

Vision Anamosa: Working Together for the Future

A Report and Recommendations on the condition and revitalization of
Downtown Anamosa, Iowa



Grant Wood, "Stone City, Iowa," 1930 (Joslyn Art Museum, Omaha, Nebraska)

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The University of Iowa, Department of Urban and Regional Planning
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Executive Summary

In the spring of 2009, the Anamosa City Council approved a resolution for the formation of a Downtown Revitalization Study Committee. The Committee decided to work with the University of Iowa Department of Urban and Regional Planning to study the challenges and potential for revitalization in the downtown. In the fall of 2009, the Anamosa Field Problems Consulting Team from the University proposed a plan that would concentrate on the revitalization of downtown Anamosa by using sustainable methods and by community involvement. This project has become known as Vision Anamosa. What follows is the final report from the Anamosa Field Problems Consulting Team and the Anamosa Public Participation Plan, a plan for future public participation specifically designed for use in Anamosa. They are the first steps in the Vision Anamosa project, and set the objectives and processes that represent the best practices in the city of Anamosa. The Plan creates a method for gathering data, using techniques proven to work in the city.

The final report is comprised of a profile of existing conditions in the downtown, gathered through secondary and primary research. This profile focuses on four core topics, chosen by Committee members, believed to be key issues and possible for the Anamosa Field Problems Team to address. Three of the four core topics were Parking, Trails Systems, and Building Standards. Work in these areas addresses the fourth core topic area: Economic Development.

The results of this study indicate that the city of Anamosa, Iowa can take some very real, practical steps toward revitalizing their downtown. We present these options as a series of scenarios in each core topic area. These scenarios range from a “do nothing” option to a “do everything” option. Each scenario lays out the possible outcomes resulting from maintaining the status quo to putting a heavy investment of time and money into each core topic.

Economic development examines the strengths, weaknesses, opportunities and threats facing the downtown economy in Anamosa. It also studies downtown Anamosa’s capacity for specific types of businesses, and comes to the conclusion that a rejuvenated movie theater, promotion of Grant Wood, and perhaps even a microbrewery would be good fit for the downtown economy.

The Anamosa trails system has struggled to be completed, largely because of a lack of funding. This deficiency comes from a lack of regional connectivity in their current trails plan. We have created scenarios that increase the regional utility of a trails system. The result of these scenarios is a regionally connected system that increases the utility of trails in the city, and connects the downtown to the region. This is good for the environment, good for healthy living, and good for the downtown economy.

Building standards recognize the need for an aesthetically pleasing, identifiable, and unique downtown. Findings indicate the need to protect the historical sensitivity of the downtown, as well as the need to maintain all buildings downtown.

Implementation of building standards will benefit business, create a community identity, and open the possibility for green building in the future.

Finally, parking was a topic of wide and varying debate. Our group has discussed the need for better signage marking public parking, the addition of limited time parking spaces, and options for the city in the event that it grows out of its current parking options.

Our results and scenarios create a set of options that may be adopted by the Anamosa City Council as an addition to the Comprehensive Plan. These options have not arbitrarily recommended without consideration. They are the result of a close study of the needs and preferences of residents. Future action for the Vision Anamosa project must be derived from the residents of the city. This is the best, and in our opinion, the only way to create a downtown that represents the community of Anamosa while creating a rejuvenated, prosperous, popular destination.

Introduction

Anamosa, Iowa faces a problem typical of many small American cities. Recently a large attraction in the downtown area, the National Motorcycle Museum, announced that it will be moving to a new facility on the outskirts of town, near U.S. Highway 151. The move of the museum, combined with economic downturn affecting much of the United States, and the failures of past planning efforts, led the City Council of Anamosa to pass a resolution in the late summer of 2009 that created the Anamosa Downtown Revitalization Study Committee. The Committee was given the task of reviewing past studies on the downtown area and supplying new recommendations to the City Council on a variety of issues including streetscapes, economic incentives and potential new downtown attractions. Also, the Anamosa Downtown Trail Study Committee committed itself to improving the levels of public input in future city-planning processes. This project has become known over the past year as Vision Anamosa. Our project serves as the first steps of Anamosa's commitment to the future.

The Anamosa Field Problem Consulting Team is comprised of seven Master's candidates from the Department of Urban and Regional Planning at the University of Iowa, working with the guidance of an advising faculty member. They provide professional level planning services for their client over the course of their final year of work in the department. This project is required for Field Problems, the capstone course for the Urban and Regional Planning program. Projects for the 2009-2010 year were determined under two guidelines. First, the projects would take place in relatively small towns and cities. Second, the projects must address the concept of "sustainability" in these smaller communities.

In the early fall of 2009, the Consulting Team was approached by members of the Anamosa Downtown Revitalization Study Committee, most notably Anamosa City Administrator, Pat Callahan. The Committee asked our group to review the current state of downtown Anamosa and create recommendations addressing the future of downtown and trail system. The Anamosa Field Problems Group also accepted the request to create a plan to increase public participation. The goal of the participation plan is to increase public input regarding the Downtown and Trails System. The Anamosa Field Problems Group believes efforts to do this match the project's objective of sustainability. The city has struggled to receive public input on planning projects in previous years. The public participation plan would serve as a basis for future large-scale planning efforts in Anamosa.

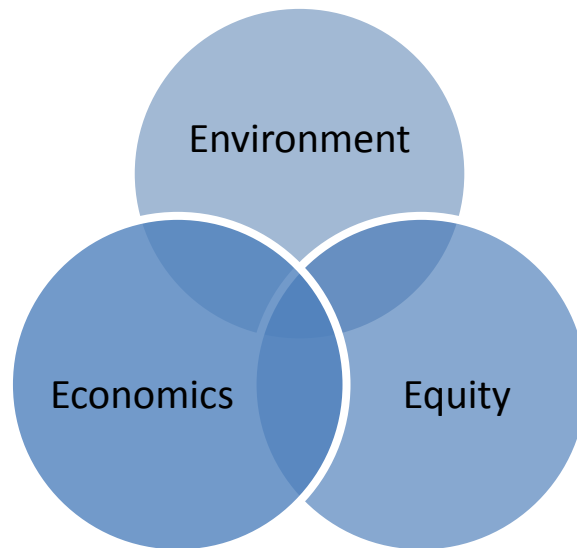
The goal of this project is to create a sustainable plan of action for the Anamosa Downtown Revitalization Study Committee to use for their Vision Anamosa initiative. This report is the culmination of work performed and completed by the Anamosa Field Problems group in cooperation with the Anamosa Downtown Revitalization Study Committee from September of 2009 through April of 2010.

We believe incorporating sustainability into the Vision Anamosa project is the best practice for the city. Economic viability can be achieved through a variety of

methods, but it was partly a lack of sustainability in planning that created the situation Anamosa's downtown now faces. If we can provide options for sustainable development while simultaneously providing options for the economic rejuvenation of the downtown, we will be addressing the future needs of Anamosa and its residents.

The practice of sustainability is one of balance. Generally, there are three parts of sustainability to consider. The balance of these three values is the key to creating a sustainable future for Anamosa.

Figure 1. Three Parts of Sustainability



Focusing on one of these issues more than the others, or forsaking one of these issues in favor of the others, is unsustainable. Unchecked economic drive can have disastrous effects on the environment and social equity. However, if economic growth is achieved in conjunction with conscious efforts at including equity and environmental concerns in the planning process, sustainability can be achieved. This is the impetus for green building movements, and the Anamosa's own attempts at developing a trails system in the area. This is the process we wish to introduce to the city of Anamosa, so they may include it in every aspect of their community.

The Anamosa Field Problems Consulting Team wishes to instill the value of this balance with the Downtown Revitalization Study Committee members, and make balancing the elements of sustainability an inherent part of the Vision Anamosa project.

Early meetings with the Downtown Revitalization Study Committee (DRSC) led to the identification of four topics we could focus on that would provide sustainable solutions for the downtown. The first of these was economic development. The final three all address economic development to a degree, while also satisfying other aspects of a sustainable downtown plan. These last three topics are the Anamosa trails system, building standards for downtown structures, and parking conditions in the city. Our recommendations are structured as scenarios. Each core topic

includes a set of scenarios, which address the results of our findings with varying degrees of intensity. We use proven sustainable methods to address our findings.

Before we delve into our scenarios, we should first provide some background information about the history and nature of Anamosa, as well as the methods we used in completing this report.

A Brief Profile of Anamosa

GEOGRAPHY

Anamosa is a city located in southwestern Jones County, Iowa and is situated upon the Wapsipinicon River. The city is composed of 2.2 square miles and has an elevation of 830 ft. The city is approximately 28 miles northeast of Cedar Rapids and 37 miles northeast of Iowa City.

HISTORY

According to the city government of Anamosa, the first settlement in the area occurred in 1838. The settlement was first known as Buffalo Forks and later as Lexington. When the area chose to become incorporated as a city in 1877, the name Anamosa (which means, “white fawn” in the language of a Native American tribe from the area, likely Ioway, Illini, or Lakota) was adopted.

Perhaps the most famous feature in Anamosa, the Anamosa State Penitentiary, was built prior to the city’s incorporation, in 1872. It is unique for its grandiose, neo-gothic architecture and local stone building materials. The Penitentiary has always had a major presence in the City. In fact, the facility is located within walking distance of the Downtown. The penitentiary continues to be used a major employer in the area and is the largest prison in Iowa.

The artist Grant Wood was born in Anamosa in 1892. Wood lived much of his life in the area, as he grew up in Cedar Rapids, attended art school in Minneapolis, and debuted his most famous work, *American Gothic*, at the Art Institute in Chicago (where the painting remains today). He taught and died at the University of Iowa in Iowa City and is buried at Riverside Cemetery in Anamosa. Wood is one of America’s most famous artists.

Other notable historic events in the history of Anamosa include the creation of Wapsipinicon State Park in 1921 and the creation of Pumpkin Fest in the late 1980’s. Pumpkin Fest is the city’s largest community event and takes place in October each year.

LAND USE AND ARCHITECTURE

The City of Anamosa was officially incorporated in 1877, but settlers had been living in the area since 1838.¹ Many Main Street buildings were built by Civil War Colonel William Tuckerman Shaw (1822-1909).² Shaw was a pioneer developer who built many main street buildings, brought rail lines to Anamosa, and was elected and the town’s first Mayor. Over the years some of the original buildings have been

¹ “Anamosa History.” Anamosa Chamber of Commerce. Accessed on 29 March 2010.

<http://www.anamosachamber.org/anamosa-history.htm>

²² Coleman, Elizabeth J. *A Guide to Historic Main Street Anamosa*. Central City, Iowa: Fourth Street Publishing, 1992, 1.

removed and replaced, but the majority of he remain in relatively good condition. The remaining historic buildings date from 1866 to 1955, and are for the most part located on the 200 and 300 blocks of W Main St. and the 100 Block of E Main St.

DEMOGRAPHICS

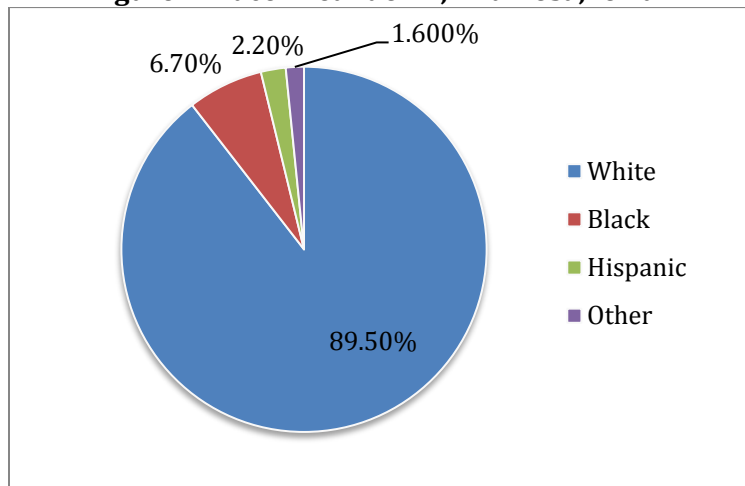
Anamosa has a total population of 5,494 people according to the 2000 Census. Anamosa has a roughly 3:2 male to female ratio, with 59.3 percent of the population being male and 40.7 percent of the population being female. Like many small towns in Iowa, Anamosa’s population is largely white non-Hispanic, which makes up about 89.5 percent of their population. Its African-American population is the second largest ethnic group, composing about 6.7 percent of its population, and its Hispanic population is about 2.2 percent of its population. Contributing to these population numbers is the Anamosa State Penitentiary, which makes up the 25.3 percent of its population.

Table 1. Demographics Breakdown

Total Population	5,494	College education or greater	10.3%
Male	59.3%	Institutionalized population	25.3% of total population
Female	40.7%	Population in households	74.70%
Median Age	35.8%	Median household Income	\$33,284
White	89.5%	Median family income	\$39,702
Black	6.7%	Average commute time	22.2 minutes
Hispanic	2.2%	Per capita income	18.858
High school education	82.5%	Below the poverty line	8.1%

Source: U.S. Census data 2000

Figure 2. Race Breakdown, Anamosa, Iowa



Source: U.S. Census Data 2000

The median household income in Anamosa was \$33,284 in 2000, which was lower than the national median income of \$41,994. The median family income for the town was \$39,702, which was less the national median of \$50,046. Finally, the per capita

income of Anamosa was \$18,585 in 2000. The average commute to work for an Anamosa resident was about 22 minutes. Finally, about 8.1% of the population in Anamosa was living below the poverty line during the last census.

Eighty-two percent of the population of Anamosa had a high school diploma, 2.1 percent higher than the national average. In Anamosa, however, those with a college degree or higher fell 14.1 percent lower than the national average with only 10.3 percent of the population having a college degree or higher.

Table 2. Anamosa Household Characteristics

	Number	Percentage
Average Household Size:	2.48	
Family Households	1222.716	64.90%
Percentage of Family Households w/ a Married Couple	613.803432	50.20%
Percentage of Family Households w/ Children under 18	374.151096	30.60%

Source: U.S. Census Data. 2000.

Table 3. Anamosa Housing Characteristics

	Number	Percentage of all Housing Units
Total Housing Units:	1,884	
Occupied Housing Units:	1750.236	92.90%
Owner Occupied:	1311.264	69.60%
Renter Occupied:	572.736	30.40%

Source: U.S. Census Data. 2000.

The average Anamosa household size is 2.48 people per household. Out of occupied homes, 64.9 percent are family households and 35.1 percent are individually occupied. Roughly half of the family households are comprised of married couples, and 30.6 percent of all the households have children 18 years and under living in them. The owners of the housing units live in the majority of the occupied units in Anamosa, at 69.6 percent, while renters live in 30.4 percent of the occupied housing.

ECONOMY

According to the U.S. Census Bureau, 2,247 people worked in Anamosa in 2008. This number is almost identical to the 2002 data. The largest industry continues to be public administration, due mostly to the presence of the state penitentiary. Between 2002 and 2008 there were some significant shifts between industries. Anamosa lost 139 retail jobs between 2002 and 2008, more than a quarter of 2002 retail employment. Anamosa gained jobs in manufacturing (40), Transportation and Warehousing (20), Accommodation and Food Services (21), and Education (38).

Table 4. Types of Jobs Located in Anamosa (by Industry)

	2002		2008		Change
	Count	Share	Count	Share	
Public Administration	625	27.8%	618	27.5%	-1.1%
Retail Trade	546	24.3%	407	18.1%	-25.5%
Educational Services	291	13.0%	329	14.6%	13.1%

Health Care and Social Assistance	247	11.0%	288	12.8%	16.6%
Accommodation and Food Services	114	5.1%	137	6.1%	20.2%
Manufacturing	44	2.0%	84	3.7%	90.9%
Utilities	66	2.9%	67	3.0%	1.5%
Professional, Scientific, and Technical Services	57	2.5%	66	2.9%	15.8%
Finance and Insurance	52	2.3%	54	2.4%	3.8%
Administration & Support, Waste Management and Remediation	56	2.5%	48	2.1%	-14.3%
Construction	36	1.6%	46	2.0%	27.8%
Transportation and Warehousing	5	0.2%	25	1.1%	400.0%
Arts, Entertainment, and Recreation	8	0.4%	25	1.1%	212.5%
Other Services (excluding Public Administration)	54	2.4%	24	1.1%	-55.6%
Wholesale Trade	16	0.7%	13	0.6%	-18.8%
Information	17	0.8%	8	0.4%	-52.9%
Real Estate and Rental and Leasing	12	0.5%	8	0.4%	-33.3%
TOTAL	2,246	100%	2,247	100%	.04%

Source: U.S. Bureau of Labor Statistics Data

Table 5. Types of Industries Employing Anamosa Residents

	2002		2008		Change
	Count	Share	Count	Share	
Retail Trade	374	17.4%	356	15.0%	-4.81%
Manufacturing	189	8.8%	337	14.2%	78.31%
Educational Services	233	10.8%	261	11.0%	12.02%
Health Care and Social Assistance	239	11.1%	234	9.9%	-2.09%
Public Administration	256	11.9%	219	9.2%	-14.45%
Accommodation and Food Services	122	5.7%	151	6.4%	23.77%
Construction	154	7.2%	147	6.2%	-4.55%
Finance and Insurance	87	4.0%	109	4.6%	25.29%
Administration & Support, Waste Management and Remediation	78	3.6%	97	4.1%	24.36%
Wholesale Trade	78	3.6%	93	3.9%	19.23%
Transportation and Warehousing	53	2.5%	93	3.9%	75.47%
Information	60	2.8%	70	3.0%	16.67%
Professional, Scientific, and Technical Services	65	3.0%	58	2.4%	-10.77%
Other Services (excluding Public Administration)	52	2.4%	45	1.9%	-13.46%
Arts, Entertainment, and Recreation	23	1.1%	25	1.1%	8.70%
Real Estate and Rental and Leasing	20	0.9%	21	0.9%	5.00%
Utilities	33	1.5%	20	0.8%	-39.39%
Mining, Quarrying, and Oil and Gas Extraction	21	1.0%	17	0.7%	-19.05%
Agriculture, Forestry, Fishing and Hunting	11	0.5%	12	0.5%	9.09%
Management of Companies and Enterprises	5	0.2%	6	0.3%	20.00%
TOTAL	2,153	100.0%	2,371	100.0%	10.13%

Source: U.S. Bureau of Labor Statistics Data

Commuting patterns have changed significantly over this period of 2002 to 2008. The percentage of Anamosa residents who work in Anamosa dropped from 36.4 percent to 25.3 percent in the course of 6 years, while the number of residents working in Marion and Coralville increased significantly. Similarly, the percentage of Anamosa workers who live in Anamosa went from 34.9 percent to 26.7 percent.

Table 6. Cities Where Anamosa Residents Work

	2002		2008		% Change
	Count	Share	Count	Share	
Anamosa	783	36.4%	601	25.3%	-30.3%
Cedar Rapids	542	25.2%	538	22.7%	-0.7%
Marion	73	3.4%	206	8.7%	64.6%
Monticello	84	3.9%	74	3.1%	-13.5%
Iowa City	59	2.7%	62	2.6%	4.8%
Hiawatha	48	2.2%	43	1.8%	-11.6%
Des Moines	29	1.3%	43	1.8%	32.6%
Coralville	12	0.6%	43	1.8%	72.1%
Olin	28	1.3%	27	1.1%	-3.7%
Davenport	19	0.9%	27	1.1%	29.6%
All Other Locations	476	22.1%	707	29.8%	32.7%
TOTAL	2,153	100%	2,371	100%	9.19%

Source: U.S. Bureau of Labor Statistics Data

Table 7. Where Anamosa Workers Live

	2002		2008		% Change
	Count	Share	Count	Share	
Anamosa	783	34.9%	601	26.7%	-30.3%
Cedar Rapids	135	6.0%	163	7.3%	17.2%
Monticello	143	6.4%	148	6.6%	3.4%
Marion	86	3.8%	68	3.0%	-26.5%
Olin	44	2.0%	51	2.3%	13.7%
Dubuque	45	2.0%	51	2.3%	11.8%
Martelle	21	0.9%	34	1.5%	38.2%
Oxford Junction	17	0.8%	22	1.0%	22.7%
Wyoming	19	0.8%	21	0.9%	9.5%
Mount Vernon	14	0.6%	19	0.8%	26.3%
All Other Locations	939	41.8%	1,069	47.6%	12.2%
TOTAL	2,246	100%	2,247	100%	0.04%

Source: U.S. Bureau of Labor Statistics Data

PAST PLANNING EFFORTS

Our group has come to realize the importance of the history of planning in Anamosa and understand this history has contributed to the current political climate. This

knowledge will help us identify components of our plan that will work, and help us avoid repeating the mistakes of the past.

In 2002, Anamosa hired a private consultant, The Downtown Professionals Network, to assist in the creation of the Downtown Anamosa Strategy Plan. The City commissioned the plan to explore future possibilities for downtown, and to create policies that could stimulate economic activity. The plan included an assessment of downtown's current economic conditions. This assessment included a delineation of downtown's trade area, an identification of downtown's position in the trade area, and an economic base analysis. The plan also included a Downtown Upper Level Housing Study. This study inventoried the upper level space in downtown buildings, and identified spaces that had potential for redevelopment. The planning process also included public participation through public meetings and a paper survey.

Around the same time as the Downtown Anamosa Strategy Plan, the city took on a large streetscape project. The project included improvements to streets, curbs, sidewalks, and pedestrian lighting. The architectural firm BCDM created the design for this project, and construction was completed in 2004. The streetscape project built off of improvements that were made during the 1990s when Anamosa participated in the Main Street Iowa program. Anamosa became a Main street community in 1992, and a non-profit organization called Main Street Anamosa was formed.³ Several downtown businesses took advantage of facade improvement grants, but after an initial period of success interest in the Main Street program dwindled, and the program was discontinued.

Along with planning for specific projects Anamosa has taken on several large scale planning projects. The Anamosa Plan 2006-2026 is Anamosa's most recent comprehensive plan, approved in July 2006. The overarching theme of the plan involves "maintaining the small-town atmosphere while accommodating the projected population and economic expansion of the City."⁴ The plan was the culmination of a yearlong planning process, which included one large town meeting and numerous public meetings with the Planning and Zoning Commission and Planning Committee. The town meeting was held December 1, 2005. Twenty-two Anamosa residents were divided in to four small groups and were asked to discuss the City's positive qualities as well as concerns that needed to be addressed.

Prior to the 2006 comprehensive plan, the city of Anamosa had produced two comprehensive plans. In 1965, Anamosa adopted the Comprehensive Development Plan. This plan was in place until 1999 when it was updated to the Comprehensive Land Use and Annexation Plan. These plans contained similar information to the 2006 plan, but in both plans there was less attention paid to gathering public input. Prior to the adoption of the 1999 Plan, public meetings were held, but there was no large town meeting like the one held in 2006.

³ "Main Street Program" *The Cedar Rapids Gazette* 23 Feb. 1992:sec 1:1.

⁴ The City of Anamosa. *The Anamosa Plan 2006-2026*: 2006. 5.

Methodology

This section describes the data collection techniques used to gather information during our planning process. The process captured both quantitative and qualitative data from primary and secondary data sources, using several instruments, described below. We analyzed the data using a variety of instruments.

PRIMARY RESEARCH

The residents of the City of Anamosa were encouraged to participate in the planning process for Vision Anamosa. Most of the primary data we collected were the results of our public participation process. The Anamosa Public Participation Plan included several different meeting structures that gathered different types of information. That process, in conjunction with our Surveys, contained the majority of our primary research. The full Public Participation Plan is included as a separate section later in this document.

Informal Interviews

Informal Interviews and personal contact with residents, business owners, city council members, and many others informed Team members about important issues and the day-to-day life in Anamosa. This process began in the fall of 2009 at the annual Pumpkin fest, and continued until the end of our project in April of 2010.

Public Meetings

Our group conducted several types of meetings throughout the planning process. The stakeholders' meeting informed and captured the opinion of business owners and prominent residents of the city, especially leaders of civic organizations. A planning day at Strawberry Hill Elementary introduced fifth graders to the concept of planning. Additionally, our group wanted to extend the participation process to an age group that isn't typically involved in planning processes. We met with four sections of fifth graders totaling about eighty students. It also provided a positive method of informing and inviting parent to get involved in future efforts. A town hall meeting introduced project Vision Anamosa, the Downtown Study Committee, the Anamosa Field Problems Consulting Team, and to the community at large. The meeting introduced the concept of sustainability to the community. The Team attended a monthly Chamber of Commerce meeting to introduce the project and administer business surveys.

Figure 3. Town Hall Meeting



Source: Author

Public Participation Workshops

The planning process involved a series of three workshops held at the Anamosa Public Library. The four key areas addressed in the workshops were trails, building guidelines, parking, and economic development. Our team presented a variety of activities for residents to accomplish in the workshops with the goals of keeping residents engaged and interested while gathering valuable input to the planning process. The use of electronic voting keypads “clickers” was an innovative technique that allowed participants to see instant results in the topics of Trails and Building Guidelines. As part of the workshop process, the residents also completed a General Resident Survey. The workshops captured the knowledge and expertise of Anamosa’s citizens to develop innovative ideas and transform these ideas into scenarios that can address the issues of sustainability in Anamosa. We have detailed the specific formats of activities for our workshops in the Vision Anamosa Participation Plan (see Appendix).

Surveys

Surveys provided another different and effective method of gathering public input. The Team administered two types of surveys: a General Resident Survey and a Business Survey. The purpose of having two surveys was to get opinions from two important groups; the general community and business owners. The surveys captured basic demographic data and data related to economic development, building guidelines, and parking in the Downtown, as well as trails connectivity. Both surveys covered questions relating to what the community liked about Anamosa, what they disliked and what they would do to improve the City. The Business survey included specific questions related to line of business, business ownership status, ownership status of business premises and business hours. We administered the General Resident Survey to residents during the town hall meeting and community workshops. Group members went door to door to hand out Business Surveys to business owners in the Downtown area. Members of the Chamber of Commerce also received the Business Survey.

