

STORM LAKE DOWNTOWN MASTER PLAN

Downtown Storm Lake has long been an activity center, employment hub, and public gathering space for residents and visitors alike. In January 2022, the City of Storm Lake started working on a collaborative and implementable Downtown Master Plan that celebrates the past, present, and future of our community. To create a plan reflects our rich history, embraces the community's unique culture, and captures the diverse needs of our residents, we need your ideas throughout the process to make this vision a reality!

WHAT IS A MASTER PLAN?

A Master Plan in a long-term vision (10- 20 years) for our Downtown's preservation and improvement. This vision will include recommendations on the preservation and enhancement of existing features, improved streetscapes, new features and amenities, and opportunities to connect downtown to places we love in Storm Lake!

PLANNING PROCESS SNAPSHOT



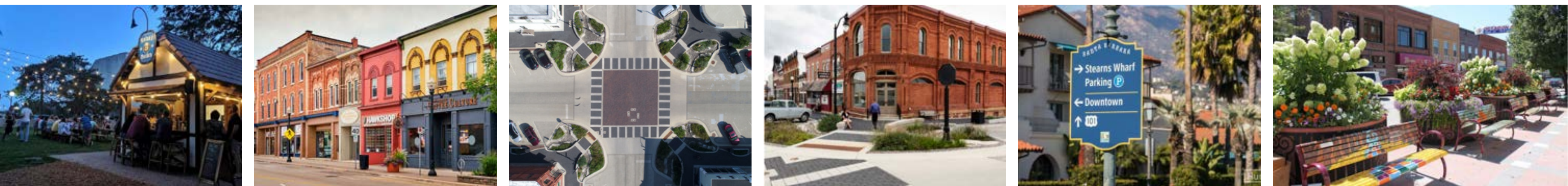
PROJECT GOALS + VISION

ENGAGEMENT PROCESS

- MARCH 2022
COMMUNITY VISIONING DISCUSSIONS
- MARCH 2022 - APRIL 2022
ONE-ON-ONE DISCUSSIONS WITH DOWNTOWN BUSINESS OWNERS
- APRIL 2022
“BUILD YOUR IDEAL DOWNTOWN STORM LAKE” COMMUNITY CHARRETTE
- APRIL 2022 - MAY 2022
PROJECT WEBSITE TO COLLECT COMMUNITY INPUT
- AUGUST 2022
★ ICE CREAM SOCIAL + OPEN HOUSE
- OCTOBER 2022
BE ON THE LOOKOUT FOR A FOLLOW-UP EVENT THIS FALL!

WHAT WE HAVE HEARD SO FAR

- Entertainment and Community Spaces
- Plantings
- Seating, Bike Racks, and Trash Receptacles
- Walkability + Connectivity
- Facade Improvements
- Public Art
- Streetscape Improvements
- Wayfinding + Blade Signage
- Lighting Improvements
- Retail, Restaurants, and Housing
- Parking Considerations



KEY CONSIDERATIONS

-  Promote Community Gatherings
-  Create Inclusive Community Spaces
-  Encourage Mixed + Compatible Uses
-  Support Reinvestment
-  Add New Housing Choices
-  Foster Healthy Community Design
-  Create an Exceptional Walking + Biking Environment
-  Strengthen Connections
-  Enhance Downtown Experience
-  Stimulate Redevelopment + Economic Growth

EXISTING CONDITIONS + SITE SELECTION

SITE 1 Erie Street Event Space

- Parking lot is publicly owned
- Activates street/area outside of Lake Avenue
- Provides an event area/community gathering space *Noted during preliminary public engagement*

SITE 2 Courthouse Green space

- Publicly owned corner is highly visible for passing pedestrian and vehicle traffic xeriscaping and drought-resistant plantings
- Opportunity for implementing model storm water practices
- Attractive lunchtime plaza for employees of the Courthouse or nearby businesses or provides a respite area for visitors to downtown

SITE 3 Storm Lake Library and Witter Gallery Plaza

- Enhancement of existing, publicly owned area
- Activates an area currently frequently used by residents *Gathering space, public Wi-Fi access*

SITE 4 Michigan Street Multi-Use Building

- Building currently vacant and for sale
- Used as a commercial property previously
- Activates an underutilized block of downtown by providing a variety of uses throughout the day/week

SITE 5 Railroad Street Brewery

- Building currently vacant
- Used as a nightclub/bar previously
- Large building footprint with ample room for brewery space and outdoor seating

SITE 6 Downtown Gateway Opportunity

- Sites sit on either side of Lake Avenue as you cross the railroad and enter downtown Storm Lake, these sites provide a unique opportunity to provide a gateway or welcoming feature to note arrival in the downtown district
- Understanding the memorial Main Street Park is privately owned but well loved by the community, these concepts respect the existing layout of the park and propose minimal enhanced plantings to complement the proposed uses across the street
- Site on east side of Lake Avenue/Railroad Street is currently vacant, used as a commercial/restaurant property previously

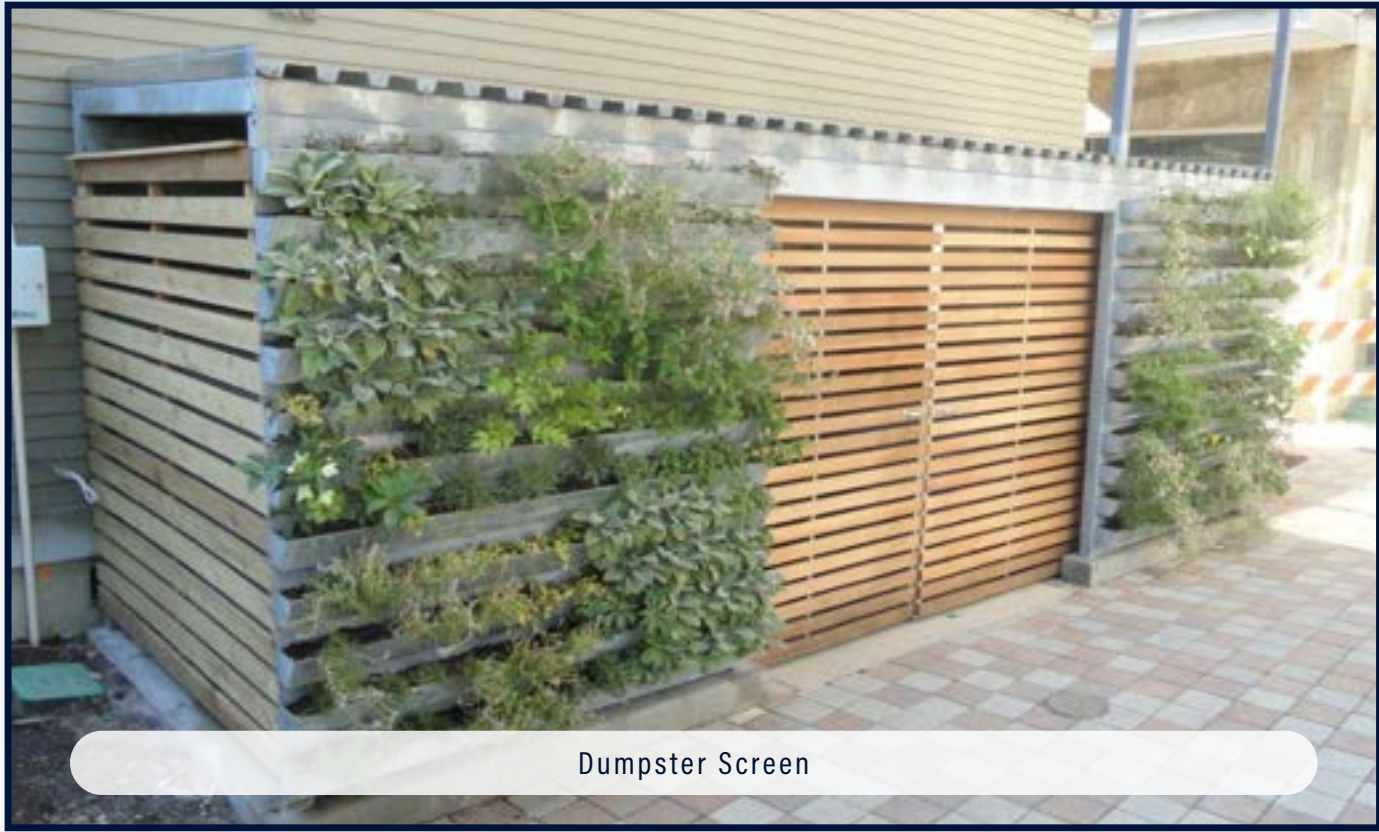


DOWNTOWN ALLEYWAY OPPORTUNITIES

EXISTING ALLEYWAYS:



EXAMPLE OF ACTIVATED ALLEYWAY



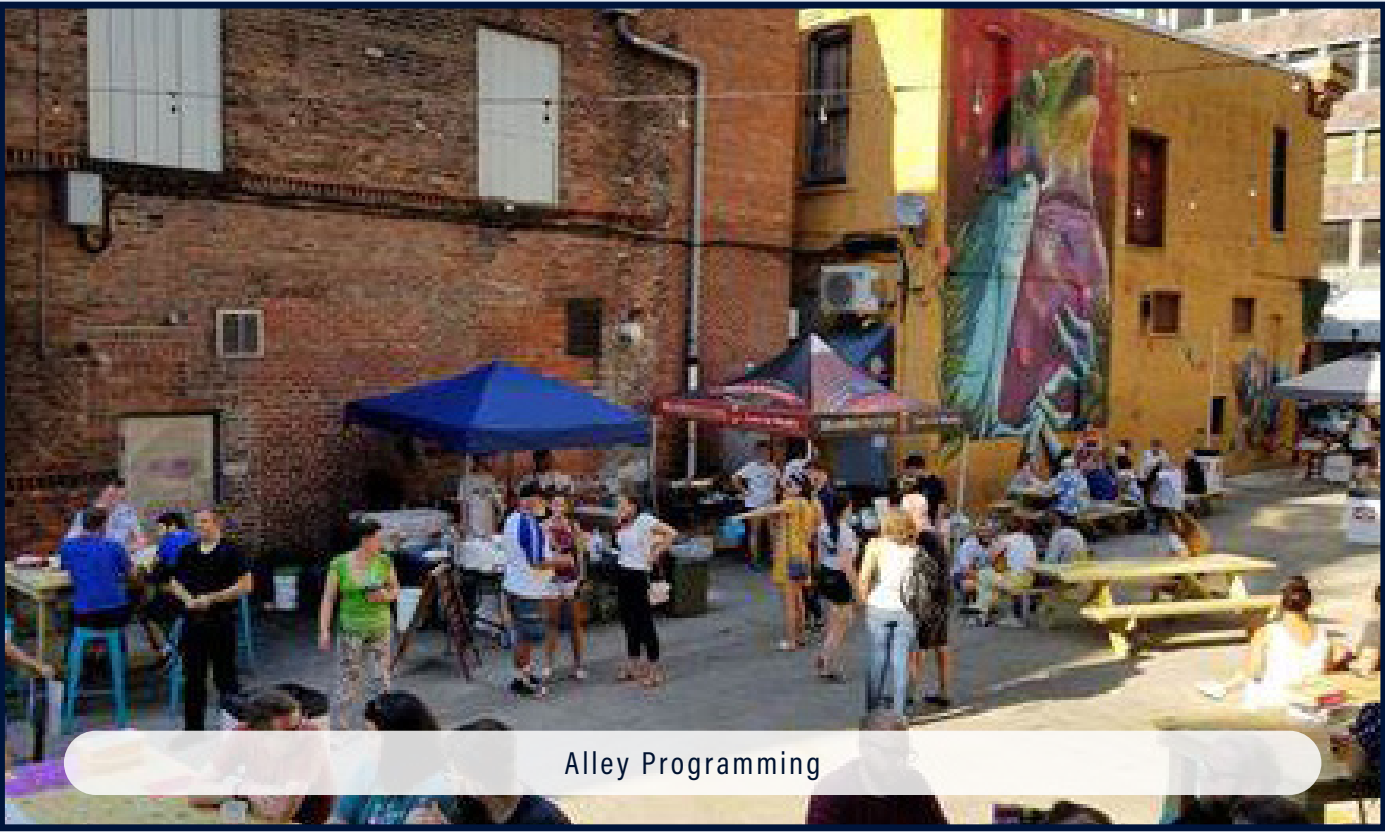
Dumpster Screen



Alley Programming



Dumpster Screen



Alley Programming

SITE 1: COMMUNITY EVENT SPACE

EXISTING CONDITIONS



The concepts for the Community Event Space provide two different visions for re-purposing a publicly owned parking lot into a community event space. One vision is a temporary event space with movable fixtures, the second concept permanently re-purposes a parking lot for use as a community gathering space. The parking lot on Erie & Railroad is just one possible site for this concept, other public parking lots may also be a great location!

LOCATOR MAP + LOT OPPORTUNITIES



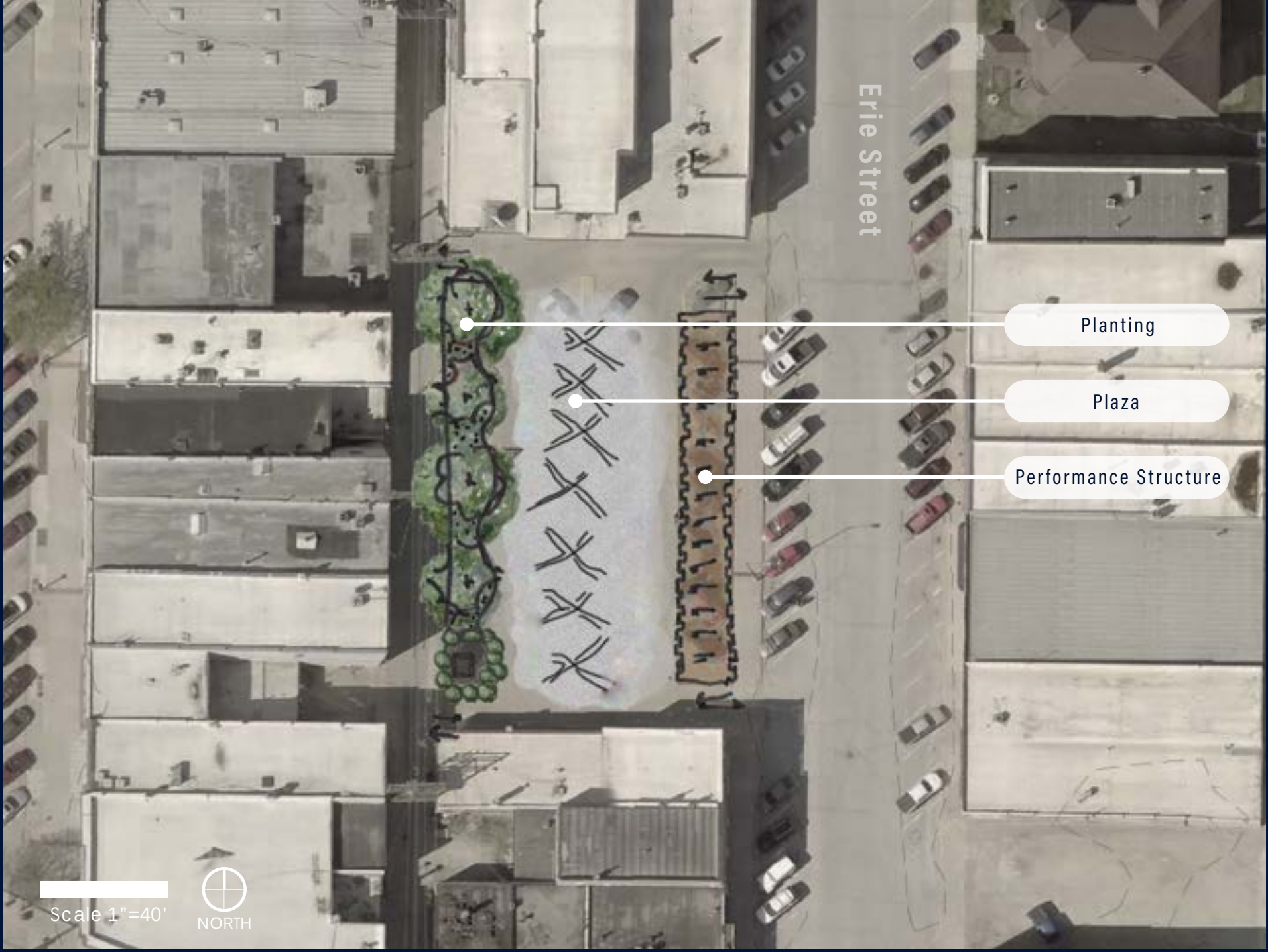
EXAMPLE A: TEMPORARY



This example provides a temporary event space with decorative pavement and mobile planters that outline spaces for food trucks and tents.

