

# Introduction, Vision & Goals

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

– Charles Darwin

The Introduction, Vision & Goals chapter sets the stage for the Comprehensive Plan document, outlining the basic ideas, information, and structure of the Plan. This includes the process, the issues discussed, the consensus future vision for Marshalltown and the adopted goals and policies.

Marshalltown is a city that has changed dramatically since its founding, and is undergoing profound changes today. How the community chooses to respond to those changes will be the measure of its success as a 21<sup>st</sup> Century city.

## *Guiding Principles:*

### **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



## Background

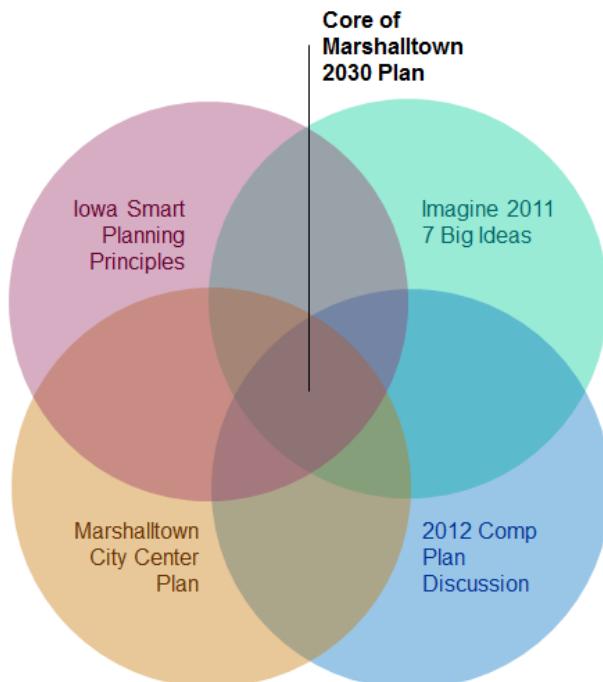
### WHAT IS THE COMPREHENSIVE PLAN?

A Comprehensive Plan is a long range planning document for the entire City. The document identifies the goals, objectives, and strategies for growth and development in the City. The Comprehensive Plan serves as a guideline for the City Council, Commissions and City staff for use in decision making relating to land use, park development, public facility planning and much more. The Comprehensive Plan guides the location, timing, and intensity of the various types of development in the City such as residential, commercial, industrial, parks, and more. It is important that the Comprehensive Plan remains current to address new challenges and the evolving needs of the community. Updating the plan allows the community the opportunity to set a new vision and goals for the future, update plans to guide and accommodate for new growth.

## Marshalltown's Planning Foundation

Marshalltown's 2030 Comprehensive Plan blends the principles of several recent planning efforts:

- **Iowa Smart Planning Principles**
  - Adopted in 2011 by the State of Iowa, these principles summarize the foundations of good planning
- **Imagine 2011 – 7 Big Ideas**
  - Marshalltown's own community dialogue around important issues in 2007 resulted in "7 Big Ideas" for the city
- **Marshalltown City Center Plan**
  - The 2006 plan for Downtown and immediate vicinity
- **2012 Comp Plan Discussion**
  - Discussion by the Steering Committee, community members, Planning and Zoning Commission and City Council



Common elements among these efforts can be seen in this table comparing them:

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

## Marshalltown's Core Planning Issues

Together these common issues form the core of Marshalltown's 2030 Comprehensive Plan:

- 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

## Organization of the Comprehensive Plan

This Plan is organized into various elements, each a chapter in the document:

- Introduction, Vision & Goals
- Land Use & Community Design
- Housing
- Transportation
- Parks & Trails
- Community Facilities
- Economic Development
- Implementation

## Process

This Marshalltown Comprehensive Plan update was begun in 2011 when the City retained Stantec Consultants from St. Paul, Minnesota (then called Bonestroo) to assist and facilitate preparing the Plan. A Steering Committee of local residents was appointed by the City Council to provide input, review information and make recommendations to the Plan & Zoning Commission and City Council on the Plan. The Steering Committee first met in October 2011, and met at key points in the process until the fall of 2012. Community meetings open to the public were also held at key points, and the Plan & Commission and City Council reviewed information and progress reports several times throughout the process. There were also specific outreach meetings to the Hispanic community.

## Vision

### COMMUNITY ISSUES

At the beginning of the process the Steering Committee and community members were asked to list, discuss and rank key issues in Marshalltown, utilizing a "SWOT" process – strengths, weaknesses, opportunities and threats. Strengths are things you like, you are proud of, that enhance the community. Weaknesses are things you don't like, that you are ashamed of, that detract from or harm the community. Opportunities are good things that could happen, but haven't happened yet, and threats are bad things that could happen, but haven't happened yet.

