

1. Agenda

Documents:

[AGENDA.PDF](#)

2. Supporting Meeting Documents

Documents:

[COMPREHENSIVE PLAN SECTION.PDF](#)
[MEMO.PDF](#)
[MINUTES.PDF](#)
[REZONING APPLICATION - MALL.PDF](#)
[SSMID PACKET.PDF](#)

Notice of Public Meeting
Plan & Zoning Commission – AGENDA
Agenda for Thursday, September 7, 2017 – 5:00 PM
City Hall, Council Chambers
10 West State Street, Marshalltown

Call to Order:

Committee Members:

Jon Boston, Chair
Sharon Greer, Vice-Chair
Aimee Deimerly-Snyder
Keith Bloomquist

Angela Lins-Eich
Fauna Nord
Steve Valbracht

Roll Call.

Business:

1. Approval of Minutes from May 11, 2017
2. **DISCUSSION & SET PUBLIC HEARING** for rezoning proposed parcel owned by Marshalltown Center IO LLC (Marshalltown Mall) from RC, Regional Commercial to R-4 Medium density Residential
3. **REVIEW & RECOMMENDATION** to the City Council on the Marshalltown Downtown SSMID (Self-Support Municipal Improvement District) petition.

Focus Area 14 – South Center Street

Existing:

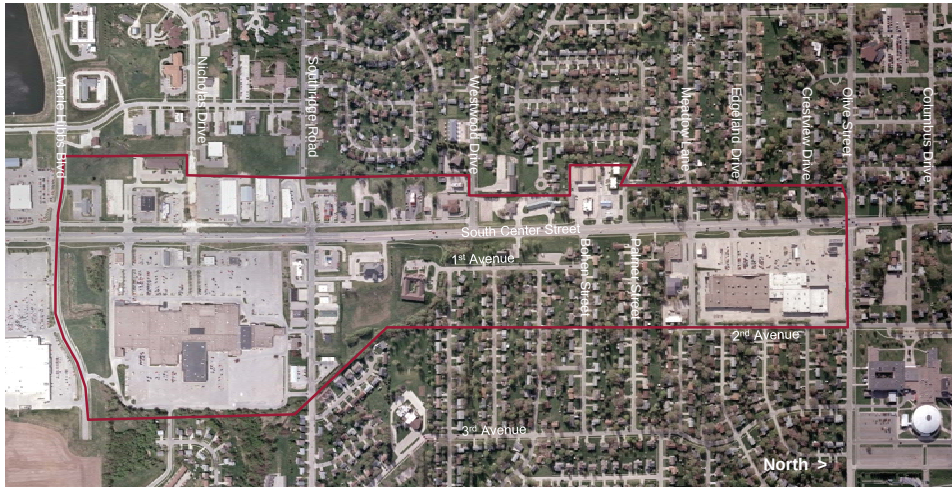


Potential:



Area 14 South Center Street Issues:

- Mixed commercial uses from Olive Street to E. Merle Hibbs Blvd
- Some grade change – mall is lower than Center Street
- Concern over what will happen when mall closes
- Focus on commercial combined with new residential and some conversion of single family to multi-family
- Mall area: emphasis on redevelopment opportunity into a true mixed use village, bringing buildings closer to the street, parking behind, bike/ped access, and improved urban design.



2012 Comprehensive Plan
Marshfield



Focus Area 14 – South Center Street Center & Olive Concept Plan (K-Mart Site)



Concept Development Plan

- Mixed commercial uses built out to the street
- Parking to the side and rear
- Central roadway
- High Density Residential
- Central green space/linear park/buffer
- Landscaping and sidewalk connections throughout
- Medium Density Residential (townhouses)
- Appropriate scale transition to existing single-family neighborhood

2012 Comprehensive Plan
Marshfield



Case Studies

Redevelopment of aging areas and adaptive reuse of older buildings is an opportunity that Marshalltown may take advantage. Below are some examples.

Silver Lake Village, St. Anthony, MN

An aging suburban shopping center was razed and the surrounding area was redesigned to include a new park, intense housing, a new Main Street connecting to a new Wal Mart and an existing grocery store and existing apartments. The entire area was master planned to function as an urban village.



Columbia Heights, MN former K-Mart

Redevelopment of a former K-Mart store and surrounding commercial uses on a busy arterial – 20-acre site. New development will include residential units four stories tall, each a mix of 1-level flats and 2-level condo units. The first phase condo building is built with a roof top viewing area and underground parking. There is a new central roadway, a new park and commons building, and potential for more residential and commercial uses.



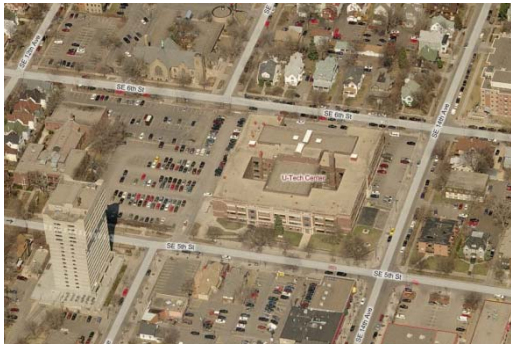
Golden Valley, MN – Town Square

Redevelopment in Golden Valley's central commercial area – mixed use buildings, four to seven stories. Offices, retail shops and restaurants on the ground floors and apartments on the upper floors. About 40,000 square feet of commercial space and almost 300 housing units.



University Technology Center, Minneapolis

Marshall University High School was built in 1922 and converted into a 180,000-square-foot office building in the 1980s. Tenants consist mostly of small technology-based start-up firms. It is located within three blocks of the University of Minnesota.



Historic Fire Station 19, Minneapolis

Minneapolis Fire Station 19 was built in 1900 and converted to commercial space in 1978. Recent uses have included an architecture firm and a fast casual restaurant, Buffalo Wild Wings.





James L. Lowrance, Mayor
36 North Center Street
Marshalltown, IA 50158-4911
Tel - (641) 754-5756
Fax - (641) 754-5742

Housing & Community Development

TO: Plan Zoning Commission

FROM: Michelle Spohnheimer, Housing & Community Development Director 

DATE: September 7, 2017 – Meeting Date

DISCUSSION & SET PUBLIC HEARING for rezoning proposed parcel owned by Marshalltown Center IO LLC (Marshalltown Mall) from RC, Regional Commercial to R-4 Medium density Residential

The Marshalltown mall owners have requested a rezoning on a proposed new parcel at the Northeast corner of their property as shown on the attached map. Currently the entire area is zoned RC, Regional Commercial. The owners are interested in splitting the parcel and rezoning it to R-4, Medium Density Residential. The surrounding properties are a mix of CC, Community Commercial, R-3, Medium Density Residential and R-4, Medium Density Residential. The proposed parcel would be 3.44 acres (149,800 s.f.) which under the R-4 classification would allow for 59 housing units.

The Comprehensive Plan identifies this area Mixed Use, so the change would be consistent with the land use plan. In the plan we identified focus area 14 – South Center Street as an opportunity for redevelopment. I have included a section out of the plan discussing this area.