*2 parking spots removed for future utilities

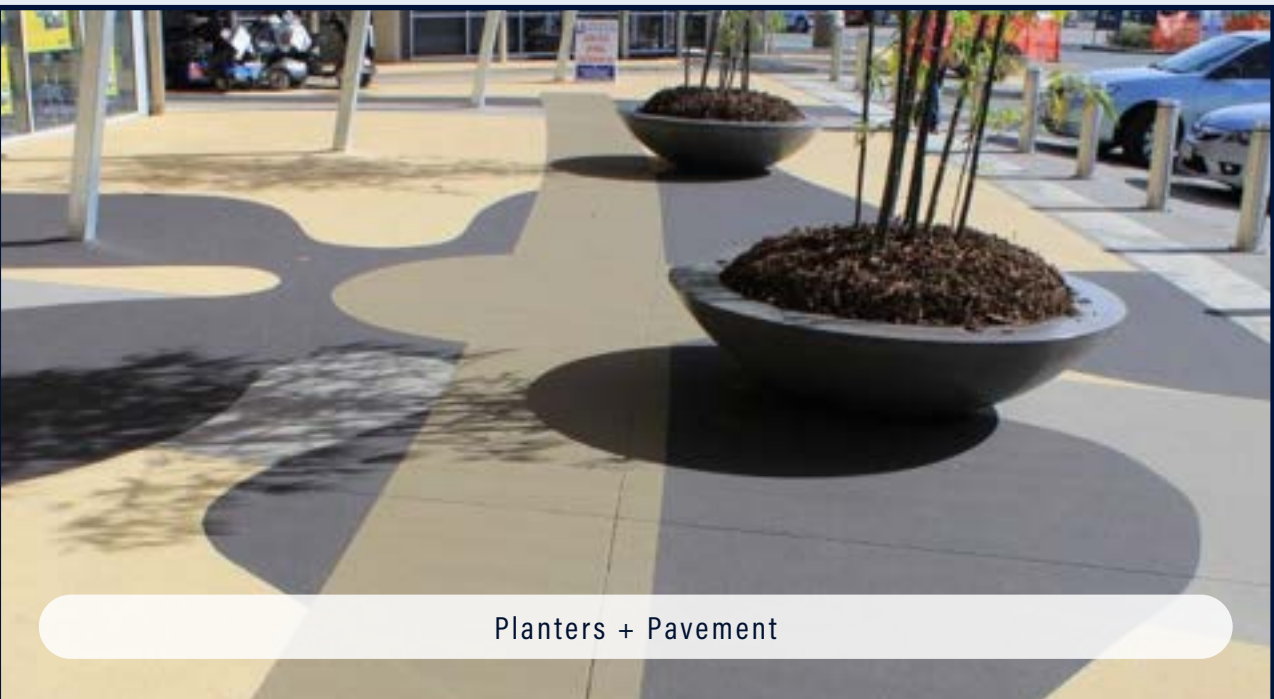
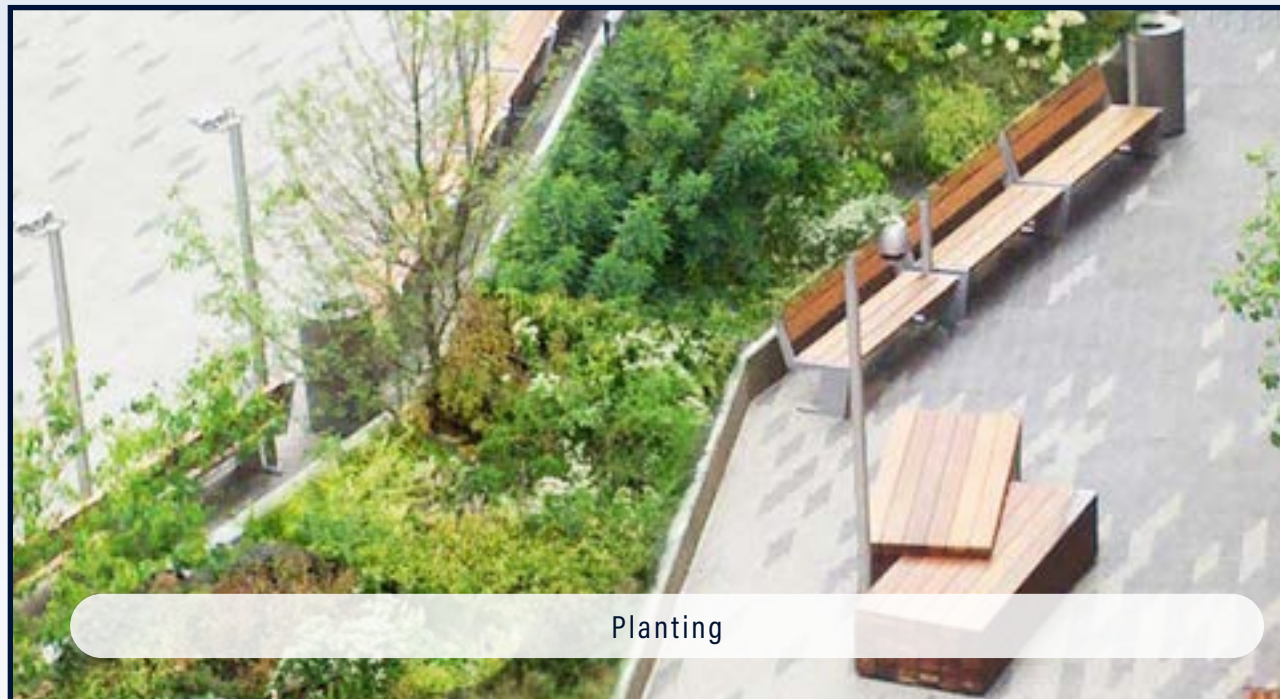
EXAMPLE B: PERMANENT



This example includes permanent planters, a central gathering space, and a shaded performance area.

*40 parking spots removed

WHAT COULD THIS LOOK LIKE? (SELECT IDEAS YOU LIKE!)



SITE 2: COURTHOUSE GREENSPACE

EXISTING CONDITIONS

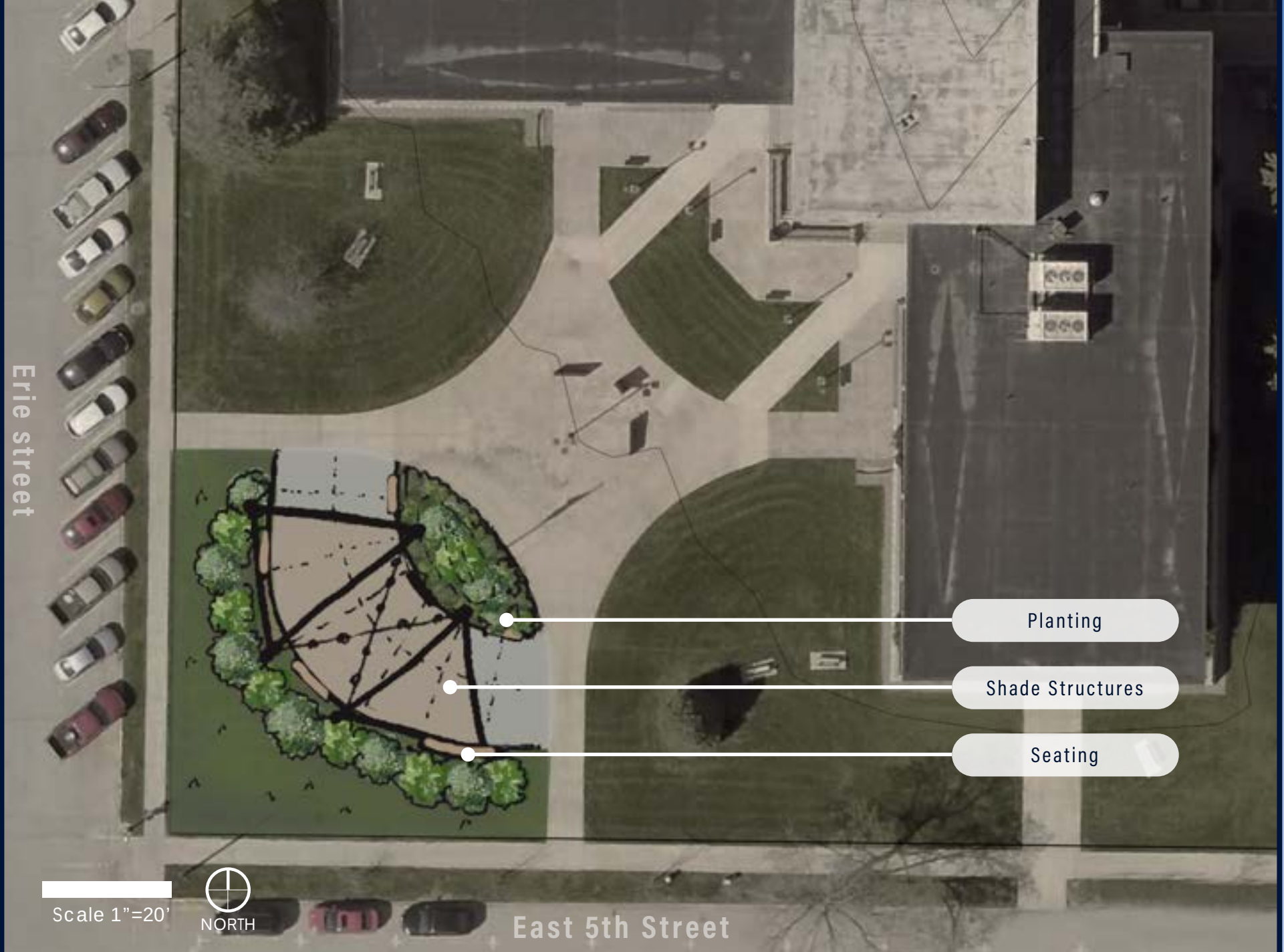


The concepts for the Courthouse Green space are two different visions for a shaded respite area with enhanced plantings on the southwest corner of the Courthouse lawn. The second concept relocates the existing flag to be focal point of this new gathering space.

LOCATOR MAP



CONCEPT A : PUBLIC GATHERING SPACE



This concept provides multiple permanent shade structures alongside lighting seating, and a storm water detention plantings.

CONCEPT B : PUBLIC PATIO



This concept offers a permanent shade structure, detention plantings and tables with chairs in a linear plaza.

WHAT COULD THIS LOOK LIKE? (SELECT IDEAS YOU LIKE!)



Shade Structure



Movable Seating



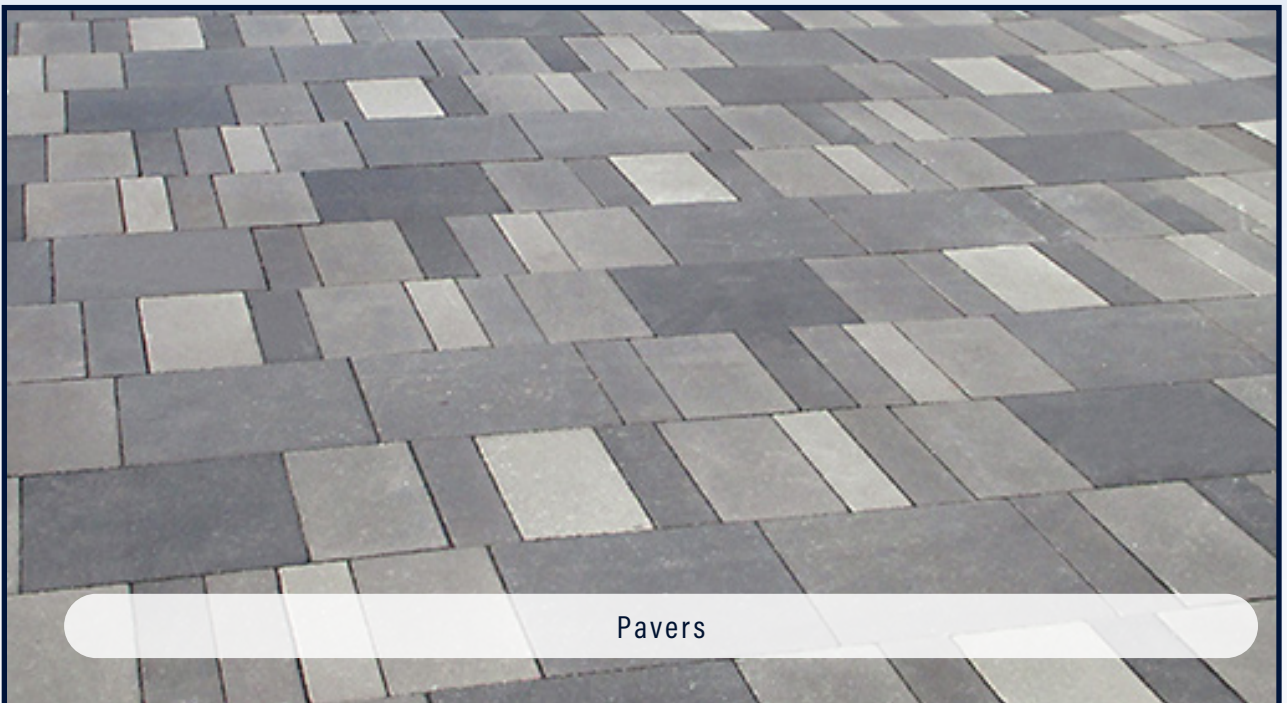
Shade Structure



Seat-wall



Planting



Pavers

SITE 3: STORM LAKE LIBRARY AND WITTER GALLERY

EXISTING CONDITIONS



The concepts for the Storm Lake Library and Witter Gallery Plaza provide two different visions to enhance this space that is used and loved by the community. The first concept is a shaded plaza with seating areas, enhanced plantings, and a water feature that also manages storm water. The second concept integrates art into the space with sculptures and a living wall, as well as including shaded seating areas and enhanced plantings.

LOCATOR MAP



CONCEPT A : GARDEN PLAZA



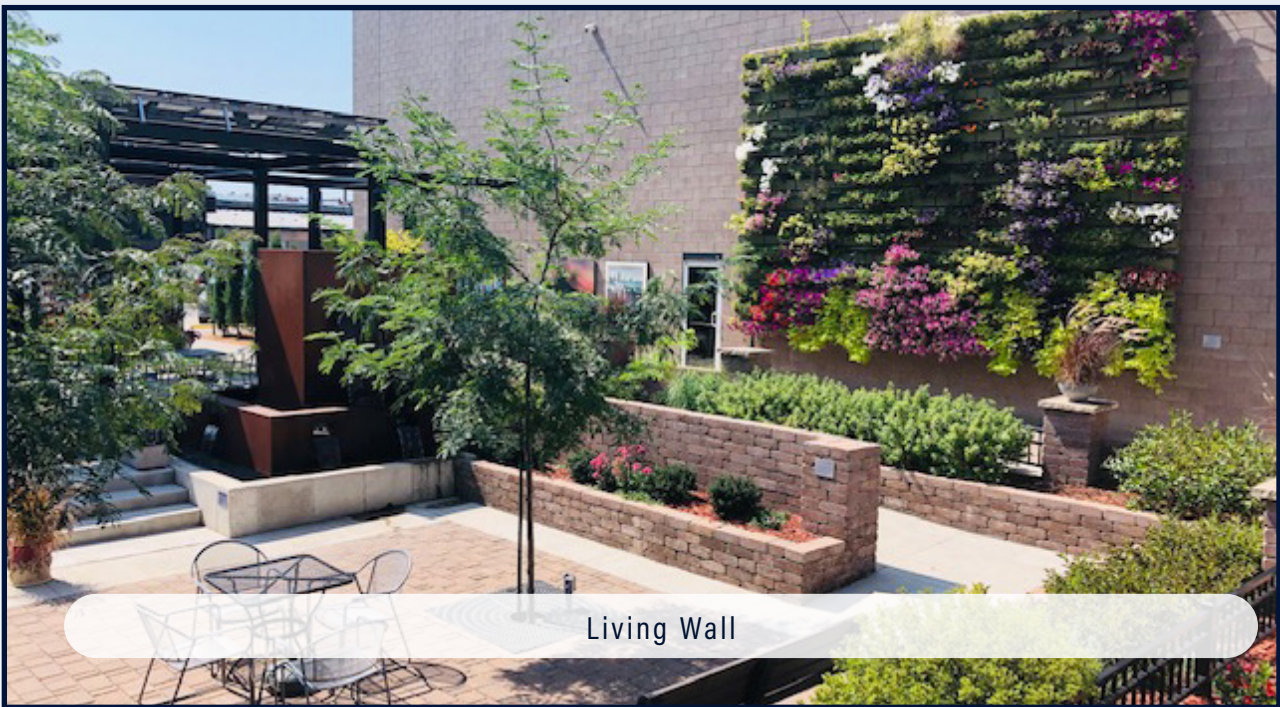
This lighter touch concept includes a covered seating area, shaded gathering space, and native plantings.

CONCEPT B : SCULPTURE PLAZA



This concept provides two shaded seating areas, and blends art and storm water management with native plants and living walls.

WHAT COULD THIS LOOK LIKE? (SELECT IDEAS YOU LIKE!)



