



Background Report

Marshalltown Comprehensive Plan

City of Marshalltown

September 2011

Project Number 007553-11001-0

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September 23, 2011

Ms. Michelle Spohnheimer
Housing and Community Development Director
City of Marshalltown
24 North Center Street
Marshalltown, IA 50158

Re: Comprehensive Plan
Background Report

Dear Michelle:

We are pleased to submit the comprehensive Plan background report for staff review and comment. We look forward to presenting this information to the community in our upcoming meetings and to working with you to refine this report. If you have any questions regarding the report content please call.

Sincerely,

BONESTROO, now Stantec

A handwritten signature in blue ink that reads "Tina Goodroad".

Tina Goodroad
Associate

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Introduction

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.

The purpose of this Introduction Chapter is to understand existing community characteristics and challenges facing the City of Marshalltown. This information will inform the comprehensive planning process and provide a guide for making decisions concerning the community's future. To facilitate effective and meaningful planning efforts, it is important to understand current conditions in the City. The following sections will discuss history of planning efforts in Marshalltown, demographics, market analysis and a brief overview of existing land use and community facilities.

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 settled 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 business, 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 of *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 citizens 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

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

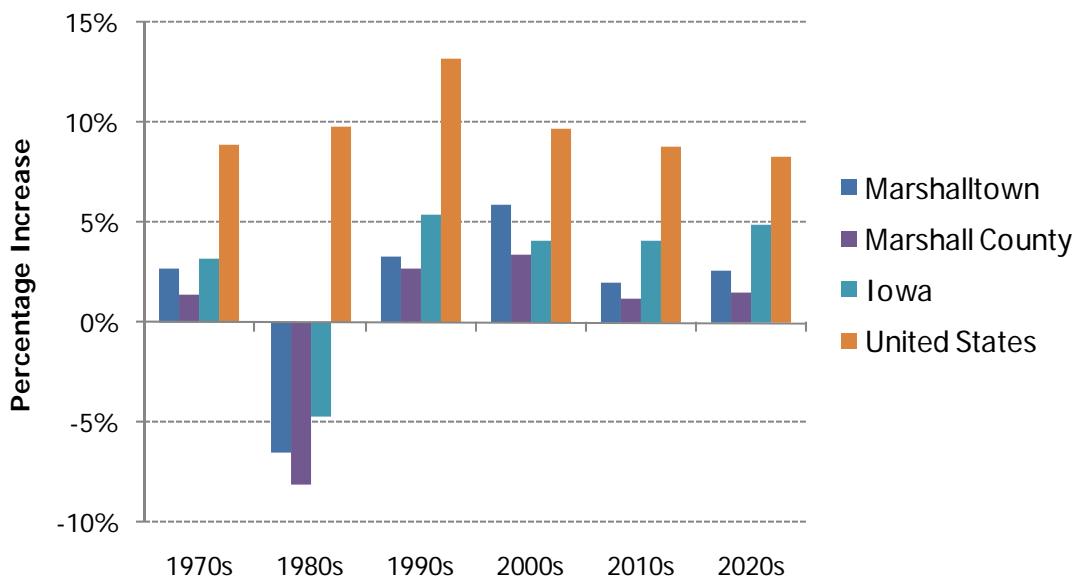
Table 1 shows the historical population of Marshalltown from 1970 to 2010 and the most recent projections prepared by the Iowa State Data Center for 2020 and 2030. The table also contains population figures for Marshall County, Iowa, and the United States. These additional figures help put into context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

