

# Marshalltown Comprehensive Plan

Steering Committee Meeting  
September 19, 2012



One Team. Infinite Solutions.

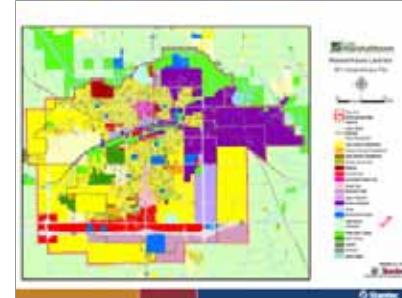


# Agenda

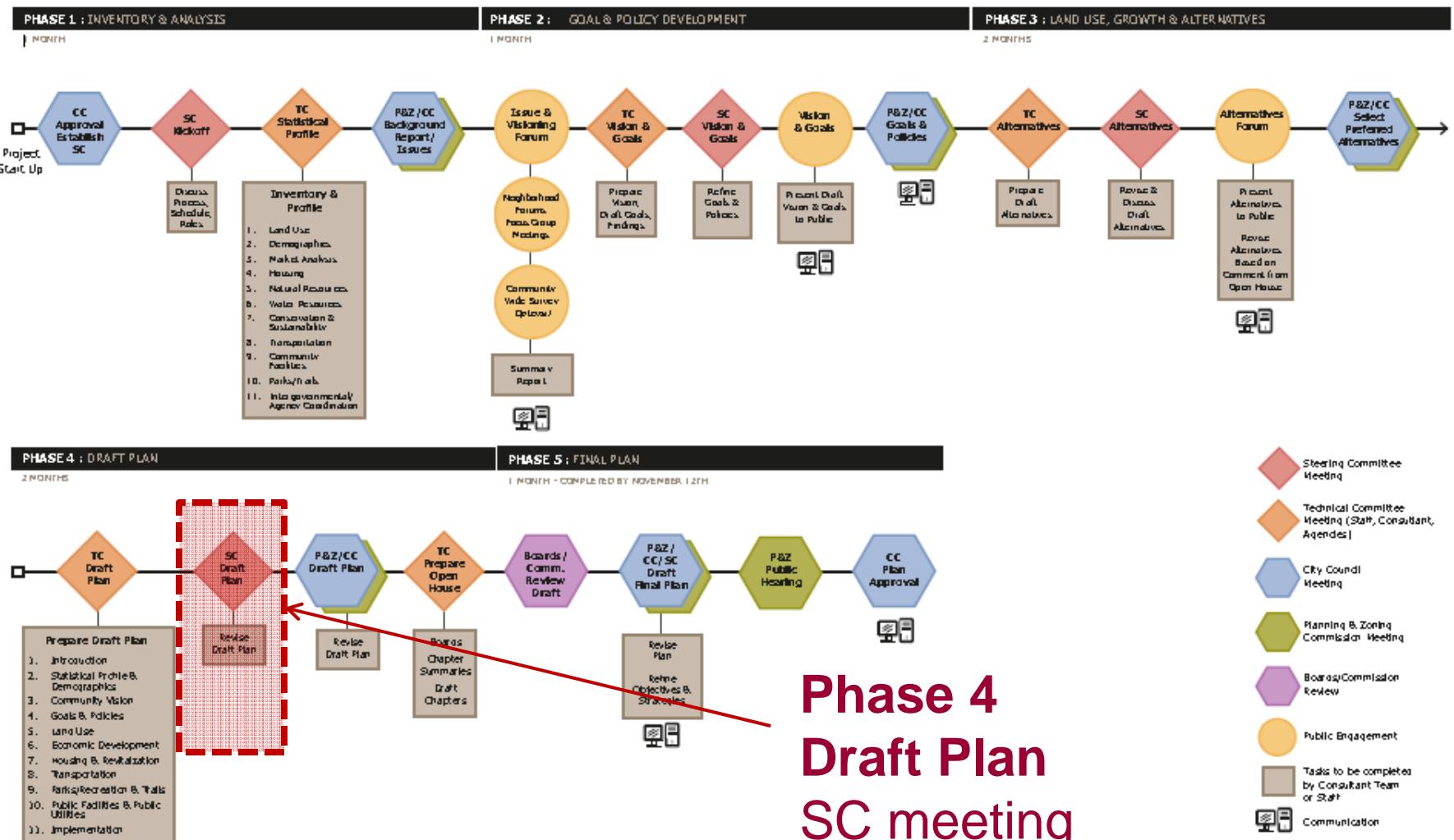
## *5:00 Steering Committee*

- Review Process to Date
- New Draft Plan material:
  - New Overall Goal
  - Parks, Trails & Open Space
  - Transportation
  - Community Facilities
  - Focus Area Development Plans
  - Additional Comments on Previous
- Comments/Discussion
- Next Steps

## *7:00 Community Meeting*



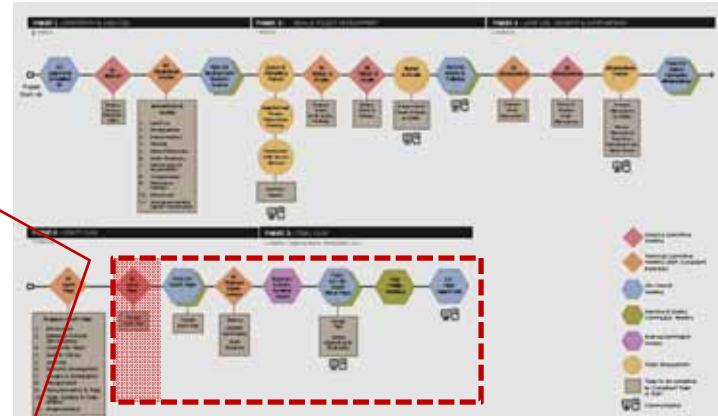
# Comp Plan Process



**Phase 4  
Draft Plan  
SC meeting**

# Comp Plan Process

- **Wed., Sept. 19** – Steering Committee (Draft – next 4 chapters) and Community Meeting (entire Draft)
- **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 Goals

