



Through support from the Culver-Judge administration, funding was increased for the Main Street Iowa program, allowing for the creation of the Urban Neighborhood Main Street District (UNMSD) Program.

**What is Main Street?** Main Street Iowa is a preservation-based economic and community development program that follows the National Trust Main Street Center's Main Street Approach™. The program was designed to address the need for revitalization and on-going management of smaller to mid-sized downtowns and uses the traditional assets of downtowns 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

**Possible Urban Neighborhood Main Street Districts**

**Ames** - Campustown

**Cedar Falls** - College Hill

**Cedar Rapids** - 3<sup>rd</sup> Street Corridor, Czech Village/New Bohemia, Farmstead Foods brownfield redevelopment (30+ acres), and Uptown College District (1<sup>st</sup> Avenue from 10<sup>th</sup>-20<sup>th</sup> Streets)

**Council Bluffs** - Broadway Avenue

**Davenport** - Villages of East Davenport, Top of Brady, and the Palmer College area

**Des Moines** - Beavertdale, Drake, East Grand Hispanic District, Highland Park, Ingersoll Avenue, Riverbend, SE 14<sup>th</sup>, Sherman Hill, State Fair

**Dubuque** - North of downtown

**Iowa City** - Towncrest

**Sioux City** - Peters Park, Leeds, and the Morningside College area

**Waterloo** - Kimball Ridge, North East Triangle and Rath

**\*\*\*This list is NOT all inclusive\*\*\***

**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*

**The department looks forward to learning what is happening in Iowa's urban neighborhoods and how we can shape our plans according to community needs.**

**Questions, please contact:**

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