

August 9, 2019

Mr. Charles Dissell, AICP  
Community and Economic Development Director  
City of Indianola, Iowa  
110 N 1<sup>st</sup> St  
Indianola, Iowa 50125

Dear Mr. Dissell:

On behalf of the Iowa Economic Development Authority, please accept this letter of support for the City of Indianola's Downtown Square Master Plan.

This visionary approach to streetscape enhancements for Indianola's Downtown Square began in September 2018 with a partnership between the City of Indianola, the Indianola Chamber of Commerce and the Warren County Economic Development Council. This partnership enabled the Iowa Economic Development Authority's Downtown Resource Team to conduct a Downtown Assessment for Downtown Indianola. This assessment included an online survey taken by more than 200 community members and two community meetings attended by over 50 community members. The Downtown Assessment report recommended the City of Indianola focus on six key areas, one of which was to look at the Downtown Square's infrastructure and identify improvements that could be made to the streetscape during the construction of the new Warren County Justice Center.

This planning process was led by a local steering committee made up of business owners in the Downtown Square, residents and other interested parties within the City who worked to create concept alternatives. The concepts were reviewed by over 100 community members at an open house and were presented to various other local groups and committees. The steering committee used this process to draft a final plan and ultimately recommend that the Indianola City Council adopt the Indianola Downtown Square Master Plan.

We believe the Indianola Downtown Square Master Plan will create a more pedestrian friendly, inviting and activated space where businesses thrive and where residents and visitors choose to spend time. We look forward to the plan being implemented in the community. The process used to ultimately adopt this plan involved key stakeholders in the community, as well as public feedback during multiple public meetings and online engagement.

The work that Indianola has done truly reflects the intent of our recommendations on the Downtown Assessment report. It is for these reasons we support the Indianola Downtown Square Master Plan for the American Planning Association, Iowa Chapter 2019 award for Urban Design.

Sincerely,

A handwritten signature in black ink that reads "Jim".

Jim Engle, Director  
Iowa Downtown Resource Center  
Iowa Economic Development Authority  
[James.engle@iowaEDA.com](mailto:James.engle@iowaEDA.com) / 515.348.6180

August 8, 2019

Charlie Dissell  
Director of Community & Economic Development  
110 North First St.  
Indianola, IA 50125

Re: Support Letter for APA Iowa Urban Planning Award Application

Dear Mr. Dissell:

On behalf of the Greater Des Moines Partnership, thank you for the opportunity to express our support for the City of Indianola and Bolton & Menk's application to APA Iowa for the Indianola Downtown Square Master Plan.

Increasingly, a strong sense of place is fundamental in the growth, development and economic success of a community. The Indianola Downtown Square Master Plan seizes the opportunity to embark on transformative changes that will cement Indianola's role as the anchor community for Warren County and the Square as the heart and soul of Indianola. The Plan connects assets, reinvigorates the public realm, and invites visitors and residents alike to stroll, shop, eat and enjoy festivities. We applaud your vision.

As a participant in the process, I want to commend you on what was truly a model of civic engagement. Each of the meetings I attended included very thoughtful conversation and consideration of each potential element of the Plan, potential impacts, and long-term aspirations of the community. Change is not easy, but through your forums, online surveys and other numerous meetings you have created a foundational understanding of the opportunity before the community, the goals of the Plan, and a forum where all voices are heard.

With the Plan now complete, we are excited to see the shift to implementation and the more walkable, inviting and vibrant space that will come.

The Greater Des Moines Partnership strongly supports City of Indianola and Bolton & Menk's application to APA Iowa for the Indianola Downtown Square Master Plan.

Sincerely,



Meg Schneider  
Senior Vice President, Greater Des Moines Partnership

# SIMPSON COLLEGE



August 13, 2019

Charlie Dissell, AICP  
Director of Community and Economic Development  
City of Indianola  
110 N 1<sup>st</sup> St  
Indianola IA 50125

Dear Charlie:

On behalf of all of my colleagues at Simpson College, please accept this letter of support for the City of Indianola Downtown Square Master Plan.

The visionary approach to the streetscape enhancement for Indianola's square began in September 2018. The partnership that was created between the City of Indianola, the Chamber of Commerce, and Warren County Economic Development Council was a very positive step in the right direction. This partnership enabled the Iowa Economic Development authority to conduct an assessment of Indianola's downtown square. As I understand it, this assessment included an online survey taken by more than 200 community members as well as two community meetings attended by over 50 individuals. The results of this assessment recommended the City of Indianola focus on six key areas. One area was to look at the downtown square's infrastructure and identify improvements that could be made to the streetscape during the construction of the new Warren County Justice Center.