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

– Javier Cenicacelaya,  
Spanish architect

## ■ *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.

## 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.



# Parks, Trails & Open Space Chapter

## *Guiding Principles:*

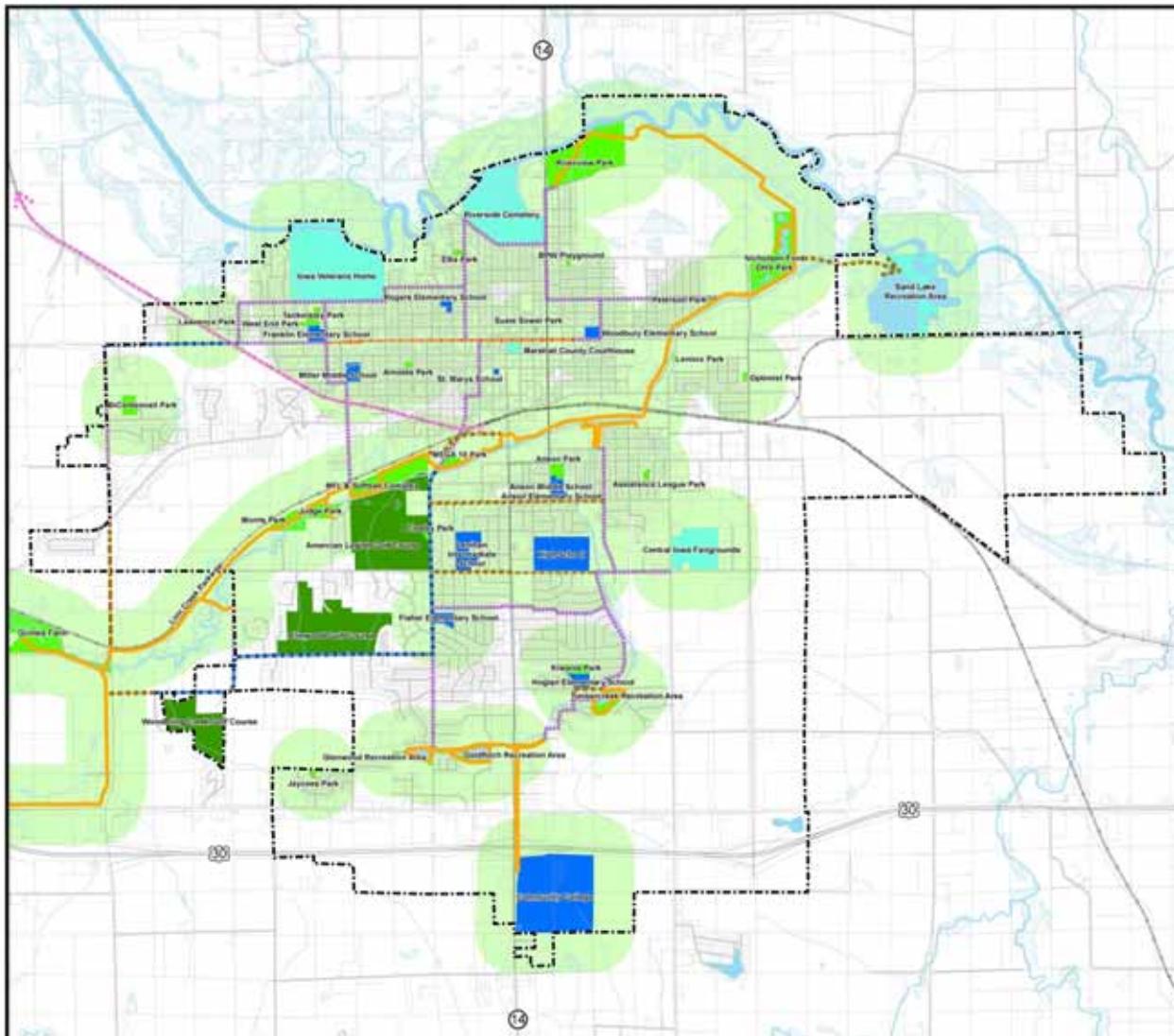
Marshalltown will focus on redevelopment of selected places and neighborhoods in Marshalltown and connect them with sidewalks, trails and open space to create a vibrant, active city.



*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.*

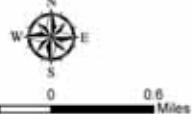
- Robert Searns, founding owner of Urban Edges, Inc., 2001

