor.
- 6. Facilities & Infrastructure.** Modernize city facilities, increase maintenance capacity, and strive for a high level of service to enhance the quality of life for residents, businesses, and visitors. City infrastructure are the building blocks of this plan. Without a path to maintain and improve,
- 7. Implementation.** The City should annually evaluate the Plan to identify new partners, annual action programs and evaluations guiding progress.

Plan Foundation

Planning and policy development helped create the Marshalltown you know today. The next chapter of the community's history will depend on sustaining good planning practices that reflects the community's vision. Reimagine Marshalltown provides the next step for the future.

PURPOSE OF REIMAGINE MARSHALLTOWN

The Comprehensive Plan (Plan) is the foundational document that guides City decisions. The Plan, titled Reimagine Marshalltown, considers the City's challenges and opportunities for the next 20 years, through 2045. The Plan serves three primary uses for the City:

- **Vision.** The Plan articulates community values and priorities, based on a 12-month public input process.
- **Guidance.** The Plan guides City staff, the Planning and Zoning Commission, City Council, and other City boards and commissions, as they set policy, make public investments, and deliberate on land use and development decisions.
- **Basis for Regulations.** The Plan provides the legal basis for land use regulations, such as zoning, per Iowa State Statutes.

Reimagine Marshalltown is:

City Official

Your guide to evaluate and develop projects, policy, ordinances, and programs.

Property Owner

Your guide to Marshalltown's priorities and what you can expect around your property.

Developer

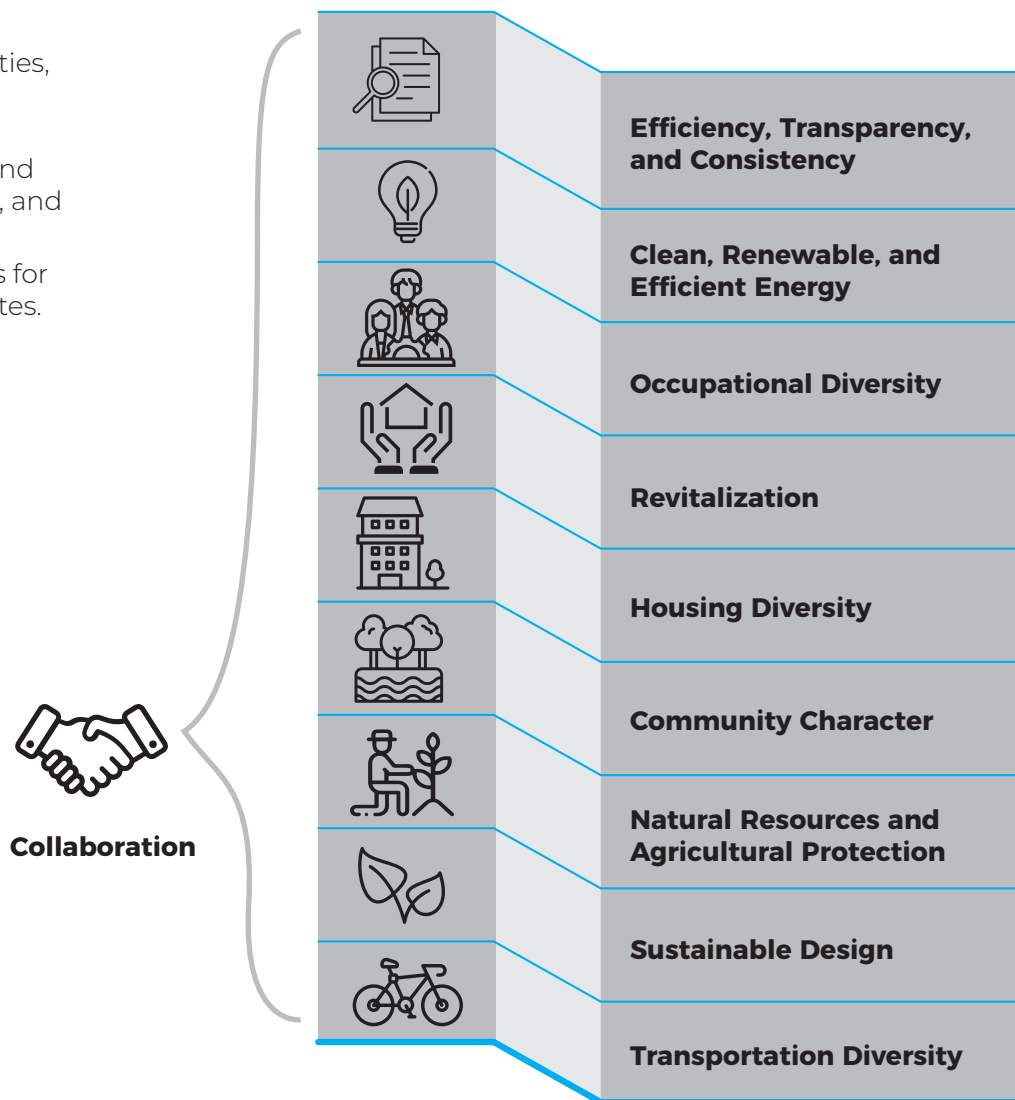
Your guide to future growth priorities, market realities, projects, and inspiration.

Visitor

Your guide to all that Marshalltown has to offer today and for the future.

FIGURE 1.1: IOWA SMART PLANNING PRINCIPLES

Iowa Code 18B lists ten smart planning principles that form the umbrella that all policies fit underneath. The individual chapters in the document address all of these interconnected principles captured below.

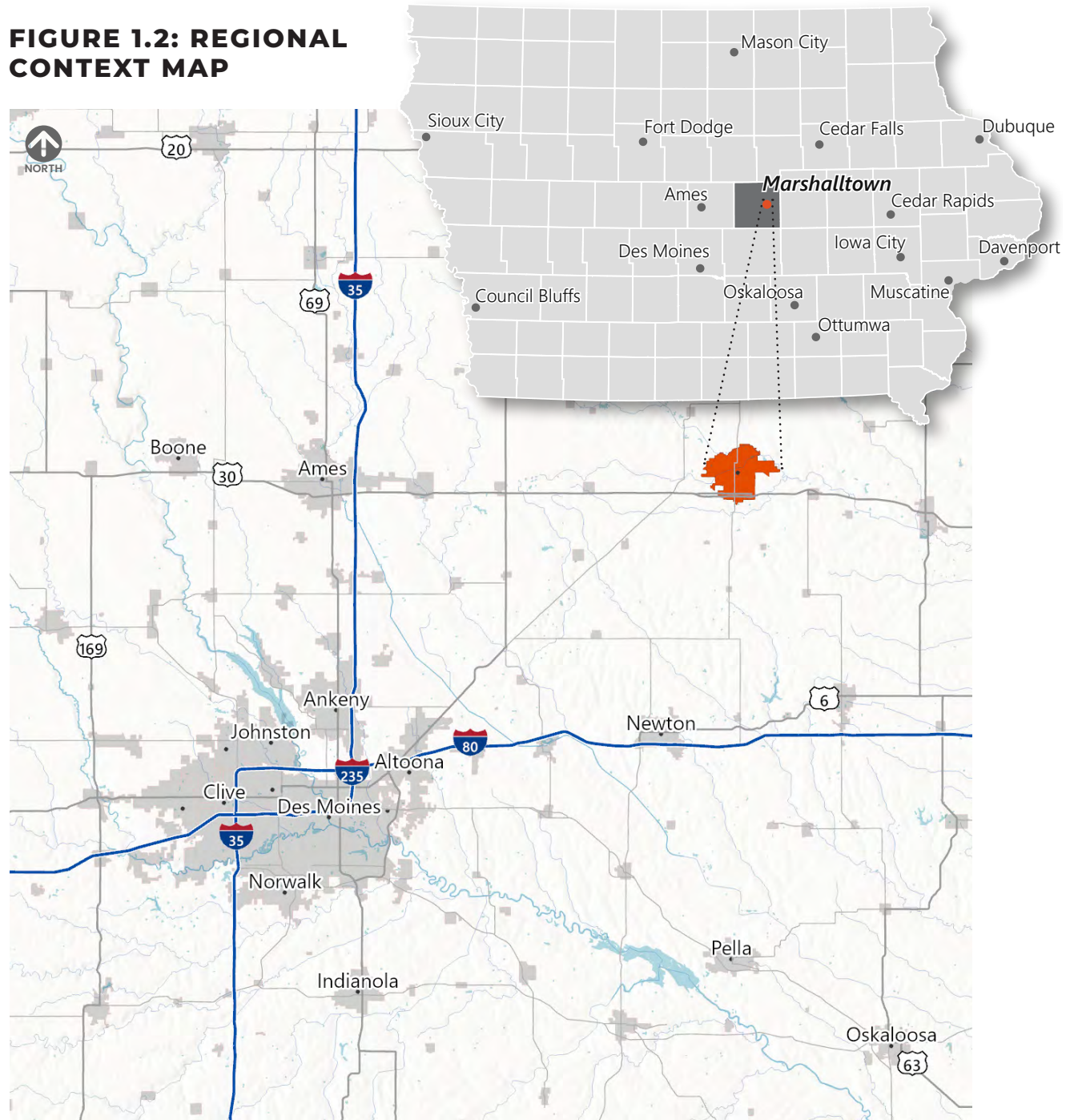


REGIONAL CONTEXT

Marshalltown is centrally located in Iowa, positioned along the major east–west corridor U.S. Route 30 with additional connectivity via Highways 14 and 330, offering quick access to Interstates 35 and 80. Its location places it within easy reach of Iowa’s largest metros, including Des Moines, Cedar Rapids, Waterloo–Cedar Falls, and Ames.

Marshalltown was first settled in 1851 by Henry Anson, who described the site between the Iowa River and Linn Creek as “the prettiest place in Iowa.” Established as “Marshall” in 1853 and renamed “Marshalltown” in 1862, the community grew rapidly after securing a key east–west railroad connection that helped solidify its role as the county seat. By the early 1900s it had surpassed 10,000 residents, evolving into a manufacturing-oriented city, a foundation that continues to influence its economy today.

**FIGURE 1.2: REGIONAL
CONTEXT MAP**



PAST PLANNING IN MARSHALLTOWN

The City of Marshalltown has a history of planning for the future. Reimagine Marshalltown incorporates and builds on each planning initiative, including:

[2023 Arts and Culture Master Plan](#)

[2022 Riverview Park Master Plan](#)

[2020 Iowa River's Edge Trail Placemaking Master Plan](#)

[2019 Downtown Master Plan](#)

[2018 Wayfinding Master Plan](#)

[2018 ADA Transition Plan](#)

[2018 Parks & Recreation Strategic Master Plan](#)

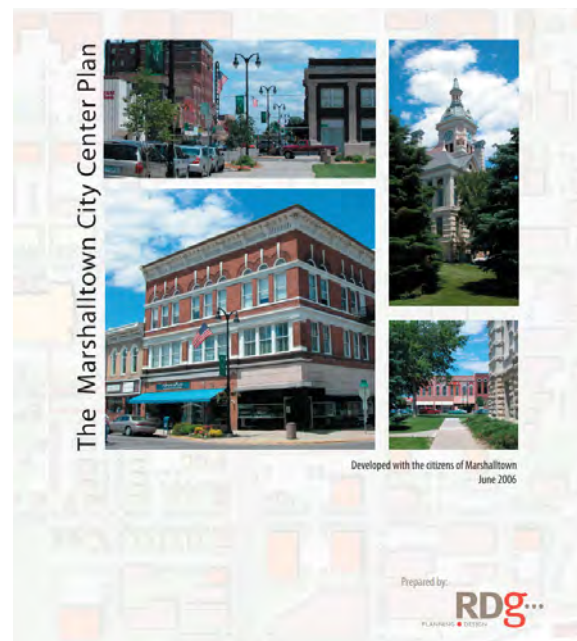
[2018 Highway 14 Corridor Plan](#)

[2017 Housing Needs Assessment](#)

[2012 Comprehensive Plan](#)

[2008 Linn Creek Master Plan](#)

2006 Marshalltown City Center Plan (not digitally available)



**CULTURE.
CONNECTIONS.
COMMUNITY.**

**MAKING WHAT MATTERS IN
MARSHALLTOWN TOGETHER**

CITY OF MARSHALLTOWN ARTS AND CULTURE MASTER PLAN

REIMAGINE MARSHALLTOWN PROCESS

Public engagement is one of the most important pieces of planning and was carried throughout the entire process in late 2025 through the spring of 2026. Components of the public engagement process included:

- **Project Management Team.** City staff and consultants met every two weeks to coordinate events and provide input on emerging elements of the Plan.
- **Plan Advisory Committee.** A committee of engaged local representatives provided guidance and feedback at key milestones in the planning process.
- **Housing Advisory Committee.** A committee that focused on guiding detailed housing policies and strategies met regularly throughout the process.
- **Listening Sessions.** Key stakeholder groups convened to share concerns and opportunities. More than ten groups met including property owners, businesses, elected/appointed officials, builders, and non-profits.

- **On-Site Engagements.** The team met with many groups at their locations during the process, including:
 - » Marshalltown Rotary
 - » Pachyderm Club
 - » Marshalltown High School
 - » Miller Middle School
 - » Lenihan Intermediate School
 - » JBS Worksite Breakroom
- **Interactive Map.** The project website provided updates to the process and an interactive map where people shared ideas and concerns. Over 500 unique users visited the site and shared ideas on an interactive map.
- **Community Roundtable.** Residents were invited to the Veterans Memorial Coliseum on October 14th, 2025 to learn about the planning process and share their ideas. Community input centered on housing quality, neighborhood improvements, transportation safety, parks and recreation, and downtown vibrancy.
- **Design Workshop.** On January 6-8, 2026, participants helped shape concepts for land use and design in key areas, including the former hospital site and key corridors like Iowa Avenue, and more.
- **Open House.** A Final Open House occurred on May 28th to provide the public an opportunity to review and comment on the Plan before its final publication and adoption.



GUIDING PRINCIPLES

Common themes through the public input and existing conditions analysis emerged. These themes provide the strategy to build on strengths and leverage opportunities. This Plan aims to Reimagine Marshalltown as a vibrant and welcoming community supported by thoughtful investment, connected mobility, diverse housing, and a rich cultural identity.



Land Use, Community Character & Design

Grow responsibly, redevelop key sites, and promote quality development.



Workforce & Economy

Build on manufacturing strengths, enhance downtown vibrancy, and attract a diverse workforce.



Mobility

Improve access for all, maintain key infrastructure, and connect the trail network.



Facilities & Infrastructure

Modernize city facilities, increase maintenance capacity, and strive for a high level of service.



Parks & Environment

Advance disaster resilience efforts, protect natural features, and make strategic park investments.



Arts & Cultural Diversity

Celebrate diversity through inclusive arts and cultural programming, creative design, and unique experiences through all planning elements.



Housing & Neighborhoods

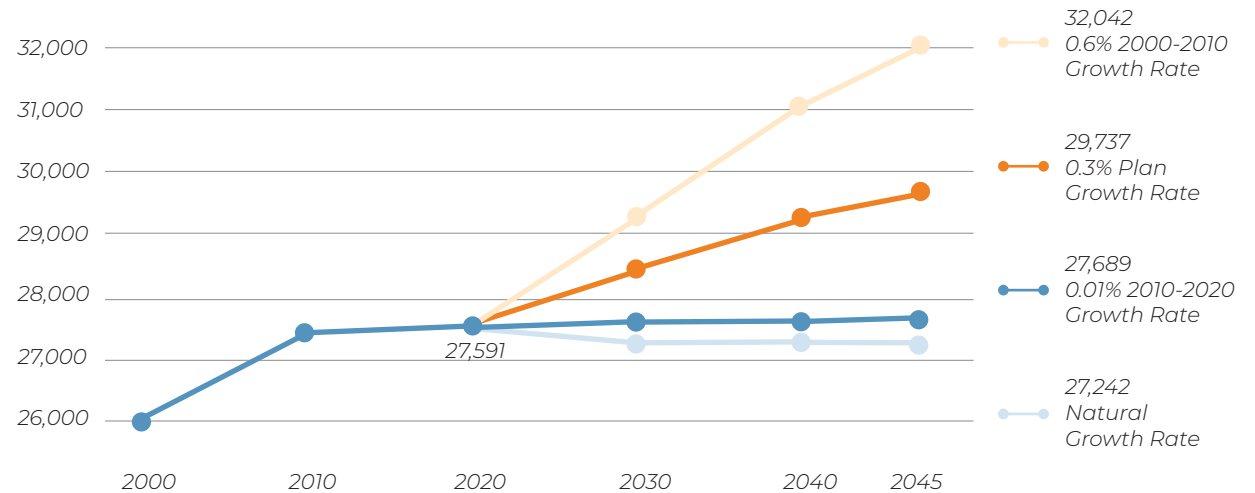
Expand housing choice, improve affordability and quality, and reduce production barriers.

FORECAST INDICATORS

Population changes are a primary indicator of future needs. Reimagine Marshalltown uses a forecast based on market studies and discussions with stakeholders in Marshalltown. Figure 1.1 shows population scenarios through 2045.

Marshalltown's growth has been slow but positive, unlike many communities in Iowa. Going forward, a slight growth rate is feasible if adequate housing and community amenities are available to meet demand and advance quality of life. At a 0.30% annual growth rate, Marshalltown could reach over 29,700 residents by 2045, over 2,100 more than the 2020 Census population.

FIGURE 1.3: POPULATION POSSIBILITIES, 2045



Source: US Census Bureau; RDG Planning & Design

Population Scenarios

- **Natural Change.** A scenario of the natural birth and death cycle of the population, with no in-migration of new residents.
- **High Growth Rate - Pre-Recession.** The rate of growth from 2000 to 2010 before the impacts of the 2008 recession were felt.
- **Stable Population - Post-Recession.** A stable population from 2010 to 2020 as the community felt economic contraction from the 2008 recession.

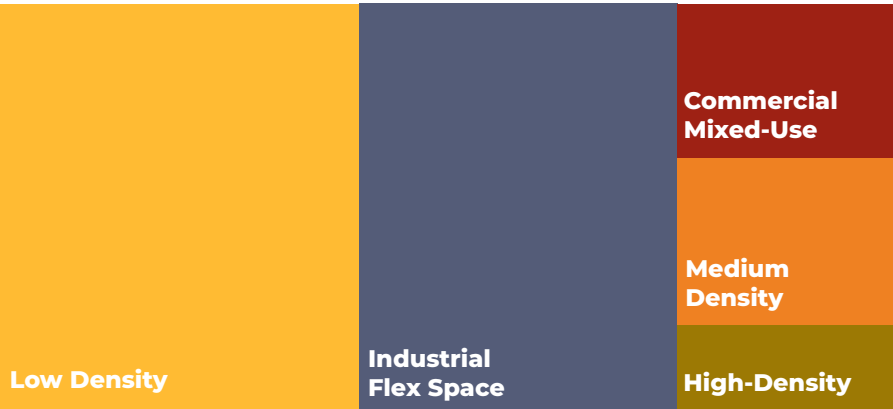
To plan for future community needs, Reimagine Marshalltown recommends planning for a 0.30% annual growth rate through 2045 - about 2,100 more people

Land Use Needs Scenario

Population changes must be supported by places for people to live, work, and recreate. Reimagine Marshalltown designates more land for the future than the city can likely absorb by 2045. This allows for greater market flexibility and guides longer-term planning. Figure 1.4 illustrates the relative proportion of new land development through 2045.

- **Forecasting the location of future development requires flexibility.** A single development project could significantly alter the need for commercial or industrial land. The City will need to monitor and update land use needs based on market conditions.
- **Residential Land.** Forecasts for residential land are based on a market analysis detailed later in this Plan. The analysis indicates a potential need of 575-600 units through 2035 alone. These can be new builds, rehabs of vacant units, or redevelopment at higher densities. The housing mix allocation for planning is:
 - 50% low-density (about 3-4 units per acre)
 - 30% medium-density (about 7 units per acre)
 - 20% high-density (about 14 units per acre)
- **Commercial.** Commercial land needs are trending downward due to more online presence. Some commercial areas in Marshalltown are becoming obsolete. Considering employment trends and the existing commercial land used by the population, the Plan forecasts about 80 acres of new commercial land to provide a similar level of service per resident.
- **Industrial and Flex Space Land.** Industrial land needs are difficult to project since one large business could change the need dramatically. Marshalltown already has a large industrial base. Using a past population ratio trends, the Plan forecasts the need for 300 acres.
- **Parks.** Park needs are more dependent on location and types of facilities to serve all residents equally. Chapter 5 details the future park needs.

FIGURE 1.4: 2045 LAND NEEDS SCENARIO



Housing	Low Density	Medium Density	High Density
% of Demand	50%	30%	20%
Units	600-625	350-375	240-270
Avg. Gross Density (units/acre)	3-4	7	14+

Source: RDG Planning & Design

Marshalltown has over 4,000 acres of vacant and open land within city limits to support the 2045 land use needs. A portion of this land is outside of floodplains and wetlands and could realistically be developed. This is more than the land needed to support the population forecast through 2045. Nonetheless, not all of this land can be easily serviced and/or developed. Opportunities that require annexation are still viable growth considerations. The land needs can be satisfied by expanding infrastructure into new areas, infilling vacant sites, and redeveloping existing property at higher intensities or different uses.

Marshalltown should plan for almost 500 acres of residential land, 80 acres of commercial land, and 300 acres of industrial land to support population changes.

LAND USE PLANNING FRAMEWORK

Past and existing conditions give insight into future patterns, including growth and targeted planning areas. Figure 1.5 highlights these potential focal points through 2045.

Residential

Residential land uses are about 45% of the total developed land use in Marshalltown.

- The majority of residential land uses are single-family detached structures (90%).
- Multi-family uses primarily include apartment buildings and make up about 8% of the total residential land.
- Discussions with stakeholders and regional market trends indicate a strong demand for different housing types and newer options.

Commercial and Mixed-Use

Commercial mixed-uses are about 10% of the total developed land in the city.

- Commercial districts and corridors are the entryways into the community and provide opportunities to create first impressions for visitors. Improvements to several large sites would increase the appearance of corridors and fill evolving market needs for housing and gathering spaces.
- Downtown is especially important to Marshalltown residents as a place of historic character and gathering.

Industrial and Business Parks

About 20% of developed land is industrial, manufacturing, and business park type uses.

- These areas are the primary employment centers that attract workers to the city.
- Nearly all of this land is in the northeast portion of the city, with ample room and infrastructure to expand.

Parks and Civic Spaces

Marshalltown is fortunate to have many natural areas in or near the city, particularly the Linn Creek greenway.

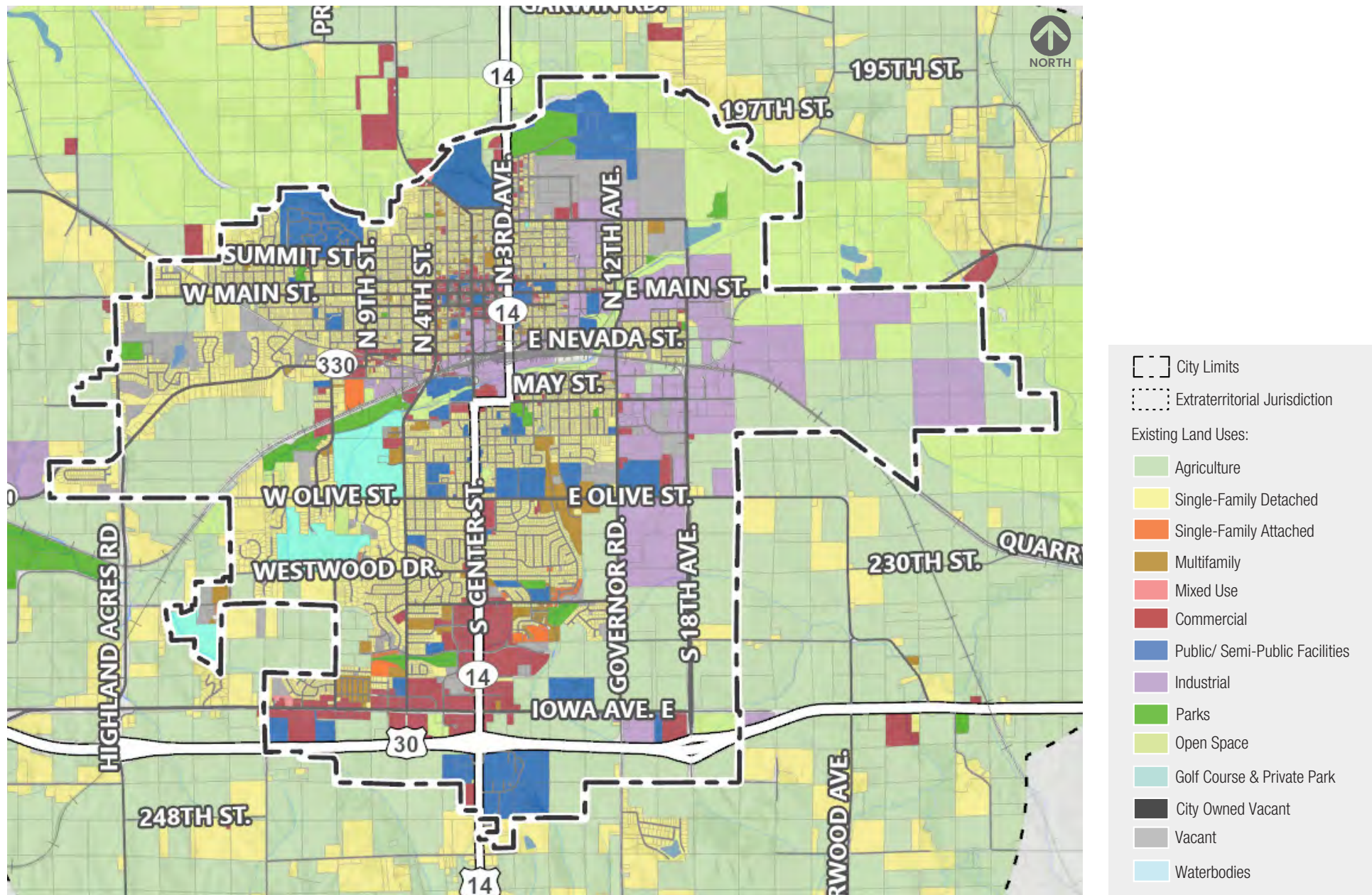
- Most neighborhoods are near a park, but not all parks are easily accessible.
- The central Linn Creek district and River's Edge trail are highlights of the system.
- Community members would like to see connection enhancements, such as to Sand Lake and the Franklin Elementary School area.

FIGURE 1.5: 2025 LAND USES

Land Use	Acres	% of Total Developed Land
Residential	2,979	45.5%
Single-Family Attached	55	0.8%
Single-Family Detached	2,680	40.9%
Multi-Family	243	3.7%
Commercial	680	10.4%
Industrial	1,324	20.2%
Civic	1,031	15.7%
Park/Golf	538	8.2%
Park	228	3.5%
Golf Course	310	4.7%
Total Developed Land	6,553	53.2%
Right of Way & Water	1,506	12.2%
Vacant/Open Space/Agriculture	4,250	34.5%
Total Area inside the City	12,308	100%

| Source: City of Marshalltown

FIGURE 1.6: EXISTING LAND USE FRAMEWORK

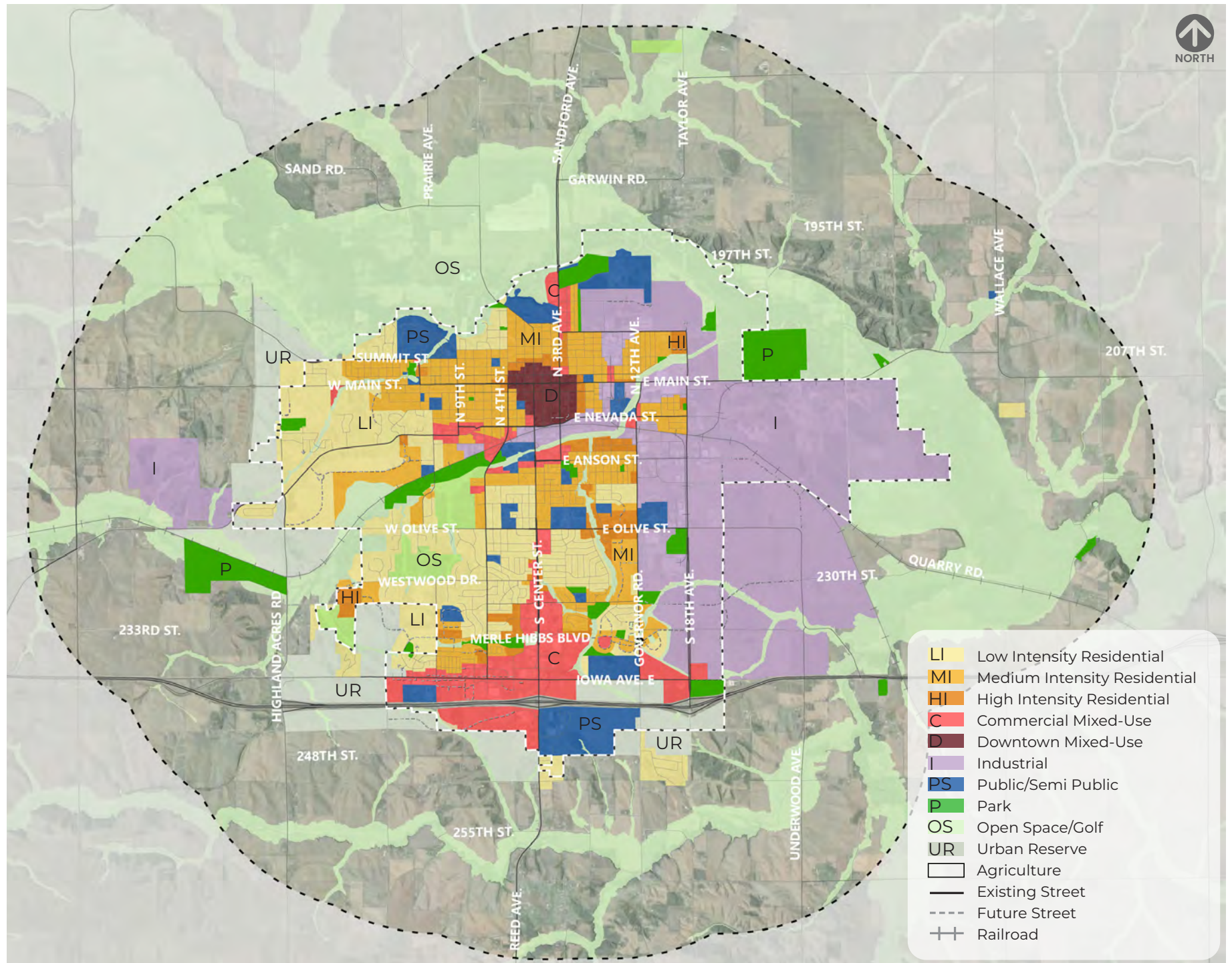


Source: City of Marshalltown; RDG Planning & Design

Land Use & Design

Urban development patterns emerge from the interaction of private and public investment, mobility routes, and environmental constraints. The Reimagine Marshalltown Land Use Plan builds on a detailed understanding of land and community conditions. Together, these elements shape future development that defines the physical character of the city.

