



INDIANOLA
DOWNTOWN ASSESSMENT



SEPTEMBER 25 – 27, 2018

INDIANOLA | pre-visit review



INDIANOLA | pre-visit research

Source: ESRI

Environmental Systems Research Institute – founded in 1969

Trade Area Analysis

Market Profile

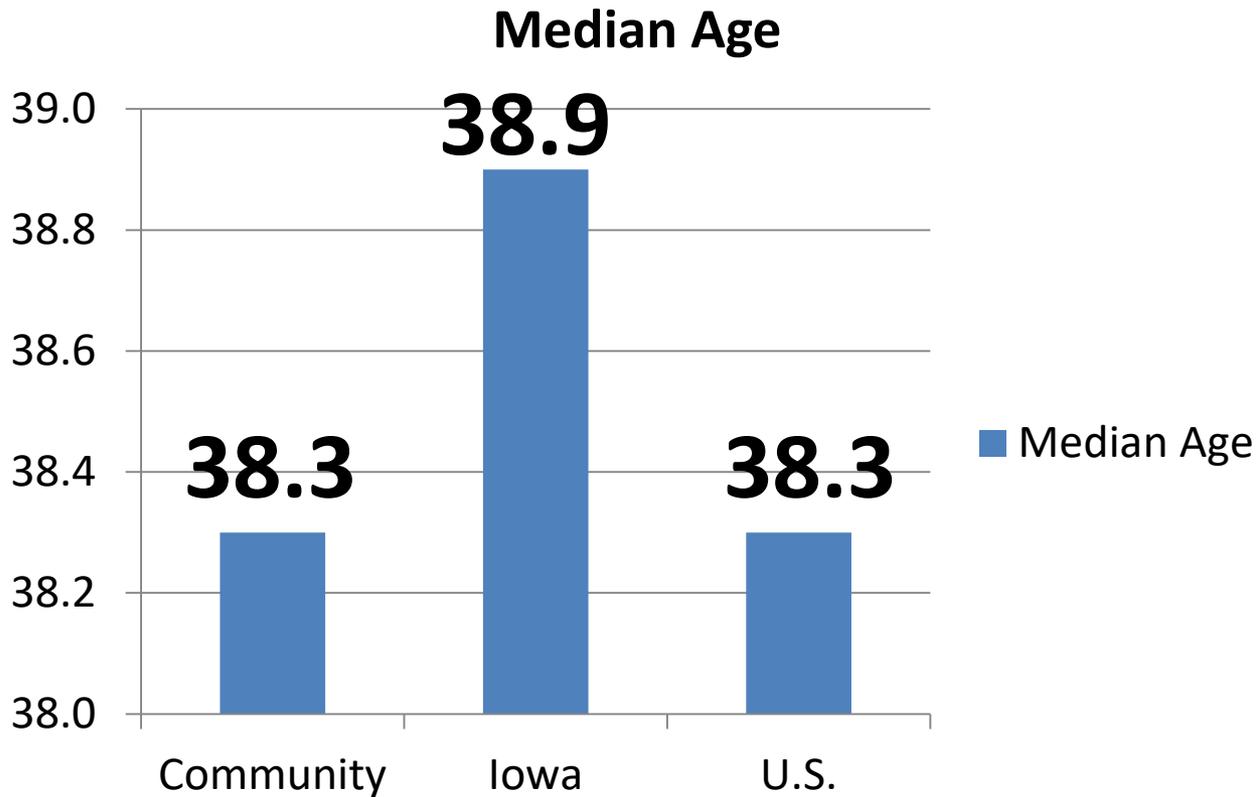
Housing Profile

Retail Market Performance

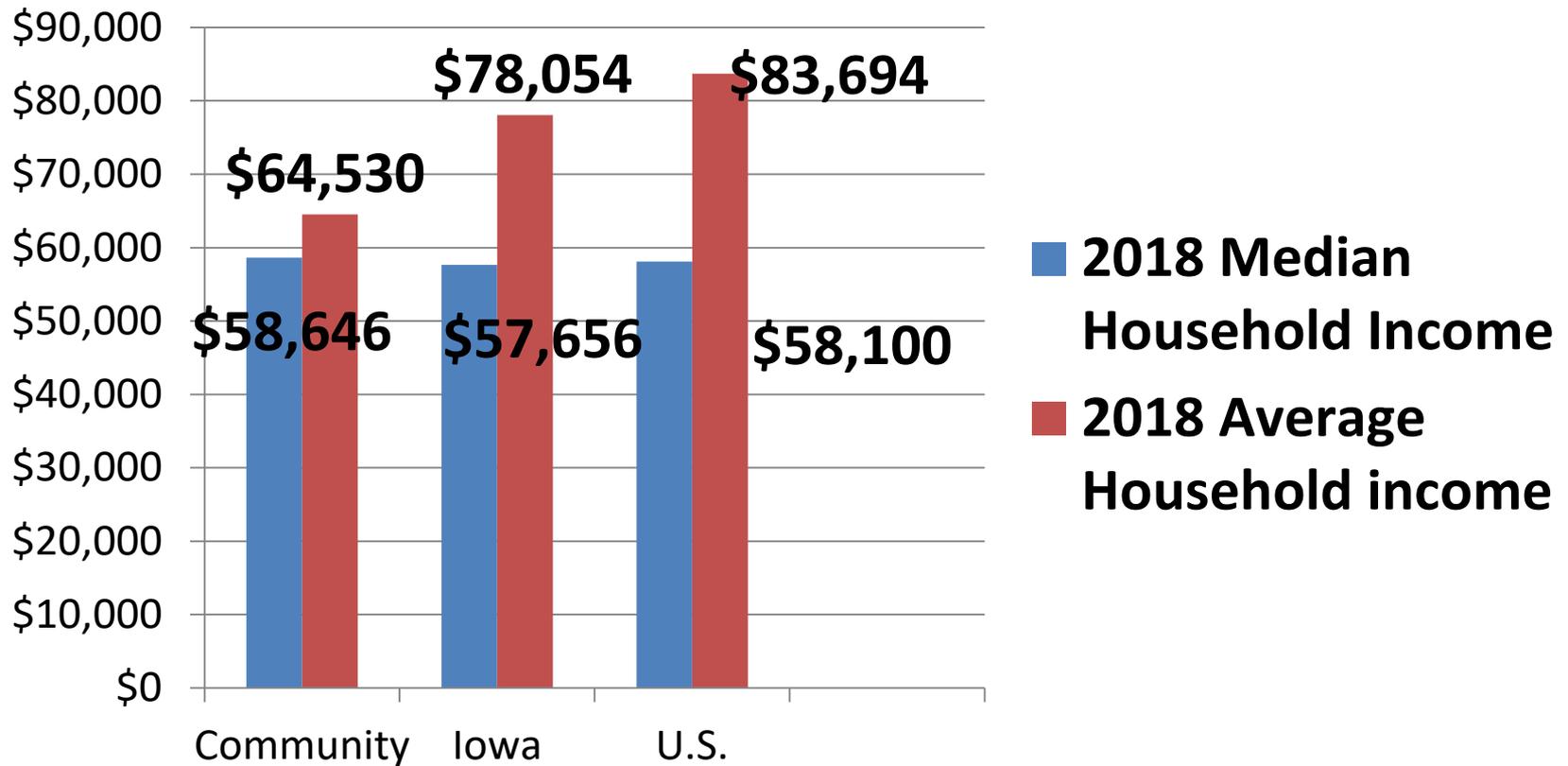
Tapestry Segmentation Area Profile



INDIANOLA | pre-visit research



INDIANOLA | pre-visit research

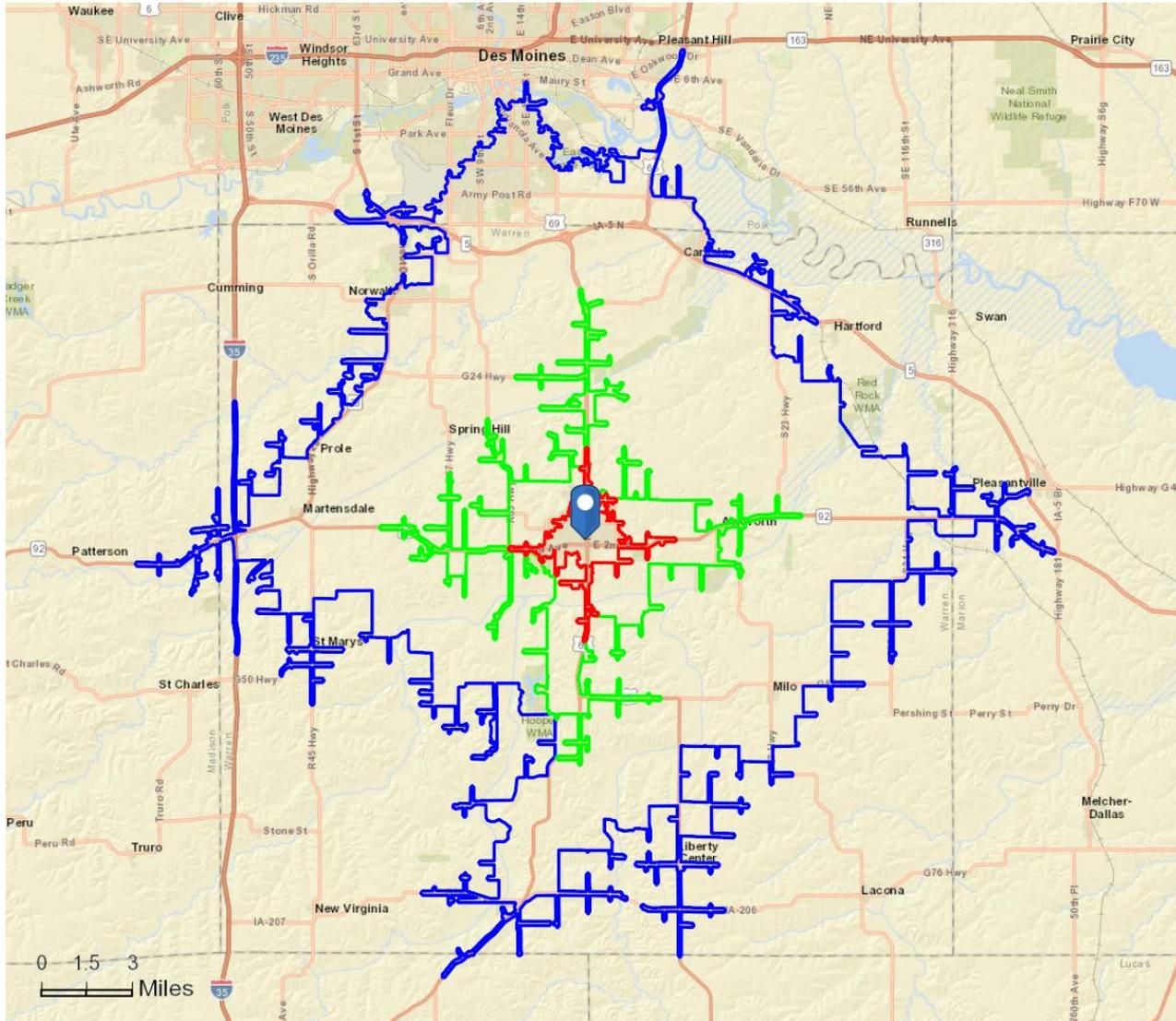


INDIANOLA | pre-visit research

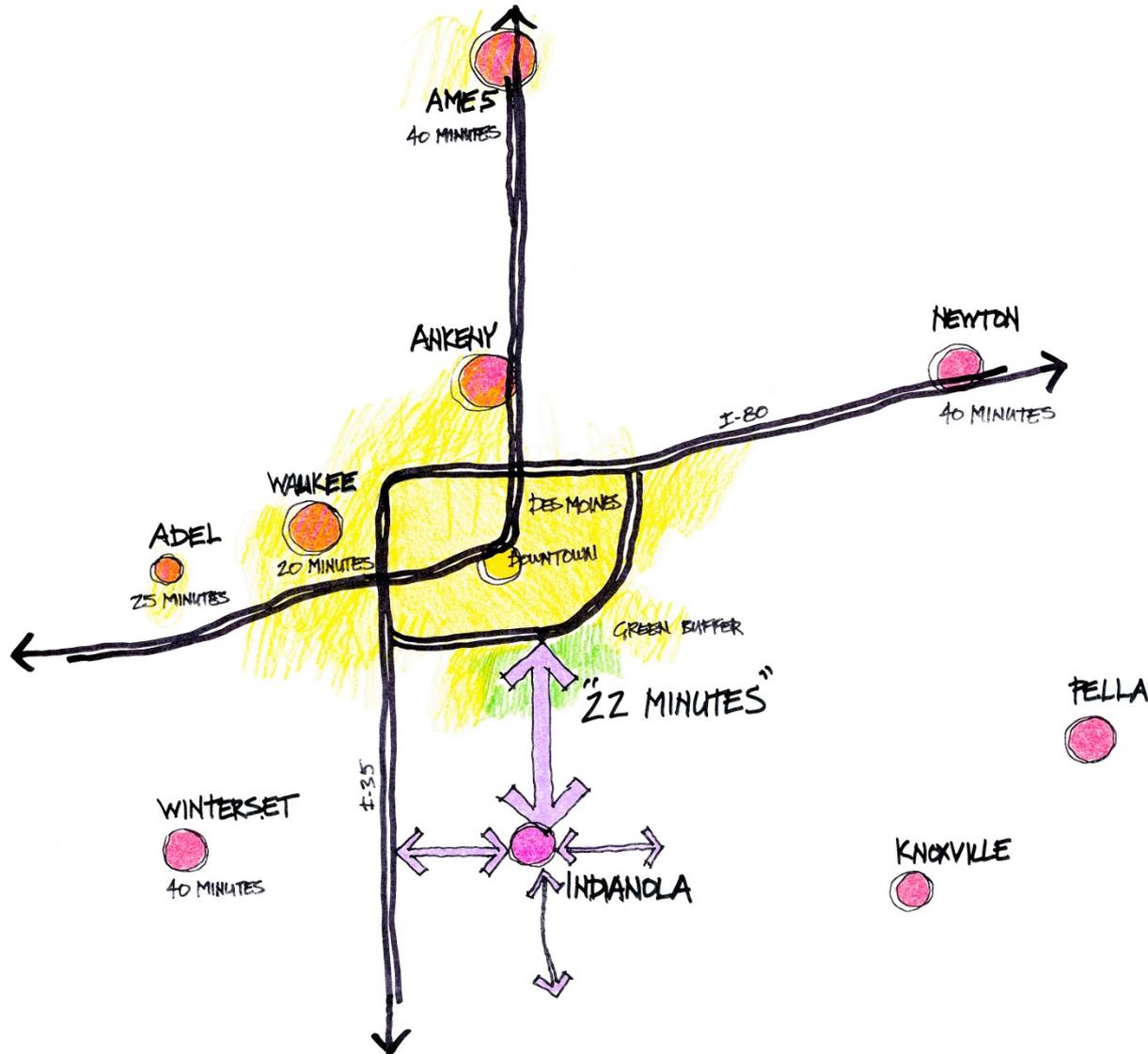
	Demand	Supply	Retail Gap	Number of Businesses
Industry Summary	(Retail Potential)	(Retail Sales)		
Total Retail Trade and Food & Drink	\$133,019,452	\$175,203,392	\$42,183,940	78
Total Retail Trade	\$120,817,557	\$165,646,967	\$44,829,410	52
Total Food & Drink	\$12,201,896	\$9,556,424	\$2,645,472	29

5 minute drive time figures

INDIANOLA | Drive Time Analysis



INDIANOLA | Drive Time Analysis



INDIANOLA | pre-visit survey



Downtown's Greatest Strength

- Stores/Boutiques/Locally owned/Variety/Shop owners/Unique 75
- Central location/Convenience/Accessible/Proximity to highways 29
- Gathering place for events/Community center/Event friendly 23
- Restaurants 21
- The Square/People care about square /One block each direction 18
- Charming, Historic downtown/Beauty/Curb appeal/Setting 13