SITE 4: MICHIGAN STREET MULTI-USE

EXISTING CONDITIONS

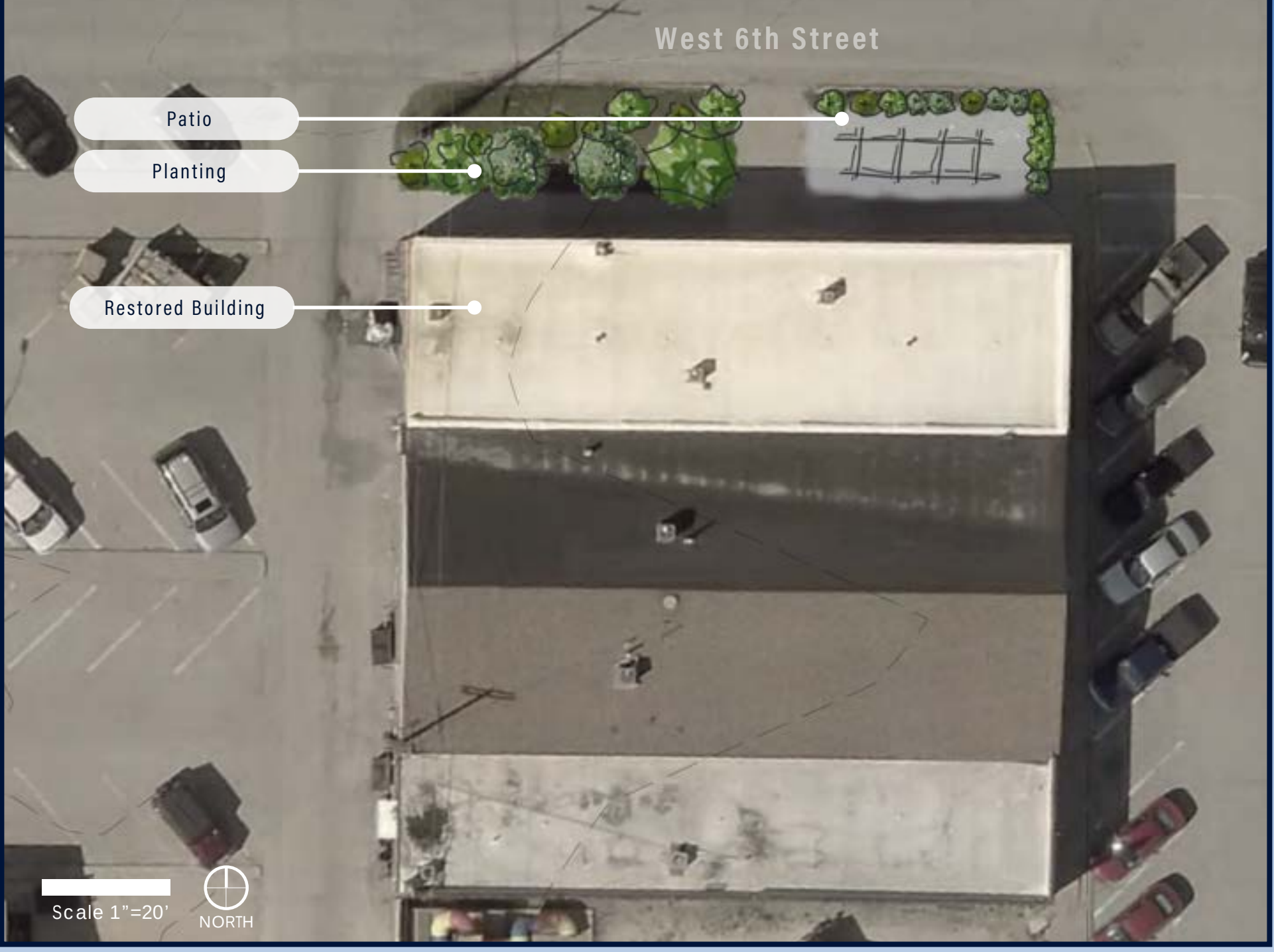


The concepts for the Michigan Street Multi-Use Building, located on the corner of Michigan Street and 6th Street, show two different visions for this space. The first concept restores the existing building and adds a patio area with enhanced plantings. The second concept incorporates a roof-top bar and two-story patio for additional outdoor commercial uses.

LOCATOR MAP



CONCEPT A : PATIO + PLANTING ADDITIONS



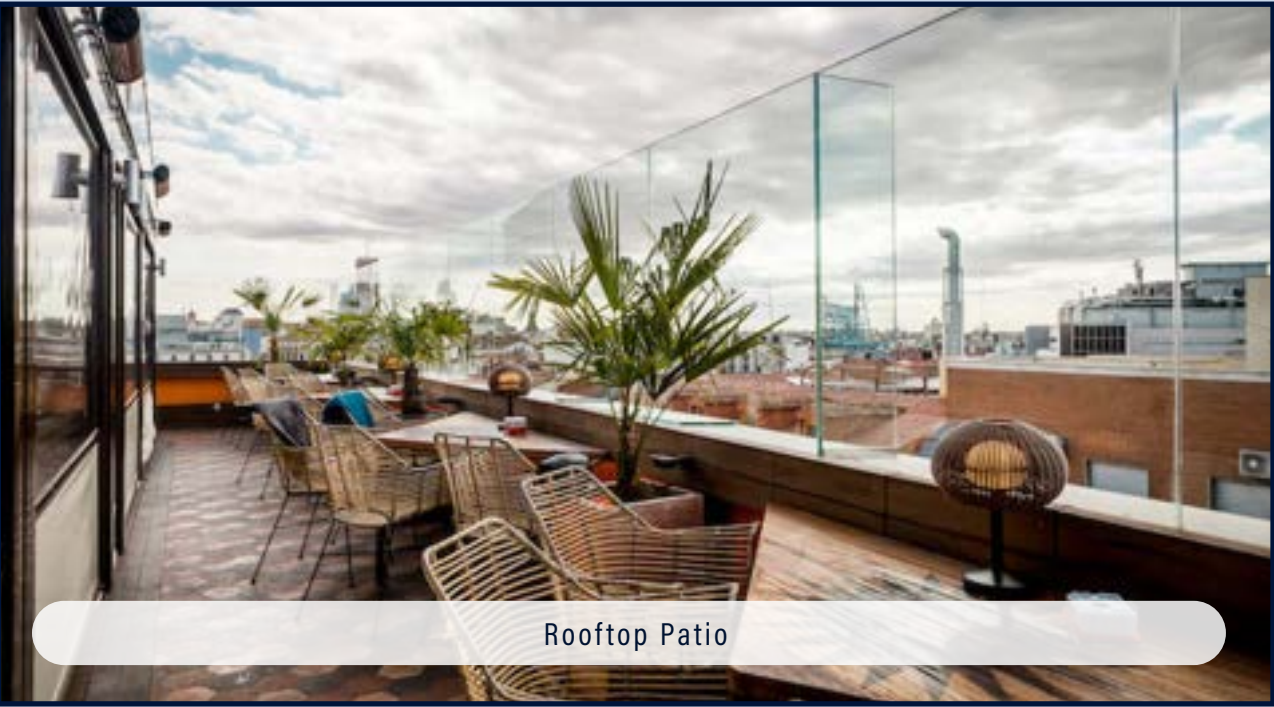
This concept enhances the existing landscape with plants and a patio area.

CONCEPT B : ROOFTOP BAR + COMMERCIAL

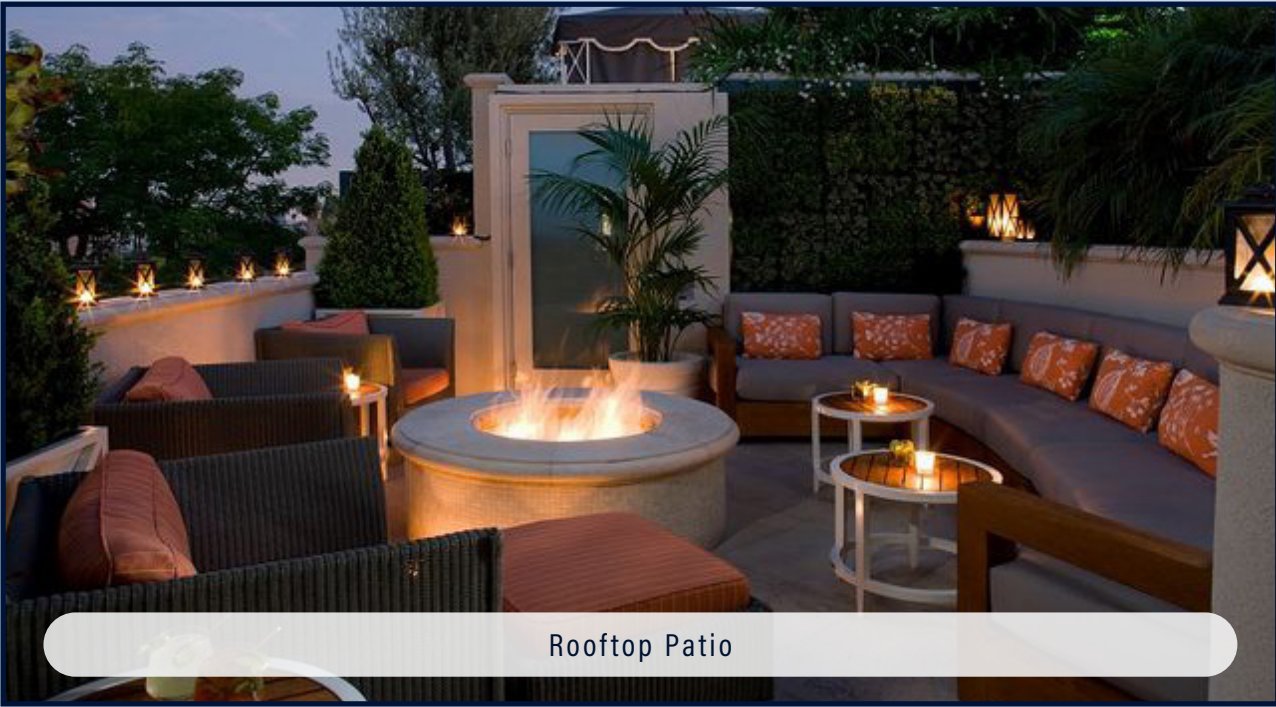


This concept proposes a multi-use building with a rooftop bar, patio seating, and updated plantings.
*2 parking spots removed

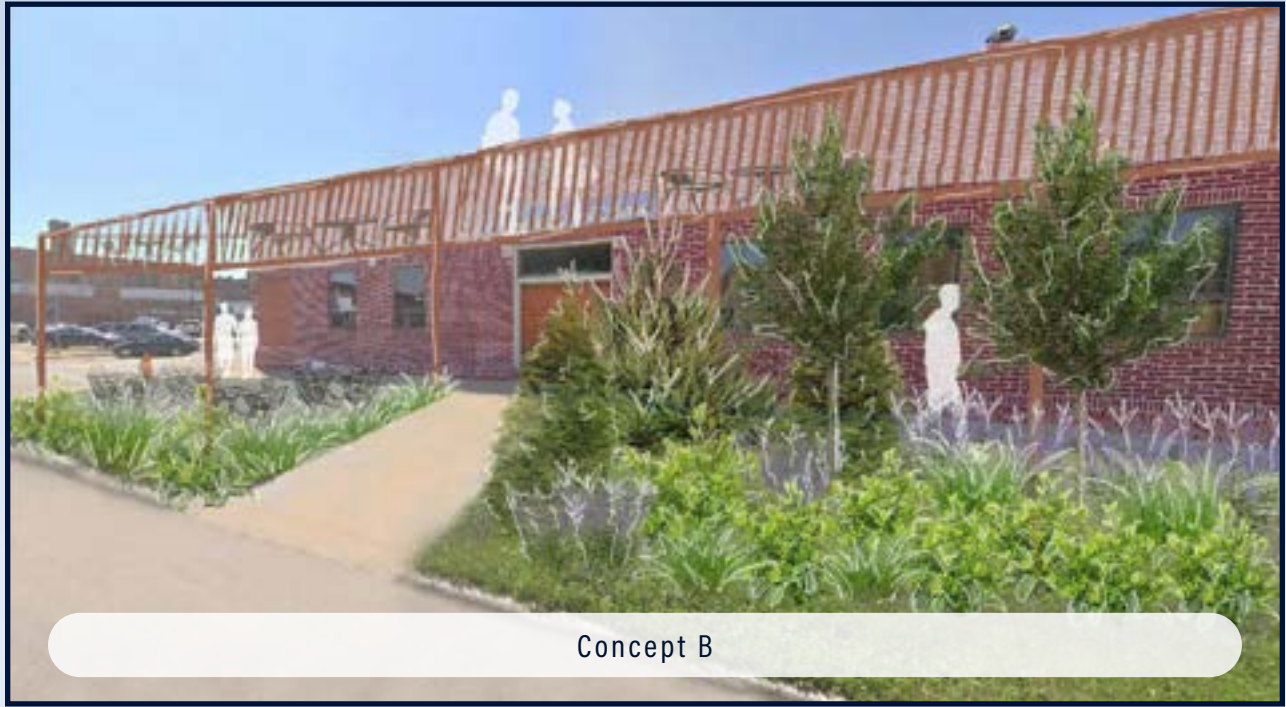
WHAT COULD THIS LOOK LIKE? (SELECT IDEAS YOU LIKE!)



