



Uptown Master Plan Update

January 6, 2021

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Overview & Process

1 Overview & Process

PURPOSE & PROCESS

Purpose

This document guides near-term and mid-term improvements to Uptown with actionable steps that build upon previous planning efforts. The plan also lays out aspirational improvements that have an eye toward a longer-term vision for Uptown as a regional destination that reflects the people and personality of Marion.

Planning Organization & Process

In April of 2020, the City of Marion (City), in collaboration with RDG Planning & Design, began facilitating the Master Plan Update. Rather than duplicating earlier efforts, the Master Plan Update draws upon the extensive public engagement efforts as a part of the 15 planning efforts that have included the Uptown area from 2009 to 2020. Concurrently, the City advanced design documents for the 7th Avenue Street/Streetscape from 8th Street to 12th Street.

The planning decisions for the Update and the design process for the 7th Avenue Street/Streetscape were developed with the assistance of two groups: the Technical Committee and the Steering Committee. Groups were specifically designed to allow for stakeholder participation, with engagement and representation from City staff, Uptown Marion, Marion Chamber of Commerce, business owners, and elected officials.

Technical Committee:

City of Marion

- Tom Treharne, Community Development Director
- Mike Barkalow, City Engineer
- Nicole Behrens, Planner I
- Kesha Billings, Associate Planner
- Mike Carolan, Parks & Recreation Director
- Amal Eltahir, Assistant to the City Manager
- Jacob Hahn, Assistant City Engineer
- Dave Hockett, Principal Planner
- Ryan Miller, Public Service Director
- Lon Pluckhahn, City Manager
- Seth Staashelm, Parks & Recreation Deputy Director
- Hollie Trenary, Library Director

Partners

- Jill Ackerman, President
Marion Chamber of Commerce
- Nick Glew, President
Marion Economic Development Corp
- Brooke Prouty, Director
Uptown Marion Main Street District

Steering Committee:

- Nicole Behrens
- Cody Buelt
- Tom Treharne
- Brooke Prouty
- Charlie Potter
- Colette Atkins
- Josh Immerfall
- Kyle Martin
- Jeanne Matthews
- Mayor Nicolas AbouAssaly
- Nikki Kettelkamp
- Mike Barkalow
- Will Brandt
- Dale Monroe



Scope of the Master Plan Update

The scope of the Master Plan Update focused on knitting together existing Uptown plans and filling gaps to develop an actionable blueprint for implementation of improvements to the core of Uptown and its immediate context.

The geographic scope focused primarily on the area bounded by 7th Street, 15th Street, 8th Avenue and 5th Avenue with additional consideration given to areas that lead into the Uptown area. The diagram at right reflects this geographic scope of the Master Plan Update as well as the scope of the concurrent 7th Avenue Street/Streetscape design through construction effort.

The primary scope of the Master Plan Update included the following:

- Existing Condition Analysis including understanding of current conditions, proposed development/design plans, recent successes/challenges, identification of infill/redevelopment opportunities, and a general review/summary of parking.
- Limited Stakeholder Engagement that builds upon the engagement efforts undertaken in the recent planning efforts.
- Master Plan Recommendations that build upon existing plans and proposals for a variety of features:
 - District Identity
 - Land Uses and Synergies
 - Development Character
 - Plan Layout
 - Transportation Systems and Access
 - Public space character and form
 - Connections to Context (Physical and Cultural)
 - Illustrative plan concepts for the blocks immediately adjacent to the roundabout at 15th Street and 7th Avenue
 - General recommendation for extension of the Artway
 - Programming and preliminary design of an Uptown Plaza and Marion Square Park



1 Overview & Process

Community Feedback from Previous Plans

The following plans and documents were reviewed by the Planning Team with a focus on common themes, recommendations to move forward, and community feedback:

- Central Corridor Plan (2009)
- Marion Comprehensive Plan (2010)
- Uptown Streetscape Plan (2011)
- WestEnd Corridor Plan (2011)
- ImaginART: A Public Art Plan for the City of Marion (2012)
- Uptown Marion Parking Study (2014)
- Marion Master Trails Plan (2014)
- Step into Nature (2016)
- imagiNEXT Future Four Action Plans (and the Power of Public Plazas) (2018)
- Central Corridor Districts Plan (2019)
- Connections 2040 Connections 2045 (In progress)
- Branding Document
- Parks Master Plan
- Uptown Market Study & Strategies (2019)

Most plans had advisory/steering committees at a minimum, but many of the plans also engaged the community through open houses, surveys, and focus groups.

Highlights and common themes expressed in community and stakeholder feedback from previous plans regarding the Uptown area convey appreciation of Uptown today and ideas for an even brighter future:

- Uptown Marion is a good investment and has positive momentum as a vibrant economic and community hub for Marion.
- Uptown could use more activities for all ages.
- The infusion of art into Uptown is viewed positively and should be expanded.
- Uptown should become a “regional cultural and entertainment destination” that supports a high quality of life for Marion residents.
- There is a need for a four-season expanded plaza/gathering space.
- Embracing partnerships will help Uptown accomplish future improvements.
- Uptown should balance respect for the historic characteristics of Uptown with the creative personality of Uptown that is evolving today.
- The sense of arrival to Uptown needs improvement.
- Design quality is important to creating enduring investments in Uptown.
- Complete streets / multimodal transportation systems have multiple benefits (livability, economic, health, etc.)

COMMUNITY FEEDBACK

The engagement conducted most recently in the [2019 Uptown Market Study & Strategies](#) provided both consumer and business owner insight for the Master Plan Update:

- Conducted a Consumer Survey with 704 participants and an Uptown Marion Business Survey – 53 respondents
- Uptown Marion work sessions with partners and community members
- The business owners surveyed are strongly interested in improving the “downtown’s streets, sidewalks, lighting, furnishings, green spaces, trails, etc.” (See summary in table below).

Table 12

Q: On a scale from 1 (Low) to 5 (High), what level of priority would you place on possible downtown enhancement efforts to:

Consumers (C) and Businesses (B) Avg. Rating

Enhancement Efforts	(C)	(B)
Create incentives for new and expanding Uptown Marion businesses	4.09 (1)	4.08 (2)
Improve Uptown Marion's streets, sidewalks, lighting, furnishings, green spaces, trails, etc.	4.07 (2)	4.48 (1)
Stage additional festivals and special events in Uptown Marion	3.90 (3)	4.08 (3)
Restore and preserve Uptown Marion's historic character	3.84 (4)	3.92 (4)
Improve and/or create more housing in the Uptown Marion area	2.65 (5)	3.08 (5)

Source: 2019 Uptown Marion Consumer and Business Surveys.



1 Overview & Process

COMMUNITY FEEDBACK & GUIDING PRINCIPLES

COMMUNITY FEEDBACK

KEY WORDS & PHRASES EXPRESSED IN MULTIPLE PLAN DOCUMENTS REGARDING A VISION FOR UPTOWN:

Accessible, attractive, open, “regional cultural and entertainment destination,” partnerships, creative, fun, quality design

New Feedback from Steering/Technical Committees

This Master Plan update is built on the community feedback from previous efforts, but new and reinforced considerations were provided by the current Steering Committee and Technical Committee members:

Key Success Factors

- Enhance walkability & transportation options
- Create a destination atmosphere in Uptown
- Provide a well-communicated plan and timeline

Concerns

- Maintainability
- COVID impact on Uptown and its relation to construction of improvements

Guiding Principles

Based on previous community feedback and new feedback from stakeholders, the Technical Committee developed guiding principles that create a framework for decision-making for this plan as well as future priorities in Uptown. The following pages address guiding principles related to Character of the District, Redevelopment, Programming, and Infrastructure.



Character of the District

- Intentional, public investments stimulate private investment.
- A focus on local “flavor” and local “personality” (businesses, activities, art, and aesthetics) enhances the appeal of the overall district. A distinct identity (not a theme) that is supported by art will support the destination quality of Uptown.
- Design of the public realm should balance respect for historic area with creative, forward-thinking aesthetics/use.
- Biophilic design connects people to nature, improves overall health/wellness, and encourages active living.
- Buildings and design elements that support the human scale and comfort encourage people to frequent the Uptown district.



Redevelopment

- A continued mix of higher density land uses fosters a more vibrant, walkable district.
- Redevelopment should be pedestrian- and street-oriented to continue the character of Uptown.



Above: Future Marion Library

Programming

- Expand and promote retail offerings, culture, art, history, and entertainment in Uptown to support continued economic vitality. Such programming creates a regional DESTINATION that attracts people and encourages exploration of the district.
- Year-round and all-ages (including family-friendly) activities will generate more visits to Uptown.
- A creative, comfortable public realm that includes public art encourages more exploration of the district by visitors; this consequently improves the health of businesses.



Infrastructure

- Health: Promote health and wellness as a city-wide priority.
- A strong multi-modal transportation system (including Complete Streets) promotes health, economic vitality, access, improved air quality, and safety.
 - Connecting Uptown to the existing and planned bike facility network will benefit health and economic goals.
- The use of stormwater best management practices in strategic locations improves water quality and decreases the negative impacts of stormwater run-off.
- Lighting should enhance public safety and create ambience.
- Consider ease of future maintenance during planning and design phases.



2

Existing Conditions

2 Existing Conditions

UPTOWN TODAY: CHARACTER OF THE DISTRICT

Intentional Direction, Positive Momentum

As a result of the collaborative efforts of private/public stakeholders, community members, and thoughtful planning, Uptown has realized a continued and increased vibrancy over the last 10-15 years with many recent, notable accomplishments:

- Zoning districts and standards implemented for Uptown in 2019
- The construction of three roundabouts and the soon-to-be-complete 6th Avenue connection
- Designation as a Main Street community in 2013
- Increased commercial and residential investment
 - Includes approximately 32 building projects and over \$20 million local investment since the 2013 Main Street designation
- Increasingly perceived as a dining and shopping destination
- Continued private interest in development of vacant or underutilized properties
- Implementation of Artway Phase I
- An open-container policy that has helped increased night life in portions of Uptown
- Perception by citizens and business owners that Uptown Marion is a “good investment”
- Bicycle Facilities
 - Shared Lane Markings on multiple Uptown streets
 - 6th Avenue



2 Existing Conditions

UPTOWN TODAY: AREAS FOR IMPROVEMENT

Opportunity

Overall, the Uptown District is characterized by its vibrancy, but the character of the district can be improved in several key areas that will strengthen the perception and use of Uptown.



First Impressions

As visitors and residents approach Uptown, there is an opportunity to build anticipation and community pride for the District. Today, this approach from the east and west between the 7th Street and 15th Street roundabouts is characterized by predominantly auto-oriented development and streetscape zones. Wide driveways, parking lots, and minimal landscaping create a generally gray first impression. This Master Plan Update recommends a continuation of enhancements – both public and private to address this first impression.



Gathering Spaces

Past business owner and community engagement has revealed a desire to continue to expand opportunities for events and activities to occur in Uptown. The Artway Phase I, streets/streetscapes, and City Square Park currently provide opportunities for gatherings, but some of the spaces are dated, lack the full functionality for events (e.g., power, flexible paved areas, etc.), or lack a variety of activities for all ages.



Connectivity between Destinations

Uptown Marion is a multi-block destination, but current visual and physical barriers discourage exploration of the district. Visual barriers include planters that cut off visual access at the 7th Avenue pedestrian crossing. Physical barriers include the higher traffic routes of 10th Street, 7th Avenue, and 6th Avenue. Special consideration for mitigation of these barriers is recommended.

2 Existing Conditions

Background

The process for completing the Master Plan Update occurred during the COVID-19 pandemic in Iowa, which is believed to influence customer's behavior - both the frequency and duration of people parking in district. Due to this circumstance, the City of Marion deferred the commission of a Parking Strategic Plan until after the pandemic's influence on customer behaviors.

This plan includes a summary of existing conditions using the 2014 Parking Study and reviewing aerial photography from Google Earth. It does not include primary source data collection, which is necessary for a Parking Strategic Plan. Recommendations are advisory until more reliable information becomes available.

EXISTING PARKING INVENTORY & CONDITIONS

Parking Observations & Conditions

- While some parking restrictions exist including 2-hour time limits in the core of Uptown, the time limits are not enforced.
- Parking permits are required in a few locations for specific uses.
- The experience of walking from a parking spot to a destination is important to the perception of available parking in the district. Circuitous routes, obstacles, crossing streets, and the general appearance of pathways influences people's perception to be return customers.
- The Uptown District continues to see interest in the development of vacant or under-used parcels. A preliminary analysis of Uptown's redevelopment potential during the next 10-15 years suggests that it may generate a net increase of nearly 170,000 square feet of building space. This space will create an increased demand for parking.



2 Existing Conditions

Parking Inventory Highlights

The parking inventory is based on the following sources:

Uptown Marion 2014 Parking Inventory Survey. The 2014 Parking Study was completed by Uptown Marion and evaluated on-street and off-street parking through several times of day and days of the week. The data is not recent enough to base recommendations on, but highlights are included here for future comparison. Its findings include:

- The average on-street parking utilization in the Interior Zone was 53% and Outer Zone was 39%.
- The peak on-street utilization was on a Thursday (6:00pm) during a Marion By Moonlight event with 78% of spaces occupied.
- The average off-street parking lot utilization was 37% with peak utilization (86%) occurring during the Thursday (6:00pm) Marion By Moonlight event.
- Based on this data set, peak and higher parking utilization appears correlated with Uptown events and lunch-time hours.

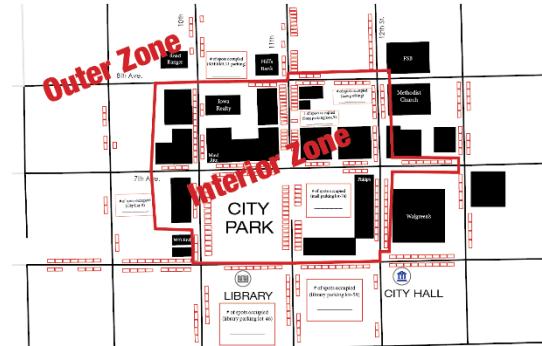
Aerial Photos – Google Earth. Aerial photography from December 22, 2018, and April 19, 2019 (though limited by time of day and event knowledge), shows a pattern of similar, but somewhat lower overall utilization of parking. Average utilization of all spaces was 35% in 2018 and 24% in 2019. The lower utilization may be based on a lack of events occurring during the time that the photographs were taken. See the appendix for additional analysis.

EXISTING PARKING INVENTORY & CONDITIONS

Existing Parking Interim Conclusions

Insufficient data exists on current conditions to recommend next steps for parking management without further study. However, available data indicates parking capacity exists during most days and times of day within the larger district, but local hotspots, larger Uptown events, and future development may put some pressure on the current/future parking supply, particularly in the interior zone.

This plan recommends that the City commission a Parking Strategic Plan, which is further outlined in Chapter 3. A key component of this plan includes a detailed review of current parking conditions once customer behaviors are not significantly influenced by the pandemic. Also, the study should forecast future parking demand based on anticipated development capacity and its management.



Snapshot of study area from Uptown Marion's 2014 Parking Study

3

Recommendations – Public Realm

3 Recommendations – Public Realm

OVERVIEW & CONTINUATION OF PAST PLAN IMPROVEMENTS

Public Realm Improvements

Building upon past plans and the Guiding Principles established for this plan update, public realm improvements are recommended as intentional, strategic investments in the Uptown District and for the community at large. These improvements are characterized in the following categories:

- Continuation of Past Plan Recommendations
- Circulation: Vehicle, Bicycle, Pedestrian
- Parking Strategic Plan
- District Identity & Artway Extension
- Uptown Plaza

Included with each improvement recommendation is an implementation plan that outlines the estimated partners, tasks, and timeline for each item. The City of Marion will review implementation plans on an annual basis to confirm priorities.

Continuation of Past Plan Improvements

The plans associated with Uptown over the last 10-15 years have resulted in many great successes and some yet-to-be-realized public realm enhancements. Some of these yet-to-be-realized elements are developed as a part of this plan update; other elements are not a part of this plan's scope, but still ideas to be implemented over the short, middle, and long term. The following list summarizes the primary items that are deemed ongoing priorities for Uptown public realm improvements that are not documented in further detail as a part of this Master Plan Update:

- Street improvements throughout Uptown including artistic features and furnishings
- Uptown signage, informational kiosk, and wayfinding plan with an intent to improve wayfinding to destinations, businesses, parks, and trails
- Consideration of the creation of a Self-Supported Municipal Improvement District (SSMID) for Uptown
- Establishment of a maintenance program
- Improvements to north-south arterials
 - 10th Street / 11th Street Transition
 - 2nd Street
- Access management east and west of Uptown (consolidation of driveway locations to increase driver clarity, improve safety, and enhance the appearance of the public realm)
- Railroad Bridge replacement: CeMar Bridge (in-progress)
- Design and construction of new Marion Library (in-progress)



Kiosk sketch recommendation from Uptown Streetscape Plan



Conceptual model of CeMar Bridge artistic elements

3 Recommendations – Public Realm

VEHICULAR CIRCULATION

Overview

The majority of vehicular improvements in Uptown have been incorporated in the nearly complete 6th Avenue project and the multi-phase, current 7th Avenue and 10th Street project. In addition to these projects, it is recommended that the City of Marion continue to plan for a future improvement to the 11th Street and 10th Street transition south of Uptown.

10th to 11th Street Transition

As a significant arterial route through Marion, the 10th Street and 11th Street arterial carries a larger share of traffic than other north-south roads in Uptown. Currently, the transition between the two roads south of Uptown requires two 90 degree turns for vehicles. It is anticipated that the traffic volume on this route will continue to grow, and the implementation of this realignment will occur when traffic increases to a level that causes traffic problems.

The diagram at right indicates a conceptual plan for a more continuous transition between 11th Street and 10th Street with the opportunity for a roundabout. The actual alignment and location of the transition requires further study. It is anticipated that the infrastructure for this will include the construction of a 3-lane concrete pavement cross-section with sidewalks and enhanced access control. The project will require the acquisition of several existing properties. This planned transition has been identified in the City of Marion Major Streets Guide (Adopted May 2014; last amended Dec. 2015 <https://www.cityofmarion.org/home/showdocument?id=9546>).



3 Recommendations – Public Realm

VEHICULAR CIRCULATION

Implementation Plan

The Implementation Plan at right lays out the estimated timeline for a realignment of the 11th Street and 10th Street transition south of 5th Avenue.

Project	Partners	Tasks	Timeline	Budget
Realignment of 11 th Street for continuous transition to 10 th Street south of 5 th Avenue.	• N/A	Planning Study Design Documentation Property Acquisition / Relocation Construction	2025 2026 2027 2027 – 2028	\$3.5 million

3 Recommendations – Public Realm

CIRCULATION: BICYCLE

Background

The plan at right is an annotated excerpt from the Recommended Trails and On-Street Bikeways from the 2014 Marion Master Trails Plan (amended 2017). The below keyed notes highlight accomplishments and recommendations for adjustments.

1. Implementation Complete

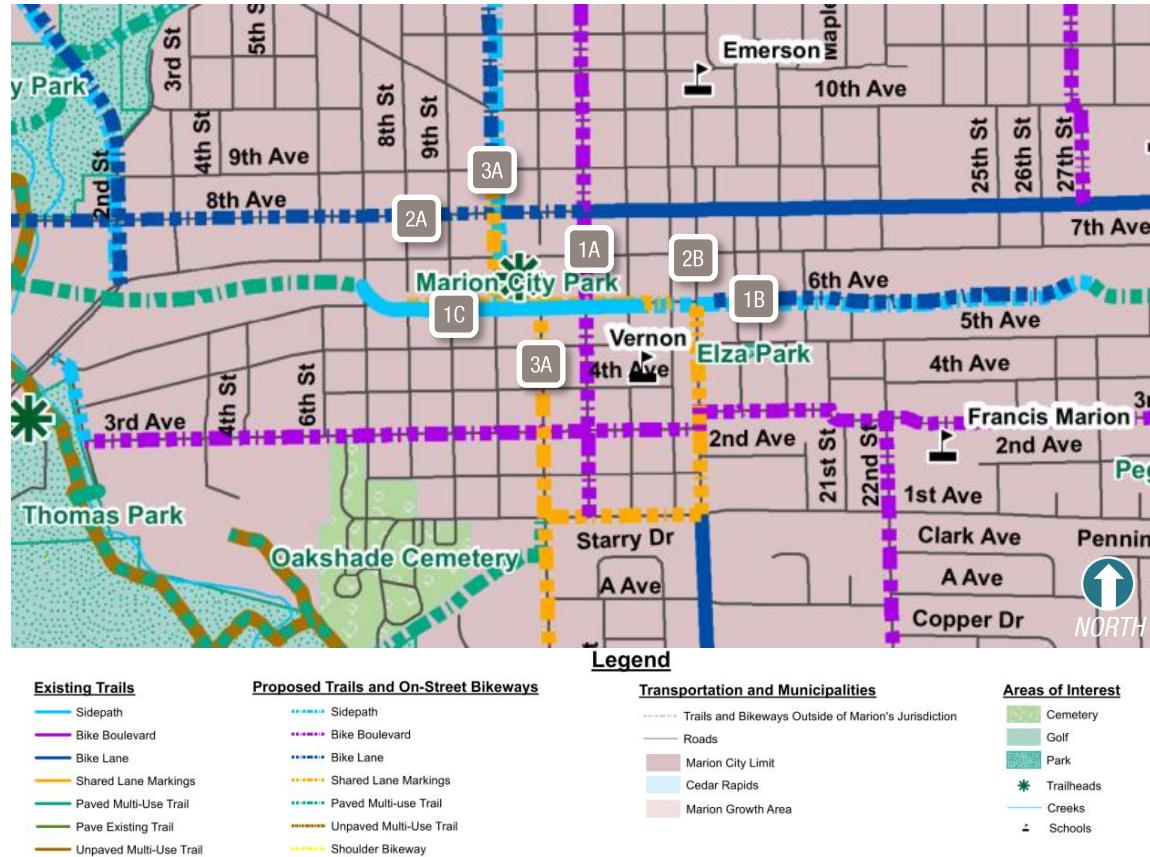
- A. Shared lane markings on 12th Street and 11th Street (south of 6th Avenue).
- B. 6th Avenue Bike Facilities from 27th Street to 15th Street Bike Lanes.
- C. 6th Avenue sidepaths.

2. Implementation to Complete

- A. 8th Avenue Bicycle Facilities west of 12th Street. The Planning Team recommends consideration of shared lane markings instead of bike lanes due to spatial constraints.
- B. Sharrows: 15th Street through Uptown with exit ramps

3. Master Plan Update Recommended Amendments

- A. North-South Bicycle Route through Uptown was identified along 11th Street south of 6th Avenue and 10th Street north of 6th Avenue. Portions of this route are challenging due to lack of room between the curb and the property line. The following pages recommend adjustments to this North-South route.



3 Recommendations – Public Realm

CIRCULATION: BICYCLE

Overview: Proposed North-South Bicycle Route

The amended, proposed north-south bicycle route through Uptown will largely follow 11th Street from the south and reconnect with 10th Street at 9th Avenue. This amendment serves two primary purposes:

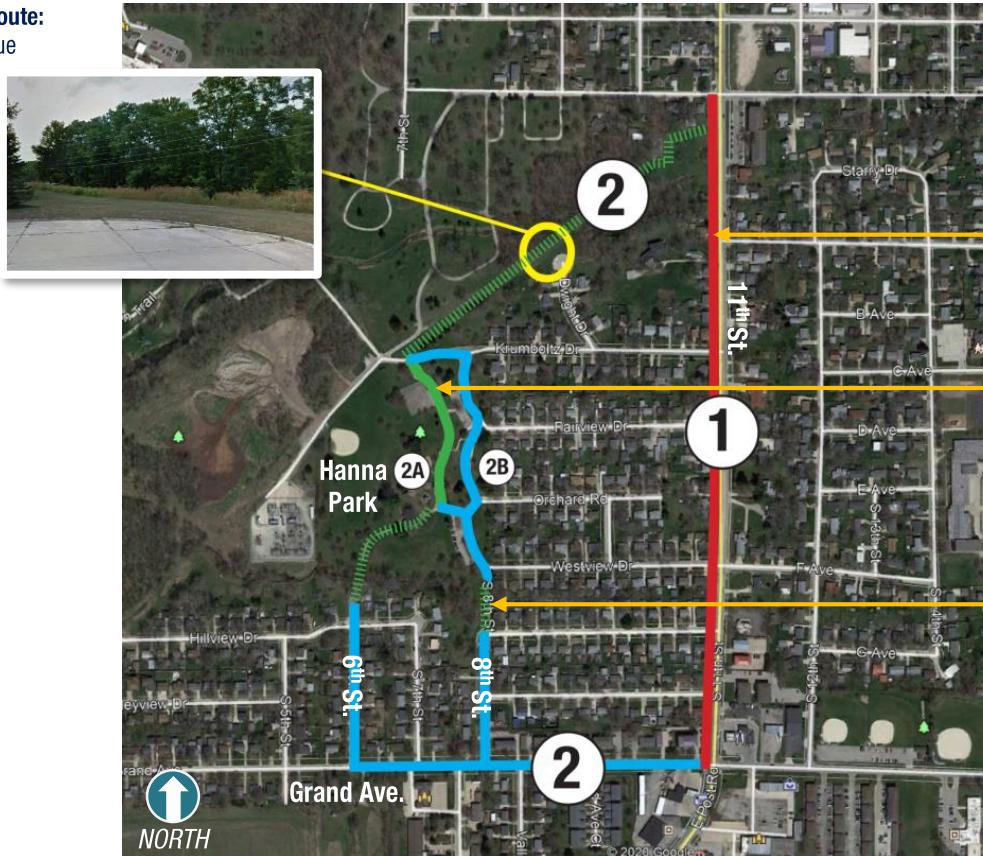
1. This route avoids the narrow R.O.W. challenges on 10th Street between 6th Avenue and 9th Avenue.
2. This route allows bicyclists to access the center of Uptown activities and businesses.



