



CITY OF INDIANOLA 6th Street Sub-Area Plan



ACKNOWLEDGEMENTS

Prepared For:

Steering Committee

John Parker Jr. - 1st Ward, City Council
Steve Richardson - City Council, At-large
Darren Heater - Warren County Board of Supervisors
Misty Soldwisch - Indianola Planning and Zoning Commission
Doug Bylund - Parks and Recreation Director
Akhilesh Pal - Public Works Director
Charlie Dissell - Community and Economic Development Director
Emily Rizvic - Associate Planner

City Council

Stephanie Erickson, Mayor
John Parker Jr., First Ward
Ron Dalby, 2nd Ward
Gwen Schroder, 3rd Ward
Christina Beach, 4th Ward
Heather Hulen, At Large
Steve Richardson, At Large

Planning & Zoning Commission

Bob Ormsby
Al Farris
Misty Soldwisch
Erin Freeburg
Jeromy Pribil
Cortney Marmon
Lin Stecker
Josh Rabe
Sarah Ritchie

Prepared By:

MSA Professional Services, Inc.
1555 SE Delaware Avenue, Suite F,
Ankeny, IA50021

Chris Jansen, AICP
Shawn O'Shea, AICP
Shannon Gapp, AICP
Emily Huston



TABLE OF CONTENTS

Chapter 1
Introduction Pg. 4

Chapter 2
Relevant Studies & Plans Pg. 7

Chapter 3
Existing Conditions Analysis Pg. 10

Chapter 4
Public Engagement Pg. 15

Chapter 5
Economic & Housing Market Review Pg. 18

Chapter 6
Public Works Space Needs Analysis Pg. 23

Chapter 7
Planning & Implementation Process Pg. 26



CHAPTER 1
Introduction

INTRODUCTION

The City of Indianola recognizes the need to create a vision for the future of the Sub-Area to guide growth and development in the heart of the community. The current condition of the Sub-Area provides opportunity to change the site from light industrial to mixed-use commercial and residential. The visioning process for this plan was done with the goal of uniting a community towards the overall goal of improving the community at its core to benefit all community members.

This is accomplished through a thriving district or town center that consists of pedestrian amenities, consumer locations that provide basic necessities, and areas of interest that give residents and visitors alike a reason to linger and stay in the heart of the community. This plan serves as the impetus for creating, focusing, and implementing that vision. This plan is to be used as a guide for the future of the Sub-Area and is not being used to buy or force business owners or residents out of their current establishments.

This vision strives to meet the following objectives for Indianola:

Objective 1 | Identify existing character and condition of the Sub-Area in Indianola. This was done through a windshield survey of the neighborhood and discussed with committee members at the first meeting.

Objective 2 | Identify the desired character of Indianola’s Sub-Area. The steering committee as well as conversations with community members helped to shape the desired vision of the neighborhood.

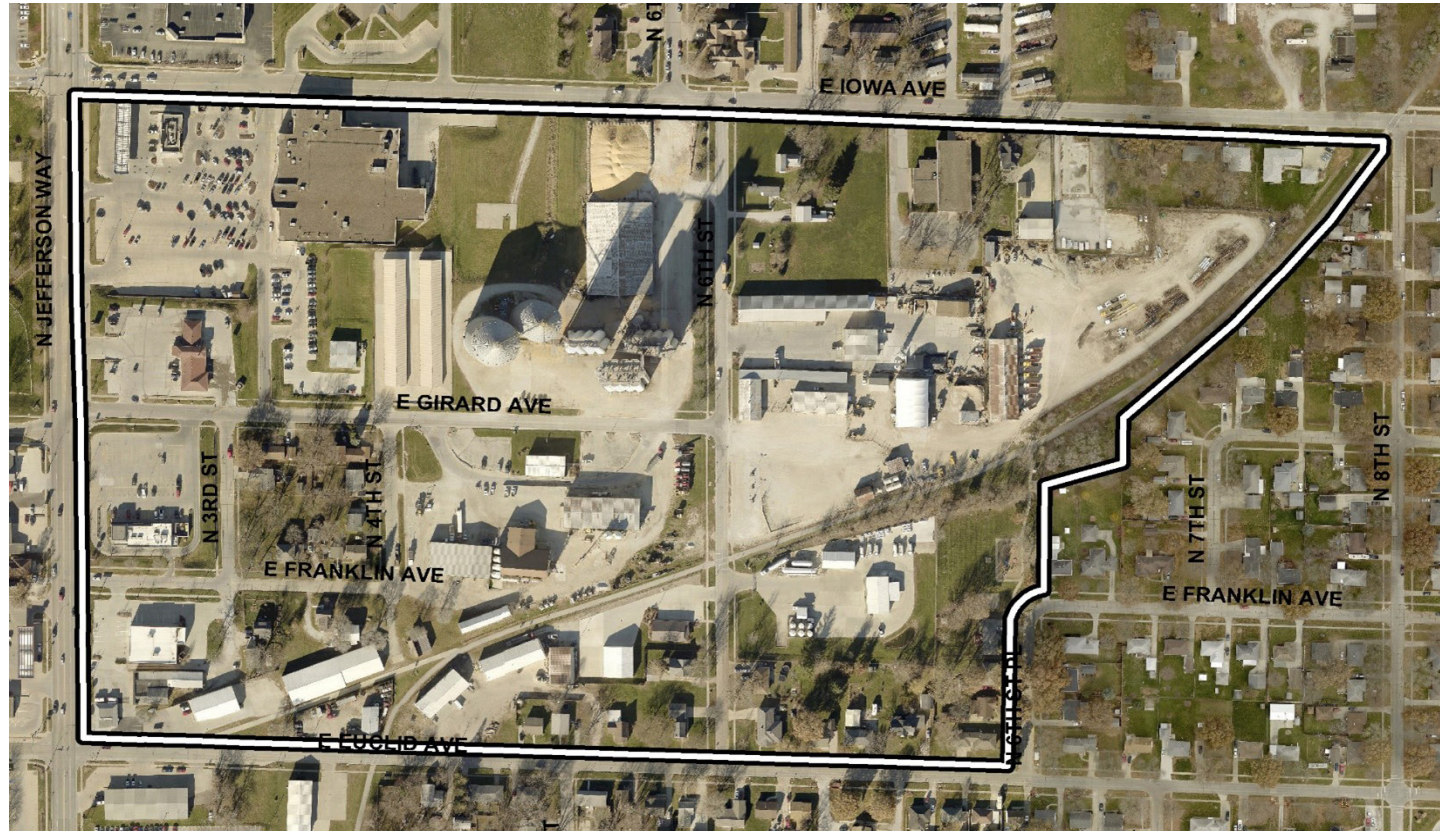
Objective 3 | Create the idea of Placemaking, and how Indianola can fully establish the Sub-Area as a unique and desirable district and neighborhood for residents and visitors alike. Potential concepts for enhancements to the project area were developed using previous plans, public engagement, and meetings with a Project Steering Committee. Suggestions were given to roadway and infrastructure improvements, streetscape enhancements, mixed use development, and the overall appearance and function of the Sub-Area.

Project Schedule

Month(s)	Tasks and Meetings
May - June	Phase 1: Background Analysis + Site Reconnaissance <ul style="list-style-type: none"> Kickoff Meeting Review Relevant Studies/Plans Existing Conditions Review/Analysis Economic and Housing Market Review
Jun. - Aug.	Phase 2: Concept Plans <ul style="list-style-type: none"> Conceptual Development Scenarios Detail Concepts Public Works Space Needs Analysis Preferred Vision Concept w/ Design Policies
Jun. 30 Jul. 12 Jul. 18	Phase 3: Outreach Plan <ul style="list-style-type: none"> Working Group Meeting #1 Attend P&Z Meeting (#1) Attend City Council Meeting (#1)
Sept. - Oct.	Phase 4: Implementation Strategy <ul style="list-style-type: none"> Timeline Perform Analysis Regulating Plan
Aug. 31 Sept. 19 Oct. 6	Phase 3: Outreach Plan <ul style="list-style-type: none"> Working Group Meeting #2 Attend City Council Meeting (#2) Community Input Workshop
Nov. - Dec.	Phase 5: Sub Area Plan Documents <ul style="list-style-type: none"> Plan Document Marketing Brochure Regulating Plan
Nov. 30 Dec. 13 Jan. 3, 2023	Phase 3: Outreach Plan <ul style="list-style-type: none"> Working Group Meeting #3 Attend P&Z Meeting (#2) Attend City Council Meeting (#3) Adoption
Final	Deliver Final Plan Document, Brochure, and Map Data

PROJECT AREA

The project site today provides a unique opportunity for development. Surrounded by a developed residential neighborhood on the North, South, and East sides, the middle of the site feels at odds, as it currently favors light industrial buildings and businesses. With Jefferson Way to the West, this site provides a lot of variety in the way that it is currently serving the community, but also in the way that this can be expanded upon. The following plan and study identifies areas of commercial and residential growth in the City of Indianola as well as in the boundaries of this specific location.



Heartland Co-op is located at the center of the site and plays a large role in the feel of the neighborhood. Residents that live in the surrounding homes have made comments that the noise, dust, and constant truck traffic is not ideal. The bike trail cutting through N 6th Street also currently lacks vegetation and is not very inviting.

Dayton Park is a well-loved public facility within the site boundaries. It is a small neighborhood park that features a ball field, a basketball court, a picnic area, playground, portable restrooms, and access to the current Summerset trail.

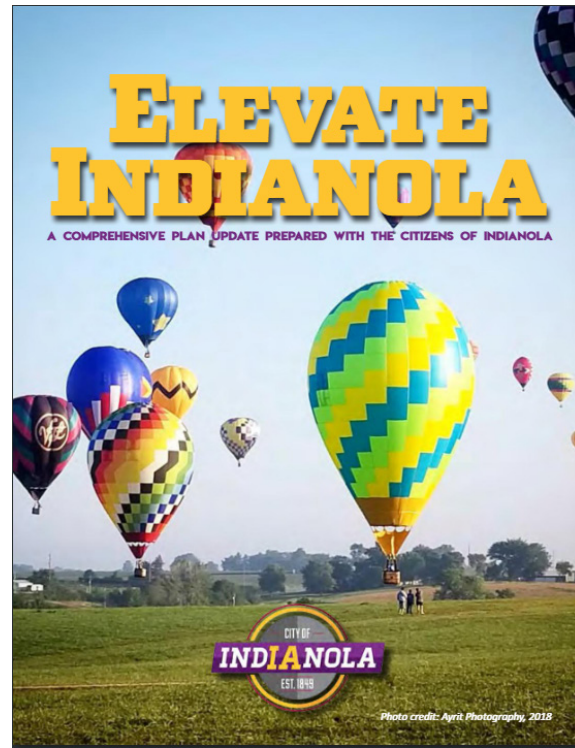


The blocks to the east of the site consist of well-established single-family homes. The neighborhood is relatively quiet and is home to a range of families of different ages and stages of life. Emerson Elementary on the corner of E Euclid and N 8th Street is also a great asset to the neighborhood.



CHAPTER 2
Relevant Studies & Plans

PREVIOUS PLANS & STUDIES



Elevate Indianola (Comprehensive Plan)

Indianola's updated Comprehensive Plan, Elevate Indianola was prepared in 2020 by Snyder and Associates, along with the Citizens of Indianola. The Plan highlights the opportunities for growth in both commercial and residential, two areas that the Sub-Area Plan focuses on. With the population of Indianola continuing to grow at a steady rate, there is opportunity to implement more housing and attraction to accommodate both current and future residents. Along with growth, the Comprehensive Plan shows the current zoning as light industrial in the project area, which does not align with the direction provided from this most recent public engagement process.



City of Indianola Capital Improvement Plan

The Plan lists its current priority project as improvements to the library, sanitary and stormwater, street projects, and a few parks. The only project that currently interacts with the project site would be reconstruction and preventative maintenance to E Iowa Avenue running from N Jefferson Way to N 8th Street, which runs along the northern border of the project boundary.



2022 Strategic Plan Indianola

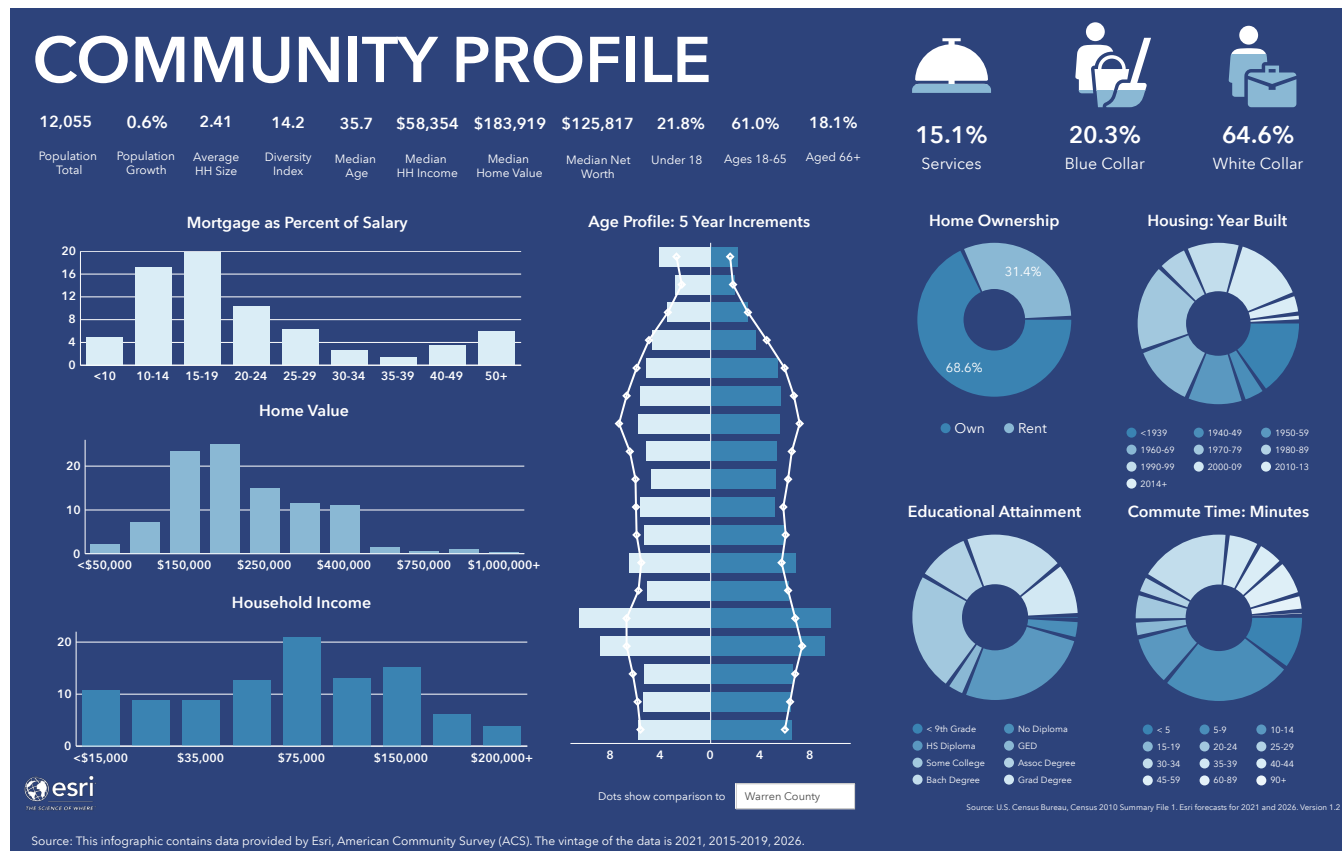
Indianola's 2022 Strategic Plan builds on many of the previously formed priorities stated in the 2020 Indianola Strategic Plan. The priorities for this plan include the completion of the public facilities study, road paving capital improvement plan, gateway and corridor improvements, public health and animal control, and a staffing plan. Similar to the previous Strategic Plan, this plan also considers integrity, equity, stewardship, transparency, and persistence.

