



**CARROLL**

# Downtown Assessment

*Familiarization Process: learn about the community's history & plans for the future*

- **Pre-visit survey**
- **Previous studies**
- **Driving tour of the city**
- **Walking tour of downtown**
- **Interviews with community leaders, individuals and groups representing the private and public sectors**

# Why is Downtown Important?

- » **Reflection of the community**
- » **Front porch of your community**
- » **Community gathering place**
- » **Local quality of life**
- » **Economic health**

# First Impressions of Recommendations

**1) Hey, we can do that!**



**2) Oh, what a great idea! But, we can't pull that off.**



**3) Who are these people. That is not something we want to do.**





# Public Input Survey

**560 responses**

The survey says...

# What is Downtown's Greatest Strength?

- » **Appearance/Cleanliness (206)**
- » **Location (204)**
- » Downtown buildings (69)
- » Downtown businesses (35)
- » Promotion Events (25)

# What is Downtown's Greatest Weakness?

- » **Lack of downtown businesses (361)**
- » **Not enough to do (123)**
- » **Other (54) \*\*\***
  - Parking (11)
  - Too many salons/business mix issues (6)
  - Lack of mature women's clothing/clothing in general/plus size (6)
- » **Downtown buildings (5)**



# **\$100,000 to INVEST DOWNTOWN, what would you do?**

- » **Specific business request (107)**
  - Dept. store/JC Penney/Christopher Banks//Clothing stores (46)
  - Restaurant/Chick-Fil-A/Steakhouse/Cafes/Outdoor dining! (28)
- » **New business attraction/Fill storefronts/Retail (97)**
- » **Business incentives/Rent incentives (56)**
- » **Entertainment for kids and families (42)**
  - Entertainment center: bowling, golf, pickle ball, batting cage, arcade, roller skating, etc. (17)
  - Something for kids and teens to do (15)
  - Something for families to do (10)
- » **Renovate and fill JC Penney building (32)**
- » **Renovate buildings (28)**
- » **More green space/Park/Outdoor commons area/Event spaces (15)**
- » **Add/Better parking (13)**

# What NEW BUSINESS is most needed Downtown?

- » **Clothing (165)**
  - Childrens/Teens (50)
  - Men's (34)
- » **Affordable (24)**
- » **Dept. Store/Kohls/JC Penney's/Marshalls/Target/TJ Maxx (157)**
- » **Restaurant (65)**
- » **Bakery/Coffee (35)**
- » **Family activities/Teen activities/Entertainment (33)**
- » **Sporting goods (17)**

# **NEW Activity to make you spend more time Downtown?**

- » **Adult and Teen Activity Centers/Fun Center/Activity Center (92)**
  - Arcade (33)
  - Mini golf/indoor (12)
- » **More community events (88)**
  - Street Vendors/Flea Market (12)
  - Sales/Sidewalk Sales/Discount Days (6)
  - More Live & Local type events (6)
  - Food festival/Beer Expo/Cultural (5)
- » **Dining/Outside dining (62)**
- » **Shopping – General, includes specific business types below (52)**
- » **Concerts/Live music/Summer/Music venue/Bandshell (35)**
- » **Kids activities (24)**
- » **Bar/Sports bar/Rooftop bars (14)**

# What public amenities are most needed downtown?

- » **Places for kids (300)**
- » **Parking (184)**
- » **Greenspace (131)**
- » **Public art (92)**

# Age Demographics

» 14 & Under	2	(<1%)
» 15-25	17	(3%)
» 26-35	97	(17.3%)
» 36-45	140	(25%)
» 46-55	111	(19.8%)
» 56-65	94	(16.8%)
» 65+	91	(16.3%)
» Prefer not to say	8	(1.4%)

# Community Assets/Strengths

- » **Parks**
- » **Merchants Park**
- » **Regional Hub – Retail, Healthcare, Recreation**
- » **Schools**
- » **Pride in Place**
- » **Industrial Base**
- » **Trail system**

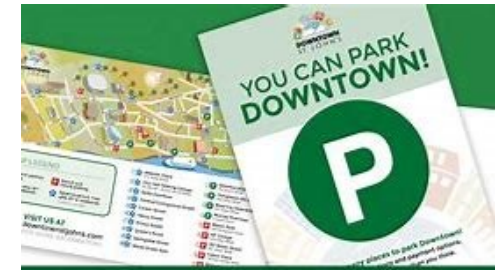
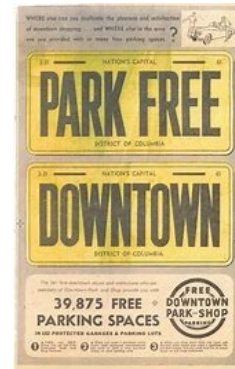
# Downtown Assets/Strengths