3 Recommendations – Public Realm

CIRCULATION: BICYCLE

Proposed North-South Route:
Grand Avenue to 1st Avenue



1 Primary Route: 11th Street
Shared-use side path on west side

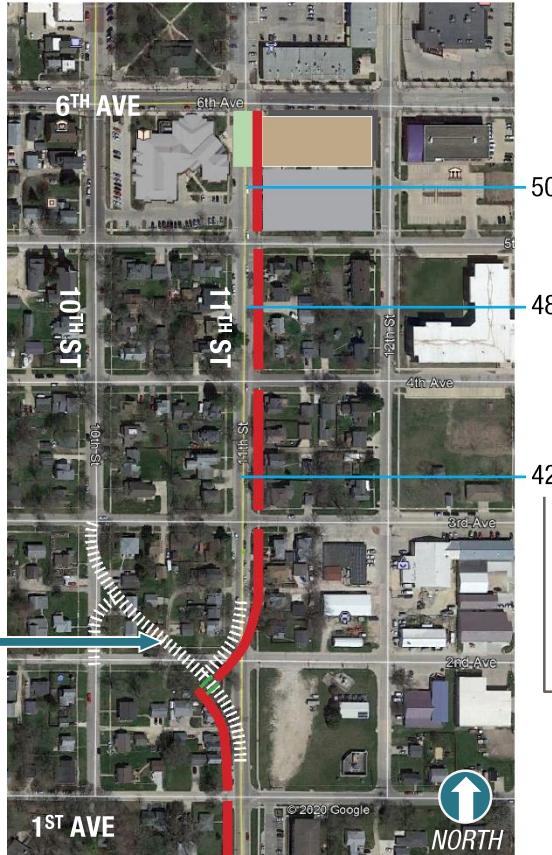
Alternate Routes: Grand Avenue and 6th Street / 8th Street

- 2A** 6th Street Route
- Bicycle boulevard (existing) on Grand Avenue and 6th Street to north of Hillview Drive
 - Widen existing footpath from Hillview Drive to existing Hanna Park trail
 - New diagonal trail along utility easement to 1st Avenue

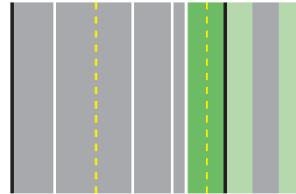
- 2B** 8th Street Route
- Bicycle boulevard (existing) or side path on Grand Avenue and 8th Street to Hillview Drive
 - Widen existing footpath from Hillview Drive to Westview Drive
 - Hanna Park road to existing trail
 - New diagonal trail along utility easement to 1st Avenue

3 Recommendations – Public Realm

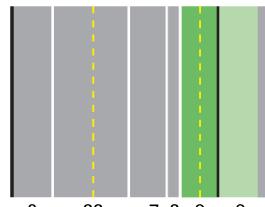
Proposed North-South Route:
1st Avenue to 6th Avenue



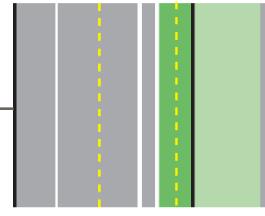
CIRCULATION: BICYCLE



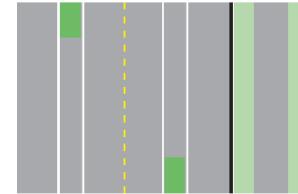
Two-way protected bike lane, parking on both sides. Uses existing street channel. Transitions from either sidewalk or protected bike lane. Continues into library plaza, and transitions to bike track through plaza. Uses existing street channel.



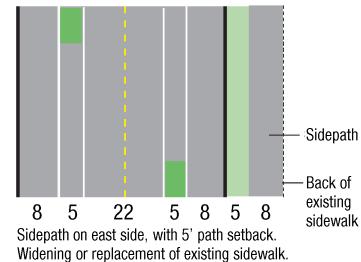
Two-way protected bike lane, parking on both sides; may transition from 42' section. Uses existing street channel.



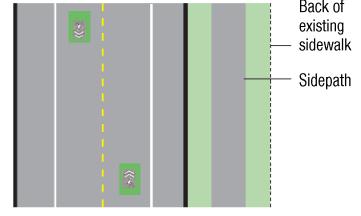
Two-way protected bike lane, parking on one side.



Bike lanes continue on south half of block, with transition to east side path on library plaza half of block. Sidepath continues, Uses existing street channel.



Sidepath on east side, with 5' path setback. Widening or replacement of existing sidewalk.



On-street bicycle boulevard with enhanced SLM's, with 8' sidepath. 6' typical setback, replacing existing sidewalk.

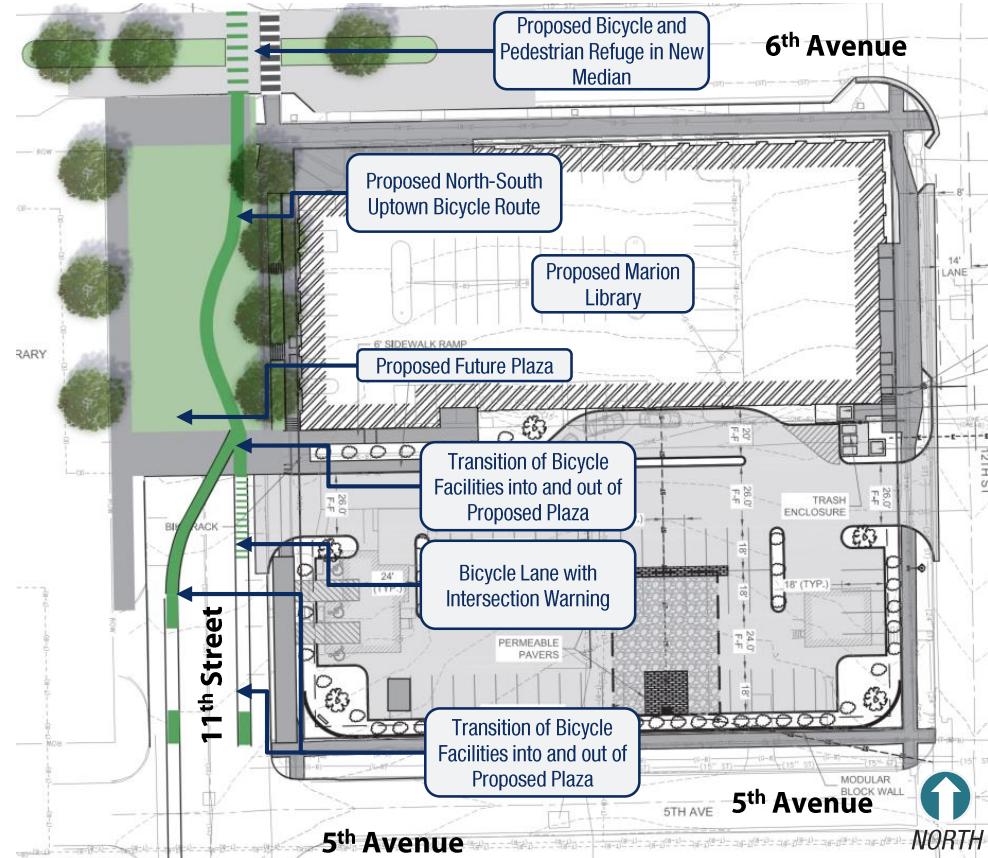
3 Recommendations – Public Realm

CIRCULATION: BICYCLE

Proposed North-South Route:

5th Avenue to 6th Avenue

- Proposed bicycle facilities south of 5th Avenue transition into a consolidated bicycle route through a proposed plaza adjacent to the future Marion Public Library.
- At the 6th Avenue crossing, a pedestrian-actuated flashing beacon and a conversion of the center turn lane into a pedestrian refuge median are proposed to enhance safety.



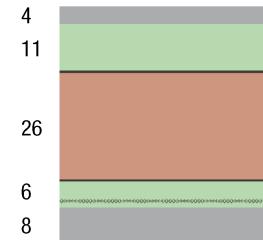
Above: Character images of pedestrian refuge median at 6th Avenue

3 Recommendations – Public Realm

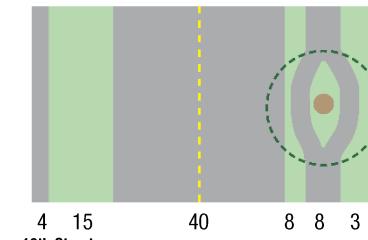
Proposed North-South Route:
6th Avenue to 10th Avenue



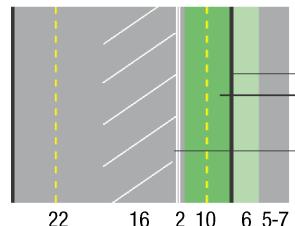
CIRCULATION: BICYCLE



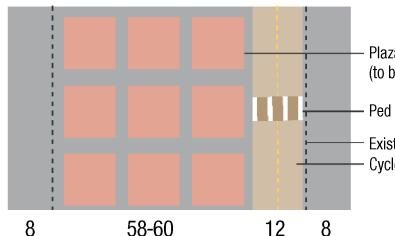
9th Avenue
On-street on brick. Sidepath on south side between property line and overhead poles, with varied setback from curb.



10th Street
Sidepath on east side. Variable setbacks and possibility of splitting the path into one-way segments around trees and adapting to grade changes.



Two-way protected bike lane, diagonal parking on east side. Uses existing street channel. Aligns with cycle track through plaza.



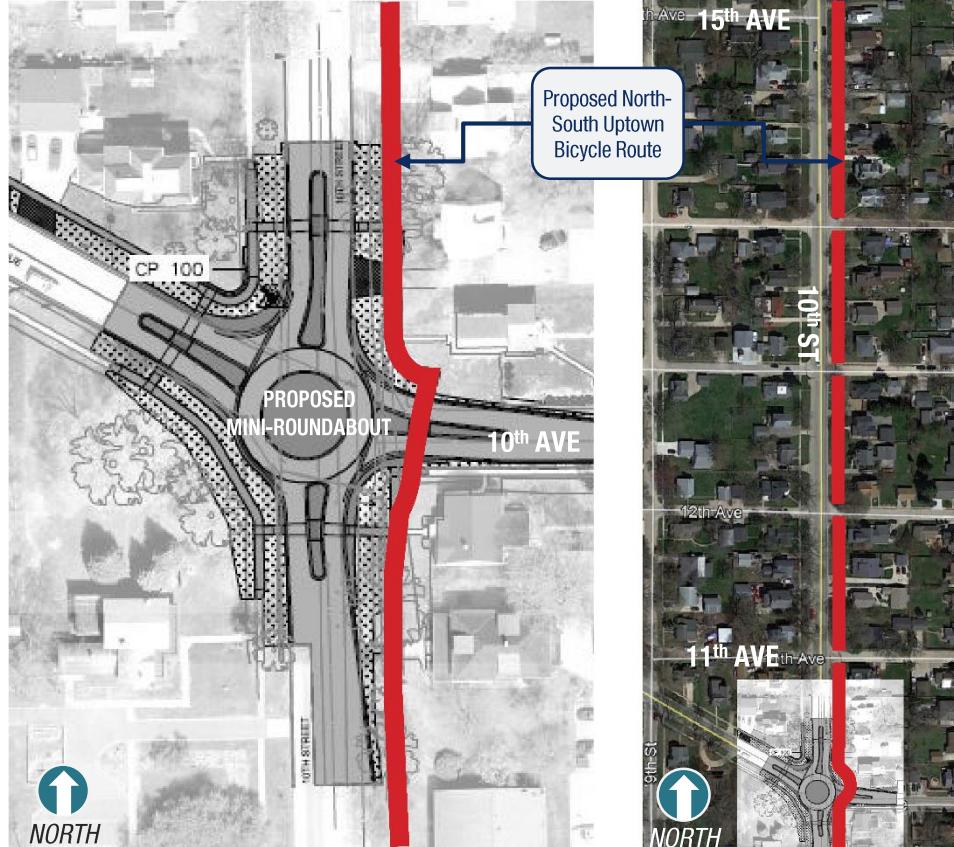
3 Recommendations – Public Realm

CIRCULATION: BICYCLE

Proposed

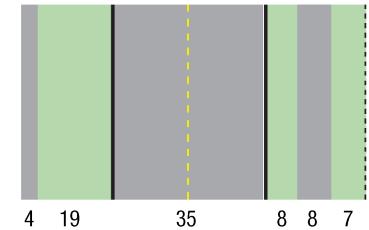
North-South Route:

10th Street & 10th Avenue Transition,
10th Avenue to 15th Avenue



10th Street and 10th Avenue Transition at Proposed Mini-Roundabout

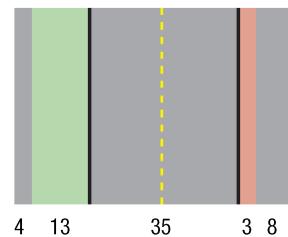
Proposed 10th Street Sidepath for Bicycles & Pedestrians



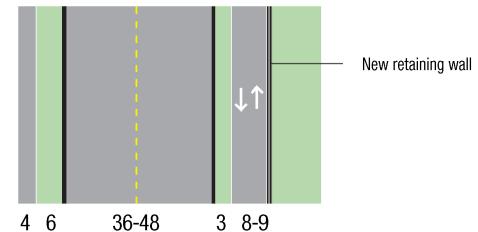
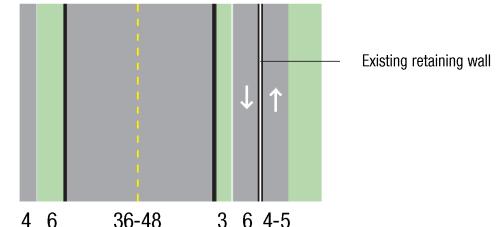
Sidepath on east side. Variable setbacks depends on trees and grades, with 8' desirable minimum setback from curb. Sidepath minimum width of 8', desirable minimum is 10'.

3 Recommendations – Public Realm

CIRCULATION: BICYCLE



10th Street, 15th Ave to McGowan Blvd
Sidepath on east side. Contrasting paved back of curb buffer when distance to front edge of path falls to 3 feet or less.
Sidepath minimum width of 8', desirable minimum is 10'.



10th Street, McGowan Blvd to Indian Creek Road
Sidepath on east side. Possible split in direction, with NB path above existing retaining wall. Alternative widening of path with construction of a new retaining wall.

3 Recommendations – Public Realm

CIRCULATION: BICYCLE

The new bicycle route should be signed clearly to indicate the trails route and relationship to other community destinations. The below images represent examples of bicycle signage to be further studied during the implementation of future bicycle routes and wayfinding in the Uptown area.

Bicycle Route Signage:

Below is an example signage for the Grant Wood Trails of Linn County.



Bicycle Route Signage:

The below images represent examples from other communities of bicycle wayfinding and signage.



3 Recommendations – Public Realm

CIRCULATION: BICYCLE

Bicycle Route Implementation Plan

Implementation of the additional bicycle improvements to and through Uptown are documented in the table at right.

Project	Partners	Tasks	Timeline	Budget
Implement diagonal trail from Hanna Park (CeMar Trail Connection) to the Intersection of 1st Avenue and 11th Street (along Utility corridor) and sidepath project from 1st Avenue to 5th Avenue as a part of sidepath per CMPO recommendation	<ul style="list-style-type: none">• Corridor MPO• Marion BPAC• Marion Staff	<p>Review priorities with Marion BPAC.</p> <p>Amend Long Range Transportation Plan.</p> <p>Apply for federal funding.</p> <p>RFQ for design and engineering.</p> <p>Design & construction</p>	<p>2021</p> <p>2021</p> <p>2022</p> <p>2026</p> <p>2026-2027</p>	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>N/A</p> <p>T.B.D.</p>
Incorporate bicycle route through proposed new plaza spaces from 5 th Avenue to 8 th Avenue.	<ul style="list-style-type: none">• Current / City Council	<p>Included in Plaza design and construction phases</p>	<p>See page 78 for anticipated Plaza phasing/timeline.</p>	<p>Included in Plaza costs.</p>
Add 10th Street Sidepath project (9th Avenue to north of Indian Creek) to CMPO Long Range Transportation Plan	<ul style="list-style-type: none">• Marion BPAC• Marion City Council• Corridor MPO	<p>Review priorities with Marion BPAC.</p> <p>Amend Long Range Transportation Plan.</p> <p>Apply for federal funding.</p> <p>RFQ for design and engineering.</p> <p>Design & construction</p>	<p>2021</p> <p>2021</p> <p>2022</p> <p>2026</p> <p>2026-2027</p>	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>N/A</p> <p>T.B.D.</p>

Parking Recommendations

1. Commission a Parking Strategic Plan.

Based on the anticipated and continued growth of the Uptown area with new commercial and residential uses, this plan recommends commissioning a full Parking Strategic Plan once the pandemic's influence on customer behavior subsides.

Supply/Demand Analysis. The study should include an evaluation of current supply and demand. Also, it should include projected development and its future supply/demand for parking.

Parking Management. The study should include recommendations for managing parking for the entire district. This includes possible management structure, fees, time limits, and enforcement. [See the spectrum of Parking Management Options at right.](#)

Indicators for Parking Management. The plan should provide guidance on a range of parking management options and milestones that trigger higher tiers of management, which is illustrated at right.

Parking Management Options

Do Nothing

Continue with business-as-usual.

Uptown currently has time restrictions on much of the on-street parking supply, but restrictions are not currently enforced.

Time Restrictions, Curb Lane Management

Time restrictions include limits for how long a vehicle can remain in a space to encourage turnover for other customers.

Permits (Resident, Employee)

Permit examples include designated parking spaces for specified users like residents and employees.

Introduce Paid Parking

Paid parking examples include meters and pay stations.

Transportation Demand Management

Transportation Demand Management is the art of influencing traveler choices to avoid the expense of building additional parking.

Develop Additional Parking

Additional parking spaces includes building parking spaces to provide for increased demand.

3 Recommendations – Public Realm

PARKING STRATEGIC PLAN

Scope Items for Future Parking Strategic Plan:

PROCESS

- Public engagement process that includes the business community, Uptown visitors and residents.

CONDITIONS + FORECASTS

- Inventory, occupancy, turnover
- Inventory or existing building uses
- Review of existing documents and parking policies
- Forecast 10-year parking demand based on development potential.

PLAN COMPONENTS

- Recommendations for effective customer service for and management of parking
- Considerations to improve the user experience of parking in Uptown
- Preliminary design of connections between parking supplies and destinations
- Determination of parking supply opportunities (permanent, temporary, and/or shared)
- Opportunities to leverage technology
- Coordinate with Cedar Rapids for potential technology integration.
- A plan for parking design to improve efficiency and access. Also, design of new parking facilities.

Parking Strategy Considerations

As the full parking study evolves, parking strategies will be refined, but the study should evaluate strategies with consideration of the following principles:

- Determine “triggers” for moving through the parking management spectrum from simple actions to building new parking.
 - Is the plan addressing a problem?
 - Is the plan creating opportunities? Revenue may be able to be reinvested in Uptown through a Parking Benefit District.
- Use technology
 - Monitoring existing regulations (time-limited parking)
 - Providing information to customers on parking availability
 - Infrastructure “lite” / contactless options for paid parking that does not include physical meters
- Communicate well with the support of wayfinding and signage
- Study the potential for “unintended consequences” of parking design and management
- An interesting streetscape experience alleviates the desire to find “front door” parking

WHY MANAGE PARKING?

- *Parking is a limited and shared public resource*
- *Customer convenience to parking is important to the economic health of Uptown*
- *Parking is an important part of the “experience” of a place*
- *When done well, it can support (and not hinder!) other initiatives*

Key Questions for Future Parking Strategic Plan

- Are you monitoring existing regulations?
- What is the current experience for visitors?
- What are you trying to accomplish in the future?
- Who are your customers?
- How can you help customers make the best parking choice for their trip to Uptown?
- What challenges exist today?
- Is parking management just one piece of the mobility puzzle?



3 Recommendations – Public Realm

PARKING STRATEGIC PLAN: IMPLEMENTATION PLAN

Implementation Plan

- 1. Continue 2-hour parking on 7th Avenue and 10th Street.** This includes re-installation of signs during the near-term reconstruction project.
- 2. Commission a Parking Strategic Plan.** The plan should address near-term strategies and milestones for revising parking management to improve supply as demand increases.

Project	Partners	Tasks	Timeline	Budget
Re-install 2-hour parking signage for the parking stalls reconstructed along 7 th Avenue and 10 th Street.		Incorporation into bid set of current project	Winter 2021	N/A (Incorporated into current project)
Conduct a Parking Strategic Plan that comprehensively evaluates: <ul style="list-style-type: none"> • Current state of parking (2023) and future state of parking (2030) • User experience (including stakeholder/public engagement) • Parking demand management opportunities • Parking supply opportunities • Parking Benefit District opportunity 	<ul style="list-style-type: none"> • Uptown Marion Main Street District • Marion Chamber of Commerce • Business Community • City of Cedar Rapids, City of Iowa City 	Develop & issue RFQ for Parking Strategic Plan Review RFQ responses and select consultant Parking Strategic Plan Begins	Summer 2023* < month 1 year to capture all seasons	\$15,000-\$60,000 Cost is influenced by the extent of technical detail of the plan's research, recommendations, and public engagement.

*Project to proceed once the 7th Avenue & 10th Street construction in the core of Uptown is complete.

3 Recommendations – Public Realm

DISTRICT IDENTITY: GOALS & PROGRAMMING

District Identity Goals

Uptown has maintained a distinctive character over the years that should continue to be cultivated by intentional investments in the district's identity. Key goals of District Identity enhancements support the Guiding Principles identified in Chapter 1:

- Build upon previous planning efforts.
- Frame a positive perception and intuitive wayfinding to and through the Uptown District.
- Create a cohesive district that encourages exploration of several blocks and a willingness to park “beyond the front door.”
- Focus short-term priority on core Uptown district identity and on the screening of parking for key entry locations.



Above: Phase 1 of the Artway has infused a creative, artistic, and experience-based atmosphere into Uptown.

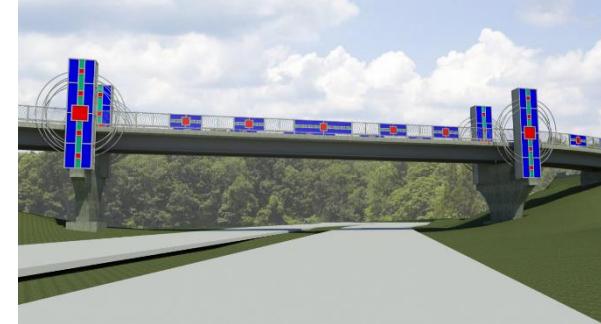
Related Efforts

Additional efforts to cultivate the District Identity of Uptown are numerous and ongoing:

- The in-progress replacement of the Railroad Bridge over Marion Boulevard west of Uptown.
- The extension of plaza spaces along the 11th Street corridor as outlined in this plan.
- The near-term reconstruction of 7th Avenue and 10th Street including roadway and streetscape improvements.
- The ImaginArt: Public Art Plan.
- Current grant funding for shadow art installations.



Above: Pleasant, shaded streets with landscaping and screening used in key locations as shown on 6th Avenue create a more welcoming, pedestrian-friendly district.



Above: Construction of a new pedestrian bridge over Marion Boulevard is slated to begin in 2021 as represented by the above rendering. Local artist Cara Briggs Farmer with Synergy Metal Works was selected to design the gateway features of this bridge.