The next step is to set a Public Hearing on the rezoning request. The proposed date would be October 12, 2017. The Commission should also expect to see a subdivision plat at the October meeting to create the parcel.

REVIEW & RECOMMENDATION to the City Council on the Marshalltown Downtown SSMID (Self-Support Municipal Improvement District) petition.

The Iowa Code allows for the creation of a SSMID within a City if the required conditions are met. The Marshalltown Central Business District board has been working with property owners to create a SSMID. A part of the process involves the City Council referring the item to the Plan Zoning Commission for review and recommendation back to the Council.

On August 28, 2017, the Council made this referral to the Commission. I have attached the information that was presented to the Council at their last meeting for your review as well as a copy of the petition and a map of the area.

City Council
Leon Lamer, Mike Gowdy, Al Hoop, Joel Greer
Dan Kester, Bill Martin, Bethany Wirin



Iowa Code Section 386.3

3. The council shall notify the city planning commission upon the receipt of a petition. It shall be the duty of the city planning commission to make recommendations to the council in regard to the proposed district. The city planning commission shall, with due diligence, prepare an evaluative report for the council on the merit and feasibility of the project. The council shall not hold its public hearings or take further action on the establishment of the district until it has received the report of the city planning commission. In addition to its report, the commission may, from time to time, recommend to the council amendments and changes relating to the project.

A report will be prepared as part of the Plan Zoning Commission meeting which will include a summary of the request, the details of the motion and the recommendation being made.

2017 Tentative Meeting Schedule (Thursday following the 2nd Monday of the Month)

**Dates are tentative and may be changed or canceled in order to accommodate staff schedules or development need.*

October 12, 2017	November 16, 2017	December 14, 2017
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City Council
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Dan Kester, Bill Martin, Bethany Wirin



MINUTES
MARSHALLTOWN PLAN & ZONING COMMISSION
MAY 11, 2017

Call to order: 5:00 PM

Members Present: Jon Boston-Chair, Keith Bloomquist, Angela Lins-Eich and Steve Valbracht

Absent: Sharon Greer-Vice-Chair, Fauna Nord & Aimee Deimerly-Snyder

1. Approval of Minutes from March 16, 2017 & April 13, 2017

Approved as distributed.

2. **PUBLIC HEARING: Rezoning parcels included in the new public safety building to CC, Community Commercial.**

Spohnheimer presented information about rezoning the properties on the NW corner of W. High Street and S. 2nd Street associated with the new Police and Fire facility. The proposal is to rezone the mix of properties to CC, Community Commercial District. A portion of the property is currently zoned CC.

Motion by Valbracht. Second by Bloomquist to approve the rezoning request. Motion Carried 4-0.

3. **PUBLIC HEARING: Rezoning of 110 N. 2nd Street from R-4, Medium Density Residential to CBD, Central Business District to allow for mixed use.**

Spohnheimer addressed the Commission and proposed a change based on prior meetings discussion and review with legal counsel. Spohnheimer proposed a change with the approval of the applicant to pursue a Special Use Permit instead of a rezoning request. The Commission identified the following types of uses that relate to the proposed activities including institution, private club, special schools and hospitality activities as allowable uses.

Motion by Valbracht. Second by Lins-Eich to recommend approval of a Special Use permit to the Board of Adjustment. Motion Carried 4-0.

Other business:

Jon Boston asked about fireworks sales in the City and how were they being addressed. Spohnheimer indicated that the Fire Chief was working on all the various laws and if needed we would look at zoning regulations.

With no further business the Commission adjourned.

Respectfully submitted,

Michelle Spohnheimer, Housing & Community Development Director

Date Submitted & Fee Paid:

6/28/17

Rezoning Application Form

36 N. Center Street, Marshalltown, IA 50158 Ph: 641-754-5756 Fax: 641-754-5742
www.ci.marshalltown.ia.us

All items listed must be submitted with this application:

Failure to complete and submit all the required materials as a part of this application will result in a delay in accepting your application until it is complete.



Legal description of the property. The property owner should have a copy of the legal description. If not, owners may obtain a copy of the recorded deed, which contains the legal description, from the Marshall County Recorder's Office for a fee.



Application fee. A \$500 fee is required payable to "City of Marshalltown." The fee must be paid when the application is submitted to the Zoning Office.

Please type or print legibly in ink.

Property Address:

2500 South Center Street

Owner:

Marshalltown Center ^{IO} ~~10~~ LLC

Mailing Address:

PO Box 3009 Fort Lee, NJ 07024

Phone:

641-752-6300

Fax:

Current Zoning Classification:

RC: Regional Commercial

Current Use:

Shopping Mall

Proposed Zoning Classification:

R4: Medium Density Residential

Proposed Use:

Multi-Family Housing

Please list the uses of surrounding properties:

Commercial, multi-family residential

Signature and Date:

Stephen Tinskey

8-28-17

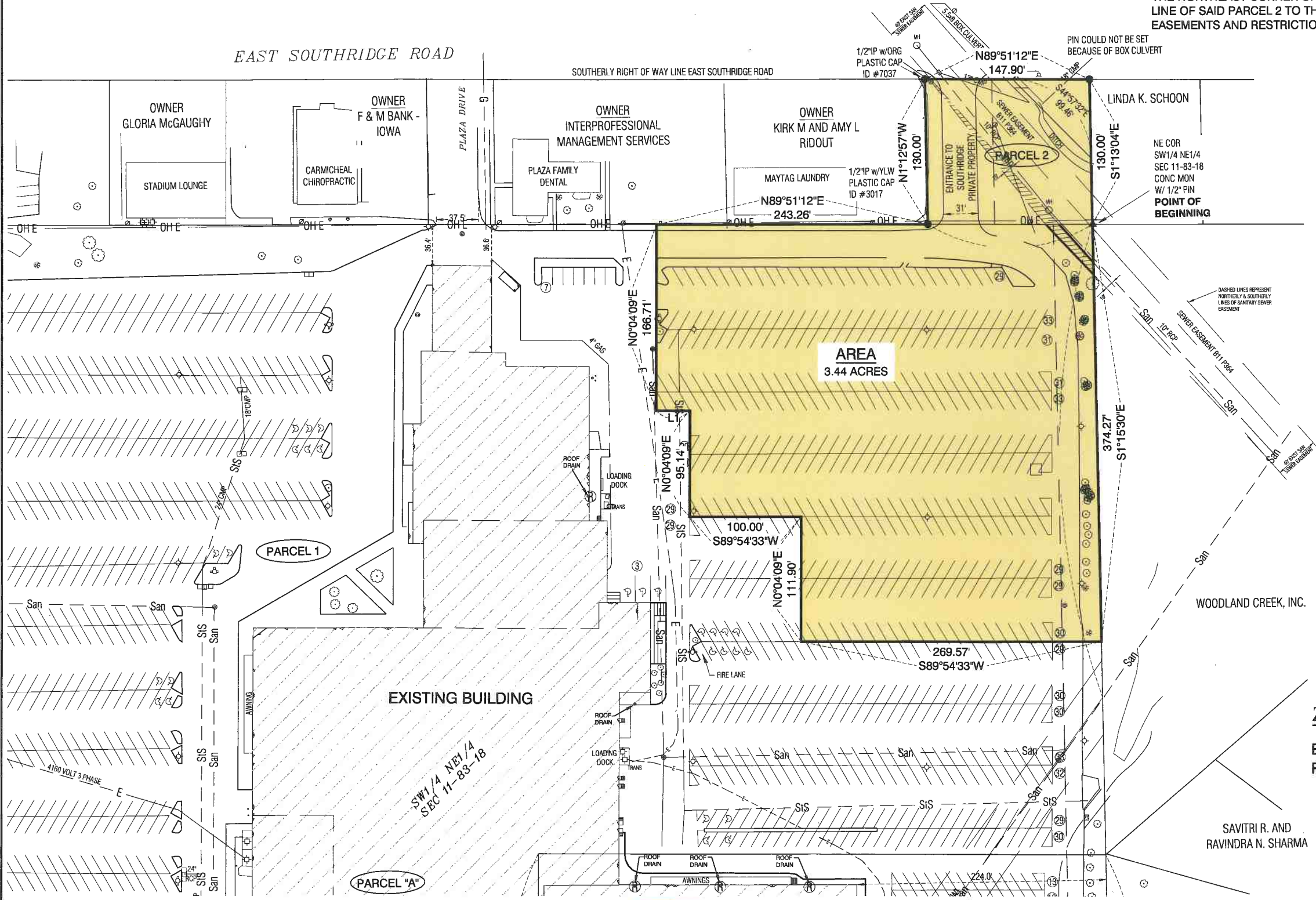
MARSHALLTOWN MALL FIRST ADDITION LEGAL DESCRIPTION

LOCATED IN PARCEL 2 OF THE NORTHWEST 1/4 OF THE NORTHEAST 1/4 AND PART OF PARCEL 1 OF THE SOUTHWEST 1/4 OF THE NORTHEAST 1/4 ALL IN SECTION 11, TOWNSHIP 83 NORTH, RANGE 18 WEST OF THE 5th P.M., MARSHALL COUNTY, IOWA.

MORE PARTICULARLY DESCRIBED AS FOLLOWS: BEGINNING AT THE NORTHEAST CORNER OF THE SOUTHWEST 1/4 OF THE NORTHEAST 1/4 OF SAID SECTION 11, SAID POINT ALSO BEING THE NORTHEAST CORNER OF SAID PARCEL 1; THENCE, S1°15'30"E 374.27' ALONG THE EAST LINE OF SAID PARCEL 1; THENCE, S89°54'33"W 269.57'; THENCE, N0°04'09"E 111.90'; THENCE, S89°54'33"W 100.00'; THENCE, N0°04'09"E 95.14'; THENCE, S89°54'33"W 30.26'; THENCE, N0°04'09"E 166.71' TO A POINT ON THE NORTH LINE OF SAID PARCEL 1; THENCE, N89°51'12"E 243.26' ALONG SAID NORTH LINE TO THE SOUTHWEST CORNER OF SAID PARCEL 2; THENCE, N1°12'57"W 130.00' ALONG THE WEST LINE OF SAID PARCEL 2 TO THE NORTHWEST CORNER OF SAID PARCEL 2; THENCE, N89°51'12"E 147.90' ALONG THE NORTH LINE OF SAID PARCEL 2 TO THE NORTHEAST CORNER OF SAID PARCEL 2; THENCE, S1°13'04"E 130.00' ALONG THE EAST LINE OF SAID PARCEL 2 TO THE POINT OF BEGINNING, CONTAINING 3.44 ACRES. SUBJECT TO EASEMENTS AND RESTRICTIONS OF RECORD, IF ANY.

REZONING EXHIBIT

DESCRIPTION
LOCATED IN PARCEL 2 OF THE NORTHWEST 1/4 OF THE NORTHEAST 1/4 AND PART OF PARCEL 1 OF THE SOUTHWEST 1/4 OF THE NORTHEAST 1/4 ALL IN SECTION 11, TOWNSHIP 83 NORTH, RANGE 18 WEST OF THE 5th P.M., MARSHALL COUNTY, IOWA.
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LINE DATA		
LINE NUMBER	BEARING	DISTANCE
L1	S89°54'33"W	30.26'

ZONING
EXISTING ZONING: COMMERCIAL
PROPOSED ZONING: R4-MEDIUM DENSITY RESIDENTIAL



NO.	REVISION	BY	DATE	NO.	REVISION	BY	DATE

CGA
Clapsaddle-Garber Associates, Inc.
16 East Main Street
Marshalltown, Iowa 50158
Ph 641-752-6701
www.cgaconsultants.com

DESIGNED: _____ DATE: _____
DRAWN: CAD DATE: 7-22-2017
CHECKED: _____ DATE: _____
APPROVED: _____ DATE: _____

MARSHALLTOWN MALL FIRST ADDITION
MARSHALLTOWN, IOWA

REZONING EXHIBIT

PROJECT NO.
77457.04
SHEET NO.
1 OF 1

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City Administrator's Office

James Lowrance, Mayor
Jessica Kinser, Administrator
Shari L. Coughenour, Clerk
24 North Center Street
Marshalltown, IA 50158-4911
Tel - (641) 754-5799
Fax - (641) 754-5717

To: Mayor Lowrance and City Council
From: Jessica Kinser, City Administrator
Date: August 23, 2017
RE: Validation of SSMID Petitions

The Marshalltown Central Business District has presented valid petitions representing the minimum requirement of 25 percent of the owners and 25 percent of the valuation. Each petition was validated using the attached instructions provided by Dorsey & Whitney.

Prior to petitions being presented, we had to determine the number of owners and the valuation of the proposed SSMID area. This resulted in a great deal of back and forth discussion with Bob Josten, attorney at Dorsey & Whitney, who is the City's legal counsel for this item, and in turn, it changed the basis of calculation for the MCBBD.

The boundaries of the proposed SSMID area encompass a large number of exempt and residential properties that will not pay the additional tax if implemented; however, Iowa Code states that all properties are to be counted. This did exclude all governmental properties (City, County, IVCC) as well as utilities (Interstate Power and Light) which do not have an assessed value. What we arrived at was 262 individual parcels with 239 unique owners encompassing \$52,031,935 in 2016 assessed valuation. The 2016 assessed valuation figures were used rather than the 2017 due to the 2017 assessments being considered preliminary at the time the validation began.

An owner is any individual or entity that is listed as a titleholder. As an example, if a husband and wife are both listed individually as titleholders according to the records of the County Assessor, they count as two owners. If the titleholder is a business, a corporate certificate was required to verify that signer on the petition was authorized to sign on behalf of the business. If the property has a titleholder and a contract holder, both parties are counted as individual property owners.

As stated previously, the MCBBD effort could only move forward with 25 percent of all property owners and 25 percent of the valuation of the district. After a thorough review

City Council
Leon Lamer, Bill Martin, Joel Greer, Al Hoop,
Dan Kester, Michael Gowdy, Bethany Wirin



of the petitions presented, I can validate that both 25 percent requirements have been met and the process should proceed.

