

Marshalltown Comprehensive Plan

Community Meeting
September 19, 2012



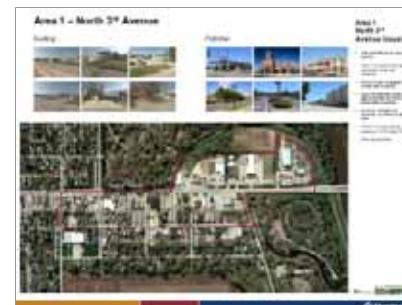
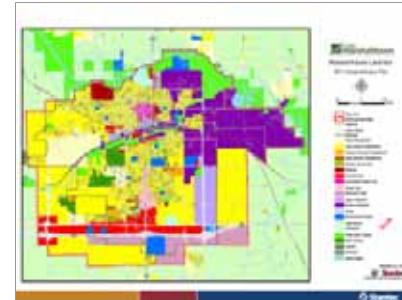
One Team. Infinite Solutions.



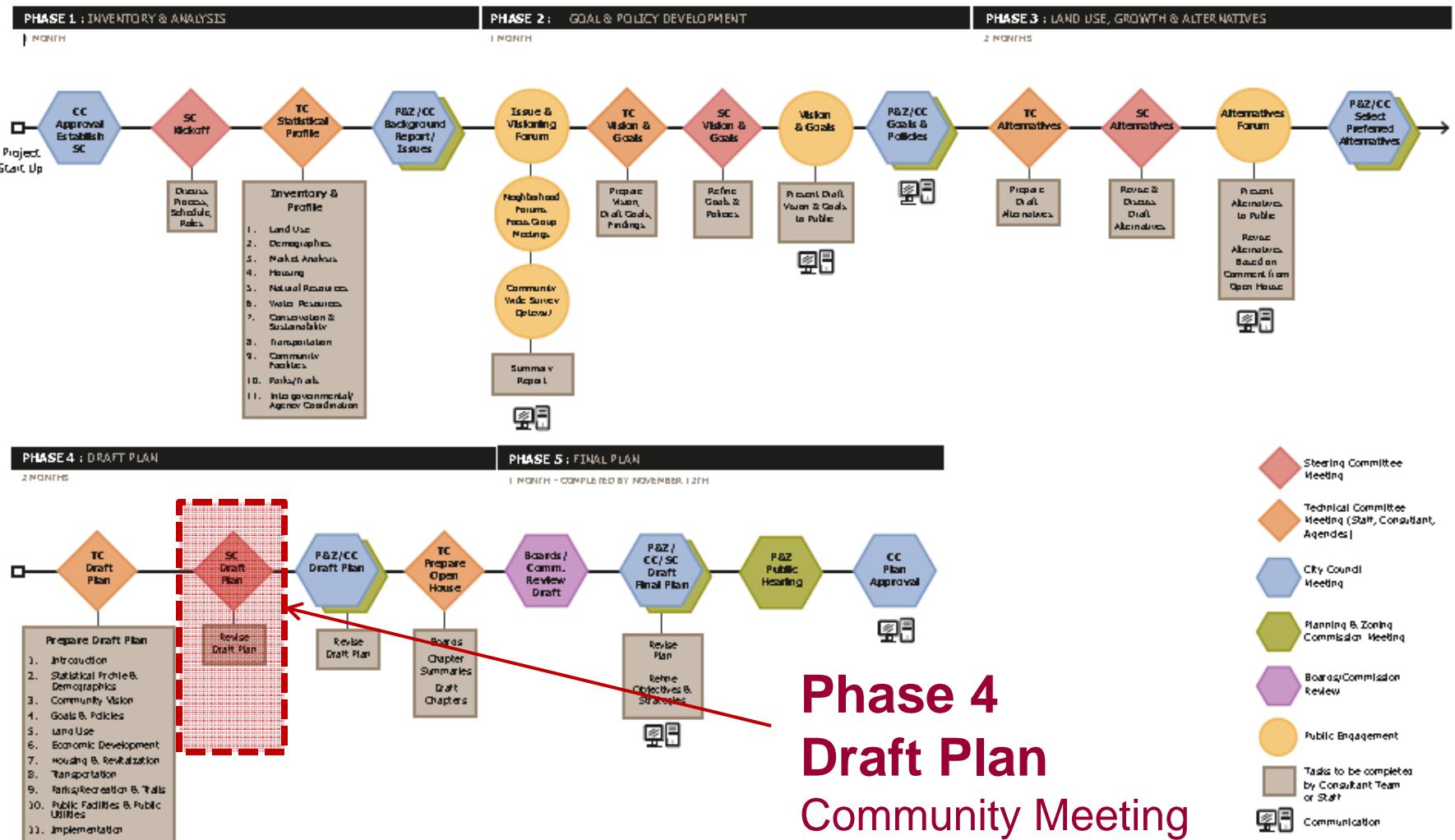
Agenda

7:00 Community Meeting

- Review Process to Date
- Review Draft Plan:
 - Introduction
 - Land Use & Community Design
 - Housing
 - Economic Development
 - Parks, Trails & Open Space
 - Transportation
 - Community Facilities
- Comments/Discussion
- Next Steps

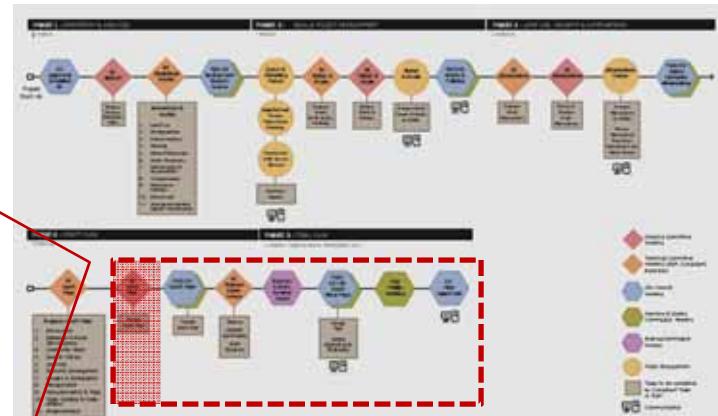


Comp Plan Process



Comp Plan Process

- **Wed., Sept. 19** – Steering Committee and Community Meeting
- **Wed., Oct. 10** – Joint P&Z/City Council (entire Draft)
- **Wed., Oct. 24** – Community Open House and P&Z Public Hearing
- **Mon., Nov. 5 & 12** – City Council discussion and adoption



Overall Plan Goal

Immediate Goal 1: Promote optimal health for all Marshalltown residents and look for ways to improve health and well-being for the entire community.

Rationale: An overall focus and mission of this Comprehensive Plan is to improve the life and health of the community and to look for ways to incorporate healthy, active living into Marshalltown's goals, policies and programs. In all the goals and policies of the Comprehensive Plan, the City will seek ways to foster this goal.



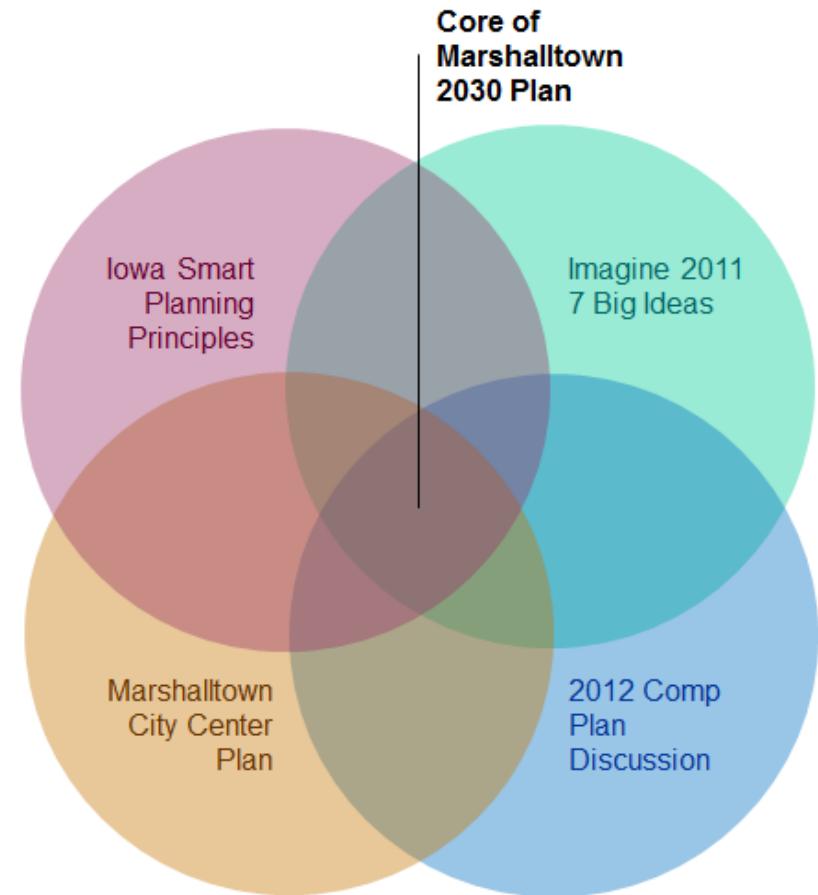
Introduction Chapter

“It is not the strongest species that survives, nor the most intelligent, but the one most responsive to change.”