This SWOT exercise was conducted in five separate forums:

- Comprehensive Plan Steering Committee
- Community at large
- Business community/Chamber of Commerce
- Hispanic community focus group
- Marshalltown High school students – social studies classes

The full SWOT results are included in the appendix. A brief summary of the top issues is as follows:

### Overall SWOT Results

#### *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

## Hispanic Focus Group

A focus group meeting of people with connections to the Marshalltown Hispanic community was held April 30, 2012 at the Marshalltown Community Y. The meeting was by invitation from a larger group of thirty contacts in the Hispanic community, including teachers, businesspeople, and others. In discussions early on with people in and familiar with the Marshalltown Hispanic community it was understood that many Hispanics may be reluctant to join community-wide public meetings and events, and a focus group by invitation would likely be more successful in generating ideas and discussion about issues and ideas in the Hispanic community.

The Marshalltown Hispanic community is not at all homogenous or monolithic and the various people contacted by Stantec for this planning effort represent a wide variety of backgrounds: some are second or third generation Americans, with parents or grandparents born in Mexico or elsewhere, some are first generation Americans born of immigrant parents, some are recent arrivals from Mexico or other Central American or South American countries, some have lived in Marshalltown all their lives, some speak little English, some speak little Spanish, some (like Sister Christine of St. Mary's Catholic Church Hispanic Ministry) are not Hispanic at all, but simply have a passion and interest in the community. All of the people contacted by Stantec, and all those who attended this focus group meeting are, however, well-educated and enjoy positions of leadership in their fields. As such they do not reflect the majority of Hispanics in Marshalltown, especially those working at lower wage jobs in the City's larger industries.



Hispanics make up about 25% of Marshalltown's population. Many have immigrated recently to Marshalltown for jobs at JBS Swift and other places; many others have established businesses and support services connected to the Hispanic community, but many Hispanics are not directly connected to recent immigrants.

Language is a barrier to some Hispanics participating fully in the community. Immigrant status inhibits some Hispanics from participating openly. Acceptance of Hispanics within Marshalltown is a key issue. Economic status poses a hardship to full participation in community life – parents often work long hours. Education is also a barrier to good jobs, economic freedom, and full participation.

The format of the Hispanic Focus Group meeting was an open-ended discussion of strengths, weaknesses, opportunities and threats, similar to the exercise used by the Steering Committee, business group and community meetings.

### Hispanic Focus Group – Summary of Issues

From the full list of the issues discussed, the following main themes emerged:

- 1) Family is at the center of both the hopes and problems in the Hispanic community
  - Breakdown of families under economic hardship
  - Parental involvement in encouraging and being involved in children's education is essential

- 2) Support of local community institutions is crucial to success of the Hispanic community
  - Schools
  - Police
  - City government/community leadership working to connect and welcome diversity
- 3) Fears and concerns over immigrant status affect many other issues
  - Potential harassment from law enforcement
  - Scholarships affected by status, therefore many individuals and families can't afford higher education
- 4) Desire to participate, connect with larger community
  - Festivals
  - Collaborative events
  - Community facilities

## **VISION STATEMENT**

At steering committee and community meetings in October 2011, Marshalltown residents were asked to "dream a little" about how they would like to see Marshalltown in twenty years. The following statement is a summary of the comments gleaned from the many visions that were written at those meetings, written from the future in 2030. The raw tabulation of all comments in the vision statement is included in an appendix to this Plan.

### ***Marshalltown in 2030***

*Marshalltown is a visually clean and beautiful city with well-kept homes, businesses, roads and sidewalks. Community members are open to new ideas but still believe in personal responsibility and working together to get things done for their community. Residents have great pride in their community, neighborhood, schools and overall diversity. Growth has occurred at a moderate rate as have new businesses and industries. Retail, restaurants, services have expanded to meet the needs of all residents without having to leave town. Downtown is thriving with renovated buildings, including the Tallcorn Towers, and a wide variety of businesses. Revitalized 13<sup>th</sup> Street is a magnet for specialty retail and artists. Marshalltown schools and their students have excelled with high graduation rates, college attendance and desire to return to Marshalltown to work and raise their families. Marshalltown is a healthy community with a network of actively used walking trails, bike trails within a coordinated park system serving all areas of the community. The city has a variety of recreational facilities providing for year-round activity. Housing is available for all including affordable family and senior housing. The City has taken advantage of a diverse and stable economy to provide excellent services and stable tax rates for all Marshalltown residents.*

## Planning History

### HISTORY OF MARSHALLTOWN

Marshalltown is a city of 27,500 people in central Iowa, the county seat of Marshall County. Located on U.S Highway 30 and Iowa State Highways 14 and 330, Marshalltown is 50 miles northeast of Des Moines, 40 miles east of Ames, 60 miles southwest of Cedar Falls/Waterloo and 70 miles west of Cedar Rapids. Marshalltown is a community with diverse employment, educational opportunities, public and private institutions, and good roadways, set in the midst of some of the most productive farm land in the world. Marshalltown was first settled by white men in 1851 and was made the Marshall County seat in 1858. Devastating fires destroyed much of the town in 1872 and in 1876. The current centerpiece of downtown, the county courthouse was built in 1883. The Iowa Old Soldiers Home, now the Iowa Veterans Home, was built in 1887 and is currently undergoing a major expansion and renovation. A regional center for manufacturing and trade, Marshalltown also boasts the development of two world-famous businesses, Fisher Governor, now Emerson Process management/Fisher Controls Division, and the Lennox Furnace Company, now Lennox Industries. A more detailed history of Marshalltown's history and development can be found in Chapter 1 of the city's 1995 comprehensive plan.