FIGURE 2.1: FUTURE LAND USE MAP



Guide to Decision Making

The Future Land Use Map has three important points when making decisions: the map is general in nature, property owners still decide, and the map is a basis for land use decisions. The origin of the map comes from population projections, economic trends, environmental analysis, and public input. The amount of land designated for development is greater than the projected need through 2045. This accounts for market changes, avoids creating a false land shortage, designates space to incorporate community features, and anticipates long-term planning. This means that many areas shown in the maps are unlikely to develop in the 20-year time frame.



Generalized Map

Should be interpreted generally and not intended to provide the specificity of a zoning map or engineering document. The map should guide the zoning map and is meant to show generalized land use locations and transitions; local, collector, and arterial street connections; and areas where Marshalltown has authority to review subdivisions.



Property Owners Decide

Depicts new land uses for privately-owned properties. The transition of these properties from their current use to the depicted use is expected to occur gradually in response to market demand, as property owners voluntarily sell, develop, or change land uses in coordination with city policies.



Basis for Land Use Decisions

Should provide the basis for decisions of the Planning and Zoning Commission, the City Council, and private developers. The map is a critical part of the approval process for development proposals and zoning decisions.

Land Use Type: Agricultural (AG)

No Color

Description

- Existing farms and crop cultivation not likely to change in the planning horizon. Rural residences could exist in these areas.

Form and Features

- Restrictive land use with an emphasis on land preservation, such as crop cultivation. Rural residences with on-site utilities (septic) which are not likely to be connected to city services in the planning horizon.
- For new rural residential outside urban reserve areas, street connections and layout should be reasonably compatible with urban land uses that may occur past the planning horizon.
- New development of these uses should not occur in areas where city services can be provided or areas likely to have city services within the planning horizon.

Compatible Zoning: AG, Agricultural; RR, Rural Residential



Land Use Type: Urban Reserve (UR)

Description

- Not planned for development in the foreseeable future. The appropriate land use should be determined closer to the development horizon to consider market forces and trends. Development proposals, including agricultural operations, should be reviewed for compatibility with future urban uses.

Form and Features

- Minimal infrastructure (rural arterials, no transit, water, or sewer).
- Land should not be permitted to develop at urban or rural residential densities until designating such land for residential development through a comprehensive plan amendment.
- Adjacent developments should be designed for future expansion of streets, sewers, and other infrastructure facilities into the UR areas without future growth leap-frogging.

Compatible Zoning: AG, Agricultural



Land Use Type: Low-Intensity Area (LI)

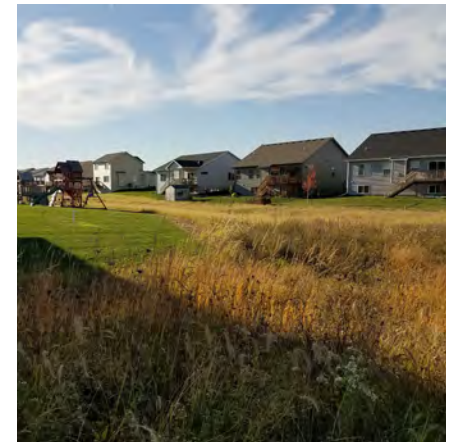
Description

- A pattern of lower-density development. Compared to higher intensity areas, LI has more space and separation of uses, with farther distances between destinations and fewer shared amenities. Low-intensity areas can include a horizontal mix of primarily residential and limited non-residential uses at compatible lower densities and scales.

Form and Features

- **Residential.** Mostly single-family detached and attached developments. Attached housing projects may primarily be at transition areas between arterial or collector streets, small scale commercial uses, and higher intensity districts.
 - General aggregate development density of 3 to 8 units per acre. Lot sizes can vary within developments to provide different housing types. Lower densities could be allowed where city services are not feasible and on-site systems are permitted, or topography makes denser development impractical.
 - A framework of streets and open space should create neighborhoods and multiple access points for all types of transportation.
 - Open spaces, streets, and trail connections integrate with the larger community.
- **Non-residential.** Generally secluded to neighborhood offices and resident services, such as child care, but limited in frequency and scale. Low-intensity neighborhoods can include parks and civic uses like schools and places of worship.
 - Buildings are mostly under three stories.
 - Any neighborhood office/service cluster is around arterial streets. Smaller office and live/work arrangements may cluster along collector streets.
 - Building orientation to the street is preferred with parking in the side or rear yard.
 - Uses are appropriate next to attached housing developments or at district transitions to higher intensity districts.

Compatible Zoning: RR, Rural Residential;
RL, Low-Density Residential



Land Use Type: Medium-Intensity Area (MI)

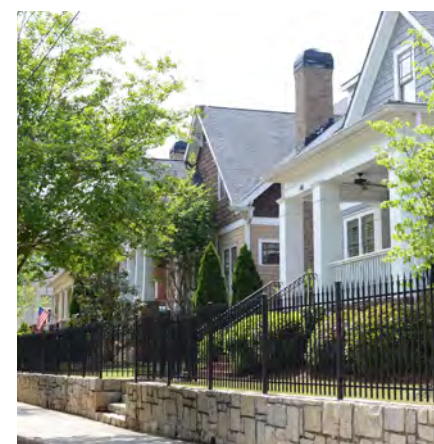
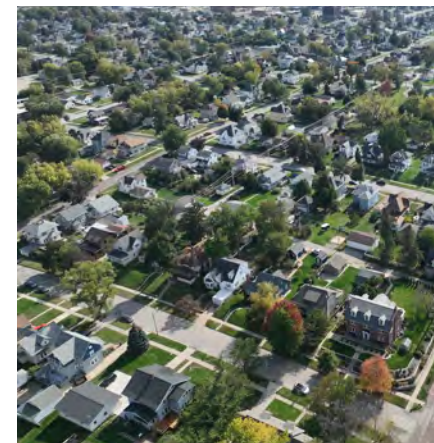
Description

- More variety in housing arrangements and more allowance for areas with services or recreation. Higher intensity (compared to LI) increases opportunities for economic activity. Medium intensity areas include mostly a horizontal mix of residential and non-residential uses at compatible moderate densities and scale, although there may be opportunities for vertical mixed-use.

Form and Features

- **Residential.** Uses include a variety of housing types that may be on smaller lots. Housing mix can include single-family detached homes, duplexes, townhomes, and multifamily buildings to create integrated neighborhoods.
 - General aggregate development density of 6 to 18 dwelling units per acre. Innovative designs should allow more public spaces than LI.
 - Attached housing developments maintain the identity of the individual housing units.
 - High connectivity with multiple access points into neighborhoods. As compared to LI, MI encourages closer proximity between transportation, housing, and commercial services.
- **Non-residential.** Neighborhood retail, office, and mixed-use options are still primarily horizontally mixed with shared parking. Parks and civic uses can be incorporated throughout.
 - Buildings at four stories or lower.
 - Larger retail/office clusters should be around arterial/collector streets and rail lines. Smaller retail/office clusters are appropriate on any street where transitions between residential uses or higher intensity districts occur.
 - Building orientation to the street is preferred with side or rear parking and pedestrian accommodations.

Compatible Zoning: RM, Medium-Density Residential



Land Use Type: High-Intensity Area (HI)

Description

- Mixed-use areas with increased economic activity and a higher frequency of diverse and complementary uses. High-intensity areas include more urban services with a horizontal and vertical mix of high-density residential uses and community commercial uses of compatible densities and scales.

Form and Features

- **Residential.** Developments focus on residential buildings ranging from townhomes to apartments. Mixing residential with commercial uses on the same site is encouraged when feasible from a design and market capitalization standpoint.
 - Aggregate development density at 14+ units per acre at sites with direct access to major arterial and collector streets. Development should avoid creating isolated multi-family developments.
 - Edges of HI residential developments transition to lower intensity uses or buffer from industrial/commercial uses through design, landscaping, and buffering.
- **Non-residential.** Can include offices, medical clinics, commercial, and institutional uses such as places of worship and community centers.
 - Buildings up to five stories, mixed horizontally and vertically.
 - Good street access with multiple routes to highways and arterials, yet still including pedestrian accommodations.
 - Trails and pathways are integrated throughout developments to connect to parks, neighborhoods, and community destinations.
 - Non-residential uses mitigate anticipated adverse impacts on adjacent land uses through landscaping and buffering, and are located on arterial streets or rail lines.

Compatible Zoning: RH, High-Density Residential; MU, Mixed Use



Land Use Type: Commercial Mixed-Use (CMU)

Description

- Areas that draw customers and employees from outside the immediate area. A mix of housing types are allowed in High-Intensity areas, commercial uses, office, and service uses.

Form and Features

- **Residential.** Developments are mostly secluded to non-residential buildings. Multi-family residential uses can be mixed into non-residential buildings or on the same site, but the primary function of the sites are non-residential uses.
 - Aggregate development density at 14+ units per acre with similar form and features as HI areas.
- **Non-residential.** A mix of complementary commercial and service uses ranging from retail, office, service, employment centers, and more. Outdoor operations are limited, but permitted when oriented away from major streets and Lower Intensity areas. Amenities for employees or customers are present on the site or nearby, such as outdoor gathering spaces, art, and more.
 - Intensity can vary but should have higher infrastructure and urban design standards along arterial and collector street frontages and transitions to lower intensity districts. Examples include landscaping, pedestrian connections, storage screening, and buffering lower-intensity uses.
 - Land uses can be mixed within a building or on a site, resulting in complementary and alternating uses with the ability to share parking.
 - Different types of land uses are positioned to create a smooth internal transition from lower to higher intensity. However, this transition happens over a shorter distance than within LI, MI, and HI areas.
 - Larger commercial or office uses should cluster around arterial streets.
 - Smaller commercial uses are appropriate on any street by maintaining a smooth transition in intensity of uses.

Compatible Zoning: MU, Mixed Use; GC, General Commercial; PI, Public and Institutional (for larger civic and semi-public uses that act like commercial uses)



Land Use Type: Downtown Mixed-Use

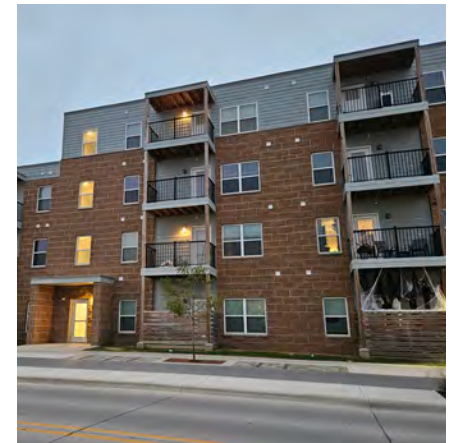
Description

- Specific to Downtown Marshalltown to allow a variety of uses. Residential should be allowed and preferred in vertical mixed-use buildings. More focus is on the design of sites that follow the historic pattern of downtown and create opportunities for public gathering and walkability.

Form and Features

- A mix of uses contributing to the downtown environment.
- Detached single-family housing is generally not appropriate. However, these uses may be appropriate along the fringes of the district at transitions from non-residential uses to surrounding neighborhoods.
- Limited light industrial uses can be allowed with special permitting. Usually, these uses serve the community and are not meant for regional export production. Examples might include microbreweries, maker spaces, co-ops, art studios with heavier production equipment, etc. Design should consider lot size, loading traffic, noise, and buffering from adjacent uses.
- Amenities such as parks, plazas, art, and quality streetscapes should be more prevalent.
- Historic building form and architecture guidelines apply to areas in the Downtown Historic District.

Compatible Zoning: UC, Urban Core; UC-HD, Urban Core Historic District



Land Use Type: Industrial (I)

Description

- Industrial areas allow a broad range of larger footprint heavy commercial and industrial uses such as those with outdoor storage, regional bulk purchase centers, indoor manufacturing and production, warehousing facilities, technology centers, data centers and storage, and processing facilities.

Form and Features

- Residential.** Residential uses are typically not appropriate unless mixed into corporate campuses or employee provided housing arrangements.
- Non-residential.** Larger sites should focus on manufacturing, warehousing, distribution, production, and industrial flex spaces. Extraction, heavy materials production, and uses with significant outdoor operations are permitted with design regulations near current or planned lower intensity uses. Smaller commercial uses can be provided to support the primary employment generators.
 - Intensity can vary but should have higher infrastructure and urban design standards along arterial and collector street frontages and transitions to lower intensity areas. Examples include landscaping, pedestrian connections, storage screening, and buffering lower-intensity uses.
 - Special consideration is given to the image that travelers see along arterial roadways and from community destinations.
 - Industrial uses with high external effects like noise and smell are allowed given they mitigate anticipated adverse impacts on adjacent land uses and are located on arterial streets or rail lines.
 - Operational standards should consider traffic, noise, lighting, and air quality. Strict control over signage, landscaping, and design is necessary for locations closer to lower intensity areas.

Compatible Zoning: GI, General Industrial, PI, Public and Institutional (for larger civic and semi-public uses that act like industrial uses)



Land Use Type: Parks & Open Space (P) (OS)



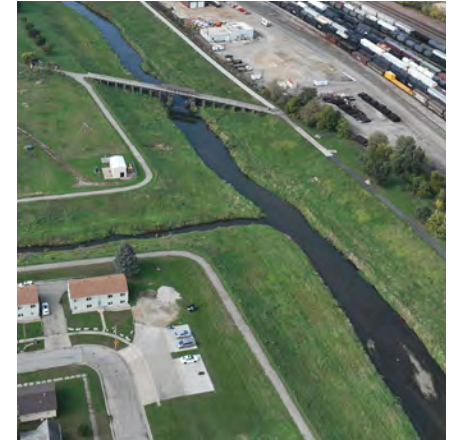
Description

- Some areas contain valuable environmental features that should not be developed or that would make good recreational spaces. Areas intended for parks can be developed with recreational features while open space areas are more appropriate for habitat preservation with only passive recreation uses.

Form and Features

- Based around natural areas where wetlands, floodplains, and any other sensitive environmental areas should be preserved.
- Minimal site disturbance and high use of stormwater management best practices (BMPs).
- Development on the periphery should not remove trees or other natural landscaping to help retain natural filtering and protection from pollutants.
- More intense recreation uses within parks, like sports complexes, should be treated like comparable commercial uses.

Compatible Zoning: REC, Recreational, AG, Agricultural; Floodplain



Land Use Type: Public & Semi-Public (PSP)



Description

- To provide space for educational, institutional, assembly, and other public or semi-public uses with large footprints and that attract vehicle and pedestrian traffic, including schools, cemeteries, airports, and libraries that will remain reserved for these uses.

Form and Features

- The land use plan identifies the largest public and semi-public uses but smaller uses can be incorporated into any area at a similar intensity and form to that future land use designation.
- Reliable pedestrian connectivity is required for high traffic uses such as schools and public spaces.

Compatible Zoning: Varies, Mostly PI, Public and Institutional and REC, Recreational



Future Land Use Residential Context

The Future Land Use Map in Reimagine Marshalltown shows appropriate locations for different residential densities. Figure 2.2 provides more context for the house types across the Future Land Use designations. The descriptions correlate closely with the Future Land Use Map but are not meant to dictate any one house type in one area. Ideally, neighborhoods are built around a mix of house types.

FIGURE 2.2: OPPORTUNITY FUTURE LAND USE (FLU) LOCATIONS FOR HOUSING

	Low Intensity	Medium Intensity	High Intensity	Commercial/ Downtown Mixed-Use	Public/ Semi-Public
Single-detached	A	A			
Small lot single-detached	A	A			
Duplex/ Attached	A	A	A		
Townhome/ Rowhome		A	A	A	
Small multi-unit		D	A	A	
Large multi-unit		D	D	D	
Accessory dwelling unit	A	A	A		
Assisted or supported living	D	D	A	A	A
Mixed-use (in same building)		D	D	A	A
Single-room occupancy		A	A	A	A
Institutional and transitional		D	D	A	A

A: Appropriate

D: Design considerations for location, transitions between intensities, building coverage, etc.

Future Land Use Design & Compatibility Guidelines

There are many ways to achieve compatibility between different land uses. Each future land use designation describes broad compatibility guidance for all uses in each area. This section provides additional guidance for the compatibility pairings to ensure specific types of development flows with adjacent uses and the visions of Reimagine Marshalltown. These guidelines are applicable during land use changes, zoning reviews, site plan reviews, and for higher intensity project elements.

Environmental Features

- In sensitive areas, allow minor encroachments of residential intensities for existing uses and limit allowances for new development without specific plans to locate structures outside sensitive areas to retain environmental features.
- Build around natural water flows rather than rerouting water and wetland areas.
- Encourage landscaping that filters rainwater and reduces the amount of pollutants entering streams and waterways.
- Prioritize low-impact development and green infrastructure to reduce the long-term capital costs associated with traditional storm sewer expansions.

Undeveloped Urban Reserve Areas

- In Urban Reserve Areas, require bulk standards that prevent or discourage rural subdivisions but still maintain agricultural possibilities until development occurs.
- Permit land divisions only to allow splitting off an existing home site or farmstead from a farm area.
- Limit high intensity agricultural and extraction uses that may prevent future development.

Residential Neighborhoods

- Maintain street trees and landscaping features for a pedestrian friendly environment. Plant street trees with street extensions. Ensure diversity to protect the longevity of tree coverage.
- For high density development, avoid secluded developments from adjacent areas. Instead of large campus style sites, encourage integration through multiple vehicle access points, walkways to adjacent areas and within the site, and parking lots shielded behind buildings. Locate buildings along collector and arterial streets if possible.
- Avoid monotony in multi-family building design and architectural features.
- Avoid long cul-de-sacs or multiple cul-de-sacs in one neighborhood, unless to avoid disturbing environmental features. Reserve pedestrian access ways at the end of cul-de-sacs that are wide enough to allow a paved pedestrian path when possible to logically connect to other neighborhoods, parks, or open spaces.
- Use the Future Land Use Map to ensure most residents have access to neighborhood services within a reasonable walking distance.

Integrating Mobility

- Ensure there are accessible pedestrian paths to the entrances of all buildings from parking areas or sidewalks.
- Require infill and new development to connect to existing sidewalk or path systems.
- Have sidewalks on both sides of the street in all residential and commercial areas if not prevented by environmental features.
- Require enhanced street crosswalk treatments along designated trails and around schools.
- Use a complete streets approach to the design of all streets, which includes pedestrian paths buffered from traffic, streets, and consideration of on- and off-street protections for pedestrians and bicyclists.

Community Corridors

- Allow increases in the number of people living in and immediately around major corridors.
- Create environments on major corridors that allow people to comfortably walk, bike, or use other active modes to travel.
- Allow and encourage redevelopment of underused parking lots, vacant sites, and obsolete buildings that do not contribute to the character of these corridors.
- Maintain local street connections to major corridors that offer alternative routes.
- Manage the size and visibility of commercial signage along corridors by focusing signage toward the major corridors.
- Limit and consolidate driveways when possible through access management policies.
- Keep drive-through lanes on the side or rear of buildings to maintain the character of the street corridor.
- Share off-street parking spaces between uses whenever possible. Shared parking can occur between residential and non-residential uses. Avoid creating oversized parking lots.

Mixed-Use Areas and Sites

- For mixing uses across a site, focus uses with higher traffic volumes and activity along intersections or higher volume streets. Transitions to lower trafficked uses can be made gradually or more abruptly through public environments like public open spaces, interior streets, or drive aisles with a residential street character, and trail and greenway corridors that separate residential and commercial uses.
- Orient commercial service areas toward each other, or locate commercial service areas in places that avoid impacts on neighboring residential development.

Service Facilities

- Shield utility fixtures as much as possible when visible from the right-of-way. Options include landscaping, placement, and art.
- Use stormwater detention and retention areas as opportunities for plant diversity and neighborhood paths.

Mobility

Reimagine Marshalltown must be built around a mobility system that accommodates cars, freight, bicycles, pedestrians, and transit. This chapter presents a plan for a future system that meets the needs of a wide variety of users.



GOALS & PRINCIPLES

Improve access for all, maintain key infrastructure, and connect the trail network.

Connected Systems. Support a well-connected street and mobility network.

Multimodal Mobility. Plan streets to support a balanced transportation system that accommodates walking, bicycling, transit, and driving.

Sense of Place. Recognize streets as essential public spaces that shape community identity, enhance everyday experience, and contribute to economic vitality through thoughtful design and investment.

Context-Responsive Design. Ensure street design reflects surrounding land use and neighborhood character.

Safety and Comfort. Prioritize safety and predictability for all users.

Community Insights



- Traffic improvements at 3rd Street and Madison Avenue
- Protected bicycle connection across the 6th Street viaduct
- 13th Street District as an example for defining gateways and connections
- Condition of roads and sidewalks
- Safe pedestrian crossings along Highway 14 north of State Street

STREET INVESTMENTS THROUGH 2026

Marshalltown has made progress on various transportation projects, many of which will continue in 2026

- **Downtown East Main Street Reconstruction.** Continued multi-year reconstruction addressing underground water and storm sewer infrastructure alongside new streets, sidewalks, lighting, landscaping, and streetscape amenities.
- **South Center Street Viaduct Rehabilitation.** Major bridge rehabilitation over the Union Pacific Railroad, including structural repairs, deck work, expansion joint replacement, drainage upgrades, and improved pedestrian railings.
- **Citywide Street Preservation Program.** Hot mix asphalt crack and joint sealing on approximately 40 miles of streets to extend pavement life and improve ride quality.
- **Regional and State Transportation Coordination.** Ongoing alignment with Iowa DOT projects including bridge replacements and highway improvements.



East Main Street Reconstruction, Photo by City of Marshalltown

2025 CONDITIONS

Understanding street classification, average daily traffic, and crash frequency helps establish critical transportation improvements in the future. Trails and bike routes are also a critical component of the mobility system and are detailed more in Chapter 5: Parks, Trails & Environment.

Existing Street Network

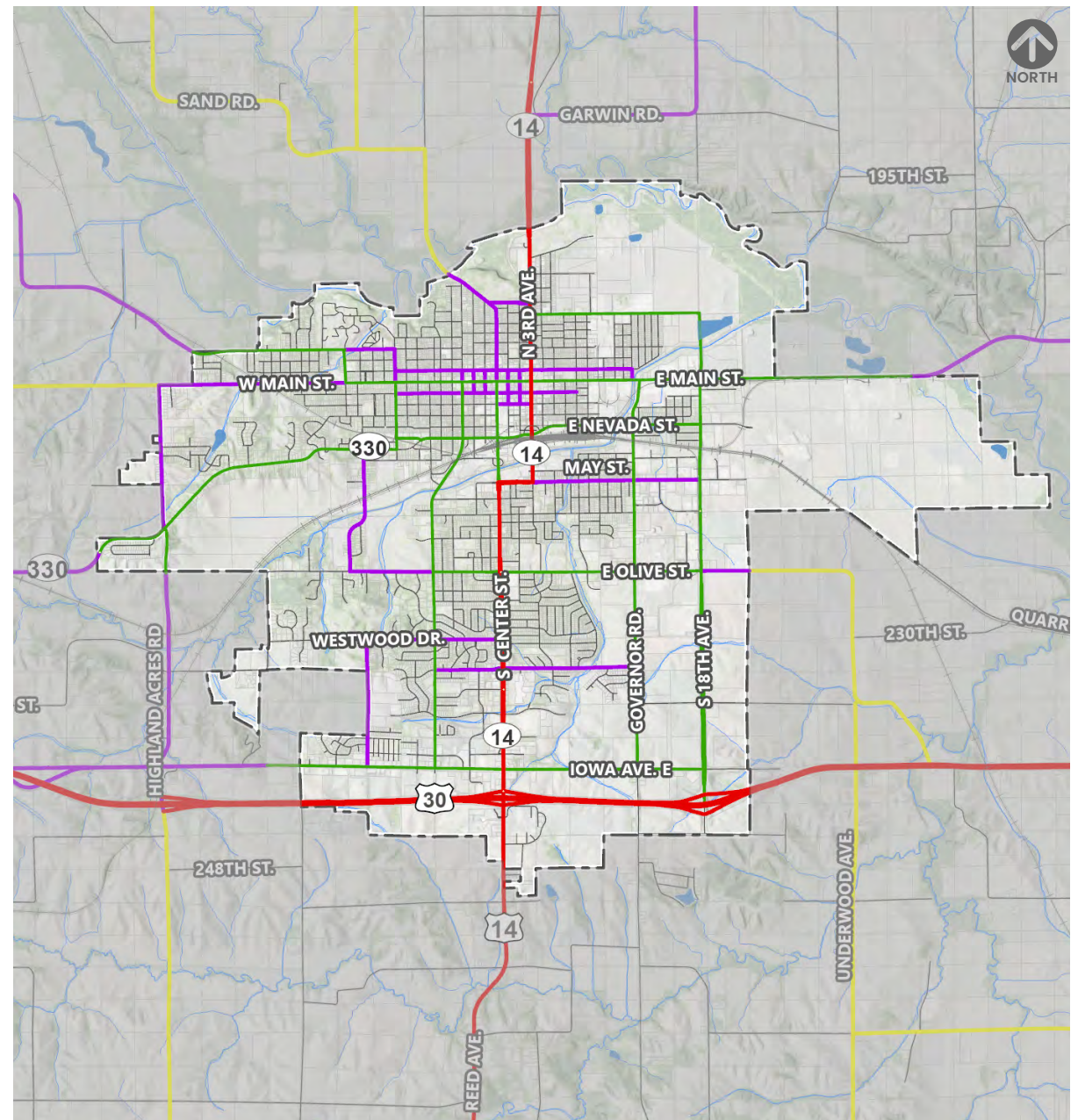
The Iowa Department of Transportation (DOT) classifies streets into three categories:

- **Arterial streets** provide direct, relatively higher speed service for longer trips and large traffic volumes than collector and local streets.
- **Collector streets** typically provide direct service to neighborhoods, commercial areas, and local destinations.
- **Local streets** primarily serve residential areas.

Functional Road Classifications

- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local

FIGURE 3.1: FUNCTIONAL ROAD CLASSIFICATION



Source: Iowa Department of Transportation (IDOT)

Traffic Counts

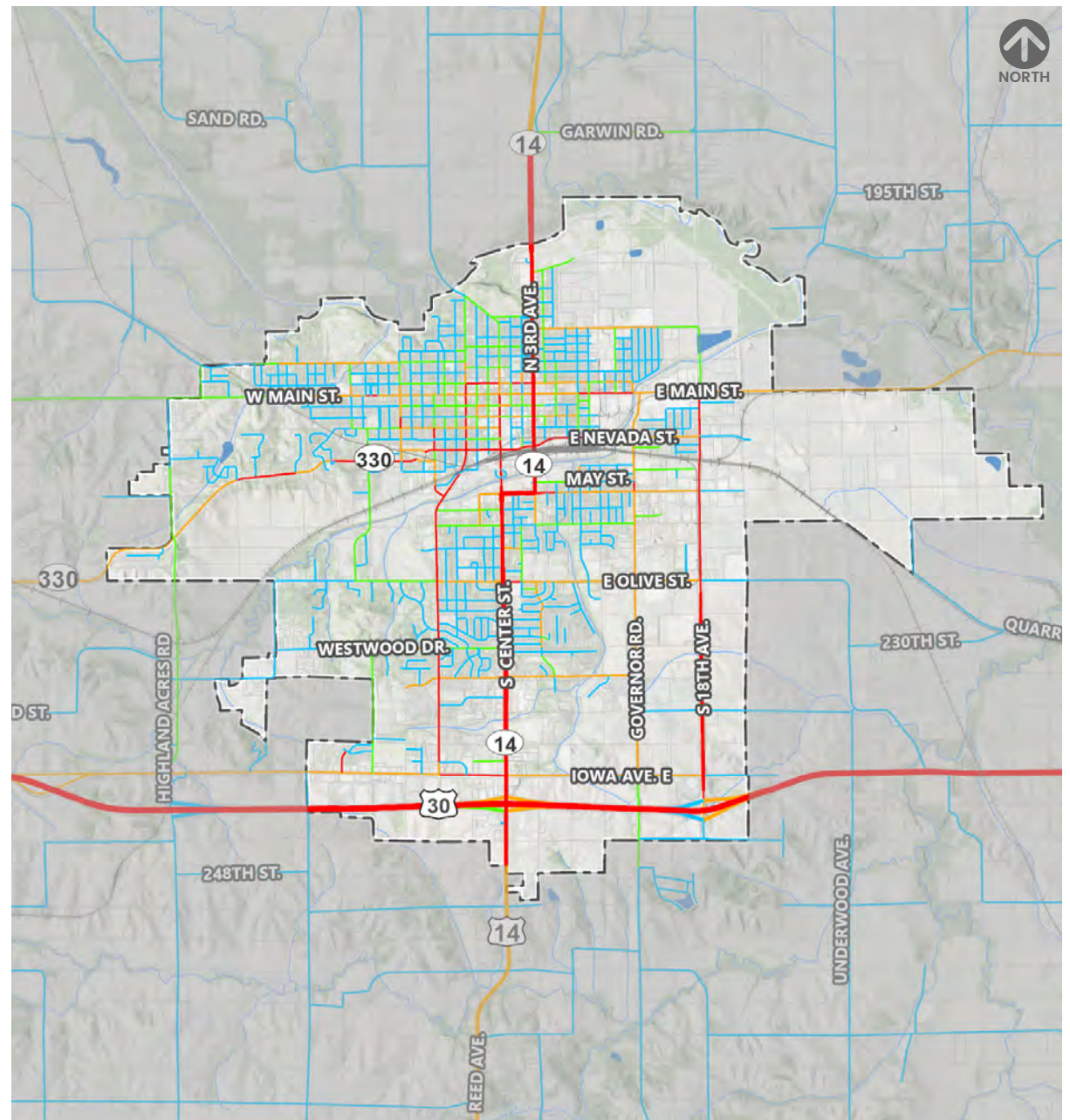
The Iowa DOT provides a report on the average daily traffic (ADT) and some street data dates back to 2010. Counts for arterial roads are collected more frequently, with data as recent as 2024.