The goals, objectives, and strategies of this plan have guided the overall recommendations identified for this sub area plan.



CHAPTER 3
Existing Conditions

DEMOGRAPHICS & POPULATION (5 Minute Radius)



Local Tapestry

Esri Tapestry Segmentation system divides residential areas around the US into distinct segments based on their socioeconomic and demographic composition.

Knowing a community's tapestry is helpful in knowing who is currently being served and may be helpful in identifying groups of people that are not.

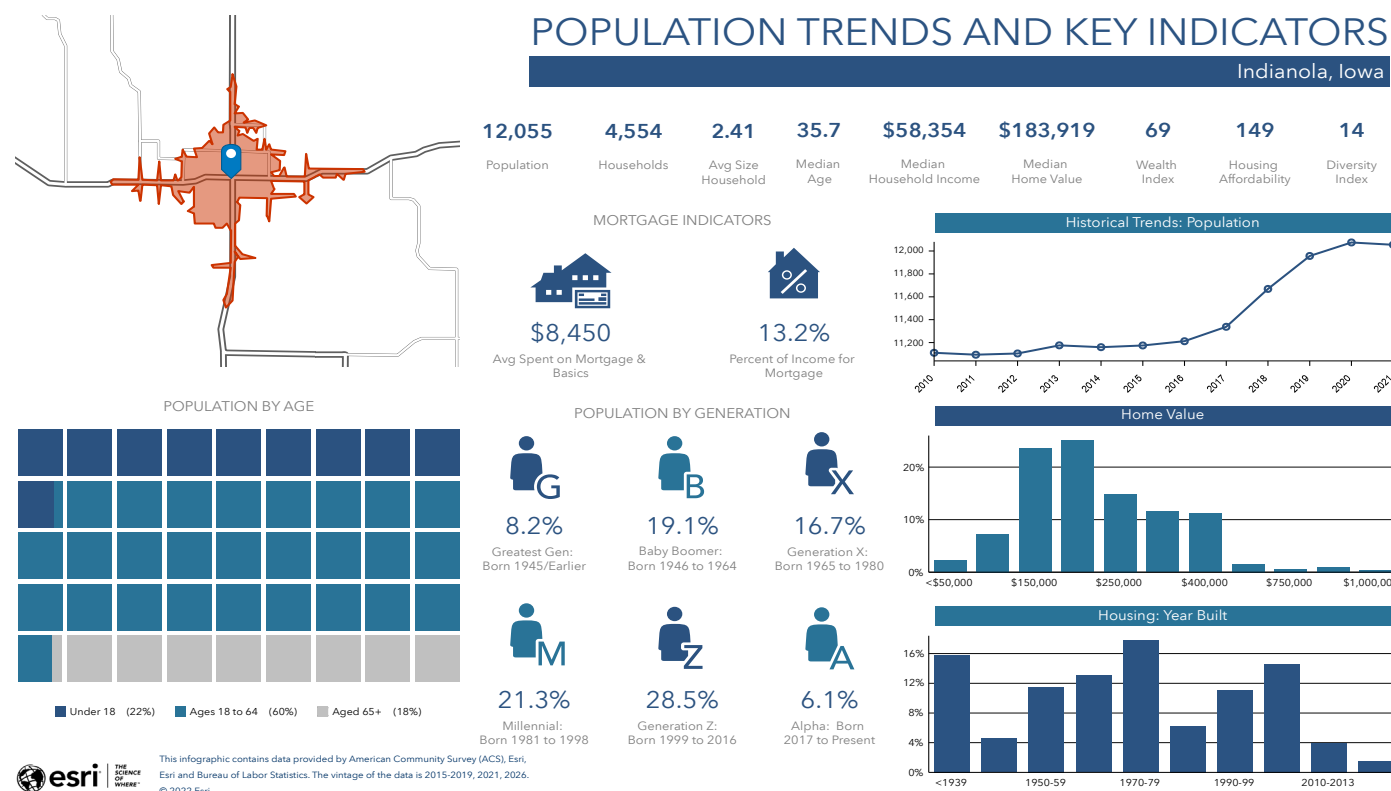
Indianola has a large group of residents that are single or in small families, as well as a decent percentage that are below the age of 35.

Bright Young Professionals 14.3%

A market such as this can be found in the outskirts of urban metropolitan areas. One-third of the households are under the age of 35 and typically consist of more renters than buyers. This group tends to be very physically active and up to date on new technology.

Parks and Rec 13.6%

Parks and Rec consists of homeowners and predominantly two-income married couples approaching retirement age. This market tends to live in well-established, kid friendly neighborhoods.



Old and Newcomers 22.7%

This market consists predominantly of single households. These households are located within renter focused transitional neighborhoods full of residents that are either just beginning their career or are within their retirement stage of life.

Rustbelt Traditions 11.4%

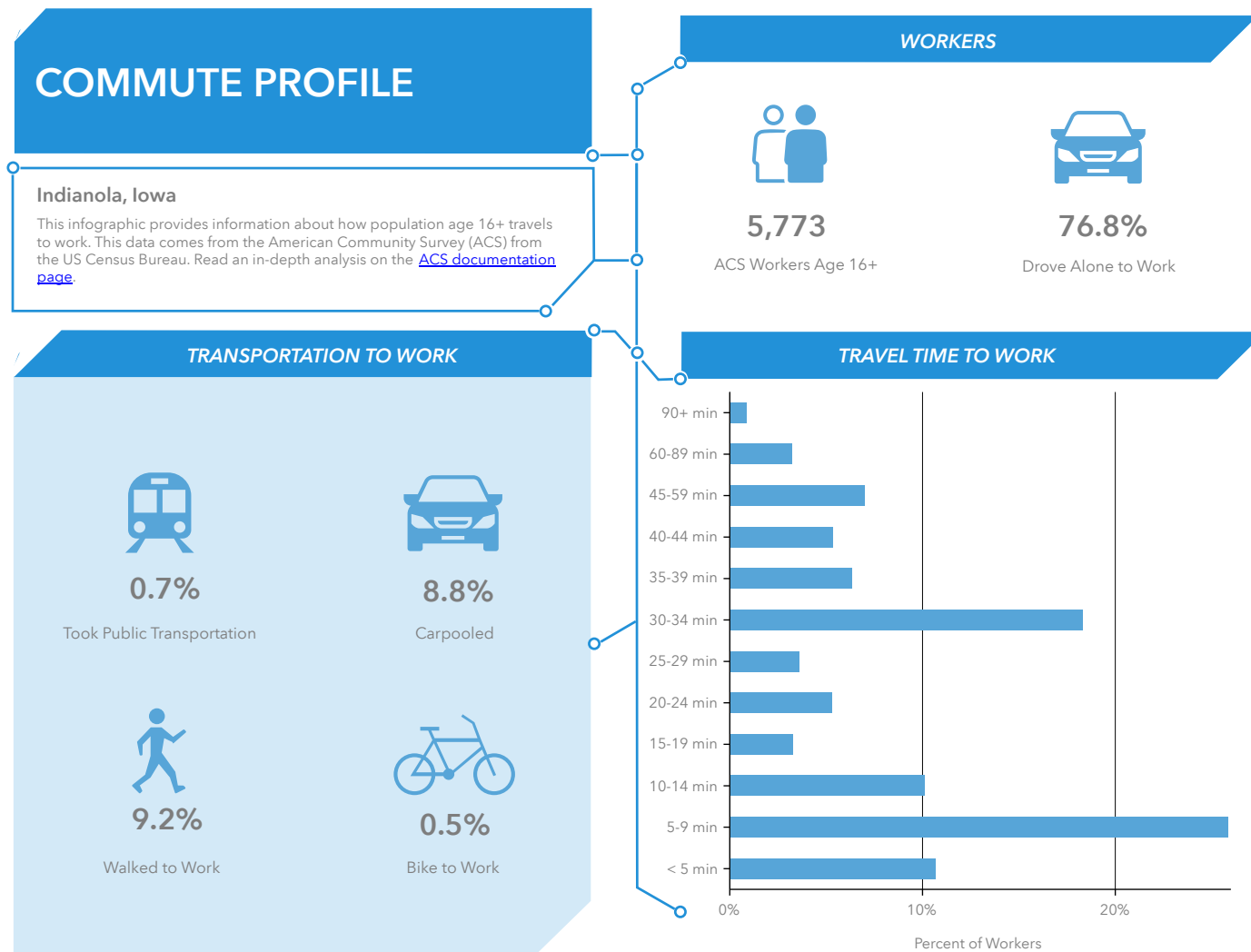
A mix of singles and married couples, this market can often be found living in older single-family developments. Most residents in this group have lived, worked, and played in the same area for years.

In Style 18%

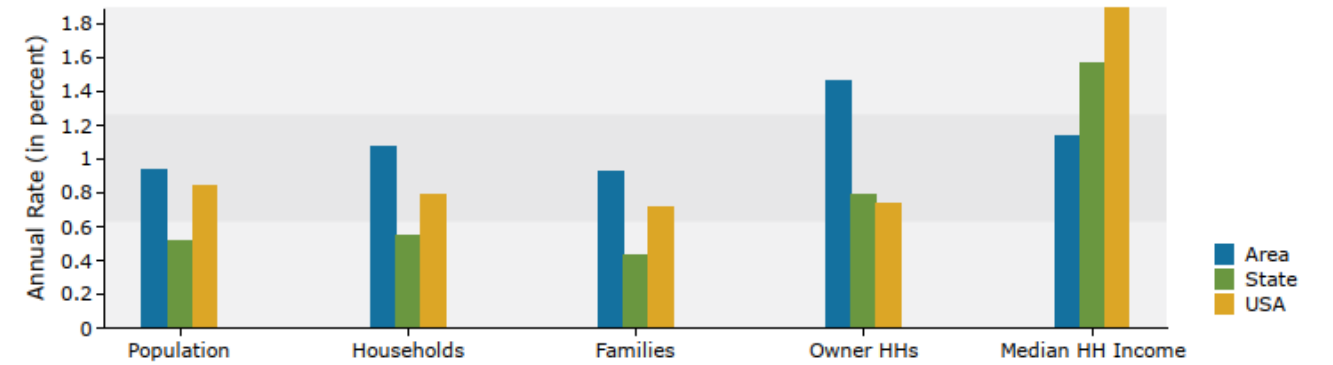
The In Style market is an urban lifestyle that supports art, travel, and extensive reading. It consists of professional couples or single households without kids. Residents in this market tend to have spare time for their personal interests and homes.

COMMUTE TIMES & OTHER DEMOGRAPHICS

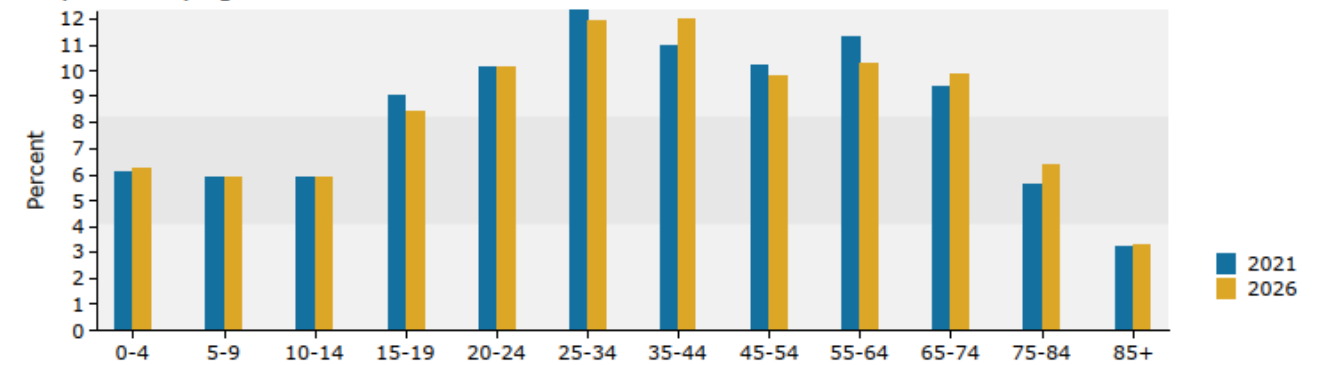
The average working resident in Indianola has an average commute of 5-15 minutes. An interesting statistic is that the second most common commute time is 30-35 minutes, indicating that they most likely work in Des Moines. This indicates that there is a decent percentage of people living in Indianola that either cannot afford to live in the Des Moines Metropolitan Area or employment opportunities in their profession are unavailable in Indianola.



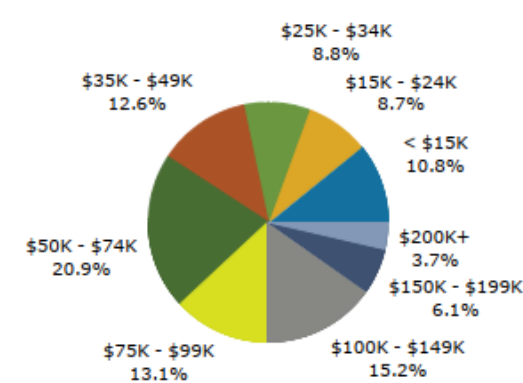
Trends 2021-2026



Population by Age



2021 Household Income



2021 Population by Race



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2015-2019.

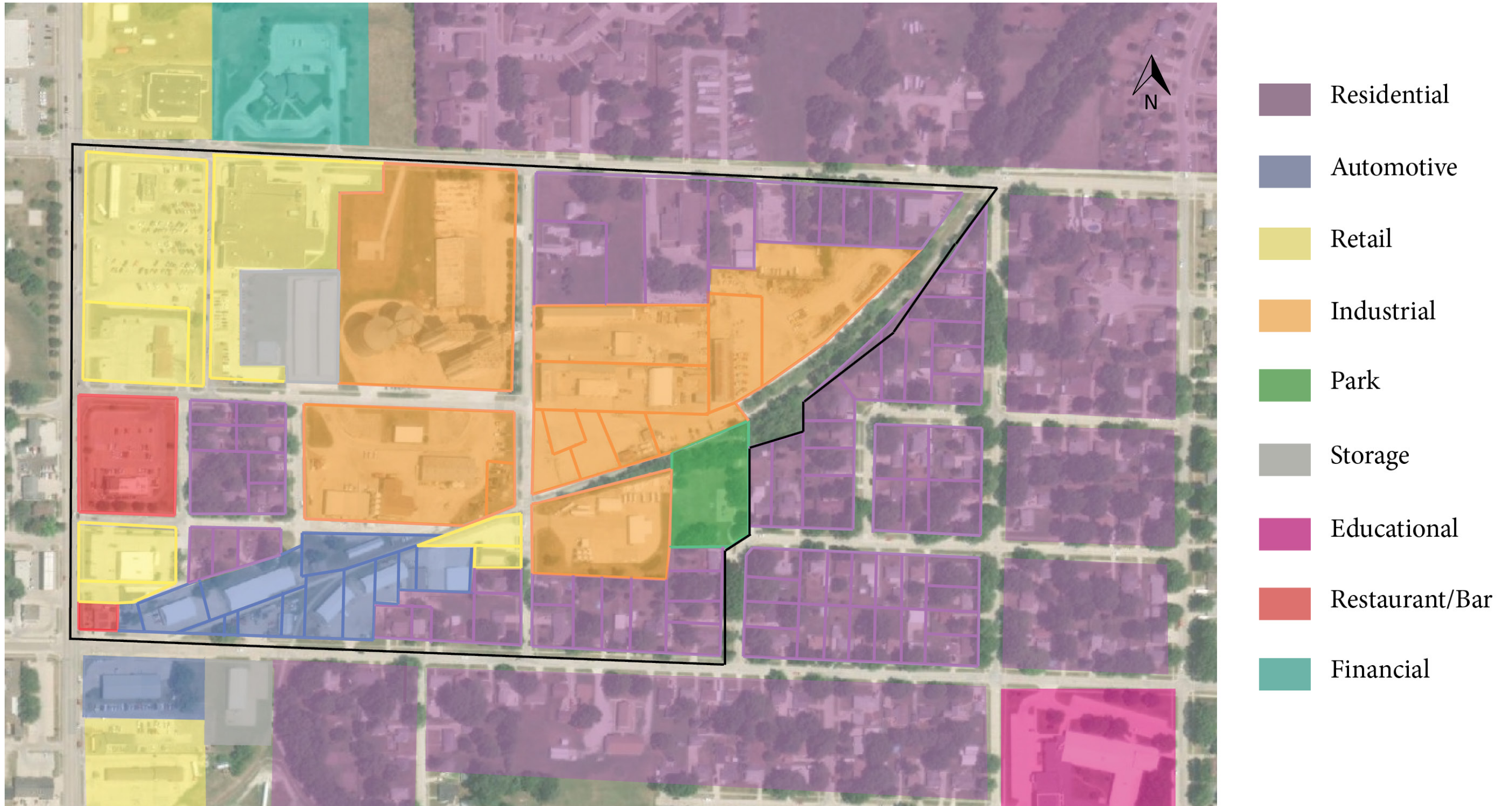
© 2022 Esri

Source: This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2015-2019.