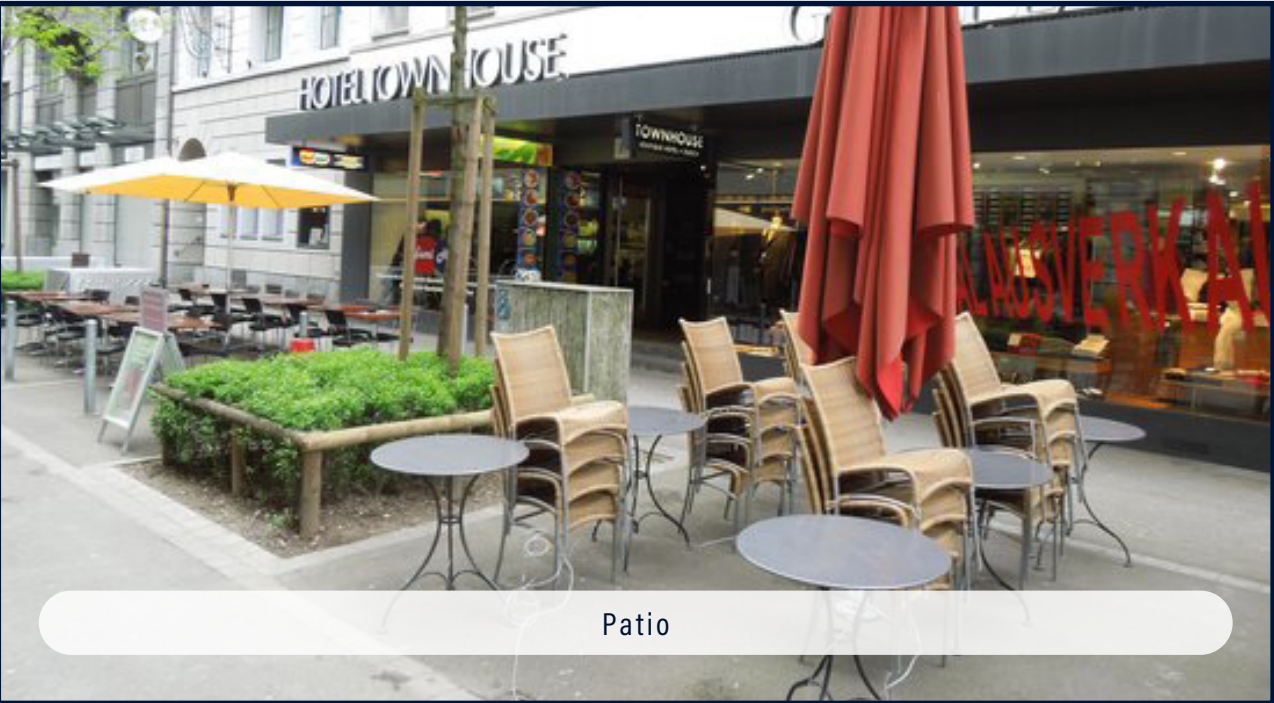
Rooftop Patio



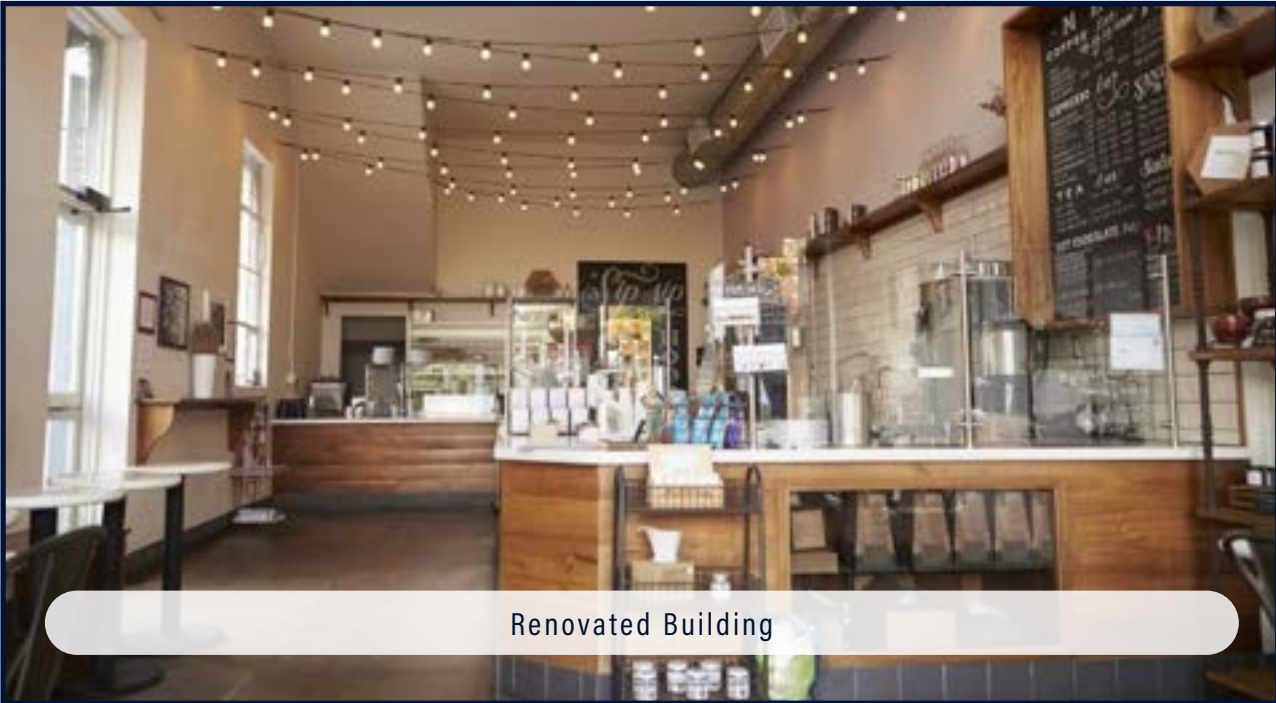
Rooftop Patio



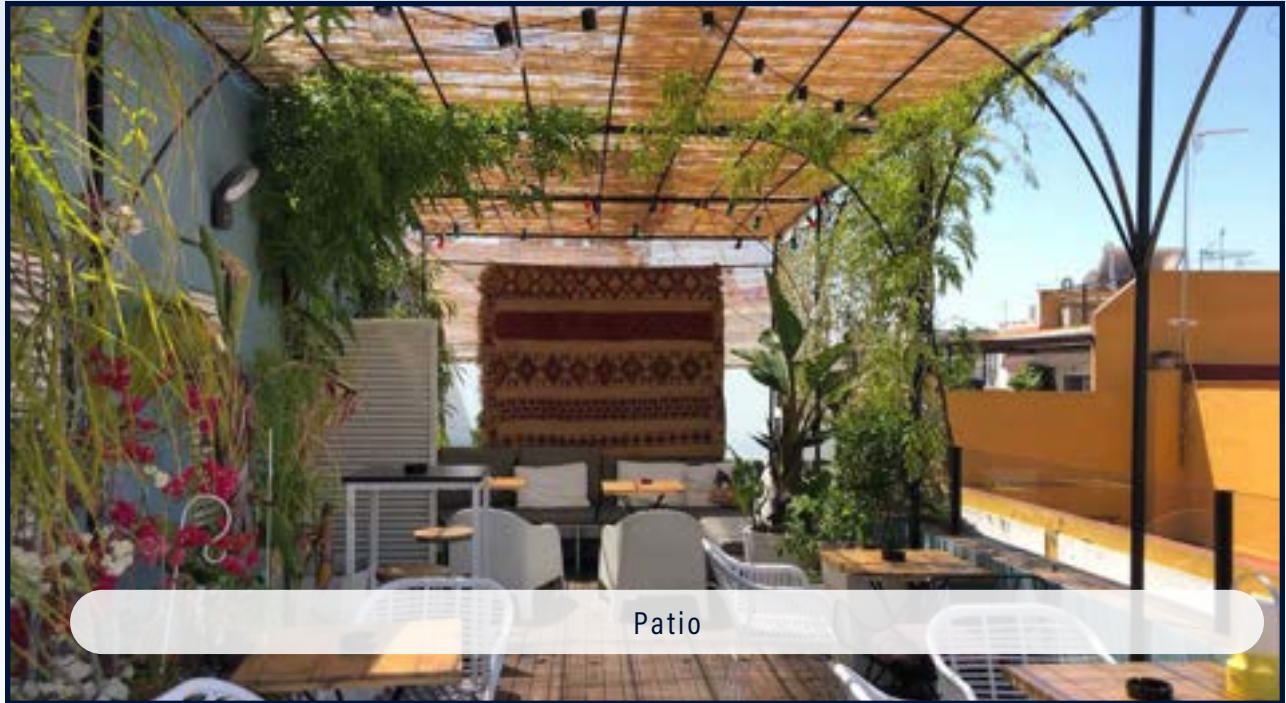
Concept B



Patio



Renovated Building



Patio

SITE 5: RAILROAD STREET BREWERY

EXISTING CONDITIONS



The concepts for the Railroad Street Brewery provide two different visions for a brewery, located on Railroad Street between Erie Street and Cayuga Street. The first concept is an adaptive reuse of the existing structure, complete with a large patio space and seasonal, outdoor bar. The second concept proposes a new building with a patio space and on-site parking.

LOCATOR MAP



CONCEPT A : RENOVATED BREWERY



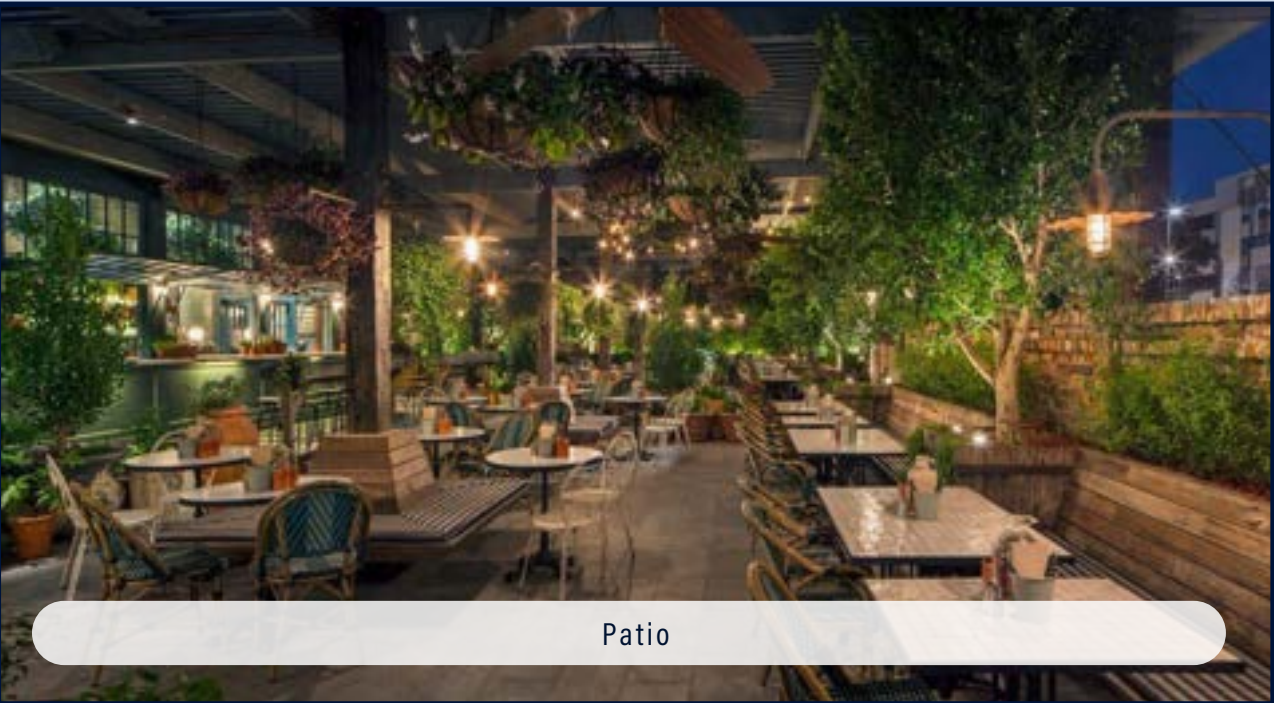
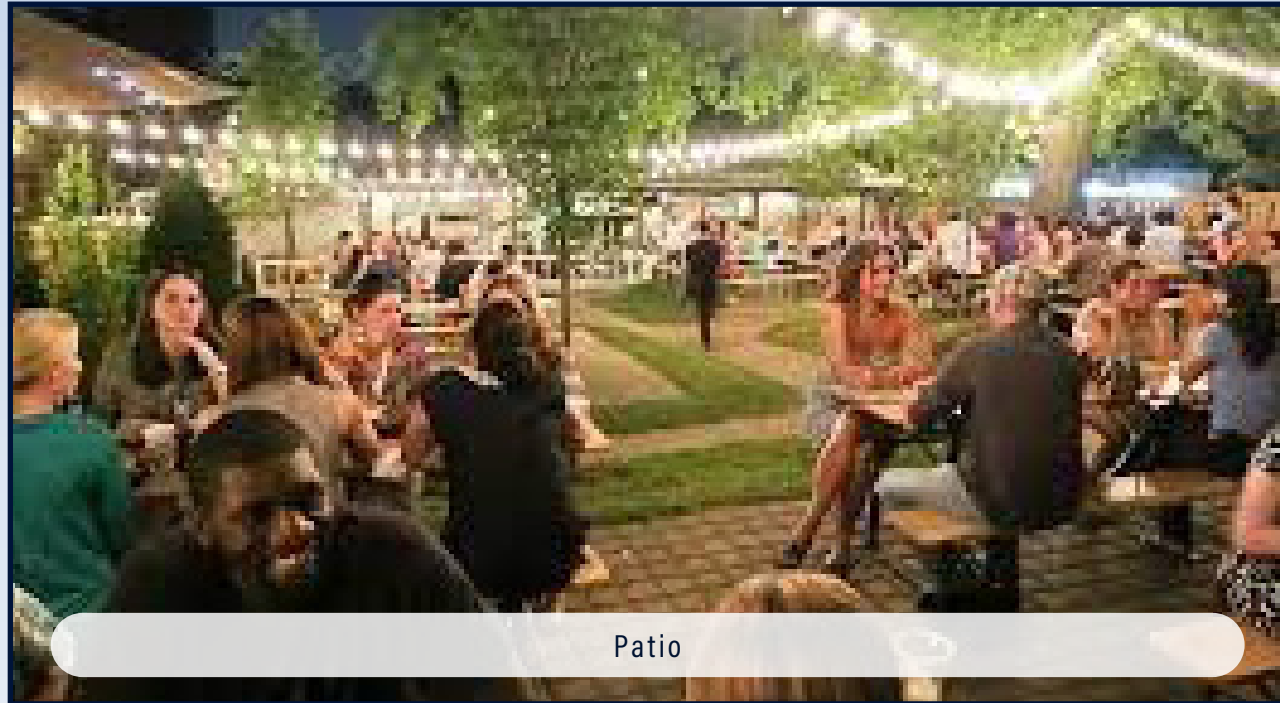
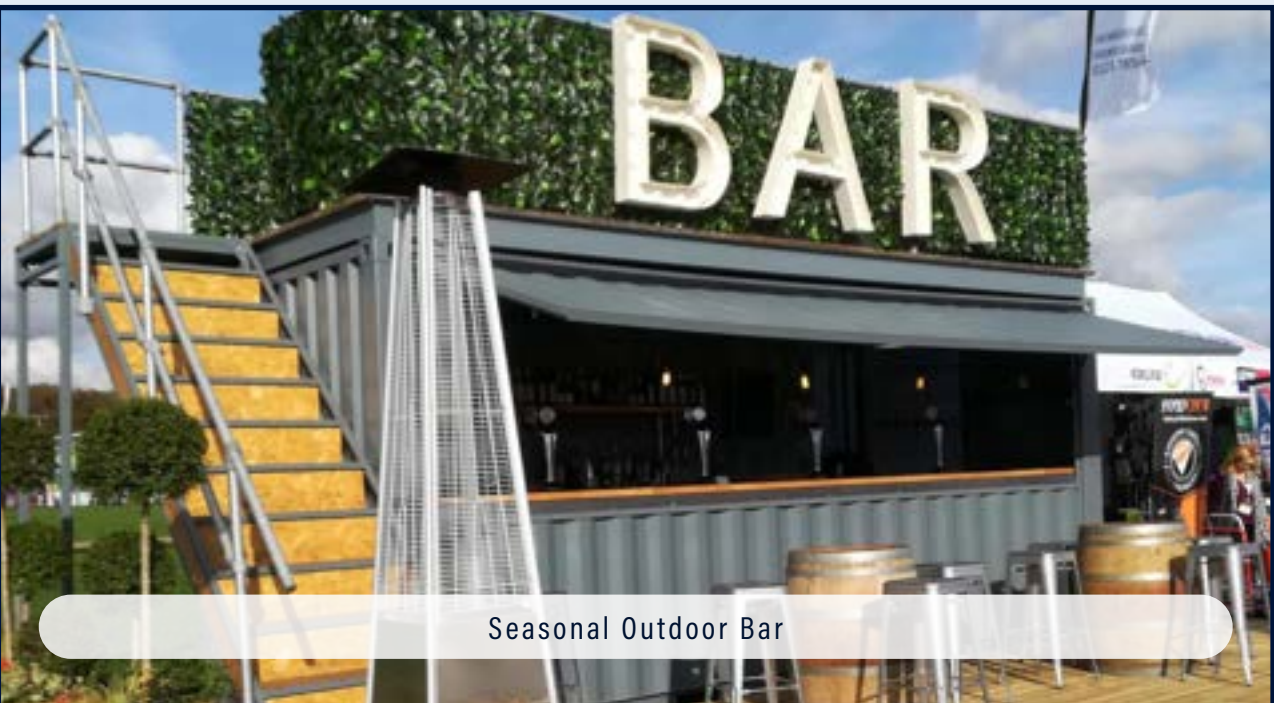
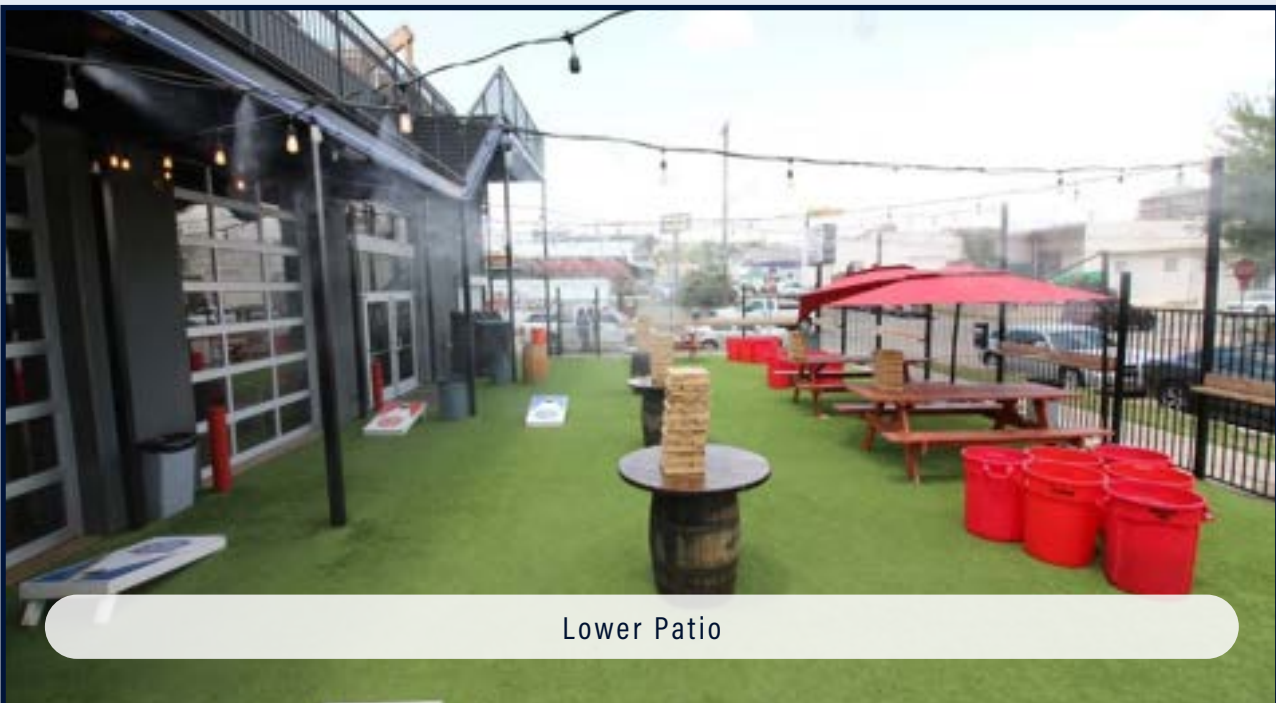
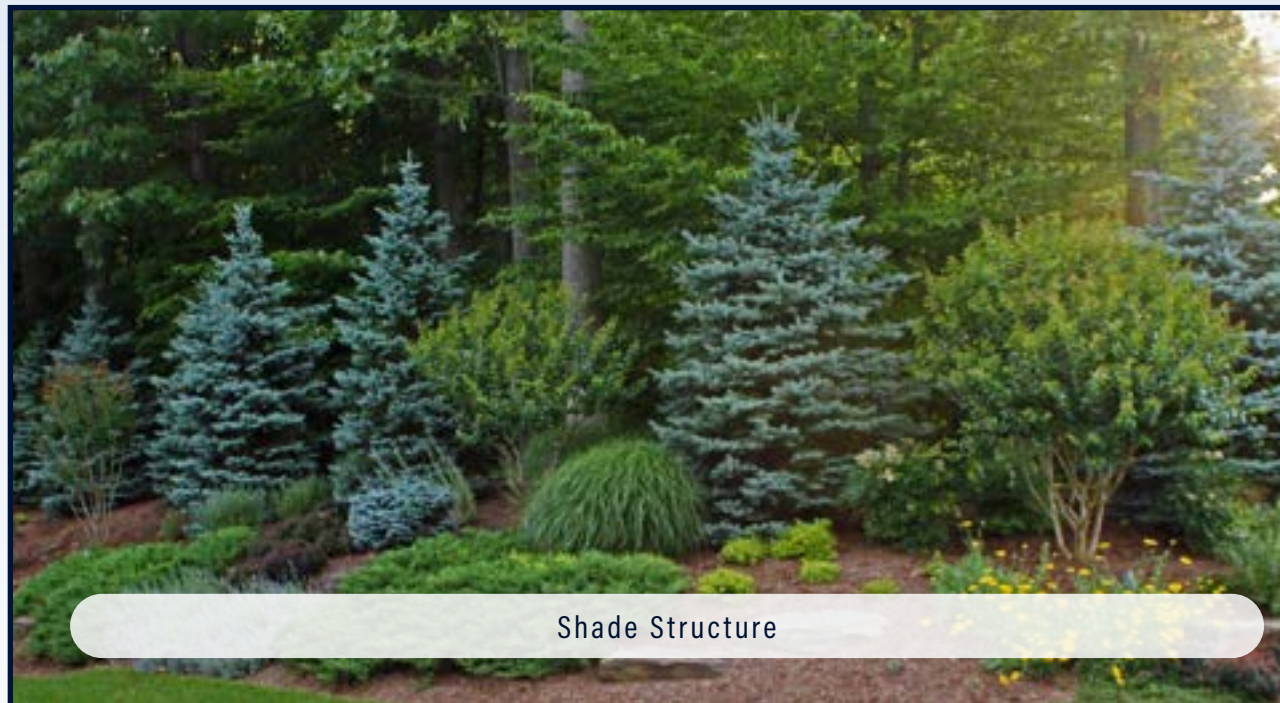
This concept is an adaptive reuse of the existing structure and includes a private patio space and seasonal outdoor bar.