Trails, Sidewalk, and Downtown Business Inventories

A trails and sidewalk inventory was conducted by the planning team to assess the current conditions of trails and sidewalks in the city. A Main street business inventory captured the current physical conditions of downtown businesses, aesthetics and maintenance of the downtown area, including the streetscape and building frontage, facades, signage and landscaping and vacancy rates. Also studied were the current parking conditions, trail system, as well as the general business environment in the Downtown, including hours of operation.

SECONDARY RESEARCH

In addition to the primary data and resources, we also gained our knowledge about the current situation and future development of Anamosa from several city documents listed below, as well as the data from US Census and BLS websites.

Anamosa Comprehensive Plan

The Anamosa Comprehensive Plan 2006-2026 was completed by the city and the East Central Iowa Council of Governments. This document contains information essential for planning efforts in the city, including land use policies and objectives. We use it as a coordinated guide for our planning and development effort. We also refer to the Anamosa Comprehensive Plan 1999 as a resource to understand the history and former planning effort of the city.

Downtown Anamosa Strategy Plan (June, 2002)

A consulting company, the Downtown Professionals Network (DPN) worked with the City of Anamosa, and developed the Downtown Anamosa Strategy Plan in June, 2002. This plan defined a vision for Downtown Anamosa, analyzed current market conditions, identified and explored various redevelopment scenarios, and charted a course for strategic actions and initiatives that will help Anamosa achieve its vision for downtown. The city commissioned this strategic planning effort to explore possibilities for the downtown's future and to identify planning and policy directions that could enhance its economic performance.

Conceptual Master Plan Anamosa Community Trail Loop (2007)

In this conceptual master plan, a total length of 3.4 miles trail loops was planned for the city, including the western gateway, city neighborhood, Shaw Road countryside, and Iowa 64 trail connection segments.

Jones County Assessor and GIS Department

We obtained the parcel data, land value data and orthophotos of Anamosa from the Jones County Assessor and GIS Department to analyze the downtown business inventory, the city sidewalk inventory, and parking conditions.

U.S. Census and U.S. Bureau of Labor Statistics Data

We collected the demographic data, economic data and employment data from the US Census 2000 and the US Bureau of Labor Statistics (BLS). These data were mostly used to analyze the current economic condition and predict future development trends.

Harrison County Public Participation Plan

The Harrison County Public Participation process from Harrison County Alabama provided an ideal model for the meetings, workshops and school day. The Harrison County Plan served as a basis for our planning efforts and was highly adaptable to the unique challenges in Anamosa.

Economic Development

FINDINGS

Workshop Results

The citizens of Anamosa had the opportunity to provide input into Vision Anamosa by defining their economic development vision at a series of workshops. The process involved articulating what economic development entailed for the City, and defining the opportunities and obstacles to economic development. Below are the findings from the Economic development workshops, organized in the framework of a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis, a strategic planning tool that evaluates descriptive and qualitative data. The SWOT Analysis provides a scan of internal and external factors that affect economic development in Downtown Anamosa, and is a basis for further formulation of strategies and actions. The report will later discuss the findings from the General Resident Survey and the Business Survey.

Strengths, Weaknesses, Opportunities and Threats (SWOT)

The SWOT Analysis includes internal factors as well as external factors that determine the economic development environment of Anamosa. The internal factors include the strengths and weaknesses. Strengths are assets within the City that if positively exploited, can contribute to economic development. Weaknesses include obstacles to economic development relating to the existing structure and operations of downtown businesses and services, and the planning process can address them directly. The external issues include external forces or influences in the environment outside Anamosa (political, economic, social, technological, or cultural) that provide opportunities for the development of the local economy or are threats to the local economy. Below is a summary of the issues that participants raised concerning the strengths weaknesses, opportunities and threats.

Strengths

The residents identified several strengths including assets that if positively exploited would help develop a strong local economy.

History and Culture

Grant Wood: Anamosa's Grant Wood heritage is one of the City's strongest assets, and is an integral part of the local economy.

Pumpkin-fest: Anamosa is the Pumpkin Capital of Iowa, named by the Iowa State legislature in 1993. Its annual Pumpkin fest festival, held every October, is highly attended by both local residents and tourists.

National Motorcycle Museum: The National Motorcycle Museum, a non-profit corporation, was located on Main Street, and has been a central cultural icon and notable monument of Anamosa. The Museum is relocating to a bigger facility along Highway 151 in Anamosa.

Anamosa State Penitentiary Museum: The Anamosa State Penitentiary Museum is located on the site of Iowa's largest prison.

Starlighters II Theater: The Starlighters II Theater produces live theatrical performances.

Jones County Court House: Listed on the National Registrar of Historic places, the Jones County Court House is another noteworthy monument in Anamosa. It is located along Main Street in the Anamosa's downtown.

Historic District: Another key strength of Anamosa is the designation of the downtown as a Cultural district. The area also has a significant number of preserved historic properties.

Business/ Infrastructure/ Housing Development

Small Local Business Development Trends: The residents of Anamosa take pride in their locally owned businesses. There has been increased interest in investing in such businesses, and generally an increasing trend in entrepreneurship. The residents noted this, especially among women who are prominent business owners of thriving businesses in the downtown.

Infrastructure Improvement: A few property-owners in the downtown area have renovated their buildings, and the residents feel this is a positive step towards making the downtown aesthetically friendly. Much of the infrastructure improvement is a result of the Streetscapes project, implemented in 2002.

Housing Development: Upper-level housing in the downtown has great potential. The city's Zoning Code allows for a mix of uses in the downtown area, including commercial establishments and upper-level housing. According to the residents, exploring upper-level housing could not only help meet housing needs for the low-income population, but also promote greater activity in the downtown.

Economic Development Institutions: The residents of Anamosa felt that there is a strong institutional presence of organizations concerned with planning and initiating economic development in the City. These include the City of Anamosa, Jones County Economic Development Commission, the Anamosa Area Chamber of Commerce and the recently created Downtown Study Revitalization Committee.

Weaknesses

The residents pointed out a number of weaknesses that have been contributing to the deterioration of downtown and are constraining economic development in Anamosa.

History and Culture

Poor marketing and promotion: Despite Anamosa's rich history and culture, many of the residents feel that there has generally been inadequate marketing and promotion of the City. Other residents felt that past efforts like the Streetscapes project were unsuccessful in providing a unique and attractive image of the downtown. Residents noted how the design of the Streetscapes project did not fully adopt recommendations from the Downtown Anamosa Strategy Plan of 2002.

Business Development

Lack of Diversity: One of the greatest constraints to the downtown's economic vitality is the lack of diversity in its businesses and stores.

Incentives: Some residents pointed to the insufficient incentives to attract or retain businesses downtown as a challenge to the growth of the local economy.

Recreation: The downtown does not cater well for the recreational needs of all age groups. The lack of public space is another factor discouraging the public from shopping downtown.

Business hours: Business hours are not flexible enough for many residents. Most of the establishments close by 6:00 pm on weekdays, which is problematic for residents working out of town who normally get back into Anamosa after normal business hours.

Advertising and marketing: Inadequate advertising and marketing of downtown businesses make it difficult for the public to know what businesses and services the downtown offers. This is also an issue for business owners who may not be aware of other related services offered by businesses downtown. Some residents felt there was a lack of coordination amongst businesses and other community organizations in Anamosa, which resulted in the loss of potential business, particularly during major community events that could help lure people downtown.

Infrastructure Development

Physical Conditions and Aesthetics: The residents feel that the downtown area has generally poor physical conditions and aesthetics. Proper building standards are lacking and many of the residents described the buildings as 'ugly'. Poor signage also makes the Downtown unattractive, while in many cases businesses and other services do not clearly display their signs for the public to see.

Businesses in rented buildings may be unwilling to comply with new regulations that seek to improve the downtown. Getting absentee property-owners to comply with new regulations such as building standards could pose a challenge.

Accessibility: Poor accessibility is another factor that residents indicated was keeping people away from shopping in the downtown area.

Tax Revenue and Revenue Base: Insufficient tax revenue arising from a poor revenue base is a major constraint to the economic development of the downtown.

Community Attitudes

Poor cooperation amongst downtown business owners poses a major challenge, and several factions have existed amongst downtown business owners, which make it difficult for them to work together and make positive changes. Although existing downtown businesses generally offer good service for customers, unfriendly and poor service by some businesses works to discourage the public from using downtown services. On the other hand, negative community attitudes keep the City from developing with a common vision, and changing this is a challenge. There is

need for both groups to develop positive attitudes and take ownership and pride in creating a better downtown.

Opportunities

Several opportunities exist in the external economic climate that if harnessed, could contribute to the development of the local economy. The residents identified the following opportunities in the regional economy.

Tourism: There is a growing market for small town tourism, and Anamosa has the opportunity to take advantage of it. The strong historical and cultural assets such as its association with Grant Wood, as well as its unique small town character could create an attractive downtown for the local community and tourists alike, thus creating a unique destination in the region.

Micro-enterprise Development: There is an increasing trend in entrepreneurship, and a supportive environment for micro-enterprise development. Although they are quite competitive, a number of grants and funding opportunities are available at federal and state level.

Recreation: Wapsipinicon State Park provides excellent opportunities for the development of recreation by improving trail connectivity between the downtown and the park, which is a popular destination for both residents and visitors.

Wineries: Anamosa and its surrounding area has excellent climate that is favorable for the establishment of wineries, and for tourism development. Although Downtown restaurants and bars currently serve local wine, there are opportunities to promote local wine in the regional economy and to export it.

Jones Regional Medical Center: The newly opened Jones Regional Medical Center provides opportunities for increased economic activity in the downtown area.

Threats

According to the residents, some of the external factors that are likely to threaten the economic development of Anamosa's downtown include the following:

Relocation of Motorcycle Museum: Many business owners and community members perceive the relocation of the Motorcycle Museum as a threat to economic vitality in the downtown.

Economic Opportunities outside Anamosa: Some residents perceive the attraction of other cities such as Cedar Rapids due to better economic opportunities including education and employment, as a constraint to the development of the local economy.

Investment support for small business: Despite the availability of funding through grants and other funding sources, these are very competitive, especially for small businesses that usually do not have the amount of collateral required to be eligible for funding support.

High costs of Infrastructure Improvement: The costs of undertaking building and other infrastructural improvements such as wiring are very high and could prevent many property owners from willingly investing in improvements.

Real Estate Costs: The general high cost of real estate in the market is another factor likely to threaten investment in the downtown and development of the local economy.

Survey Results

Our team had concerns going into this project that there would be a divide between those wanting downtown to serve the needs on local residents and those wanting to see downtown attract more tourists. Based on comments from the workshops, surveys, and informal meetings, our group does not believe this is a point of much controversy. Although 44 percent of workshop participants felt revitalization should focus on local needs as opposed to visitors, 29 percent choose both, even though it was not listed as an option.

A significant percentage in both survey groups see downtown first and foremost as a driver of the downtown economy.

A major area of concern, not surprisingly, is the number of empty storefronts, and the general lack of business activity. There is concern that the relocation of the National Motorcycle Museum will only make things worse.

Survey respondents put attraction of new businesses high on the list of strategies to improve the downtown economy. “Diversify Main Street Businesses” was selected by 57% of workshop respondents and 55 percent of business respondents. “Market Anamosa to Businesses”, “Market Anamosa to Tourists”, and “Provide Development Incentives” also rated highly on both surveys. Business respondents, by a wide margin, listed “Market Anamosa to Businesses” as the single most important strategy, while workshop respondents were split between “Provide Development Incentives” and “Diversify Main Street Businesses”.

Table 8. Public and Business Survey Results Comparison

Question: What actions should be taken to improve the downtown economy?	Public		Businesses	
	top 3	#1	top 3	#1
Diversify Main Street businesses	57.9%	32.0%	58.6%	12.0%
Provide development incentives	52.6%	32.0%	48.3%	20.0%
Market Downtown Anamosa to tourists	50.0%	20.0%	48.3%	8.0%
Market Downtown Anamosa to businesses	44.7%	8.0%	72.4%	44.0%
Impose design standards on Main Street	21.1%	4.0%	27.6%	4.0%
Hold more special events (like Pumpkin Fest)	21.1%	4.0%	6.9%	4.0%
Promote 2nd floor housing on Main Street	18.4%	0.0%	3.4%	0.0%
Increase availability of parking	13.2%	0.0%	13.8%	4.0%
Create more public open space/parks	7.9%	0.0%	10.3%	0.0%

Source: Survey Results

Parking, 2nd story housing, design standards, and public/open space ranked low on both surveys, at least as fixes for the downtown economy.

Business and Workshop respondents listed Apparel, Restaurants, and Entertainment as three types of business the downtown should focus on attracting. The business respondents also listed hardware, and the workshop attendees favored museums/galleries, also.

The economic trends of the past decades, coupled with the proximity of Wal-Mart, give us doubts about the viability of apparel and hardware. Until downtown significantly increases shopping traffic, we believe it should focus on markets not served by national chains.

CAPACITY ANALYSIS

To determine what kinds of businesses may be viable in downtown Anamosa, we performed a statistical analysis of business establishments in a three state region (Iowa, Illinois, and Wisconsin). Using demographic data from the 2000 census, and business data from the 2000 Zip Code Business Patterns, we developed 15 models to predict the number of establishments in each of 203 sectors, within each zip code in the region. The difference between the number of actual establishments in a zip code and the number predicted is then taken as a measurement of the zip code’s capacity to support additional business.

The sectors in the table below showed high capacity (in the top 10% of zip codes) in at least 8 of the 15 models. In other words, Anamosa (52205) resembles zip codes with larger numbers of these businesses more closely than most of the 2,790 zip codes in the region.

The sectors highlighted in yellow are those that would fit into a Main Street setting, and could also satisfy the desire, articulated in surveys and workshops, to draw large numbers of customers downtown. Note that the analysis was based on 2000 data, and Wineries, Hotels, and Limited-Service (fast food) Restaurants have all been established in the interim.

Table 9. Top Industry Capacities in Anamosa (in yellow)

Recreational Vehicle Dealers	Hotels (except Casino Hotels) and Motels	RV (Recreational Vehicle) Parks and Campgrounds
Solid Waste Collection	Grain and Field Bean Merchant Wholesalers	Mail-Order Houses
Title Abstract and Settlement Offices	Tax Preparation Services	Offices of Physicians (except Mental Health Specialists)
Manufactured (Mobile) Home Dealers	Civic and Social Organizations	Tire Dealers
Other Accounting Services	Rooming and Boarding Houses	Janitorial Services
Breweries	Motion Picture Theaters (except Drive-Ins)	Recyclable Material Merchant Wholesalers
Other Gasoline Stations	Limited-Service Restaurants	Business Associations

All Other General Merchandise Stores	Nursery, Garden Center, and Farm Supply Stores	Other Performing Arts Companies
Other Building Material Dealers	Machine Shops	Automotive Parts and Accessories Stores
Farm and Garden Machinery and Equipment Merchant Wholesalers	Farm Supplies Merchant Wholesalers	Offices of Lawyers
Pharmacies and Drug Stores	Liquefied Petroleum Gas (Bottled Gas) Dealers	General Freight Trucking, Long-Distance, Truckload
Wineries	Machine Shops	Lessors of Nonresidential Buildings (except Mini-warehouses)
Museums	Labor Unions and Similar Labor Organizations	Farm Supplies Merchant Wholesalers

ECONOMIC DEVELOPMENT OBJECTIVES

Based on the input we gathered from the surveys and workshops, and our SWOT analysis, we identified the following objectives:

Promote Local Small Business Development

Attracting new businesses to the Downtown is essential to the development of the local economy. The business establishments should be unique and diverse, ensuring a good balance of business types to serve the needs of visitors and residents.

Promote and Develop Tourism

Residents felt economic development would require not only creating a community where people could live, but also one where people could visit.

Expand Shopping Opportunities

Bringing more people downtown and expanding shopping opportunities was another critical factor to creating the right climate for economic development.

STRATEGIES AND RECOMMENDATIONS

The results of our findings are split into two parts. The first are some general business strategies that the city may implement to encourage business growth. The second are some specific opportunities to focus business develop around.

General Economic Development Strategies

Business Development

Creating a good business climate conducive for economic development is critical. Regulatory and policy tools that facilitate business development based on Anamosa’s asset base would help guide development to desired activities and be central to creating such a climate. The policies and regulations would encourage

business owners to improve their services whilst encouraging the public to cooperate in promoting a good business climate.

Increase Business Diversity

As discussed in our results, the most prominent issue raised by the residents of Anamosa was the lack of diversity in businesses in the downtown. Business development strategies should involve business recruitment that targets industries identified by residents as lacking.⁵

Research indicated retail businesses, service industries, and novelty industries would fit best. These businesses should enhance the town's unique small town character and promote its cultural heritage. Expanding recreation and entertainment services would also help liven up the downtown and create an inviting environment for locals and visitors.

Support for Small Local Businesses

Creating the necessary support for small local businesses to thrive in the downtown becomes crucial. Survey results indicated concern about the flight of businesses from the downtown, particularly industries like the Motorcycle Museum that have been "pull factors" to the downtown.

Advertising and Marketing

As indicated in the workshops and survey results, improving the publicity of businesses and services to both community members and business owners is important for economic development.

Locality and Physical Development

Business development strategies are important to revitalizing Anamosa's local economy, but require a strong physical infrastructure base if they are to be effective. The 2006 Comprehensive Plan emphasizes the importance of maintaining the small town atmosphere along with its quality of life attributes, and developing a quality built environment.⁶ The City should pursue physical development strategies as a first and a priori step to making Anamosa's downtown more attractive to businesses and to the community at large, and to building Anamosa's local economy.

Locality or physical development strategies build upon Anamosa's cultural and historical assets, particularly the Grant Wood theme. The Trails, Building Guidelines and Parking sections cover various physical development strategies in detail. However, in general and based on the results of the surveys and workshops, the following basic actions are essential:

Improving the Physical Conditions

Specific actions to improving accessibility including trails and parking, as well as filling vacant buildings and beautifying buildings, improving street and parking, and creating better amenities would make the downtown a more attractive destination.

⁵ Blakely, Edward J; Bradshaw, Ted K., 2002, 219

⁶ City of Anamosa Comprehensive Plan, 2006-2026, 8

Townscaping

Townscaping is a proven economic development tool that involves a physical process, as well as an attitudinal and management process to give some character to a place. As a physical process, townscaping means improving the aesthetics and physical outlook of the downtown. As an attitudinal process, it means an improvement in the operations of local businesses. As a management process, this means downtown specific, business-friendly policies.⁷

Tourism Marketing and Promotion

We propose that Anamosa considers tourism marketing and promotion as an economic revitalization strategy. One recurring theme among the residents was their desire to market Anamosa not only to locals but also to non-local people. Our findings indicate a ready market exists for tourism development in the region. However, tourism development alone cannot guarantee economic development, and would not serve well as a singular strategy for revitalization of the local economy. We propose that the City pursues this along with other strategies that focus on making the area livable for the local community.

Promoting the Historic and Cultural Theme

Anamosa's cultural assets, particularly its Grant Wood heritage, would create an attractive setting for the local community and tourists alike. The key to building on these cultural assets is through marketing and promoting the tourism opportunities. An important means of promoting the city for tourism is through the locational and physical strategies outlined above.

Specific Economic Development Strategies

A recurrent theme in the workshops and surveys was the need to establish a diverse base of retail establishments on Main Street. There was significant support for attracting new business that serve local needs, and those that attract tourists, and a desire to create a unique identity that would make downtown Anamosa a destination.

Increase Identification with Grant Wood

In our assessment, the Grant Wood heritage has the potential to spur economic development in Anamosa's downtown and in the City as a whole. In addition to the economic benefits, strengthening the Grant Wood association would help create a stronger sense of identity for the community.

Several Iowa communities have established strong associations with famous residents from their past, including as West Branch (Herbert Hoover), Winterset (John Wayne), Van Meter (Bob Feller), and Riverside (future birthplace of Captain James T. Kirk). Despite sometimes weak – or fictional – connections between place and person, the names of these towns elicit immediate associations. While some Iowans may know where Grant Wood is from, the name Anamosa is more likely to conjure the penitentiary than the artist. While Wood's professional life was elsewhere, consider that the above-mentioned celebrities made their greatest

⁷ Blakely, Edward J; Bradshaw, Ted K., 2002, 191

achievements in, respectively, Washington, D.C., Hollywood, Cleveland, and outer space.

Anamosa already has the Grant Wood Gallery and the Annual Grant Wood Art Festival. A larger and more visible museum and gallery would enhance the connection. Original works would be far too expensive, but more exhibits devoted to his life could potentially gain the interest of tourists viewing his art in Cedar Rapids or Iowa City.

The annual Hooverfest celebration in West Branch features the Hooverball National Championships, a sport invented by Herbert Hoover and revived by the organizers of Hooverfest. The revival of the sport gained national press at the time, and increased the West Branch – Hoover connection. Likewise, the costume contest at Trek Fest in Riverside draws Star Trek fans from throughout the region.

The Art Walk proposed in the trials section of this document is yet another of the countless ways that Anamosa can strengthen and build on the Grant Wood connection.

Initiatives aimed at accomplishing this would be eligible for grants from the Vision Iowa fund through the Community Action and Tourism (CAT) program.

Attract a Micro Brewery to Main Street.

In 2009, while overall beer sales were down 2.2 percent, sales of craft beers grew by 10 percent for the second year in a row. Not only has the industry grown while the economy has contracted, but it has managed to take market share from a cheaper substitute during a severe recession. The State of Iowa, however, has not yet been a major player. Wisconsin has more than three times as many breweries as Iowa, despite having less than twice the population. Additionally, our group has found that Iowa zip codes are significantly less likely to contain a small or medium sized brewery, even after accounting many other factors (though we are not significantly different from Illinois). One reason could be Iowa law, which prohibits breweries from selling beer with alcohol content greater than 5 percent by volume. Many of the styles gaining favor today have alcohol content between 5 percent and 10 percent, and this law has impeded the growth of this industry in our state. This limit, however, was recently repealed by the Iowa legislature, and is expected to be signed into law by the Governor. Iowa is now fertile ground for this growing industry.

We believe Anamosa is in good position to capitalize on these trends. It is less than an hour from the large markets of Cedar Rapids and Iowa City. Iowa City currently does not currently have a brewery, and while Cedar Rapids has two, beer enthusiasts are always willing to make a trip to try a different beer. When the trails are connected to the regional network, a microbrewery could help make Anamosa a destination for bicyclists. Bicyclists in Johnson County take an annual ride (the “Tour de Brew”) from the Millstream brewery in Amana to another brewery (previously the Old Capital Brewery, which now brews its beer in Davenport). While Anamosa may be a long bike ride from Amana, bikers are always looking for a

destination with something to offer, and if you have ever been around when RAGBRAI came through town, you'll remember they are not averse to beer.

The Daly Creek Winery and a microbrewery would complement each other. The Winery gets at least two busloads a year specifically to taste their wine. While they are in town for the wine, they may well be interested in trying out another locally crafted beverage. When people stop in to check out the brewery, they might just drop over for a glass of wine. A microbrewery in Anamosa may also be able to attract buses on their way up 151 to Madison, the sight of the largest beer exhibition in the Midwest.

Although a brewpub can be a great tourist attraction, it is as much a manufacturer as anything. Accordingly, the jobs provided will typically pay better than other tourism related jobs. Also, if a microbrewery achieves regional distribution, "Anamosa, IA" will be stamped on every bottle. As with Daly Creek's Gothic White and Penitentiary Red, labels can also aide in branding Anamosa with a unique image.

We recommend a marketing effort be launched within the next half year, aimed at attracting a small brewery. This could entail advertisements in trade journals and magazines for homebrew enthusiasts, or on any of the hundreds of websites dedicated to beer brewing. Advertisements should list property available (such as the NMM site), tout the advantages listed above, and mention the possibility of incentives. Since Main Street is already located in a TIF district, the value of improvements could be rebated.

In addition to advertisements, someone should actively seek out entrepreneurs who may be interested in opening a microbrewery in Iowa. Jones County Economic Development would be the natural choice to spear head the effort. Several microbreweries will open in the next two to three years. It is just a question of where.

Revive the Movie Theater.

The lack of a functioning movie theater came up again and again in the surveys, workshops, and especially at the elementary school event. Since there is currently no movie theater in Jones County, it would not only keep dollars in town that are going to Cedar Rapids, but has the potential to bring in business from Monticello and even as far as Cascade (see the map on the following page). A movie theater with regular showings could bring in enough people to replace the NMM.

If a private party cannot be convinced to run the theater, someone should explore the idea of purchasing and operating it as non-profit (501 (c) (3)). This has been done successfully in a number of small communities across the county, including Lake City in Iowa. Residents of Morris, MN, incorporated their theater on the cooperative model, selling member shares for \$250.