Individual parcels/buildings can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions Indianola. Examples of a parcels/buildings that can leave a negative impression would be a poorly designed or empty, public space, a dilapidated building, and a large vacant parcel. The current site is surrounded by a wealth of well-established and maintained residential parcels, while the middle of the site could benefit from some improvements, as there are quite a few dilapidated buildings currently in this area.

CURRENT LAND USE



Current uses inside the Sub-Area include industrial in the center of the site. Commercial and retail can be found along N Jefferson Way to the west, while the east is predominantly residential. The Sub-Area is currently home to multiple automotive businesses to the south, with Summerset Trail cutting both in front and behind these buildings. Emerson Elementary is outside of the boundary of the site, but serves many of the families in the residential neighborhood.



CHAPTER 4
Public Engagement

SWOT ANALYSIS

During the first Steering Committee meeting, members were asked what areas of the site they believed to be strengths, weaknesses, opportunities, and threats. The members identified the following:



Strengths

- Well-established single-family surrounding site
- Popular and successful commercial along Jefferson Way to the west.

Weaknesses

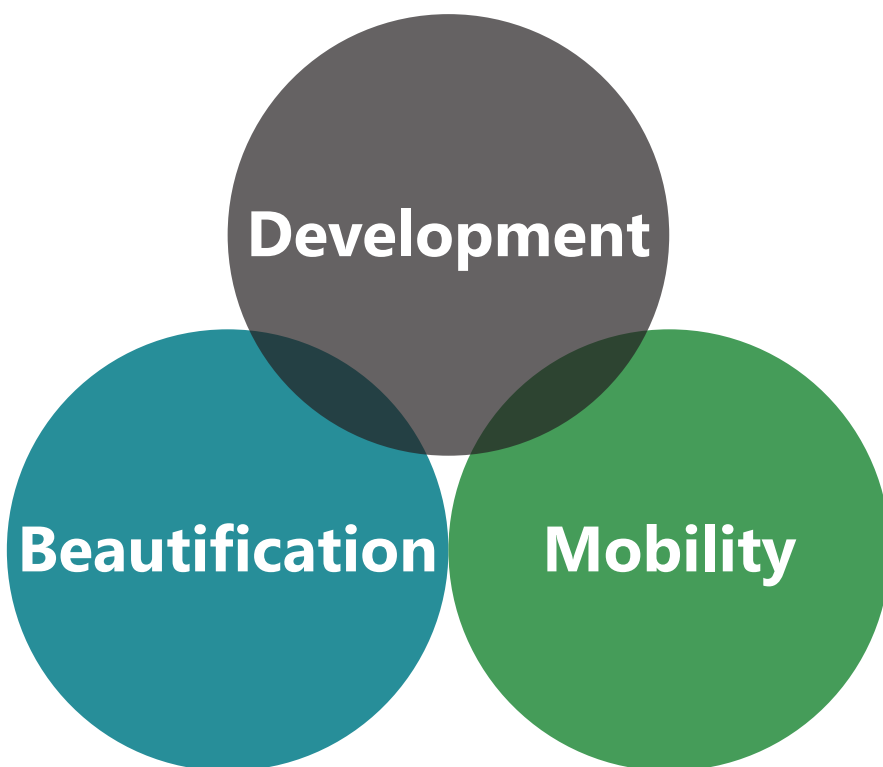
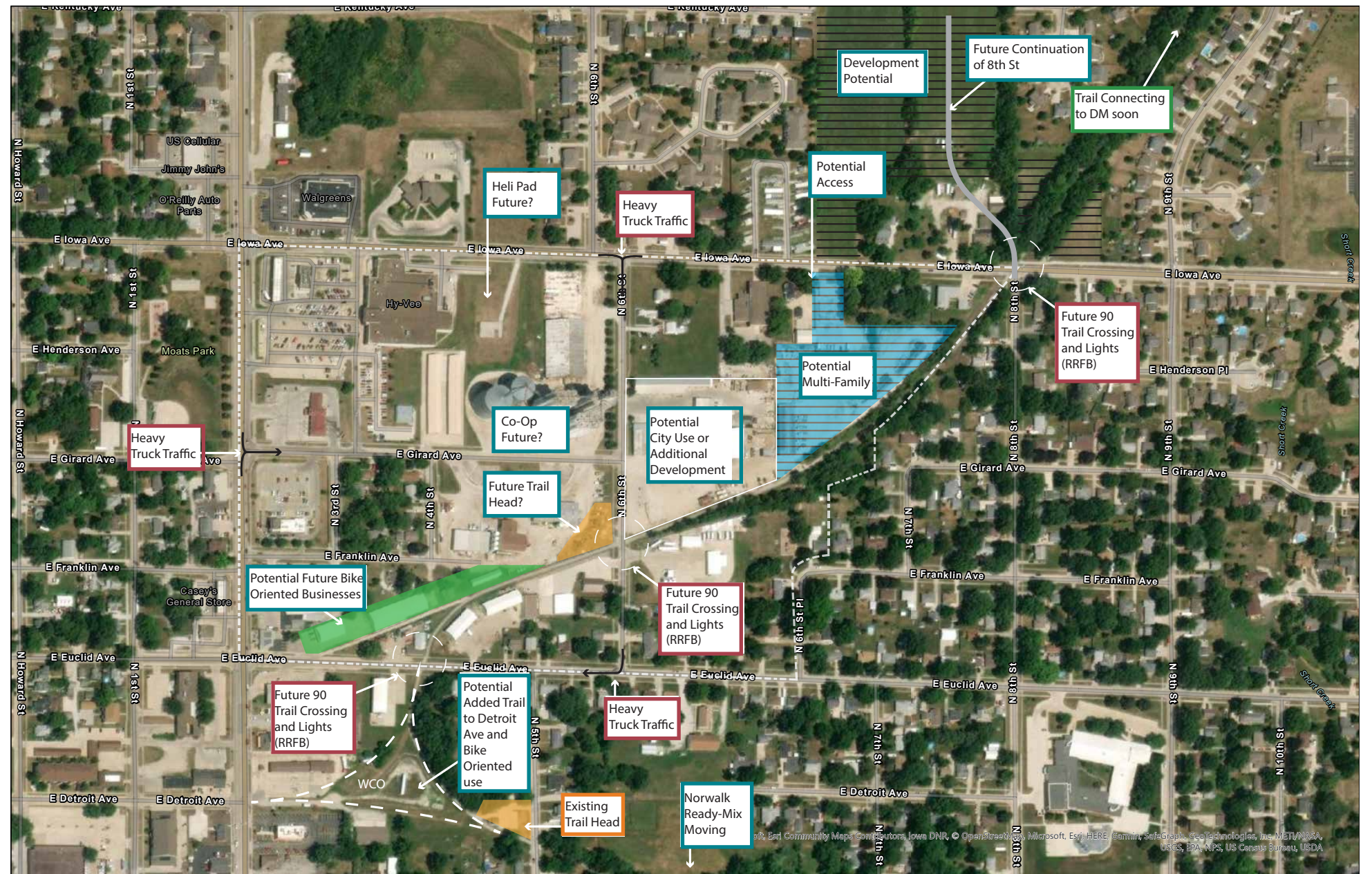
- Current light industrial zoning limits development

Opportunities

- Need for mixed-use
- Summerset Trail
- Multi-family housing
- Removal of industrial business in area
- Relocation of helipad

Threats

- A few dangerous intersections for cars and bicyclists
- Heavy truck traffic in the area





CHAPTER 5

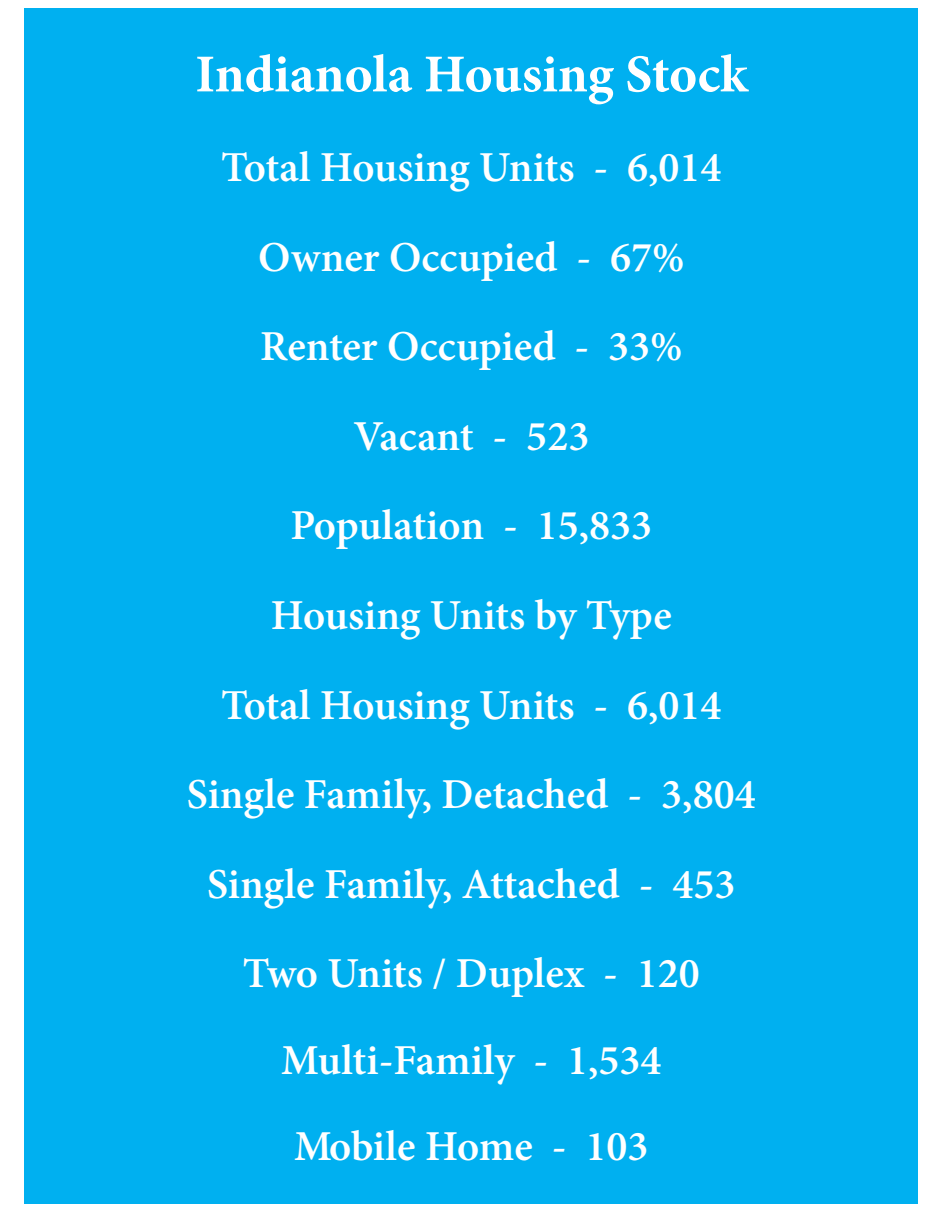
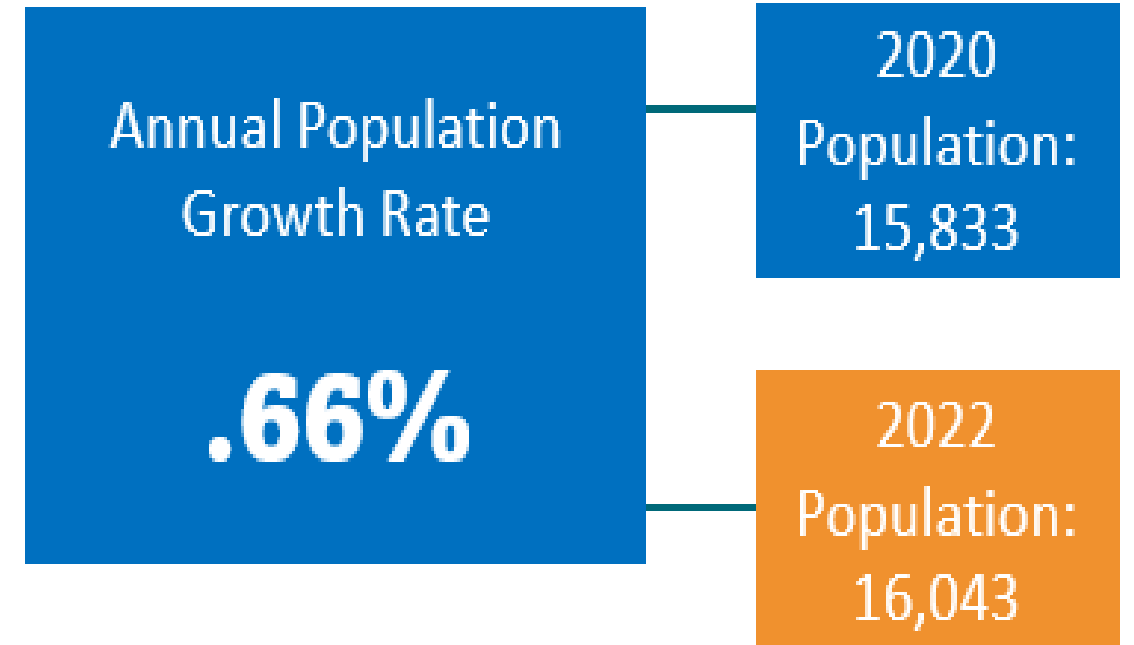
Economic & Housing Market Review

HOUSING MARKET REVIEW

Indianola is projected to grow at a percentage of .66 throughout the next 5 years, meaning that there is a need for additional housing to accommodate future residents. The current housing stock in Indianola is predominantly single-family detached units, which in today's market, is very limiting and often not affordable for a variety of individuals and families. Along with residents willing to commute to Des Moines for work, if affordable housing is not available in Indianola, buyers will seek it elsewhere.

