



SUCCESS STORY: AMERICA'S RIVER PROJECT, DUBUQUE, IOWA

FUNDING ECONOMIC DEVELOPMENT & REVITALIZATION THROUGH BROWNFIELDS
ENID, OKLAHOMA
MARCH, 2013

Dubuque, Iowa, ca. 2000



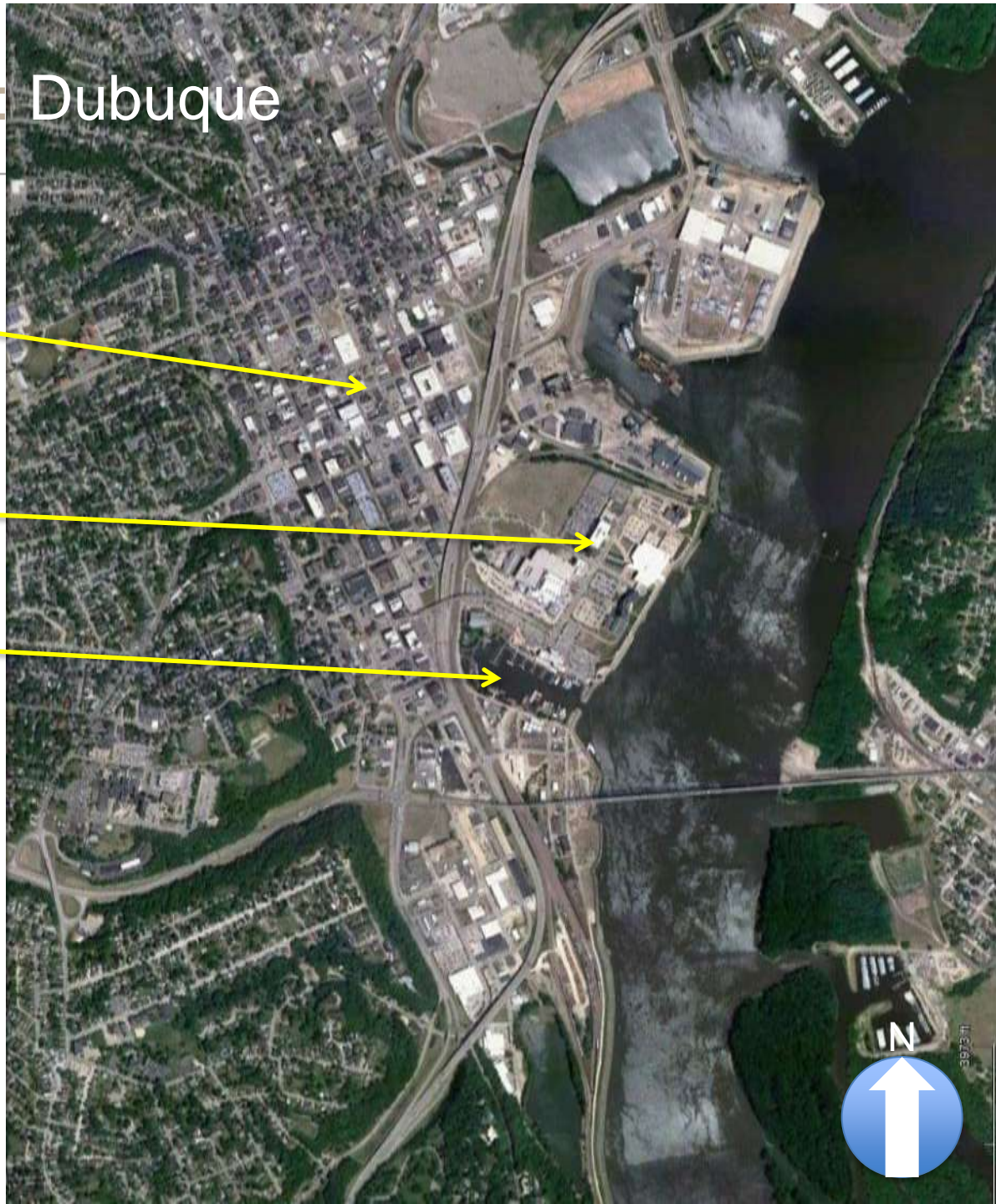
- Depressed downtown
 - Handsome building stock
- Recent industrial closures
- Population loss

Orientation: Dubuque

CBD

4th Street Peninsula

Ice Harbor



3973 ft

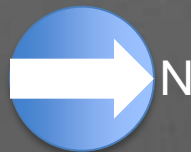
Fourth Street Peninsula



- Mostly vacant
- Street grid
- No access to river



Aerial View — ca 2000



Context



Context: 3rd Street Viaduct



Context: Surface Parking



Context: Abandoned Brewery



Regulating Plan



Land Use Data: South Port Area - 33 Acres

Proposed Use	
Mixed Use-1	8.8 Ac.
• Office	
• Medical Office	
• Office/Showroom	
• Institutional	
• Commercial/Retail	
• Entertainment	
• Public	
Mixed Use-2	14.3 Ac.
• Office	
• Medical Office	
• Institutional	
• Commercial/Retail	
• Entertainment	
• Hospitality	
• Restaurant/Cafe	
• Residential-Attached/Multi-Family	
Open Space	3.1 Ac.
R.O.W.	5.1 Ac.
Existing and Preplanned	0.7 Ac.
New Marina Area	1.0 Ac.

