

*Willard Hopkins
Project*

*Marshalltown
Iowa
2021-2024*



Willard Historical Significance



Constructed in 1868 for manufacturing, and sales of fur products for H. Willard Son & Co.

One of three original buildings on Main Street in a key commercial district on the Lincoln Highway

Home of the downtown's longest-lived commercial business and owned by five generations, "Willard's" remained in this original location and family until 2020

Hopkins Historical Significance



Constructed in 1868 with substantial renovation after a 1902 fire in neighboring building

Named after tailor, Fred Hopkins, a long-time tenant and building owner

Façade represents an example of "Classical Revival Style" from the early 20th Century

Connected to the Willard Building, upper story rooms were originally used as short-term housing for traveling fur merchants



Project Goals

Modernize neglected buildings with significant structural, cosmetic, and mechanical updates

Follow guidelines set forth by the State Historic Preservation Office and restore buildings to their original, historic state with modern amenities

Add fourteen upper story apartments with elevator access to provide much needed housing to the downtown

Add three modern, commercial storefronts to Main Street area in need of commercial and retail options



Project Goals

Showcase a rich downtown history through responsible development that honors the past and preserves historic design integrity

Provide a key catalytic project for revitalization of the downtown district

Offer modern, comfortable and desirable apartments in downtown district



Specifics

Restored brick to match original historic design

Restored historic windows, storefront, woodwork and pressed tin ceilings

Updated mechanical, electrical, and plumbing, including fire sprinklers and life safety systems

Added new elevator and stair tower to service upper story units



Investing in the Community



This project represents an investment of \$5 Million in downtown Marshalltown

The project showcases the community's ability to support large-scale investment in the downtown district with support for continued growth

High end downtown housing and commercial space will drive traffic to local businesses and pave the way for continued growth

Development Team



Janelle Carter, owner/developer, has worked to craft the planning of this project and Crosby Park. Working closely with both Peter and Scott Cutler, she has helped form the vision for the downtown project and worked to pull many pieces together, including procuring the buildings, financing, planning and structure of the project. A resident of Marshalltown for the past 29 years, she feels it is important to help provide a quality community not only for Marshalltown's future residents to live in and enjoy for years to come, but for the promotion of community and county growth.



Joe Carter, owner, has been the President & CEO for construction tool company, MARSHALLTOWN, for the past 26 years. As an investor in Crosby Park Apartments, he believes reinvestment in Marshalltown is an important step towards growth and prosperity in the community. He supports this project as a key piece for driving that growth and prosperity.



Peter Cutler, contractor and owner of Cutler Construction, is the General Contractor of the project. Coming from a home building background, he has recently focused on restoration of historic buildings by partnering with his brother, Scott, in Valley Junction. Peter has also recently completed new multifamily and apartment projects, most notably as the contractor for Joe and Janelle Carter at Crosby Park Apartments in Marshalltown.



Scott Cutler, developer, helps the team structure, model, and organize the finances of the project. Scott was named the West Des Moines Citizen of the Year in 2021 for his work to help bring development to the Valley Junction neighborhood of West Des Moines. Scott has experience with both historic renovation and new construction projects, and tries to incorporate environmentally sustainable design solutions into project design.