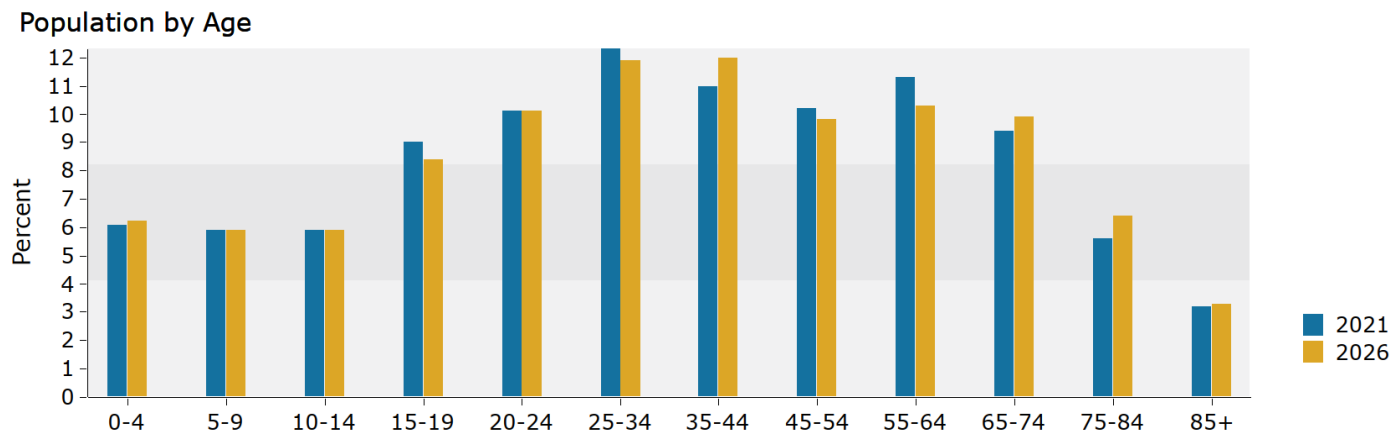
The 2022 Elevate Indianola Comprehensive Plan has goals in place to “provide a variety of attractive housing options for residents, accommodating all income levels in all stages of life.” Providing more medium density and multi-family housing, which is a minority in Indianola, would align with this goal.

Owner Occupied Housing Units by Value	2021		2026	
	Number	Percent	Number	Percent
Total	3,123	100.0%	3,355	100.0%
<\$50,000	70	2.2%	55	1.6%
\$50,000-\$99,999	228	7.3%	186	5.5%
\$100,000-\$149,999	733	23.5%	661	19.7%
\$150,000-\$199,999	782	25.0%	782	23.3%
\$200,000-\$249,999	465	14.9%	520	15.5%
\$250,000-\$299,999	361	11.6%	446	13.3%
\$300,000-\$399,999	349	11.2%	488	14.5%
\$400,000-\$499,999	49	1.6%	87	2.6%
\$500,000-\$749,999	18	0.6%	37	1.1%
\$750,000-\$999,999	31	1.0%	44	1.3%
\$1,000,000-\$1,499,999	5	0.2%	5	0.1%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	32	1.0%	44	1.3%



HOUSING MARKET REVIEW

With the population of Indianola projected to continue increasing and a larger percentage of the population being under 40, there is room to expand the multi-family housing market in Indianola. Nationally, prices are continuing to rise and if Indianola hopes to be an attractive location for new graduates and young families, then it needs to be able to accommodate those buyers and renters by providing more affordable housing options.



The current population and projected population of Indianola has a large percentage of residents between the ages of 20 - 34. This demographic looks to enter the housing market at a lower price point. In order to provide accessible housing opportunities, multi-family units, whether attached or detached are a more affordable alternative to single-family detached homes.

Occupied Units Paying Rent in Indianola city, Iowa

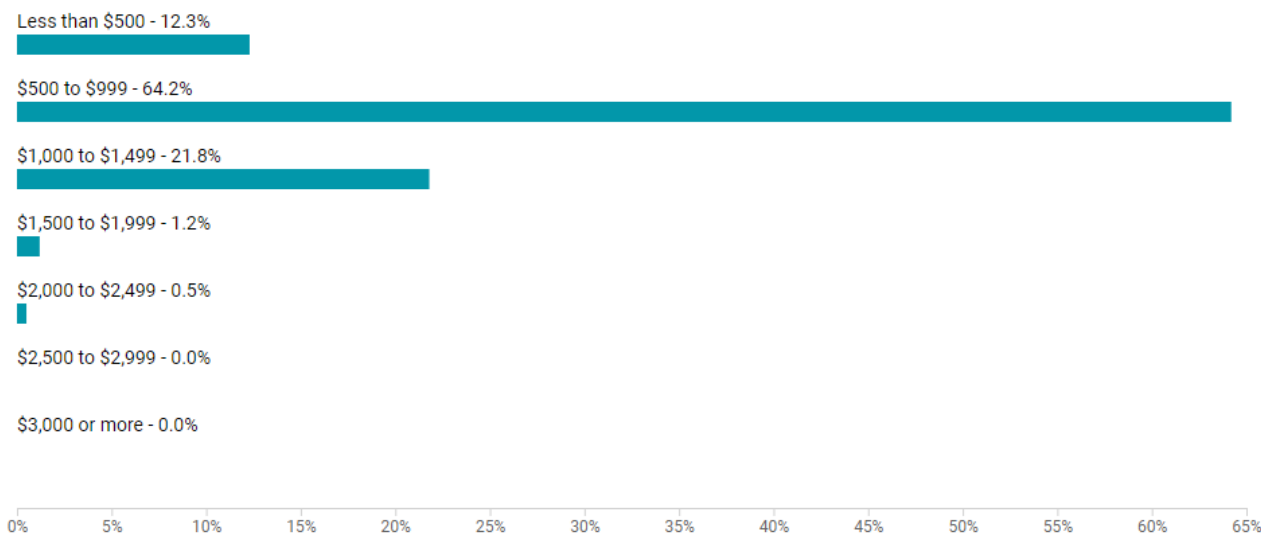


Chart Survey/Program: 2020 ACS 5-Year Estimates Data Profiles

Multi-Family Housing

Increase in Growth Rate since 2017

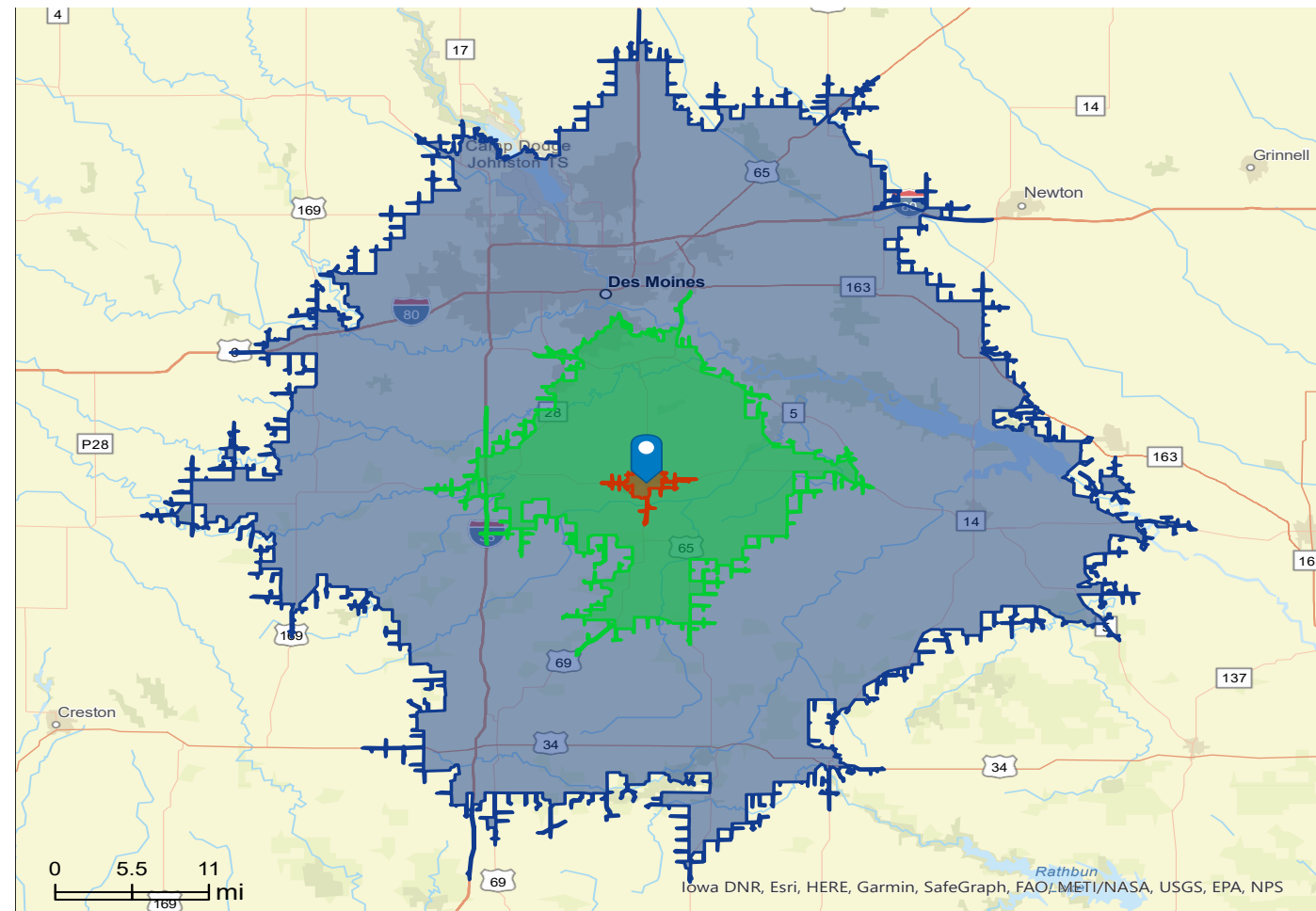


According to the 2020 Comprehensive Plan, 23% of housing was attributed to multi-family units in Indianola in 2017. When looking at the Census data for 2020, that number has now increased to 28% and is expected to continue growing as single-family detached units continue to increase in price. These numbers show that there is a growing need for Multi-Family housing in Indianola. When at 23% there was a need for 1,161 Multi-Family units, but with a 5% increase, there is now a need for 1,414 units by 2040. The number of needed units will increase if this percentage continues to increase over the years.

National Trends



RETAIL MARKET ANALYSIS



5 minute, 20 minute, and 45 minute radius of Indianola.

ESRI's Retail MarketPlace data was used to measure retail activity by trade area and to compare retail sales to consumer spending by NAICS industry classification. The retail marketplace analysis is based on three trade areas: 5-minute, 20-minute, and 45-minute drive times from the middle Downtown Indianola. The 5-minute travel time encompasses the entire community of Indianola, while the 20-minute drive time includes smaller communities such as Carlisle, Hartford, Summerset, etc. The 45-minute travel time reaches the metro area of Des Moines.

Based on this analysis, there are some areas of the retail market that have a local demand (customers spending money on that type of retail) that is not met in the area and leaking to other areas outside of Indianola (customers going to other areas to spend money on retail). There is an estimated \$3.8 million in food & drink that is being spend by area residents outside of the City of Indianola.

Retail Marketplace Industry Summary

The Retail Marketplace profile for Indianola displays the supply, demand, and retail gap within the retail and commercial market. Indianola has a surplus of other motor vehicle dealers, food & beverage stores, grocery stores, beer, wine, & liquor, health & personal care, general merchandise, and department stores. While these industries are bringing customers into the community for business, the majority of industries are under-supplied at this time.

Although Indianola has a demand for a variety of under-supplied industries, based on the location of the 6th Street Sub-Area and its surrounding neighborhood, industries such as clothing, restaurants, housewares, entertainment, and sporting goods would fit into the already established fabric of this area. N Jefferson Way to the west currently provides food & drink in both restaurants and grocery stores, along with general merchandise. It would be easy to expand and transition these markets into the Sub-Area without causing disruption.

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,250,813	\$12,966,550	\$16,284,263	38.6	10
Automobile Dealers	4411	\$22,942,812	\$5,882,313	\$17,060,499	59.2	4
Other Motor Vehicle Dealers	4412	\$3,316,891	\$4,995,852	-\$1,678,961	-20.2	2
Auto Parts, Accessories & Tire Stores	4413	\$2,991,109	\$2,088,384	\$902,725	17.8	5
Furniture & Home Furnishings Stores	442	\$3,906,076	\$195,196	\$3,710,880	90.5	1
Furniture Stores	4421	\$2,528,751	\$195,196	\$2,333,555	85.7	1
Home Furnishings Stores	4422	\$1,377,325	\$0	\$1,377,325	100.0	0
Electronics & Appliance Stores	443	\$4,693,518	\$288,102	\$4,405,416	88.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,898,270	\$4,797,088	\$3,101,182	24.4	6
Bldg Material & Supplies Dealers	4441	\$7,122,134	\$4,410,909	\$2,711,225	23.5	5
Lawn & Garden Equip & Supply Stores	4442	\$776,135	\$386,179	\$389,956	33.5	1
Food & Beverage Stores	445	\$26,323,162	\$58,184,408	-\$31,861,246	-37.7	10
Grocery Stores	4451	\$24,389,573	\$56,348,450	-\$31,958,877	-39.6	7
Specialty Food Stores	4452	\$1,148,500	\$337,916	\$810,584	54.5	1
Beer, Wine & Liquor Stores	4453	\$785,090	\$1,498,042	-\$712,952	-31.2	1
Health & Personal Care Stores	446,4461	\$8,082,796	\$15,328,551	-\$7,245,755	-30.9	8
Gasoline Stations	447,4471	\$14,274,494	\$13,705,791	\$568,703	2.0	4
Clothing & Clothing Accessories Stores	448	\$4,965,353	\$1,155,297	\$3,810,056	62.2	2
Clothing Stores	4481	\$3,168,831	\$405,643	\$2,763,188	77.3	1
Shoe Stores	4482	\$642,493	\$398,568	\$243,925	23.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,154,028	\$351,085	\$802,943	53.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,437,665	\$793,086	\$2,644,579	62.5	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,840,211	\$216,326	\$2,623,885	85.8	1
Book, Periodical & Music Stores	4512	\$597,453	\$576,760	\$20,693	1.8	2
General Merchandise Stores	452	\$23,886,169	\$71,110,715	-\$47,224,546	-49.7	1
Department Stores Excluding Leased Depts.	4521	\$19,576,491	\$69,173,458	-\$49,596,967	-55.9	1
Other General Merchandise Stores	4529	\$4,309,677	\$1,937,256	\$2,372,421	38.0	1
Miscellaneous Store Retailers	453	\$6,179,657	\$2,855,997	\$3,323,660	36.8	9
Florists	4531	\$338,768	\$314,562	\$24,206	3.7	2
Office Supplies, Stationery & Gift Stores	4532	\$1,672,979	\$184,202	\$1,488,777	80.2	1
Used Merchandise Stores	4533	\$956,731	\$666,324	\$290,407	17.9	1
Other Miscellaneous Store Retailers	4539	\$3,211,179	\$1,690,909	\$1,520,270	31.0	5
Nonstore Retailers	454	\$2,775,489	\$0	\$2,775,489	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,837,649	\$0	\$1,837,649	100.0	0
Vending Machine Operators	4542	\$433,266	\$0	\$433,266	100.0	0
Direct Selling Establishments	4543	\$504,573	\$0	\$504,573	100.0	0
Food Services & Drinking Places	722	\$13,696,621	\$9,838,483	\$3,858,138	16.4	26
Special Food Services	7223	\$265,959	\$0	\$265,959	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,034,753	\$629,507	\$405,246	24.3	5
Restaurants/Other Eating Places	7225	\$12,395,909	\$9,208,976	\$3,186,933	14.8	21

RETAIL LEAKAGE & SPENDING TRENDS

2017 Leakage/Surplus Factor by Industry Group



Retail Leakage / Surplus in the Reference Area

The retail leakage / surplus factors for the Reference Area was pulled from Esri's Community Analyst. This analysis calculates supply (retail sales) estimates to consumers by establishments within the Reference Area. Demand (retail potential) for the Reference Area is also estimated, which is the expected amount spent by consumers at retail establishments with the area.