- Architecture/Historic Buildings 10

Downtown's Greatest Challenge or Weakness

- Attracting/keeping a variety of retailers/Businesses/Empty buildings 59
- Some storefronts/buildings not well kept/Run down buildings and businesses/Aging/Tired 26
- Shopping hours limited/Poor evening and weekend hours 22
- Too many offices/Non-retail 17
- Customers/Visitors/Foot traffic to support businesses/People shop in Des Moines 15
- Parking is tough 13
- Limited dining options/No fine dining/Not enough unique food items 13
- Lack of business variety and sophistication compared to Des Moines 12
- Courthouse condition and appearance/Ugly 9
- Removing courthouse and building square box/Jail in the middle/Need greenspace 9

Project That Would Improve the Appearance of Downtown

- Building façade projects/Update buildings/Restore/Paint/Don't ignore side streets 71
- Planter boxes/Hanging baskets/Flowers/More landscaping/Street décor/Trees 18
- Sitting areas/ patio space/seating on courthouse lawn/Benches/Picnic tables 13
- Keeping courthouse lawn and trees/More greenspace 12
- More retail stores/Occupy space 12
- Completion of new courthouse 9
- Courthouse and jail off square/Use as public space/Gazebo/Park 7
- Better/Classic design for new courthouse...not a square box/Less ugly courthouse 7

What would improve the business climate of Downtown most?