Willard & Hopkins – Building Exterior



2021



2024

Willard – Apartment Overlooking Main St



2021



2024

Willard – New 1 Bedroom Apartment



2021



2024

Willard – Interior Hallway



2021



2024

Willard - Apartment Courthouse View



2021



2024

Hopkins – Marshalltown Chamber of Commerce



2021



2024

Hopkins – Marshalltown Chamber of Commerce



2021



2024

Hopkins – Central Staircase



2021

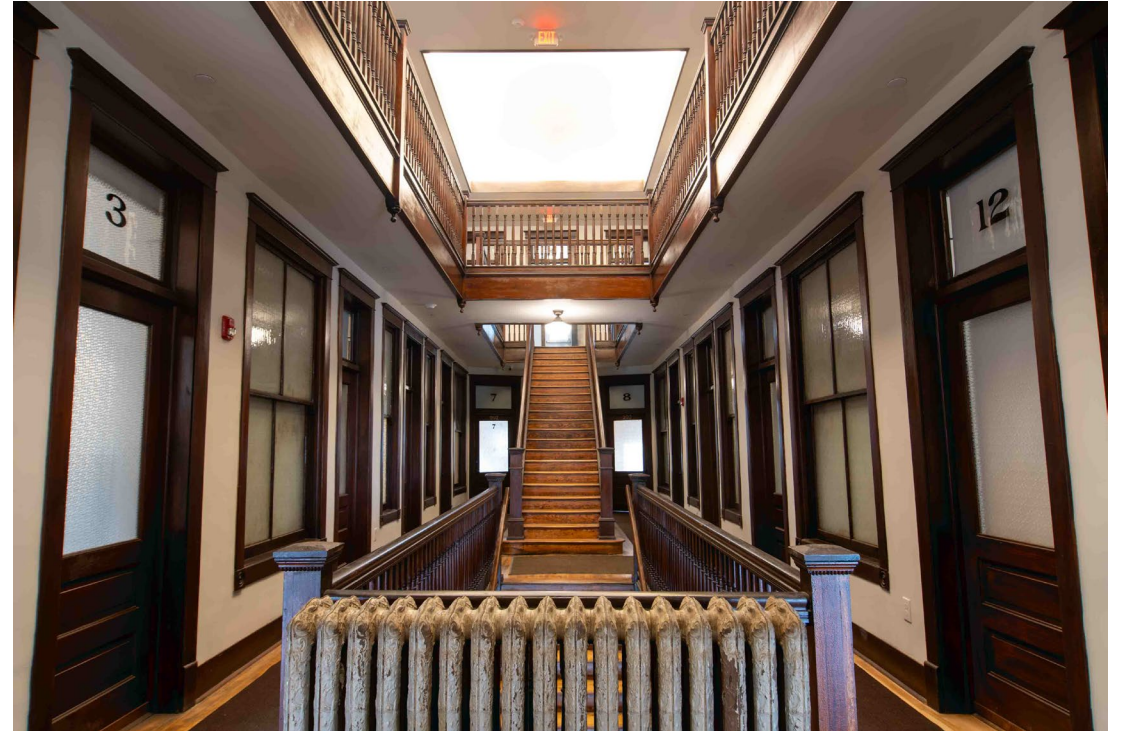


2024

Hopkins – 2nd Floor



2021



2024

Hopkins – Apartment Entrance



2021



2024

Hopkins – 3rd Floor Staircase



2021

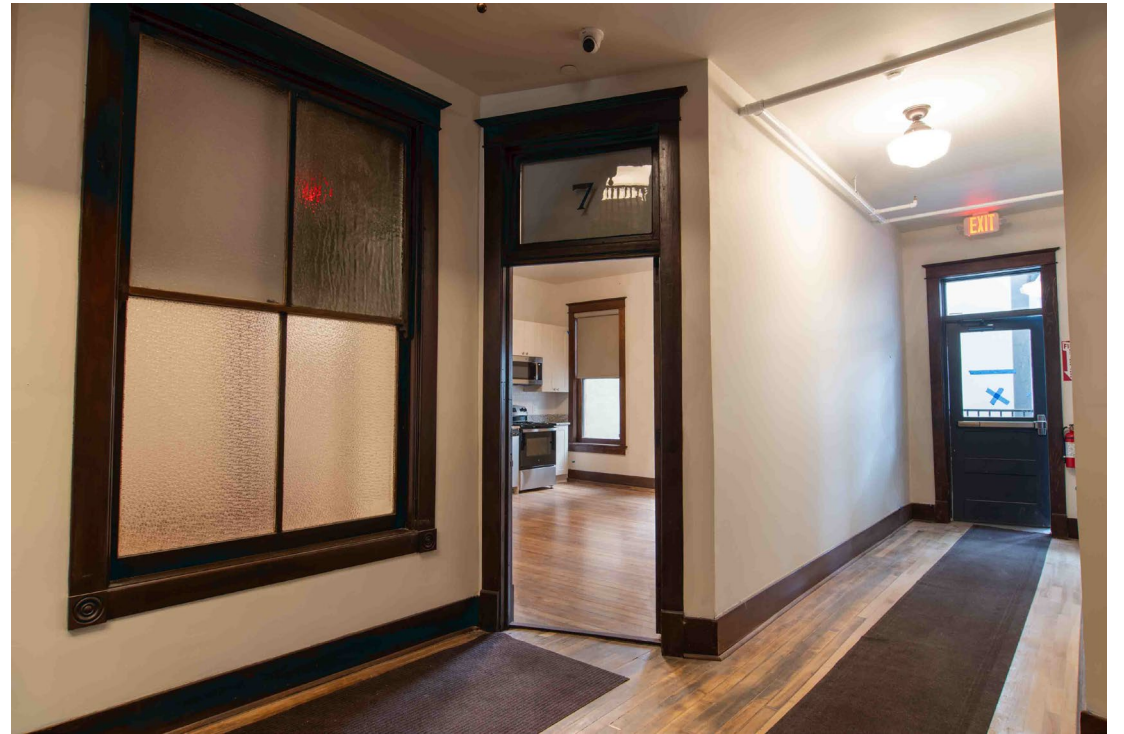


2024

Hopkins – Apartment Entry



2021



2024

Thank you!



Many thanks to all for encouragement and support during this project!

This historic restoration added three commercial spaces and fourteen apartments, including one live/work option in Marshalltown's downtown hub.

Also thank you to...

Our Architects, Brent Schipper and Cole Davis of ASK Studio and Historic Architectural Consultant, Alexa McDowell of A.KAY Consulting for joining our team to create the Willard-Hopkins project vision and implementation.

Thank you to the Iowa Economic Development Authority (IEDA), the City of Marshalltown, Marshalltown Central Business District (MCBD), Main Street Iowa (MSI), Region 6 Resource Planners, the State Historical Preservation Office (SHPO), Farmers Savings Bank of Marshalltown, Rasmussen Tax and Accounting and Capital Collective for support in procuring and managing financing for the project.

Thank you to the community of Marshalltown and our downtown neighbors for their support, patience, and encouragement during this project. Thank you also to the Marshalltown Chamber of Commerce for their promotion, support, and cooperation during the project construction.

