

Reimagine MARSHALLTOWN

HOUSING STUDY

Committee Meeting #2



MARSHALLTOWN
MORE THAN EVER



AGENDA

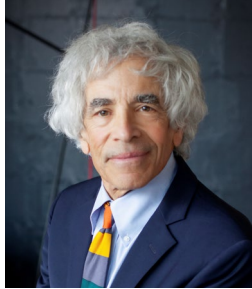
- Schedule and Survey Updates
- Housing Needs Forecast
- Emerging Development Scenarios

Reimagine
MARSHALLTOWN

INTRODUCTIONS



Charlie Cowell, AICP
Project Manager +
Planner + Economist



Marty Shukert, FAICP
Lead Land Use + Mobility



Flavia Tourek
Urban Planner + GIS +
Communication



Cory Scott, AICP
Principal Author



Megan Schott
Urban Planner + Engagement



**Ben Curtis, Eocene
Environmental Group**
Project Manager + Planner



**Ben Schmidt, Eocene
Environmental Group**

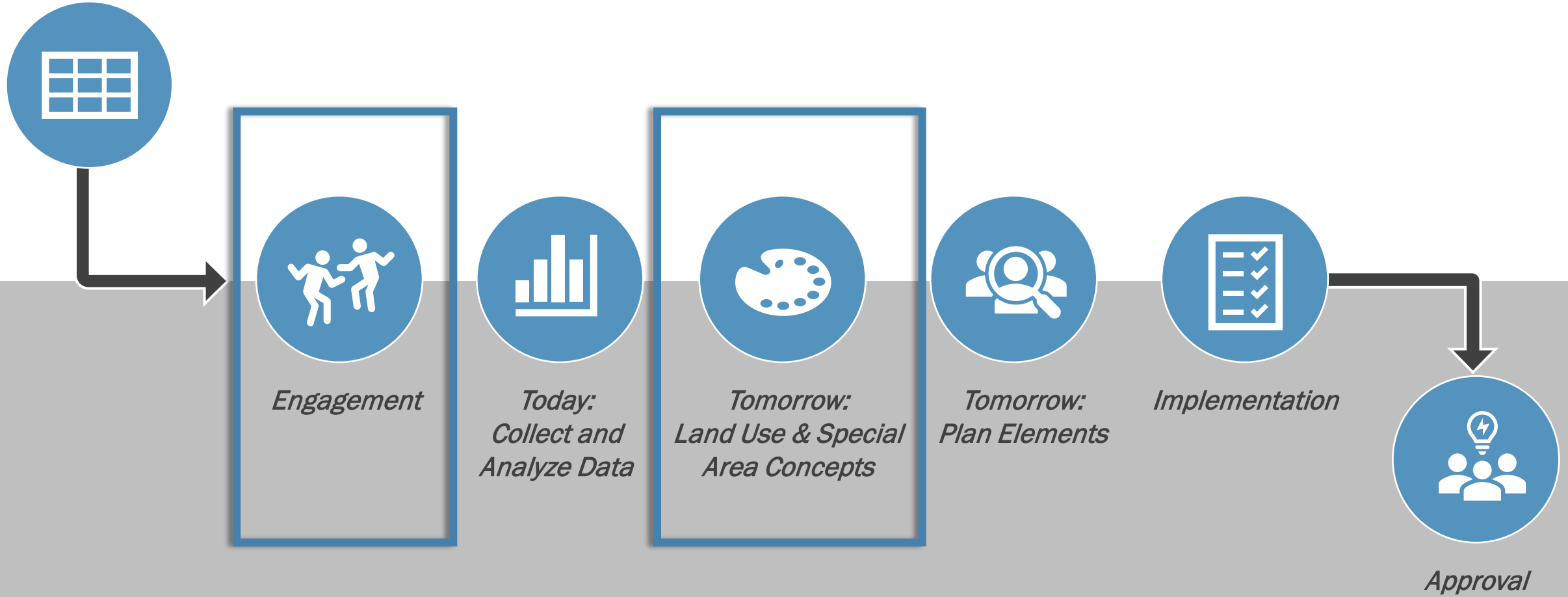
Committee members

- Kendra Sorenson – United Way Director
- Melisa Fonseca – Realtor & City Councilor
- Jim Johnson – Owner of JBI Properties
- John Hall – Chamber of Commerce
- Brad Comstock – JBS HR Director
- Jill Wellman – Emerson HR
- Andrea Jordan – Farmer's Savings Bank