### RECENT PLANNING HISTORY

The last update of the city's comprehensive plan was in 1995, a plan called "Marshalltown 2015 – Comprehensive Guide Plan for the City of Marshalltown, Iowa" (prepared by Camiros, Minneapolis). Among the issues noted in that plan are that there was too much commercial land, some in locations not suited for successful development, a tight housing market with not enough land for multi-family housing, changing demographics due in large part to the attraction of labor to the city for growing industries, and lack of gateways, both at city entries and internally to downtown and various neighborhoods. On the positive side, Marshalltown was considered a "bright spot" in Iowa for economic development. The plan included small area plans focused on four areas in the city: Downtown, South Center Street, Old Highway 30 corridor, and the West Nevada/Madison neighborhood. The 1995 plan envisioned the city growing by 5,000 population, to 32,000 people by 2015. Population in Marshalltown has fluctuated between 25,000 and 27,500 since 1970, and growth as predicted in 1995 has not materialized.

Marshalltown focused on its downtown in the 2006 "Marshalltown City Center Plan" (prepared by RDg Planning/Design). The plan noted that Marshalltown's downtown is successful compared to many cities, and suggested plans to include more rental and ownership housing downtown, including more senior housing; more retail space to augment Main Street; greenway and public space connections; development of a new library and reuse of the historic library building as City Hall, both of which have happened; renovation of the Coliseum and Orpheum theater; additional industrial space at the edge of downtown; and enhancement of the downtown streetscape.

*Imagine 2011* is a community planning process started in 2007, which resulted in "7 Big Ideas" for Marshalltown. The mission statement of *Imagine* is:

*The mission for Imagine is to engage community members in a collaborative, community-wide visioning process to develop 7 big ideas that will be implemented by 2011.*

The vision statement for *Imagine* is:

*To move Marshalltown into the future by focusing on sustainable community development: meeting the needs of the present without compromising the ability of future generations to meet their own needs. In a sustainable community:*

- *Natural and historic resources are preserved*
- *Jobs are available*
- *Sprawl is contained*
- *Neighborhoods are secure*
- *Education is lifelong*
- *Transportation and health care are accessible, and*
- *All residents have opportunities to improve the quality of their lives.*

Community members were asked to submit ideas and from the 5,000 ideas suggested the *Imagine* committee selected 100, which were then condensed to 21 ideas in a community vote, then the committee selected the top seven, called The 7 Big Ideas:

1. Revitalize And Strengthen Downtown
2. Create A Pedestrian And Bicycling Friendly Community
3. Develop Linn Creek Riverwalk
4. Target On Beautification
5. Develop Riverview Park And Beautify North Entrance
6. Build Clear Creek Lake
7. Strengthen Public School System

## 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 will be adopted by the Zoning Commission, and app

The “word cloud” above is a representation of the words



The “word cloud” above is a representation of the words used in the goals and policies – the larger the word, the more often it appears. This is not a substitute for analyzing the ideas and intent of the goals, but it provides a quick visual clue of what went into these goals for Marshalltown. The most common word is “community”, followed by “development”, “commercial”, “promote”, “housing”, “city” and “residents”. Clearly, “community” is important in all the discussion of these other factors.

The full set of goals and policies is attached to this Plan as an appendix, but each chapter or element of this Plan contains the goals pertinent to that section. There are three *Immediate Goals* identified as essential to planning efforts in the City right away:

### **Immediate Goals and Policies:**

**Immediate Goal 1:** Promote a well-planned community with balanced land uses including residential, commercial, recreation and open space, and industrial areas.

**Rationale:** A carefully created Comprehensive Plan will ensure the community's ability to grow in a rational and responsible manner, preclude decision-making processes that overlook long-range land use implications, and help ensure fulfillment of residents' desires for a well-planned community and preservation of their quality of life.

**Policy 1:** Create a new land use plan that defines the types and locations of residential, commercial, industrial and recreation development that supports and enhances the community's ability to attract quality development.

**Policy 2:** Prepare transportation and infrastructure plans that will direct and support future growth and redevelopment.

**Policy 3:** Identify appropriate land uses within remaining developable land that have the potential to be served with an appropriate range of public services in a cost effective manner.

**Policy 4:** Update the annexation plans appropriately to ensure orderly development and extension of utilities.

**Policy 5:** Protect the sensitive natural features that make Marshalltown unique such as the river, creeks, high quality wetlands, natural open space and local parks through appropriate regulatory mechanisms.

**Immediate Goal 2:** Coordinate transportation with land use planning.

**Rationale:** Understanding the impact of land use on transportation systems is an important element to supporting growth and development.

**Policy 1:** Analyze the traffic generation characteristics of proposed land uses to incorporate the capacity of local, county, and regional roadways.

**Policy 2:** Consider the impacts to neighborhoods when planning new or upgrading existing roadways.

**Policy 3:** Support transportation projects that maintain the compact, orderly development of the City.

**Policy 4:** Encourage shared parking facilities or access for commercial, industrial and mixed use projects to reduce impervious surface, minimize land consumption and minimize traffic.