	Total	25% Minimum	Valid Amount	Valid Percent
Property Owners	236	59	64	27%
Property Valuation	\$52,031,935	\$13,007,984	\$31,811,055	61%

This process would stop if a petition against the creation of a SSMID were to be presented representing 40 percent of owners in the proposed area as well as 40 percent of the valuation. With the MCBF presenting 61% of the valuation, it appears it would not be possible for the process to be stopped with a petition against the effort.

The August 28th agenda includes a resolution accepting the petitions and referring the process to the Planning and Zoning Commission for a recommendation as required by Iowa Code. With this action on the 28th, here is the schedule for the remaining process:

- September 7th Planning and Zoning Commission meeting
- September 11th Planning and Zoning Commission recommendation presented to the City Council; Resolution setting the public hearing
- October 9th Public hearing held
- November 13th 1st reading of SSMID Ordinance
- November 27th 2nd reading of SSMID Ordinance
- December 11th 3rd reading of SSMID Ordinance

Please take note that Iowa Code requires that actions up to and including the holding of the public hearing are completed. This means that there will be resolutions on our upcoming agendas, but if the resolution were to fail to be approved, the process would not stop. After the public hearing is set, the City is required to do a mailing to all business owners notifying them of the public hearing, which is why we have scheduled 4 weeks between setting and holding the public hearing. Iowa Code requires a minimum of 30 days between holding the public hearing and the first vote on adopting an ordinance. Iowa Code also requires a super majority of Council members for approval, meaning six of seven council members will need to vote in the affirmative at the November 13th ordinance reading in order for the additional readings to proceed.

City Council

Leon Lamer, Bill Martin, Joel Greer, Al Hoop,
Dan Kester, Michael Gowdy, Bethany Wirin

Marshalltown



Guidelines to Follow in Securing Signatures for a Petition to Establish A Self-Supported Municipal Improvement District

1. Chapter 386 of the Code of Iowa requires that the Petition be signed by property owners as shown in the transfer books in the County Auditor's office. Therefore, if there is any question about ownership of a particular parcel, it should be resolved by referring to those transfer books.
2. If more than one person is shown as an owner of a parcel of property, each person must sign the Petition. For example:
 - (a) If a property is held jointly by a husband and wife, each person must sign the Petition in order for either signature to be valid.
 - (b) If a property is held by unrelated persons, either as joint tenants or in some other legal capacity, each person must sign the Petition in order for the signature of any of the individuals to be effective.
3. In case a parcel has been sold under contract, if the contract has been recorded, then both the seller and buyer must sign the Petition in order to have a valid signature with respect to that parcel. If the contract has not been recorded, then only the seller need sign the Petition.
4. If the transfer books do not have a complete description of the ownership of a parcel, but use language such as "John Jones, Jane Jones, et al.," separate inquiry must be made to determine all of the actual names of the owners shown on the Deed to the property. It will not be sufficient to have just John and Jane Jones signing the Petition.
5. If a property owner wants to designate someone else to sign the Petition on his behalf, there will need to be a separate certificate, much on the order of a power of attorney.
6. If property is held in the name of a corporation, a certificate should be obtained which declares that the officer who have signed the Petition has corporate authority to do so.
7. If property is held in trust, a certificate of the trustee should be obtained which shows the trustee's authority to sign the Petition. This certificate should have attached to it a copy of the section of the instrument creating the trust which indicates the trustee's authority to sign documents such as the Petition.



8-28-2017

Marshalltown City Council
City Hall
Marshalltown, Iowa 50158

Dear City Council Members,

On the behalf the property owners of the Marshalltown Central Business District, the MCBBD Board of Directors submits a petition to the City Council for the establishment of a Self Supporting Municipal Improvement District (SSMID) per Iowa Code 386 for the Marshalltown Downtown District. The property owners of the central business district have demonstrated the support for this initiative, with 61% of property value and 27% of owners. As per Iowa Code 386, the monies collected from the self-imposed levy will be used exclusively on projects and services that enhance the downtown business district. The MCBBD has performed considerable research on downtown community needs and has developed a plan of improvements that are both commensurate with the funds raised and well within the abilities of the organization. This includes:

- Development of downtown Retail Committee that will be funded up to \$10,000 to implement an annual retail marketing program
- Annual Workshops and training for business redevelopment and marketing
- Implementation of a marketing strategy to recruit downtown businesses
- Development of online media outlets to better focus on downtown events and businesses
- Enhanced sidewalk snow removal and trash collection along Main Street
- Installation of heritage themed way-finding signs throughout the downtown for parking, shops, and points of interest
- Continued support of downtown events: Holiday Stroll, Tree Festival, Adopt-A-Vet Christmas program, Treasure Tour, and more
- Continued downtown beautification projects including banners, berm gardens, floral baskets, pedestrian walkway
- Continue Incentive Grant Program to support façade and building code upgrades of downtown buildings

This plan served as the foundation of petition to which the property owners have signed on. **The property owners have requested that the SSMID levy remain in place for a period of 5 years, after which the SSMID will be dissolved unless renewed via a new petition and city council resolution per Iowa Code.**

Our historic downtown thrives on the efforts, passion and support of the people and business that populate its streets. This petition serves as the next step in fulfilling the vision of a downtown that is a source of civic pride, energizing and engaging the community while preserving our past.

Respectfully,

Marshalltown Central Business District, Board of Directors;

Fauna Nord, President	Burgess Barr
Nate McCormick, Vice President	Deb Hippler
Rheba Yost, Secretary	DyAnne Henry
Ellen Bergman, Treasurer	Aaron Buzbee
Cassandra Gerstandt	Michael McCarty
Jerrod Leffler	Joel Greer, Council Liaison

Ex-Officio Members:

David Barajas	James Lowrance	Jessica Kinser
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MCBD Executive Director: Jenny Etter

Signed Petitions in Support of the SSMID: provided to City Administrator

MCBD Community Supporters:

Vision Marshalltown
Marshalltown Development Foundation
Marshalltown Regional Partnership
Martha Ellen Tye Foundation
Marshall Co Arts & Culture Alliance
Community Foundation of Marshall County



MCBD Accomplishments 2002-2016

Committee Project Goals & Activities

Design:

- Floral Basket Program
- Banners
- Berms
- Pedestrian Walkway
- Holiday lights, decorations, & ornaments
- Streetscape Plan- trash receptacles, benches, bike racks
- Cleaniac- Downtown Spring Cleaning
- Main Street Parking Lot- clean-up

Business Improvement/Economic Restructuring:

- Building Inventory- annual
- Redevelopment project/ Removal of the Arbie Feeds Elevator
- Tallcorn Renovation- Marshalltown Downtown Apartments
- Iowa Wholesale Renovation- Marshalltown Senior Living
- Market Analysis Project (2015)
- Kibbey Building Renovation- Gallery Garden, IEDA Storm Water Run-Off project
- RDG Plan- Collaborative Project/ APA Award(s) 2010, 2016
- Marshalltown Housing Study (collaborative project, 2015)
- MSI Community Exchange Program with Marion, IA
- MSI Building Renovation Tech Support- MSI renderings

Organization:

- Main Street Iowa Awards- annual
- Keeper Awards- Volunteer recognition event- annual
- Pledge Drive- annual
- Membership Campaign- annual



MCBD Accomplishments 2002-2016

- ISU Interior Design Project (2015)
- MSI Open 4 Business (2015)
- Downtown Socials- annual
- Website- Facebook- annual
- Main Street Iowa Spring Workshop (Hosted 2015)
- Main Street Iowa Regional Roundtable (Hosted 2016)
- Bidding for Goods Event (2010)

Promotion:

- Farmers Market (2010-2015)
- Garden Extravaganza & Home Show (2013)
- Car Show & Contest (2013)
- Battle of the Bands (2013)
- Art Walk (collaboration 2016)
- Holiday Stroll (2016, 25th Annual)
- Tiny Tim Tree Festival (2016, 25th Annual)
- Veterans Valentine Party (2013-2016)
- Adopt-A-Vet Christmas Party (2013-2016)
- IA/Iowa State Cook-off
- Easter egg hunt
- Ridiculous Days
- Main Street Alive
- Santa's Saturdays
- Taste of Marshalltown
- Sweet Music at Sweet Corn Time
- Salute to Professionals
- Market Daze
- Thanks with Franks
- Chocolate walk



MCBD Accomplishments 2002-2016

- Image Campaign 2010

Promotional Events continued:

- Kids Quest
- Lucky Lotto
- Trunk Show
- Car Rally
- Soup at Super Bowl
- Hispanic Heritage Festival (2015)
- Downtown Concert Series- partnership
- Rib Eating Contest- IA BBQ Society
- Treasures Tour (2014, 2016)
- Linn Creek Art Festival- Downtown Door Art Project (2016)

Board:

Funding: 2002-2016

- | | |
|------------------------------|-------------------|
| • City of Marshalltown | \$24,000 annually |
| • MCBD average Annual Budget | \$100,000 |

Activities & Collaborations

- Acquisition/Sale of Kibbey Building
- Acquired 501C3 non-profit status
- Expanded District map (2016)
- Attended State/National trainings and workshops: 5-6 annually
- Received Main Street Iowa and National Main Street Accreditation (every year since 2002)
- Marshalltown Regional Partnership
- Marshalltown Public Art Committee
- Marshall County Arts & Culture Alliance



MCBD Accomplishments 2002-2016

- Vision Marshalltown
- Self-Supported Municipal Improvement District (2016-2017)

Fund Development /Grants- 2002-2016

- Main Street Iowa/Challenge Grant
 - Orpheum Theatre \$60,000
 - McGregor- Antique Mall \$50,000
 - Kibbey Building \$75,000
- Martha Ellen Tye Foundation
- Marshalltown Development Foundation
- Marshalltown Community Foundation
- Marshalltown Convention & Visitors Bureau
- Keep Iowa Beautiful
- Hope VI Grant Initiative

Downtown Stats: 2002-2016

- Façade Improvement/ Building Code Upgrade Grant (2006-2016)
 - 22 projects: \$252,584 allocated
 - Private Investment: \$11,073,360
- New Businesses/Business Expansions (2002-2016): 63
- New jobs generated (2002-2016): 250
- Building projects (2002-2016): 71
- Private \$ Invested in Projects: \$27,278,731
- Buildings Sold: 130
- Private \$ Invested in Acquisition: \$17,018,284
- Volunteers Hours Donated (2002-2016): 55,367

What will the SSMID be used for?

The SSMID funding will be used exclusively on projects and services that enhance the downtown business district, such as:

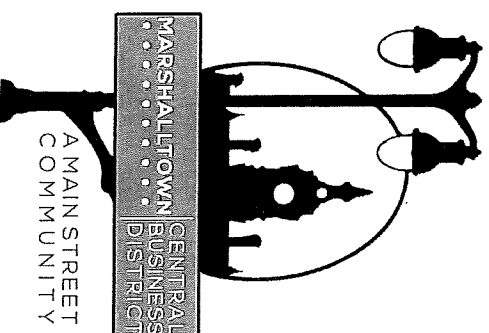
- Financial support for a marketing strategy for downtown retail businesses
- Development of online media outlets to better focus on downtown events and businesses
- Enhanced sidewalk snow removal and trash collection along Main Street
- Installation of heritage themed way-finding signs throughout downtown for parking, shops and points of interest
- Continued support of events: Holiday Stroll, Tiny Tim Tree Festival, Adopt-A-Veteran, Treasure Tour, and more
- Continued beautification efforts: banners, berm gardens, floral baskets, pedestrian walkway
- Providing workshops and training for business redevelopment and marketing
- Implementation of a marketing strategy to recruit downtown retail businesses

About the Marshalltown Central Business District

Created in 2002 as a Main Street community, the Central Business District has strived to invigorate and promote our downtown. We are a small organization that is driven by the volunteer efforts of our community leaders.

Since 2002, we have:

- Facilitated more than \$29,000,000 in downtown building renovations and \$17,000,000 in property sales (most recently Talcom Tower, Iowa Wholesale and Kibbey Buildings)
 - Created and ran 30 downtown events such as Adopt-A-Veteran, Holiday Stroll, and partnering with the Lin Creek Art Festival
 - Maintained beautification efforts and preservation initiatives such as the flower baskets and berms
 - Recruited and logged over 50,000 volunteer hours to run current programs
 - Offered Grant writing services to Main Street member business and building owners.
 - Provided business training available to all members
- For more information on Marshalltown Central Business District or the SSMID, please refer to marshalltownmainstreet.org



Help your downtown Marshalltown Grow!

We need your support of the Central Business District's Self Supporting Municipal Improvement District.(SSMID)



Why do we need a SSMID?

How you see downtown Marshalltown? What do you want the downtown to be? Over the past 15 years, we have worked to improve the downtown's look and feel through facade repairs and historic restoration. We can do more, but we can't do it without a stable funding source. The SSMID will do that.

The SSMID drives funding that the Marshalltown Central Business District (CBD) will put towards beautification of the downtown as well as encouraging quality businesses and a vibrant thriving atmosphere.

Without the SSMID, the CBD cannot continue to financially keep up the current beautification efforts – planters, banners, alley way – or to keep up downtown promotions such as the Holiday Stroll.

If we do not continue to build a safe, beautiful, inviting downtown, we will not see our downtown rise to its greater potential of a vibrant, energized community.

What is a SSMID?

A SSMID stands for Self-Supporting Municipal Improvement District (chapter 386 of the Iowa code). This is a self-imposed levy upon commercial and industrial property taxable value within the district. The funds collected from the levy are restricted to improving the business and cultural environment of the central business district.

What if the SSMID passes?

These funds will provide more resources for business recruiting and building redevelopment as well as allowing the Central Business District to put a greater effort into beautification of the downtown.

What if it fails?