CONCEPT B : NEW BREWERY



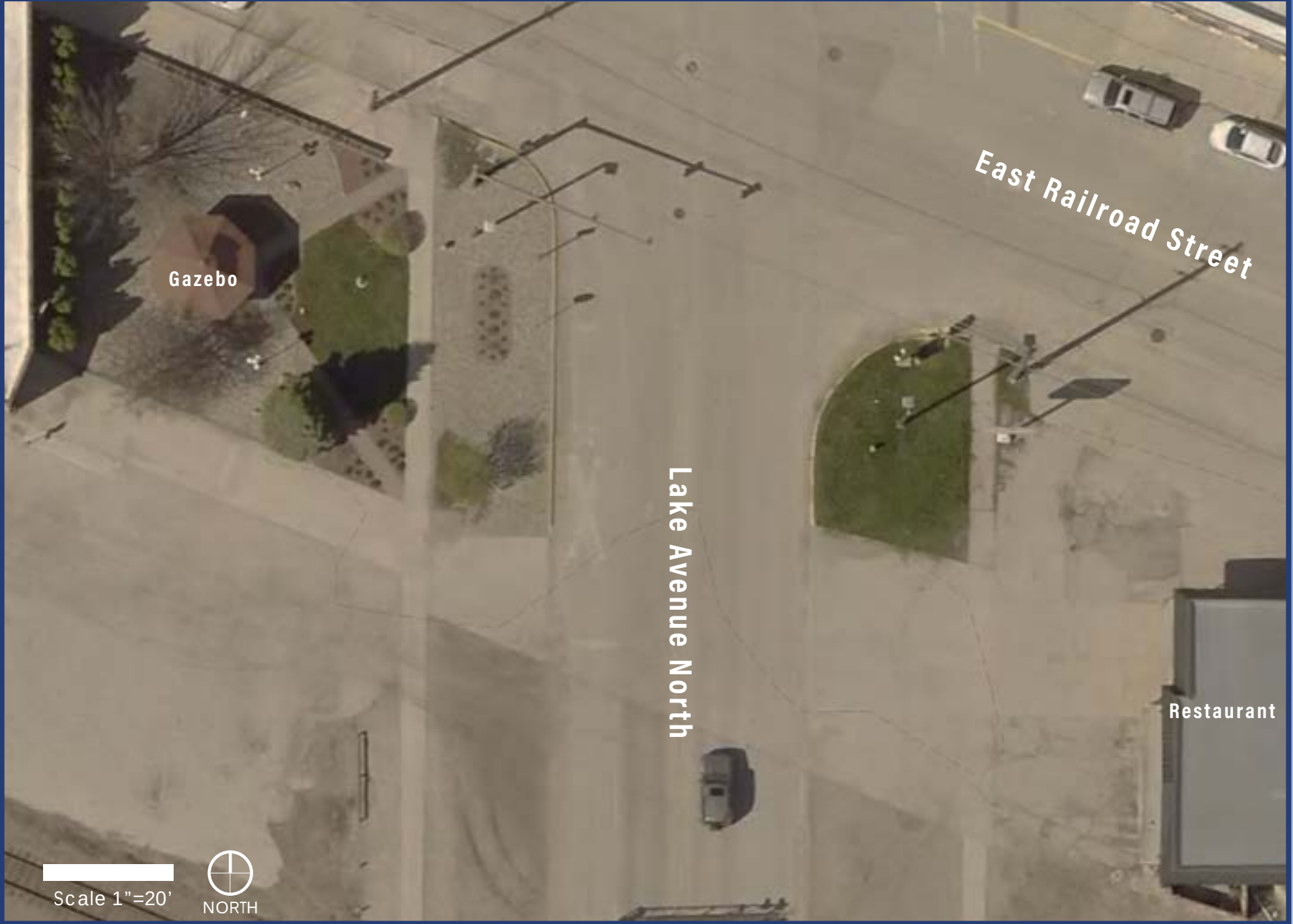
This concept proposes a new building for the brewery, covered patio space, and parking.

WHAT COULD THIS LOOK LIKE? (SELECT IDEAS YOU LIKE!)



SITE 6: DOWNTOWN GATEWAY

EXISTING CONDITIONS

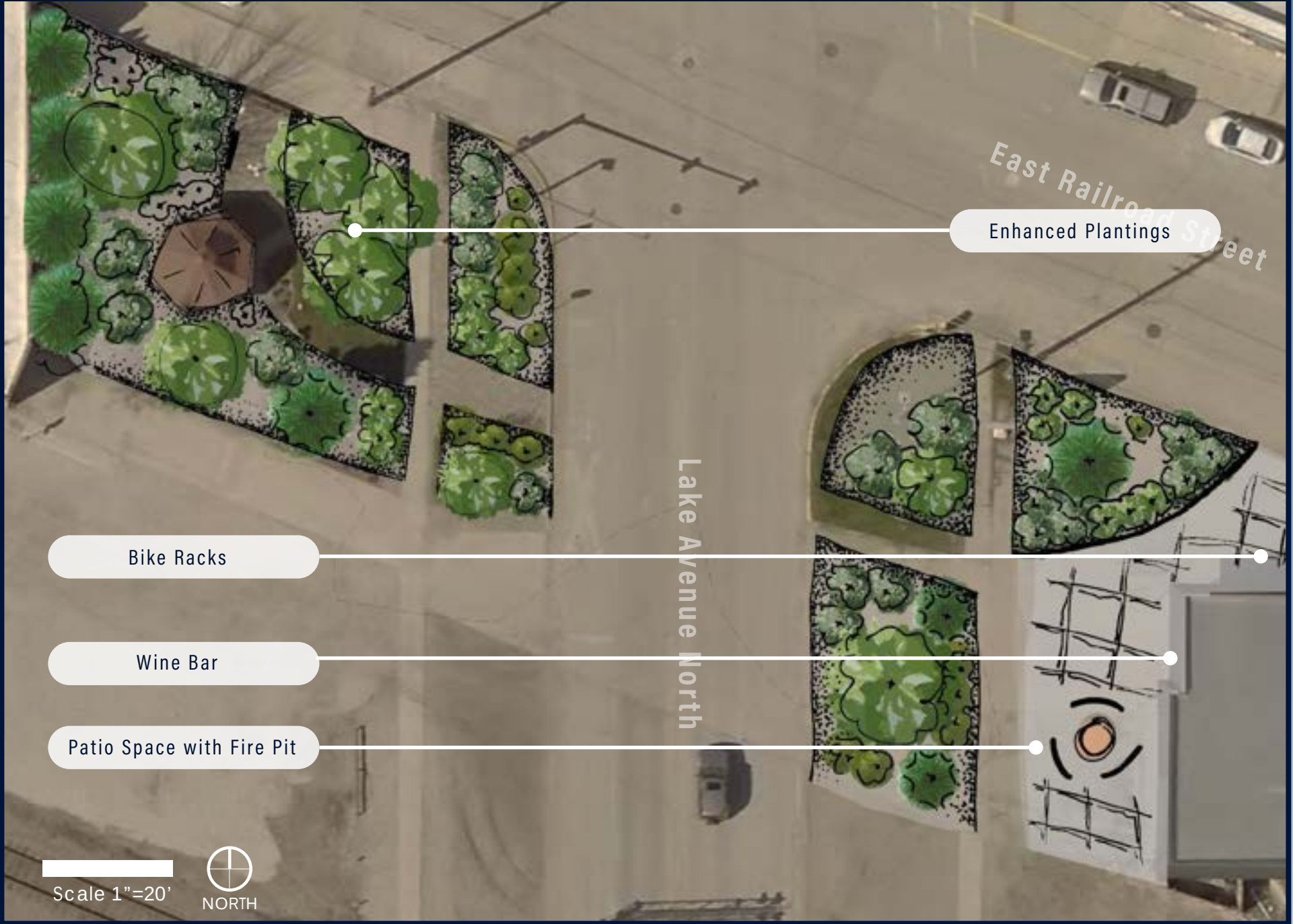


The Downtown Gateway Opportunity concepts provide two different visions for an entrance into downtown Storm Lake, located at Lake Avenue at Railroad Street. Concept A is an active space with a wine bar and outdoor patio area, whereas Concept B is a more passive space, complete with a sculpture garden, seating areas, and spaces for local art installations.

LOCATOR MAP



CONCEPT A : WINE BAR



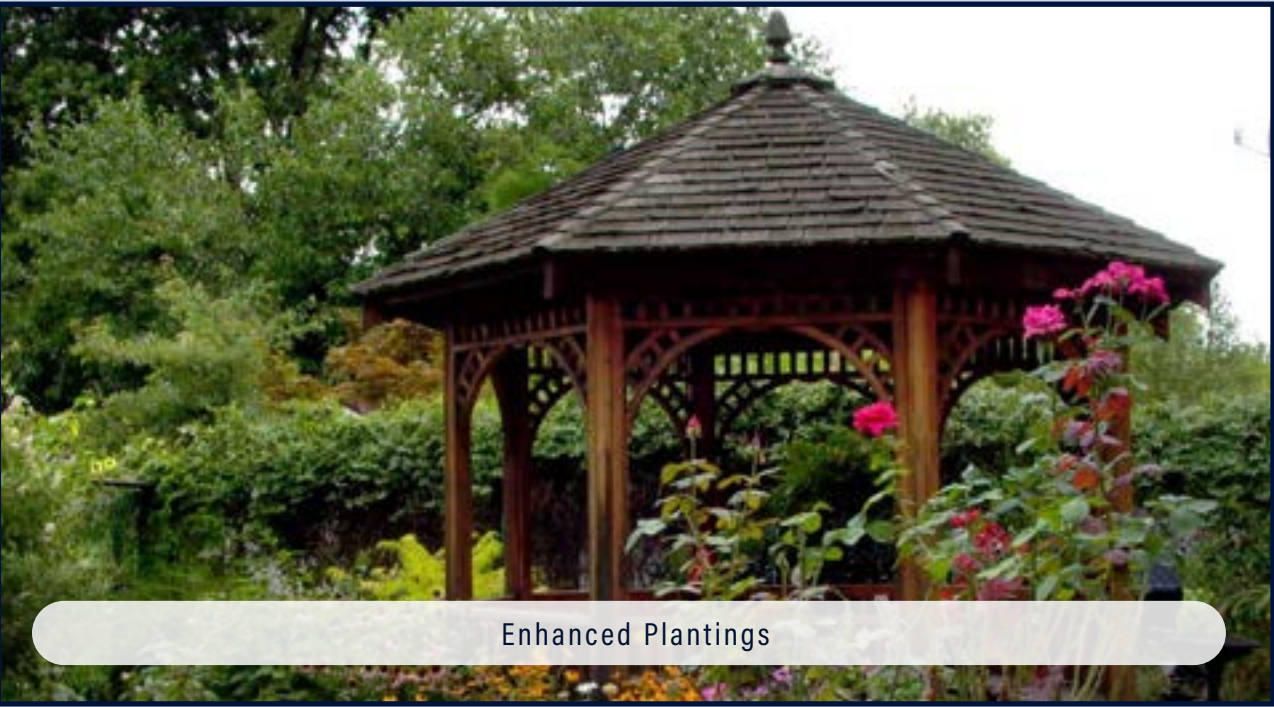
This concept is an adaptive reuse of the existing structure to create an intimate wine bar, complete with an outdoor patio area.

CONCEPT B : SCULPTURE GARDEN



This concept includes a gateway feature to welcome visitors and residents alike to downtown, space to showcase local art, and respite areas.

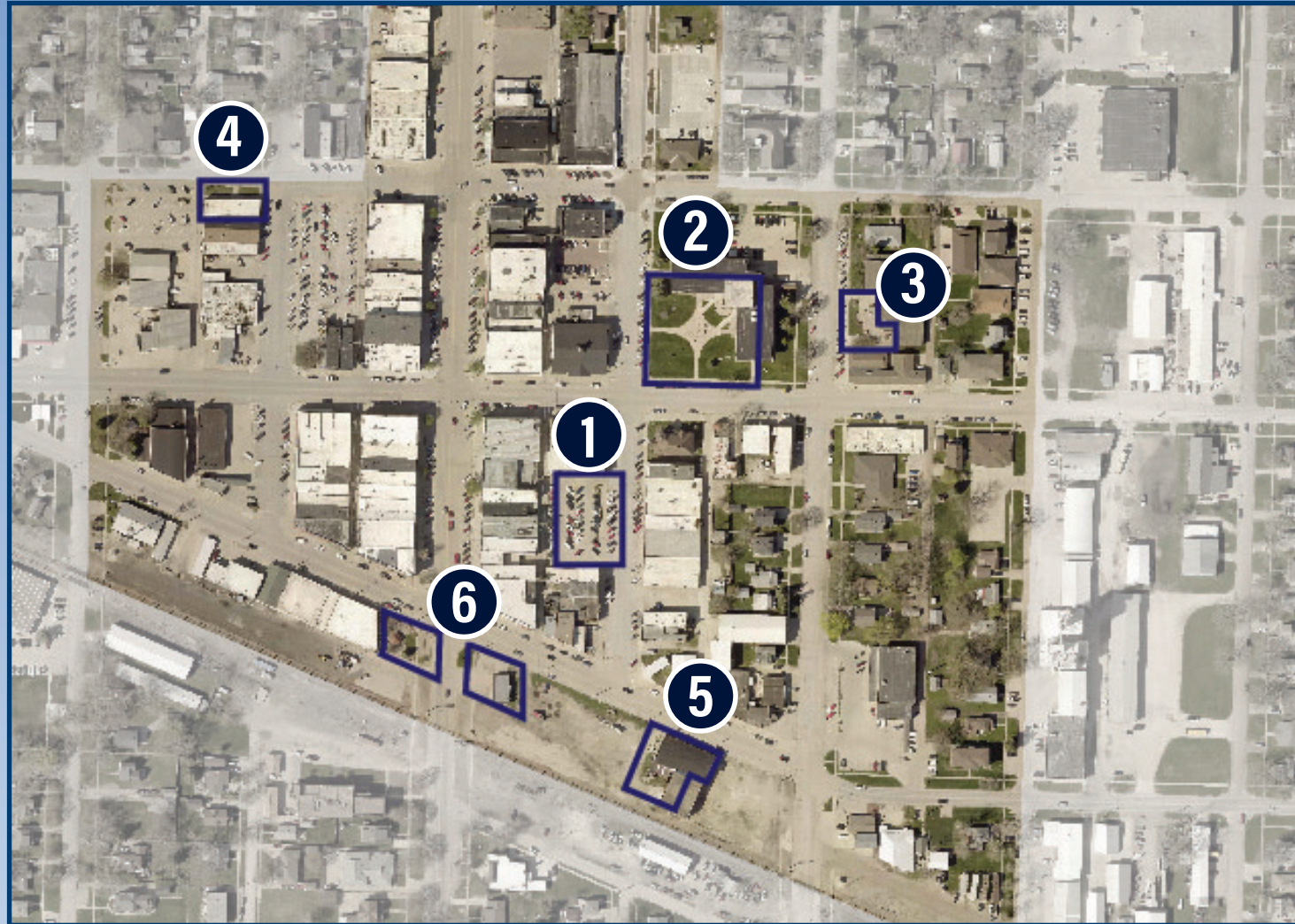
WHAT COULD THIS LOOK LIKE? (SELECT IDEAS YOU LIKE!)



WHAT SITE SHOULD BE THE HIGHEST PRIORITY FOR IMPROVEMENTS?

PLACE YOUR VOTES!

