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FOR IMMEDIATE RELEASE:

Broad and Main Development Plans Announced for Uptown Marion, Entering City Approval Process

Eagle View Partners announces its newest development project, Broad and Main, designed to add residential density and commercial vibrancy to the Uptown Marion district.

Eagle View submitted its site plan to the City of Marion earlier this month, beginning the formal City approval process. The project will be made available to the public for the first time at the Tuesday, January 12th Planning & Zoning Commission meeting, where City officials will consider approval for the project in the weeks to come.

The \$25M+ Broad and Main redevelopment plan calls for two properties to be constructed in succession at 1101 7th Avenue, currently the Marion Square Plaza strip mall:

1. **Broad and Main on 7th:** Developers designed this three-story mixed-use property to activate the block and engage pedestrians by bringing the property and new commercial storefronts up to the sidewalk. Two large commercial bays—anticipated for food and beverage tenants—anchor each end of the property, while micro retail bays—ideal for new businesses starting out—fill out the remaining first floor. A “Beer Hall,” or indoor/outdoor gathering space, is anticipated in a second phase of construction to synergize activity at the future Plaza at City Square Park. The property’s second and third floors are devoted to 39 market rate residential units in a mix of efficiency, studio, 1 bedroom and 2 bedroom units, and a second floor office suite.
2. **Broad and Main on 6th:** Developers designed this four-story residential property to add residential density to Uptown Marion. The property will house 42 units in a mix of 1 bedroom and 2 bedroom units, plus high-demand amenities shared between the properties, including an outdoor dog run, indoor/outdoor lounge, fitness center, secure bike storage room, and secure parcel technology. Around-the-clock property management and concierge services will aid in future resident’s low maintenance / high convenience lifestyle.

Both properties will share use of a surface parking lot situated between the properties, and a private parking garage on the ground floor of Broad and Main on 6th.

“We’re expecting to find folks of all ages who are interested in living, working and playing in a vibrant district. We’ve seen that adding residential density in an urban center complements existing shops, bars and restaurants; Uptown residents will become their most loyal customers. Both residents and businesses come to add a lot of value for one another, and it’s this relationship that contributes to a district’s long-term success,” said Mark Kittrell, Owner and CEO of Eagle View.

“We’ve seen a lot of growth and vibrancy in the Uptown District over the last five years, and this project has the potential to keep that momentum going,” said Brooke Prouty, Director of Uptown Marion. “Housing is a key piece in creating a vibrant district and attracting people to our historic commercial core.”

Construction is anticipated to begin on Broad and Main on 7th in Spring 2021 and to be completed in Summer 2022. Construction of Broad and Main on 6th will begin immediately after the completion of Broad and Main on 7th. Eagle View is working closely with existing Marion Square Plaza tenants to phase construction and minimize disruption to their businesses, and is providing financial assistance to relocate their businesses to Broad and Main on 7th.

“We hope and expect this project will be a positive step forward for Uptown Marion, especially after coronavirus and the devastation caused by derecho,” said Kittrell.

The Broad and Main site is historically significant in that it was the location of the two-story train depot at “the corner of Broad and Meridian streets” in the late 1800s, according to The Gazette. The railroad made Marion an important station on its line between Chicago and Omaha through the 1960s. Shive-Hattery, Inc. Architecture (Iowa City) designed Broad and Main to honor this historical context. Notably, the last remaining piece of the original train depot, the keystone which hung prominently over the depot’s entry, has been preserved and will be incorporated into the Broad and Main project.

DCI Group, Inc. (Des Moines) will serve as the general contractor, and financing was provided by Cedar Rapids Bank & Trust.

The development plan coordinates closely with the City of Marion, leveraging existing master planning and streetscaping efforts to establish Uptown as a strong economic center. Specifically, coordination is being made with the City’s Plaza and Streetscape projects as they aim to increase walkability and improve the pedestrian experience.

“This development will be a catalytic complement to the years of planning and visioning executed in our community,” said MEDCO President Nick Glew. “We are proud to have attracted Eagle View as a first class team who shares the excitement of our long term vision for Marion’s Uptown District.”

Eagle View is a real estate company based out of Cedar Falls, Iowa and provides real estate development and property management services. Eagle View has spent the last decade developing and managing a mixed-use development called River Place in the heart of Cedar Falls along the downtown riverfront. In total, River Place added 120 residential lofts and condos, over 20,000 sf of commercial retail space, a state-of-the-art coworking and entrepreneurial center (Mill Race), and a public plaza that hosts both public and private community events (River Place Plaza).

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