

CITY OF ELY, IA OLD TOWN DISTRICT MASTER PLAN

REIMAGINING
OLD TOWN ELY



ACKNOWLEDGEMENTS

WITH SPECIAL THANKS TO:

The individuals who provided feedback to help define the final recommendations of this document.

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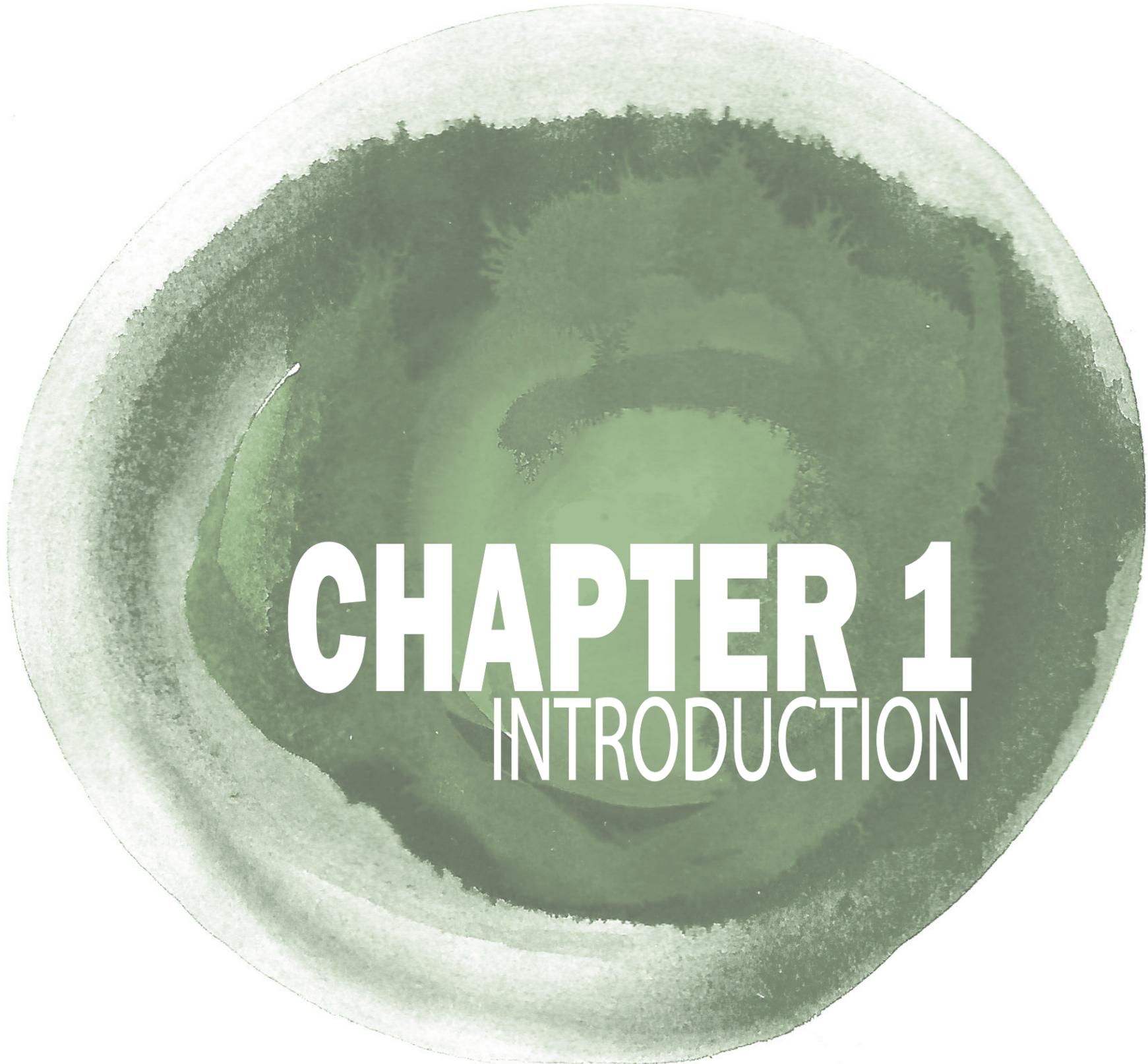
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An aerial photograph of a small town street, showing a mix of residential houses, commercial buildings, and industrial structures like grain elevators. The street is lined with trees and has several cars parked. A green semi-transparent overlay covers the middle portion of the image, containing white text.

To create a new reality, it is first necessary that you be able to describe it so that others can share your vision...



CHAPTER 1

INTRODUCTION



INTRODUCTION

The City of Ely recognized the need to create a vision for the future of Ely's Old Town District to guide growth and development in the heart of the community. This process for visioning was done so with the goal of uniting the Ely community toward improving and maintaining a high quality of life for all residents.

This important process can unite a community towards the overall goal of improving the community at its core to benefit all community members. This is accomplished through a thriving downtown or town center that consists of pedestrian amenities, consumer locations that provide basic necessities, and areas of interest that give residents and visitors alike a reason to linger and stay in the heart of the community. This plan serves as the impetus for creating, focusing, and implementing that vision.

This vision strives to meet the following objectives for Ely:

Objective 1 | Identify existing character and condition of Downtown Ely. This was done through a walkabout of the downtown with stakeholders at the beginning of the process.

Objective 2 | Identify the desired character of Ely's Old Town District. The steering committee as well as conversations with community members helped to shape the desired vision for Downtown Ely.

Objective 3 | Create the idea of Placemaking, and how Ely can fully establish itself as a unique and desirable Downtown for residents and visitors alike. Potential concepts for enhancements to areas of Old Town Ely were developed using the guidelines. Suggestions were giving roadway and infrastructure improvements, streetscape enhancements, mixed use development, and the overall appearance and function of the Downtown.

BACKGROUND

Old Town Ely is a quaint and historic area in the heart of Ely. Most of the buildings are 1-2 story commercial buildings, restaurants, or residential buildings. There are also a number of underutilized spaces in the area that could serve as prime opportunities for revitalizing the district.

While there is desire to make improvements in the downtown, Ely needs direction on how to best move forward for the benefit of the downtown and entire community. The City solicited the help of MSA Professional Services, Inc. and FEH Architects to address the need for a visioning process focused on Downtown Ely, or what later became defined as Old Town Ely.

These guidelines are the result of the City's initiative to move development and change forward in Ely.

GUIDING PRINCIPALS

Communities are complex; made up of many interrelated spaces. The spaces within which we live our lives are formed and changed over time by the interplay of economic, environmental, and social forces. Decisions are made each day that impact the quality and function of these spaces, sometimes improving our lives and sometimes making it more difficult to meet our needs. In a sustainable community economic prosperity finds balance with environmental protection and quality of life considerations, and this balance is maintained over time. In a sustainable community, businesses thrive, and people are out in public throughout the day and throughout the year, working, socializing, and recreating. It's with these principles in mind, this vision was created. 77

Old Town Ely | Community Desires

What will people will say this about Downtown Ely in 10 years...

Vision & Mission Statements:

“Old Town Ely is a well-designed district and the heart of our community. A diverse business mix is thriving and profitable.”

“The district is a destination that visitors find reasons to enjoy and explore.”

Community History & Character



1910 PHOTO LOOKING NORTHWEST ON DOWS STREET

EARLY HISTORY OF OUR TOWN



INTERIOR OF EARLY HARDWARE STORE

The City of Ely has a rich history and deep heritage that is celebrated regularly. The City has long been associated with the railroad. The first connection is most certainly between the town's founders and how the railroad connected the community to key necessities for businesses such as its first hardware store shown above.

Ely's commercial district reflects ebbs and flows of economic times and the boom-and-bust cycles so common in Iowa towns and urban centers. And while the district's buildings certainly show the wear and tear of hundreds of years, they also reflect the important local history of the community. There may be integrity issues, but standing on the sidewalk and looking up and down the streets one can still feel a sense of history. A sense of being in a particular time and place.

Old Town Ely Today:



Project Study Area

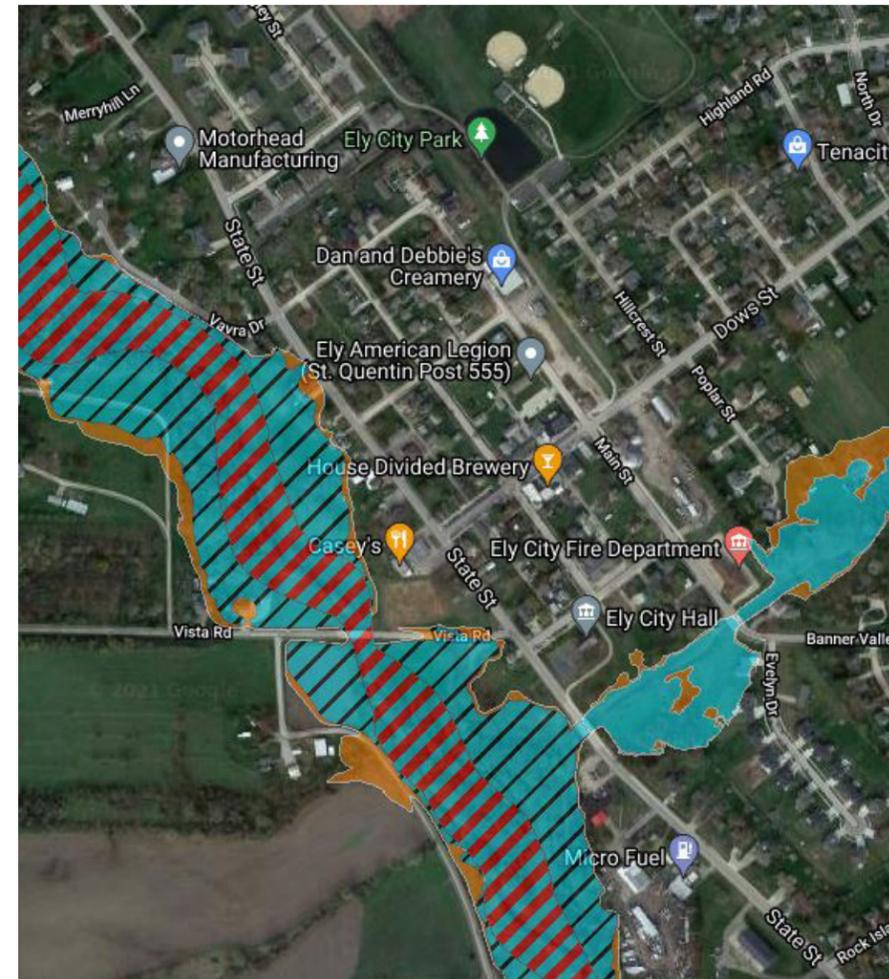


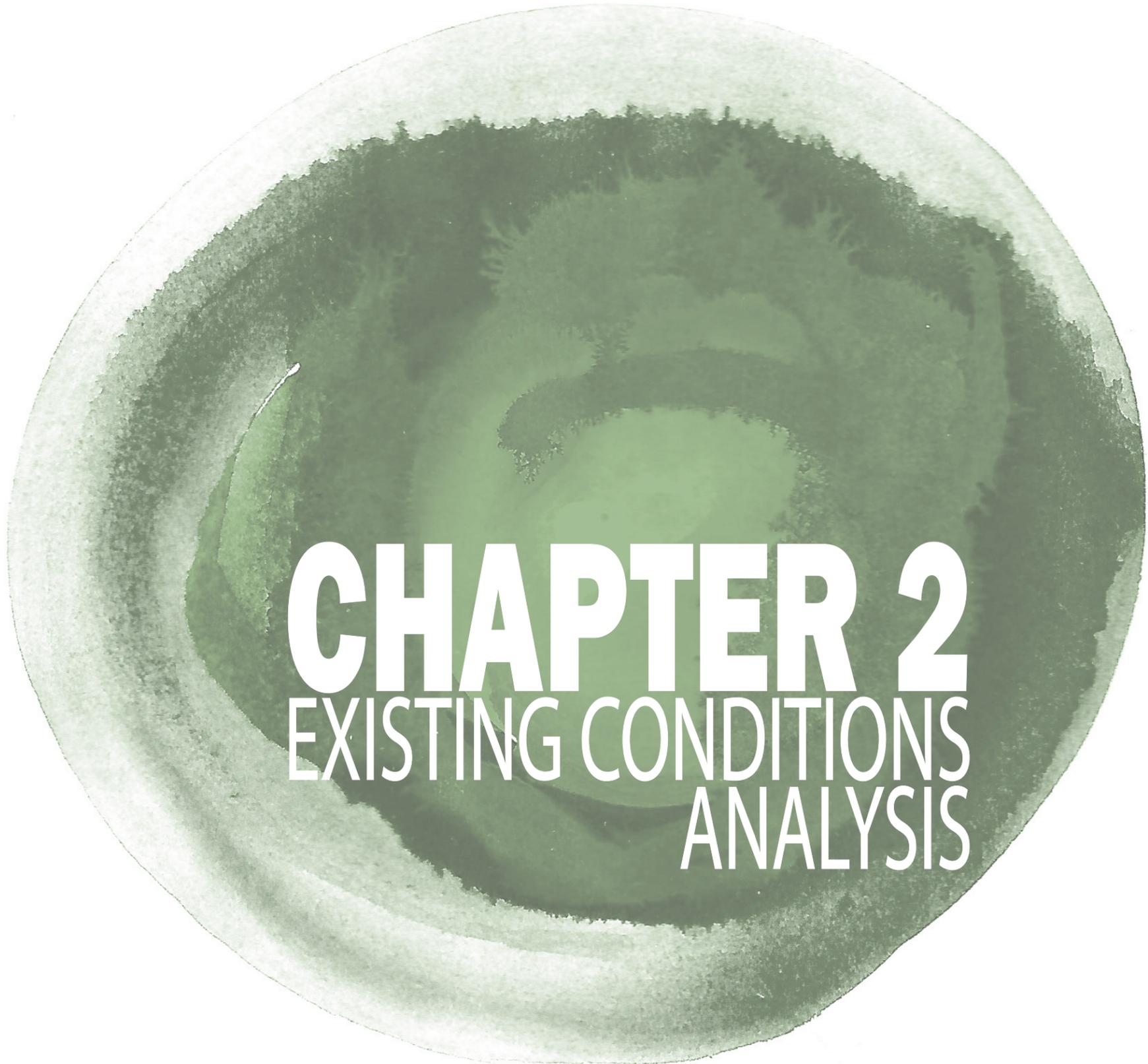
Project Boundary

Limits of Street and Utility Reconstruction

Existing Trails

Floodplain Map





CHAPTER 2

EXISTING CONDITIONS
ANALYSIS



Community Input Mapping

Instructions:

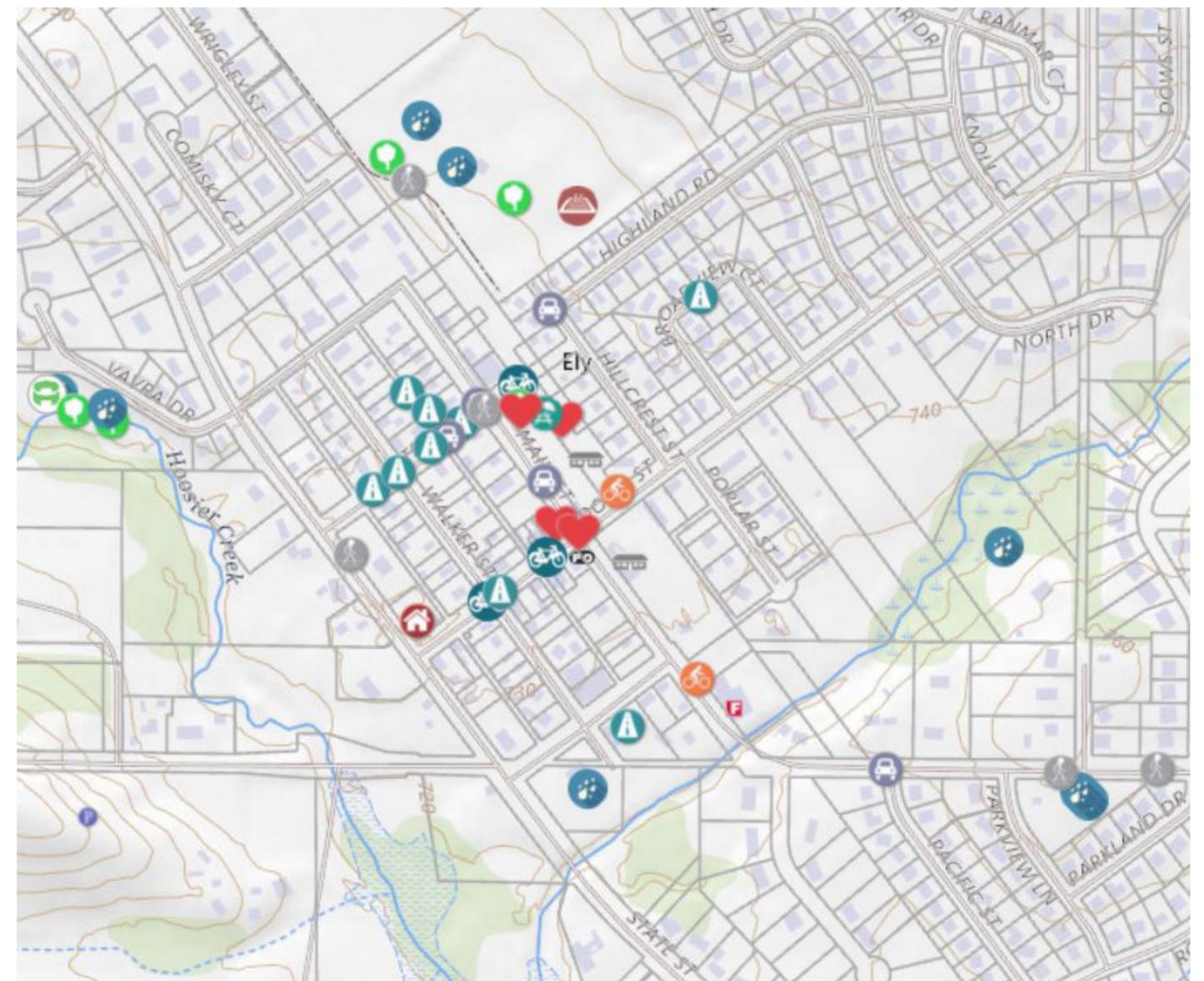
Step 1: Using the legend on the right, click on the category icon which best fits the comment.
Step 2: Once an icon is selected, click on the appropriate area on the map to drop the comment.
Step 3: Add your corresponding comment in the box that pops up.
Step 4: To submit the comment, click outside the comment box window (or close the comment window).

Notes:

- Placement of a comment similar to an existing one on the map is encouraged if deemed important to you.
- Once a comment has been placed, it cannot be removed or edited.
- Please be mindful of others by using this tool to provide constructive feedback for the betterment of Ely.

Do not show this splash screen again.

OK



Crowdsource Mapping | What we heard

Roadway improvements, utilities, drainage, and pedestrian safety are key.

More bicycle racks, maybe in fun shapes and colors for businesses.

Roadway to be more conducive to cyclist from the trail to draw them into our community. Bicyclist safety.

Storm water management should be addressed in most of Old Town area.

Roads need to be paved. Obstructed views on State St., Dows and Walker.

Speed limit signs, crosswalks, pedestrian signs by any businesses that are not located in the downtown area should have them.

Needs to be safe, visually pleasing, and family-friendly.

Existing Conditions Analysis



Strengths

- Dows Street
- Existing Businesses
- Historic Look
- Placemaking Efforts
- Banners
- Light Poles
- Safe Crosswalks



Weaknesses

- State Street Speed
- Intersections Unsafe
- Floodplain
- Drainage Issues
- Poor Quality on Smaller Roadways



Opportunities

- Area By City Hall
- City Park Updates
- Loop Trail
- Splash Pad
- Outdoor Learning
- Mixed Use Development
- Historic Preservation



Threats

- SAFETY-** Sidewalk and Road Conditions



Development

OPPORTUNITIES/STRENGTHS (+)

ISSUES/THREATS/WEAKNESSES (-)

- OPPORTUNITY TO BRING MORE BUSINESSES DOWNTOWN
- MORE SERVICE-RELATED OPPORTUNITIES
- ZONING IMPROVEMENTS
- REDEVELOPMENT/SELLING OPPORTUNITIES AND INCENTIVES
- OPPORTUNITY TO IDENTIFY REDEVELOPMENT AREAS
- OPPORTUNITY FOR MORE "OLD TOWN ELY ACQUISITIONS"

- INFRASTRUCTURE CONCERNS
- ADEQUATE PARKING
- LIMITED SPACE/ OPPORTUNITIES TO DEVELOP
- THE TYPES OF COMMERCIAL THAT COULD COME IN
- PRESSURE FROM MEAT PACKING INDUSTRIES
- TENANTS UNWILLING TO SELL
- LACK OF AFFORDABLE HOUSING

Beautification

OPPORTUNITIES/STRENGTHS (+)

ISSUES/THREATS/WEAKNESSES (-)

- OPPORTUNITY TO MAKE THE ENTRIES INTO OLD TOWN ELY MORE APPEALING
- ENHANCE THE IDENTITY OF STATE STREET
- LIGHT POLES WITH BANNERS
- FLOWERS, SHRUBS AND TREES
- IMPROVE THE LEVEL OF SERVICE
- ADD MUSIC/SOUND SYSTEM
- OPPORTUNITY WITH THE GRAIN ELEVATOR
- UNIQUENESS TO DRAW PEOPLE IN

- LACK OF PARKING AND WAYFINDING
- SPACE FOR BUSINESSES TO COME IN
- A NEED FOR PUBLIC ART/ PAINTINGS
- ISSUES WITHIN THE STUDY AREA
- GRAIN ELEVATOR EXISTING APPEARANCE
- INFRASTRUCTURE LIMITATIONS

Mobility

OPPORTUNITIES/STRENGTHS (+)

ISSUES/THREATS/WEAKNESSES (-)

- THE EXISTING BIKE/MULTI-USE TRAIL SYSTEM
- OPPORTUNITIES FOR MORE SIGNAGE
- OPPORTUNITY TO CREATE ACCESS FOR OTHER MODES OF TRAVEL SUCH AS SNOW MOBILES FOR YEAR-ROUND BUSINESS
- IMPROVED WALKABILITY NEEDED

- A NEED FOR BETTER, SAFER CONNECTIVITY BEYOND THE TRAIL AS IS
- ACCESSIBILITY IMPROVEMENTS
- PARKING STUDY OF ALL STALLS NEEDED
- LACK OF ON-STREET PARKING
- SIDEWALK IMPROVEMENTS NEEDED
- DRAINAGE CONCERNS



Where are we now? | What we heard



Current conditions in Ely?