As a member of the steering committee, which was comprised of local business owners and other community stakeholders, I want to thank you for allowing me to be a part of this exciting process. This group came together with other residents and interested parties within the city to create concept alternatives. The concepts were reviewed by over 100 community members at an open house and were presented to various other local groups and committees. The steering committee used this process to draft a final plan and ultimately recommend that the Indianola City Council adopt the Indianola Downtown Square Master Plan.

We believe this master plan will create a more pedestrian friendly and inviting space where businesses can thrive and where residents and visitors will choose to spend time. We look forward to the plan being implemented in the near future. The process used to adopt this plan involved all of the key constituents and also included receiving feedback from multiple sources at public meetings as well as online. It is for the reasons listed above and many more that Simpson College supports the Indianola Square Downtown Master Plan for the American Planning Association, Iowa Chapter 2019 Award for Urban Design.

Sincerely,

Bob Lane '81  
Vice President for College Advancement

Office of College Advancement



WARREN COUNTY ECONOMIC DEVELOPMENT CORP.

## MEMO OF SUPPORT

Aug 14, 2019

To Whom It May Concern:

On behalf of the Warren County Economic Development Corporation (WCEDC), please accept this letter of support for the City of Indianola Downtown Square Master Plan.

In September of 2018 The City of Indianola, the Indianola Chamber of Commerce, and Warren County Economic Development Corp. teamed up to have the Iowa Economic Development Authority conduct a downtown assessment on Indianola's Downtown Square. This process surveyed hundreds of our community members and engaged residents and business owners in several input meetings. The assessment resulted in six key areas of focus, one of which focused the Downtown Square's infrastructure and identified improvements that could be made to the streetscape.

A local steering committee made up of business owners in the Downtown Square, residents and other interested parties within the City worked to create concept alternatives. The concepts were reviewed by over 100 community members at an open house and were presented to other local groups and committees. The steering committee used this process to draft a final plan and ultimately recommend that the Indianola City Council adopt the Indianola Downtown Square Master Plan.

It is our belief that the Indianola Downtown Square Master Plan will create a more pedestrian friendly and more inviting and walkable space where businesses thrive and residents and visitors choose to spend time. We anticipate a great benefit to our community that results directly from this work. The aforementioned planning and community involvement lends credence to the efforts to be undertaken for this project. WCEDC supports the Indianola Downtown Square Master Plan for the American Planning Association, Iowa Chapter 2019 award for Urban Design.

Sincerely,

A handwritten signature in blue ink that reads "Rachel Gocken".

Rachel Gocken, Executive Director  
Warren County Economic Development Corp.

**Warren County Economic Development Corp.**

111 N. Buxton Street – Indianola, IA 50125 | 515-961-1067 | [www.wcedc.com](http://www.wcedc.com)



American Planning Association, Iowa Chapter

August 13, 2019

Dear Sir/Madam:

Indianola is a county seat where the initial county courthouse and downtown square was built in 1851 where settlers gathered, traded for goods, and conducted official business. Overtime, the downtown square transformed into the heart of the community where residents continue to focus on commerce. Today, the Indianola downtown square consists of buildings that are over 100 years old and as you can imagine needs some badly needed attention.

In September of 2018, the City of Indianola, the Indianola Chamber of Commerce and the Warren County Economic Development took a visionary approach to identify potential enhancements to the downtown square. This partnership enabled the Iowa Economic Development Authority to conduct a Downtown Square Assessment. To gather as much input as possible, the Assessment included an online survey taken by more than 200 community members, two community meetings attended by over 50 residents, and interviews with key stakeholders in the community. The results of the Assessment recommended the City of Indianola focus on six key areas, one of which was to look at the downtown square's infrastructure and identify improvements that could be made to the streetscape, which could be done at the same time as the construction of the new Warren County Justice Center.

The planning process was facilitated by Bolton & Menke and led by a local steering committee made up of downtown business owners, residents, and other interested parties within the City who worked together to create a vision and ideas to improve the downtown. The concepts were reviewed by over 100 community members at an open house and were presented to various other local groups and committees. After thoughtful consideration, the steering committee used input from the public to draft a final plan and ultimately recommend that the Indianola City Council adopt the Indianola Downtown Square Master Plan.

The Indianola Chamber of Commerce was a champion and active participant in this process. We proudly support and recommend the Indianola Downtown Square Master Plan for the American Planning Association, Iowa Chapter, 2019 Urban Design Award. We believe the Master Plan will create a more pedestrian friendly, inviting and activated space where businesses thrive, and residents and visitors choose to spend time. We look forward to the plan being implemented by the City of Indianola.

Sincerely,

*Brenda Easter*

Brenda Easter  
President & CEO