3 Recommendations – Public Realm

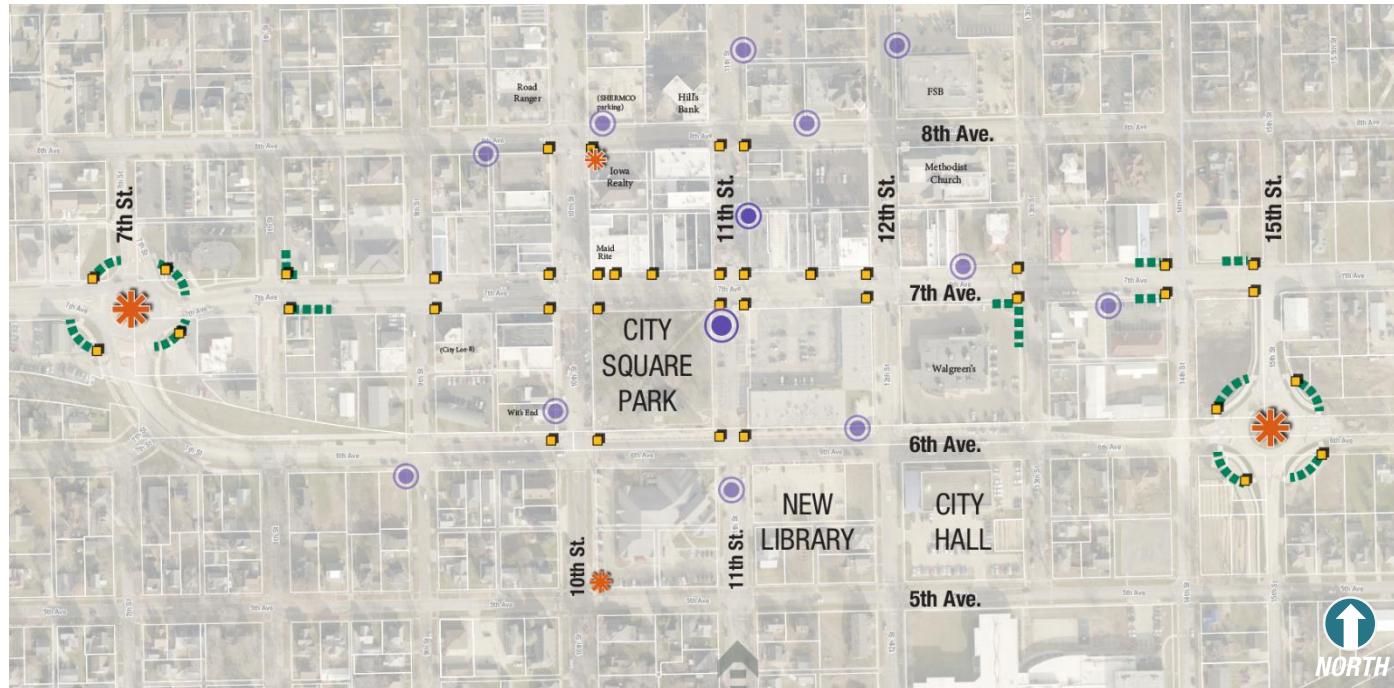
DISTRICT IDENTITY

Program Recommendations

District Identity features are five recommended categories, further described in the following pages:

- Gateways
- Monuments
- Landscape features or screens
- Art opportunities
- Extension of the Artway (as outlined in the subsequent section)

The diagram at right provides an overview of the proposed interventions to improve District Identity.



LEGEND

- | | |
|--|---|
| | Proposed Gateway Feature |
| | Proposed Uptown Monuments |
| | Proposed Landscape Feature or Screen |
| | Proposed Opportunity for Art |
| | Proposed Opportunity for Art (approximate location) |
| | Future Artway Extension |

3 Recommendations – Public Realm

Monument Intent

The strategic placement of vertical monuments in Uptown serves three key purposes:

- Build anticipation for Uptown to users of all types (motorists, pedestrians, bicyclists, etc.).
- Reinforce and enhance aesthetic character of the district.
- Call attention to key locations in Uptown such as pedestrian crossings and Artway entries.

Monument Design

The design of potential monuments for the 7th Avenue Streetscape was in progress at the time of this Master Plan Update. The current design concept draws inspiration from existing Artway gateway feature designed by Artist Cara Briggs Farmer and from nature.



Above: Current monument design concept shown at night.



Above: Current monument design concept.

DISTRICT IDENTITY: MONUMENTS



Above: Inspiration for the monument design came from the Artway gateway designed by Cara Briggs as well as from the patterns of nature.

3 Recommendations – Public Realm

DISTRICT IDENTITY: MONUMENT LOCATIONS

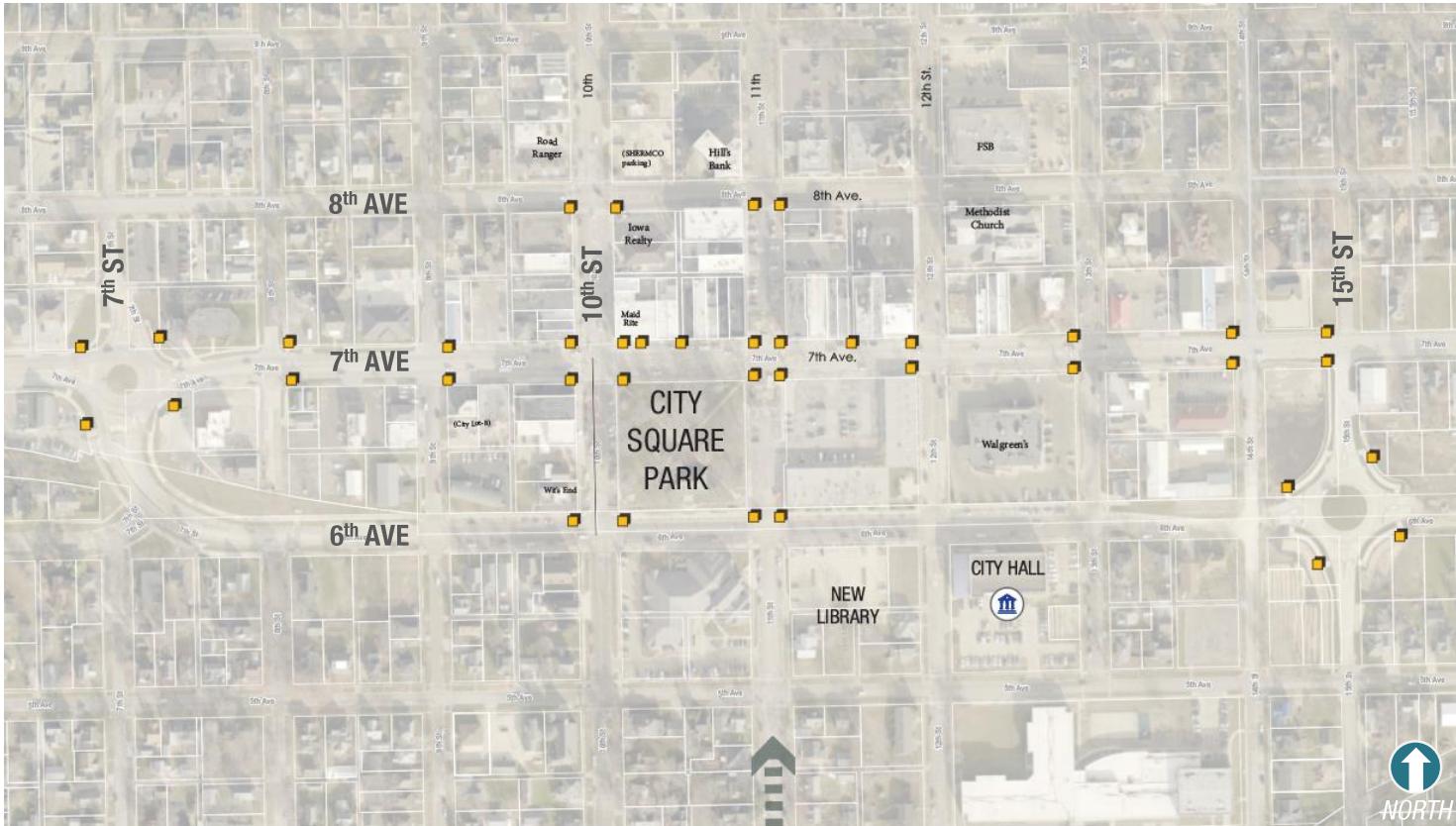
Monument Strategy

- Build anticipation and define the District
- Screen undesirable views

Vertical monuments are recommended to occur at the highest frequency along 7th Avenue, but also be located at key moments as you enter Uptown from the north, south, east, and west.

LEGEND

- ▲ Conceptual re-alignment of 10th St. & 11th St. (Actual alignment to be further studied)
- Proposed Gateway Feature
- Proposed Uptown Monuments
- Proposed Landscape Feature or Screen
- Proposed Opportunity for Art
- Proposed Opportunity for Art (approximate location)
- Future Artway Extension



3 Recommendations – Public Realm

Gateway Intent

The placement of gateway features at the entry of Uptown has been identified by several previous plans as important to achieving several goals:

- Create distinctive and memorable entry experiences for Uptown (ImaginArt: Public Art Plan for the City of Marion).
- Create a new civic marker that can become associated with the identity of Marion (ImaginArt: Public Art Plan for the City of Marion).
- Reinforce and enhance aesthetic character of the district.

Gateway Design

The design of gateway features have an opportunity to both relate to the character set for the Uptown district and to tell the story of Marion's unique commitment to public art.

Per the ImaginArt: Public Art Plan for the City of Marion, the community has a preference for gateway art that lets people know "that they have arrived in a community that values creative, quality design."

It is recommended that gateway locations incorporate the use of monuments that relate in materials/design to the monuments in the remainder of Uptown and incorporate new artwork. The incorporation of intentional planting should support the gateway features and could be completed in earlier phases of the effort.

Gateway Character Images



DISTRICT IDENTITY: GATEWAYS



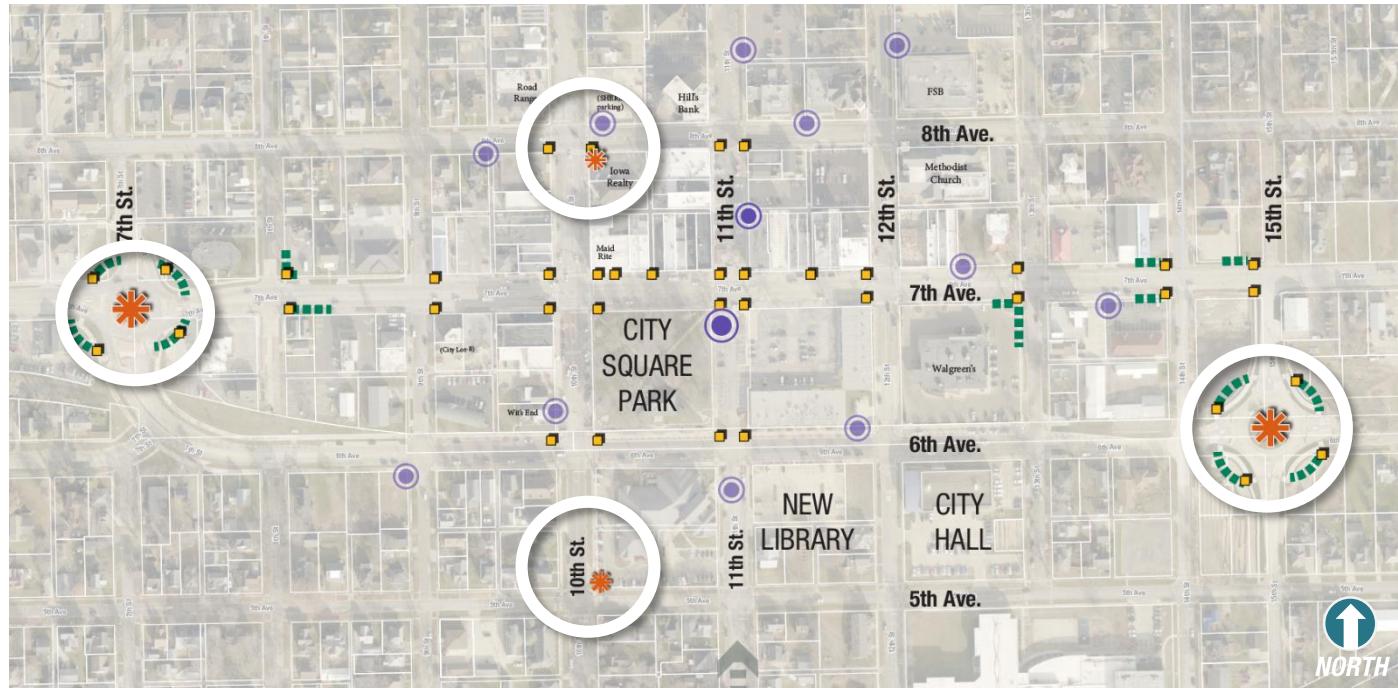
3 Recommendations – Public Realm

DISTRICT IDENTITY: GATEWAY LOCATIONS

Gateway Features Placement

Gateway Features are recommended to occur at the key outer intersections to welcome people entering Uptown from the north, south, east, and west.

Note: The Central Corridor Districts Plan also included a gateway to Uptown at the 31st Street / 7th Avenue roundabout. A potential enhancement here is seen as a good investment for the perception of the overall Marion community. However, this eastern location is not generally considered a part of Uptown and consequently should be considered as part of a separate improvement project that does not use the same aesthetics as the Uptown gateways.



LEGEND

- Proposed Gateway Feature
- Proposed Uptown Monuments
- Proposed Landscape Feature or Screen
- Proposed Opportunity for Art
- Proposed Opportunity for Art (approximate location)
- Future Artway Extension

3 Recommendations – Public Realm

DISTRICT IDENTITY: GATEWAY LOCATIONS

Western & Eastern Gateways

The western and eastern gateways into Uptown are recommended to occur at the 7th Street and 15th Street Roundabouts. In addition to a recommended artistic and landscape feature within the roundabouts, it is recommended that the outer corners of these intersections be framed with landscaping and monumentation that helps frame the experience of entering Uptown.

These two gateways represent the primary way that visitors arrive to Uptown and consequently should be provided a more prominent investment.



LEGEND

- Proposed Gateway Feature
- Proposed Uptown Monuments
- Proposed Landscape Feature or Screen
- Proposed Opportunity for Art
- Proposed Opportunity for Art (approximate location)
- Future Artway Extension

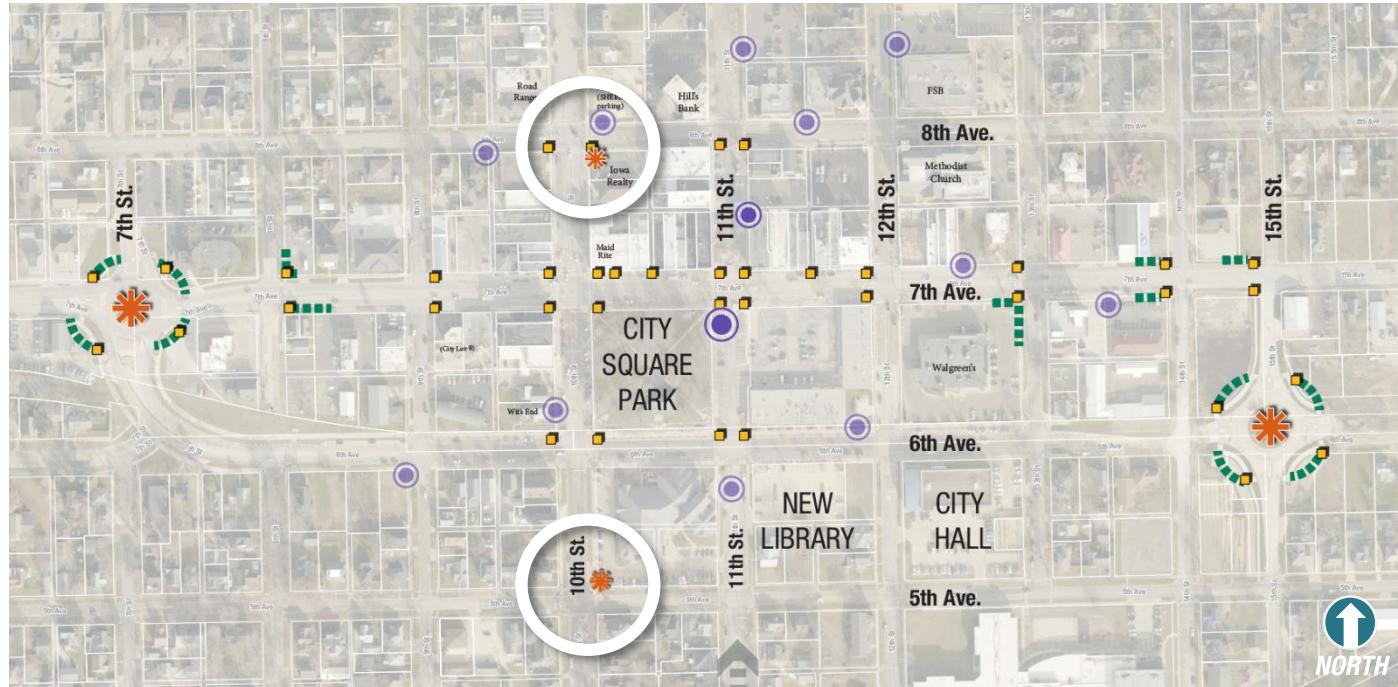
3 Recommendations – Public Realm

DISTRICT IDENTITY: GATEWAY LOCATIONS

Northern and Southern Gateways

Based on the regional circulation patterns, first-time visitors are rarely routed into Uptown from the north or south, but the arrival into the district from the north and the south still creates an opportunity to reinforce the unique experience of Uptown.

The northern gateway is identified to occur at the intersection of 8th Avenue and 10th Street; the final location requires additional study, but could coincide with potential future redevelopments. The southern gateway feature is identified to occur at the intersection of 10th Street and 5th Avenue and could be coordinated with the potential future redevelopment of the old library block.



LEGEND

- Proposed Gateway Feature
- Proposed Uptown Monuments
- Proposed Landscape Feature or Screen
- Proposed Opportunity for Art
- Proposed Opportunity for Art (approximate location)
- Future Artway Extension

3 Recommendations – Public Realm

DISTRICT IDENTITY: SCREENING

Screening Intent

The placement of landscape or decorative screens in Uptown serves the following intent:

- Improve views at prominent locations within Uptown and at entry points into Uptown
- Reinforce and enhance aesthetic character of the district.

Screen Design

Depending on spatial and/or budget constraints, screens can adopt the following design strategies in isolation or in combination with each other:

- Landscape screening
- Incorporation of Uptown monuments
- Incorporation of decorative fence/screen



Above: View looking east on 7th Ave. at 8th St.

Prominent front-yard parking areas dominate the view into Uptown.

Character Images



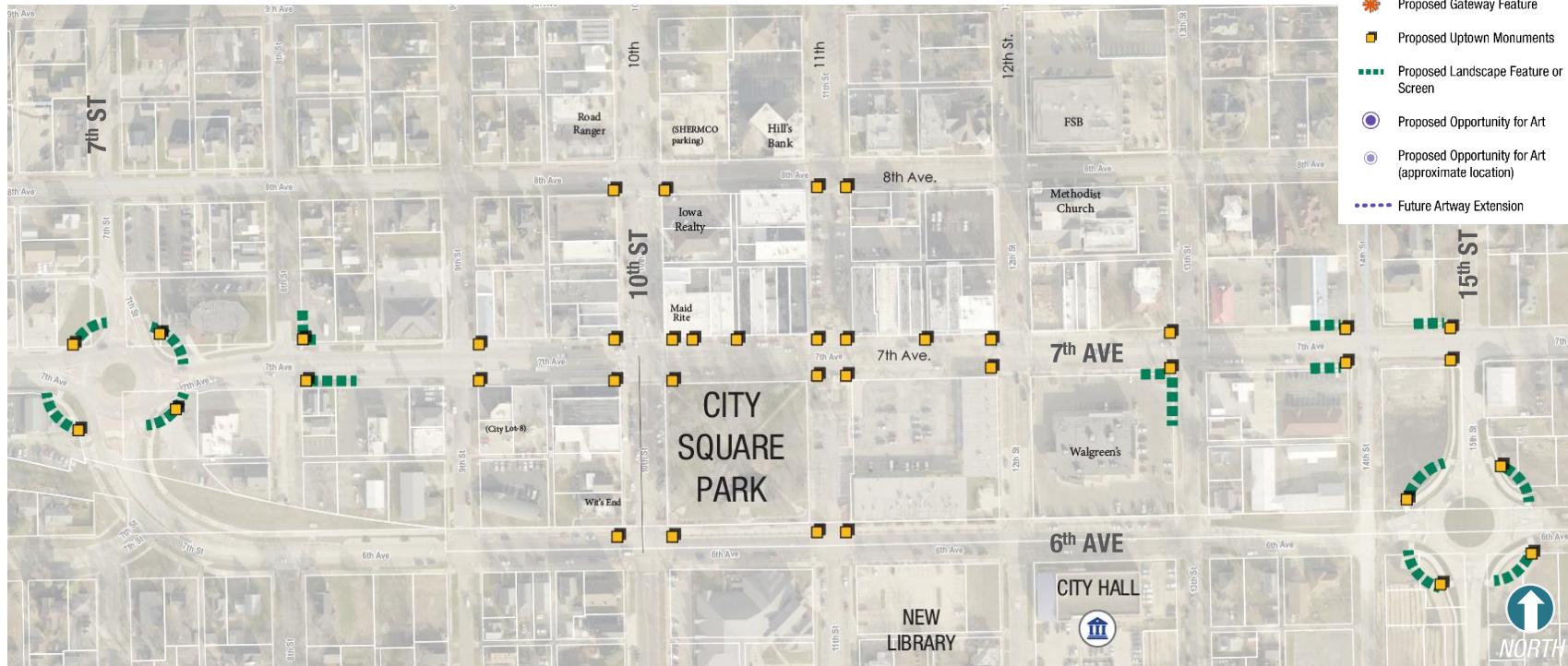
Above: Character images showing landscape and decorative screening.

3 Recommendations – Public Realm

DISTRICT IDENTITY: SCREENING LOCATIONS

Screening Placement

Screening features are recommended to occur in conjunction with gateway features at the roundabouts and at key entry locations along 7th Avenue where prominent front parking lots dominate the views and detract from the Uptown character.



3 Recommendations – Public Realm

Opportunities for Art Intent

The inclusion of art throughout Uptown has several key purposes that draw on previous plans (such as ImaginArt) and Technical/Steering Committee Guiding Principles:

- Encourage a sense of discovery and exploration of the larger Uptown district.
- Help animate Uptown's public spaces and draw people to the area. (ImaginArt: Public Art Plan for the City of Marion)
- Reinforce the creative personality of Uptown and Marion.
- Art installations may be permanent or temporary.

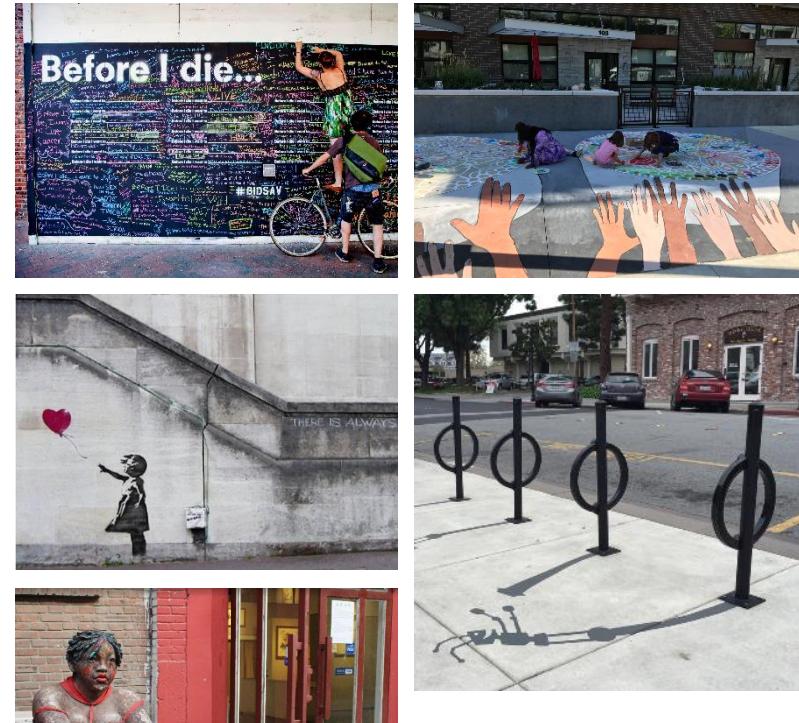
Per the *ImaginArt: Public Art Plan for the City of Marion*, the community has a preference for art that “animates public spaces and draws people to the area” and “makes the experience of being a pedestrian more enjoyable” with a preference for a lesser focus on historical themes in art installations. The ImaginArt plan also calls out the community’s preference for art that is integrated in or near the City Square Park or trails to have a “playful and interactive” nature.