Arterial streets experience a higher traffic volume than collector and local streets, as expected. Most people enter Marshalltown from Highway 14 followed by Highway 330 from the west. These are critical areas for creating first impressions.

Average Daily Traffic (ADT)

- < 1,000
- 1,000 - 2,000
- 2,000 - 5,000
- > 5,000

FIGURE 3.2: DAILY TRAFFIC COUNTS



Source: Iowa Department of Transportation (IDOT)

Crash Incidents

The heat map in Figure 3.3 spotlights conflict areas in the city's street network where crashes occur. Many of these incidents occur at intersections, particularly along Highway 14, Anson, Main, State, and Marion.

According to the Iowa DOT's crash history data, the Highway 14 Corridor is well above the state average for quantity and severity of accidents. According to the Highway 14 Corridor Study, high traffic speed and too many points where cars enter, exit or cross paths all contribute to unsafe roadway conditions. Most conflicts occur downtown where there is more pedestrian activity, crossings, and distractions.

Crash Incidents:

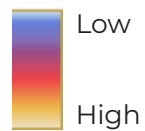
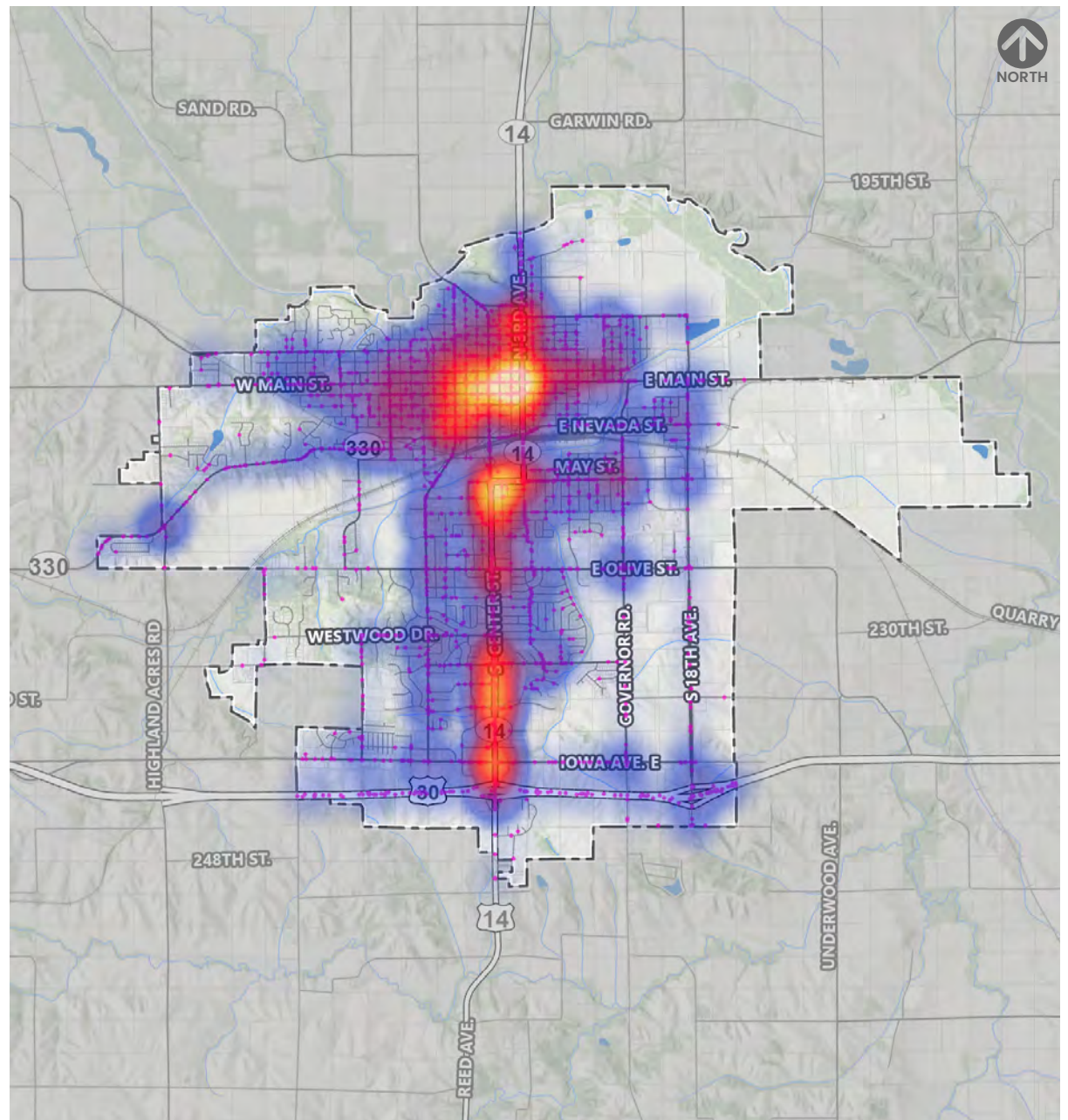


FIGURE 3.3: TRAFFIC INCIDENTS



Source: Iowa Department of Transportation (IDOT)

STRATEGIES

The future mobility network shown in Figure 3.4 on the next page does not show every street needed for future development. The street pattern should be determined as development occurs, understanding the exact path of these streets may vary depending on project details.

1. Apply Mobility Design Guides in All Decision-Making and Projects.

Five basic principles should guide the placement of proposed streets, sidewalks, and paths.

Connect Systems. New streets should line up with existing streets and connect new development to existing neighborhoods using multiple entrances.

Increase Multimodal Mobility. Streets should accommodate multiple modes of transportation, including public transit, walkers, and bicyclists. While not every street will be appropriate for all features, streets should consider multi-modal features such as: sidewalks, bicycle lanes, bicycle pavement markings, bicycle signage, or traffic calming design.

Enhance the Public Right-of-Way.

Streets are Marshalltown's largest public space. They provide the first impression for many visitors, and have a daily influence on how residents view the community. Gateways, public art, landscaping, lighting, street furniture, and other attractive street features should be considered an investment in community character and a tool for economic development.

As a component of landscaping, Marshalltown should establish a street tree framework that identifies target canopy coverage by corridor type (arterial, collector, local street) including consistent spacing, species diversity, and planting standards. Street tree installation should be a standard component of roadway construction, corridor improvements, and sidewalk projects. Integrating street trees into roadway design serves as functional green infrastructure, assisting with stormwater mitigation and protecting pavement longevity.

Use Context-Responsive Design.

Street design should consider the context around it, such as whether the street is in a residential neighborhood or commercial center. This affects decisions like the street width, landscaping, or design of pedestrian features. Street design should keep vehicle speeds at safe levels by using calming devices such as landscaped islands, crosswalks, and pavement variation.

Improve Safety and Comfort. All the guidelines above contribute to a safer environment for all modes of transportation. Street design should minimize conflicts and increase awareness of users, particularly at intersections, where the highest interaction of pedestrians, bicyclists, and motorists occurs. This includes retrofitting and enhancing existing intersections.

2. Implement the Future Network.

As development occurs, reserve land for connecting collector and arterial streets and neighborhoods. Requirements for multiple street extensions in new subdivisions are essential for Marshalltown to grow with connected neighborhoods and centers:

1. Street extensions to serve new neighborhoods as development occurs, focusing on through connections:

- W Church Street across River's Edge Trail to Orchard Drive
- W Anson Street to Highland Acres Road, with additional connections from Lincoln Way
- Various streets around W Merle Hibbs Boulevard to S 12th Street, Prairie Lane, and Greenfield Drive
- E Merle Hibbs Boulevard to Governor Road and 18th Avenue
- S 7th Avenue north to E Olive Street

2. A complete frontage system and driveway consolidation along Iowa Avenue W.

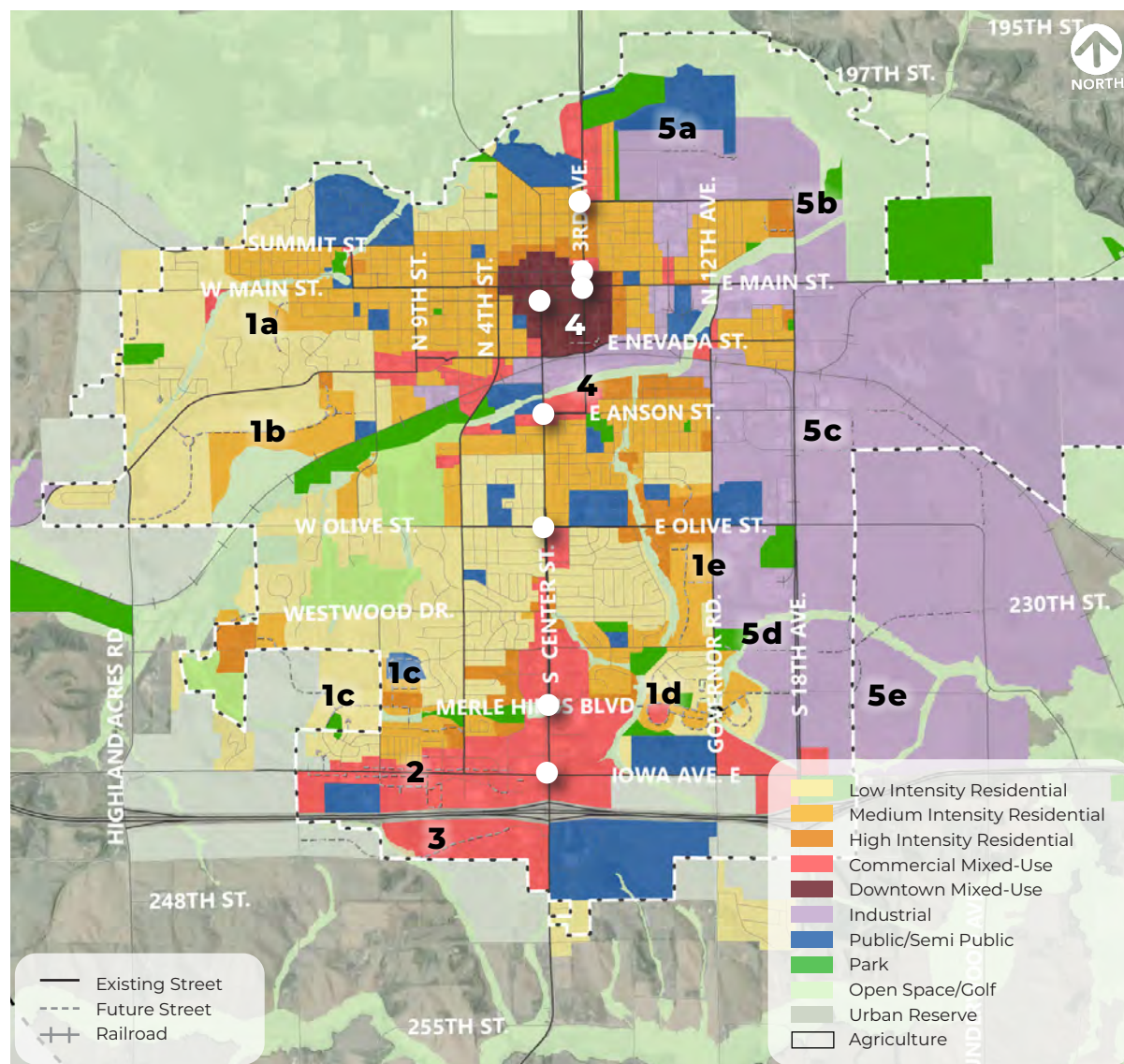
3. Unity Point Way to Parker Avenue for future commercial and recreational uses.

4. Realignment of the 3rd Street Viaduct to E Madison Street.

5. Extensions to serve industrial areas:

- Edgewood Street
- N 18th Avenue
- E Anson Street and Rex Ryden Road
- E Southridge Road
- A north/south collector from Iowa Avenue E to Shady Oaks Road

FIGURE 3.4: FUTURE MOBILITY NETWORK



○ Priority intersection enhancements:

- S Center Street & W Anson Street
- S Center Street & Olive Street
- S Center Street & Merle Hibbs Boulevard

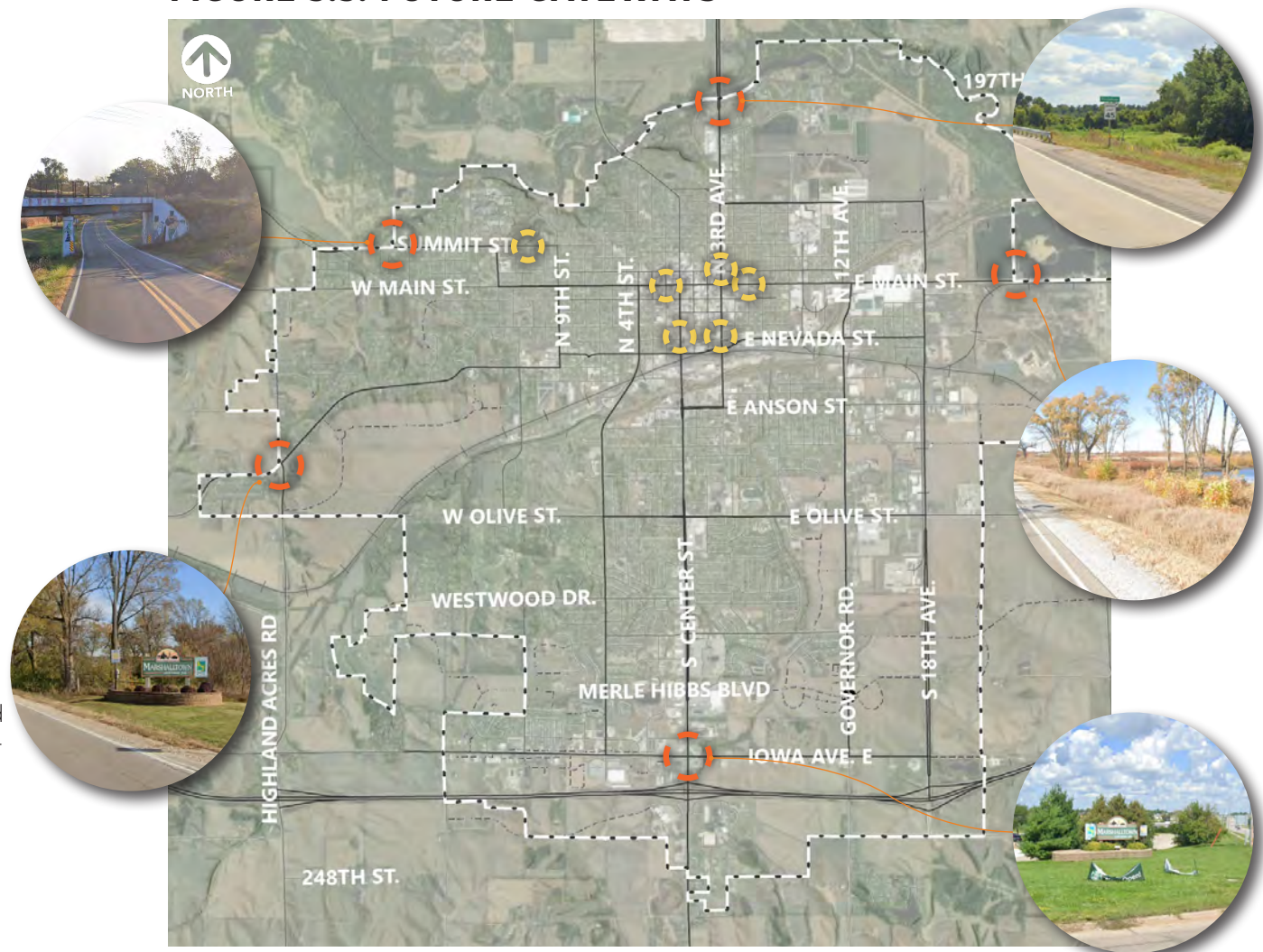
- S Center Street & Iowa Avenue
- Highway 14 & E State Street
- Highway 14 & E Main Street
- Highway 14 & Marion Street

3. Integrate Unique Features at Community Gateways.

Marshalltown should strengthen its identity and sense of arrival through a coordinated system of gateway features at key entry corridors and business districts. These elements will reinforce community pride, aid navigation, and enhance a sense of place.

- **Entry Gateways.** Primary entry points to Marshalltown should be marked with monument-style signage and landscape treatments that reflect the concepts established in the 2018 Wayfinding Master Plan.
- **District Markers.** In places like the 13th Street District and Downtown, a series of smaller-scale gateway elements and vertical markers should reinforce transitions into key destinations. These should be coordinated with banners and integrated art.

FIGURE 3.5: FUTURE GATEWAYS



LEGEND

- ◻ Marshalltown Entry Gateways
- ◻ District Markers

Applying Mobility Goals & Principles - Iowa Avenue Mobility Concept

Iowa Avenue serves as a high-volume commercial corridor. Applying key principles such as complete streets, improved safety for all modes, functional green infrastructure and other character enhancement increases function and creates an inviting entry into the community. Figure 3.6 visualizes the concept below for a beautiful, connected, and safe corridor.

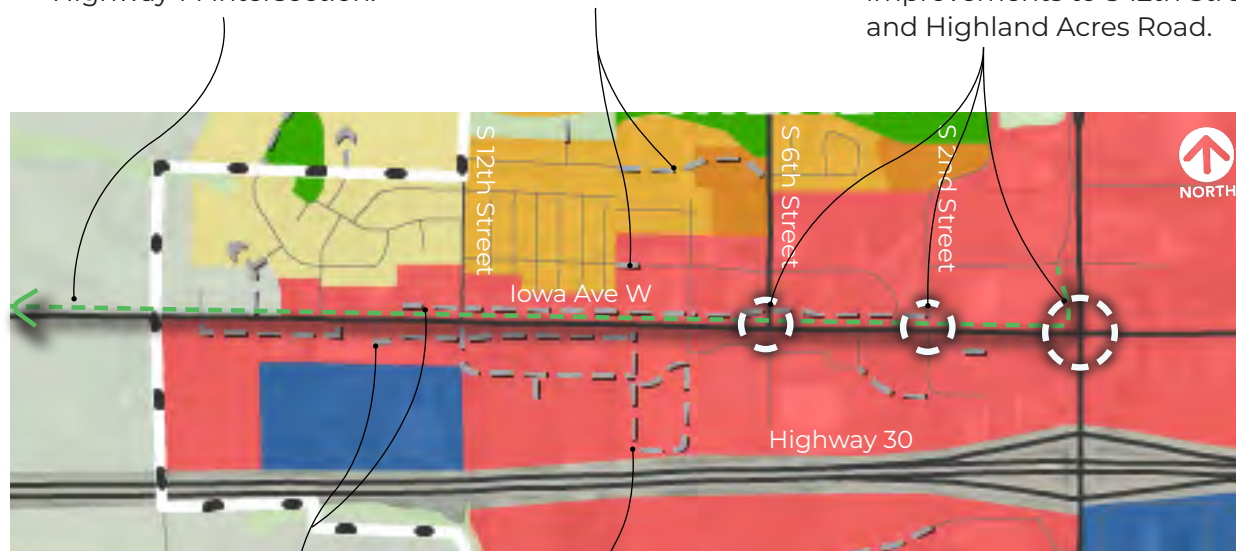
Build Complete Streets.

With frontage road connections include bike and pedestrian paths connecting the trail on Highland Acres Road to the Highway 14 intersection.

Enhance Connectivity.

Improve east/west road access on the north side for connectivity and future residential development.

Improve Safety. Start with crosswalks at S Center/ Highway 14, S 2nd, and S 6th Streets, including high-visibility striping, signals, and lighting. Eventually expand crosswalk improvements to S 12th Street and Highland Acres Road.



Enhance Connectivity. Connect businesses and parking with a shared frontage road to consolidate access and improve safety. Expand rear road infrastructure in conjunction with development demand.

Promote Functional Green Infrastructure. Integrate low-impact development, engineered stormwater bioswales, and native street trees to actively manage corridor runoff and protect pavement longevity.

Promote Character. Integrate lighting, signage, and quality building design throughout.

FIGURE 3.6: IOWA AVENUE MOBILITY CONCEPT



Frontage road to consolidate entry points to the west

Add sidewalks and trail connections

Signage standards for sidewalk and roadway visibility

High-visibility crosswalks

Street trees and landscaping throughout

Design standards for new development

Housing & Neighborhoods

Marshalltown's housing stock is a defining characteristic. The future success of Marshalltown will depend on its ability to diversify the housing stock to meet the needs of a variety of age groups and income ranges.

This chapter lays out the vision for future housing initiatives based on the detailed housing market study conducted in conjunction with Reimagine Marshalltown. See the Appendix for the full study.



GOALS & PRINCIPLES

Reimagine Marshalltown includes a detailed housing needs assessment and strategy plan. This section summarizes the major principles and directions from the study for comprehensive planning to expand housing choice, improve affordability and quality, and reduce production barriers.

Preserve the existing housing stock and resident support for affordability. Existing homes are the most affordable housing stock and preserving it keeps attainable options.

Create more housing variety to stimulate housing market movement. A variety of new home construction creates movement in the market.

Increase available lots and the appeal of infill lots through policy and fiscally responsible investments. Policies and strategies need to balance lowering development risk, while increasing developer appeal.

Attract new builders, rehabbers, and developers. Room exists for a developer(s) to undertake larger scale lot and subdivision development.

A housing friendly regulatory environment. Housing projects that meet code and design requirements must be easy to approve.

Community Insights



- Large demand for small to mid-sized homes, townhomes, mixed-use apartments, and senior living opportunities.
- Local trades shortage for rehab work.
- High construction costs and limited assistance for renters or buyers.
- Survey respondents choose housing for affordability and neighborhood character.
- Strong tenant retention and 2–4-week turnover once a unit is available.

2026 HOUSING MARKET ASSESSMENT & ACTION STRATEGY FINDINGS

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.

The full study is attached at the end of this document.

FIGURE 4.1: 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	

Source: RDG Planning & Design

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

FIGURE 4.2: SENIOR HOUSING DEMAND

Age	2035 Projection - Natural Change	2010-2020 Migration Factor	2035 Population with Migration	People per Household	Household Demand	Alternative Housing Demand
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	8,222		8,279		4,464	136

Source: RDG Planning & Design

STRATEGIES

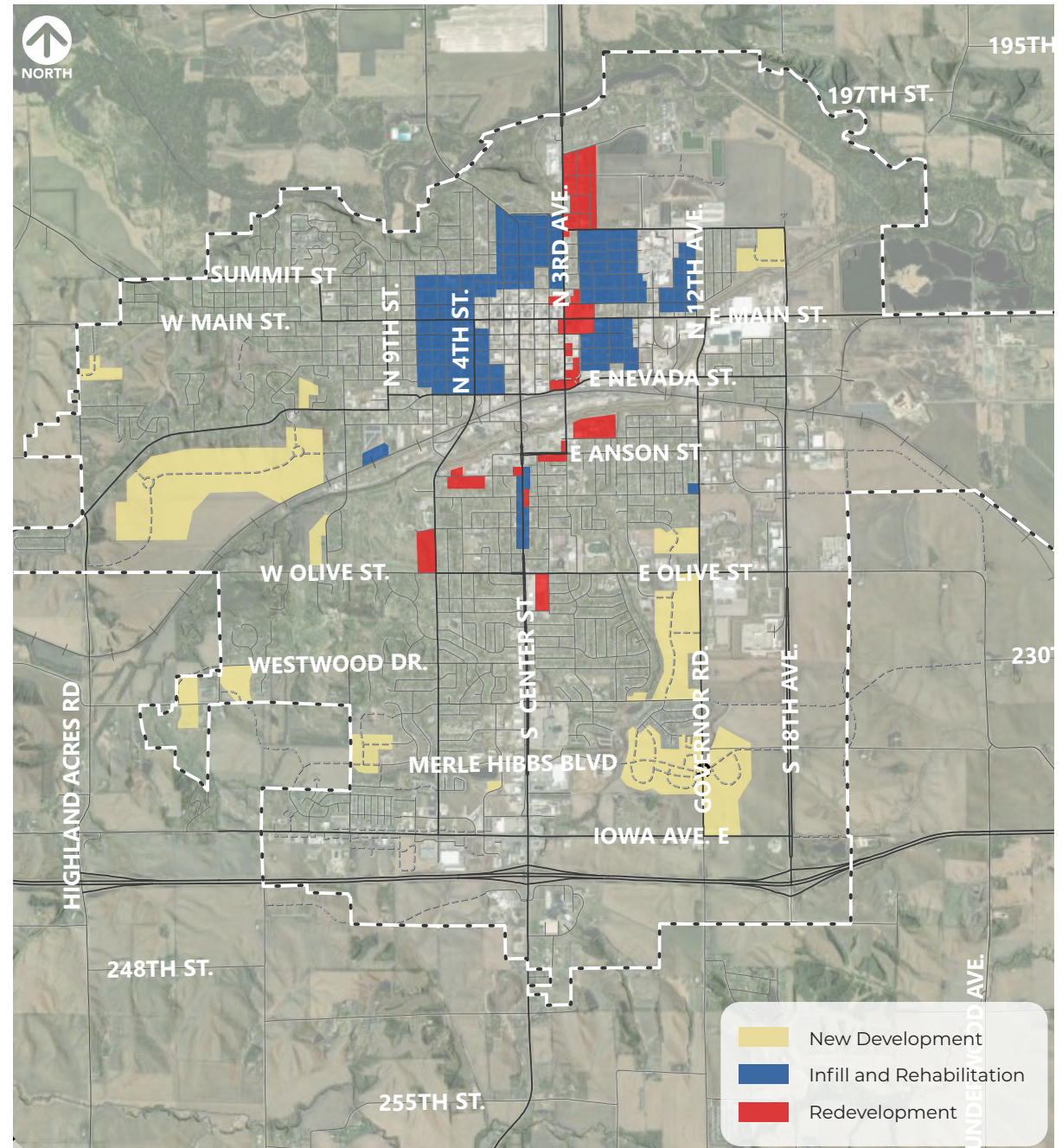
1. Preserve the existing housing stock and resident support for affordability.

1. Target incentives and assistance with enforcement to specific neighborhoods at one time.
2. Align layering of financial incentives/ programs with the costs of maintenance and repair.
3. Assist partners with programs that support keeping residents engaged and in their homes.
4. Continue public improvements to stimulate private investment.
5. Partner on landlord risk reduction and voucher incentive programs.
6. Encourage neighborhood tree canopy coverage to support housing affordability by reducing household cooling costs and lowering local energy demands.

2. Create more housing variety to stimulate housing market movement.

1. Share risks in developing missing, priority, and high risk products.
2. Undertake demonstration projects for proof of market concepts.
3. Partner to form lending consortium.