Thank you to Joe Pierce and our core team at Cutler Construction for their work, commitment, and patience in navigating the many challenges of restoring and rebuilding this historic piece of architecture. Thank you also to our many professional subcontractors who did the hands-on work to make this a reality.

Janelle and Joe Carter - Project Owners
Peter Cutler and Scott Cutler - Project Partners

And thank you to all our Subcontractors!

A Tech Inc | AAA Septic Service Inc | Alliant Energy | Aluminum Distributors, Inc. | Alvarez Quality Construction | AM Concrete | American Tin | Anderson Blasting Services, LLC | Assured Partners | B & G HVAC, Inc. | BeeLine & Blue | Bjelland Plumbing Inc. | Boyd Painting | Brittain Electric Inc. | Cassidy Goodman | Central Iowa Machine Shop | CGA | Con-Struct, Inc. | Construction Materials Testing | Continental Fire Sprinkler Company | Damir Tabakovic | Don Meier | Echo Group Inc | Echo Lighting Gallery | Fine Line Woodworks, LLC | For Sure Roofing & Sheet Metal LLC | Gilcrest Jewett Lumber Company | Gonzalez Flooring | Green Light Renewable Services | Hanna Carter | HE Drywall Inc. | Heartland Door & Frame, Inc. | Holzworth Concrete | Home Team Painting | Ibarra Construction LLC | Janssen Handyman Service | Jarod Elsberry | J.Raymond.C Photography | Lankford | Jose Perez | Kenny Wunsch | KM Deluxe Designe LLC | Kone USA | Lantz Elite Carpentry and Construction | Lockwood Flooring | Lowes | Madrigal LLC | Marshalltown Water Works | Midland Concrete Products | Midwest Alarm Services | Midwest Frame and Gallery | Midwest Polyfoam | Mr Masonry | Nagle Signs | PDM | Precise Heating & Cooling, LLC | Protex Central Inc. | REW Services Corp | ROS Landscaping LLC | Security Equipment Inc | Seedorff Masonry Inc. | Service Drywall LLC | Sheri Harper | Shetler Construction | Spahn & Rose Lumber Company | Stone Sanitation | Strand's, Inc. | Tometich Engineering, Inc. | Tri-State Lock Service | Universal Stone | Vinci Professional Insulation Services LLC | VS Fab Works, LL | Wadsworth Construction | West End Architectural Salvage | WF Norman Corp.