Related Efforts

As described in the subsequent section, it is recommended that the success of the first phase of the Artway be expanded.

DISTRICT IDENTITY: OPPORTUNITIES FOR ART

Character Images



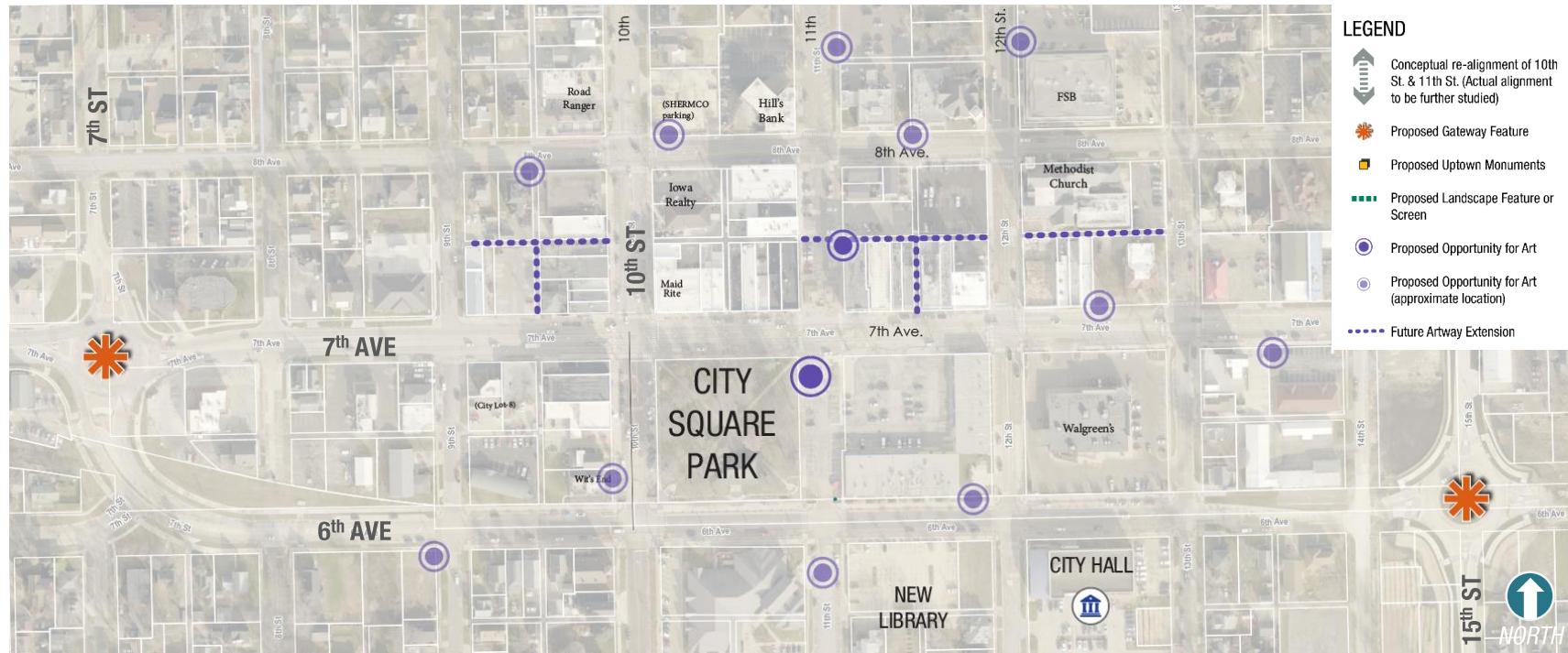
Shadow art by Damon Belanger
(www.damonbelanger.com)

3 Recommendations – Public Realm

DISTRICT IDENTITY: OPPORTUNITIES FOR ART

Opportunities for Art Placement

Locations along the 11th Street corridor align with recommendation guidance from the ImaginArt plan. These locations are intended to take advantage of visibility at high traffic areas (pedestrian, vehicle, and/or bicycle traffic) as well as find locations for out of the way surprises in the district. Near-term and future locations should also be placed to enhance the pedestrian experience to and from parking locations.



3 Recommendations – Public Realm

DISTRICT IDENTITY

District Identity Implementation Plan

Project	Partners	Tasks	Timeline	Budget
Re-engage ImaginART: A Public Art Plan for the City of Marion (2012)	<ul style="list-style-type: none"> • Marion Arts Council • Chamber of Commerce • Marion Uptown Main Street District 	<p>Evaluate need for update to 2012 plan.</p> <p>Update 2012 plan.</p> <p>Call for artists and implementation of artistic features within Uptown, as needed.</p>	2021 2022 T.B.D.	N/A \$10,000-\$20,000 T.B.D.
Wayfinding Study (including conceptual advancement of Gateway Features; coordination with Marion BPAC for bicycle signage)	<ul style="list-style-type: none"> • Marion Arts Council • Chamber of Commerce • Marion Uptown Main Street District • Marion BPAC 	<p>Develop & issue RFQ for Wayfinding Study.</p> <p>Review RFQ responses and select consultant.</p>	2022	\$35,000 - \$50,000
Design & Construct Gateway Features	<ul style="list-style-type: none"> • Marion Arts Council • Chamber of Commerce • Marion Uptown Main Street District 	<p>Documentation and construction of Western and Eastern Gateway Features.</p> <p>Documentation and construction of Northern and Southern Gateway Features.</p>	2023 2026	\$50,000 - \$125,000 each \$50,000 - \$75,000 each
Implement Monuments (beyond current 7 th Avenue Reconstruction Project)	<ul style="list-style-type: none"> • Marion Arts Council • Chamber of Commerce • Marion Uptown Main Street District 	<p>Documentation and construction of monuments on 6th Avenue (four monuments).</p> <p>Documentation and construction of monuments on 8th Avenue (four monuments).</p> <p>Documentation and construction of landscaping and monuments surrounding the 7th Street and 15th Street Roundabouts (8 monuments).</p> <p>Documentation and construction of remaining monuments on 7th Avenue (six monuments east of 12th Street and two monuments west of 9th Street). Include in future street reconstruction projects.</p>	2024 2025 2025 2024 -2025	\$50,000 \$50,000 \$125,000 \$100,000
Design and Implement Landscape Screening and/or Decorative Screens	<ul style="list-style-type: none"> • Marion Arts Council • Chamber of Commerce • Marion Uptown Main Street District 	Design, documentation, and construction of landscape screening and/or decorative screening at selected entry locations into Uptown. Easement or acquisition of property, as needed. Property acquisition is not a part of these numbers.	2026-2027	\$60,000 (landscape only) - \$360,000 (landscape plus decorative screen)

3 Recommendations – Public Realm

UPTOWN ARTWAY: GOALS & PROGRAMMING

Uptown Artway Goals

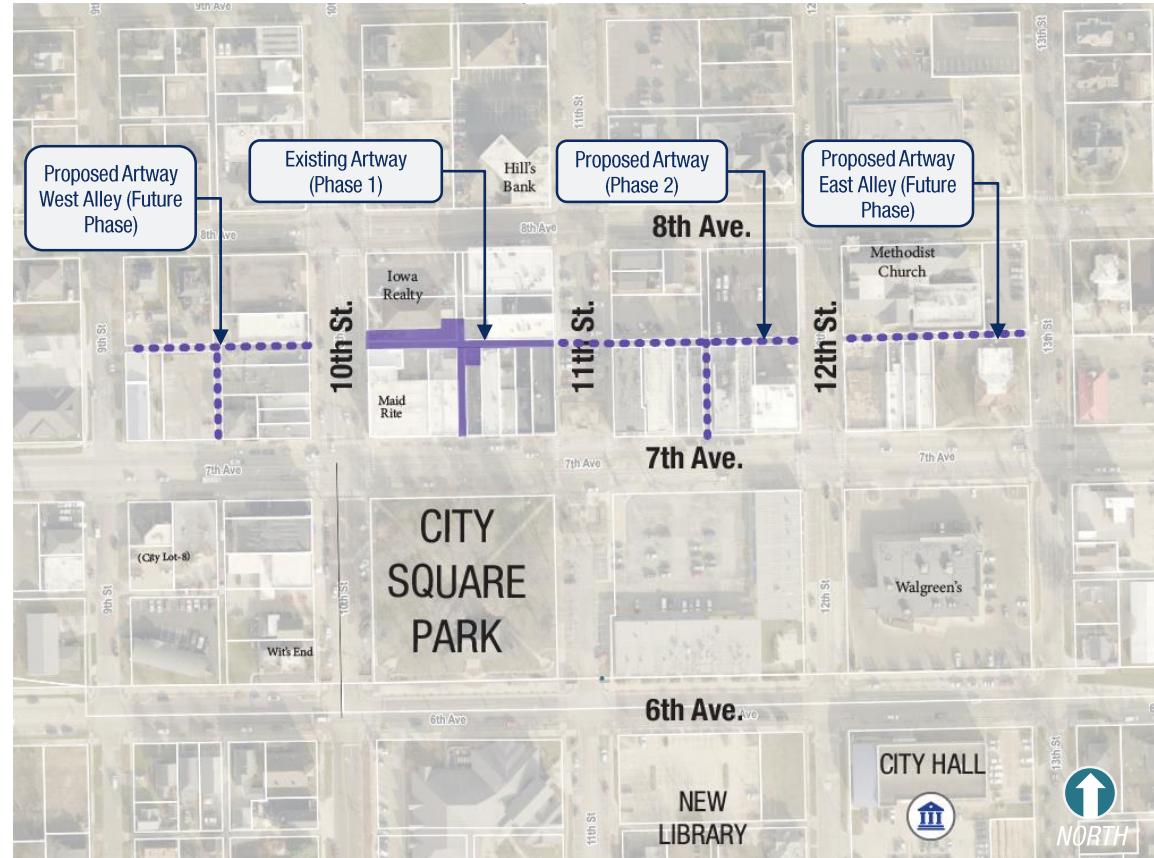
Building upon the success of the Artway Phase I, it is recommended to expand the Artway in pursuit of the following goals:

- Encourage a sense of discovery and exploration of the larger Uptown district.
- Help animate Uptown's public spaces and draw people to the area. (ImaginArt: Public Art Plan for the City of Marion)
- Support local businesses by the draw of the artistic environment and the use of shared space for dining/night-life.
- Reinforce the creative personality of Uptown and Marion.
- Art installations may be permanent or temporary.

Uptown Artway Programming

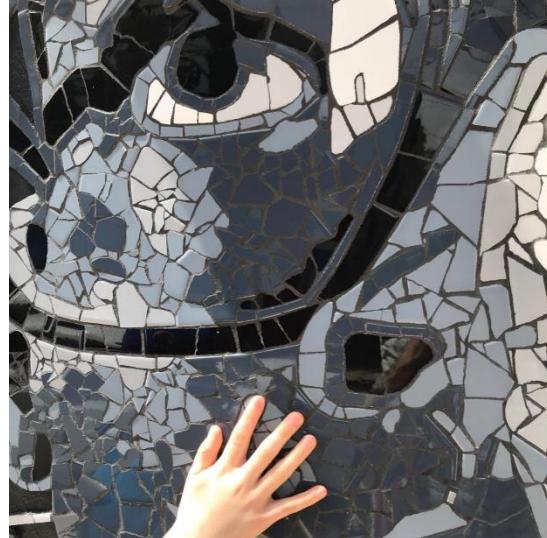
The location of Artway expansion zones currently lend themselves as primarily pass-through spaces that will connect multiple destinations. However, future redevelopment or renovation of spaces should consider the opportunity to create shared and/or private gathering spaces that incorporate the Artway theme.

The programming of the block between 11th and 12th Street is envisioned to convert to pedestrian traffic only. The blocks between 9th / 10th Streets and 12th / 13th Streets are envisioned to continue to function as an alley for vehicle/service access, but are proposed to include artistic interventions (such as building murals) and encourage usage by pedestrians.



3 Recommendations – Public Realm

The expansion of the Artway offers an opportunity to continue/expand on the eclectic artistic installations found in the first phase of the Artway including murals, integrated building art, artistic furnishings, threshold/gateway features, large-scale installations, sidewalk features, artistic lighting, and small-scale installations.



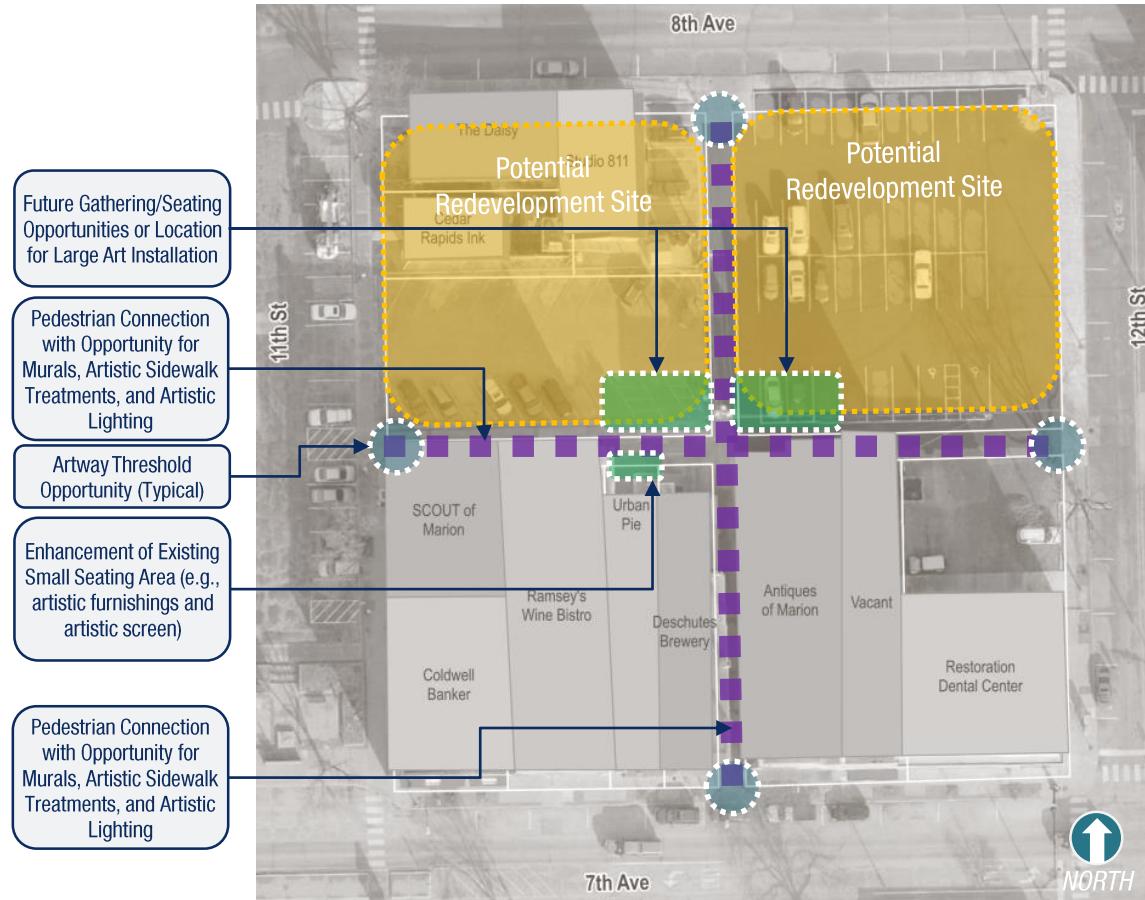
UPTOWN ARTWAY: CHARACTER IMAGES



3 Recommendations – Public Realm

UPTOWN ARTWAY: PHASE 2

Phase 2 of the Artway includes the alley and mid-block connection on the block bounded by 11th Street, 12th Street, 7th Avenue, and 8th Avenue. The diagram at right is a preliminary layout of Artway enhancements.



3 Recommendations – Public Realm

UPTOWN ARTWAY: PHASE 2

Uptown Artway Phase 2 Existing Opportunities

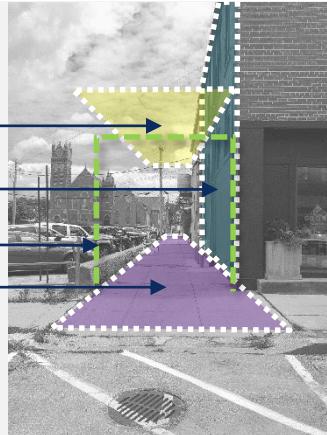
Looking east from 11th Street

Opportunity for Artistic Lighting

Opportunity for Building Mural

Opportunity for Artway Threshold

Opportunity for Artistic Sidewalk Treatments (Special paver inlays, temporary paint, or etchings)



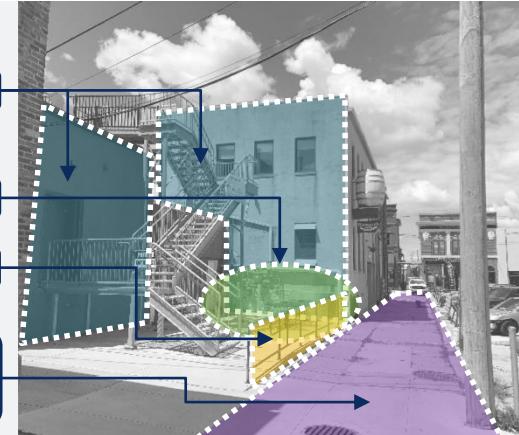
Mid-block looking west

Opportunity for Building Murals

Opportunity for Artistic Seating Area

Opportunity for Artistic Screen

Opportunity for Artistic Sidewalk Treatments (Special paver inlays, temporary paint, or etchings)



Looking south from city parking

Opportunity for Building Murals

Existing Building Mural

Opportunity for Artistic Sidewalk Treatments (Special paver inlays, temporary paint, or etchings)

Opportunity for Future Artway Gathering Space



Looking south from mid-block

Opportunity for Artistic Lighting

Opportunity for Building Murals (small or large)

Opportunity for Artistic Sidewalk Treatments (Special paver inlays, temporary paint, or etchings)



3 Recommendations – Public Realm

UPTOWN ARTWAY: IMPLEMENTATION PLAN

Uptown Artway Implementation Plan

The Implementation Plan at right lays out the estimated timeline and tasks for the implementation an expanded Artway.

Project	Partners	Tasks	Timeline	Budget
Artway Phase 2 (11 th Street to 12 th Street)	<ul style="list-style-type: none">• Marion Arts Council• Chamber of Commerce• Uptown Marion Main Street District• Art Place America• Bloomberg Philanthropies• Local Foundations• Private Donations• ImagiNEXT – The Heart of It All Committee	RFP for Engineering & Design; Design & Documentation. Construction.	2024 2025	\$100,000 \$1,000,000
Artway West Alley (9 th Street to 10 th Street)	<ul style="list-style-type: none">• See above.	Future study.	Long-term	T.B.D.
Artway West Alley (11 th Street to 12 th Street)	<ul style="list-style-type: none">• See above.	Future study.	Long-term	T.B.D.

3 Recommendations – Public Realm

Background

The opportunity to create expanded plaza space along the 11th Street corridor was identified in earlier planning efforts, particularly the 2018 imagiNext community visioning. The early ideas for the plaza and programming of the space were generated from the imagiNext effort's public engagement process. In that process, over 3,000 ideas were submitted by the community. The ideas were categorized into different buckets which resulted in four focus areas including the "The Heart of It All" plaza concept.

Intent & Goals

The intent and goals of expanded plaza space were identified in earlier plans, but have been further clarified as a part of this effort:

- Reinforce Uptown as a regional destination.
- Provide flexible, interesting spaces that can be used day-to-day and for special events.
- Create four-season interest that will attract visitors year-round to Uptown.
- Provide more opportunities for outdoor dining supporting Uptown restaurants.

Master Plan Design Purpose

The master plan plaza design concepts are intended to be the first step in a longer design process for the plaza spaces. During this master plan phase, the design concepts are not intended to be the final design ready to be moved into construction. Instead, these concepts add value in the

following ways:

- Relationships of Program Elements
- Scale of Program Elements
- Relationship to Context
- Test Materials
- Test Theme/Organization/Ideas
- Receive Direction
- Probable Costs (Quantity & Quality)

Design Inspiration

The preliminary plaza concepts draw inspiration from the following features of Uptown:

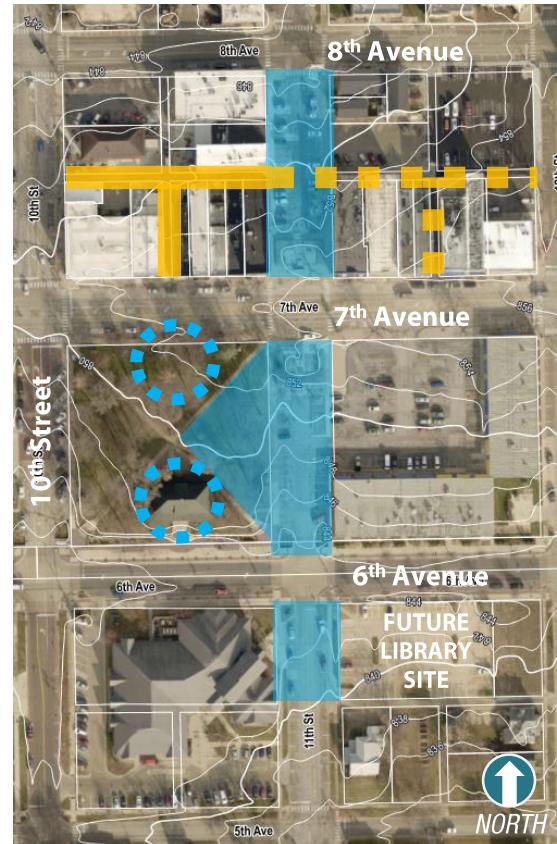
- 7th Avenue Streetscape
- 6th Avenue Streetscape
- Artway Entry (7th Ave.)
- Uptown Architecture
- Uptown History & Roots
- Peace Tree History
- "Timeless" Design

Areas of Further Study

As the design of the plaza spaces moves into successive design phases, the following general areas should be addressed with further study:

- General design refinement and functionality
- Grading of plaza spaces
- Final materials and furnishings
- Existence and condition of utilities
- Extent of specialty lighting
- Signage and design of bike route through the plaza spaces

UPTOWN PLAZA: BACKGROUND & INTENT



Above: Potential Plaza expansion area shown in blue.

City Square Park improvement areas (Depot & Stage) shown as dashed circles.

3 Recommendations – Public Realm

UPTOWN PLAZA: PROGRAMMING

Program Recommendations

The recommended program for the plaza spaces built upon the community-driven program from the 2018 imagiNext effort. The 2018 effort called for a plaza with a live performance space, public seating, lighting for safety/ambience, water feature or fountain, gardens, an ice skating rink, and festive winter lighting. The program at right builds upon these program items to include other community and functional priorities.

Program Element	North Plaza	Central Plaza/City Square Park	South Plaza
Outdoor Dining	X	X	X
Flexible Lawn/Outdoor Games	X		X
Festival/Celebrations	X	X	X
Bicycle Route	X	X	X
Bicycle Parking	X	X	X
Bicycle Fix-it Station	T.B.D.	T.B.D.	T.B.D.
EMS Access	X	X	X
Fire Lane Access	X (North half)		T.B.D.
Event Stage		X	
Outdoor Play		X	
Ice Trail/Multi-Purpose Space		X	
Depot Reuse for Warming House, Mechanical Space (Ice Trail/Water Features), Concessions, Usable Restrooms		X	
Fire Pit/Features (potential as planter during warmer months)	X	X	
Gardens	X	X	X
Peace Tree Art Installation		X	
Water Feature		X	
Veteran's Recognition	T.B.D.	T.B.D.	T.B.D.
Integrated Art	X	X	X
Public Seating	X	X	X
Outdoor Eating (Potential expansion of open-container area)	X	X	
Pick-up/Drop-off for Transit, Transit On-Demand/Uber/Lyft	T.B.D.	T.B.D.	T.B.D.
Informational Kiosk	X		

3 Recommendations – Public Realm

Flexible Lawn Space & Outdoor Game Space

The images on this page express the general size, character, or potential inspiration for flexible lawn space and outdoor game features within the Uptown Plaza spaces.



UPTOWN PLAZA: CHARACTER IMAGES

3 Recommendations – Public Realm

UPTOWN PLAZA: CHARACTER IMAGES

General Plaza

The images on this page express the general size, character, or potential inspiration for general plaza areas within the Uptown Plaza spaces.



3 Recommendations – Public Realm

UPTOWN PLAZA: CHARACTER IMAGES

Gardens

The images on this page express the general size, character, or potential inspiration for garden spaces within the Uptown Plaza.



3 Recommendations – Public Realm

Performance Space

The images on this page express the general size, character, or potential inspiration for a performance space within Uptown.