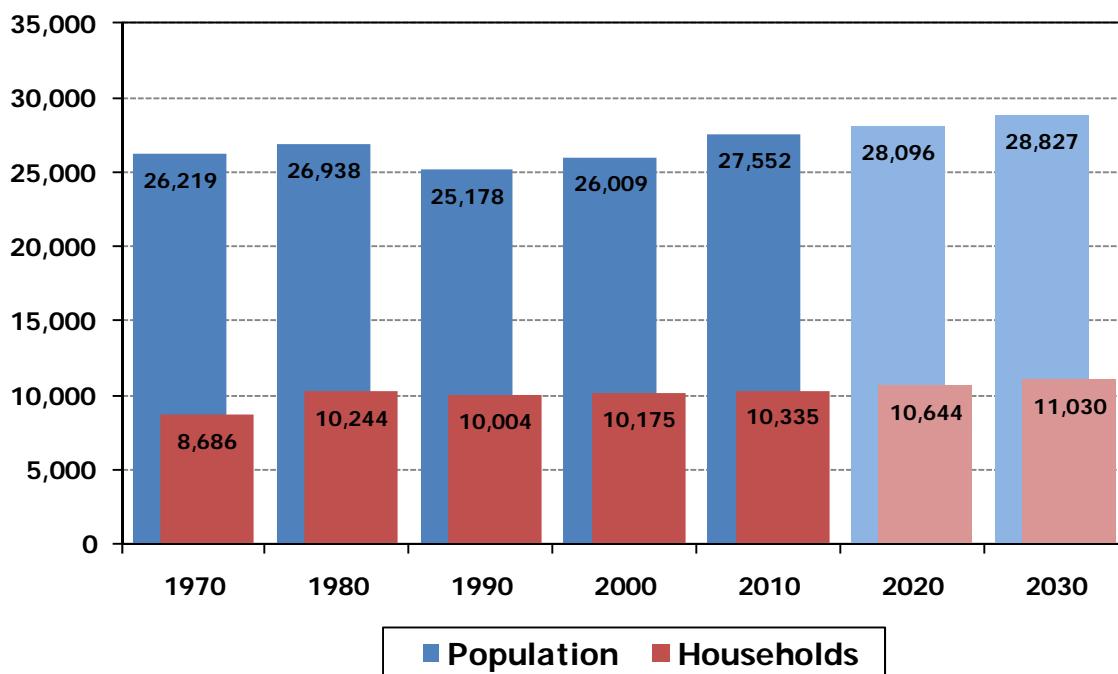
As a complement to Table 1, Table 2 outlines the historic and projected household growth of Marshalltown. Historically, Marshalltown's household growth has occurred at a slightly slower rate than that of Marshall County, but exceeded that of the state and the nation. It is projected, though, that Marshalltown's 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 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 12th 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 all of the 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. 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 County | Iowa | United States |
|--|--------------|---------|-----------------|---------|---------------|
| | Number | Percent | Percent | Percent | Percent |
| 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 | | | | | |

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

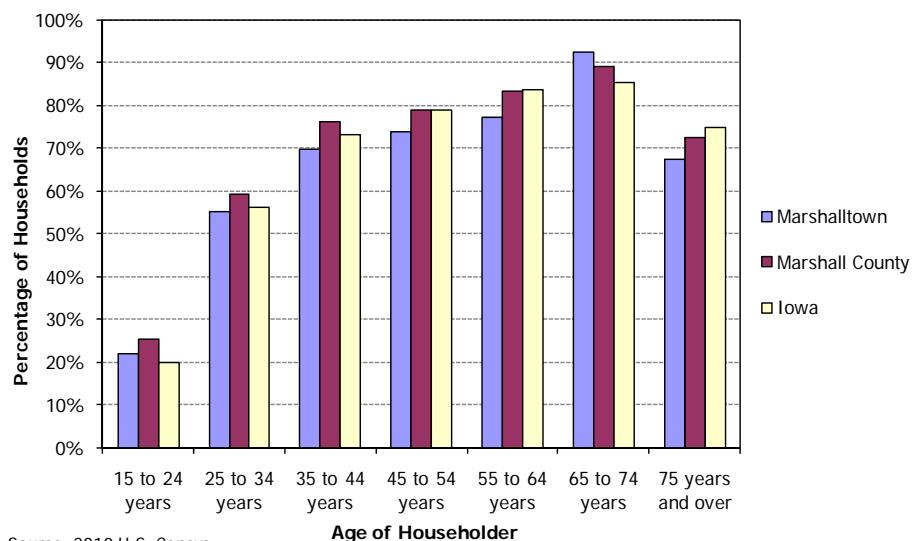
Table 6 shows household tenure (i.e., own versus rent) by age for years 2000 and 2010. Homeownership tends to rise rapidly during the early adult years, peaking when one is in their late 50s, and then slightly declining throughout retirement. Marshalltown is no exception. High homeownership can be indicative 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 | |
|------------------------|---------|---------|---------|---------|------------------|--------|---------|--------|-------------------|-------|
| | 2000 | | 2010 | | 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: HOME OWNERSHIP 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% |
| Total | 16,566 | 100% | 1,948,253 | 100% |
| 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