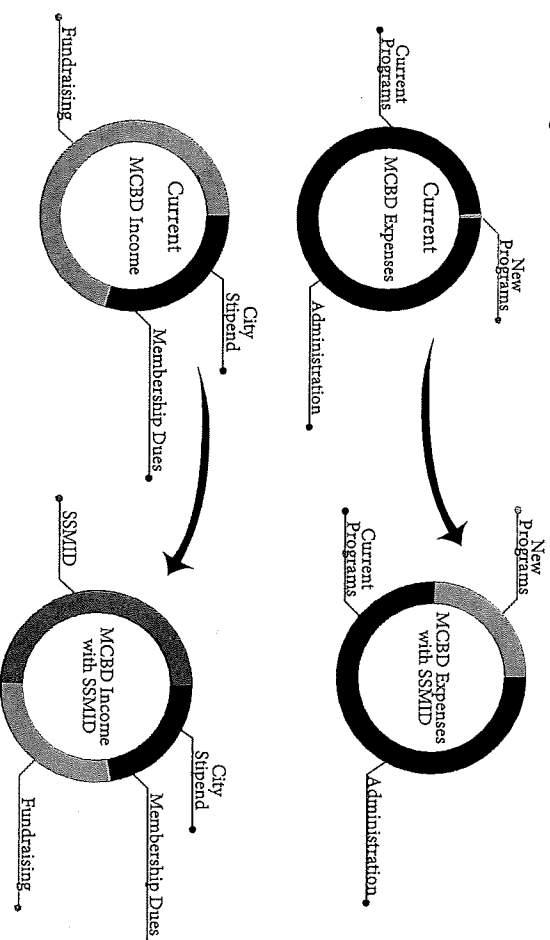
The CBD will not be able to keep up current beautification projects, such as the flower baskets, and won't be able to stretch out and grow our current downtown businesses nor recruit or promote new enterprises downtown. We also may lose our Main Street status and the resources available to us from Main Street Iowa.

Please sign our petition! We cannot grow and enliven our downtown without you!

What is the BIG PICTURE?

It is **vital** to have a **robust** downtown in order to **attract and retain** not only businesses, but new citizens to our community – which enables **long term stability and success** of the major employers of Marshalltown.

With the current level of funding, the Marshalltown Central Business District is approaching the limits to sustainable change initiatives it can provide. With the SSMID in place, volunteers can commit more time to the development of NEW programs and cultivating a more robust downtown.



Next Improvement Phase

The SSMID would be the enabler to continued downtown reinvigoration.

Key Initiatives:

- Financial support for a marketing strategy for downtown retail businesses
- Completion of the Pedestrian Walkway Project
- Improved parking and downtown signage
- Expanded business recruiting and redevelopment
- Provision of snow removal services on Main Street and Public Trash Removal
- Maintain current valuable programs

What is the proposed levy rate?

The SSMID will be divided in to 5 different zones. The table lists an example of taxed amount per building value.

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
\$50,000	\$1.80	\$1.56	\$50		
\$100,000	\$3.60	\$3.12	\$100		
\$200,000	\$7.20	\$6.24	\$200		
\$500,000	\$17.80	\$15.60	\$500		
\$1,000,000				\$2,400	
\$10,000,000					\$4,500

Rates are proposed at varying dollar amounts per thousand of taxable value. Below is the key for each zone:

- Zone 1: Main Street-\$3.60/per thousand
- Zone 2: Adj. Streets-\$3.16/per thousand
- Zone 3: Residential-\$1.00/per thousand
- Zone 4: Industrial/Banks-\$2.40/per thousand
- Zone 5: Hospital-\$0.45/per thousand

How is a SSMID authorized?

The SSMID is authorized by the city council after a submitted petition representing support by the property owners.

How long does the levy stay in effect?

The district levy will continue until dissolved in accordance with the provisions of Chapter 386 of the 2003 Code of Iowa.

To: Mayor Lowrance and Marshalltown City Council
From: Vision Marshalltown Board of Directors
Date: August 1, 2017
Re: Self-Supported Municipal Improvement District (SMIDD)

For the past two years, Vision Marshalltown has been diligently working to advance our community's mission: "Marshalltown embodies the pride, passion and purpose of a global community rooted in hometown Iowa quality of living." To fulfill this mission, three visions were developed which concentrate on education, housing and community pride. Additionally, specific housing goals have been established which include: "By 2019, one additional second story building will begin renovation to provide four additional market rate apartments on Main Street."

The heartbeat of any community is represented through its downtown business district. Recognizing the importance of a healthy Main Street, Marshalltown has supported significant enhancements and beautifications to the district. With the support of the City, the backbone of this work has been upheld by the Marshalltown Central Business District (MCBD). Throughout the years, they have helped facilitate over \$29 million in downtown building renovations, coordinated the critical work of volunteers who annually provide 65,000 hours of service and significantly enhanced the vibrancy of the district.

Facilitating additional building renovations is a goal of both Vision Marshalltown as well as the MCBD. Furthermore, the services of MCBD are critical to advance the intentional transformation of our community. As you know, without financial resources, this work will be difficult to accomplish. To deliver the work set forth, the MCBD is in need of funding to sustain and expand operations. The passage of the SMIDD would provide the necessary support.

The Vision Marshalltown Board would like to express our aggregate support of the Self-Supported Municipal Improvement District and respectfully request the city council's vote to approve it.

Vision Marshalltown Board of Directors
Signatures on page 2

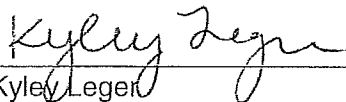
Vision Marshalltown Board of Directors



Terry Buzbee – Co-Chair
President
Emerson – Final Control



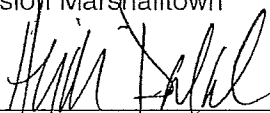
Karh Gregoire – Co-Chair
Executive Director
Martha-Ellen Tye Foundation



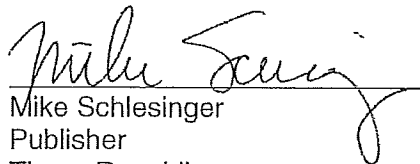
Kyley Leger
Executive Director
Vision Marshalltown



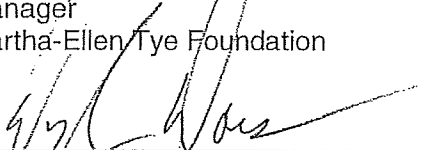
Bea Niblock
School Board President
Marshalltown Community School District



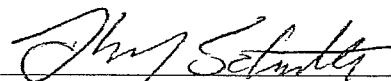
Heidi Dalal
Community & Grantee Relations
Manager
Martha-Ellen Tye Foundation



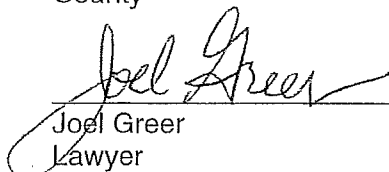
Mike Schlesinger
Publisher
Times-Republican



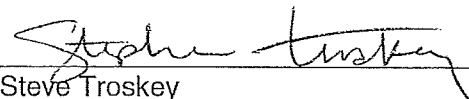
Dylan Does
Executive Director
Community Foundation of Marshall
County



Theron Schutte
Superintendent
Marshalltown Community School District



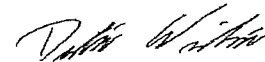
Joel Greer
Lawyer
Cartwright, Druker, Ryden Law Office