Per Esri, the Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

Figure 1.13 shows the Leakage / Surplus Factor by Industry Sectors for the Reference Area. Table 1.9 summarizes the data by major industry groups.

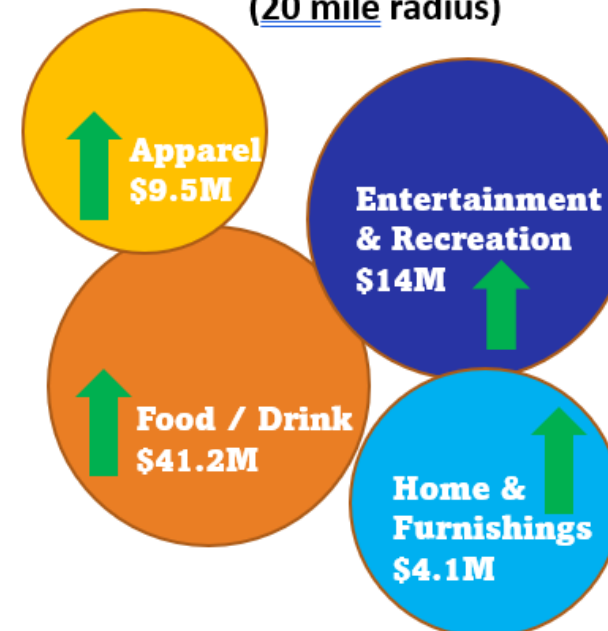
The Reference Area is predominantly residential, which explains the positive "leakage" numbers present within each category. This provides Indianola with opportunity to bring in a variety of stores.

Some examples of retail that are currently in short supply in the City of Indianola are:

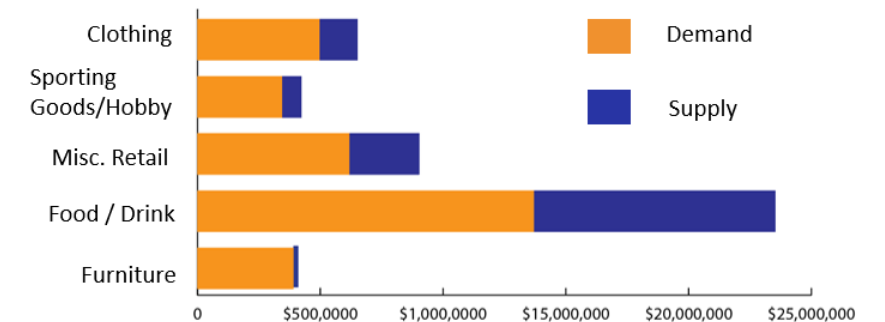
- Home Furnishing
- Clothing
- Restaurants
- Specialty Food
- General Merchandise

2021 Consumer Spending			
Apparel & Services: Total \$	\$8,017,162	\$52,372,410	\$565,837,934
Average Spent	\$1,760.47	\$1,829.67	\$2,118.99
Spending Potential Index	83	86	100
Education: Total \$	\$6,407,299	\$39,525,853	\$436,772,369
Average Spent	\$1,406.96	\$1,380.86	\$1,635.66
Spending Potential Index	82	80	95
Entertainment/Recreation: Total \$	\$12,127,471	\$79,722,672	\$858,035,699
Average Spent	\$2,663.04	\$2,785.17	\$3,213.23
Spending Potential Index	82	86	99
Food at Home: Total \$	\$20,246,451	\$133,279,001	\$1,429,875,118
Average Spent	\$4,445.86	\$4,656.20	\$5,354.70
Spending Potential Index	82	85	98
Food Away from Home: Total \$	\$14,181,747	\$93,192,548	\$1,006,711,968
Average Spent	\$3,114.13	\$3,255.75	\$3,770.00
Spending Potential Index	82	86	99
Health Care: Total \$	\$23,550,562	\$156,335,261	\$1,657,693,236
Average Spent	\$5,171.40	\$5,461.68	\$6,207.84
Spending Potential Index	83	88	100
HH Furnishings & Equipment: Total \$	\$8,505,715	\$56,297,695	\$602,543,048
Average Spent	\$1,867.75	\$1,966.80	\$2,256.45
Spending Potential Index	83	87	100
Personal Care Products & Services: Total \$	\$3,407,675	\$22,271,680	\$239,818,134
Average Spent	\$748.28	\$778.08	\$898.09
Spending Potential Index	83	87	100
Shelter: Total \$	\$75,110,996	\$485,343,606	\$5,268,702,158
Average Spent	\$16,493.41	\$16,955.83	\$19,730.60
Spending Potential Index	82	84	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,070,266	\$60,331,157	\$642,214,008
Average Spent	\$1,991.71	\$2,107.71	\$2,405.01
Spending Potential Index	83	88	101
Travel: Total \$	\$9,432,385	\$61,950,802	\$669,262,322
Average Spent	\$2,071.23	\$2,164.30	\$2,506.30
Spending Potential Index	82	86	99
Vehicle Maintenance & Repairs: Total \$	\$4,256,119	\$28,070,386	\$298,861,694
Average Spent	\$934.59	\$980.66	\$1,119.20
Spending Potential Index	84	88	101

Projected Spending Growth by 2026 (20 mile radius)



Current Indianola Supply / Demand Mismatch





CHAPTER 6

Public Works Space Needs Analysis

FACILITY NEEDS ASSESSMENT

The Existing Facility Needs Assessment was completed by Martin Gardner Architecture. MGA worked closely with facility managers and department directors in both the Public Works Department and Parks Department to assess the existing and future space needs of these departments as it relates to the space currently located in the study area.

EXISTING FACILITIES SUMMARY

PUBLIC WORKS SITE

Currently, the public works facilities contain the streets department and parks department. The waste water department has recently constructed new facilities and that department's needs are presumed to be accommodated except where noted in this report. The streets and parks departments are short on space in most areas for storage of vehicles, materials and equipment. Both departments currently store vehicles outside or under unheated cover. This leads to more exposure of equipment and less comfortable environments for staff operating the vehicles and equipment. Staff is forced to spend a lot of time rearranging equipment both seasonally and for everyday storage of equipment. Office, break room, and other support facilities are inadequate for size and indoor occupant health as these areas are exposed to fumes from the garage. Safety should be improved by providing gas monitoring systems and ventilation as well as proper fire suppression systems. Storage of paint and other chemicals is inadequate due partially to the type of structure it is housed in. Training and meeting facilities are inadequate and currently held in ad hoc space in the garage area. Fueling of vehicles takes place at the neighboring county facility. Should the public works department for the City relocate, it is anticipated that a new fueling station would be constructed at the new location. Both departments need additional dedicated space for executing projects whether it be sign repair, picnic table refurbishing, or other projects. It was noted that a dedicated sleeping area was not needed but having areas where staff can sleep when working long shifts would be helpful, particularly for staff who do not live nearby.

BRUSH AND WASTE

The existing brush facility does not currently have any structures on site and is anticipated to remain that way. Waste hauling is currently executed by a third party.

PICKARD PARK

Pickard Park has a storage building that is used for storage of seasonal items for festivals and holidays as well as storage of items with lower use. A green house is utilized by the city's horticulturalist whose scope and need for storage has increased due in part to a recent streetscape project in the downtown. This increased need for space will likely cause the phasing out of an annual plant sale. Pickard Park also has outdoor material storage.

PERSONNEL

Current staffing levels are as follows:

Position	Current	Additional in 10 yrs	Total
Director:	1		1
Streets:			
Full-Time:	8	2	10
Part-Time:	1		1
Seasonal:	3		
Engineering:	0	1-2	2
Full-Time:	4	2	6
Part-Time:	0		
Seasonal:	6	2	8

FACILITY NEEDS ASSESSMENT

EXISTING FACILITY SIZES

The existing facilities consist of primary buildings that house the activities listed above as well as several miscellaneous sheds and small outbuildings. In aggregate, the existing facilities add up to a total of approximately 27,500 SF. An inventory of the departments' existing equipment was taken with dimensions for each piece of equipment. An example is shown below.

Indianola Public Works Space Needs				
	Streets	Parks	Waste Pollution Control	Total
Current Building Footprints	Buildings at Main Site including office/vehicle storage, and sheds	Buildings at main PW site and Storage, Greenhouse, and Concession/Storage buildings at Pickard Park	Includes space for equipment that is most conveniently stored near Streets department	
	13658	10905		24563
Current Garage Need	40500	6000	1100	47600
Current Non-Garage Need	5800	9800	0	15600
Subtotal	46300	15800	1100	63200
Future Additional Garage Need	12000	4800	0	16800
Future Additional Non-Garage Need	4000	2200	0	6200
Subtotal	16000	7000	0	23000
Total Needs Per Department	62300	22800	1100	86200
Cost Range	\$ 7,476,000	\$ 2,736,000	\$ 132,000	\$ 10,344,000
	\$ 9,345,000	\$ 3,420,000	\$ 165,000	\$ 12,930,000



CHAPTER 7
Vision & Action Plan

DRAFT CONCEPT A

Concept A focuses on the development along the east side 6th street. Additional housing is recommended, along with the creation of vegetation barriers within the industrial areas and along Summerset Trail to soften the landscape.



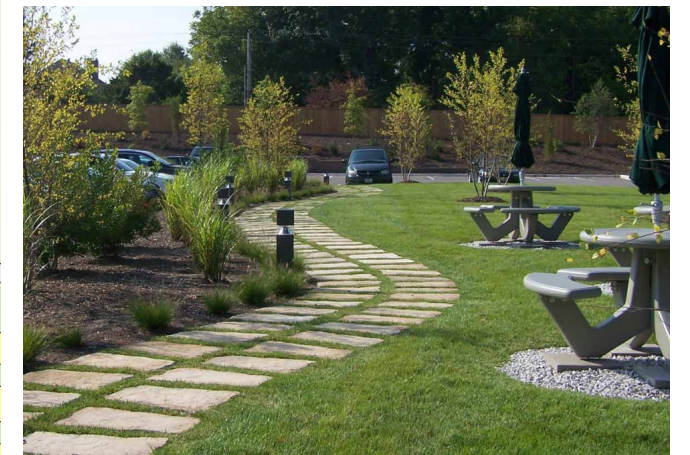
DRAFT CONCEPT B

Concept B focuses on the redevelopment and demolition of the Heartland Coop site. Medium density residential would go in its place, along with a small district surrounding Summerset Trail containing bicycle centered businesses.



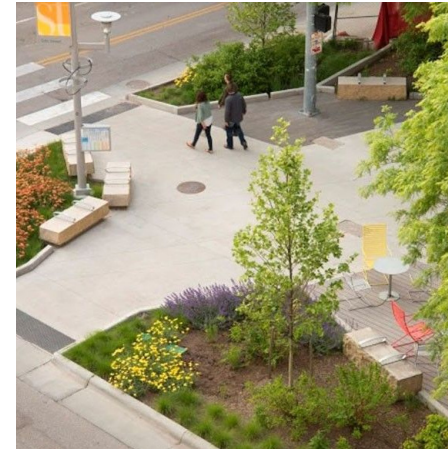
DRAFT CONCEPT C

Concept C works with Heartland Coop remaining in it's current location and developing low and medium density housing to the east of 6th street. A small district is also created to the south, along Summerset Trail for bicycle centered businesses.



DRAFT CONCEPT D

Concept D is a blank slate concept where Heartland Coop, Warren County Oil, and the City are all removed from the area. Here, there is opportunity for low and medium density housing along both sides of 6th street, as well as a mixed-use district to the south along Summerset Trail.

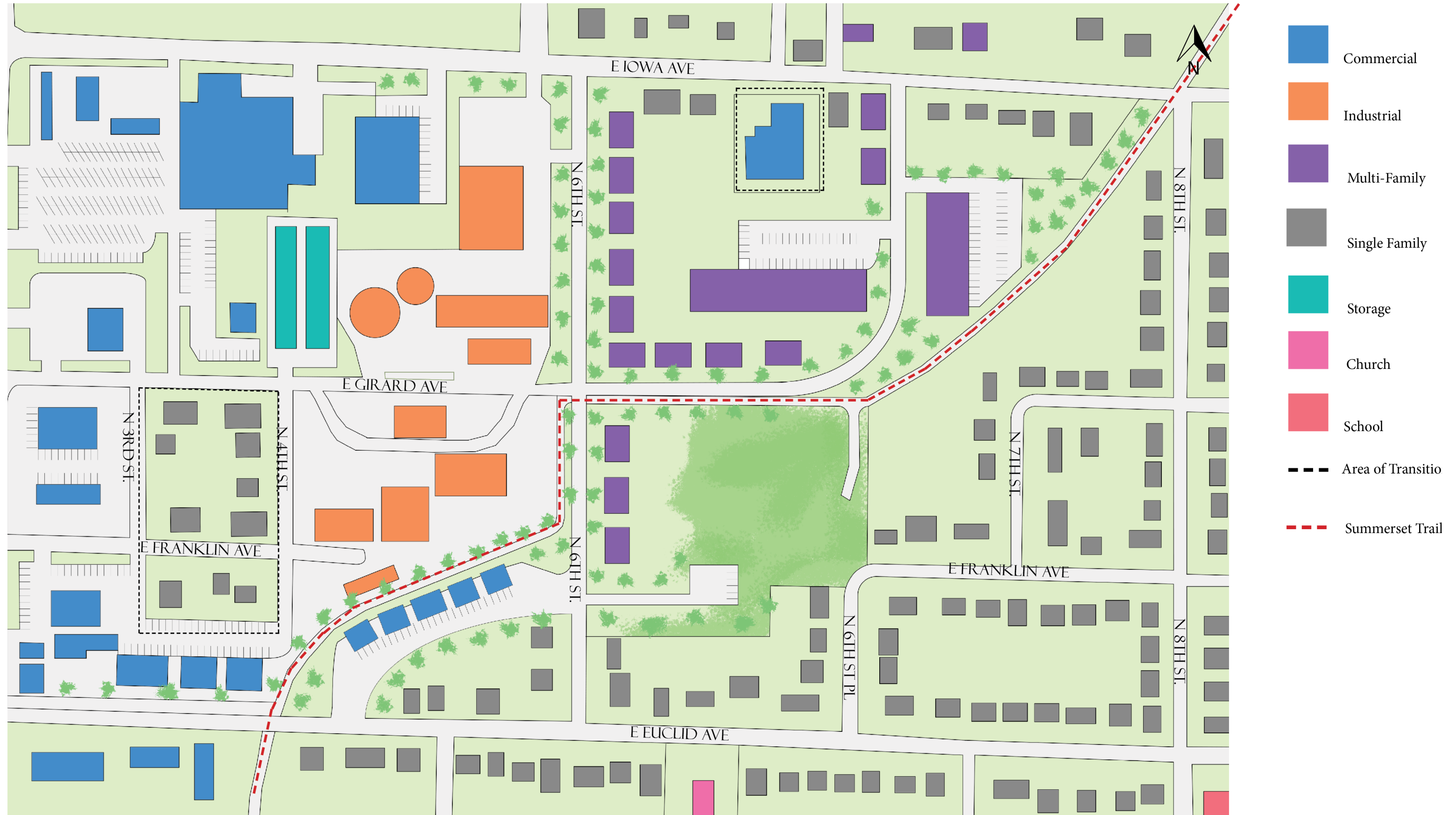


REVISED CONCEPTS

Two draft concepts were shown to the public during the Open House on October 6th. The first (The Towers) concept depicted the 6th Street Sub-Area as Heartland Co-op and all of its structures remaining in their current location. The second concept (Blue Sky) showed the site with all structures belong to Heartland Coop removed, to create a blank-slate.