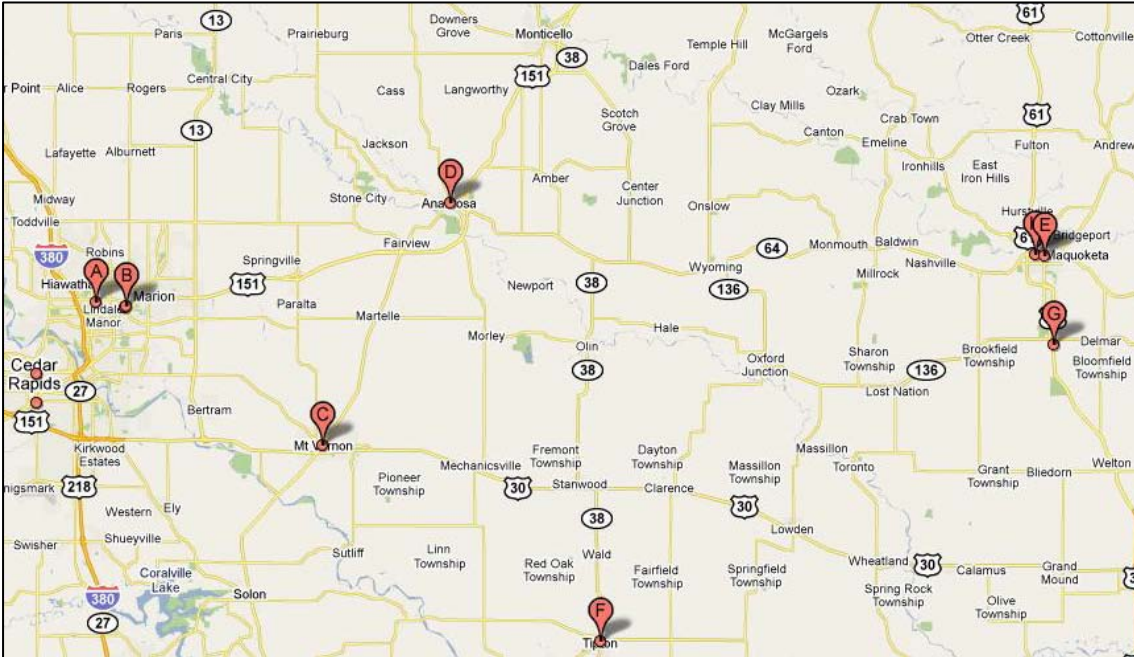
A less expensive alternative would be to show movies at the Starlighters Theater. With only thirty shows a year, Starlighters is an underutilized space. This

investment could also be funded as a non-profit or cooperative, but the smaller price tag may be within the city's budget.

Implement the recommendations of the Trails, Parking, and Building Guidelines sections.

Improving the appearance, character, and functionality of Anamosa will go a long way toward attracting businesses and customers.

Figure 4. Movie Theaters near Anamosa



Source: Google Map

Trails

FINDINGS

Trails are a major component of a sustainable Anamosa. Trails improve public health by encouraging walking and biking, provide an amenity that can be used as an economic development tool, reduce vehicle emissions by reducing the number of trips made by car, and connect Anamosa to the region via regional trail networks. The city of Anamosa has been trying for years to establish a trails network, but has been unsuccessful. Map 1 shows that only a small portion of the 2005 Trails Vision has been completed. Trail projects in Anamosa have stalled because of lack of funding. The lack of funding has meant that trails or sidewalks do not connect several of Anamosa’s attractions, including the high school and retirement home. A complete inventory of sidewalks overlaid with points of interest is located in Map 2. The city has filed several trail grant applications in the past five years, but has not received any funds. This section will first identify the problems in the previous grant applications. Second, the results of our surveys and public participation will be presented. Third, trails scenarios will provide the city with options that will build of the previous applications lead to successful grant applications in the future. Finally, a list of alternative trail funding resources that will increase the City’s chances of securing funding will be provided.

Previous Grant Application

In 2009, Anamosa, in cooperation with Jones County, submitted two trails projects for funding from the Federal Recreational Trails Program (FRT). The two Anamosa projects, the Shaw Rode Countryside Trail and the Highway 64 Trail, were submitted to the advisory committee along with 49 other projects from across the state. The top thirteen projects received funding. The two Anamosa ranked 43 and 45. The following tables contain the criteria used by the committee and the scores for the Anamosa projects.

Table 10. Criteria for FRT Funding

C1	Need in terms of population to be served and existing trails in the area (25 points)
C2	Compatibility with local, area-wide, regional or statewide plans (15 points)
C3	Benefits of multiple uses and recreation opportunities (20 points)
C4	Quality of the Site (25 points)
C5	Economic benefits to the local area (10 points)
C6	Special benefits to handicapped users (5 points)
C7	Project is “shovel ready” – able to be completed by 6/30/2013 (25 points)

Source: Anamosa Trails Committee

Table 11. Anamosa Project Scores

Project	C1	C2	C3	C4	C5	C6	C7	Total Score out of 125	Rank out of 51 Applications
Shaw Road Countryside Trail	15	9	13	13	7	3	23	85.25	43
Highway 64 Trail	15	9	12	15	7	3	23	85	45

Source: Anamosa Trails Committee

The Anamosa projects received scores that are not encouraging. Both projects ranked in the bottom 20 percent of all projects at numbers 43 and 45, and both projects received a score of 85 out of 125. The lowest scoring project to receive funding had a score of 104.5. Based on these criteria, scores of the Anamosa projects would need to increase by 30 points to receive funding.

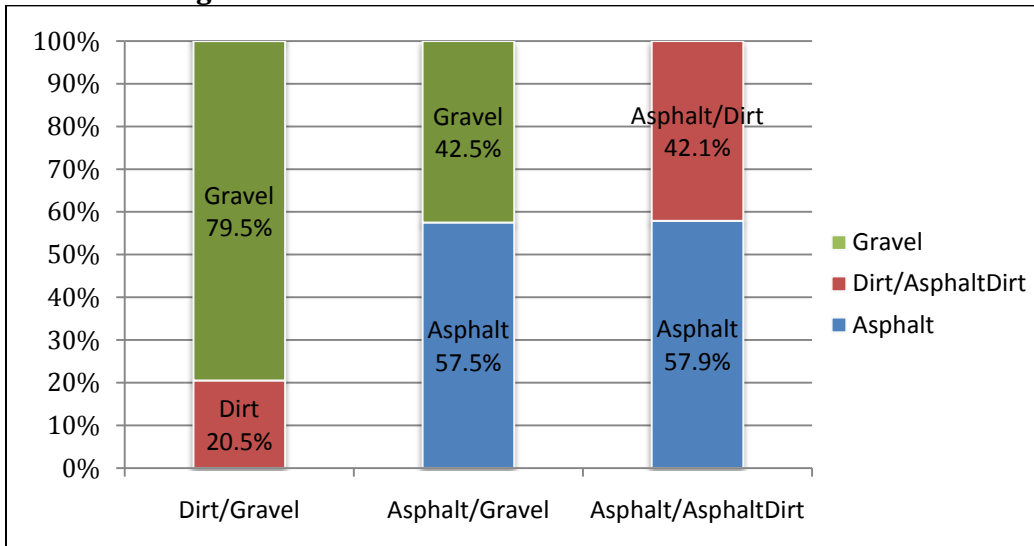
Scores awarded for each criterion can be used as a guide for improving the chances of receiving funding. Scores received for Criteria 5, 6, and 7 were good. The applications were able to demonstrate the economic benefits of the project, included adequate facilities for the handicapped, and were shovel ready. In the other four criteria, the scores awarded were not so good. According to these scores future applications need to serve a larger population, be more compatible with regional and state plans, benefit multiple recreation opportunities, and have higher site quality.

Of the four lowest scoring criteria, regional compatibility should be the simplest to address. Future trail grant applications could increase scores by including some form of regional trail connection. In the other criteria the scores will not be as easy to increase. Both applications received 15 out of 25 points on the “need in terms of population served.” Cities that received funding from this process include Des Moines, Iowa City and Sioux City. This indicates that the FRT grant process is weighted heavily toward larger cities, and the population of Anamosa is not large enough to be considered for this grant. The city may want to consider exploring other funding opportunities. A list of trail funding resources is located at the end of this chapter.

Workshop Findings

The trails workshops used seven questions gauging participants’ preferences for trail surface type, bike lane location, intersection design, signage design, regional connections, funding sources and an art walk. For trails surface type and bike lane location, we asked multiple questions in order to get participants’ preference between two or three similar options. The following charts show the total results from all three workshops.

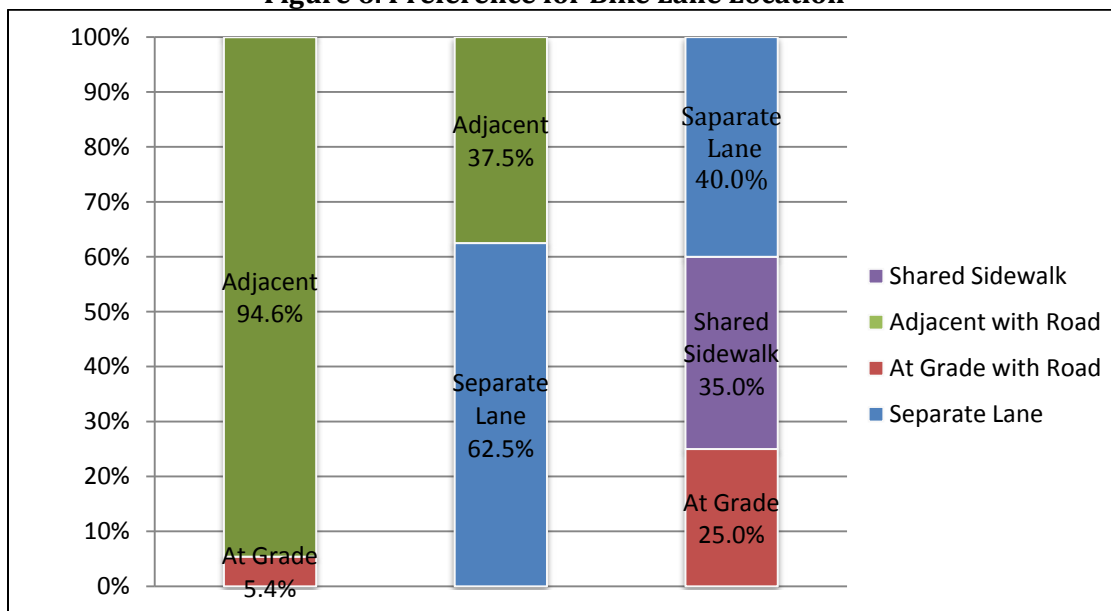
Figure 5 . Preferences for Alternative Trail Surfaces



In the above chart, gravel surface refers to trail surfaces with limestone chips, and asphalt/dirt means the trail will only paved on one side. The surface type polling results show the participants prefer asphalt to all other surface types. The second was a gravel surface, and the least favorable option was the dirt surface.

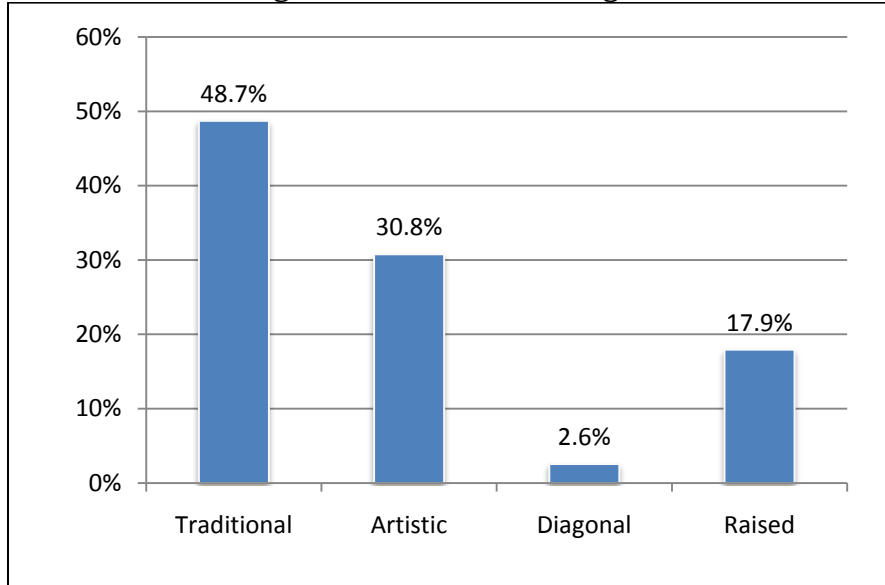
We also asked workshop participants where people would want a bike lane located. The participants favored separate bike lane overall, and the shared with pedestrian sidewalk was the second choice. The “adjacent with road” choice referred to a marked bike lane on the road without separation between bike lane and automobile lanes, and “at grade with the road refers to a shard bike and automobile lane. Many of the participants expressed concerns about the safety of the “adjacent with the road” and the “at grade with the road” designs.

Figure 6. Preference for Bike Lane Location



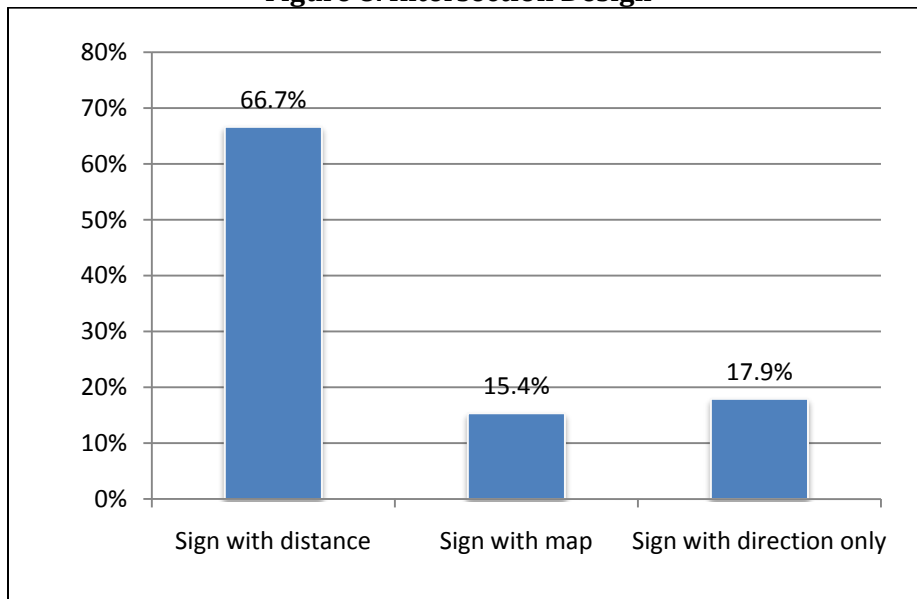
For the intersection design, the participants show no interests in any type of intersection other than the traditional ones. (See appendix for illustrated intersection design options)

Figure 7. Intersection Design



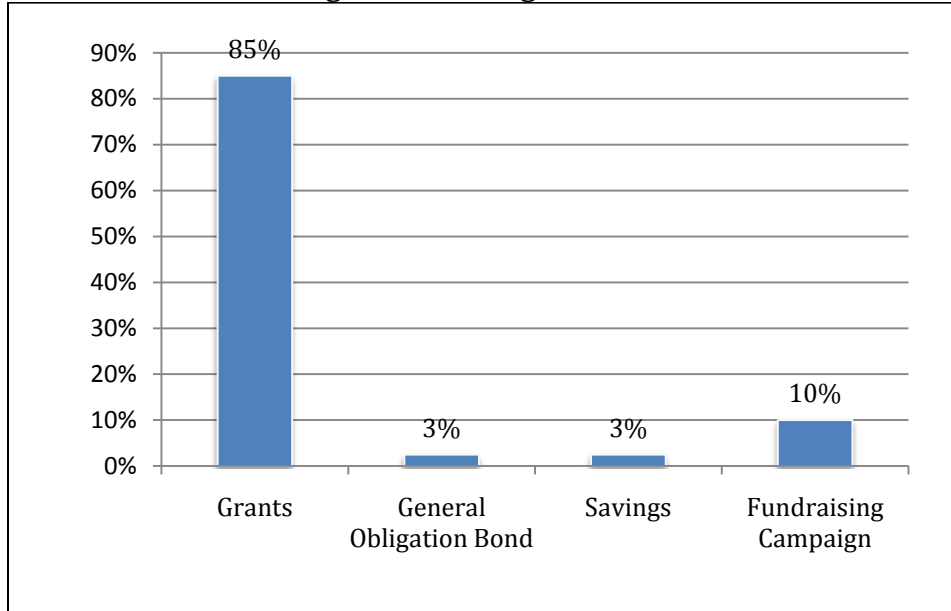
A good trail system should use appropriate signage to give visitors directions. Since the trail system is aimed to connect the regional network, most of the participants think the signage should have direction with distance marked on it. (See appendix for illustrated signage design options)

Figure 8. Intersection Design



The question about funding source was brought up in the workshops. The result shows that most people prefer grants to other choices. A list of grant options is located in the appendix.

Figure 9. Funding Sources



It is very clear that Cedar Rapids is the first choice if the local trail system would like to connect to the regional network.

Figure 10. Regional Connection Preference

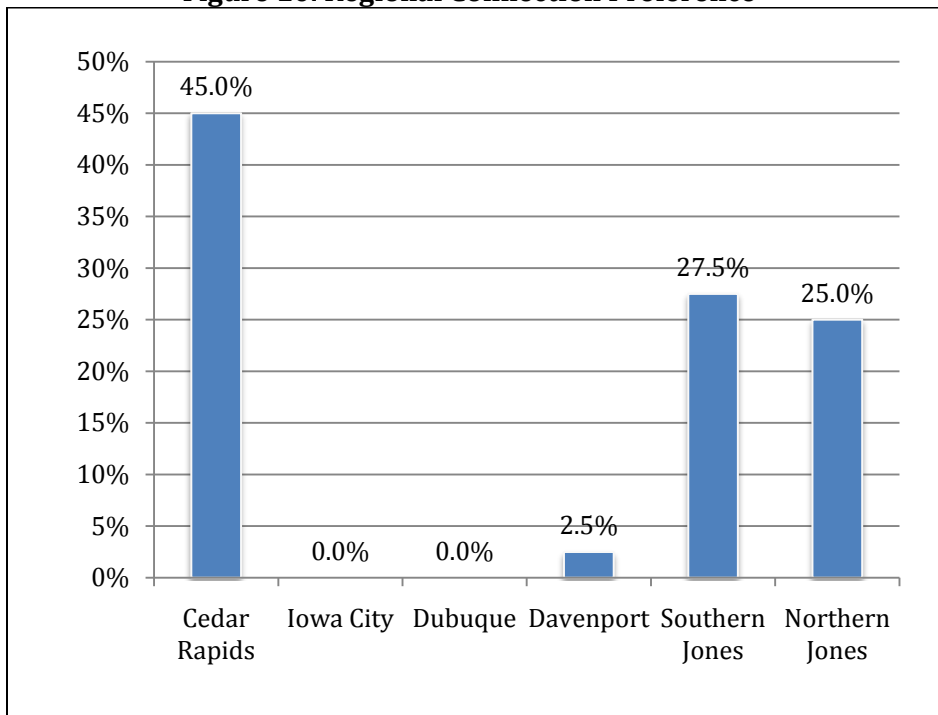
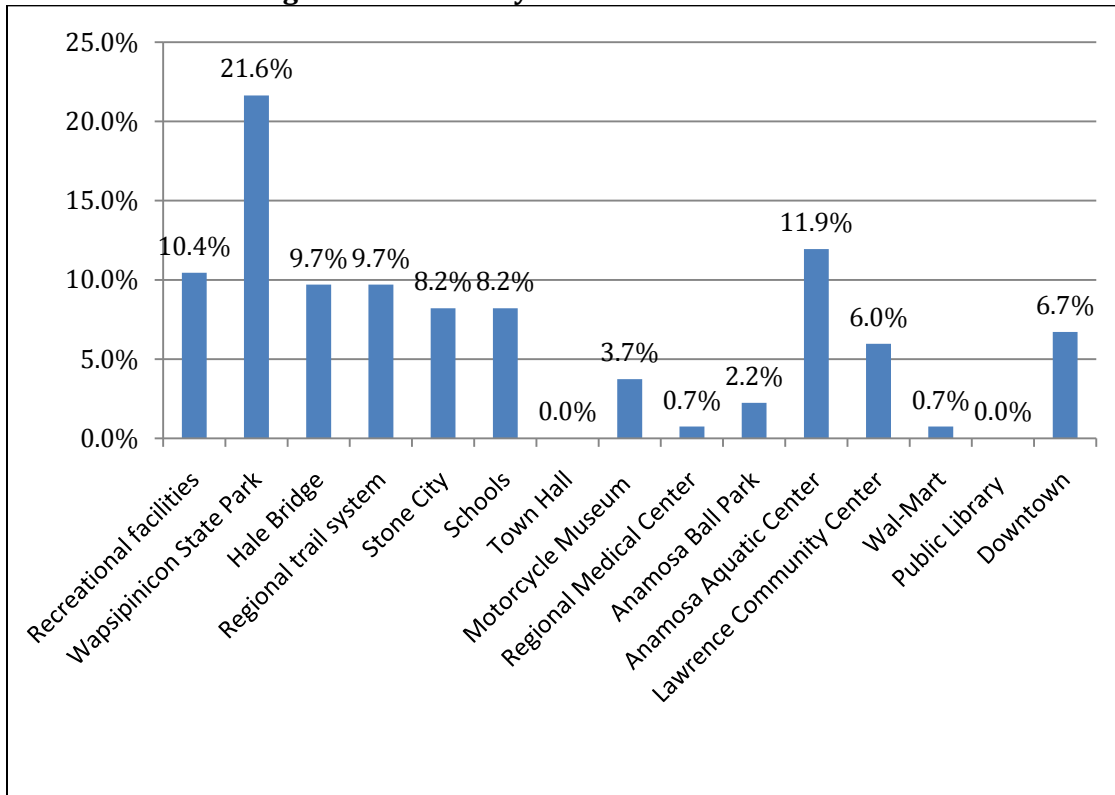


Figure 11. Intra-City Connection Preferences



The above chart shows the results from one of the survey questions: “What do you think the trails should connect?” and they can choose as many places as they want. The number one choice among all the points of interest is the Wapsipinicon State Park. As almost 90 percent of the people want to use the trail for exercise or recreation purposes, the connection between the city and the State Park is a priority in building the Anamosa trail system.

OBJECTIVES

Based on the workshop and survey results, we developed four objectives for the future development of Anamosa trails system. We used the objectives to guide the development of the scenarios.

- Provide alternative transportation
- Promote pedestrian and bike safety
- Make Anamosa a regional attraction by connecting to the regional trail network
- Encourage a healthier and more sustainable living environment in Anamosa

SCENARIOS

Scenario 1: Do Nothing

Scenario 1 involves no changes to the trail system in Anamosa, and no changes to funding methods. The City of Anamosa would continue to have a fragmented trail system and a trail plan that will not be implemented. Fragmentation between points of interests in the city, such as the high school and Wapsipinicon State Park, would continue for pedestrians and bicyclists. Pedestrian and bicyclist safety in some parts of Anamosa would remain in question due to lack of trails and sidewalks.

In this scenario, Anamosa would continue to be denied grant money from the Iowa State Recreational Trails Committee because of the lack of focus upon connecting to the regional trail network and poor site selection according to the committee. The city economy would not see the positive effects of regional trail connectivity and residents of Anamosa would not have access to the positive health benefits inherent with trails.

Scenario 2: Minor Improvement

Scenario 2 contains options that will encourage walking and biking in Anamosa without large capital investment. The options listed in this scenario enhance the existing bike and pedestrian network by implementing more pedestrian friendly signage, improving bike and pedestrian safety, and educating residents about the benefits of walking and biking.

Wayfinding Signage

To accommodate pedestrians the Anamosa should consider installing wayfinding signage intended specifically for people traveling on foot. The purpose of signage is twofold: first, signage can make an area more pedestrian friendly, and second signage can also increase safety for pedestrians, bicyclists, and drivers. The type of signage used is determined by the mode being used. Drivers and bicyclists require signage that conveys simple information quickly because as the car or bike passes by the sign the brain only has a few seconds to interpret the information on the sign. Pedestrians are able to stop and examine a sign more closely. More time means that pedestrian signs can contain much more information. Distance also plays a role in the type of signage used. Automobiles are capable of traveling long distances, which require signs that direct people to distant locations. The distance a pedestrian can cover is more limited. Generally, $\frac{1}{4}$ mile is considered to be walking distance. For pedestrians, destinations that are located several miles away are not accessible, therefore pedestrian wayfinding signage should tell the reader about attractions that are located in the immediate area.

Figure 12. Wayfinding Sign Northfield Minnesota



Figure 13. Wayfinding Map Evansville Indiana



Currently, most signage in Anamosa is intended for automobile drivers. Adding pedestrian scale signage could make the downtown more friendly to visitors and increase pedestrian and driver safety. The City of Atlanta recently implemented a Comprehensive Wayfinding Signage in the Downtown area. The program seeks to implement a system of uniform signage throughout the downtown area that serves both pedestrians and drivers. The goals of the Atlanta program are to:

- Provide the information people need to comfortably access area destinations, attractions, parks, historic sites and other public venues;
- Provide better and timelier route information to reduce misdirected travel;
- Improve vehicular, pedestrian and cycling safety by better informing visitors and reducing erratic maneuvers;
- Help drivers locate and identify parking convenient to their intended destination;
- Direct vehicular traffic along appropriate streets; and
- Further enhance Atlanta’s public image through distinctive, helpful graphics, to make Downtown and Midtown Atlanta more “user friendly” to visitors and the local community.⁸

The City of Anamosa could implement a smaller scale version of the Atlanta wayfinding sign system. Signs could direct visitors to city owned parking lots. Once visitors have parked, pedestrian scale signage could be used to direct visitors to attractions in the area. A system such as this could free up on street parking spots, reduce traffic congestion, and make it easy for visitors to access all aspects of Downtown Anamosa. A wayfinding system could also reduce accidents by reducing

⁸ “Wayfinding Signage.” *Atlanta Downtown Improvement District*. Accessed on 4 April, 2010. <http://www.atlantadowntown.com/get-around/transportation-improvements/wayfinding-signage>

erratic driving by people trying to find their way around. With less people driving Downtown, businesses could also benefit from increased foot traffic on Main Street.