- More businesses especially retail/Variety of price points/More one of kind shops 52
- Hours that accommodate employed people 32
- More community events/family activities/Farmers Market/Concerts 28
- More restaurants/Family oriented 21
- Updating retail space/facades and appearance 7
- Ease tax burden and help small business with rent/Incentives/Reasonable rents/City investment 7

What type of new downtown business would be most successful?

- Restaurant 80
- Clothing 47
- Bar/Rooftop bar/Cocktails/Venue for music/Sports
bar/Beer bar 15
- General retail 15
- Gifts/Novel/Trendy/Cards/Hallmark 11

INDIANOLA | community visit

- Driving Tour
- Walking Tour
- Business Drop-Ins
- Community Meetings
- Interviews



INDIANOLA | team first impressions

COMMUNITY

- Nice community /wayfinding signage
- Beautiful parks
- Significant sprawl
- Quality of life amenities
- Conflicting graphic identity
- New hotel
- New single family housing



INDIANOLA | team first impressions

DOWNTOWN

- Square
- Construction
- Lush flower planters
- Historic plaques on buildings
- 15 Vacancies
- Intact building stock
- Limited Retail
- Wedding niche
- Limited event/meeting space



INDIANOLA | community meeting

Q: How can we improve the look and feel of Downtown?

- Modernize facades (pleasant/facelift/upscale/clean) (7)
- Building required to do maintenance (2)
- Bike friendly signs (Wi-Fi, restrooms, cell plug in, fill water bottles) (2)
- Neon lights/lighting effects (2)
- Fresh flowers – seasonal – (2)
- Updated signage (2)
- Outdoor seating / park benches (2)



INDIANOLA | community meeting

Q: What businesses could be successful in downtown Indianola?

- Retail – Men & Women’s Boutique (7)
- Tablecloth (upscale/nice/kitschy) restaurant (5)
- Drug/variety store (Harrisons/Ben Franklin) (5)
- Shoe store (5)
- Art supply store/framing creative, unique fun-to-shop boutique (3)
- Sushi (3)
- Italian steakhouse (2)
- Brew pub/tap room (2)
- Unique gift boutique (2)
- “After hours” Youth/Teen activity center hangout with food and drink (2)
- Toy store/hobby shop (2)

INDIANOLA | community meeting

Q: How can downtown become a better place to live, work and play?

- Social and entertainment activities / events for all ages throughout the year (7)
 - Taste and Crafts of Indianola
 - Pop up Farmers Markets
 - Food Trucks
 - “Active” events on square that attract: children, teens, adults, seniors
 - Activity breeds activity
- Upper story living (apartments/lofts) (4)
 - Modern
 - Upscale
 - New and renovated
 - Well maintained
- More common/gathering green spaces (4)
 - Event venue
 - “Fellowship area”
 - Make courthouse yard and library grounds more invitational
- Better business mix (more variety/places to shop) (3)
- Better parking opportunities (2)
- Open free public wifi (“Smart square/city” technology) (2)

INDIANOLA | community meeting

Q: What can we do to recognize our heritage & history?

- Restore building facades to original design / Building preservation – historic materials in streets & buildings (6)
- Statues/monuments recognizing people or important points in our history (5)
- Build off/around Simpson College (4)
- Art on the square
- Historic building plaques (some already in place)
- Music history – bandshell



INDIANOLA | community meeting

Q: How can we better market the downtown?

- More events for a variety of ages – family friendly (7)
- Ads in key publications (6)
- Market experiences or day trips (5)
- Digital signage to draw highway travelers to the square
- Unity between all partners – One Vision – One Goal! (4)
- Be consistent with the brand/logo theme (4)
- Use social media! (3)

INDIANOLA | community meeting

Q: What groups and individuals need to be involved?

- Warren County
- City
- Chamber
- City Council
- Planning & Zoning
- Schools – public, Simpson College
- Store owners & entrepreneurs
- People who want to work
- Hometown Pride – Keep Indianola Beautiful
- Consolidate Committees – over 70 – not enough action!



INDIANOLA | strengths

- Proximity to Des Moines
- World class events
 - National Balloon Classic
 - Des Moines Metro Opera
- Simpson College
- Quality school district
- Big city opportunities with small town feel



INDIANOLA | strengths



INDIANOLA | strengths



INDIANOLA | strengths



INDIANOLA | strengths



INDIANOLA | strengths



INDIANOLA | strengths



INDIANOLA | strengths



INDIANOLA | challenges & opportunities

Downtown

- Building Maintenance
- Vacancies
- Signage
- Parking Management
- Walkability
- Hours to fit the public



Community-wide

- Organized marketing
- Who's job is it anyway?

INDIANOLA | your words

- “There’s no going back. It’s done” [court house]
- “We’re temptingly close to a bedroom community.”
- “Right now is the time!” and “This is a pivotal time.”
- “We have a jewel with the square that has been neglected forever.”
- “People outside of Indianola don’t know about Indianola.”
- “There’s no reason for people to come downtown.”
- “I choose to be open until 6:00 to serve my customers.”
- “The community needs one vision to work toward.”
- “I’m tired of the square being a low-rent district.”

INDIANOLA | Building Development

- Good building stock
- Court House is staying downtown
- Great timing to reinvigorate the square
- Deferred maintenance
- Outdated signage
- Code review and updates
- Design guidelines
- Bring back the façade grant program



INDIANOLA | Building Development



INDIANOLA | Building Development



INDIANOLA | Building Development



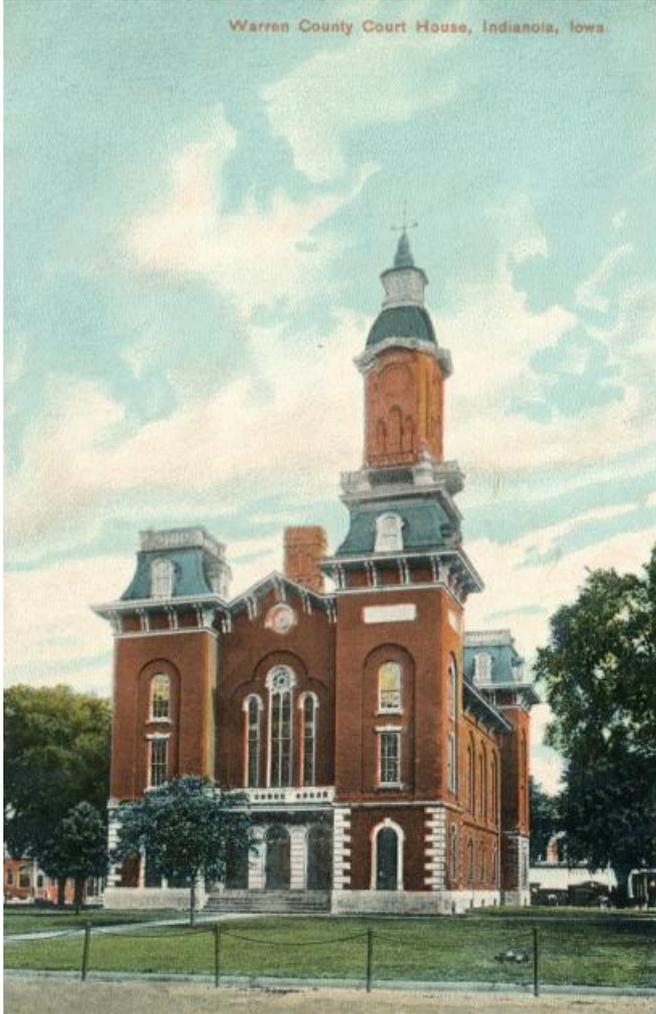
INDIANOLA | Building Development



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INDIANOLA | Business Friendly

