

Land Use & Community Design

“If the city is not well-designed, its impact on the surrounding nature will be lethal”.

– Javier Cenicacelaya,
Spanish architect

The Land Use & Community Design chapter provides an overview of how the city anticipates land will be used and developed in the future – either new development or redevelopment of existing buildings and property – with maps and policy directives. It offers guidance on key initiatives for the community which are tied to the community vision, goals adopted by the community, action steps to achieve the goals and case studies from other cities with similar issues.

Guiding Principles:

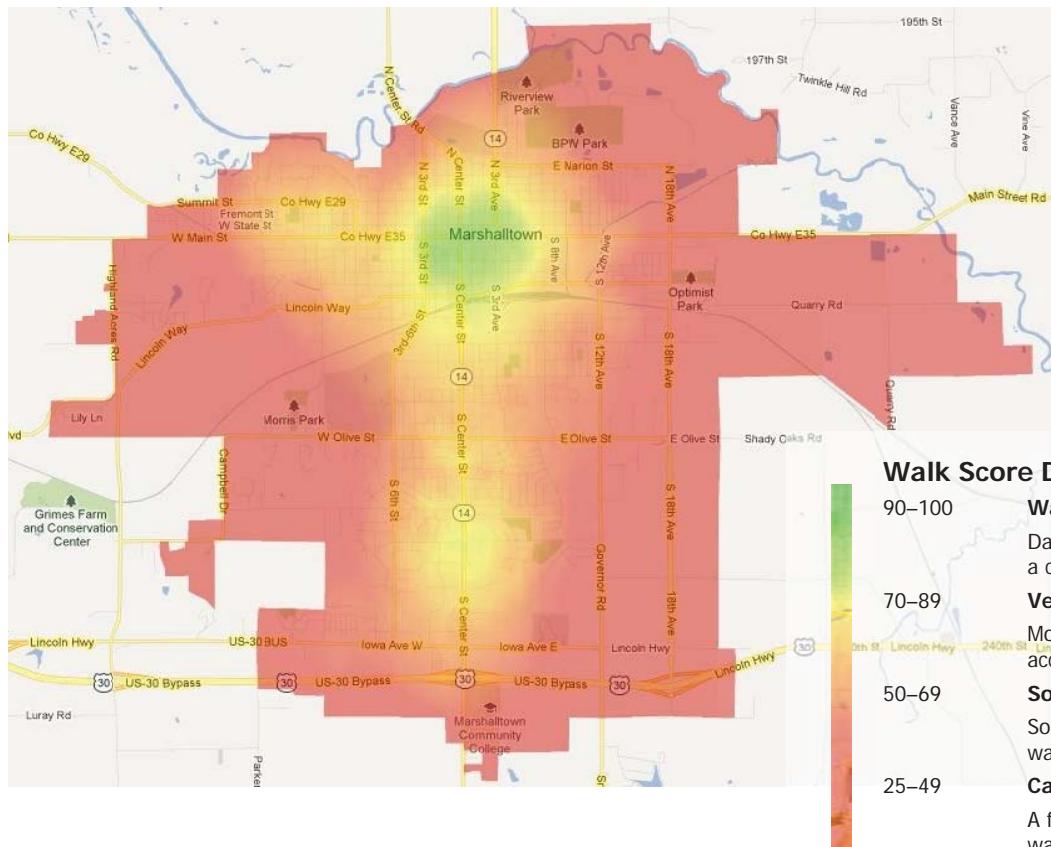
Connect-Renew-Design

Marshalltown will develop and redevelop a focused set of places and neighborhoods, and connect them with sidewalks, trails and open space to create a vibrant, active city, incorporating design standards to enhance the character of the community.

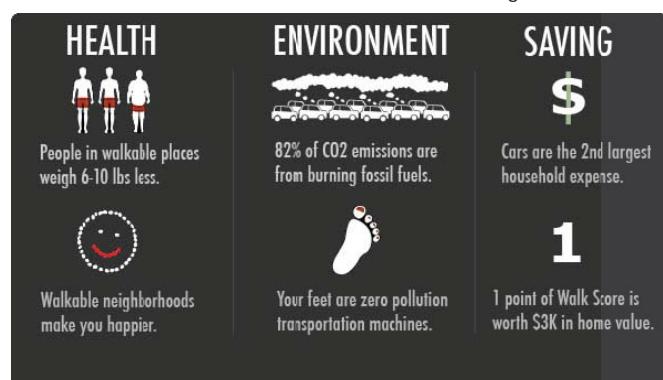


Guiding Principles

The focus of development and redevelopment in Marshalltown in Coming years will focus on the guiding principles noted above – creating a community of connections, with more carefully designed places, with sidewalks and trails connecting green space and open spaces with other destinations, to encourage and allow a more walkable, healthy community. One way to view Marshalltown is through a scale called the Walk Score, a web-based program that takes into account the location of residential areas in relation to services like retail, grocery stores, government services, libraries, post office, etc. and the connections. Where these services are close and easily accessible the Walk score is high; where a car is needed for almost all trips, the Walk Score is low. Current Marshalltown's Walk Score map is illustrated below.



There are significant benefits to a walkable environment, as noted in the graphic to the right, based on national statistics. And as the Walk Score map shows, Marshalltown is very walkable in and near downtown, and somewhat in the South Center Street retail area, but not much elsewhere. As areas in Marshalltown develop and redevelop, attention to density, design standards, connections and mixed land uses will improve the walkability of the community. Specific tools will need to be developed to encourage and allow this.



Background

The land use inventory identifies existing development in the city. From this inventory, and other background that is compiled, areas of potential development or redevelopment can be analyzed. The inventory can also help classify areas, revealing development patterns, densities and trends that can provide direction for future development and redevelopment.

EXISTING LAND USE

Table 2-1 below summarizes the current land uses within the City and the percentage of the overall land which is dedicated to that specific use. The table gives the gross acreage of each land use, and also the net acreage excluding wetlands. The current acreage of the City is over 12,000 acres. The land use categories are described in Table 2-2 on the following page and the existing land use is illustrated on the attached map.

The table shows that agricultural land use makes up that largest land use category, almost 1/3 of the city, due to annexations into the city which have not yet been developed more intensely. Low density residential (single family homes) are next highest at about 19% of the city's area. Commercial uses account for about 5% of the city and all industrial uses about 6%.

Table 2-1 Marshalltown Existing Land Use 2011

Existing Land Use	Gross Acres	Percent	Net Acres	Percent
Rural Residential	327.74	2.67%	322.16	2.8%
Low Density Residential	2,356.16	19.2%	2,343.56	20.1%
Medium Density Residential	61.26	0.5%	60.23	0.5%
High Density Residential	98.50	0.8%	98.39	0.8%
Mobile Home Park	31.81	0.3%	31.81	0.3%
Medical	172.92	1.4%	161.74	1.4%
Commercial	536.56	4.4%	536.55	4.6%
Downtown Mixed Use	9.89	0.1%	9.89	0.1%
Office	10.98	0.1%	10.98	0.1%
Light Industrial	46.93	0.4%	46.93	0.4%
Heavy Industrial	656.59	5.3%	643.18	5.5%
Utility	81.24	0.7%	71.87	0.6%
Schools	231.55	1.9%	231.32	2.0%
Public/Semi-Public	204.50	1.7%	197.44	1.7%
Agricultural	4,010.54	32.7%	3,886.56	33.4%
Cemetery	148.31	1.2%	105.16	0.9%
Park/Open Space	908.02	7.4%	533.57	4.6%
Golf Course	315.27	2.6%	313.70	2.7%
Landfill	2.18	0.0%	2.18	0.0%
Railroad	166.32	1.4%	164.76	1.4%
Vacant	328.20	2.7%	307.86	2.6%
Right-of-Way	1,478.93	12.0%	1,474.94	12.7%
Open Water	94.16	0.8%	94.16	0.8%
Subtotal			11,648.94	100.0%
Wetland			629.62	5.1%
Total City	12,278.56	100.0%	12,278.56	