SCHEDULE UPDATE

Project Launch



SCHEDULE UPDATE



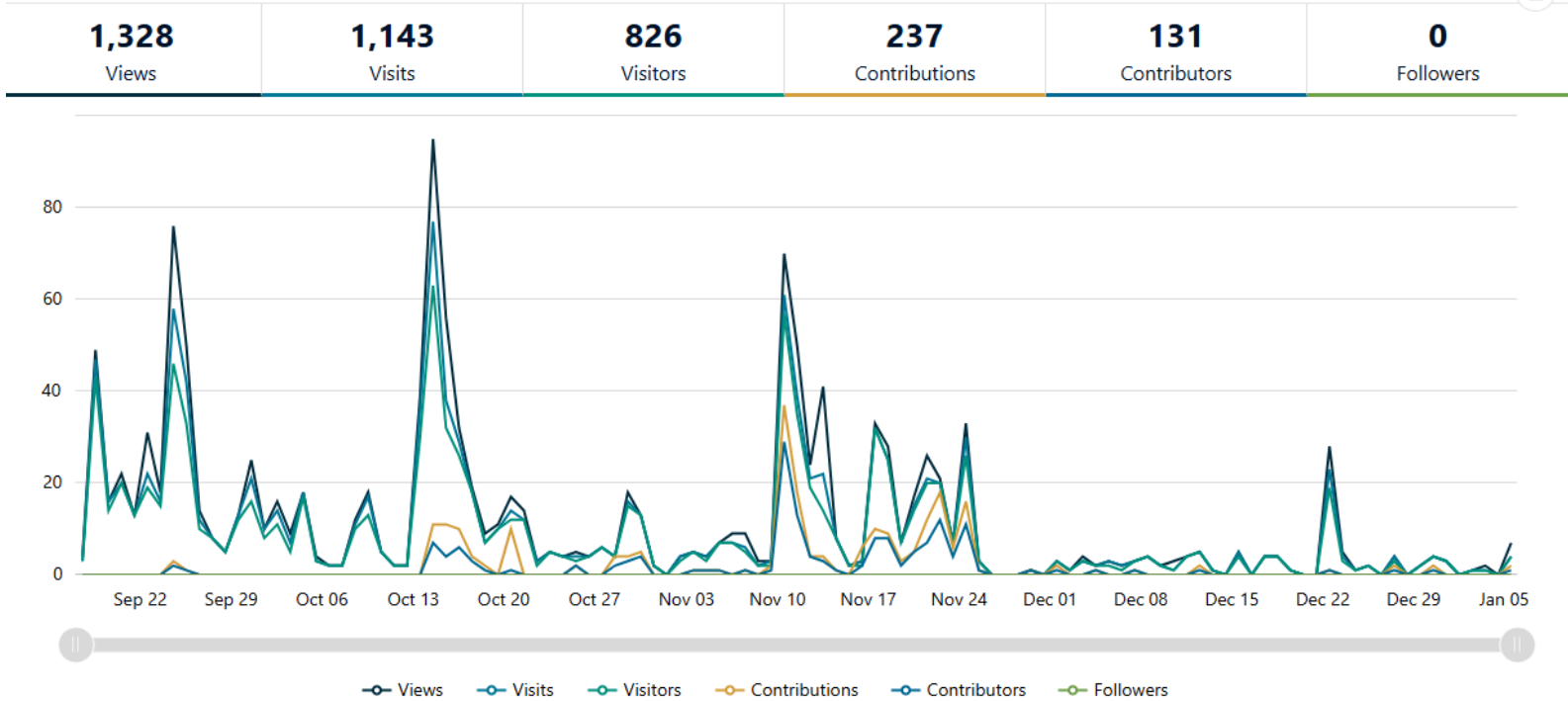
Future Committee Meeting Dates

- February 24 - Housing Committee #3 (in-person)
- March 25 – Housing Committee #4 (virtual)
- May 27 – Housing Committee #5 (in-person)
 - *Have a separate Joint Council and Plan Commission meeting this visit for plan workshop or invite to Steering Committee meeting*
 - *Public Event/Open House during the visit*
- Make final plan/study refinements in June