- Code review & updates
- Minimum maintenance agreements
- Improved signage
- Permits

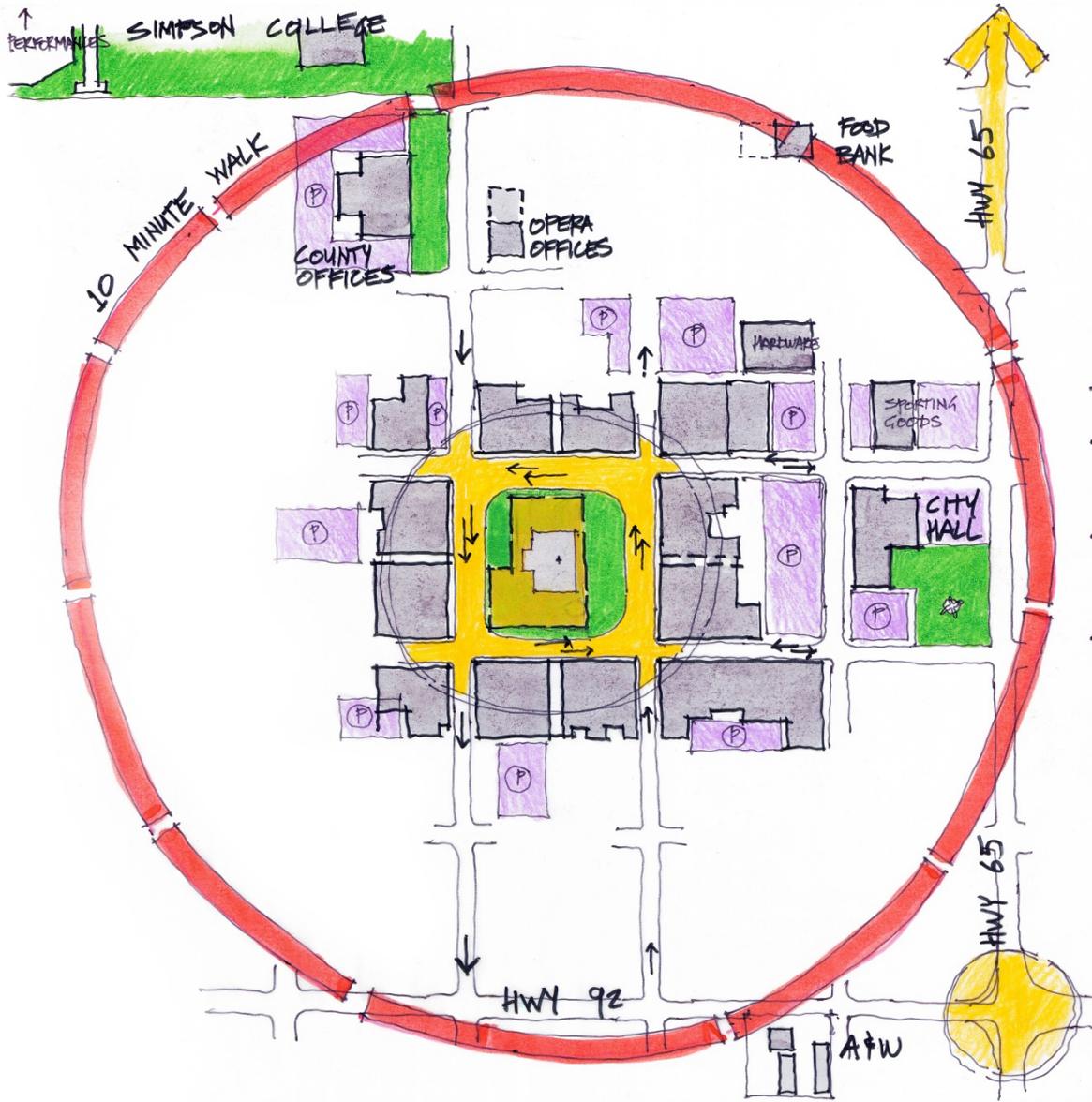


INDIANOLA | Streetscape

- Build on what has already been done
- Find ways to add green space
- Walkability
- Gateway entrance from Hwy 65/69
- Tie in brand identity
- Amenities for events



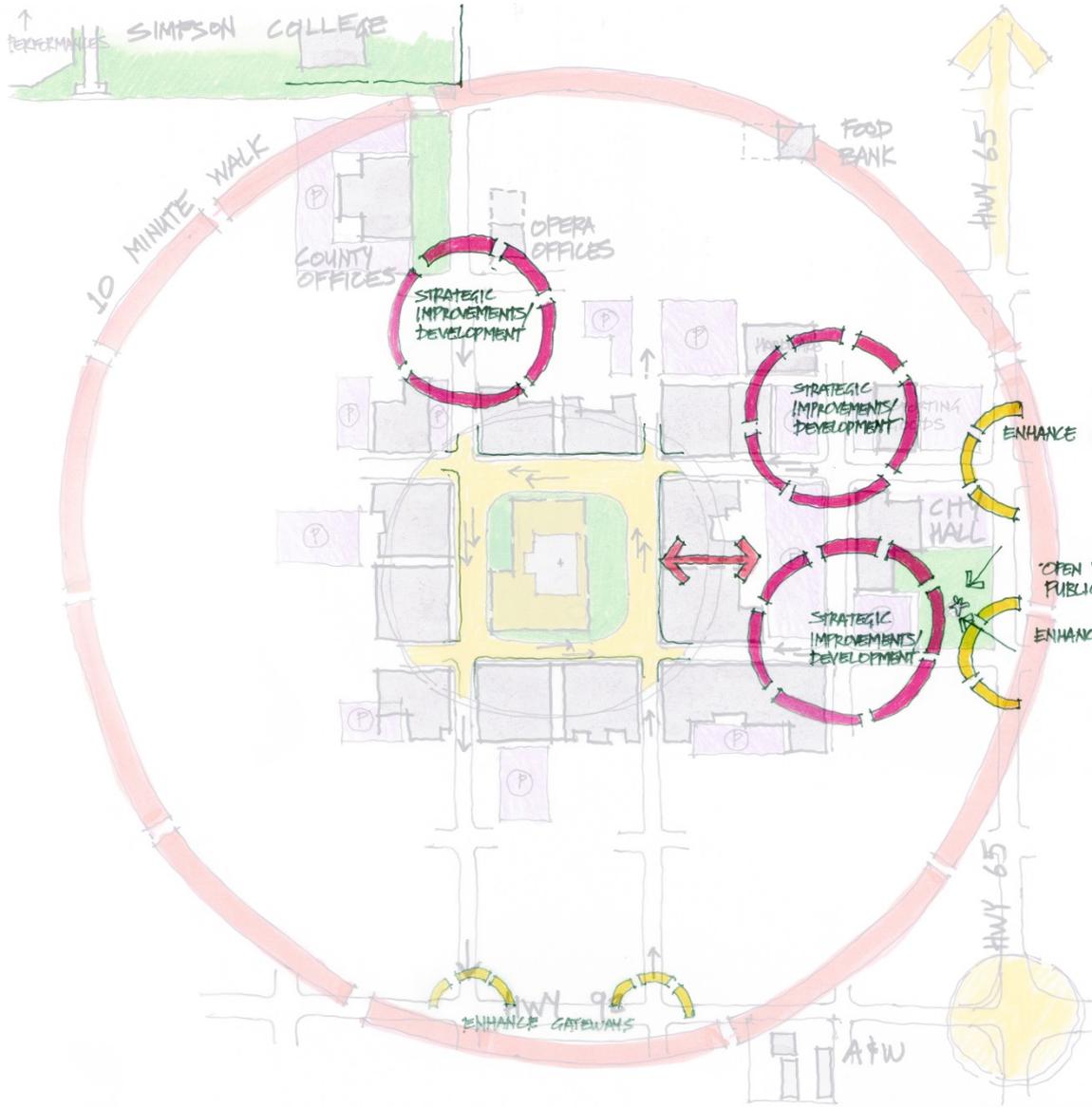
INDIANOLA | Streetscape



• Strategic linkages

- TOWNHOM DEFINED BY 10 MINUTE WALK
- LINK MAJOR DESTINATIONS WITH THE SQUARE
- THE SQUARE SHOULD BELONG FIRST TO PEOPLE/PEDESTRIANS, SECOND TO SLOW MOVING CARS
- PROVIDE FLEXIBLE VEHICULAR CIRCULATION WITH ALL ROADS BRINGING YOU TO THE SQUARE
- HOW? 1. PROVIDE TWO-WAY STREETS @ 11' LANES AND BUMP OUTS AT INTERSECTIONS
2. PROVIDE GENEROUS "GREEN" STREETSCAPES ALONG SELECT CORRIDORS 3. IDENTIFY PARKING AND GET PEOPLE OUT OF THEIR CARS

