

# THE MARSHALLTOWN CITY CENTER PLAN

<b>Chapter 1: A Profile Of Marshalltown</b>	<b>1</b>
Population and Household Characteristics	1
Age Composition and Migration Patterns	4
Population Projections	7
Race and Ethnicity Characteristics	8
<b>Chapter 2: Community Input</b>	<b>15</b>
Community Survey	15
Focus Groups	25
Community Meeting	27
<b>Chapter 3: Existing Conditions and Opportunities</b>	<b>31</b>
General Land Use Patterns	32
Land and Building Use	34
Building Assessment	36
City Center Resources	40
Transportation	40
Parking Adequacy Analysis	43
<b>Chapter 4: Market Analysis</b>	<b>49</b>
Retail Development	49
Housing	67
<b>Chapter 5: Development Concept</b>	<b>73</b>
<b>Chapter 6: Implementation</b>	<b>101</b>