**Immediate Goal 3:** Support the expansion of existing businesses and attract and encourage a balance of new commercial, light industrial, heavy industrial and knowledge-based enterprises, along with professional services.

**Rationale:** Marshalltown's commercial, light industrial and heavy industrial development is concentrated primarily along its existing business corridors and in its industrial areas. This provides opportunities for a diversified economic base, expanded employment opportunities and maintaining conformity with the existing commercial, light industrial and heavy industrial land use patterns.

**Policy 1:** Protect designated industrial areas from encroachment by residential development and marginal land uses that will preclude the highest economic use of land available for commercial, light industrial and heavy industrial development.

**Policy 2:** Work with local, county and regional business organizations to encourage business park development that attracts research and development, energy technology, value-added agricultural and knowledge-based businesses which provide quality employment and higher wages.

**Policy 3:** Work with property owners using available financial tools to redevelop existing commercial or industrial sites that are in disrepair, are obsolete with respect to design, have environmental concerns and/or are incompatible with neighboring land uses.

**Policy 4:** Encourage site upkeep and quality maintenance through code enforcement to support and promote the character of the community.

**Policy 5:** Encourage development of new commercial nodes within identified redevelopment sites, or within growth areas (undeveloped areas within city limits).

## Demographics

The identification of trends in population growth and other demographic data is a very important part of the comprehensive planning process. It can provide clues to future growth patterns and indicate what types of housing and public facilities may be needed in the future. For example, an increase in young couples with children would require starter housing, new parks, and schools, and new or upgraded community facilities; whereas an increase in the elderly population would lessen the need for schools and increase the need for specialized housing. This chapter of the Comprehensive Plan contains information on Marshalltown's population including age and race, as well as household, housing, and economic characteristics.

Demographic information was collected from the 2000 and 2010 US Censuses and the Iowa State Data Center.

### POPULATION AND HOUSEHOLDS

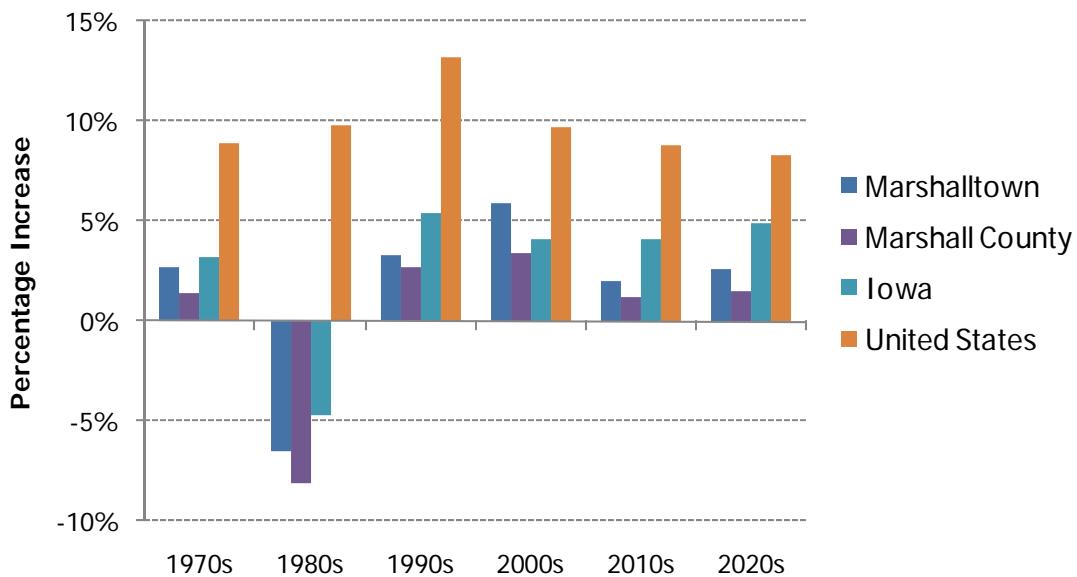
Table 1 shows the historical population of Marshalltown from 1970 to 2010 and the most recent projections prepared by the Iowa State Data Center for 2020 and 2030. The table also contains population figures for Marshall County, Iowa, and the United States. These additional figures help put into context the population growth of Marshalltown compared to its surrounding region, the state, and the nation.

**TABLE 1: POPULATION HISTORY AND PROJECTIONS**

Area	Actual					Projection	
	1970	1980	1990	2000	2010	2020	2030
City of Marshalltown	26,219	26,938	25,178	26,009	27,552	28,096	28,827
Marshall County	41,076	41,652	38,276	39,311	40,648	41,119	41,753
Iowa	2,824,376	2,913,808	2,776,755	2,926,324	3,046,355	3,172,237	3,328,308
United States	207,976,452	226,545,805	248,709,873	281,421,906	308,745,538	335,805,000	363,584,000
<i>Percentage Increase</i>							
City of Marshalltown	---	2.7%	-6.5%	3.3%	5.9%	2.0%	2.6%
Marshall County	---	1.4%	-8.1%	2.7%	3.4%	1.2%	1.5%
Iowa	---	3.2%	-4.7%	5.4%	4.1%	4.1%	4.9%
United States	---	8.9%	9.8%	13.2%	9.7%	8.8%	8.3%