– Charles Darwin

Marshalltown will focus on:

- Mixed use development
- Redevelopment and revitalization
- Life-cycle and affordable housing
- Design standards and community character
- Enhancing natural resources
- Healthy, active living
- Bike and pedestrian connections



Introduction Chapter

2012 Comp Plan Discussion	Iowa Smart Planning Principles	Imagine 2011 7 Big ideas	Marshalltown City Center Plan
Community planning effort	Collaboration	Community discussion	Combined effort - city, business, residents
Communication throughout	Efficiency, Transparency and Consistency	Discussion open to all	Communication throughout
Mixed use areas	Occupational Diversity	Revitalize and Strengthen Downtown	Mixed uses
Downtown, redevelopment Focus Areas	Revitalization	Revitalize and Strengthen Downtown	Redevelopment
Life-cycle & affordable housing	Housing Diversity		Housing development and redevelopment; senior housing
Design standards & community character	Community Character	Target on Beautification	Downtown as a neighborhood; streetscape design
Enhance Natural Resources	Natural Resources and Agricultural Protection	Develop Linn Creek Riverwalk; Develop Riverview Park & Beautify North Entrance; Build Clear Creek Lake	
Healthy, active living	Sustainable Design		Building reuse, connectivity
Bike & pedestrian connections	Transportation Diversity	Create A Pedestrian And Bicycling Friendly Community	Network of greenways and public spaces

Introduction Chapter

Vision & Goals

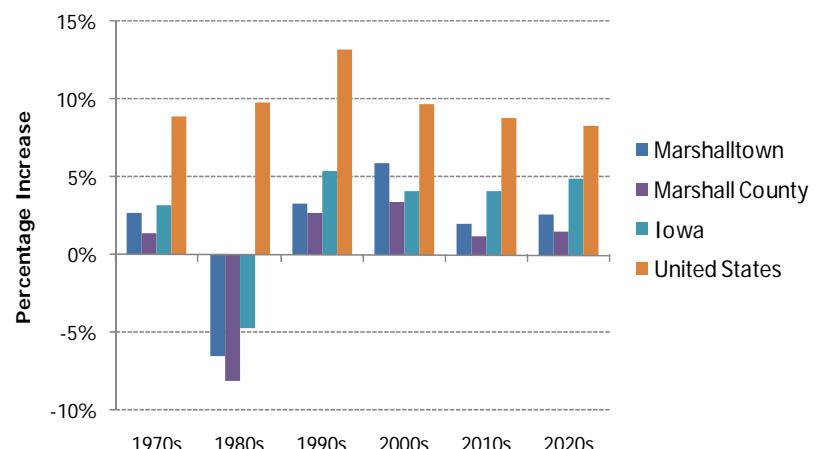
■ SWOT (Strengths, Weaknesses, Opportunities, Threats) exercise discussed by:

- Steering Committee
- Chamber of Commerce
- Community
- Hispanic Focus Group
- High School classes

■ Vision Statement

■ Goals & Policies

■ Background Information

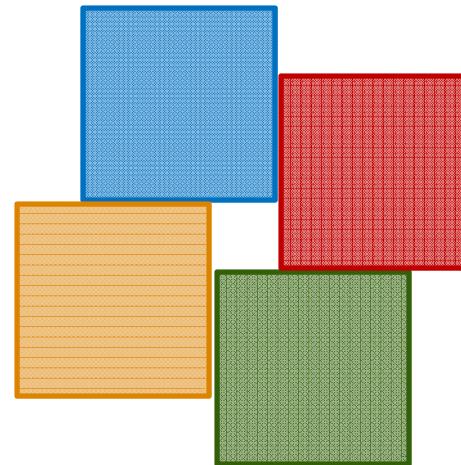


Sources: US Census; Iowa State Data Center; Bonestroo

Introduction Chapter

Overall SWOT Results (see handout)

- **Strengths** - Collaboration, community, location, diverse economy, MCC
- **Weaknesses** - Negative image, appearance, attitude; schools; lack of family and youth activities; cost of government
- **Opportunities** - Redevelopment, revitalization, beautification; Downtown opportunities; more activities for families, young people
- **Threats** - Employers/businesses leaving; poor economy; State & Federal mandates; drugs, crime



Land Use & Community Design

■ *Guiding Principles:*

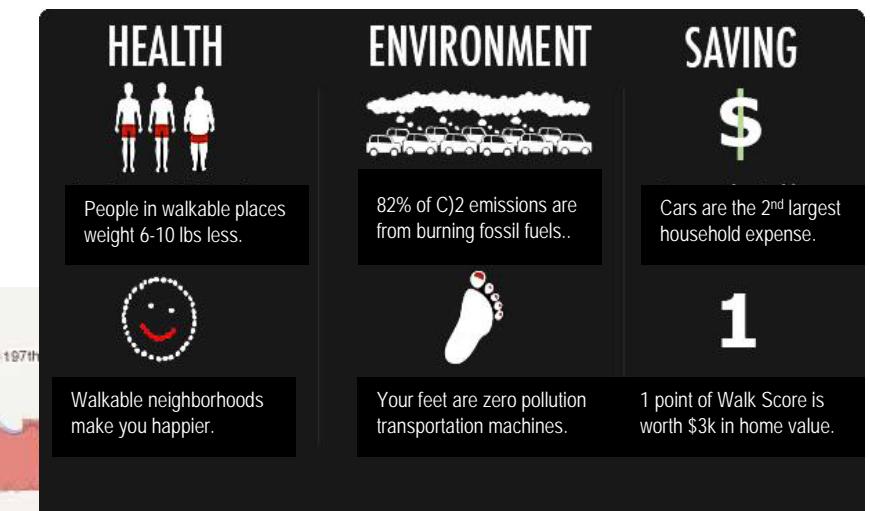
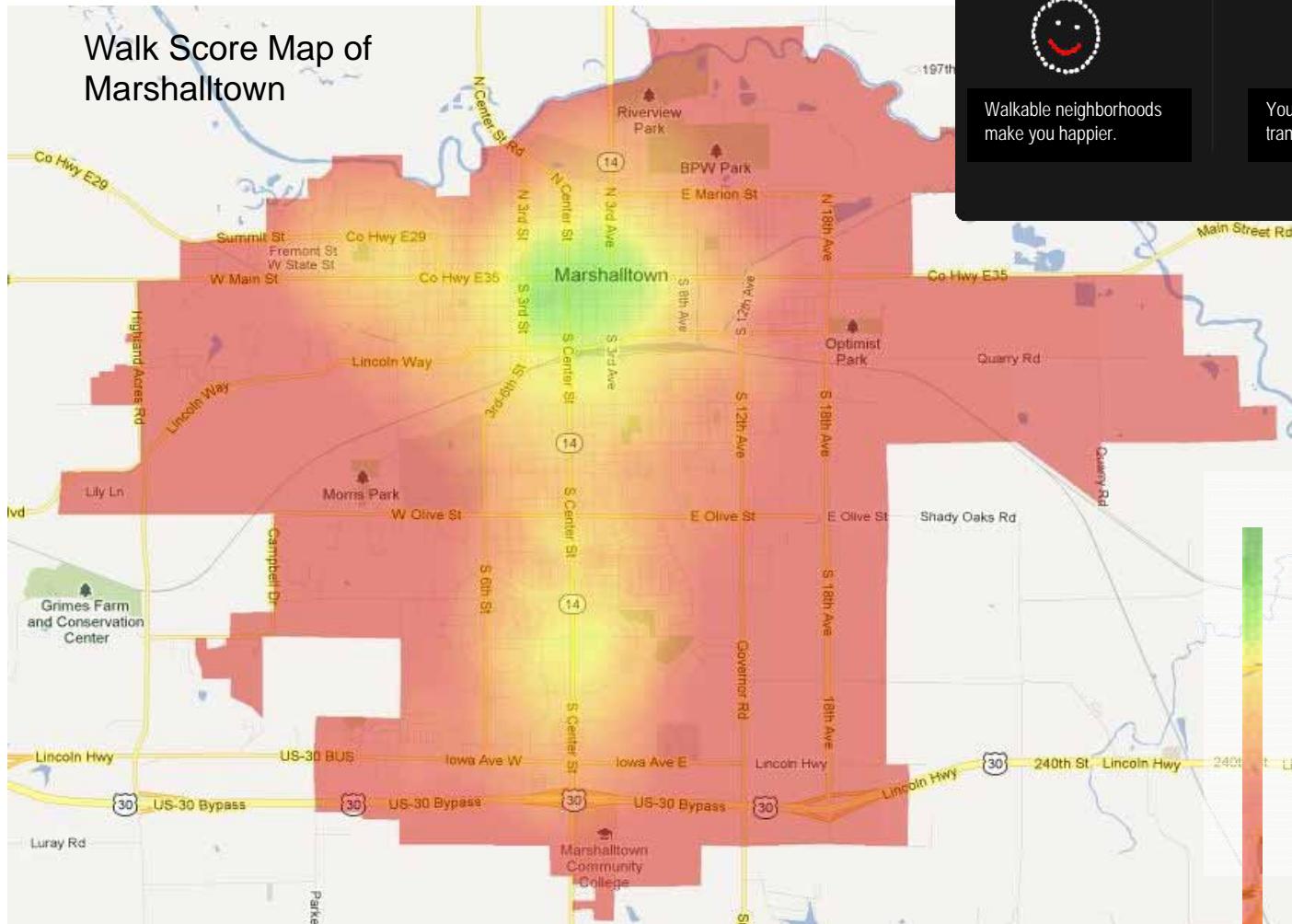
Marshalltown will develop and redevelop a focused set of places and neighborhoods, and connect them with sidewalks, trails and open space to create a vibrant, active city, incorporating design standards to enhance the character of the community.