WEBSITE TRACKING



Performance Summary



[Open](#)

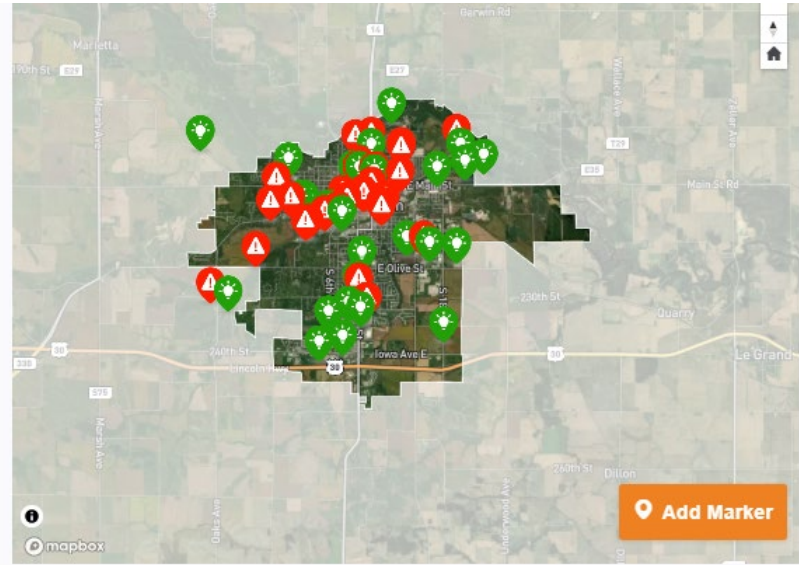
Show us your ideas!

Use the interactive map below to share your big ideas and concerns for the future of Marshalltown. Click the **Add Marker** button to drop a pin at a location within Marshalltown that represents your comment. Your input helps us better understand the community's priorities.

- Use this marker to suggest an idea to improve Marshalltown.
- Drop this marker where you see a concern or issue in Marshalltown.

Need help using the map? Click the info icons next to the address search bar for step-by-step instructions.

57 contributions so far



HOUSING SURVEYS

Community Housing Survey

- 177 responses (doubled since Design Charette!)
 - 6% Latino/a
 - 16% renters
 - 47% estimate less than \$100K annual household income
 - 19% retirees
 - 38% ages 30-44, 28% ages 45-59, 10% ages 25-29
- Early findings
 - 73% satisfied with their current living situation
 - Property taxes, utility costs, and overall housing costs are concerns
 - Most choose housing for affordability and neighborhood character
 - 43% consider moving to a different community for quality-of-life reasons
 - Largest demand for small to mid-sized homes, townhomes, mixed-use apartments and senior living opportunities

Landlord/Housing Provider Survey

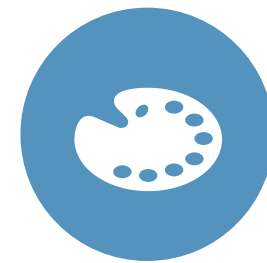
- 32 responses, representing 179 units
 - 64% two-bedroom apartments
 - 11% vacant
 - Tenants primarily families with children and young professionals
- Early findings
 - 48% have raised rents in the last year primarily due to increased tax and insurance costs
 - Strong tenant retention and 2-4-week turnover
 - Most operators are maintaining current operations, with 30% planning to expand due to strong demand