- » **Strong Businesses/Cluster of Businesses**
- » **Events – Jingle & Mingle, Live & Local**
- » **Walkable**
- » **Quality Public Improvements**
- » **Carroll 5**
- » **Depot & Greenspace Connection**

# Theme 1 – Business Image/Identification

**Absolute must: Multi-faceted marketing effort to promote what's in downtown. Combination of old-school and new ways to get the word out: Brainstorm! Combination of hired professional and local talent (social media marketing class).**

- **Business highlights: Ads/videos**
- **# of businesses**
- **# of free parking spaces**
- **Downtown fun facts**
- **Cluster based advertising**





# Theme 1 – Business Image/Identification

» How many downtown businesses are there?



# Theme 1 – Business Image/Identification

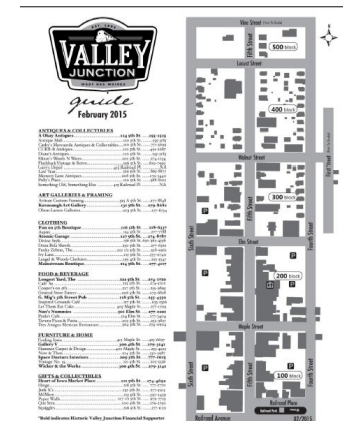
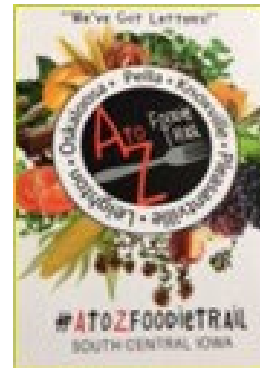
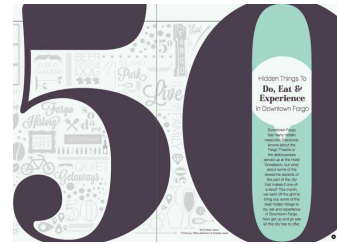
- » Answer is 60+
- » ~420 parking spaces

Ski's	Promesign Image	A Fun Top + Jeans
Wilke Clothier	Artworks Studio	Meraki Salon
Just Around the Corner	Anderson Shoes	Whyle Eye Care
Carroll 5	True Value	Kathy's Headquarters
Western Iowa Sleep	Jeanine's Hallmark	Crossroads Nutrition
K + Co Artistry	Jena Bug	Next Generation Chiropractic
True Wealth	Full Swing	Daryl's Hair Stylist
S + S Spa	Books & Bakery	Basic Fitness Studio
Integrity PT	Eckerman Jewlery	Office Store
Learning Connection	Affinity Salon	The Flower Garden
Studio 521 Fitness	Hair Force	Mike's Shoes
Feldman & Company CPA	Principal Financial	Releve Bar + Yoga
Brothers on Main	Deep Roots Salon	Edward Jones
Toploft	Alchemy Salon	Star Destinations
Buckle	Jeanine's Beauty Shop	JGM - Attorney/Mediator
Hair Biz	Sporrer's Barbershop	A Touch of Country
Brown's	Cloud 9 Spa	Children's Museum
Pretty Nails	3 Souls Company	The Grooming Company
Jachelle's	Vita Suite	Hair Market Salon
Bordenaro's	Aveda	
Glick's	Merle Norman	

# Theme 1 – Business Image/Identification

**Absolute must: Multi-faceted marketing effort to promote what downtown has. Combination of old-school and new ways to get the word out. Brainstorm!**

- 50 things to do
- A to Z ads
- Market business clusters
- On-line digital directory
- Holiday catalogue
- Shop Iowa



# Theme 1 – Business Image/Identification

10:48 AM Thu Nov 30 storymaps.arcgis.com

Downtown Prior Lake

Shop Dine & Drink Civic Parks and Trails

- Brixton Hue Salon**  
Welcome to Brixton Hue Salon! We are an innovative, fashion-forward salon dedicated to...
- Grace and Gumption**  
Boutique- women's apparel, gift, home.
- Great Tea Road Co**  
Loose leaf tea and herbs. Directly sourced. Mixed locally.
- Olive Moon Boutique**  
A adorable boutique specializing in women's fashion, jewelry and home decor! We make you...
- Stems & Vines Floral Boutique**  
Every occasion, more beautiful.
- TriFusion Acupuncture**  
Holistic Health Clinic & Retail. Acupuncture, Microneedling, Cupping, Herbal Medicine. Adult...
- Blonde T's Boutique**  
Affordable women's fashion and accessories!
- Carlson Ace Hardware**  
As your local Ace Hardware, our store is a member of the largest retailer owned hardware company...