# Parks, Trails & Open Space Plan



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

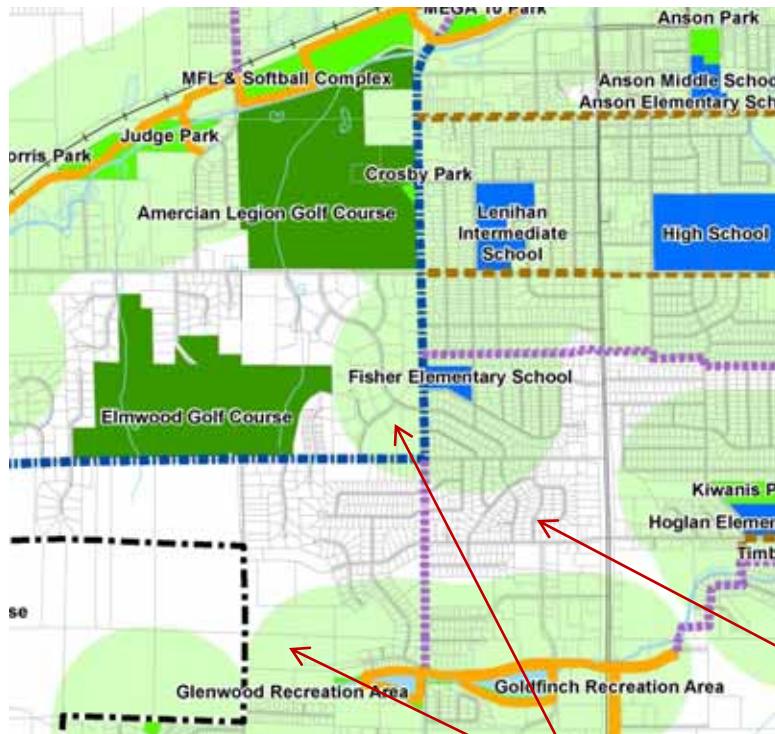
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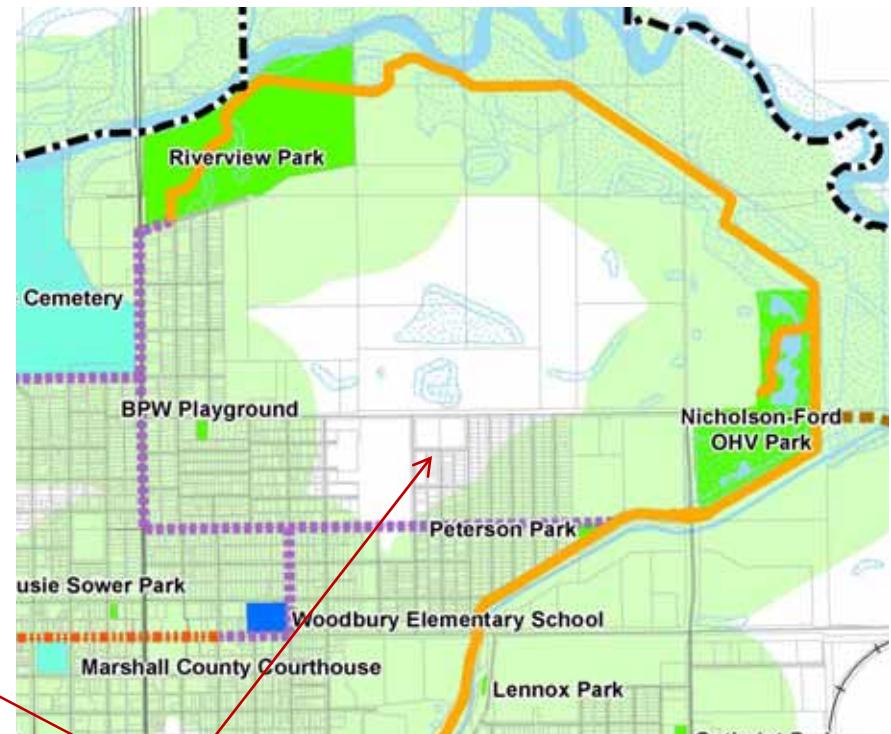
-  City Limit
-  Bike Path
-  Bike Lane along Parking
-  Bike Lane, No Parking
-  Designated Bike Route
-  Potential Rails-to-Trails Corridor
-  Potential Bike Route Connection
-  Railroad
-  Highway
-  Local Street
-  Golf Courses
-  Parks & Recreation Areas
-  Other Open Space Designations
-  Schools
-  Open Water
-  NWI Wetland
-  1/4-Mile Service Area

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# 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:**

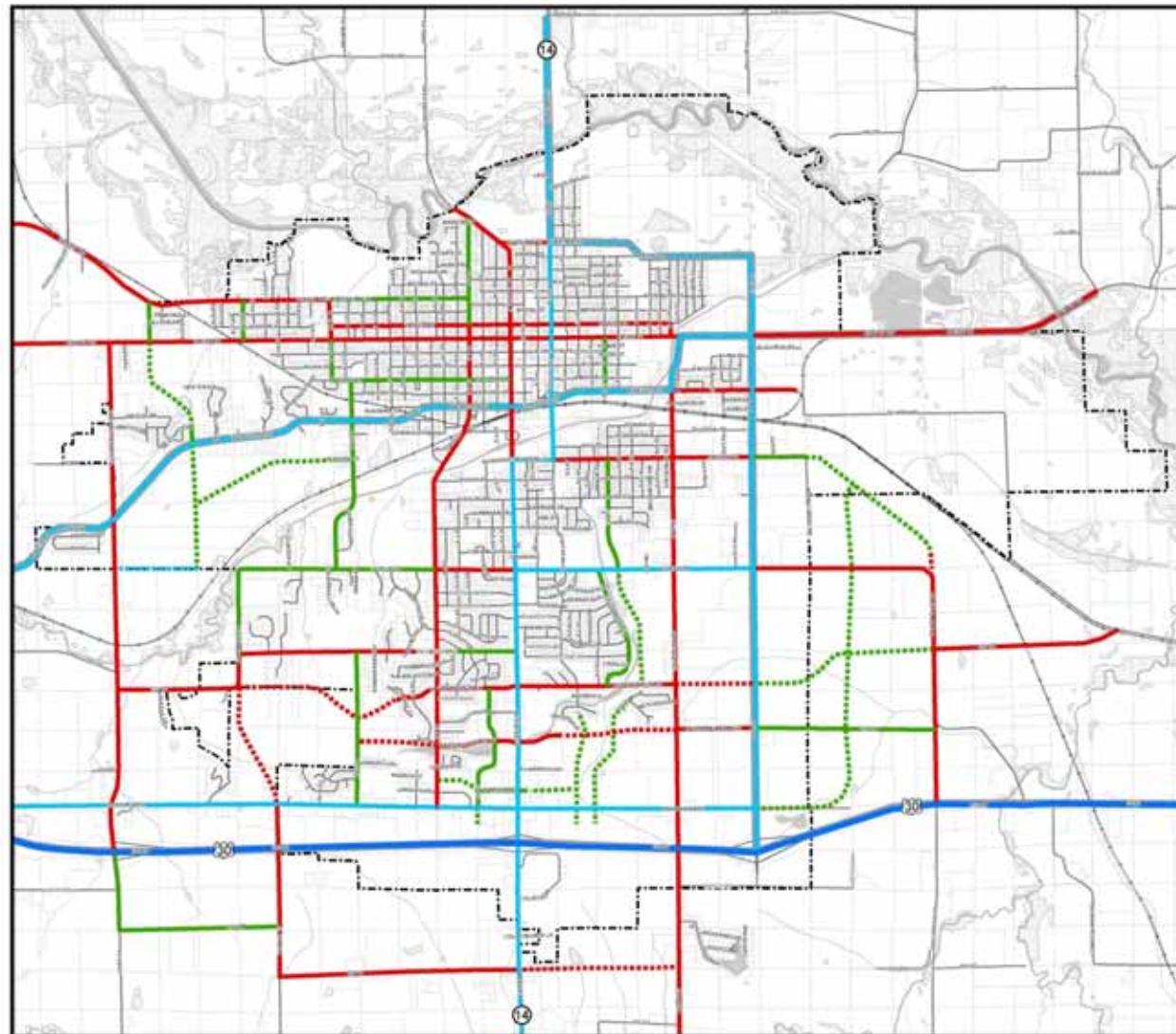
- Maintaining a safe, efficient roadway system
- Extending roadways according to the Plan as needed
- Connecting all roadways in a network where possible versus dead-end streets
- Bike and pedestrian connections to allow and encourage healthy, active living

