



DOWNTOWN KEOKUK REVITALIZATION PROJECT

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Acknowledgements



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Community Partners

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Presentation Overview

About Keokuk

Our Project

Findings

Recommendations

Catalyst Projects

Funding

Implementation





ABOUT KEOKUK





Community Assessment

History

Demographics

Market Data



Development Incentives



Historic Charm and Character



Riverfront Location



Invested Community Partnerships



Transportation Infrastructure



Culture & Entertainment District



Downtown Urban Renewal District, TIF District and an Opportunity Zone



Progressive Zoning Code

Strengths of the Downtown



High Vacancy Rates



Low Demand Housing Market



Inadequate Regulatory Oversight



Insufficient Design Standards



Lack of a Downtown Historic District



External Competition



Inadequate Pedestrian Infrastructure



Attracting and Retaining Development

Challenges of the Downtown



OUR PROJECT



WHY



**What is a Downtown
Plan**



**Why Create a
Downtown Plan**



**What Problem are we
addressing in Keokuk**



**What are the Goals of
the Plan**

WHAT



Primary Deliverables

Recommendations in specified focus areas
Catalyst project suggestions for city
owned properties
Funding Opportunities
Implementation



Secondary Deliverables

Vacancy Database
Windshield Analysis
City-Owned Property Assessment
Ordinance Review
Right -of -Way Improvement Inventory

WHERE



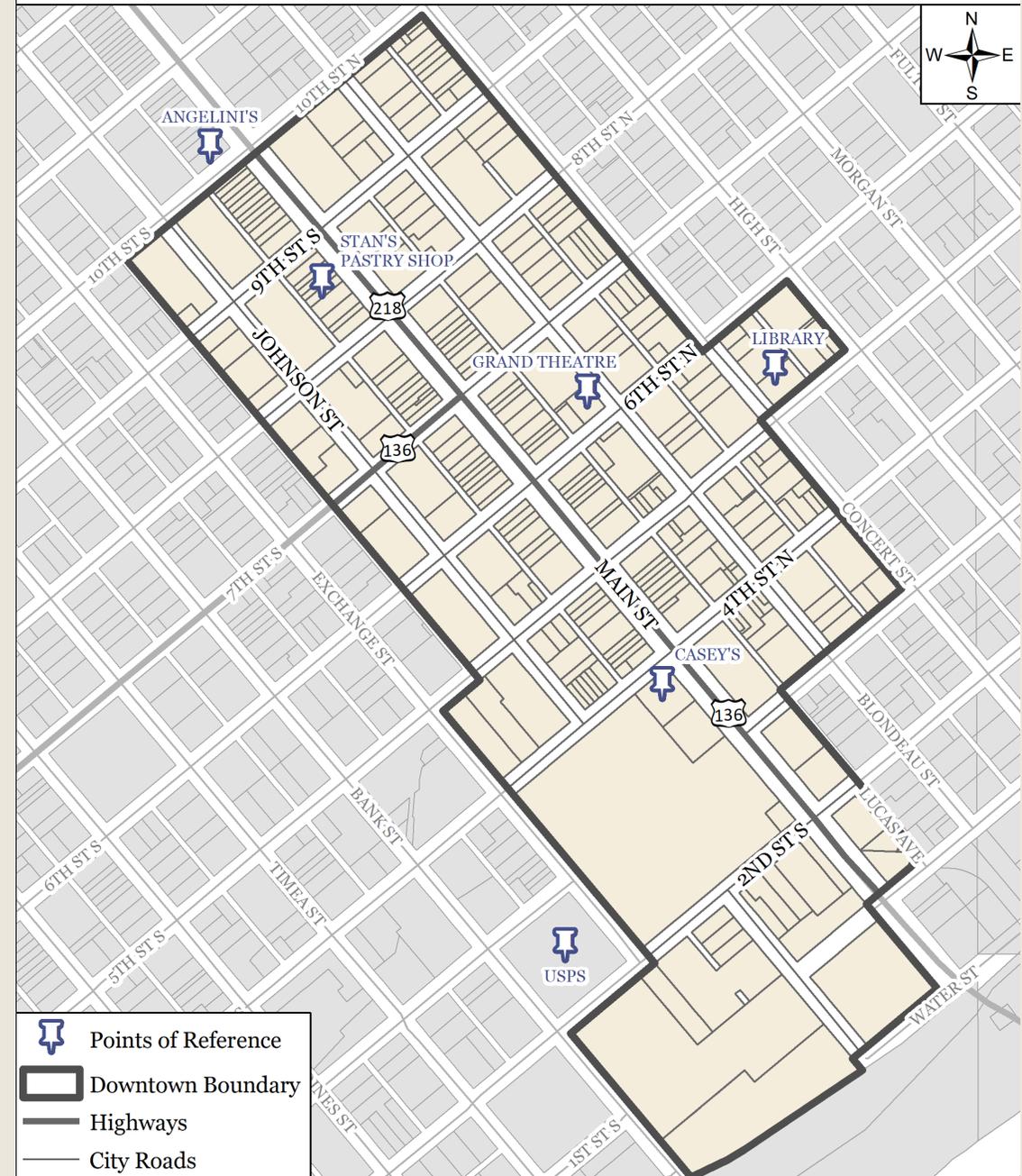
Use

- Commercial
- Mixed Use
- Residential
- Industrial



Areas of Interest

- River City Mall
- Riverview Park
- Keokuk Public Library
- Grand Theatre
- Historic Iowa Hotel