Land Use Data: North Port Area - 88 Acres

Proposed Use	
Mixed Use-1	13.3 Ac.
• Office	
• Medical Office	
• Office/Showroom	
• Institutional	
• Commercial/Retail	
• Entertainment	
• Public	
Mixed Use-2	9.6 Ac.
• Office	
• Medical Office	
• Institutional	
• Commercial/Retail	
• Entertainment	
• Hospitality	
• Restaurant/Cafe	
• Residential-Attached/Multi-Family	
Mixed Use-3	14.8 Ac.
• Office	
• Medical Office	
• Institutional	
• Commercial/Retail	
• Entertainment	
• Hospitality	
• Restaurant/Cafe	
• Residential (Upper Floors Only)	
Open Space	6.0 Ac.
R.O.W.	10.6 Ac.
Existing and Preplanned	33.7 Ac.

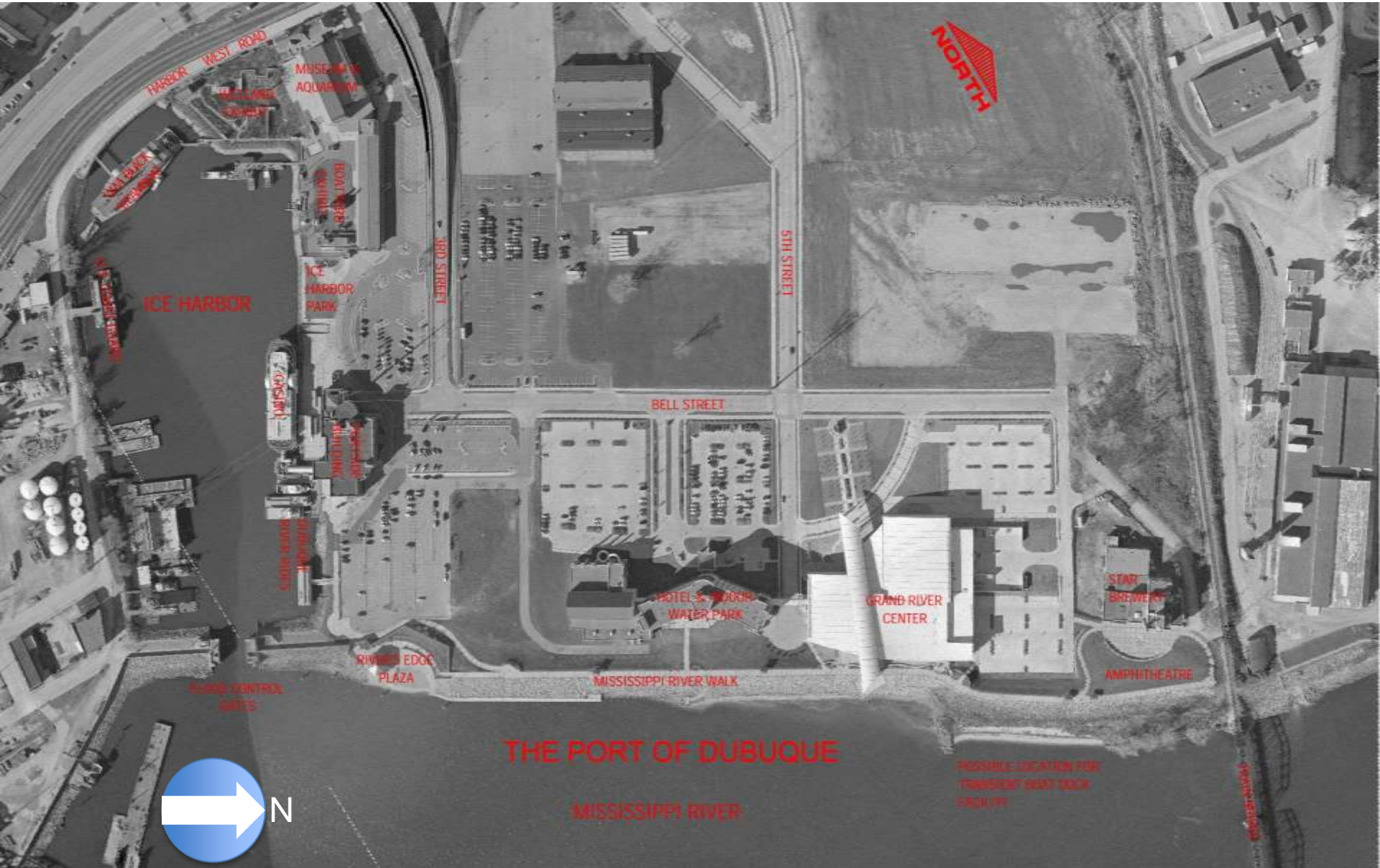
All Acreages are approximate



Illustrative Plan



Aerial View – ca. 2005



Public Investment:

- Infrastructure
- Convention Center
 - Vision Iowa Fund
- Parking Structure

Private Investment:

- Hotel
- Casino
- Office Building

Museum

America's River

AT THE PORT OF DUBUQUE

Aerial View - 2012



Iowa Welcome Center



Infrastructure: Streets & Sidewalks



Grand Harbor Resort & Water Park



Infrastructure: River Walkway



Grand River Center



Grand River Center



National Mississippi River Museum & Aquarium



Star Brewery Renovation



Daniel Ness



Diamond Jo Casino



Port of Dubuque Parking Facility



- 1,100 cars
- \$23 million
- Opened 2008



McGraw-Hill Office Building



Fun Facts: America's River Project

- 500,000 initial annual new visitors
- Projected growth to 1.2 million visitors
- Projected \$33 million additional visitor spending
- Total investment to date: \$400 million

“The project has exceeded our initial projections and continues to draw a wonderful visitor traffic. It is a shining example of how government and private enterprise can work together to provide a resurgence and vitality to a community.” Keith Rahe, Director, Dubuque CVB

America's River

AT THE PORT OF DUBUQUE