FIGURE 4.3: NEIGHBORHOOD POLICY AREA APPROACH



3. Increase available lots and infill opportunities through policy and fiscally responsible investments.

1. Share risks of targeted infill lot development.
2. Tie new lot development assistance to housing needs and fiscally efficient public servicing.
3. Target opportunities for redevelopment of uses or excess open/park spaces

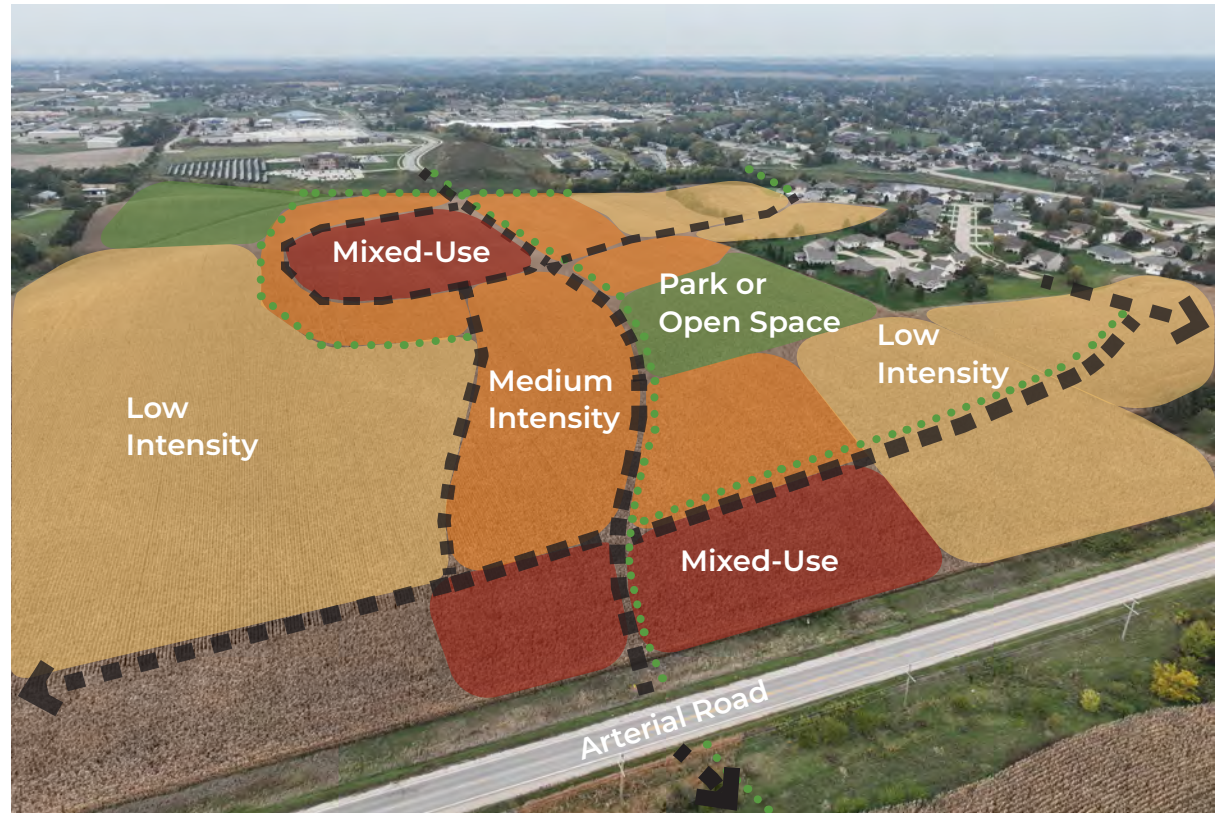
4. Attract new builders, rehabbers, and developers.

1. Assist with builder capacity and recruitment.
2. Assist and encourage employers to get involved.
3. Maintain positive relationships with the building community.
4. Consolidate resources to one location.

5. Promote a housing friendly regulatory environment.

1. Maintain clear application and review processes.
2. Encourage Universal Design in projects taking advantage of public incentives.
3. Keep codes relevant to new technologies and techniques.
4. Update zoning and development regulations as needed to support all housing goals.

FIGURE 4.4: MIXED HOUSING NEIGHBORHOOD EXAMPLE



Medium Mixed-Use



Medium Intensity



Low Intensity

Parks, Trails, & Environment

Marshalltown's parks, trails, and environmental resources are major assets and should be viewed as essential quality of life amenities and catalysts for investment and reinvestment. This section focuses on the role of these spaces as a basis for neighborhood revitalization, mobility, and economic development.



GOALS & PRINCIPLES

The following principles establish a framework for parks, trails, and open space decisions in Marshalltown. Together, these principles advance disaster resilience efforts, protect natural features, and guide strategic park investments.

Competitive Access. Sustain park access above national per capita benchmarks, emphasizing equitable distribution, hazard mitigation, and quality over quantity.

Strategic and Sustainable. Use a phased, lifecycle based approach to upgrading park amenities while selectively transitioning underused facilities to lower maintenance open space.

Connect. Build trail connectivity over isolated segments, with a clear focus on completing the Iowa River's Edge Trail and linking parks, neighborhoods, and destinations.

Economically Impactful. Align parks, trails, and facility investments with demonstrated and potential economic benefits.

Regional Attraction. Leverage assets like Sand Lake and Linn Creek as regional destinations and partnership opportunities.

Community Insights



- 2018 Parks and Recreation Master Plan highlighted maintenance, facility connectivity, safety lighting, and diversification of park amenities as key priorities.
- Trails, playgrounds, sports fields, natural areas, and picnic shelters are Marshalltown's most-used park facilities.
- Water-based sports, expanded trails, community events, and youth programming were recreational opportunities that residents desired most.

2025 CONDITIONS

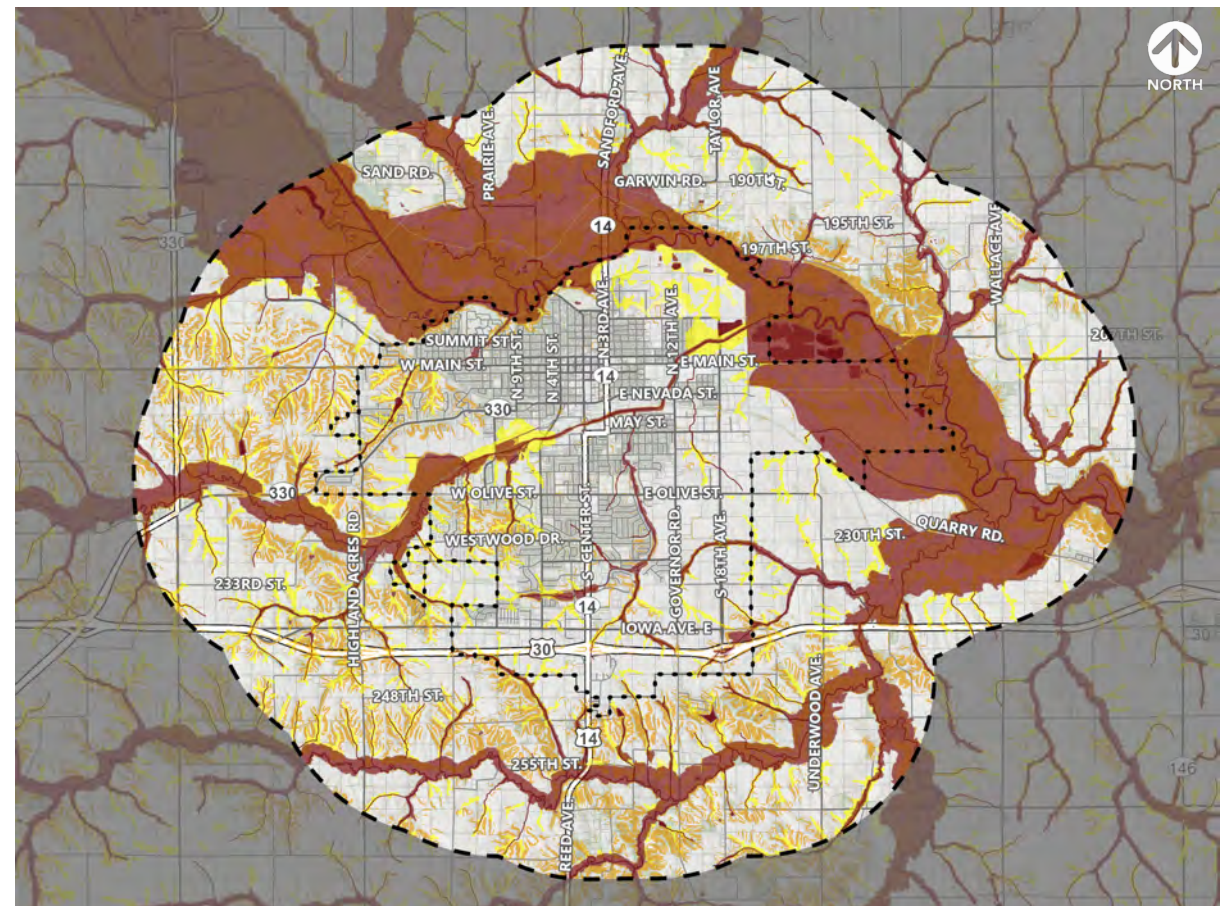
Environmental Features

The Iowa River forms the city's northern boundary, while Linn Creek flows through the center of the community and North Timber Creek traverses the southern portion. These waterways and their riparian corridors influence development patterns through floodplain regulations, stormwater management requirements, and the preservation of natural drainage systems, as shown in Figure 5.1.

Natural Disasters

Natural disasters in Marshalltown's history underscore the importance of resilience as a core planning consideration. The community has experienced multiple high-impact events in a relatively short period, including the EF-3 tornado of July 2018, which caused extensive damage to downtown, neighborhoods, and public facilities, followed by recurring river and flash flooding along the Iowa River and Linn Creek, most recently during significant rain events in 2024 and 2026. These events highlight the need for parks and open spaces to function not only as recreational assets, but also as protective infrastructure. They also underscore the importance of restoring and expanding the city's tree canopy, which can help reduce heat, manage storm water, and support long-term recovery from future hazard events.

FIGURE 5.1: ENVIRONMENTAL CONSTRAINTS



Source: Federal Emergency Management Agency (FEMA); U.S. Geological Survey (USGS)

- FEMA Floodway, 100-Year Floodplain
- FEMA 500-Year Floodplain
- Hydric Soils and Steep Slopes

Parks & Recreation Facilities

The City owns and maintains over 20 parks, totaling 297 acres. In recent years, Marshalltown has made substantial investments in parks and recreation infrastructure. The City has advanced major improvements at Riverview Park including a new playground, pedestrian bridge, expanded pickleball courts, lighting, lagoon enhancements, and campground upgrades. At the neighborhood scale, Peterson Park and Kiwanis Park received significant upgrades including new courts, play equipment, and accessibility improvements. The City has also expanded trail facilities and connections including a new trailhead and bridge through the Linn Creek District.

Figure 5.2 shows the overall acreage of parks in the city and compares it to National Recreation and Park Association (NRPA) standards. When including specialty parks, Marshalltown exceeds the NRPA standards for acres of park space per 1,000 residents.

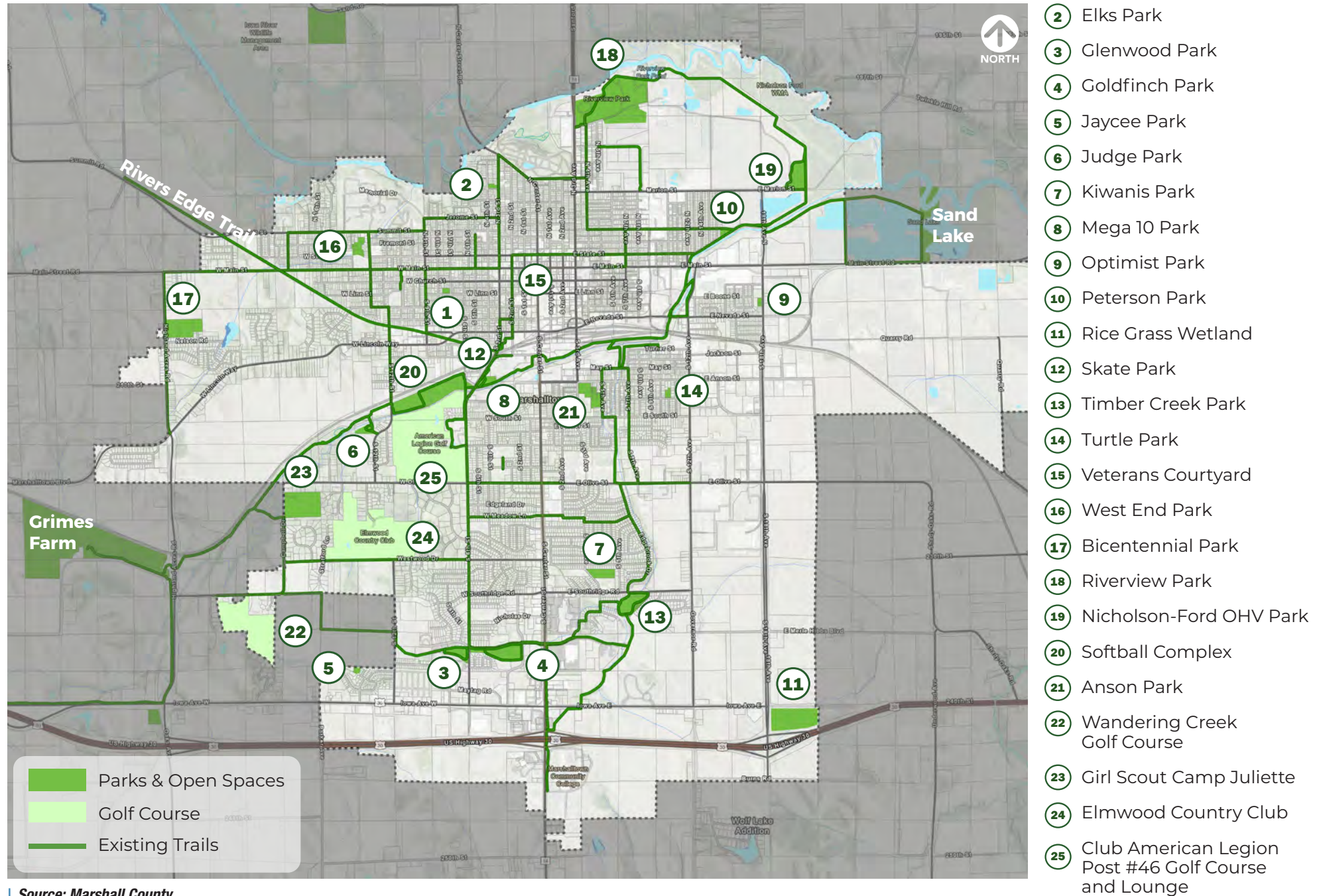
Its system is further supplemented by specialty county parks such as Sand Lake Recreational Area and Iowa River Wildlife Management Area which represent 678 acres and are not included in the calculations below. Golf courses and cemeteries are also excluded from the calculations.

FIGURE 5.2: PARK CLASSIFICATION AND LEVEL OF SERVICE

Classification	Function	Size	Service Radius	Example	Acreage by Type	Level of Service	NRPA Service Standards
Mini	Serves limited or isolated recreational needs for a very small area or specific population. May include seating, small playgrounds or landscape features.	< 1 acre	< 1/4 mile	Susie Sower Park	1.27	-	Varies
Neighborhood	Small, close-to-home park that serves as the recreational and social focus of a residential area, emphasizing informal, unprogrammed recreation.	5-10 acres	1/4 - 1/2 mile walking distance	Anson Park	47.7	1.7 acres per 1,000 residents	2 acres
Community	Larger park designed to serve multiple neighborhoods, offering a wider range of active and passive recreation facilities that accommodate both everyday use and organized activities.	10-50 acres	1/2 - 3 mile walking distance	Timber Creek Park	131.0	4.8 acres per 1,000 residents	8 acres
Specialty	Primarily intended to provide a unique or single recreational function such as sports complexes, historic sites or nature preserves..	Varies	Varies	Nicholson Ford Nature Area	117.2 (within city limits)	4.3 acres per 1,000 residents	Varies
Quasi Public	These serve a special audience or recreational need such as college open space, golf course, or privately operated complex.	Varies	Varies	American Legion Golf Course	-	-	Varies
Total					297.2	10.8 acres per 1,000 residents	

Source: Trust for Public Land Parkserve

FIGURE 5.3: CITY PARKS AND OPEN SPACE IN 2025

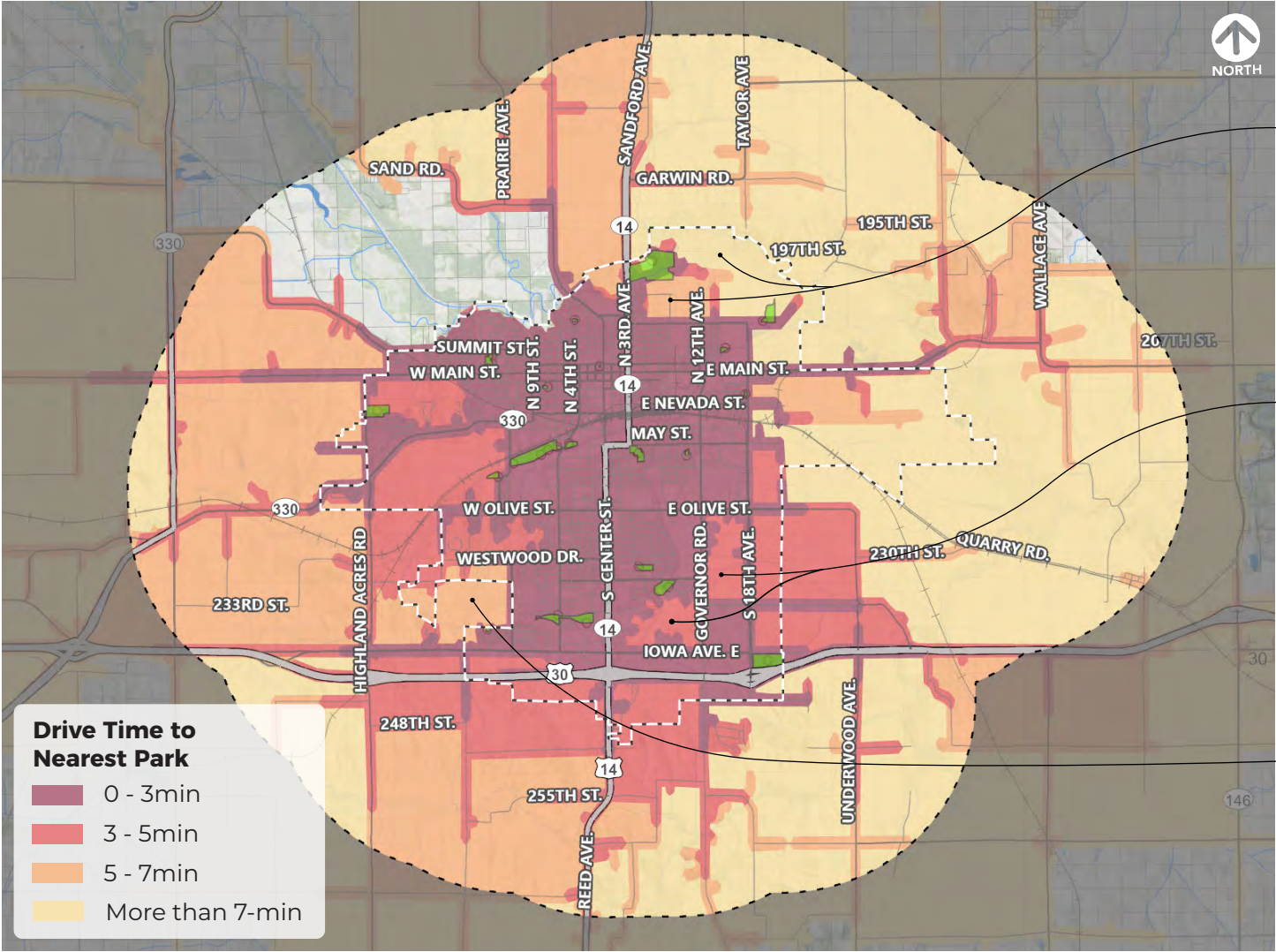


Park Access and Service Gaps

Figure 5.4 shows the location of and access to parks in Marshalltown. Barriers, such as highways and waterways influence the accessibility of parks.

Almost all residents in Marshalltown have access to a park within a 5-minute drive. According to the Trust for Public Land, 77% of residents in Marshalltown live within a 10-minute walk of a park.

FIGURE 5.4: PARK ACCESS



This is currently industrial and city-owned land with no plan for future development. Therefore, it does not represent a gap in resident park access.

The future land use map recommends designating open space and trail connections in any future development, closing this access gap.

Future development of W Merle Hibbs Blvd should include dedicating neighborhood open space to fill park gaps.

Source: RDG Planning & Design

STRATEGIES

These strategies establish a framework for park and trail decisions, guiding how to make investments that support equity, connectivity, fiscal sustainability, and community impact.

1. Consider resilience, economic impact, and equity in park, trail, and open space investments.

1. Prioritize investments that reduce flood risk, manage stormwater, expand tree canopy, and provide safe community gathering spaces during and after emergency events.
2. Continue to direct more intensive recreation uses, such as trails, play areas, and sports facilities, to locations that can accommodate heavy use.
3. Limit or manage access in sensitive natural areas and design facilities to minimize disturbance of natural features.
4. Coordinate tree planting, green infrastructure, and park improvements to strengthen resilience, improve user comfort, and support long-term environmental health.
5. Require major park, trail, and athletic facility investments to consider economic impact, operational efficiency, and partnership opportunities.
6. Direct investments to areas with higher population density, greater concentrations of youth or seniors, and lower income residents.

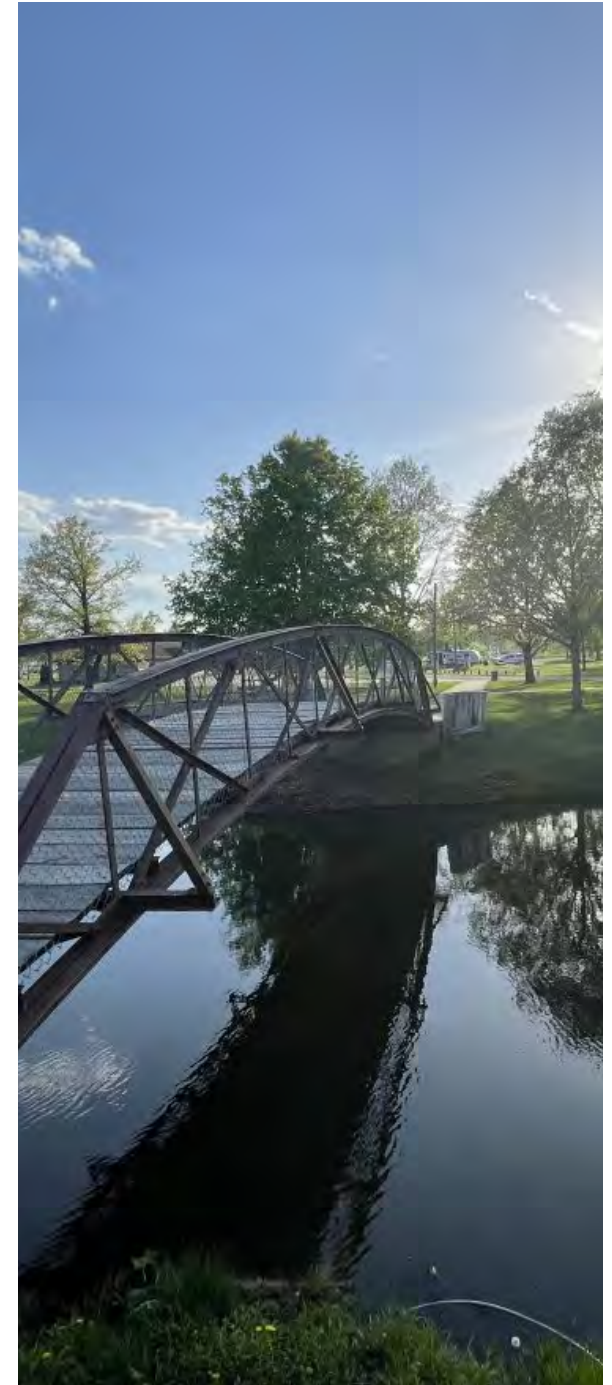
- For example, use the U.S. Census Bureau or resources like the Trust for Public Land ParkServe website to revisit these metrics regularly. For example, ParkServe currently identifies Peterson, BPW, Mega 10, Glenwood, Goldfinch, and Arnold as areas serving dense, low-income, and age-diverse populations.

2. Use lifecycle-based replacement schedules and long-term maintenance costs to guide facility investments.

Lifecycle costs are calculated and applied by defining an asset's expected service life, estimating all capital, operating, maintenance, renewal, and end-of-life costs over that period, then comparing total costs to prioritize reinvestment, adjust maintenance strategies, or retire facilities whose long-term costs exceed their value.

3. Revisit the Parks and Rec Master Plan.

Update the Parks and Recreation Master Plan on a 10-year cycle, with a mid-cycle review and update approximately every five years to assess progress, incorporate new data, and ensure continued alignment with community needs, best practices, and local conditions.



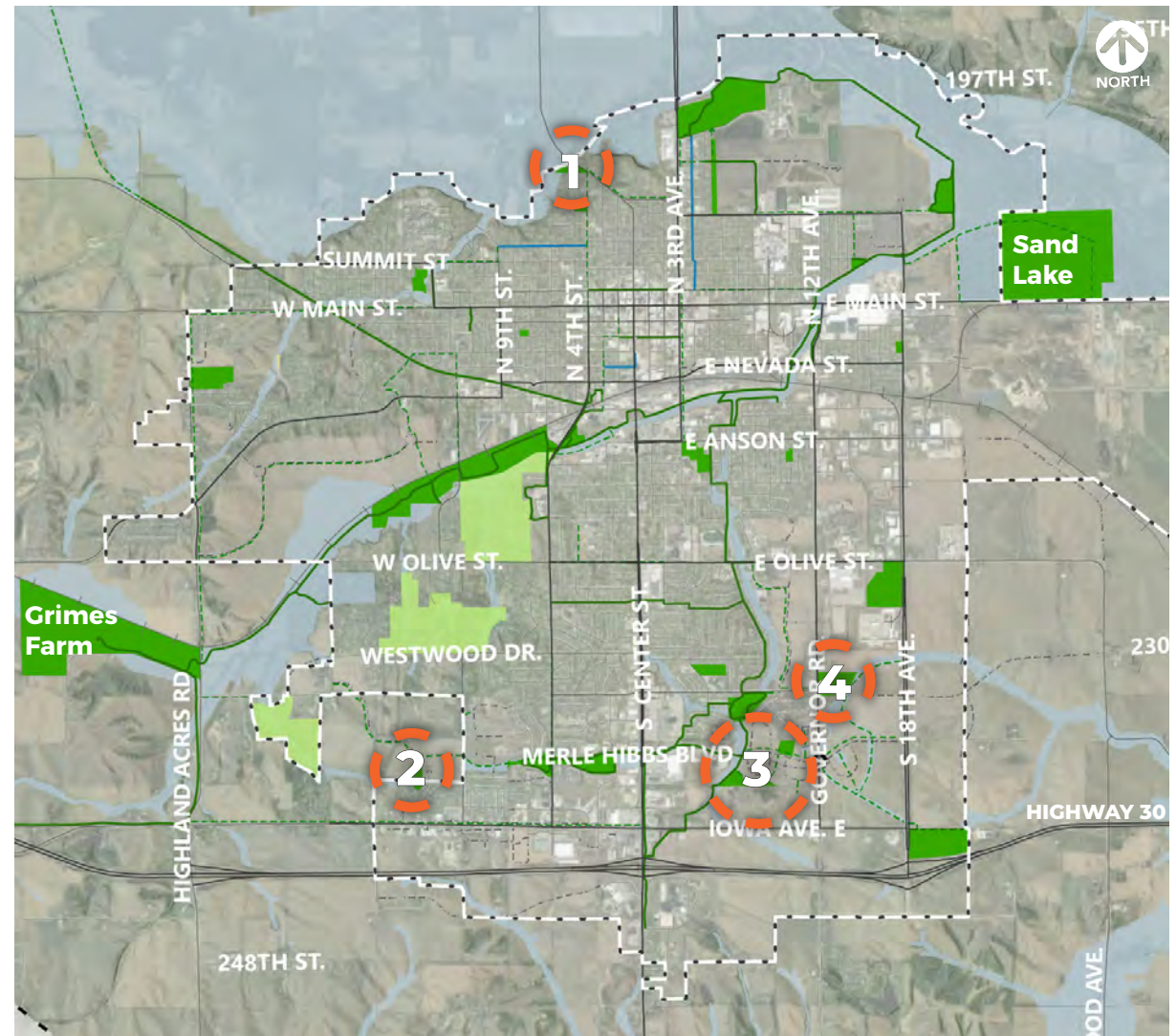
Riverview Park. Photo from City of Marshalltown

4. Expand park access through policy and strategic investment.

Require the dedication of parkland and trail easements in new development where deficiencies in park and trail access have been identified, starting with:

- 1. NW Marshalltown Gateway and Water Trail Access.** Consider adapting the corner of Center Street and North 3rd Street into a small gateway feature welcoming incoming traffic and visitors. Evaluate opportunities to add a water trail access to the Iowa River at the Center Street bridge.
- 2. West Merle Hibbs.** Require the dedication of open space in future expansions of West Merle Hibbs Boulevard closing a park gap and improving stormwater management. Expanding Jaycee Park to the north with growth would be an ideal location to create a larger park space.
- 3. East Merle Hibbs.** Require the dedication of open space in future expansion of East Merle Hibbs that supports stormwater management, low-maintenance open space and connected trail opportunities. This would not have to be programmed space given its proximity to Timber Creek Park.
- 4. East of Governor Road.** If residential development stretches east of Governor Road, evaluate options for park space, potentially at the E Southridge Road intersection.

FIGURE 5.5: FUTURE PARKS, TRAILS, AND OPEN SPACE PLAN*



Source: RDG Planning & Design

*Some Marshalltown School District open spaces are open to the public and not included in this map.



Figure 5.6: Rivers Edge to Riverview

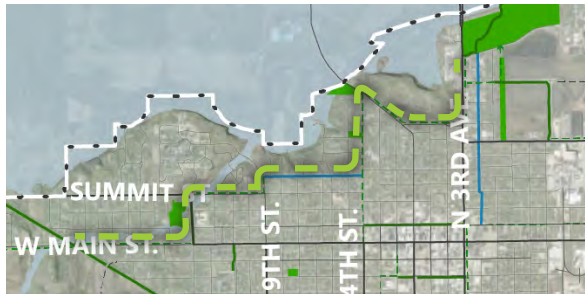


Figure 5.7: Iowa Avenue Connection

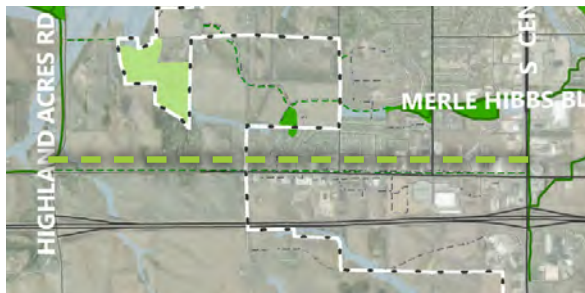


Figure 5.8: Sand Lake Connection

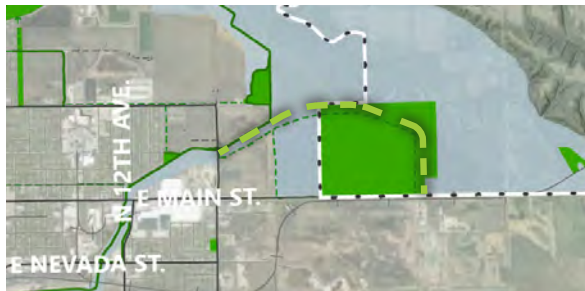


Figure 5.9: Highland Acres Road Sidepath



5. Consolidate or transition underused parks and facilities.

Remove, consolidate, or transition underused parks and facilities based on the Parks Master Plan and evolving department capacity.