HOW



Phase 1

- Community Assessment
- Review of Existing Plans and Documents
- Community Engagement
- Initial Focus Area Research
- Case Studies



Phase 2

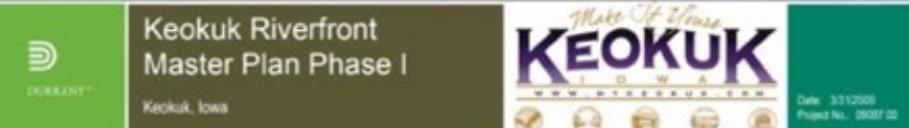
- Vacancy Database
- Windshield Survey
- City-Owned Property Assessment
- Ordinance Review
- Transportation Analysis



FINDINGS



Review of Existing Plans



Keokuk Comprehensive Plan (2018)

Riverfront Master Plan (2009)

Keokuk Strategic Plan (2007)



Our Five-Year Community-Wide Strategic Plan
with a Unique Vision Story for 2016

Keokuk, Iowa
Spring 2007

Public Engagements

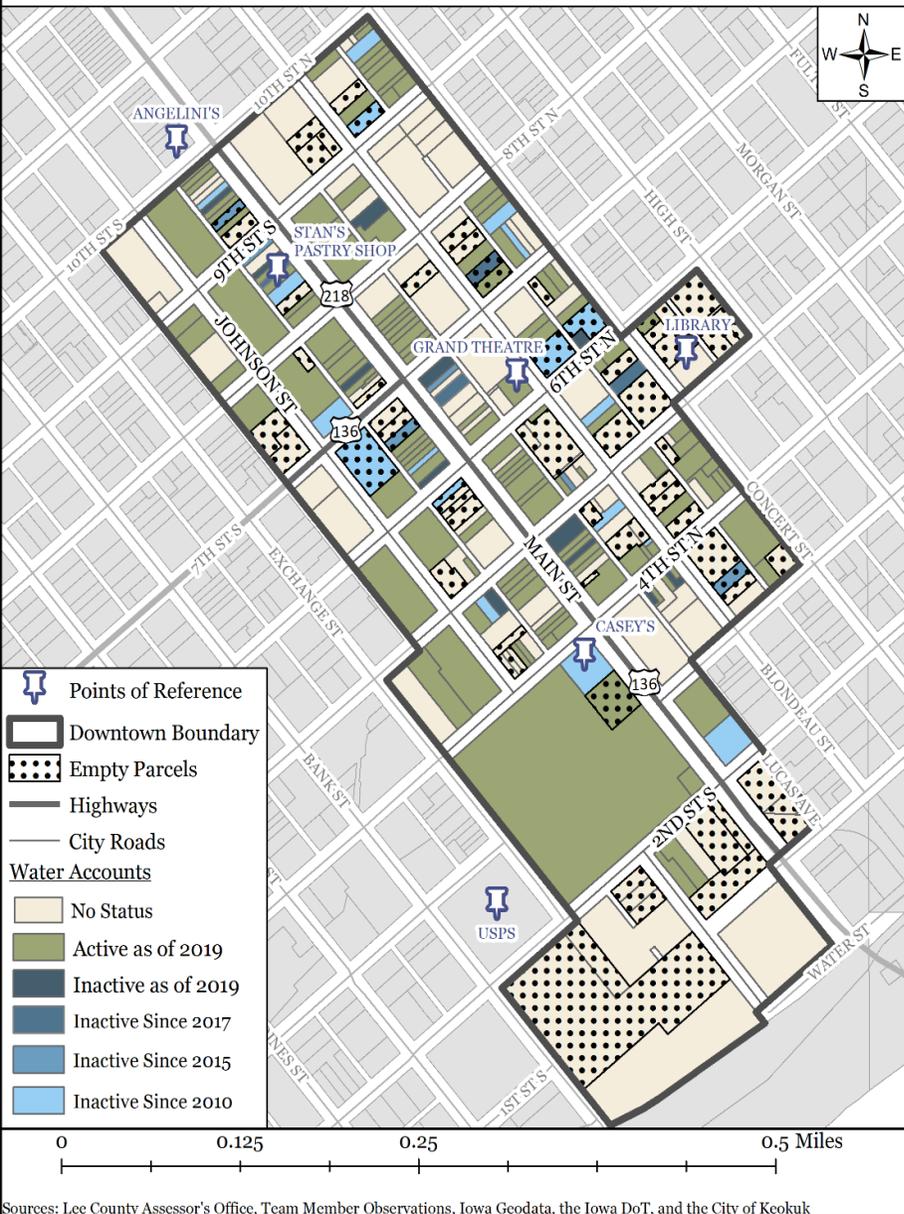


Event 1 - Keokuk Football Game and Oktoberfest Surveys
(October 2019)