Economic Overview

The economic health of a community plays a critical role to encourage and maintain a high standard of living and a desirable place to live for existing residents but even more importantly for attracting new residents. The city has experienced continued growth that is forecasted to continue. The following information and tables identifies current employment trends and other applicable factors.

EMPLOYERS AND EMPLOYEES

There are several major employers within the community as shown in Table 8. The largest employer in the community is JBS Swift with 2,300 total employees. Other major employers include Lennox Industries and the Iowa Veterans Home.

TABLE 8: MAJOR EMPLOYERS

| Business | Products/Services | Employees |
|--|-------------------|-----------|
| JBS Swift | food processing | 2,300 |
| Lennox Industries | manufacturing | 1,100 |
| Iowa Veterans Home | health care | 1,070 |
| Marshalltown Medical & Surgical Center | health care | 670 |
| Emerson Process Management Fisher Division | manufacturing | 600 |
| Wal-Mart | retail/grocery | 400 |
| Iowa Valley Community College | education | 200 |
| City of Marshalltown | government | 178 |
| Hy-Vee Food and Drug Store | retail/grocery | 150 |
| Packaging Corporation of America | manufacturing | 110 |
| Interface Sealing Solutions | manufacturing | 100 |
| Mechdyne Corporation | virtual reality | 50 |

Sources: Dun & Bradstreet, Million Dollar Database; marshalltownworks.com

According to the Iowa Workforce Development, there were 17,968 employed, non-farm workers in Marshall County as of 4th Quarter 2010. Table 9 demonstrates the number of employees per industry. The industries most heavily represented in Marshall County are manufacturing (28%) and public administration (19%). Clearly, the JBS Swift operation has a profound impact on Marshalltown. In Iowa, for example, which represents a more diversified economy, manufacturing represents only 14 percent of employed workers.

Between 2000 and 2010, employment in Marshall County declined by 1,300 workers or 7 percent. This is not surprising since most of the country underwent a recession between 2007 and 2009. Industries that experienced the sharpest employment declines over the last decade, include trade, transportation, and utilities (-20%), construction (-17%), manufacturing (-10%), information (-10%), leisure and hospitality (-9%), and professional and business services (-9%). Conversely, the only industry sector to experience employment increases was health and education services (+17%).