6. Advance trail projects that close critical existing gaps and connect parks, neighborhoods, and destinations. Top connections include:

- 1. River's Edge Trailhead to Riverview.** Connect through the 13th Street district, bringing traffic to this commercial district and preparing Marshalltown for future River's Edge Trail connections. Route improvements include widening sidewalks, adding paths, and using low volume streets as bike boulevards.
- 2. Iowa Avenue Connection.** Connect Iowa Avenue from Center Street to Highland Acres Road. This connection is an opportunity to beautify Iowa Avenue and connect southern Marshalltown to the Linn Creek Trail, as illustrated in the Mobility section of this plan.
- 3. Sand Lake Connection.** Extending the east side of the Linn Creek Trail to connect to the north side of Sand Lake, improving access to this regional amenity.

- Floodplain
- Existing Parks & Open Spaces
- Golf Course
- Existing Trails
- Future Trails
- Highlighted Future Connections

4. Highland Acres Road Sidepath.

Connect from Grimes Farm to Lincoln Way, extending the ability to connect Grimes Farms to the River's Edge Trail.

7. Adopt an urban forestry plan to restore Marshalltown's tree canopy.

Restore tree canopy lost from natural disaster. Expand as a long-term community asset that supports resilience, neighborhood livability, and environmental health. Healthy, mature trees can increase property value, moderate surface and air temperatures, improve comfort in public spaces, and contribute to overall well-being. To maximize these benefits and support long-term success:

- 1.** Conduct periodic inventories and assessments of public trees on a regular cycle.
- 2.** Prioritize planting and canopy reinvestment in areas with the greatest canopy gaps and community need.
- 3.** Ensure sufficient below ground and overhead space for roots and canopy.
- 4.** Use a diverse selection of hardy and appropriate trees.
- 5.** Fund planting, watering, pruning, replacement, and ongoing maintenance as part of the full life-cycle cost of the urban forest.
- 6.** Anticipate future conditions for long-term tree health.
- 7.** Update city development regulations to establish a tree preservation framework, prioritizing an inch-for-inch replacement standard for unavoidable mature tree removal with flexible options for off-site planting or a dedicated Tree Fund to support planting and ongoing care.

8. Complete a Linn Creek Master Plan.

A plan for the entire Linn Creek corridor should serve as a unifying framework around the existing trail system that integrates flood resilience, water access, parks, and neighborhood revitalization. The Linn Creek Master Plan should:

1. Establish a shared long-term vision for the Linn Creek corridor from upstream to downstream.
2. Identify priority flood mitigation and resilience strategies that complement existing and planned infrastructure.
3. Define additional opportunities for recreation, trail connectivity, water access, and open space expansion.
4. Guide redevelopment and infill adjacent to Linn Creek according to the Future Land Use Map.
5. Improve ecological health and water quality through restoration and green infrastructure.
6. Clarify roles, responsibilities, and partnerships to support implementation.

9. Advocate to improve regional assets.

1. Continue to expand the River's Edge Trail and its amenities with trail lighting and safety features such as in-town high visibility crossings, signage, stop features, and traffic calming elements.
2. Coordinate with Marshall County for the future of Sand Lake through access improvements, improved park amenities, and habitat restoration.

10. Deliver neighborhood-based, culturally responsive park programming.

1. **Target Priority Areas.** Focus programming resources in higher-density and historically underserved neighborhoods, emphasizing walk-to, drop-in activities that align with residents' daily schedules.
2. **Ensure Language & Cultural Access.** Offer multilingual registration, signage, and on-site bilingual ambassadors to ensure programs including sports, arts, and events are fully accessible beyond marketing.
3. **Co-Create Culture-Based Programming.** Partner with local artists, cultural organizations, and community groups to co-design programs such as music, dance, storytelling, public art, and cultural celebrations that reflect Marshalltown's diverse communities.

4. Integrate Art into Everyday Park Use.

Embed low-maintenance art and creative activities into parks and trails through pop-up performances, temporary installations, murals, and nature-based art.

5. Keep It Low-Maintenance & Flexible.

Use portable, staff-led programming and temporary amenities to activate passive, naturalized, or under-programmed parks without significant infrastructure investment.

6. Activate Trails as Cultural Corridors.

Promote trail use through guided walks, bike events, outdoor art, storytelling, and multilingual maps that highlight connected routes and neighborhood access points.

7. Expand Partnerships to Scale Impact.

Collaborate with schools, arts organizations, conservation groups, and nonprofits to expand programming, share staffing, and reduce duplication across recreation, arts, and cultural offerings.

Economic Development & Subareas

Economic development in Marshalltown includes strategies for subareas, beyond downtown to include key commercial corridors and employment centers, each with distinct roles and opportunities. Recognizing these varied contexts allows the City to apply targeted planning and investment strategies that strengthen the local economy as a whole while reinforcing downtown's central role.



GOALS & PRINCIPLES

Economic success is central to Marshalltown's long-term resilience, quality of life, and fiscal sustainability. Marshalltown must pursue an intentional economic development strategy to build on manufacturing strengths, enhance downtown vibrancy, and attract a diverse workforce.

Support a diversified employment base. Marshalltown has a strong manufacturing and production employment base. This market sector should continue to be supported through strategies that evolve with technology, attract complementary businesses, and develop new sectors.

Strengthen subareas neighborhoods with housing and social opportunities. These are critical areas for increasing housing capacity and improving community appearance.

Celebrate the community's history while welcoming new cultures and experiences. Marshalltown has a rich history, with a diverse array of newer residents who can bring new life into buildings and spaces.

Proactively support emerging leaders and businesses. A diverse population with different experiences brings opportunities to foster new local businesses and leadership with different perspectives on building economic success.

Community Insights



- Providing housing and childcare as recruitment strategies to overcome challenges
- Industry expansions are underway and opportunities to stabilize the employment base
- Big-box retail right-sizing to community needs
- Marshalltown Mall renovation as catalyst for demand
- Homeownership options, walkable amenities, and networking as opportunities to attract young professionals
- Diversity as an economic strength

EMPLOYERS & WORKERS

Employers in 2025

Marshalltown serves as an important employment center in central Iowa, with a diverse economic base anchored by manufacturing, healthcare, education, and food processing.

Small and locally owned businesses will play a critical role where retail, dining, services, and arts-related businesses support local employment and community identity. Entrepreneurship and small business growth remain key opportunities.

Important future employment strengths and challenges include:

- **Job availability has stabilized following the 2020 Pandemic.** Agriculture, manufacturing, education, and complementary businesses remain a strong concentration.
- **Low unemployment.** Low unemployment reinforces the strength of local employers, yet future growth is dependent on attracting a diverse workforce.
- **Forecasts for future jobs suggest stability in overall employment.** However, employers anticipate that job types within their business may shift. Factors include:
 - Near-term pricing and supply challenges in the agricultural industry could have ripple effects for Marshalltown in the coming years.
 - Automation of more menial tasks will shift the types of hourly wage, entry level jobs.
- **Attracting workers to live in Marshalltown will be a primary need to realize population growth, which ultimately adds housing, retail, and service demand.**

FIGURE 6.1: MAJOR EMPLOYERS, 2010-2024

Business	Product/Services	2015 Employees	2024 Employees
JBS	Pork Processing	2,300	2,700
Emerson Process Mngt/Fisher Controls	Valves and Regulators Manufacturing	1,200	1,100
Marshalltown School District	Education	1,002	900
Iowa Veterans Home	Hospital Care	1,000	750
Lennox Industries	Furnace and AC Manufacturing	800	750
Unity Point Health	Hospital	715	317

Source: Marshalltown Chamber of Commerce

FIGURE 6.2: FUTURE EMPLOYMENT METRICS THROUGH 2032

Unemployment Rate (2024)	3.5%
10-Year Job Forecast (2022-2032)	-0.3%
Largest Forecast Growth Sectors (# of jobs)	Hourly, lower wage hands-on work; Education
Largest Forecast Contraction Sectors (# of jobs)	Customer services; Clerical; Food processing; Packaging

Source: Iowa Workforce Development, Lightcast

Workers in 2025

Marshalltown is a regional employment center and a bedroom community for Des Moines metro employers. Commuting patterns highlight local and regional employment opportunities.

Workforce strengths and challenges include:

- **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.
- **Nearly half of employees working in Marshalltown commute from outside the city.** Many participants during the planning process noted a portion of these commuters are young professionals and mid to upper level employees who live elsewhere where there are more housing and amenities options.
- **Limited availability of move-in-ready housing.** The lack of homes in Marshalltown is a key reason why younger and management level workers commute from communities closer to Des Moines.
- **Lack of affordability in housing and daily life for low- and moderate-income workers.** With growth in wages not keeping up with everyday costs (housing, transportation, food, childcare), moderate income households, which are the backbone of many local employers, need support.
 - » A household in Marshalltown making the median income in 2010 as shown in Figure 6.4 would have to make \$92,600 in 2024 to keep up with inflation.
- **Marshalltown's workforce needs more training and up-skilling to remain competitive.** Partnerships with Marshalltown Community College are important for employers with shifting role positions and needed skillsets.

FIGURE 6.3: WHERE PEOPLE LIVE AND WORK

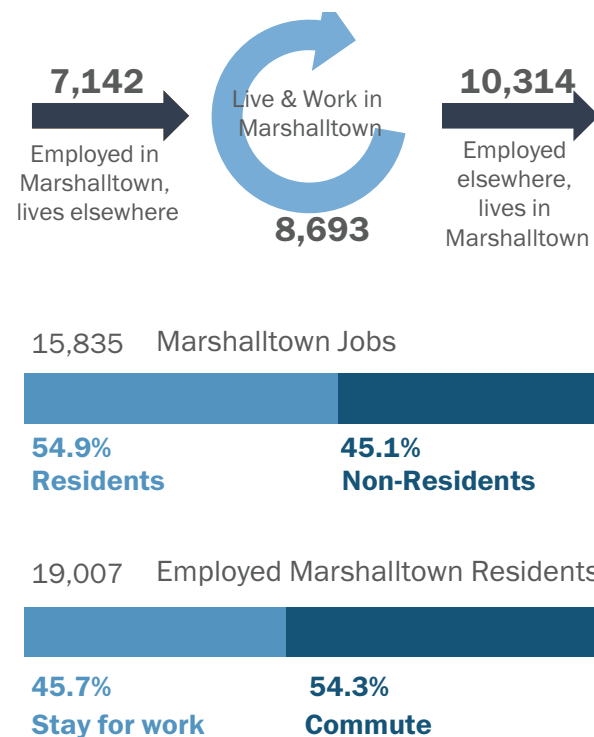
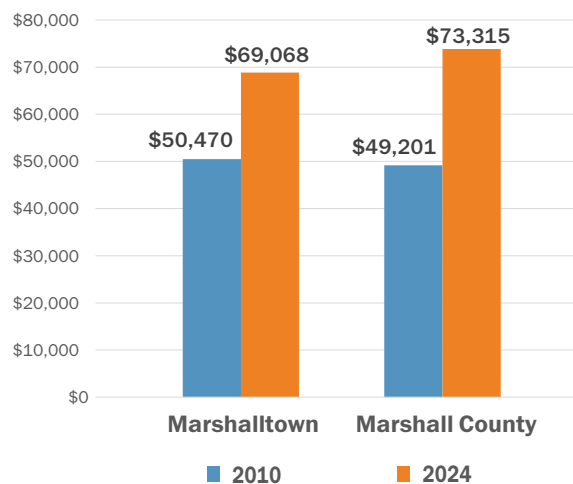


FIGURE 6.4: MEDIAN HOUSEHOLD INCOME



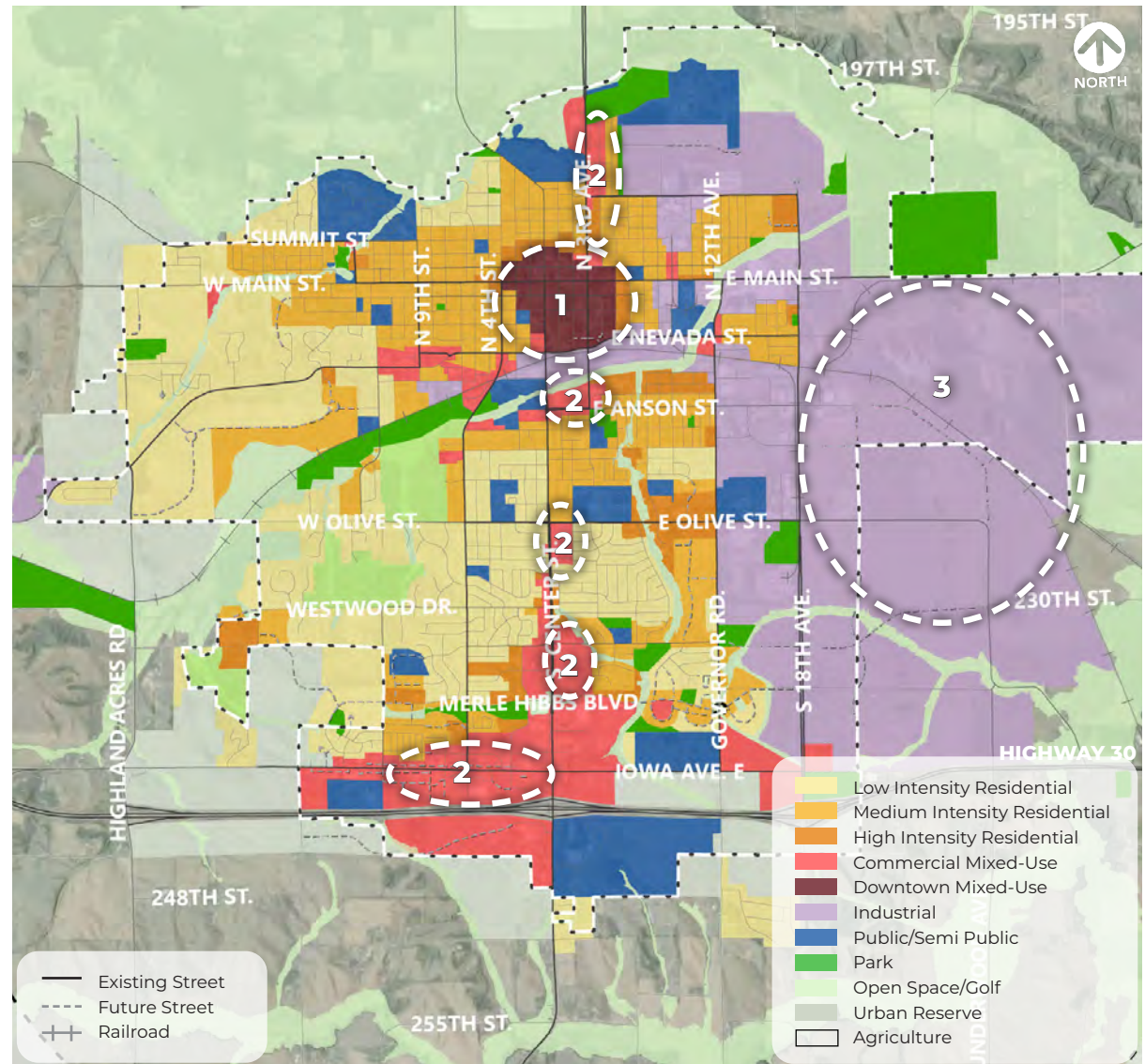
FUTURE INDUSTRIAL & SUBAREAS REVITALIZATION

Marshalltown has a range of industrial and commercial land distributed across highway corridors, legacy industrial areas, Downtown, and neighborhood-serving commercial nodes.

Future employment and activity districts should build on current districts with some expansionary and redevelopment areas, as shown in the future land use and subarea plans:

- 1. Downtown and its surroundings.**
These are opportunities for new businesses, housing, and social spaces.
- 2. Commercial corridors on Highway 14 and Iowa Avenue.** Priorities for these corridors are property maintenance, reinvestment, and access management improvements.
- 3. Concentrated industrial areas, primarily near the railroad and along or east of 12th Avenue.**
Access to transportation routes and utilities are opportunity areas for expansions and new business recruitment through initiatives like the State Certified Site along E Marion Street.

FIGURE 6.5: FUTURE INDUSTRIAL & SUBAREA REVITALIZATION



STRATEGIES

Economic development strategies for Marshalltown focus on neighborhood and commercial reinvestment, strengthening Downtown as an economic and social anchor, and aligning business growth with housing, affordability, quality of life, and cultural vitality. To protect public investments, the city recognizes that integrating green infrastructure and robust canopy coverage into its districts is a functional tool for economic resilience that lowers municipal infrastructure costs and boosts local business revenues.

1. Use housing as economic development by implementing recommendations from the 2026 Housing Study.

Update the study every 5 to 10 years to create various housing types at different price points.

2. Focus on property and mobility enhancement along Highway 14 subareas.

Improvements should enhance access, visibility, and redevelopment potential while improving safety and aesthetics.

3. Align infrastructure and utilities with business needs.

Infrastructure upgrades should complement targeted development sites and TIF districts to increase return on public investment.

4. Invest in arts and culture like City-owned public art and celebrations. Examples include:

1. Supporting local artists, cultural organizations, and creative entrepreneurs through space, funding, and programming.
2. Integrating public art and local culture into redevelopment and infrastructure projects.
3. Empowering residents with different backgrounds to champion events with the City assisting with resources.



City of Marshalltown Arts and Culture Master Plan Principles for Economic Development

Revitalize over Restore

Build Bridges

Activate Hope

Elevate Youth

Heritage of Innovation

5. Increase economic capacity through community building and affordability.

1. Review and update all policies, ordinances, and programs to encourage community involvement.
2. Engage existing businesses in regular, action-oriented discussions to identify solutions to overcome barriers to retention and expansion. For smaller businesses or those owned by people with English as their second language, this might include partnerships, such as with Community College courses that assist with: technical assistance to set up Internet-based sales, business hours evaluation, website, social media, and app-based tools.
3. Embrace new residents to create a welcoming environment for all who want to live in Marshalltown.
4. Foster partnerships to mitigate costs that make living in Marshalltown difficult for lower-income households. While housing is often a household's largest monthly expense, other costs greatly contribute to where a household can afford to live, as the table below shows. For example, day care initiatives could be in the form of direct assistance or increasing options to balance the market.

FIGURE 6.5: TYPICAL MONTHLY HOUSEHOLD COSTS, 2024

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	

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

CHILDCARE FUNDING - WEBSTER CITY, IA

In 2020 the City Council of Webster City approved \$25,000 to help retain childcare workers. Low supply of childcare providers leads to higher costs for families. Lowering the costs of other expenses like childcare is an indirect way to increase household income to devote to housing.

This was a temporary program in Webster City, but permanent programs to lower childcare costs are being advanced at the State level. With rising construction costs and home values being experienced in 2026, reducing these other necessary costs may be a critical component for increasing affordability in communities.

6. Continue Downtown development and program initiatives.



1. Strategize the sale of vacant Downtown lots and buildings.

These could be for low or no cost if there are proposed projects meeting a housing or business need.



2. Redevelop Former Hospital Campus.

Removing obsolete buildings on the former campus introduces an opportunity for new development that complements downtown.



3. Activate Alleys.

Improving alleys with artwork and lighting can functionally improve their safety and become an asset to the downtown experience.



- ### 4. Allow pocket parks and gathering spaces.
- Pocket parks and small public spaces offer a functional use to underused spaces that otherwise detract from visitors' experience. These spaces may redevelop in the future.



- ### 5. Support entrepreneurial spaces.
- Vacant building spaces can become a partnership opportunity between the City and non-profits to create business incubators, co-working, and flexible commercial facilities.



- ### 6. Improve housing in and around Downtown.
- Follow the recommendations of the 2026 housing study, which identifies opportunities for rehabilitation, new construction, and adaptive reuse.

- 7. Finish streetscaping and route changes.** Complete planned Downtown streetscaping projects and route changes that prioritize pedestrians and bicycles without undermining business access.
- 8. Micro grant incentive program.** Establish a micro-grant incentive program to support small businesses, façade improvements, start-ups, and a diverse array of programming.
- 9. Use Downtown as the primary stage for community events that celebrate Marshalltown's diversity and history.** Continue to develop Downtown as the focal point of arts and culture in Marshalltown, building on the recommendations of the Arts and Culture Master Plan.
- 10. Host or attract Marshalltown Community College and Marshalltown Community School District activities Downtown.** There are a number of ways that students can learn through satellite classes and programs with businesses.



DOWNTOWN PROGRAMS AND PARTNERS IN 2026

Programs

- **Friends & Investors Campaign.** Annual fundraising campaign supporting downtown business support, beautification, and events.
- **Grow with Google Workshop Series.** Free small business training for downtown businesses on websites, marketing, analytics, and AI tools.
- **Downtown Business Support Services.** Programs focused on recruiting and retaining businesses and supporting entrepreneurship.
- **Beautification Efforts.** Includes hanging baskets, streetscape improvement, and downtown image enhancement.

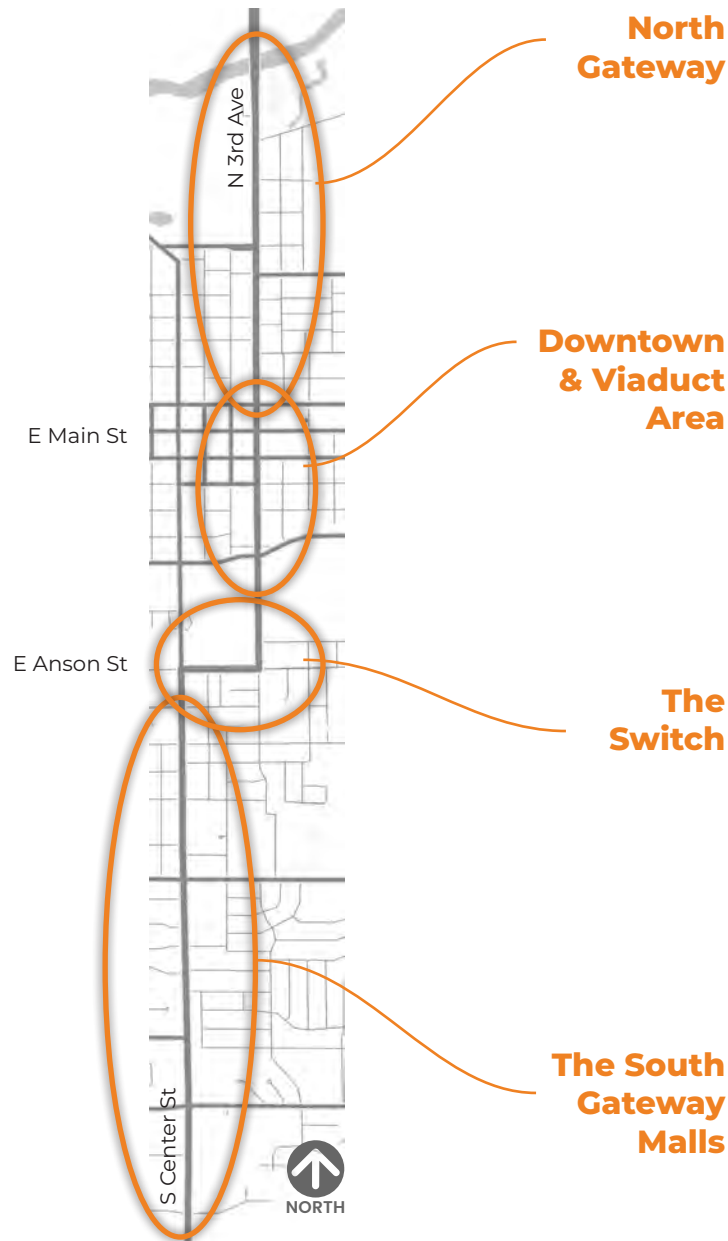
Events

- **Live After 5.** Outdoor live music series with food trucks and social activity downtown.
- **Rev Up Downtown.** Family-friendly classic car and community event with music, vendors, and extended shopping hours
- **Third Thursdays.** Recurring downtown business district event featuring shopping, dining, and community activity.
- **Holiday Stroll.** Seasonal downtown holiday event.
- **Haunt the Block.** Fall/Halloween-themed downtown event.
- **Storybook Walk.** Partnership event with the Marshalltown Public Library celebrating children's literacy.

Applying Economic Development Goals & Principles: Highway 14 and Downtown Subareas

The Highway 14 Corridor functions as one of the principal north-south pathways through the entire City of Marshalltown. The character of development changes along the corridor, having more highway-oriented commercial uses to neighborhood residential, downtown, and parks. Below are the character areas along the Highway 14 Subarea:

- **North Gateway**
- **Central Business District & Viaduct Area**
- **The Switch**
- **South Gateway**



3rd Avenue represents the arrival to Marshalltown from the north and is the key connection between Riverview Park and Downtown. The 2018 Highway 14 Corridor Plan presents detailed recommendations and phased improvements for this gateway corridor.

The Central Business District to the viaduct area serves as the heart of the community, offering a blend of arts, entertainment, retail, dining, and housing. The redevelopment of the hospital campus is a key element for future planning in the area.

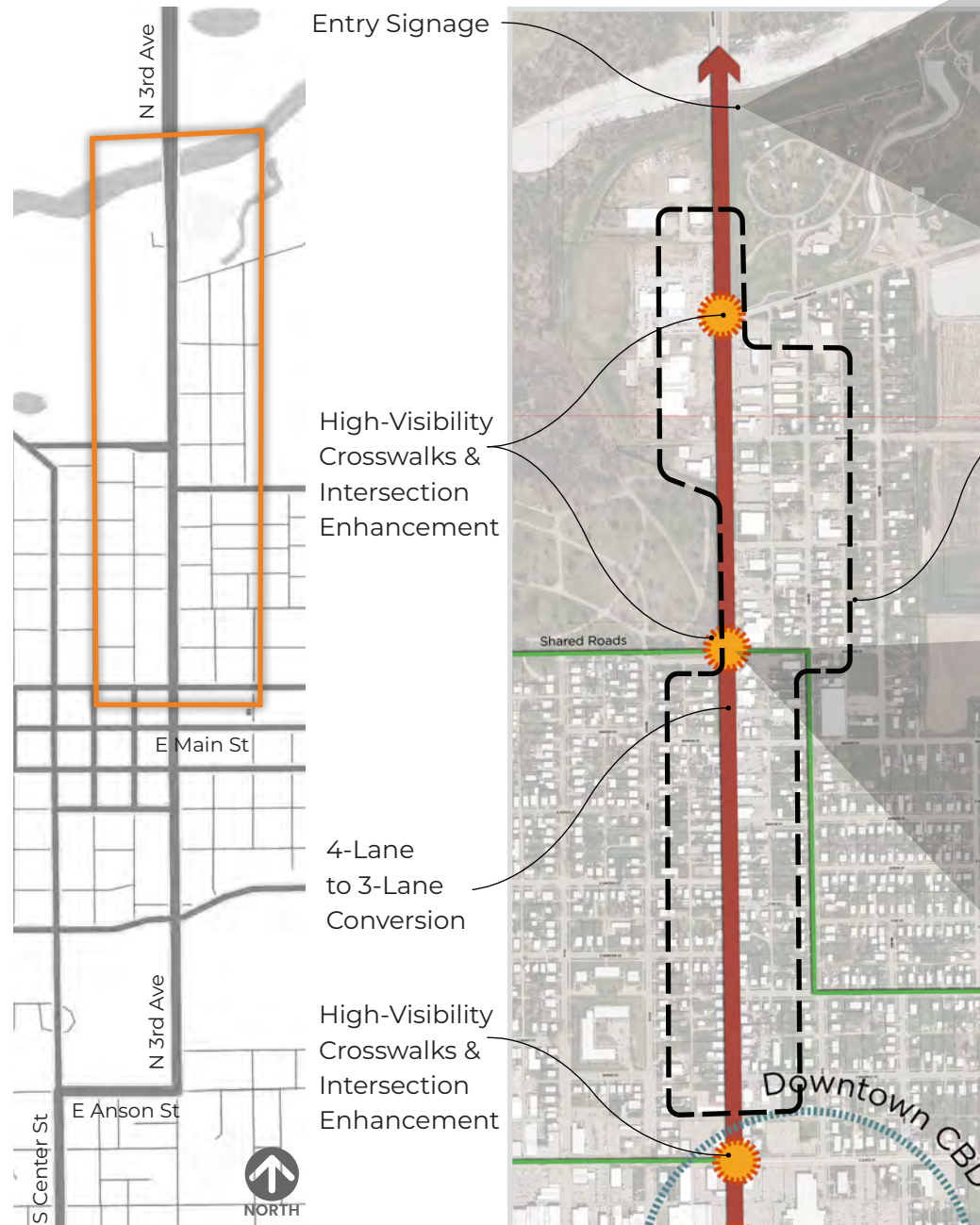
The Switch at Anson Street redirects Highway 14 from 3rd Avenue to Center Street. The street features commercial uses wrapping major intersections with some small-lot single-family homes on the south side. This area has strong visibility in the community. Recommendations should focus on improving its function and image.