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

Tim Kaine, former governor of Virginia



# Transportation Chapter



## Transportation Network Plan

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- 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

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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

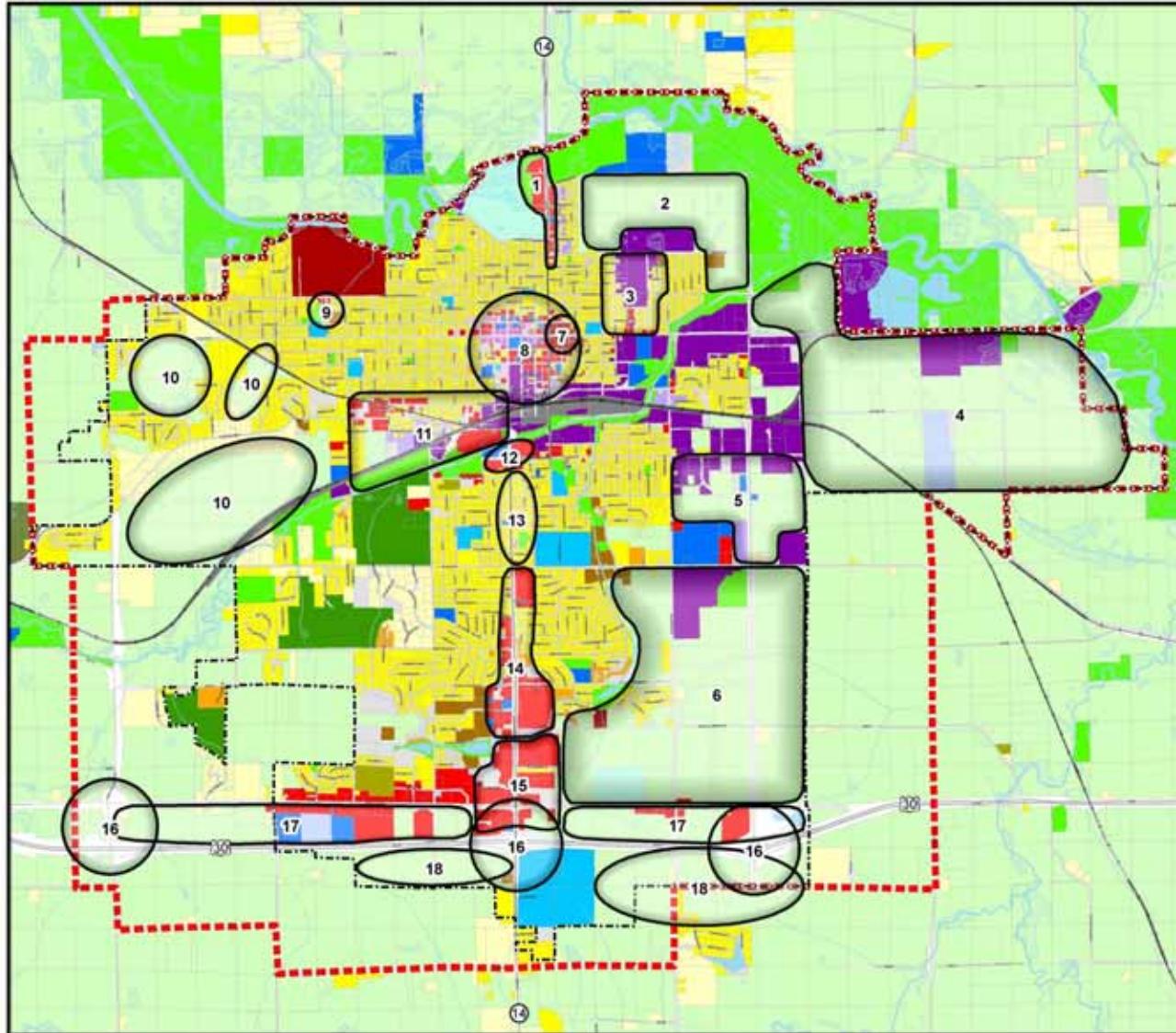
*“Nothing is stronger  
than a well-built  
community.”*