UPTOWN PLAZA: CHARACTER IMAGES



3 Recommendations – Public Realm

UPTOWN PLAZA: CHARACTER IMAGES

Ice Trail and Multi-Purpose Space

The images on this page express the general size, character, or potential inspiration for an ice trail (winter) and multi-purpose (summer) space within the Uptown Plaza/City Square Park.



3 Recommendations – Public Realm

Water Features

The images on this page express the general size, character, or potential inspiration for water features within the central and northern portions of the Uptown Plaza.



3 Recommendations – Public Realm

UPTOWN PLAZA: CHARACTER IMAGES

Outdoor Play

The images on this page express the general size, character, or potential inspiration for an outdoor play feature within the central portion of the Uptown Plaza.



3 Recommendations – Public Realm

Bike Route & Bike Facilities

The images on this page express the general size, character, or potential inspiration for a bike route and bike facilities within the Uptown Plaza.



UPTOWN PLAZA: CHARACTER IMAGES



3 Recommendations – Public Realm

UPTOWN PLAZA: CHARACTER IMAGES

Peace Tree Art Installation

The images on this page express the general size, character, or potential inspiration for a Peace Tree Art Installation within the Uptown Plaza.



3 Recommendations – Public Realm

General Design Framework

The general design framework for the three plaza areas creates a trio of plaza spaces that balances greenspace and hardscape. A cohesive design is maintained through design elements and materials, but opportunities for unique program and aesthetic features is maintained.

UPTOWN PLAZA: DESIGN CONCEPTS



3 Recommendations – Public Realm

UPTOWN PLAZA: NORTH DESIGN CONCEPT

North Plaza Design Focus

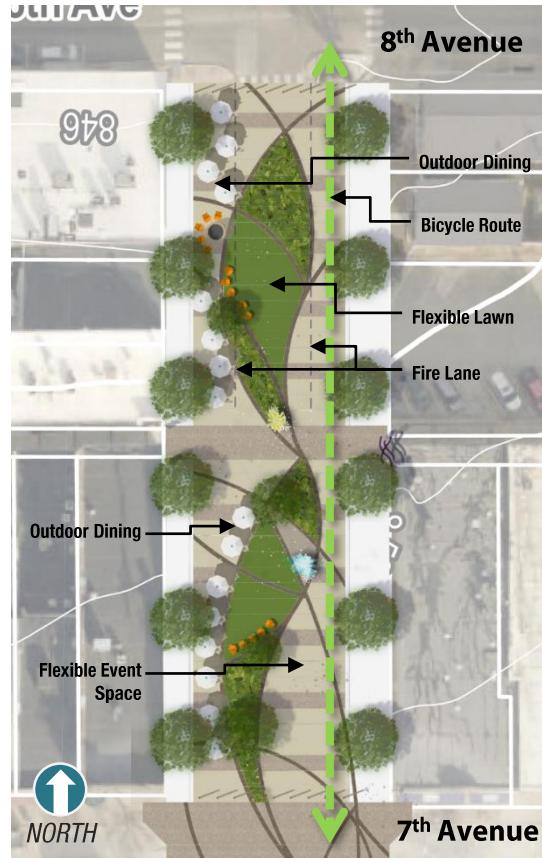
- Balance of flexible green with flexible hardscape
- Fire Access
- Outdoor Dining
- Fire Pit & Water Play Features
- Gateway to the Artway

Areas of Further Study

- Grading
- Fire lane access on north half of block
- Type and location of water feature
- Incorporation of integrated art or art installations

Design Advancement

As this Master Plan Update was in final documentation phases, the concept for the North Plaza was refined to the Design Development stage for partial inclusion in the concurrent 7th Avenue construction project. This Master Plan Update focuses on the original concept, but includes imagery from the refined North Plaza concept.



Above: North Plaza Design Concept (Master Plan Phase).



Above: North Plaza Design Concept Refinement during Design Development.

3 Recommendations – Public Realm

UPTOWN PLAZA: NORTH DESIGN CONCEPT



Above: North Plaza Design Concept Refinement during Design Development (looking northwest from 7th Ave.)



Above: North Plaza Design Concept Refinement during Design Development (looking northwest)

3 Recommendations – Public Realm

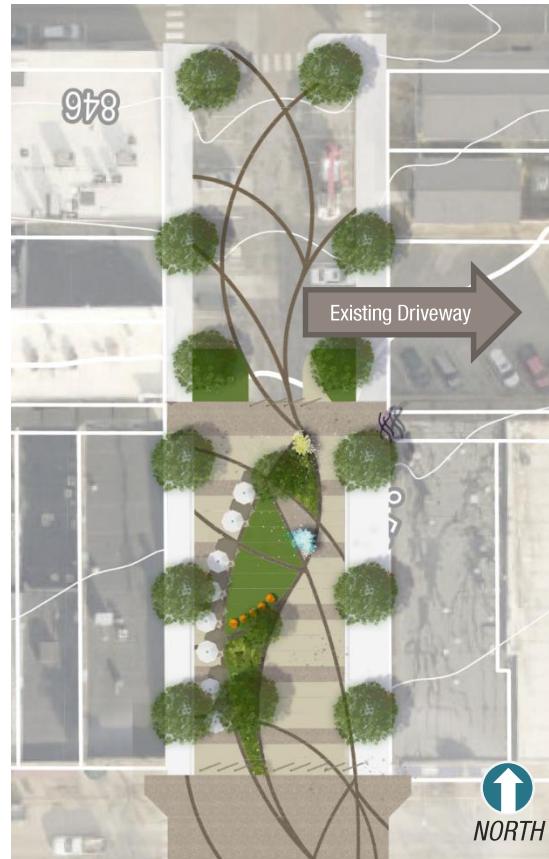
North Plaza – Phased Alternative

- Maintain parking (including ADA parking) on the north half of the block (short-term or long-term).
- Incorporate artful additions to the north half of the block that tie into the plaza and introduce the Artway. Enhancements could be permanent, temporary, or seasonal (e.g., tied to festivals).

Areas of Further Study

- Future Parking Strategic Plan may influence the plan for the north half of the block.

UPTOWN PLAZA: NORTH DESIGN CONCEPT – PHASED ALTERNATIVE



3 Recommendations – Public Realm

Central Plaza Design Focus & Features

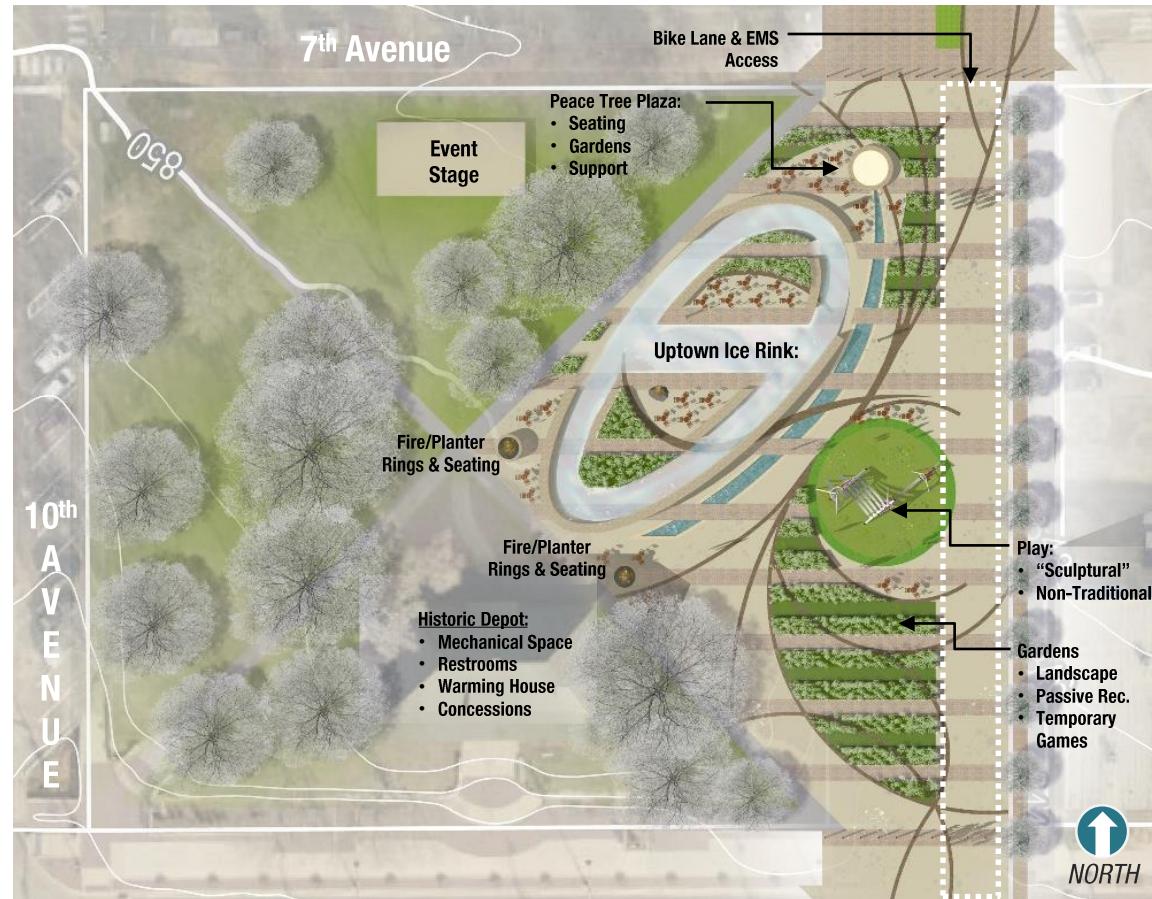
- Inclusion of four-season activities (ice, fire, water, play, dining) and flexible spaces for events.
- Limit the primary plaza improvements to the eastern quadrant of the park.
- Respect the X-shaped sidewalk pattern of City Square Park.

Areas of Further Study

Specific to this Central Plaza design concept, the following items should be studied in future phases of the design process:

- Ice trail size and shape
- Potential canopy structures for summertime use of ice trail area
- Grading, including grade relationship to property to the east
- Relocation options for the City Square Park Caboose and dedicated benches
- Repair and reuse of the Depot
- Location and design of Peace Tree (possibility of artistic installation)
- Analysis of existing trees; tree preservation planning

UPTOWN PLAZA: CENTRAL DESIGN CONCEPT – WINTER

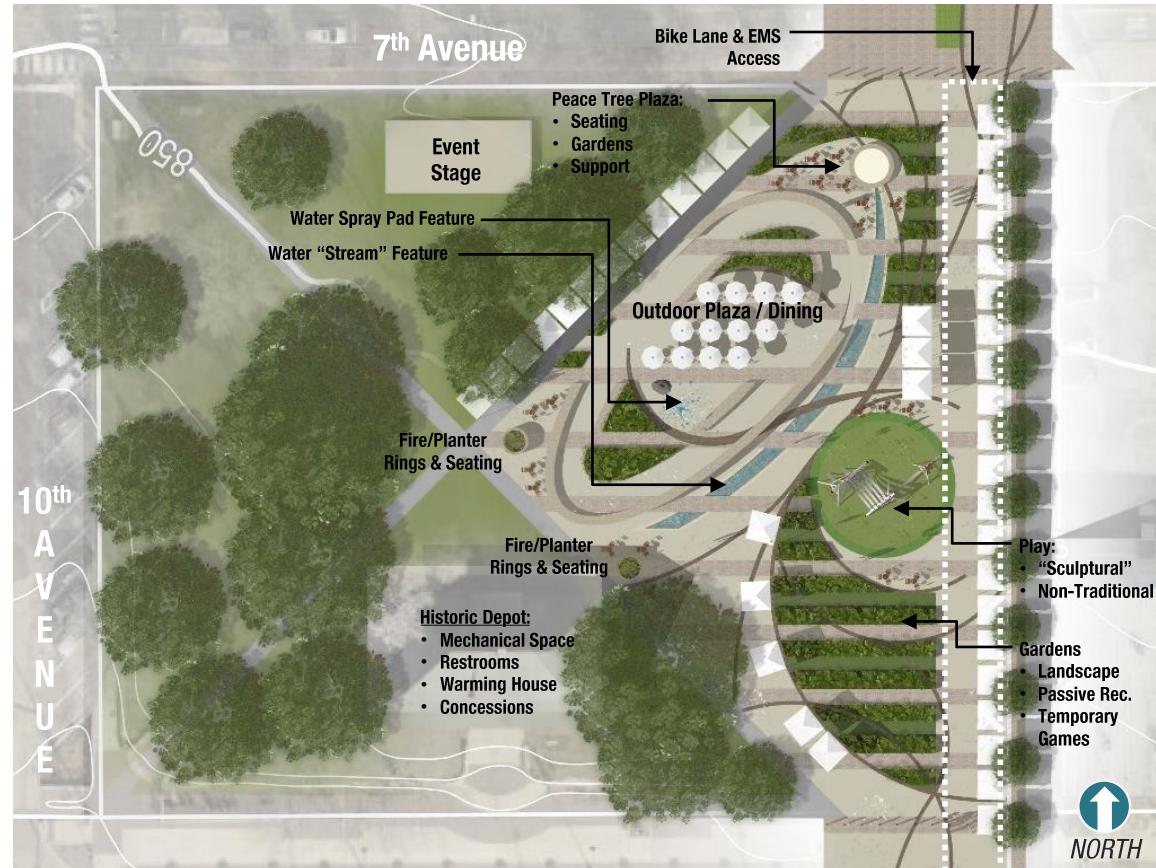


3 Recommendations – Public Realm

UPTOWN PLAZA: CENTRAL DESIGN CONCEPT – SUMMER

Central Plaza Summer Elements

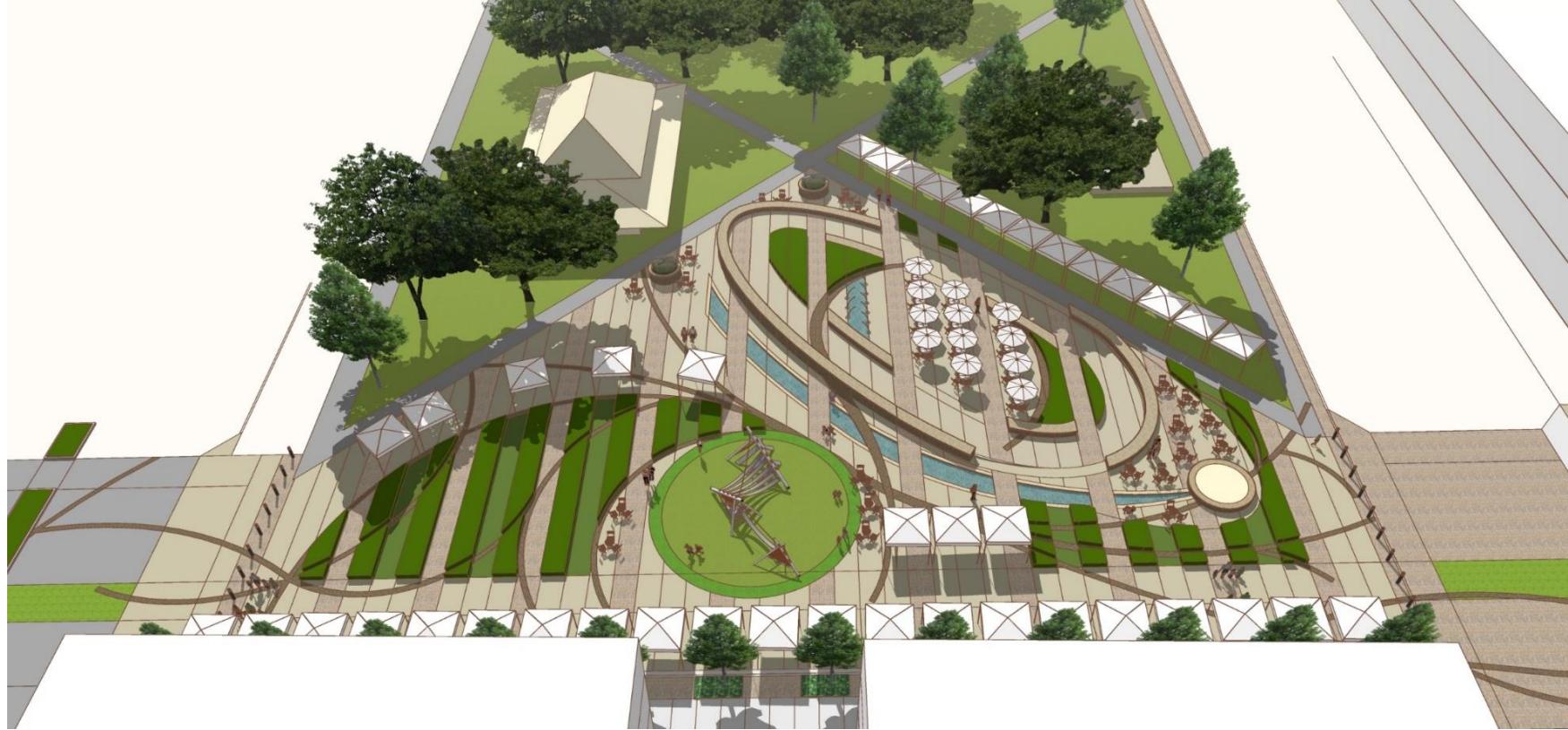
- Water features
 - “Stream” Feature
 - Spray Pad Feature
- Use of ice trail area for outdoor dining and/or events
- Festival space
- Use of fire features as planters in the summer



3 Recommendations – Public Realm

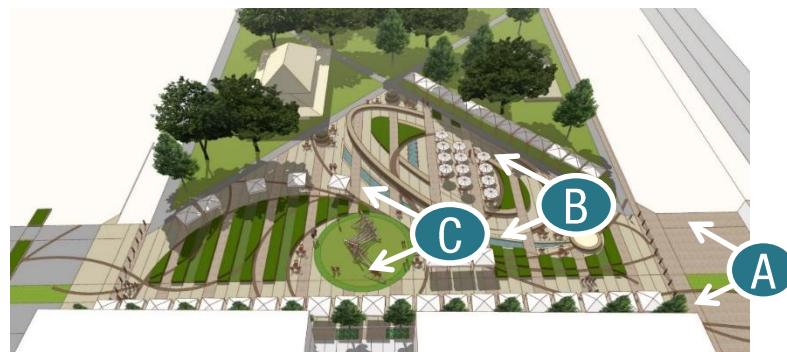
UPTOWN PLAZA: CENTRAL DESIGN CONCEPT

Central Plaza – East Aerial



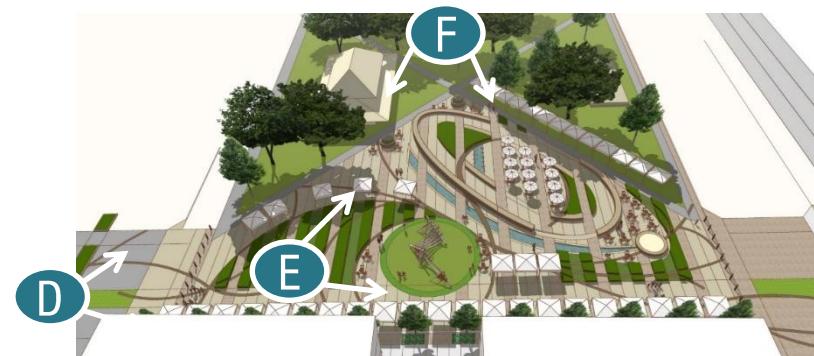
3 Recommendations – Public Realm

UPTOWN PLAZA: CENTRAL DESIGN CONCEPT



3 Recommendations – Public Realm

UPTOWN PLAZA: CENTRAL DESIGN CONCEPT



3 Recommendations – Public Realm

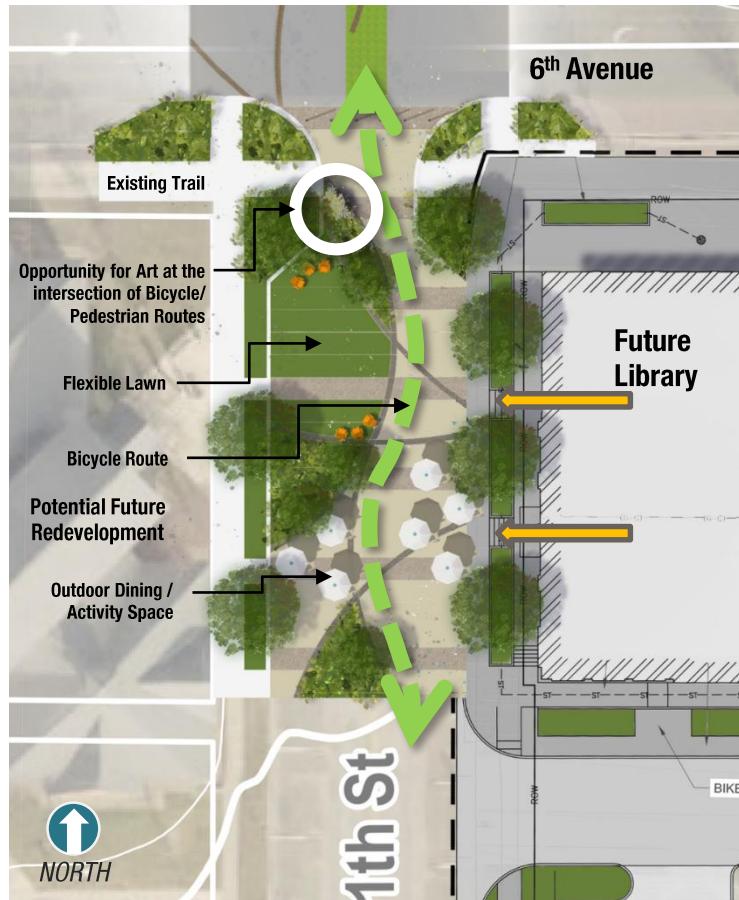
South Plaza Design Focus & Key Features

- Provide flexible programming spaces to support library and future redevelopment:
 - Tables & chairs
 - Seating
 - Open lawn or synthetic turf
 - Opportunity for educational games/lawn games
 - Bollards to allow temporary vehicular access
- Incorporate bike route
- Opportunity for art

Areas of Further Study

- Determination to keep or eliminate curb/gutter cross section
- Evaluation of existing utility condition and needs to upgrade
- Coordination with potential future development with the property to the west

UPTOWN PLAZA: SOUTH DESIGN CONCEPT



3 Recommendations – Public Realm

UPTOWN PLAZA: OPINION OF PROBABLE COSTS

Opinion of Probable Cost Goals

- Establish a master planning budget number to guide further planning/design, budgeting, and fundraising efforts.
- Help identify areas that are priorities and areas that could be phased, if needed.
- Identify design items and conditions that need further study.



3 Recommendations – Public Realm

UPTOWN NORTH PHASE 1 PLAZA: OPINION OF PROBABLE COSTS

Assumptions

- Tables, chairs, seating, bike racks
- Special pavement
- Wayfinding kiosk
- Synthetic turf + plantings
- Utility replacements/ additions
- Pedestrian lighting + catenary lighting + string lighting
- Fire Pit Feature

Further Study

- Survey of site
- Utility needs
- Lighting design

SUBTOTAL	\$ 572,000	
10% DESIGN CONTINGENCY	\$ 57,000	
SUBTOTAL + CONT.	\$ 629,000	
10% CONSTRUCTION CONTINGENCY	\$ 63,000	
CONSTRUCTION TOTAL	\$ 692,000	
2% OWNER'S CONTINGENCY	\$ 14,000	
DESIGN FEES	\$ 97,000	
SURVEY	\$ 6,000	
PROJECT TOTAL	\$ 806,000	

Notes:

- 1 All costs are in 2020 U.S. Dollars.
- 2 The opinion of probable costs is meant for planning purposes only and costs assume simultaneous construction of the project. A phased approach will require a recalculation of costs. If a phased approach is chosen, the design consultant should provide an OPC at schematic design phase to verify anticipated construction costs.
- 3 Quantities area based on the conceptual plan documents developed in July 2020 for public area between 7th Avenue and 6th Avenue.
- 4 Unit Prices are based on RDG research and historic information.
- 5 Comments/Questions column intended to clarify what is included in a given cost item and indicate which items may need further study.
- 6 Project Costs beyond construction (e.g. Design Fees) are based on a percentage of construction costs and are for budgeting purposes only. They may not include all consultants needed to advance the design. Actual numbers will be determined at time of design advancement.



3 Recommendations – Public Realm

UPTOWN NORTH PHASE 2 PLAZA: OPINION OF PROBABLE COSTS

Assumptions

- Tables, chairs, seating, bike racks
- Special Pavement
- Synthetic turf + plantings
- Utility replacements/ additions
- Pedestrian lighting + catenary lighting + string lighting
- \$100k art allowance

Further Study

- Survey of site
- Utility needs
- Lighting design

Project Total Cost Breakdown

- Approximately 27% of costs are attributed to the area between the curb and the property line and 73% of costs are attributed to the area between the existing curbs.