Center Street features a blend of highway-oriented commercial uses with some linear residential. This segment includes both the Meadow Lane and Marshalltown Malls, which are still in operation in 2026 and present excellent opportunities for continued revitalization.

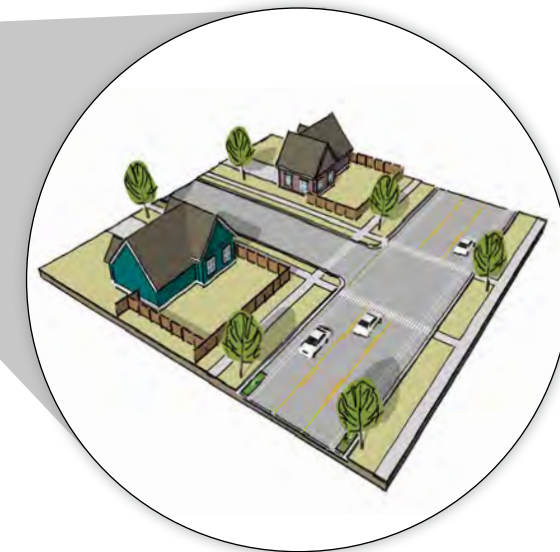
Application: Highway 14 - North Gateway Corridor

The 2018 Highway 14 Corridor Plan includes concepts for 3rd Avenue. The components of the north gateway corridor strategies include:

- Develop placemaking and signage at the entrances of key areas
- Enhancements to the intersections at Woodland, Riverside, and State Streets
- Implementing a Highway 14 Road Diet, transitioning from a four-lane to a three-lane configuration
- Developing essential trail connections
- Identifying specific areas for urban design enhancements



2018 Highway 14 Corridor Plan Study Area



Application: Downtown

Downtown has been subject to significant planning initiatives over decades, with the most recent study completed in 2021. Major events, like the 2018 tornado and 2020 pandemic, altered investment strategies in downtown to respond to these events. Similar initiatives should continue with an update within 10 years.

This Comprehensive Plan includes major components from the Downtown Plan (2019), Arts & Culture Master Plan (2023), and Strategic Plan 2026-2028. Those documents and their future updates serve as the primary reference material while this section includes a snapshot of their content and introduces additional strategies to incorporate in its future updates.

Priority Sites and Placemaking

- Strategize the sale of vacant lots and buildings.
- Redevelop the hospital campus.
- Improve alleys.
- Allow pocket parks.
- Upstarts and entrepreneurial spaces in vacant buildings.
- Improve housing conditions and development in the Downtown fringe and upper stories of buildings.

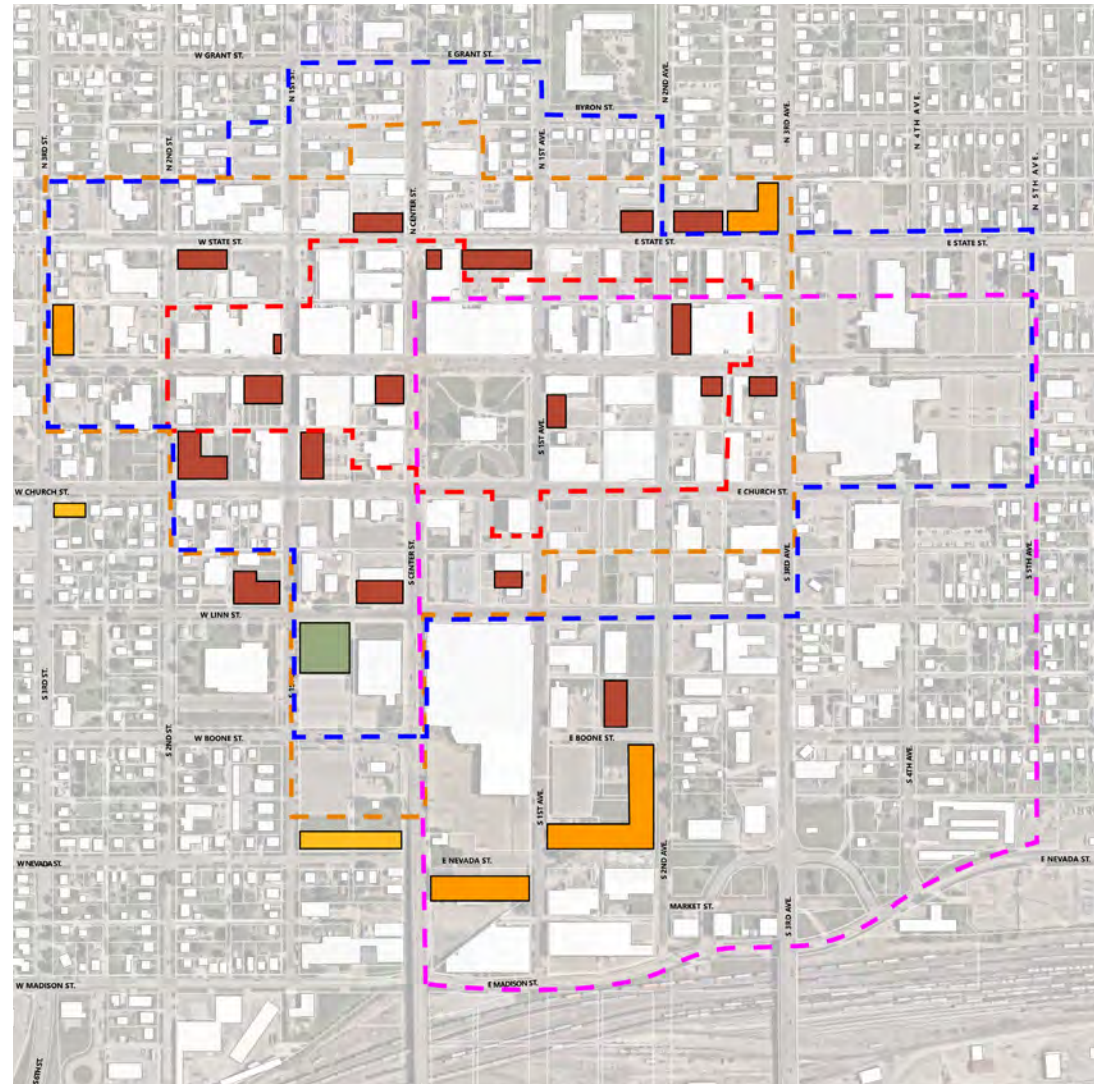
Priority Mobility

- Complete streetscaping and route changes

Priority Programming

- Establish a micro-grant incentive program.
- Continue targeted code enforcement.
- Engage businesses in regular discussions.
- Community events that celebrate diversity and history.
- Downtown as the focal point of arts and culture.
- Host or attract school activities in Downtown.

FIGURE 6.6: CENTRAL BUSINESS DISTRICT INITIATIVES - 2019 MASTER PLAN



Source: RDG
Planning & Design

- Existing
- Townhomes
- Multi-family
- Commercial
- Park

- Historic Downtown District
- Central Business District Zone
- Main Street CBD Zone
- Opportunity Zone

FIGURE 6.7: CENTRAL BUSINESS DISTRICT OPPORTUNITY SITES



Downtown has many sites that are subject-to-change.

- | | |
|------------------------------|--------------------------|
| 1. High Visibility Crosswalk | 7. Commercial Infill |
| 2. Paved Parking Lot | 8. 3 Story Mixed-Use |
| 3. Infill Housing | 9. 3 Story Mixed-Use |
| 4. 2 Story Mixed-Use | 10. Commercial Infill |
| 5. Public Park | 11. Commercial Infill |
| 6. 2 Story Mixed-Use | 12. 3 Story Multi-Family |

FIGURE 6.8: CENTRAL BUSINESS DISTRICT RENDERING

The rendering is a demonstration of possibilities for new investment.



Application: Former Hospital Campus

UnityPoint Health relocated from downtown to Highway 30, vacating their buildings and making the site available for reuse or redevelopment.

The site has been subject to previous studies, and this plan presents a hybrid of concepts. Key elements of the concept include:

- Restore 4th Avenue alignment.
- Orient development along Highway 14, facing downtown.
- Higher intensity uses west of 4th Street and tiered down intensity to the east.



FIGURE 6.9: HOSPITAL CAMPUS CONCEPT



- Existing
- Townhomes
- Multi-family
- Reuse
- Event space

Future event space.

Reuse for housing, possibly for seniors.

Restore 4th Ave through site.

Townhouses framing Main St and transition to neighborhood.

Park space with design antecedent to historic landscape feature.

Mixed-use multi-family development oriented to 3rd Ave. First level may include commercial and covered parking.

Multi-family mirrored on both sides of Church St.



Precedent projects include the Hive in La Crosse, WI and Soll in Des Moines, IA.

FIGURE 6.10: HOSPITAL CAMPUS CONCEPT - LAND USE & MOBILITY

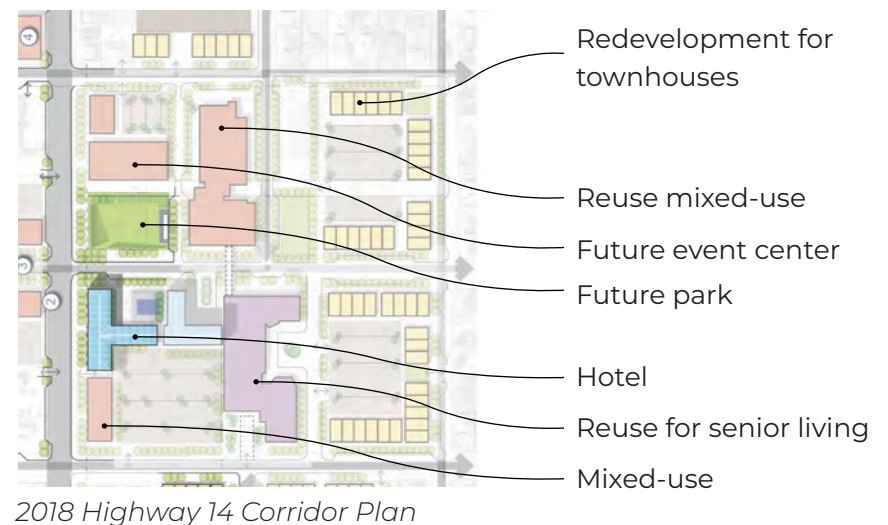
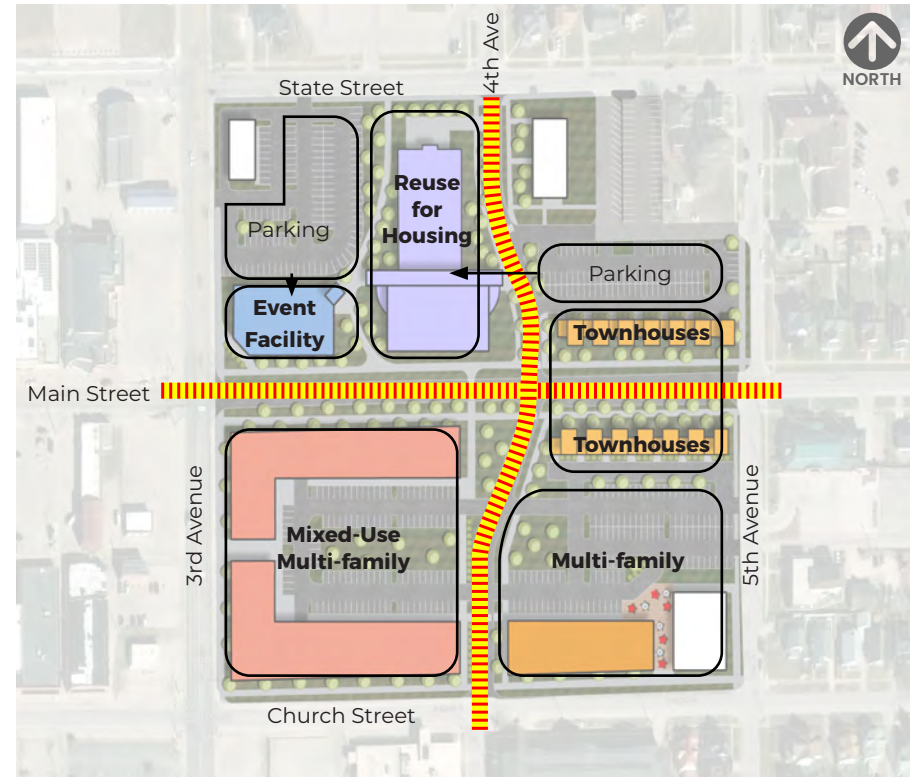


FIGURE 6.11: HIGHWAY 14 - CENTRAL BUSINESS DISTRICT RENDERING

Former hospital site redevelopment scenario, looking west toward the Central Business District



Multi-family on Church St

Townhouses on Main St

Mixed-use multi-family with commercial facing Highway 14

Event space
Reuse for senior housing

Restore 4th Ave alignment



Application: Viaduct Area

The Viaduct Area has been subject to numerous studies and continues to have significant interest. Previous plans show Nevada Street being restored. However, the eastern segment to 4th Ave would require significant utility relocation so it's current configuration remains.

Key principles for redevelopment:

- Phased implementation
- Buildings should be placed near the property line.
- Ensure a connection beneath the viaduct.
- Incentives will be necessary to achieve the desirable development form.

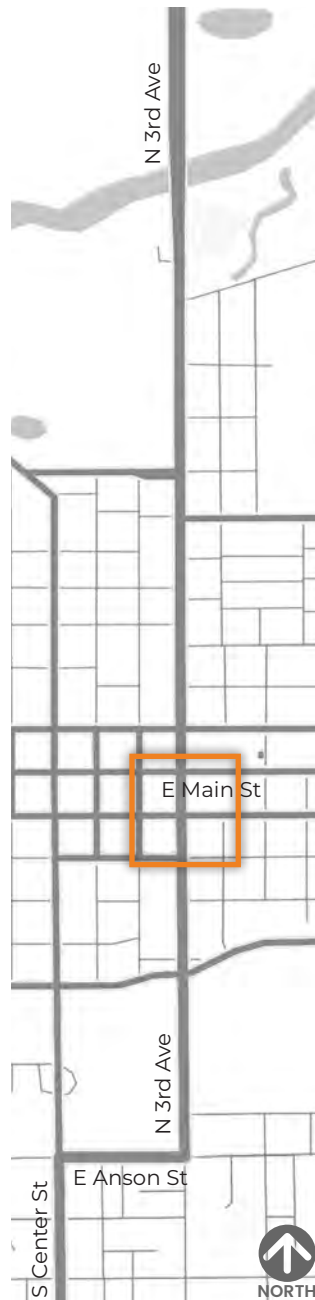


FIGURE 6.12: VIADUCT AREA CONCEPT



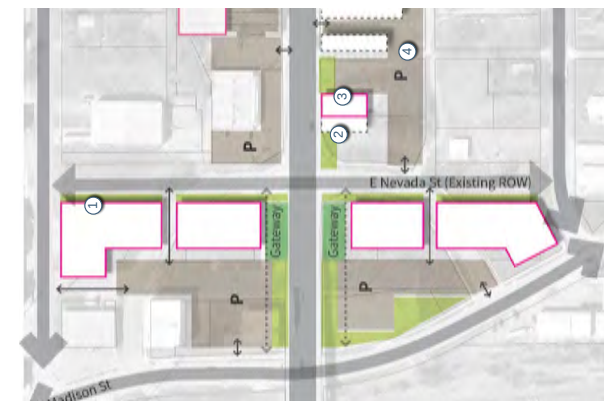
Redirect "ramp" to 2nd Ave, restoring the Nevada St alignment.

New development area with connection under the viaduct. Possible uses range from multi-family to light industrial.

Redirect 4th Ave to intersect the "ramp". This alignment will clarify circulation and manage access.



2019 Downtown Plan Concepts



2018 Highway 14 Corridor Plan Concept

Application: Highway 14 - The Switch

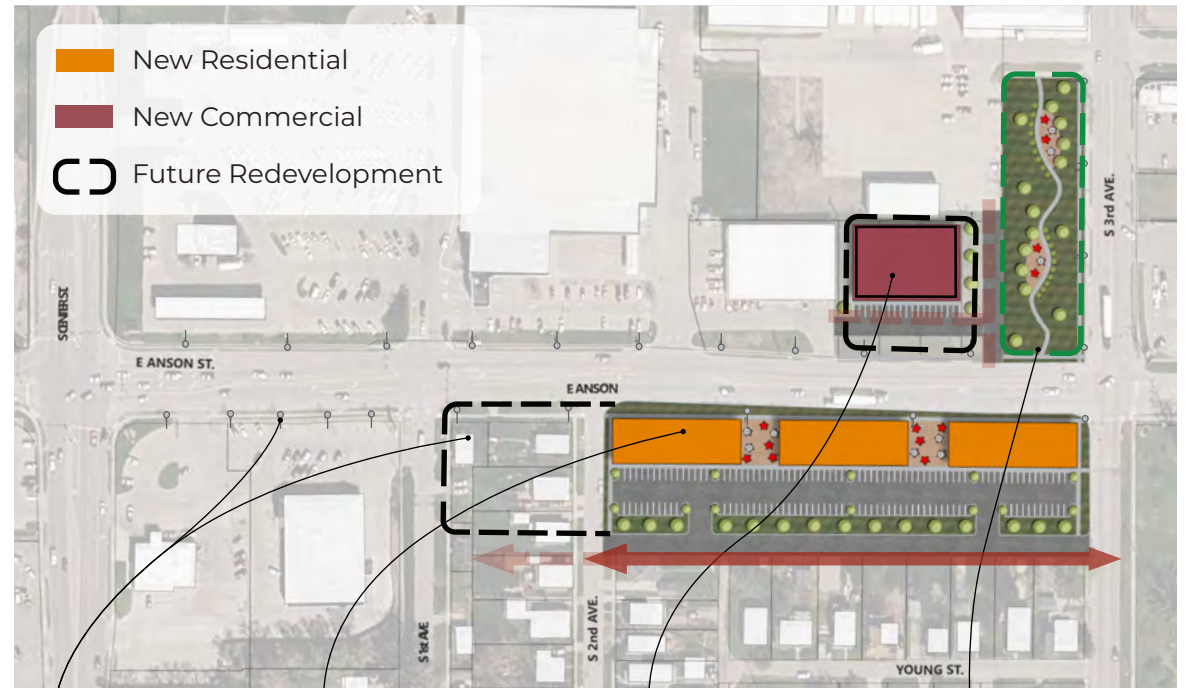
The alignment of Highway 14 follows Anson Street for a few blocks as it shifts between 3rd Street and Center.

The concept shows future redevelopment for the existing small-lot residential properties along the south side of Anson Street with parking behind.

The design and character of the buildings wrapping the intersections should receive special attention because of their high visibility in the community.



FIGURE 6.13: ANSON STREET CONCEPT



Possible extension of redevelopment along Anson St to 1st Ave. Current concept focuses on replacing residential properties with direct access to Highway 14. Provide enhanced street lighting to support placemaking.

Assemble ownership of residential property with direct access to Anson St for a future redevelopment project. These homes have limited market demand because of their difficult access and safety with traffic.

Redevelopment along the street with parking and access from behind. This minimizes conflicts along Anson and buffers the properties on the south.

New commercial project with parking that aligns to adjacent property and merged access to Anson.

New community gateway plaza with signature artwork and specialty lighting.



Application: Highway 14 - The South Gateway Malls

The Meadow Lane Mall was built in 1965. The planning concept identifies the frontage area along Center Street with new development sites and improved parking for possible multi-family or mixed-use projects tied together by a sidewalk network that connects major entrances.

A street network defines travel lanes parallel to Center Street and shifts access points away from Center Street.

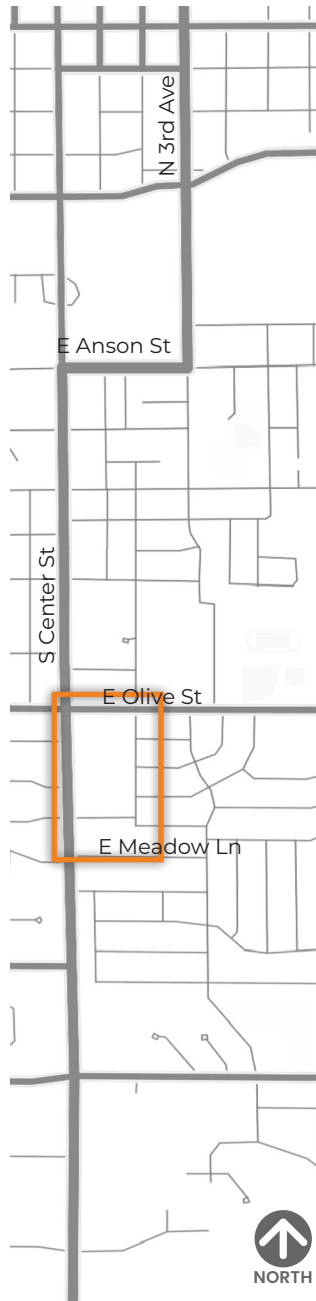


FIGURE 6.14: MEADOWLANE MALL CONCEPT

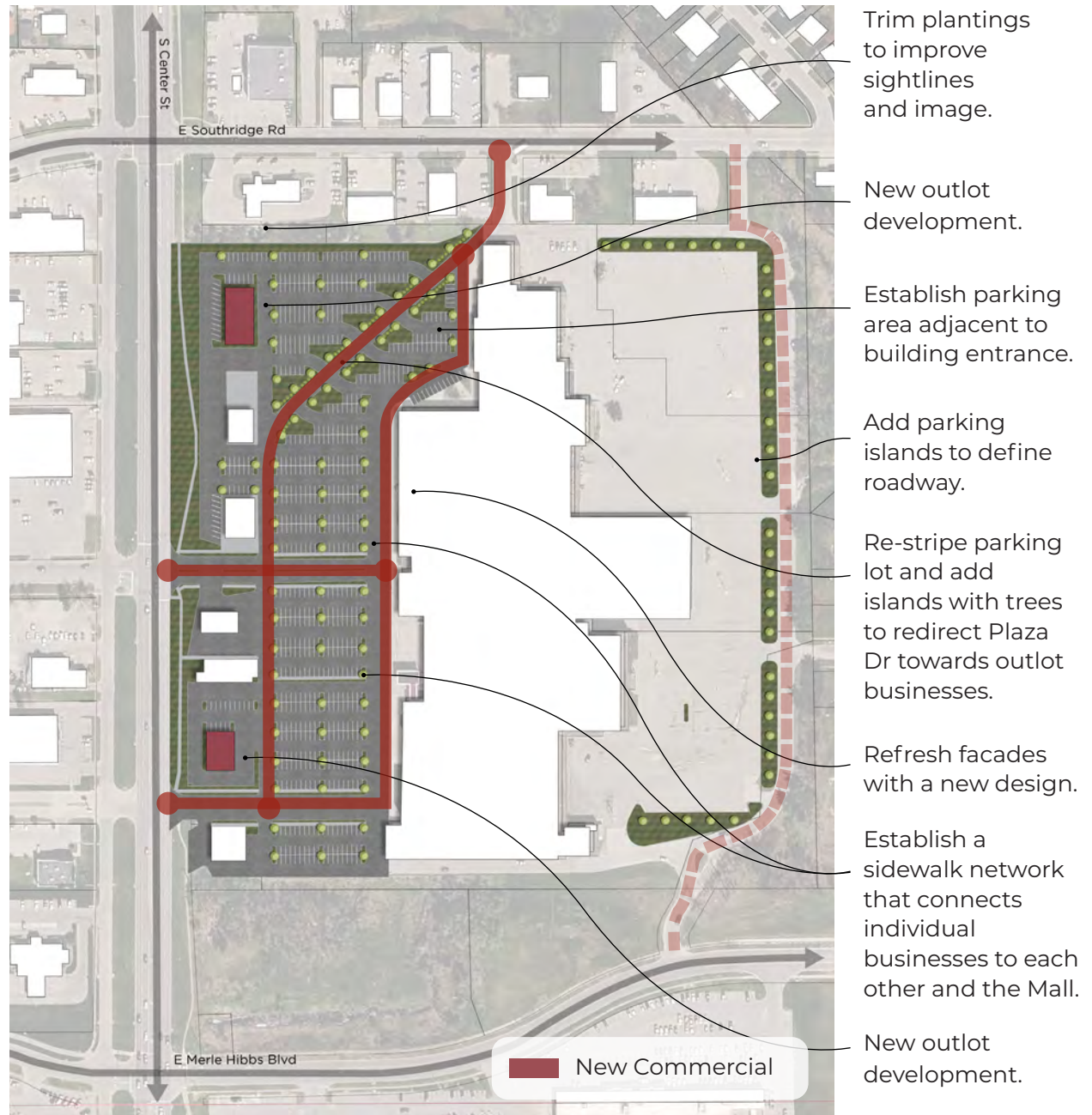


Application: Highway 14 - The South Gateway Malls

The Marshalltown Mall was built in 1972. The planning concept improves internal circulation to orient customers to commercial entrances, establishes a network of pedestrian connections between business entrances, and improves the area's overall image and visibility to attract more tenants and visitors.



FIGURE 6.15: MARSHALLTOWN MALL CONCEPT



Facilities & Infrastructure

The role of government is to ensure the health, safety, and welfare of its residents. This extends from the day-to-day decisions to how those decisions accumulate over time. The services provided by the City set the foundation that supports everyday life in Marshalltown. Providing these services cost-efficiently is the chief role of the City and its partners.



GOALS & PRINCIPLES

Modernize city facilities, increase maintenance capacity, and strive for a high level of service to enhance the quality of life for residents, businesses, and visitors.

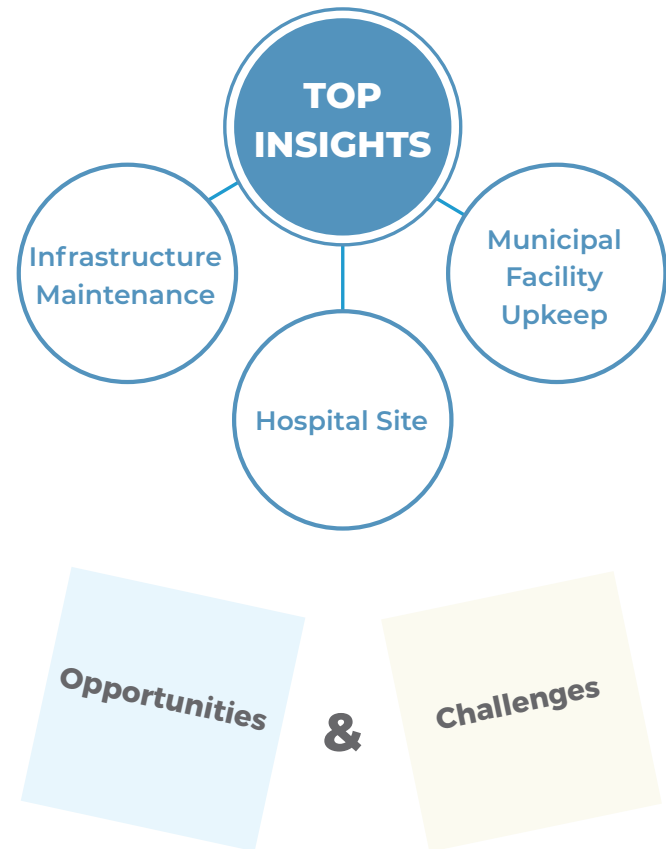
City Beautification. Enhance the physical appearance and visual quality of public spaces.

Maintain Level of Service. Ensure public services meet the expected standards of quality, quantity, and reliability.

Fiscal Responsibility. Manage investments that ensures the City can meet its obligations today without creating future costs it cannot sustain.

Equitable Implementation. Promote a fair and just allocation of resources, opportunities, and advantages, thereby ensuring that all individuals have access to a comparable quality of life.

Community Insights



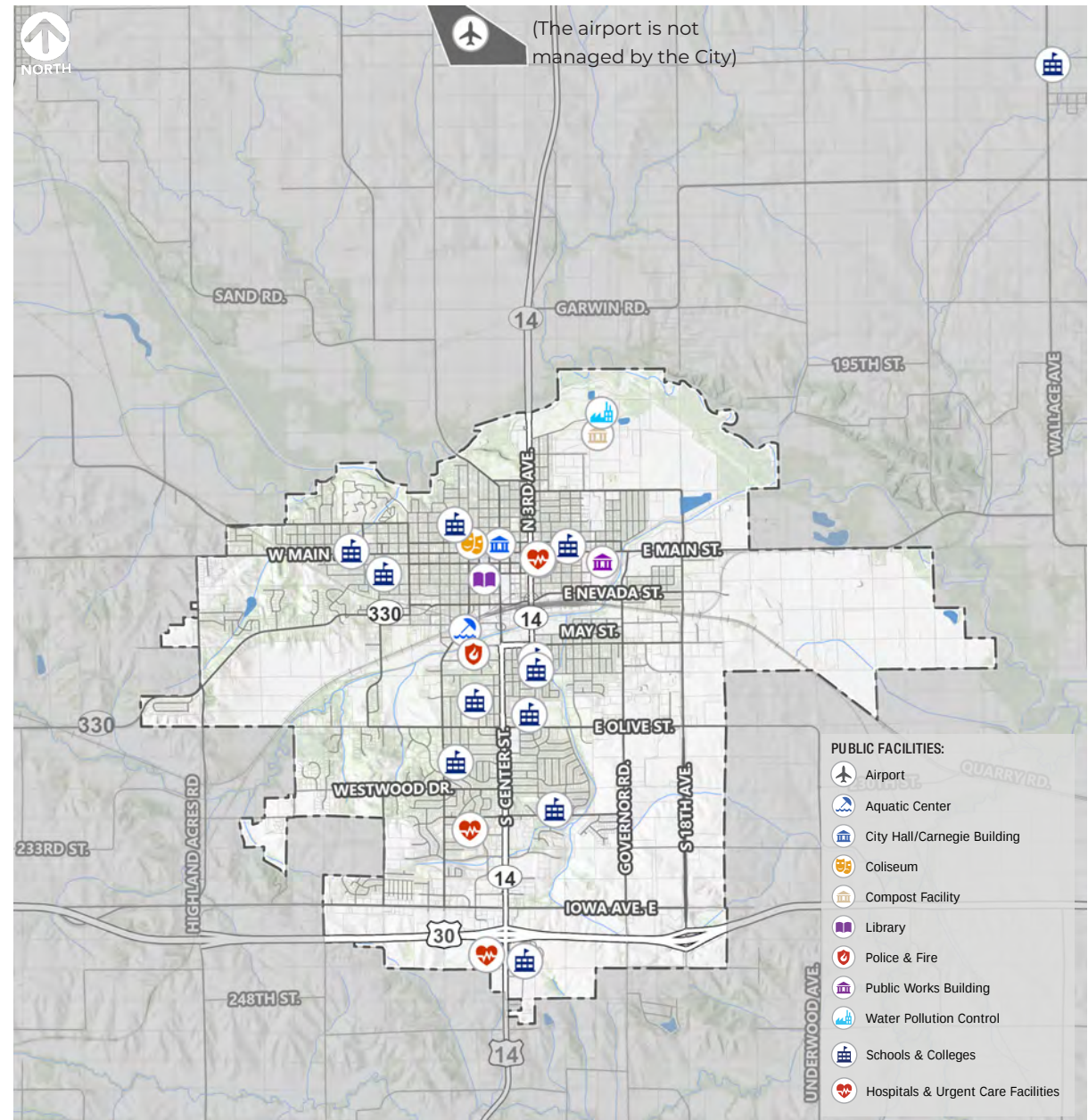
- Reinvestment and meaningful reuse of the vacant former hospital site.
- Retaining a full suite of medical care facilities in Marshalltown.
- More water-based recreation opportunities.
- Keeping municipal facilities relevant with space needs and technology.
- Outdoor space at the library.
- Possible strain on existing water and wastewater infrastructure with industrial growth.