Road Crossings

According to the Iowa DOT’s Trail Plan “the greatest potential safety hazard to trail and sidewalk users is when a trail crosses a roadway.”⁹ If Anamosa wants to encourage walking and biking, safety issues at road crossings must be addressed. Visibility is the key to increasing safety at road crossings. If driver and pedestrian are able to see each other the chances of an accident will be greatly reduced. Cities can use signage, pavement markings, or signals to increase visibility at pedestrian road crossings. These three components announce the presence of a crossing to both drivers and pedestrians. The amount of investment that is required for these safety measures will depend on several factors including road speed, and traffic volume of the road being crossed. The Iowa DOT recommends using the Federal Highway Administration’s Manual on Uniform Traffic Control Devices to determine the appropriate type and amount “of these three components for each crossing.

Figure 14. Pedestrian Crosswalk Sign



Figure 15. Painted Crosswalk



Education and Encouragement

Educational strategies are about finding fun ways to generate excitement and interest in walking and biking. Educational programs can include teaching bike and pedestrian safety, and simply creating awareness of biking and walking. Many cities have used educational programs that focus on teaching children the benefits of walking and biking. The City of Anamosa can work with the Anamosa Community School District to hold educational events such as bike rodeos and informational meetings that focus on the benefits of walking and biking. The school could also implement programs that encourage students to walk and ride their bikes to school.

⁹ “Iowa Trails 2000.” Iowa Department of Transportation. Accessed on 7 April, 2010

Potential incentive programs include walk or bike to school days, walking school buses, and rewards for frequent walkers and bikers.

Figure 16. School Children Walking to School



Figure 17. Bike to Work Week



Education and encouragement also works with adults as well as children. Bike to Work Week is a popular national program that encourages commuters to ride their bike to work for one week in May. During Bike to Work Week, communities can offer incentives to bicycle commuters such as free showers, free breakfasts, and free rides on public transportation. Employers and private sponsors can also get involved in providing incentives to bikers.

Scenario 3: Moderate Improvement

Scenario 3 centers around the revision of Anamosa’s trail plan, a plan that is currently a component of the City’s Comprehensive Plan. Scenario 2 accomplishes many of the goals outlined in the current city trail plan and will provide intra-city connections. With Scenario 2 completed, the Anamosa’s Trail Plan should begin to focus upon making regional connections.

Using the information provided by workshop meetings, the most desired location for a regional connection among citizens of Anamosa is the Cedar Rapids/Marion area. In addition to being popular with residents, connection to the Cedar Rapids/Marion area makes a lot of sense for a variety of reasons. First, the Cedar Rapids/Marion area is also the closest metropolitan area Anamosa (about 25 miles from downtown Anamosa to downtown Cedar Rapids). Second, the population of neighboring Linn County, where the Cedar Rapids/Marion area is located, is estimated at over 200,000 people. Providing this large market of people with regional trail connection to Anamosa would have a definite economic impact on Anamosa’s downtown, especially during the warmer months.

The Anamosa Trail Plan and Comprehensive Plan should be revised to include the change in priority of the City's trail program. This would enhance Anamosa's standing to receive state trail grant funding because of a greater emphasis upon regional connection. The Jones County Board of Supervisors should also note the revision of the City's focus upon trails. The City of Anamosa will have to continue to collaborate with the county in an attempt to get grant funding, because any potential regional trails will be placed on County land.

In terms of location for a trail connecting Anamosa to the Cedar Rapids/Marion area, there are two options: connecting to the Grant Wood Trail via Martelle in Southern Jones County, or connecting to a trail proposed by the Linn County Trails Association that would connect to the Grant Wood Trail in Paralta and continue to the Matsell Bridge Natural Area via Springfield. Connecting to the Grant Wood Trail at Martelle would be a distance of about 8 miles in the vicinity of State Highway 1.

Despite the advantages that connecting at Martelle would provide Anamosa, connection to the Grant Wood Trail via the Matsell Bridge Natural Area is a better option. The distance between the natural area and Anamosa is only about 6 miles, a bit shorter than a connection to Martelle. The connection between Anamosa and the Matsell Bridge Natural Area would most likely be through Stone City, a significant place in the history of Iowa and the region because of Grant Wood's connection to the area, and because of the quality of the quarry. This route would have a better chance of receiving funding by the state grant committee because it will likely be constructed along Buffalo Ridge Rd, a road that the Linn County Trails Association has previously noted for future trail development within their Linn County's borders. The Linn County Trails Association notes that a future trail along Buffalo Ridge Rd. would continue northward to Central City, Central Point and eventually the Cedar Valley Nature Trail, which would provide truly regional access. Lastly, providing a trail network towards the Matsell Bridge Natural Area would prove to be much more scenic than a trail to Martelle because of its placement in a natural area along the banks of the Wapsipinicon River. This would enhance any future grants' possibility of being approved by the State Recreational Trails Committee because it would provide a greater "quality of site" than previous grants submitted and it would also provide a trail that had better "compatibility with local, area-wide, regional, or statewide plans."¹⁰

The current surface on most of the Grant Wood Trail is crushed stone or gravel. Although citizens of Anamosa preferred paved trails to other types of trail surfaces at the workshop meetings, the use of crushed stone or gravel when making connections to the Grant Wood Trail is recommended. This would be less expensive than paving a trail, and would not create stormwater runoff problems. Anamosa should consult with the Linn County Trails Association and Jones County to determine the appropriate surface type for any proposed trails in the area.

¹⁰ State recreational Trails committee score summary

Scenario 4: Future Development

Scenario 4 provides a direction for future trail development, and can serve as a long-range trail plan. With Scenario 3 completed, we suggest the city build more regional trail connections using the rich culture resources available in this region. The cost of implementing this scenario is the highest above all the other options. Scenario 4 focuses on two aspects: extend the regional trail connection by rebuilding part of the historic military road connecting the Grand Wood Trail Olin segment, and establish the art walk of Grand Wood on downtown Main Street.

The historic military road is a route between Dubuque and Iowa City planned for the quick movement of mail and troops. W. W. Chapman, a delegate from Iowa Territory in 1826, delivered the idea for the road to Congress. Presented as a resolution, Chapman's proposal called for a road from Dubuque to Missouri by way of as many county seats as possible. The path of the road was planned to pass through Dubuque, Jones, Linn, Johnson, Washington, Henry, and Van Buren counties in Iowa before reaching the Missouri border. Today Highways 151 and 1 mark the approximate location of the road.¹¹ The reconstruction of the military road is not only a chance for the city to extend the regional trail connection, but also an action of preserving historic asset within this area. The workshop results show that residents want to connect to northern and southern Jones County after connecting to Cedar Rapids. Along the military road, an 11.5-mile trail needs to build to connect Monticello, which is the nearest city to the north of Anamosa.

The existing trail in south Jones County is the Grand Wood Trail Olin segment. In order to connect this trail segment, we recommend building a trail across the Wapsipinicon State Park and goes along the Wapsipinicon River to Newport, then goes south to Olin. The total length of this trail is about 14 miles. Connecting to the Grant Wood Trail at this location could prove to be a gateway to future connection to Iowa City and points south.

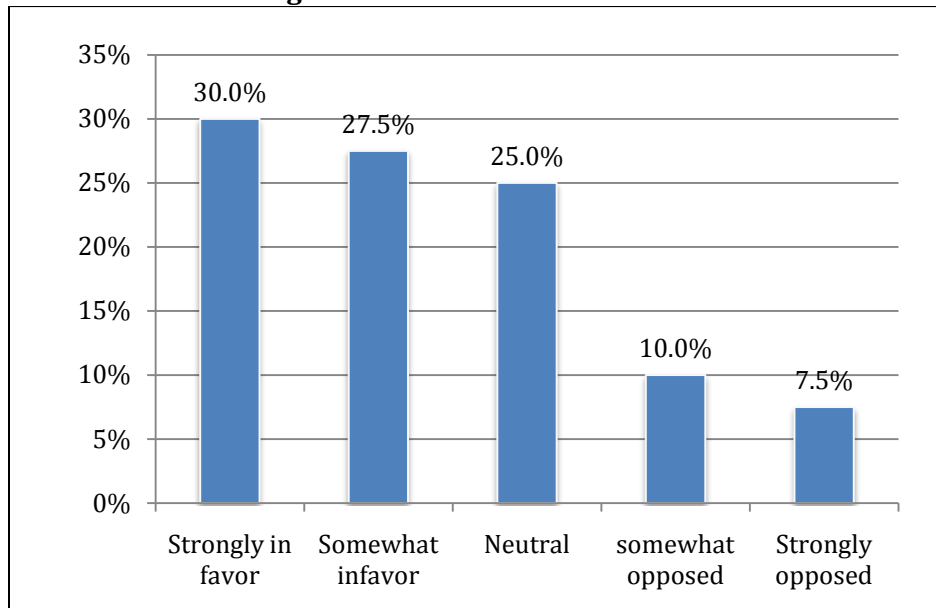
The idea of establishing an art walk on Main Street Anamosa comes from the Iowa City Literary Walk. The Iowa Avenue Literary Walk is a series of bronze relief panels that feature authors' words as well as a graphic representation of the words. A series of general quotations about books and writing stamped into the concrete sidewalk visually connect the panels. The "Author" section includes Literary Walk quotes as well as brief biographical information for each writer. Each entry reveals the writer's connection to Iowa.

Anamosa is a city with rich cultural resources, and we think the city should make the best use of them. Thus, we brought up the idea of creating art walk along Main Street to display art works of Grand Wood. The art walk itself can increase the aesthetic value of downtown area, and attract more tourists in the future. In the workshops, we asked the participants "Are you in favor of establishing a Grand

¹¹ Encyclopedia Dubuque: http://www.encyclopediadubuque.org/index.php?title=MILITARY_ROAD

Wood Art Walk in downtown Anamosa”. The chart below summarizes the polling results.

Figure 18. Art Walk Preference



The workshop results show more than half of participants are in favor of building a Grand Wood Art Walk on Main Street. Like the Iowa City Literary Walk, the Art Walk can include some art works with introductions, as well as the biographical information of Grand Wood and his ties to Anamosa. After the completion of regional trail system, the Grand Wood Art Walk in downtown Anamosa will be an attraction in the regional trail system, and will bring more tourism in the future.

The purpose of extending the trails around Anamosa is a good way to promote alternative transportation modes in order to and reduce the use of automobiles. The trails will encourage tourists walk or bike to the points of interests as well. Thus, after Anamosa becomes a regional attraction, the environmental impact along with the increasing of tourism will be reduced.

FUNDING SOURCES

The Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) is the most recent transportation legislation. The bill was signed into law in 2005 as a replacement for the Transportation Efficiency Act of 1998 (TEA-21). SAFETEA-LU is the principal source of funding for roads, trails, sidewalks, and bikeways. The law contains several sections that apply to the creation of trails.

Surface Transportation Program (STP) Funds

Local governments may use STP funds for any roads that are not functionally classified as local or rural minor collectors. Transit capital improvements are also

eligible under this program. STP funds are managed by the Iowa DOT, the nine Metropolitan Planning Organizations, and the 18 Regional Planning Affiliations (RPAs). The local contact is the District Transportation Planner or the RPA.

Contact Information:

Iowa Department of Transportation
District Transportation Planner
Catherine Cutler
430 16th Ave SW
Cedar Rapids, IA 52404
Phone: 319364-0235
E-mail: Catherine.cutler@dot.iowa.gov

East Central Iowa Council of Governments
Executive Director
Doug Elliott
700 16th St NE, Suite 301
Cedar Rapids, IA 52402
Phone: 319-365-9941
E-mail: doug.elliott@ecicog.org

Federal Transportation Enhancement Programs (TE)

The TE Program is intended to fund the enhancement or preservation of transportation related projects. Projects receiving funding include:

- Trails and Bikeways
- Historic and archeological
- Scenic and environmental

A 30% local match is required for statewide enhancements and a 20% match is required for regional enhancements. Enhancements must have a direct connection to existing or planned surface transportation facilities.

Contact Information:

Iowa Department of Transportation
Transportation Enhancements Program
Administrator
Nancy Anania
800 Lincoln Way
Ames, IA 50010
Phone: 515-239-1621
E-mail nancy.anania@dot.iowa.gov

Congestion Mitigation and Air Quality Improvement Program

The Congestion Mitigation and Air Quality Improvement Program (CMAQ) directs funds toward transportation projects that help meet the national ambient air quality standards in Clean Air Act non attainment areas for ozone, carbon monoxide, and particulate matter. In Iowa, the Iowa Clean Air Attainment Program (ICAAP) administers the CMAQ program. CMAQ funds can be used for construction of bicycle and pedestrian facilities, public education, promotional and safety programs to encourage and facilitate the increased use of non-motorized transportation modes.

More information on CMAQ and ICAAP can be found at:

http://www.iowadot.gov/systems_planning/icapp.htm

Safe Routes to School

The projects listed in this scenario are not directly trail related and therefore cannot be funded by traditional trail grants. Funding for educational programs and infrastructure projects can be obtained through the Safe Routes to School (SRTS) program. SRTS is a federally funded program that gives money to local governments through a competitive grant process for both infrastructure and non-infrastructure programs. In 2009, the State of Iowa received \$1.67 million in SRTS grant funding.¹² Federal grant standards require that children in grades K-8 must be the primary beneficiaries of a SRTS funded project. Regulations also require that infrastructure projects be located within two miles of a school. For more information on the SRTS program visit <http://www.iowadot.gov/saferoutes>.

Contact Information:

Iowa Department of Transportation
Safe Routes to School Coordinator
Kathy Ridnour
800 Lincoln Way
Ames, IA 50010
Phone: 515-239-1713
E-mail: Kathy.ridnour@dot.iowa.gov

Federal Recreational Trails Fund (FRT)

The Federal Recreational Trails Fund is a program to provide funds to states to allocate grants for trails and trail related projects. The Iowa Department of Transportation has been designated as the state agency responsible for this program. To qualify, a 20% local match and the funded trails must be maintained as a public facility for 20 years. The City of Anamosa has applied for this FRT funds several times without success.

Contact Information:

Iowa Department of Transportation
Office of Systems Planning
Yvonne Diller
800 Lincoln Way
Ames, IA 50010
Phone : 515-236-1252
E-mail: Yvonne.diller@dot.iowa.gov

State Recreational Trails Program

The Recreational Trails Program provides funds to establish recreational trails for the use, enjoyment and participation of the public. The Iowa DOT administers recreational trails funds as a statewide program. To qualify a 25% local match is

¹² Safe Routes to School. Iowa Department of Transportation. Accessed on 1 April, 2010.
<http://www.iowadot.gov/saferoutes/>

required, projects must be part of a regional or statewide trail plan, and projects must be maintained as a public facility for 20 years. For more information, contact Yvonne Diller. See above for contact information.

Land and Water Conservation Fund (LWCF)

The LWCF program provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities. More information can be found at <http://www.iowadnr.gov/grants/landwater.html> or <http://www.nps.gov/ncrc/programs/lwcf/>.

Contact Information:

Iowa Department of Natural Resources

Sandra Sampson

502 E 9th St

Des Moines, IA 50319

Phone: 515-281-8004

E-mail: Sandra.sampson@dnr.iowa.gov

Building Guidelines

FINDINGS

We used both primary and secondary data collection and analysis to determine appropriate objectives and scenarios regarding building standards for downtown structures.

Secondary Data Analysis

History of Anamosa Architecture

Secondary data began with research into the styles and types of architecture currently existing in downtown Anamosa. The late 1800s and early 1900s were a time of growth and prosperity for the city of Anamosa, and as a result many of the current buildings on Main Street were constructed during this time. The commercial buildings that were built during this time were constructed in the two part commercial block form. Two part commercial block refers to a general commercial building form that was prevalent between 1850 and 1950. The two part commercial building has between two and four floors. The facade of the building is divided into two visually distinct horizontal sections. The divisions reflect the interior uses of the building. The lower floors are intended for public uses such as stores, offices, and restaurants. The upper floors are intended for private uses such as apartments, hotel rooms, or a meeting room. Windows are the main tools for distinguishing between public and private uses. Lower floors usually have very large windows that invite passersby inside. Windows on the upper floors are usually smaller to allow for more privacy. Origins of the two part commercial block can be traced back to Roman Antiquity. The similar buildings also became very popular during the Middle Ages when shop owners lived above their business.¹³

Figure 19. 122 E. Main St



Source: Author

Victorian Influence

Many of the commercial buildings constructed during the 1850s and 1970s were built in a style with a High Victorian influence. Buildings exhibiting a Victorian influence feature “decorative patterns of wood, stone or cast iron. Sometimes turrets, oriel windows, gables and attic stores with high pitched roofs

¹³Longstreth, Richard W. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Washington DC: Preservation Press, 1987.

are employed to generate picturesque effects”¹⁴ Victorian designs can range from very elaborate designs with many ornate decorations to relatively simple designs with very few embellishments. Many of the buildings on Main Street, like the one pictured in, exhibit Victorian characteristics. The building was built in 1871 and originally housed a tailoring firm and later a hotel and general store.¹⁵ The Victorian elements on this building include the decorative design along the top of the building and the oriel (bay) window on the left.

Figure 20. 203 E. Main St.



Source: Author

French Academic Design

The early 1900s marked a transitional period in American commercial architecture. During this time building designs shifted from the elaborate Victorian designs to more restrained designs based on the French Ecole des Beaux Arts movements. The new French influenced designs focused on sense of order and unity rather than attempting to upstage neighboring buildings. According to the author Richard Longstreth, “The overall visual effect should be analogous to polite conversation than strident competition.”¹⁶ The building pictured in Figure 21 is an example of more restrained design of the early 1900s. The building was constructed in 1892 and originally was home to J.A. Scotts Drug store.¹⁷ The distinction between the public lower floor and the upper private floor is still pronounced, but the building decoration is more restrained than the building pictured in. The design of the upper floor is the same as the building located next door at 112 E Main. The design of the upper floor is consistent among the three buildings, giving a sense of

¹⁴ Longstreth, 35.

¹⁵ Coleman, 39.

¹⁶ Ibid.

¹⁷ Ibid.

unity and order. The bottom floors of the building incorporate different designs which help distinguish between the two storefronts.

Figure 21. 110 E. Main St.



Source: Author

1920-1950

Beginning in the 1920s Anamosa’s period of rapid expansion began to end and construction on Main Street began to slow. The buildings constructed on Main Street after the 1920s moved away from the two part commercial building design, and instead used the One Part Commercial Block design. The one part commercial block design has only one floor that functions like the bottom floor of the two part commercial block. Commercial buildings built during the 1920s and 1930s feature Art Deco or Modern features such as “abstract, geometric and vertical motifs.”¹⁸ Buildings that were constructed after World War II exhibit similar design characteristics, but are “more restrained in appearance, lack flashy details.”¹⁹ The building pictured Figure 22 was constructed in the 1940s. The one story building features a simple brick façade with none of the detailed designs that were prevalent in earlier buildings.

¹⁸ Longstreth, 63.

¹⁹ Ibid, 65.

Figure 22. 211 E Main St



Source: Author

Anamosa Historic District

On January 29, 2009 officials from the National Registry of Historic Places announced that a section of downtown Anamosa had been designated as a National Historic District. The announcement was the culmination of an application process that began in June of 2007. Members of the Jones County Historic Preservation Commission used funds from a State Historical Society grant to nominate a section of downtown that includes the 200-300 blocks of W Main St, the 100 block of E Main St, the 100 block of N and S Ford St, and the 100 block of Garnavillo St (See Map). The Buildings in the Main Street Historic district were built between 1863 and 1955. The district contains 42 contributing buildings and 19 non-contributing buildings. Non-contributing buildings were built after 1955 and do not contribute to the historic or architectural integrity of the district.

The buildings of Main Street Anamosa are a large part of the City's history and culture. The buildings also exemplify American commercial architecture from the late Nineteenth and early Twentieth century. The buildings are valuable economic and cultural assets for Anamosa. If these buildings were lost replacement would be impossible. If Anamosa wishes to continue to take advantage of these important historic resources it should adopt policies that protect the area from alteration that detract from the area's character and implement programs that will encourage the restoration and maintenance of historic downtown buildings.

Communities with Building Guidelines

A scenario addressing building standards for the city required we examine examples from other communities. We wanted to use communities in the area so Anamosa

residents could have a sense of familiarity and context with our proposals. We located plans from Galena, Illinois and from Newton, Iowa that demonstrate two vastly different techniques for addressing the need for standard in the construction and use of structures. A building guidelines ordinance has no minimum length requirement, and may be as detailed or general as the community deems necessary. The Galena Comprehensive Plan is a good example of incorporating building standards into a comprehensive plan²⁰. This example pairs recommendations for economic development with recommendations regarding appropriate goals for historical preservation, central business district renovations, elderly housing, affordable housing, green building, and a variety of other goals.

In comparison, the city of Newton, Iowa has incorporated a signage ordinance into its City Code²¹. This section of the City Code lays out proper sign types, dimensions, locations and mounting methods for every zone in the city. It contains special sections specifically discussing signage for adult venues, public art, trails and pedestrian signage, maintenance requirements, and even incentives for signage area contingent upon natural prairie restoration. An ordinance addressing signage would be composed very similar to this. Another, separate section would be required for façade improvements for the downtown. A full ordinance for these areas would be inappropriate for this document, but would be extremely effective in creating the requested building standards.

Leadership in Energy and Environmental Design

A final part of our secondary research looked into LEED Certification. Leadership in Energy and Environmental Design (LEED) is a means by which new buildings can be certified as environmentally sensitive²². In essence, LEED sets the benchmark for “green buildings”. LEED is a third-party certification process from the U.S. Green Building Council that pairs minimum green building standards to a points system. As green standards are adopted, points increase. For certification to be granted, a minimum point value must be assessed to the building. Innovations for sustainable development include, but are not limited to, efficient energy use, water use, green building materials, careful resource choices and management, and quality indoor environments²³. Certification processes exist for new, and existing buildings, and standards also exist for schools, retail, homes, community development, commercial interiors, and other standards. LEED certified buildings command higher rents and occupancies. In terms of economic development, these buildings can do a lot to attract businesses to the downtown and it may benefit Anamosa to pursue these types of buildings

Our research in this topic was centered on if and to what extent LEED certification would be appropriate for structures in downtown Anamosa. This question is relevant to maintaining a sustainable balance between the preservation of historic

²⁰ Galena Comprehensive Plan. Chapter 10. p. 1-9.

²¹ Code of Ordinances, City of Newton, Iowa. 34.0307.

²² <http://www.leed.net/>

²³ The LEED Rating System and the U.S. Green Building Council.

buildings and the creation of new buildings. While preservation may not be possible in every instance, new, environmentally sensitive buildings and preserved, historically sensitive buildings do not need to be mutually exclusive.

The benefits of requiring some minimum standards for buildings are not only attached to “green” buildings. Minimum code compliance raises property values, lowers energy and water costs, and brings rental income to the downtown. Building standards serve an undeniable purpose in creating economic development.

Primary Data Analysis

The data collection process primarily utilized the workshops for compiling data on building preferences. However, informal interviews provided the basis for including building standards into our list of core topics. Also, qualitative answers in the survey data indicated that addressing the physical structures was of concern to respondents.

Informal Interview Findings

Our initial interviews with residents and Committee members acted as a catalyst for the inclusion of building standards into this final report. Residents generally remarked that the vacant and ill-kept buildings were harming the vitality and prosperity of the downtown. When pressed for specific details, residents did not like the vacant and covered windows and what some saw as inappropriate décor choices. Outlandish paint colors and poor quality signage mentioned frequently. Residents were supportive of the idea of some kind of ordinance that would require businesses to conform to some kind of standard. However, residents pointed out that many business owners were opposed to such a standard. They were under the belief that owners did not favor city intervention in private businesses. This was seen as a major barrier to the adoption of a buildings standard. However, it should be noted that none of our informal interviewees indicated that they, themselves, were opposed to building standards.

Survey results support respondents’ claims. When included as an option for “What actions should be taken to improve the downtown economy?” the answer “Impose design standards on Main Street” received only 9.52 percent of the vote. This was the fifth most popular answer. Generally, marketing techniques were a more popular option. A follow-up question asked, “In your opinion, which strategy listed above is most important?” Only 3.44 percent of respondents replied in favor of building guidelines. (Although, almost 18 percent of respondents did not answer this question.) While respondents believe something should be done to improve the downtown economy, improving the structures does not appear to be a top priority.

Secondary research supporting the belief that building standards can have a positive effect on business, Committee suggestions that we pursue recommendations for standards, our project goal to create a sustainable, distinct, vibrant downtown, and workshop research all indicated that we should continue to examine the utility of building guidelines.

Workshop Findings

Participants of the workshops were supportive of building guidelines, and actively participated in activities designed to determine their preferences for structures located in the downtown. Preferences leaned heavily toward actual historic and preserved buildings. After that came new buildings with a historically and geographically accurate design. The least popular buildings were those with contemporary architectural styling, building materials, and layouts. This includes buildings typical of a strip mall or business park.

One interesting note about preferences occurred when voters gave their preferences for the building in slide number 14. This building, located in Galena, Illinois, did not fit our expected preference results. Galena had been cited several times by residents as a model city for Anamosa to be following, because of its popularity as a destination and its unique, strong city identity. However, a building typifying Galena architecture was received rather negatively (57.5% of respondents did not favor the building). When pressed, respondents did not care for the in-window air conditioning units or the asymmetrical architecture. This makes the application of a building guideline in the downtown challenging because it must accurately reflect the existing character of Anamosa.

Signage results were generally as expected. Respondents heavily favored uniform signage, unlit, and smaller than roadside signage. They liked the look of hand painted street level signage, but preferred something more formal for signs hanging from buildings. Awnings were favored. Preferences and comments definitely skewed toward uniform signage-design from business to business. Neon lighting was generally discouraged but there was some support given in particular context. LED and other types of lighting were generally discouraged. For more information, please see the slide-by-slide results in the appendix.

After voting, we asked respondents to give some direct answers to three questions.

- What do you like about the buildings in downtown Anamosa?
- What do you dislike about the buildings in downtown Anamosa?
- What would you change about the buildings in downtown Anamosa?