Table 2-2 Comprehensive Plan Land Use Categories

Land Use Category	Description
Rural Residential	Existing unsewered residential or future residential areas in areas of difficult topography that will develop at a density of 2-3 units per acre.
Low Density Residential	Single-family detached and two-family residential development at a density of 4-6 units per acre.
Medium Density Residential	Attached and detached twin home, townhome or small apartment developments at a density of 6-12 units per acre.
High Density Residential	Townhomes, apartments, condos and similar high density dwellings, at a density of 12-24 units per acre. Architecture and landscaping are important to ensure appropriate and consistent character.
Mobile Home Park	Manufactured homes within a mobile home park setting.
Medical	Major medical uses such as hospitals, clinics and medical office buildings.
Commercial	General commercial and businesses such as restaurants, retail, office, hotels, banks, etc.
Downtown Mixed Use	Mixed office, retail, medical, institutional, and residential uses in the more intense setting of downtown.
Mixed Use	Mixed office, retail and residential uses in neighborhood centers
Business Park	Larger office buildings and corporate campus development as well as light-industrial and office-warehouse developments that require larger sites.
Light Industrial	Industrial businesses that are cleaner and less intense, with more office and showroom, clean manufacturing or processing, less trucking, warehousing or heavy manufacturing.
Heavy Industrial	Industrial related businesses including manufacturing, warehousing, automotive, trucking, rail, office and other related industrial uses.
Utility	Utility uses such as water works, power plants, electrical sub-stations, airports, etc.
Public/Semi - Public	Primarily religious, governmental, institutional or education facilities.
Agricultural	Cultivated farmland, pasture or similar rural open land, not actively used for other purposes.
Cemetery	Areas of public or private ownership that will remain undeveloped as open space or developed as parks (including trails) with varying facilities depending on the need and location.
Parks and Open Space	Areas of public or private ownership that will remain undeveloped as open space or developed as parks (including trails) with varying facilities depending on the need and location.
Golf Course	Area identified for existing golf course facilities.
Landfill	Area identified for existing golf course facilities.
Railroad	Railroad right-of-way and switching yards
Open Water	Permanently flooded open water, rivers and streams, not including wetlands or periodically flooded areas.



Existing Land Use

2012 Comprehensive Plan

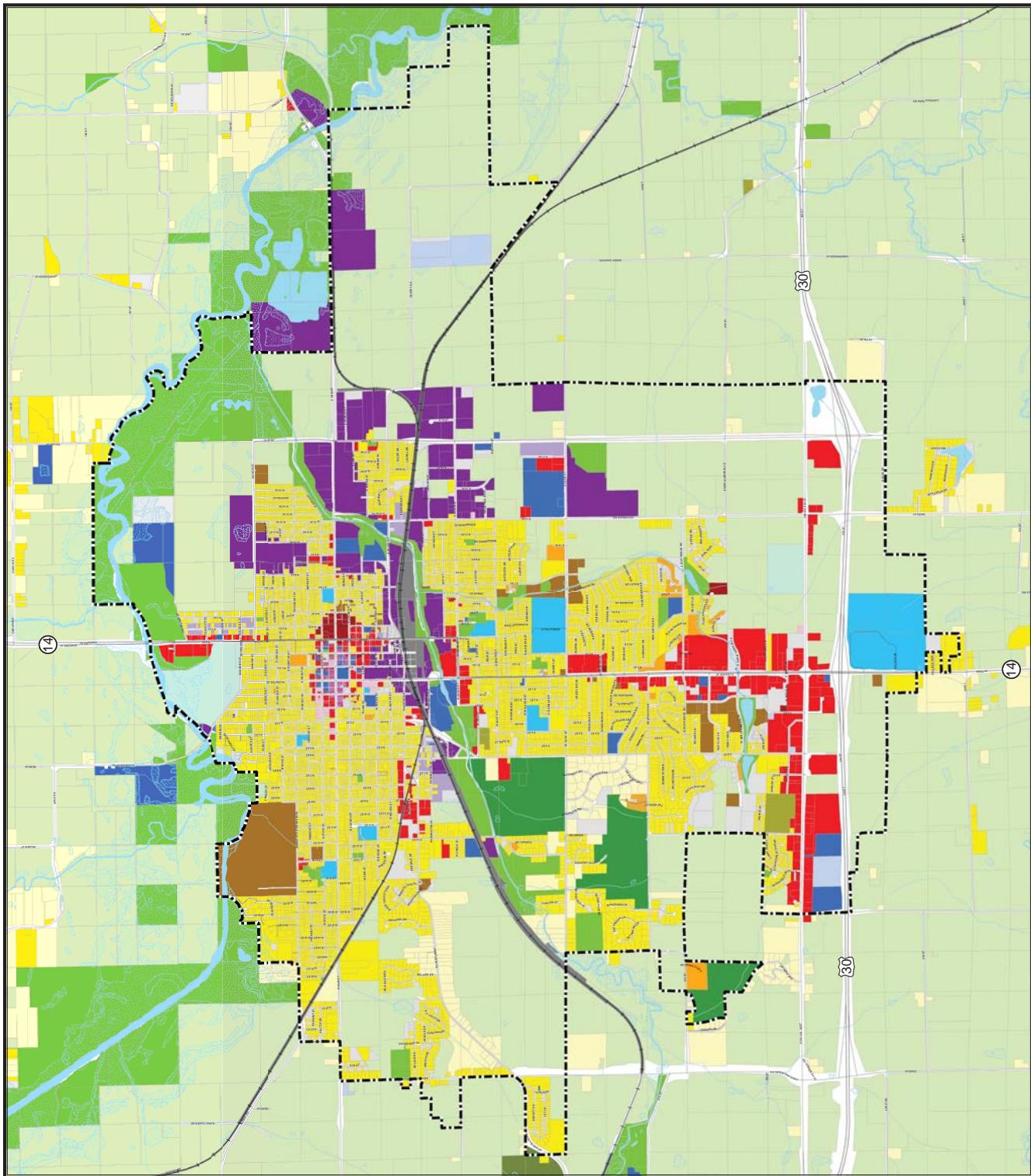


A horizontal scale bar representing 0.6 miles, divided into two segments: a black segment of 0.4 miles and a white segment of 0.2 miles.

The legend consists of a horizontal row of colored squares, each paired with a text label describing the corresponding land use or infrastructure. The items listed from left to right are: Highway (dark grey), Local Street (light grey), Railroad (grey with a diagonal line), City Limit (dashed black line), Rural Residential (light yellow), Low Density Residential (yellow), Medium Density Residential (orange), High Density Residential (dark orange), Mobile Home Park (olive green), Medical (dark red), Commercial (red), Downtown Mixed Use (pink), Office (light pink), Light Industrial (light purple), Heavy Industrial (dark purple), Utility (light blue), Schools (blue), Public/Semi-Public (dark blue), Agricultural (light green), Cemetery (medium green), Park/Open Space (dark green), Golf Course (dark green), Landfill (dark grey), Railroad (grey with a diagonal line), Vacant (light grey), Open Water (light blue), NW Wetland (blue with a dotted pattern), and Right of Way (white box).

August 23, 2012

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Goals

A series of goals and policies were developed, based on information in the Background Report, discussions of community issues, and the consultant's suggestions. The goals are divided into topic sections and are included in appropriate chapters of this Plan. The goals and policies were reviewed and discussed by the Steering Committee and Plan and Zoning Commission, and approved by the City Council.

The full set of goals and policies is attached to this Plan as Appendix B, but each chapter or element of this Plan contains the goals pertinent to that section. Following are the goals pertinent to this chapter.

General Goals and Policies

Goal 1: Maximize the potential of the community of Marshalltown as a thriving center for business and healthy recreation, while maintaining and enhancing its livability as a residential community.

Rationale: Marshalltown has a high quality of life with opportunities through its increasing diversity. Emphasis on planning to create new growth and increased tax base that can provide greater enhancement to its residents.

Policy 1: Promote the development and implementation of a Comprehensive Plan that effectively and efficiently plans for land use, community facilities, transportation, housing, economic development, recreation and natural spaces, and technological advancement for the Marshalltown area.

Policy 2: Update the Plan periodically, with an annual review by the Plan and Zoning Commission, City Council and City staff, and comprehensive updates to various elements as needed. Utilize this plan to guide all zoning changes to ensure consistent development policy, resource allocations, and administrative policies.

Policy 3: Formulate and enforce City ordinances to ensure development in accordance with the Comprehensive Plan.

Policy 4: Continue to plan for land uses to support and enhance Marshalltown's ability to attract quality development by existing and new businesses, by providing adequate areas for business growth and expansion.

Goal 2: Renew Marshalltown's positive identity within the community and the region.