Scott Cauley... 100 ft... Powered by Esri

# Theme 1 – Business Image/Identification

## » Physical Improvements:

- Windows/Lighted
- Kiosk
- Take obsolete signs down
- Store hours posted/consistent
- Parking signage



# Theme 1 – Business Image/Identification

» What is in there?????

- Sign audit
- Windows/transparency
- Open signs/flags
- Spill out merchandise
- Sidewalk seating
- Welcoming facades



# Theme 1 – Business Image/Identification

» Event based store familiarity

- Jingle & Mingle (best event?)

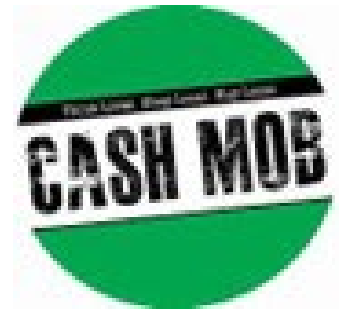
What else????

Scavenger Hunts

Store drawings

Cluster based events (ladies night out)

Cash mob



# Theme 1 – Business Image/Identification

## » Business voids

- Downtown draws: Food based
  - Restaurant, Coffee, Bakery, Ice Cream



- Business incentives (rent reduction for specific business types)



# Theme 2 – Activities/Events/Experience





1,000'



500'

# Theme 2 – Activities/Events/Experience

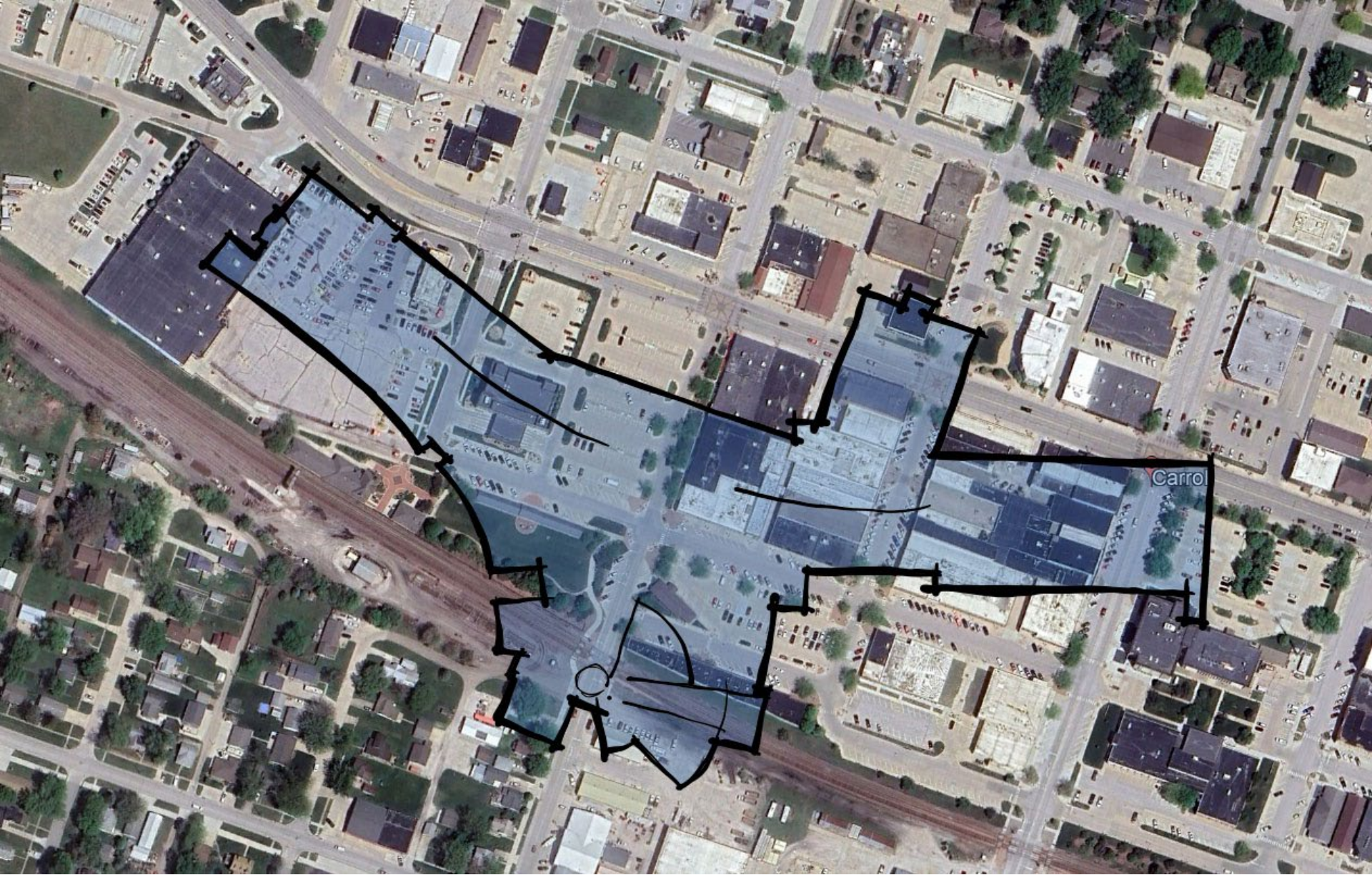




1,800'

