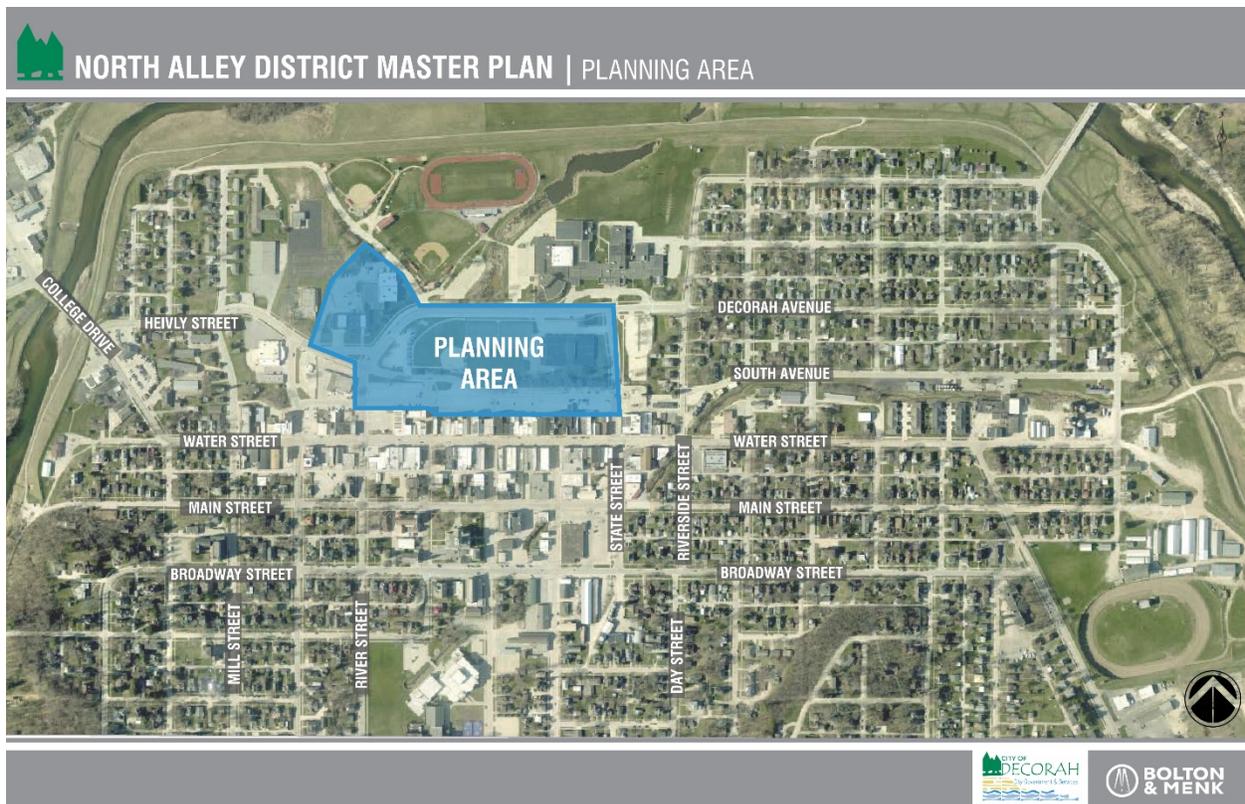


FOR IMMEDIATE RELEASE
Decorah City Hall
Press Contact: Travis Goedken, City Manager, 563-382-3651

Provide input on the North Alley District Master Plan

The City is working to prepare a master plan for the area in and around the North Alley and has hired Bolton & Menk as the consultant to complete the work. Public engagement is a critical component of a successful planning effort. The process began with information and data gathering of existing conditions including: infrastructure, traffic, and land use. A series of initial stakeholder focus group meetings are being held with the City, school district, Downtown Betterment group and downtown business owners. The initial stakeholder group meetings are intended to help identify main themes and big ideas early in the process. The identification of issues and opportunities early in the process helps to provide an understanding of some of the priorities for the areas and to test out concepts and ideas that will help us as we move forward to receive additional input from the public.

What is the North Alley District Master Plan and why is it important?



The North Alley District Master Plan will define the vision, goals, and aspirations for the long-term use of the North Alley District area. The planning process is intended to define future land use (public, private, civic), transportation and circulation patterns, parking availability, pedestrian accessibility and help to

identify the area as a unique asset and destination within the community. The North Alley District Master Plan will help the community to identify priorities and goals and provide an implementation strategy for achieving those goals.

Please complete the following survey to assist in initial data gathering:

<https://bit.ly/DecorahNorthAlleyMasterPlan>

An interactive design workshop session will be held on October 5, 2022 from 3:00PM-6:00PM at the farmer's market. The ideas gathered during the design workshop will be refined for presentation at a public open house. The public open house date will be announced in the near future.

If you have any questions, please reach out to me at the contact information below.

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