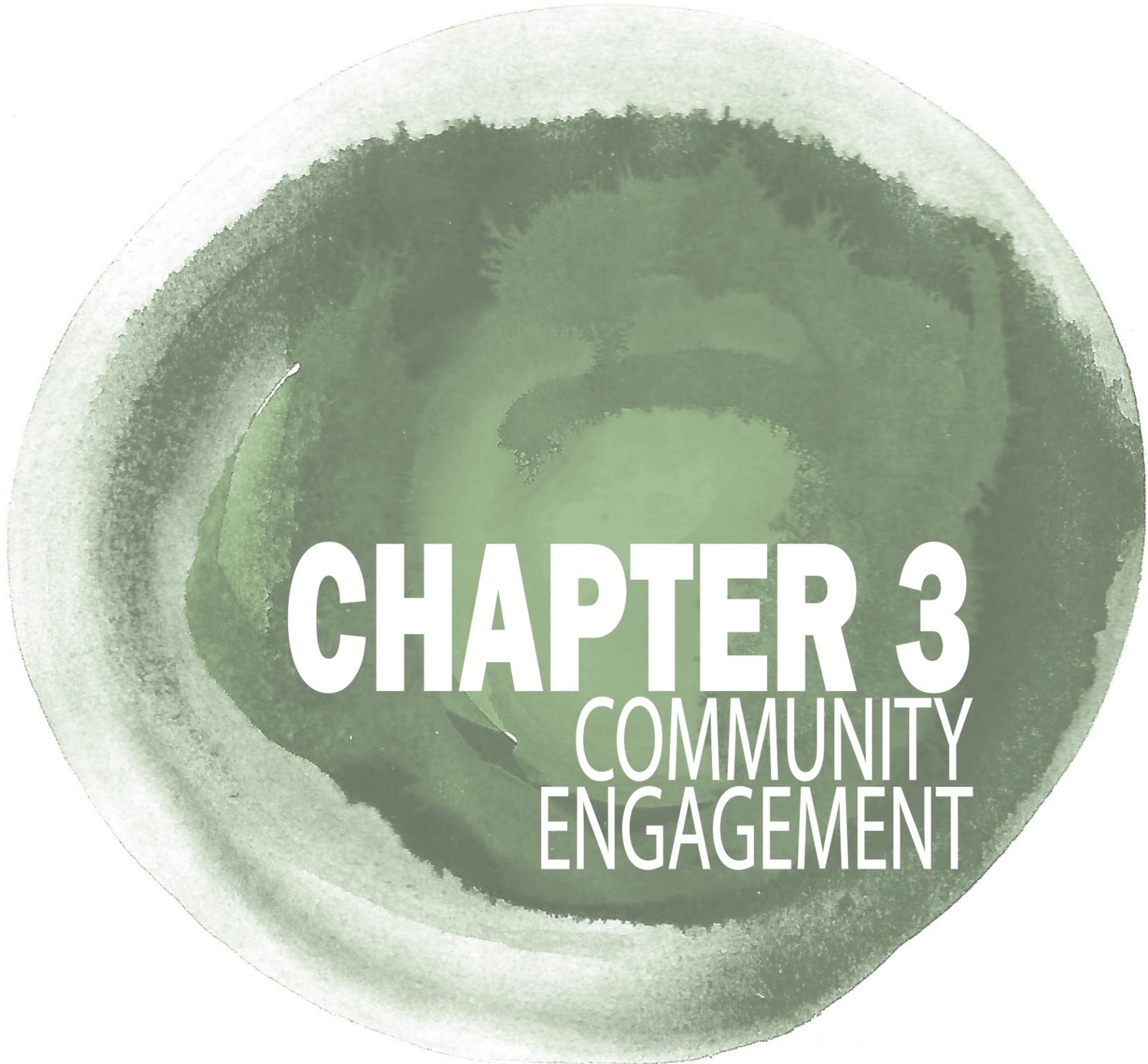


Current conditions in Downtown?



How can we improve the quality of Ely's Downtown/Old Town Ely?

We Created a survey to find out how!



CHAPTER 3

COMMUNITY ENGAGEMENT

Community Input Survey & Public Workshop

An effective stakeholder engagement process is the foundation to a successful plan. This plan was created through the feedback received from a variety of interest groups through a variety of mediums. In addition to the crowdsourcing map highlighted in the previous section, the project team also developed both online and hard-copy versions of a community input survey, and hosted an in-person public workshop on August 10th from 8:30am-7:30pm to allow visitors to stop by and provide their input at any given time throughout the workshop hours. The following pages show one example of the hard copy survey, followed by images and input gathered at the public workshop. Over 180 survey responses were received.



Ely Downtown Master Plan Survey

This is a community-wide survey for the Ely Downtown Master Plan. Your input will help guide the decisions and strategies for improving the downtown - "Old Town Ely" area and help the community to continue to grow and flourish.

Thank you for your time and participation!

1 Please offer a word or phrase that you would use to describe Ely's downtown today.



- PUBLIC WORKSHOP -

08.10.2021

TIME 8:30 AM - 7:30 PM

LOCATION ELY FIRE DEPARTMENT
(PARKING LOT)



PROVIDE YOUR INPUT FOR THE ELY "OLD TOWN DISTRICT" MASTER PLAN

Community Input is Needed!

Please join us to provide your input and insight regarding the future of Ely's Downtown. In addition to this workshop we also have an online survey available at:

<https://arcg.is/1zrW1>



And an online interactive map to provide feedback here:

<https://msa-ps.maps.arcgis.com/apps/webappviewer/index.html?id=0f52b3ff4f1f4e98a8259a4fbef5e010>

We hope you enjoy the multiple ways to get involved!

PUBLIC INPUT SURVEY

Help us plan Ely's future for the "Old Town District"

Also available online at: <https://arcg.is/1zrW1>

This is a community-wide survey for the Ely Downtown Master Plan. Your input will help guide the decisions and strategies for improving the downtown - "Old Town Ely" area and help the community to continue to grow and flourish. Thank you for your time and participation!

1. Please offer a word or phrase that you would use to describe Ely's downtown today.

Repurposing, Sufficient.

2. What do you envision for the future of Ely's downtown?

Residential Business Hub, more eatery options.

3. How long have you lived in Ely?

20+

4. What is your age?

50s

5. How would you rate the overall quality of life in Ely?

Excellent Good Fair Poor

6. How would you describe the quality of Ely's downtown?

Excellent Good Fair Poor

7. How often do you come to Ely's downtown for the following?

RETAIL SHOPPING Often Regularly Sometimes Never

RESTAURANT/CAFE Often Regularly Sometimes Never

TAVERN/BAR Often Regularly Sometimes Never

PERSONAL CARE Often Regularly Sometimes Never

LIBRARY Often Regularly Sometimes Never

WORK Often Regularly Sometimes Never

EVENTS Often Regularly Sometimes Never

PROFESSIONAL SERVICES Often Regularly Sometimes Never

8. What is your most common method of visiting downtown?

Vehicle Biking Walking Other

9. Where do you typically park when you drive to downtown?

On Dows Street

10. How far do you typically have to park for your downtown destinations?

50'

11. If you could open a successful business in Ely what kind of business and where would it be?

Cafe

12. What ATTRACTS you to come downtown?

Events

13. What are the DISADVANTAGES of downtown?

Intersections and parking/driving safety

14. SWOT ANALYSIS

In this next section you will be asked to describe your thoughts related to the Strengths, Weaknesses, Opportunities, and Threats (SWOT) related to Ely's Downtown. There are three categories that will be used throughout the public engagement process to assist with gathering feedback for the development of the plan's goals, objectives and strategies for implementation.

1. BEAUTIFICATION

2. DEVELOPMENT

3. MOBILITY

15. Please list the **STRENGTHS AND OPPORTUNITIES** you see for the downtown related to **BEAUTIFICATION**.

Looks nice on Dows.

16. Please list the **WEAKNESSES AND THREAT** you see for the downtown related to **BEAUTIFICATION**.

Uneven Sidewalks.

17. Please list the **STRENGTHS AND OPPORTUNITIES** you see for the downtown related to **DEVELOPMENT**.

Get the utilities and other improvements up to par.

18. Please list **WEAKNESSES AND THREATS** you see for the downtown related to **DEVELOPMENT**.

Parking and access, uneven sidewalks.

19. Please list the **STRENGTHS AND OPPORTUNITIES** you see for the downtown related to **MOBILITY**.

Access to State Street and more thoroughfares east to west.

20. Please list the **WEAKNESSES AND THREATS** you see for the downtown related to **MOBILITY**.

East to west traffic needs more choice.

21. Please select the priorities most important to you for future development in Ely's Downtown.

COMMERCIAL/RETAIL DEVELOPMENT

PARKING ADJUSTMENTS

TREES/PLANTS/GREENSPACE

SIGANGE IMPROVEMENTS

YOUTH-ORIENTED OPPORTUNITIES

OTHER (PLEASE SPECIFY BELOW)

WALKING AND/OR BICYCLE FRIENDLY

22. What would you like to see more of in the downtown?

More Eateries/Options/Varieties.

23. What other long-range goals should the downtown master plan address?

A functional, clean downtown.

24. Name a community comparable to Ely that you feel has a vibrant and attractive downtown and provide reasons why you like it.

Mount Vernon, but not that showy.

25. Any additional comments?

Need more amenities for all ages, things to entertain our youth. Should not be all about one group or pure urbanization. Maintain and improve what we have before adding more.

Which streets specifically would change? State Street? Main Street? Walker?

Splash pad that is not just for toddlers would be nice.

Be conscious of how tax dollars are spent.

Should not just be about bikers downtown.

Be satisfied with the existing character and focus on roads and sidewalks.

Enjoy what is going well in the downtown currently.

Walker street is appreciated the way that it is now.

Focus on the uneven sidewalks.

**THANK YOU FOR YOUR TIME
AND INPUT!**



OUR DESIGNERS COME TO YOU

A unique service offered by FEH DESIGN is our well-refined Spark Session. While others in our region try to copy our success, FEH continues to set the standards for this intense and interactive design session. We are successful at engaging large numbers of participants, listening to their ideas, studying them and evaluating options in a way that builds ownership by all those involved. The result is client and community confidence built by working side-by-side with the FEH design team.

We tailor the timeline to leverage other community events, issues and gatherings to maximize participation. The FEH team will facilitate and or participate in a way that is most appropriate to the specific need or event. In today's digital driven world, we have been successful at transferring this very in person process online. Through virtual meetings, live website updates, and online surveys we have been able to adapt to the ever-changing world. We customize each process that best meets your wants and needs.

For this project, FEH and MSA joined forces to host a Public Input Workshop SPARK Session in Ely, beginning at the Ely Fire Department at 8:30am on August 10th, and ending in the City Hall building to meet the after work crowd until 7:30pm. The following pages highlight the event and preliminary concept sketches developed that day.





CHAPTER 4
PLANNING, DESIGN,
IMPLEMENTATION

The Planning, Design, and Implementation Process

A major step in moving Old Town Ely forward is to make public improvements that show residents and business owners that the City is taking the initiative in revitalizing the area. Ely has done some recent streetscape improvements along Dows Street. These improvements -- which include ADA accessible sidewalks and ramps, ornamental pedestrian lighting, and planters on the sidewalk -- have helped to create an identity for the downtown, which incorporates the buildings that run along it.

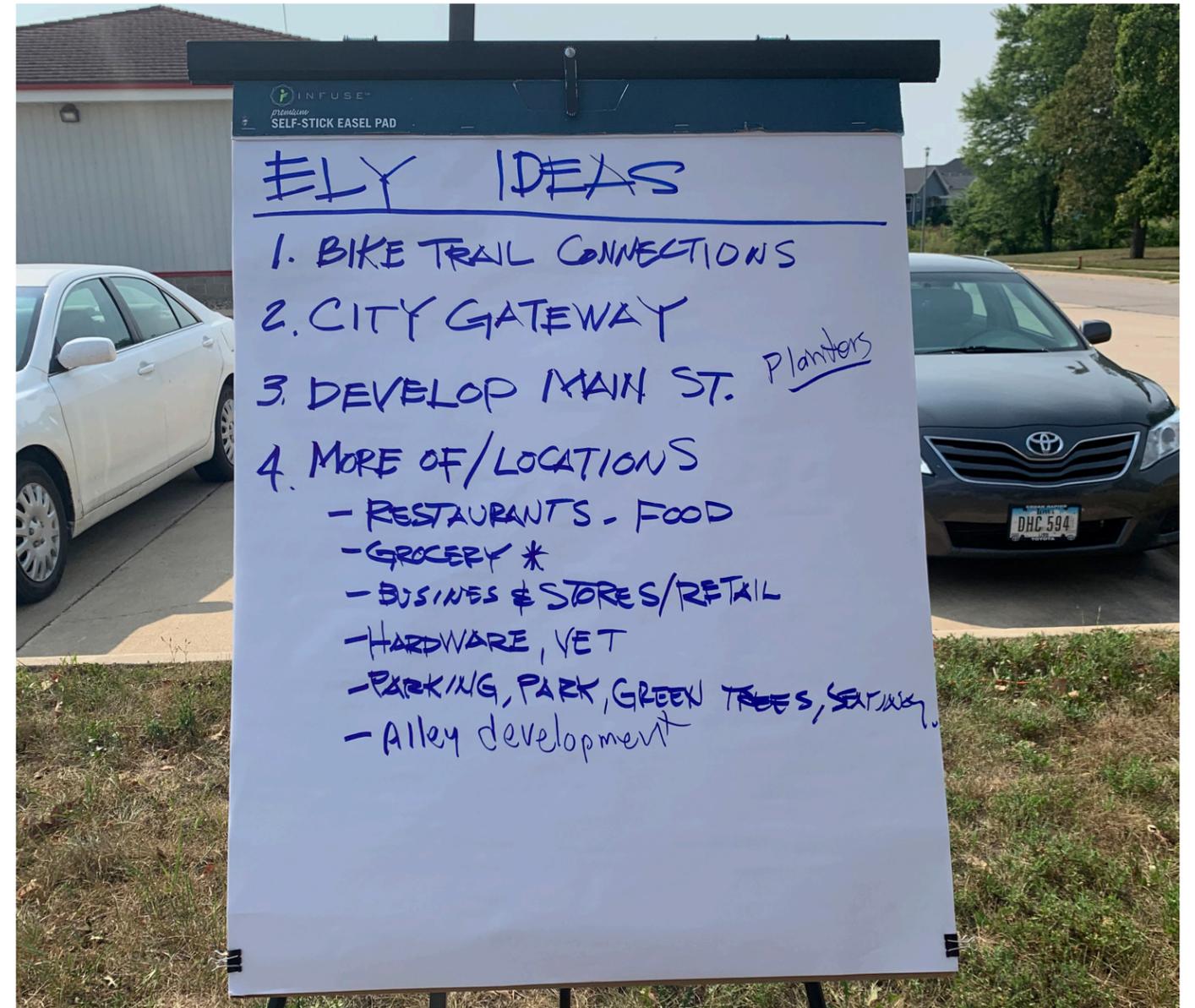
A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/flags, benches and green spaces within the public right-of-way. There is no single component that will meet the proceeding goals, but a balanced mix of these components can lead to the continued successful revitalization of the downtown. Guidelines in this section are intended to assist in the design reconstruction of those streets which have not yet received improvements, and reinforce the good design standards set by the most recent changes.

Commercial areas that are "friendly" to both vehicles and pedestrians have proven to be highly successful. This is even more apparent in downtown districts, as foot traffic is just as important as vehicle traffic. In general, a "friendly" street has features that provide mobility, safety, and comfort.

Many factors can influence how citizens perceive the downtown in their community. These factors combine to create the urban fabric, which can be simplified into three categories: districts, streets, and individual parcels & buildings. Studying the existing urban context provides insight on what properties are assets to enhance versus those that are strong candidates for redevelopment in order to revitalize the downtown.

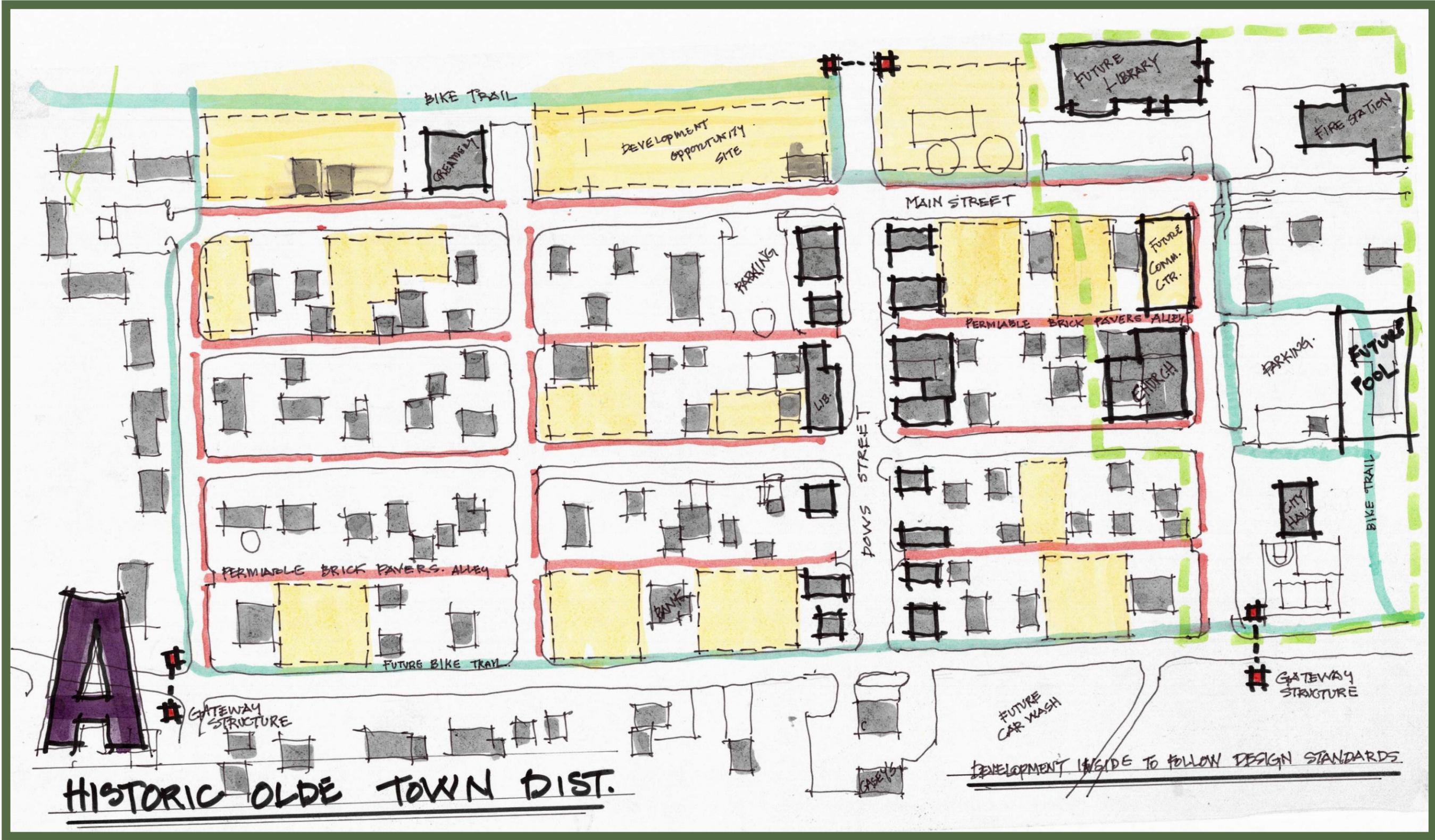
A District is a cohesive area with an identifiable character. Building uses, types and styles establish the overall character of this area. Ely's downtown district has a good mix of uses (i.e. residential, retail, office, civic and public). Disadvantages of this district include the building conditions for many of the buildings are in fair condition or below, flood prone areas, and lack of available commercial space. Strengths of the downtown come from the diversity of businesses and the historic context that still embodies downtown Ely, which provides strong anchors to the downtown. A few of the downtown buildings have been revitalized. This effort should continue throughout the downtown to preserve the viable historic architecture of many of the buildings in downtown Ely. The Old Town Atmosphere is a unique and important feature in the downtown that should be utilized to the fullest extent possible to bring new traffic from the community and visitors from outside the community.

One of the single biggest challenges in Downtown Ely is the area that is the floodplain. These areas limit the potential use going forward as well as any funding available for structures such as CDBG grants. These areas do provide great opportunities for unique stormwater management tactics and potential park areas that are designed to handle standing water.



The workshop held on August 10th prompted several design ideas that were sketched and shown on the following pages. Please keep in mind that these were *conceptual* in nature but brought to light the community's preferences as well as concerns, shaping the preferred concept for Ely.

Concept A:



Concept B:



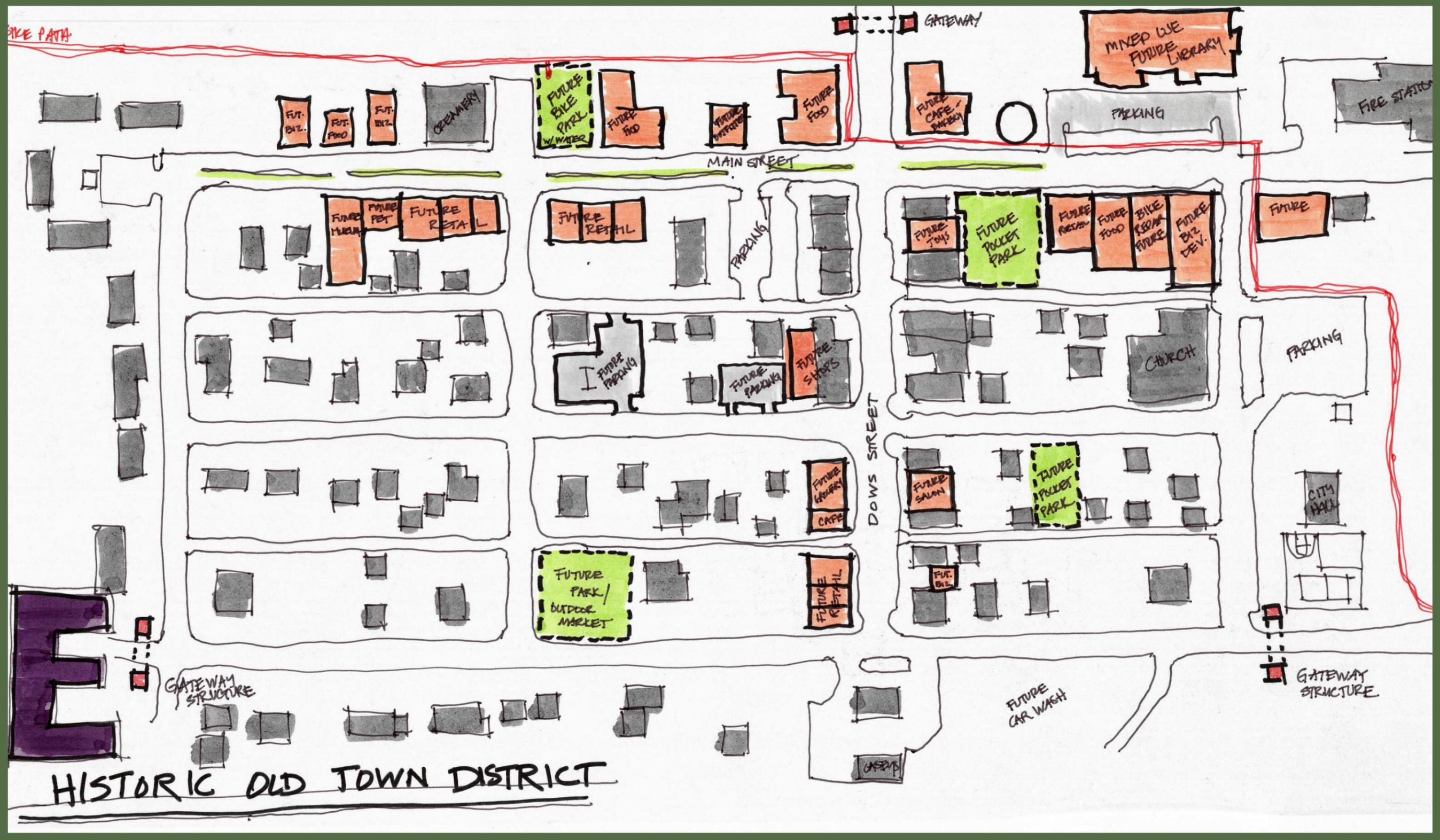
Concept C:



Concept D:



Concept E:



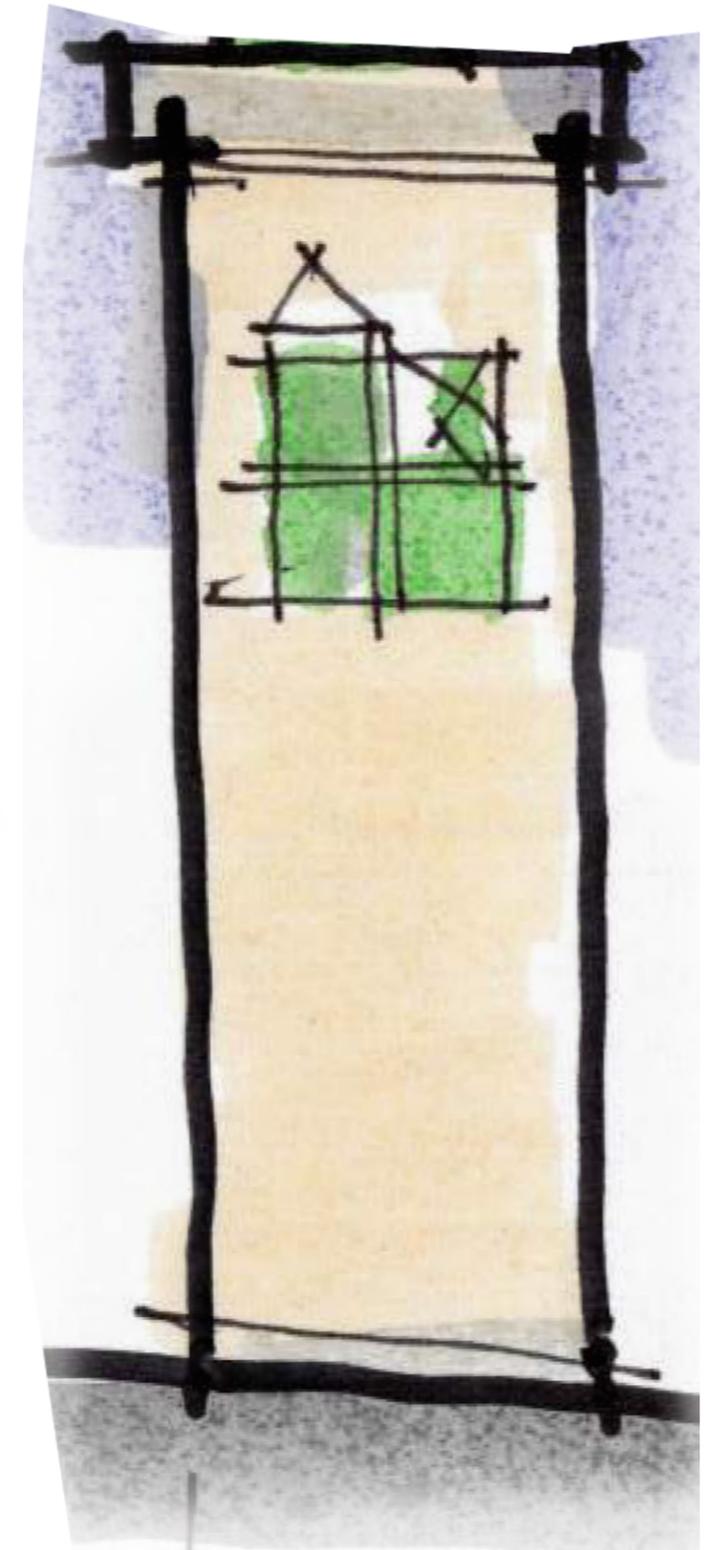
Concept F:



Concept G:

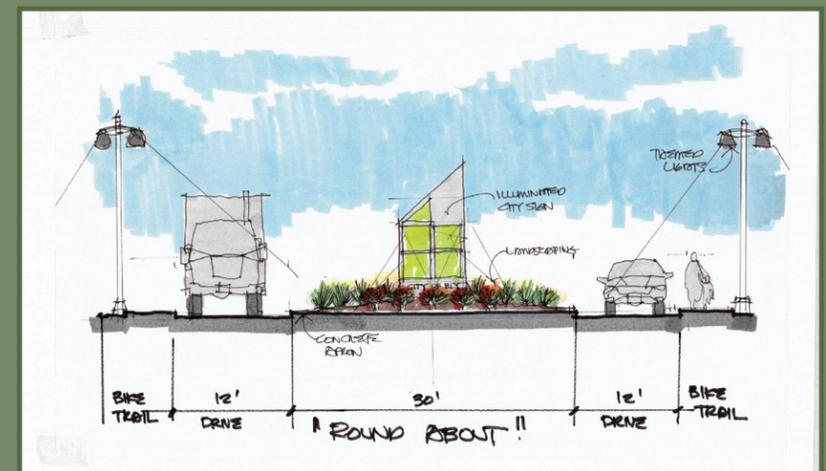
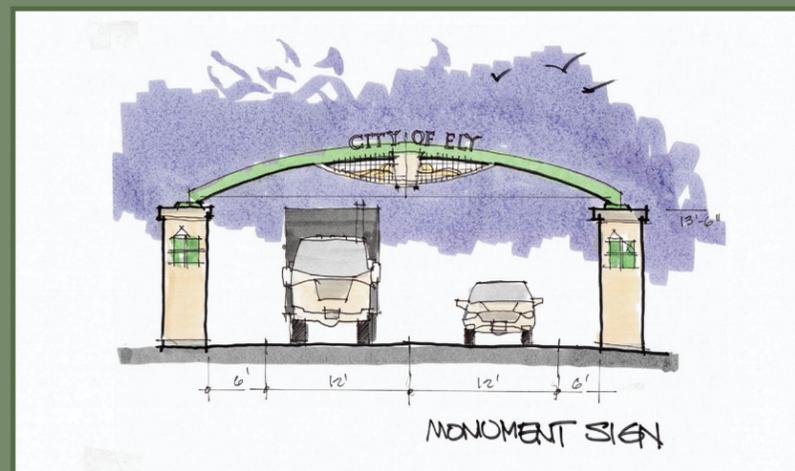
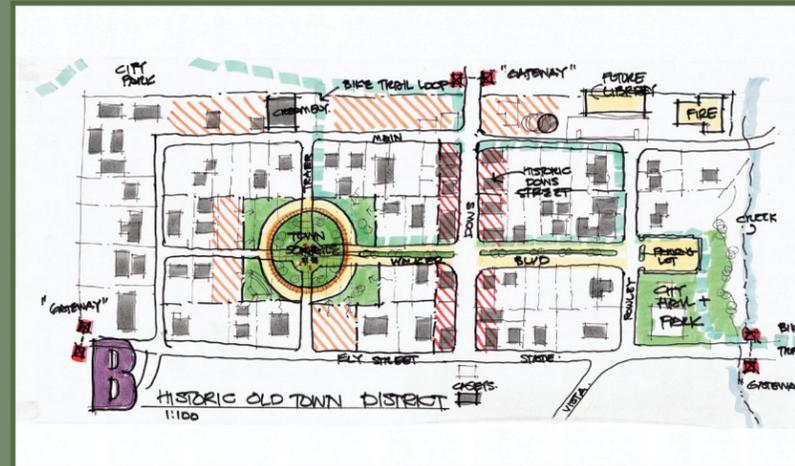


Wayfinding Signage Concepts



Compilation of Concepts for Input Survey:

- ELY PUBLIC WORKSHOP CONCEPTS -



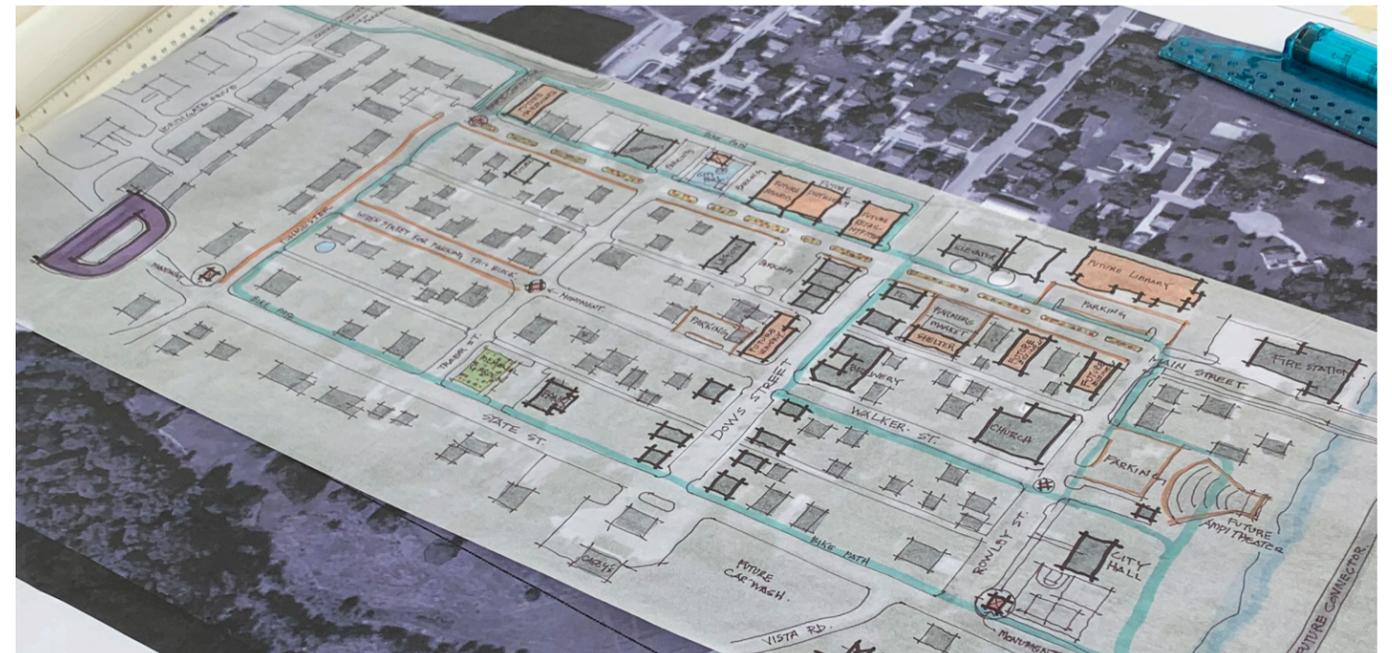
What We Heard:

PREFERRED ELEMENTS

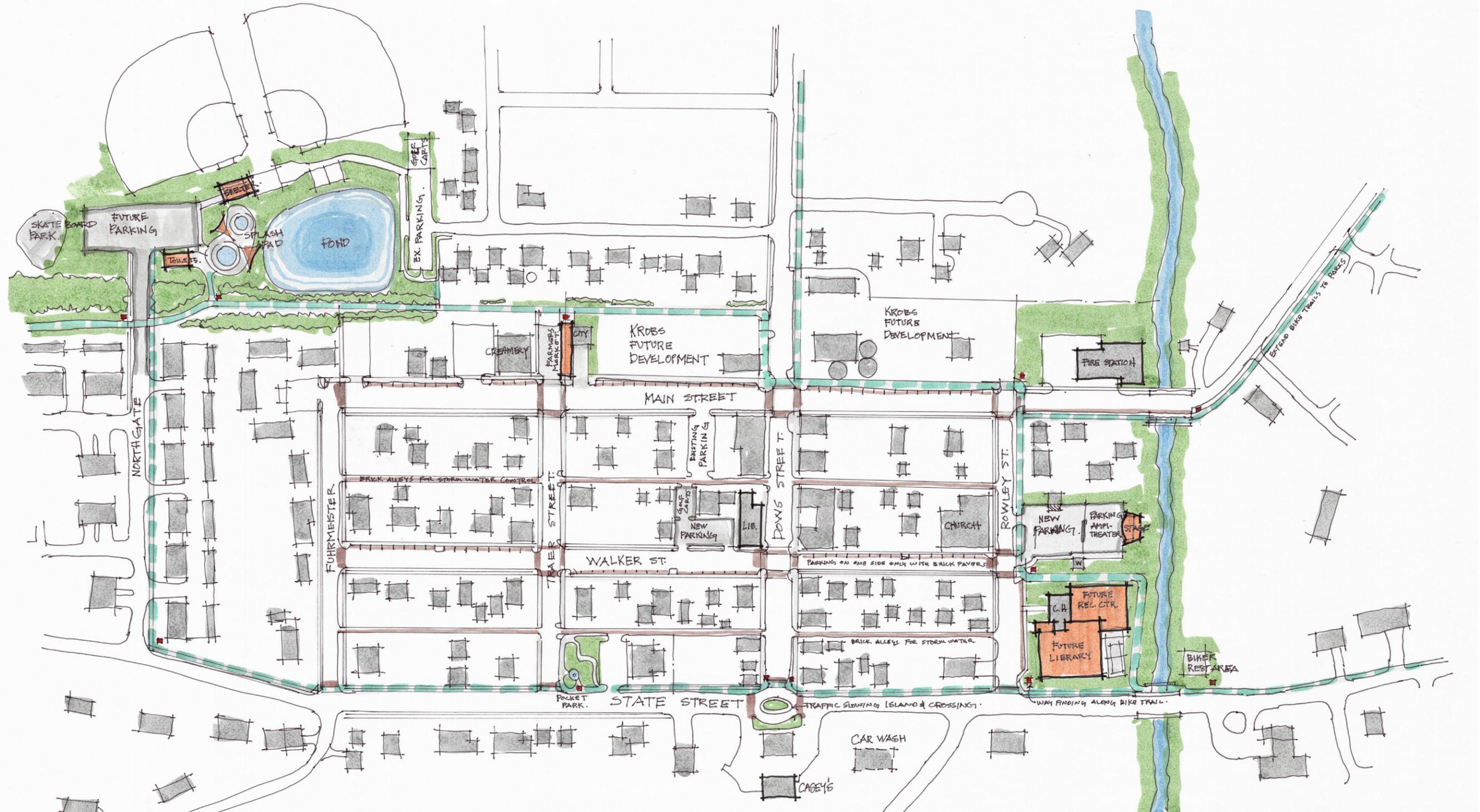
- IMPROVED STREETS, CURB, GUTTERS, AND SIDEWALKS
- PARKING OPTIONS ACROSS STUDY AREA
- COMPATIBLE WITH DOWS STREET APPEARANCE
- GREEN/PARK SPACES – UTILIZE EXISTING OPEN AREAS, POCKET PARKS, GAZEBOS/ GATHERING SPACES
- BIKE LOOP/MULTI-USE TRANSPORTATION BUSINESS ACCESS
- PRIORITIZE IMPLEMENTATION BY URGENCY – MAIN STREET & BUSINESS FRONTAGE
- IDENTIFY HISTORIC COMPONENT, BUT CONSCIOUS OF COST
- GATEWAY SIGNAGE, BUT TASTEFULLY PRESENTED
- POSSIBLE TRAER STREET EXTENSION PAST CREAMERY
- CITY HALL PROPERTY MULTI-USE CONSIDERATIONS
- COMMUNITY CENTER
- FARMERS MARKET
- AMPHITHEATER

CONCERNS

- ELEMENTS AFFECTING CURRENT RESIDENTIAL PROPERTIES
- ROUNDABOUTS, ESPECIALLY IF THERE WOULD BE TWO
- SAFETY CONCERNS WITH BIKE TRAIL ALONG STATE STREET
- LIBRARY LOCATION UNCERTAINTY
- KROB PROPERTY COMPATIBILITY/FUTURE USES
- TOWN SQUARE CONCEPT



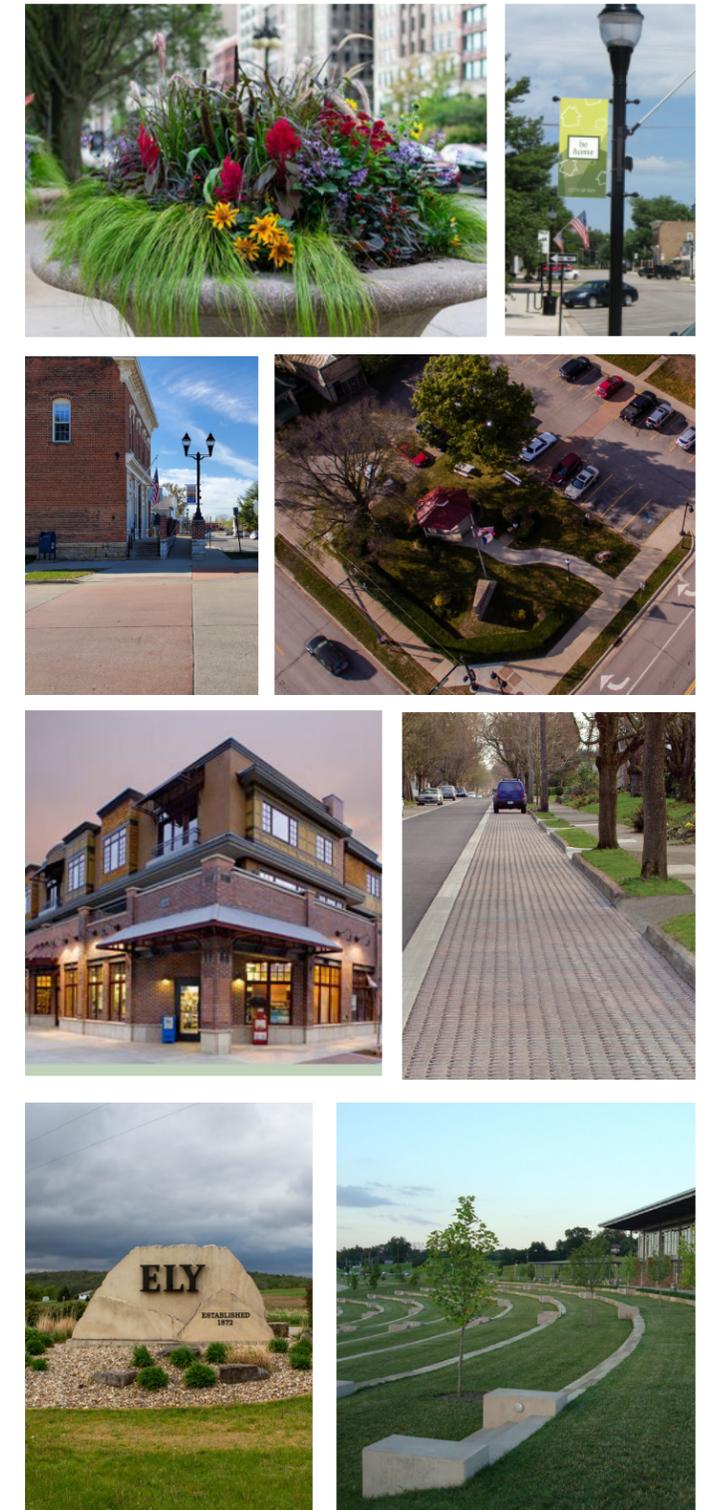
Continued Concept Development Based on Feedback Gathered



Community Character Study:



Character Imagery



Old Town Ely, IA ~ Concept Plan

OLD TOWN ELY RECOMMENDATIONS

- Roadway and Utility throughout all of Old Town Ely as indicated on the project study area map
- Permeable pavers throughout alleys
- Colored Crosswalks at all major intersections
- Additional lighting and banners throughout the entire Old Town Area to match Dows Street
- Additional Streetscape elements including street trees, planters, benches, bicycle racks, trash receptacles, Perennial Planting areas
- Areas for vehicular parking, bicycle parking, golf cart parking, and snow mobile parking
- Outdoor Education area with possible amphitheater by the City Hall
- Additional trails throughout Old Town Ely and an additional trail loop, splash pad, and parking at City Park
- Trail connections to other local parks
- Gateway features and placemaking opportunities
- Pocket Parks as identified on the plan
- A City Hall Expansion with new library/ municipal complex
- Updated sidewalks for safer walkability and accessibility for all

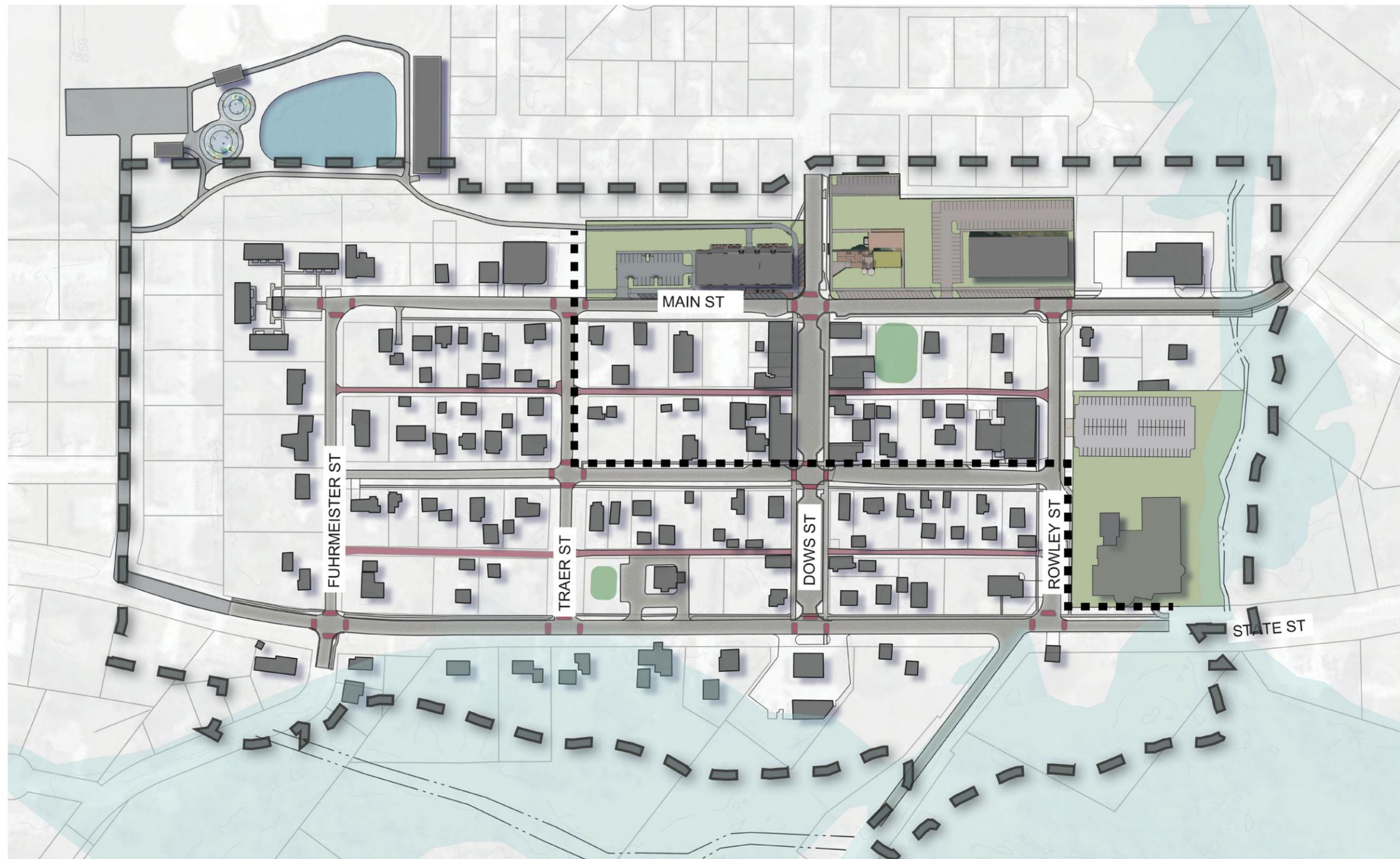


KROB PROPERTY RECOMMENDATIONS

(All recommendations have been in coordination with plans provided by Mark Krob and renderings by Aspect Architects)

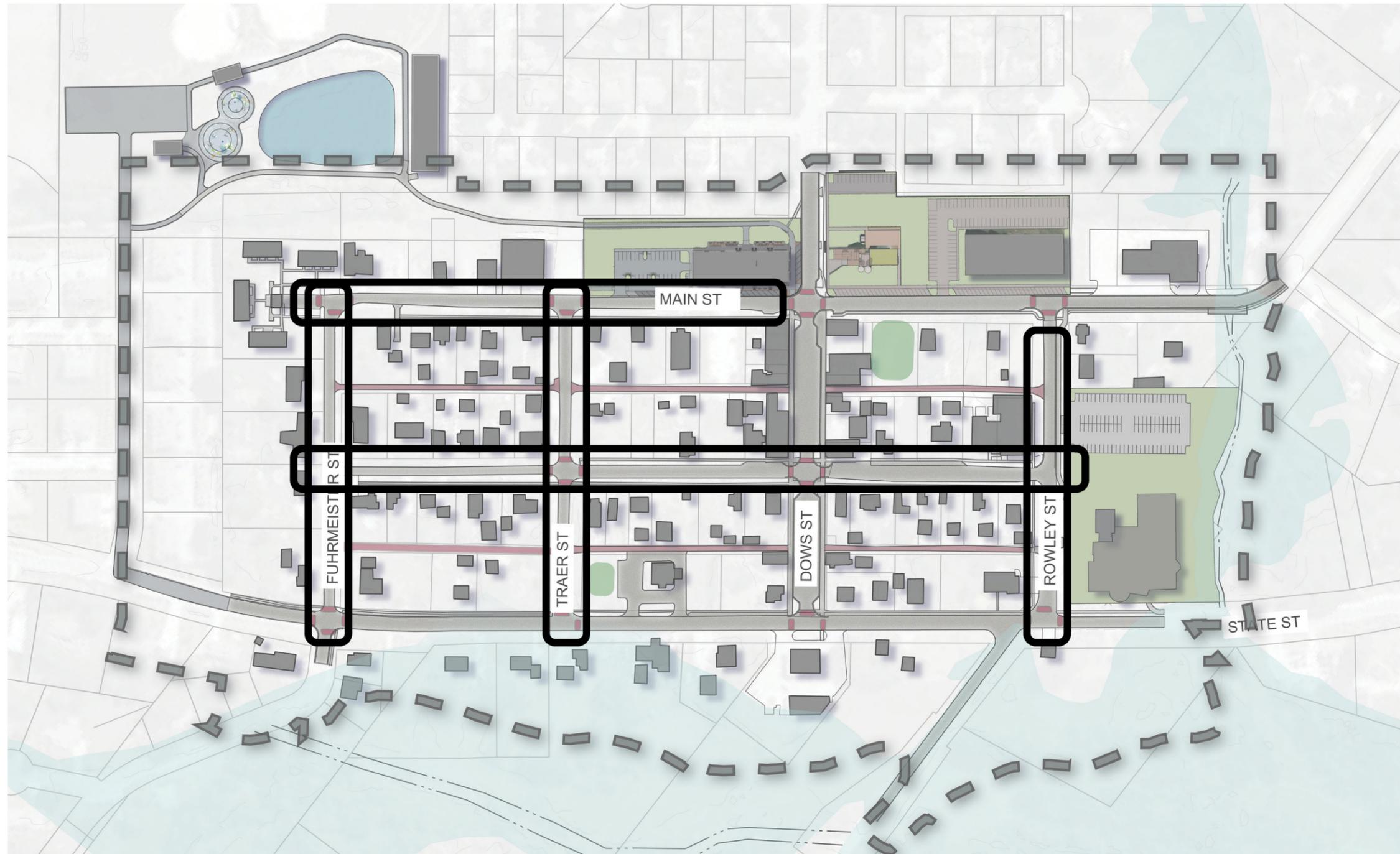
- Mixed Use Building at the intersection of Main Street and Dows Street (to the west), equipped with on street parallel parking and an off-street parking lot, street trees, benches and other amenities to promote walkability
- Historic Restoration and Event Center Expansion at current Grain Bin area located at the intersection of Main Street and Dows Street (to the east)
- Future Development area between the Event Center and Fire Station
- To accommodate all modes of transportation

Old Town Ely Concept:



FOR FURTHER CLARIFICATION OF THE CONCEPT ILLUSTRATED HERE, THE NEXT SEVERAL PAGES HIGHLIGHT THE RECOMMENDED IMPROVEMENTS IN THE FOLLOWING CATEGORIES: ROADWAY AND UTILITY IMPROVEMENTS, INTERSECTION IMPROVEMENTS, ALLEY IMPROVEMENTS, POCKET PARKS, PARKS/OUTDOOR EDUCATION IMPROVEMENTS, MIXED USE/COMMERCIAL OPPORTUNITIES, COMMUNITY EVENT SPACES, ADDITIONAL PARKING, ADDITIONAL TRAILS, AND OBJECTIVES + NEXT STEPS FOR EACH.