When we examined the numerous responses we were given over the course of three workshops, distinctive patterns emerged about the character of downtown Anamosa. Since we left the format of this information open-ended, some answers were not easily categorized. We have included all answers in the appendix for further consideration. The team categorized answers into groups that seemed to be related to architectural style or to maintenance and upkeep, but some answers, like “pride of ownership” are more esoteric, while others, like “painted murals” do not conform to the majority of other answers and are left out of the primary categories.

When we asked, “What do you like about the buildings in downtown Anamosa?” the most commonly heard answer had to do with the historical value of structures in the downtown. Below we have included a brief breakdown of the results of this

classification. We have included session dates in this breakdown so attendees can see the results from the meeting they attended.

Table 12. What do you like about downtown Anamosa?

Session Date	02/18/2010	02/23/2010	02/27/2010	Totals
Historical Architecture	12	6	4	22
Percentage of total	57.14%	66.67%	40.00%	55.00%
Maintenance and Upkeep	5	1	5	11
Percentage of total	23.81%	11.11%	50.00%	27.50%
Undefined	4	2	1	7
Percentage of total	19.05%	22.22%	10.00%	17.50%
Totals	21	9	10	40

Fifty-five percent of all responses were related to the historical nature and value of the architecture in the downtown. Responses concerned with the maintenance and upkeep of the buildings accounted for 27.5 percent of answers. Only seven answers over the course of three workshops remained undefined (17.5% of responses).

This portion of the workshop also determined some issues that meeting attendees did not like about downtown Anamosa. A breakdown of those results is next.

Table 13. What do you dislike about downtown Anamosa?

	02/18/2010	02/23/2010	02/27/2010	Totals
Paint, Décor, or Siding	12	6	7	25
Percentage of total	38.71%	46.15%	53.85%	43.86%
Maintenance and Upkeep	10	5	2	17
Percentage of total	32.26%	38.46%	15.38%	29.82%
Vacated Buildings	3	1	4	8
Percentage of total	9.68%	7.69%	30.77%	14.04%
Signage	5	0	0	5
Percentage of total	16.13%	0.00%	0.00%	8.77%
Consistency	2	0	0	2
Percentage of Total	6.45%	0.00%	0.00%	3.51%
Undefined	0	1	0	1
Percentage of total	0.00%	7.69%	0.00%	1.75%
Total	31	13	13	57

The workshop results show that the largest complaints about the state of the downtown center around what workshop attendees saw as inappropriate or undesirable paint, siding, or décor (not including signage). Residents also voiced concerns about the upkeep and maintenance of all properties, including vacated properties. These results lead us to believe two things. First, a building guidelines ordinance designed to maintain historical sensitivity in the downtown is desirable, and second, enforcement of current zoning and code violations regarding the upkeep and maintenance of buildings need improvement.

Answers to the third question asked in our workshop, “What would you do to improve downtown Anamosa?” defy classification. In other words, while the responses given by attendees are invaluable, they are too varied to classify. Suffice to say, many suggestions are related to the top concerns for the downtown, i.e., historical preservation and vacant properties. Among the suggestions:

- Cleaning the brick
- Fixing up-front windows
- Same façades
- Same signage
- Outdoor/ patio space for eating/dining/ sitting
- Fix the upper-story housing
- We need a Farmer’s Market Bldg

The full array of responses is included in the appendix.

The results of this portion of the building guidelines workshop clearly demonstrate discontent with the state of buildings in the downtown. Metal-sided buildings, inappropriate paint or signage, and contemporary architectural styles are seen as detrimental to the downtown. Additionally, residents would like to see other unifying features for the area, including uniform signage and color schemes.

The last results of the workshop discussed here demonstrate the clear need to enforce existing code and ordinances relating to the upkeep of buildings and properties. The cleanliness and upkeep of properties was a major concern for residents and the enforcement of current city ordinances would do much to improve the downtown as it is. Recommendations pertaining to these results would not be a part of a new building guidelines ordinance, nor should it be necessary to write a new ordinance specific to upkeep and maintenance. It should be adequate to enforce current law.

Survey Findings

Primary data useful for building guidelines is located in the qualitative responses relating to questions about the state of the downtown. No specific building guidelines- related questions were asked in the survey, however, inference from other questions indicates that improving the aesthetic and infrastructure value of downtown buildings is a worthwhile objective and a concern of residents. Survey responses to the question, “What other suggestions do you have about improving the downtown economy?” include:

- “...tax incentives to improve the quality of second floor housing.”
- “Being up to code.”
- “Keep it clean and attractive to non-Anamosans. Keep it maintained so not to deteriorate prematurely.”
- “Keep the downtown clean. Storefronts have displays.”

The question, “What other businesses do you think might enhance the downtown?” elicited the following response: “... We need to work on upgrading/ enhancing the existing businesses...”

The survey was not the primary indicator of resident attitudes toward a set of building guidelines. Work in the public workshops is a better indicator of residents concerns and suggestions for downtown buildings, as well as the aspects of the downtown that should be expanded and protected.

OBJECTIVES

Based on the results of our research, we have formulated the following objectives related to the use of building guidelines in downtown Anamosa.

- Preserve the historic and cultural significance of Downtown Anamosa.
- Incorporate historic preservation policies and regulations that will:
- Protect and encourage rehabilitation of historic buildings
- Make sure new buildings fit with downtown character
- Encourage economic development in the downtown area through building rehabilitation and tourism.
- Incorporate standards regarding the signage for business and attraction in downtown Anamosa.
- Explore the use of LEED Certification in downtown Anamosa.

SCENARIOS

Scenario 1: Do Nothing

General consensus among city officials indicates that the implementation of a building guidelines ordinance will not be possible, due to lack of information by the general public and vehement opposition by some downtown property owners. A building guidelines ordinance is seen as intrusive and unnecessary. This scenario posits the conditions that would result from maintaining this attitude.

Maintenance and upkeep issues would continue to mar buildings downtown, both street-side and alley-side. Businesses would continue to be unlikely to locate in downtown Anamosa. The pattern of high business turnover would continue, as property in the downtown remained undesirable and inadequate. For a property owner unconcerned with historical preservation, aesthetically pleasing buildings in the downtown would be destroyed in favor of lightweight, inexpensive and (relatively) poor-quality structures. Building materials would continue to diversify, with significant increases of metal siding, cinder block constructed, wood frame

constructed, and concrete constructed replacing natural stone and traditional brick structures.

As contemporary building structures continue to increase, so will contemporary signage. Expect low-investment signage to primarily remain painted particleboard. Higher investment signage will include LED boards and backlit plastic. Neon, sidewalk specific, uniform signage, handcrafted artistic window art, and other high quality investments will not be incorporated with the street and building-scape.

Code enforcement will also continue to be unaddressed. One of the major complaints from residents is that buildings were poorly maintained and not up to code. This is unlikely to change without stricter code enforcement through building inspections. The overall aesthetic quality will not remain the same if it is not addressed. In fact, the streetscape will decrease in quality as new buildings lack unity and old buildings fall further into disrepair. If the city decides to maintain the status quo, the quality of the downtown experience will continue to be fragmented and continue to decline.

Scenario 2: Minimal Intervention

Minimal intervention in the case of building guidelines actually pertains to code enforcement. In this scenario, mandates for the update of structures will be limited to better code enforcement regarding structural stability, and electrical, plumbing, and HVAC (heating, venting, and air-conditioning). This is not the same a building guidelines ordinance. Justification for this enforcement comes from Anamosa Code, section 145.03, which gives authority to the City Administrator of Anamosa to enforce city ordinance in the case of unsafe buildings²⁴. In this scenario, a new ordinance would not need to be adopted, and the aesthetic value of downtown buildings will not be directly addressed. Indirectly, forcing property owners to make their structures safe will have a positive impact on the utility of buildings and their property values. This does not translate into a unified character of the downtown structures, nor would it address resident complaints about inappropriate building materials, signage, or vacated window fronts. This scenario also represents a minimal investment by the City, as it requires more time by building instructors investigating structures. However, the timeframe for this extra investment is only temporary, as within a certain amount of time, code violations will all have been documented by the city and appropriate steps will have been taken to rectify those violations. A timeline for this process of inspection, notification of violation, appeal, repair, re-inspection, and resolution would be at the discretion of the City Administrator. However, City Code stipulates that owners have 48 hours to begin coming into compliance, and 90 days to be within compliance. We would suggest a timeframe of one year for the proper inspection of all downtown buildings. We also recommend following current code requirements for owner compliance. We would also recommend that leniency be given to

²⁴ Code of Ordinances, Anamosa, Iowa. Chapter 145, Section 145.03.

property owners making extensive improvements to buildings, within a reasonable amount of time.

Scenario 3: Moderate Intervention

In addition to increasing building code enforcement, this scenario would require the adoption of a very basic building guidelines ordinance. The basic tenets of a building guidelines ordinance for this level of intervention would address signage and façade improvements. Adopting this report into the Anamosa Comprehensive Plan would accomplish a very similar goal, creating a mandate to address the recommendations presented in the report, but no specific methods or timelines for their completion.

The other implementation option for this scenario would be inclusion of these recommendations in a specifically written ordinance. Consider it a “Moderate Intervention +” option. This method is not rare, either.

In this scenario, the implementation and enforcement of any new buildings would occur under the following conditions:

- Any new buildings constructed in the designated downtown area.
- Any change of use or purpose for structures already located in the downtown.
- Any change of ownership for existing buildings in the downtown.
- As a stipulation for any building permits granted for structures located in the downtown.

Thus, any buildings or businesses already located in the downtown that do not change owner, use, or significantly remodel would be exempt from adopting new building standards. This ensures compliance from new developments, while at the same time protecting current property owners from being immediately subject to the new code. Over time, all structures will come into compliance with the Ordinance.

Based on research into the community, new building standards should address the following concerns:

- Building material must be of natural stone or brick.
- Building should mimic late 19th and early 20th century architectural standards of the area.
- The front façade of the building must consist of natural materials similar to the materials of the rest of the building, left uncovered by contemporary materials (i.e., tin, aluminum, steel, wood, plastic, fiberglass, et al).
- First story, Main Street-facing windows must remain open and large, taking up most of the face of the first floor.
- Second story windows should remain uncovered, and remain at a consistent height the entire length of the block.

- There should be no in-window air conditioning units facing the street.
- Signage hanging from the front of the building should be closely monitored. Slight restrictions on size, placement, illumination, and materials should be implemented via adopted ordinance.
- Street level sidewalk signage should be encouraged.
- At least one entrance to the building must be universally accessible.
- Awnings should be encouraged on both stories of buildings.
- Street- level windows must remain clear, allowing for views from the street to the interior and vice versa.
- LEED certification should be encouraged (via an incentive package) for all new structures.

Scenario 4: Strong Intervention

In addition to the code enforcement recommendations from Scenario 2 and the basic structural standards in Scenario 3, Strong Intervention includes more design and material related recommendations. This includes, but is not limited to:

- Window trims must be historically accurate. No second story windows are to be permanently closed over.
- Building eaves and cornices must be historically accurate, using accurate materials and designs whenever possible.
- Universal access to at least one entrance and all first floor restroom facilities.
- Historically appropriate materials are required for all exteriors of the building (including the back).
- No in-window air conditioning units are acceptable.
- All paint and materials (including color palettes) must conform to a unifying theme of color, building materials, and historical timeframe.
- Specific, predetermined signage is required for all businesses. This signage will serve to unify the downtown aesthetic. They will be available for purchase through the City. Sidewalk and window signage is subject to approval from the City.
- LEED certification (green building standards) should be strongly considered for all new buildings before permits are issued.

This intensive treatment of downtown structures will create a visually stunning downtown. Almost every structure would be subject to moderate improvements, necessitating a longer timeframe to completion. Financial investment in this project would be intensive. However, implementing a system like this in conjunction with a trails system would quickly create the vision of Anamosa many participants described in the public meetings. Such a capital improvements project would bring businesses and job opportunities to the downtown; however, the investment costs

may outweigh the immediate returns from such a project. While this level of investment may seem to produce desirable results, political will against such intervention and financial limitations of property owners and the City make this Scenario seem rather unlikely. This level of intervention would likely cause some property owners and businesses to leave, as the independent nature of Anamosans would be in conflict with the improvements being proposed. Though this number would not be as great as in the next scenario, downtown Anamosa cannot afford to alienate the business owners that are currently downtown. This is probably not the time to implement such an ambitious project, however, over time, with the successful implementation of recommendations in prior scenarios; this may become a more likely goal.

Scenario 5: Do Everything

In this final Scenario, everything from the first four scenarios has been included and we would still require hypothetical implementation of scenarios from the other three core topics. A list of additional recommendations is as follows:

- All exteriors and interiors (including windows, awnings, parking structures, building materials, material colors, etc.) of existing structures must conform to a predetermined unifying theme. This theme must address historical accuracy.
- All new buildings must be LEED certified.
- (Assuming additional space on sidewalks) Outdoor dining/ seating should be encouraged.
- All floors of all buildings must have universal access (Essentially this would mean elevators to second stories, and ramps wherever appropriate).

This Scenario requires a fairly massive financial investment and intervention from city officials. The added benefits are mostly cosmetic, and even that might be debated. This scenario lacks almost any individualism from business to business or from structure to structure and does not provide enough extra utility in exchange. However, firm commitments to universal access and environmental sensitivity will have valuable social impact for the downtown. In the end, this level of control over the downtown will almost certainly drive away many current and potential property owners and businesses. It is overkill, in almost every sense of the word.

SUMMARY

First, it should be pointed out that there are a variety of funding sources available for these types of improvements. One of the most common and successful is the Main Street Iowa project. We understand that the city of Anamosa has worked with the Main Street program, with mixed results. Given the objectives of the Downtown Study Committee, and the research done on residents, we would be remiss if we did

not suggest they investigate the Main Street Iowa program again, especially if city ordinance mandates changes.

The Main Street Iowa Program is part of the Iowa Downtown Resource Center (IDRC)²⁵. Through the IDRC and the Iowa Department of Economic Development (IDED), a call for projects for sustainable downtown projects has been announced. Requirements for CDBG funding for this project are as follows:

- The projects must take place in the downtown or historic commercial center of the community and are meant to support and demonstrate: (not all inclusive)
- Innovation
- Compatibility with and Supportive of a Local Downtown Revitalization Plan
- Broad Downtown District Impact
- Significant Impact on a Significant Structure(s)
- Sustainable Community Principles (see www.smartgrowth.org)
- Green, Sustainable Building Practices
- Historic Preservation
- Walk-ability, Bike-ability, Transportation Choices, Complete Streets
- Broad Community Support and Impact
- Innovative Policy and Funding Approaches
- Promote Energy Conservation, Efficiency, and Clean Renewable energy
- Green infrastructure (www.epa.gov/greeninfrastructure);
- Projects addressing only a single building must involve a prominent, publicly accessible building and demonstrate significant and comprehensive green building features (water reuse, net zero energy, Architecture 2030, renewable energy, rehabilitation, Living Building Challenge, etc)²⁶

This would be the best means of funding a project of this nature. If the city qualifies, it will be eligible for up to \$500,000 in CDBG funding. Given the parameters above, it appears Anamosa may be eligible.

Since a portion of the downtown has been designated on the National Register of Historic Places, there are additional funds available to assist with renovation and restoration. Be aware, however, taking federal or state funds for these purposes may come with restrictions or other stipulations relating to the historically accurate renovation of structures.

Attendee preferences demonstrate clearly that a building guidelines ordinance or some type of form-based zoning would be appropriate in the downtown. Although

²⁵ <http://www.iowalifechanging.com/community/community/downtown.aspx>

²⁶ Iowa Department of Economic Development. CDBG Sustainable Community Demonstration and Downtown Revitalization Project Pre-Application. www.iowalifechanging.com

not specifically a part of aesthetic building guidelines, code enforcement for electrical, structural, and plumbing should also be addressed along with property upkeep. While these ordinances already exist, more attention should be paid to enforcement.

The streetscapes improvement project, completed several years ago, was a common topic of discussion among residents. They wished that the program's funding still existed and that funds could be used for façade improvements to buildings. When we informed them about the existence of the Main Street Iowa project, they were very enthusiastic about the possibility. Although that program has been done in Anamosa in the past, it will be beneficial to the community to look into the potential for Main Street Anamosa again.

There was no debate in any workshop, nor were there indications in measured statistics, that addressing the building aesthetics in the downtown was undesirable. Indeed, the need to improve the buildings in the downtown was enthusiastically supported almost universally. This runs contrary to the perceptions of many Committee members and the voiced concerns of many attendees of meetings. Future public discussion devoted to the specifics of a building guidelines ordinance may be necessary.

Parking

FINDINGS

The following section is divided into two sections: secondary findings and primary findings. Each will examine what was uncovered when studying parking in the context of Anamosa.

Secondary Findings

Our group examined a wide range of information during our group's secondary findings phase. Documents read include various city documents, parking studies, and marketing analyses. The next few paragraphs focus upon the study of other small cities in Iowa and a parking inventory conducted using information provided by Jones County. Both topics were perhaps the most important pieces of secondary information that were used when crafting parking scenarios for Anamosa.

To gain a better understanding about how other small towns handle parking in their downtown areas, our group examined a few small cities in Iowa and Illinois. The list of cities included Grinnell, Mt. Vernon, Pella, Newton and Galena, Illinois. These cities were chosen because they have successful downtowns and are similar to Anamosa in a multitude of ways (including geographically, proximity to urban center, etc). It should be noted that it is not necessarily these cities' treatment of parking that makes the selected cities have successful downtowns.

There are some similar themes when looking at the downtown parking schemes of selected cities. First, diagonal parking is prominent in all of the cities. Some of the cities, like Newton, do not exclusively use diagonal parking, but in all the cities diagonal parking is the dominant type of parking.

Secondly, Galena and Pella had separate parking for tour buses in and around their downtown area. This no doubt aids their tourist industry. The lack of comparable parking was an issue that citizens mentioned at the workshops meetings and the issue should be addressed in Anamosa.

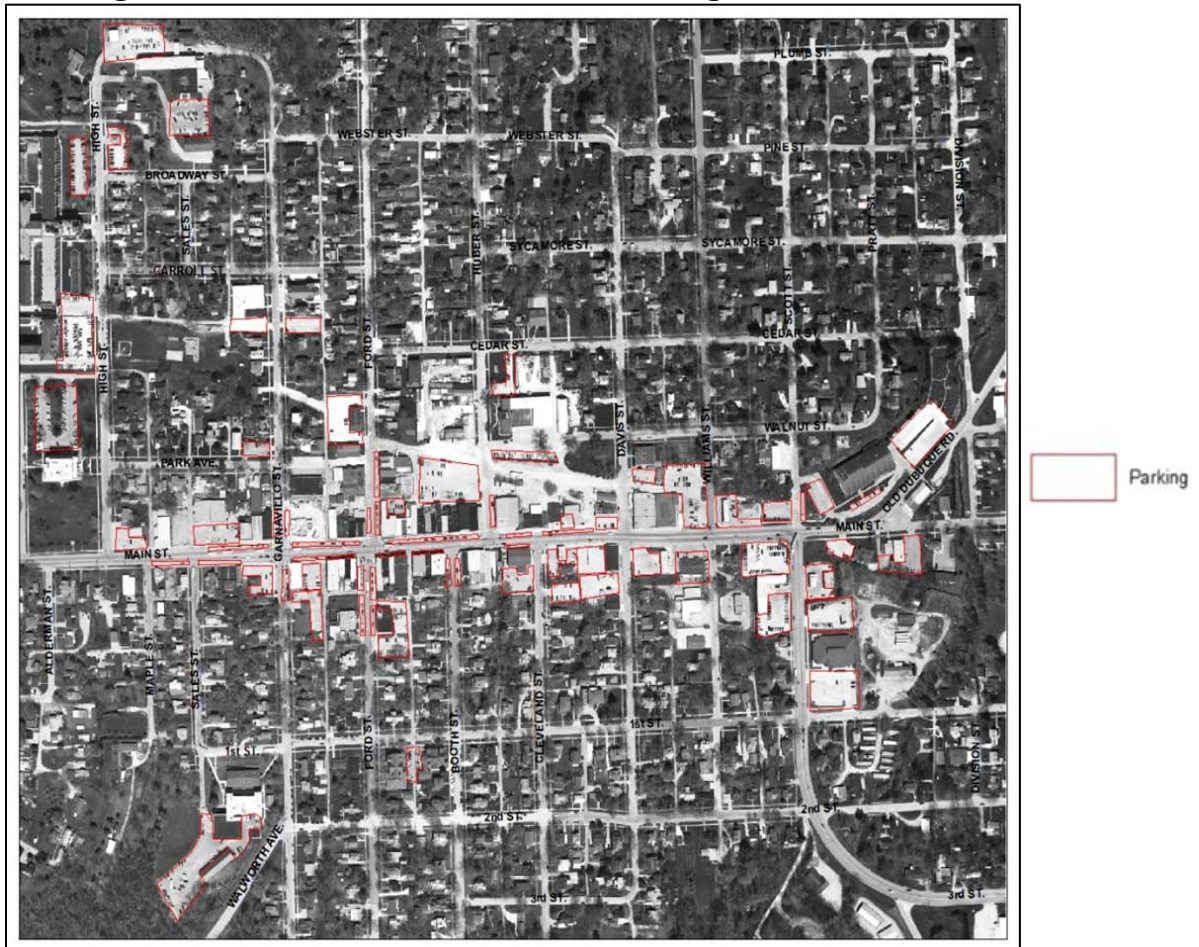
Thirdly, all of the cities examined rely almost primarily upon surface parking. Pella does have some underground parking yet it does not account for a large amount of the city's total parking share. In all of our example cities, most parking is on street. This shows that despite having successful downtowns large capital projects such as parking ramps have not yet been necessary.

Both the cities of Pella and Grinnell note in city planning documents their commitment to moving parking off the street and to other locations. Pella stated in one document that the city was striving for "adequate parking without being dominated by the automobile," and that parking should be placed on the periphery

of downtown.²⁷ The City of Grinnell has stated that it will now view future parking demand from the viewpoint of average use, not peak use.²⁸

Lastly, in most of the cities viewed there is more than one main street in town and thus a larger downtown area. The ability to move in and out of downtown in various directions with ease because of existence of multiple arterial streets is much different from the current situation in Anamosa where most vehicular movement is confined to Main St.

Figure 23. Downtown Anamosa Surface Parking Summer 2009



Source: Jones County GIS Department

In addition to studying other cities in Iowa, our group conducted a parking inventory of Anamosa. This involved using Geographic Information Systems (GIS) and aerial photography to categorize and count all the parking lots in Anamosa. Parking lots in downtown Anamosa is seen below in the map below.

²⁷ City of Pella, Iowa. Pella, Iowa Comprehensive Development Plan. 2007. 98.

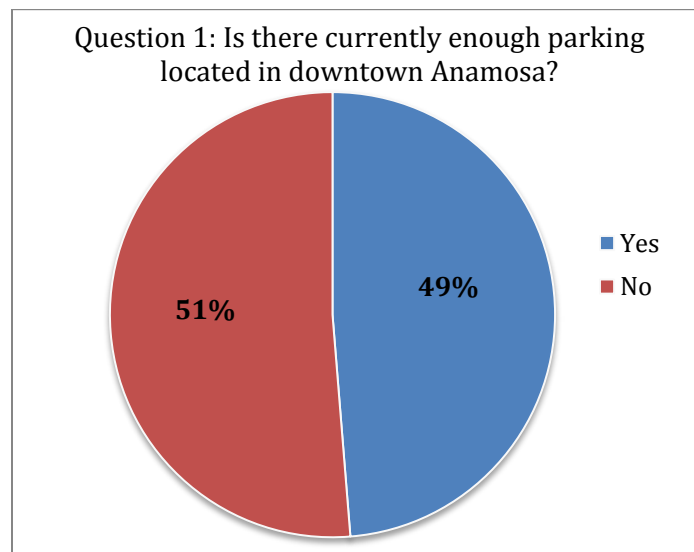
²⁸ City of Grinnell, Iowa. Grinnell, Iowa Comprehensive Plan. 2004 6-7.

Primary Findings

The primary findings for the parking section consist mostly of resident feedback from the three workshop meetings and community surveys. This section concentrates on data collected from the workshop meetings. Data from both the workshops and surveys is located in the Appendix.

Residents were asked 9 questions about parking in downtown Anamosa during the three workshop meetings. Citizens were asked to vote yes or no on each question. After voting, a small number of residents on both “yes” and “no” sides were called upon to express why they voted either way.

Figure 24. Workshop Result on Question 1



The first question asked to gain a general understanding of how the citizens of Anamosa feel about the state of parking in downtown. When citizens were asked the question “Is there currently enough parking located in downtown Anamosa?” the responses were almost split with 19 citizens responding “yes” and 20 citizens responding “no.” One citizen that voted “yes” claimed that there are over 130 spaces downtown, which they perceived as enough to serve population. Others claimed that there was enough parking downtown; however many people, especially from out-of-town, do not know where the public lots are located. (This sentiment was shared by some of those that voted “no.” Question 3 went on to directly ask about public parking signage in downtown and the question was met with similar responses.)