Steve Troskey
Planning Project Manager
Clapsaddle-Garber Associates



Mike Miller
President
RACOM



Dustin Wright
President
UnityPoint Health - Marshalltown

RESOLUTION NO. _____

A resolution referring a Self-Supported Municipal Improvement District Petition to the City Plan and Zoning Commission

WHEREAS, pursuant to the provisions of Chapter 386, Code of Iowa (the "Act"), a petition has been filed with the City of Marshalltown and presented to this Council (the "Petition"), which petitions this Council to establish the Marshalltown Downtown Self-Supported Municipal Improvement District (the "Proposed District"), and to establish an Operation Fund for the Proposed District and levy an annual tax therefor, all in accordance with and pursuant to the Act, which Petition is attached hereto as Exhibit A and by this reference made a part hereof; and

WHEREAS, the Petition contains the signatures of at least twenty-five per cent (25%) of all owners of property within the Proposed District; and

WHEREAS, the Petition contains the signatures of owners representing ownership of property with an assessed value equal to twenty-five per cent (25%) or more of the assessed value of all of the property within the Proposed District; and

WHEREAS, the property to be included in the Proposed District pursuant to the Petition is contiguous, wholly within the boundaries of the City, and is in districts zoned for commercial uses or is within a duly designated historic district; and

WHEREAS, before taking action on the Petition, the Council is required by the Act to notify the City Plan and Zoning Commission and to receive an evaluative report from the Commission on the merit and feasibility of the project proposed in the Petition;

NOW, THEREFORE, Be It Resolved by the Council of Marshalltown, Iowa, as follows:

Section 1. The Petition is hereby determined to be sufficient and in compliance with the provisions of the Act.

Section 2. The Petition is hereby referred to the City Plan and Zoning Commission, which Commission shall with due diligence, prepare an evaluative report for this Council on the merit and feasibility of the project proposed in the Petition in accordance with the provisions of the Act.

Section 3. All resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of such conflict.

Passed and approved August 28, 2017.

Mayor

Attest:

City Clerk

PETITION TO ESTABLISH THE MARSHALLTOWN
DOWNTOWN SELF-SUPPORTED MUNICIPAL
IMPROVEMENT DISTRICT PURSUANT TO
CHAPTER 386 OF THE CODE OF IOWA

We, the undersigned, being at least 25 per cent of all owners of property within the self-supported municipal improvement district proposed and hereinafter defined by this petition, and being owners of property within the proposed district having an assessed value of at least 25 per cent of the assessed value of all the property in the proposed district, hereby petition the City Council of the City of Marshalltown, Iowa, pursuant to the provisions of Chapter 386 of the Code of Iowa (the “Act”), as follows:

1. To establish a self-supported municipal improvement district in the City of Marshalltown, Iowa, as follows:
 - (a) The name of the district shall be the “Marshalltown Downtown Self-Supported Municipal Improvement District” (hereinafter referred to as the “Proposed District”),
 - (b) The purposes of the Proposed District shall be the undertaking of actions and the design and construction of any and all improvements authorized by the Act and the performance of administration, redevelopment, and revitalization of the Proposed District, as authorized by the Act, any and all of which actions and improvements are intended to benefit the property within the Proposed District,
 - (c) A description of the property within the Proposed District is:

LEGAL DESCRIPTION

THE MARSHALLTOWN SELF-SUPPORTED MUNICIPAL IMPROVEMENT DISTRICT (SSMID) LOCATED IN THE CITY OF MARSHALLTOWN, MARSHALL COUNTY, IOWA. FURTHER DESCRIBED AS FOLLOWS:
BEGINNING AT THE NORTHWEST CORNER OF LOT 7, BLOCK 6, ORIGINAL TOWN OF MARSHALL; THENCE,
EAST TO THE NORTHWEST CORNER OF LOT 10, BLOCK 5, ORIGINAL TOWN OF MARSHALL;
THENCE,
NORTH TO THE NORTHWEST CORNER OF LOT 3, BLOCK 5, NORTH MARSHALL ADDITION;
THENCE,
EAST TO THE NORTHWEST CORNER OF LOT 10, BLOCK 4, NORTH MARSHALL ADDITION;
THENCE,
NORTH TO THE NORTHWEST CORNER OF LOT 7, BLOCK 4, NORTH MARSHALL ADDITION;
THENCE,
EAST TO THE NORTHEAST CORNER OF LOT 6, BLOCK 3, NORTH MARSHALL ADDITION;
THENCE,
SOUTH TO THE NORTHEAST CORNER OF LOT 3, BLOCK 3, NORTH MARSHALL ADDITION;
THENCE,
EAST TO THE NORTHEAST CORNER OF LOT D, BLOCK 2, NORTH MARSHALL ADDITION;
THENCE,
SOUTH TO THE NORTHEAST CORNER OF LOT 1, BLOCK 11, ORIGINAL TOWN OF MARSHALL; THENCE,

EAST TO THE NORTHEAST CORNER OF LOT 1, BLOCK 8, ORIGINAL TOWN OF MARSHALL;
 THENCE,
 SOUTH TO THE SOUTHEAST CORNER OF LOT 12, BLOCK 2, ANDREW'S ADDITION TO
 MARSHALL; THENCE,
 WEST TO THE SOUTHEAST CORNER OF LOT 12, BLOCK 13, ORIGINAL TOWN OF MARSHALL;
 THENCE,
 SOUTH TO THE SOUTHEAST CORNER OF LOT 12, BLOCK 23, ORIGINAL TOWN OF
 MARSHALL; THENCE,
 WEST TO THE SOUTHEAST CORNER OF LOT 12, BLOCK 20, ORIGINAL TOWN OF MARSHALL;
 THENCE,
 SOUTH TO THE SOUTHEAST CORNER OF LOT 12, BLOCK 27, ORIGINAL TOWN OF
 MARSHALL; THENCE,
 WEST TO THE SOUTHWEST CORNER OF LOT 9, BLOCK 27, ORIGINAL TOWN OF MARSHALL;
 THENCE,
 NORTH TO THE NORTHWEST CORNER OF LOT 7, BLOCK 20, ORIGINAL TOWN OF
 MARSHALL; THENCE,
 WEST TO THE NORTHWEST CORNER OF LOT 7, BLOCK 19, ORIGINAL TOWN OF MARSHALL;
 THENCE,
 NORTH TO THE NORTHWEST CORNER OF LOT 7, BLOCK 16, ORIGINAL TOWN OF
 MARSHALL; THENCE,
 WEST TO THE NORTHWEST CORNER OF LOT G, BLOCK 17, ORIGINAL TOWN OF MARSHALL;
 THENCE,
 NORTH TO THE NORTHEAST CORNER OF LOT D, BLOCK 17, ORIGINAL TOWN OF
 MARSHALL; THENCE,
 WEST TO THE NORTHWEST CORNER OF LOT D, BLOCK 17, ORIGINAL TOWN OF MARSHALL;
 THENCE,
 NORTH TO THE POINT OF BEGINNING.

