

ECIA Brownfield

Success Story

Rose Garden Senior Living Apartments

Transforming an underutilized
former industrial parking lot into
active, low-maintenance 55+ housing
in
Dyersville, Iowa



Property History

The property was a vacant 2.01-acre lot in a mixed commercial, industrial, and residential area of Dyersville, Iowa. It was owned by the ERTL Company and leased by TOMY International, Inc.

TOMY International, Inc. used the lot for overflow employee parking for its plant across the street. After the company moved its production line overseas, both the plant and lot remained underutilized for more than 20 years.

Dyersville Industries, Inc., Dyersville Economic Development Corporation and the City of Dyersville partnered to offer tax incentives to potential developers for the property. Dyersville Industries Inc. purchase the lot to make ready for future redevelopment. The city had identified a need for senior apartment housing.

Prior to purchase, in March 2017, Dyersville Industries, Inc. utilized U.S. EPA Brownfields Assessment grant funds from the ECIA Brownfields Coalition to complete Phase I Environmental Site Assessments on the plant facility and vacant lot. The assessments helped reduce environmental concern and uncertainty around the property, supporting Dyersville's ability to market the site as ready for reuse and future redevelopment.

Given that the site was deemed ready for reuse, Dyersville Industries, Inc. subdivided the lot and sold it to a developer. The City approved adding the site to its TIF District in November 2018. Site was developed 2018-2021.

Property Details				
Property Address:	1205 6th St SE, Dyersville IA 52040		Current Use - Improvements:	Senior Living Apartments – 41 units with underground parking
Former Uses:	Vacant Commercial Lot		Current Owner:	Rose Garden Properties, LLC
Contaminants:	None Found		Project Partners:	City of Dyersville Dyersville Industries, Inc. Dyersville Economic Development Corporation (DEDC) United State Environmental Protection Agency (US EPA) East Central Intergovernmental Association (ECIA)

Redevelopment

The City and DEDC prepared the site and surrounding infrastructure to make the property ready for reuse.

With the site deemed ready for reuse, Dyersville Industries, Inc. sold the property to Chad Ellis Construction, Inc., a developer.

The developer constructed The Rose Garden, a 55+ senior apartment community with forty-one units, underground parking and onsite parking. The project directly addressed Dyersville's need for housing that supports older adults and other senior-sensitive residents seeking accessible, lower-maintenance living. Construction started in 2018 and completion was delayed during the pandemic due to shortage in availability of building materials. The project was completed in 2021, and a grand opening ceremony was held in February 2021.

Online leasing and apartment listings describe Rose Garden Living as an active 55+ community with resident-focused amenities including controlled-access entry, heated garage parking, in-unit laundry hookups, private balcony or patio space, a community room and kitchen, fitness room, beauty salon space, storage units, whole-house wireless internet, cable television and most utilities included. These features support social connection, predictable monthly costs, and easier day-to-day living for senior residents.

The project also reflects green and sustainable redevelopment principles by reusing an underutilized infill site, leveraging existing streets and nearby services, and reducing pressure to develop new land at the edge of the community. The smoke-free building, shared amenities, included heat and utilities, and walkable access to nearby shopping and services further support resource-efficient, age-friendly living.



Property Details	
Mar 10, 2017	Phase I ESA Completed
Apr 4, 2017	Dyersville Industries, Inc. purchases lot and replats dividing into two lots
Feb 2018	Dyersville Industries, Inc sold lot to developer
Jul 12, 2018	Groundbreaking Ceremony
Feb 2021	Ribbon Cutting & Open House



Project Outcomes

New Apartment Complex: Two-story, 49,108-square-foot building

Senior-Sensitive Housing: 41 age 55+ apartments with underground parking, controlled access, social and wellness amenities, and low-maintenance living features

Sustainable Reuse: Former underutilized parking lot redeveloped as infill housing near existing services, supporting compact development and efficient use of public infrastructure

Jobs Created: 50

2022 Net Assessed Value: \$4,898,118

Funding Sources	
City of Dyersville, DEDC, & Dyersville Industries, Inc. & Private Investor	\$6,020,000.00
ECIA Brownfields Coalition – US EPA Assessment Grant Funds	\$1,459
City of Dyersville – Developer TIF Agreement	\$540,000.00