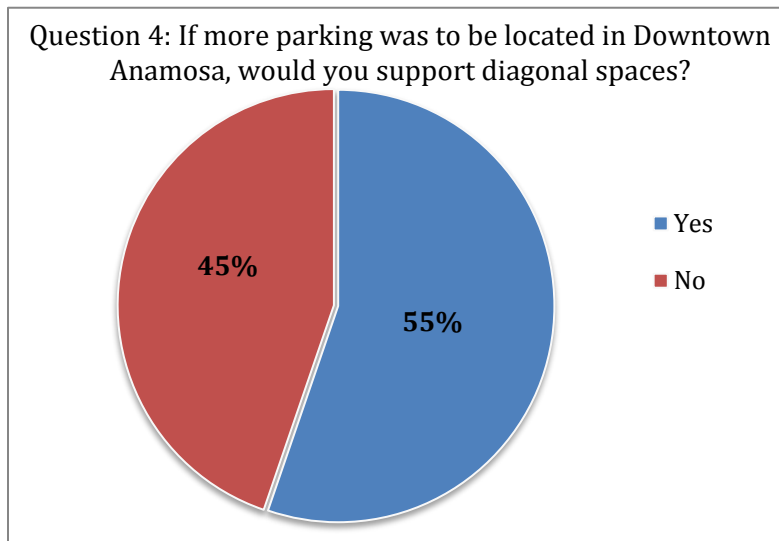
Citizens that responded “no” to the question “Is there currently enough parking located in downtown Anamosa?” expressed varied concerns when asked to describe their votes. Citizens that voted “no” had concerns about the ability to meet “peak” parking demand. For example, the bowling alley on league nights, and the Starlight Theater on the night of productions. Both events draw a significant amount of automobile traffic downtown, and citizens associated with both organizations expressed a lack of parking near their establishments. Other participants claimed

that the elderly have to walk too far to patronize businesses downtown, and that parking on the north side of Main Street can be done exclusively in private lots when on-street parking is full.

Although the vote was split when asked if there was enough parking in downtown Anamosa, when asked the question “Are your decisions to visit downtown Anamosa affected by the parking situation?” an overwhelming majority of citizen (37 out of 39 voting citizens) claimed that their decisions to visit downtown Anamosa were not affected by the parking situation. The results of question 2 seem to contradict the results of question 1. If the parking supply is truly inadequate we would expect to see an impact on downtown trips. The survey data showed similar contradictory information.

The view there is a parking problem in downtown Anamosa is also contradicted by a survey conducted as part of the 2002 Downtown Anamosa Strategy Plan. The Downtown Professional Network firm completed the plan. The Strategy Plan notes that among citizens polled, 69 percent of citizens were usually able to “park within one block of their business destination in downtown” and that “22 percent indicated they could usually park within two blocks.”²⁹ This means that 91 percent of all respondents said that they were able to park within at least two blocks of their business destination. In fact, respondents to the survey noted that “convenience” was the primary reasons that they did their shopping downtown. These results point to a much different parking situation in downtown Anamosa than described by residents during our public workshop meetings.

Figure 25. Workshop Result on Question 4



The remaining parking questions focused upon asking “what if” questions. For example, question 4 asked citizens: “If more parking was to be located in Downtown Anamosa, would you support diagonal spaces?” Diagonal spaces would potentially

²⁹ Downtown Professionals Network. Downtown Anamosa Strategy Plan. Batavia, Illinois: 2002. 15

mean more spaces in downtown Anamosa. Question 5 asked residents if they would support the use of parking meters in Downtown Anamosa. The purpose of asking these questions was to gain a perspective on what sort of large-scale improvements, if any, the citizens would be interested in implementing in the future and why the citizens would choose to implement them.

The results of the “what if” questions indicated a reluctance among citizens to implement high cost improvements. Parking meters, parking ramps, and the removal of surface parking on Main St in an attempt to increase pedestrian access were generally regarded as excessive. Participants felt that paid parking would be too costly to implement would deter potential downtown visitors. Removing parking from Main St. was regarded as a move that could hurt downtown businesses, and concerns about convenience were also raised. There was a vocal minority that voted “yes” to removing parking, and those citizens noted that they believed that wider sidewalks would improve street life in Anamosa.

Citizens of Anamosa were slightly in support of transitioning from parallel parking to diagonal parking in downtown Anamosa despite concerns about safety and costs. Those voting in favor of diagonal parking were clearly in favor of having more parking spots downtown, if possible.

In summary, there is confusion among Anamosa citizens about the downtown parking situation and how this situation affects downtown businesses. Despite the lack of clarity on this issue, the citizens of Anamosa are almost fully united against large-scale projects to alter the parking in downtown Anamosa. Changing parking downtown on a more minor scale, such as moving from parallel to diagonal spaces on Main Streets saw greater support.

OBJECTIVES

- Provide a variety of parking options in Downtown Anamosa
- Have parking that enhances downtown and complements other forms of transportation
- Balance increases in parking capacity with an increased implementation of environmental best practices

Parking in downtown Anamosa is often a contentious topic. When initially meeting with members of the Downtown Study Committee it became clear that any project concerning downtown Anamosa would have to address the issue of parking. Members of the committee, and some members the public during our workshop meetings, expressed that there was a lack of parking in the downtown area. Some citizens blamed the failure of the previous Pizza Ranch in downtown Anamosa on the lack of parking downtown.

During the workshop meetings, our group asked participants nine questions pertaining to the subject of parking in downtown Anamosa. The questions ranged

from asking citizens about the current parking situation in Anamosa, to gaining citizens' opinions concerning potentially controversial strategies that would significantly change the parking situation downtown, for example, removing surface parking from Main St. The purpose of the questions was to help our group gain citizens' perspective about their city and their feelings about potential changes to parking in the future.

Future decisions made by the City of Anamosa concerning parking in the future should keep in mind the theme of sustainability. Parking directly affects two of the three "Es" of sustainability, environment and economic development. Parking must be available in order for the downtown to remain a vibrant place that visitors from out of town can access using automobiles, however the negative impacts of vehicle usage and parking lots must be mitigated in an effort to protect the environment. Vehicle emissions should be kept to a minimum and stormwater runoff from parking lots should be mitigated effectively.

Potential changes to downtown parking are constrained by the fact that city recently spent a considerable amount of money on improving the streetscape downtown in coordination with the Main Street Iowa program. Parking in downtown Anamosa should be used to complement other forms of transit, including biking and walking.

The following section begins with a summary of the views of residents that were collected at the three workshop meetings and in the surveys. This section continues into a review of how other small Iowa cities have successfully addressed downtown parking. Using information from both the workshops and from our research, our group created scenarios in the last part of this section. The scenarios range from making no changes to the current parking situation in downtown Anamosa, to making drastic changes to improve how vehicular traffic interacts with the downtown.

SCENARIOS

Using the above information collected through research and public workshops in Anamosa, our group created four different scenarios that provide alternatives to the current parking situation in downtown Anamosa. The following scenarios do not attempt to "solve" the issue of whether or not there is enough parking in downtown Anamosa, but instead attempt to try to provide choices about how to improve and enhance the current state of parking downtown. Each scenario will provide options of varying fiscal intensity and physical impact upon Anamosa. Each scenario builds upon the previous scenario. For example, it is implied that the improvements suggested in scenario two are to be included in scenario three also. The scenarios can be combined if chosen to be by the City of Anamosa.

Scenario 1: Do Nothing

Scenario 1 is a scenario in which there are no changes in the parking or streetscape in downtown Anamosa. If no changes are implemented the parking situation downtown Anamosa would remain at the status quo. Attractiveness to tourists and patronization of downtown businesses by local citizens will not change. Lack of awareness amongst citizens and tourists about the location of public lots would continue. Visitors to downtown will continue to utilize parallel parking spots in downtown as their primary means of parking downtown. Peak demand would continue to cause parking availability issues.

Scenario 2: Minor Intervention

Scenario 2 centers upon improving the signage that indicates the location of public parking in downtown Anamosa. Improved signage would increase visitors' ability to find public parking in town especially at times of peak demand. Increased signage could be a part of a wider plan to increase way-finding signs which will be mentioned in trails section. It could also involve increasing standard street signage at either end of Main St, notably the intersections of Main St. with Scott and High Streets. Traditional street signage can range in cost from \$20 to \$50 per sign.

In addition to increased signage the placement of a 30 minute time limit on downtown on-street parking could have a positive impact on downtown Anamosa. The time limit would deter people who intend to park downtown all day from using convenient on-street spaces. These valuable spaces open for customers who are making quick trips into local businesses. Strict enforcement of 30 minute parking could be an additional burden upon the police force of the city, however the burden would not be undue.

Scenario 3: Middle Intervention

The primary improvement that suggested in scenario 3 is the creation of tour bus parking in the current city parking lot. As previously noted, many of Anamosa's contemporaries like Galena and Pella, have some sort of tour bus parking. A minimum of two spaces is suggested. The current city parking lots are the only location for tour bus parking in Anamosa unless the city acquired additional property within the downtown. Possible parcels that could be acquired and used for parking in the downtown will be discussed in scenario 4. In addition to creating tour bus parking spots, creating a tour bus loading/unloading area on a central side street like Ford St. near the civic buildings could serve the purpose of dropping tourists in the heart of downtown Anamosa. The creation of tour bus parking in existing city lots, or a tour bus loading/unloading area on Ford St., would require very little cost.

Having tour bus parking enables large groups to stop in town and patronize local businesses. This contributes to the economic sustainability of the city. Pella and Galena have felt the positive economic impact of having large tour bus groups

through their city. Coordination with local museums and businesses would make the city more attractive to charter groups.

Another suggestion is for the city to work with owners of private lots downtown to try to secure additional lot spaces for both city employees and employees of private businesses. This would keep more spaces available on street in the city and in the three city lots located close to downtown. The city and other business owners could rent lot spaces from parking lot owners for a fee. The ideal lot would be the lot located north of Main St. between Ford St. and Huber St.

Scenario 4: Major Intervention

Scenario 4 includes larger scale investments in downtown Anamosa that would require greater fiscal investment than previous improvements mentioned in previous scenarios. The city should purchase additional land in the downtown area and use it for parking. The purchase of private property by the city for parking purposes would be costly, yet would directly confront the real or perceived lack of parking in downtown Anamosa. The following property, which is described in scenario 3, would be an ideal location for future parking in downtown Anamosa:

Table 14. Proposed Parking Locations

Parcel Number	Parcel Owner	Assessed Value
0902352017	Dirk and Brenda Downing	\$5,680.00
0902352022	Starlighters II	\$15,810.00
0902352023	Starlighters II	\$1,250.00
0902352045	Starlighters II	\$0.00

Source: Jones County Assessor

The above property is the most appropriate location for a new city parking lot. This property would be ideal because it is currently a private dirt parking lot that is centrally located within the downtown area. The property is located directly behind Main St. businesses, a location that is becoming preferred among urban planners. The location allows for parking to be plentiful in the area, but not the visual focal point of the downtown. Since the property is between Huber and Ford Streets, it is central enough to allow those parking their vehicles there to be able to walk to either end of Main St. in less than five minutes. A parking lot in this location could accommodate at least 60 vehicles or more depending on the final design. A new parking lot could help ease peak demand on park spaces located on Main St.

parking need to be resolved if an attempt is made to make the alleyway more of a public space.

The intersection of the alley and Ford St. is the proposed pedestrian access point for downtown Anamosa from the proposed Huber St. parking lot. This section of alley would no longer be accessible to vehicular traffic. The space would become a pedestrian-only “gateway” to the downtown similar to the walkway pictured below. The alley could be paved with brick or permeable paver material. Area restaurants may use the space for exterior dining. Public art, street trees, or a rain garden could otherwise enhance the area. Additionally, other uses like a visitor’s center kiosk or small street performance area could be located in the area.

Figure 27. Pedestrian Walkway Example



If the alley between Ford St. and the proposed parking lot is the completed, public access easements would have to be secured from a number of landowners. The landowners would include:

- Sandra Broderson and Stacy Osterkamp
- Jones County Associates, LLC
- Sarah J Stromayer Family Trust
- Keith and Rebecca Weimer
- Adam Ardolino

Other potential ways in which the city could acquire complete access to the land required for the proposed pedestrian alley would be to have the existing landowners subdivide and sell the subdivided parcels to the city, or the city could exercise its use of eminent domain.

³⁰ Source: <http://creativenvironments.net/blog/wp-content/uploads/2009/12/green-alley.jpg>

Funding for the pedestrian-related improvements could be done in partnership with Main Street Iowa. Approximating the cost of creating a pedestrian alley is more difficult than estimating the costs of a parking lot. Depending upon the types of materials used, amount of lighting provided, and if money is need to acquire the necessary property, cost estimates could vary widely.

SUMMARY

Each of the above scenarios attempts to plan for the future of parking in downtown Anamosa. The scenarios range from doing nothing to suggesting the city purchase property for a new public parking lot in the heart of downtown Anamosa. In between there are a few options that could improve the parking situation in downtown Anamosa. Based on public input during the public workshop meetings, and through survey results, scenarios that included expensive options like parking meters, parking ramps, or the removal of parking from Main St, were not pursued.

Another option that gained some public support during the workshop meetings, and is a common in other successful small Iowa cities, is diagonal parking. However, diagonal parking was not included in any of the scenarios for a few reasons. First, the Iowa Department of Transportation Design Manual does not condone the transition from parallel spaces to diagonal parking spaces, especially on arterial streets like Main St. in Anamosa.³¹ The Iowa DOT's opposition most likely comes from the fact that diagonal parking is not as safe for pedestrians and bikers as parallel parking. The alternative is reverse-angle diagonal parking. This allows drivers to back into spaces, and used in Cedar Rapids. Our group investigated its possible application in Anamosa because it is safer than traditional parallel parking, however, reverse-angle parking was not suggested in the scenarios because of comments made during the workshop meetings and its lack of common use. The lack of support from the Iowa DOT would most likely kill any proposed diagonal parking project.

Second, having diagonal parking on Main St. would mean the elimination of the left turn lane. This is something that could possibly meet wide public opposition in Anamosa. Lastly, the potential high cost of converting from diagonal parking to parallel parking would also meet opposition based upon input gathered at the public workshop.

³¹ Iowa Department of Transportation: Office of Design. Design Manual: Parking on Urban Highways. 2004. 6C-8.

A Guide to Anamosa Pubic Participation: Processes and Recommendations

By the Anamosa Field Problems Consulting Team

Join us in shaping the future of Anamosa!

VISION Anamosa

The students in the Urban & Regional Planning program at the University of Iowa have completed their report. They've analyzed residents' answers to questions including Down Town Anamosa, the Trails System and Parking. They are ready to present their results to our community!

Join Us! Tuesday, May 4 • 6:00pm
at the Lawrence Community Center,
Food & Beverages will be served.

INTRODUCTION

This Public Participation Plan is part of the Vision Anamosa Initiative. The Downtown Plan for the City of Anamosa, Iowa, is meant to accomplish three primary goals:

- The creation of a transparent public participation process to guide decision making,
- The creation of a downtown plan designed to increase utility, connectivity, and aesthetic value, and
- The incorporation of the Anamosa Trail System into the downtown.

Figure 28. Town Hall Meeting



Source: Author

Public participation is an integral part of any successful, sustainable planning process and a critical component of the Downtown Anamosa Initiative planning process. A large part of the Vision Anamosa Initiative is contingent on the results of the public participation process. The residents and City of Anamosa officials requested the Anamosa Field Problems Consulting team to create a Public Participation Plan that would be easy to reference and possible to modify for future public processes. This Public Participation Plan incorporates current participation models and is a basic model of participation for use in this and future projects. This Plan can be modified in the future, throughout the downtown planning process as project needs dictate. It is intended to assist in the implementation of the process for the Downtown Plan. The Plan incorporates lessons learned during the planning process, which can provide insight into future planning processes in the City of Anamosa.

This Public Participation Plan has three sections. The first section describes general principles of citizen involvement, and defines the purpose and people involved. The second section describes the methods, including the development and preparation stage. The third section is the most crucial and describes the processes of public participation. An essential aspect of this public participation process includes a number of participation tools. These tools are described in detail in the third section. The public participation tools will be used to educate the citizens of Anamosa about the goals of the city and provide the public at large with a forum to express concerns and ideas, and add their input into the design process.

PRINCIPLES OF PUBLIC PARTICIPATION

The American Institute of Certified Planners (AICP) public participation guidelines describes Public Involvement as a role for the public in agency decision making that goes beyond informing the public or allowing an opportunity to comment, but also requires a mechanism for responding to public concerns or ideas. Although

adhering to minimum statutory requirements meets legal conditions, it is rarely sufficient to address public concerns. Hence, effective public involvement in the Vision Anamosa Initiative is not a discrete task, but will be integrated into the entire work program; and include involvement at key decision points³². It will incorporate principles of democracy and public accountability, as well as access, politics, and public opinion.

Democracy and Public Accountability: The primary role of any government agency is to serve the public. Involving the public ensures that agencies are not only responsive to their own needs, but to those of the people they serve.

Access, Politics, and Public Opinion: Control of access to limited resources is a vital element in any planning process and tends to be highly controversial. Providing a process for responding to public concerns limits intense political pressure from the public for unrestricted access, reduces the prospects for administrative hearings or litigation and the potential for an unsuccessful outcome.

Ultimately, this public participation process is intended to increase the likelihood of public acceptance of the Downtown Anamosa Initiative and lead to better project outcomes.

An effective public participation plan includes four elements, which we have tried to incorporate into this Plan:

- Purpose– What role does the public play in the project? (planning tasks and participation objectives);
- People– Who is involved in participation? (stakeholders, professionals, and local officials);
- Methods – Methods or tools used to engage the public.
- Evaluation–Procedures for documenting, evaluating, and adjusting the Process.³³

Purpose

The over-arching objectives of this Public Participation Plan include:

- Awareness – Making the public in Anamosa aware of planning and participation activities
- Education – Making the public better prepared and educated
- Input –Supplementing and verifying factual information with the public’s practical experiences, attitudes, or beliefs

³²Center for Urban Transportation Research; University of South Florida: ***A Public Involvement Handbook for Median Projects***;1995; Prepared by: Kristine M. Williams, AICP; Margaret Marshall; and Janet Becker, Book Design; Accessed January 4, 2010.

³³ Center for Land Use Education; ***Crafting an Effective Plan for Public Participation***; Prepared by Douglas Miskowiak
Project Planner; November 2004; Accessed January 4 2010.

- Decision-Making – Allowing the public to contribute to decision-making

The Public Participation Plan has been designed to serve the following specific purposes:

- To present in a logical sequence the various components of the City of Anamosa Downtown Plan.
- To identify the responsible departments or agencies of the City of Anamosa who administer the various activities related to the City of Anamosa Downtown Plan.
- To clarify the opportunities which citizens, community organizations, neighborhood groups in developing each component of the City of Anamosa Downtown Plan.

People

- Stakeholders: Various stakeholders in Anamosa are key to this process and include, but are not limited to the following:
 - The City Administrator
 - The Downtown Study Committee
 - The Trails Committee
 - The general public

Figure 29. Town Hall Meeting



Source: Author

METHODS AND EVALUATION

Development and Preparation

The Anamosa Field Problems Consulting Team is committed to resident participation as a major component of the planning process of the Sustainable Downtown Plan. This commitment must be maintained throughout the duration of the Vision Anamosa project. We have developed a participation system covering every aspect of development and implementation of the Sustainable Downtown Plan. This Plan can and should be modified as seen fit by members of the Downtown Study Committee or any other invested parties for the express purpose of including and gauging public input in all future public improvement projects.

For the purpose of this project, the Anamosa Public Participation Plan has been implemented to achieve the following goals:

- Identify and assess resident concerns in current economic development policy, the local trail system, the use of building guidelines in the downtown, and parking concerns.

- Develop recommendations specific to those topics for the downtown and surrounding area.
- Incorporate these concerns and recommendations into an Anamosa Sustainable Downtown Plan.

The Downtown Study Committee and the Anamosa Field Problems Consulting Team conducted all phases of this planning process between September of 2009 and April of 2010. All published materials associated with this process are included within this document and all aspects of this Plan should be made available to the public. This includes:

- All residents, citizen organizations, community organizations and neighborhood organizations,
- All local or regional governments associated with the city of Anamosa, Iowa and its surrounding jurisdiction.
- All other interested parties, including outside communities wishing to improve their public participation processes.

The development stage of a participation plan must first identify what segments of the community the process is attempting to reach. For instance, if the objectives of the project will affect only business owners, then they are the only group of residents that must be considered in planning their participation (though not necessarily the only group deserving consideration). In all likelihood, this is never the case, and many different groups must be considered in creating a participation plan, ranging from a couple of individual property owners to the entire city and region. Precision in this step is key; consider carefully what types and groups of residents will be affected by the project proposals.

Gather demographic information on these groups, including population, age, race, gender, median income, educational levels, and any other pertinent information. Much of this information is available via Census data. This information is key in clearly, concisely recognizing what each group represents.

In order for a process to be as inclusive, representative, and sustainable as possible, the administrators of a participation plan must consider every person or group affected by a project. To do otherwise would create an incomplete process, would be ethically questionable, and would weaken the community-led basis on which all recommendations should be made.

We have identified several groups in Anamosa that we can mold specific parts of our participation plan to. The Vision Anamosa project will affect every resident of the city, so a citywide participation section should be included in most aspects of the Plan. Additionally, we have identified business owners as a group of stakeholders that have significant investment into the success of an improvements project. We also identified school-aged children and their parents and a good sub-category of

the population to pursue, because of their invested social capital into the city. Other sub-groups we identified include downtown business owners.

The result of this identification process is a variety of meetings types, each with some fundamentally identical objectives, but each with their own unique attributes that teach and provide different information. The specifics of those meeting types are delineated clearly in the Meeting Types and Processes section of the Plan. Preparation for these meetings should focus around three specific goals.

- A standardized instrument for gathering information, such as a survey.
- Methods and materials required for the successful completion of all publicly held events.
- Publicity of the project, meeting series, time and locations of meetings, and objectives.

While surveys and methods/materials are covered more extensively for each meeting type in the next section, we should examine the role of publicity in the Vision Anamosa project.

Because of Anamosa's unique challenges, publicity became a major lesson for all parties involved in the formative stages of this project. Anamosa suffers from low turnout for projects, proposals, and other government related activities. Thus, the publicity of upcoming events became key to enticing residents out of their homes. Articles and advertisements published in the Anamosa Journal-Eureka were most conducive to participation, but we also benefited from coverage by several other media outlets, including the Big Ten Network. Additionally, organizational email lists, public marquee boards, word-of-mouth, mailers, window advertising, tabletop advertising, and direct contact with civic organizations were all effective, crucial parts of the success of the Participation Plan. The need to reach out to the community cannot be stressed enough. We did not find an upper threshold to the usefulness of more coverage. Effectively prepare for the need to publicize the project. It is key to educating the community on the concepts of and to build support for the project. Our process eventually created more coverage, support, and participation than for any project previously proposed by the city.

The final part of preparation is education. We worked throughout the process to teach members of the Downtown Study Committee the public meeting process we had designed. Our hope for this is twofold: First, the Downtown Study Committee must be prepared to continue this process after the Consulting Team is gone, and second, by handing this process to the Committee, the project becomes a sustainable, self-contained entity. This is key, because our involvement in the project will end shortly, and a truly sustainable, successful project must have dedicated, knowledgeable people to guide its process and evolution.

The Public Participation Plan stresses one key above all others: We are not in Anamosa to tell residents or the Committee what to do with their city. We are

working with Anamosa to take their ideas and transform them into a plan and recommendations to achieve that plan.

PUBLIC PARTICIPATION MEETINGS AND PROCESSES

This section presents the processes and meetings that we used, revised, and recommend for the future. Each process is covered in two parts: First, a section describing its basic format, purpose, and use in Anamosa. Second, we provide an outline for the proper, revised implementation of this technique in future meetings. The purpose and organization of each of these meetings varies widely and each is discussed specifically. Each of these meetings should be modified as need dictates, but we caution that our design of each meeting served a very specific purpose. Drastic change to elements of this plan should be considered carefully and serve a specific, valuable function.

We have included some meeting types that were considered during the formation of the first participation plan, but that were not actually included in the process we used in Anamosa. These types of meetings are still immensely valuable, they simply did not fill the requirement that we had at the time. They should also be considered in the formulation of future public processes and if the need fits, they should be utilized.

Use these process outlines as a basic structure for future public events. The hope in the Consulting Team is that Anamosa residents can use our Participation Plan to increase public involvement in projects for the future. However, the key to our hope lies in the word use. The residents we have worked with must take active control of this project and use what we have provided.

Stakeholders Meetings

Stakeholders are defined as members of the community that will have the most personal interest in projects, as well as the most impact in the creation, formulation and attainment of project goals. It is important to address stakeholders in specific meetings for several reasons:

Stakeholders are generally influential members of the community. Their support can mean increased interest in the project on a citywide or regional level.

These residents provide a very effective means of communication. They are central to creating publicity for the project or meetings, and can increase the number of participating residents.

Stakeholders have some type of personal connection or vital interest in the completion of project goals. Without their support and input, the project is destined for failure.

In our Stakeholder's meeting, we also invited the leaders of civic organizations to the meeting, including members of the Anamosa Chamber of Commerce and any

civic organizations the members of the Downtown Study Committee (DSC) were a part of it. Since all residents of the city were affected by the future of goals of the Plan, inviting key members of the at large community would be appropriate. This also included City Council members and the Mayor.

A stakeholders meeting should be held as early in the process as it can be. It should be held before other meetings because of its unique ability to spread news of the project to other members of the community. Good attendance at the stakeholder's meeting should translate to larger numbers at other events. Additionally, it is important to acknowledge that attendees of this meeting deserve special consideration, given their investment into the success or failure of the project.

What follows is a basic outline for the process of holding a stakeholders meeting similar to the one held by AFPCT. Its primary features are flexibility and communication. A PowerPoint presentation or other visual means of communication is appropriate for this meeting. Be prepared to answer detailed questions (especially concerning economic, public ordinance, and land use issues) and encourage post-meeting communication, whether it be face-to-face or via email or other means.

Stakeholders Meeting: Process Outline

I. Introduction

A. Who is involved in this project?

- Is the city or another government body involved? In what capacity?
- Are there other involved groups?
- If the size of the meeting allows, give attendees an opportunity to introduce themselves.