SUBTOTAL	\$ 713,000	
10% DESIGN CONTINGENCY	\$ 71,000	
SUBTOTAL + CONT.	\$ 784,000	
10% CONSTRUCTION CONTINGENCY	\$ 78,000	
CONSTRUCTION TOTAL	\$ 863,000	
2% OWNER'S CONTINGENCY	\$ 17,000	
DESIGN FEES	\$ 121,000	
SURVEY	\$ 6,000	
PROJECT TOTAL	\$ 1,007,000	

Notes:

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3 Recommendations – Public Realm



Assumptions

- Stage is served by 7th Avenue Street Lighting or specialty equipment that is brought in for events.
- Ice trail costs are extrapolated from other projects and require further study. Approximately \$1.1 million assumed.*
- \$860,000 for Depot improvements assumed (excludes storm repair that needs further study).*
- Specialty play feature is assumed to be pre-fabricated. A custom feature would add a minimum of \$75,000.
- \$250,000 for Peace Tree art installation assumed.
- \$40,000 for Performance Stage assumed.*
- \$470,000 for East Side of Plaza (Zone C1.1) assumed (excludes any terrace / retaining wall, but assumes a 40' wide by 285' long area of the plaza).*

*See Appendix D for additional information.

Further Study

- Phasing
- Potential for Depot as Separate Project
- Depot repairs from storm to be further studied
- Design of depot for warming house, mechanical space, and concessions requires further study

UPTOWN CENTRAL PLAZA: OPINION OF PROBABLE COSTS

SUBTOTAL	\$3,893,000	
10% DESIGN CONTINGENCY	\$389,000	Covers items that were not considered at the master plan level.
SUBTOTAL + CONT.	\$4,282,000	
10% CONSTRUCTION CONTINGENCY	\$428,000	Covers unexpected items that happen during construction.
CONSTRUCTION TOTAL	\$4,711,000	
2% OWNER'S CONTINGENCY	\$94,000	
DESIGN FEES	\$565,000	
SURVEY	\$15,000	
PROJECT TOTAL	\$5,385,000	

Notes:

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- 3 Quantities area based on the conceptual plan documents developed in July 2020 for public area between 7th Avenue and 6th Avenue.
- 4 Unit Prices are based on RDG research and historic information.
- 5 Comments/Questions column intended to clarify what is included in a given cost item and indicate which items may need further study.
- 6 Project Costs beyond construction (e.g. Design Fees) are based on a percentage of construction costs and are for budgeting purposes only. They may not include all consultants needed to advance the design. Actual numbers will be determined at time of design advancement.

3 Recommendations – Public Realm

UPTOWN SOUTH PLAZA: OPINION OF PROBABLE COSTS

Assumptions

- Tables, chairs, seating, bollards, bike racks
- Special pavement
- Synthetic turf + Plantings
- \$50k art allowance
- Utility replacements/additions
- Catenary lighting + string lighting

Further Study

- Survey of site
- Utility needs
- Lighting design

SUBTOTAL	\$472,000
10% DESIGN CONTINGENCY	\$47,000
SUBTOTAL + CONT.	\$519,000
10% CONSTRUCTION CONTINGENCY	\$52,000
CONSTRUCTION TOTAL	\$571,000
2% OWNER'S CONTINGENCY	\$11,000
DESIGN FEES	\$80,000
SURVEY	\$5,000
PROJECT TOTAL	\$668,000

Notes:

- 1 All costs are in 2020 U.S. Dollars.
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3 Recommendations – Public Realm

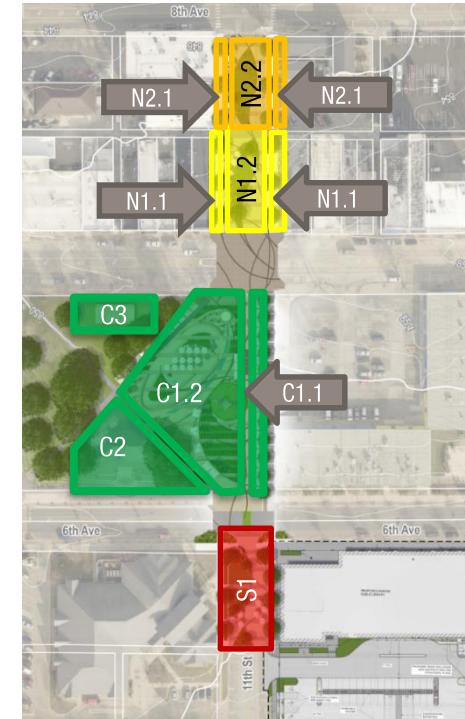
UPTOWN PLAZA: PHASING PRIORITIES

Implementation & Phasing Recommendations

The recommendations for plaza phasing below and at right are based on the below drivers:

- Synergies and logical coordination with adjacent public/private improvements
- Prioritization of areas needing improvement

Area	Include in 7th Ave. Project	Short-term (0-3 years)		Mid-term (4-6 yrs.)	Long-term (6 yrs. +)	Notes
N2.1 Sidewalk Zone				Design	Construction	See page 75 for cost information.
N2.2 Plaza Zone				Design	Construction	See page 75 for cost information.
N1.1 Sidewalk Zone	Design 2021		Construction 2022-2023	Construction 2022-2023		See page 74 for cost information.
N1.2 Plaza Zone	Design 2021		Construction 2022-2023	Construction 2022-2023		See page 74 for cost information.
C1.1 East Portion of Central Plaza		Design 2021	Construction 2022-2023	Construction 2022-2023		Timing dependent on adjacent redevelopment. See page 76 for cost information.
C1.2 Main Central Plaza			Design 2022	Construction 2023-2024		See page 76 for cost information.
C2 Depot			Design 2022	Construction 2023-2024		See page 76 for cost information.
C3 Stage				Design/ Construction		See page 76 for cost information.
S1 South Plaza				Design/ Construction		See page 77 for cost information.



4

Recommendations – Private Realm

4 Recommendations – Private Realm

Background

The recent 2019 Central Corridor District Plan established new zoning districts for Uptown and established a general land use vision for Uptown. The intent of this Master Plan Update is not to change the recommendations from this effort, but to provide additional vision and detail for a few specific opportunity areas in Uptown discussed in the following pages.

Continuation of Past Plan Recommendations

A full description of the land use recommendations outlined in the 2019 Central Corridor District Plan is currently available on the City of Marion website [here](#). In summary, the 2019 plan recommends several key continued efforts:

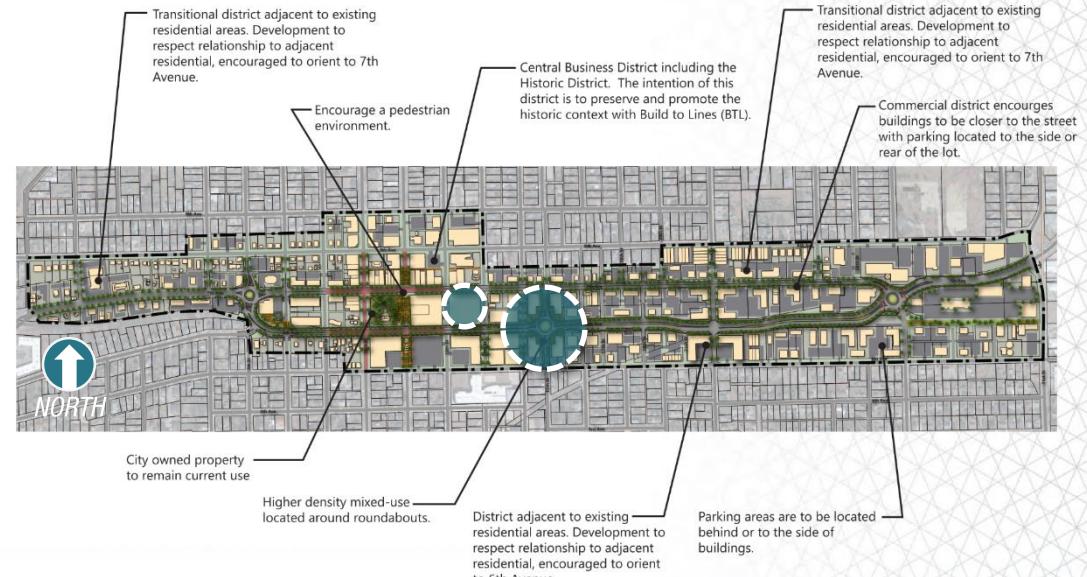
- Implementation of form-based zoning districts in Uptown area that is focused on walkable and street-oriented design.
- Promotion of Uptown density and residential uses and transitional uses to adjacent residential neighborhoods.
- Continue efforts to improve driveway access management east and west of Uptown

From a market perspective, the 2019 Uptown Marion Market Study & Strategies Plan identified the following recommendations/strategies for Uptown:

- Continue to “expand the retail offerings” in Uptown.
- Expand on the “Arts and Entertainment District” focus.
- Strengthen Uptown as a “destination commercial district with a focus on history, dining, and unique retail experiences.”

BACKGROUND AND CONTINUATION OF PAST PLAN RECOMMENDATIONS

CENTRAL CORRIDOR ILLUSTRATIVE



Above: Illustrative Plan excerpt from 2019 Central Corridor District Plan with blue overlay areas of further study conducted as a part of this Master Plan Update. The general principles and the zoning of this plan is intended to continue to guide future development in the Central Corridor and Uptown.

4 Recommendations – Private Realm

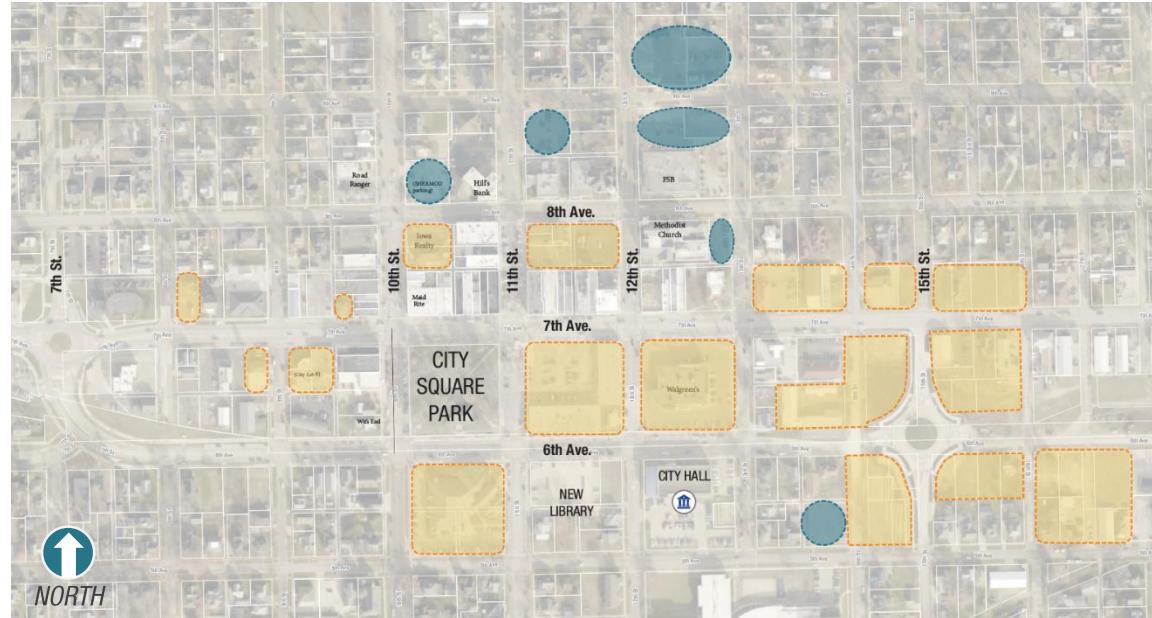
LAND USE & PARKING OPPORTUNITIES

Uptown Land Use and Parking Opportunities

In addition to the Illustrative Plan from the 2019 Central Corridor District Plan, the diagram at right illustrates potential redevelopment sites as well as potential shared and/or municipal parking opportunities. Potential redevelopment sites are identified based on multiple factors:

- Current or historic interest in redevelopment by the community and/or private developers
- Opportunity to improve overall character of Uptown
- Vacant or underutilized existing properties
- Land currently under city ownership

Identification for potential redevelopment does not equate to a requirement that private property be redeveloped, but is shown to illustrate opportunity sites where redevelopment, infill, or property renovation could improve the overall community and economic framework of Uptown.



LEGEND

Redevelopment Opportunity Site

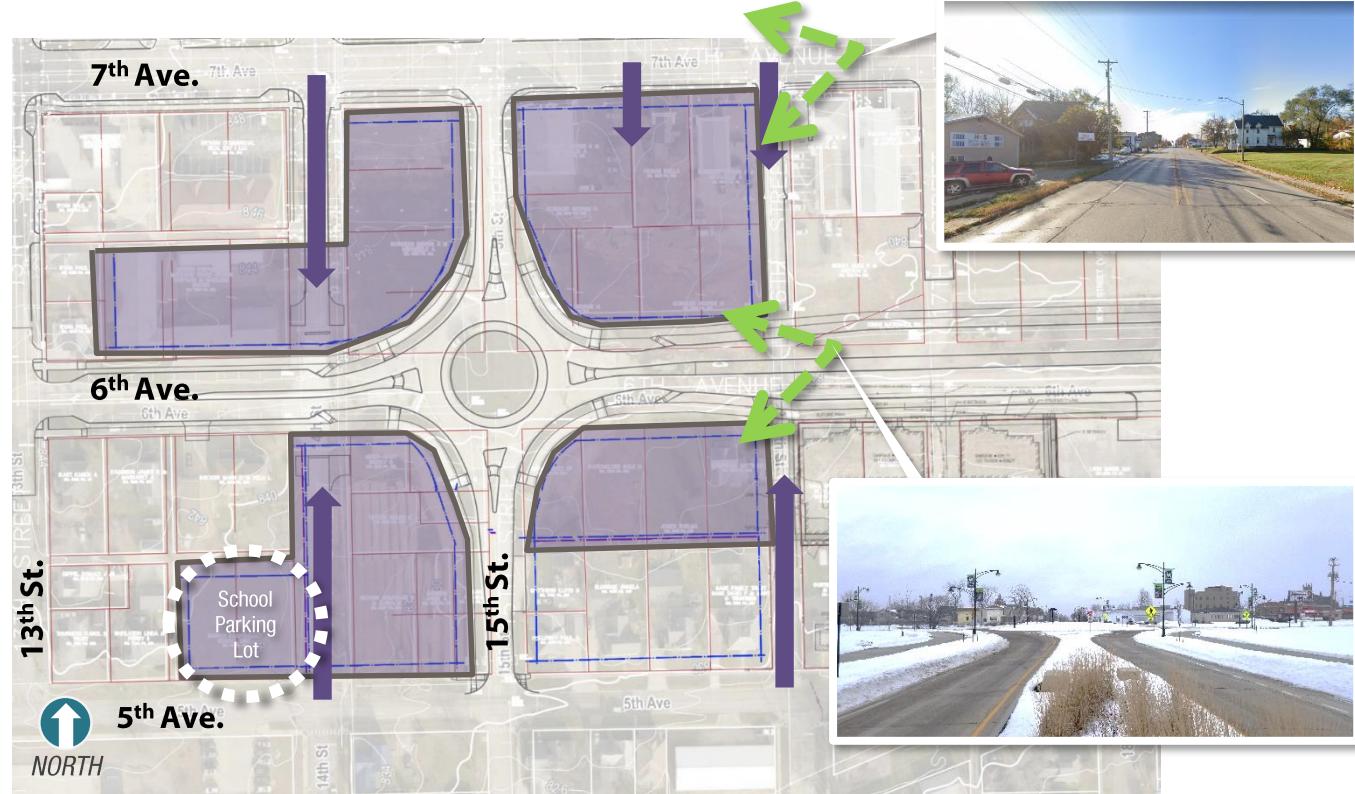
Potential Shared and/or Municipal Parking Opportunity Site

4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Site Considerations

- Land is currently in either city, private, or school ownership
- Views into these sites are some of the first impressions of Uptown
- Vehicular Access
 - Limited or no access from 6th Ave & 15th St.
 - Limited street parking
- Excellent Bike/Pedestrian Access through and to Uptown
 - Leverage as an amenity



LEGEND

- d₁ Entering stream distance
- d₂ Circulating stream distance

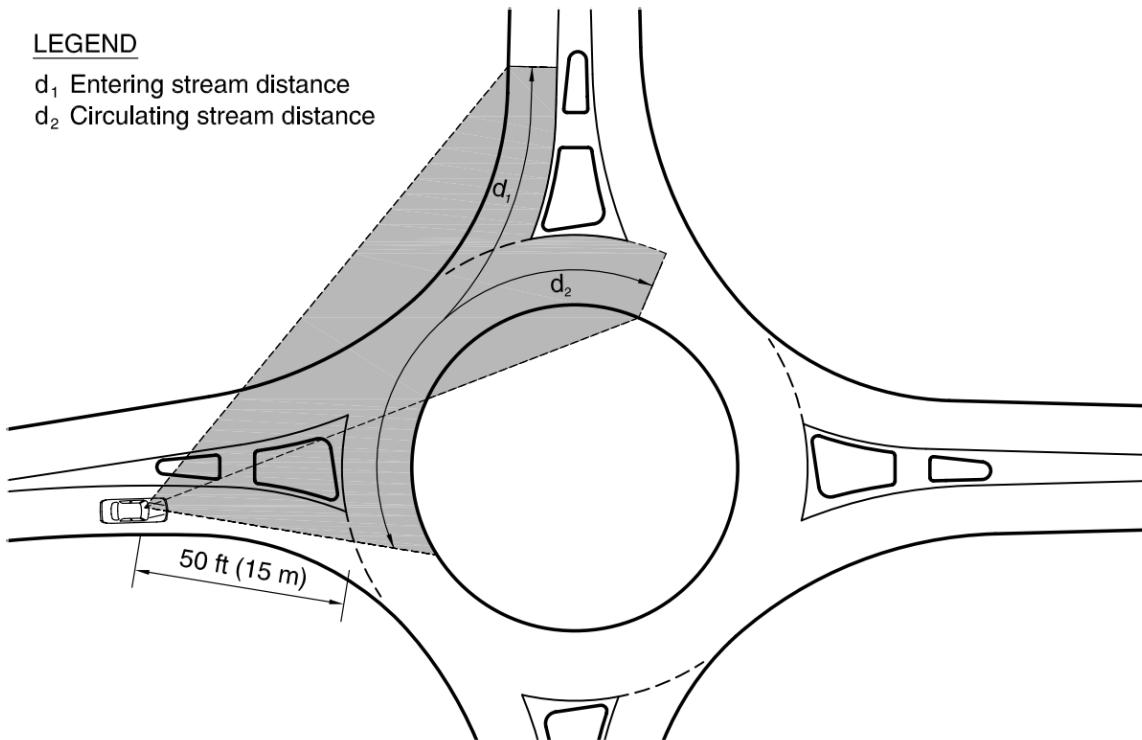


Figure 20: Intersection Sight Distance

FHWA Technical Summary: Roundabouts

- Buildings and vertical features will need to abide by site distance requirements for the roundabout
- FHWA recommends not providing more than the minimum required sight distance as it can lead to excessive speeds

Source:

<https://safety.fhwa.dot.gov/intersection/innovative/roundabouts/fhwasa10006/fhwasa10006.pdf>

4 Recommendations – Private Realm

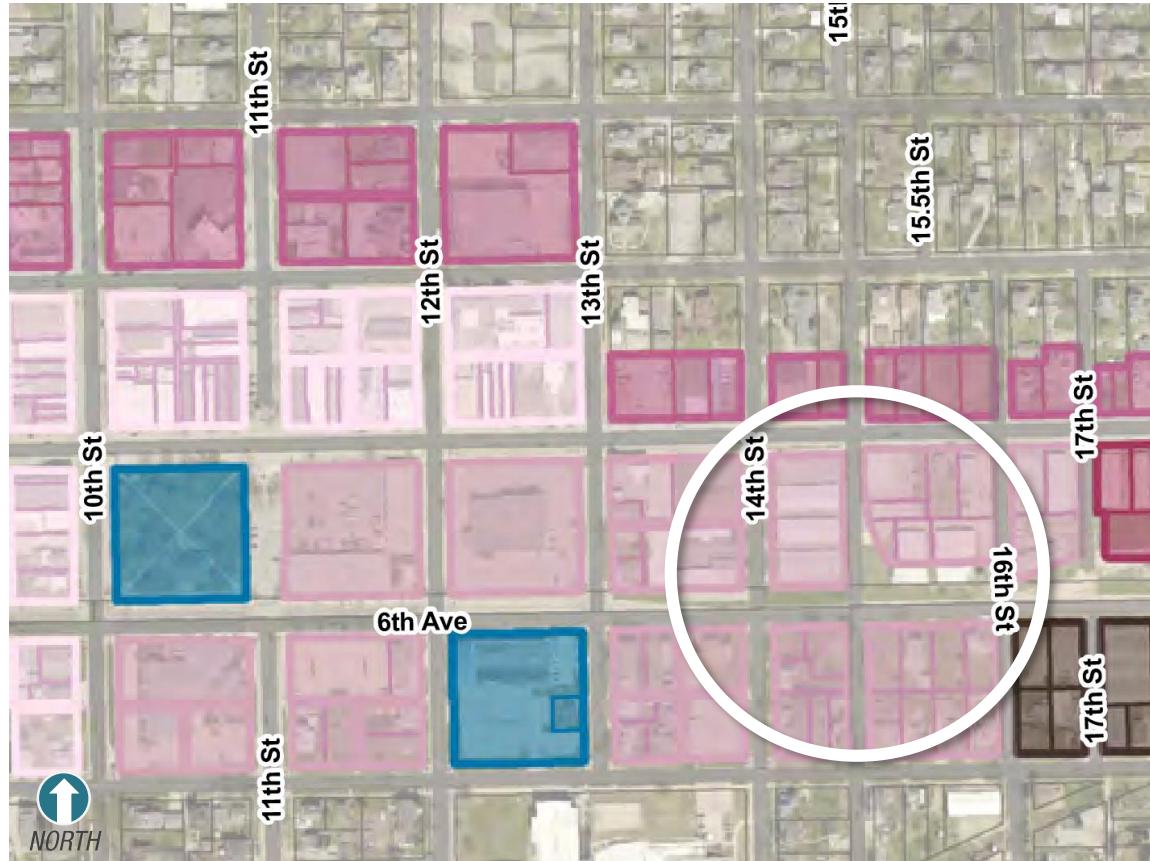
2019 Central Corridor Districts Plan Summary of Site

- U-2 Uptown District
- 2- to 4-story building height
- Mixed Uses encouraged
- No parking required



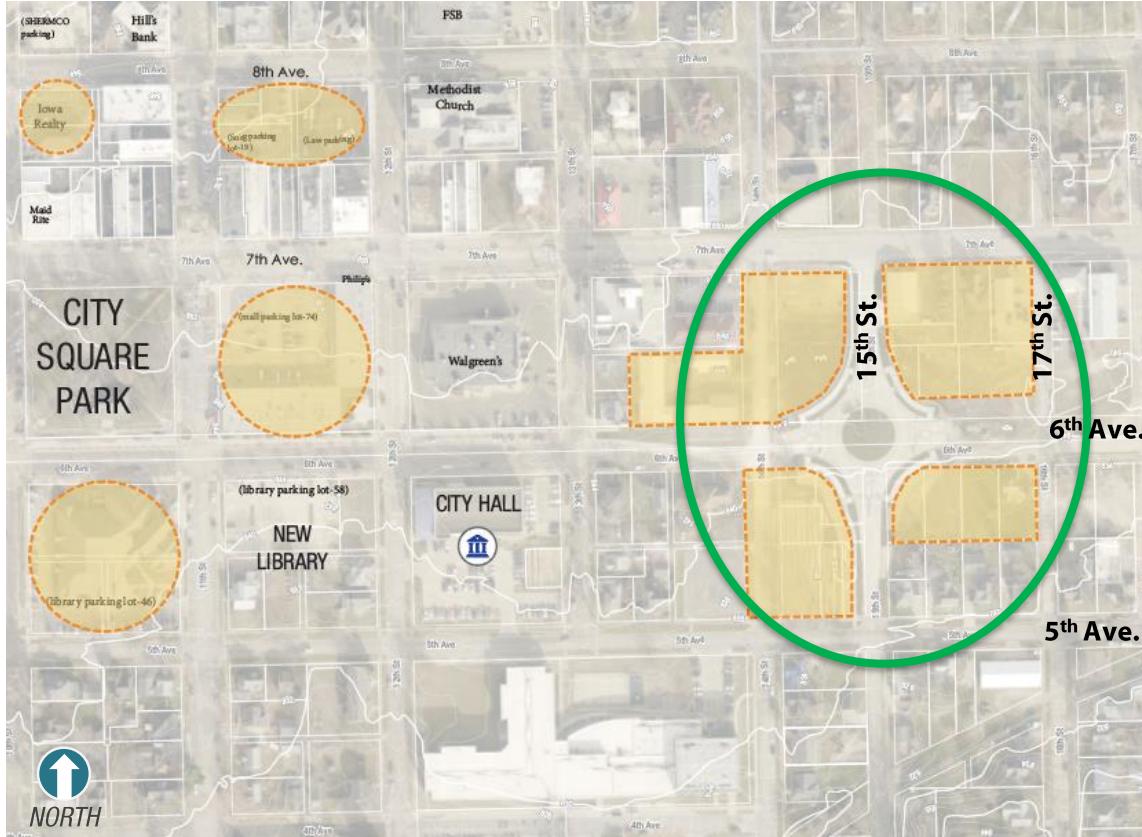
City of
Marion

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT



Intent of this Area

- Establish an eastern gateway into Uptown that introduces the character and scale of the district
- Allow for commercial space, but continue to focus most commercial in the core of Uptown
- High density and medium density residential with retail/office/service as the market allows
- Encourage buildings that are adaptable for the future