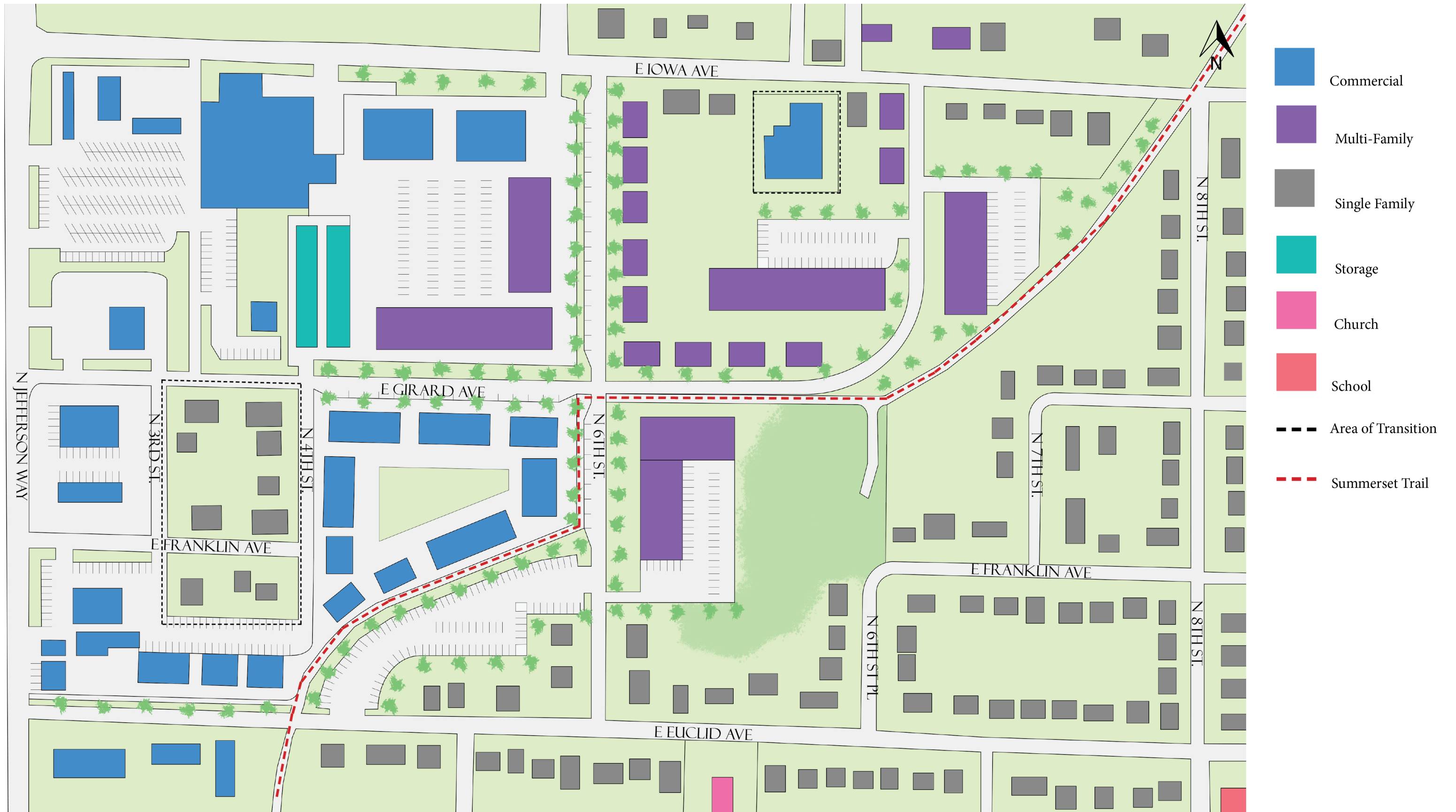
“THE TOWERS” CONCEPT BASED ON FEEDBACK

This concept depicts Heartland Co-op’s structures remaining intact, thus creating the need for a light industrial aesthetic throughout the site. Low and medium density housing is recommended along the east side of 6th street and a small strip of commercial businesses with parking are located along the rerouted Summerset Trail. Dayton Park is also expanded into the Warren County Oil site.



“BLUE SKY” CONCEPT BASED ON FEEDBACK

This concept depicts the site as starting from a blank-slate with all industrial removed. More opportunities for medium density can be seen placed along 6th Street as well as behind the single-family homes along E Iowa Avenue. A commercial plaza has been placed along the rerouted Summerset Trail with accomodating parking and Dayton Park is also expanded to the west a bit.



FINAL CONCEPTS

TWO FINAL CONCEPTS

The 6th Street Sub-Area in Indianola is a unique area with a lot of potential for redevelopment. Due to the current zoning and businesses within the project area there is an element of unknown when it comes to who and what may choose to stay or leave over the next 20 years.

Many factors can influence how citizens perceive a neighborhood in their community. These factors combine to create the urban fabric, which can be simplified into three categories: districts, streets, and individual parcels & buildings. Studying the existing urban context provides insight on what properties are assets to enhance versus those that are strong candidates for redevelopment in order to revitalize the project site.

The biggest challenge in the Sub-Area are the current industrial buildings. These currently limit the potential use going forward and also disrupt the surrounding residential neighborhood. These areas do provide great opportunities for reuse and redevelopment, whether commercial or residential and the existing industrial atmosphere of this area is a unique feature that could be utilized to create the identifiable character that is needed to create a district.

A District is a cohesive area with an identifiable character. Building uses, types, and styles establish the overall character of this area. Indianola's Sub-Area has a good mix of uses (i.e. residential, retail, light industrial, and automotive), although it cannot currently be called a district due to its lack of cohesiveness. Other disadvantages of this area include the building conditions for many of the structures are in fair condition or below, the dust and noise pollution from the current industrial businesses, and the lack of green areas and vegetation. The strengths of this area come from its location, being right off of N Jefferson Way, which has strong, successful commercial businesses, and the well-established single-family neighborhood, which quiets the traffic and allows for natural greenery.

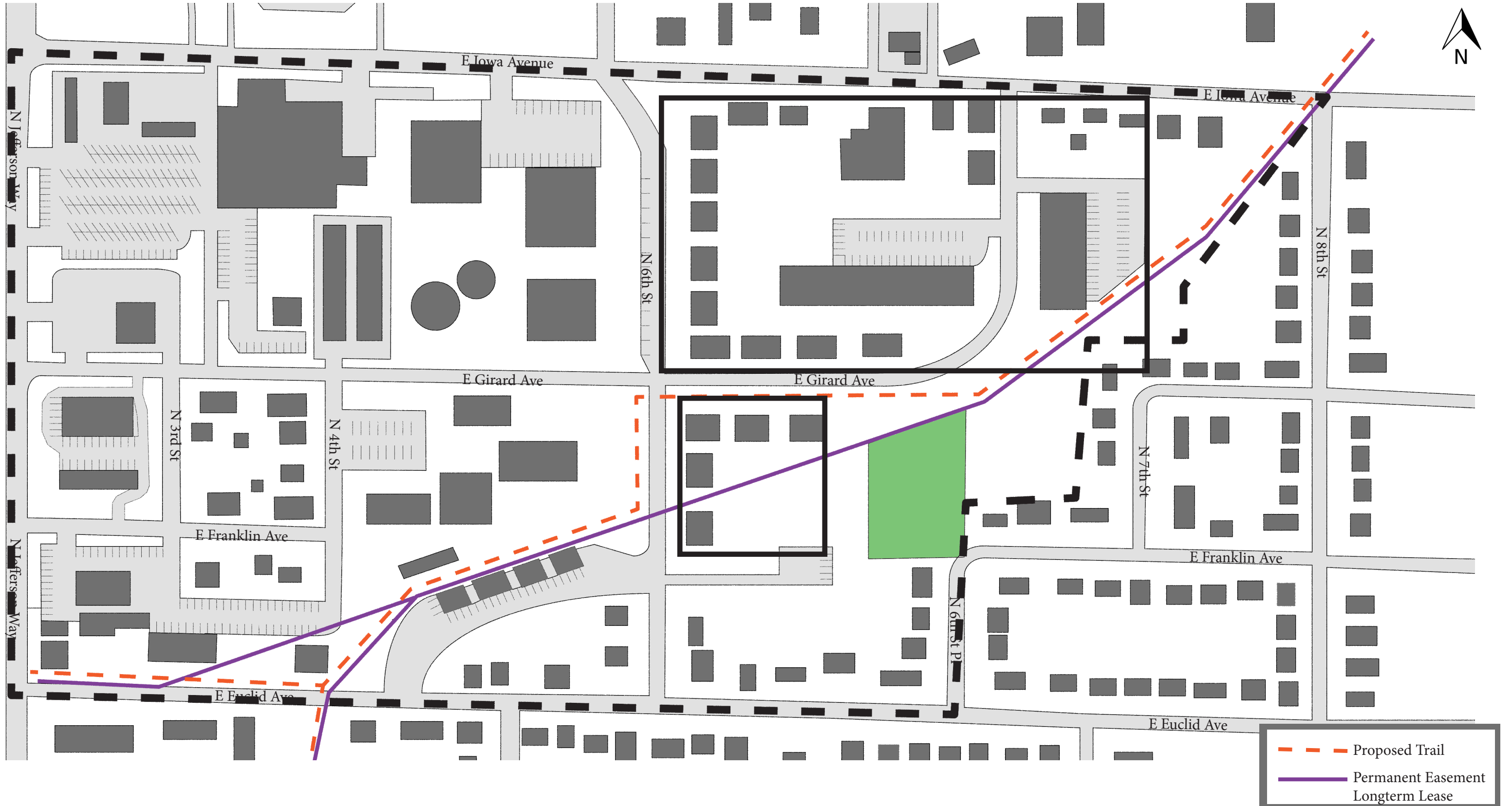
Two final concepts were developed for the Sub-Area due to the unique conditions of the site. With Heartland Co-op having such a large presence, it was important to develop both a concept with it entirely removed and also with its buildings remaining. The ultimate goal of the site would be to relocate the Co-op to outside of Indianola where it would have room to expand and would not interfere with the urban traffic and development of its current location. If Heartland Co-op were not able to be entirely removed due to cost or their desire to stay where they are, it would be important to embrace the industrial elements, but do so in such a way that the rest of the area does not suffer because of it. Both concepts address the addition of multi-family and higher density housing, commercial and retail development opportunities, parking, greenspace and park expansion, and road and trail redevelopment.



THE TOWERS

CO-OP CONCEPT

THE TOWERS HOUSING DEVELOPMENT OPPORTUNITIES



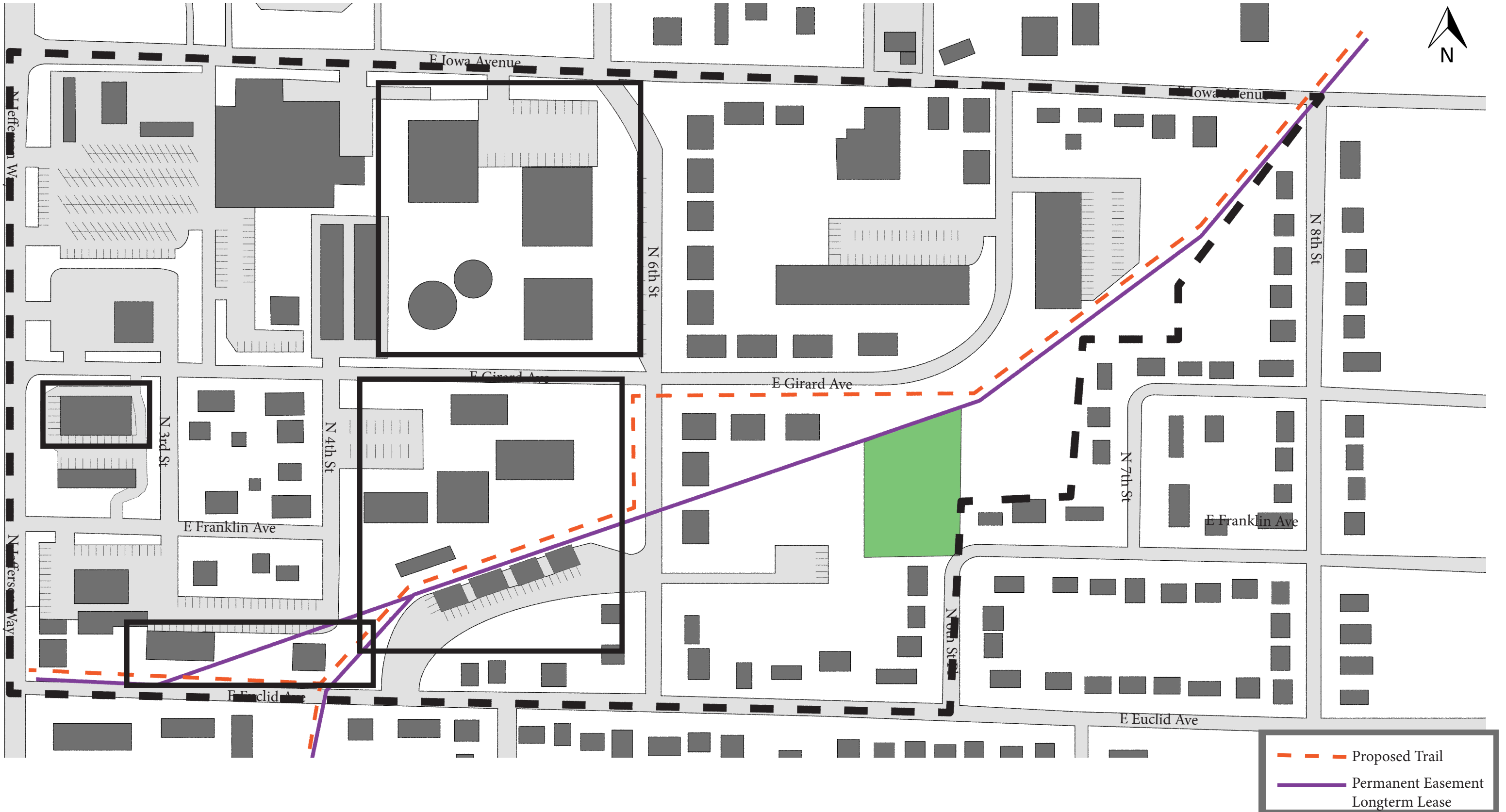
THE TOWERS HOUSING DEVELOPMENT RECOMMENDATIONS

The following recommendations were made according to feedback received and data collected showing both a need and opportunity for the development of higher density housing within Indianola. The 6th Street Sub-Area provides a great opportunity for this housing as it's location is ideal, due to the commercial to the west and single-family residential to the east.

