



**Downtown Dubuque**  
...it's a great time.



Your timing could not be better—to invest in Downtown. With hundreds of millions in public and private investment occurring on the City's downtown waterfront, millions more in historic rehabilitation and new development Downtown, and a government infrastructure closely aligned on Downtown's role as the community's economic core—your money could not go farther. The Dubuque community, through partnership initiatives including a reconstructed downtown school, multi-purpose education and conference center, and recently adopted Downtown Master Plan, has demonstrated its commitment to Downtown's future. Downtown is open for business and the City and its advocate organizations, including Dubuque Main Street Ltd. and the Dubuque Area Chamber of Commerce, are ready to assist you as a vital component to a highly successful downtown neighborhood.

## Commerce

With meeting space, government and other institutional tenants, newly developed conferencing and education facilities, and favorable employment trends, Downtown Dubuque is great for business. The County experienced steady growth for the past decade in industries that work well in the downtown environment – service, trade and government. These trends are expected to continue.

Visitor numbers tracked by the Dubuque Area Chamber of Commerce evidence the City's mounting reputation as a destination for conventions, recreation, and education. Nearly all of the City's destination entertainment venues are downtown.

### Actions in Motion:

- **Attracting Businesses Downtown**—“Ready-ing the Environment for Investment” Through Building Renovations and an Upgraded Infrastructure
- **Making Positive Public Investment**—“Greening” Downtown, Promoting Pedestrian Connections and Creating an Attractive Image
- **Actively Marketing Downtown**—Expanding the City’s Capacity to Market Downtown Beyond the Region



## Culture, Education, & Entertainment

The City is active in supporting and promoting arts, culture, and education throughout the community – recognizing the positive economic benefit and enhanced livability afforded by policies and programs that position Dubuque as a destination for those who practice and appreciate the arts. This commitment is evidenced in the redevelopment of the downtown elementary school, expanding related courses for higher learning at Downtown’s Northeast Iowa Community College Continuing Education Program, and establishing favorable financing mechanisms to support career artists through programs designed to encourage artists’ live/work spaces Downtown.

### Actions in Motion:

- **Working to Broaden Community Support**—Enhancing the Work of Arts and Cultural Organizations
- **Updating Existing Regulations**—Ensuring That Zoning Allows for Compatible Residential and Art Production Uses
- **District Designation**—Identifying Cultural/Artisan District
- **Promoting Arts and Tourism**—Coordinating Efforts to Make Cultural Arts Activities Part of Comprehensive Tourism Packages



## Historical Features

The area has a comparatively unequalled number of historic resources and venues. Over 150 historically significant properties are located Downtown, many within one of the City's three existing historic preservation districts. The Historic Preservation Commission currently supervises and guides renovation of these properties. Their programs include financing for exterior improvements, design review of property renovations, education, development of standards, and management and protection of significant sites. The City is committed to the preservation and reuse of this valued community feature.

### Actions in Motion:

- **Streamlining the Process**—Making Preservation Simple and Rewarding
- **Increasing Access to Dollars**—Assisting with Identification and Access to a Range of Financing Mechanisms, Application Assistance, and Negotiations with Property Owners
- **Lobbying for Change**—Lobbying to Increase State Historic Tax Credit Pool
- **Designating the Inventory**—Completing Formal Designation of Historic Properties



## Public Space and Open Areas

The Downtown Dubuque public spaces and open areas are composed of three primary elements – a network of streets, alleyways, and sidewalks; Washington and Jackson Parks; and the Mississippi Riverwalk, River's Edge Plaza, Ice Harbor Park, and Alliant Energy Amphitheater. The 2002 renovation of the former Town Clock Plaza and the opening of the pedestrian mall have improved access to Main Street offices, shops and restaurants.

The ½-mile Mississippi Riverwalk and Ice Harbor in the Port District highlight the City's Heritage Trail Riverfront System. This significant public investment is a magnet for new investment in the Downtown area.

### Actions in Motion:

- **Making Downtown Accessible**—Public Policy Support for Accessibility for Pedestrians and Those With Mobility Limitations
- **Finishing the Streetscape**—Completion of Streetscape Improvements
- **Defining the Place**—Downtown Gateway Enhancement and Wayfinding Program
- **Outdoor Venues**—Policy Support for Outdoor Dining and Socializing



## Residential Living

There are strong indicators that Dubuque is ready for growth in Downtown living. In Dubuque County, and the region, household growth is forecast to outpace population growth in the near future – the result of current trends: declining household sizes, increasing retirees, and growing numbers of single individuals. Immediate investment opportunities, addressing the demands of the typical downtown resident profile, include attached ownership units in the middle range and upper-end units supported by amenities on the Port and entertainment venues in the core. An extensive inventory of historic properties have potential for conversion to lofts and apartments.

### Actions in Motion:

- **Leveling the Playing Field**—Short-term Waiver of Select Development Regulations
- **Green Space Evolution**—Implementing Greening Program to Improve Livability
- **Provision of Manpower**—Predevelopment Assistance to Streamline and Reduce Costs
- **Reusing Historic Building Stock**—Encouraging and Supporting Reuse of Historic Buildings
- **Increasing Livability**—Maintaining Downtown Neighborhood “Infrastructure”



## Transportation

Downtown Dubuque's transportation system is an interconnected system of transportation facilities, including local streets, sidewalks, highways, bus transit services, freight railroad operations, trails, and port operations. The City continues to adapt its policies and incentive programs to respond to Downtown's evolving role as a destination or place to go “to” rather than a place to pass “through”. From an enhanced wayfinding system of directional signs to roadway improvements including a new single point interchange at US Highway 20, the City of Dubuque demonstrates its commitment to seamless access and circulation and a positive Downtown experience.

### Actions in Motion:

- **Making Connections**—Implementation of Downtown Transit Alternatives Analysis Study
- **Effective Management**—Consolidation of Parking Management
- **Balancing the Moving Parts**—Promotion of Commerce and Job Creation in Downtown





Downtown Dubuque Master Plan  
is available on CD ROM by request.

***Dubuque Main Street Ltd.***

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