AGENDA

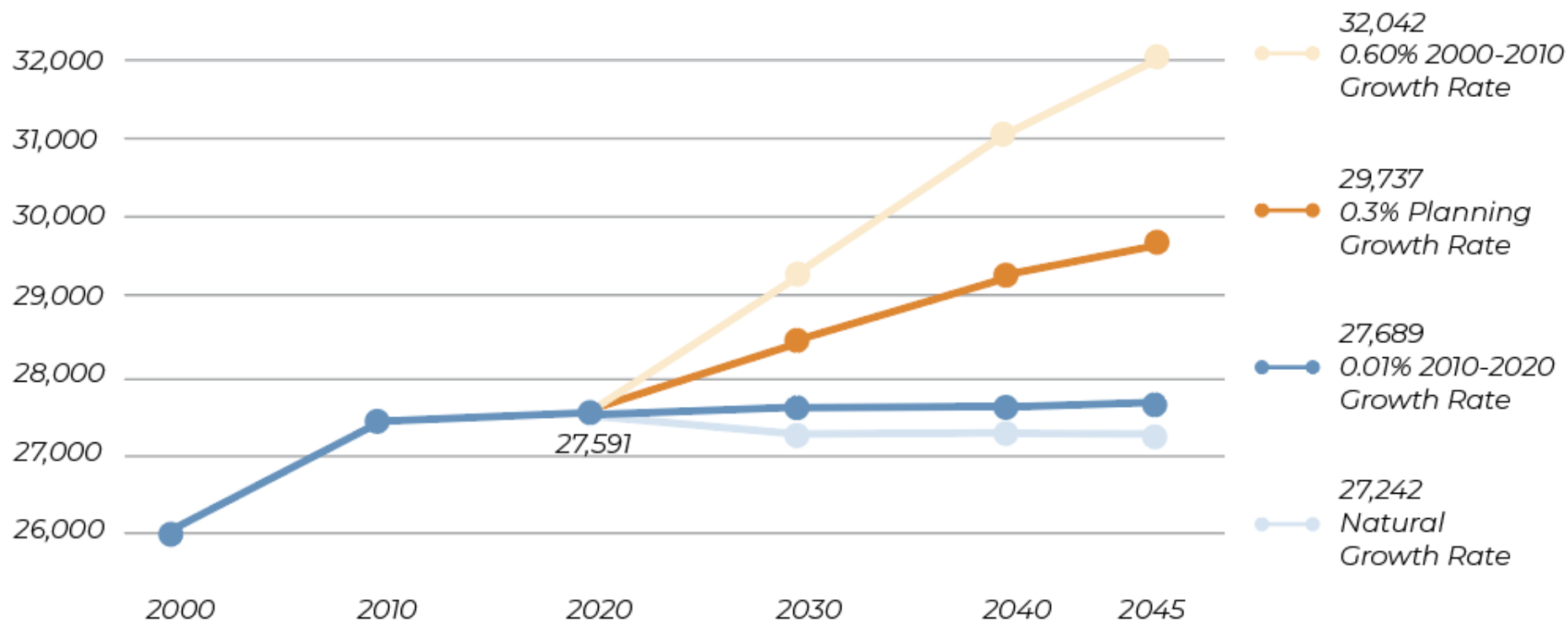
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HOUSING NEEDS FORECAST



POPULATION POSSIBILITIES, 2045



Key Factors:

- Proactive production policies
- Infill and rehab investments
- Job expansions and openings

HOUSING NEEDS FORECAST

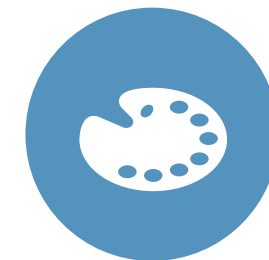


TABLE X.X: HOUSING DEMAND DRAFT

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	

Key Factors:

- Slightly declining household sizes
- Lowering vacancy rate with rehab and redevelopment
 - If vacancy rate remains the same, the need increases
- Slightly higher replacement need
- Does not include temp. shelters and transitional housing

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

Source: RDG Planning & Design

HOUSING NEEDS FORECAST

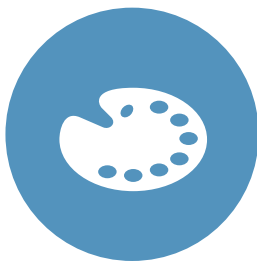


TABLE X.X: SENIOR HOUSING DEMAND **DRAFT**

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

Source: RDG Planning & Design

Key Factors:

- Many of these units are intended for adults over 75.
- Does not include nursing homes or more intense medical facilities.
- Housing that provides services for older adults, not new home construction or retrofits for accessibility or Universal Design.
- Older adults able to age-in-place increase the demand for in-home services and the need to renovate existing homes to accommodate for changes in mobility.
- A need across different price points.