Sources: U.S. Census; Iowa State Data Center; Bonestroo

**FIGURE 1: POPULATION GROWTH RATES 1970-2030**



Sources: US Census; Iowa State Data Center; Bonestroo

Figure 1 helps illustrate how Marshalltown's growth rate compares to other areas. Since the 1970s, Marshalltown, Marshall County, and Iowa have had growth rates well below the nation. In particular, the 1980s was a period of time when Marshalltown actually experienced population decline, which was the result of larger economic forces influencing the entire state. Despite a several decade trend of growth rates lagging behind the nation and state, Marshalltown experienced a growth rate of nearly 6% during the 2000s, which was above the Marshall County and Iowa growth rates. Moreover, it was a growth rate that only slightly lagged behind the national growth rate. According to the State Data Center, Marshalltown's growth is projected to moderate once again to around 2% over the next decade, which is an increase of just over 500 persons.

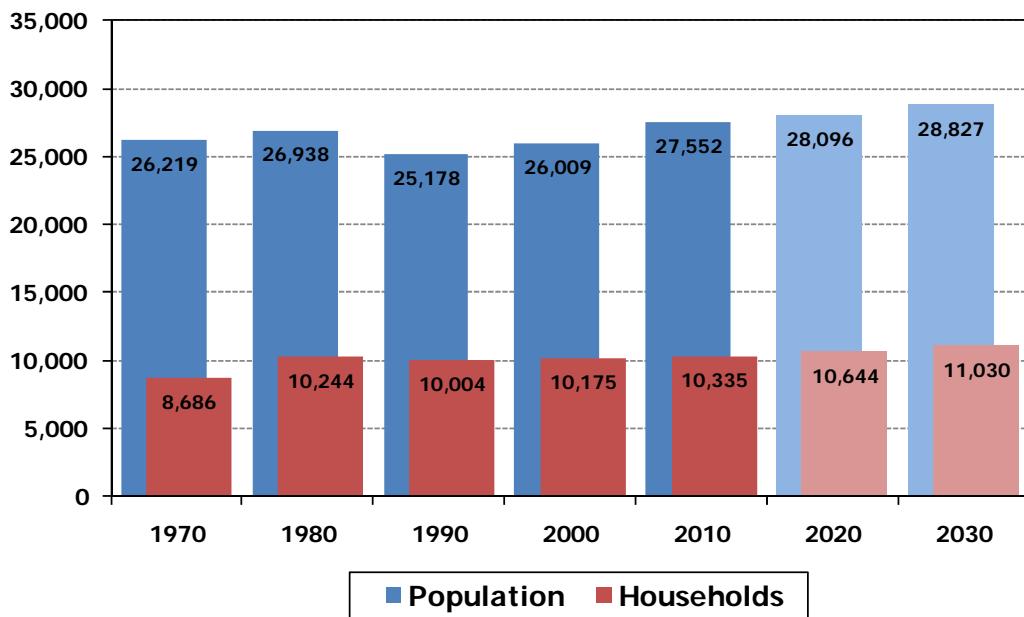
As a complement to Table 1, Table 2 outlines the historic and projected household growth of Marshalltown. Historically, Marshalltown's household growth has occurred at a slightly slower rate than that of Marshall County, but exceeded that of the state and the nation. It is projected, though, that Marshalltown's household growth rate will slightly exceed that of the County during the next two decades.

TABLE 2: HOUSEHOLD HISTORY AND PROJECTIONS

Area	Actual					Projections	
	1970	1980	1990	2000	2010	2020	2030
City of Marshalltown	8,686	10,244	10,004	10,175	10,335	10,644	11,030
Marshall County	13,286	15,410	14,933	15,338	15,538	15,877	16,287
Iowa	899,511	1,053,033	1,065,243	1,149,276	1,221,576	1,299,379	1,378,108
United States	66,873,457	80,467,427	91,947,410	105,480,101	116,716,292	134,173,000	145,906,000
<i>Percentage Increase</i>							
City of Marshalltown	---	17.9%	-2.3%	1.7%	1.6%	2.9%	3.6%
Marshall County	---	16.0%	-3.1%	2.7%	1.3%	2.1%	2.6%
Iowa	---	17.1%	1.2%	7.9%	6.3%	6.0%	6.1%
United States	---	20.3%	14.3%	14.7%	10.7%	15.0%	8.7%

Sources: U.S. Census; Iowa State Data Center; Bonestroo

FIGURE 2: CITY OF MARSHALLTOWN POPULATION AND HOUSEHOLD GROWTH TRENDS 1970-2030



Sources: U.S. Census; Iowa State Data Center; Bonestroo

Figure 2 shows the relationship between population and household growth in Marshalltown. In 1970 there were nearly 3.0 persons for every household in Marshalltown. By 2030, that ratio is projected to decline to about 2.6 persons per household. This is the result of a variety of factors, including declining birth rates, longer life expectancy, and greater affluence resulting in increased household formation. Regardless of the reasons, it indicates that the type of housing needed will be an important consideration in light of future population growth and demographic change.