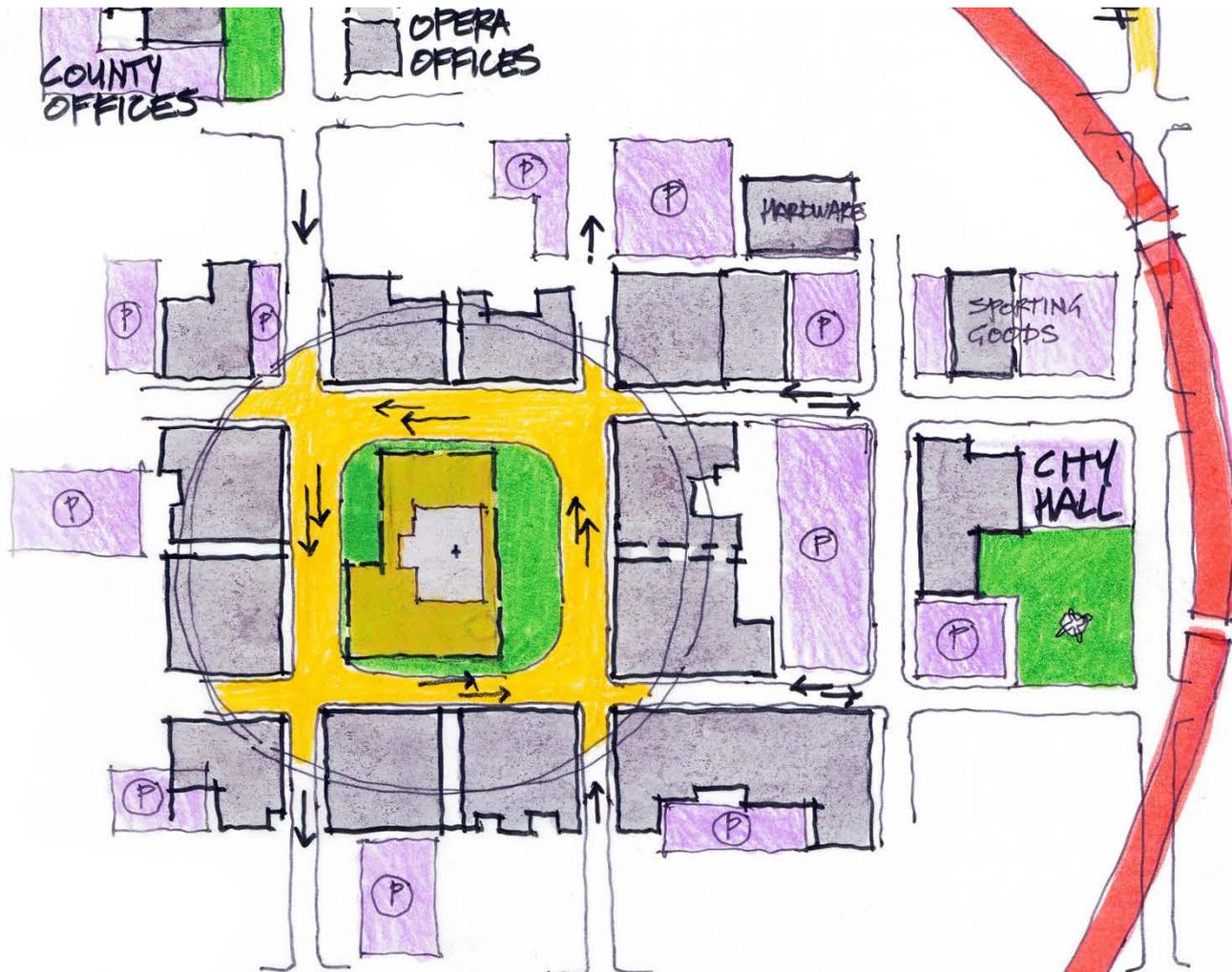
INDIANOLA



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- THE SQUARE SHOULD BELONG FIRST TO PEOPLE/PEDESTRIANS, SECOND TO SLOW MOVING CARS
- PROVIDE FLEXIBLE VEHICULAR CIRCULATION
- "OPEN VIEWS TO PUBLIC ART"
- ENHANCE GATEWAYS
- HOW TO PROVIDE TWO-WAY STREETS @ 11' LANES AND BUMP OUTS AT INTERSECTIONS
- 2. PROVIDE GENEROUS "GREEN" STREETSCAPES ALONG SELECT CORRIDORS
- 3. IDENTIFY PARKING AND GET PEOPLE OUT OF THEIR CARS