- Encourage the development of multi-family residential such as row-houses or duplexes along N 6th Street.
- Encourage the development of lower-density apartment buildings (20 units or less per acre).
- Work to reduce housing barriers for current and future residents.
- Consider acquiring the lot on the corner of N 6th Street and E Iowa Avenue and sell to developer looking to do multi-family residential.



THE TOWERS COMMERCIAL DEVELOPMENT OPPORTUNITIES



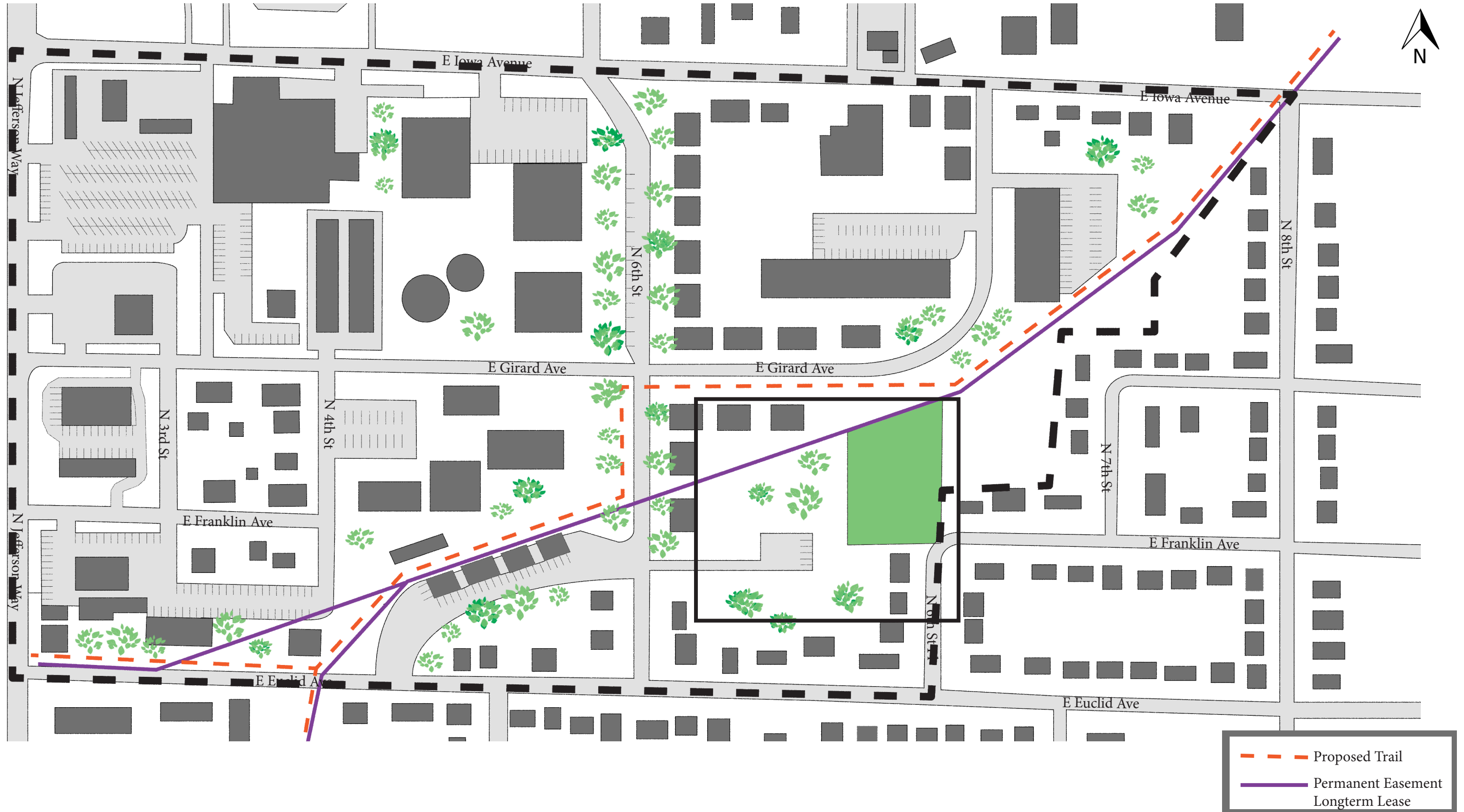
THE TOWERS COMMERCIAL DEVELOPMENT RECOMMENDATIONS

The following recommendations were made according to feedback received and data collected showing both a need and opportunity for commercial development within Indianola. The 6th Street Sub-Area is an ideal location due to its close proximity to commercial businesses along N Jefferway Way. Summerset Trail cutting through the site is an additional benefit as it provides the unique opportunity for the development of bicycle centered businesses as an attraction and destination.

- Work with Heartland Co-op to relocate and purchase their current parcels.
- Conduct a feasibility study of the Co-op facilities to see how much work and money would need to go into repair.
- Promote the adaptive reuse of Co-op grain elevator and silos.
- Explore the idea of putting a mural on the grain elevator and/or silos.
- Work with business owners along E Euclid to consider moving or selling their parcel to allow for development of commercial businesses.
- Work with business owners along E Euclid to add landscaping/trees along property edge.
- Promote the area as having an industrial edge when appealing to developers.



THE TOWERS PARK, GREENSPACE & VEGETATION OPPORTUNITIES



THE TOWERS PARK, GREENSPACE & VEGETATION RECOMMENDATIONS

The following recommendations were made according to feedback received and data collected showing both a need and opportunity for the development and expansion of green spaces within the 6th Street Sub-Area. Dayton Park is a well-loved facility that should expand with the growth of the rest of the site to accommodate the urban development.

- Consider expanding Dayton Park into the current Warren County Oil site.
- Work with a local artist to design an interactive sculpture, preferably metal or with an industrial flare.
- Implement prairie-style landscaping that requires low maintenance but adds character.
- Explore the idea of adding a walking path through the park.
- Add lighting along Summerset Trail and throughout Dayton Park.
- Consider additional benches and seating on the perimeter of the green space.
- Place trees and plantings along sidewalks where possible to soften the landscape.
- Place vegetation barriers along Summerset Trail and along N 6th Street.
- Consider shading devices overtop sections of Summerset Trail.



THE TOWERS LAND USE MAP





BLUE SKY

NO CO-OP CONCEPT

BLUE SKY HOUSING DEVELOPMENT OPPORTUNITIES



	Proposed Trail
	Permanent Easement Longterm Lease

BLUE SKY HOUSING DEVELOPMENT RECOMMENDATIONS

The following recommendations were made according to feedback received and data collected showing both a need and opportunity for the development of higher density housing within Indianola. The 6th Street Sub-Area provides a great opportunity for this housing as it's location is ideal, due to the commercial to the west and single-family residential to the east.

- Encourage the development of multi-family residential such as row-houses or duplexes.
- Encourage the development of lower-density apartment buildings (20 units or less per acre).
- Encourage the development of mixed-use buildings with residential above and commercial below.
- Work to reduce housing barriers for current and future residents.
- Develop the lot on the corner of N 6th Street and E Iowa Avenue with multi-family residential.



BLUE SKY COMMERCIAL DEVELOPMENT OPPORTUNITIES



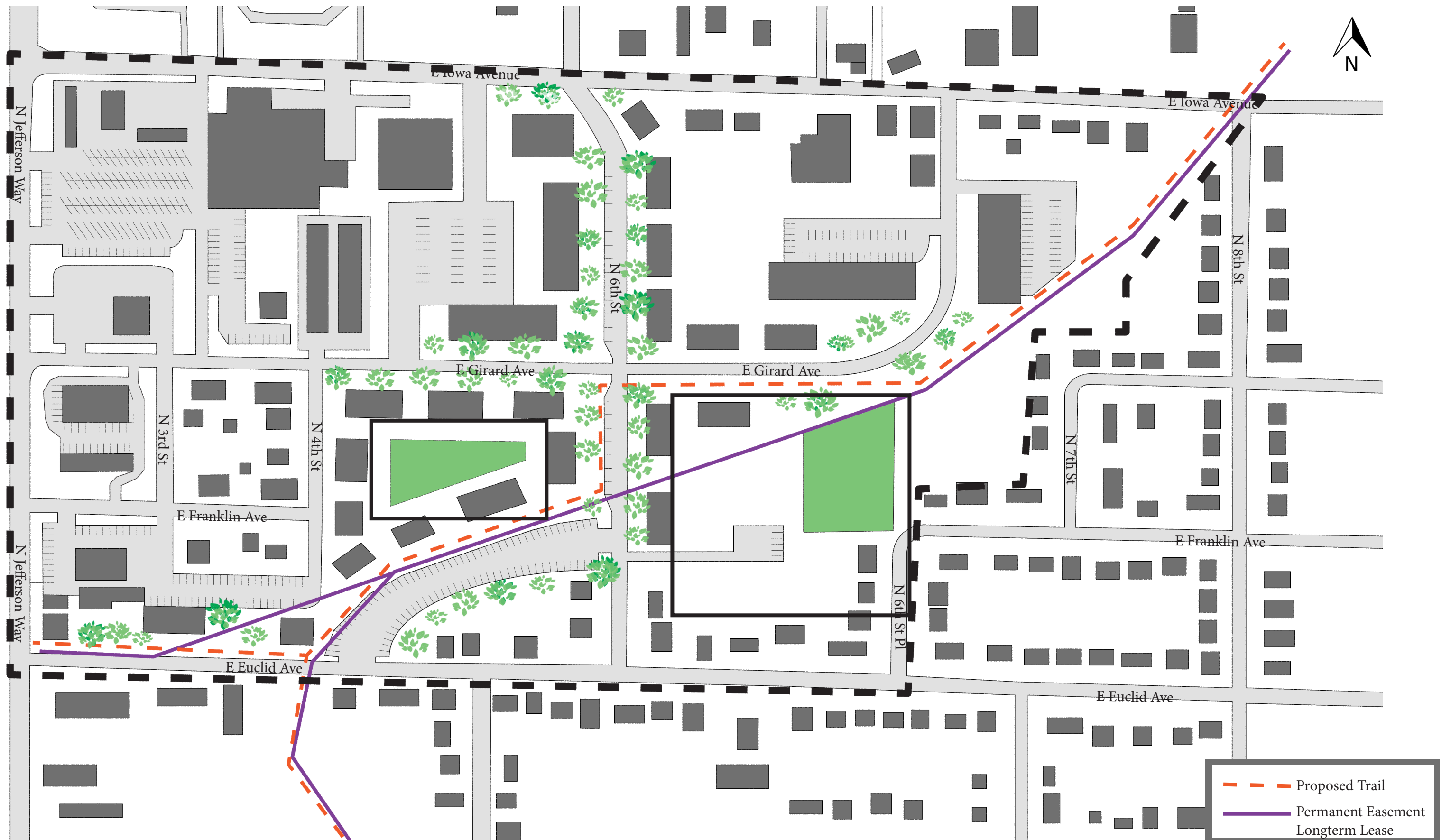
BLUE SKY COMMERCIAL DEVELOPMENT RECOMMENDATIONS

The following recommendations were made according to feedback received and data collected showing both a need and opportunity for commercial development within Indianola. The 6th Street Sub-Area is an ideal location due to its close proximity to commercial businesses along N Jefferway Way. Summerset Trail cutting through the site is an additional benefit as it provides the unique opportunity for the development of bicycle centered businesses as an attraction and destination.

- Develop Heartland Co-op parcel between N 6th Street and E Euclid Avenue with retail, entertainment opportunities, and food & drink establishments.
- Encourage development of a small pedestrian mall/district with retail and restaurants. Consider both chains and local restaurant options.
- Promote bicycle centered businesses i.e. repair, rental, bicycle themed restaurant, etc.
- Work with businesses owners along E Euclid to add landscaping/trees along property edge.
- Attain or assist in relocating the businesses along E Euclid Avenue and sell to developers looking for commercial opportunities that would fit better with the desired vision.
- Develop an identity and aesthetic for the area (industrial edge, modern stone, classic brick, etc.)



BLUE SKY PARK, GREENSPACE & VEGETATION OPPORTUNITIES



BLUE SKY PARK, GREENSPACE & VEGETATION RECOMMENDATIONS

The following recommendations were made according to feedback received and data collected showing both a need and opportunity for the development and expansion of green spaces within the 6th Street Sub-Area. Dayton Park is a well-loved facility that should expand with the growth of the rest of the site to accommodate the urban development.

- Consider expanding Dayton Park into the current Warren County Oil site.
- Work with a local artist to design an interactive sculpture, preferably metal or with an industrial flare.
- Implement prairie-style landscaping that requires low maintenance but adds character.
- Explore the idea of adding a walking path through the park.
- Consider additional benches and seating on the perimeter of the green space.
- Place trees and plantings along sidewalks where possible to soften the landscape.
- Place vegetation barriers along Summerset Trail and along N 6th Street.