HOUSING NEEDS FORECAST

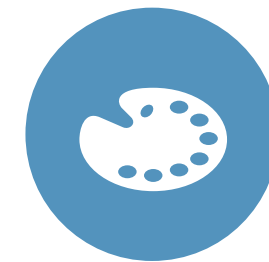


TABLE X.X: DEVELOPMENT PRICE POINT PROGRAM **DRAFT**

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

Source: RDG Planning & Design

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

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

Key Factors:

- 60%/40% owner/rental split
- Rental options beyond apartments as households turn to renting to meet affordability needs.
 - Increases in costs drives demand for higher market rate rentals.
- The private market does not produce the lowest-priced units
- Move-up housing to higher price points will satisfy some ownership demand at lower price points.

HOUSING NEEDS FORECAST

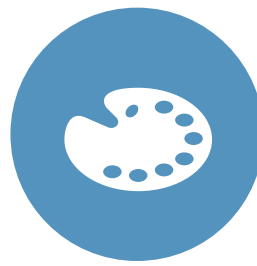


TABLE X.X: DEVELOPMENT HOUSING TYPE PROGRAM, 2035 **DRAFT**

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

Key Factors:

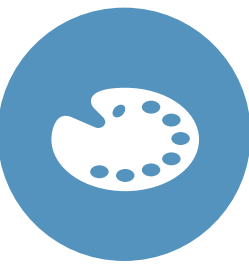
- From 2015-2025, 15% of units built were for single-family units, 26% duplex units, and 57% multi-family units.
- Home production should focus on offering more options to own or multi-bedroom rentals that includes attainable variety.
- A large focus on infill areas and existing home renovation given the cost of development.
- The lowest price point owner options (well below \$200,000) are in the existing stock.

Source: RDG Planning & Design

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

**In land planning would typically double to provide market flexibility, development options as land becomes available

HOUSING NEEDS FORECAST



Example:

- Generally, under four dwelling units per acre. Equal to one unit per 8,700 square feet of development area, including streets, lots, and open space.

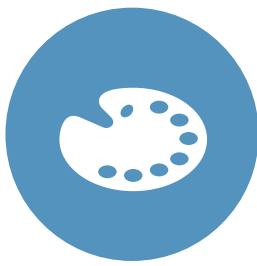


1.6 gross units/acre - Brentwood Road Neighborhood



3.4 gross units/acre - Merle Hibbs E Neighborhood

HOUSING NEEDS FORECAST



Example:

- Generally ranging from 4-12 dwelling units per acre. Down to one unit per 3,100 square feet of development area, including streets, lots, and open space.



~4 gross units/acre – Typical Downtown Fringe Neighborhood

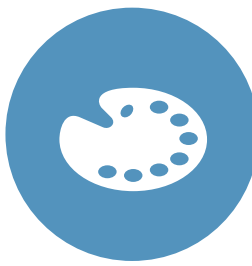
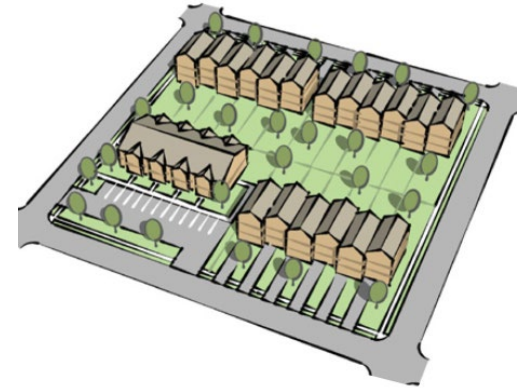