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

– Javier Cenicacelaya,
Spanish architect



Creating a Walkable City



Design Standards

Design Standards Elements

- Streetscape
- Street Types
- Entrance Monuments
- Parking
- Setbacks
- Building Architecture
- Signage
- Open Space, Public Spaces
- Stormwater Treatment

“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



Design Standards Issues/Preferences



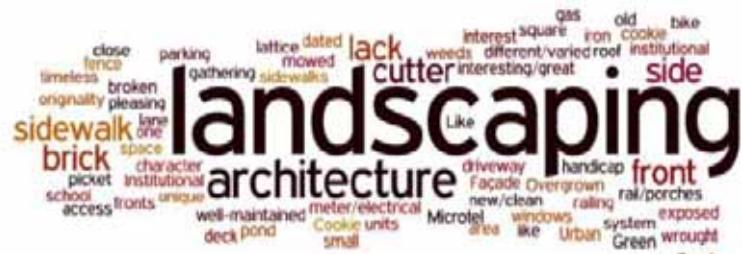
Residential – Single Family

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

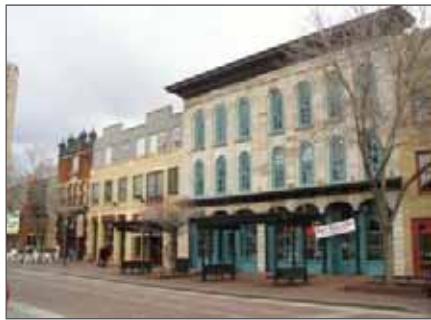


Residential – Multi-Family

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



Design Standards Issues/Preferences



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

green long plus alike
boarded entry maintain public effort
trees architecture Seating Historic board Brick
space/grass architectural window Narrow flat entries
well-maintained greenery row good street/walk
awnings/signage OK unique yuck on/doesn't plain signs
sidewalk letters/fonts materials plain signs
pedestrians individual Outdoor unused Street surface signs
facades tacked different LEASE front go see
broken inviting signs
signs trellis

trees Red water Rock mall like
entry draws whole Good doors
every view sidewalk inviting mowed space
huge Natural yellow materials roof windows scape
platform news landscaping architecture/windows
maintained waling fit SA façade/architecture lights
architecture Standard boxes Landscaping
Ugh sign design cookie nice varying
pleasant get contract/colors cutter green
natural setback thing Greenery imagination
little good outdoor flagpole minimum
raised street pond Wal cheap canopy
brick Strip rock lots Mart

Design Standards Issues/Preferences



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

lot landscaping
sidewalk lots needs
building Morton plaza/walks hidden
front trees Flags attractive
door green Cheap
cars architecture



Building Setbacks

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

Setback score room
past Patchy parking neat
walks entry Weather signs flares
sign contributed enough poles space
walk Deep Outdoor gray negative lighting
trees slope light driveways accessible area
activity separated Room get concrete
sidewalk hazard back Squeeze edge/contrast
nice bunch tripping

Design Standards Issues/Preferences



Streetscapes

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

Nice
lots mature yardlines Public art
stop distracts different utility lights brick
Good design boulevard poles maintain grass
landscaping separation monotony green
traffic textures feel Tree Narrow signage
driveways sit separated sidewalk
trashmiddle High width street
Lots straight concrete relax/stop gray
cost nice front sidewalk
white trees



Site Amenities

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

bad grass
different lights attempt
Good textures just
sidewalk straight landscaped good Water
gathering walk/visit building
sound Nice half-hearted
boulders Looks way
water place love
median Kids
fountain terrace
trees Canada pond
geese towers boulevard
white natural noise get
go tell

Design Standards Issues/Preferences



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

well lot breaks
hides designed overhand
Nasty planter separate racks
sit Good back sidewalk high
Nice cars trap separation Perfect
Landscaping enough/breaks park
death overhang whatever
cross parking walk



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

iron area nice Nice
needed cookie effort teal direction
coordinated Historic Marshalltown character
environment temporary imagination distinctive
landscaping landscaped utility inappropriate words
Sign OMG fly-by-night square designed
cheap pole information message use
Individual inviting permanent
fit wrought electronic Legal
much digital go Well Cheap
color green meets decorative permitted
read cutter letters readable Upgrade
hang wants

Redevelopment Case Studies

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.



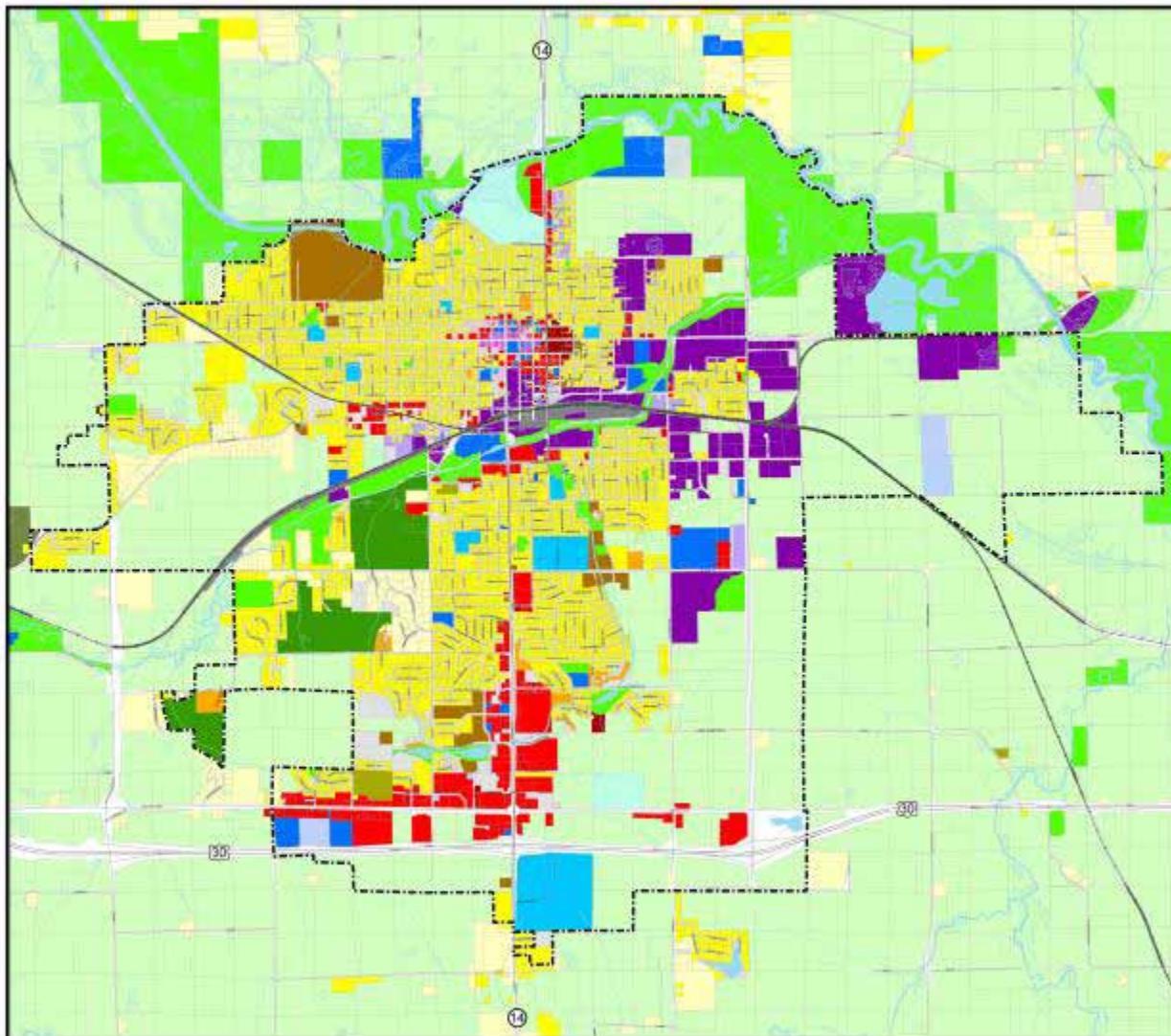
Redevelopment Case Studies

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.