INDIANOLA | Streetscape

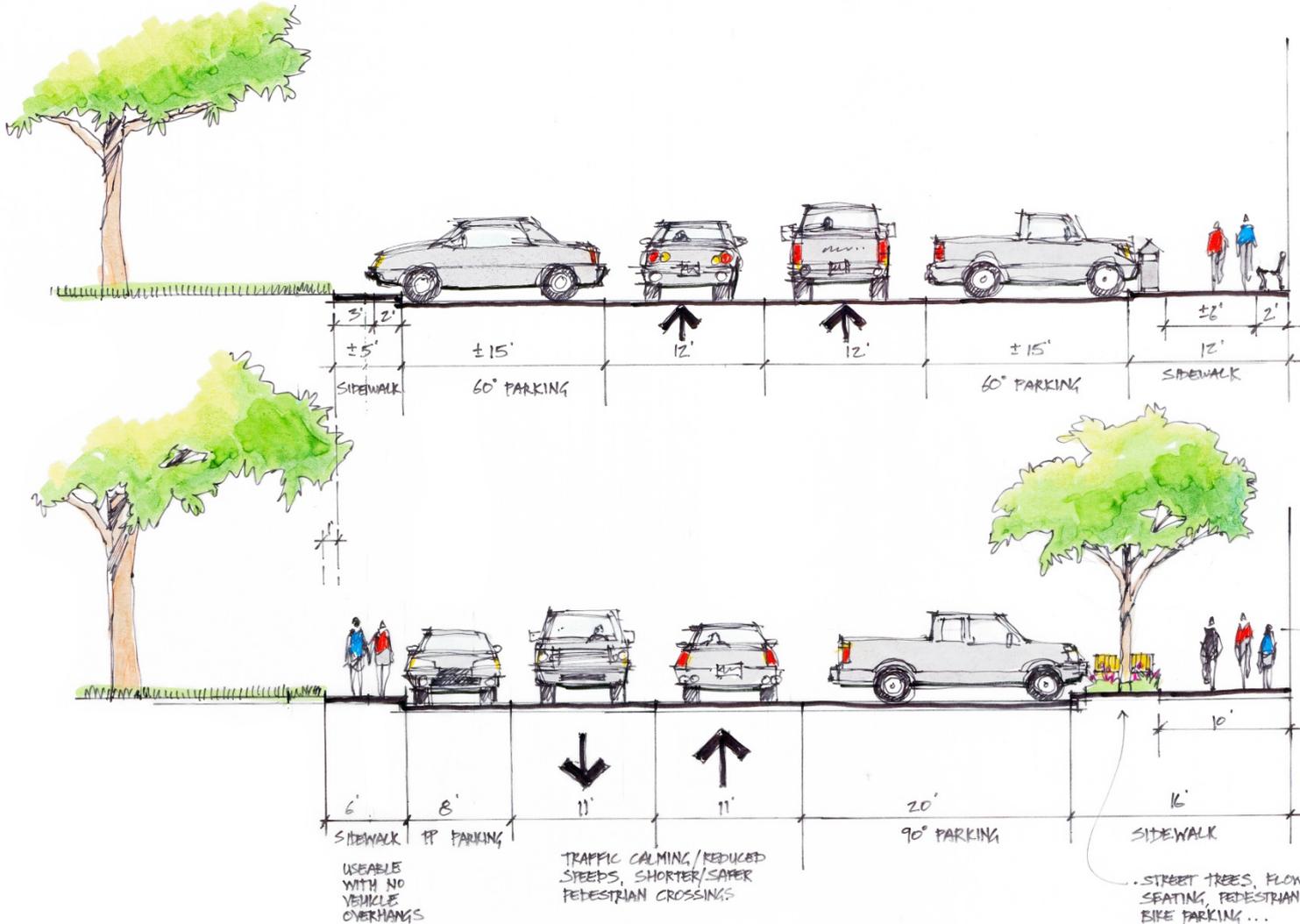


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INDIANOLA | Streetscape



INDIANOLA | Streetscape



- VEHICLES — $54 + 4 = 58'$
- PEOPLE — $10 + 3 = 13'$
- GREENSPACE — $= 0'$

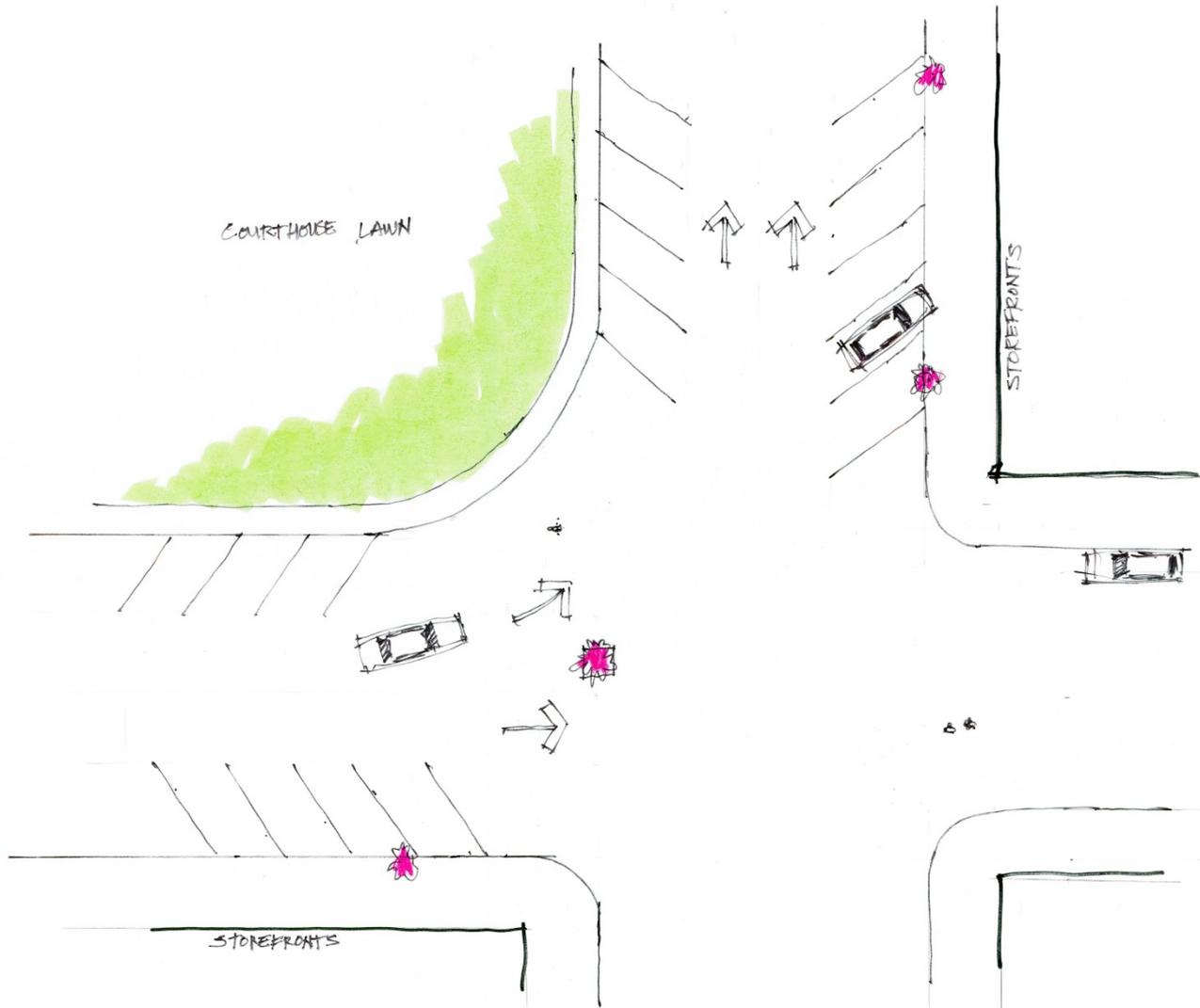
- VEHICLES — $50 + 2 = 52'$
- PEOPLE — $10 + 6 = 16'$
- GREENSPACE — $= 6'$

↔ VISIBLE MERCHANDISE AND ACTIVITY

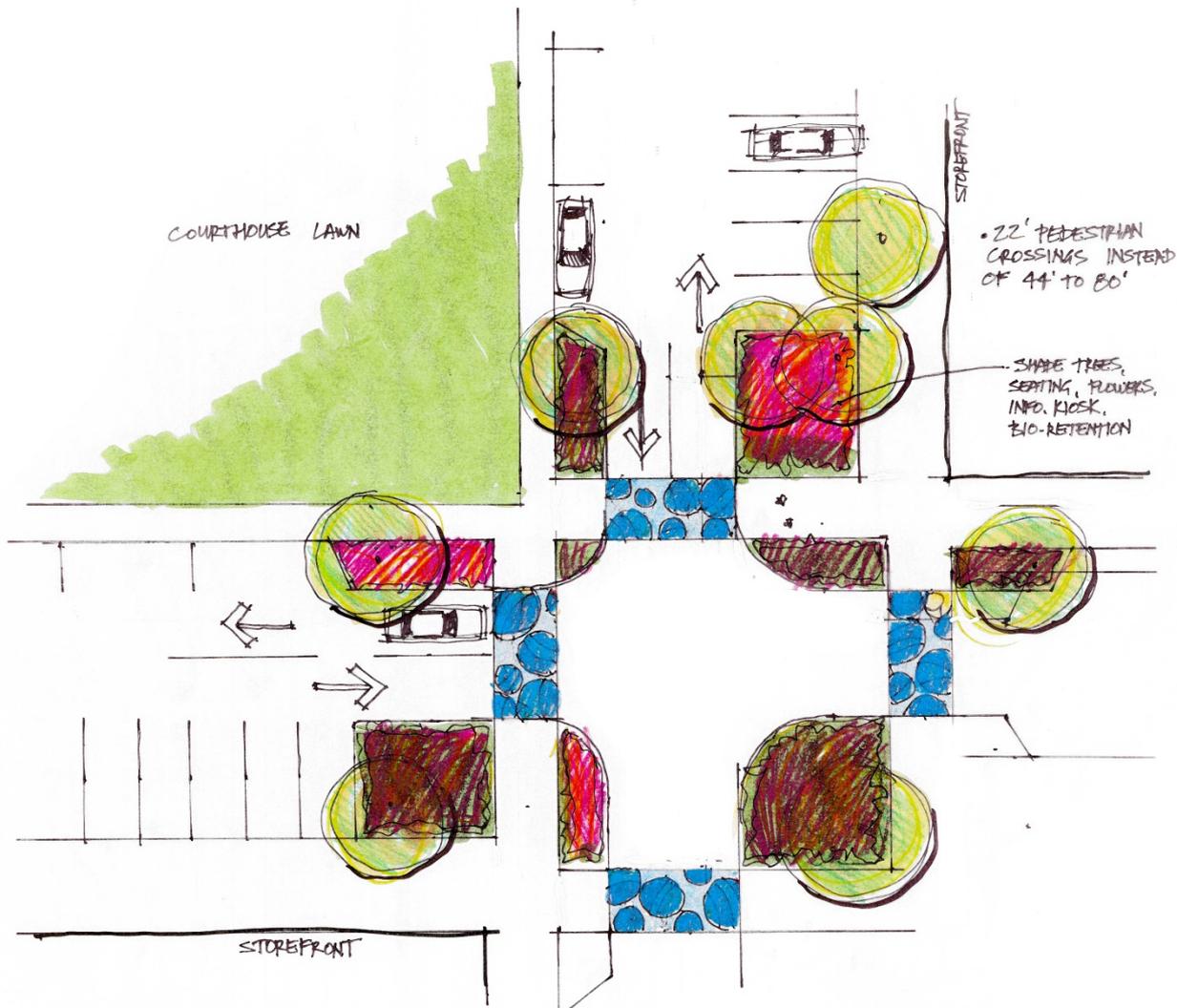
- SAME PARKING COUNT
- INCREASE FLEXIBILITY OF CIRCULATION AND PARKING ACCESS
- INCREASE GREENSPACE FOR PEDESTRIANS
- INCREASE PEDESTRIAN WALKWAYS WITH DIRECT ACCESS TO STOREFRONTS

• STREET TREES, FLOWER BEDS, SEATING, PEDESTRIAN AMENITIES, BIKE PARKING ...