5.3 gross units/acre – Brecken Place Neighborhood

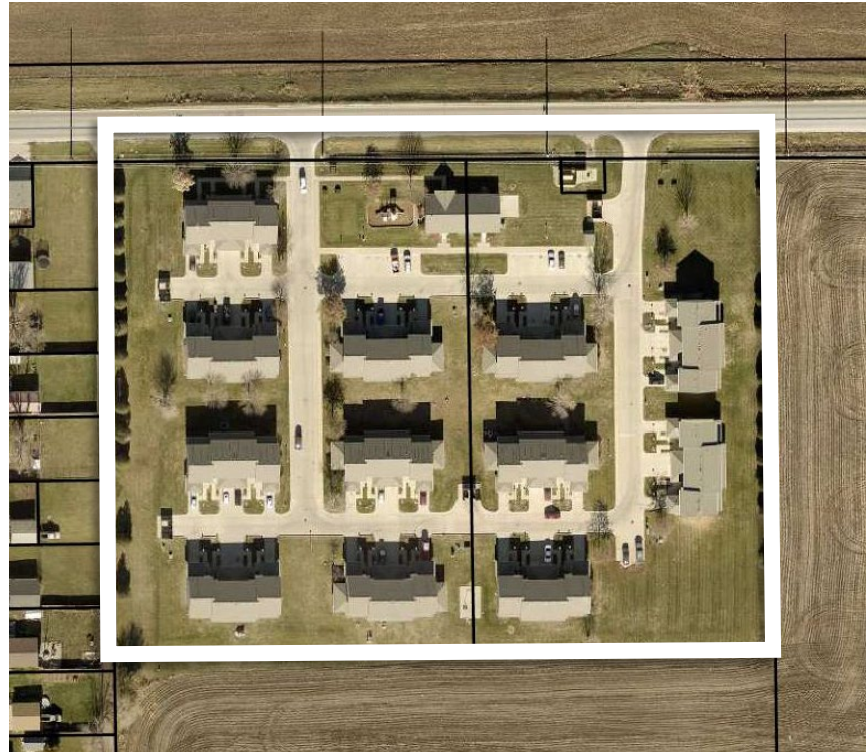
HOUSING NEEDS FORECAST

Example:

- Generally ranging from 4-12 dwelling units per acre.
Down to one unit per 3,100 square feet of development area, including streets, lots, and open space.



4.6 gross units/acre – Crosby Park

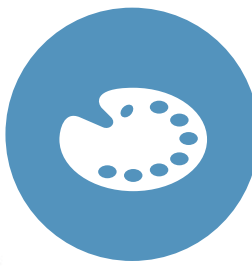


6.7 gross units/acre – River Birch Neighborhood

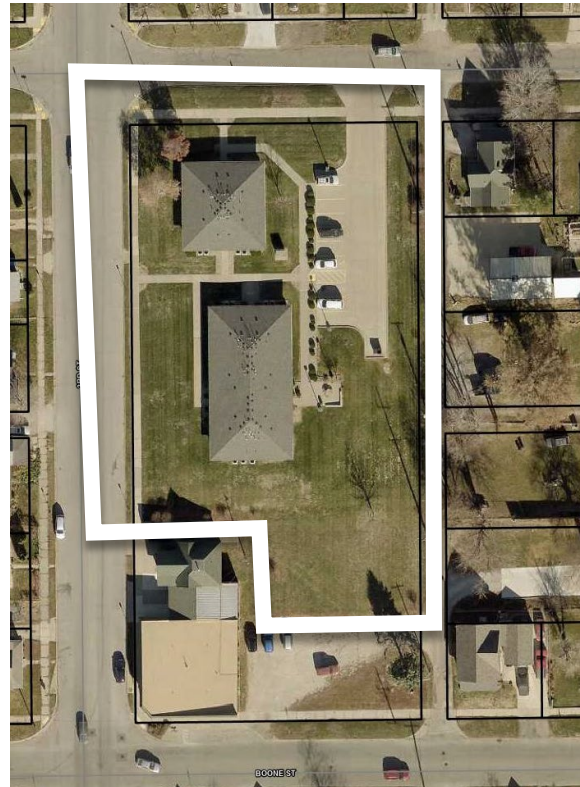
HOUSING NEEDS FORECAST

Example:

- Generally ranging from 4-12 dwelling units per acre. Down to one unit per 3,100 square feet of development area, including streets, lots, and open space.