Land Use & Community Design – Existing Land Use



Existing Land Use

2012 Comprehensive Plan



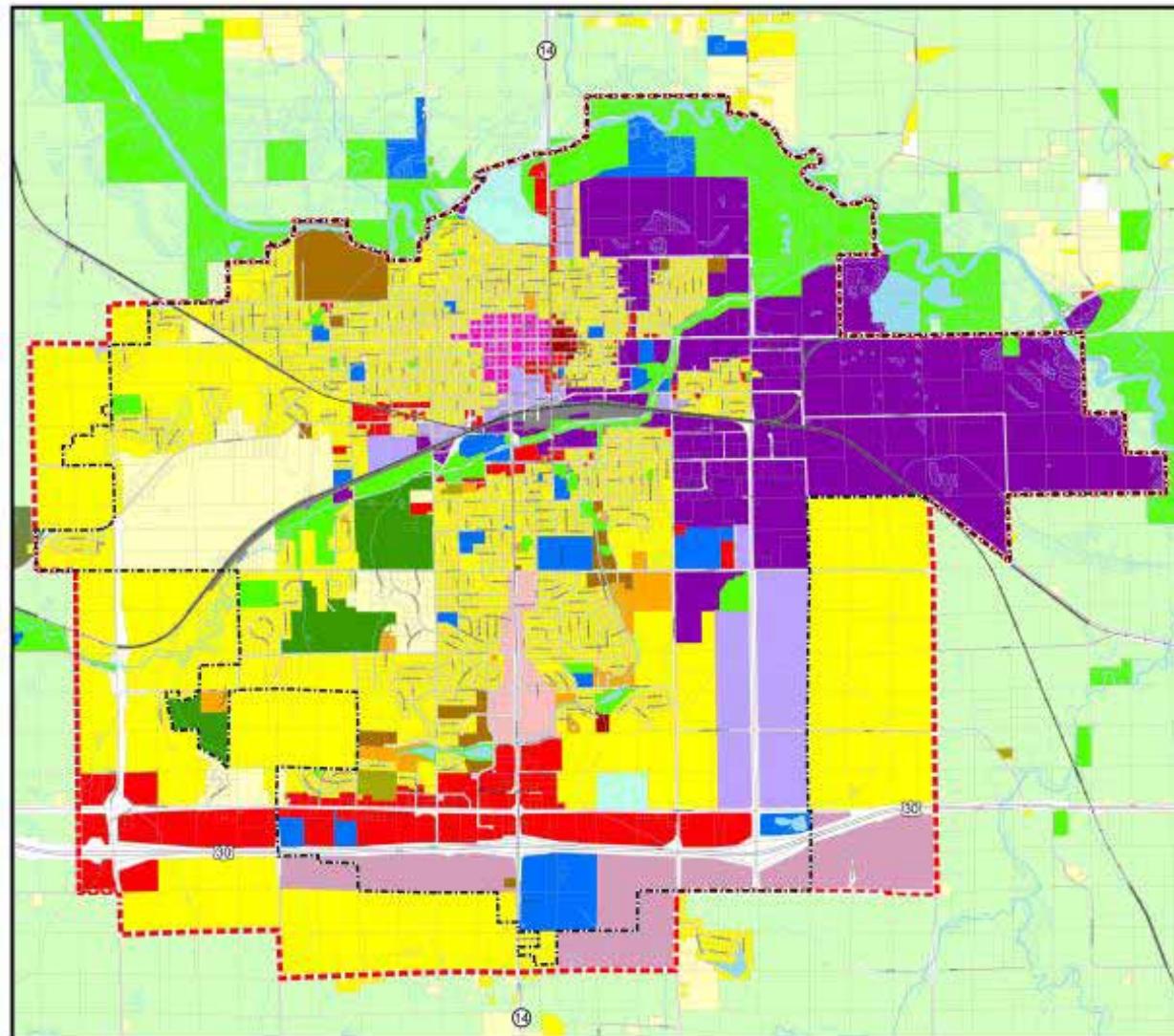
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Land Use & Community Design – Future Land Use



Planned Future Land Use

2012 Comprehensive Plan



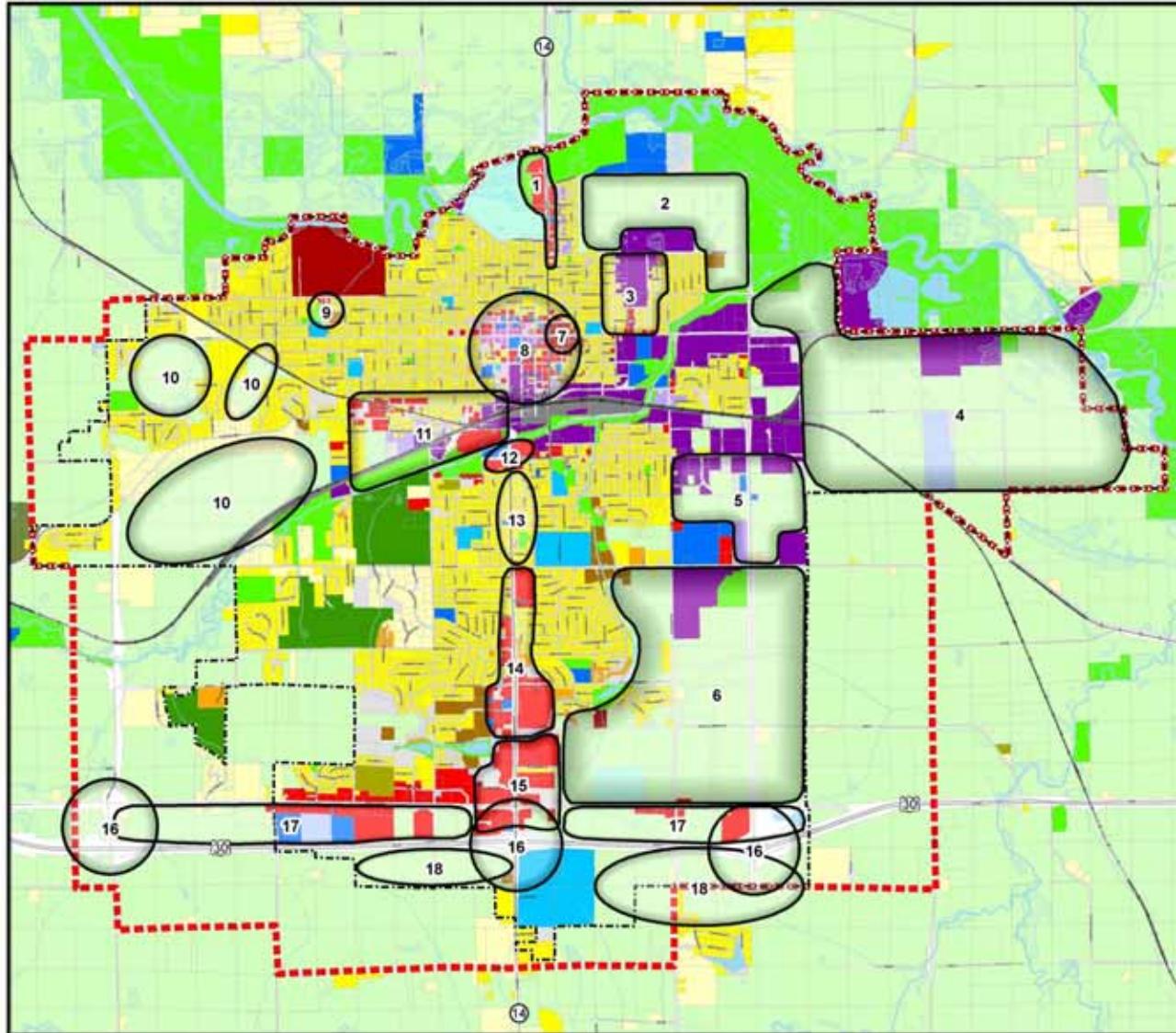
- City Limit Planning Boundary
- Highway
- Local Street
- Railroad
- Rural Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mobile Home Park
- Medical
- Commercial
- Downtown Mixed Use
- Mixed Use
- Business Park
- Light Industrial
- Heavy Industrial
- Utility
- Public/Semi-Public
- Agricultural
- Cemetery
- Park/Open Space
- Golf Course
- Landfill
- Railroad
- Open Water