Rationale: Creating and maintaining a strong image supports not only economic development but reinforces pride in the residents and those who operate or do business in the City, while also attracting new residents and businesses.

Policy 1: Establish a cohesive image for the entire community through development and promotion of a community wide brand.

Policy 2: Immediate community marketing and or branding to communicate Marshalltown's strengths and opportunities.

Policy 3: Continue to be proactive in addressing community issues, concerns and communications that may detract from the community's identity.

Goal 3: Retain and create high quality infrastructure and visual attractiveness of properties showcasing the City's aesthetic character to its residents and visitors.

Rationale: At the many entrances to Marshalltown, and the main arterials that run through the City, it is important to portray a visually pleasing and attractive community to the residents and all visitors.

Policy 1: Create and maintain appealing gateways and entry points into the City with a particular focus on Highway 14/South Center Street and US 30 Bypass; Highway 14/North 3rd Avenue and County Highway E35/Main Street. Develop a plan to keep the City's gateways attractive by maintaining and enhancing signage, lighting, landscaping or other features at City entrances.

Policy 2: Support efforts to improve the appearance of commercial developments along City highways, within downtown, at key entry points and industrial parks through use of building rehabilitation, screening and landscaping.

Policy 3: Seek necessary funds to implement signage plans designed to direct residents and visitors to key community features, activity and recreation areas and the downtown.

Goal 3: Work with properties that detract from the established image goals and quality of life.

Rationale: A few blighted properties can bring down a block or neighborhood. Enforcing community standards on the worst cases will do the most for community appearance.

Policy 1: Require compliance with all city codes through effective enforcement strategies and follow through directly with the property and/or building owner.

Policy 2: Promote private reinvestment in Marshalltown.

Policy 3: Provide assistance and information with regard to available programs that may assist property owners in building renovation, expansion, enhancement and beautification.

Policy 4: Develop a plan for the use of incentives, if available, for infill development, removal of substandard buildings, and consolidation of land.

Policy 5: Promote establishment of neighborhood associations, through city supported efforts, as a mean of promoting neighborhood maintenance, safety and reinvestment.

Goal 4: Promote community spirit and unity to enhance Marshalltown's character and identity.

Rationale: Marshalltown has a dynamic and diverse population with strong community involvement by its residents providing opportunities to expand cross-culturally. This engagement should be fostered and encouraged to continue into the next generation.

Policy 1: Encourage volunteerism, participation in community activities and acceptance of City leadership positions.

Policy 2: Encourage and utilize residential participation in local decision-making processes.

Policy 3: Create opportunities through community, school or other civic events that provide for increased interaction and communication between residents of all ages and cultural heritages.

Policy 4: Improve communication and interaction between the City and its business community through active participation with the Chamber of Commerce and other civic groups.

Policy 5: Protect and enhance important historical and natural resources as a means to maintain the integrity, heritage and local character of the community.

Policy 6: Protect both the general well-being and individual choices of Marshalltown residents. Ensure that decisions that are made by the community reflect the needs of current residents and business owners.

Goal 5: Enhance community and neighborhood, health, safety and connectivity.

Rationale: A sense of security and livability is important to the quality of a neighborhood and maintaining property values, and attracting employees to live and work in our community.

Policy 1: Maintain and ensure strong community support for the City's public safety departments.

Policy 2: Promote effective cross cultural communication between residents and the City's Fire, Emergency Medical Response/Ambulance and Police Departments

Policy 3: Encourage, promote and support neighborhood organizations in Marshalltown.

Policy 4: Embrace all cultural heritages present in Marshalltown through communication and interaction.

Policy 5 Require the creation of parks, trails and green space within new developments to ensure that residential neighborhoods have adequate access to park and recreation facilities, green space and community amenities.

Land Use – Commercial

Goal 1: Expand and diversify the City's tax base by supporting existing businesses and the redevelopment of existing commercial properties and encouraging new commercial development to enable Marshalltown to fulfill its role as a regional trade and service center.

Rationale: Support for existing businesses and continued growth of commercial businesses through redevelopment supports the City's residential population with jobs and services, provides an increased tax base, and attracts new residents and businesses.

Policy 1: Provide for sufficient commercial land to accommodate growth and business expansion.

Policy 2: Promote and seek to expand a broad range of, retailing, entertainment, retail and service uses within the commercial areas of Marshalltown.

Policy 3: Proactively understand existing business and recognize their needs and create ways to support and retain these existing businesses.

Policy 4: Promote the redevelopment and expansion of existing businesses within the City to obtain a higher level of sales and business attraction.

Policy 5: Promote private reinvestment in the commercial properties by offering assistance, when appropriate, to facilitate the private investment.

Policy 6: Support the expansion, growth and relocation needs of all businesses.

Policy 7: Promote pedestrian walkways and green spaces with commercial zones.

Goal 2: Encourage the redevelopment of commercial sites that display building deterioration, obsolete site design, land use compatibility issues and a high level of vacancies.

Rationale: Aged retail areas offer a great opportunity for redevelopment that not only provides for new goods and services for residents to enjoy, but increased tax base utilizing existing infrastructure.

Policy 1: Identify and coordinate redevelopment efforts of underutilized commercial areas to create site designs that promote attractive shopping environments, easy accessibility, and wide range of business users. Site specific redevelopment planning efforts should include the mall, 13th Street retail area, sites along Center Street, North Third Avenue, Linn Creek/Center Street Area and Iowa Avenue and other scattered commercial nodes throughout the city.

Policy 2: Encourage through redevelopment efforts, specific retail and service providers that would complement the existing commercial land uses.

Policy 3: Consider mixed use alternatives in redevelopment of commercial sites to create a higher level of activity, community gathering spaces and appropriate residential land uses.

Policy 4: Create and enforce city ordinances for all commercial areas including building and signage design guidelines, streetscaping, and the inclusion of green space, trails and sidewalks that connect commercial areas to neighborhoods.

Goal 3: Improve and enhance Downtown Marshalltown in its role as the hub of the City.

Rationale: Downtown is an important historical and commercial core of the City that provides a unique setting and community identity.

Policy 1: Promote downtown as the center of commercial activity and social interaction through support of existing business and the attraction of new businesses and events to downtown.

Policy 2: Develop strategies, including financing mechanisms, to stimulate rehabilitation or redevelopment of under-utilized or vacant sites in the downtown.

Policy 3: Inventory and coordinate the planning of all parking facilities within the downtown, including consideration for safe and attractive pedestrian and biking routes.

Policy 4: Continue to implement City Center plan for providing housing opportunities in the downtown area.

Policy 5: Promote revitalization of Tall Corn Towers for housing, retail and conference space.

Land Use – Industrial

Goal 1: Retain and expand Marshalltown's industrial land uses to ensure a diverse tax base and local employment opportunities.

Rationale: Marshalltown's existing industrial uses are an essential provider of jobs and tax base to the local economy.

Policy 1: Encourage and facilitate the expansion of existing industries.

Policy 2: Examine and modify city ordinances as a means of providing site design flexibility to accommodate existing industrial expansion.

Policy 3: Protect industrial land from incompatible encroachment and development.

Policy 4: Enhance communication between MEDIC, City and County with local industries to track available building space and changing industrial needs.

Policy 5: Require site design to ensure high quality industrial construction, building durability, an aesthetically attractive appearance and pedestrian and bicycle accessibility.

Policy 6: Attract new industrial businesses to fully utilize the City's industrial areas.

Design Standards.

As part of the Comprehensive Plan discussion, the Marshalltown Comprehensive Plan Steering Committee took part in a survey of visual preference, or image preferences. This exercise shows pictures of various elements of the built environment with different characteristics and treatment and asks for a simple, quick judgment on a scale of 1 to 5. While not a scientific exercise it does give a sense of the characteristics that the Marshalltown community wants to encourage or require in development projects.

“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.”

– Fred Kent,
Project for Public Spaces

Over two hundred images in ten categories were shown and ranked by the committee members. The five favorite and five least favorite in each category were shown to the committee at a subsequent meeting where they were asked to comment on what specifically in the scene influenced their reactions. The most common, recurring comments are summarized on the following pages with a favorite image from each category. These will be used to guide specific ordinance or policy language on design standards for the City. A full summary of all slides in the survey, their ranked score, and comments for the Steering Committee are included as Appendix F to the Comprehensive Plan.