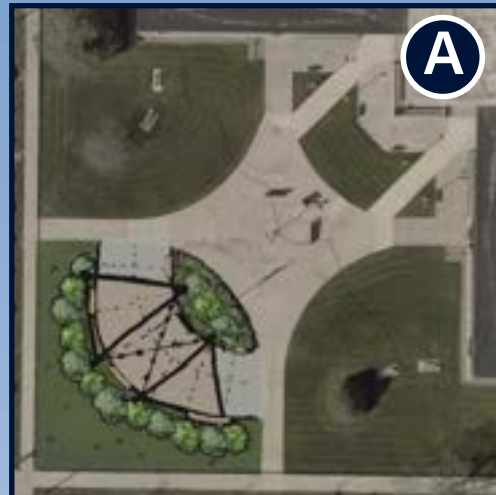
LOCATOR MAP



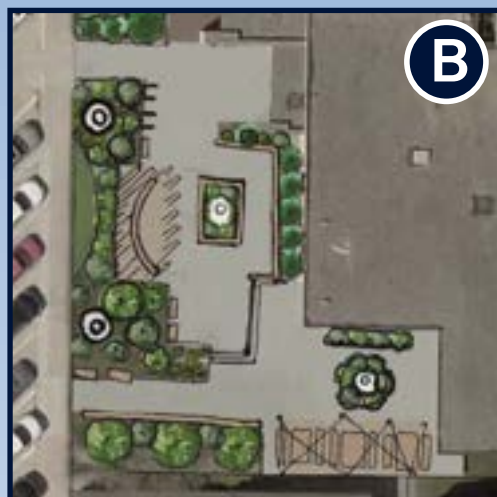
1 COMMUNITY EVENT SPACE



2 COURTHOUSE GREEN SPACE



3 STORM LAKE LIBRARY AND WITTER GALLERY PLAZA



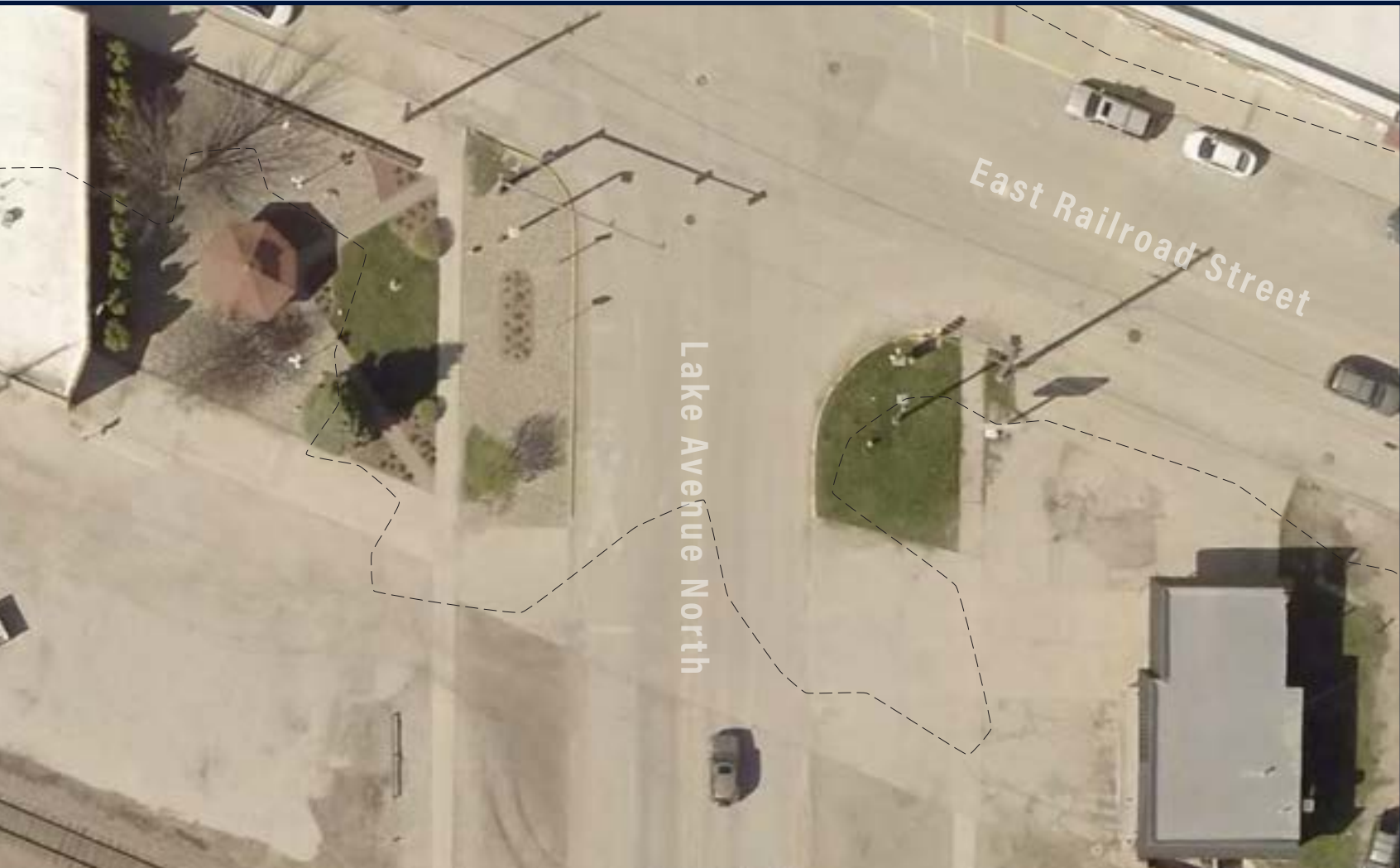
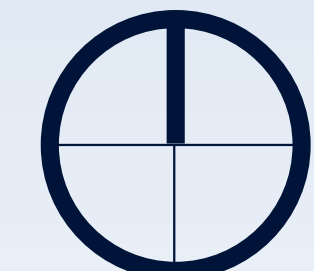
4 MICHIGAN STREET MULTI-USE BUILDING



5 RAILROAD STREET BREWERY



6 DOWNTOWN GATEWAY OPPORTUNITY

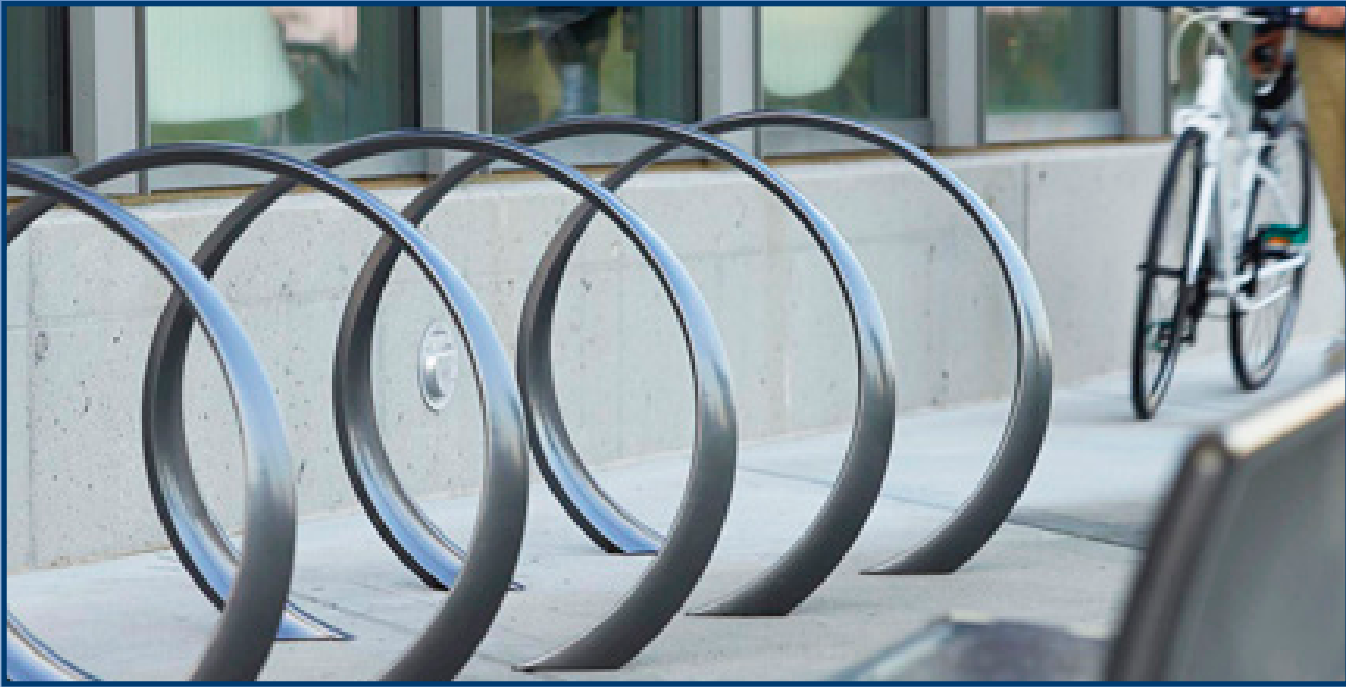


NORTH

FURNISHINGS + FINISHES

PLACE YOUR VOTES!