Draft

August 23, 2012

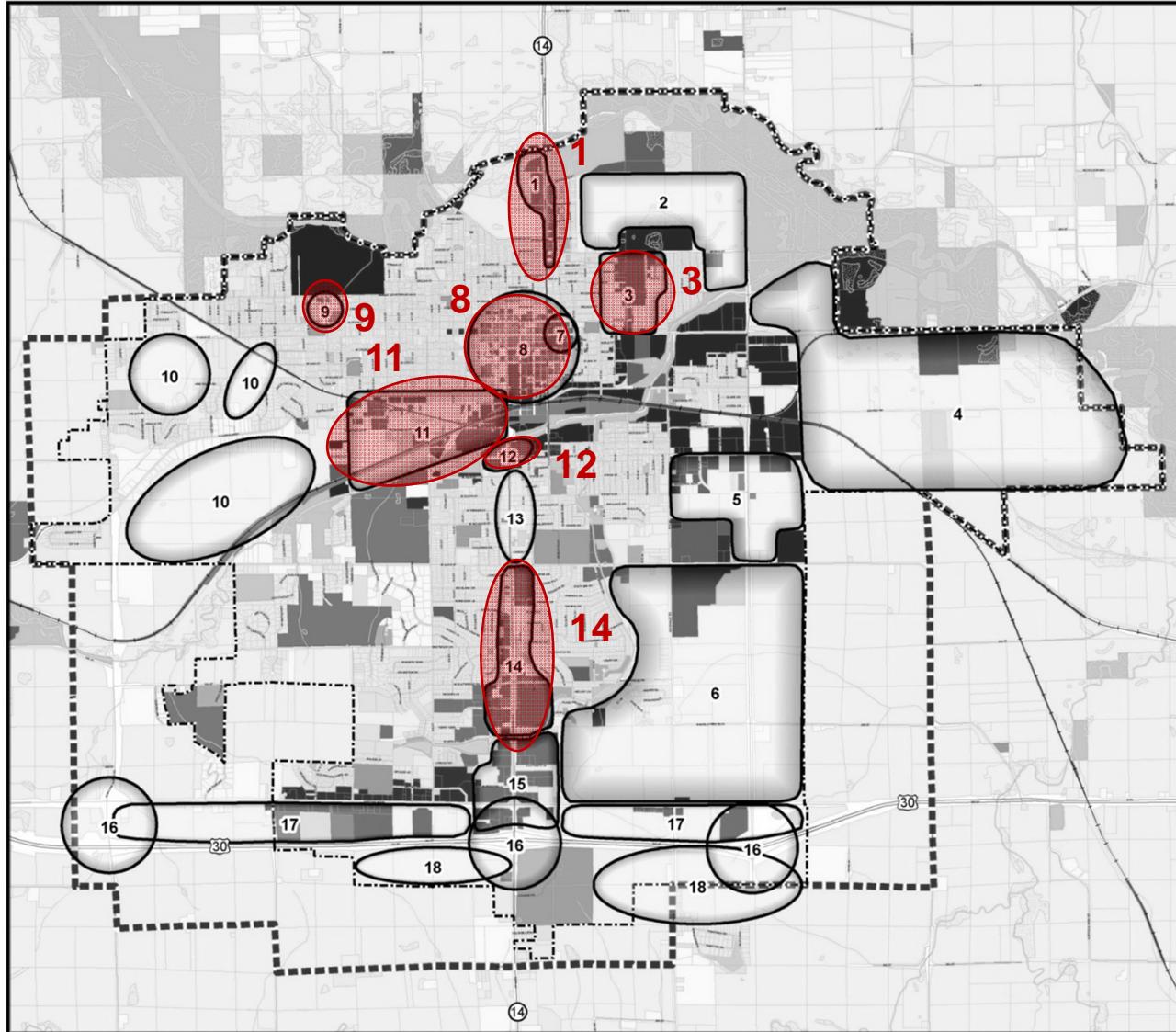


Land Use & Community Design



**18 Focus Areas
for Development
& Redevelopment**

Land Use & Community Design



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)

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 Riverside Park.

2012 Comprehensive Plan



Focus Area 1 – North 3rd Avenue Concept Plan



Concept Development Plan

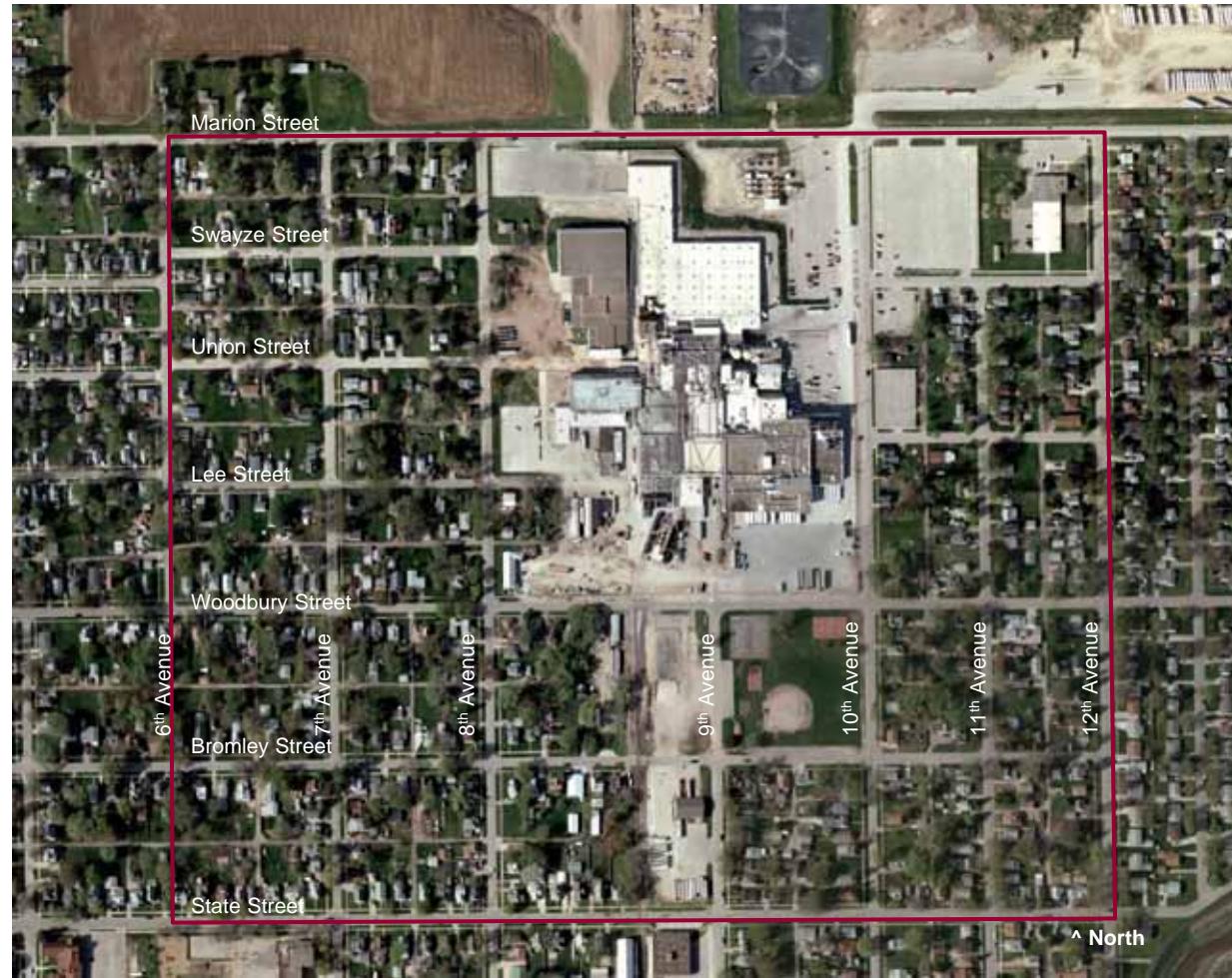
- New park and open space along the river
- New residential development near the river and park
- Landscaped 3rd Avenue entry
- New commercial development - parking to the side and rear
- Light industrial development
- Existing single-family neighborhood
- Landscaping and sidewalk connections throughout

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

Focus Area 3 – JBS Swift Neighborhood



Concept Development Plan

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

2012 Comprehensive Plan



Focus Area 8 – Downtown

Potential:



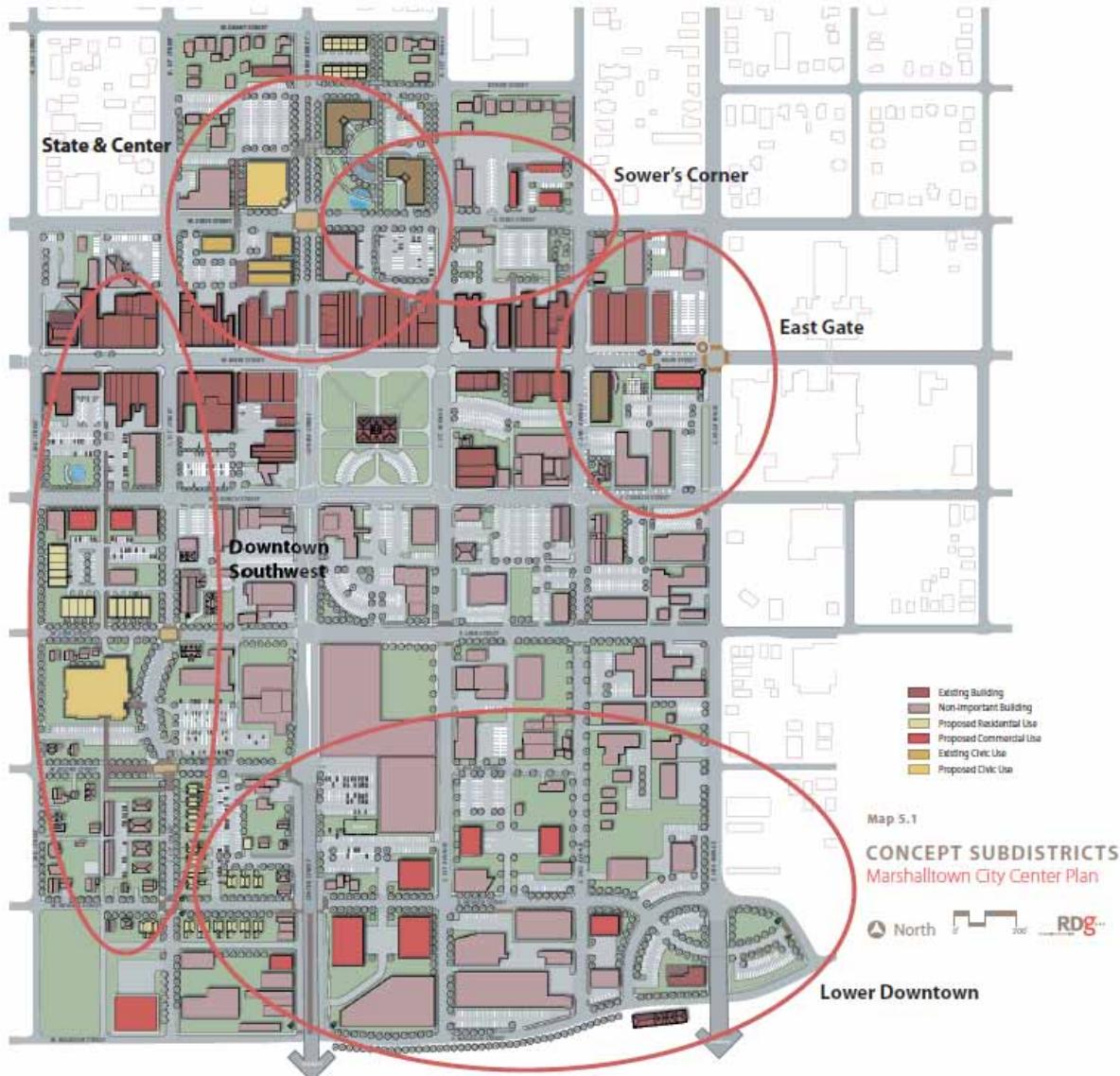
Existing:



2012 Comprehensive Plan



Land Use Plan for Area 8 – Downtown



Area 8 – Downtown:

- Continue implementation of 2006 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

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 2006 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.