Residential – Single Family

- No cars or garage in front
- Brick
- Green space
- Broken up façade
- Front porch
- Boulevard trees
- Landscaping



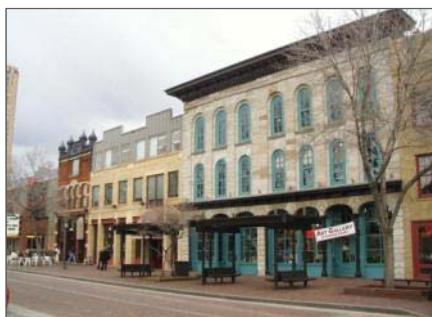
Residential – Multi-Family

- Landscaping
- Green space
- Front rail/porch
- Varied façade, architecture
- Gathering area
- Screened utilities, equipment
- Sidewalks
- Attractive building materials



Mixed Use

- Outdoor seating
- Landscaping
- Green space
- Sidewalk
- Façade broken up
- Awnings/signage broken up
- Attractive building materials



- Mixed textures
- Seating
- Inviting entries

Commercial

- Landscaping, green space
- Water
- Attractive materials
- Windows first level, varied windows
- Inviting entries
- Attractive street lights
- Gas pump canopy match building architecture

Office & Industrial

- High quality exterior materials – brick, glass, not metal
- Broken up façade
- Lots of windows
- Identifiable entry
- Landscaping at building and in parking lot
- Sidewalks
- Screened utilities and equipment

Building Setbacks

- Commercial: Outdoor seating/activity space separate from sidewalk
- Commercial: Attractive lighting
- Commercial: landscaping
- MF Residential: Adequate sidewalk width
- SF Residential: fewer driveways

Streetscapes

- Landscaping
- Attractive streetlights
- Brick/paver sidewalks, different textures
- Fewer driveways
- Adequate terrace/boulevard width
- Public art
- Places to sit
- Buried utilities

Site Amenities

- Water
- Landscaping
- Green space that can be accessed
- Attractive lights
- Water, fountains
- Sidewalks to building entries



Parking Areas

- Parking screened with landscaping
- Parking lot broken up with landscaped islands
- No parking overhang onto sidewalk
- Make berms/landscaped areas able to be crossed
- Separate parking from sidewalk with wall, railing, landscaping



Signage

- Color coordinated with building, area
- Individual cutout letters
- Landscaping around sign
- Historic, decorative, character
- Legible
- Attractive, high quality materials
- Avoid "clutter" – too much signage on street frontage
- Temporary signs/banners can appear cheap, inappropriate
- Allow electronic signs vs. temporary signs with individual letters



Public Character/Public Realm

The public realm can strongly influence the city's character and aesthetics. The public realm consists of the city's streets, sidewalks, parks, trails, plazas, urban spaces and gateways. The public realm includes a large portion of Marshalltown's land area and represents a substantial public investment. The design of these elements plays a major role in defining the character of Marshalltown, and the overall aesthetic quality of the neighborhoods and city overall.

The public realm also includes places in the city that are important contributors to the city's overall character. These are important due to their historic role in the city, their visibility and their role in the everyday life of residents. One important civic area is downtown, not only for its historic and architectural significance but its serves as a gathering place and major employment center of the city. Riverview Park is another example of an important civic place.

Major commercial corridors and gateways play a contributing role in the city's character. Having well-defined edges and gateways into a city are important because they communicate the city's image and create a clear sense of arrival and departure. Marshalltown's edges and entryways are defined by roadways and as such demand attention to design and aesthetics. Marshalltown's major commercial corridors are highly visible. Highway 14/Center Street/3rd Avenue North is the major north-south corridor and includes not only major gateways to the city, but it is the commercial corridor linking Highway 30 at the south end, major shopping areas, downtown, and Riverview Park at the north end. The character of this corridor can benefit from improved streetscaping, refined signage and building standards, and improved pedestrian-scale facilities. This corridor can also be improved with the installation of gateway signage and landscaping features welcoming visitors to Marshalltown at both the north and south entrances.

Other gateways include the interchanges which are the east and west entrances from Highway 30: Oaks Avenue/Highland Acres Road on the west and South 18th Avenue on the east. These can be become more important and attractive by controlling the amount of outdoor storage through regulatory tools, refined building design standards and the design, installation, and maintenance of entry signage, landscaping, and other features.

Green Character

A city's green character is defined by its natural, open space and park and recreational elements. There are opportunities to enhance these elements in Marshalltown - for planned greenways, active recreation areas, and community linkages along with their role in flood control.

The Plan should treat newly defined greenways, parks, trails as essential components of the infrastructure of the city. The parks, trails, greenways and recreation areas are just as important as transportation, water and sewer systems. The Park and Trail Plan lays out a network for an expanded park, trail and greenway system that will grow as the city expands providing the necessary quality park and recreation needs for existing and future residents of Marshalltown.

Design Character

Residents of Marshalltown are interested in quality of life, including the quality of design that surrounds their lives. During public engagement sessions concern was expressed over unattractive buildings and places. High quality design and materials create lasting value for property owners and the community. The discussion here addresses the benefits of quality design in general terms. The zoning and other regulatory tools will be prepared upon completion of this plan to implement these ideas. Design standards are one such tool to carry out the city's vision. Design standards influence the public realm (streets, sidewalks, plazas, streetscaping) and private (building architecture and site plans). Design standards apply to more than just the building architecture but to the site, street, parking, amenities, signage, open space and storm water treatment. Each land use and subsequent zoning district is unique so the standards will be created to respond to the needs of that district.

Guiding Design Principles that should be considered for any district:

- Create a compact and diverse critical mass of activity
- Create an identifiable symbol for the City and focus for civic and cultural activities
- Define a framework of open spaces and linkages
- Balance the need to move vehicles safely with aesthetics and the needs of the pedestrian.
- Promote high quality architecture



Design Guideline Elements

Streetscapes - usually include streets, sidewalks, street furniture, lighting and decorative elements to lighting. It might include provision for outdoor seating, public art, and other elements that attract people and activity.



Street Types - Treat Streets as Part of the Open Space System, not as Barriers.

- Accommodate Alternative Forms of Transportation
- Define a Hierarchy of Treatments for Approach Routes Commercial and Residential Streets
- Balance Vehicular and Pedestrian Needs

Entrance Monuments - gateways to the community are important location for entry monuments.



Parking - Need and Design - depending on the district or area parking needs and location may be an important consideration. Are there opportunities for shared parking or a need for a ramp to serve multiple uses? Design of parking lots is also critical to minimize the presence of parked vehicles. Appropriately screening the areas, use of landscape islands to break up the expanse of parking areas can improve the appearance of parking lots.



Setbacks - depending on the location setbacks or build to lines can be an important tool in creating a more traditional or compact mixed use design. Allowing setbacks to be tighter and buildings up the sidewalk reinforces the pedestrian scale of downtown design.



Building Architecture and Design - it is essential to encourage high quality architecture. Promote visual interest through proper alignment, proportion, and materials. Place buildings to reinforce streetscapes and open spaces. Design requirements may differ between districts or areas. High quality design can be required of any use in any location.



Signage - building signage provides a great way to be creative and distinctive. Signs are also an important architectural element for any business. However, since signs influence the overall character and appearance of the streetscape, they should be designed to complement the architecture. Signs that are overhanging or projecting signs are very pedestrian friendly.



Open Space - Public Spaces and Amenities - pockets of open space within development areas can be used for public gathering areas to relax, enjoy the outdoors or even hold small gatherings. These areas should be designed to support this goal with minimal amenities necessary. Can include public art.



Storm water Treatment - there are many innovations for new storm water treatment that provide design amenities. Many of these include improved ponds or rain gardens. These can be used in multiple locations and types of developments.



Community Character and Aesthetics Strategies and Recommendations

The strategies are designed as a resource tool for specific measures the City can effectively undertake to enhance the public, green and design character of Marshalltown. As future development and redevelopment is proposed, the City will use these resources and implement regulatory tools in working with developers to create a more vibrant city.

To ensure an attractive and welcoming environment to residents and visitors the City will:

- Define areas of civic importance and identify necessary plans for long term enhancements (e.g. 3rd Avenue North Entrance, City Center Plan, etc. focusing on public and private built environments)

- Identify the components that create a positive image of Marshalltown and establish requirements to include in new development.
- Develop a community gateway enhancement program that will effectively communicate the quality of the community.
- Create consistent streetscape design for implementation on all major transportation corridors.