BIKE RACKS



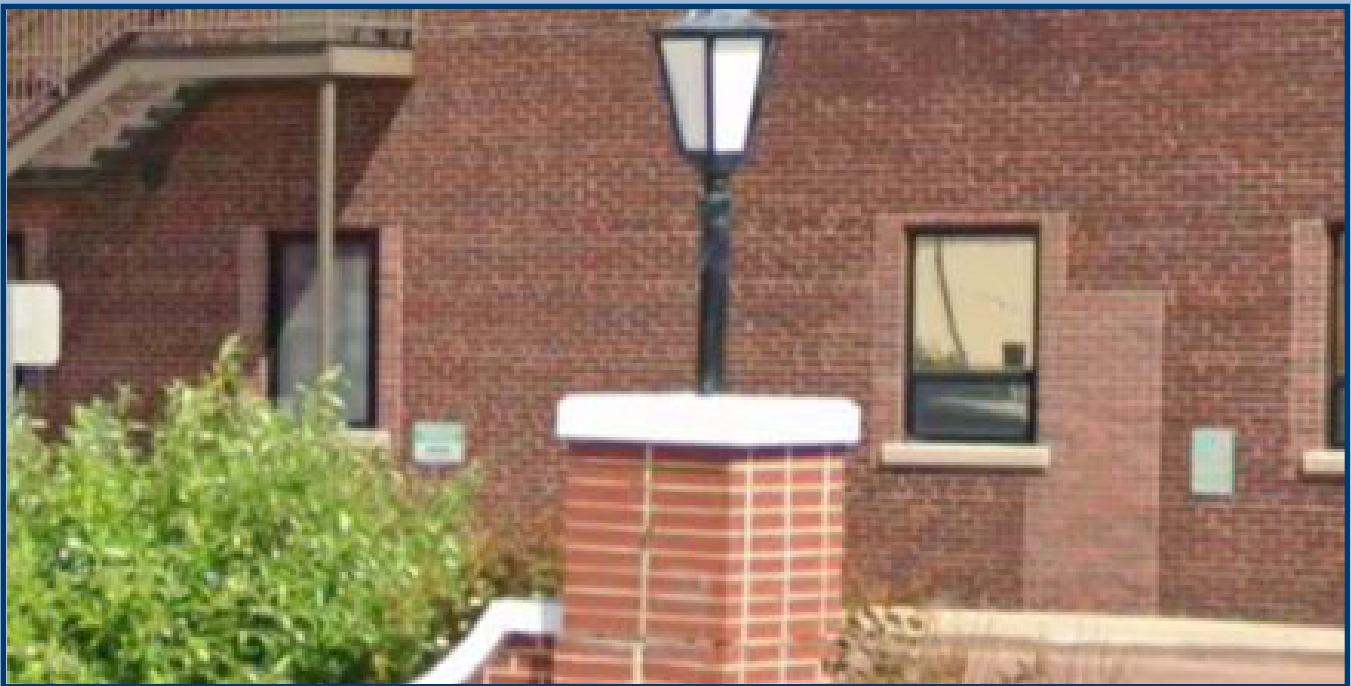
TRASH CANS



PLANTERS



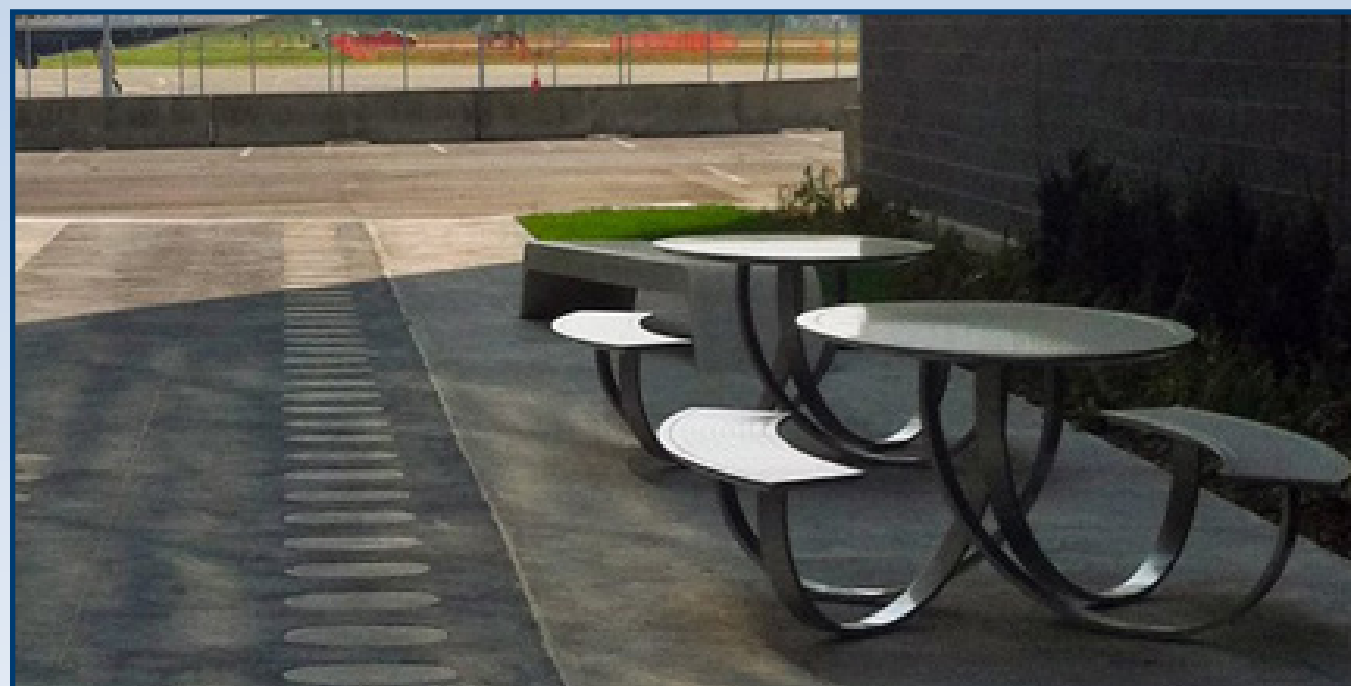
LIGHTING



SEATING



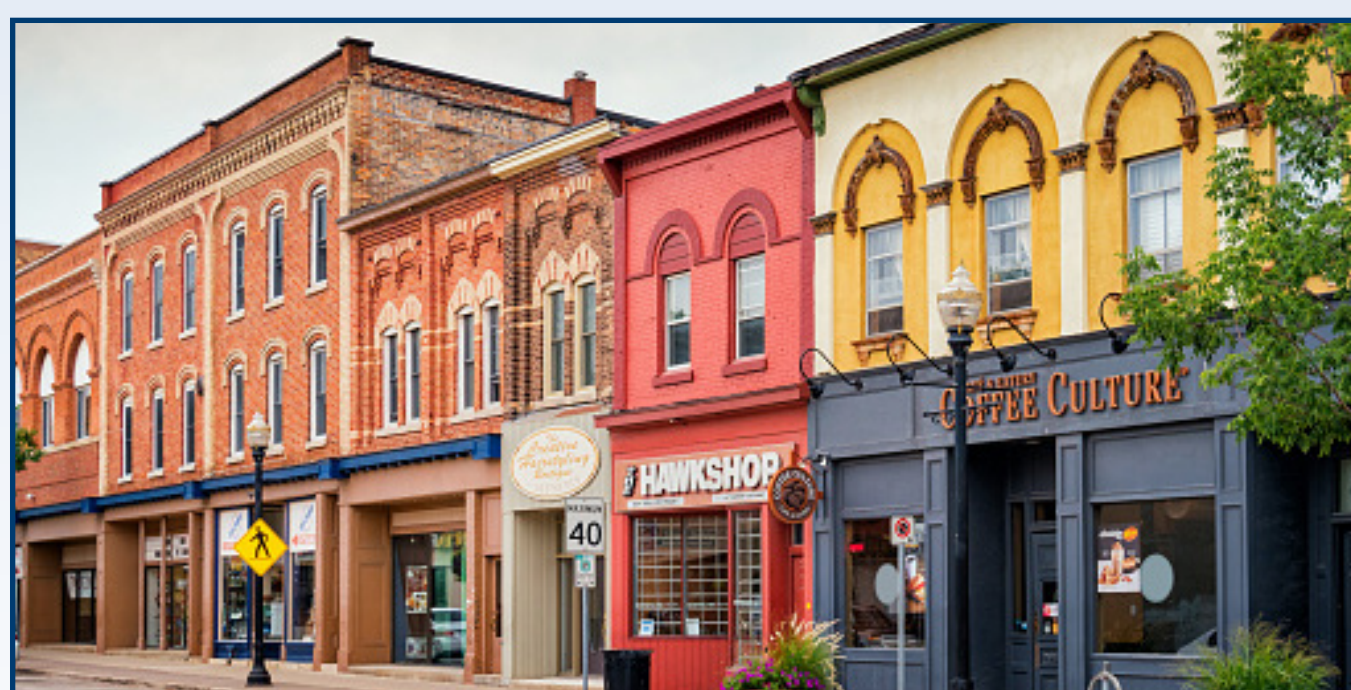
TABLES



WAYFINDING + BUILDING SIGNAGE



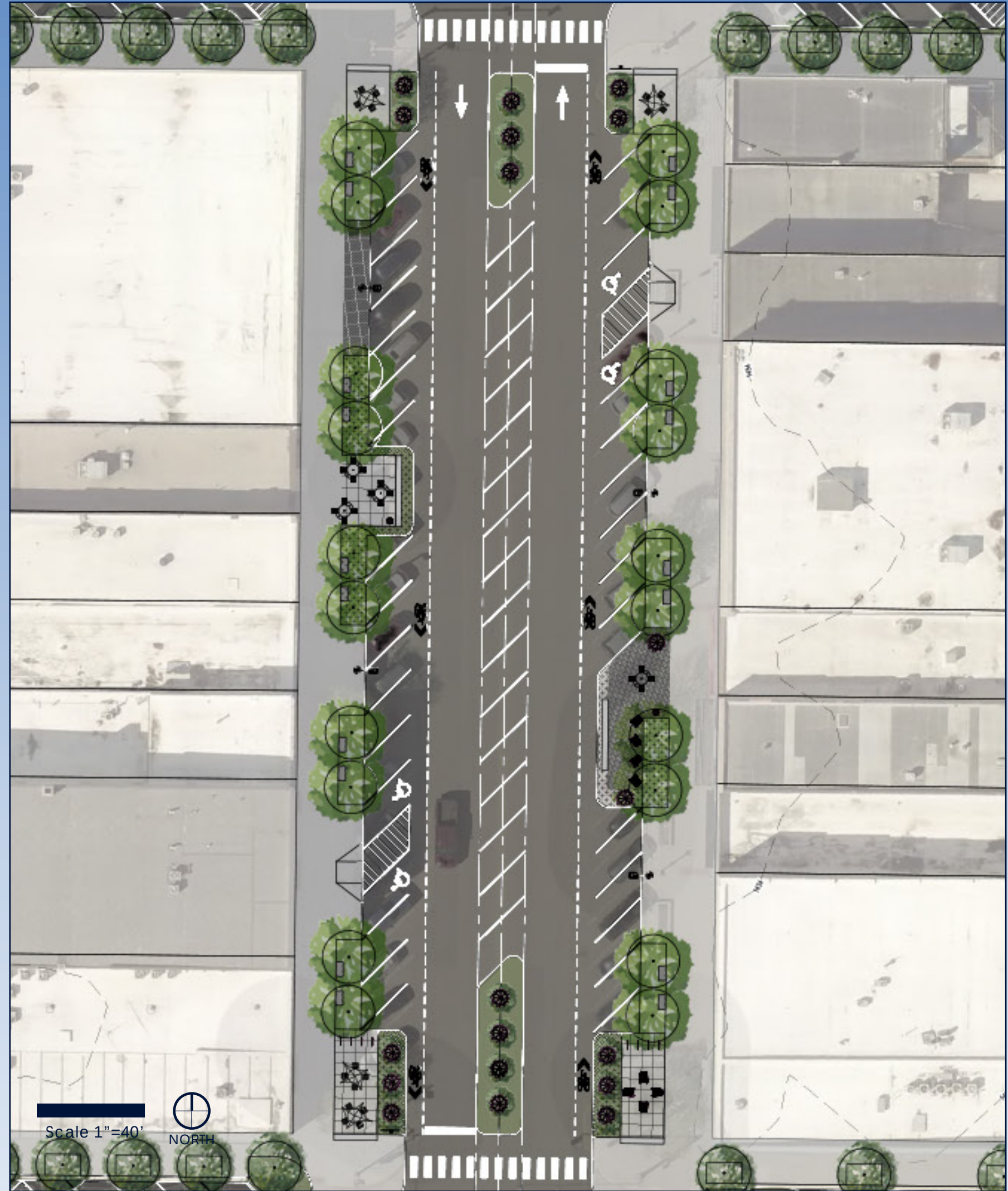
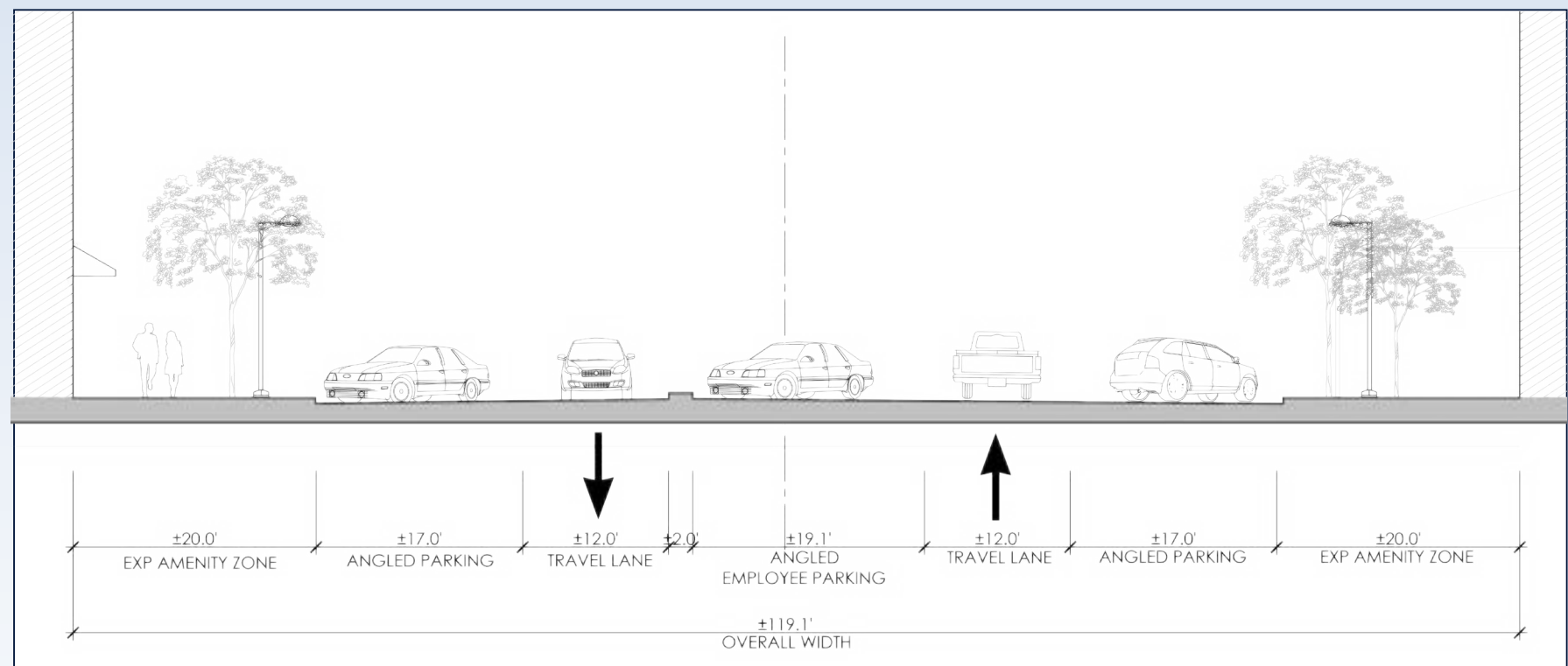
FACADE IMPROVEMENTS



LAKE AVENUE DOWNTOWN, NORTH OF RAILROAD STREET

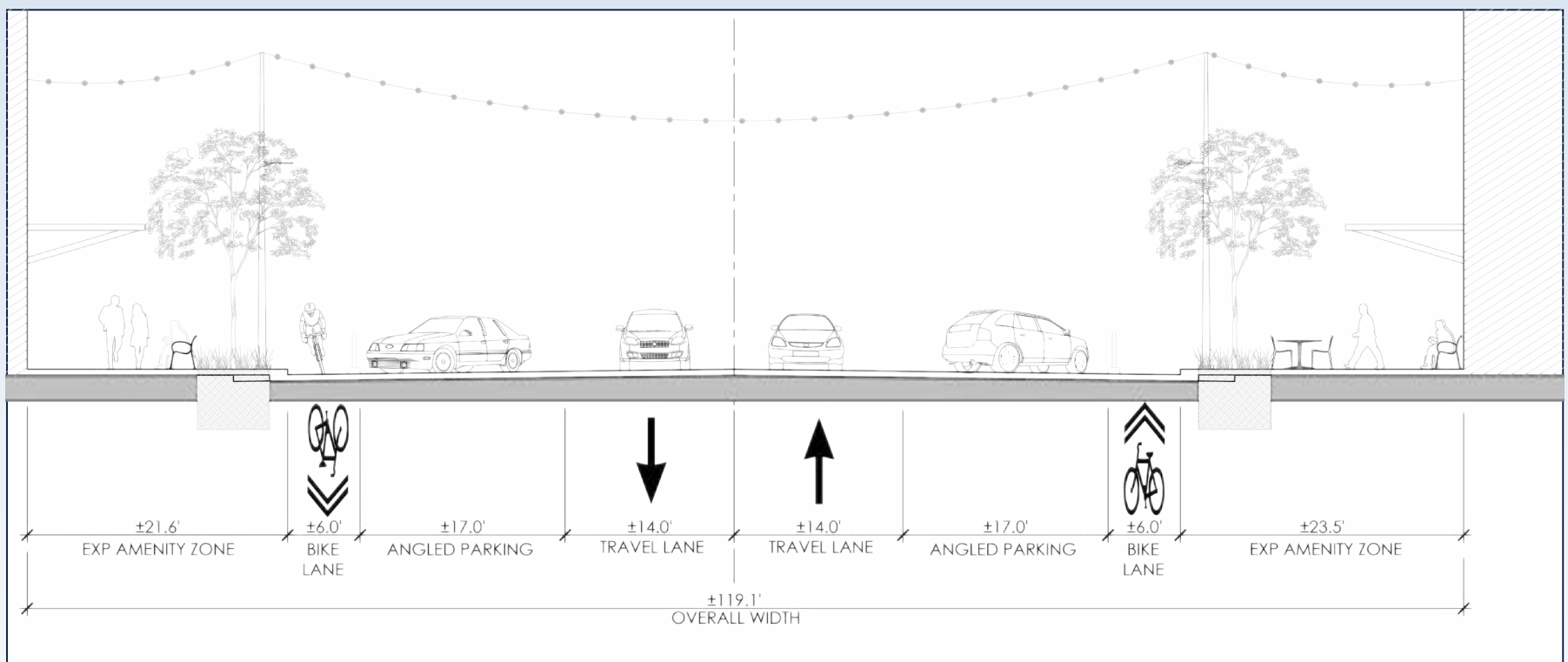
PLACE YOUR VOTES!

Center Employee Parking



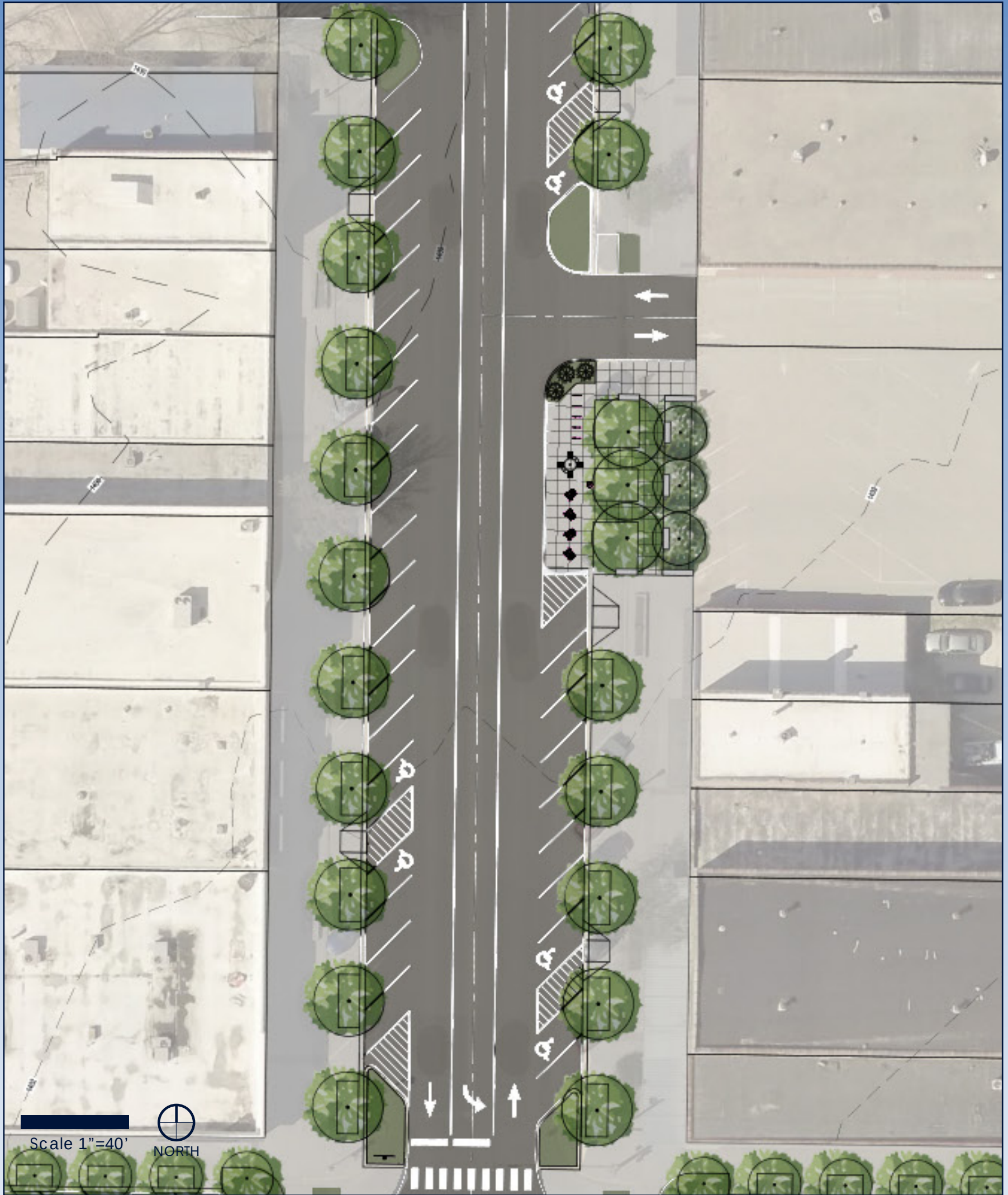
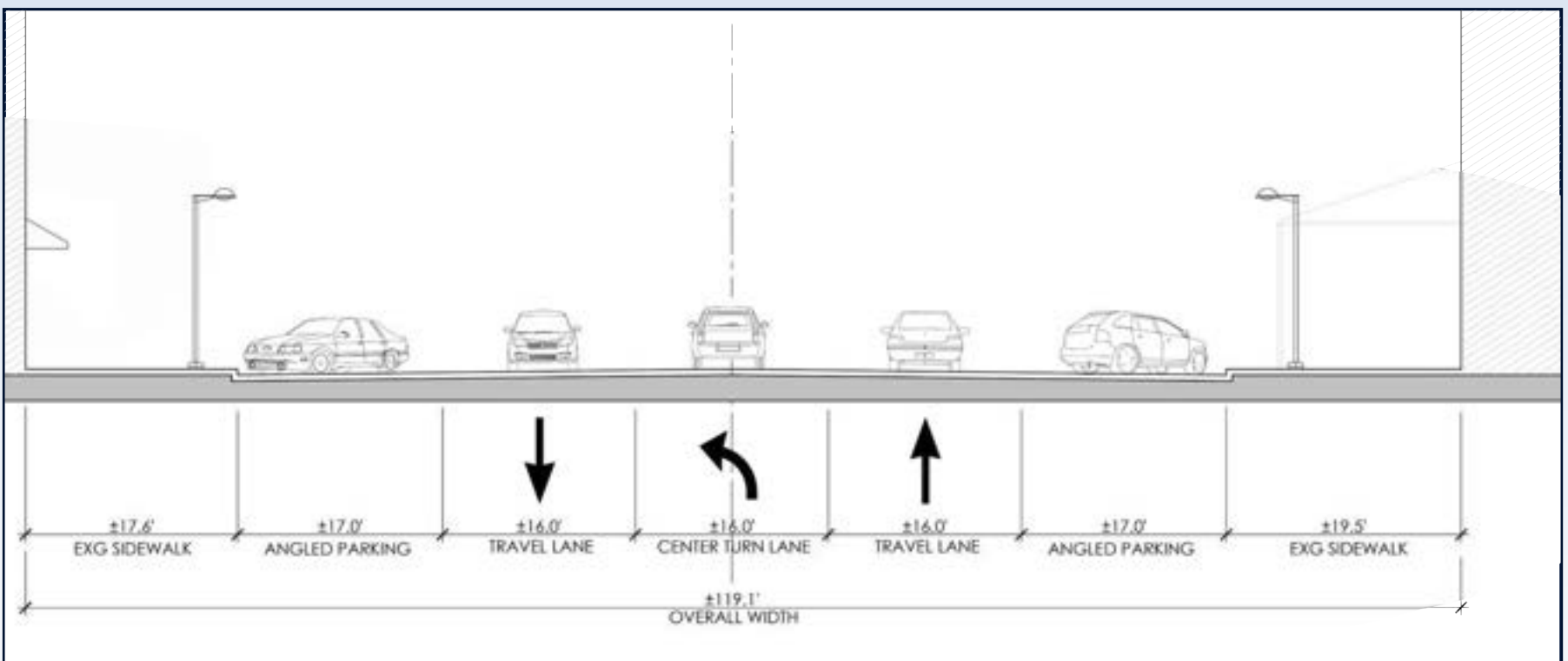
This option includes additional parking in the center, designated for employees, and reduces traffic to two lanes. The angled parking in the center could pose circulation and safety concerns. This concept includes an expanded sidewalk amenity zone, providing additional space for furnishings and plantings or giving businesses additional opportunities for outdoor dining or similar programming.