2012 Comprehensive Plan



Focus Area 9 – North 13th Street



Concept Plan Ideas:

- Upgrade facades with quality materials, design integrity, signage with character appropriate for the area
- Improve and unify the streetscape, paving, lighting, other amenities
- Landscaping to enhance the street, screen parking
- Incorporate railing, hedge or wall at parking lot street edges
- Reinforce connection to Park

Focus Area 11 – Madison Street/Lincoln Way

Existing:



Potential:



Area 11 Madison Street/ Lincoln Way Issues:

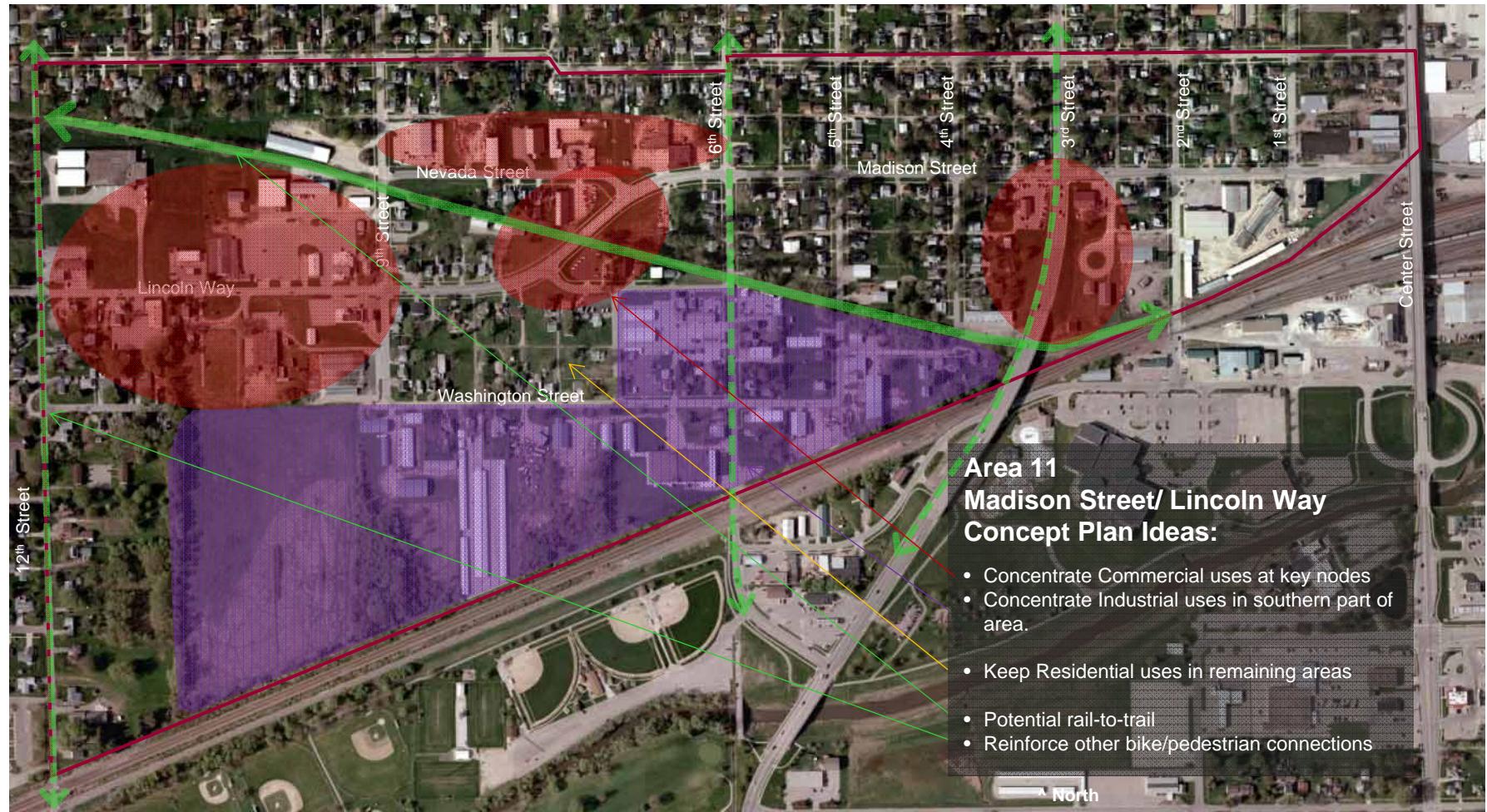
- Older neighborhood with incompatible land uses of commercial, light and heavy industrial uses.
- Focus residential revitalization north of Madison Street and non-residential to the south.
- Key is where to draw the line between land uses.
- Create “neighborhood centers” within this area, with design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



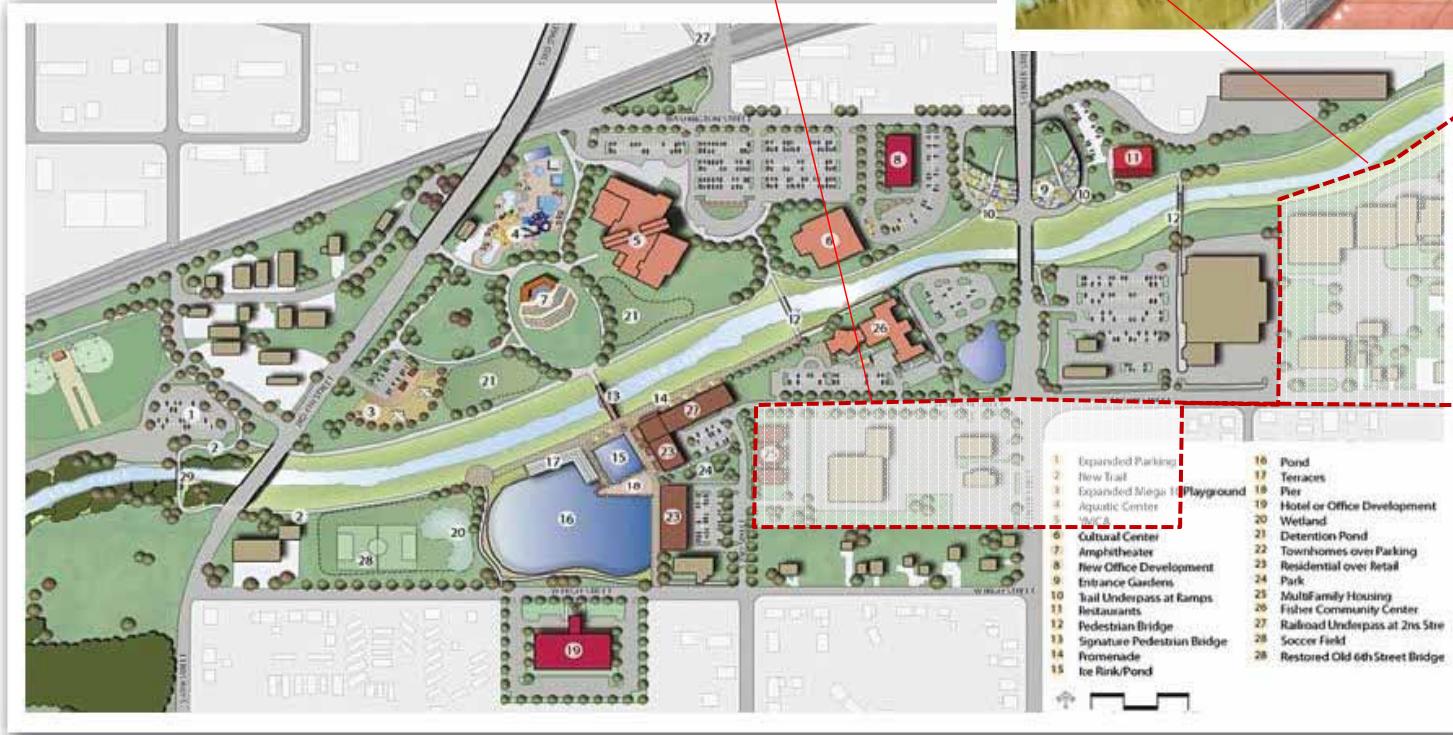
2012 Comprehensive Plan



Focus Area 11 – Madison Street/Lincoln Way



Focus Area 12 – Center Street at Anson Development Concept (near Linn Creek Riverwalk)