To enhance existing natural features and provide enhancements to the park, trail, recreation system the City will:

- Develop greenway corridors with park and trail amenities in association with flood control measures.
- Create connections throughout the city by expanding the city's network of trails as a requirement of all new development.
- Expand on recreational programs that provide year-long outdoor activities.
- Create regulations that require all new public and private development to be attractively landscaped to improve the visual quality, manage storm water, provide shared and increase the economic value of properties in the city.

To improve the quality of the built environment the City will:

- Develop design standards for all zoning districts that include requirements for sites, parking lots, building architecture and materials, landscaping, signage and storm water management.
- Require all new development to meet site and building design standards that will result in well planned, livable neighborhoods.
- Promote development of walkable neighborhoods that provide easy access to neighborhood centers, community facilities, public space and amenities.
- Promote quality infill redevelopment.
- Promote compliance with all building and zoning codes through effective enforcement strategies.

Land Use Plan

The attached map shows a Planned Future Land Use of the city in generalized land use categories. This plan will serve as the guide for future zoning in all areas, including growth areas currently outside the City. The previous 1995 Land Use Plan is also attached, and a map comparing the two, Comparison of 1995 and 2012 Land Use Plans.

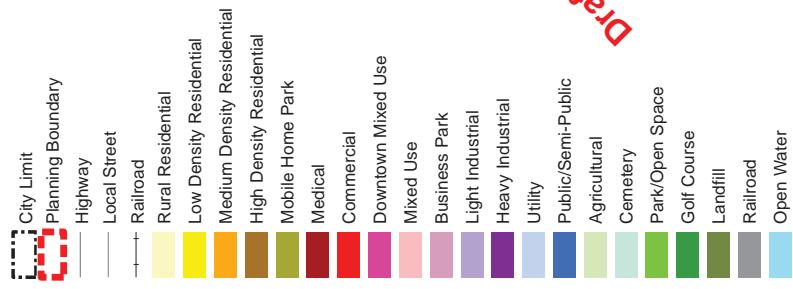
Planning Sub-Areas and Focus Areas

There are 18 sub-areas of the City that were identified as likely to see significant development or redevelopment in coming years. These are identified on the attached figures, Planning Sub-Areas. Of these, seven were selected as Focus Areas, being the most important to the character of the City and needing immediate attention. Illustrations are included where appropriate illustrating the character of development that might occur that would meet the City's goals. These are not intended as officially adopted plans, but illustrations of the potential. Further study and discussion on each of these areas will need to take place to determine the appropriate design, character and level of commitment from public and private entities to realize redevelopment.

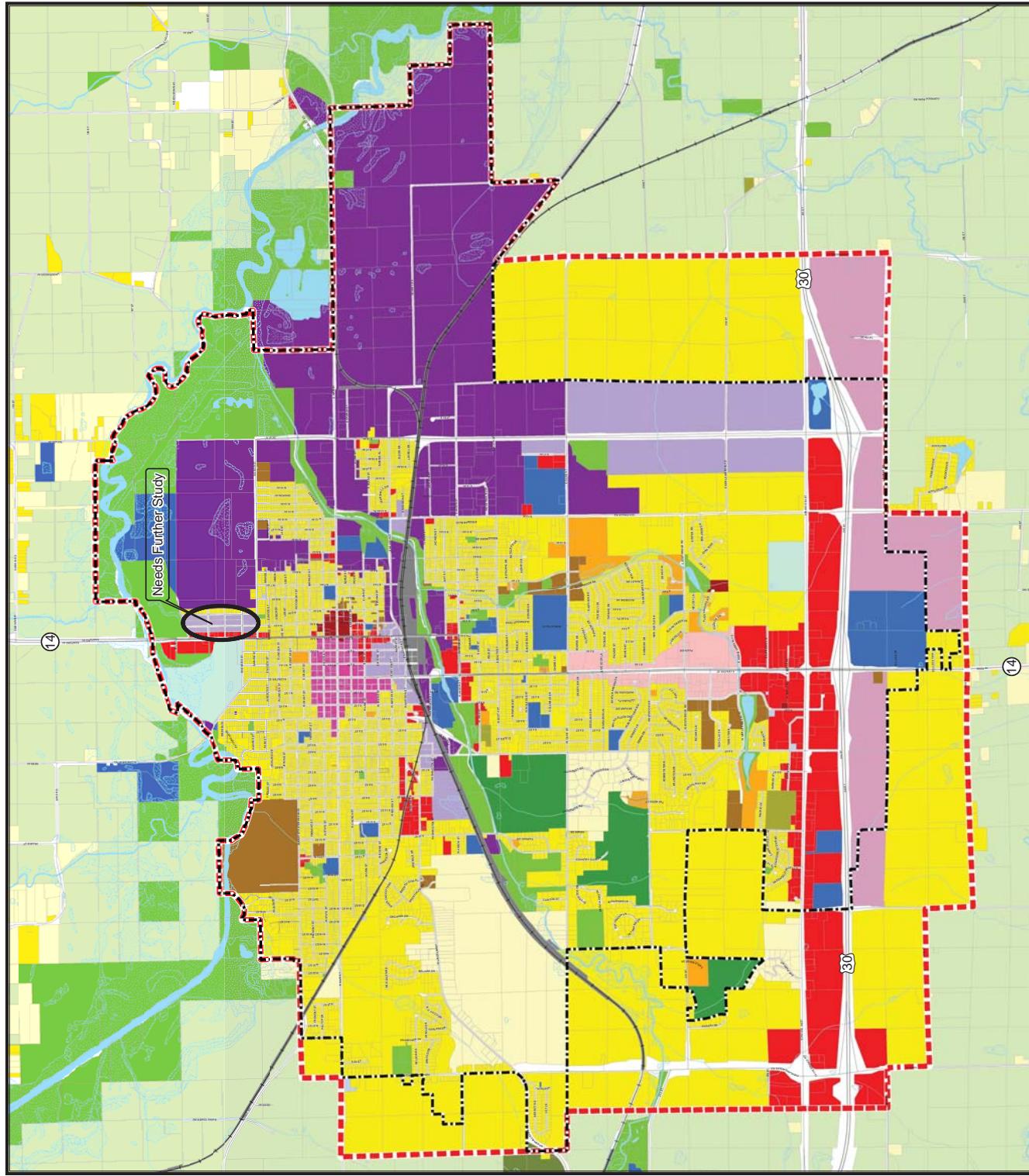


Planned Future Land Use

2012 Comprehensive Plan



Draft



October 11, 2012

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CITY COUNCIL APPROVED
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CITY OF MARSHALLTOWN