INDIANOLA | Streetscape



INDIANOLA | Streetscape



INDIANOLA | Streetscape



INDIANOLA | Make Downtown a Destination

- Brag about yourselves!
- Build on your brand
- Visually draw visitors into downtown
- Gateway entrance to the district
- Public art
- Social media selfie spots
- Tie in to current events or create new ones
- Public seating



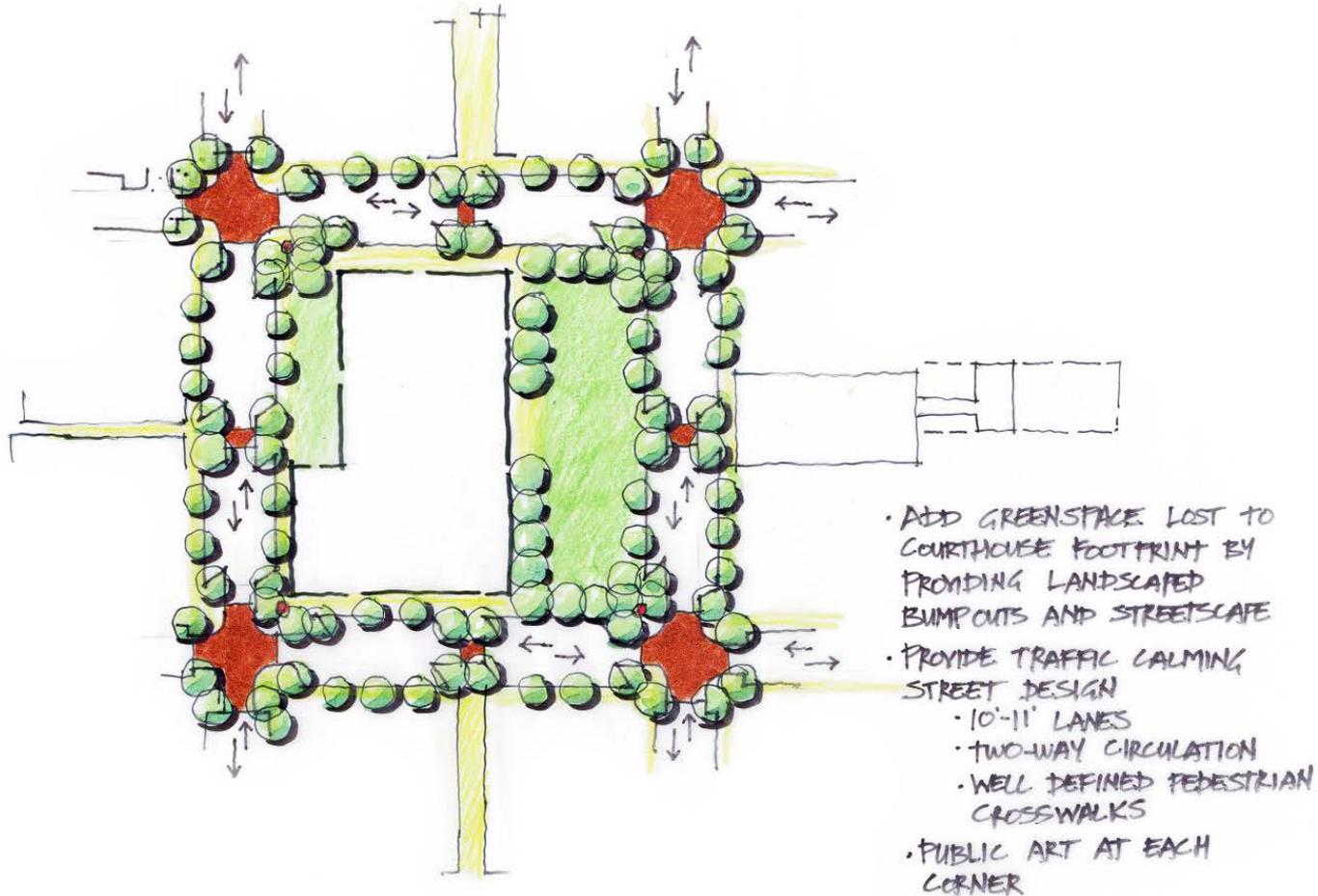
INDIANOLA | Public Spaces & Programming

Your Square is the heart of your community

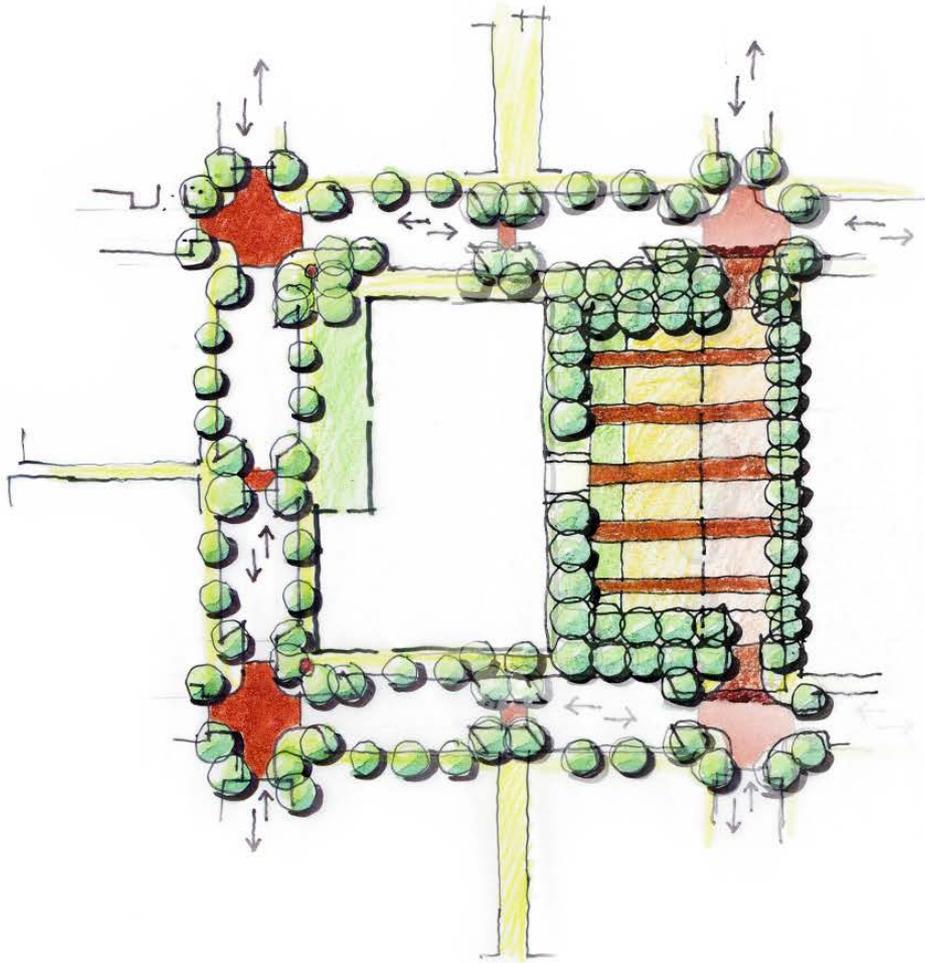
- Buskers
- Farmers market events
- Yoga
- Pop-up Market
- Art Shows
- Vendors (food trucks, art, local crafts)
- Music (Opera!), dance or live theater (Simpson?)
- Motor Cycle (Bike Nites!) and Classic Car shows
- Outdoor movies shown on a large screen
- Family friendly events
- Games (for adults) and playground equipment (for kids)