Roadway and Utility Improvements:



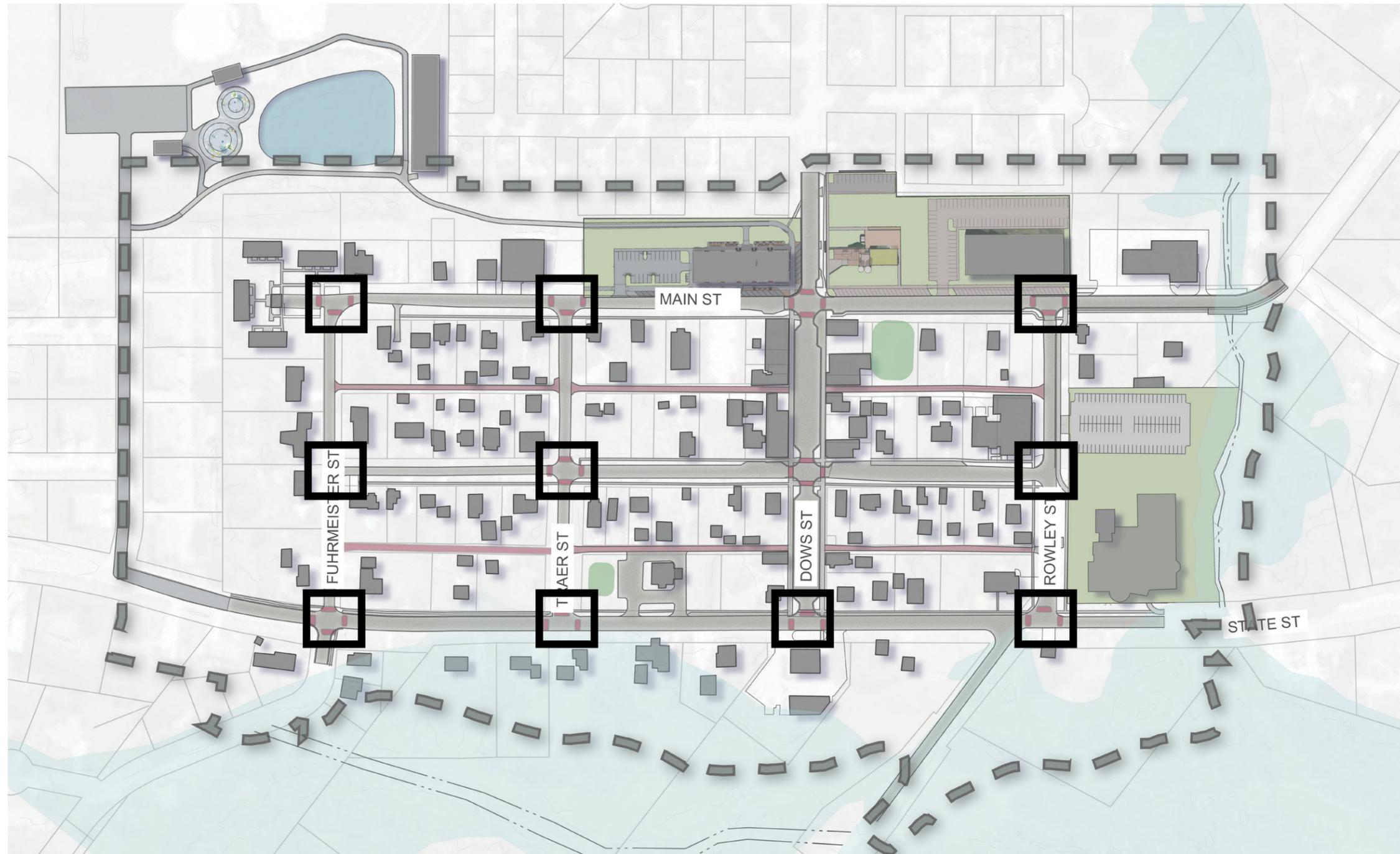
OBJECTIVES

- Streetscape reconstruction
- Sanitary sewer replacement and rehabilitation
- Water main replacement
- Stormwater management

NEXT STEPS

- Preliminary and Final Design
- Project Financing and Funding Evaluation
- Multi-phase street reconstruction

Intersection Improvements:



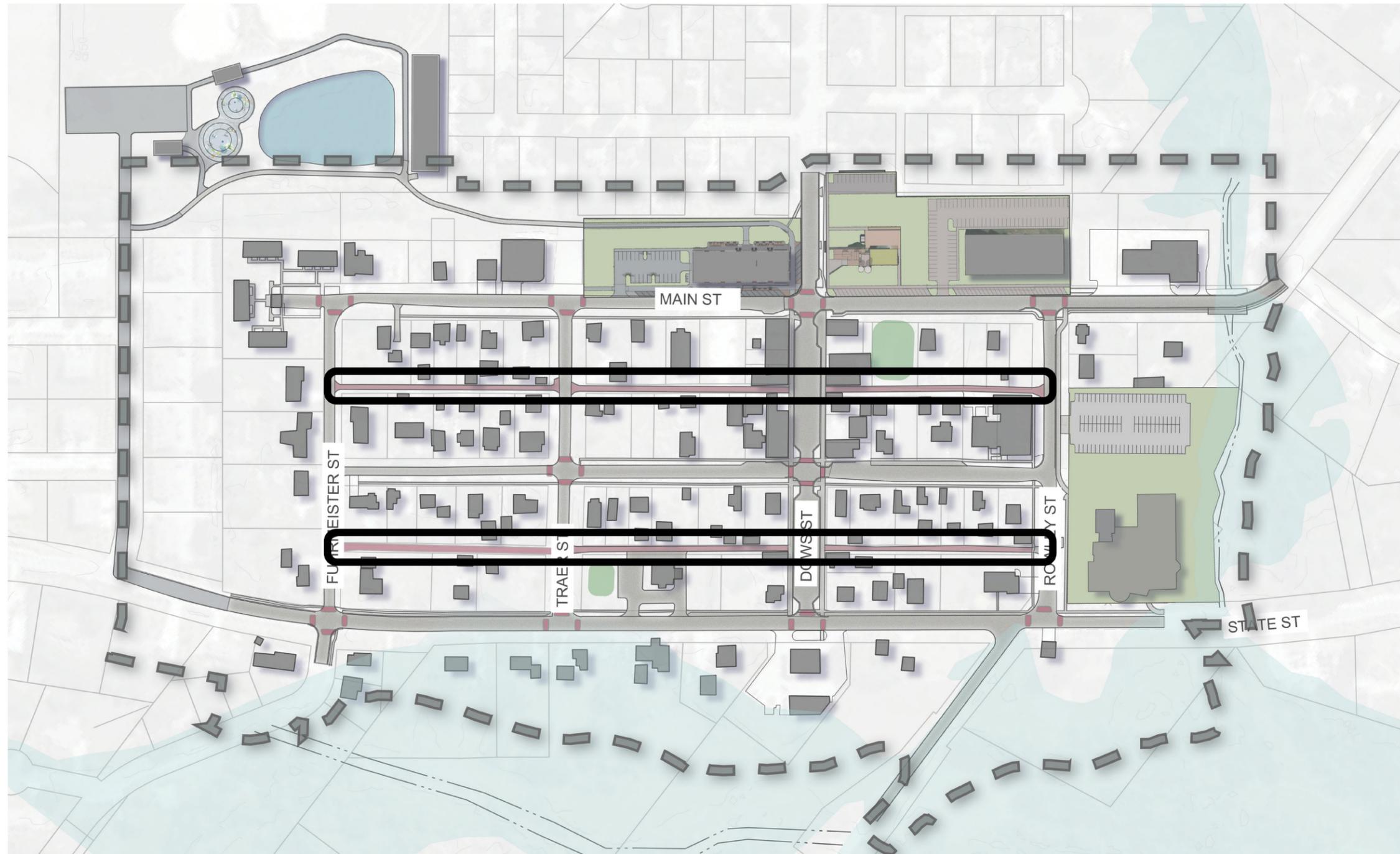
OBJECTIVES

- Pedestrian access
- Bicycle access
- Traffic calming
- Gateway signage

NEXT STEPS

- Preliminary & final Engineering followed by Street Reconstruction
- Wayfinding Study

Alley Improvements:



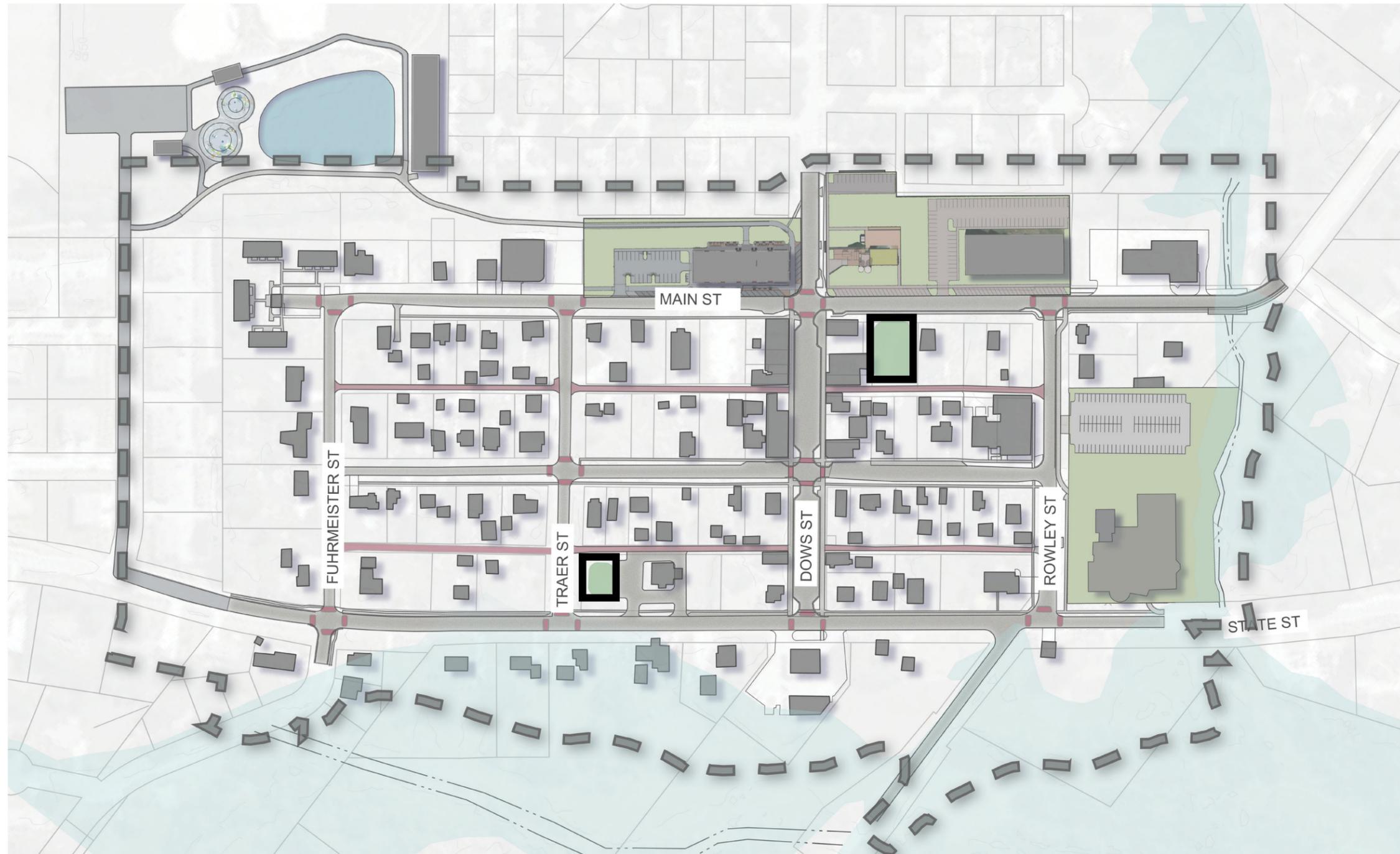
OBJECTIVES

- Property access
- Utility relocations
- Stormwater management

NEXT STEPS

- Preliminary & Final Engineering followed by Street Reconstruction

Pocket Parks:



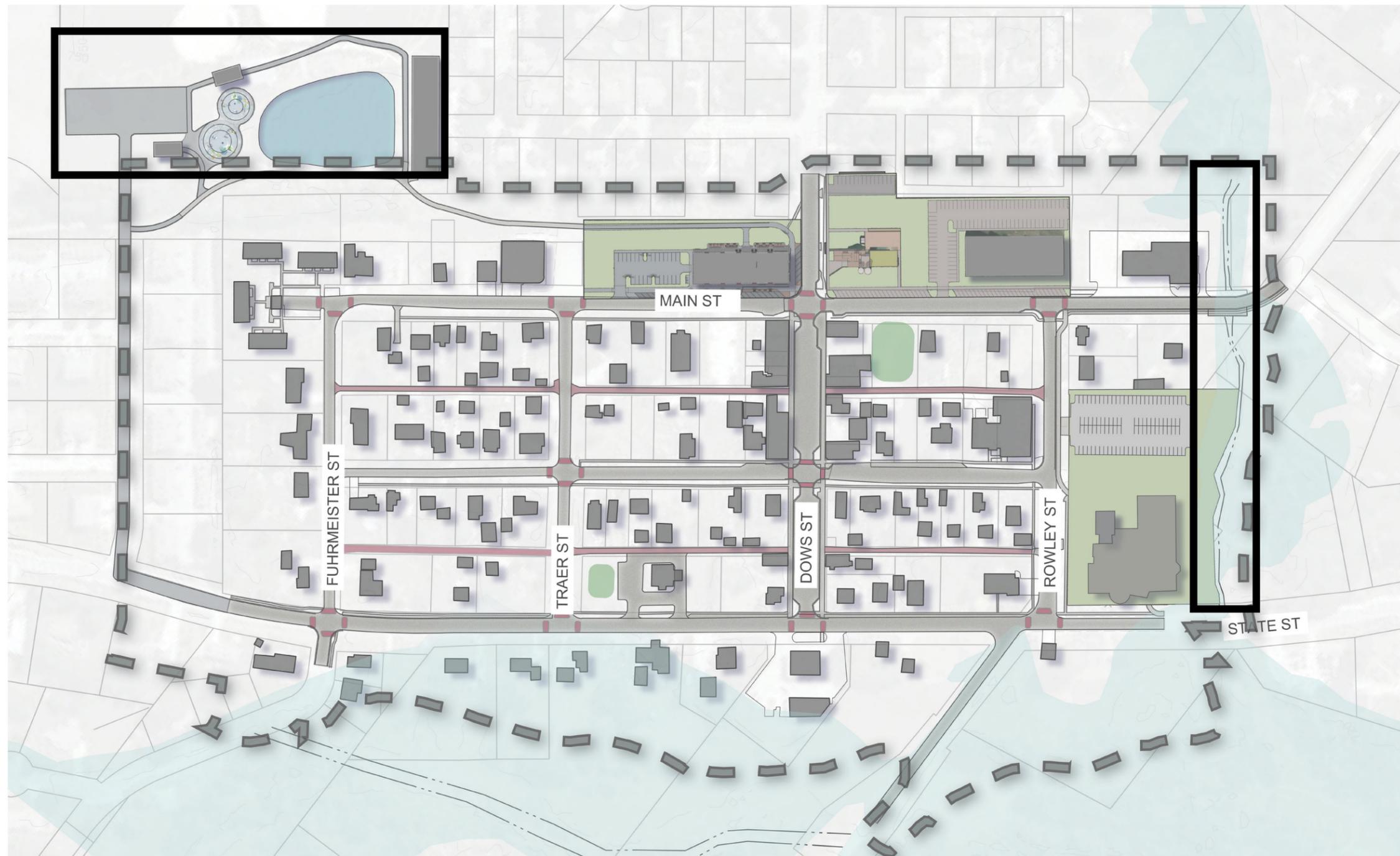
OBJECTIVES

- Beautification
- Signage
- Open Space Development

NEXT STEPS

- Parks Master Plan

Parks / Outdoor Education Improvements



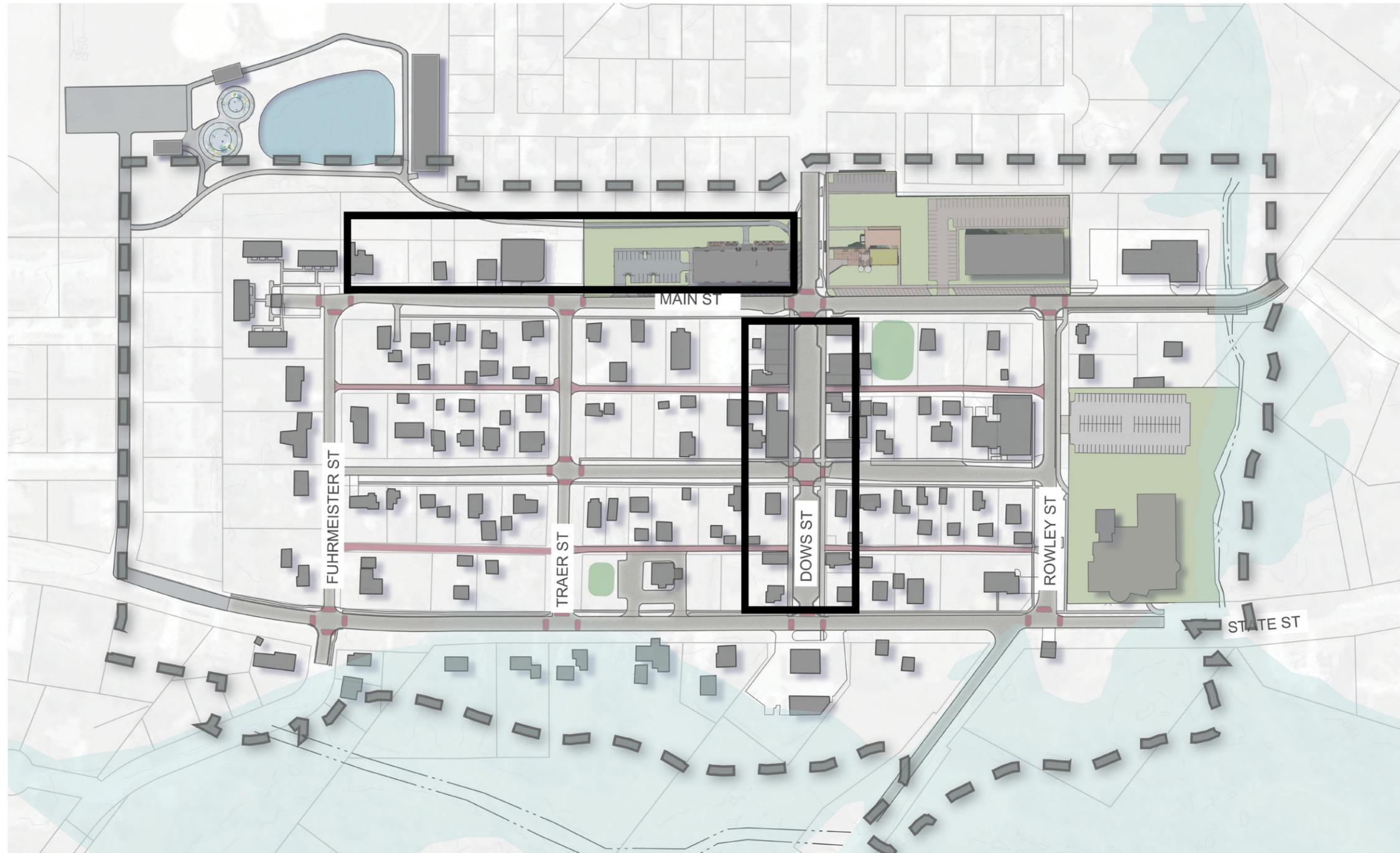
OBJECTIVES

- Beautification
- Community Character
- Open Space Development

NEXT STEPS

- Parks Master Plan
- Trails Master Plan

Mixed Use/Commercial Opportunities



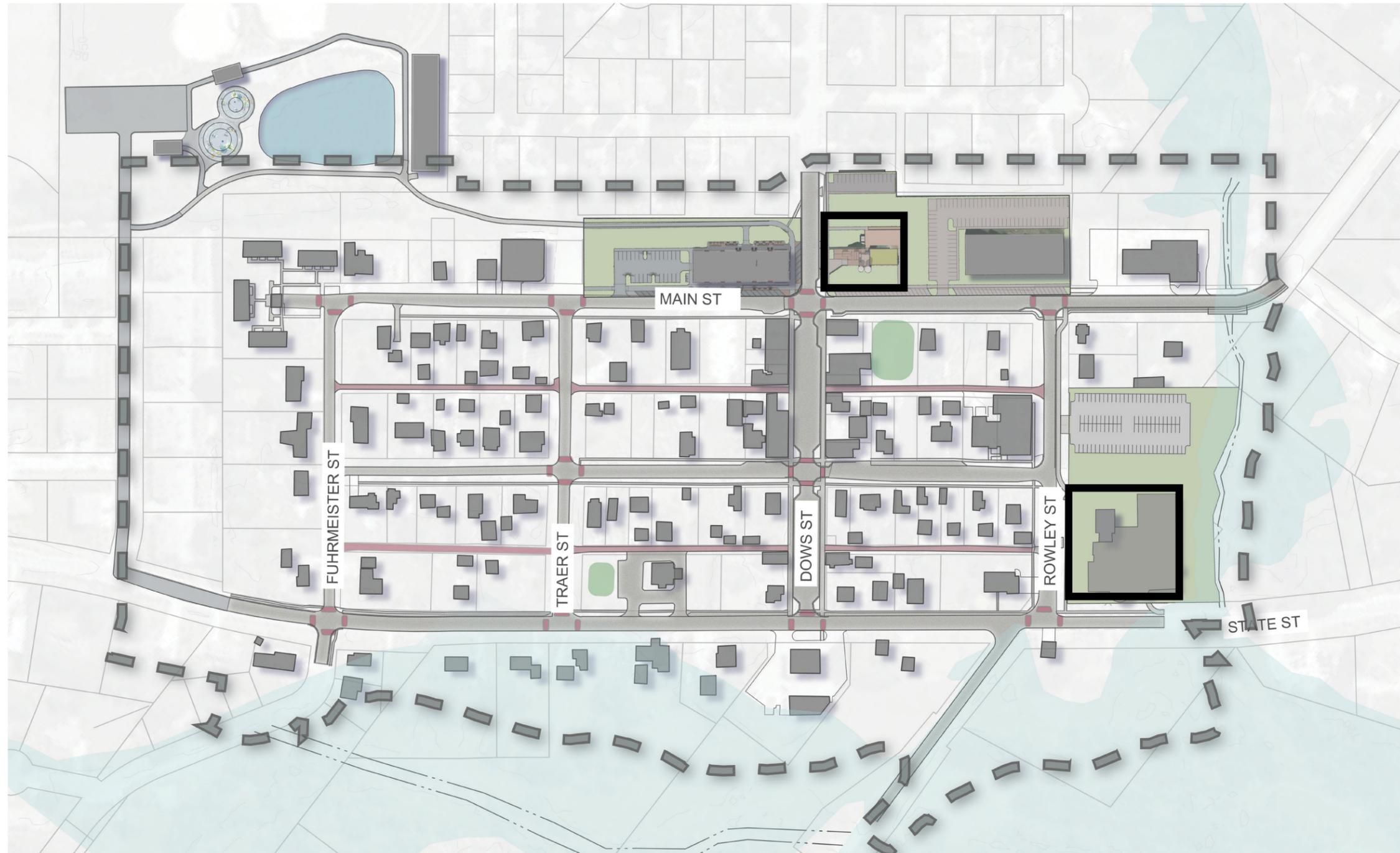
OBJECTIVES

- Economic Growth & Development
- Downtown Expansion
- Community Character

NEXT STEPS

- Rezoning or Zoning Overlay District
- Comprehensive Plan

Community Event Spaces



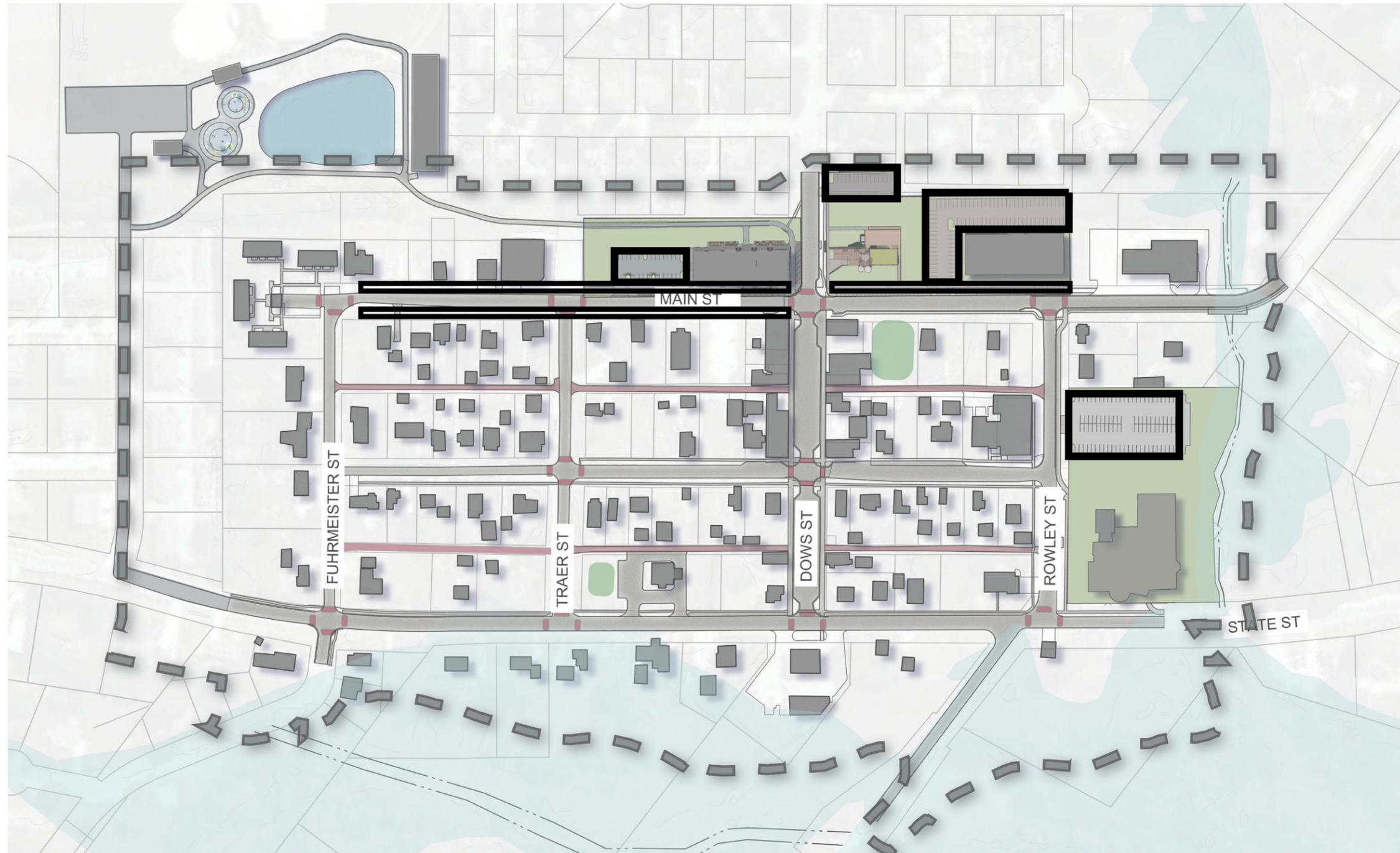
OBJECTIVES

- Community Character
- Gathering Spaces

NEXT STEPS

- Trails Master Plan
- Parks Master Plan
- Wayfinding Signage

Additional Parking



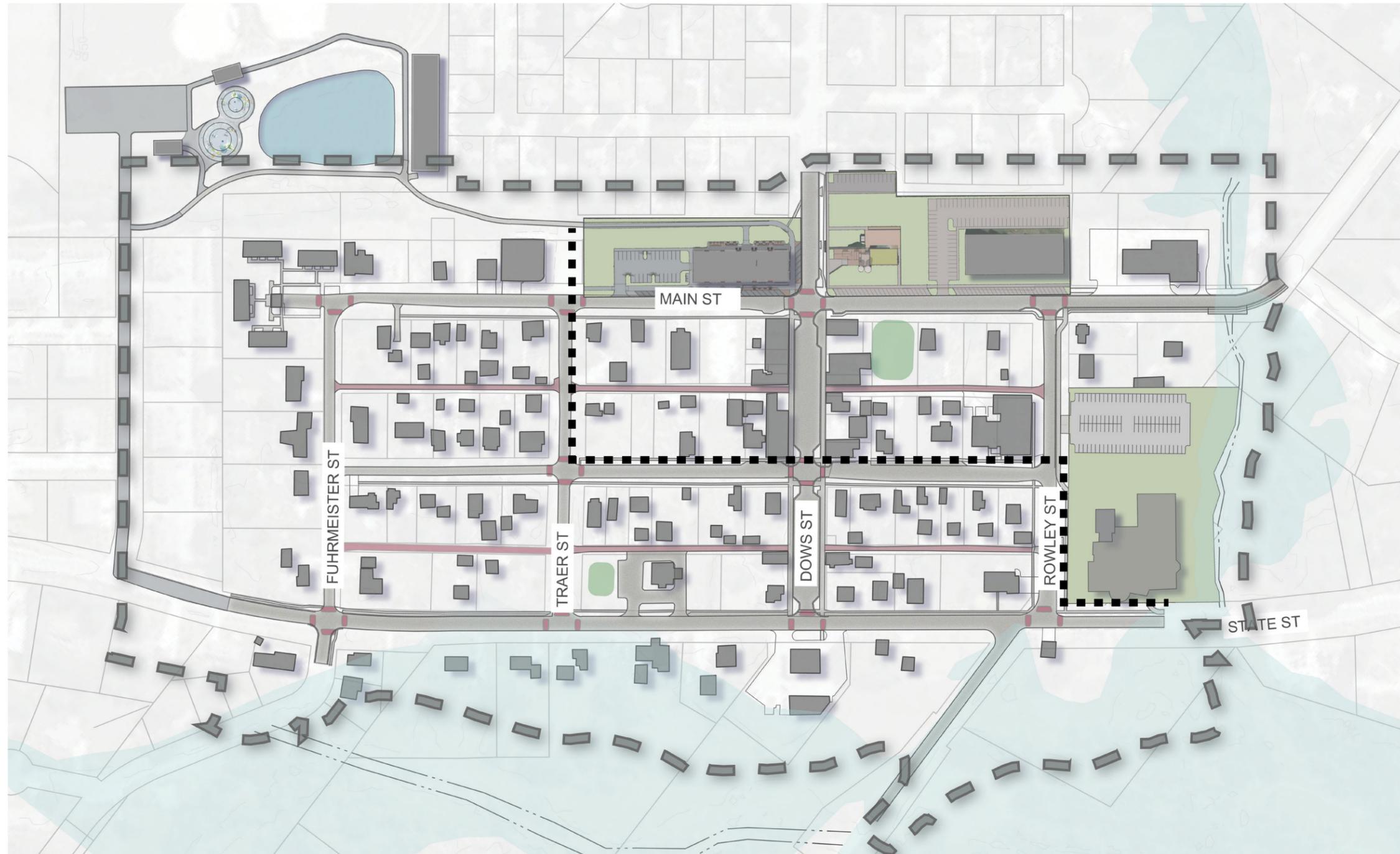
OBJECTIVES

- Visitor Parking
- Gathering Spaces
- Downtown Access

NEXT STEPS

- City Hall Parking Project Completion
- Streetscape Improvements
- Commercial Redevelopment

Additional Trails



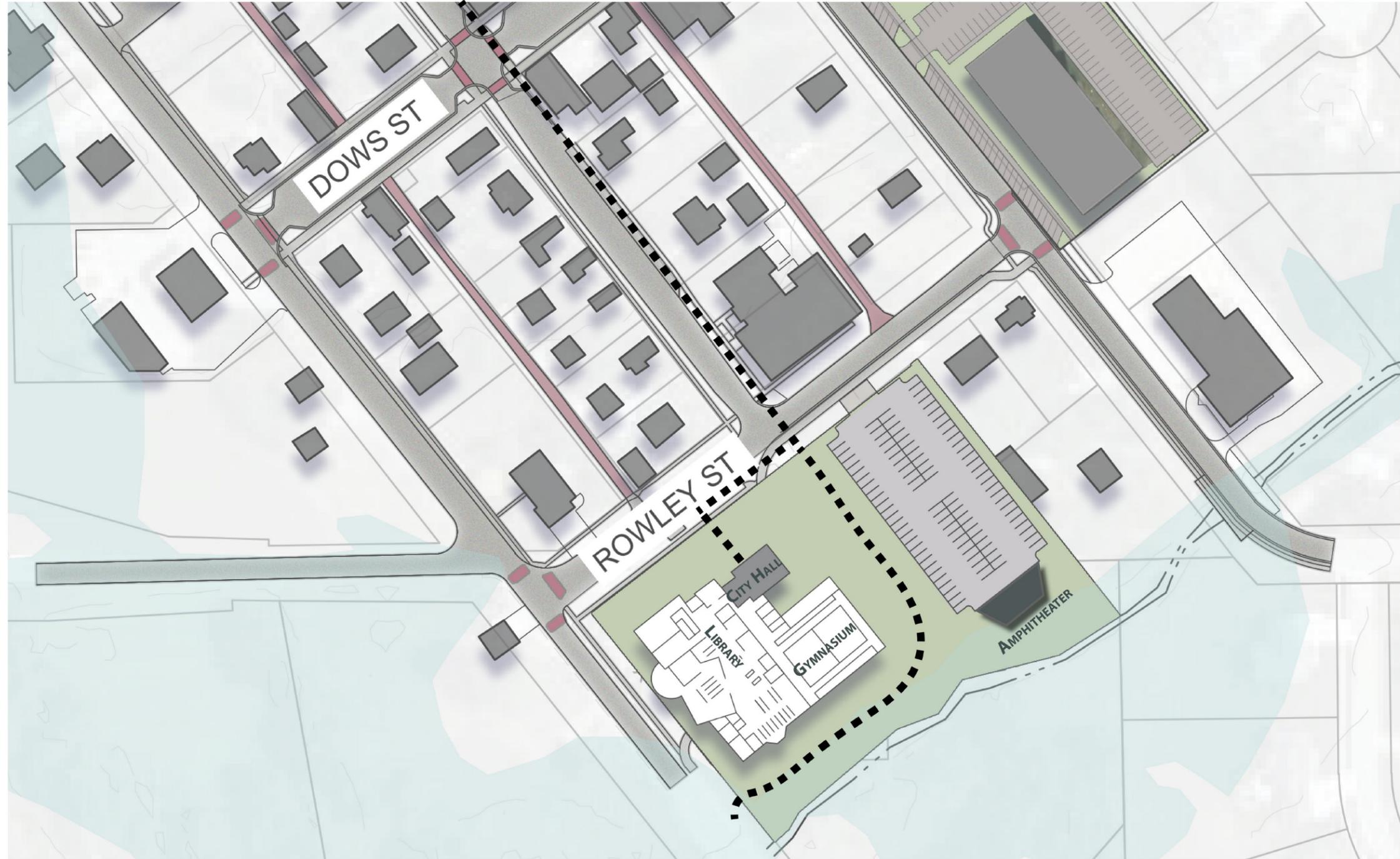
OBJECTIVES

- Walkability/Bikeable
- Accessibility/Pedestrian Friendly
- Community Character

NEXT STEPS

- Trails Master Plan
- Open Space Master Plan
- Wayfinding Signage

Library Concept 1



OBJECTIVES

- Preserve City Hall
- Add Community Facilities
- Add a Library
- Add a Gymnasium

NEXT STEPS

- Review Site Evaluation Study
- Determine a preferred direction

Library Concept 2



OBJECTIVES

- Add Community Facilities
- Add a Library
- Add a Gymnasium
- Plan for Future Expansion

NEXT STEPS

- Review Site Evaluation Study
- Determine a preferred direction

Streetscape and Street Section Scenarios



The following pages illustrate potential street sections and scenarios for the streets show in the images here:

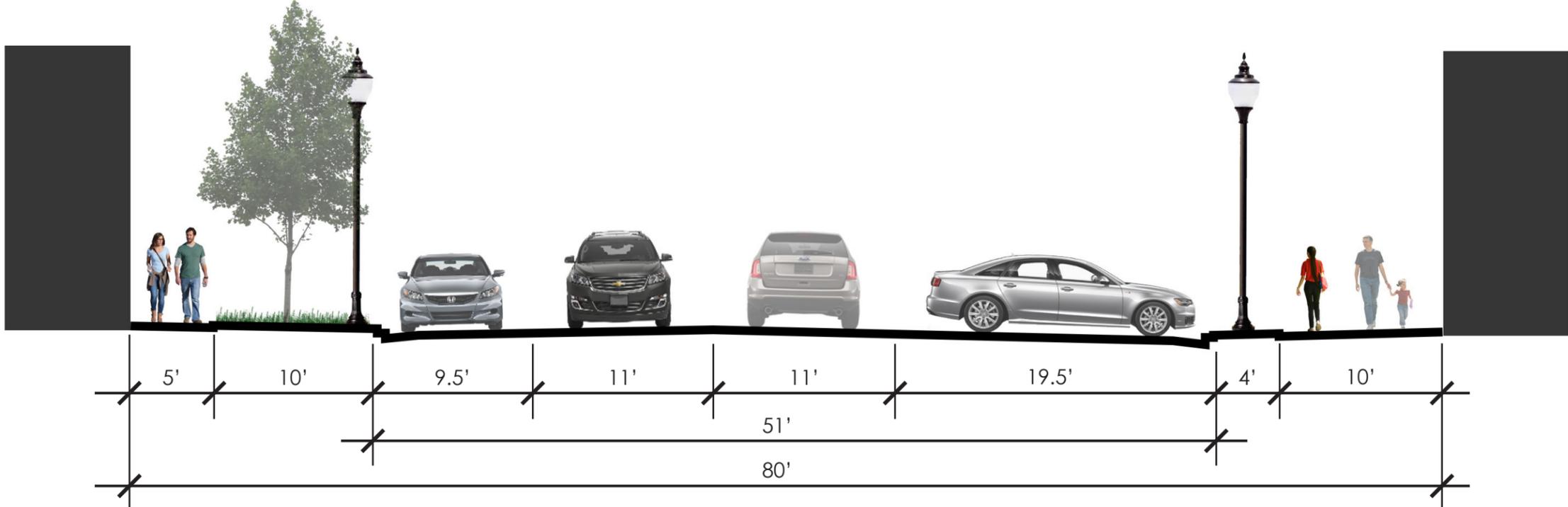
**Main Street
Traer and Walker Street
Furmeister Street**

The sections show how these roadways could be improved through reconstruction.



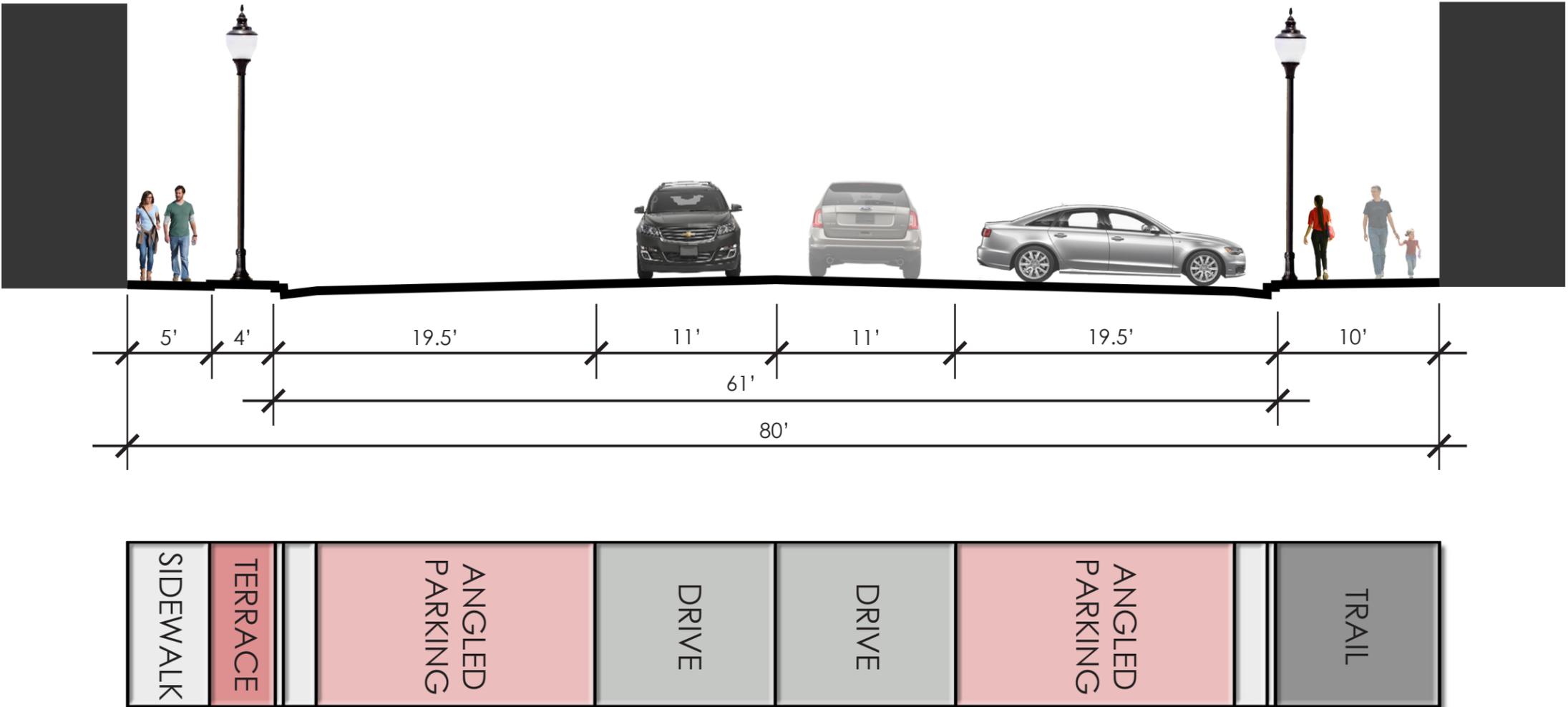
Street Section Possibilities:

MAIN STREET OPTION 1



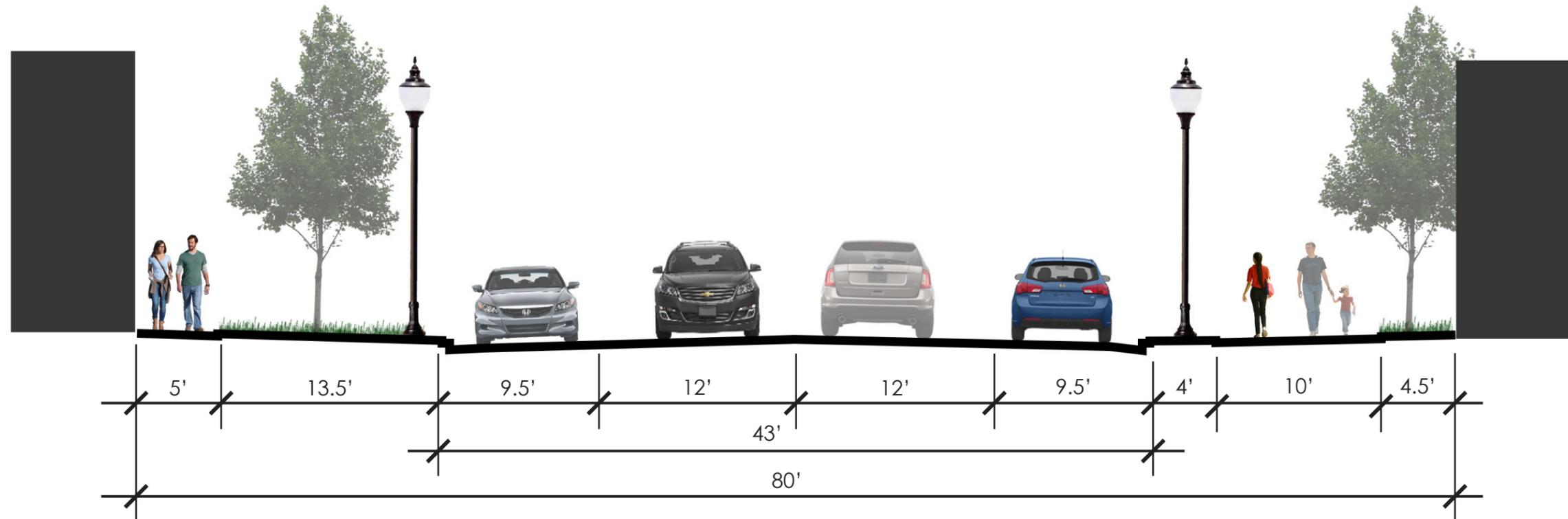
Street Section Possibilities:

MAIN STREET OPTION 2



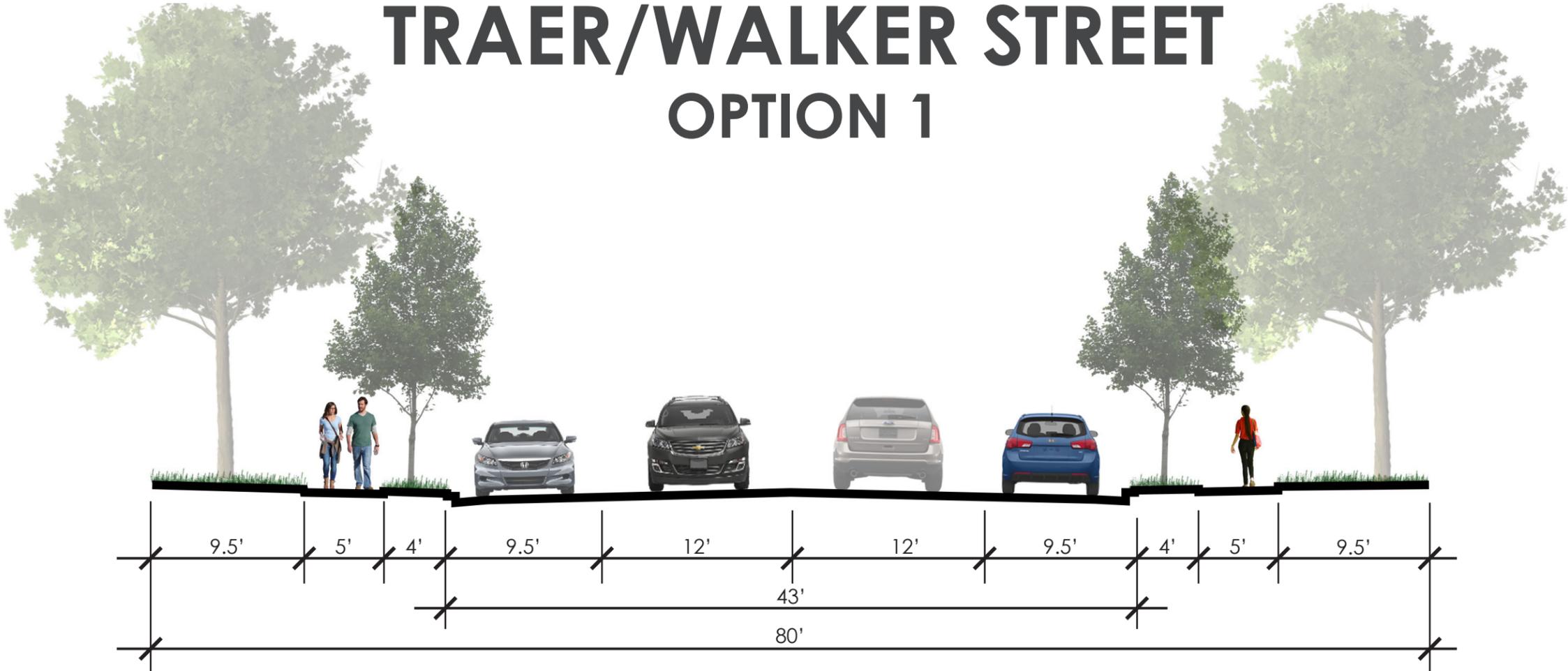
Street Section Possibilities:

MAIN STREET OPTION 3



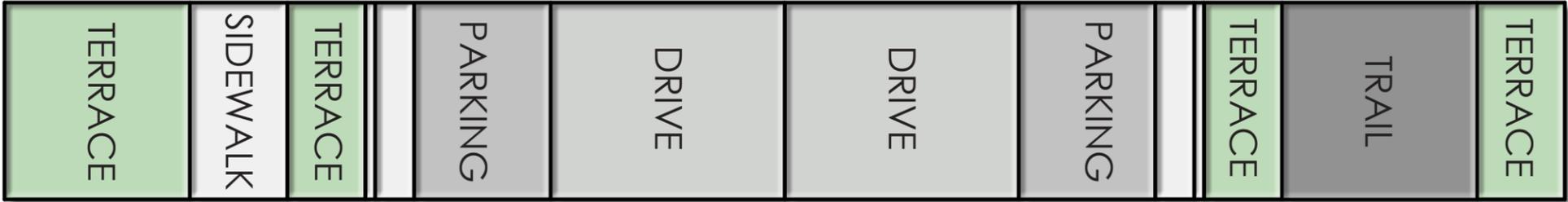
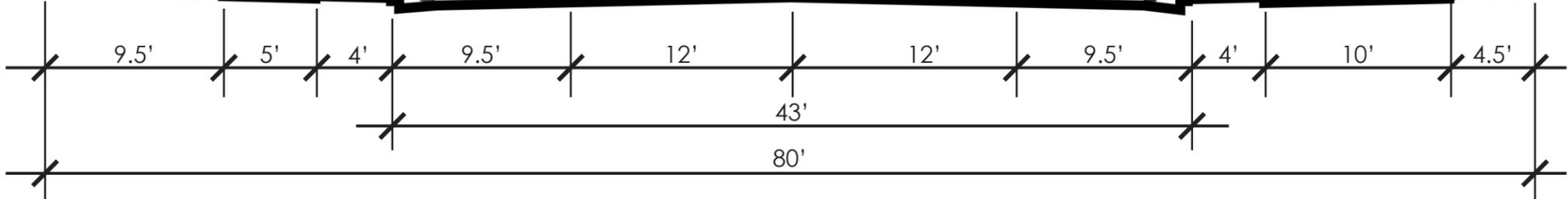
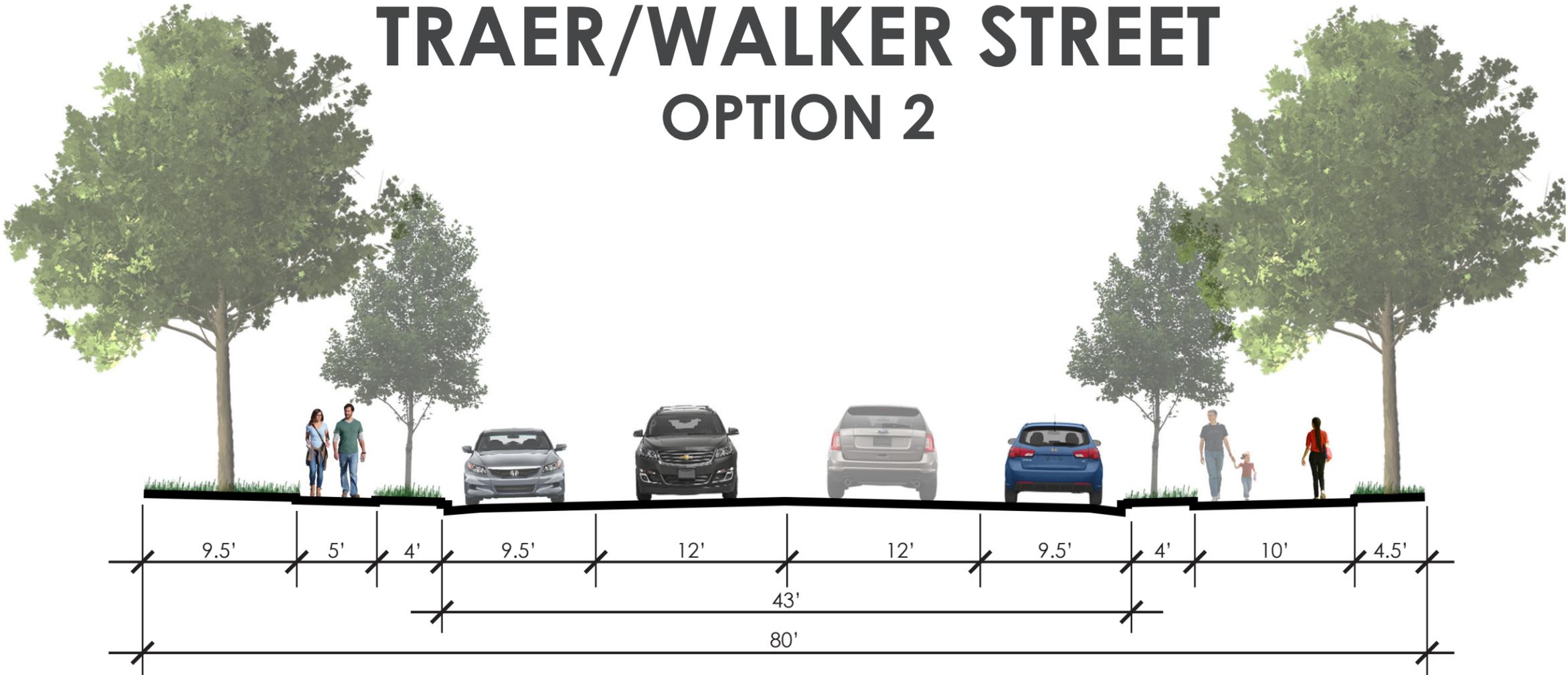
Street Section Possibilities:

TRAER/WALKER STREET OPTION 1



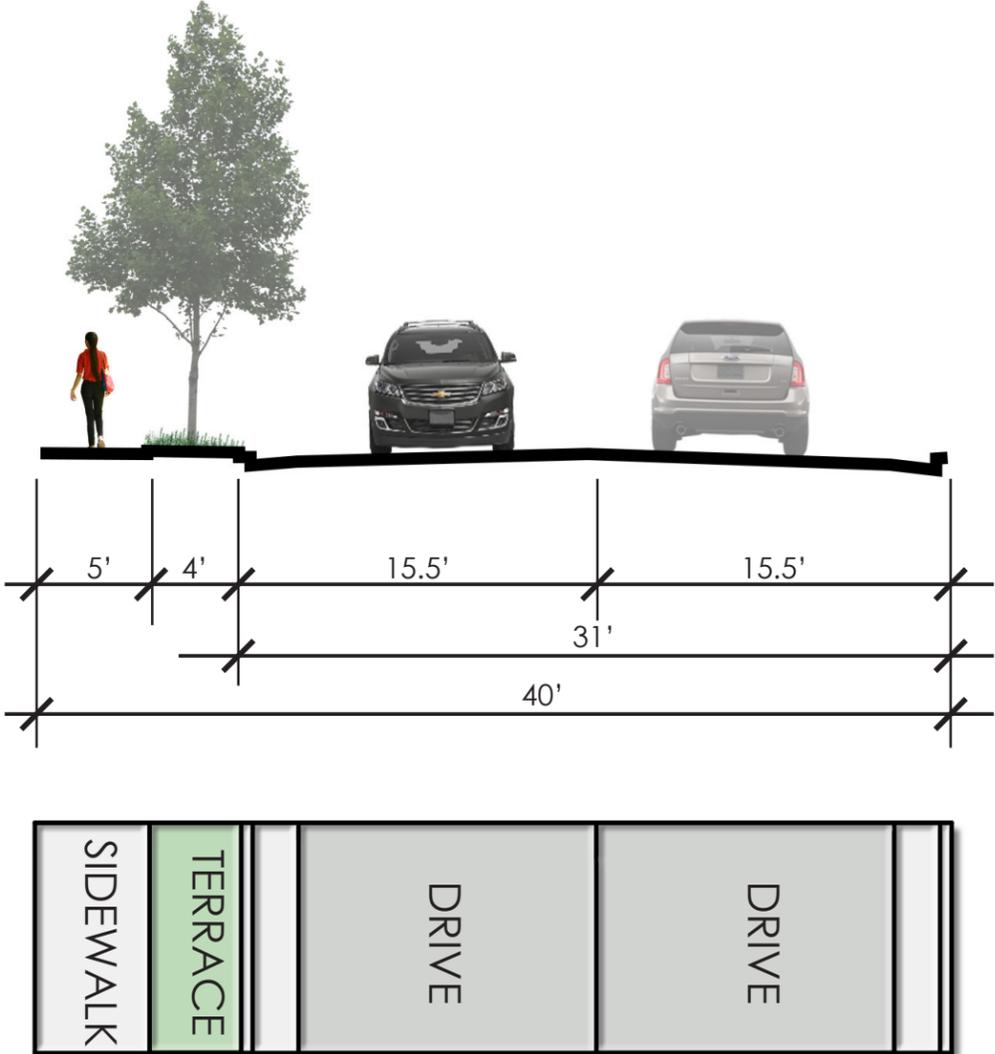
Street Section Possibilities:

TRAER/WALKER STREET OPTION 2



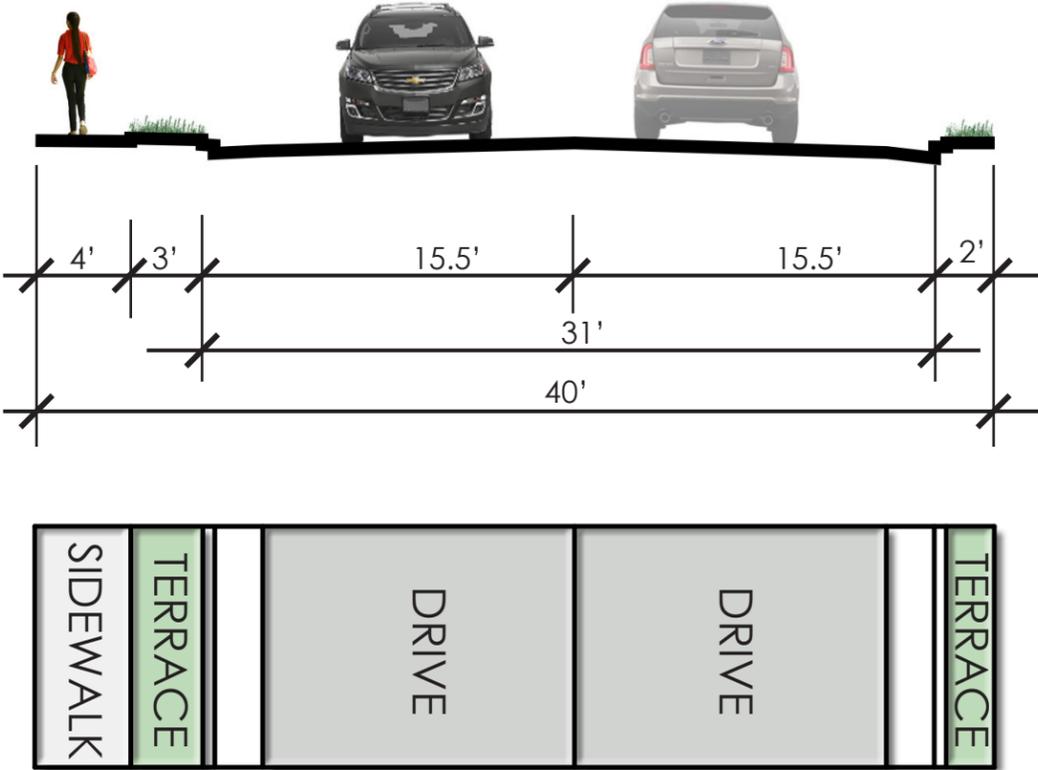
Street Section Possibilities:

FUHRMEISTER STREET OPTION 1



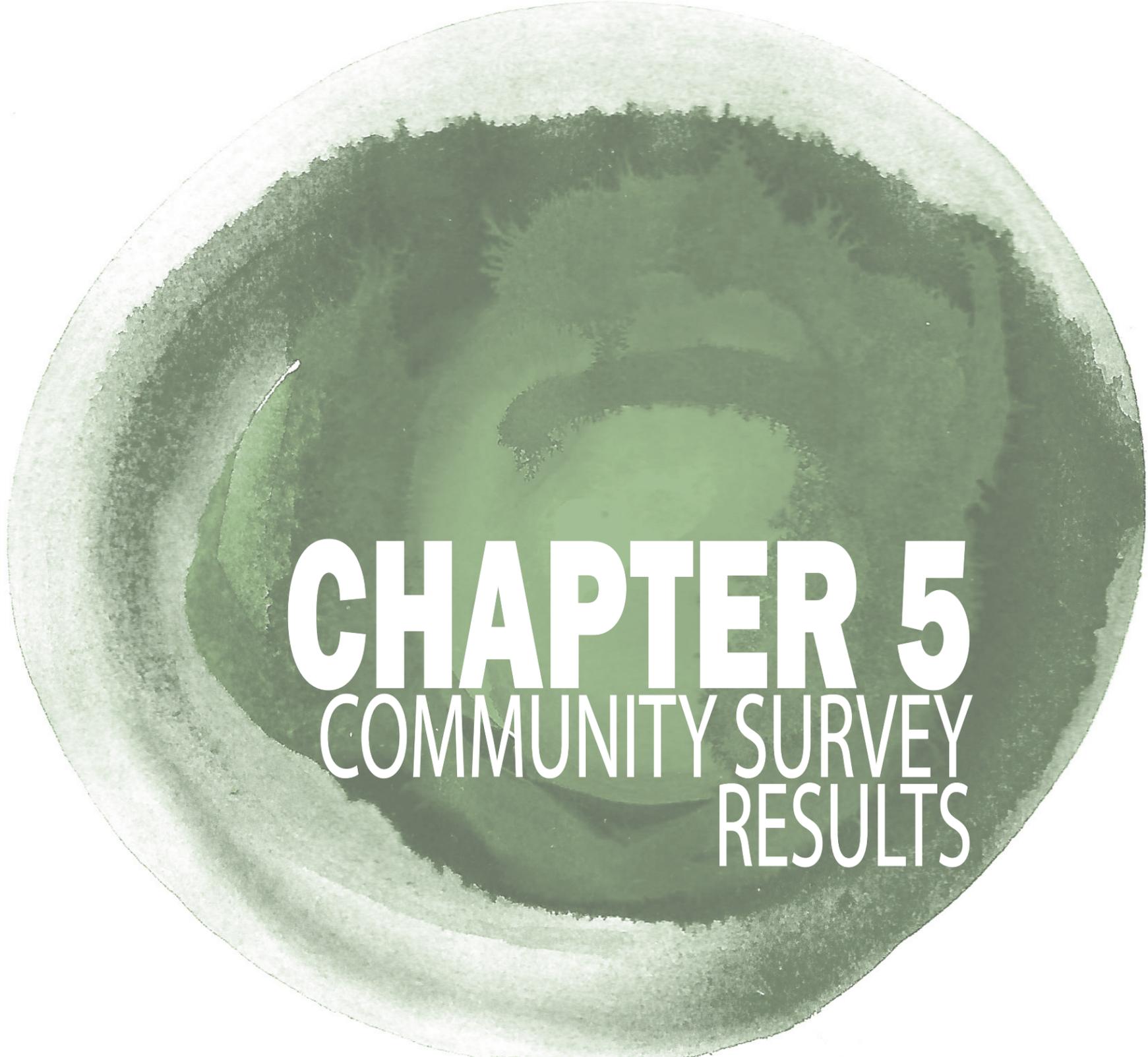
Street Section Possibilities:

FUHRMEISTER STREET OPTION 2



Recommendations | Implementation Action Plan Matrix

Old Town Ely Priorities		Fiscal Year				Description
		2021-2022	2022-2025	2026-2030	On-Going	
STREETSCAPE PRELIMINARY & FINAL DESIGN	Funding: City, Grants, TIF Partnerships: City Departments, Consultants	✓				<ul style="list-style-type: none"> Preliminary Engineering to determine the overall layouts, profiles, design element locations and preliminary construction details.
COMPREHENSIVE PLAN AND PARKS MASTER PLAN	Funding: City, Grants, TIF Partnerships: City Departments, Consultants		✓			<ul style="list-style-type: none"> Project phasing to determine the various ways and order in which the project will be completed.
MULTI-PHASE PROJECT ROADWAY, UTILITY, AND STREETSCAPE IMPROVEMENTS	Funding: City, Grants, TIF Partnerships: City Departments, Consultants		✓	✓		<ul style="list-style-type: none"> Project roadway, utility, and streetscape improvements as determined thorough the master planning effort, preliminary engineering, and phasing.
ADDITIONAL PLACEMAKING + WAYFINDING IMPROVEMENTS	Funding: City, Grants, TIF Partnerships: City Departments, Consultants				✓	<ul style="list-style-type: none"> Determine if, when, and where future placemaking and wayfinding features may be incorporates throughout Old Town Ely.



CHAPTER 5
COMMUNITY SURVEY
RESULTS

Survey Results:

10/21/21, 10:49 AM

Ely Downtown Master Plan Survey

Ely Downtown Master Plan Survey

Please offer a word or phrase that you would use to describe Ely's downtown today.



Answered: 165 Skipped: 16

What do you envision for the future of Ely's downtown?



Answered: 164 Skipped: 17

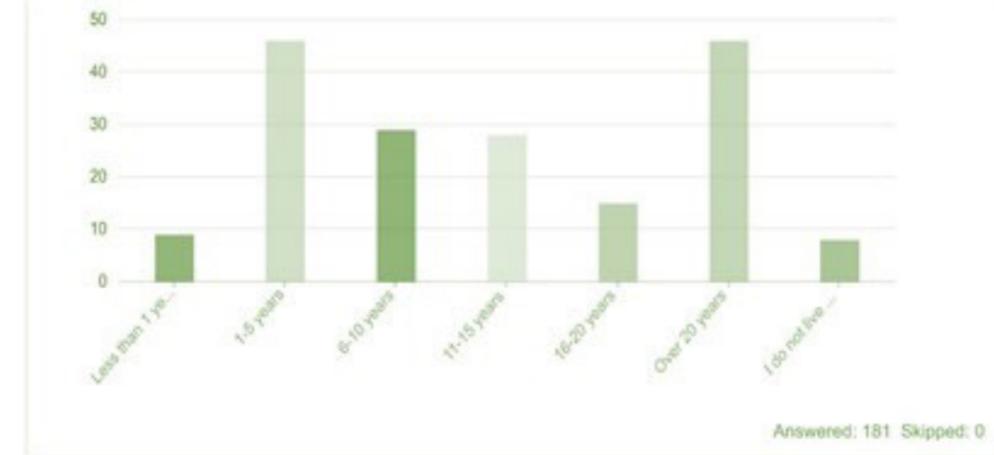
How long have you lived in Ely?

<https://survey123.arcgis.com/surveys/de8d505a31a54f63a7d80869fe604b22/analyze?navigation=open>false>

1/16

10/21/21, 10:49 AM

Ely Downtown Master Plan Survey



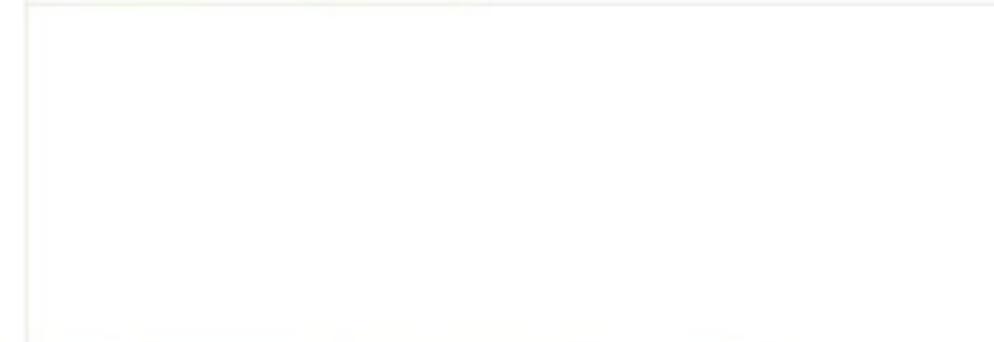
Answered: 181 Skipped: 0

What is your age range?



Answered: 181 Skipped: 0

How would you rate the overall quality of life in Ely?



<https://survey123.arcgis.com/surveys/de8d505a31a54f63a7d80869fe604b22/analyze?navigation=open>false>

2/16

Survey Results (Continued)

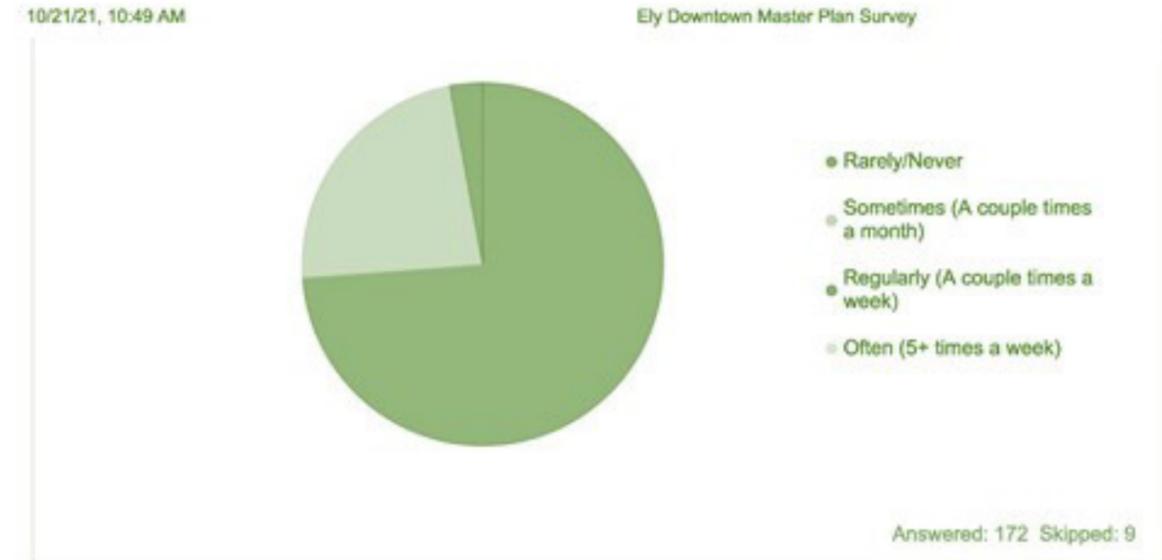


How would you describe the quality of Ely's downtown?