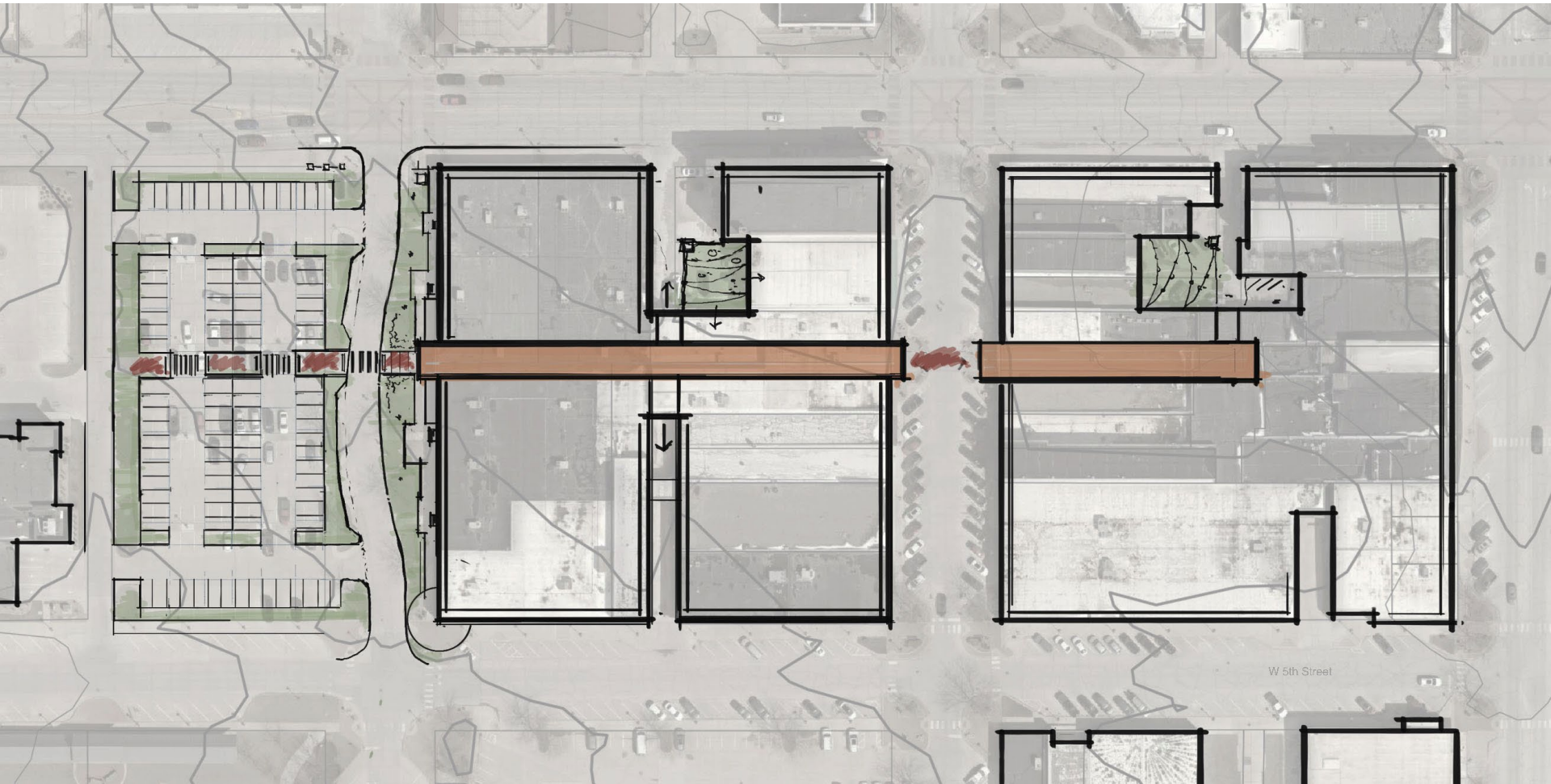
Layers

Google



Jordan Creek mall = distance from Hibbett's to east side of downtown

# Theme 2 – Activities/Events/Experience



# Theme 2 – Activities/Events/Experience

## » Inspire walking

- Give me reason to walk there
- Make the journey comfortable
- Visually connect destinations
- Stimulate the senses