Event 2 - Riverview Park Area Consensus Workshop
(January 2020)

Event 3 - Stakeholder Catalyst Survey (April 2020)

Water Accounts and Empty Parcels in The Downtown Area



Vacancy Database

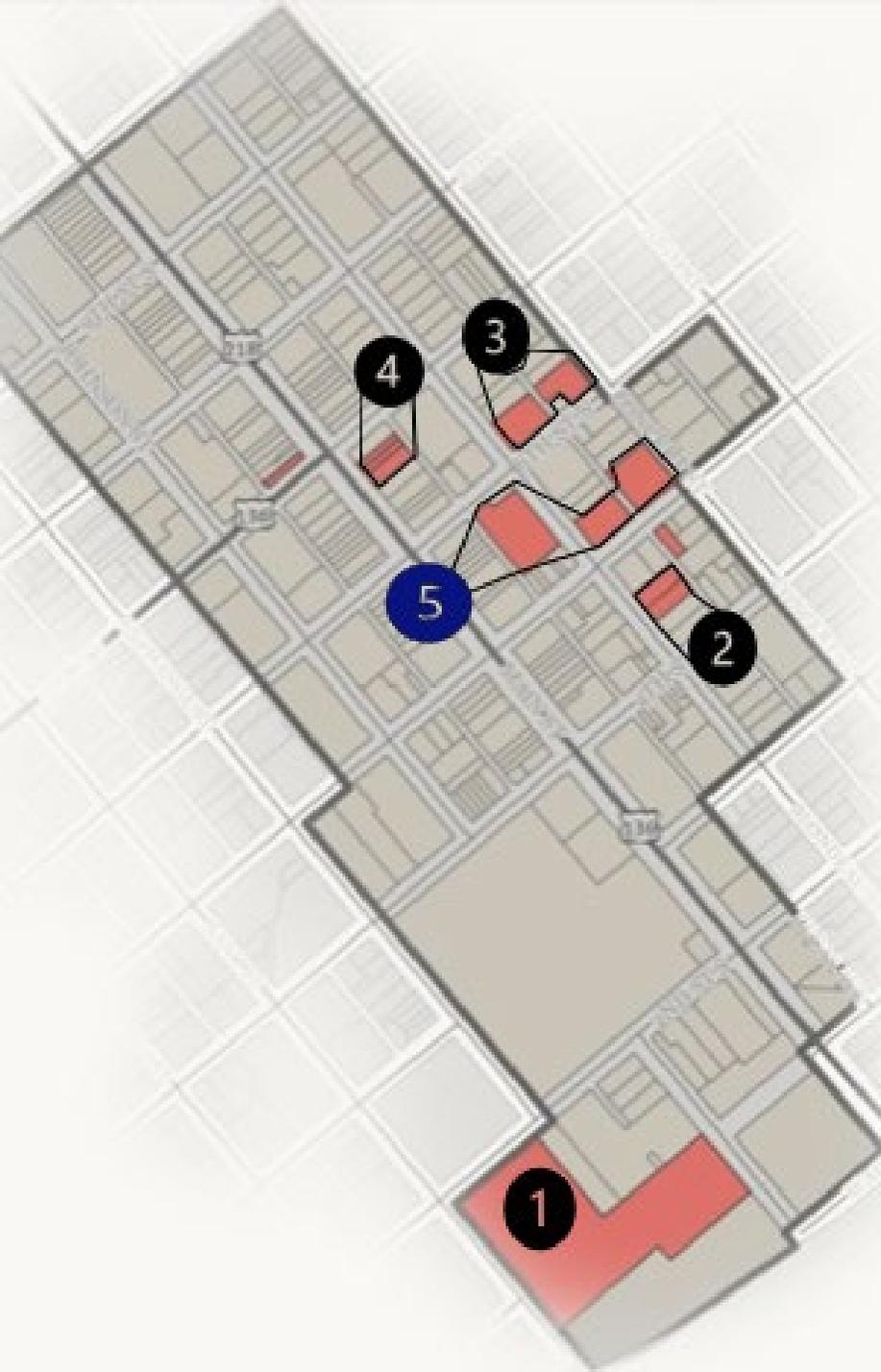
32% of Water Use Accounts are Inactive

Inactive Accounts were not clustered in one area of the downtown

No Status Accounts were either municipal properties, vacant lots or addresses that did not match

Sources: Lee County Assessor's Office, Team Member Observations, Iowa Geodata, the Iowa DoT, and the City of Keokuk