TABLE 9: NUMBER OF EMPLOYEES BY INDUSTRY, 2000 AND 2010

| INDUSTRY | Marshall County | | Change 01-10 | | Distribution | | Iowa | | Change 01-10 | | Distribution | |
|------------------------------------|-----------------|---------------|----------------|--------------|--------------|-------------|------------------|------------------|---------------|-------------|--------------|-------------|
| | 2001 | 2010 | No. | Pct. | 2001 | 2010 | 2001 | 2010 | No. | Pct. | 2001 | 2010 |
| Goods Producing Domains | | | | | | | | | | | | |
| Natural Resources & Mining | 226 | 226 | - | - | 1.2% | 1.3% | 13,756 | 18,148 | 4,392 | 31.9% | 1.0% | 1.3% |
| Construction | 634 | 524 | (110) | -17.4% | 3.3% | 2.9% | 66,417 | 63,095 | (3,322) | -5.0% | 4.7% | 4.4% |
| Manufacturing | 5,572 | 5,011 | (561) | -10.1% | 28.9% | 27.9% | 232,445 | 203,322 | (29,123) | -12.5% | 16.3% | 14.0% |
| Service Producing Domains | | | | | | | | | | | | |
| Trade, Transportation, & Utilities | 3,645 | 2,926 | (719) | -19.7% | 18.9% | 16.3% | 309,864 | 301,325 | (8,539) | -2.8% | 21.7% | 20.8% |
| Information | 214 | 193 | (21) | -9.8% | 1.1% | 1.1% | 36,322 | 28,451 | (7,871) | -21.7% | 2.5% | 2.0% |
| Financial Activities | 516 | 494 | (22) | -4.3% | 2.7% | 2.7% | 93,129 | 101,257 | 8,128 | 8.7% | 6.5% | 7.0% |
| Professional & Business Services | 1,188 | 1,087 | (101) | -8.5% | 6.2% | 6.0% | 105,558 | 124,671 | 19,113 | 18.1% | 7.4% | 8.6% |
| Health & Education Services | 1,964 | 2,301 | 337 | 17.2% | 10.2% | 12.8% | 175,777 | 202,885 | 27,108 | 15.4% | 12.3% | 14.0% |
| Leisure & Hospitality | 1,281 | 1,163 | (118) | -9.2% | 6.6% | 6.5% | 120,978 | 126,757 | 5,779 | 4.8% | 8.5% | 8.7% |
| Other Services | 603 | 599 | (4) | -0.7% | 3.1% | 3.3% | 39,994 | 42,072 | 2,078 | 5.2% | 2.8% | 2.9% |
| Public Administration | 3,429 | 3,444 | 15 | 0.4% | 17.8% | 19.2% | 231,822 | 238,081 | 6,259 | 2.7% | 16.3% | 16.4% |
| Total, All Industries | 19,272 | 17,968 | (1,304) | -6.8% | 100% | 100% | 1,426,062 | 1,450,064 | 24,002 | 1.7% | 100% | 100% |

Source: Iowa Workforce Development

COMMUTING

Table 10 identifies the mode of transportation that Marshalltown workers use to access their jobs. A majority of residents (78%) travel to work alone by car, truck or van. Because Marshalltown is an important employment center, a significant number of residents regularly commute to work by carpooling (13%). Additional modes of commuting to work include walking (3%), bicycling (0.9%), and public transportation (0.8%). Another 4% of residents work from home. This is in contrast to Iowa, which has lower rates of carpooling, but higher rates of walking and working from home.

TABLE 10: MEANS OF TRANSPORTATION TO WORK, 2009

| Means of Transportation | Marshalltown | | Iowa | |
|----------------------------------|-------------------|---------|-------------------|---------|
| | Number of Workers | Percent | Number of Workers | Percent |
| Car, truck, or van - drove alone | 8,507 | 77.9% | 1,189,600 | 78.7% |
| Car, truck, or van - carpooled | 1,422 | 13.0% | 155,042 | 10.3% |
| Walked | 350 | 3.2% | 58,939 | 3.9% |
| Worked at home | 386 | 3.5% | 71,405 | 4.7% |
| Bicycle | 93 | 0.9% | 6,960 | 0.5% |
| Public Transportation | 89 | 0.8% | 15,674 | 1.0% |
| Other means | 67 | 0.6% | 13,027 | 0.9% |
| Workers age 16 and over in 2000 | 10,914 | 100.0% | 1,510,647 | 100.0% |

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

Table 11 demonstrates the travel time of Marshalltown residents who do not work at home. Many of Marshalltown's residents work in the city, resulting in considerably shorter commute times than residents in neighboring communities. The average worker spends less than 12 minutes commuting to their place of employment. More impressive is that more than 40 percent of Marshalltown residents spend less than 10 minutes commuting to work. This is in contrast to the State in which roughly 26 percent of residents spend less than 10 minutes commuting to work.