# Theme 2 – Activities/Events/Experience

## » Reasons to walk there

- Engage me every 20 feet
- Sights, sounds, smells
- Street amenities





**501 North Adams**

1867 - John I. Blair platted Lot 13, Block 17. Original Town of Carroll  
 1871 - Carroll County bank was established in a wooden frame building on the south side of Fifth Street  
 1876 - W.T. Minchen built the brick Carroll County Bank on the SW corner of Fifth and Adams, one of a few buildings to survive the Great Fire of 1876, which destroyed most of downtown business district  
 1888 - renamed German Bank of Carroll County  
 1910 - German Bank building remodeled and rebuilt.  
 1911 - reopened; basement contained bowling alley, billiards hall, and barber shop  
 1918 - renamed Carroll County State Bank when it received a charter from the State of Iowa and converted to a state bank; 1960 - Carroll County State Bank moved to Sixth and Adams Streets

1961 - 1970 - Dolzal Insurance Agency, Attorney James Furey, Pudenz Real Estate, and city's urban renewal administration offices occupied former CCSSB building  
 1970 - land offered for urban renewal sale; building razed  
 1971 - 1980 - Waters Department Store  
 1926 - began as Waters Bros.  
 1971 - built and occupied 501 and 503 North Adams  
 1980 - 1995 - The Flower Loft and Anything Grocs  
 1995 - Whyllie Eye Care

2015 - Historic Preservation Commission of Carroll - 2018

## Theme 2 – Activities/Events/Experience

To be better than  
the competition,  
you can't stay  
always the same.

# Theme 2 – Activities/Events/Experience



# Theme 2 – Activities/Events/Experience

## » Amenities/ambiance

- Lighting – nice asset, add flowers/banners
- Planters – change seasonally, add color
- Seating – need more of it
- Shade – trees, awnings
- WiFi – make it available
- Bike racks – only have 1, maybe relocate
- Public art – lots of opportunities
- Restrooms – hidden
- Water – adults, children, pets



# Theme 2 – Activities/Events/Experience

## » Signs

- Tell what you do
- Attractive
- Can be public art
- Light them
- Remove out-of-date signs



# Theme 2 – Activities/Events/Experience

## » Signs

- Don't forget parking and restroom signs



# Theme 2 – Activities/Events/Experience

## » Window displays

- Clean, uncluttered
- Seasonal
- Back light

## » Sidewalk displays

## » Help each other





# Theme 2 – Activities/Events/Experience

## » Appeal to the senses

- Play music
- Add visual art
- Think about colors and smells



# Theme 2 – Activities/Events/Experience



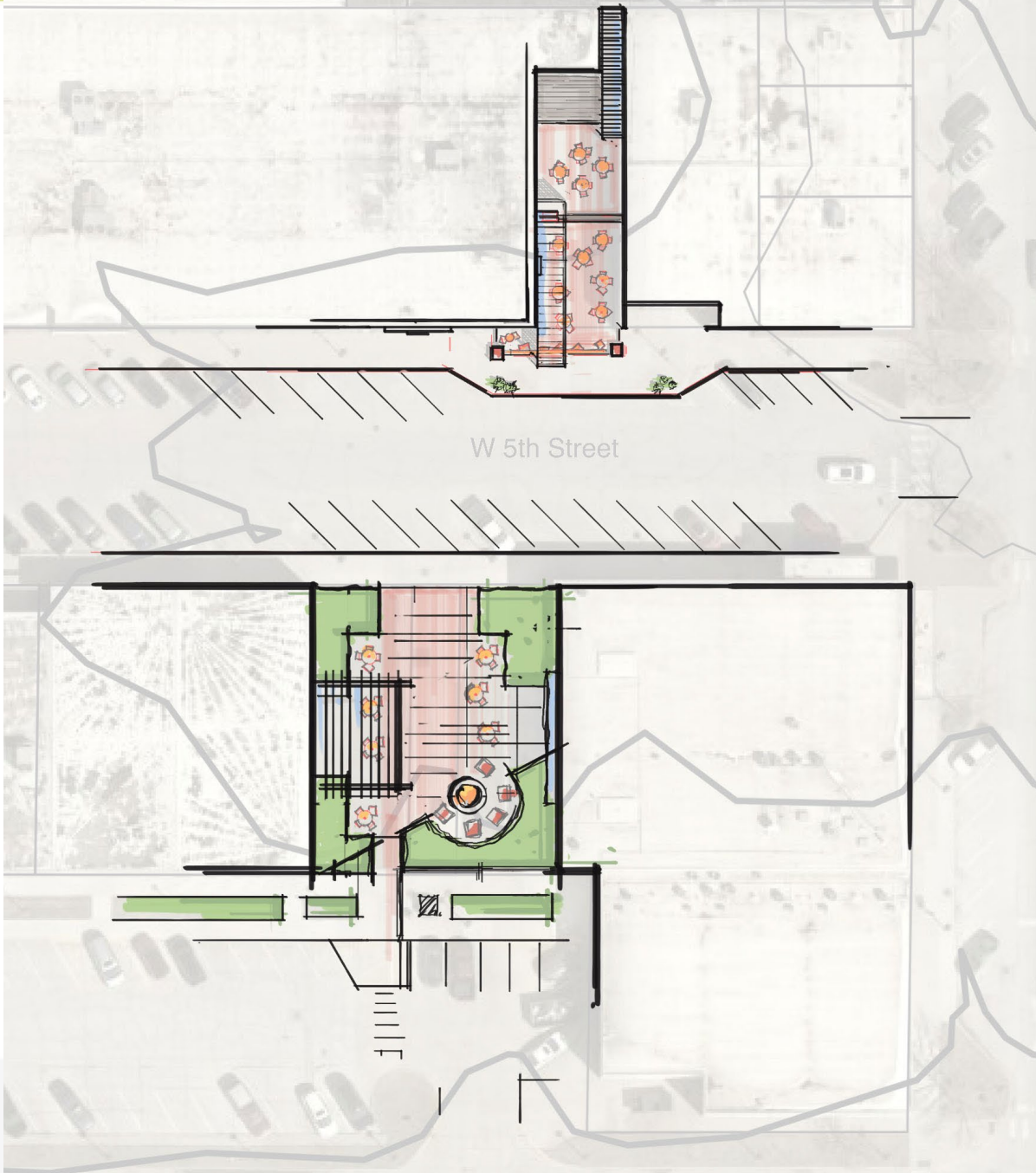
# Theme 2 – Activities/Events/Experience