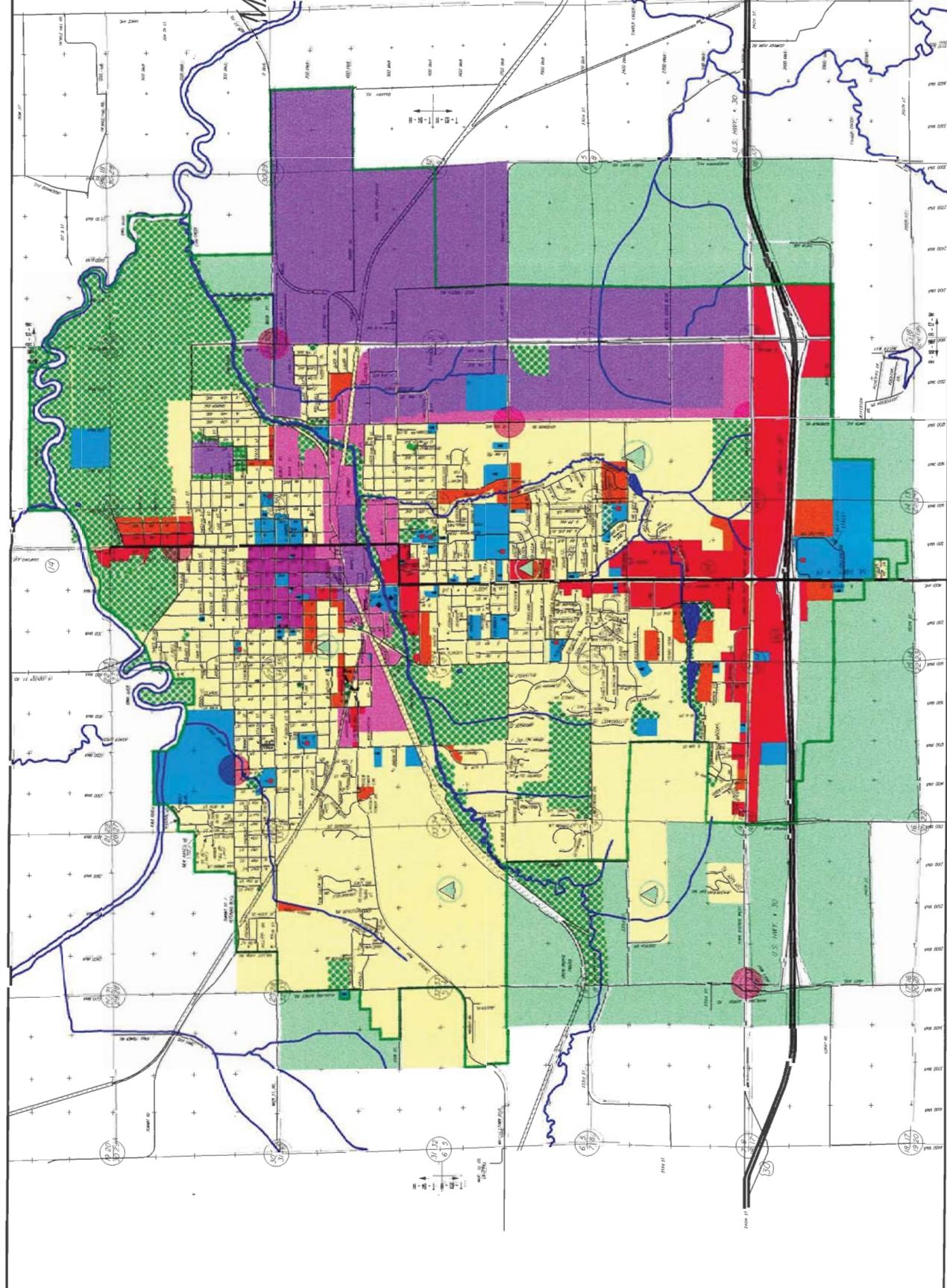
PROPOSED LAND USE (2015)

LEGEND

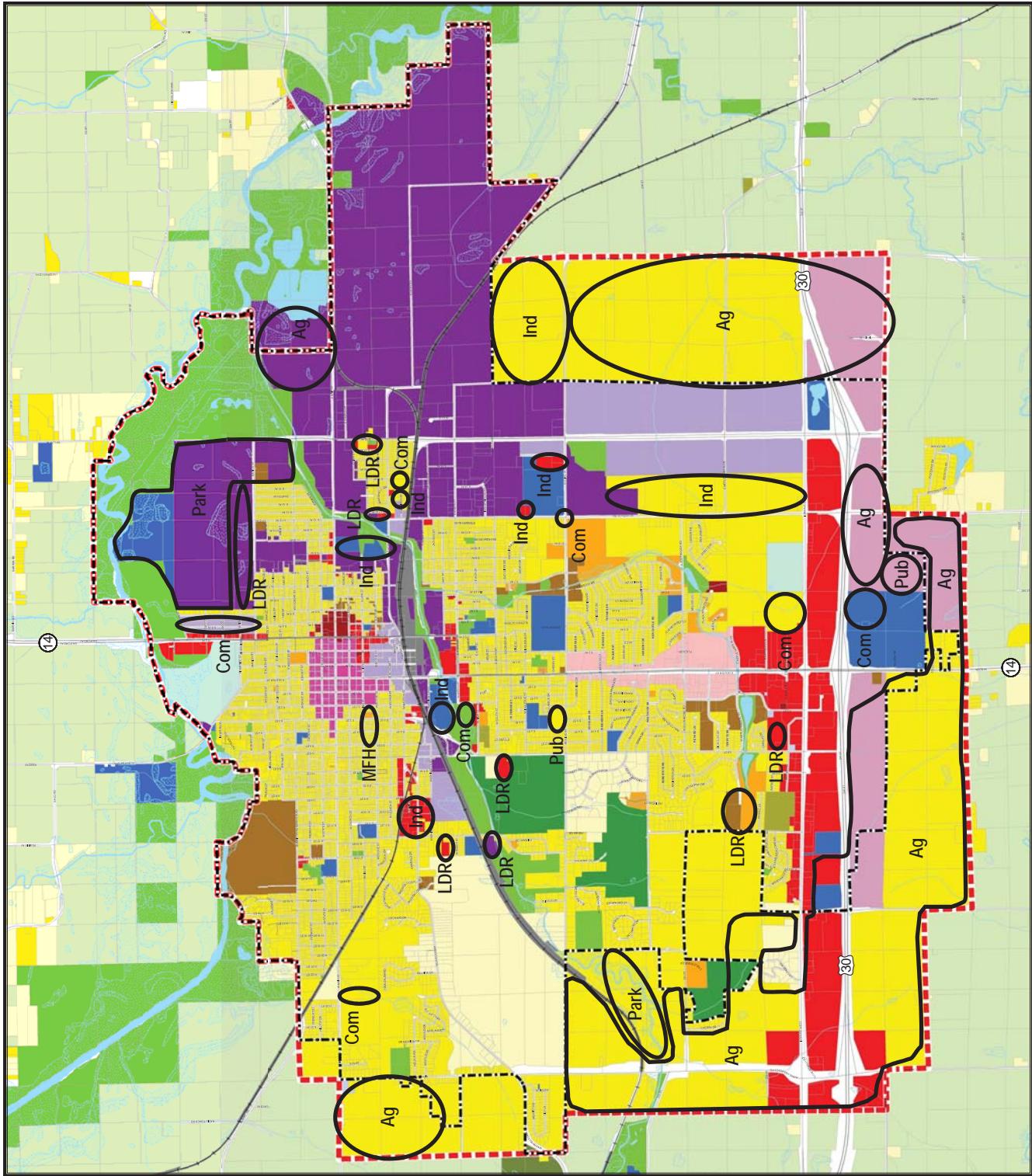
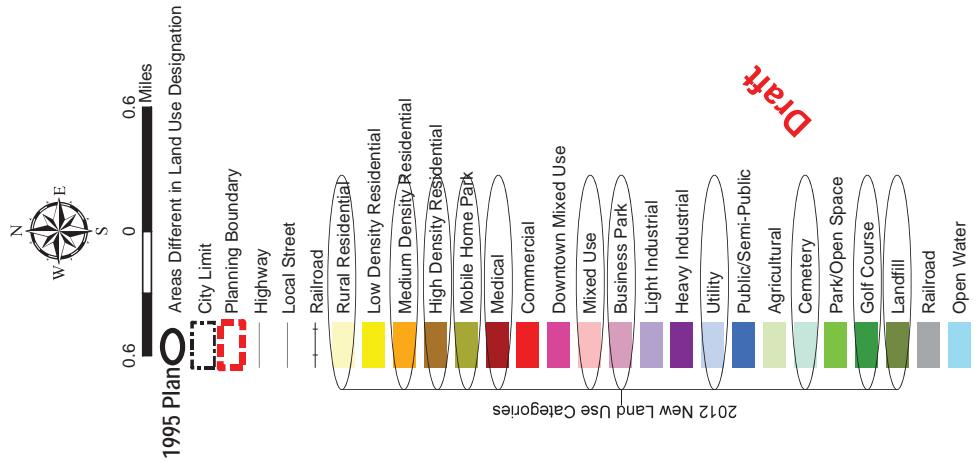
- LOW DENSITY HOUSING
- MULTI-FAMILY HOUSING
- NEIGHBORHOOD COMMERCIAL NODE
- COMMUNITY/HIGHWAY COMMERCIAL
- DOWNTOWN (MIXED USE)
- AGRICULTURAL PRESERVE
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PARKS/OPEN SPACES
- MAJOR INSTITUTION
- SCHOOL
- FUTURE PARKS
- CHURCH

FIGURE 3-1

PUBLIC WORKS DEPARTMENT
ENGINEERING DIVISION
CITY OF MARSHALLTOWN, IOWA
MAP #1



the City of Marshalltown
Comparison of 1995 and
2012 Land Use Plans
2012 Comprehensive Plan