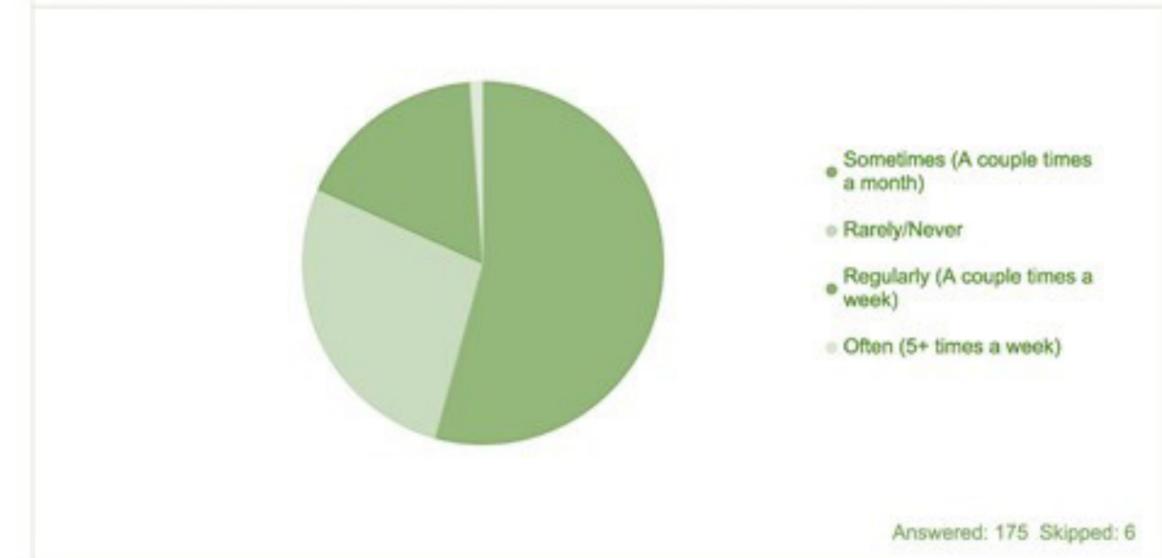


How often do you come to Ely's downtown for the following?

○ Retail Shopping

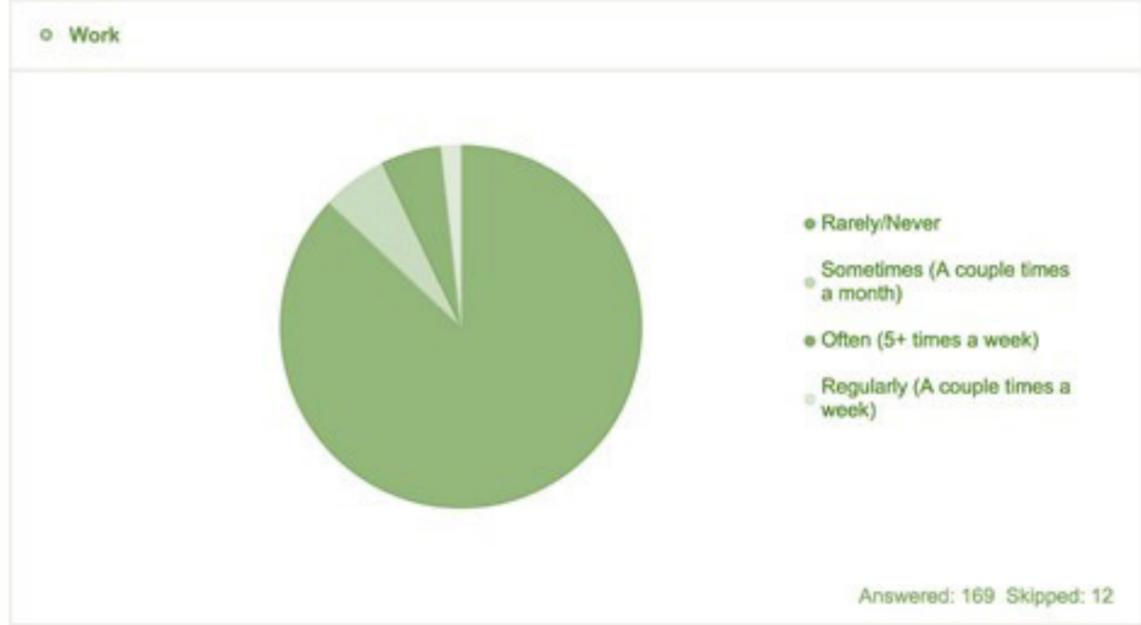
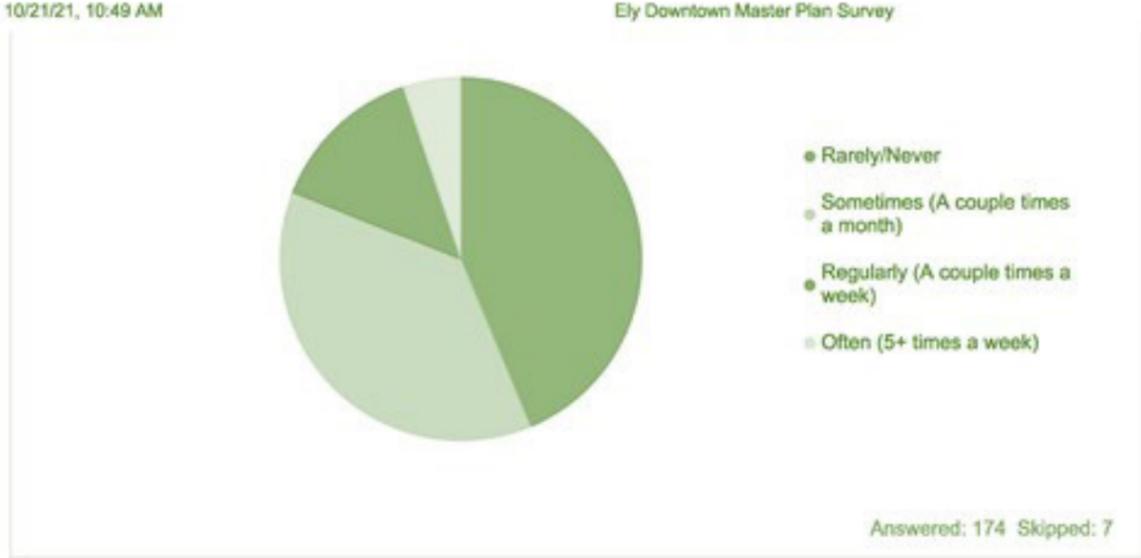
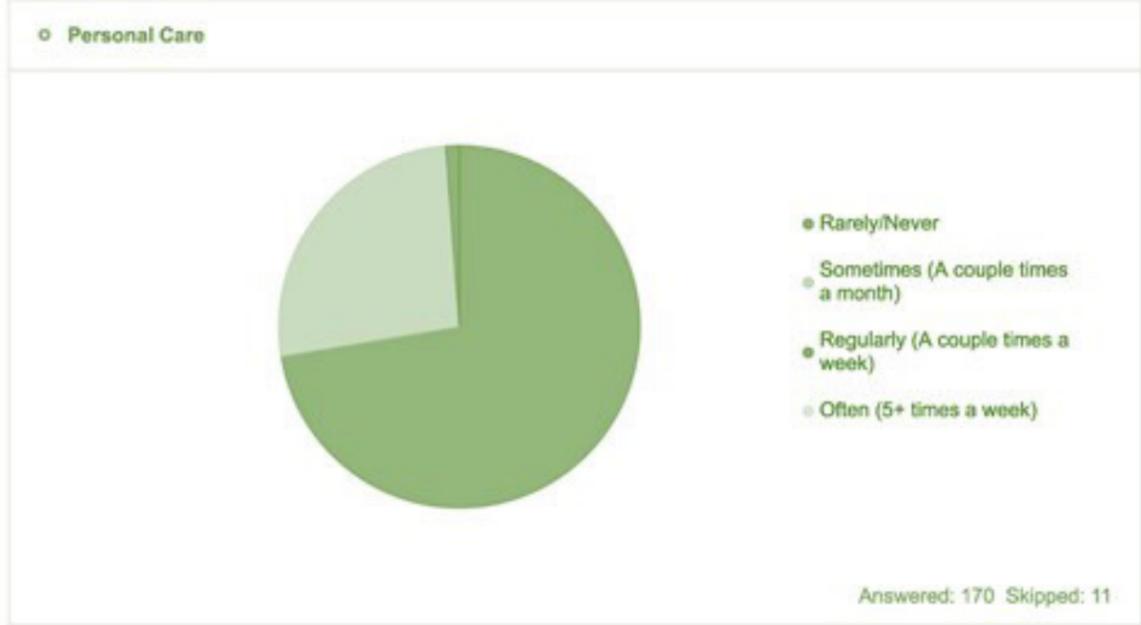
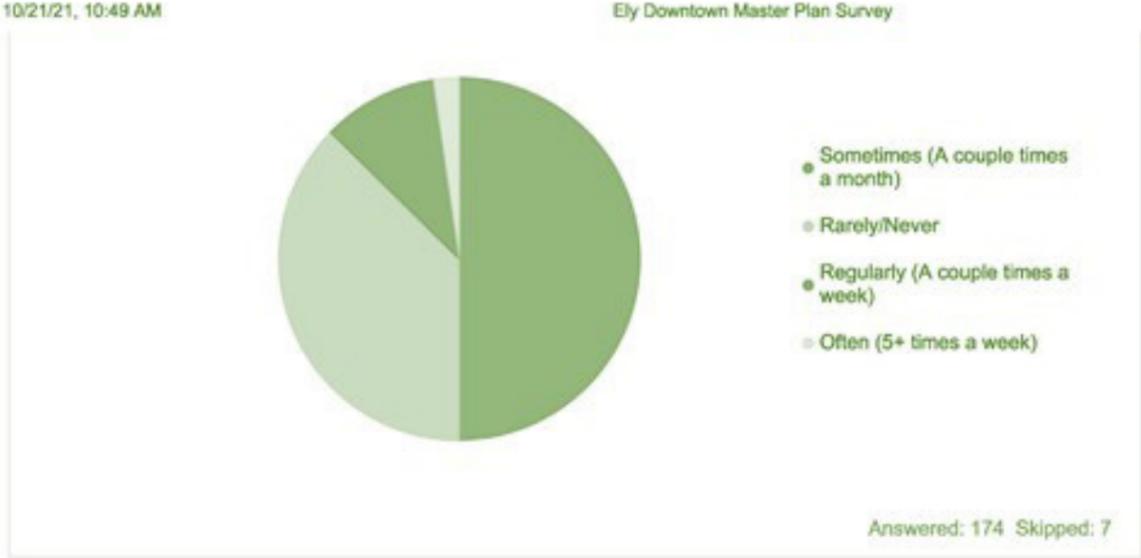


○ Restaurant/Cafe

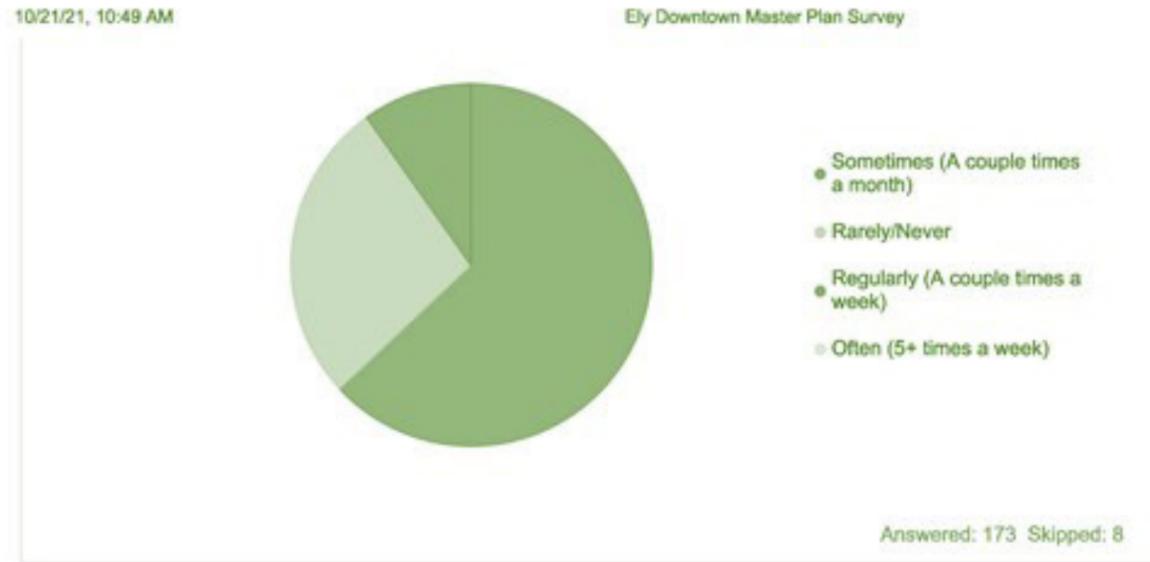


○ Tavern/Bar

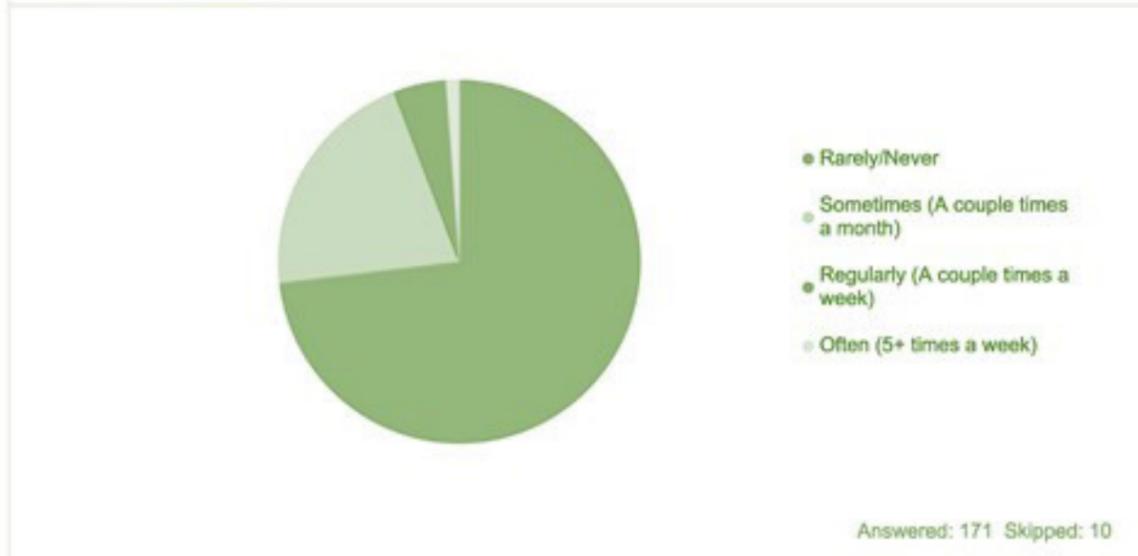
Survey Results (Continued)



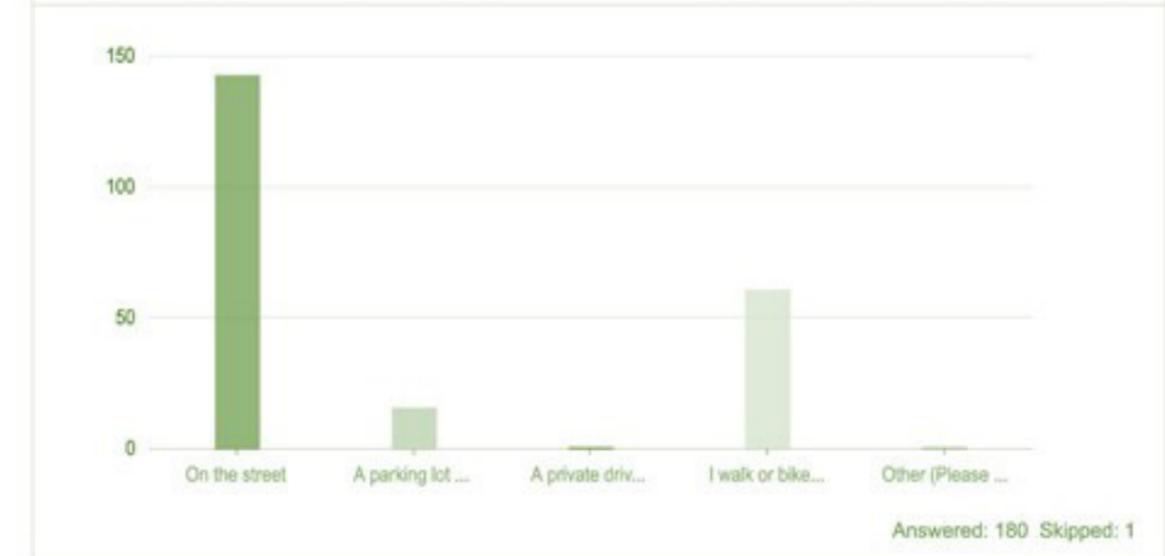
Survey Results (Continued)



○ Professional Services



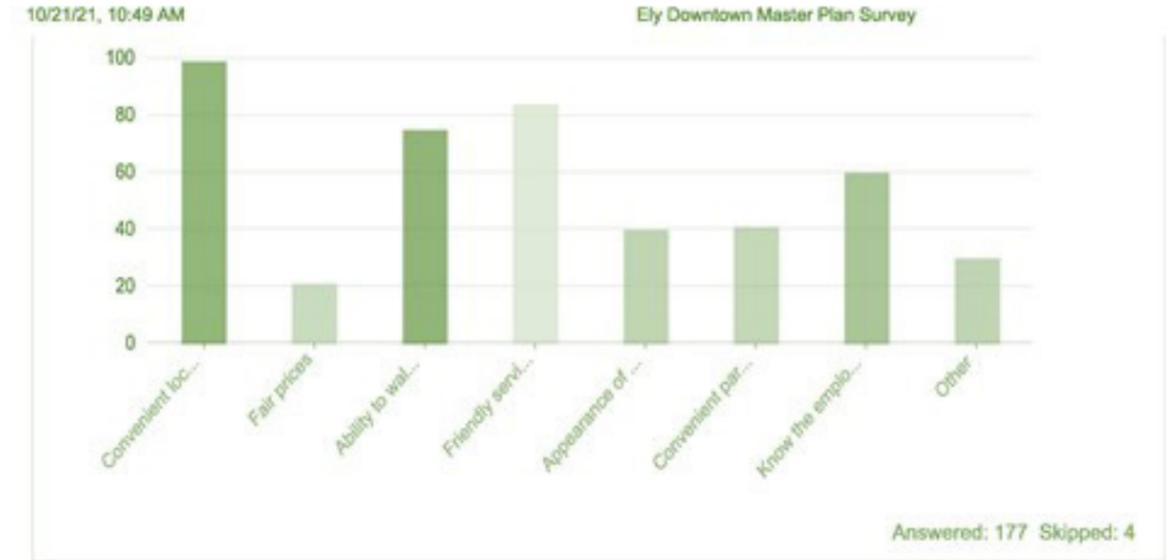
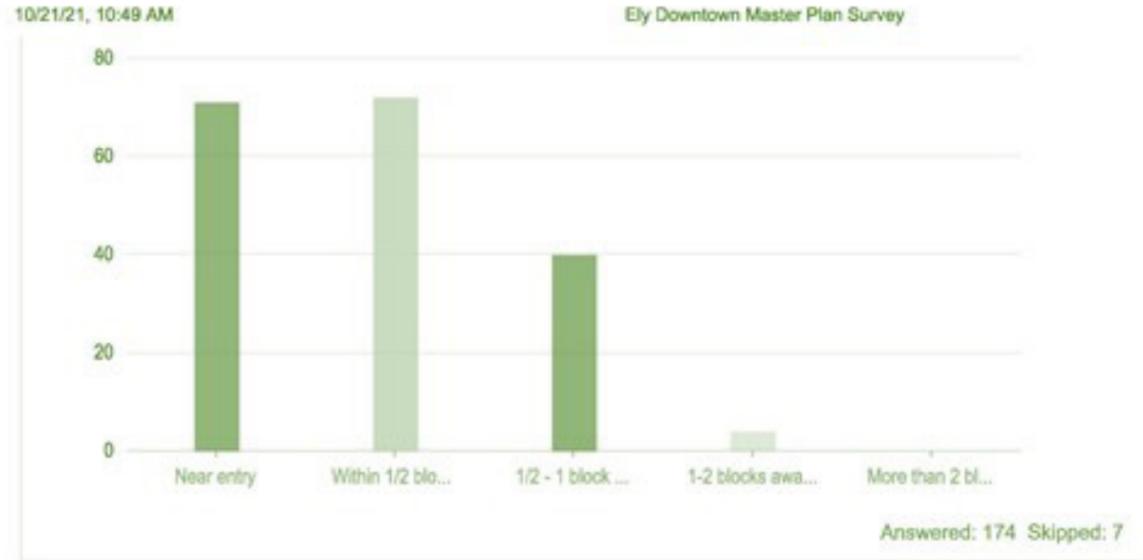
Where do you typically park when you drive to downtown?



What is your most common method of visiting downtown?

How far do you typically have to park for your downtown destinations?

Survey Results (Continued)

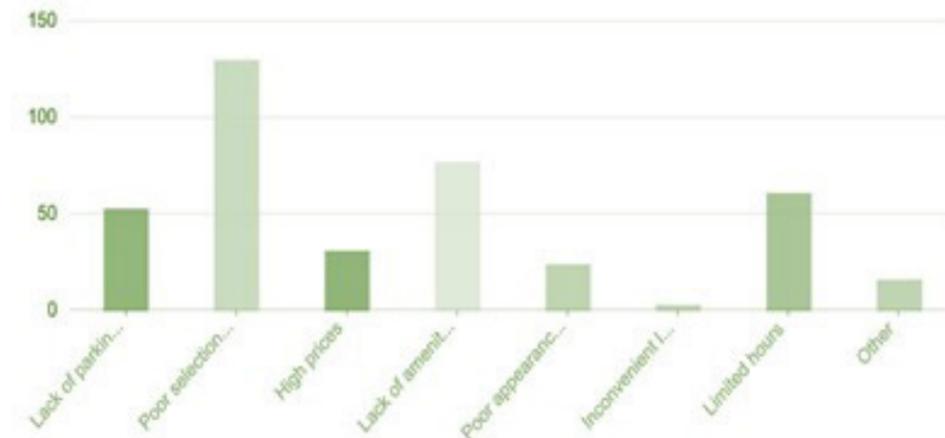


If you could open a successful business in Ely what kind of business and where would it be?