– Anonymous



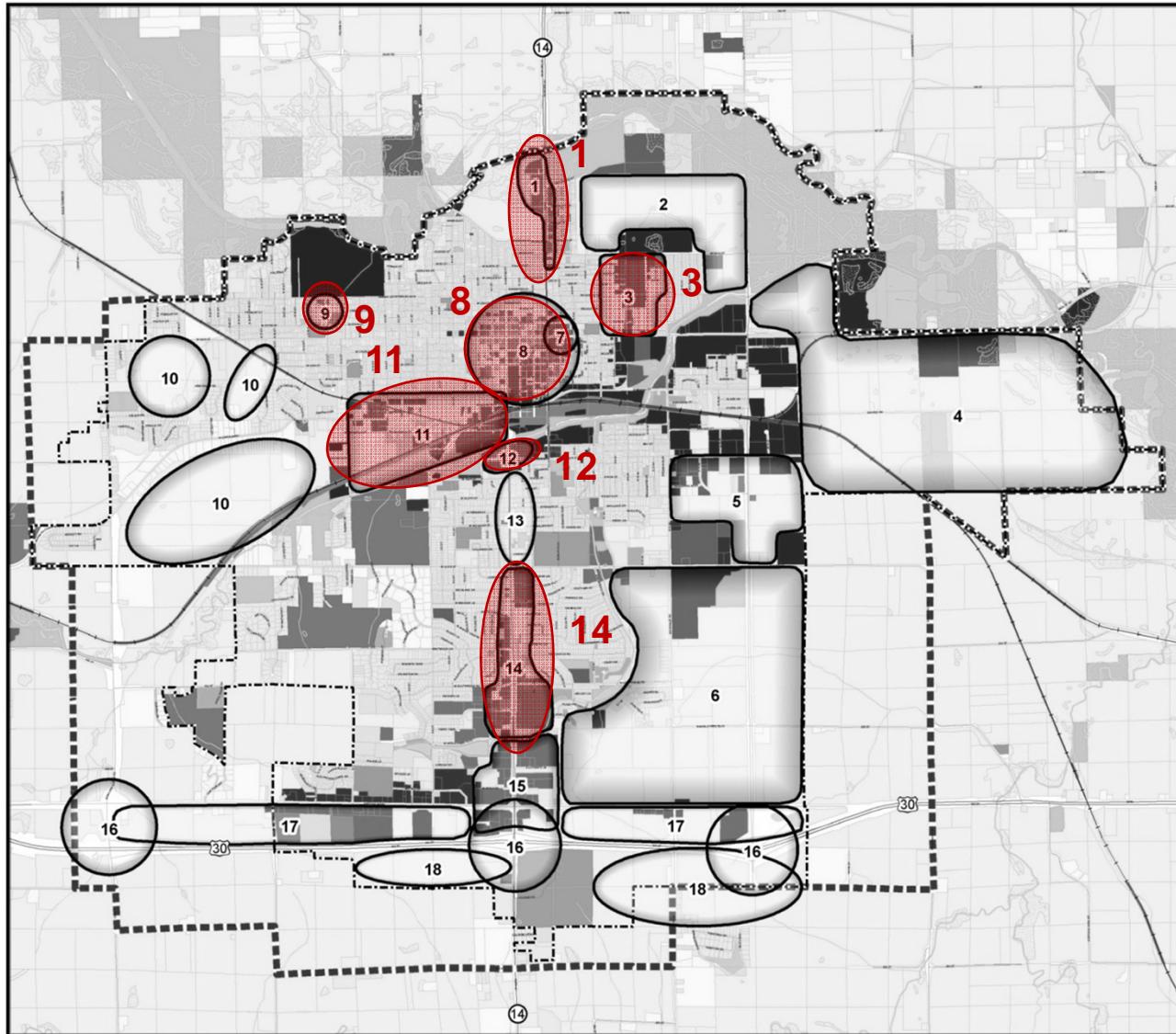


# Land Use & Community Design



**18 Focus Areas  
for Development  
& Redevelopment**

# Land Use & Community Design



## 7 Focus Areas:

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

## Focus Area 1 – North 3<sup>rd</sup> Avenue

Existing:



Potential:



### Area 1 North 3<sup>rd</sup> 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.

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# Focus Area 1 – North 3<sup>rd</sup> Avenue Concept Plan



## Concept Development Plan

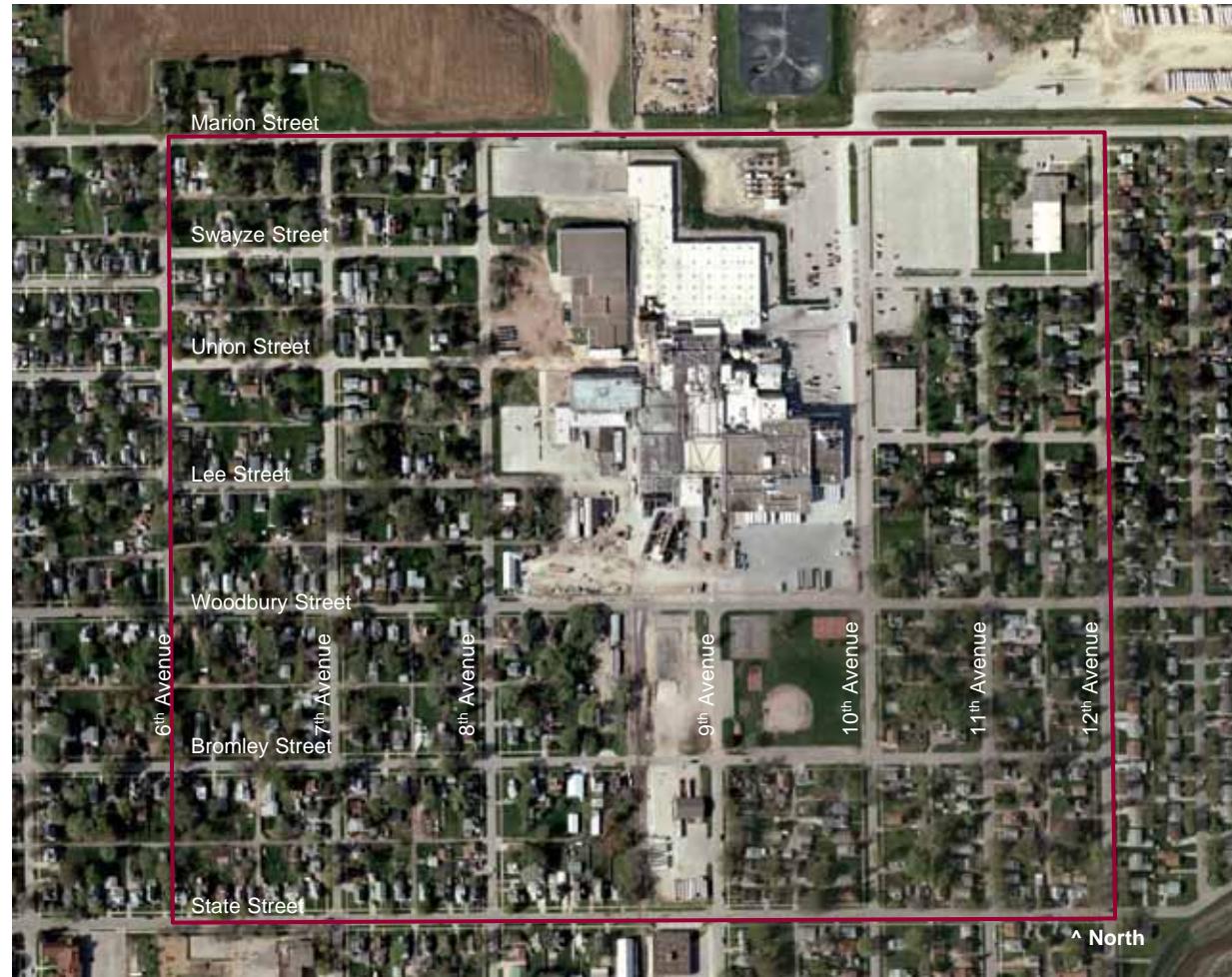
- New park and open space along the river
- New residential development near the river and park
- Landscaped 3rd Avenue entry
- New commercial development - parking to the side and rear
- Light industrial development
- Existing single-family neighborhood
- Landscaping and sidewalk connections throughout