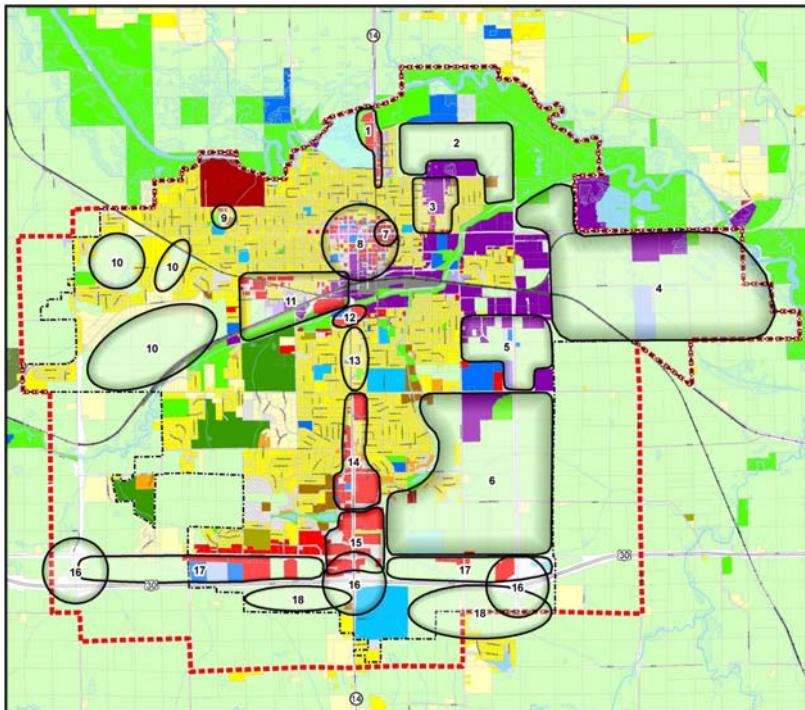


August 23, 2012

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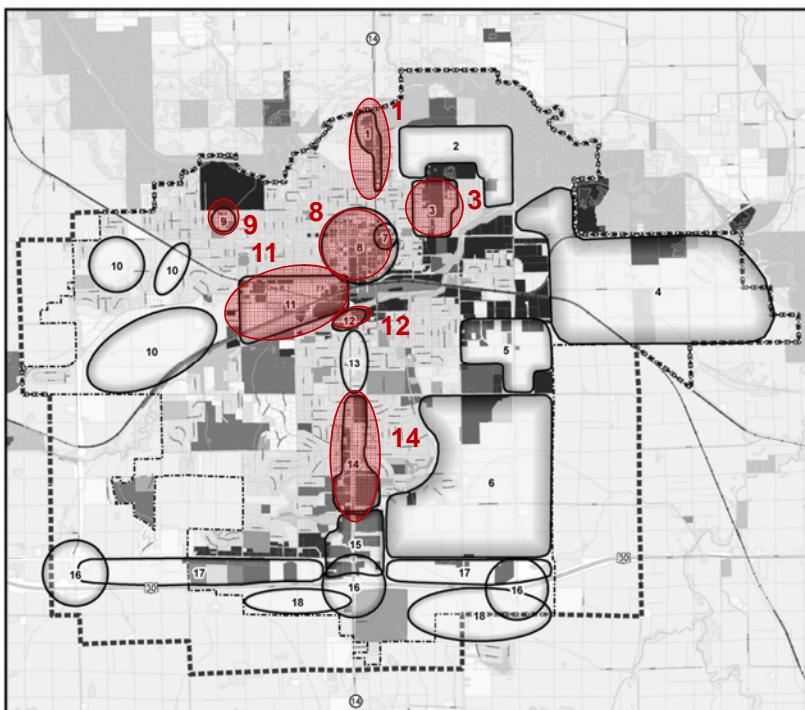
Planning Sub-Areas



18 Focus Areas for
Development &
Redevelopment

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7 Focus Areas



- 1: North 3rd Avenue
- 3: JBS Swift Neighborhood
- 8: Downtown
- 9: 13th Street
- 11: Lincoln Way/Madison
- 12: Center Street at Anson
- 14: South Center Street (Olive to Merle Hibbs)

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Focus Area 1 – North 3rd Avenue

Existing:



Potential:



Area 1 North 3rd Avenue Issues:

- Area identified as an important gateway
- Many incompatible land uses – residential mixed with industrial.
- Difficult to get mortgages for homes near industrial.
- Could be potential mixed use area combined with removal of deteriorated properties.
- Could be ultimately all industrial, but difficult to get there.
- Portion could be potential expansion of Riverview Park.
- Needs more study



2012 Comprehensive Plan

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Focus Area 1 – North 3rd Avenue Concept Plan



Concept Development Plan

- Needs more study – this is one example
- New park and open space along the river
- New residential development near the river and park (outside floodplain)
- Landscaped 3rd Avenue entry
- New commercial development - parking to side/rear
- Light industrial development
- Existing single-family neighborhood
- Landscaping/sidewalk connections throughout

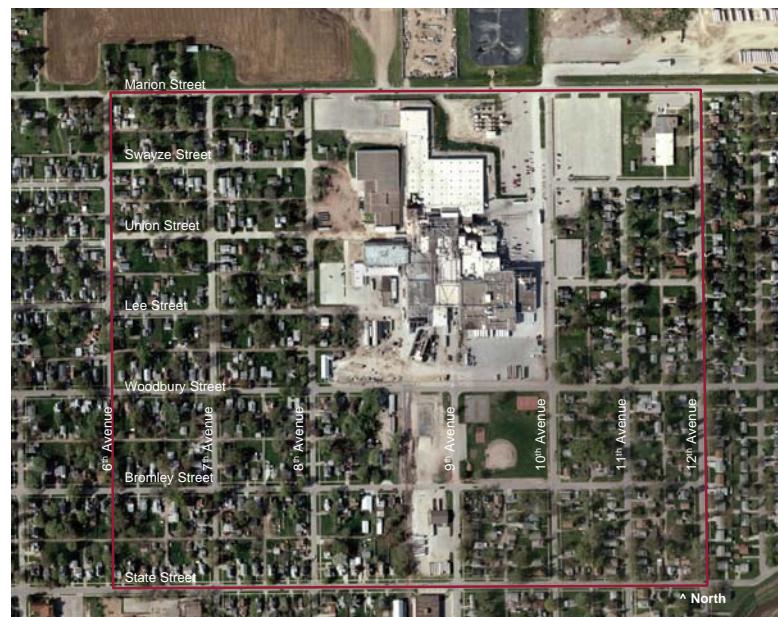
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Focus Area 3 – JBS Swift Neighborhood

Potential:



Existing:



Area 3 JBS Swift Neighborhood Issues:

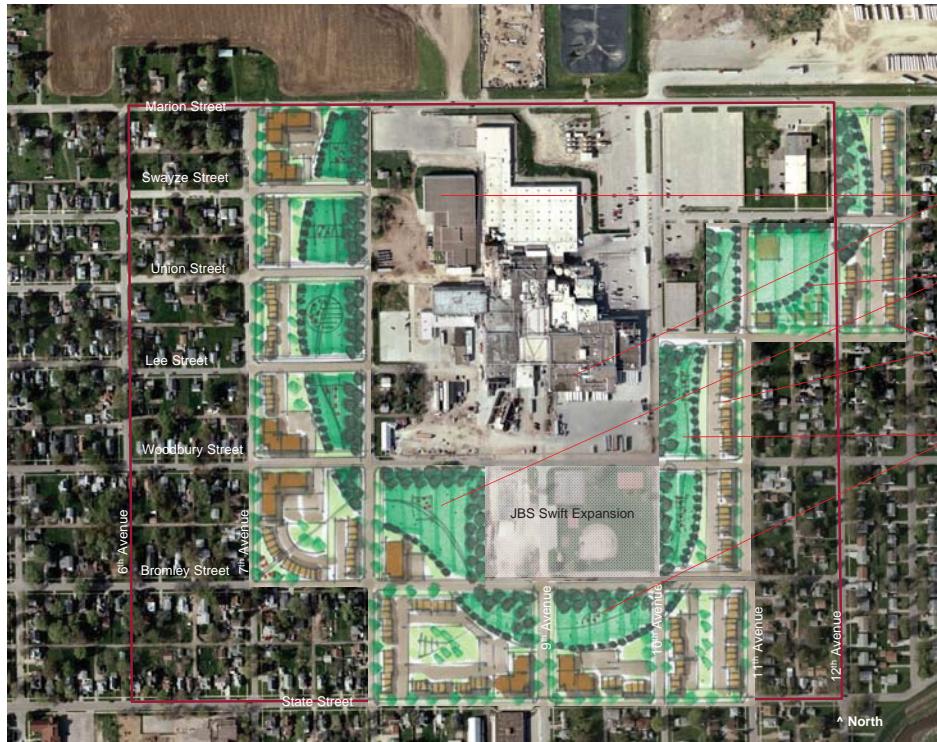
- Large industrial use surrounded on three sides by residential neighborhoods.
- Major employer, continued expansion
- Significant impacts – traffic, noise, odor
- Some nearby housing in poor condition
- Potential redevelopment : green buffer, housing renovation