TABLE 11: COMMUTE TIME, 2009

| Travel Time to Work | Marshalltown | | Iowa | |
|------------------------------------|-------------------|---------|-------------------|---------|
| | Number of Workers | Percent | Number of Workers | Percent |
| Workers who did not work at home | 10,528 | 100.0% | 1,439,242 | 100.0% |
| Less than 5 minutes | 765 | 7.3% | 109,727 | 7.6% |
| 5 to 9 minutes | 3,455 | 32.8% | 270,516 | 18.8% |
| 10 to 14 minutes | 3,247 | 30.8% | 271,037 | 18.8% |
| 15 to 19 minutes | 1,014 | 9.6% | 238,913 | 16.6% |
| 20 to 24 minutes | 539 | 5.1% | 195,529 | 13.6% |
| 25 to 29 minutes | 163 | 1.5% | 77,417 | 5.4% |
| 30 to 34 minutes | 265 | 2.5% | 120,467 | 8.4% |
| 35 to 39 minutes | 116 | 1.1% | 26,218 | 1.8% |
| 40 to 44 minutes | 141 | 1.3% | 28,698 | 2.0% |
| 45 to 59 minutes | 375 | 3.6% | 53,791 | 3.7% |
| 60 to 89 minutes | 262 | 2.5% | 29,113 | 2.0% |
| 90 or more minutes | 186 | 1.8% | 17,816 | 1.2% |
| Mean travel time to work (minutes) | 11.6 | (X) | 16.4 | (X) |

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

HOUSEHOLD INCOME

The following tables describe the income levels of households in Marshalltown as of 2009. As shown in Table 12, approximately 43 percent of households in Marshalltown make less than \$35,000 a year, 39 percent make between \$35,000 and \$75,000, and 19 percent make more than \$75,000 a year. The proportion of middle income households is similar to the State. However, the proportion of lower income households is higher in Marshalltown and, conversely, the proportion of higher income households is lower, suggesting that despite Marshalltown's position as an important center for employment it tends to lack higher paying jobs.

TABLE 12: HOUSEHOLD INCOME, 2009

| Income | Marshalltown | | Iowa | |
|------------------------|--------------|---------|------------|---------|
| | Households | Percent | Households | Percent |
| Less than \$10,000 | 541 | 5.3% | 78,921 | 6.5% |
| \$10,000 to \$14,999 | 838 | 8.2% | 73,103 | 6.0% |
| \$15,000 to \$19,999 | 825 | 8.1% | 69,744 | 5.7% |
| \$20,000 to \$24,999 | 516 | 5.1% | 72,809 | 6.0% |
| \$25,000 to \$29,999 | 936 | 9.2% | 71,117 | 5.8% |
| \$30,000 to \$34,999 | 658 | 6.5% | 69,469 | 5.7% |
| \$35,000 to \$39,999 | 594 | 5.8% | 68,173 | 5.6% |
| \$40,000 to \$44,999 | 417 | 4.1% | 67,341 | 5.5% |
| \$45,000 to \$49,999 | 506 | 5.0% | 60,549 | 5.0% |
| \$50,000 to \$59,999 | 1187 | 11.7% | 112,802 | 9.3% |
| \$60,000 to \$74,999 | 1206 | 11.9% | 140,982 | 11.6% |
| \$75,000 to \$99,999 | 928 | 9.1% | 154,623 | 12.7% |
| \$100,000 to \$124,999 | 455 | 4.5% | 81,227 | 6.7% |
| \$125,000 to \$149,999 | 249 | 2.5% | 37,978 | 3.1% |
| \$150,000 to \$199,999 | 128 | 1.3% | 30,281 | 2.5% |
| \$200,000 or more | 176 | 1.7% | 26,851 | 2.2% |
| Total | 10,160 | 100.0% | 1,215,970 | 100.0% |

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

As demonstrated in Table 13, the 2009 median household income in Marshalltown is lower than the median incomes of Marshall County and the State of Iowa. The median household income in Marshalltown is \$41,374, which is 90 percent of the Marshall County median income of \$45,052 and 86% of the Iowa median income of \$48,052.

TABLE 13: COMPARISON OF MEDIAN HOUSEHOLD INCOMES, 2009

| | Marshalltown | Marshall County | % of County | State of IA | % of State |
|---------------|--------------|-----------------|-------------|-------------|------------|
| Median income | \$41,374 | \$45,870 | 90% | \$48,052 | 86% |

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

CONSTRUCTION

Table 14 shows the annual number of housing units permitted for construction in Marshalltown since 1990. Residential construction has averaged about 53 units per year since 1990, and it has been equally split between single-family units and multifamily units. Most of the 1990s was characterized by stable levels of single-family construction from year-to-year. In the 2000s, however, the pace of construction significantly picked up, and in 2003 78 single-family homes were built, roughly triple the annual average of the past 20 years. By 2008, though, construction has dropped off substantially and by 2010 only six single-family homes were permitted for construction.