4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

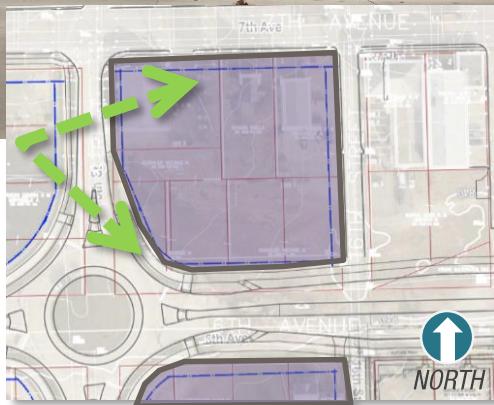
Northwest Corner



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

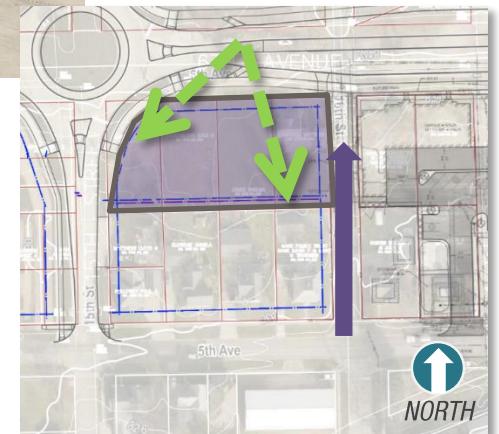
Northeast Corner



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Southeast Corner



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Southwest Corner



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Precedents

Rijnsburgerweg, Netherlands



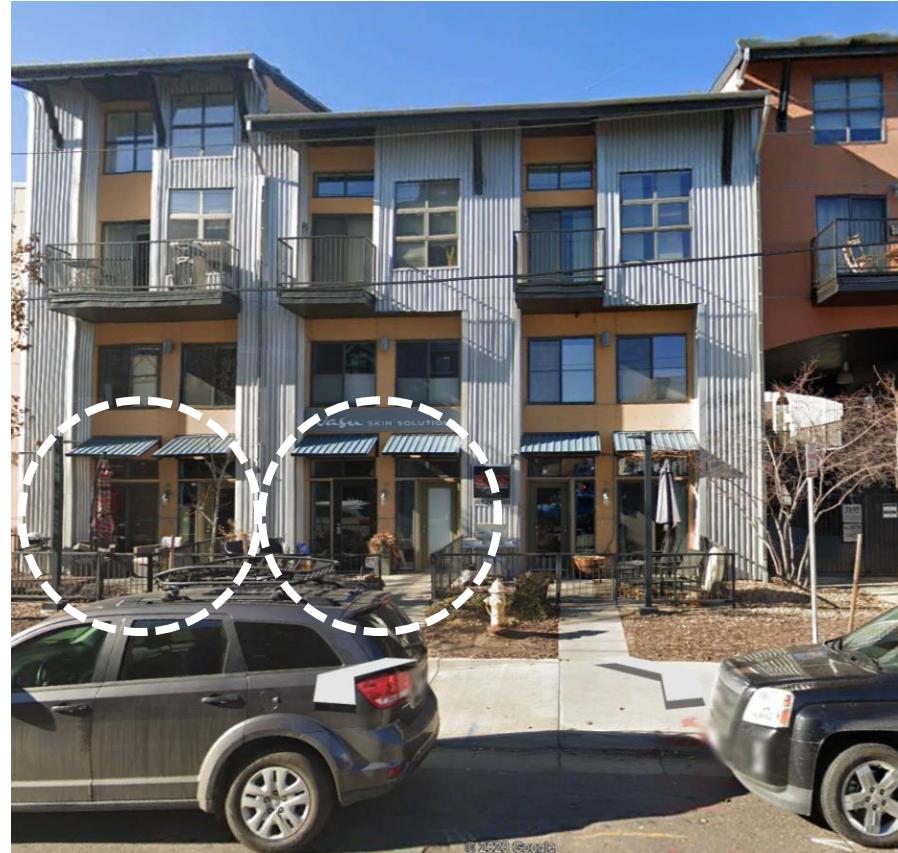
4 Recommendations – Private Realm

Precedents

Flex Live Work



LAND USE FOCUS AREA: 15th ST. ROUNDABOUT



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Precedents

Limited/Corner Commercial



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Precedents

Ability to convert common spaces to commercial in future



4 Recommendations – Private Realm

Precedents

Bicycle & Pedestrian-friendly Development

- Leverage bicycle trail connections
- Provide intentional pedestrian connections around and through blocks



LAND USE FOCUS AREA: 15th ST. ROUNDABOUT



4 Recommendations – Private Realm

Precedents

High-Density Residential



LAND USE FOCUS AREA: 15th ST. ROUNDABOUT



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Precedents

Medium-Density Residential



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Precedents

Restaurant/ Bar

- 1.5 level with rooftop patio
- 50' x 90'
- 64 parking spaces (typical suburban setting ratio)

Potential Trail Complement



4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Illustrative Concept

Land Uses

- Limited commercial
- Live-work
- Medium to High Density Housing
- Parking integrated into 1st level in some locations



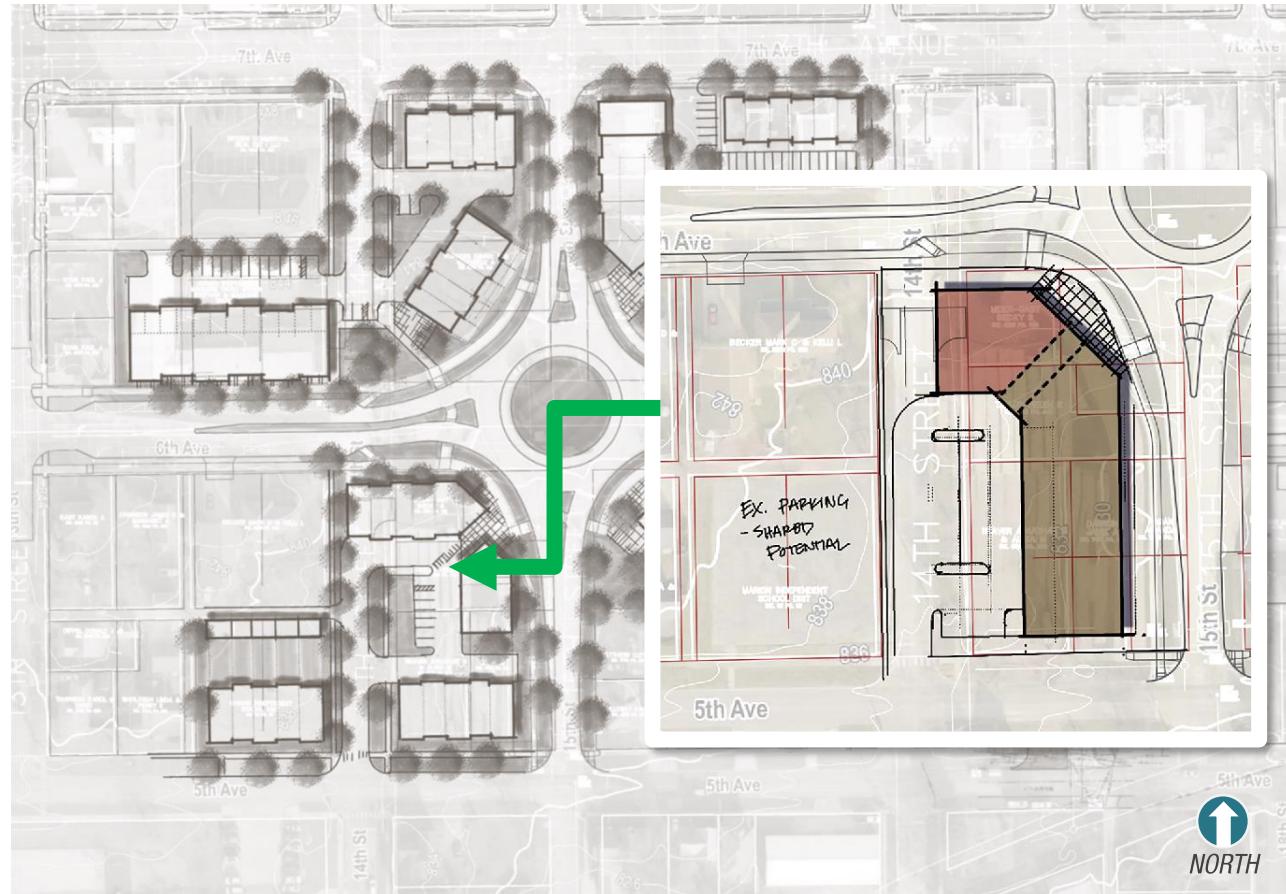
4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Illustrative Concept

Mixed-Use / Multi-family Alternative

- Potential to share parking with school based on varied peak hours for parking demand



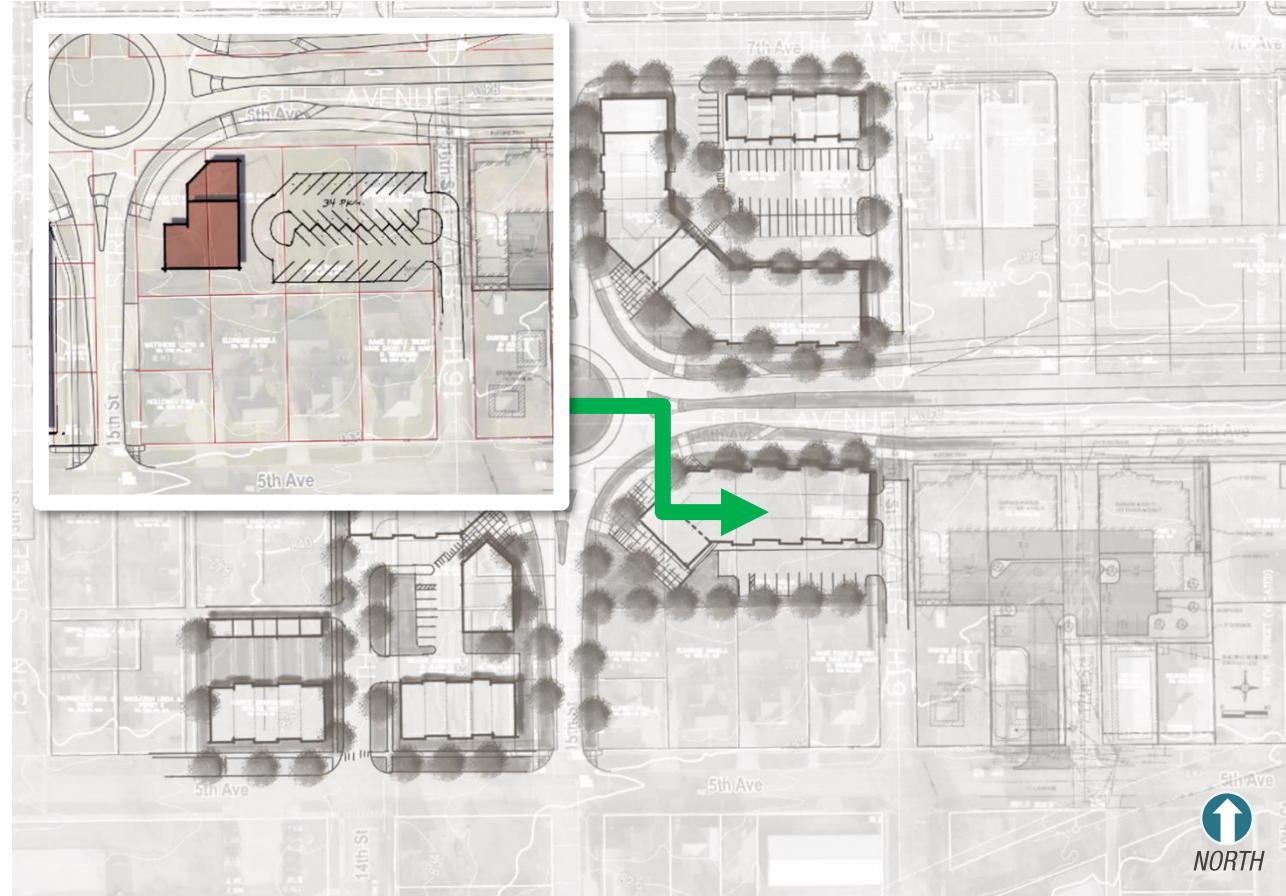
4 Recommendations – Private Realm

LAND USE FOCUS AREA: 15th ST. ROUNDABOUT

Illustrative Concept

Restaurant Alternative

- 1.5 story with outdoor roof/patio potential
- Parking provided at 50% of the typical suburban restaurant ratio
- Leverage access to trail on north side and high visibility of site
- Vehicular access is constrained



4 Recommendations – Private Realm

LAND USE FOCUS AREA: EAST UPTOWN BLOCK

Existing Conditions

Land Uses

- Walgreens
- Off-street and on-street parking on four sides surrounding building

Opportunities

- Provide enhanced visual screens of parking on key corners along 7th Avenue and 6th Avenue as defined in District Identity Recommendations (chapter 3).
- Consider mixed-use redevelopment in keeping with Uptown Character.



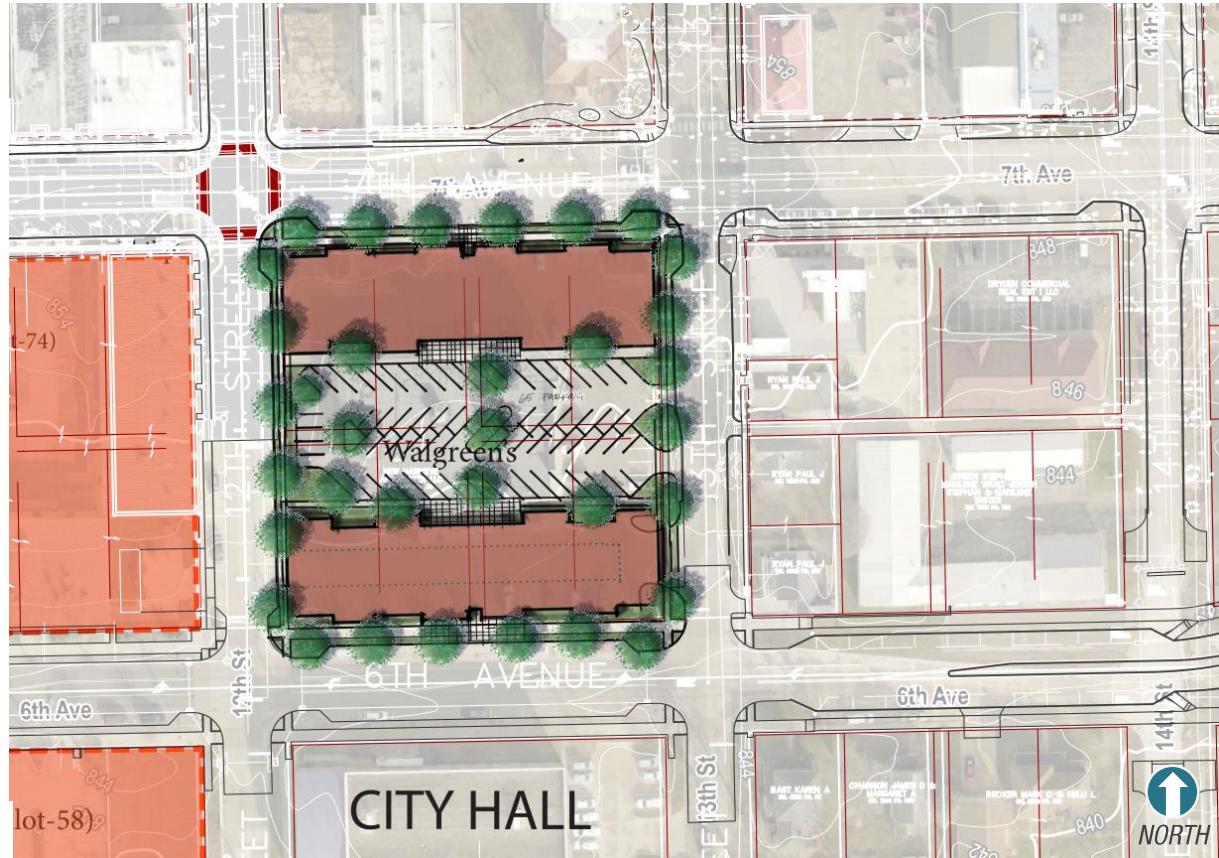
4 Recommendations – Private Realm

LAND USE FOCUS AREA: EAST UPTOWN BLOCK

Illustrative Concept

Land Uses

- Mixed-use buildings oriented to 6th Avenue and 7th Avenue
- Parking integrated into 1st level in some locations



5

Implementation Summary

5 Implementation Summary

PHASING & COST SUMMARY

As outlined in Chapter 3, public realm recommendations include implementation plans that outline the estimated partners, tasks, and timeline for each item. The City of Marion will review implementation plans on an annual basis to confirm priorities. The tables on this and subsequent pages summarize the timeline and estimated costs associated with these recommendations.

ITEM NO.	CATEGORY	PLAN ELEMENT	PHASING SUMMARY				COST SUMMARY		NOTES
			Included in 7th Ave. Project (Phase 1)	Short-term (2021-2024)	Mid-term (2024 - 2026)	Long-term (2027 +)	Planning/Design	Construction	
1	Vehicular	7 th Avenue Street Improvements east of 12 th Street			2024/-2025 Completion				
2	Vehicular	Realignment of 11 th Street for continuous transition to 10 th Street south of 5 th Avenue			2025-2026	2027-2028	\$3,500,000		See page 20 for details.
3	Bicycle	Implement diagonal trail from Hanna Park (CeMar Trail Connection) to the Intersection of 1st Avenue and 11th Street (along Utility corridor) and sidepath project from 1st Avenue to 5th Avenue as a part of sidepath per CMPO recommendation		2021-2022 (Initial planning/funding)	2026-2027 Design & Construction	2026-2027 Design & Construction	T.B.D.		See page 30 for details.
4	Bicycle	Incorporate bicycle route through proposed new plaza spaces from 5th Avenue to 8th Avenue.		See Plaza (Items 17, 18, 19)	See Plaza (Item 21)		(See Plaza costs)		See page 30 for details.
5	Bicycle	Add 10th Street Sidepath project (9th Avenue to north of Indian Creek) to CMPO Long Range Transportation Plan		2021-2022 (Initial planning/funding)	2026-2027 Design & Construction	2026-2027 Design & Construction	T.B.D.		See page 30 for details.
6	Parking	Re-install 2-hour parking signage for the parking stalls reconstructed along 7th Avenue and 10th Street	2021				N.A.		See page 33 for details.
7	Parking	Conduct a Parking Strategic Plan		2023-2024			\$15,000 - \$60,000	T.B.D.	See page 33 for details.
8	District Identity	Re-engage ImaginART: A Public Art Plan for the City of Marion (2012)		2021-2022			\$10,000 - \$20,000	T.B.D.	See page 46 for details.



5 Implementation Summary

PHASING & COST SUMMARY

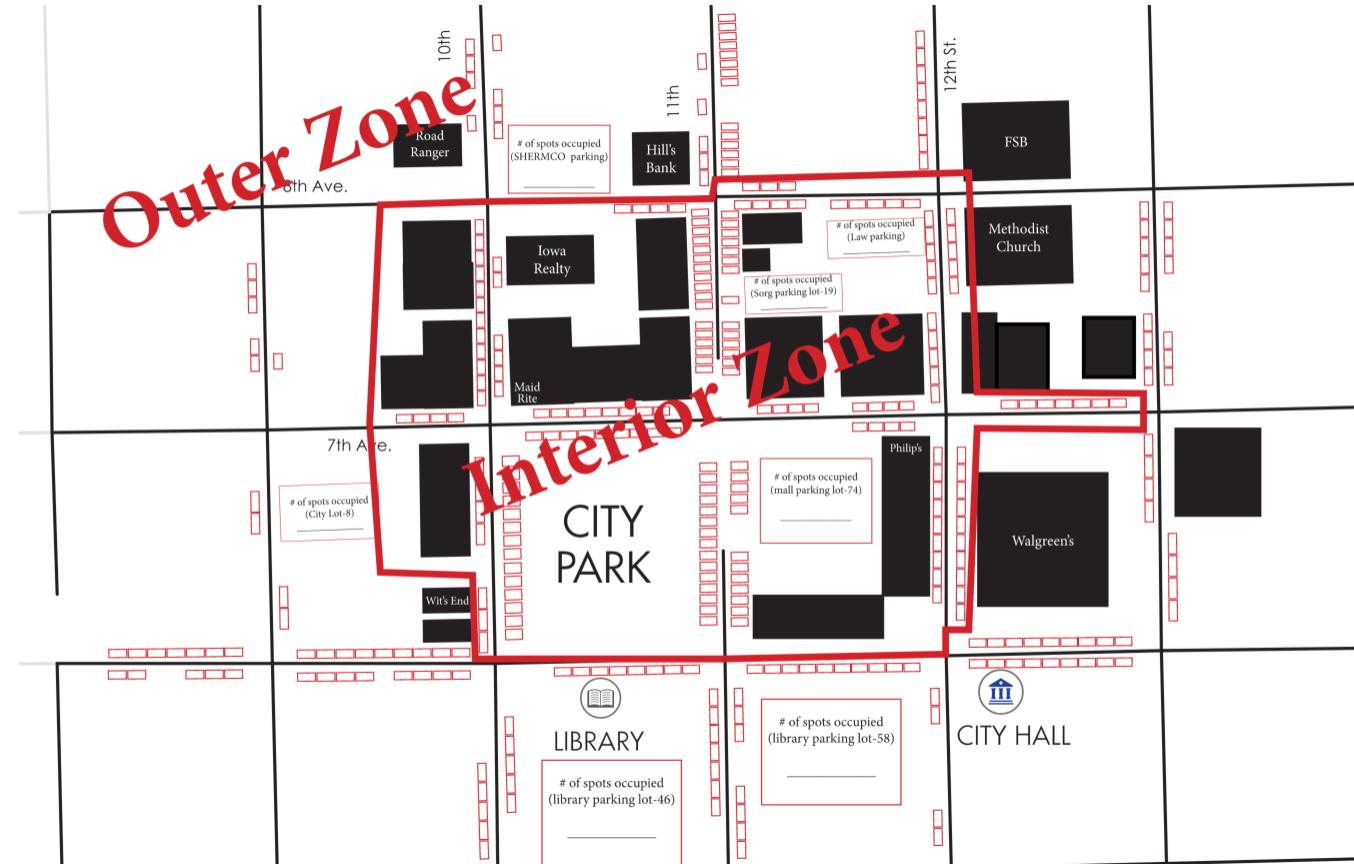
ITEM NO.	CATEGORY	PLAN ELEMENT	PHASING SUMMARY				COST SUMMARY		NOTES
			Included in 7th Ave. Project (Phase 1)	Short-term (2021-2024)	Mid-term (2024 - 2026)	Long-term (2027 +)	Planning/Design	Construction	
9	District Identity	Conduct a Wayfinding Study (including conceptual advancement of Gateway Features; coordination with Marion BPAC for bicycle signage)		2022			\$35,000 - \$50,000	T.B.D.	See page 46 for details.
10	District Identity	Design & Construct Gateway Features (west and east)		2023			\$50,000 - \$125,000 each		See page 46 for details.
11	District Identity	Design & Construct Gateway Features (north and south)			2026		\$50,000 - \$75,000 each		See page 46 for details.
12	District Identity	Implement Monuments (beyond current 7th Avenue Reconstruction Project)			2024-2025			\$225,000	See page 46 for details.
13	District Identity	Design and Implement Landscape Screening and/or Decorative Screens			2026-2027	2026-2027	\$60,000 - \$360,000		See page 46 for details.
14	Uptown Artway	Artway Phase 2 (11th Street to 12th Street)			2024-2025		\$100,000	\$1,000,000	See page 51 for details.
15	Uptown Artway	Artway West Alley (9th Street to 10th Street)				T.B.D.	T.B.D.	T.B.D.	See page 51 for details.
16	Uptown Artway	Artway West Alley (11th Street to 12th Street)				T.B.D.	T.B.D.	T.B.D.	See page 51 for details.

