

From Vacant Brownfield to Community Retail Expansion

Theisen's Dyersville project turned an underutilized former industrial lot into a 50,000-square-foot store serving Dyersville and the surrounding region.

Dyersville, Iowa



Property History

This brownfield success story began with a vacant 2.01-acre lot in Dyersville, Iowa. Once associated with the ERTL Company and leased by TOMY International, Inc., the property sat in a mixed commercial, industrial, and residential area with strong potential for reuse.

For years, the lot served as extra employee parking for TOMY International, Inc., whose plant was located across the street. After the company's production line moved overseas, the plant and lot remained underutilized for more than twenty years, leaving a vacant site in a visible community location.

Local partners saw an opportunity to prepare the property for productive reuse. Dyersville Industries, Inc., the Dyersville Economic Development Corporation, and the City of Dyersville worked together to offer tax incentives and position the site for redevelopment. Dyersville Industries, Inc. purchased the lot so it could be ready for future investment.

Before the purchase, Dyersville Industries, Inc. used U.S. EPA Brownfields Assessment grant funds through the ECIA Brownfields Coalition to complete a Phase I Environmental Site Assessment in March 2017 for the plant facility and vacant lot. The assessment found no environmental concerns on the vacant lot, helping clear the way for reuse.

With the site deemed ready for redevelopment, Dyersville Industries, Inc. subdivided the lot and sold one of the new parcels in May 2017. The City later approved adding the site to its TIF District in November 2018, supporting continued investment in the area.

Property Details

Property Address:	836 13th Ave SE, Dyersville IA 52040 (portion of former vacant lot)
Prior Use:	Vacant Commercial Lot
Contaminants Found:	None Found
Current Use:	Commercial Retail Store and parking lot
Property Owner:	Theisen's of Dyersville, LLC
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)



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Redevelopment

The City and DEDC prepared the site and surrounding infrastructure to make the property was ready for reuse. Dyersville Industries, Inc. sold one of the newly platted lots to Theisen's of Dyersville for a store expansion.

Theisen's Retail Store was located alongside the former TOMY plan vacant lot. The company wanted to expand their footprint and build a bigger retail store to serve Dyersville and the surrounding area. The new 50,000 square foot retail store opened November 2017 and has forty-eight employees.

A video provided by Theisen's showcases the deconstruction of the previous facility and the construction process of the new facility: https://www.youtube.com/watch?v=9IMT4gE_vkw.



Project Outcomes

New Commercial Retail Store: 50,000 sf

Green initiative: Solar Panels on Roof

Jobs Created: Permanent: 48 [10 FTE and 38 PTEs]; Construction jobs: 1

Construction project cost: \$3,140,000 TIF \$400,000

2022 Assessed Value: \$3,137,580



Property Details

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Mar 10, 2017	Phase I ESA Completed
Apr 4, 2017	Dyersville Industries, Inc. purchases lot and replats dividing into two lots
May 2017	Dyersville Industries, Inc sold lot to Theisen's of Dyersville
Nov 2017	Grand Opening and Ribbon Cutting Ceremony

Funding Sources

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City of Dyersville, DEDC, & Dyersville Industries, Inc. & Private Investor	\$3,140,000
ECIA Brownfields Coalition – US EPA Assessment Grant Funds	\$1,459
City of Dyersville – Developer TIF Agreement	\$400,000