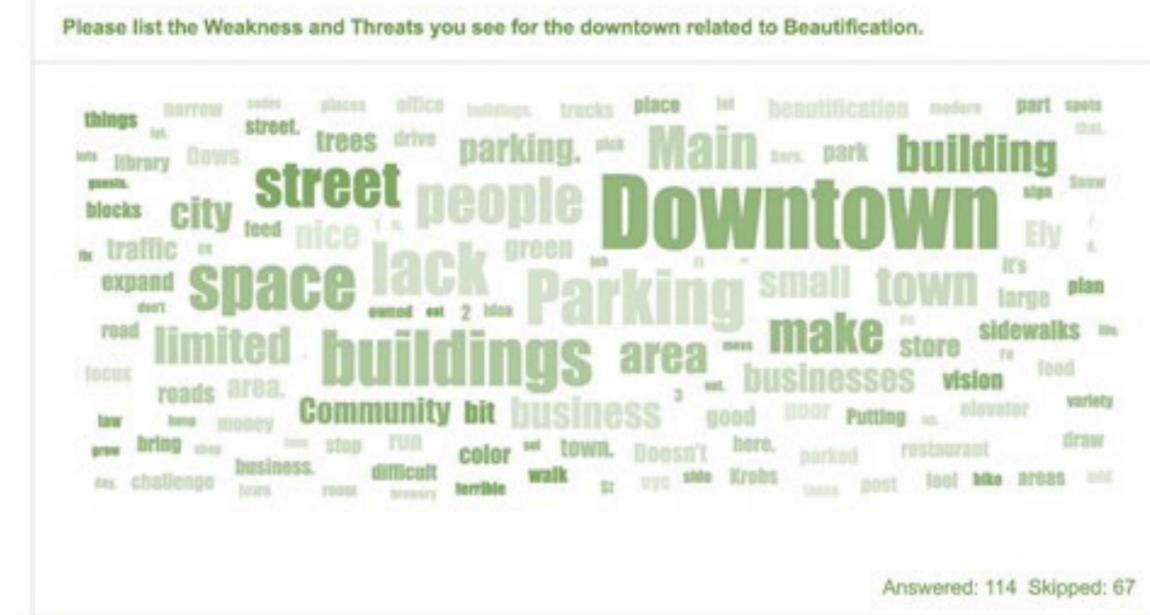
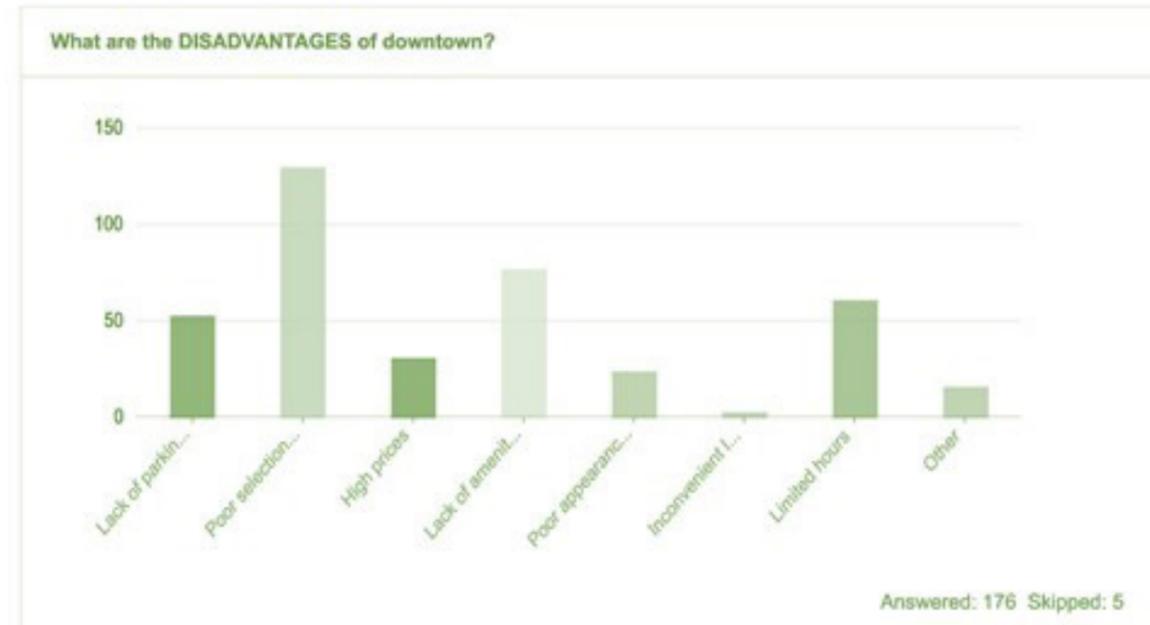
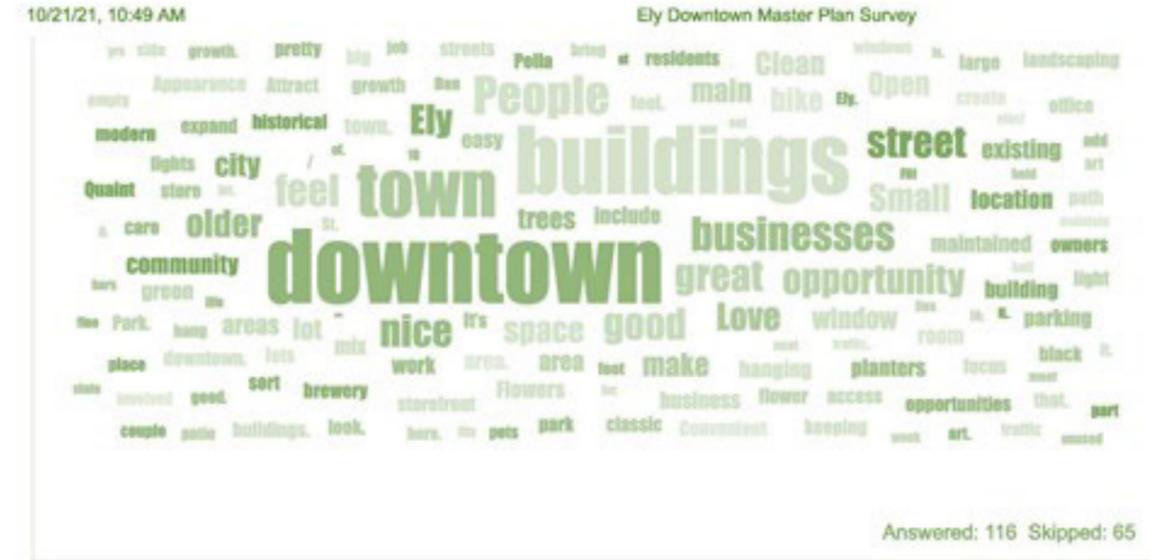
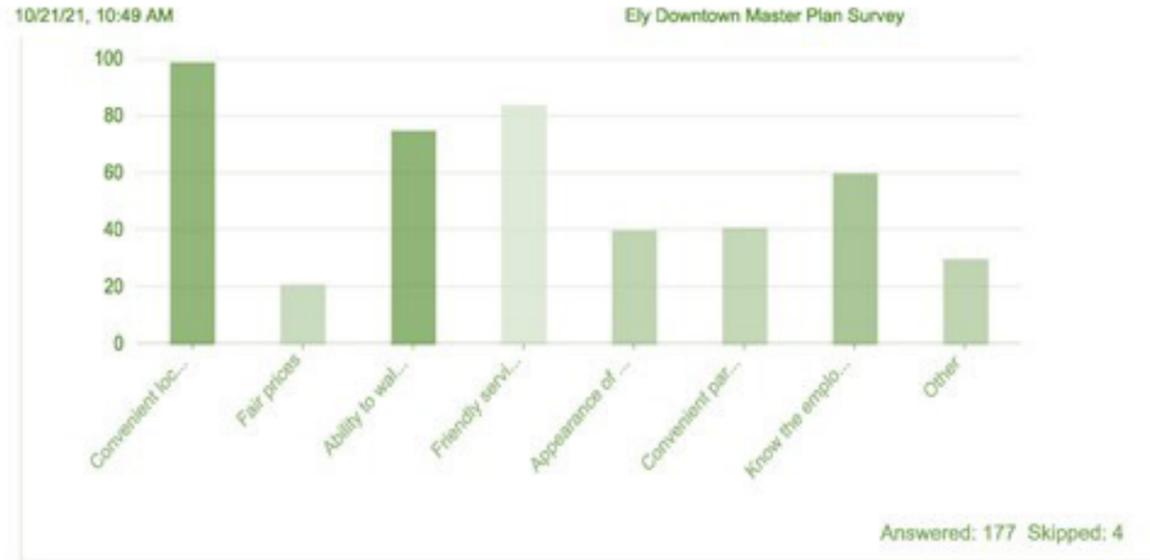
What ATTRACTS you to come downtown?

What are the DISADVANTAGES of downtown?



Please list the Strengths and Opportunities you see for the downtown related to Beautification.

Survey Results (Continued)



Please list the Strengths and Opportunities you see for the downtown related to Beautification.

Please list the Strengths and Opportunities you see for the downtown related to Development.

Ely - Input Opportunity!

1. Please write any comments, positive and negative, ideas and or suggestions about Option A. The more feedback the Design Team gets, the better!

The word cloud requires at least 20 answers to show.

Response	Count
Very hard to read. I like the idea of Ely having a pool or splash pad. I don't see the point in having the bike trail all go down Fuhrmeister street as it is residential and not a draw to those traveling through our town.	1
Too much spot zoning Also everyone is forgetting is that the empty area on Main st belongs to Krobs. In which they have no intentions of selling.	1
Throw out any idea that includes a roundabout should immediately be thrown out. Annoying waste of space especially in a small town.	1
These drawing are not the best quality no key to determine what certain colors or lines mean and the handwriting is almost impossible to read. Pools all over the country are closing due to short staffing and high cost doesn't seem like the best use of money.	1
REMOVING HOMES IS NOT AN OPTION	1
Nothing, why do we need brick lined alleys, sure there is a product like asphalt that works well and would be cheaper. Brick when we chip and seal the main streets. Don't make sense.	1
Not enough green space	1
Love that a future pool is included in the plan and the location is great (along the trail so easy for kids to bike to, centrally located between the 2 housing areas)! Hope lap lanes are part of the plan and not just a play area for adults to swim laps and even to have a city swim team! Would love the pool idea incorporated into other designs which seems possible based on the location. While the idea to highlight Dows as the main street and the pavers make it look nice, it seems like more work and maintenance than needed for what we get out of it. Think other designs do better at showcasing our town and bringing us into the future while still keeping what we love about Ely.	1
Like the pool idea and gateway signs. Not sure what all the open yellow development areas are intended to be.	1
i think our focus needs to be on immediate needs. lets get our water drinkable first. then fix walker and main street. more parking in the near future would be nice. until these needs are met i can not support any of these proposals. lets forget roundabouts and monuments please	1
I think moving the library between Krobs and the fire station is a bad idea. The library is fine where it is and may just need some expansion.	1
I enjoy the concept of A and what it has to offer would like to see additional parking added to the west end of Ely pond as seen in concept D	1
Have a historic downtown would be nice. Could maybe combine this with option B to have a nice defining feature in a town square plus the historic downtown vibe that allows for a bunch of new businesses to come in.	1

Future bike trail along State Street is a bad idea, so many opportunities for bike/vehicle accidents. If we have trouble at the 4 way stops now, take that time 7. Gateway structures seem a bit over the top also. Not sure what the blank yellow areas are. assume future development, but of what kind, residential, multi use, commercial? We first need to be sure infrastructure is up to date before any of this.	1
A is ok I guess	1
A appears to be the most traditional with the least change overall. I'm not happy about the automatic assumption that there will be a future library as that's not for sure.	1
	0

Answered: 16 Skipped: 11

2. Please write any comments, positive and negative, ideas and or suggestions about Option B. The more feedback the Design Team gets, the better!

The word cloud requires at least 20 answers to show.

Response	Count
While the idea of a town square is quaint/nice, this is removing homes and tax basis, no one should have to relinquish their home for recreational/entertainment purposes. Bike trail loop is more reasonable. Again Gateway structures are just fluff.	1
This one is going to be knocking out peoples homes. Unless you plan on paying big money I doubt this one is going to work. Same deal here to is Krobs property is not for sale.	1
See option A about library. Strongly dislike the arch idea and am absolutely not in favor of a round about. Not necessary and won't entertain any roundabouts. Rather see a splash pad over a pool but liked the pool idea.	1
Ridiculous concept. The roundabout. The town square. Ely is too small of a town to entertain either concept. Big NO!	1
Removing homes is not an option	1
Not a fan of town square idea because Ely didn't start around a square so you would have to attract a lot of business to make it work.	1
My house is taken away in this option. This is a horrible idea.	1
LOVe the town square concept, seating, stage or shelter?	1
Love the "town square" concept! Think this would be a great central area for vendors at Fall fest or to host a farmers market again. Love the idea of adding more green space to our town. I like the bike loop going through downtown to encourage those passing through to check it out and spend money here. Honestly, I'd eliminate the old route and only have the new route in this design to doubly encourage folks to go through town. Feel this would also help streamline riders to staying on the path by giving them one option vs two (obviously local riders will use side streets to get home and such, but by having the one path for visitors, it helps decrease bike traffic on streets, preventing accidents). Creating a boulevard out of Walker helps to highlight the town square and also allows for the bike path, all of which would help invite folks downtown to spend time and money- love the concept!	1
Lets improve our historic district by demolishing a bunch of houses...smart	1

I think with the amount of traffic and trucks that pull in and around that parking lot at the creamery and across from the city's shed would make having the bike trail cross over it dangerous. Whether it's young kids walking in front of bikes on their way up or the large trucks backing in and up I think avoiding crossing in parking lots where possible is smart. I do however like the rest of this one	1
I like the idea of having a town square. I worry about the ability to have new businesses with this plan though.	1
I do not like the concept of the design for roundabouts and think a large roundabout does not resolve the cities issue for parking downtown.	1
Don't need a town square. Solon is only used for the beef days rarely a band. And another stupid divided median	1
Do not like the roundabout location - does not seem to be a town square area as it is too residential.	1
Again, very hard to read. I don't see how the town square idea in that location is even feasible. I feel like it would be great to use the exiting land around the community center for something like that.	1
Absolutely Nothing You are going to take half the block and buy up houses for what reason? Pretty sure a town square like that doesn't bring in much tax revenue for the city. Talk about a high maintenance idea.	1
	0

Answered: 17 Skipped: 10

3. Please write any comments, positive and negative, ideas and or suggestions about Option C. The more feedback the Design Team gets, the better!

The word cloud requires at least 20 answers to show.

Response	Count
This one too is taking peoples homes out. Same with using Krobs property. There is already enough traffic thru here we don't want anymore.	1
Removing homes is not an option	1
Probably the most reasonable of all ideas.	1
Not interested in any arches, and certainly not the connecting road. I like the farmers market space, interesting. Same sentiment about the library, don't need a new building, simply add onto the existing building.	1
No complaints	1
Like the connecting road, not sure what the yellow development areas are intended for.	1
I think with the amount of traffic and trucks that pull in and around that parking lot at the creamery and across from the city's shed would make having the bike trail cross over it dangerous. Whether it's young kids walking in front of bikes on their way up or the large trucks backing in and up I think avoiding crossing in parking lots where possible is smart.	1
I love the idea of a new street Nextdoor to the creamery just wonder if it would be possible to put the street going through the area where city halls shed is for cans going to the north west instead and not disrupt the houses currently on Traer or Walker instead take it from Dow's and run adjacent to the bike trail!	1
I like the connecting and loop road idea. Farmers Market is a nice idea, but not at the expense of someone's home.	1

I don't like the idea of the connecting roads by the creamery and to the east of the creek. There are plenty of ways to get through town without adding additional hazards for bikers coming to or through Ely. Big NO.	1
Don't really like how the trail loop is in this design as it basically bypasses town, which would in turn discourage folks from coming into businesses to spend money and time. Also would prefer to keep it away from State Street as cars are traveling faster and accidents can happen more easily.	1
confused where a road would fit between the creamery and bike trail and what the purpose would be.	1
Again super hard to read and a legend of some kind would be very helpful. I don't see much of a change in this design than to what we currently have. The new connecting road near the creamery to City Park only makes sense IF parking lots are going to be put in at the same time. I don't feel that going through the creamery parking lot is the answer though.	1
	0

Answered: 13 Skipped: 14

4. Please write any comments, positive and negative, ideas and or suggestions about Option D. The more feedback the Design Team gets, the better!

The word cloud requires at least 20 answers to show.

Response	Count
This design really doesn't speak to me much. Feel others do a better job with both dual purpose space and what is included, like B.	1
There's nothing glaring with this one, it just seems dull.	1
The connection road going through the bike path is a definite NO. Also, the amphitheater concept is rather ridiculous and would detract business from Odies and House Divided who regularly have musical events.	1
Removing homes is not an option	1
Really like the improvements on Main St - future businesses are great as well as the divided street with flow ers. Seems a natural area for this next to the bike trail. Also like the amphitheater area.	1
Park access/parking is a definite yes. Again bike path along State Street is not a good idea, too many opportunities for bike/car accidents. Farmer's market closer to downtown district is nice. Can't see a monument in the middle of an intersection being a good thing.	1
No roundabouts, good deal. We don't need/want any roundabouts, Period! Don't care for the planters in the road. Absolutely ridiculous to have an amphitheater! Waste of money. Don't think we need a memorial garden either. And where do all these businesses come from?	1
Monuments in the middle of Traer wouldn't be a good idea either with big trucks and tractor trailers. Swimming pool in Ely I don't feel would be justifiable at this time. We are too small of a community for one. Liability is too high. Again the city assuming Krob is giving up their property.	1
I like the concept of D and how there no homes really disrupted from main walker or traer street and can include this design! I would love to see a pool in Ely but if not a splash pad would be great too!	1
I don't like the location of the city pool in this sketch. Should either be by the community center or actually in N city park. I like the idea of an amphitheater or at least something like it. When you attend events in Solon it's nice that they have their gazebo in the center of town that provides a built in setting/gathering spot for outdoor events. I like the idea of the future retail however I do not see the need for a memorial garden.	1
Builtification medians are a pain in the butt. And honestly just gonna get vandalized or driven over	1

Another totally over the top idea. Not sure why anyone would want a median down the middle of Main Street.	1
Amphitheater is a good idea could see getting use out of that	1
	0

Answered: 13 Skipped: 14

5. Please write any comments, positive and negative, ideas and or suggestions about Option E. The more feedback the Design Team gets, the better!

The word cloud requires at least 20 answers to show.

Response	Count
This one just doesn't make any sense! It is ripping out alot of house all down Main. Enough said.	1
Removing homes is not an option	1
Our house gets demolished in this plan as well...no thank you	1
Other than the pocket parks and the retail I don't see a lot of noticeable difference. I think Ely has a good number of parks for the size of the town, but cleaning up those spaces with landscaping is a nice option.	1
Not quite sure what you are accomplishing with this plan.	1
My favorite plan	1
Like the 3 gateway areas, also like the additions to Main St a lot. Not sure about the need for all the pocket parks.	1
I like the pocket parks	1
I like the number of new business options available in this option	1
I don't like where the library is proposed. KEEP IT WHERE IT IS! Has the design team or city approached residents along Main Street where it appears that some significant redevelopment is planned. I do like the concept of moving the bike path to the north and around the parking for City Hall and the church. That actually makes good sense unlike what I have seen in a lot of these plans	1
I do not like the concept of. The design demolishing 99% of homes on Main Street for new homes is it really necessary when there area other areas a business could be built from already existing buildings?	1
I can't tell what's happening in this one since the image is too small	1
Don't need a monster library. Y'all need to have a city vote on that thing. Simple yes or no vote make it a can drive. Bottle for yes or no most bottles wins	1
Can't see one thing here I like. All these future shops and no parking?	1
Again, this design really doesn't speak to me much. Feel others do a better job with both dual purpose space and what is included, like B. But I do like the "pocket parks" which could be incorporated into an A or B design simply by having one or 2 less businesses, or even offering future businesses incentives to green up their spaces out front somehow (planters, space for landscaping and not having store front right along pavement).	1
A lot like option A, more traditional. Not interested in arches or gateways. Also a lot of people's home are not present in these....that's not acceptable. We can't take people's homes to make room for a business that's not here...	1

0
Answered: 16 Skipped: 11

6. Please write any comments, positive and negative, ideas and or suggestions about Option F. The more feedback the Design Team gets, the better!

The word cloud requires at least 20 answers to show.

Response	Count
Worst idea so far. Two roundabouts....absolutely no friggin way (not how I want to say it, but how I will). No gateway necessary. Don't like the library location but like that's it's multi level and use.	1
Think the roundabout idea is very smart. Some people will hate it, but those are probably the same people that hate that stop signs as slow n' go's already. As long as they are 1 lane the are not confusing and make more sense for a small town so traffic doesn't have to stop all the time and can continue flowing.	1
Removing homes is not an option	1
No roundabouts especially in front of fire station. We do not want to impede first responders from being able to respond in a timely manner. With the roundabout they have to go around it when they report to the station and then around it again when they leave on the call in the fire truck.	1
Most readable design. I do not like the idea of roundabouts especially near the bike trail as we have a lot of pedestrian traffic at both those intersections and I feel like they are less safe then a four way stop especially when bicyclists already don't stop or pay attention to the rules of the road in town. I just also don't think they make sense. I also do not see the reasoning behind taking the bike trail down Traer.	1
If we're going to have two roundabouts I think the more important one would be at main and Dows instead of in front of the creamery.	1
If this design goes into place, my address is 1585 Walker street. Does that mean my family would lose our house, our neighborhood, and our sense of stability? I love living here, and would prefer my home to not become a parking lot.	1
I think with the amount of traffic and trucks that pull in and around that parking lot at the creamery and across from the city's shed would make having the bike trail cross over it dangerous. Whether it's young kids walking in front of bikes on their way up or the large trucks backing in and up I think avoiding crossing in parking lots where possible is smart. We don't need roundabouts to create more congestion in the area - think about parade day's how horrible would a parade route be	1
I like the bike trail	1
I do not like the idea of a round about right by the creamery and bike trail would be a great idea... accident waiting to happen!	1
Here your destroying peoples homes again. Krobs property not for sale.	1
Get rid of any roundabouts waste of space in a small town	1
Don't know what "yellow" indicates but I don't think its a good thing. If it has a community center near town hall (cant read the hand writing) that's great!	1
Don't do roundabouts your gonna ruin the city. People can't fricking drive. And don't need another park or green space in old town area. Only be used furring fireman's breakfast, or Ely fest. Leave the houses alone in old part.	1

We by no means need roundabouts and arches. They show most of the homes on Main street being lost to business.. It takes people to make a town not just business. And then what is this massive roundabout on Traer and Walker.. That is not even part of the business district. Maybe they should worry about paying for the overly priced library that they seem to think they need and not worry about things they do not. We are a town of a couple of thousand folks not twenty thousand like North Liberty.. fix our streets and infrastructure first and then worry about trying to show off to other towns. There is never enough money but they always seem to shoot for Mars. We need a new council that respects the money and does not try to be something this town is not.. If you want to live in a town with all of this fluff move there. Keep things up but above all keep our town a small town,.. taxes will go up to pay for this, Keep that in mind

Traer and Main have always been a Farm to market roads and will continue to be used that way. By putting in roundabouts in a neighborhood area big trucks and Tractors pulling trailers will have difficulty getting around

The sketches are really hard to read and honestly do not look professionally prepared with the exception of F. I fully support road improvements and some new retail and dining space as long as it fits with Ely and keeps the small town charm that we love. More dining options would be especially great for people now working from home. That said, I would HATE to see anything like a Dollar General or something similar as they are typically not well kept stores and I do not see value added by having it. It would be great to see a splash pad in town and an indoor gym/rec space of some kind. Another thought is sand volleyball courts as I think leagues would be great. I also really liked the proposal of an amphitheater as I think it could be great for events like Fall Fest. I think more could be done with the land around city hall. I do not see a reason for additional bike trail routes unless you are taking bikers right down Dows to bring traffic to downtown businesses.

The gateway monument is ridiculous and tacky. A well designed sign similar to what we already have on the north entrance from State Street would be much better. KEEP THE LIBRARY WHERE IT IS!! No additional roadways adjacent to the bike path. Roundabouts in any part of Ely is a BIG mistake. The idea of the town square located west of the business area of town is also ridiculous. Ely is a rather small town for the town square concept and the layout of the town with the creeks and major roads do not work well with a town square concept. Perhaps there should be another opportunity to see the full scale ideas that is not on a day where severe weather is forecasted.

Put the library out by city park and build a big parking lot there since the park needs a bigger parking lot anyway. This way you are killing two birds with one stone

None of these address the vehicle congestion on the Dows Street business area; and now with the 4 way at Walker/Dows, it seems that one parking spot on each side needs to be looked at due to the proximity to the stop sign area. Infrastructure issues need to be addressed first and foremost with an eye to possible development down the road but putting frosting on any of this before that is futile and a waste of time and money.

No roundabouts, no arches, too much retail, don't need a new library

Like D, E and G the best. Really would like to see the extra mixed use and eating areas developed.

I'm all for making improvements to the old district but removing homes and forcing people out of homes they have made memories and raised families in shouldn't be considered.

I was not won over by any one rendering. Based on what I've seen so far, I'd say the city has more efficient use for their tax dollars than having a design firm create these ideas. Want a winning design idea, keep Ely like it is but basic infrastructure updates. Keep it traditional and small town! What's been present so far, are none of those things.

I like the monument sign idea

I don't support any plan that involves someone losing their home. I think a water treatment facility should be our number one priority. And while I'm here, Southbrook should be allowed to have fences.

Good luck getting Krobs out of Ely, leave the old houses and people alone. You ever think what be like if someone people that don't care about your house made plans to develop your house where the heck they gonna go with a crappy housing market. Not everyone can afford 200,000 house

For future, either a digital version that was clear to read or a map key would be very helpful. I'm just trying to guess what I think some of these things say and are and that makes it difficult to give in-depth responses.

All of it is absolute horse shit from tearing down homes and displacing families for roundabouts and parking lots. Let's make it super hard for the grain bin haulers that come back-and-forth to the CO OP. Not to mention the parking lot that sits empty all day every day at the bank," lets build more"! Absolutely none of these ideas are for anyone living in these areas!

All ideas: Love that we are trying to bring in some more businesses to town. Love small town Ely but a few more amenities (vet, bike shop, additional food) would be greatly appreciated to keep out spending local! Really like that we are trying to add some more green space either in the form of planters where we cannot do much or small or large parks where space allows. Really hope a better trail access will be included along Banner Valley so kids and adults alike can better access this new downtown area easily and safely.

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Answered: 20 Skipped: 7

THANK YOU!



CITY OF ELY, IA OLD TOWN DISTRICT MASTER PLAN

REIMAGINING
OLD TOWN ELY