## » Events

- Community need to gather
- Jingle & Mingle, Ridiculous Days, Live & Local (stage), Farmers Market
- Important exposure
- Marketing opportunity
- Short-term/long-term impacts
- Take turns hosting – youth, churches, hospital, banks, industry, service orgs, etc.

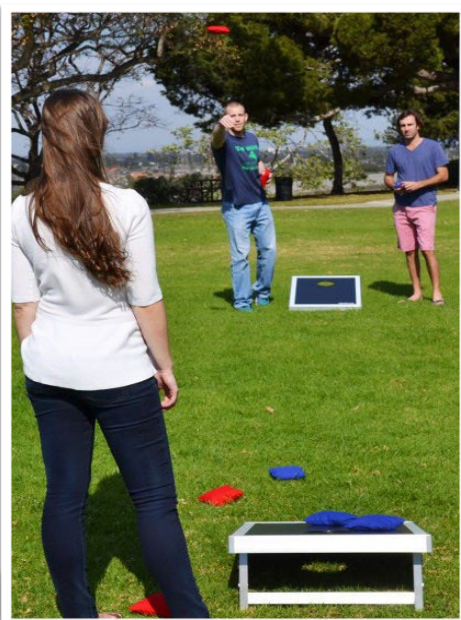






W 5th Street

# Vibrancy Amenities



# Vibrancy Amenities



# Theme 2 – Activities/Events/Experience

- » Video art, gaming wall
- » Concession stand, fire pit
- » Performances
- » Entrepreneurial Training





# Theme 2 – Activities/Events/Experience

## » The Landing Market – Decorah, IA



# Theme 3 – Local Capacity

## » Who Does What?

### » Who:

- City Government
- Support Organizations
- Non-profits
- Local Businesses
- Property Owners

### » What:

- Code Review, Code Update, Code Enforcement
- Business Support
- Pursuit of State/Federal Dollars
- Population Growth
- Marketing



# Theme 3 – Local Capacity

## Recommendations

### » Identify a "Community Development Official"

- Lean into this, doesn't have to be a new hire on the City payroll
  - Identify persons working in this area already- elevate and support them
  - Establish well defined vision and objectives for the official
  - Explore and Enhance relationship with Region 12 COG

### » Set the City up for Success

- Review allowed uses in the zoning ordinance
  - Some of the creative ideas heard might not fit into the list of permitted uses.
- Sign Ordinance
- Establish some district design guidelines to serve as basis for local incentives

# Theme 3 – Local Capacity

## Recommendations

### » **Encourage Business to Business Mentorship and Collaboration**

- Lunch and Learns
  - Topics like: Direct Marketing, Open Dialogue with Local Government, Collaboration, etc.
- Share Best Practices
- In-shop meet-ups

### » **Become Best Friends with the Downtown Resource Center**

- Start applying for and keep applying for grants, programs, designations, etc.
  - Community Catalyst Program, Iowa Thriving Communities, Housing Tax Credits,