City-owned Parcel Analysis



Catalyst Site 1 – Riverview Park

Catalyst Site 2 – 411 & 415 Blondeau

Catalyst Site 3 – 601 Blondeau & 602/606 Concert

Catalyst Site 4 – 619, 623, 625 Main Street

Adaptive Reuse Site 5 - 500 Blondeau, 501 Blondeau,
500 Concert

Windshield Survey

Amenities

Use Classification

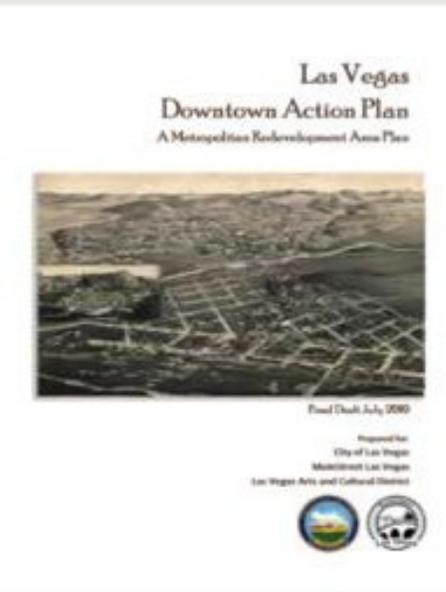
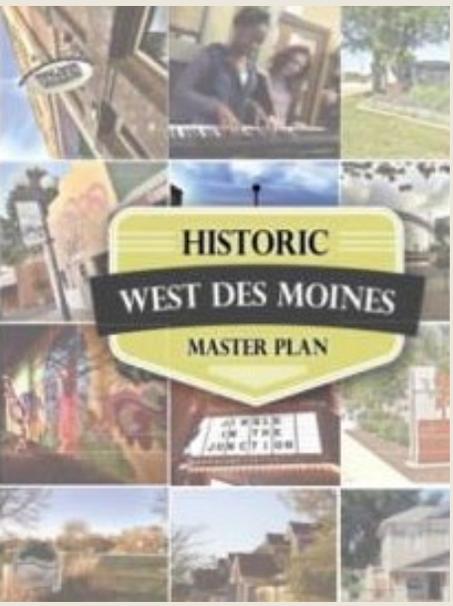
Age of Buildings

Condition Ratings

Appearance of Vacancy



Case Studies

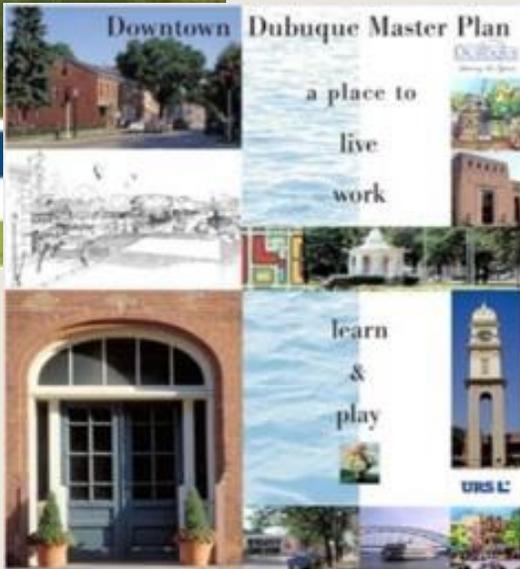
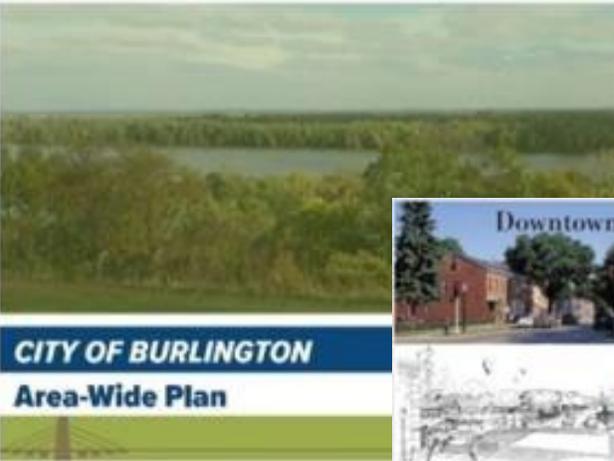


Historic West Des Moines, IA

Dubuque, IA

City of Burlington, IA

Las Vegas, NM





RECOMMENDATIONS



Transportation



Increase Pedestrian Facilities

- Follow sidewalk guidelines
- Provide functional street furniture

Provide Attractive Streetscape

- Provide additional landscaping
- Provide pedestrian lighting
- Reduce dead space
- Encourage outdoor dining

Promote Connectivity

- Ensure sufficient parking
- Optimize pedestrian connectivity

Vacant and Underused Space

- Create Interactive, accessible, and recreational spaces
- Renovate and relocate tourist attractions
- Support Public Art

External Competition

- Develop the city's workforce using downtown resources
 - A jobs training program with resources in the area
 - Enable citizens to seek virtual employment