FACILITIES

The scope of Reimagine Marshalltown does not include a technical evaluation for each public facility and service, but rather identifies needs based on input with facility managers.

Future initiatives are identified for each facility and service. In some instances, the Plan recommends additional study because the managers of those facilities recognize that a future study deserves its own process and scope of services. Content in this chapter is organized by public facilities and utilities.

FIGURE 7.1: EXISTING FACILITIES MAP



Source: Marshall County

STRATEGIES

Marshalltown's public facilities and infrastructure represent significant long-term investments that directly affect quality of life, economic readiness, and public safety. The following actions provide a coordinated framework to guide decision-making across city services and facilities:

1. Proactive Asset Management.

Prioritize proactive maintenance of City-owned properties and facilities, addressing deferred maintenance to extend lifespan, reduce long-term costs, and protect public investments. For example:

1. Regularly evaluate the Fire Department's space capacity, technology integration, and facility resilience to ensure they can adapt to growth and changing emergency response requirements.
2. Because aquatic facilities carry significant capital and ongoing operational costs, the City should emphasize facility quality, safety, and maintenance over expansion, using creative funding strategies to ensure long-term financial sustainability.

2. Prioritize Stormwater Management.

Require stormwater management best practices in new and upgraded facilities and support projects that enhance flood resilience.

3. Mitigate Hazards.

Proactively reduce risks to life, property, and critical infrastructure from natural hazards by coordinating decisions with the County Hazard Mitigation Plan, and integrating risk reduction strategies into development practices, capital improvements, and infrastructure design.

4. Maintain Transportation Infrastructure.

1. Securing sustainable funding for the Roadway Master Plan, emphasizing a maintenance-first and lifecycle-cost approach over reactive reconstruction.
2. Coordinating transportation investments with utility upgrades, redevelopment efforts, and future roadway connections identified in the Land Use & Design and Mobility chapters.

5. Prepare for Growth.

1. Expanding the number of shovel-ready sites. Marshalltown should focus on preparing additional priority sites including infill areas and residential subdivisions through targeted investments in utilities, access, and grading.
2. Advancing environmental remediation of the former hospital site, including hazardous material removal, and soil and groundwater cleanup to prepare the property for safe and market-ready redevelopment.

6. Maintain Wastewater Level of Service.

Additional or expanded industrial development could strain available water and wastewater capacity without coordinated infrastructure upgrades. Closely monitor water and wastewater capacity, particularly in relation to potential industrial development, and require utility impact evaluation for high-demand users.

7. Adjust Transit Services.

Evaluate relocating the transit transfer station for cost efficiency and to better serve user needs.

8. Maximize Recreational and Services Efficiency.

1. Partner with schools, Marshalltown Community College, and local organizations to expand access to gyms, fields, and community spaces, maximizing use times and reducing duplication of facilities.
2. Align capital investments with partner needs to support upgrades (e.g., lighting, courts, performance spaces) that serve multiple users and extend the lifespan and value of public assets.
3. Pursue partnerships with private developers, healthcare providers, and regional organizations to attract and develop a multi-use indoor recreation facility that expands year-round amenities while sharing financial risk and long-term maintenance responsibilities.
4. Re-evaluate the Riverview Campground Master Plan to determine demand for camping in the city versus the costs to provide.



Marshalltown Water Treatment Facility

9. Build on Momentum of Public Library Improvements.

1. Relocate adjacent residential properties to expand the library's outdoor programming opportunities.

10. Continue to evaluate emerging technologies and development trends.

Emerging technologies and development trends can create new opportunities and infrastructure needs beyond those identified in this plan. The City should remain flexible and proactive in evaluating these changes to ensure infrastructure, facilities, and services can support growth while advancing community priorities.



Riverview Park

Implementing

Any plan is only as good as the follow-through. Its implementation requires participation from multiple partners with a focus on capital projects, initiatives, and policies. Implementing takes the recommendations from the preceding chapters with additional guidance on how to make these individual actions a reality as part of a larger strategy.

USING AND UPDATING THE PLAN

Reimagine Marshalltown includes many recommendations to help the community achieve the vision expressed by residents throughout the planning process. It will take many partners and resources to achieve the actions, happening incrementally over time. To that end, it becomes imperative that City staff work with the Planning and Zoning Commission and City Council to define an annual action and capital improvement program that implements the recommendations of Reimagine Marshalltown. Implementation should include an annual action program and annual evaluation.

Annual Action Program

This program should be coordinated with Marshalltown's existing capital improvement planning and budgeting process, even though many of the Plan's recommendations are not capital items. This annual process should be completed before the beginning of each budget year. Generally, the program could include and be incorporated into the City's capital improvements program as:

- A 1-year work program for the upcoming year that is specific and related to the City's financial resources. The work program will establish which plan recommendations the City will address during that year.
- A 5-year strategic program that provides a multi-year perspective, aiding the preparation of the annual work program.

Annual Evaluation

City staff should undertake an annual evaluation of Reimagine Marshalltown. This evaluation should include a written report that:

- Summarizes key land use developments and decisions during the past year and relates them to Reimagine Marshalltown.
- Reviews actions taken by the City during the past year to implement the plan's recommendations.
- Defines any changes that should be made in the Plan (see next section).
- The City should undertake a full update of the Plan in ten years.

Changes to Reimagine Marshalltown

As stated at the beginning of the plan, Reimagine Marshalltown should be viewed as a dynamic document that can adapt in response to changing conditions, resources, and opportunities. The Plan was created through a public process. Therefore, any official changes to the Plan should be made through a public process. The City has an established amendment process for its comprehensive plans. Approval of an amendment should be based on whether the amendment complies with the spirit of the goals and principles of the Plan, as described in each chapter.

ANNEXATION APPROACH

Marshalltown has significant undeveloped land within city limits. However, much of this land is not readily suitable for development or intended for industrial uses. Therefore, annexation is a feasible goal for the City. Annexation should follow the intent of growth in the Future Land Use Plan. The phasing of growth should occur in a way to not over-strain city budgets or ability to service.

Note, it is not the City's policy to involuntarily annex land. The following annexation strategy should apply:

1. Pursue Voluntary Annexation.

- Use the "voluntary annexation" provisions of Iowa law, including the 80/20 rule, and avoid annexing areas under "involuntary" procedures.
- Drawbacks of involuntary annexations include:
 - More complex annexation process.
 - Confrontation with landowners.
 - Susceptibility to court challenges.
 - Costly extension of city services mandated within a short period, even if development is not imminent.
- Benefits of voluntary annexation include:
 - Allowing the City to promote areas for development without having to install costly infrastructure ahead of that development. The annexation/

infrastructure extension plan becomes a negotiated process between the property owner, developer and the City.

- Not requiring the City to pick "winners and losers" among potential annexation areas. Instead, the private market determines timing and location.
- Simpler process, less controversial.
- To make the voluntary annexation approach work, the City must:
 - If necessary, use the 80/20 rule for voluntary annexation, which allows up to 20% of the total annexed area to be included without property owners' consent. This allows for the "squaring off" of annexation areas to logical boundaries to avoid creating unincorporated "islands," which are not permitted by state law. While full consent from property owners is ideal, there may be situations where the 80/20 rule is necessary to follow state laws and achieve long-term City goals.
 - Enact Parts 2-6 of this strategy.
- 2. Only Annex as Needed.** Annex land only as the opportunity arises. Infill development within the city is preferred if those opportunities are present. By only annexing what is needed when it is required, the City avoids unnecessary maintenance of infrastructure and potential conflicts with landowners. Coupling this approach with creating annexation agreements will protect the City's long-term growth areas. Annexation may be needed for several reasons:

- If the population grows faster than forecasted in this Plan.
- To provide more choices for development and support flexibility in the market for development.
- If residents petition to be annexed.
- If opportunities present themselves where annexation would support development principles in this Plan, increase connectivity, protect environmental features, increase public safety, or protect orderly growth of the city

3. Initiate Outreach to Property Owners.

Initiate ongoing communication with owners of properties on the city fringes to understand possible future development intentions and the benefit of annexation when the time comes to create contiguous development.

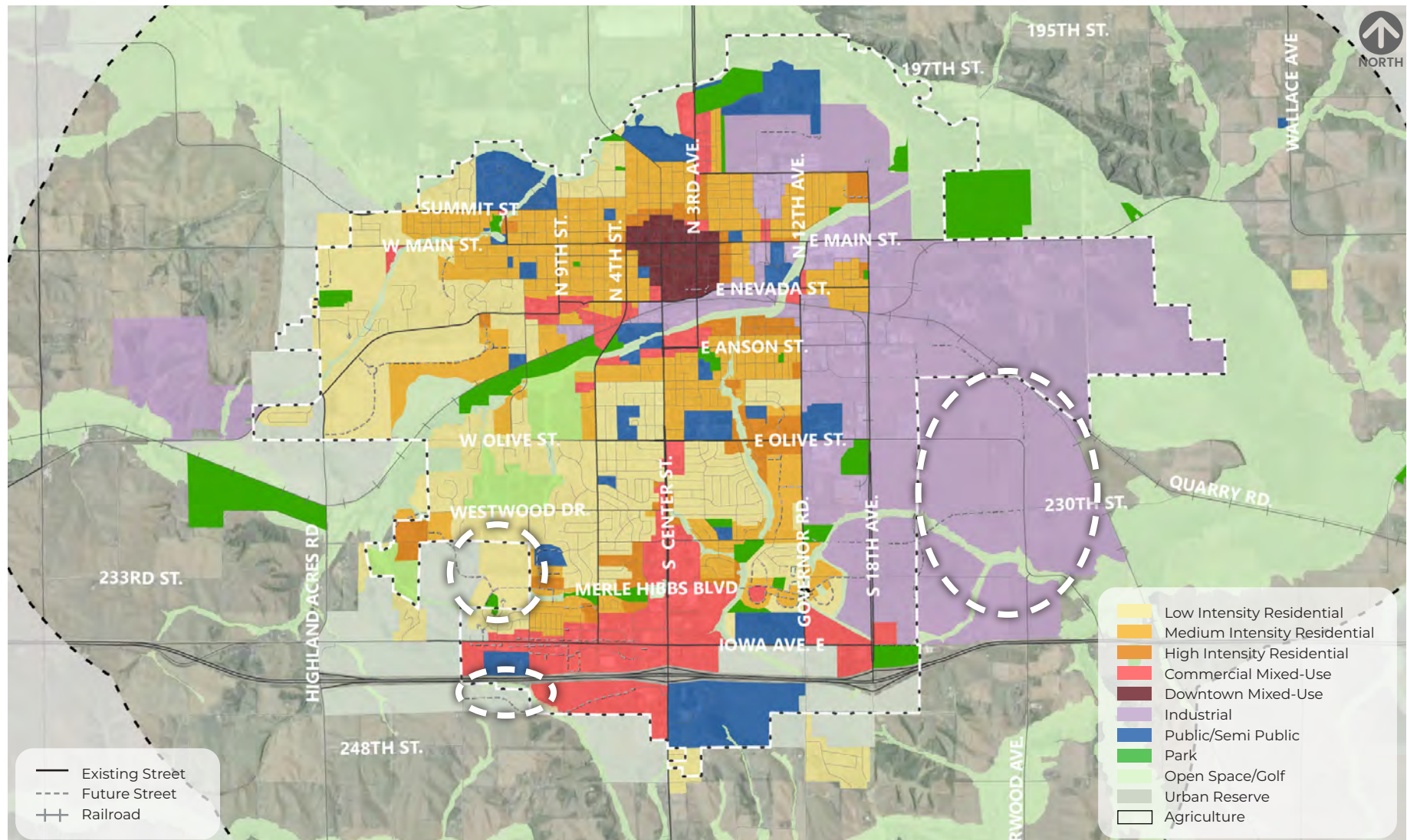
4. Negotiate Development

Agreements. Development opportunities outside of city limits should be pursued on a "negotiated development agreement" basis, with zoning, infrastructure extensions, and any applicable development incentives as part of the negotiation process. The Future Land Use Map should serve as the guide for uses within the annexation areas.

5. Wait to Zone. Areas should not be zoned for future uses until the areas are voluntarily annexed and a negotiated development deal is accomplished. Discussion of appropriate zoning, consistent with the Future Land Use Map, should be a part of the negotiation process.

6. Prioritize Contiguous Parcels. Annexation priority should go to parcels contiguous to current city boundaries. It is not recommended to annex property that is not contiguous to existing city property and would not be permitted by state law in most circumstances.

FIGURE 8.1: POTENTIAL NEAR-TERM ANNEXATION AREAS



Source: RDG Planning & Design

IMPLEMENTATION SCHEDULE

Figure 8.2 on the following pages summarizes the recommendations in Reimagine Marshalltown. Each recommendation is characterized by several categories:

Type

- **Policy.** Continuing efforts over a long time period. In some cases, policies include specific regulatory or administrative actions.
- **Project.** Defined investments and capital improvements undertaken by the City to construct, upgrade, or implement physical infrastructure and facilities.
- **Program.** An ongoing set of coordinated initiatives implemented through partnerships between the City, community organizations, businesses, and institutions.

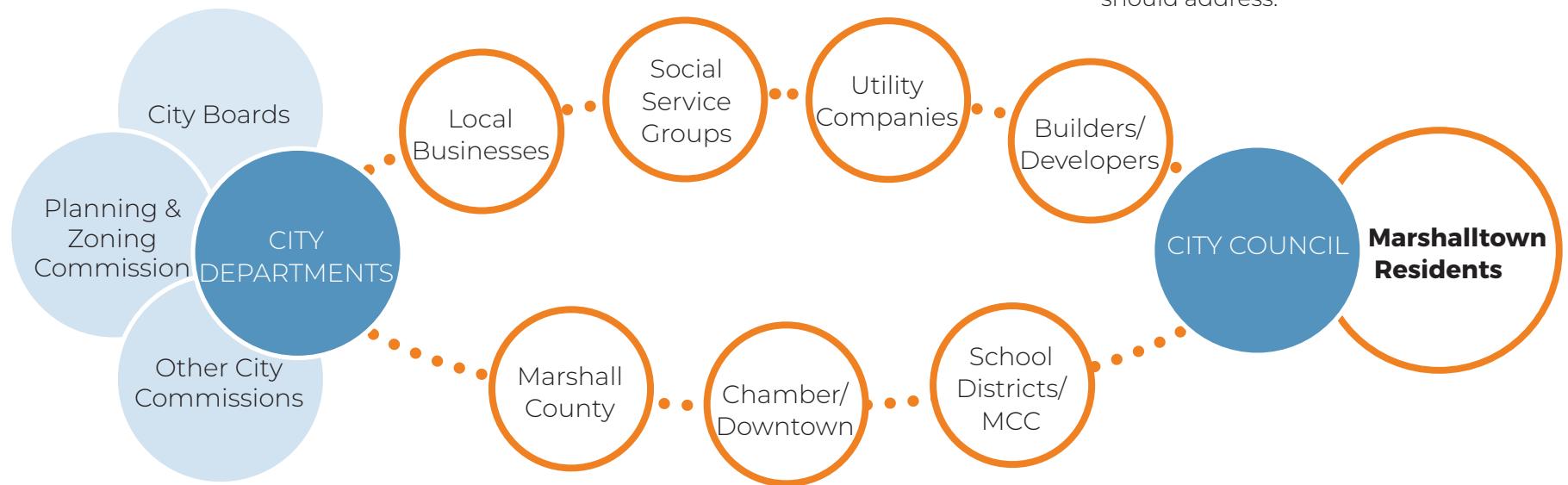
Timing

- **On-going.** Most of the recommendations fit into this category. These are matters related to general policy and operations and have no completion date.
- **Short-Term.** Within 1-3 years.
- **Mid-Term.** In 4-6 years.
- **Long-Term.** In 7-10+ years. At ten years, an update to the entire plan will be necessary.

Priority

- **Priority 1: Core Commitments.** Priority 1 recommendations are those that the City is committing to through the adoption of Reimagine Marshalltown. This includes items like the Future Land Use Map, which will be used as presented in the Plan, to review development proposals. It also includes recommendations that are already in progress as part of existing City policies.
- **Priority 2: Priority Ideas for Consideration.** Priority 2 recommendations are those that will require additional discussion, consideration, and action. Reimagine Marshalltown presents these ideas as priorities for the community that the City should address.

Leaders and Partners



Leaders and Partners

The primary groups that will implement the Plan are the City Council, Planning and Zoning Commission, and City Staff. However, it is important for these groups to partner with other entities that have an interest in implementing the recommendations of Reimagine Marshalltown. Figure 8.2 recommends which group should take the lead in carrying out the action and the potential partners. This designation of “leadership” is not an exhaustive list and is not intended to exclude any group that would like to take the lead on a project or policy.

- **City Staff.** City staff should continue to seek meaningful input from the public on the development of plans and programs. Reimagine Marshalltown is rooted in a public engagement process, and thereby the goals and initiatives represent the aspirations of the community. Recommendations from staff to decision-makers should provide accurate information on planning issues to all affected persons and to governmental decision makers.
- **Elected/Appointed Officials.** Adopt policy and funding priorities; monitor progress; approve zoning and planning updates. Decisions should expand choices and opportunities for all persons, including the disadvantaged, and promote economic integration. Officials include the City Council and City Boards and Commissions.

- **Marshalltown Residents.** Continuing to give input on needs and desires for the future.
- **Marshalltown Businesses/Employers.** Communicate with the City on economic conditions.
- **Marshalltown Area Chamber of Commerce.** Lead business retention, expansion, and recruitment efforts and align economic development tools with the Plan’s land use and Downtown goals.
- **Main Street Marshalltown/Central Business District.** Champion Downtown revitalization, business district beautification, façade improvements, and downtown events that support the Plan’s urban center strategies.
- **Marshall County.** Communicate land use and infrastructure planning in the unincorporated fringe areas, ensure consistency with urban expansion and annexation policies, and align public health and emergency management efforts.
- **Marshalltown Community School District.** Coordinate population and housing growth with school facility planning, and partnering for community services and programming.
- **Iowa Department of Transportation (District 1).** Partner on state highway corridor improvements (Highways 14, 30, 330), safety projects, signage, and multimodal transportation planning.
- **Region 6 Planning Commission / Council of Governments.** Technical planning, grant writing, transportation planning, and funding assistance for infrastructure and community development projects.
- **Marshalltown Community College.** Workforce development, career training programs, and civic partnerships to align education and job creation goals.
- **Arts and Culture Alliance.** Build amenities and excitement around Marshalltown to elevate its brand and celebrate its unique aspects and people.
- **Non-profit Partners (Historical Society, Martha Ellen Tye Foundation, MPACT, religious groups, etc.).** Fill the gaps that local tax supported organizations can not fully meet. This includes community outreach and building capacity for some of the city’s most vulnerable residents.

FIGURE 8.2: IMPLEMENTATION SUMMARY

Strategy	Type	Timeframe	Partners
Mobility City staff and elected officials are key leaders on all strategies			
1. Apply Mobility Design Guides in All Decision-Making and Projects			
Require new streets to align with existing street networks and provide multiple connections to adjacent neighborhoods	Policy	Ongoing	Developers, County
Require streets to be designed to accommodate multiple transportation modes, incorporating appropriate multimodal features such as sidewalks, bicycle facilities, and traffic-calming measures based on context	Policy	Ongoing	Developers, County
Integrate gateways, public art, landscaping, lighting, street furniture, and similar enhancements into public and private projects where appropriate	Policy	Ongoing	Residents, Business Owners, Arts & Culture Alliance
Establish a street tree plan and require street trees as a standard component of roadway construction, sidewalk projects, and other corridor improvements	Policy/Project	Short-Term	Residents, Business Owners, Non-Profit Partners
Design streets to reflect surrounding land uses and context, tailoring elements such as width, landscaping, pedestrian facilities accordingly, and traffic-calming features	Policy	Ongoing	Developers
Design and retrofit intersections to reduce conflicts and improve safety for all users	Project	Ongoing	IDOT
2. Implement the Future Network			
Extend streets as residential development occurs, prioritizing through connections on the Future Mobility Network Map	Project	Ongoing	Developers, County
Build frontage road on Iowa Avenue, consolidating conflict points	Project	Long-Term	Business Owners
Connect Unity Point Way to Parker Avenue for future commercial and recreational uses	Project	Long-Term	Developers
Realign 3rd Ave Viaduct to E Madison Street	Project	Long-Term	IDOT, Residents, Business Owners
Extend roads serving industrial areas as these uses expand	Project	Mid-Term	Developers, Business Owners
Redesign intersections to improve mobility and safety accordingly to the Future Mobility Network Map	Project	Ongoing	IDOT
3. Integrate Unique Features at Community Gateways	Project	Ongoing	Arts & Culture Alliance

FIGURE 8.2: IMPLEMENTATION SUMMARY

Strategy	Type	Timeframe	Partners
Housing & Neighborhoods		City staff and elected officials are key leaders on all strategies	
1. Preserve the existing housing stock and resident support for affordability			
Target incentives and assistance with enforcement to specific neighborhoods at one time	Policy/Project	Ongoing	Residents, landlords
Align financial incentives/programs with the costs of maintenance and repair	Policy/Project	Ongoing	Residents, landlords
Assist partners with programs that support keeping residents engaged and in their homes	Program	Ongoing	Residents, landlords
Continue public improvements to stimulate private investment	Project	Ongoing	Business owners
Partner on landlord risk reduction and voucher incentive programs	Program	Ongoing	Residents, landlords, non-profits
2. Create more housing variety to stimulate housing market movement			
Share risks in developing missing, priority, and high risk products	Policy/Project	Ongoing	Developers
Undertake demonstration projects for proof of market concepts	Project	Short-term/ Ongoing	Developers
Partner to form lending consortium	Program	Mid-term	Developers, lenders, non-profits
3. Increase available lots and infill opportunities through policy and fiscally responsible investments			
Share risks of targeted infill lot development	Policy/Project	Ongoing	Developers, non-profits
Tie new lot development assistance to housing needs and fiscally efficient public servicing	Policy	Short-term/ Ongoing	Developers
Target opportunities for redevelopment of uses or excess open/park spaces	Policy	Short-term/ Ongoing	Developers

FIGURE 8.2: IMPLEMENTATION SUMMARY

Strategy	Type	Timeframe	Partners
4. Attract new builders, rehabbers and developers			
Assist with builder capacity and recruitment	Program	Ongoing	Developers, Chamber
Assist and encourage employers to get involved	Program	Ongoing	Major Employers, Chamber
Maintain positive relationships with the building community	Program	Ongoing	Developers, Chamber
Consolidate resources to one location	Project	Short-term	Chamber
5. Promote a housing friendly regulatory environment			
Maintain clear application and review processes.	Policy	Ongoing	Developers
Encourage Universal Design in projects taking advantage of public incentives.	Policy	Ongoing	Developers
Keep codes relevant to new technologies and techniques.	Policy	Ongoing	
Update zoning and development regulations as needed to support all housing goals	Policy	Short-term/ Ongoing	
Parks, Trails & Environment		City staff and elected officials are key leaders on all strategies	
1. Consider resilience, economic impact, and equity in park, trail, and open space investments	Policy	Ongoing	Marshall County
2. Use lifecycle-based replacement schedules and long-term maintenance costs to guide facility investments	Policy/Project	Ongoing	
3. Revisit the Parks & Recreation Master Plan	Policy/Project	Short-term	
4. Expand park access through policy and strategic investment, starting with:			
Consider building the NW Marshalltown Gateway with water trail access.	Project	Long-term	Business owners, Chamber
Require dedication of open space in future development of West Merle Hibbs.	Project	Long-term	Developers
Require dedication of open space in future development if East Merle Hibbs.	Project	Long-term	Developers
Consider opportunities for future park space East of Governor Road.	Project	Long-term	Residents

FIGURE 8.2: IMPLEMENTATION SUMMARY

Strategy	Type	Timeframe	Partners
5. Consolidate or transition underused parks and facilities	Project	Ongoing	
6. Advance Trail Projects that close critical gaps and connect parks, neighborhoods and destinations			
Connect the Rivers Edge trailhead to Riverview Park through 13th Street District	Project	Long-term	Residents
Connect Iowa Avenue from Center Street to Highland Acres Road	Project	Long-term	Residents
Extend the east side of the Linn Creek Trail to Sand Lake	Project	Long-term	Residents, Marshall County
Connect Grimes Farm to Lincoln Way	Project	Long-term	Residents, Marshall County
7. Adopt an urban forestry plan to restore Marshalltown's tree canopy	Project/ Policy	Near-Term/ Ongoing	Marshalltown Parks & Rec, IDNR, Trees Forever, Marshall County Conservation
Conduct periodic inventories and assessments of public trees on a regular cycle.			
Prioritize planting and canopy reinvestment in areas with the greatest canopy gaps and community need.			
Ensure sufficient below ground and overhead space for roots and canopy.			
Use a diverse selection of hardy and appropriate trees.			
Fund planting, watering, pruning, replacement, and ongoing maintenance as part of the full life-cycle cost of the urban forest.			
Anticipate future conditions for long-term tree health.			
Protect and retain healthy mature trees where feasible and remove barriers to the successful establishment of new trees.			