B. What is this project about?

- What is the purpose of this project?
- What is the purpose of this meeting?
- Why are the attendees of the stakeholder's meeting important?
- What is the expected outcome of this meeting and of the project?

C. Why is this project being pursued now?

- Do the goals of the project match the goals of the city, businesses and residents?
- What makes this project important to the attendees?
- What will the results of the project create next?

D. How will their involvement in the project be structured?

- Include times and dates of upcoming meetings

- The processes project administrators will be working through, including their timelines.
- Include the purpose and value of survey responses, participation in other events, and their ability to take ownership of the project through involvement and promotion.
- Include an expected time of project completion.

II. Survey: If you are using a survey, questionnaire, or other method of measuring preferences across the participants of the project, then administer it here. We will discuss the formation of instruments for measurements later. However, this step should be flexible, depending on the length or complexity of the instrument. It may need to be moved to another point in the meeting. However, we strongly recommend that it be included.

III. Additional Techniques

A. Present pictures of different styles of development, changing according to geography and to the type of development.

B. This is an opportunity for creativity. Explore options of getting attendees involved.

IV. Q & A: It is absolutely vital that a stakeholder's meeting function as a public forum. The purpose of this meeting is to take a moment to specifically address the concerns and opinions of the people in the community that will be most directly affected by the project, will have the most influence on large sections of the community, or will be acting most directly on the implementation or passage of project goals and recommendations. Take questions at any time during the duration of the meeting but be aware these questions might be more technically demanding than questions from other residents. Some things to consider:

The project is still in its formative stages. If you don't know the answer to a particular question, acknowledge it and resolve to find an answer or address the concern while creating your Plan.

Anticipate the types of questions that your audience will ask. Business owners may be concerned with opportunities to improve business. Property owners may be more concerned with ordinances that will affect their properties. Understand the issues your audience will most likely be concerned.

This is primarily an informational meeting, both for you and for the attendees. This is not the time to closely examine the needs or desires of specific individuals or groups. This should be done in later, public meetings like Workshops or Focus Groups (both of which are discussed later in this document).

Follow up. If you do not answer a question at that meeting, get the attendees contact information and follow up with them when you do get an answer. Get an answer.

V. Wrap up

A. Participants must be informed about future meetings and results, will be invited to an event when the process is done, and will have access to the full results of the report.

B. Stakeholders have a particular influence or interest in the outcomes or processes of the project. It is important we encourage their participation, and show them that we will listen and interpret, not force our opinions and recommendations on people.

Special Events

The Anamosa Field Problems Consulting Team determined that holding a meeting with a special group of residents would serve several purposes.

First, it exposed our project and the concept of sustainability to a group that would normally never be exposed to these ideas.

Second, it demonstrated an unconsidered method of participation to community members that had been involved in Vision Anamosa to date.

Third, it spread Vision Anamosa as a community-based project to a wide and varied set of demographics in the city.

Fourth, it catalyzed new creativity and enthusiasm in the community.

Fifth, it served as excellent publicity for forthcoming meetings and events.

Thus, we deemed it appropriate to ask Val Daley, assistant principal at Strawberry Hill Elementary School, if we could set up an event with some of the students at the school. We determined with her that we could set up time with each of four fifth grade sections to present a lesson on sustainability and give each class a chance to design their own downtowns.

This meeting also allowed us to send a personalized letter home with every child at the school. The letter discussed what we had accomplished with the fifth grade class and invited all the parents to attend future meetings, where their work would be on display.

Without a doubt, this meeting was one of the more surprising and enjoyable successes we had in Anamosa. The fifth grade class at Strawberry Hill was engaged, insightful, and enthusiastic. A special thanks to them, their teachers, and Ms. Daley.

We have broken down the meeting processes here, but please keep in mind that the purpose of the special meeting can and should change. Design your own special meetings and address a different marginalized group. High school students, a

specific ethnic population, employees of a specific profession or business in the area, the disabled, and the elderly may also benefit from this type of meeting. Creativity here can do much to legitimize the inclusiveness of your project.

A note on videotaping: It was suggested to us by faculty to videotape parts of our trip to Strawberry Hill, as good content to add to our report. Unfortunately, we did not consider this soon enough before our scheduled day at the school, and were unable to secure permission to do so. Keep this in consideration if you plan on videotaping or if you plan on working with minors; permission is required.

Strawberry Hill Meeting: Process Outline

I. Introduction:

- A. Our names and what we do in school.
- B. The children's names and they like to do.

II. Likes, Dislikes, and Improvements (Three Questions):

A. Each child was encouraged to give at least one thing they liked about downtown Anamosa, one thing they didn't like about downtown Anamosa, and something they'd like to improve about downtown Anamosa. They wrote each of their suggestions on paper provided at the front of the class, and we briefly discussed them as a group.

III. Downtown design:

A. Each class was provided with a large diagram of the streets in downtown Anamosa. Groups of students were then allowed to come to the diagram and draw a building and label it with the type of businesses they felt the downtown should have. Open space like a park or trails were allowed and encouraged. No restrictions were placed on buildings or businesses except to tell the children the business should be one they want to see downtown, and not somewhere else in the city.

IV. Letter home to students:

A. A letter written by us and approved by Val Daley was sent home with all students of the school. It informed parents of our activities with the fifth graders and invited all parents to attend our workshop sessions and town hall meeting. A copy of that letter is included at the end of this plan.

V. Wrap Up

A. We finished up by going through each class's downtown and discussing what they included, where they included it, and what value the layout had. We also discussed items that made their downtown unique. We've kept the material each class created, displaying it at future meetings, including the final presentation.

Town Hall Meetings

The town hall meeting should, in most instances, begin very similarly to the Stakeholders Meeting. In this instance, we are trying to introduce the community at large to the Department of Urban and Regional Planning, the Downtown Study Committee, and the our project. We also want to take the time to introduce any new or unfamiliar concepts, such as sustainable practices, in a way that makes them a positive impact on the community.

The audience for a town hall meeting should be as many people as can be convinced to attend, so long as they have an interest in the outcomes of the project. In this instance, that demographic is very broad; essentially all members of the community are affected by the successful completion of the project. So, as many members of the at large community as possible should be the target audience.

Listening and interpretation is important in a meeting like this. Define the broad concepts overseeing the project, and take questions on those concepts, until it appears most of the audience is comfortable.

On one hand, this meeting is an introduction to you, your project, and your objectives. On the other hand, it is an opportunity for the public to weigh in on the project. Be prepared to hear complaints, answer questions, and to persuade. This meeting is general; it is not intended to create specific policy goals or recommendations. As such, split meeting time evenly between presenting your concepts and listening to reactions. The name of the game is Control. While listening to opinions is key, meeting administrators need to keep conversation focused on their issues. A town hall is susceptible to other agendas. Below is a general outline for the typical processes of a town hall style meeting. It should progress very similarly to a stakeholders meeting.

Town Hall Meeting: Process Outline

I. Introduction

- A. Who is involved in this project?
 - Is the city or another government body involved? In what capacity?
 - Are there other involved groups?
 - If the size of the meeting allows, give attendees an opportunity to introduce themselves.

- B. What is this project about?
 - What is the purpose of this project?
 - What is the purpose of this meeting?
 - Why are the attendees of the Town Hall meeting important?
 - What is the expected outcome of this meeting and of the project?

C. Why is this project being pursued now?

- Do the goals of the project match the goals of the city, businesses and residents?
- What makes this project important to the attendees?
- What will the results of the project create next?

D. How will their involvement in the project be structured?

- Include times and dates of upcoming meetings
- The processes project administrators will be working through, including their timelines.
- Include the purpose and value of survey responses, participation in other events, and their ability to take ownership of the project through involvement and promotion.
- Include an expected time of project completion.

E. Take questions.

II. Three Questions.

- A. What do you like about your city?
- B. What do you dislike about your city?
- C. What would you do to improve your city?

III. Survey.

IV. Acceptable and Unacceptable

A. Present pictures of different styles of development, changing according to geography and to the type of development. Allow attendees to rank each picture in terms of how acceptable they would find each home or business in the city.

V. Q & A

VI. Wrap up

A. Participants will be kept informed about future meetings, meetings results, will be invited to an event when the process is done, and will have access to the full results of the report.

B. If you have more questions or would like to add something to this ongoing discussion, members of the Downtown Study Committee are available to refer to.

Figure 30. Survey distribution



Source: Author

Workshop Meetings

After the community has been introduced to the broad concepts and the actors involved in the project, we want to start to work on finding out their opinions on the specific areas the project addresses. In this instance, we are talking about the trail system and the downtown. The next three meetings will take a workshop format, where attendees will work in each of four subgroups to closely focus on each issue.

Figure 31 . Workshop Meeting



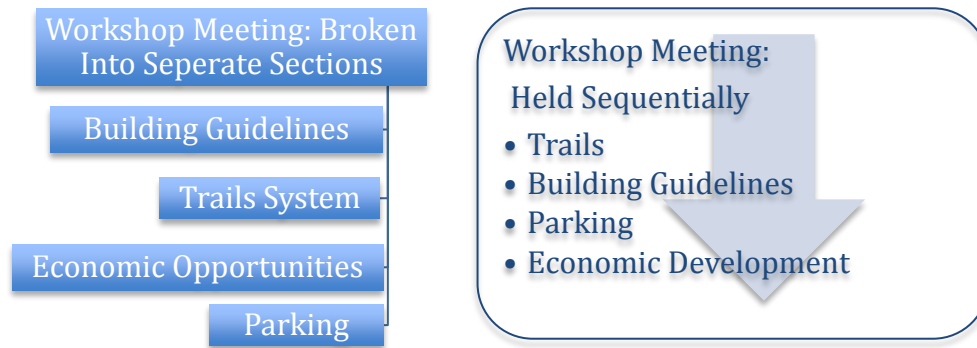
Source: Author

Our plan currently calls for three separate workshop meetings. We are trying to hold these meetings in close succession to the town hall meeting, so that we can maintain and build public interest. We also believe it would be best to hold these meetings at different times, so that a variety of people available at a variety of times may participate. This would include one session on a Saturday afternoon. In future projects, time and issue complexity may require more or fewer meetings, at the discretion of the members of the leading committee. Other projects could benefit from holding the same meeting at different locations, so that residents don't feel the distance required to travel makes the event undesirable.

We split the two main provisions of our project, trails and the downtown, into their most logical parts. The trails system is unique and mostly self-contained. Thus, one workshop will focus on the trails system. For the purpose of increasing focus, we will be breaking the downtown plan into three components. First, design guidelines. Second, economic sustainability, and third, parking. Thus we will hold four workshops in each meeting; trails, parking, economic sustainability, and design guidelines.

Participants may attend more than one meeting. Depending on your meeting structure, they may attend more than one workshop within each meeting as well (If turnout is low, keep all the workshops together and hold them sequentially. If high, it may be prudent to break into groups and hold each section of the workshop independently. Encourage movement among all.) This maximizes participation, flexibility, and responsiveness. Keep these meetings informal, an open forum for discussion rather than a presentation. Attendees must be heavily involved in this stage of the planning process. Allow questions throughout. The total time per meeting should not exceed two hours. This means content should be edited to fit in time constraints and administrators should maintain the same control they did in the town hall meetings.

Figure 32. Workshop Meeting Sections and Structure



Subgroup Meeting Techniques

The key to successful workshops is interaction. You must engage the attendees to make them confident they are a part of the process and to keep them interested in the process. Each of the four workshops held in the course of a meeting were challenged to create some creative method of working with the attendees that would increase valuable information and keep participants interested.

The Building Guidelines and Trails subgroups both included the use of electronic voting machines in their workshops. Each attendee was issued an electronic voting pad when they arrived and Turning Point software was used to give a presentation. Users were able to vote their preferences for trail and building styles and signage. Results were given anonymously and in real time for each presentation slide. Discussion followed as needed. The results of voting are included in the Anamosa Sustainable Downtown Plan. The building guidelines group continued by asking residents to write down some of their thoughts while they voted, and then these thoughts were posted under three headings: What do you like about the structures in downtown Anamosa? What do you dislike about the structures in downtown Anamosa? What would you improve about the structures in downtown Anamosa?

In parking, we asked the attendees to stand up and move across the room in answer to a set of questions regarding the parking in downtown. This exercise is useful when asking yes or no questions. Respondents took it upon themselves to react neutrally to questions, to change their minds during the discussion of each question, or to change the minds of others in attendance. Those results were unexpected by the team, but demonstrated the participants were getting involved in the process.

The economic development workshop ended the night, and its design created an open forum controlled by Team members. A loose set of guiding questions included ideas about what types of business residents would like to see promoted in the city, and what problems existed in the current business climate. The simple design of this process allowed residents to focus on the issue, and created an open dialogue we hope will be continued in the future. It provided a common basis for attendees to think about economic concerns.

Below we have outlined the process for the workshop meeting was held as a set of sequential events. The formatting of this type of meeting is exceptionally flexible, as long as attendees have the ability to focus on the main topics the meeting is scheduled to discuss. Time management is key to the success of this meeting; each topic covered must receive equal attention, or at the very least, a marginal topic should not usurp the time for a topic with a lot of interest.

Workshop Meetings: Process Outline

I. Introduction

A. A brief description of who we are and what we're doing.

B. What part of the process have we come to?

C. Have people who have not done a survey take a minute to fill one out.

Figure 33. Workshop Meeting



Source: Author

II. Group work: (Group work can and will be structured in a variety of ways. Creativity is due here; it will improve the process and positively affect participants opinion of the process).

A. Briefly introduce the 3 Questions as a framework for workshop groups.

B. Workshop activities. (defined by each workshop)

C. Summarize and make conclusions about what the group has accomplished.

IV. Summary and conclusions.

A. Summarize the purpose of their involvement

-This is not a point where recommendations will be made or even thought about. Don't allow speculation.

B. What are the next steps in the public process?

Civic Organization Meeting

This meeting type works in Anamosa as a means to solve low turnout for city related meetings. Meeting organizers go to various civic organizations and make a brief presentation similar to the stakeholder's presentation at each organization's regular meeting. This meeting requires complex preparations and organizations. Team members must expect scheduling conflicts and lengthy timelines and waits, since many civic organizations meet only once a month, and some even fewer. A list of appropriate and common civic organizations to approach includes:

- Chamber of Commerce
- Other business organizations
- Ethnic Associations

- Parent Teacher Associations
- Masons, Knights of Columbus, Rotary, Eagles, Elks
- Farm Bureau

Obviously this list is incomplete, but there are myriad opportunities to include civic groups. Team members attend each organization's regularly scheduled meeting and make a brief presentation and distribute a standardized instrument (like a survey). Invitations should be made for members to attend upcoming meetings, meaning these meetings should be held before a town hall or workshop-styled meeting.

Attending other organizational meetings assures participation, albeit in a much more passive way. Participants of these meetings will not get the input found in the workshops, but are still informed about the project and the groups associated with it. Thus, having something like a survey available for these types of meetings ensures their opinions will at the least partially be heard.

Format for these meeting will be at the discretion of each organizational group. Be prepared to modify your presentation due to a variety of factors and provide any necessities for these meetings yourself. We would suggest, at the very least, you have a computer, projector, and screen lined up before the meeting, and writing implements for any surveys you distribute.

We have not included an outline process for this type of meeting, because an each organization's meeting should fit their needs and desires. Essentially, start with the structure of a stakeholder's meeting and be prepared to adapt as needed.

Round Table or Focus Group Meeting

While similar to the forum styles in our workshop techniques, one type of meeting that we did not specifically hold is a focus group or round table discussion. In essence, those meetings had been held at museum in Anamosa's past, to little effect. Most aspects of our Participation Plan are geared to increasing the turnout of the general public, and a focus group style meeting does not accomplish this very well. Elements of this type of meeting are included in several of the meeting types we did hold.

The purpose of this type of meeting is to focus very intensely on one very particular topic. Attendees can come from a variety of sources, including professionals in the field, academics, effected parties, members of the legislative body, lawyers, bankers, et al. Really, the variety of potential participants is endless, and modifiable to the purpose of the meeting. The meeting administrator's purpose in this instance is to moderate the discussion through asking specific questions or presenting opposing ideas to participants. However, it is vital that open discourse from all members at the table be encouraged. This meeting type allows for more creativity in the means by which issues are presented. Use of multimedia or individualized measures of issues are most appropriate in this kind of group setting. Techniques used in the

workshops are a good starting point for some of the possibilities associated with a successful focus group or round table.

WRAP UP: WHAT WORKED? WHAT DIDN'T?

Our experience working with residents was extremely gratifying, but some things didn't work as well as we had hoped. In the interest of education and transparency, we are including a frank evaluation of what worked and what did not in this document.

Turnout was far and away our largest weakness, and we were expecting this from discussions we had with the Downtown Study Committee. Our stakeholders meeting had dismal attendance, but we believe this was the result of three factors. First, the preparation time for the stakeholders meeting was not enough. Second, the meeting was not as advertised as we would later recognize it needed to be. This is, in part, due to a lack of appropriate preparation, but also due to massive scheduling conflicts occurring within our own group. Third, we believe the weather worked against us. Asking residents to attend an evening meeting in January in Iowa is, perhaps, unrealistic. The content of the stakeholders meeting was perfectly acceptable and was not the concern of our stakeholder meeting.

While attendance at our town hall meeting was much better than at our stakeholder meeting, it was still far below expectations. Perhaps this is because our expectations were high. In previous meetings with Committee members in preparation for the Town Hall, we heard word-of-mouth interest was high and attendance would be good. This unrealistically inflated our expectations. The same weather conditions limited attendance, and we were still working on an effective means of exposure. By the time the workshops started, the amount of publicity from the stakeholders and town hall meeting, combined with fresh publicity for the workshops, was finally paying off.

More people were familiar with the "Vision Anamosa" brand name and knew that we had been working in the town for some time. Our publicity, once we realized it required greater concentration, was good. The lesson learned from this is that publicity must start early and it must be saturating. Every available resource should be used.

Our most successful meetings were the workshops. Again, with publicity working in our favor, our largest concern was content in the sessions. Each topic we covered was led by two members of the Consulting Team with specialization pertinent to the topic. For example, team members covered the trails section with specialization in transportation and in land use. By design, each section was required to create an activity that accomplished three goals: 1) answered our "3 Questions" framework, 2) forced participants to do more than listen to a presentation, 3) differed from the other section work. We accomplished this to tremendous effect, and suggest this method for future participation.

Keys for Success

Changes and modifications to our participation plan have already been included in the body of this document, and this section of our report is not making recommendations. This is a document laying out a process we hope is references time and time again in the future. As such, we have included some Keys for Success, or items we feel you should pay special and specific attention to as you design and administer participation processes for future use in Vision Anamosa and any other projects.

Involve students (at least demographics that aren't usually involved.) Sustainability is about the future, and involving youth or other marginalized groups insures they're ideas will be heard, now and in the future.

Go to the people; don't expect them to come to you.

Be prepared for low turnout, especially early in the process, if your publicity isn't good, if the weather is bad (avoid the winter), or if your meetings become repetitive. Have backup plans ready.

Advertising is extremely important. We cannot stress enough the importance of publicity to effective participation.

Make your activities interactive and be creative.

Get involved in community events. Know the city groups, community issues, current news, major businesses, major entertainment venues, and popular community events. This is especially important in smaller communities, where outsiders are viewed with skepticism. Don't be an outsider.

Provide refreshments and snacks at your meetings.

The participation process is long and resource intensive. In an effort at sustainability, we strongly suggest you use local resources to fulfill your needs. Approach local restaurants to provide snacks. Shop at local stores for supplies that will be used in your meetings. Get copies at local businesses. Work closely with the local media. These are just a few suggestions, but the Vision Anamosa project advocates for local businesses, so the principle representatives of the project should support that advocacy.

As complex as the participation process is, do not get completely wrapped up in going through the steps of each meeting. Listen to what people are saying. Show that you are listening by responding with meaningful comments. Take notes. If you can't answer a question satisfactorily, do the research and get back to them in a timely manner. If the questions or comments are going to be addressed in the final product, inform the party of that.







SUMMARY








This process, ultimately, is proven to work in Anamosa, and utilized some new and unusual ideas that energized residents and promoted our sustainable agenda. Our hope is that the continued use of this process will serve as the basis for projects in the Anamosa area. This plan is not just a review of what we did. The revision process has allowed us to make strong suggestions based upon what we have learned. We have cautioned against making some of the mistakes we did the first time we implemented this plan, and have made corrections accordingly. We feel it will be invaluable to the people who continue this project, because we have designed and written this plan for them.




This means that the final responsibility for the success of this Anamosa Public Participation Plan lays within the people we hand it to. We advise you to be fair, respectful, inclusive, and compassionate. When you do those things, the residents in Anamosa will tell you what they need.

Appendix






TRAILS: TURNING POINT SLIDES AND RESULTS


<p style="text-align: center;">Pavement Type</p> <div style="display: flex; justify-content: space-around;">   </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <p>1. Dirt</p> <p>2. Gravel</p> </div>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Dirt</td> <td style="text-align: right; padding: 5px;">20.5%</td> </tr> <tr> <td style="padding: 5px;">Gravel</td> <td style="text-align: right; padding: 5px;">79.5%</td> </tr> </table>	Dirt	20.5%	Gravel	79.5%
Dirt	20.5%				
Gravel	79.5%				
<p style="text-align: center;">Pavement Type</p> <div style="display: flex; justify-content: space-around;">   </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <p>1. Asphalt</p> <p>2. Gravel</p> </div>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Asphalt</td> <td style="text-align: right; padding: 5px;">60.5%</td> </tr> <tr> <td style="padding: 5px;">Gravel</td> <td style="text-align: right; padding: 5px;">44.7%</td> </tr> </table>	Asphalt	60.5%	Gravel	44.7%
Asphalt	60.5%				
Gravel	44.7%				
<p style="text-align: center;">Pavement Type</p> <div style="display: flex; justify-content: space-around;">   </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <p>1. Asphalt</p> <p>2. Asphalt / Dirt</p> </div>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Asphalt</td> <td style="text-align: right; padding: 5px;">57.9%</td> </tr> <tr> <td style="padding: 5px;">Asphalt/Dirt</td> <td style="text-align: right; padding: 5px;">42.1%</td> </tr> </table>	Asphalt	57.9%	Asphalt/Dirt	42.1%
Asphalt	57.9%				
Asphalt/Dirt	42.1%				






<p style="text-align: center;">Trail Type</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>1. At grade with road</p> </div> <div style="text-align: center;">  <p>2. Adjacent to Road</p> </div> </div>	<p>At grade with the road 5.4%</p> <p>Adjacent with road 94.6%</p>
<p style="text-align: center;">Trail Type</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>1. Separate from road</p> </div> <div style="text-align: center;">  <p>2. Adjacent to Road</p> </div> </div>	<p>Separate from road 62.5%</p> <p>Adjacent to road 37.5%</p>
<p style="text-align: center;">Bike Lane Type</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; justify-content: space-around; width: 100%;"> <div style="text-align: center;">  <p>1. At grade with road</p> </div> <div style="text-align: center;">  <p>2. Shared Sidewalk</p> </div> </div> <div style="margin-top: 20px; text-align: center;">  <p>3. Separate Lane</p> </div> </div>	<p>At grade with road 25.0%</p> <p>Shared sidewalk 35.0%</p> <p>Separate lane 40.0%</p>




