City of Adel

Downtown Plan
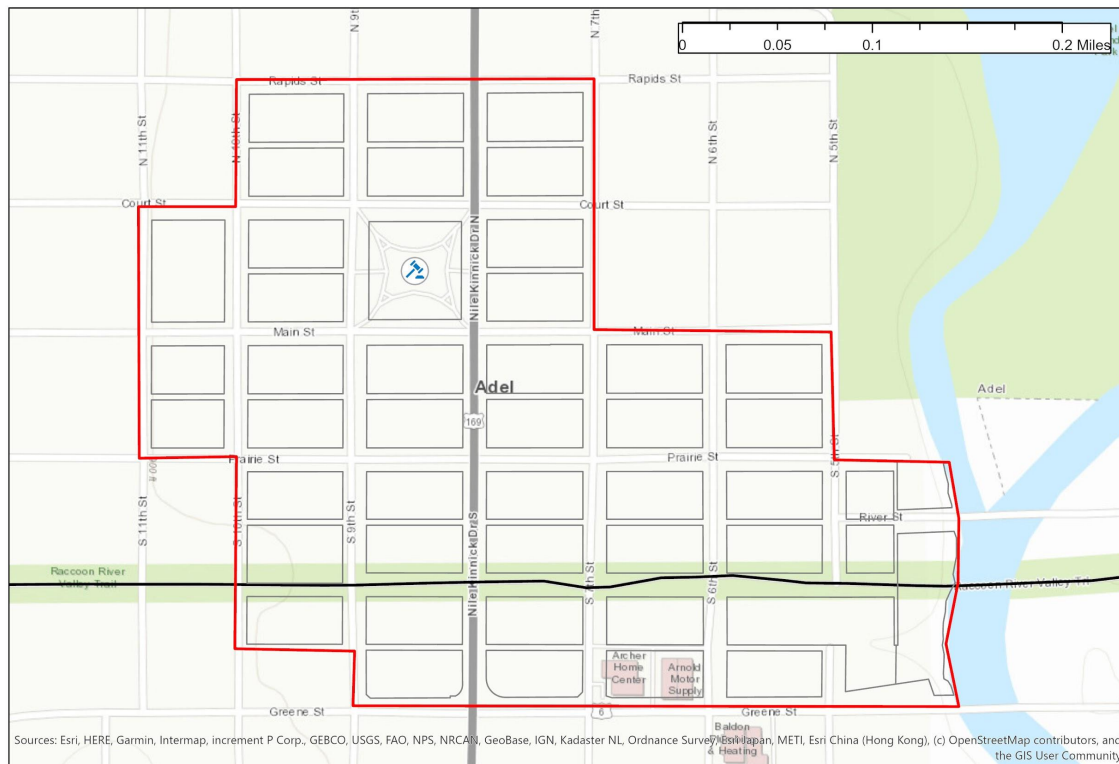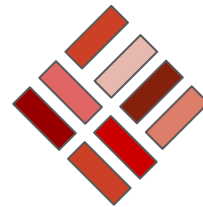
2020-2040

Presented by
Iowa State University's Community and Regional Planning Graduate Students

March 10, 2020

Downtown Boundary

Downtown Adel Boundary

Conservation

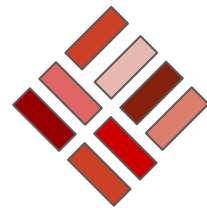The downtown plan promotes conservation in Adel through goals that:

- Increase sustainable modes of transportation in Downtown Adel
- Encourage conservation efforts and enhance natural features as well as public open spaces to maximize natural assets
- Use the built environment to complement the natural
- Encourage community stewardship of natural features through continued and enhanced active programming