FIGURE 8.2: IMPLEMENTATION SUMMARY

Policy/Strategy	Type	Timeframe	Partners
8. Complete the Linn Creek Master Plan	Project	Short/mid-term	Chamber
9. Advocate to improve regional assets			
Continue to expand the River's Edge Trail and its amenities	Policy/Project	Long-term	County, Arts & Culture Alliance
Coordinate with Marshall County for the future of Sand Lake	Policy/Project	Long-term	County
10. Deliver neighborhood-based culturally responsive park programming			
Target programming resources in higher-density and historically underserved neighborhoods	Program	Ongoing	Non-profits, Arts & Culture Alliance
Ensure language and cultural access	Program	Ongoing	Non-profits, Arts & Culture Alliance
Co-create culture-based programming	Program	Ongoing	Non-profits, Arts & Culture Alliance
Integrate art into everyday park use	Program	Ongoing	Non-profits, Arts & Culture Alliance
Keep it low-maintenance & flexible	Program	Ongoing	Non-profits, Schools
Activate trails as cultural corridors	Program	Ongoing	Non-profits, Arts & Culture Alliance
Expand partnerships to scale impact	Program	Ongoing	Non-profits, Arts & Culture Alliance, Schools

FIGURE 8.2: IMPLEMENTATION SUMMARY

Policy/Strategy	Type	Timeframe	Partners
Economic Development & Subareas		City staff and elected officials are key leaders on all strategies	
1. Use housing as economic development by implementing recommendations from the 2026 Housing Study	Policy	Ongoing	All
2. Focus on property and mobility enhancement along Highway 14 subareas	Policy/Project	Ongoing	IDOT, residents, business owners
3. Align infrastructure and utilities with business needs	Policy/Project	Ongoing	County, businesses owners
4. Invest in arts and culture like City-owned public art and celebrations			
Support local artists, cultural organizations, and creative entrepreneurs through space, funding, and programming	Program	Ongoing	Chamber, business owners, Arts & Culture Alliance
Evaluate policies, ordinances, and programs to ensure they support community involvement and economic participation	Policy	Ongoing	Chamber, Arts & Culture Alliance, Schools
Integrate public art and local culture into redevelopment and infrastructure projects	Program	Ongoing	Chamber, business owners
Empower residents with different backgrounds to champion events with the City assisting with resources	Program	Ongoing	Residents
5. Increase economic capacity through community building and affordability			
Review and update all policies, ordinances, and programs to encourage community involvement	Policy	Short-term	
Engage existing businesses in regular, action-oriented discussions to identify solutions to overcome barriers to retention and expansion	Program	Ongoing	Chamber, business owners
Embrace new residents to create a welcoming environment for all who want to live in Marshalltown	Program	Ongoing	All
Foster partnerships to mitigate costs that make living in Marshalltown difficult for lower-income households	Program	Ongoing	Chamber, business owners

FIGURE 8.2: IMPLEMENTATION SUMMARY

Policy/Strategy	Type	Timeframe	Partners
6. Continue Downtown redevelopment and program initiatives			
Strategize the sale of vacant Downtown lots and buildings	Policy/Project	Short-term	Business owners
Redevelop Former Hospital Campus	Project	Mid/long-term	Developers
Activate Alleys	Project	Mid-term	Business owners, Arts & Culture Alliance, Main Street
Allow pocket parks and gathering spaces	Policy/Project	Ongoing	
Support entrepreneurial spaces	Policy/Program	Ongoing	Business owners, Arts & Culture Alliance, Main Street
Improve housing in and around Downtown	Policy	Mid-term	Business owners, residents, developers
7. Finish streetscaping and route changes	Project	Long-term	
8. Launch micro grant incentive program	Project/Program	Short-term	
9. Use Downtown as the primary stage for community events that celebrate Marshalltown's diversity and history	Program	Ongoing	Business owners, Arts & Culture Alliance, nonprofit partners, Main Street
10. Host or attract Marshalltown Community College and Marshalltown Community School District activities Downtown	Program	Ongoing	Chamber, MCSD, business owners
11. Apply economic development goals & principles to Highway 14 & downtown subareas	Policy/Program/Project	Long-term	Business owners, Marshall County
Facilities & Infrastructure			
1. Manage assets proactively	Policy		
Regularly evaluate the Fire Department's space capacity, technology integration, and facility resilience to ensure they can adapt to growth and changing emergency response requirements	Policy	Ongoing	

FIGURE 8.2: IMPLEMENTATION SUMMARY

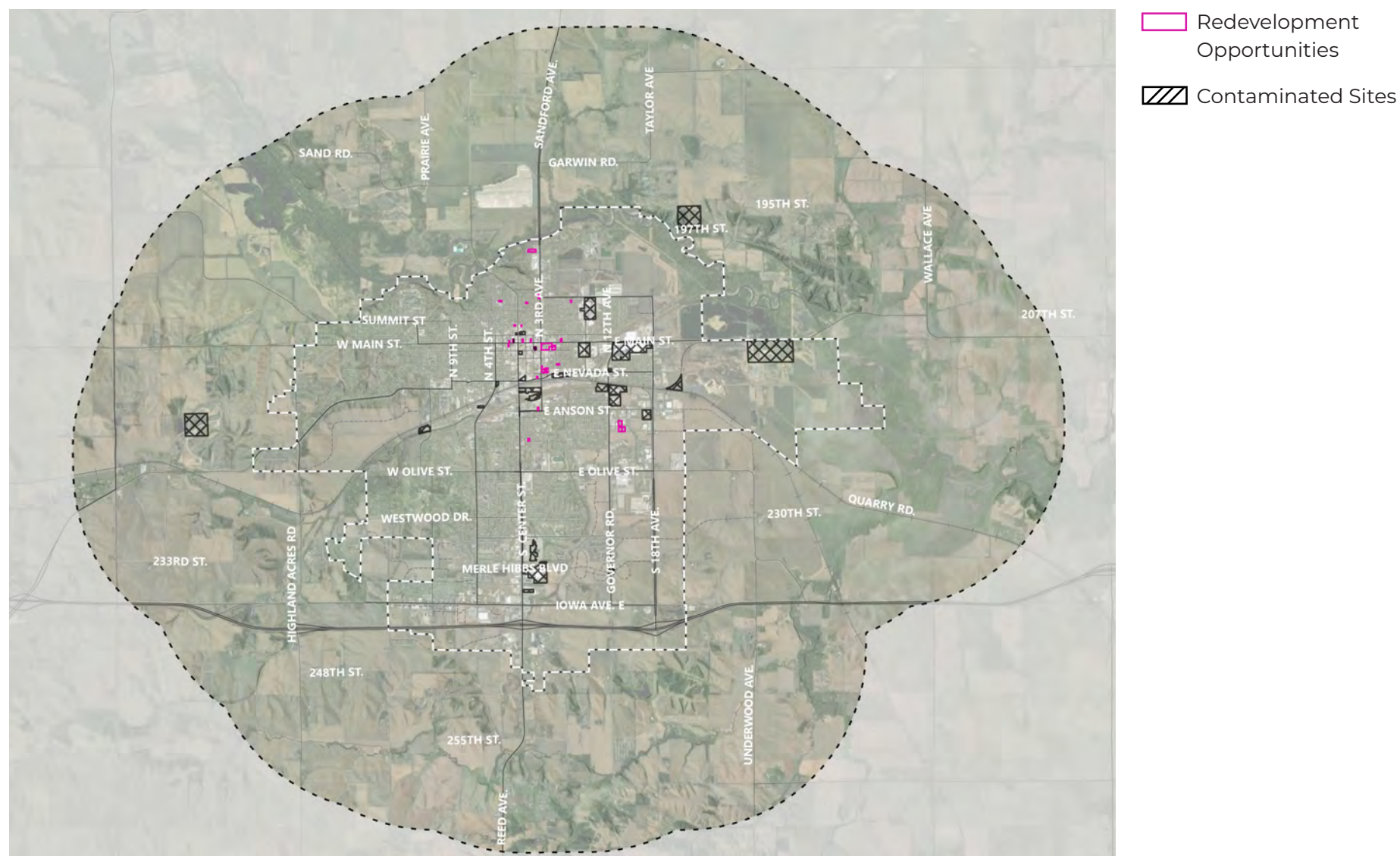
Policy/Strategy	Type	Timeframe	Partners
Because aquatic facilities carry significant capital and ongoing operational costs, the City should emphasize facility quality, safety, and maintenance over expansion, using creative funding strategies to ensure long-term financial sustainability	Policy	Ongoing	
2. Prioritize stormwater management	Policy	Ongoing	
3. Mitigate hazards	Policy	Ongoing	Marshall County
4. Maintain transportation infrastructure			
Secure sustainable funding for the Roadway Master Plan	Project	Short-term	Marshall County, IDOT
Coordinate transportation investments with utility upgrades, redevelopment efforts, and future roadway connections identified in the Land Use & Design and Mobility chapters	Project	Ongoing	Marshall County IDOT
5. Prepare for growth	Project		
Expanding the number of shovel-ready sites	Project	Ongoing	Nonprofit partners
Advance environmental remediation of the former hospital site	Project	Short-term	Marshall County
6. Maintain wastewater level of service	Project	Ongoing	
7. Adjust transit services	Program	Mid-term	
8. Maximize recreational services efficiency	Policy/ Program		
Partner with schools, Marshalltown Community College, and local organizations to expand access	Program	Short-term	MCSD, nonprofit partners
Align capital investments with partner needs to support upgrades	Project/ Program	Ongoing	MCSD, nonprofit partners
Pursue partnerships with private developers, healthcare providers, and regional organizations to attract and develop a multi-use indoor recreation facility	Program	Ongoing	Developers, businesses, Chamber
Re-evaluate the Riverview Campground Master Plan to determine demand for camping	Project	Short-term	
9. Relocate residential properties adjacent to the library to expand outdoor programming opportunities	Project	Mid-term	
10. Continue to evaluate emerging technologies and development trends	Policy	Short-term	Marshall County, Chamber, residents

Supplemental Information

SUPPLEMENTAL MAPS

Identifying contaminated sites is essential to inform safe redevelopment, protect public health, and guide infrastructure investment in Marshalltown. Figure S.1 helps prioritize cleanup efforts, reduce environmental risk, and provide certainty for developers and the community.

FIGURE S.1: CONTAMINATED SITES & REDEVELOPMENT OPPORTUNITIES



Redevelopment Opportunities in Marshalltown

The following properties were included in one of Marshalltown's previous EPA Brownfields Assessment Grants (2007 or 2021) and received some level of environmental investigation. Investigations can include a Phase I Environmental Site Assessment (ESA), Phase II ESA, an Asbestos Containing Materials (ACM) survey, or a Lead-Based Paint (LBP) survey. These sites are possible for redevelopment in Marshalltown.

FIGURE S.2: REDEVELOPMENT OPPORTUNITIES IN MARSHALLTOWN

Property	Grant Year	Phase I ESA	Phase II ESA	ACM or LBP	Environmental Issues & Redevelopment Notes
101 E Ferner St	2021	Y			Former residential lot currently sitting vacant. Demolished in 2020. Phase I ESA report from summer 2023 found no environmental conditions in connection with the property.
101 W Main St	2021	Y	Y		Two-Story vacant commercial building of approximately 3,620 square feet located in downtown. The building had many past uses, but the main environmental concern was not with the property itself but a nearby parcel to the north which was a garage/auto repair between 1910 and 1945 based on historic maps. There were also underground storage tanks, which could have potentially contaminated the subsurface of 101 W Main St. with used oils and solvents that contain heavy metals. However, Phase II sampling laboratory results of soil and groundwater in February of 2023 compared to applicable regulatory standings helped determine the property represents minimal risk to human health and the environment and should not inhibit redevelopment of the property.
102-104, 110, 112, & 114 W Main St	2021	Y	Y		These are vacant, former commercial lots that cover a footprint of approximately 22,800 square feet in a commercial business district in downtown. Previous buildings located on the property were demolished between 2019 and June 2022. Historical uses of parcels in the property such as past dry cleaners, automotive repair and buried gas tanks deemed it necessary to conduct Phase II, conducting soil and groundwater samples. However, laboratory results compared to applicable regulatory standings helped determine the property represents minimal risk to human health and the environment and should not inhibit redevelopment of the property.
128 ½ E Main St	2021	Y		Y	Vacant upper floors of commercial building in downtown. Ground floor is in use as office and restaurant. Building was constructed circa 1890. Historical use of the surrounding area has included environmentally sensitive businesses, including automotive repair shops, steam laundry facilities, and dry cleaners. Adjoining site was former brownfields site with exceedances in concentrations of volatile organic compounds (VOCs) and heavy metals. Likely presence of these materials beneath the property. Due to age of building, asbestos and lead based paint (LBP) were tested as part of the Phase II ESA. Asbestos and LBP were both detected in a sufficient number of samples to determine that the building requires further action prior to demolition or renovation due to the risk to human health and the environment.

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Property	Grant Year	Phase I ESA	Phase II ESA	ACM or LBP	Environmental Issues & Redevelopment Notes
20 E Main St	2021	Y	Y	Y	Vacant two-story commercial building in downtown. Historical uses of nearby buildings (such as auto repair and laundry shops) constituted further investigation of the property for contamination. The results of Phase II ESA groundwater and soil sampling concluded with minimal risk to human health. However, additional sampling for asbestos and LBP revealed presence of both substances, and the building requires further action prior to demolition or renovation due to the risk to human health and the environment.
207 Market St	2021	Y			Vacant 1900 constructed commercial facility and currently consists of a three-story, brick building covering a footprint of 4,800 square feet plus a small parking lot. The dilapidated building is deemed unsafe to enter by the City. There is a high potential for hazardous materials in the building/debris, such as asbestos, lead, and polychlorinated biphenyls due to the building age. Historical industrial uses of the property along with nearby sites imply past handling of petroleum products and other hazardous wastes that could affect the environmental condition of the property.
208 Leo St	2021	Y			The Property consists of a 1.46-acre vacant commercial/industrial storage lot that is partially paved and used by a commercial contractor for the storage of vehicles, equipment, and various scrap and waste materials. Historically, the Property consisted of a 20,000 square-foot warehouse building that was demolished in 2012. The environmental condition of the property may be affected by the longtime commercial uses of the surrounding area including automotive repair and storage of potentially hazardous containers and debris. It is recommended that the debris be removed, and subsurface environmental testing be completed to characterize the soil and potentially identify fill materials for a pond that was present on site in the 1960s.
21 W Main St	2021	Y	Y	Y	Vacant 2,380 square foot commercial building located in a commercial business district in downtown with a gravel parking lot. Two story brick structure with a basement constructed in 1890. Historic use of nearby parcels as auto repair shops and a printing shop represent a REC to the Property. Soil and groundwater testing results concluded with minimal risk to human health and the environment at the Property. Due to age of building, ACM and LBP inspection was recommended and completed. Both were prevalent throughout the building, so the building requires further action prior to demolition or renovation due to the risk to human health and the environment.

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Property	Grant Year	Phase I ESA	Phase II ESA	ACM or LBP	Environmental Issues & Redevelopment Notes
23 W Main St	2021	Y	Y	Y	Vacant 3,420 square foot commercial building located in a commercial business district in downtown. Two story brick structure with a basement constructed in 1890. Historic use of nearby parcels as auto repair shops and a printing shop represent a REC to the Property. Soil and groundwater testing results concluded with minimal risk to human health and the environment at the Property. Due to age of building, ACM and LBP inspection was recommended and completed. Both were prevalent throughout the building, so the building requires further action prior to demolition or renovation due to the risk to human health and the environment.
405 E Main St	2021	Y		Y	
501 N 1st Ave	2021	Y		Y	Residential two-story property with a basement and garage constructed in 1900 or prior. Property located in a residential district in north Marshalltown. The garage contains significant quantities of junk and debris, including tires, furniture, and various other solid waste. The first floor of the residence contains debris piles of furniture, clothes, food products, and mattresses. Evidence of water damage and subsequent mold and mildew was observed during reconnaissance. Based on the age of the house, ACM and LBP inspection was recommended. ACM inspection was completed, and it identified multiple sources of ACM. Therefore, the building requires further action prior to demolition.
506 E Boone St	2021	Y			Vacant, grass covered lot in residential area that once included a church and residence (most recent structure demolished in 2021). The Property covers approximately 0.12-acres of land. Phase I revealed no evidence of Recognized or Controlled Environmental Conditions.
506 N 2nd St	2021	Y			Vacant, 0.21-acre grass covered lot in residential area. Property used to have a residential home that was demolished in 2022. Phase I revealed no evidence of Recognized or Controlled Environmental Conditions.
510 E Main St	2021	Y			Vacant, 0.25-acre grass covered lot in a mixed residential and commercial area. Property used to have a residential home that was demolished in 2019. Phase I revealed no evidence of Recognized or Controlled Environmental Conditions.
702 Swayze St	2021	Y			Vacant, 0.12-acre grass covered lot in residential area. Property used to have a residential home that was demolished in 2019. Phase I revealed no evidence of Recognized or Controlled Environmental Conditions.
107 W Lincoln St	2007	Y			1 story residential home built in 1900 on a .21-acre lot in a residential neighborhood. Last sale in 2013 when the City of Marshalltown sold.

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Property	Grant Year	Phase I ESA	Phase II ESA	ACM or LBP	Environmental Issues & Redevelopment Notes
114 N 10th Ave	2007	Y			1 story residential home built in 1953 on a .17-acre lot in a residential neighborhood. Last sale in 2017 when the City of Marshalltown sold.
1209 Industrial Blvd	2007	Y			Commercial property with warehouse built in 2014. Recently sold in October 2025. Before 2014 it was categorized as agricultural land.
1210 E Nevada St	2007	Y			1 story residential home built in 1950 on a .15-acre lot in a residential neighborhood. Commercial area nearby. Last sale in 2017 when the City of Marshalltown sold.
1301 Industrial Blvd	2007	Y			Undeveloped 1.17-acre commercial property owned by Marshalltown Industrial Park Inc. Agricultural land prior.
1302 Industrial Blvd	2007	Y			Undeveloped 1.38-acre commercial property owned by Marshalltown Industrial Park Inc. Agricultural land prior.
1305 Industrial Blvd	2007	Y			Undeveloped 1.07-acre commercial property owned by Marshalltown Industrial Park Inc. Agricultural land prior.
201 E Main St	2007		Y		4 Story, 28 unit apartment building located in downtown. Built in 1898. Last acquired by Marshalltown Senior Residences in 2013. Historic wholesale grocer used the building for decades until early 1960s. Eventually it became an apartment building.
4 W Grant St	2007	Y			Unidentifiable
5 E Grant St	2007	Y			Vacant .07-acre lot in residential neighborhood last sold in 1998.
514 N 3rd Ave	2007	Y			Vacant .09-acre lot in residential neighborhood last sold in 2021.
6 W Grant St	2007	Y			Vacant .011-acre lot in residential neighborhood last sold in 2024.
606 N 3rd Ave	2007	Y			1 story residential home built in 1910 on a .22-acre lot on the edge of a residential neighborhood. Commercial area nearby. Last sale in 2016.
608 N 4th Ave	2007	Y			1 story residential home built in 1939 on a .21-acre lot on the edge of a residential neighborhood. Commercial area nearby. Last sale in 1998.
612 W Church St	2007	Y			1 and ½ story residential home built in 1910 on a .08-acre lot in a residential neighborhood. City of Marshalltown sold the property in 2016.
710 Wood St	2007	Y			1 story residential home built in 1913 on a .12-acre on the edge of a residential neighborhood. Commercial/industrial area nearby. Last sale in 2017 when the City of Marshalltown sold.
Ace Precision	2007	Y	Y		International sourcing company mainly for different metal parts. Commercial building on a 1.79-acre lot built in 1956. Last sale in 2013.

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Property	Grant Year	Phase I ESA	Phase II ESA	ACM or LBP	Environmental Issues & Redevelopment Notes
124 E Anson St	2007	Y			Vacant .21-acre commercial property. Was classified as residential property before 2013.
134 E Main St	2007	Y	Y		Known as Tallcorn Towers. Built in 1928. Retail store and hotel. Now apartments. Historically renovated with 49 unique urban style loft apartments.
20 S 2nd Ave	2007	Y	Y		.23-acre parking lot in downtown. Last sold in 2013. In 2010, Phase I ESA completed which led to some RECs (brake service station, car dealership and repair shop) and a Phase II ESA. Findings from the Phase II resulted in minimal risk to human health and the environment. DNR did not require any follow up action based on Phase II findings.
204 E Church St	2007	Y	Y		1 story commercial brick warehouse built in 1910. Lot is 0.13-acres located in downtown. In 2010, Phase I ESA completed which led to some RECs (brake service station, car dealership and repair shop) and a Phase II ESA. Findings from the Phase II resulted in minimal risk to human health and the environment. DNR did not require any follow up action based on Phase II findings.
302 S 3rd Ave	2007	Y			1 story brick commercial office building built in 1959. Sits on .08-acre lot on the edge of the downtown district. Last sold in 2016.
305 S 4th Ave	2007	Y	Y		Vacant commercial .51-acre lot in between downtown Marshalltown and the railroad.
311 S 4th Ave	2007	Y	Y		.25-acre lot classified as residential but only has a garage on the property. Near commercial/ industrial area. Last sale was in 2000.
328 S 3rd Ave	2007	Y	Y		Unidentifiable
330 S 3rd Ave	2007	Y	Y		Commercial .87-acre lot owned by the City of Marshalltown as of 2021. In between downtown and railroad.
Adland Engraving Company	2007	Y	Y		Commercial shop built in 1959 on a .23-acre lot. Currently engraving and printing company. Last sale in 1996.
Central Iowa Machinery	2007	Y	Y		Commercial Garage/Shop built in 1978, but with an office dating back to 1950. It is on a .52-acre lot and the last sale was 1992.

Contaminated Sites in Marshalltown

The following properties are currently state-listed contaminated sites according to the Iowa Department of Natural Resources. These properties have a history of hazardous materials or waste and have been enrolled either in Iowa’s Land Recycling Program (Chapter 133) or are classified as “pre-remedial” under EPA’s CERCLA program. The pre-remedial designation is typically targeted at more seriously contaminated sites.

The following properties are identified in the Environmental Constraints analysis for the comprehensive. New development or redevelopment near these properties may be challenging; these sites have confirmed environmental conditions that may prohibit future land uses at the property or at nearby properties. However, these sites may also provide locations for targeted redevelopment efforts where successful redevelopment projects could catalyze additional economic opportunities in the area.

FIGURE S.3: CONTAMINATED SITES IN MARSHALLTOWN

Property Address	Common Name	Program	Property Notes
3001 East Main St	Sutherland Generating Station	Chapter 133	In 2016, Interstate Power and Light Company, (owners of the property), contracted a consultant to conduct soil investigation activities at the site in an effort to determine range in depth and lateral extent of impacted soils located adjacent to an abandoned fuel oil line. The former power plant was demolished in 2018. Once identified, plans were put in place to excavate the contaminated soil. Iowa DNR approved remedial action plan in 2024, which called for excavation of the impacted soil to the depth of the water table and transport it offsite for disposal. Oxygen Release Compound (ORC) would then be added to the bottom of the excavation prior to backfill to aid in remediation of soil below the water table. These activities were completed in September 2024 and the Remedial Action Report was submitted to Iowa DNR January of 2025. In April 2025, Iowa DNR approved the Remedial Action Report and concluded no additional remediation would be required, but an Environmental Covenant should be established which would include measures such as prohibition of well installation, requiring vapor barriers for new construction, and more.
21 W Main St	21 W Main St		In 2023, Iowa DNR reviewed a Phase II ESA for the property which found Arsenic and waste oils were above reporting limits. However, the DNR assigned priority 3, which constitutes a low level of concern after calculating cumulative risk and no further action under CERCLA Pre-Remedial.
504 Player St	Proposed Kwik Trip #607	CERCLA Pre-Remedial	In 2020, a Request for DNR Review for Phase I ESA and LSI Reports was submitted by consultant due to Kwik Trip purchasing the property for the development of a convenience store fuel station. DNR determined no further action under CERCLA Pre-Remedial was required because no contaminants detected were above statewide standard in soil or groundwater. Kwik Trip since constructed the structures and currently operates at that site.

FIGURE S.3: CONTAMINATED SITES IN MARSHALLTOWN

Property Address	Common Name	Program	Property Notes
12 E State St	12 East State Street	CERCLA Pre-Remedial	Property has wide variety of previous uses, but gas station and used auto sales should be noted. Phase II Report in 2019 determined contamination levels found in the groundwater and/or soil gas may pose health risks and that Iowa DNR should be contacted. Additional sampling was required, which in 2020 confirmed contamination results and more accurately pinpointed areas of concern. DNR worked with City in 2020 to establish environmental covenant on site to address issues with future construction projects.
2500 South Center St	Proposed Kwik Trip #394	CERCLA Pre-Remedial	Phase I and II ESA completed in 2019 for proposed Kwik Trip. Soil contamination existed on the property, but not at levels where it hindered the commercial development. Residential development would not have been allowed. DNR did not require additional follow up action and was not recommended for placement into CERCLIS.
210 West Madison St	Niehouse Cleaners	CERCLA Pre-Remedial	DNR did not require additional follow up action and was not recommended for placement into CERCLIS.
Highway 14	WalMart Store	Chapter 133	In the early 1990s there was a subsurface assessment, where it seems a tank was discovered/closed. Only physical files exist, and they are archived with the DNR.
402 N 10th Ave	Swift Ind. Packing Company	Chapter 133	Only physical files exist, and they are archived with the DNR.
3001 East Main St	Sutherland Power Station	Chapter 133	1993 fuel line leak at Sutherland Power Station. DNR felt at the time that the site condition report which included addressing the source, defining the extent of the contamination, and the potentially susceptible targets was ultimately sufficient enough to not require further action. Fast forward to 2016 where Interstate Power and Light were installing a new underground utility at the site and discovered petroleum impacted soil. Excavation and remedial actions plans were approved by the DNR and final report produced in 2025.
South 12th Avenand Jackson St	Marshall-town Instruments	Chapter 133	Only physical files exist, and they are archived with the DNR.
S1/2 of SE1/4 Section 31 T84N R18W	Marshall County Sanitary Landfill	Chapter 133	Only physical files exist, and they are archived with the DNR.
East Main St Road	Iowa Electric Power Co.	Chapter 133	Only physical files exist, and they are archived with the DNR.

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Property Address	Common Name	Program	Property Notes
601 East Nevada	Iowa Electric Light and Power	Chapter 133	Only physical files exist, and they are archived with the DNR.
501 South 12th Ave	Gra - Iron Foundry	Chapter 133	Only physical files exist, and they are archived with the DNR.
811 East Main St	Dunham - Bush	Chapter 133	In a 1995 letter, Iowa DNR deemed the presence of chlorinated solvents on the property was not a clear threat to human exposure, despite levels exceeding action levels set forth in Chapter 133. The DNR had other sites they were looking into that were more of a priority. Other physical files are archived with the DNR.
411 South 1st Ave	Cooper Manufacturing Co.	Chapter 133	Only physical files exist, and they are archived with the DNR.
605 S 3rd Ave	Chicago & Northern Railway Company	Chapter 133	Documents prior to 2009 were inaccessible due to being on file at the DNR office. In 2009, Union Pacific Railroad Company (UPRR) reported the quarterly status of two vacuum-enhanced product recovery systems that address impacted groundwater at the site, and also noted they maintained a network of observation wells. In 2010 document it was noted that the continued monitoring of the site for petroleum related impact is due to 1994 site audit which discovered impacted soil on this rail yard that had been in operation since the late 1800s. Annual monitoring activity reports are continuing to be prepared and submitted to DNR to present day. One thing to note is that the DNR in 2025 approved the shutdown of one of the recovery systems on site and there will be monitoring for a year to determine next steps.
Corner of State and Center St	Amoco	Chapter 133	Only file digitally accessible is 1996 DNR letter that stated no further action under CERCLA is required and that petroleum issues have been dealt with.
20 S. 2nd Ave. & 204 E. Church St	20 S. 2nd Ave. & 204 E. Church Street	CERCLA Pre-Remedial	In 2010, Phase I ESA completed which led to some RECs (brake service station, car dealership and repair shop) and a Phase II ESA. Findings from the Phase II resulted in minimal risk to human health and the environment. DNR did not require any follow up action based on Phase II findings.
2835 197th St	Marshalltown Small Arms Range	Chapter 133	In 2011 the IA Army National Guard started implementing an Environmental Restoration Program Installation Action Plan. This site was part of that effort. The main concern was metal contamination in the soil from historical use between 1895 and 1936. 2012 Site Assessment results did not prompt any further action as contamination levels were below standards. DNR accepted results.

FIGURE S.3: CONTAMINATED SITES IN MARSHALLTOWN

Property Address	Common Name	Program	Property Notes
610 South 12th St	Ace Precision Casting	EPA Lead	Phase I in 2009, Phase II in 2010. Numerous 55-gallon drums on site filled with unidentified fluids, potentially hazardous substances or petroleum products with unidentified uses. No further action under CERCLA or State Authority because it became RCRA corrective action site. However, EPA administrative review revealed that the site met Corrective Action Complete without Controls criteria and no further clean up was required. This was due to site assessments and sampling in the 1990s after site closure.
1701 E. Anson St	Quality Service Corporation	CERCLA Pre-Remedial	Facility utilized for maintenance of heavy-duty trucks. Phase II ESA conducted in 2010 detected petroleum compounds in the groundwater onsite. However, because no municipal, public, or private wells are within close distance and the levels were low enough, no further action under CERCLA or state authority was required.
1116 East Nevada	Henry Oil	CERCLA Pre-Remedial	Site was former Phillips 66 Station owned by Henry Oil. In 1987, facility sold to Krause Gentle Corporation and operated as Kum & Go. Prior in 1985, 30 year old UST were removed and replaced. Groundwater remediation system installed after site investigation in 1986 and 1987. Contaminant was not detected until more than a year and a half after the system started operating, so it was assumed to come from off-site source. All CERCLA activities have involved trying to determine the source and potential impact of petroleum groundwater plume. A no further action date was established in October of 1995.
200 South 12th Ave	Lennox Industries	Chapter 133	Site Assessments in the mid 1990s revealed several sources of petroleum contaminated soil and groundwater, mainly from old heating tanks. The site also had chlorinated and paint waste solvents. Limited data was available online via the DNR, but there was a letter in 1998 from DNR to the owner stating that scoring for the site's TCE groundwater plume fell below cutoff level for further action under the superfund program.
102 South Center St	Brenton Bank	CERCLA Pre-Remedial	Site was historically a paint and printing shop, dry cleaner, and gas station. Phase II ESA revealed PCE contamination of soil and groundwater above standards, but DNR did not require further assessment/action under CERCLA because they prioritized other sites instead and started that this site only constituted a small human and environmental health risk.

FIGURE S.3: CONTAMINATED SITES IN MARSHALLTOWN

Property Address	Common Name	Program	Property Notes
East Nevada St	Reilly Dump Site	Chapter 133	Gra-Iron was disposing of their rubble, lime sludge, foundry sands, and cupola baghouse dust on site. Concerns related to cadmium and lead contamination arose. DNR conducted preliminary assessment in 1988, which recommended further assessment and sampling of soil and groundwater. However, due to the types, amounts, and location of the wastes, the DNR classified the site as not a significant threat to public health or the environment and action could be deferred. The site was removed from the registry of hazardous waste disposal sites in 2002.
3008 S. Center St	Thermogas	Chapter 133	Monitoring wells installed at former Thermogas site in 1996. Former retail store for mainly pesticides. Phase I and Phase II completed and submitted to Iowa DNR. Pesticide concentrations were very high/above limits so additional assessment and remedial work plan and long term monitoring was required by DNR. In 2015, groundwater monitoring ended after concentrations had been stable and reducing. This was 18 years after the site had been closed and 9 years after the excavation action was completed. DNR recommended Environmental Covenant be placed on the property to prohibit installation of a drinking water well.
1003 S 12th St	R.S. Stover Company	CERCLA Pre-Remedial	Phase I and II ESAs conducted in early 1997. There was a presence of drums that had not been accounted for previously, and high lead levels were detected in groundwater samples. DNR site visit was recommended, but a consultant checked the status of drums and evaluated the groundwater at additional boring locations. Information gained from this additional assessment resulted in no further action required by DNR. The DNR prioritized other sites deemed more of a risk to human health.
501 E Nevada St	Marshalltown Coal Gas	Consent Order	Property owned by Interstate Power and Light (Alliant Energy). Property historically housed a facility that manufactured gas for heating and lighting before natural gas was available. There has been ongoing groundwater monitoring to present day per DNR request and Consent Order (1990), with a focus on benzene plume.