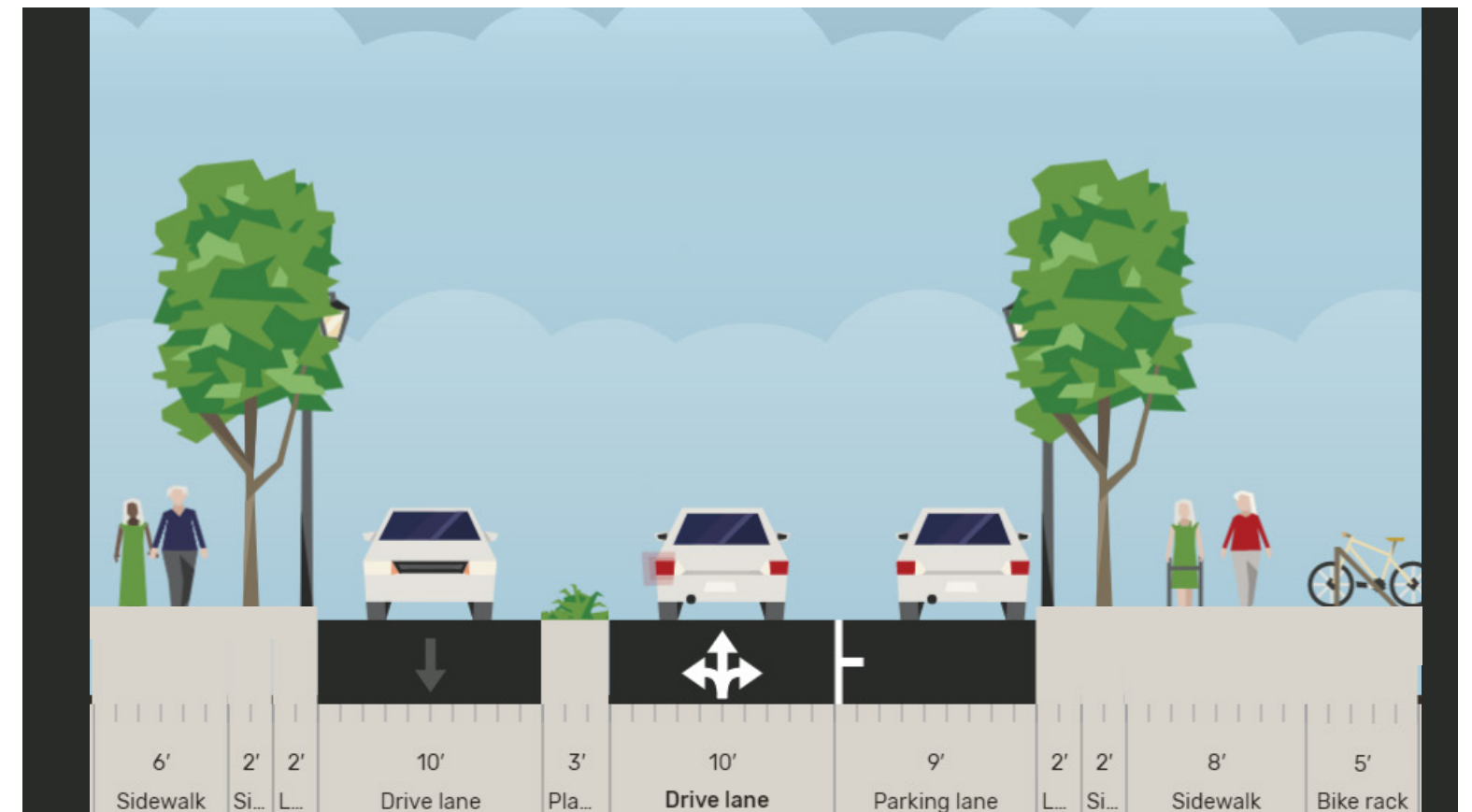
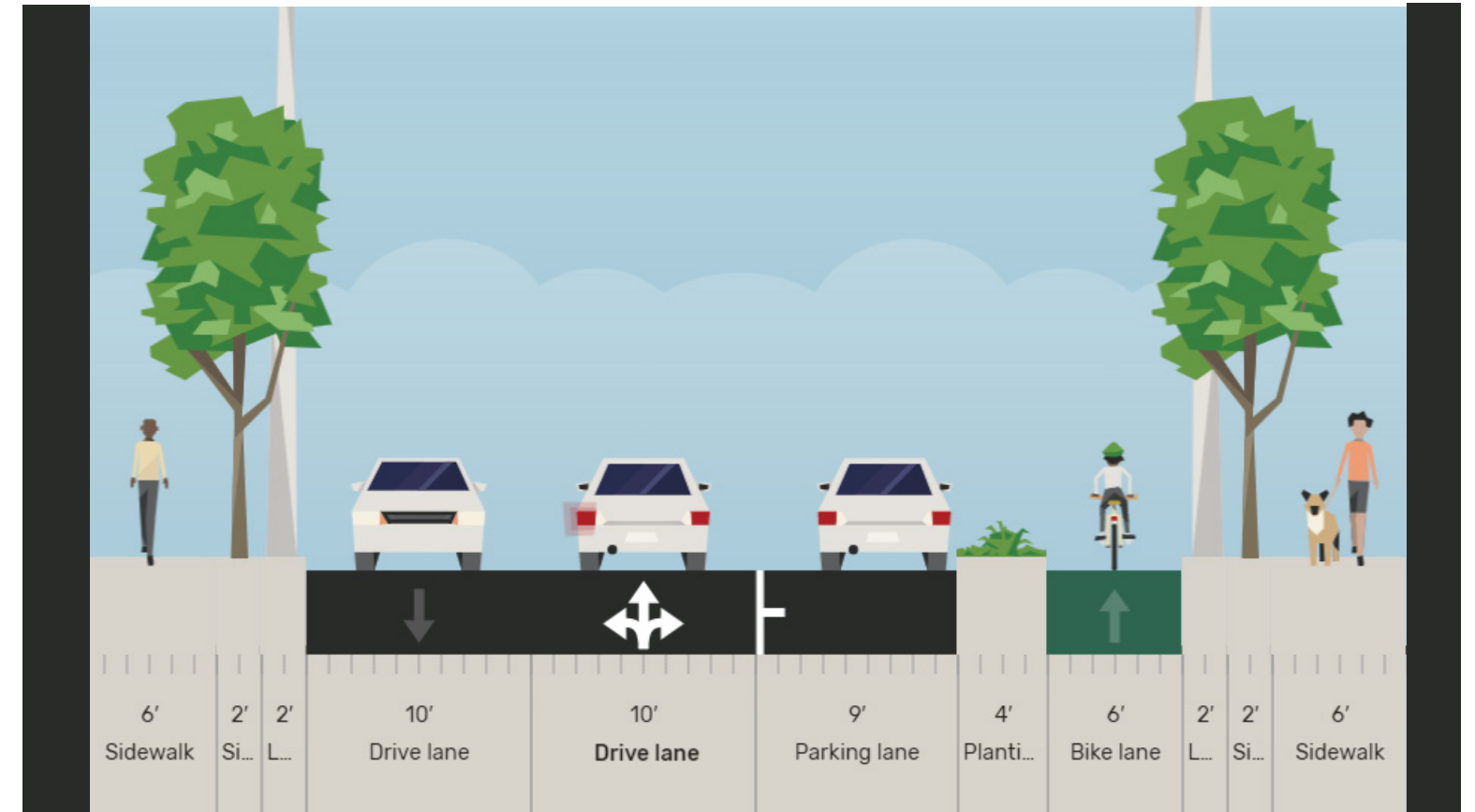
BLUE SKY LAND USE MAP



THE TOWERS & BLUE SKY STREET RECOMMENDATIONS

The following recommendations were made according to feedback received and data collected showing both a need and opportunity for the development and redevelopment of streets within the 6th Street Sub-Area. The current roads are narrow and in need of traffic calming to slow the speed of vehicles in the area. There are also safety concerns with multiple intersections due to a lack of signage and signals.

- Realign 6th Street to meet
- Reconstruct N 6th Street with a parking lane to slow traffic as well as provide on-street parking.
- Consider expanding E Girard Avenue to the east of N 6th Street and connecting it to E Iowa Avenue to create more accessibility and development opportunities.
- Add light flashes and pedestrian controlled signals to the intersection of N 6th Street and E Girard Avenue.



THE TOWERS & BLUE SKY SUMMERSERSET TRAIL RECOMMENDATIONS

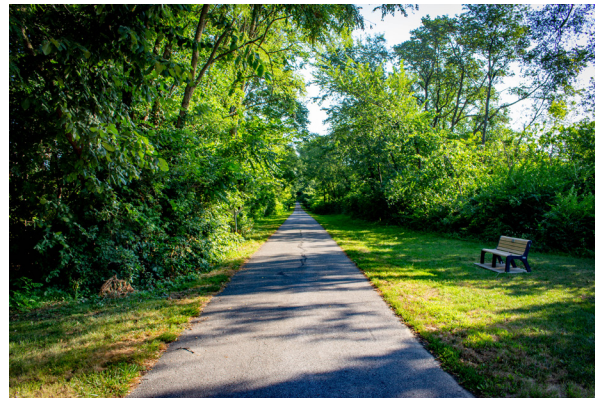
The following recommendations were made according to feedback received and data collected showing both a need and opportunity for the development and redevelopment of Summerset Trail within the 6th Street Sub-Area. Safety concerns have been brought up in regards to the trail crossing in the middle of 6th Street. The trail also lacks vegetation and lighting.

- Consider rerouting the Summerset Trail to connect at the intersection of N 6th Street and E Girard Avenue to improve safety and visibility.
 - Current trail alignment is on ground owned by Warren County and is part of Rails to Trails. The current corridor shall be preserved and is not eligible for redevelopment.
- Promote the development of bicycle centered businesses along Summerset Trail.
- Implement artistic and well-placed bike racks and lockable storage pods along Summerset trail and near popular businesses and destinations.
- Place lighting along Summerset Trail.
- Place signage along Summerset Trail.



IMPLEMENTATION ACTION PLAN MATRIX

Land Use & Redevelopment



Recommendation	Priority	Responsible Parties	Potential Funding Sources
Continue conversations with Heartland Co-op.	ongoing	City	
Evaluate brownfield funding	High	City	EPA
Look for new location for Warren County Oil	Low	City	
Look for new location for Indianola City Public Works Department	High	City	
Consider rezoning the sub-area to be neighborhood residential and commercial	Mid	City/P&Z	
Consider making the subarea a TIF district	High	City	
Consider reaching out to local/regional developers with marketing brochure	High	City	
Find developers looking to build low and medium density housing (duplexes, rowhouses, and 25 unit or less per acre apartments)	ongoing	City	

Road/Streetscape Improvements & Beautification

Recommendation	Priority	Responsible Parties	Potential Funding Sources
Consider redevelopment of N 6th Street with the addition of street parking	Low	City	
Explore extending E Girard Avenue past N 6th Street and connecting it to E Iowa Avenue	Low	City	
Realign 6th Street at E Iowa Avenue	Mid	City	

Parks, Greenspace, and Vegetation

Recommendation	Priority	Responsible Parties	Potential Funding Sources
Consider expanding Dayton Park west if Warren County Oil were to relocate	Ongoing	City	
Explore opportunities to implement vegetation barriers along Summerset Trail within the project boundary	Ongoing	City	REAP, Trees Forever

Summerset Trail

Recommendation	Priority	Responsible Parties	Potential Funding Sources
Explore rerouting Summerset Trail to Cross N 6th Street where it currently meets E Girard Avenue	Mid	City	
Consider a marketing plan to market Summerset Trail connection to Des Moines to the Metro and Regional Area	High	City/Chamber	



APPENDIX

SPACE NEEDS SIZE BUNDLER TABLE

Indianola Public Works

706 North 6th Street
 Indianola, Iowa 50125
 Public Works Feasibility Study

City of Indianola

110 North 1st Street
 Indianola, Iowa 50125
 Akhilesh Pal
 515-961-9415
 apal@indianolaiowa.gov

Kyle Martin, AIA
 319-200-8493
 kylem@martingardnerarch.com



					METHOD		SIZE BUNDLER				SIZE BUNDLER				SIZE BUNDLER																						
					The method of calculation can be performed with known dimensions or desired occupancy		WHO should complete this form?				WHO should complete this form?				WHO should complete this form?																						
					Place a "1" in the field for the method		Existing Space				Existing Needs				Future Expansion																						
							Each Bundle represents an option, phase, or variant of spaces that allow flexibility and choice within the program				Each Bundle represents an option, phase, or variant of spaces that allow flexibility and choice within the program				Each Bundle represents an option, phase, or variant of spaces that allow flexibility and choice within the program																						
							WHEN is this form due?				WHEN is this form due?				WHEN is this form due?																						
							WHY is this exercise important?				WHY is this exercise important?				WHY is this exercise important?																						
							Update the Gross Factor based on type of building. Complete space dimensions or SF/Person based on the calculation method for each				Update the Gross Factor based on type of building. Complete space dimensions or SF/Person based on the calculation method for each				Update the Gross Factor based on type of building. Complete space dimensions or SF/Person based on the calculation method for each																						
							HOW do you complete this				HOW do you complete this				HOW do you complete this																						
							<table border="1"> <tr> <th></th> <th>GROSS</th> <th>10%</th> <th>TOTAL SF</th> </tr> <tr> <td></td> <td></td> <td></td> <td>2,506</td> </tr> </table>					GROSS	10%	TOTAL SF				2,506	<table border="1"> <tr> <th></th> <th>GROSS</th> <th>120%</th> <th>TOTAL SF</th> </tr> <tr> <td>1</td> <td></td> <td></td> <td>27,180</td> </tr> </table>					GROSS	120%	TOTAL SF	1			27,180	<table border="1"> <tr> <th></th> <th>GROSS</th> <th>120%</th> <th>TOTAL SF</th> </tr> <tr> <td>1</td> <td></td> <td></td> <td>3,316</td> </tr> </table>					GROSS	120%
	GROSS	10%	TOTAL SF																																		
			2,506																																		
	GROSS	120%	TOTAL SF																																		
1			27,180																																		
	GROSS	120%	TOTAL SF																																		
1			3,316																																		
SPACE Namer (referenced forward)					X	X	QTY Net SF				QTY Net SF				QTY Net SF																						
LEVEL 1	LEVEL 2	SPACE	AREA	DESCRIPTION AND PROCESSES	L X W	SF/Person	#	X	Y	Net SF	#	X	Y	Net SF	#	X	Y	Net SF																			
Streets	0	Heated Building	0	0			1	50	160	8000				0				0																			
0	0	Unheated Building	0	0			1	80	30	2400				0				0																			

SPACE NEEDS SIZE BUNDLER TABLE

Parks	0	Heated Building	0	0			1	60	60	3600				0			0
0	0	0	0	0						0				0			0
0	0	0	0	0						0				0			0
Pickard Park	0	Greenhouse	0	0			1	35	75	2625				1	35	75	2625
0	0	Storage Building	0	0			1	30	60	1800				1	30	60	1800
0	0	Outdoor Storage	0	0			1	45	24	1080				1	45	24	1080
0	0	Concession/Storage	0	0			1	45	65	2925				1	45	65	2925
0	0	0	0	0						0							0
0	0	0	0	0						0							0
0	0	0	0	0						0							0
0	0	0	0	0						0							0
0	0	0	0	0						0							0
Public Works	Streets Specific	Vehicle Storage/Equipment	0	0						0							0
0	0	0	Dump/Drive	Ram 3500						0				1	19	9	171
0	0	0	Drive	F250						0				1	26	9	234
0	0	0	Drive	Ram 3500						0				1	24	9	216
0	0	0	Concrete work	F450						0				1	32	11	352
0	0	0	Sign Installs	F350						0				1	19	9	171
0	0	0	Plow	HV						0				1	37	14	518
0	0	0	Plow	7300						0				1	35	14	490
0	0	0	Plow	7300						0				1	36	14	504
0	0	0	Plow	7300						0				1	36	14	504
0	0	0	Plow	VHD						0				1	38	14	532
0	0	0	Plow	114SD						0				1	48	14	672
0	0	0	Plow	114SD						0				1	50	14	700
0	0	0	Sander	FSHX16X50XSS						0				1	22	9	198
0	0	0	Sander	FSHX16X50XSS						0				1	24	9	216
0	0	0	Sander	8X304SS						0				1	12	6	72
0	0	0	Dump Box	0						0				1	22	9	198
0	0	0	Concrete Mixer	MCD6-100						0				1	30	10	300
0	0	0	Loader	Case 621E						0				1	24	10	240
0	0	0	Mini Loader	CAT 908M						0				1	20	8	160
0	0	0	Roller	CAT CB334E						0				1	12	6	72
0	0	0	Skid Loader	Bobcat 763						0				1	11	6	66
0	0	0	Sweeper	Elgin Whirlwind						0				1	24	11	264
0	0	0	Road Grader	622 GP						0				1	34	12	408
0	0	0	Snow Blower	WK800						0				1	9	10	90
0	0	0	Backhoe	580 Super N						0				1	24	8	192
0	0	0	Skid Loader	SVL95-2S						0				5	13	7	455
0	0	0	Concrete Saw	Target						0				1	10	6	60
0	0	0	Dowler	Minnich						0				1	10	4	40
0	0	0	Air Compressor	D185DA4T						0				1	18	6	108
0	0	0	Crack Sealer	Crafco SS125						0				1	18	8	144
0	0	0	Water Trailer	0						0				1	23	10	230
0	0	0	Paint Trailer	0						0				1	28	10	280
0	0	0	Barricade Trailer	0						0				1	26	10	260
0	0	0	Tilt Bed Trailer	0						0				1	32	10	320
0	0	0	20 ton Trailer	0						0				1	32	10	320
0	0	0	Push Blade	0						0				1	10	16	160
0	0	0	Push Blade	0						0				1	12	12	144
0	0	0	Push Blade	0						0				1	10	16	160
0	0	0	Vacuum Trailer	TVP-1000						0							0
0	0	0	Concrete Grinder	LAF5436						0				1	11	7	77
0	0	0	Paint Trailer	Enclosed						0				1	8	8	64
0	0	0	Plow Truck	0						0				1	20	9	180
0	0	0	Plow Truck	0						0				1	38	14	532
0	0	0	Pickup Truck	0						0				1	38	14	532
0	0	0	Camera Truck	F450						0				1	19	9	171
0	0	0	Jet Truck	1083						0				1	27	9	243
										0				1	41	10	410