Downtown bioswales

Growth

The downtown plan supports the economic and population growth of Adel through goals that:
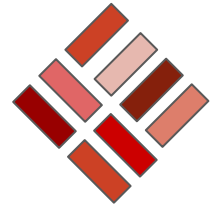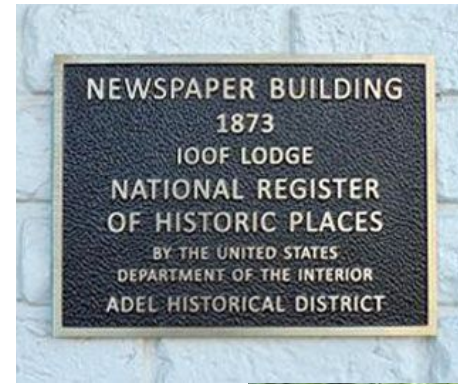
- Provide a variety of housing opportunities
- Support downtown as a diverse economic and entertainment hub
- Address traffic congestion and pedestrian safety

Elkader, IA

The Square

The downtown plan supports the historic preservation and promotion of the Square through goals that:

- Preserve the historical significance and character of Adel's downtown
- Integrate the Raccoon River Valley Trail with downtown
- Encourage appropriate redevelopment and revitalization of the Square

NEWSPAPER BUILDING
1873
IOOF LODGE
NATIONAL REGISTER
OF HISTORIC PLACES
BY THE UNITED STATES
DEPARTMENT OF THE INTERIOR
ADEL HISTORICAL DISTRICT
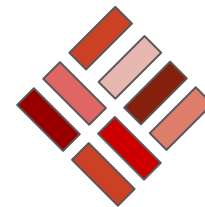

Raccoon River Valley Trail bridge

Vitality

The downtown plan promotes creating a more vibrant and diverse community in Adel through goals that:

- Strengthen the downtown economy through public-private partnerships and business events
- Increase diversity and accessibility for people of all backgrounds and levels of mobility
- Promote healthy living through safe and accessible transportation options
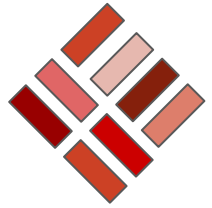- Create a friendly and beautiful downtown core that increases sense of place

Oskaloosa, IA

Implementation

Conservation	Growth	The Square	Vitality

Table 9.2 Adel Downtown Plan Implementation Matrix

Policy	Timeline	Potential Partners	Potential Funding	Priority
Encourage bike usage through the implementation of bike infrastructure and services.	Medium	IADOT, Transportation Engineering Firm	Recreational Trails Program (RTP), Transportation Alternatives Program (TAP)	High
Implement new stormwater management initiatives.	Medium	CoA, DSWCD, IADNR	Clean Water State Revolving Fund, Watershed Improvement Grants (319)	High
Establish policies that recognize the benefits provided by conserving natural ecosystems.	Long	CoA	Wildlife Habitat with Local Entities Grant Program	High
Develop community education and engagement programs for environmental sustainability techniques.	Short, Medium	CoA, APCC, IDNR, DC SWCD, EPA, Trees Forever, The Nature Conservancy, RRVTA, Adel School District	Recreational Trails Program Funds	High
Develop cost-share program to encourage environmental practices on private property including rain gardens, rain barrels, and permeable paving.	Short, Medium	CoA, APCC	N/A	High
Revise zoning and land-use policies to support denser housing, paralleled with advocacy for workforce housing opportunities for families at different income levels.	Short	PZC, AHPC, HAC	USDA Multi-family Housing Direct Loans, Community Development Block Grant Housing Rehabilitation Fund	High
Convene a committee to focus on issues of affordable housing in Adel and to work on creating relationships with building owners and landlords.	Ongoing	CoA, APCC	N/A	High
Develop a marketing campaign to target entrepreneurs with unique business ideas in order to demonstrate downtown Adel as a prime brick-and-mortar location.	Ongoing	APCC	Rural Business Development Grant Program, Targeted Small Business Program	High

Implementation

Policy	Timeline	Potential Partners	Potential Funding	Priority	Priority Order
Increase traffic and pedestrian signage throughout downtown including road paintings for crosswalks and trail crossings.	Short	CoA, DC, DC Conservation, IADOT	Complete Streets Technical Assistance Grant	High	7

Traffic and Pedestrian Signage can:
- Enhance awareness of pedestrians and bicycles to vehicle users
- Minimize conflict between pedestrians and vehicles
- Improve street safety and functionality for all users
- Should be highly visible

Thank You!