## POPULATION BY AGE

Table 3 shows Marshalltown's population breakdown by age for the years 2000 and 2010. Between 2000 and 2010, the city saw its largest population gain in the 55 to 64 year-old range, which increased 940 persons or 39 percent. Significant growth also occurred at the two ends of the age spectrum. Persons under age 5 grew by 409 persons or 23 percent; and persons age 85 and older grew by 218 persons or 30 percent.

**TABLE 3: MARSHALLTOWN AGE OF POPULATION, 2000 and 2010**

Age Group	Marshalltown				Change	
	2000		2010		2000-2010	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,746	6.7%	2,155	7.8%	409	23.4%
5 - 9	1,726	6.6%	1,977	7.2%	251	14.5%
10 - 14	1,784	6.9%	1,878	6.8%	94	5.3%
15 - 19	1,855	7.1%	1,964	7.1%	109	5.9%
20 - 24	1,572	6.0%	1,766	6.4%	194	12.3%
25 - 34	3,207	12.3%	3,376	12.3%	169	5.3%
35 - 44	3,558	13.7%	2,971	10.8%	-587	-16.5%
45 - 54	3,572	13.7%	3,522	12.8%	-50	-1.4%
55 - 64	2,402	9.2%	3,342	12.1%	940	39.1%
65 - 74	2,117	8.1%	2,055	7.5%	-62	-2.9%
75 - 84	1,750	6.7%	1,608	5.8%	-142	-8.1%
85 +	720	2.8%	938	3.4%	218	30.3%
Total	26,009	100.0%	27,552	100.0%	1,543	5.9%

Source: 2000 and 2010 U.S. Census

Demographers sometimes talk about age groups in slightly different categories than the Census does. The 20- to 29-year-old age group is typically the group that is starting out on its own and putting stakes into the community. This would include the 20-24 Census cohort above, plus the first half of the 25-34 cohort. Members of this age group, particularly in the upper end, are beginning to enter the family formation years, thus continued increases in this age group may indicate increasing school enrollments in the near future. In addition, this is typically the age when many are seeking higher education and broader employment opportunities.

The 30- to 49-year-old age groups – which includes the second half of the 25-34 cohort, all of the 35-44 cohort, and the first half of the 45-54 cohort – are often looked at as the new generation of community leaders and business owners, and their children are found throughout the school system from kindergarten to 12<sup>th</sup> grade. These age groups tend to be active in the community and demand high quality services for their children and families. However, these age groups tend to be highly mobile and may move away from a community to find better opportunities. Within this population range, the 30 to 34 year-olds are typically first time homebuyers while the 35 to 49 year olds are typically included in the move-up homebuyer market. Because the “baby bust” generation is now aging through these age groups, it is not surprising that this age group’s numbers declined during the previous decade.

Persons in the 50 to 64 year age group – the second half of the 45-54 cohort and the entire 55-64 cohort – tend to be empty nesters and may move to smaller homes while young seniors aged 65 to 74 often seek a variety of housing options. Empty nesters in these age groups begin to abandon homes with several bedrooms and two or more stories in favor of lower maintenance, two-bedroom units, often on one-story. During the 2000s, there was a small decline in the older portions of this age group, which

reflects lower birth rates from the 1930s and early 1940s. However, the baby boom mostly comprises the younger portion of this group today, and their numbers have grown significantly since the 2000s.

While persons aged 85 and older comprise the smallest age cohort in Marshalltown, this segment of the population is growing rapidly. This is due partly to the fact that people are living longer than they did previously, but it may also be the result of older residents in surrounding rural areas moving to Marshalltown to be closer to services. A sustained 85+ population has several planning implications for the city. Park and recreational demands of this group tend to be for passive activities rather than ball fields and playgrounds. Also, social services, elderly housing and medical services will be in demand and will likely need to be located near one another.

### **POPULATION BY RACE/ETHNICITY**

The City of Marshalltown is racially and ethnically diverse relative to the State of Iowa, but not as diverse as the nation as a whole. In Marshalltown, non-whites comprise nearly 30 percent of the population, whereas statewide non-whites comprise 11 percent of the population, yet, nationally, they are 36 percent of the population. The vast majority of the non-white population in Marshalltown is Hispanic or Latino, which accounts for 24 percent of the overall population.

**TABLE 4: MARSHALLTOWN RACE AND ETHNICITY, 2010**

Race/Ethnicity	Marshalltown		Marshall	Iowa	United
	Number	Percent	County	Percent	States
White, not Hispanic	19,360	70.3%	78.2%	88.7%	63.7%
Hispanic or Latino	6,632	24.1%	17.3%	5.0%	16.3%
Black or African American	568	2.1%	1.5%	2.9%	12.2%
Asian	457	1.7%	1.3%	1.7%	4.7%
Two or more races/ethnicities	398	1.4%	1.2%	1.4%	1.9%
American Indian and Alaska Native	79	0.3%	0.3%	0.3%	0.7%
Native Hawaiian and Other Pacific Islander	34	0.1%	0.1%	0.1%	0.2%
Some other race/ethnicity	24	0.1%	0.1%	0.1%	0.2%
Total	27,552	100.0%	100.0%	100.0%	100.0%
Total Non-White Population	8,192	29.7%	21.8%	11.3%	36.3%
Source: U.S. Census					

Anecdotal evidence suggests the Hispanic population may be even higher than noted in the Census, since some may be hesitant to report depending on their immigration status. In any event, Hispanics are a significant and influential share of the population and are likely to be so for some time. Their needs and impact on the community cannot be overlooked.