Focus Area 12 – Center Street at Anson



Concept Development Plan

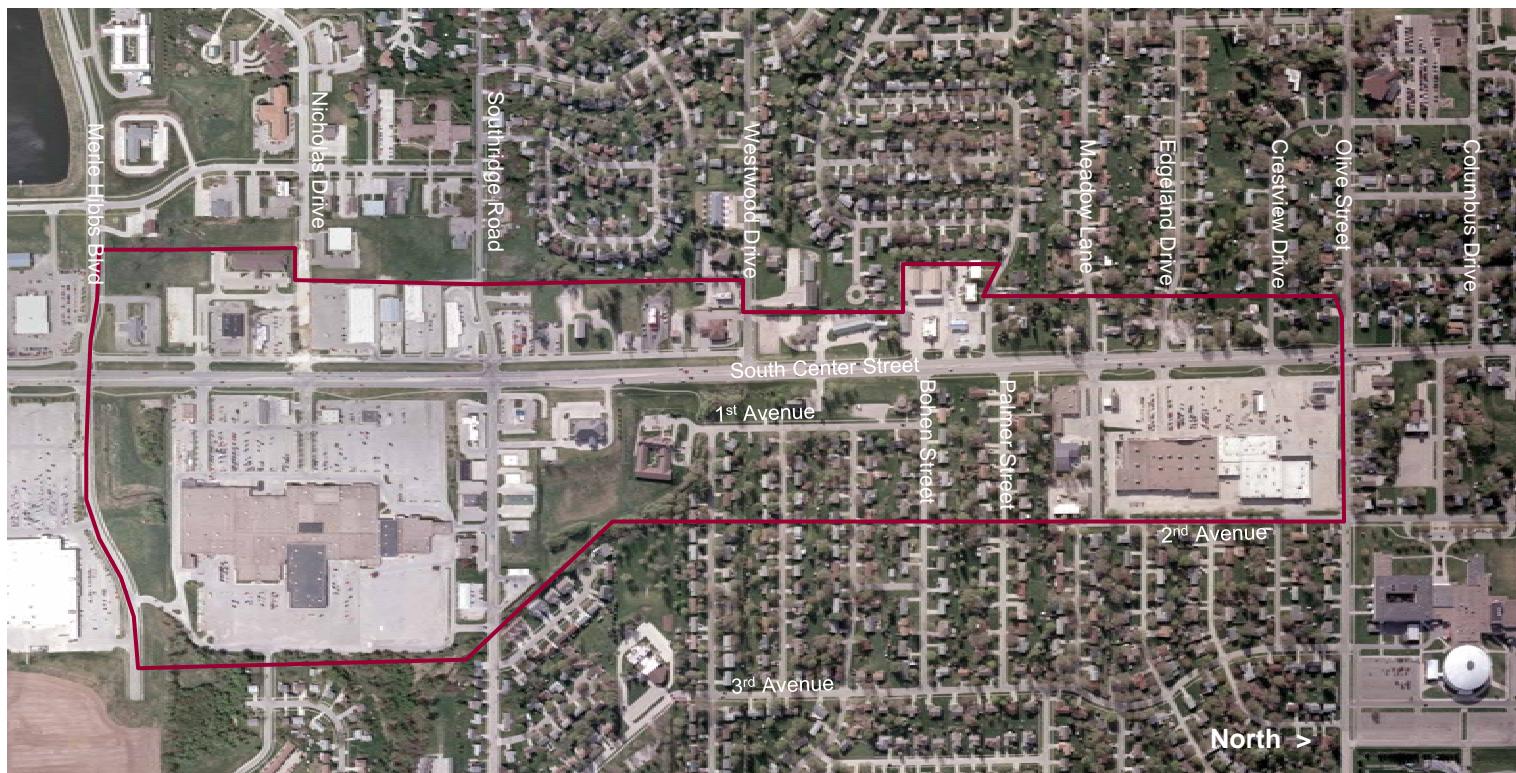
- Existing warehouse buildings
- New residential along Linn Creek
- Existing HyVee
- Mixed commercial uses built out to the street - parking to the side and rear
- Sculpture plaza announcing corner at Anson
- Mixed use commercial
- New High Density Residential
- Landscaping and sidewalk connections throughout

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.

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

Housing

“Houses make a town, but citizens make a city.”

– Rousseau

Guiding Principles:

Marshalltown will focus on redevelopment of selected places and neighborhoods in Marshalltown and connect them with sidewalks, trails and open space to create a vibrant, active city.



Housing

Issues:

- Infill housing
- Downtown Housing
- Senior Housing
- Housing Diversity
- Life Cycle & Affordable
- Walkable, Active, Healthy, Connected
- Connected to Community Vision, Economic Development, Design Standards



Economic Development

Guiding Principles:

Marshalltown recognizes the challenges in the current economy and also identifies that economic vitality is the foundation of community's progress and livability. To achieve these ends, the City will:

- Work to maintain Marshalltown's significance in the region as a desirable place to live, work and recreate;
- Strive to effectively plan and manage for redevelopment while also strengthening existing businesses and the downtown core;
- Actively target companies that can support existing business while also expanding the diversity in the workforce.

"In our seeking for economic and political progress, we all go up - or else we all go down."

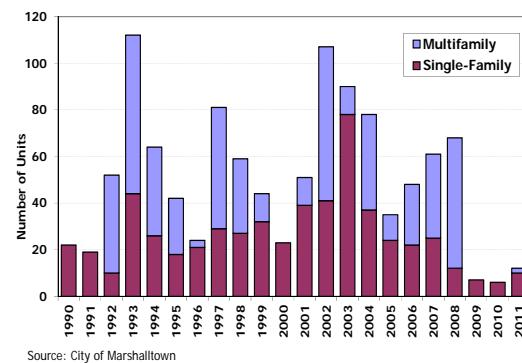
- Franklin D. Roosevelt



Economic Development

Chapter information:

- Goals
- Background information: employment, commuting, income, construction
- Development & redevelopment
- Downtown – housing, redevelopment
- Amenities & beautification
- Design standards
- MEDIC, other tools



Source: City of Marshalltown

Parks, Trails & Open Space Chapter

Guiding Principles:

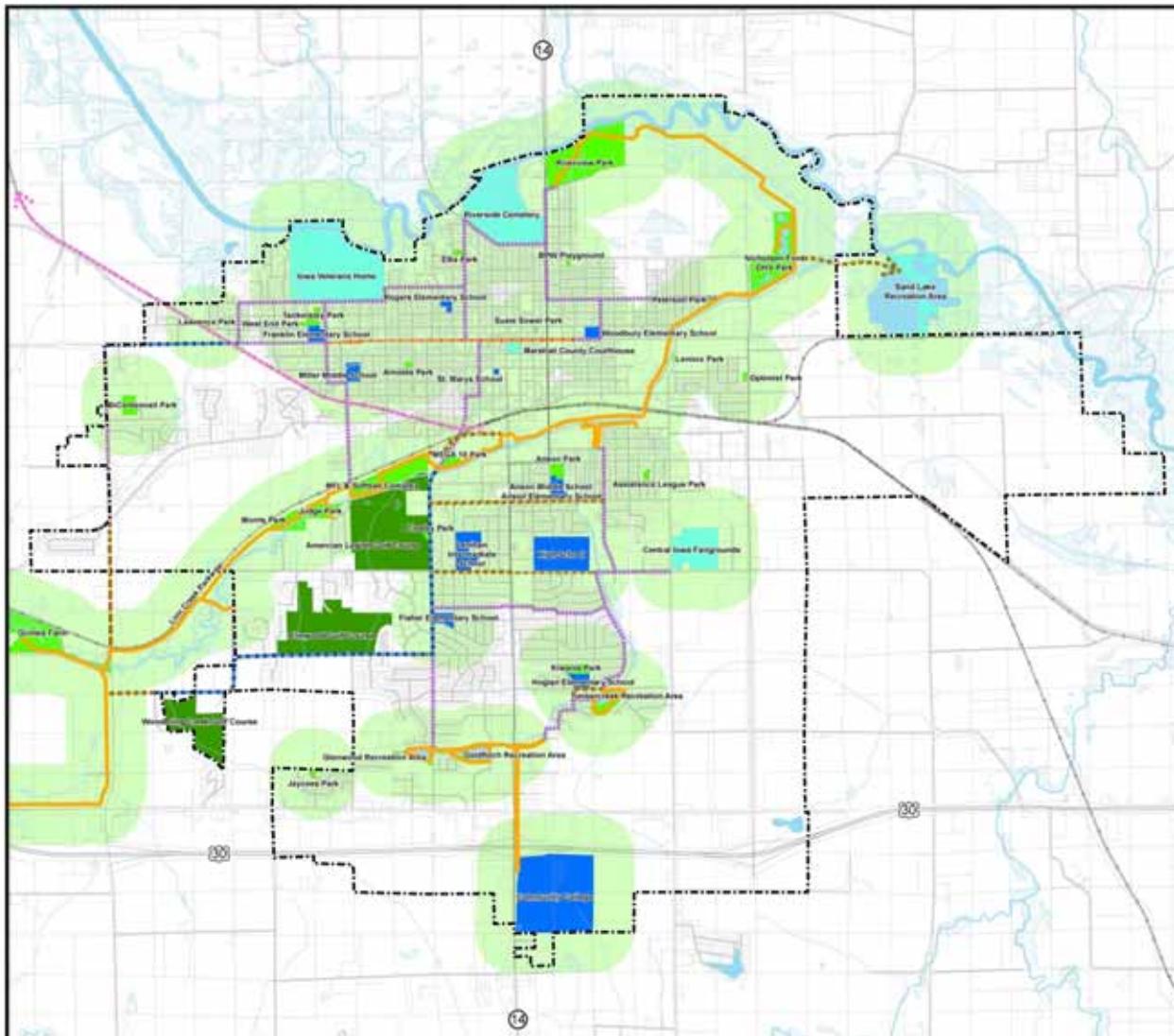
Marshalltown will focus on redevelopment of selected places and neighborhoods in Marshalltown and connect them with sidewalks, trails and open space to create a vibrant, active city.



