

Community Conversations: Reimagining Southbridge Mall

Summary of Ideas

(number below indicates the number of “votes” received in addition to the original shared idea)

RECREATION

- **Children’s Play**

- Children’s activity center (like the one in Coralville) - 3
- Fun Zone (like the one in Fort Dodge) - 1
- Family friendly activity area - 1
- Interactive play/hands-on discovery for toddlers and kids
- Family-focused entertainment
- Children’s interactive museum science center
- Indoor playground (no staff needed, pay online for use- QR code to enter); add party room for use
- Indoor Prairie Playground
- Activity areas for kids (inflatables, indoor play area, ninja gym, trampoline park, LEGO/STEM area) - 2
- A place for kids to climb in cold season & coffee for parents - 2
- Segment areas for age specific entertainment (2-8, 8-14, 14-21, 21+)
- Indoor go-carts, rock climbing, jungle gym, indoor water park, bouncy house, food count, movie theater
- Ninja course
- Battery go-cart track or bumper cars – 2
- Science Center, Art hands-on activities – 2
- Inflatables

- **Arcade**

- Arcade, laser tag – 1
- Arcade – bring back Aladdin’s Castle – 10
- Dave & Busters

- **Sports/Wellness Center**

- Indoor track & rock climbing - 5
- Adaptive recreation center for people with disabilities
- Muti-use sports courts
- Expand sport options year round
- Indoor soccer field – 1
- Pool/ping pong, carpetball, darts, foosball

- **Trampoline Park - 13**

- **Pickleball** - 6
- **Bowling Alley** - 43
 - Minimum 12 lanes – 24 would be amazing
 - Bowling alley to draw league bowlers
- **Other**
 - Karaoke bar - 2
 - Retail bank, shopping, movies, food – 1
 - Location for social dancing (ballroom) - 1

HEALTH/WELLNESS

- Satellite medical office
- Medical clinics - 1
- Wellness facility
- Having a wing of the mall for elderly people to live and have services available there for them. Doctor's office, physical therapy, pharmacy – 2

SMALL BUSINESS

- **Offices**
 - Convert to office by shrinking central walkway merging current retail space - 1
 - Law/profession office space – 1
 - Co-working space – 1
- **Restaurants**
 - More restaurants – 2
 - Bridesall's, Orange Leaf more to Mall
 - Smoothie/Coffee with popcorn & games with seating options for all - 1
- **Retail**
 - Mom&Pop friendly policies for storekeeping hours – 5
 - Area like Painted Tree Boutiques in Clive – hundreds of shops under one roof
 - Specialty retail
 - Department store
 - Walgreens or other corner store for quick shopping when downtown - 8
- **Incubator**
 - Small business incubator - 3
 - Retail incubator for aspiring entrepreneurs – 3
 - Give every interested non-profit an empty storefront to decorate and share its mission/donation info

- **Mixed Use**
 - Mixed use residential/commercial/office/retail – 3

EDUCATION

- Make a musical technical school - 4
- Credential school - 2
- Childcare program – 3
- Interactive & educational exhibits – rotating – 4
- Planetarium/ceiling laser shows - 1

EVENTS/GATHERING

- Local Art from students – spotlight NIACC & schools like Edward Jones does
- Club space: theater, pet, kits, planes, gardening, etc. – 3
- Activity-centered businesses in the mall
- Senior Citizen meet area – 1
- Rentable celebration space
- Create temporary rentable themed meeting/party spaces for hockey families and/or community to use in empty storefronts
- Entertainment support (magic store, performance space) – 2
- Teen social club – music, coffee, ice cream – 3
- Use the mall circulation space for events/gatherings – 3
- Adult lounge/multi-purpose space next to children’s play area
- Farmers market – 1

OTHER

- Do not allow outside food & beverage into the mall - 2
- Send out mall scheduled with Mason City water bills - 1
- Better management
- High-value manufacturing – i.e. electronics assembly
- Get the corn crib off the top of the building – 3
- Tourist/historical photos/displays in empty storefronts & walls – use help from Kinney Pioneer Museum – 1