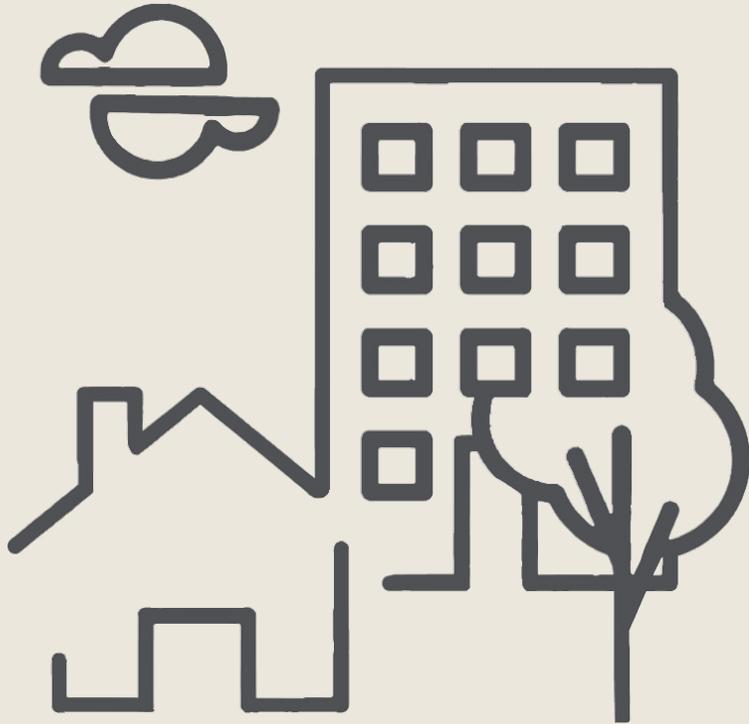
Attracting and Retaining Development

- Enable longtime Business Owners to succeed, and welcome new businesses into the Downtown
 - Revise outdated laws and licensing practices
 - Introduce new incentive programs that make the most of finite resources

Economic Development through Placemaking



Housing



Counteract Vacancy

- Support the Creation of non-profits that address residential maintenance and trades people training
- Prioritize second floor rehabilitation to promote housing

Promote and Improve Incentives for Development

- Create profitable investment models and advertise with vacant properties
- Review existing funding and incentive programs offered by the city

Provide Additional Regulatory Oversight

- Create a maintenance ordinance
- Adopt a rental permitting process
- Land pooling strategy or redevelopment authority

Vacant and Underused Space

- Allow first floor residential as a special use
- Create a new downtown mixed-use zoning district

Lack of Regulatory Oversight

- Amend various permitted uses in zones that exist in the downtown
- Require lowest intensity rezoning at time of development proposal
- Hire a consulting firm to perform a major code of ordinance update

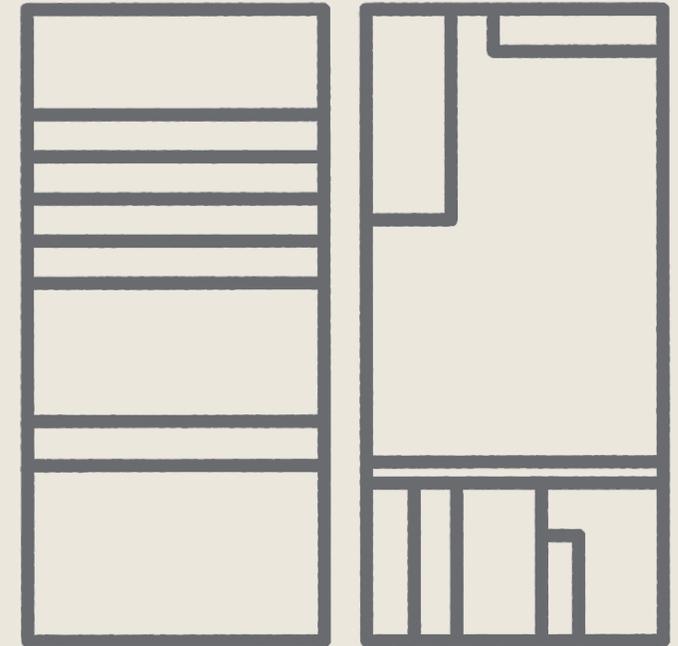
Insufficient Design Standards

- Develop a Downtown PUD Overlay Zone & design packet/plan to apply more specific and enforceable design standards

Lack of a Downtown Historic District

- Perform a historic asset survey
- Apply for NRHP Historic District designation or adopt a proprietary formal Historic District
- Create a historic preservation plan