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Focus Area 3 – JBS Swift Neighborhood

Concept Development Plan

- JBS Swift Plant
- New Neighborhood Parks
- New residential – redevelopment
- Significant Open Space/Park buffer



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Focus Area 8 – Downtown

Potential:



Existing:



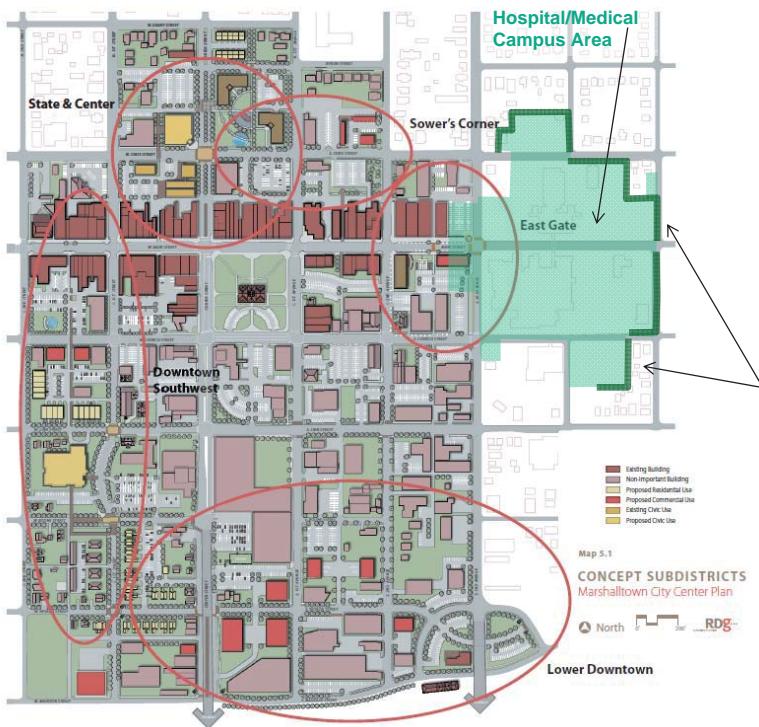
Area 8 Downtown Issues:

- Follow through on 2006 City Center Plan
- Heart of the city – a unique neighborhood commercial node
- Identify revitalization efforts – attention to incompatible land uses, encroachment into residential areas
- Specialized zoning – follow boundary with similar land use designation
- Expand (and enforce) design standards

2012 Comprehensive Plan

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Land Use Plan for Area 8 – Downtown



Area 8 – Downtown:

- Continue implementation of City Center downtown plan by RDg
- Update and modify the downtown plan as needed and include design standards as they are developed out of the Comp Plan process
- Provide buffering/screening between existing and future Hospital/Medical uses and residential neighborhood on north, south and east sides of hospital/medical campus

2012 Comprehensive Plan

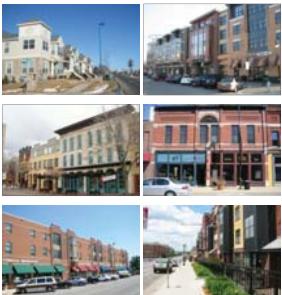
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Focus Area 9 – North 13th Street

Existing:



Potential:



Area 9 North 13th Street Issues:

- Identified as a unique neighborhood commercial node
- Benefits from proximity to VA expansion, but no significant growth in the area recently.
- Designated in 2008 with special zoning district including design standards for building materials.
- More dense, urban development is possible – rowhouses, mixed use.
- City is upgrading road, sewer, landscaping.



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Focus Area 9 – North 13th Street



Renovation Plan by RDg:

- Improve and unify the streetscape, paving, lighting, other amenities
- Landscaping to enhance the street, screen parking
- Renovate, redesign parking area
- Reinforce connection to Park with entry feature, amphitheater
- Add open spaces, plazas either side of 13th Street
- Drainage and utility infrastructure improvements
- \$300,000 in private investment



2012 Comprehensive Plan
City of Marshalltown

Stantec



Focus Area 11 – Madison Street/Lincoln Way

Existing:



Potential:



Area 11 Madison Street/ Lincoln Way Issues:

- Older neighborhood with incompatible land uses of commercial, light and heavy industrial uses.
- Focus residential revitalization north of Madison Street and non-residential to the south.
- Key is where to draw the line between land uses.
- Create "neighborhood centers" within this area, with design guidelines to create unique character.



2012 Comprehensive Plan

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Focus Area 11 – Madison Street/Lincoln Way



Area 11 Madison Street/ Lincoln Way Concept Plan Ideas:

- Concentrate Commercial uses at key nodes
- Concentrate Industrial uses in southern part of area.
- Keep Residential uses in remaining areas
- Potential rail-to-trail
- Reinforce other bike/pedestrian connections

2012 Comprehensive Plan

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Focus Area 12 – Center Street at Anson
Development Concept
(in context of Linn Creek Riverwalk plan)



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Focus Area 12 – Center Street at Anson



Concept Development Plan

- Existing Diamond Vogel campus
- Redevelopment built out to the street - parking to the side and rear
- Existing HyVee
- Sculpture plaza announcing corner at Anson
- Mixed use and Residential redevelopment
- Mixed use commercial
- Existing Fairway
- New High Density Residential
- Adopt design standards, add landscaping, connections

Focus Area 14 – South Center Street

Existing:



Potential:



Area 14 South Center Street Issues:

- Mixed commercial uses from Olive Street to E. Merle Hibbs Blvd
- Some grade change – mall is lower than Center Street
- Concern over what will happen when mall closes
- Focus on commercial combined with new residential and some conversion of single family to multi-family
- Mall area: emphasis on redevelopment opportunity into a true mixed use village, bringing buildings closer to the street, parking behind, bike/ped access, and improved urban design.



2012 Comprehensive Plan

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Focus Area 14 – South Center Street Center & Olive Concept Plan (K-Mart Site)



Concept Development Plan

- Mixed commercial uses built out to the street
- Parking to the side and rear
- Central roadway
- High Density Residential
- Central green space/linear park/buffer
- Landscaping and sidewalk connections throughout
- Medium Density Residential (townhouses)
- Appropriate scale transition to existing single-family neighborhood

2012 Comprehensive Plan

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Case Studies

Redevelopment of aging areas and adaptive reuse of older buildings is an opportunity that Marshalltown may take advantage. Below are some examples.

Silver Lake Village, St. Anthony, MN

An aging suburban shopping center was razed and the surrounding area was redesigned to include a new park, intense housing, a new Main Street connecting to a new Wal Mart and an existing grocery store and existing apartments. The entire area was master planned to function as an urban village.



Columbia Heights, MN former K-Mart

Redevelopment of a former K-Mart store and surrounding commercial uses on a busy arterial – 20-acre site. New development will include residential units four stories tall, each a mix of 1-level flats and 2-level condo units. The first phase condo building is built with a roof top viewing area and underground parking. There is a new central roadway, a new park and commons building, and potential for more residential and commercial uses.



Golden Valley, MN – Town Square

Redevelopment in Golden Valley's central commercial area – mixed use buildings, four to seven stories. Offices, retail shops and restaurants on the ground floors and apartments on the upper floors. About 40,000 square feet of commercial space and almost 300 housing units.



University Technology Center, Minneapolis

Marshall University High School was built in 1922 and converted into a 180,000-square-foot office building in the 1980s. Tenants consist mostly of small technology-based start-up firms. It is located within three blocks of the University of Minnesota.



Historic Fire Station 19, Minneapolis

Minneapolis Fire Station 19 was built in 1900 and converted to commercial space in 1978. Recent uses have included an architecture firm and a fast casual restaurant, Buffalo Wild Wings.