## HOUSEHOLD TYPE

Table 5 shows the breakdown of households by type for the years 2000 and 2010. The most prevalent household type in Marshalltown is single-person households, which account for nearly 30 percent of all households. Despite its prevalence, single-person households maintained a similar proportion between 2000 and 2010. Household types that increased in prevalence during this time, though, were single-parent and other non-traditional families as well as roommate households.

Changes in household composition will impact the demand for certain types of housing. If the number of non-family households continues to decline, this will likely decrease the need for multifamily housing. Conversely, if the number of married couples with children continues to increase, there will be stronger demand for single-family homes with three or more bedrooms.

**TABLE 5: HOUSEHOLD TYPE, 1990 and 2000**

Area	Total Households		Family Households						Non-Family Households				
			Married w/Child		Married w/o Child		Other Families*		Living Alone		Roommates		
	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010	
City of Marshalltown	10,175	10,335	2,085	1,948	3,052	2,916	1,461	1,765	3,023	3,076	554	630	
Marshall County	15,447	15,538	3,469	3,067	5,025	5,029	1,962	2,356	4,123	4,218	759	868	
Iowa	1,149,276	1,221,576	274,565	244,753	358,689	380,420	136,430	164,861	313,083	347,479	66,509	84,063	
Percent of Total													
City of Marshalltown	100.0%	100.0%	20.5%	18.8%	30.0%	28.2%	14.4%	17.1%	29.7%	29.8%	5.4%	6.1%	
Marshall County	100.0%	100.0%	22.5%	19.7%	32.5%	32.4%	12.7%	15.2%	26.7%	27.1%	4.9%	5.6%	
Iowa	100.0%	100.0%	23.9%	20.0%	31.2%	31.1%	11.9%	13.5%	27.2%	28.4%	5.8%	6.9%	
Change 2000-2010													
Area	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	
City of Marshalltown	160	1.6%	-137	-6.6%	-136	-4.5%	304	20.8%	53	1.8%	76	13.7%	
Marshall County	91	0.6%	-402	-11.6%	4	0.1%	394	20.1%	95	2.3%	109	14.4%	
Iowa	72,300	6.3%	-29,812	-10.9%	21,731	6.1%	28,431	20.8%	34,396	11.0%	17,554	26.4%	

\* Single-parent families, adult children, adult siblings, etc.

Source: U.S. Census

## HOUSEHOLD TENURE

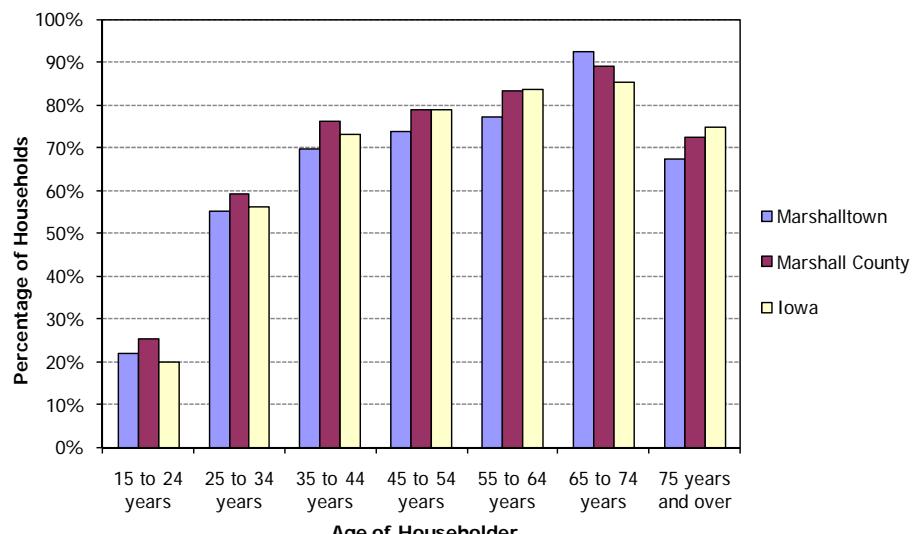
Table 6 shows household tenure (i.e., own versus rent) by age for years 2000 and 2010. Homeownership tends to rise rapidly during the early adult years, peaking when one is in their late 50s, and then slightly declining throughout retirement. Marshalltown is no exception. High homeownership can be indicative of a housing market with a variety of ownership options at relatively affordable prices. However, it can also suggest that there is an inadequate supply of rental housing, in which case many persons who work in Marshalltown may not be able to live there because of a lack of housing choice. It should be noted that the recent recession, however, has dampened homeownership rates in Marshalltown.