INDIANOLA | Public Spaces and Programming



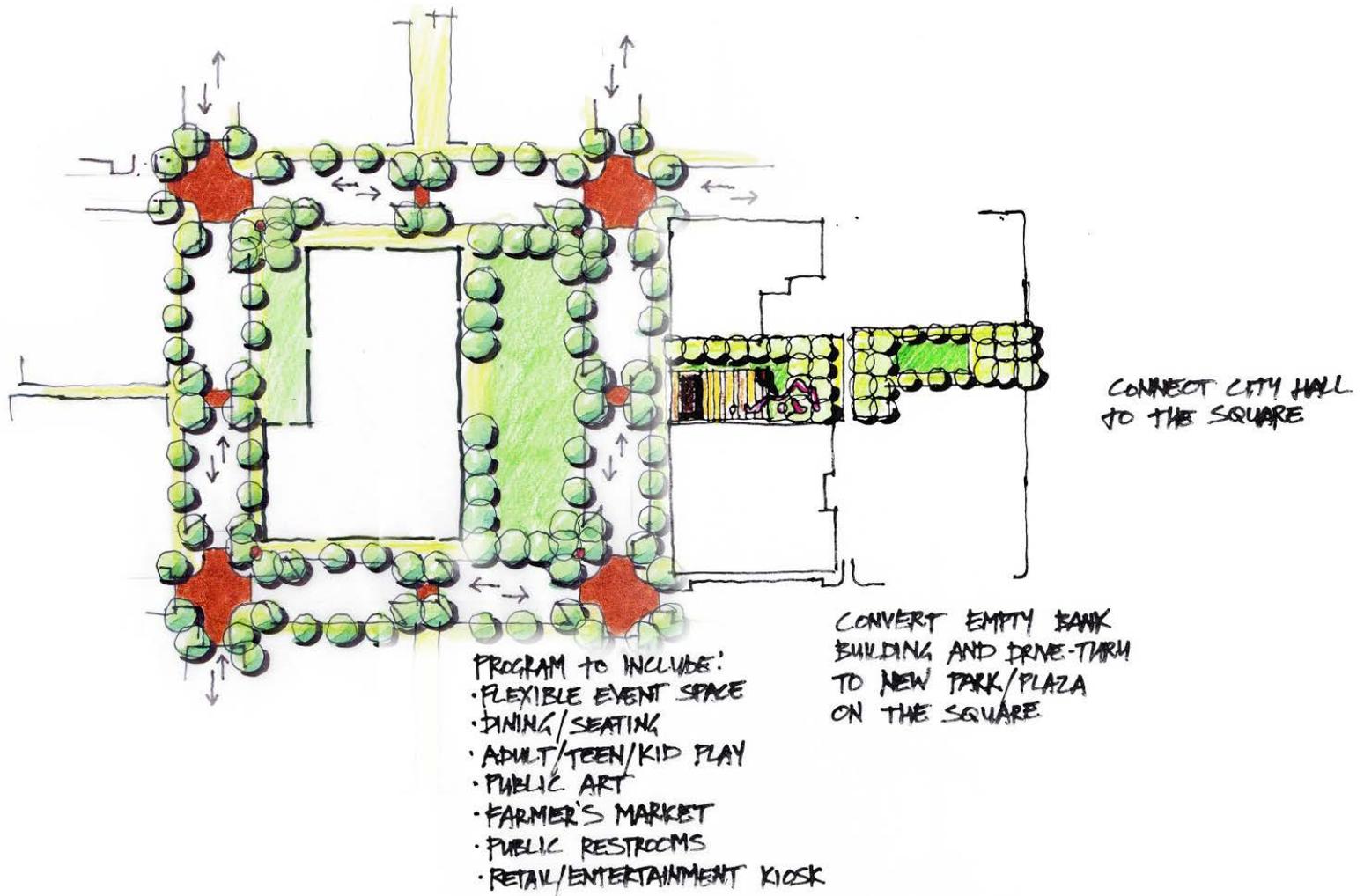
INDIANOLA | Public Spaces and Programming



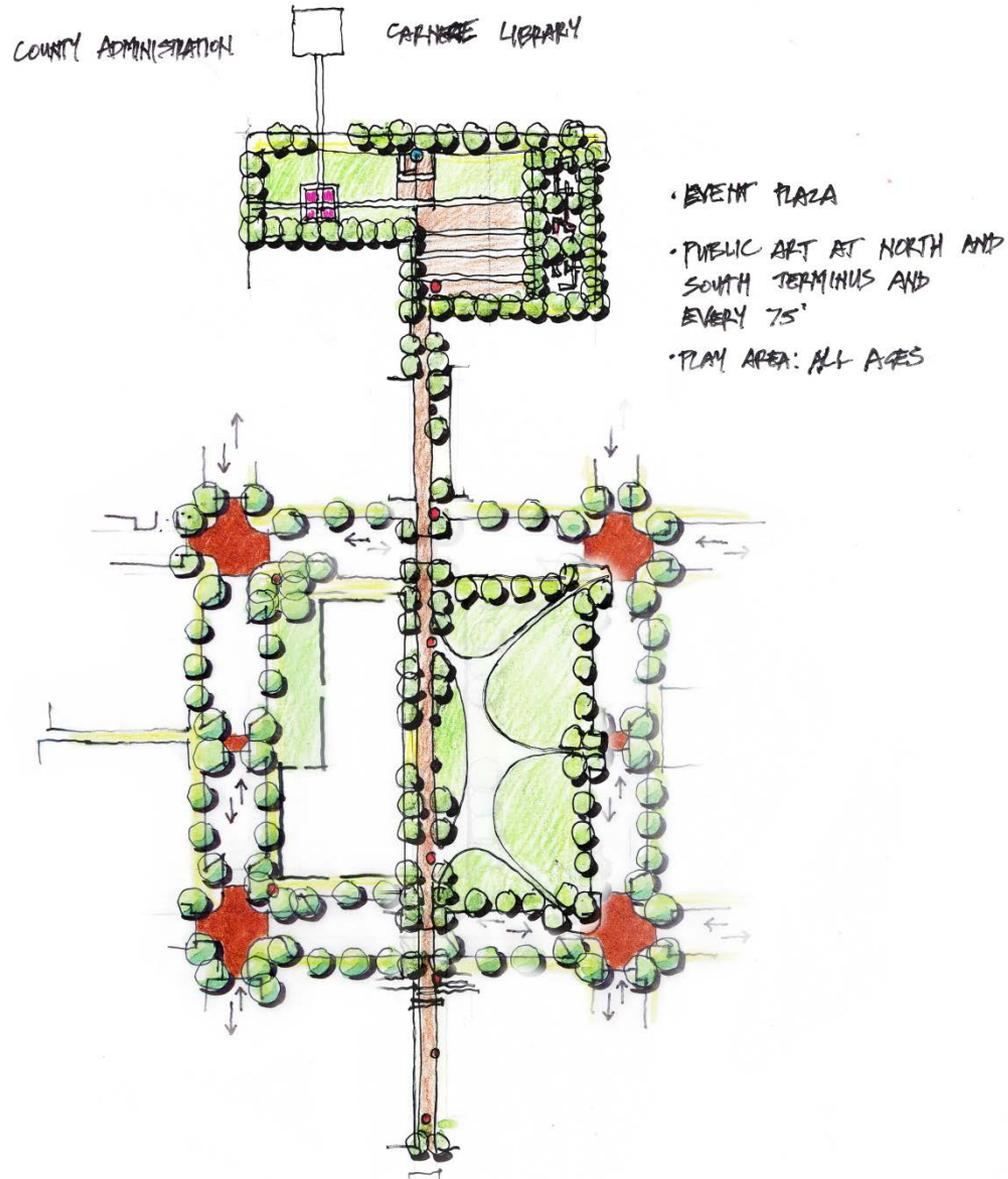
• FLEX-PLAZA

- LARGE FLEXIBLE PLAZA FOR EVENTS
- SMALLER PLAZA AND PARKING FOR TYPICAL DAY OF RETAIL/BUSINESS
- NO CURBS BETWEEN PERMANENT PLAZA AND FLEX PARKING/PLAZA (CONTROL VEHICLES WITH BOLLARDS...)

INDIANOLA | Public Spaces and Programming



INDIANOLA | Public Spaces and Programming



INDIANOLA | Communication & Collaboration

- Internal
 - Determine roles and responsibilities
 - Business to Business networking
- External
 - Determine your brand identity (cohesive message)
 - Social Media!!
 - Cross Market
 - Create Experiences
 - Printable Calendar
 - Tourism Office



INDIANOLA | next steps

- Report with Actionable Items
- Action



QUESTIONS / COMMENTS?



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