# Theme 3 – Local Capacity

## Recommendations

### » **Create Local Grant Programs**

- Establish Micro Grants to Incentive New Businesses or Improvements to Existing
  - Create a pot of money to award local grants from
    - Public-Private Partnership: City uses TIF to leverage local private dollars

### » **Address Community Wide Housing Needs**

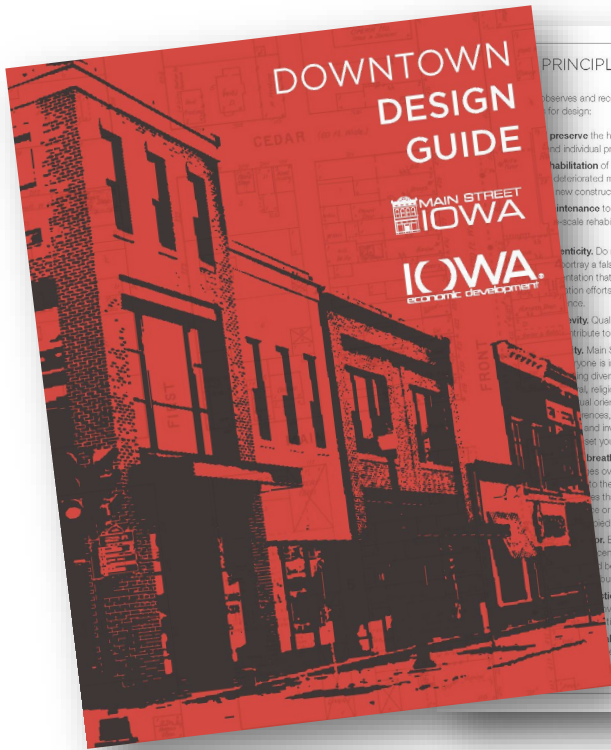
- City-wide Population Stability and Growth is important for healthy Downtowns
- Downtown Housing
- Utilization of Housing TIF Districts
  - LMI Set-Aside Funds

# Theme 4 - Buildings

- » **Design Guide**
- » **Incentives**
- » **Individual Buildings:**
  - Buckle
  - Brown's Shoe Fit
- » **Downtown Multi-tenant:**
  - Thomas Plaza
  - Westgate Mall



# Iowa Downtown Design Guide



## PRINCIPLES FOR

observes and recommends the for design:

**preserve** the historic character of individual properties.

**rehabilitation** of existing buildings deteriorated materials and new construction or replacement.

**maintenance** to prevent the need for large-scale rehabilitation or demolition.

**authenticity.** Do not add features to convey a false sense of history, or restoration that never existed.

**documentation** efforts on documentation photos.

**quality.** Quality materials and contribute to resilience.

**diversity.** Main Street should be diverse in terms of uses and feels.

**community.** Main Street should be diverse in terms of uses and feels.

**breathing community.** Main Street should be diverse in terms of uses and feels.

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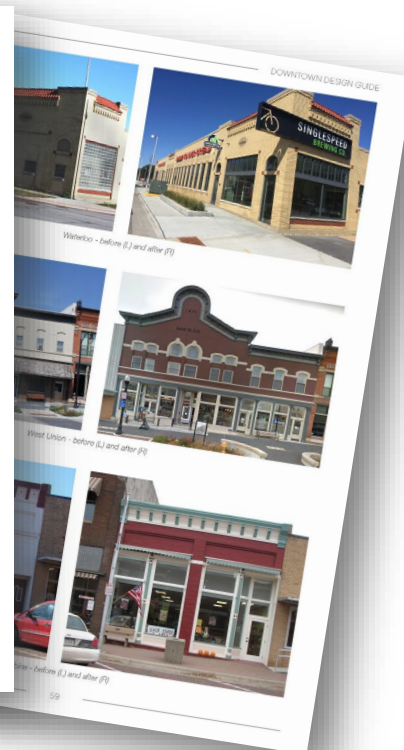
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Image: David Greife



[www.iowaeda.com/downtown-resource-center/networking/](http://www.iowaeda.com/downtown-resource-center/networking/)

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## GLOSSARY

1. **Buttress** – The rise on the abutment between the arches and the shaft window. Traditionally made of wood, tile or masonry.
2. **Column** – A vertical element that supports part of a building or structure.
3. **Cornice** – The projecting, decorative molding forming the top band of a building wall. May also appear at the eaves or sill.
4. **Display Window** – The main area of clear glass on a storefront behind which goods are arranged.
5. **Lintel** – A structural beam spanning over a door, window or storefront glass opening.
6. **Parapet** – A low solid stone or brick wall at the top of a building projecting above the roof.