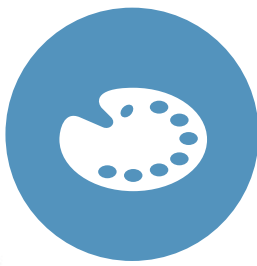


8 gross units/acre – Bobcat Estates



6.25 gross units/acre – Linn St. Supportive Housing

HOUSING NEEDS FORECAST

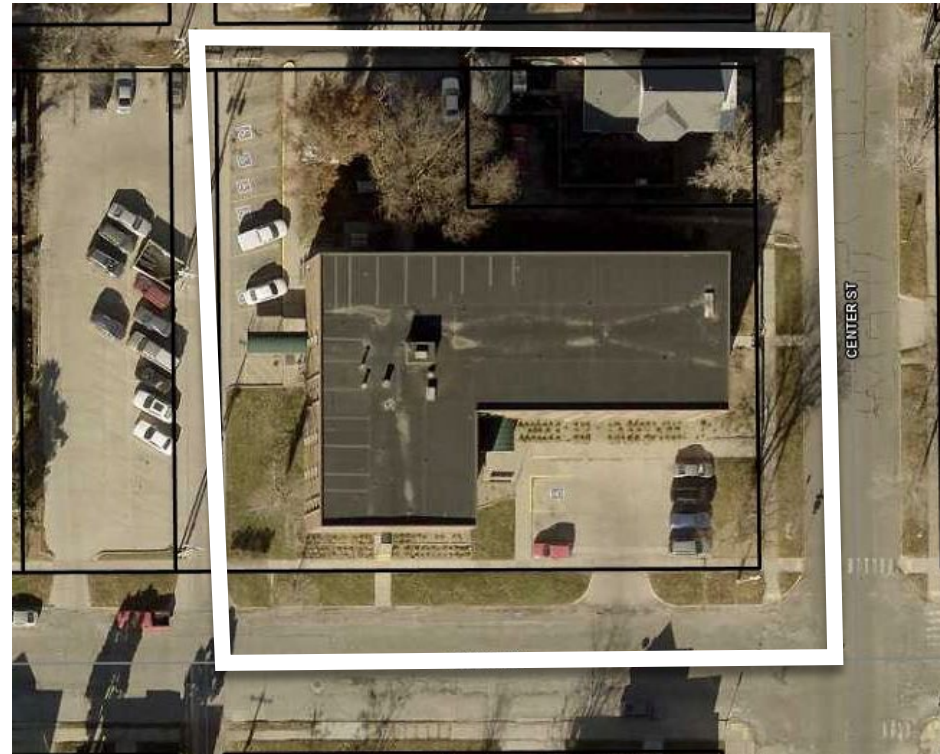


Example:

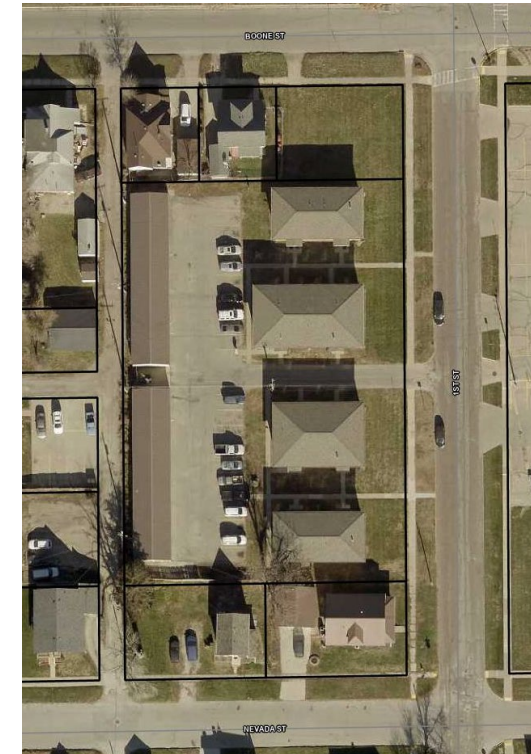
- Generally over 12 dwelling units per acre. High density relies less on units per square foot of development and more on the site's design to allow more units while mitigating any adverse influences on surrounding areas.



42 gross units/acre – Marshalltown Lofts



43 gross units/acre – Grant Park Apartments



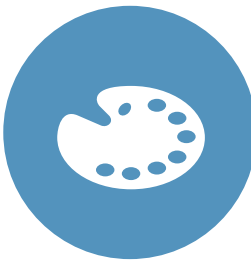
18 gross units/acre – Linn Valley Apartments

AGENDA

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EMERGING DEVELOPMENT SCENARIOS



NEXT STEPS

- Refine forecasts
- Complete market analysis
- Preliminary strategies
- February 24 - Housing Committee #3 (in-person)