3 Lanes with Protected Bike Lanes



This option connects downtown to the lake with a protected bike lane, with angled parking separating car traffic from bikers. The sidewalk width remains the same.

3 Lanes

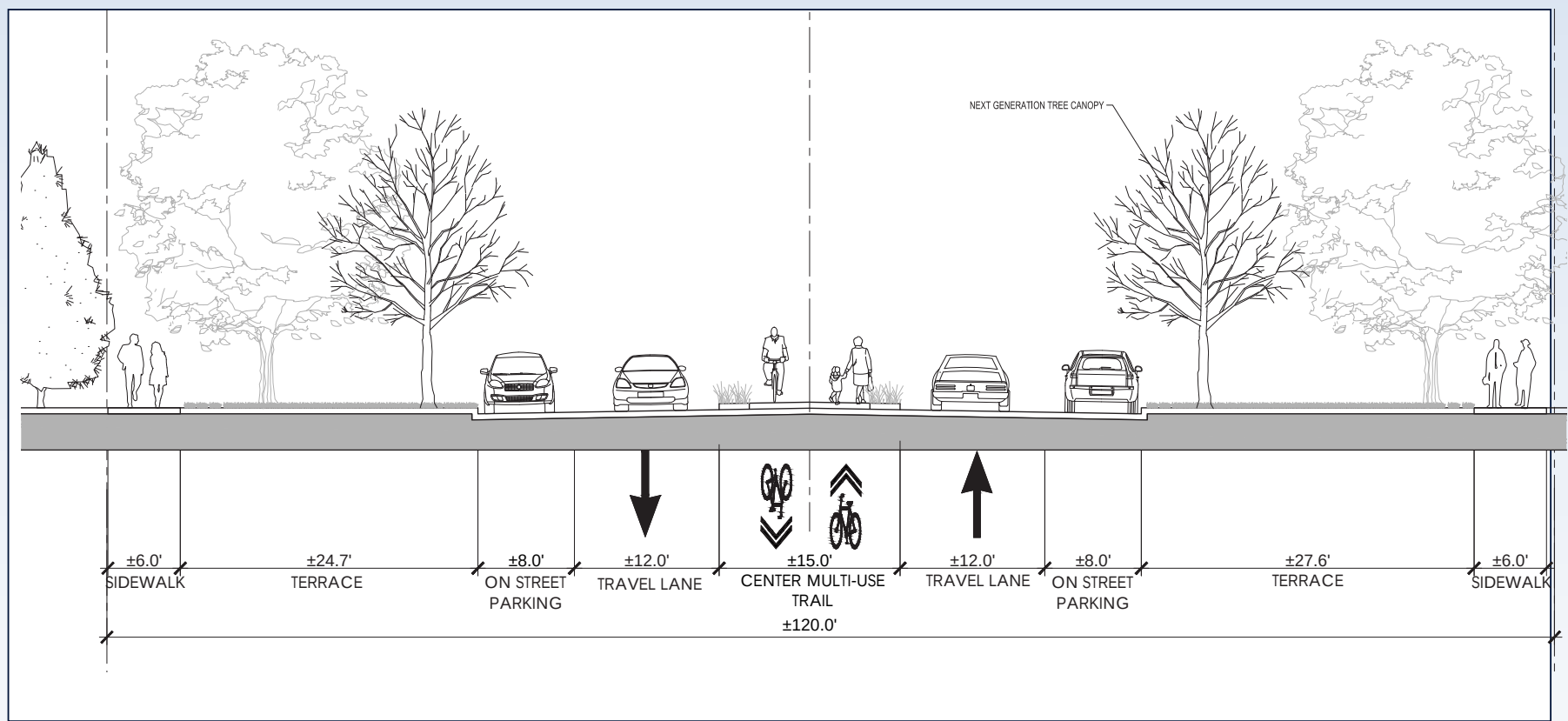


This option includes two travel lanes with a shared turn lane but does not include a bike lane. The sidewalk width remains the same.

LAKE AVENUE, SOUTH OF RAILROAD STREET

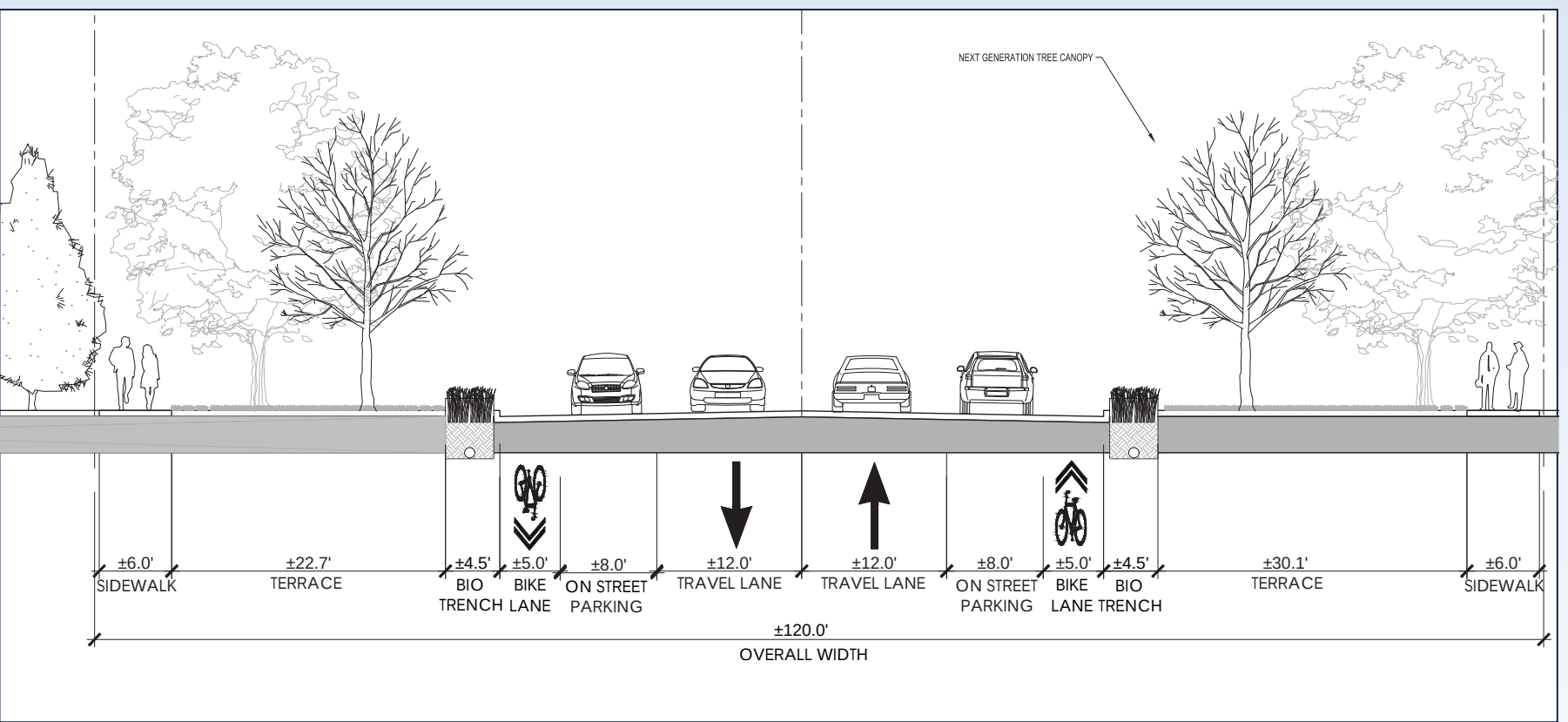
PLACE YOUR VOTES!

Center Multi-Use Trail



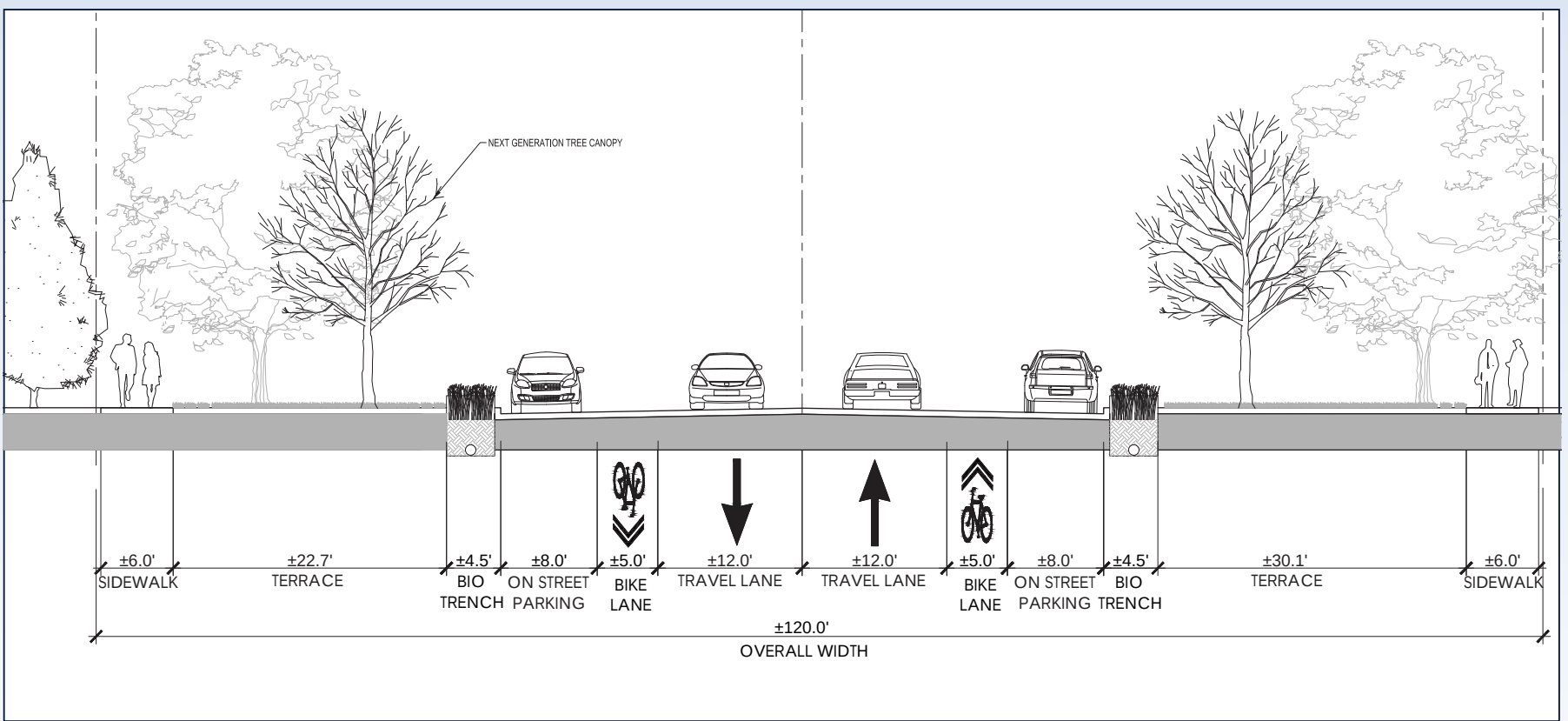
This option provides a protected biking and walking center trail but could pose circulation issues as users are entering and exiting the multi-use trail section.

2 Lanes with Protected Bike Lanes



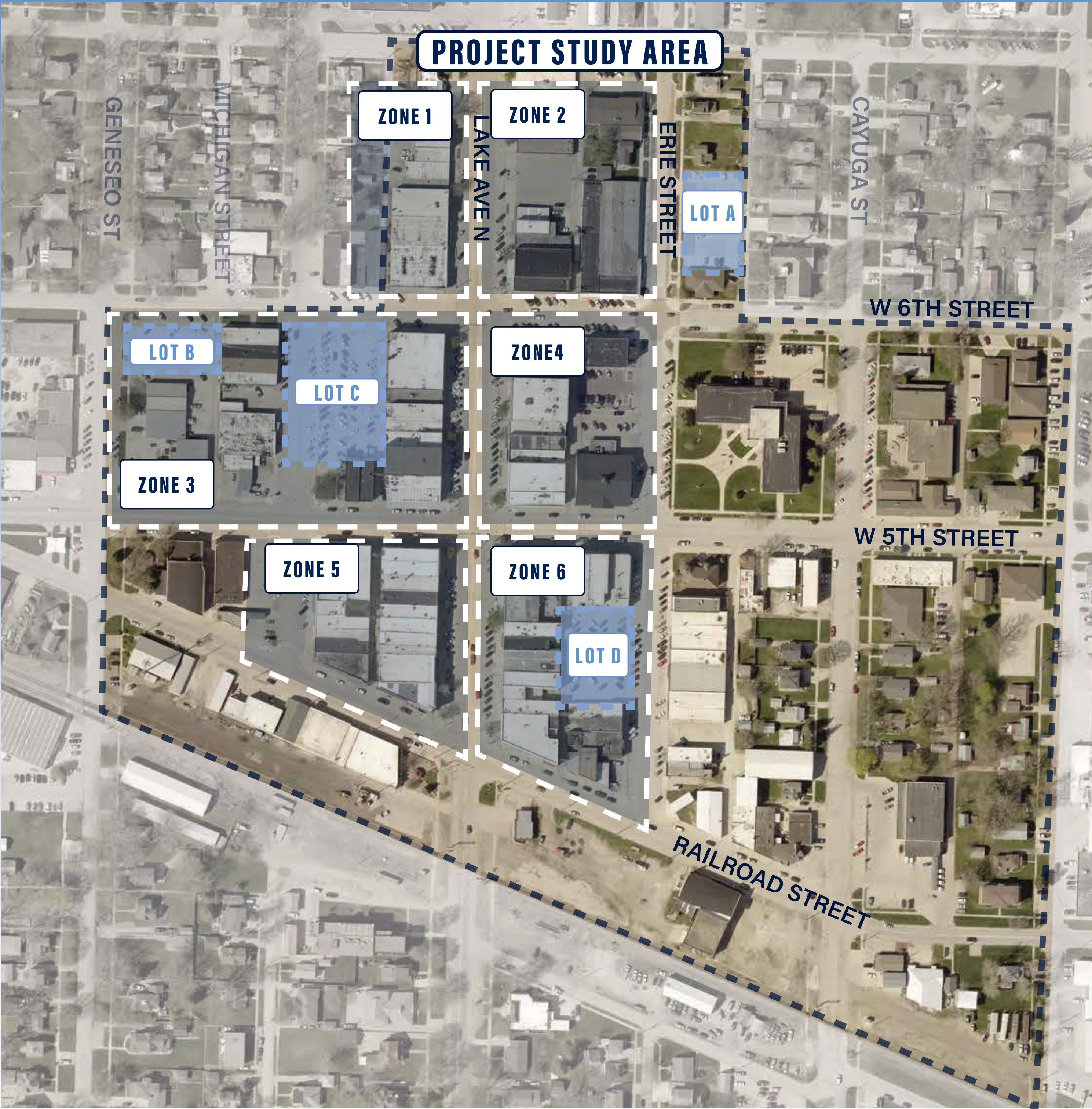
This option connects downtown to the lake with protected bike lanes, with on-street parking separating car traffic from bikers.

"Sharrow"



This option includes parking on both sides of the street, with a bike lane and bio-retention area on both sides of the road. Bicyclists are riding next to traffic in this option, which could pose safety concerns.

PARKING STUDY



ZONE 1

- Average Spaces: 14.7
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **73 %** of the spaces were full.

ZONE 2

- Average Spaces: 13.8
- Busiest time was Thursday afternoon between 4:00 pm - 6:00 pm.
- On average, **49 %** of the spaces were full.

ZONE 3

- Average Spaces: 12.8
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **41 %** of the spaces were full.

ZONE 4

- Average Spaces: 13.8
- Busiest time was Friday morning between 10:00 am - 12:00pm.
- On average, **49%** of the spaces were full.

ZONE 5

- Average Spaces: 12.5
- Busiest time was Friday afternoon between 12:00pm - 2:00 pm
- On average, **73 %** of the spaces were full.

ZONE 6

- Average Spaces: 16.8
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **76 %** of the spaces were full.

LOT A Erie & 6th Street

- Total Spaces: 44
- Busiest time was Thursday afternoon between 4:00 pm - 6:00 pm.
- On average, **33%** of the spaces were full.

LOT B Geneseo & 6th Street

- Total Spaces: 40
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **17 %** of the spaces were full.

LOT C Michigan & 6th Street

- Total Spaces: 71
- Busiest time was Thursday afternoon between 12:00 pm - 2:00 pm.
- On average, **51 %** of the spaces were full.

LOT D Erie & Railroad Street

- Total Spaces: 40
- Busiest time was Thursday morning between 10:00 am - 12:00pm
- On average, **84 %** of the spaces were full.

- ALMOST 30 % OF THE SPACES ON LAKE AVENUE WERE AVAILABLE DURING THE BUSIEST TIME OF DAY!
- OVER 60 % OF THE SPACES IN PUBLIC PARKING LOTS WERE AVAILABLE DURING THE BUSIEST TIME OF DAY!
- OVER THE COURSE OF THE PARKING STUDY, AN AVERAGE OF 68 % OF THE PARKING SPACES WERE OPEN DOWNTOWN!

In July 2022, ISG conducted six days of on-site parking counts to understand the demand for parking in Downtown Storm Lake. The counts were taken on the busiest days downtown – Thursday, Friday, and Saturday – and during the busiest times, like over the lunch hour or right after work. The data provided below is an average of over 1,400 records that were collected over the six-day period!