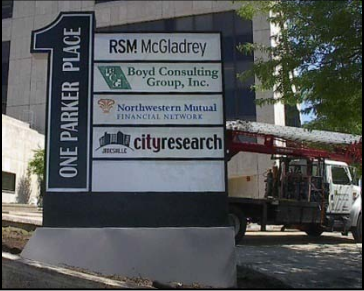
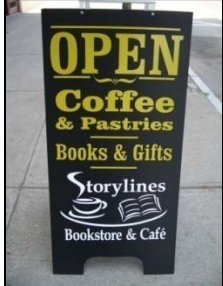
<p style="text-align: center;">Crosswalk Type</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>1. Traditional</p> </div> <div style="text-align: center;">  <p>2. Artistic</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p>3. Diagonal</p> </div> <div style="text-align: center;">  <p>4. Raised</p> </div> </div>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Traditional</td> <td style="text-align: right; padding: 5px;">48.7%</td> </tr> <tr> <td style="padding: 5px;">Artistic</td> <td style="text-align: right; padding: 5px;">30.8%</td> </tr> <tr> <td style="padding: 5px;">Diagonal</td> <td style="text-align: right; padding: 5px;">2.6%</td> </tr> <tr> <td style="padding: 5px;">Raised w/speed hump</td> <td style="text-align: right; padding: 5px;">17.9%</td> </tr> </table>	Traditional	48.7%	Artistic	30.8%	Diagonal	2.6%	Raised w/speed hump	17.9%				
Traditional	48.7%												
Artistic	30.8%												
Diagonal	2.6%												
Raised w/speed hump	17.9%												
<p style="text-align: center;">Way Finding Signs</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>1. Sign With Distance</p> </div> <div style="text-align: center;">  <p>2. Sign With Map</p> </div> <div style="text-align: center;">  <p>3. Sign With Direction Only</p> </div> </div>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Sign with distance</td> <td style="text-align: right; padding: 5px;">66.7%</td> </tr> <tr> <td style="padding: 5px;">Sign with map</td> <td style="text-align: right; padding: 5px;">15.4%</td> </tr> <tr> <td style="padding: 5px;">Sign with direction only</td> <td style="text-align: right; padding: 5px;">17.9%</td> </tr> </table>	Sign with distance	66.7%	Sign with map	15.4%	Sign with direction only	17.9%						
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Sign with map	15.4%												
Sign with direction only	17.9%												
<p>Regional Connections Cedar Rapids / Marion (28 mi) Iowa City (37 mi) Dubuque (47 mi) Davenport (74 mi) Southern Jones County (Martelle, Olin) Northern Jones County (Monticello)</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Cedar Rapids</td> <td style="text-align: right; padding: 5px;">45.0%</td> </tr> <tr> <td style="padding: 5px;">Iowa City</td> <td style="text-align: right; padding: 5px;">0.0%</td> </tr> <tr> <td style="padding: 5px;">Dubuque</td> <td style="text-align: right; padding: 5px;">0.0%</td> </tr> <tr> <td style="padding: 5px;">Davenport</td> <td style="text-align: right; padding: 5px;">2.5%</td> </tr> <tr> <td style="padding: 5px;">Southern Jones Co</td> <td style="text-align: right; padding: 5px;">27.5%</td> </tr> <tr> <td style="padding: 5px;">Northern Jones Co</td> <td style="text-align: right; padding: 5px;">25.0%</td> </tr> </table>	Cedar Rapids	45.0%	Iowa City	0.0%	Dubuque	0.0%	Davenport	2.5%	Southern Jones Co	27.5%	Northern Jones Co	25.0%
Cedar Rapids	45.0%												
Iowa City	0.0%												
Dubuque	0.0%												
Davenport	2.5%												
Southern Jones Co	27.5%												
Northern Jones Co	25.0%												
<p>Trail Funding Sources Grants General Obligation Bond Saving Fundraising Campaign</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Grants</td> <td style="text-align: right; padding: 5px;">85.0%</td> </tr> <tr> <td style="padding: 5px;">General Obligation Bond</td> <td style="text-align: right; padding: 5px;">2.5%</td> </tr> <tr> <td style="padding: 5px;">Savings</td> <td style="text-align: right; padding: 5px;">2.5%</td> </tr> <tr> <td style="padding: 5px;">Fundraising Campaign</td> <td style="text-align: right; padding: 5px;">10.0%</td> </tr> </table>	Grants	85.0%	General Obligation Bond	2.5%	Savings	2.5%	Fundraising Campaign	10.0%				
Grants	85.0%												
General Obligation Bond	2.5%												
Savings	2.5%												
Fundraising Campaign	10.0%												
<p>How would you feel about an art walk in Anamosa?</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Strongly in favor</td> <td style="text-align: right; padding: 5px;">30.0%</td> </tr> <tr> <td style="padding: 5px;">Somewhat in favor</td> <td style="text-align: right; padding: 5px;">27.5%</td> </tr> <tr> <td style="padding: 5px;">Neutral</td> <td style="text-align: right; padding: 5px;">25.0%</td> </tr> <tr> <td style="padding: 5px;">somewhat opposed</td> <td style="text-align: right; padding: 5px;">10.0%</td> </tr> <tr> <td style="padding: 5px;">Strongly opposed</td> <td style="text-align: right; padding: 5px;">7.5%</td> </tr> </table>	Strongly in favor	30.0%	Somewhat in favor	27.5%	Neutral	25.0%	somewhat opposed	10.0%	Strongly opposed	7.5%		
Strongly in favor	30.0%												
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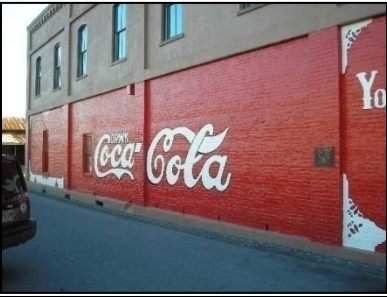

BUILDING GUIDELINES: TURNING POINT SLIDES AND RESULTS

Building Section	
<p>1</p> 	<p>Like 65.0%</p> <p>Dislike 20.0%</p> <p>Neutral 15.0%</p>
<p>2</p> 	<p>Like 42.5%</p> <p>Dislike 42.5%</p> <p>Neutral 15.0%</p>
<p>3</p> 	<p>Like 30.0%</p> <p>Dislike 35.0%</p> <p>Neutral 35.0%</p>
<p>4</p> 	<p>Like 12.5%</p> <p>Dislike 65.0%</p> <p>Neutral 22.5%</p>
<p>5</p> 	<p>Like 75.0%</p> <p>Dislike 10.0%</p> <p>Neutral 15.0%</p>

<p>6</p> 	<p>Like 12.8%</p> <p>Dislike 76.9%</p> <p>Neutral 10.3%</p>
<p>7</p> 	<p>Like 77.5%</p> <p>Dislike 17.5%</p> <p>Neutral 5.0%</p>
<p>8</p> 	<p>Like 12.5%</p> <p>Dislike 67.5%</p> <p>Neutral 20.0%</p>
<p>9</p> 	<p>Like 32.5%</p> <p>Dislike 47.5%</p> <p>Neutral 20.0%</p>
<p>10</p> 	<p>Like 2.5%</p> <p>Dislike 92.5%</p> <p>Neutral 5.0%</p>

<p>11</p> 	<p>Like 27.5%</p> <p>Dislike 35.0%</p> <p>Neutral 37.5%</p>
<p>12</p> 	<p>Like 70.0%</p> <p>Dislike 12.5%</p> <p>Neutral 17.5%</p>
<p>13</p> 	<p>Like 72.5%</p> <p>Dislike 12.5%</p> <p>Neutral 15.0%</p>
<p>14</p> 	<p>Like 27.5%</p> <p>Dislike 57.5%</p> <p>Neutral 15.0%</p>
<p>15</p> 	<p>Like 5.0%</p> <p>Dislike 75.0%</p> <p>Neutral 20.0%</p>

Signs Section	
<p>16</p> 	<p>Like 46.2%</p> <p>Dislike 38.5%</p> <p>Neutral 15.4%</p>
<p>17</p> 	<p>Like 17.5%</p> <p>Dislike 70.0%</p> <p>Neutral 12.5%</p>
<p>18</p> 	<p>Like 12.5%</p> <p>Dislike 77.5%</p> <p>Neutral 10.0%</p>
<p>19</p> 	<p>Like 52.5%</p> <p>Dislike 37.5%</p> <p>Neutral 10.0%</p>
<p>20</p> 	<p>Like 77.5%</p> <p>Dislike 17.5%</p> <p>Neutral 5.0%</p>

<p>21</p> 	<p>Like 85.0%</p> <p>Dislike 5.0%</p> <p>Neutral 10.0%</p>
<p>22</p> 	<p>Like 22.5%</p> <p>Dislike 67.5%</p> <p>Neutral 10.0%</p>
<p>23</p> 	<p>Like 65.0%</p> <p>Dislike 22.5%</p> <p>Neutral 12.5%</p>
<p>24</p> 	<p>Like 50.0%</p> <p>Dislike 32.5%</p> <p>Neutral 17.5%</p>
<p>25</p> 	<p>Like 89.7%</p> <p>Dislike 7.7%</p> <p>Neutral 2.6%</p>

SURVEYS RESPONSES

Business Survey

1. What is your age?

Mean 54.69 Median 55

2. How many members are in your household?

Mean 2.55 Median 2

3. What is your gender?

Males 12 Females 17

4. Business Name?

Most Respondents worked at a Bank, most commonly F&M Bank

5. What is your line of Business?

Most common response was Banking

6. Do you own the business?

A. Yes 17.24%

B. No 65.52%

Missing Cases 17.24%

7. Do you own the premises

A. Yes 87.5%

B. No 10%

Missing Cases 20%

8. What are your business hours?

Most Common Hours 9 to 4 Monday-Friday

9. Downtown Anamosa is most important as:

A. A place to shop 10.34%

B. A place for entertainment 6.90%

C. A place to meet and socialize 10.34%

D. A supplier of Jobs	20.60%
E. A driver of the Anamosa Economy	34.48%
All the above	10.34%
Missing Cases	6.90%

10. What actions should be taken to improve the downtown economy? (Choose 3)

A. Impose design standards on main street	9.52%
B. Provide Development incentives	15.56%
C. Market downtown Anamosa to businesses	23.33%
D. Market downtown Anamosa to tourists	15.56%
E. Create more public open space/parks	3.33%
F. Increase availability of parking	4.44%
G. Promote 2 nd floor housing on Main Street	1.11%
H. Diversify Main street businesses	18.89%
I. Hold more special events (like Pumpkin Fest)	2.22%
Missing Cases	6.67%

11. In Your opinion, which strategies listed above is most important?

A. 3.44%	G. 0%	
B. 17.24%	H. 10.34%	
C. 37.93%	D. 6.90%	I. 3.44%
E. 0%	F. 3.44%	Missing Cases 17.24%

12. What other suggestions do you have about improving the downtown economy?

- Outreach program
- Keep it clean and attractive
- Diversify business
- Owners need to take pride in maintaining buildings for safety and upkeep
- Create collaborations with local and other services such as schools give parks tourism etc

- Service type businesses
- Host an evening where families can come downtown late one evening to visit social shop eat etc
- get more stores in besides fight shops/antiques
- Parking is a huge issue downtown and need more bike trails
- Get more local people involved if possible
- Mexican restaurant
- Recruit more business to want to be in downtown through benefits from the city or county

13. Efforts to revitalize downtown Anamosa should focus on:

A. Local residents	55.15%
B. Visitors and tourists	31.02%
Missing Cases	13.79%

14. Downtown Anamosa is:

A. Getting better	20%
B. Getting worse	23.33%
C. Staying about the same	46.67%
D. Don't Know	6.67%
Missing Cases	3.33%

Why? Most common answer was bad economy and empty store fronts.

15. How do you expect the relocation of the Motorcycle Museum to impact Downtown?

A. Increase business	6.67%
B. Decrease Business	53.33%
C. No effect	10%
D. Don't Know	20%
Missing Cases	10%

16. What kind of businesses would most enhance the Downtown (choose up to 3)

A. Grocery/Food	2.22%	H. Bars	0%
B. Restaurant	12.22%	I. Museums/ Galleries	1.1%
C. Apparel	15.56%	J. Book Store	5.56%
D. Hardware	15.56 %	K. Antiques	1.11%
E. Bakery	2.22 %	L. Visitors Center	0%
F. Coffee shop/café	5.56%	M. Sporting goods/Outfitter	5.56%
G. Entertainment	13.33 %	Missing Cases	2.44%

17. What Other businesses do you think might enhance downtown?

Micro brewery

Renovate the theatre

Pharmacy/Drug store

Specialty shops, gifts toys etc

Dog friendly rest/café or stopping ground

Card shops and gifts

Once a month block of part of downtown to have food and drink available

18. What are the most important factors for people choosing to shop downtown (Choose up to 3)

A. Location	7.78%
B. Availability of Parking	17.78%
C. Prices	11.11%
D. Variety	16.67%
E. Quality	20%
F. Hours of Operation	7.78%
Others_____	
Missing Cases	18.89%

19. What are the most important factors for people choosing to NOT to shop Downtown (Choose up to 3)

A. Location	3.33%
B. Availability of Parking	11.11%
C. Prices	11.11%
D. Variety	21.11%
E. Quality of goods and services	8.89%
F. Hours of Operation	13.33%
G. Other _____	
Missing Cases	31.11%

20. Rate any of the following downtown services with which you are familiar:

	Excellent	Good	Fair	Poor	N
Infrastructure (streets, sewer, electricity, etc)	13.33%	40%	23.33	3.33%	31
Public utilities	10%	63.33%	13.33%	0%	31
Snow removal	10%	63.33%	13.33%	0%	33
Street cleaning	10%	73.33%	6.67%	0%	33
Waste management	0%	43.33%	16.67%	0%	28
Police patrol	3.33%	46.67%	26.67%	3.33%	33
Parking management	0%	23.33%	46.67%	3.33%	29
Business supplies	0%	10%	36.67%	13.37%	27
Business meeting /community meeting facilities	10%	36.67%	23.33%	0%	32
Shipping services	0%	13.33%	16.67%	20%	29
Advertising media and resources	0%	15.38%	19.23%	23.08%	

21. In your opinion, is there adequate parking in downtown Anamosa?

A. Yes	31.03%
B. No	62.07%
Missing Cases	6.90%

22. Where do you typically park when you drive to downtown Anamosa?

A. On-street	83.87%
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B. Parking Lot 9.68%

Missing Cases 6.45%

23. How would you feel about a parking ramp in downtown Anamosa?

A. Acceptable 6.90%

B. Unacceptable 87.10%

C. No Opinion 0%

24. How would you feel about parking meters in downtown Anamosa?

A. Acceptable 6.45%

B. Unacceptable 74.19%

C. No Opinion 12.90%

25. Would the placement of Parking meters make you less likely to visit downtown Anamosa by car?

A. Yes 53.33%

B. No 43.33%

Missing Cases 3.33%

26. Would the placement of parking meters make you more likely to walk to Downtown Anamosa?

A. Yes 40%

B. No 56.67%

Missing Cases 3.33%

27. Are you aware of the efforts to create a trail system in Anamosa?

A. Yes 70%

B. No 26.67%

Missing Cases 3.33%

28. Do you believe there is a need for a trail system in downtown Anamosa?

A. Yes 73.33%

B. No 13.33%

Missing Cases 13.33%

29. If you were to use a trail system in Anamosa, what would you most likely use it for?

A. Exercise 33.33%

B. Recreation 53.33%

C. Commuting 3.33%

D. Running errands/ Transportation 0%

E. Other _____

Missing Cases 10%

30. What would you be more likely to do on a trail?

A. Walk/Run 66.67%

B. Bike 3.33%

C. Rollerblade/Roller Skate 0%

D. Other _____

Missing Cases 10%

31. What do you think the trails should connect? (Choose up to 5)

A. Recreational Facilities 9.33%

B. Wapsipinicon State Park 14.67%

C. Hale Bridge 10%

D. Regional Trail system 8.67%

E. Stone City 5.33%

F. Schools 6%

G. Town Hall 0%

H. National Motorcycle Museum 4.67%

I. Jones county Regional Medical Center 2%

J. Anamosa Ball Park	3.33%
K. Wapsi-Ana Park/ Anamosa Aquatic Center	5.33%
L. Lawrence Community Center	2.67%
M. Wal-Mart	2%
N. Public Library	5.33%
O. Downtown	6.67%
P. Other_____	

32. Do you think the once the trail system is complete, it will bring more people to downtown?

A. Yes 70% B. No 10% Missing Cases 20%

33. How did you learn about this meeting?

A. Newspaper advertisement	6.45%
B. Newspaper article	3.32%
C. Anamosa City Website	9.70%
D. Flyer	19.35
E. From my children	0%
F. From someone else	6.45%
G. City website	3.2%

Workshop Survey

1. What is your age?

Mean 51.6 Median 49

2. How many members are in your household?

Mean 2.79 Median 2

3. What is your gender?

Males 16 Females 21

4. Downtown Anamosa is most important as:

A.	A place to shop	28.1%
B.	A place for entertainment	12.5%
C.	A place to meet and socialize	21.7%
D.	A supplier of jobs	6.2%
E.	A driver of the Anamosa Economy	27.6%
F.	Other _____	3.1%
	a place to live, work, + enjoy	
	workplace and business	
	all/several of the above	

5. What actions should be taken to improve the downtown economy? (Choose 3)

A.	Impose design standards on Main Street	21.1%
B.	Provide development incentives	52.6%
C.	Market Downtown Anamosa to businesses	44.7%
D.	Market Downtown Anamosa to tourists	50.0%
E.	Create more public open space/parks	7.9%
F.	Increase availability of parking	13.2%
G.	Promote 2nd floor housing on Main Street	18.4%
H.	Diversify Main Street businesses	57.9%
I.	Hold more special events (like Pumpkin Fest)	21.1%

6. In Your opinion, which strategies listed above is most important?

A.	Impose design standards on Main Street	4.0%
B.	Provide development incentives	32.0%
C.	Market Downtown Anamosa to businesses	8.0%
D.	Market Downtown Anamosa to tourists	20.0%
E.	Create more public open space/parks	0.0%
F.	Increase availability of parking	0.0%
G.	Promote 2nd floor housing on Main Street	0.0%
H.	Diversify Main Street businesses	32.0%
I.	Hold more special events (like Pumpkin Fest)	4.0%

7. What other suggestions do you have about improving the downtown economy?

Marketing not only to locals but also to non-local people. We have the ability to be similar to Galena, but still maintain our individuality. We need to improve the desire to make Anamosa a vibrant community. We have young energetic business owners but we

also have people wanting to maintain the status quo and not change with the times
Parking , city lots need to be better marked
Give people a reason to shop in Anamosa and not elsewhere
Marketing downtown to businesses
Market market market
Fill empty spaces downtown
Businesses should not be trying to drive other similar business out. Be supportive of each other, even your competition. Competition makes everyone better and brings new ideas to the table. There is enough business and work for everyone. Too much backstabbing or being unsupportive of other businesses goes on currently. We all should be trying to bring business into our community, no matter where it is spent
Tax incentives to improve the quality of second floor housing. If the housing is higher standards, the owners can charge higher rents, you get better quality tenants and less loitering downtown. Entrepreneurs need support and mentors in the business community. Too many people think they can rent space, open doors and expect everyone to know what they're selling without proper marketing.
Marketing
Anamosa is in need of places for youth to go. They need to see less access messaging to alcohol. For example they bowling alley is available to youth but they are exposed to a lot of drinking. Also decrease the negative signs in bars via local ordinance changes
Co-operative advertising/ promotion by whole community
Need to provide services that will draw people to downtown. Stores need to be open at times that are convenient for shoppers i.e. after work
Being up to code
Basic amenities- public restrooms, shipping options of purchases in antique stores
Promoting J&P motorcyclists by welcoming them. Signs in businesses of welcome etc.
Development in activities are also important
Pedestrian walking
Keep it clean and attractive to non-Anamosans. Keep it maintained so not to deteriorate prematurely
Street lights seem to favor décor over function and don't evenly light sidewalks at night. Skate park to give the kids something to do and not skate board on sidewalks
Get industry to come to town. The downtown will prosper
Leadership and conflict management training. Helping citizens with learning to manage conflict. Blame pushes people apart. Reduce commercial real estate tax levy which is now 38 per 1000. Address stallion creek watershed for improvement of water mitigation through town.
Keep down town clean. Store fronts have displays
Encourage shop local and shopping downtown. City website showing inside and outside of stores
Recruit companies with people to work downtown
Get more businesses in Anamosa

8. Efforts to revitalize downtown Anamosa should focus on:

A.	Local residents	44%
B.	Visitors and tourists	29%
both		26%

9. Downtown Anamosa is:

A.	Getting better	13.5%
B.	Getting worse	32.4%
C.	Staying about the same	51.4%
D.	Don't know	2.7%

Why?

Outlook	Reason
better	The streetscapes really helped visually for outsiders and made business care more about what their places look like
better	Investments by professionals in new buildings and support from city. Concern about relocation of museum though.
better	After something improves something else closes
same	See answers 8 and 9
same	Store fronts have a hard time making it. One comes in, another goes out
same	Empty store fronts with little to do
same	No one wants to stop shop. They shop and work mostly in cedar rapids
same	Have a high torn over of businesses and a lot of empty stores
same	Getting a little better though because of restaurants but other than that staying about the same
same	No investment
same	While Anamosa is not dying it seems to always trudge along
same	We don't want to change
same	Not enough industry
same	Once motorcycle museum moves I think it will get worse. Local people don't shop and fewer tourist due to economy.
same	Economy
worse	Very few retail businesses
worse	Losing momentum after streetscapes and chamber is disorganized. Too much apathy and people don't have a sense of community
worse	Businesses are leaving downtown
worse	Greedy landlords
worse	Less businesses that benefit everyday shoppers and more cigarette butts and garbage since smokers are all going outside
worse	Need mics the motorcycle museum and its visitors
worse	Empty building declining condition of buildings print colors some are awful
worse	Too many empty store fronts

worse	To many empty businesses
worse	Losing business

10. How do you expect the relocation of the Motorcycle Museum to impact Downtown?

A.	Increase business	2.7%
B.	Decrease business	70.3%
C.	No effect	10.8%
D.	Don't know	16.2%

11. What kind of businesses would most enhance the Downtown (choose up to 3)

A.	Grocery/Food	5.7%
B.	Restaurant	22.9%
C.	Apparel	45.7%
D.	Hardware	17.1%
E.	Bakery	14.3%
F.	Coffee shop/Cafe	14.3%
G.	Entertainment	25.7%
H.	Bars	2.9%
I.	Museums/gallery	28.6%
J.	Book Store	12.2%
K.	Antiques	4.9%
L.	Visitors center	7.3%
M.	Sporting goods/Outfitter	12.2%

12. What Other businesses do you think might enhance downtown?

I am not sure "other businesses are needed. WE have businesses in most of the categories above. We need to work on upgrading/enhancing the existing businesses and, at the same time, bring in businesses similar to C and M above. We send most of our professional women to CR for nice clothing and most of our men to Cr for outdoor sportswear and other outdoor items.
Any retail that markets to the community
Novelty business - unique shops similar to galena
Gift shops, piano bar, art classes
Arcade or movie theatre
Retail stores of all kinds as well as specialty shops
Office supply
Movie theatre
Retail and galleries
Offices, accounting, accounting, law, taxes and real estate
Arcade would give teens something to do

Sears hometown and a call center
Art framing shops. More business offices, dental, insurance etc to bring people that might be shoppers
Business with people that will shop downtown daily

13. What are the most important factors for people choosing to shop downtown (Choose up to 3)

A.	Location	45.9%
B.	Availability of Parking	27.0%
C.	Prices	29.7%
D.	Variety	51.4%
E.	Quality of goods and services	56.8%
F.	Hours of Operation	43.2%
G.	Other _____	2.7%

14. What are the most important factors for people choosing to NOT to shop Downtown (Choose up to 3)

A.	Location	5.3%
B.	Availability of Parking	28.9%
C.	Prices	34.2%
D.	Variety	68.4%
E.	Quality of goods and services	18.4%
F.	Hours of Operation	65.8%
G.	Other _____	0.0%

15. Rate any of the following downtown services with which you are familiar:

	Excellent	Good	Fair	Poor	n
Infrastructure (streets, sewer, electricity, etc)	32.3%	38.7%	22.6%	6.5%	31
Public utilities	25.8%	45.2%	19.4%	9.7%	31
Snow removal	42.4%	45.5%	3.0%	9.1%	33
Street cleaning	30.3%	54.5%	9.1%	6.1%	33
Waste management	25.0%	53.6%	14.3%	7.1%	28
Police patrol	21.2%	54.5%	12.1%	12.1%	33
Parking management	6.9%	44.8%	24.1%	24.1%	29
Business supplies	3.7%	14.8%	40.7%	40.7%	27
Business meeting /community meeting facilities	18.8%	31.3%	21.9%	28.1%	32
Shipping services	6.9%	20.7%	31.0%	41.4%	29
Advertising media and resources	10.3%	24.1%	27.6%	37.9%	29

16. In your opinion, is there adequate parking in downtown Anamosa?

A.	Yes	57.9%
B.	No	42.1%

17. Where do you typically park when you drive to downtown Anamosa?

A.	On-street	81.6%
B.	Parking Lot	18.4%

18. How would you feel about a parking ramp in downtown Anamosa?

A.	Acceptable	23.7%
B.	Unacceptable	50.0%
C.	No opinion	26.3%

19. How would you feel about parking meters in downtown Anamosa?

A.	Acceptable	13.2%
B.	Unacceptable	78.9%
C.	No opinion	7.9%

20. Would the placement of Parking meters make you less likely to visit downtown Anamosa by car?

A.	Yes	70.3%
B.	No	29.7%

21. Would the placement of parking meters make you more likely to walk to Downtown Anamosa?

A.	Yes	55.6%
B.	No	44.4%

22. Are you aware of the efforts to create a trail system in Anamosa?

A.	Yes	86.1%
B.	No	13.9%

23. Do you believe there is a need for a trail system in downtown Anamosa?

A.	Yes	87.9%
B.	No	12.1%

24. If you were to use a trail system in Anamosa, what would you most likely use it for?

A.	Exercise	63.9%
B.	Recreation	61.1%
C.	Commuting	8.3%
D.	Running Errands / Transportation	5.6%
E.	Other _____	2.8%

25. What would you be more likely to do on a trail?

A.	Walk / Run	82.8%
B.	Bike	17.2%
C.	Rollerblade / Roller Skate	0.0%
D.	Other: _____	0.0%

26. What do you think the trails should connect? (Choose up to 5)

A.	Recreational facilities	40.0%
B.	Wapsipinicon State Park	82.9%
C.	Hale Bridge	37.1%
D.	Regional trail system	37.1%
E.	Stone City	31.4%
F.	Schools	31.4%
G.	Town Hall	0.0%
H.	National Motorcycle Museum	14.3%
I.	Jones County Regional Medical Center	2.9%
J.	Anamosa Ball Park	8.6%
K.	Wapsi-Ana Park / Anamosa Aquatic Center	45.7%
L.	Lawrence Community Center	22.9%
M.	Wal-Mart	2.9%
N.	Public Library	0.0%
O.	Downtown	25.7%
P.	Other _____	0.0%

32. Do you think the once the trail system is complete, it will bring more people to downtown?

A.	Yes	75.8%
B.	No	24.2%

33. How did you learn about this meeting?

A.	Newspaper advertisement	18.8%
B.	Newspaper article	12.5%
C.	Flyer	31.3%
D.	From my children	0.0%
E.	From someone else	37.5%

Sidewalks and Points of Interest

ID Number Name

- 1 Wapsipinicon State Park
- 2 Lawrence Community Center
- 3 Anamosa Public Library
- 4 Anamosa High School
- 5 West Middle School
- 6 Strawberry Hill Elementary School
- 7 Anamosa Aquatic Center
- 8 Anamosa State Penitentiary Museum
- 9 Anamosa Ball Park
- 10 Jones County Court House
- 11 Anamosa City Hall
- 12 Woodland Park Assisted Living
- 13 Remley Woods
- 14 Commerical Area
- 15 Fawn Creek Country Club
- 16 Jones County Regional Medical Center

- No Sidewalks
- Sidewalks Both Sides
- Sidewalks One Side
- Point of Interest
- Point of Interest 1/8 Mile Buffer

0.5
Miles