## 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

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## Focus Area 8 – Downtown

Potential:



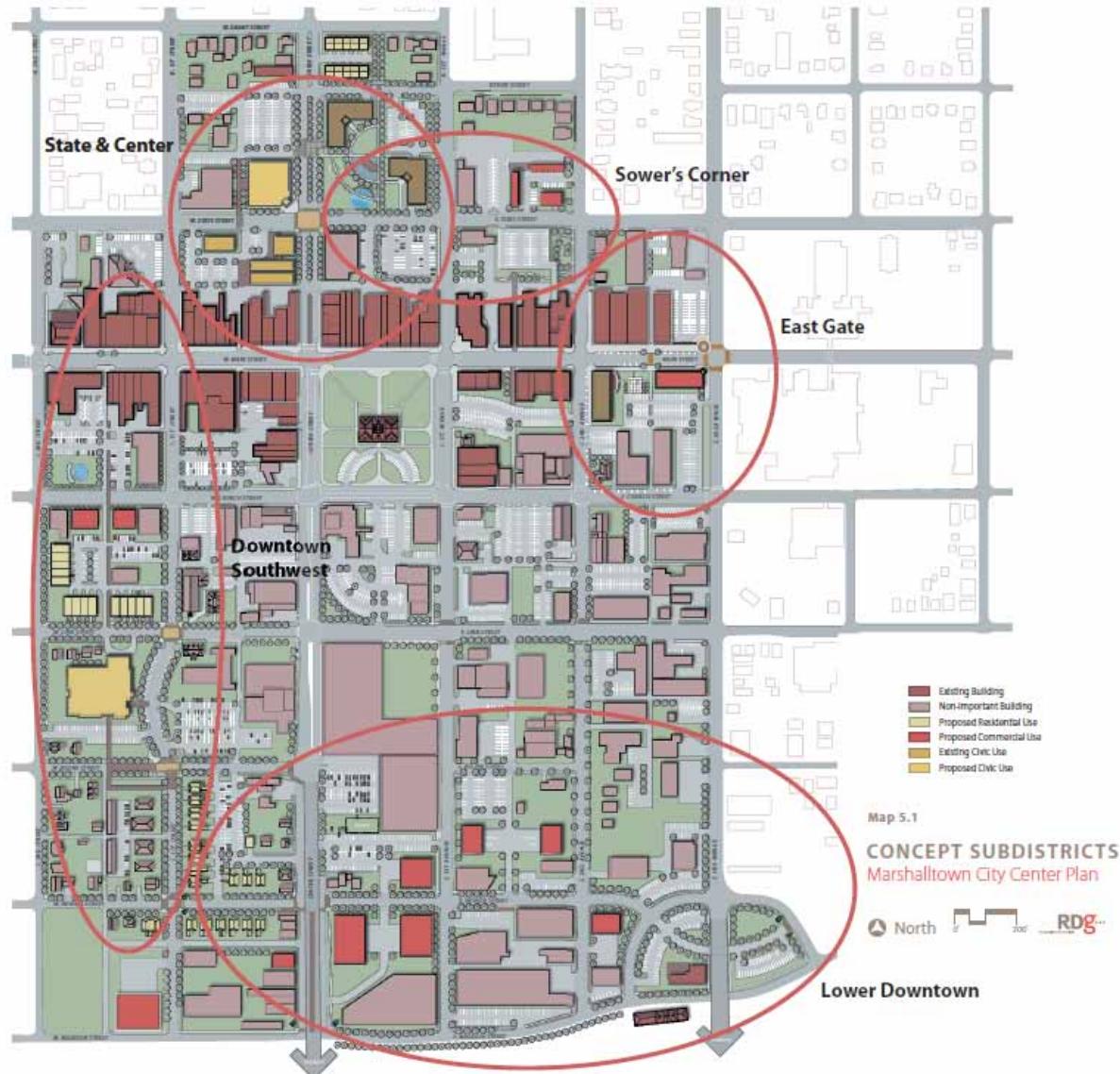
Existing:



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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

## Focus Area 9 – North 13<sup>th</sup> Street

Existing:



Potential:



### Area 9 North 13<sup>th</sup> 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.

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## Focus Area 9 – North 13<sup>th</sup> 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:

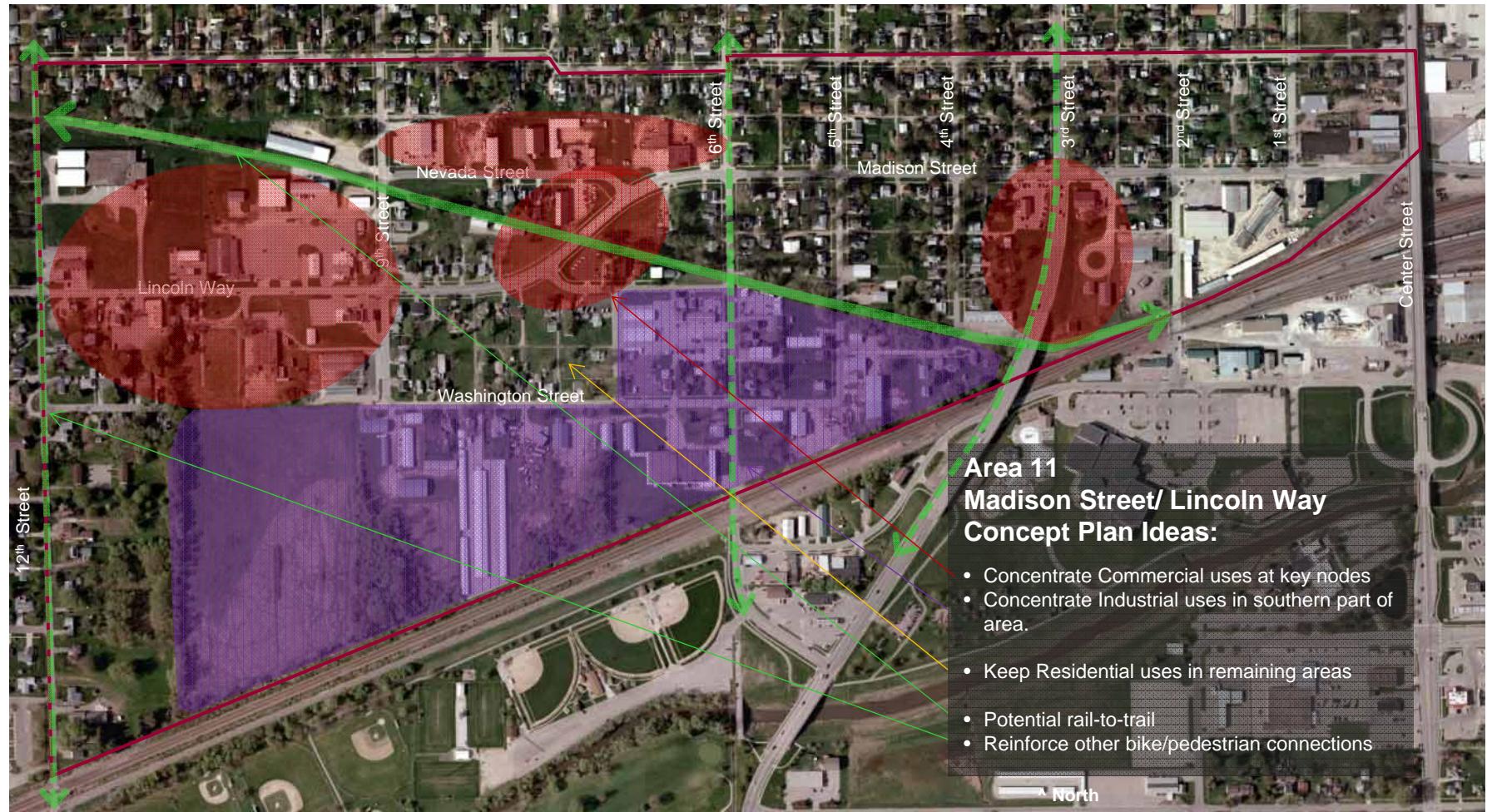
- Older neighborhood with incompatible land uses of commercial, light and heavy industrial uses.
- Focus residential revitalization north of Madison Street and non-residential to the south.
- Key is where to draw the line between land uses.
- Create “neighborhood centers” within this area, with design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



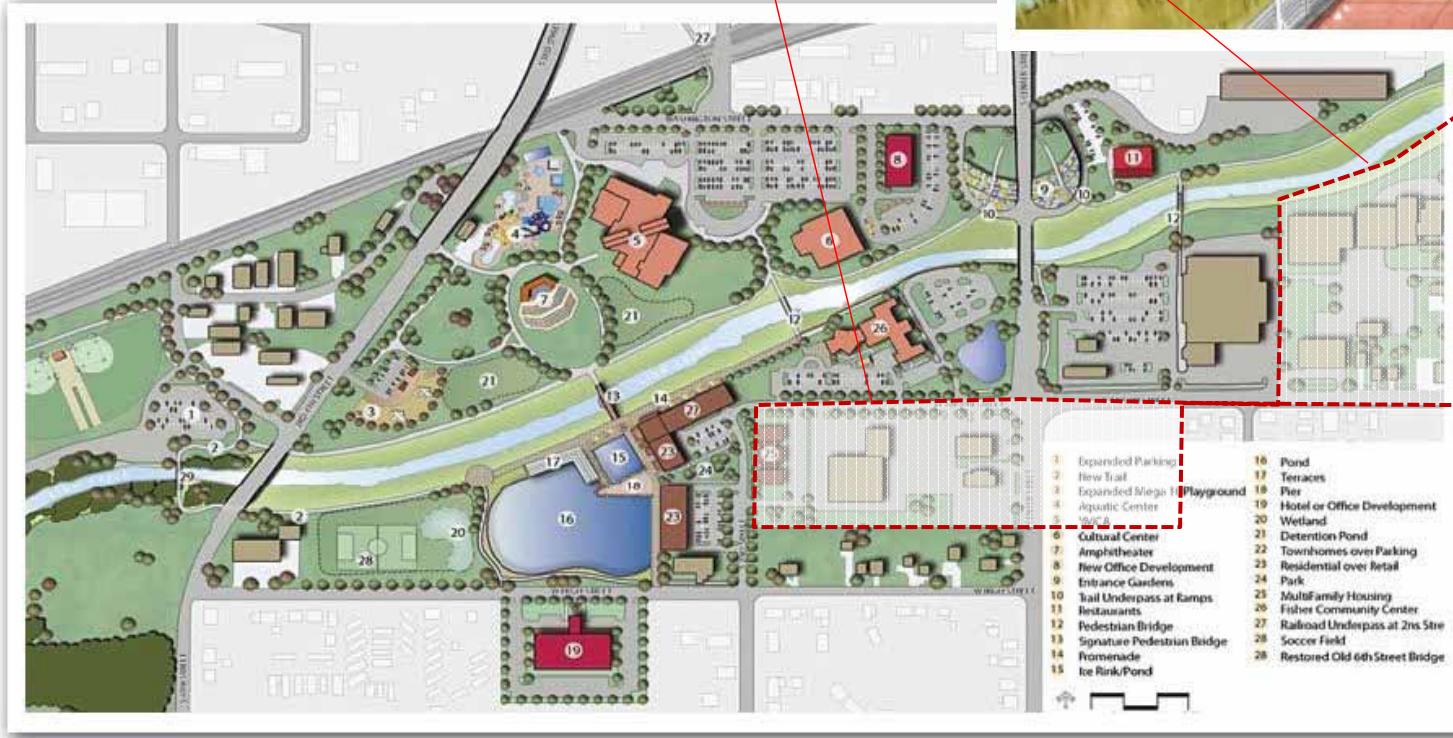
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## Focus Area 11 – Madison Street/Lincoln Way