Land Use



CATALYST PROJECTS

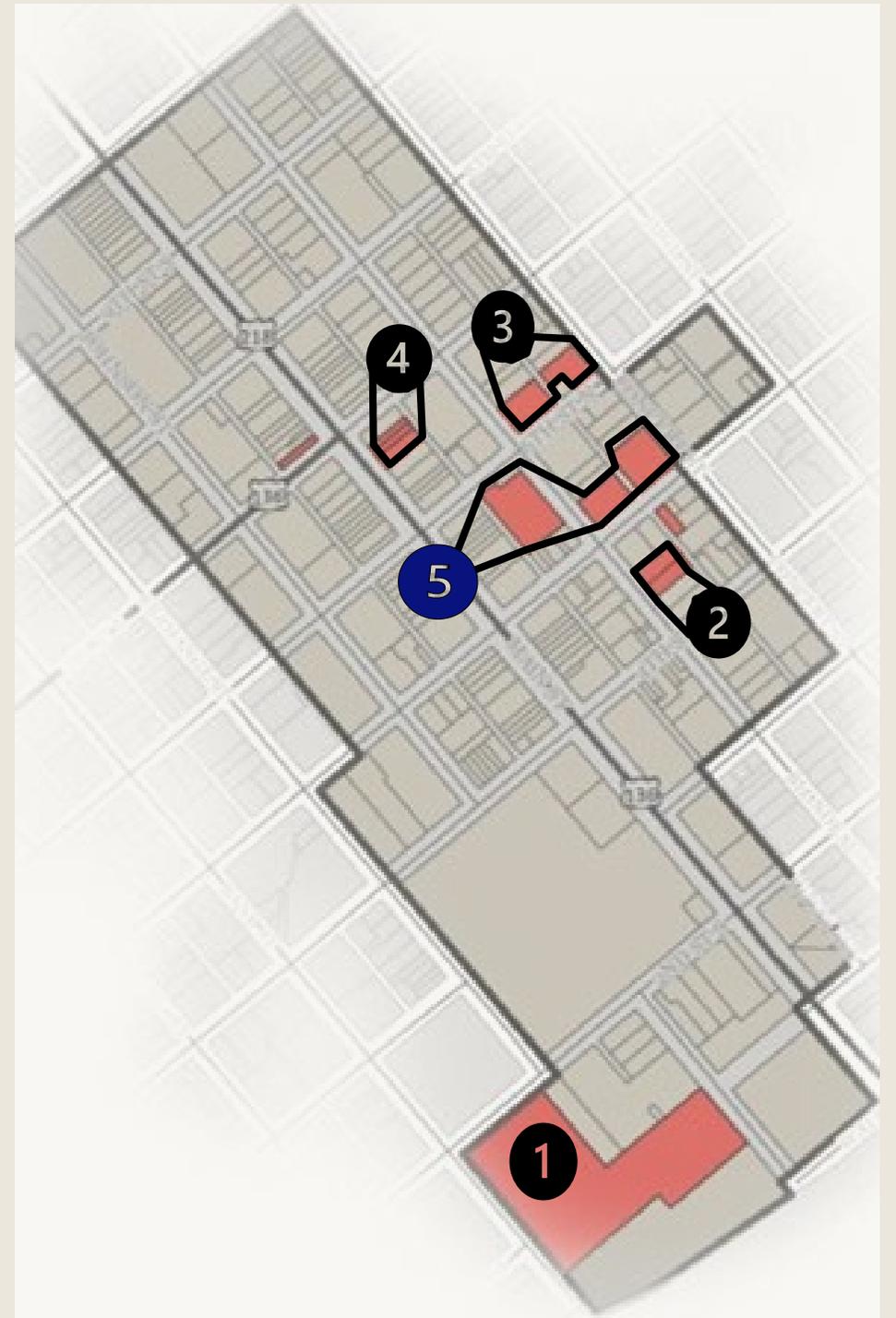
Catalyst Site Overview

What is a catalyst project – A public or private project in an area which is blighted or vacant that would spur other investment in the area.

Keokuk has 13 city-owned developable properties in the study area.

Our project team has produced catalyst suggestions for the four numbered sites.

