

MAIN STREET IOWA Urban Neighborhood Districts

What is Main Street? Main Street Iowa is a preservation-based economic and community development program that uses the National Trust Main Street Center's Four-Point Approach®. The program was designed to address the need for revitalization and on-going management of smaller to mid-sized central business districts, and uses the traditional assets of the downtown as the primary tools for revitalization. Successful Main Street Iowa districts share certain common characteristics:

- A pedestrian scale and orientation
- A critical mass of buildings and businesses which form the foundation for revitalization efforts
- A critical mass of structures that would be eligible for frequently used rehabilitation incentives (state and federal tax credits and local tax abatement)

Main Street Iowa has been a highly successful program that has worked with more than 60 communities throughout the state. While the program has excelled over the years in the downtown areas of designated communities, **we realize that urban neighborhoods may have significant commercial development and revitalization needs.**

Is my district considered an Urban Neighborhood Main Street District?

- This district is located in a city that is within a metropolitan area and lies in one of Iowa's nine Metropolitan Statistical Areas.
- This district is NOT the central business district of my city.
- This district is compact and pedestrian oriented.
- Over half of the buildings in my district were constructed more than 50 years ago.

What are Metropolitan Statistical Areas (MSAs)?

- Have at least one urbanized area of 50,000 or more population
- May include adjacent counties that have a minimum of 25 percent of workers commuting to the central counties of the metropolitan statistical area.

Iowa has nine MSAs made up of twenty Iowa counties and eleven counties in other states.

Ames	Story County
Cedar Falls-Waterloo	Blackhawk / Bremer / Grundy Counties
Cedar Rapids	Benton / Jones / Linn Counties
Council Bluffs	Harrison / Mills / Pottawattamie Counties
Davenport, IA	Scott County
Des Moines-West Des Moines	Dallas / Guthrie / Madison / Polk / Warren Counties
Dubuque	Dubuque County
Iowa City	Johnson / Washington Counties
Sioux City	Woodbury County

Current Urban Neighborhood Main Street Districts

- Cedar Rapids - Czech Village/New Bohemia**
- Davenport - Hilltop Campus Village**
- Des Moines - 6th Avenue Corridor**

Urban neighborhood districts *might* mean:

Cool place to work, live, play
Unique and diverse community partnerships
More activities and attractions
More people and places
More vehicles and mass transit
Diverse population groups and public education facilities
Inner city / big city challenges
Image challenge for visitors and residents
Higher crime or safety issues

Urban neighborhood districts *might* face these business challenges:

District/city/state/legislative issues
Urban design
Parking
Financing options and programs
Business recruitment
Marketing and promotions
Business association format and funding
Other site/city specific

Questions, please contact:

Terry Poe Buschkamp, Main Street District Specialist,
 Iowa Economic Development Authority / Iowa Downtown Resource Center / Main Street Iowa
 Phone: 515.725.3075 Fax: 515.725.3010
 Email : terry.buschkamp@iowa.gov Web : www.iowaeconomicdevelopment.com