5 Implementation Summary

PHASING & COST SUMMARY

ITEM NO.	CATEGORY	PLAN ELEMENT	PHASING SUMMARY				COST SUMMARY		NOTES
			Included in 7th Ave. Project (Phase 1)	Short-term (2021-2024)	Mid-term (2024 - 2026)	Long-term (2027 +)	Planning/Design	Construction	
17	Uptown Plaza	Design & Construction of southern half of North Plaza (Areas N1.1 & N1.2)	2021-2023				N/A (included in current contract)	\$703,000* (Based on Master Plan Design)	See pages 74 & 78 for more details.
18	Uptown Plaza	Design & Construction of northern half of North Plaza (Areas N2.1 & N2.2)			Design	Construction	\$127,000	\$880,000* (Based on Master Plan Design)	See pages 75 & 78 for more details.
19	Uptown Plaza	Design & Construction of Partial Central Plaza (Areas C1.1/East, C1.2/Main, C2/Depot Area)		2021-2022 Design; 2022-2024 Construction			\$575,000	\$4,770,000	See pages 76 & 78 for more details.
20	Uptown Plaza	Design & Construction of Central Plaza: City Square Park Stage (Area C.3)			2024-2026		\$5,000	\$35,000	See pages 76 & 78 for more details.
21	Uptown Plaza	Design & Construction of South Plaza			2024-2026		\$85,000	\$583,000	See pages 77 & 78 for more details.

Appendix



A Appendix

2014 UPTOWN MARION PARKING SURVEY

Total On Street Spaces			Interior Zone							
	Total Spots Available	Total Spots Occupied	Total % of On Street Spots Occupied	# of spots available	# of spots occupied	# of spots unoccupied	% occupied	# of spots lost to special events/closure	% occupied (excluding spaces lost to special event)	Notes
Tues, June 3										
10:00am	349	160	46%	187	82	105	44%	0	44%	
12:00pm	349	153	44%	187	101	86	54%	0	54%	
2:00pm	349	173	50%	187	93	94	50%	0	50%	
4:00pm	349	119	34%	187	58	129	31%	0	31%	
6:00pm	349	108	31%	187	78	109	42%	0	42%	
Thurs, June 5										
10:00am	349	149	43%	187	78	109	42%	27	49%	Marked Emergency no parking by caboose in park
12:00pm	349	166	48%	187	101	86	54%	27	63%	Marked Emergency no parking by caboose in park
2:00pm	349	150	43%	187	78	109	42%	27	49%	Marked Emergency no parking by caboose in park
4:00pm	349	176	50%	187	110	77	59%	27	69%	Marion By Moonlight
6:00pm	349	271	78%	187	153	34	82%	27	96%	Marion By Moonlight
Fri, June 6										
10:00am	349	146	42%	187	86	101	46%	27	54%	No parking sign up by caboose in park (BBQ Event)
12:00pm	349	167	48%	187	105	82	56%	27	66%	No parking sign up by caboose in park (BBQ Event)
2:00pm	349	63	18%	187	45	142	24%	27	28%	No parking sign up by caboose in park (BBQ Event)
4:00pm	349	132	38%	187	84	103	45%	27	53%	No parking sign up by caboose in park (BBQ Event)
6:00pm	349	92	26%	187	64	123	34%	41	44%	No parking sign up by caboose in park (BBQ Event)
Sat, June 7										
10:00am	349	85	24%	187	60	127	32%	27	38%	BBQ Rend.
12:00pm	349	235	67%	187	132	55	71%	27	83%	BBQ Rend.
2:00pm	349	199	57%	187	101	86	54%	27	63%	BBQ Rend.
4:00pm	349	154	44%	187	93	94	50%	27	58%	BBQ Rend.
6:00pm	349	75	21%	187	56	131	30%	27	35%	BBQ Rend. - Rained Out



A Appendix

2014 UPTOWN MARION PARKING SURVEY

Outer Zone						
	# of spots available	# of spots occupied	# of spots unoccupied	% occupied	# of spots lost to special events/closure	% occupied (excluding spaces lost to special event)
Tues, June 3						
10:00am	162	78	84	48%	0	48%
12:00pm	162	52	110	32%	0	32%
2:00pm	162	80	82	49%	0	49%
4:00pm	162	61	101	38%	8	40%
6:00pm	162	30	132	19%	8	19%
Thurs, June 5						
10:00am	162	71	91	44%	0	44%
12:00pm	162	65	97	40%	0	40%
2:00pm	162	72	90	44%	8	47%
4:00pm	162	66	96	41%	8	43%
6:00pm	162	118	44	73%	0	73%
Fri, June 6						
10:00am	162	60	102	37%	16	41%
12:00pm	162	62	100	38%	8	40%
2:00pm	162	18	144	11%	0	11%
4:00pm	162	48	114	30%	0	30%
6:00pm	162	28	134	17%	8	18%
Sat, June 7						
10:00am	162	25	137	15%	8	16%
12:00pm	162	103	59	64%	8	67%
2:00pm	162	98	64	60%	8	64%
4:00pm	162	61	101	38%	8	40%
6:00pm	162	19	143	12%	0	12%

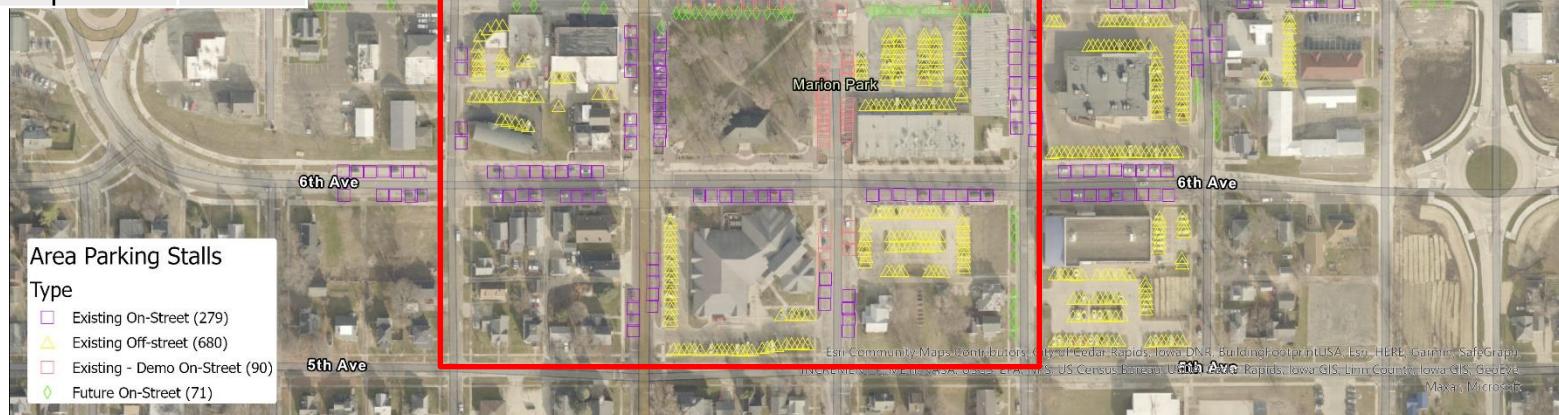
Private Lots												
	Mall Lot (74)	Sorg Lot (19)	Library Lot (46)	Library/City Shared Lot (58)	Law Office (23)	Shermco Lot (29)	Total % of Lots Used					
Tues, June 3												
10:00am	23	31%	11	58%	41	89%	4	7%	5	22%	12	41%
12:00pm	34	46%	9	47%	39	85%	4	7%	6	26%	15	52%
2:00pm	20	27%	4	21%	41	89%	9	16%	9	39%	0	0%
4:00pm	25	34%	5	26%	37	80%	9	16%	7	30%	14	48%
6:00pm	31	42%	6	32%	30	65%	4	7%	15	65%	13	45%
Thurs, June 5												
10:00am	25	34%	5	26%	40	87%	3	5%	4	17%	8	28%
12:00pm	58	78%	5	26%	38	83%	9	16%	6	26%	11	38%
2:00pm	36	49%	14	74%	40	87%	17	29%	9	39%	11	38%
4:00pm	53	72%	14	74%	36	78%	9	16%	10	43%	8	28%
6:00pm	67	91%	19	100%	46	100%	58	100%	23	100%		0%
Fri, June 6												
10:00am	25	34%	3	16%	28	61%	3	5%	6	26%	11	38%
12:00pm	42	57%	2	11%	34	74%	4	7%	7	30%	12	41%
2:00pm	40	54%		0%		0%	4	7%		0%		0%
4:00pm	26	35%	1	5%	27	59%	7	12%	6	26%	9	31%
6:00pm	54	73%	5	26%	2	4%	2	3%	4	17%	8	28%
Sat, June 7												
10:00am	31	42%	4	21%	36	78%	5	9%	6	26%	11	38%
12:00pm	55	74%	14	74%	46	100%	58	100%	7	30%	0	0%
2:00pm		0%		0%		0%		0%		0%		0%
4:00pm		0%		0%		0%		0%		0%		0%
6:00pm	16	22%	4	21%	3	7%	3	5%	4	17%	14	48%
												18%



Parking Supply – Dec. 22, 2018

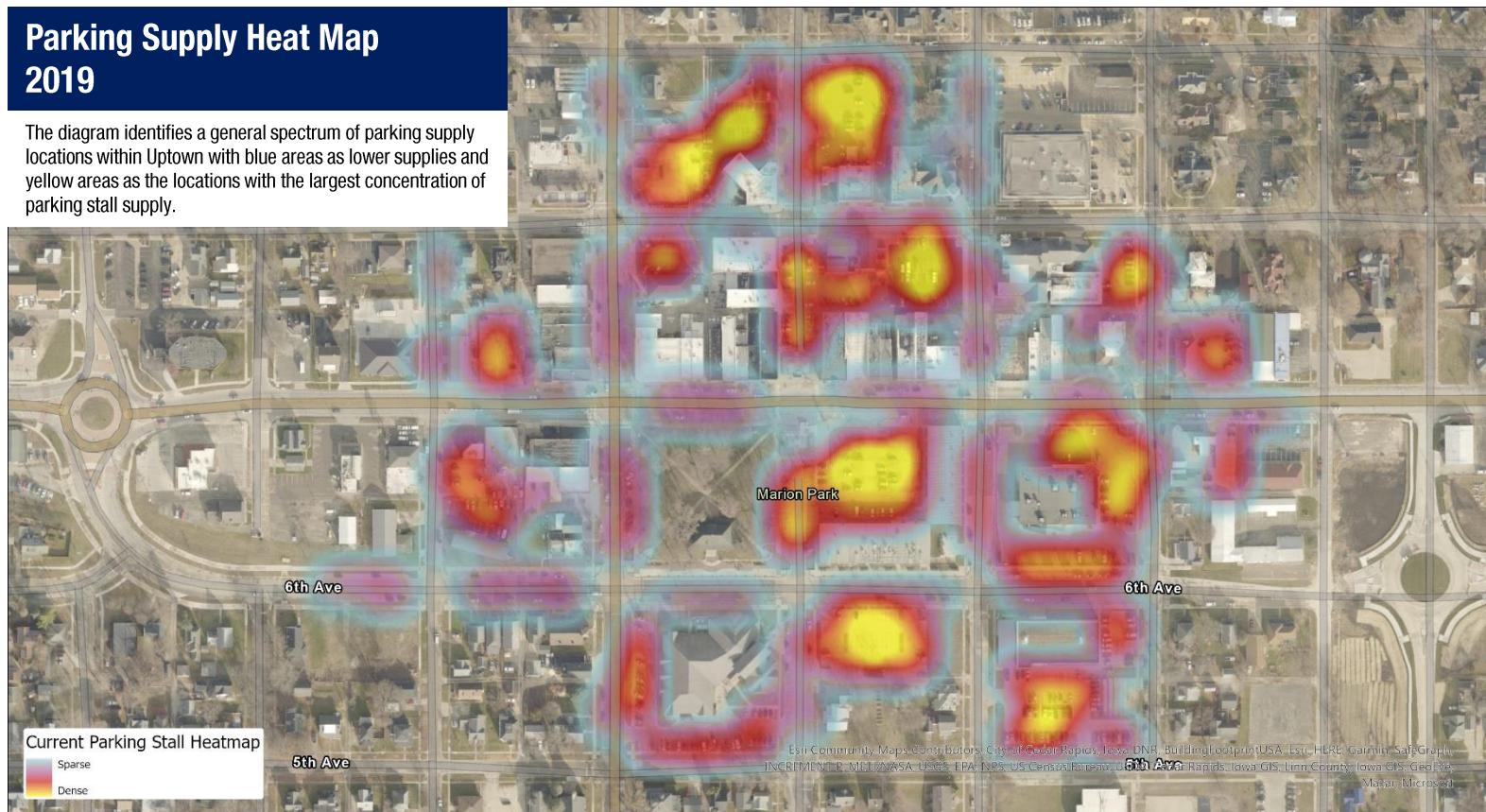
The diagram identifies existing parking spaces, including on-street and off-street, in the Uptown Area. Also, the map identifies planned changes for parking, both added and removed.

Area	On Street	Off Street	
		Public	Private
Core	264	115	207
Outside	105	69	289



Parking Supply Heat Map 2019

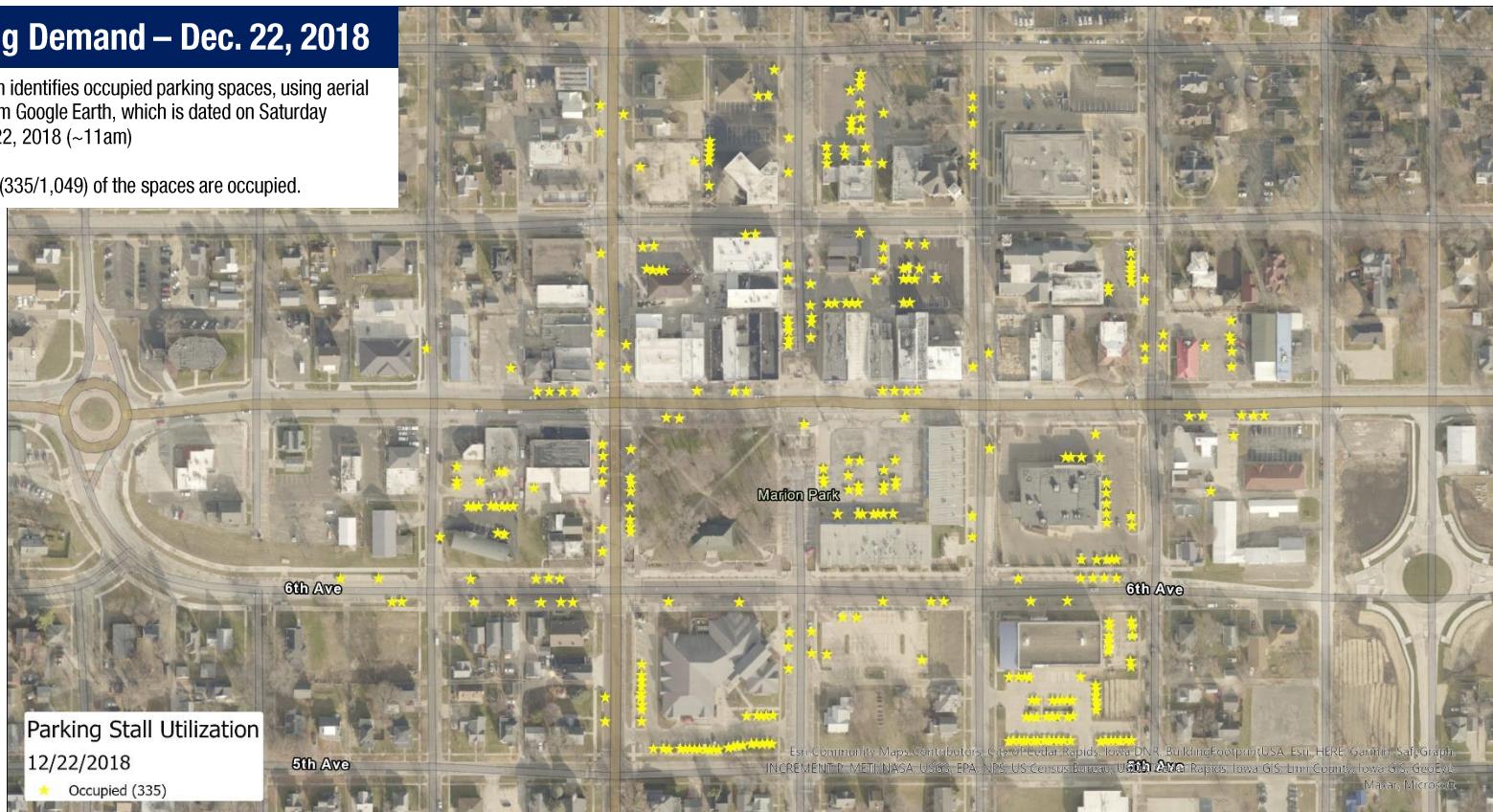
The diagram identifies a general spectrum of parking supply locations within Uptown with blue areas as lower supplies and yellow areas as the locations with the largest concentration of parking stall supply.



Parking Demand – Dec. 22, 2018

The diagram identifies occupied parking spaces, using aerial imagery from Google Earth, which is dated on Saturday December 22, 2018 (~11am)

About 32% (335/1,049) of the spaces are occupied.



Parking Demand Analysis On-Street Dec. 22, 2018

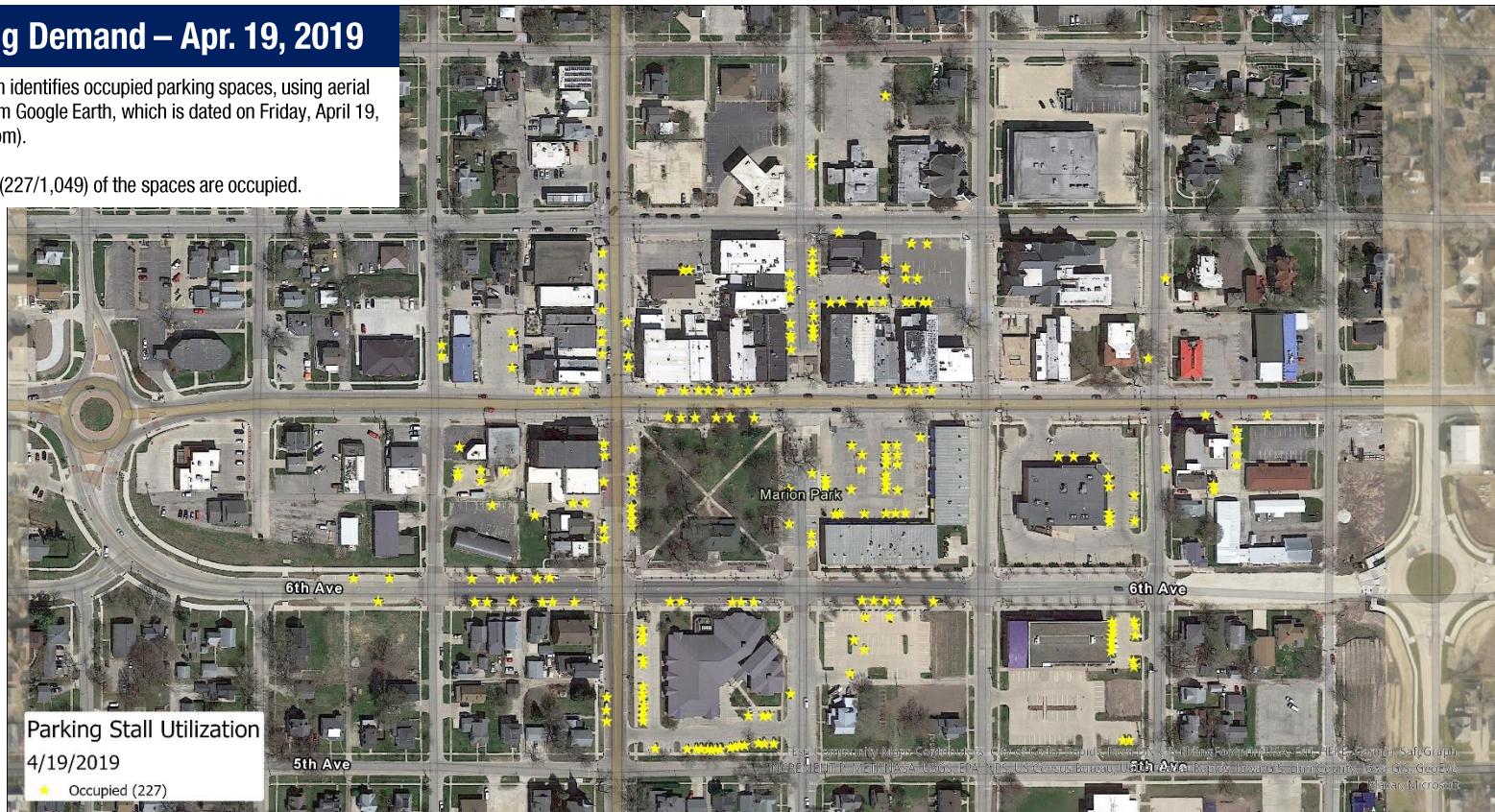
Based on this snapshot of time, Uptown has a few higher demand areas segments of on-street parking, which is shown in the diagram. Further analysis is required across multiple timeframes will be necessary to make informed future parking decisions.



Parking Demand – Apr. 19, 2019

The diagram identifies occupied parking spaces, using aerial imagery from Google Earth, which is dated on Friday, April 19, 2019 (~12pm).

About 22% (227/1,049) of the spaces are occupied.



Implementation Tables

The City of Marion has been provided the implementation plan Excel spreadsheet for their use in an annual review of priorities.

Category	Amount	Notes
SITE PREPARATION	\$124,700	Includes removals, minor utility adjustments, grading, etc.
UTILITIES & LIGHTING	\$535,000	Includes new utility assumptions, standard pedestrian lighting, specialty lighting, etc.
HARDSCAPE	\$439,200	Includes walks, pavers, seat walls, retaining walls. Excludes eastern retaining wall for private development.
PERFORMANCE STAGE	\$28,900	Includes concrete stage, with stairs and railing.
DEPOT IMPROVEMENTS (INTERIOR)	\$620,000	Includes upgrades for warming house, mechanical space, concession, restroom improvements. Excludes repair from storm.
ICE RINK & SYNTHETIC TURF	\$831,545	Includes ice trail, railing (t.b.d if needed), and synthetic turf.
WATER FEATURES	\$625,000	Includes allowances for runnell water feature and spray jets with lights.
PLAYSPACE	\$113,700	Includes prefabricated play feature and play surfacing.
LANDSCAPING	\$138,900	Includes trees, plants, soil, mulch, irrigation for plant beds.
OTHER	\$436,200	Includes Site furnishings, fire features, and Peace Tree art installation.
SUBTOTAL	\$3,893,145	
10% DESIGN CONTINGENCY	\$389,315	Covers items that were not considered at the master plan level.
SUBTOTAL	\$4,282,460	
10% CONSTRUCTION CONTINGENCY	\$428,246	Covers unexpected items that happen during construction.
CONSTRUCTION TOTAL	\$4,710,705	
2% OWNER'S CONTINGENCY	\$94,214.11	
DESIGN FEES	\$565,285	
SURVEY	\$15,000	
PROJECT TOTAL*	\$5,385,204	See notes on subsequent page.

Notes:

- | | |
|---|---|
| 1 | All costs are in 2020 U.S. Dollars. |
| 2 | The opinion of probable costs is meant for planning purposes only and costs assume simultaneous construction of the project. A phased approach will require a recalculation of costs. If a phased approach is chosen, the design consultant should provide an OPC at schematic design phase to verify anticipated construction costs. |
| 3 | Quantities area based on the conceptual plan documents developed in July 2020 for public area between 7th Avenue and 6th Avenue. |
| 4 | Unit Prices are based on RDG research and historic information. |
| 5 | Comments/Questions column intended to clarify what is included in a given cost item and indicate which items may need further study. |
| 6 | Project Costs beyond construction (e.g. Design Fees) are based on a percentage of construction costs and are for budgeting purposes only. They may not include all consultants needed to advance the design. Actual numbers will be determined at time of design advancement. |



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