Three parcels are suggested for adaptive uses



CATALYST SITE 1

RIVERVIEW PARK

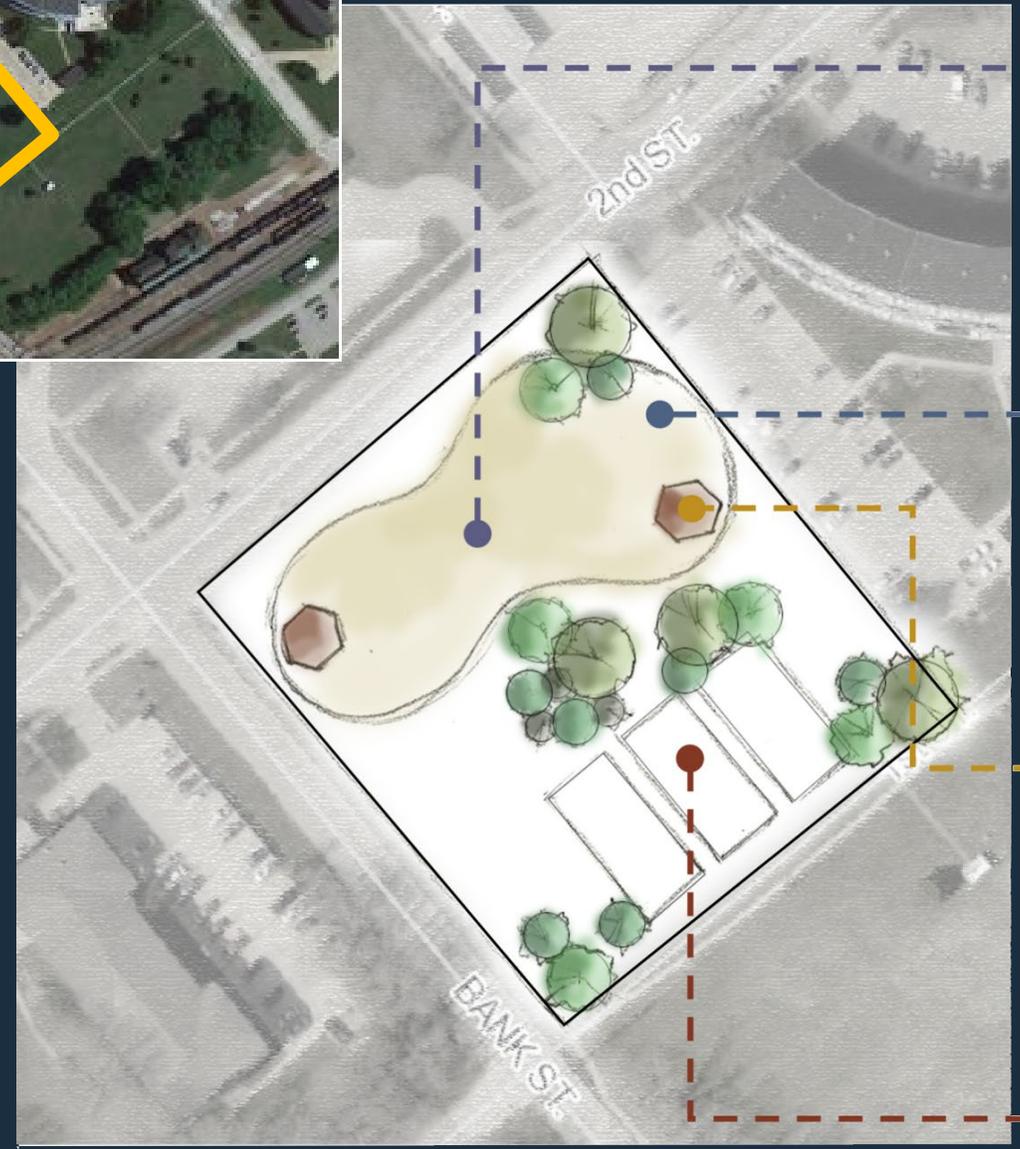
Catalyst Suggestion

- Multi-sport game court
- Playground
- Dog park

Reason

Support events such as their annual basketball tournament

According to the Main Street Survey there was a want to create a space for children for all ages



CATALYST SITE 2

411 & 415 BLONDEAU

Catalyst Suggestion

Two-tiered pocket park due to the condition of the parcel

Reason

Drawing pedestrians into the downtown is a goal of the comprehensive plans

Signifies a connection with sister city in Japan



CATALYST SITE 3

601 BLONDEAU & 602/606 CONCERT

Catalyst Suggestions

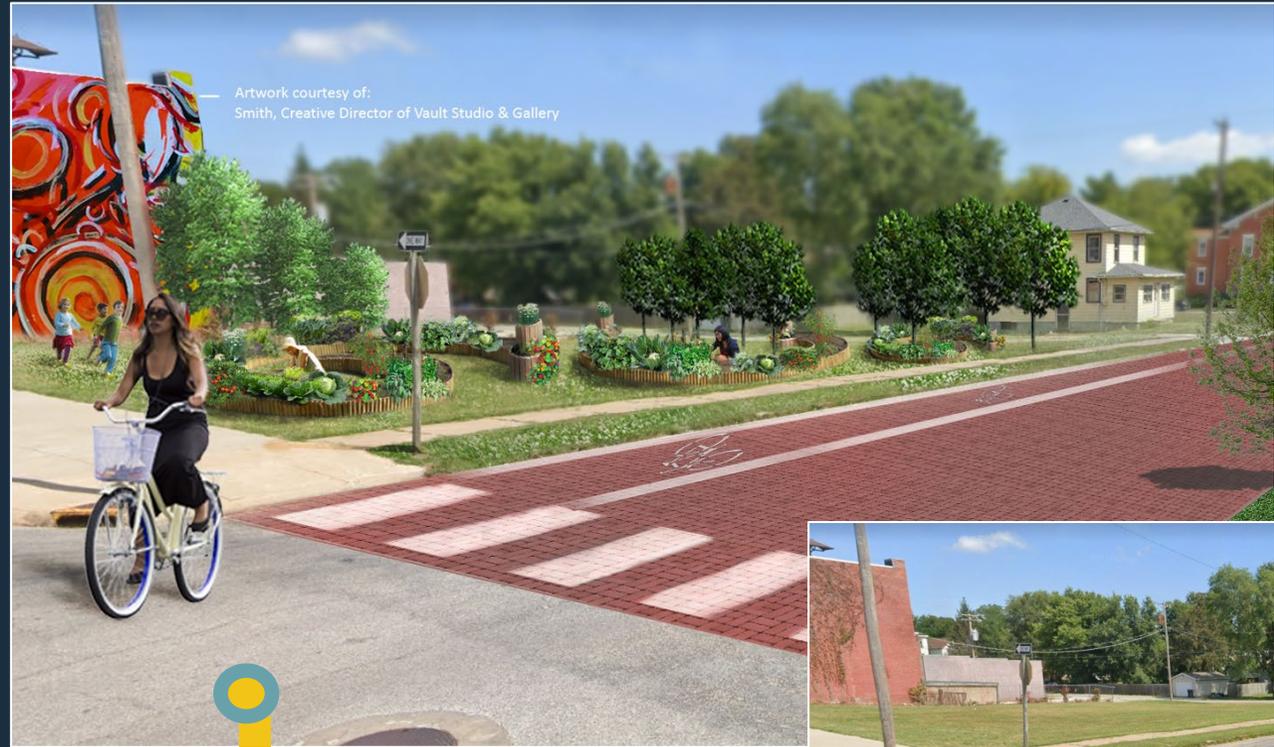
Community Garden

Playground

Reason

The Community wanted the site to be integrated with the surrounding area and wanted space for children.