TABLE 6: HOUSEHOLD TENURE BY AGE, 2000 AND 2010

Area/ Household Age	2000		2010		Change 2000-2010				Ownership Rate	
					Number		Percent			
	Own	Rent	Own	Rent	Own	Rent	Own	Rent	2000	2010
<i>Marshalltown</i>										
15 to 24 years	134	479	159	569	25	90	18.5%	18.7%	21.9%	21.8%
25 to 34 years	800	765	903	734	103	-31	12.9%	-4.1%	51.1%	55.2%
35 to 44 years	1,350	593	1,109	480	-241	-113	-17.8%	-19.1%	69.5%	69.8%
45 to 54 years	1,610	411	1,619	577	9	166	0.5%	40.3%	79.7%	73.7%
55 to 64 years	1,165	217	1,272	374	107	157	9.2%	72.5%	84.3%	77.3%
65 to 74 years	1,023	183	993	82	-30	-101	-3.0%	-55.2%	84.8%	92.4%
75 years and over	1,046	399	988	478	-58	79	-5.6%	19.7%	72.4%	67.4%
Total	7,128	3,047	7,042	3,293	-86	246	-1.2%	8.1%	70.1%	68.1%
<i>Marshall County</i>										
15 to 24 years	208	577	255	756	47	179	22.7%	31.0%	26.5%	25.2%
25 to 34 years	1,302	986	1,305	892	3	-94	0.2%	-9.6%	56.9%	59.4%
35 to 44 years	2,238	843	1,925	605	-313	-238	-14.0%	-28.2%	72.6%	76.1%
45 to 54 years	2,591	567	2,711	719	120	152	4.6%	26.8%	82.0%	79.0%
55 to 64 years	1,856	296	2,197	437	341	141	18.4%	47.6%	86.2%	83.4%
65 to 74 years	1,567	265	1,571	195	4	-70	0.2%	-26.5%	85.5%	89.0%
75 years and over	1,543	499	1,429	541	-114	42	-7.4%	8.4%	75.6%	72.5%
Total	11,305	4,033	11,393	4,145	88	112	0.8%	2.8%	73.7%	73.3%
<i>Iowa</i>										
15 to 24 years	15,311	59,125	14,484	57,638	-827	-1,487	-5.4%	-2.5%	20.6%	20.1%
25 to 34 years	102,001	80,687	107,397	83,407	5,396	2,720	5.3%	3.4%	55.8%	56.3%
35 to 44 years	178,858	62,426	144,288	52,747	-34,570	-9,679	-19.3%	-15.5%	74.1%	73.2%
45 to 54 years	182,590	40,596	194,528	52,041	11,938	11,445	6.5%	28.2%	81.8%	78.9%
55 to 64 years	128,186	21,429	184,322	35,774	56,136	14,345	43.8%	66.9%	85.7%	83.7%
65 to 74 years	113,506	19,069	119,375	20,641	5,869	1,572	5.2%	8.2%	85.6%	85.3%
75 years and over	110,967	34,525	116,241	38,693	5,274	4,168	4.8%	12.1%	76.3%	75.0%
Total	831,419	317,857	880,635	340,941	49,216	23,084	5.9%	7.3%	72.3%	72.1%

Source: U.S. Census

FIGURE 3: HOMEOWNERSHIP BY AGE, 2010



Source: 2010 U.S. Census

## EDUCATION

In addition to the age of the population, the educational attainment level also influences the community. Table 7 shows the educational attainment levels in Marshalltown and the state. This information contributes to the local economy, influences economic development and also suggests potential demands of current residents. About 35 percent of the population over age 25 has a high school diploma as the highest level of educational attainment. Approximately 21 percent of the population went on after high school and attended some college, and 8 percent obtained an associate's degree. Another 12 percent completed a bachelor's degree, and 6 percent obtained a graduate or professional degree. In sum, approximately 82 percent of Marshalltown residents have a high school degree or higher educational attainment, and 18 have a bachelor's degree or higher. Comparatively, 35 percent of Iowa residents have obtained a high school degree as the highest level of educational attainment and 24 percent have obtained bachelors' degrees or higher.

**TABLE 7: EDUCATIONAL ATTAINMENT, 2009**

Population 25 years and over	Marshalltown		Iowa	
	Number	Percent	Number	Percent
Less than 9th grade	1,680	10.1%	79,558	4.1%
9th to 12th grade, no diploma	1,204	7.3%	122,389	6.3%
High school graduate (includes equivalency)	5,748	34.7%	679,024	34.9%
Some college, no degree	3,547	21.4%	411,784	21.1%
Associate degree	1,368	8.3%	184,457	9.5%
Bachelor's degree	1,961	11.8%	327,470	16.8%
Graduate or professional degree	1,058	6.4%	143,571	7.4%
<b>Total</b>	<b>16,566</b>	<b>100%</b>	<b>1,948,253</b>	<b>100%</b>
Percent high school graduate or higher	(x)	82.6%	(x)	89.6%
Percent bachelor's degree or higher	(x)	18.2%	(x)	24.2%

Source: U.S. Census, 2005-2009 American Community Survey