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



## Focus Area 12 – Center Street at Anson



### Concept Development Plan

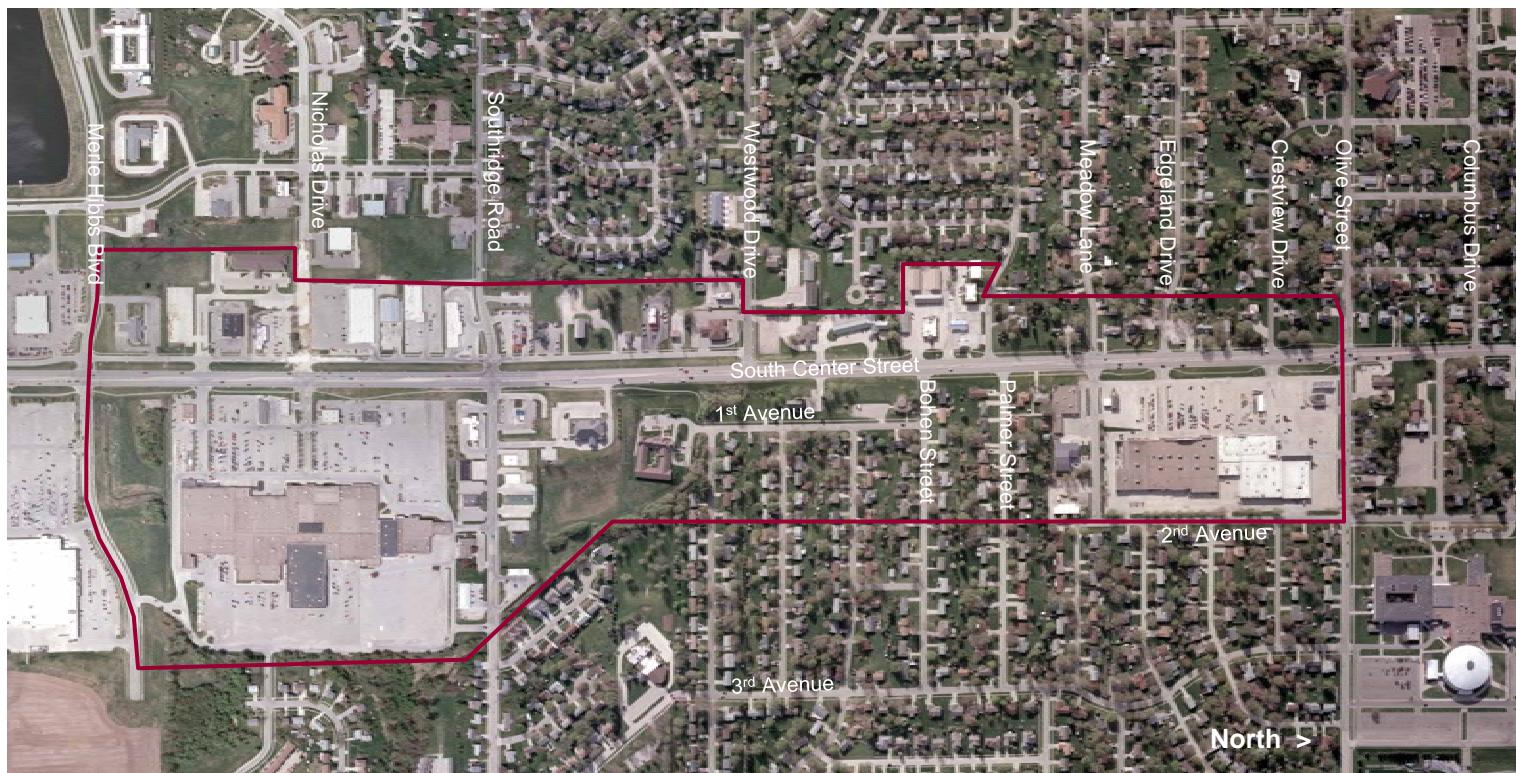
- Existing warehouse buildings
- New residential along Linn Creek
- Existing HyVee
- Mixed commercial uses built out to the street - parking to the side and rear
- Sculpture plaza announcing corner at Anson
- Mixed use commercial
- New High Density Residential
- Landscaping and sidewalk connections throughout

## 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

## Comments/Discussion:

## ■ Comments