If people are going to use trails then they need attractive, safe, accessible, convenient to use, paths and walkways in their neighborhoods. Whether it's a tree-lined sidewalk in Manhattan or an open space network in suburban Denver, trails need to be a part of everyone's daily lives. No one should be more than a 5-minute walk from a trail.

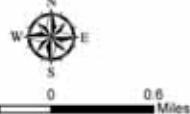
– Robert Searns, founding owner of Urban Edges, Inc., 2001

Parks, Trails & Open Space Plan



Parks, Trails and Open Space Plan (with Service Areas)

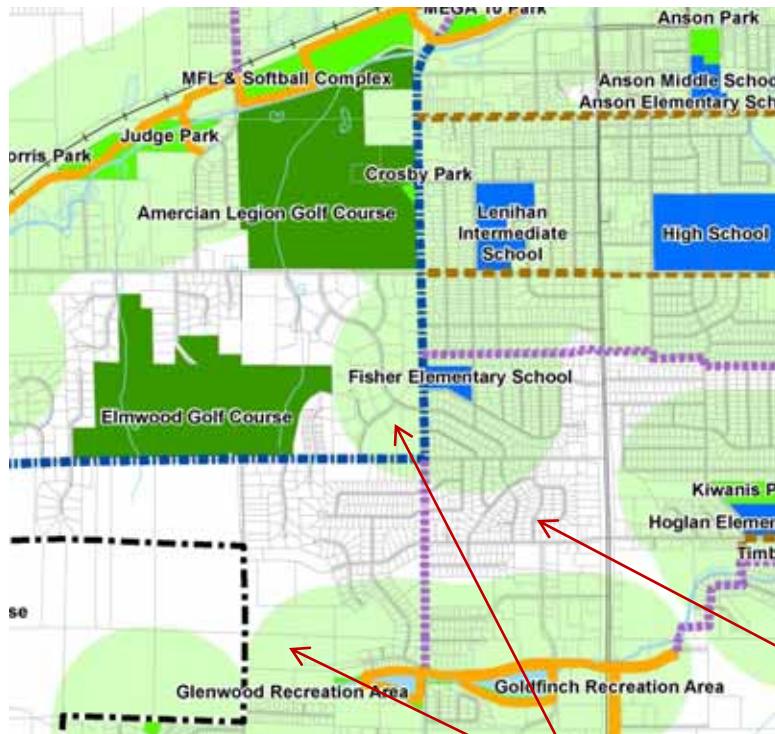
2012 Comprehensive Plan



The legend consists of a vertical list of 14 items, each with a colored line segment followed by a text label. The items are: City Limit (orange), Bike Path (yellow), Bike Lane along Parking (orange with dots), Bike Lane, No Parking (blue with dots), Designated Bike Route (purple with dots), Potential Rails-to-Trails Corridor (pink with dots), Potential Bike Route Connection (yellow with dots), Railroad (yellow), Highway (grey), Local Street (light grey), Golf Courses (dark green), Parks & Recreation Areas (light green), Other Open Space Designations (light blue), Schools (dark blue), Open Water (light blue), NWI Wetland (light blue), and 1/4-Mile Service Area (light green).

September 11, 2012

Parks, Trails & Open Space Plan



- Light green: Park “service area” (1/4 mile)



- White areas are potentially in need of additional park/trail nearby.

Transportation Chapter

Guiding Principles:

Marshalltown will focus on:

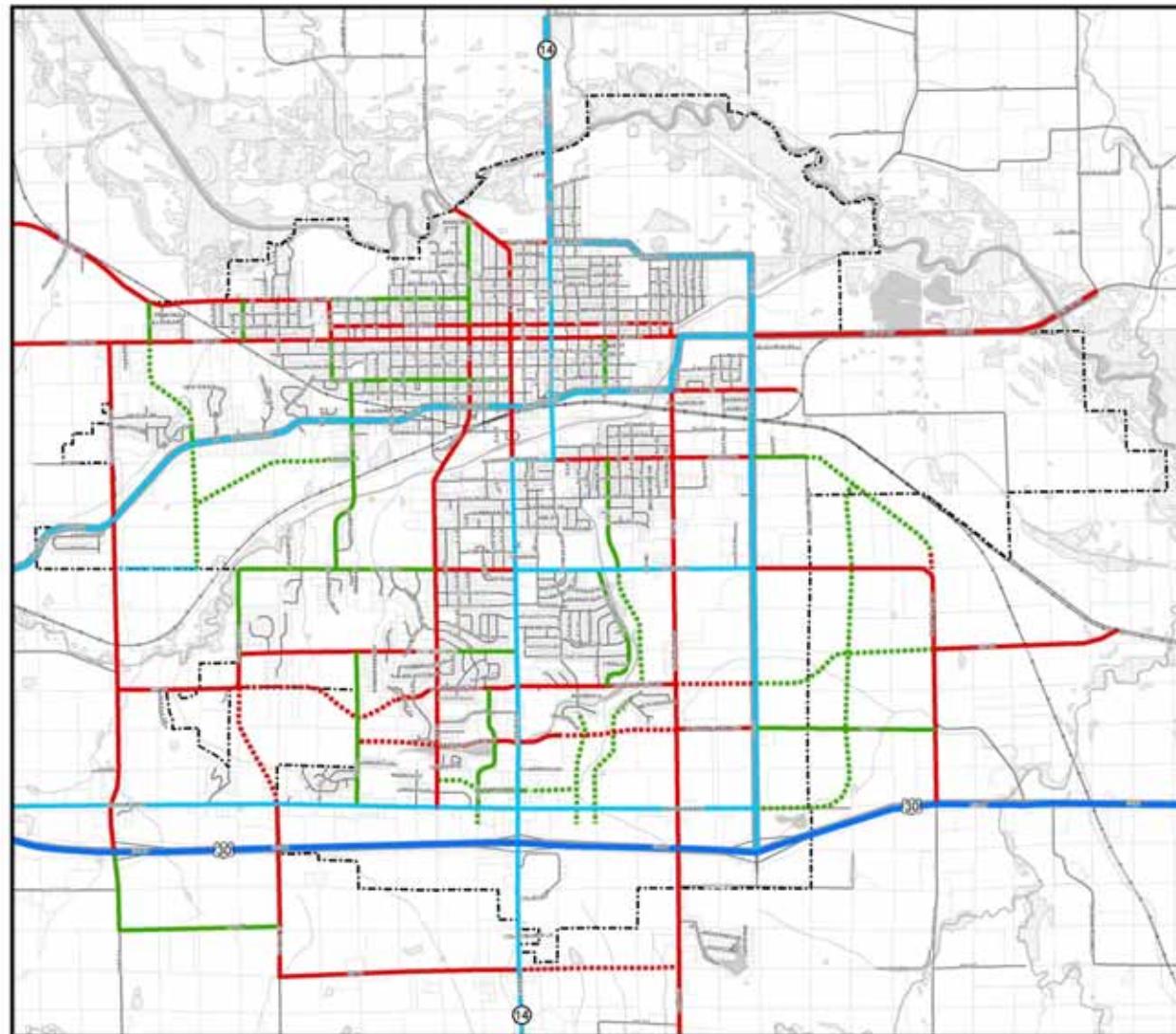
- Maintaining a safe, efficient roadway system
- Extending roadways according to the Plan as needed
- Connecting all roadways in a network where possible versus dead-end streets
- Bike and pedestrian connections to allow and encourage healthy, active living

“You have got to connect your land use decisions with transportation decisions.”

Tim Kaine, former governor of Virginia



Transportation Chapter



Transportation Network Plan

2012 Comprehensive Plan



- Existing Major Arterial
- Existing Minor Arterial
- Existing Major Collector
- Existing Minor Collector
- Proposed Minor Arterial
- Proposed Major Collector
- Proposed Minor Collector
- Truck Routes
- Local Street
- Railroad
- City Limit
- Land Parcel Line
- Open Water
- NW Wetland

September 11, 2012
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Community Facilities Chapter

Guiding Principles:

Marshalltown will focus on:

- Maintaining quality public services in the City – water, sewer, streets, transit, library, airport
- Providing public safety through fire, police and emergency medical response
- Cooperation with the public schools and other institutions to create a well-rounded community
- Healthy, active living

*“Nothing is stronger
than a well-built
community.”*

– Anonymous



Marshalltown Comprehensive Plan

Comments/Discussion

Please ask questions, offer comments, review the summary information on the boards, and post your comments there

Thank You

My comment..