- (d) The property in the Proposed District shall be divided into five Zones,
 described as follows:

- (1) Zone 1: Commercial Main Street frontage properties
- (2) Zone 2: Commercial Properties adjacent to Main Street
- (3) Zone 3: Residential, Multi-Residential and Section 42 Housing in
 the Historic District

(4)	Zone 4:	Address	Parcel Identification #
		11 N 1 st Ave	8418-26-457-018
		201 W State St	8418-26-376-023
		205 S. Center St.	8418-35-134-002
		205 W Main St	8418-26-379-025
		123 W Main St	8418-26-380-013
		102 S Center St	8418-35-204-015
		11 E Church St	8418-35-204-002

(5)	Zone 5:	Address	Parcel Identification #
		312 E Main St	8418-26-482-031

2. To establish an operation fund with respect to the Proposed District to be known as the “Marshalltown Downtown Self-Supported Municipal Improvement District Operation Fund” (the “Operation Fund”), and levy an annual tax (the “Operation Tax”) upon the property, as defined in the Act (excluding property assessed as residential property for property tax purposes) within the Proposed District (the “Property”) for the purposes of: (a) paying the administrative expenses of the Proposed District, as defined and authorized in the Act, or (b) paying part or all of the maintenance expenses of “improvements” as defined in the Act, with respect to the Proposed District. The district levy will continue until dissolved in accordance with the provisions of Chapter 386 of the 2003 Code of Iowa, commencing with the levy of taxes collection in the fiscal year beginning July 1, 2018.

3. The Operation Tax shall be levied annually upon the Property at the following rates:

Zone 1: a rate not to exceed \$3.60 Dollars per thousand dollars of taxable value of the Property in Zone 1, except for those properties included in Zone 4 & 5.

Zone 2: a rate not to exceed \$3.16 Dollars per thousand dollars of taxable value of the Property in Zone 2, except for those properties included in Zone 4 & 5.

Zone 3: a rate not to exceed \$1.00 Dollar per thousand dollars of taxable value in the Property in Zone 3, except for those properties included in Zone 4 & 5.

Zone 4: a rate not to exceed \$2.40 Dollars per thousand dollars of taxable value in the Property in Zone 4.

Zone 5: a rate not to exceed \$0.45 Dollars per thousand dollars of taxable value in the Property in Zone 5.

4. The City of Marshalltown shall enter into an agreement with Marshalltown Central Business District, Inc. (the “Corporation”) to manage and undertake the services, improvements and activities described in this Petition and described in the annual budget of the Corporation. The City Council shall appropriate funds held from time to time in the Operation Fund to the Corporation for those purposes. The Corporation shall submit a budget to the City Council, no later than November 1 of each year, showing proposed expenditures of funds received from the Operation Fund for the fiscal year that will begin on the following July 1.

Downtown Self-Supported Municipal Improvement District: Petition Signature Page

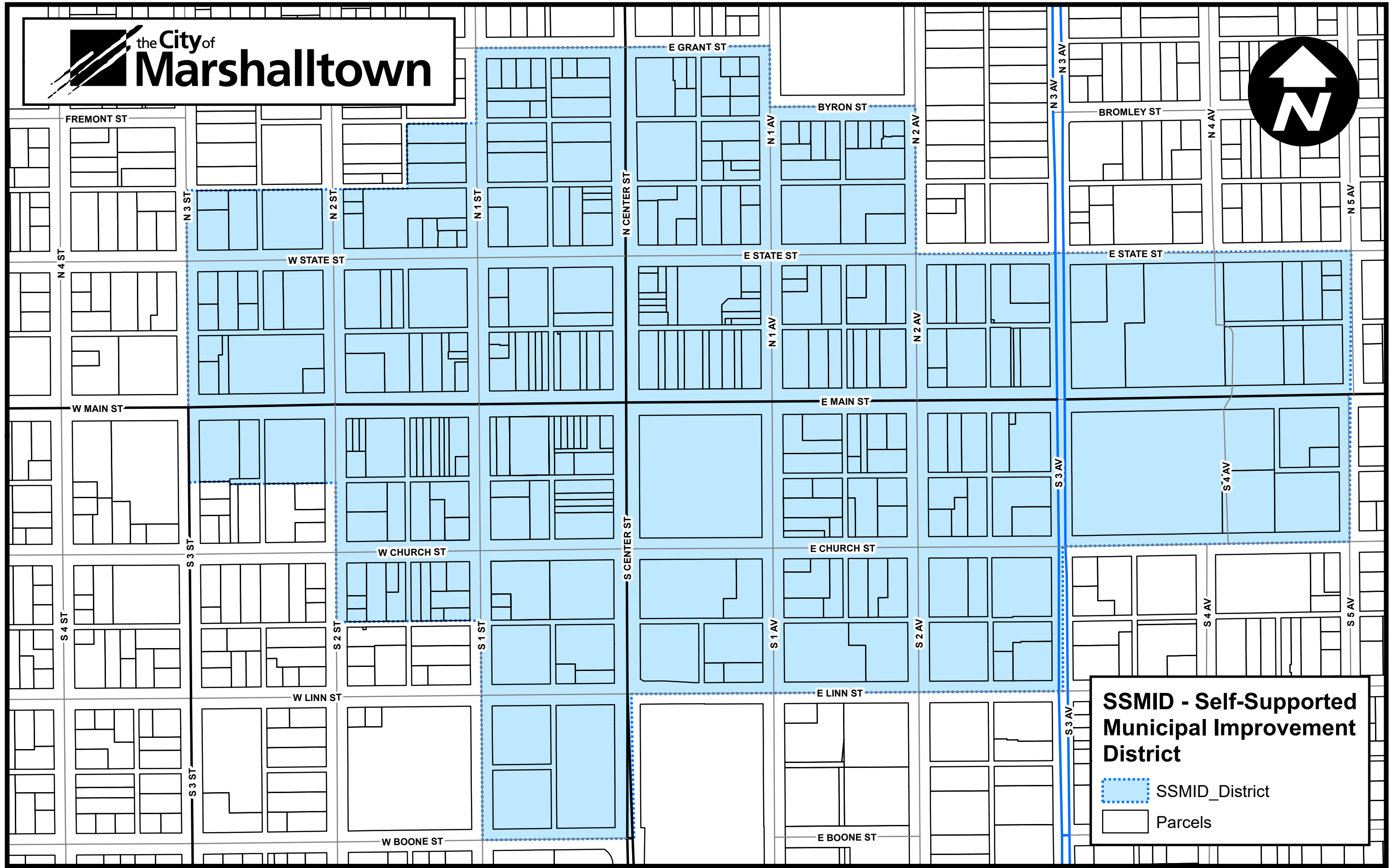
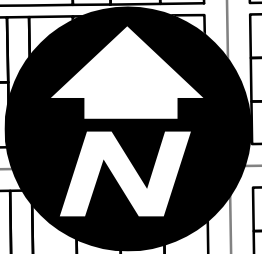
SIGNATURE AND NAME
OF OWNER(S) OR PROPERTY
AUTHORIZED REPRESENTATIVE

ADDRESS OF BUILDING

DATE



the City of
Marshalltown



**SSMID - Self-Supported
Municipal Improvement
District**

-  SSMID_District
-  Parcels