# How can the design guide be utilized in your community?

1. Voluntary / Advisory
2. Incentive Based
3. Mandatory / Regulatory





GEEK'S

CHRISTMAS TREES



Naturalizer

Brown's SHOES FIT CO.



SAS

Buckle Up

H&B

Canon

PAPER & BOTTLES ONLY





K'S

CHRISTMAS TREES

Nature

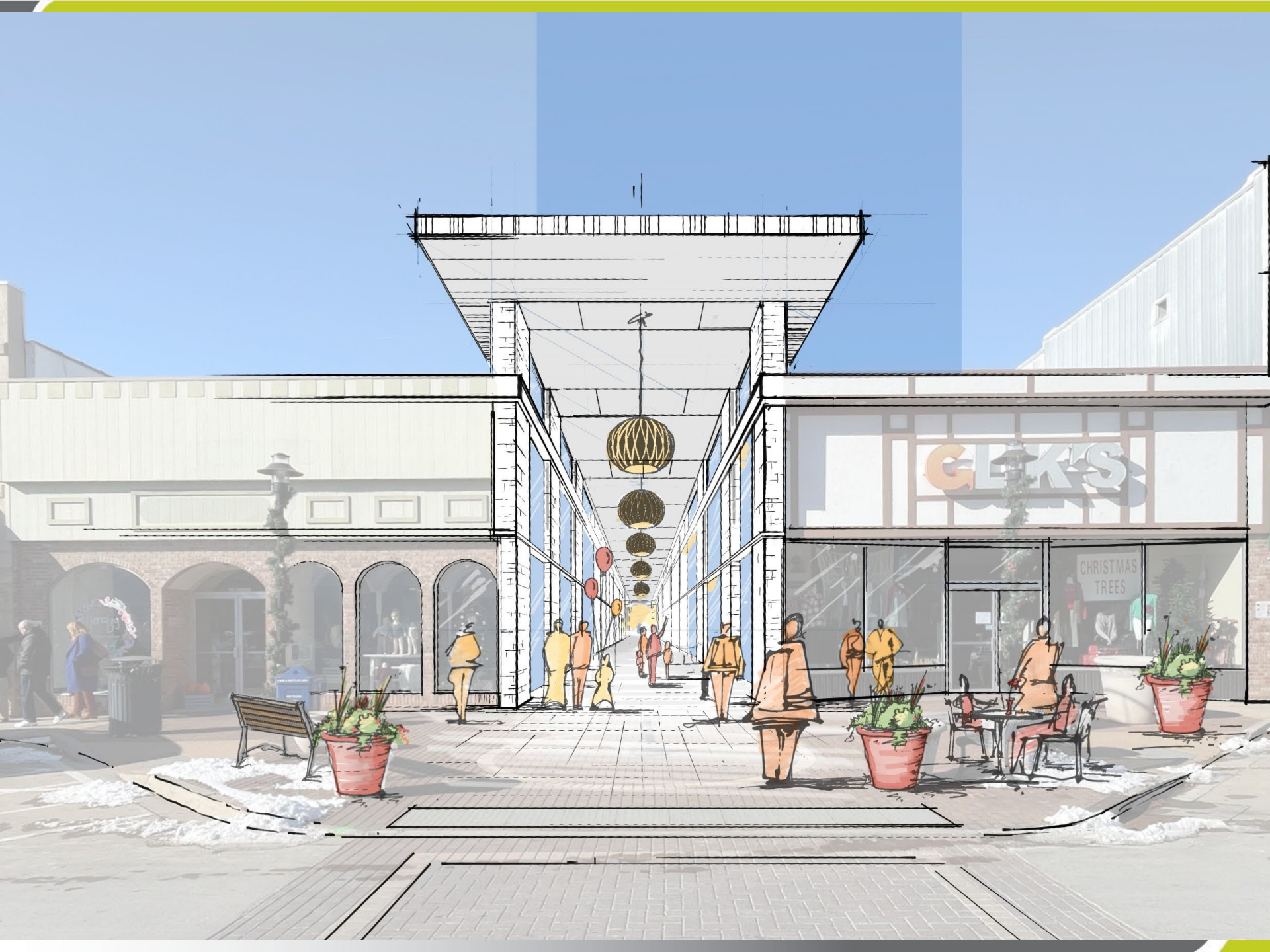
Blues

Frank's

Buckle

Buckle

...S & BOTTLES ONLY



# Theme 5 – JCPenney Building

- **Grieving Process**
- **Remove Signage**
- **Explore Incentives**
- **Take Action**
  - **Pop Ups**
  - **Marketing Sheets**







# What's Next from IEDA

- » **Written Report**
- » **Follow-up Assistance**



**Negative people  
have a problem  
for every solution.**

# Questions

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