More than half of respondents from our public engagement expressed interest for expanded food options.



CATALYST SITE 4

619, 623, 625 MAIN STREET

Catalyst Suggestion

If buildings can be restructured: Art Center, Market Place or City Owned Gallery.

If buildings get demolished: Pocket Park with façades intact

Reason

Adds to the beautification of the downtown corridor as suggested through case studies.

In one of the case studies, Las Vegas, NM created a successful art gallery for a catalyst project.



ADAPTIVE USE SITES

500/501 BLONDEAU & 500 CONCERT

Adaptive Uses

Drive-In/Open Air Cinema

Food trucks/carts

Alternate location for farmers market

Reason

City wants the main use to remain a parking lot, but recreational activities and outdoor cinemas were successful in case studies.





FUNDING



Funding Sources

Private

- Burlington Northern Santa Fe Railway Foundation
- Wellmark Foundation
- AARP Livable Communities Initiative

Local/Regional

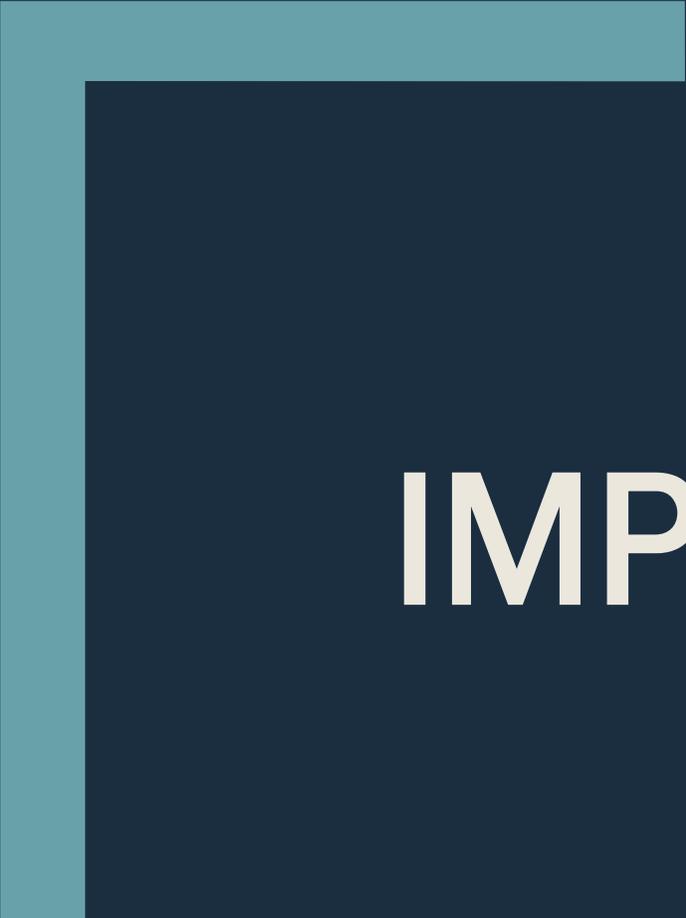
- Keokuk Area Community Foundation
- Lee County Charitable Fund
- Washington County Riverboat Foundation

State

- Iowa Economic Development
- Iowa Department of Cultural Affairs
- Iowa Department of Transportation

Federal

- United States Department of Agriculture
- United States Environmental Protection Agency
- National Park Service



IMPLEMENTATION



Measures of Success

Evaluate the implementation on a yearly basis to determine the progress made on existing goals and objectives and to adjust to current priorities.

- *Comparing changes in downtown property values over time.*
- *A yearly inventory should be taken of residential, commercial and industrial properties to compare the change in the number of units.*
- *Follow up survey to identify residents' level of satisfaction with downtown improvements.*



Questions

Image References

Catalyst site 2 – image of pocket park - <https://www.katc.com/news/st-mary-parish/franklin-announces-plans-for-downtown-pocket-park>

Catalyst site 3 – Lucky's

image of drive in theatre - <https://99percentinvisible.org/article/guerrilla-drive-ins-mobile-urban-movie-theaters-animate-disused-spaces/>

Image of open air movie - <https://pamplinmedia.com/fgnt/36-news/312736-191189-movies-under-the-stars-return-to-cornelius>

Catalyst site 4 – Community Garden =

Image 1: <http://southeastagnet.com/2019/12/13/how-build-herb-spiral-your-garden/>

Image 2: <https://www.chickasaw.tv/videos/chickasaw-community-gardens>

Cover page – image of Grand theatre - Source: Iowa Travel - #ThisisIowa

Community Assessment – Keokuk Street Festival - Source: Mainstreetkeokuk.com – Keokuk Confluence

Images for reference