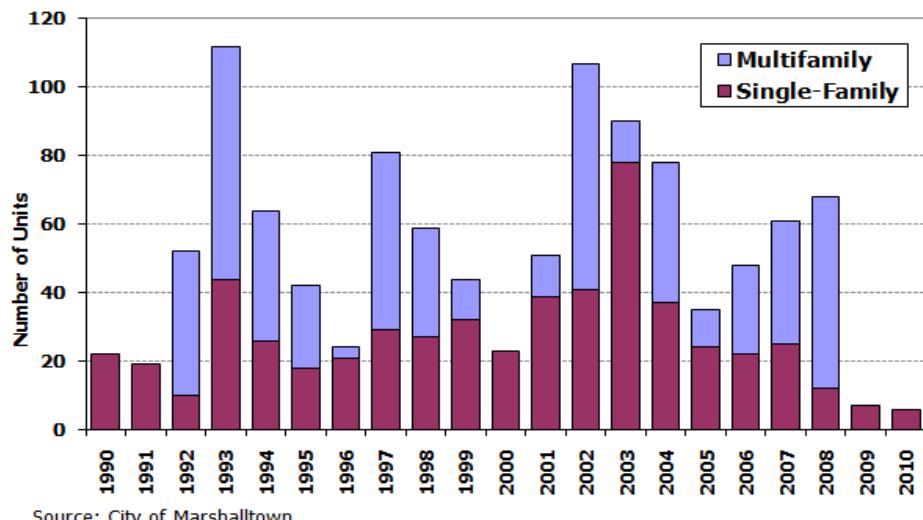
Construction of multifamily housing follows a pattern more characterized by sharp spikes. This is because bigger buildings with multiple units are built at one time and often accommodate several years of demand. Figure 4 illustrates the difference between the construction patterns of single-family versus multifamily.

**TABLE 14: HOUSING UNITS PERMITTED FOR CONSTRUCTION
CITY OF MARSHALLTOWN 1990-2010**

| Year | Single-Family | Multifamily | Total Units |
|---------------|---------------|-------------|--------------|
| 1990 | 22 | 0 | 22 |
| 1991 | 19 | 0 | 19 |
| 1992 | 10 | 42 | 52 |
| 1993 | 44 | 68 | 112 |
| 1994 | 26 | 38 | 64 |
| 1995 | 18 | 24 | 42 |
| 1996 | 21 | 3 | 24 |
| 1997 | 29 | 52 | 81 |
| 1998 | 27 | 32 | 59 |
| 1999 | 32 | 12 | 44 |
| 2000 | 23 | 0 | 23 |
| 2001 | 39 | 12 | 51 |
| 2002 | 41 | 66 | 107 |
| 2003 | 78 | 12 | 90 |
| 2004 | 37 | 41 | 78 |
| 2005 | 24 | 11 | 35 |
| 2006 | 22 | 26 | 48 |
| 2007 | 25 | 36 | 61 |
| 2008 | 12 | 56 | 68 |
| 2009 | 7 | 0 | 7 |
| 2010 | 6 | 0 | 6 |
| Total '90-'10 | 562 | 531 | 1,093 |

Source: City of Marshalltown

**FIGURE 4: HOUSING UNITS PERMITTED FOR CONSTRUCTION
CITY OF MARSHALLTOWN 1990-2010**



Source: City of Marshalltown

Table 15 displays the annual valuation of non-residential construction in Marshalltown from 2006 to 2010. According to the table, Marshalltown has averaged about \$22.2 million worth of new non-residential construction, including major additions, each year since 2006. For some years the dollar amount can be well above the average as large projects can often skew amounts from year to year.

**TABLE 15: VALUATION OF NON-RESIDENTIAL CONSTRUCTION
CITY OF MARSHALLTOWN 2006-2010**

| Year | Number of Permits | Construction Valuation | Valuation per Permit |
|----------------|-------------------|------------------------|----------------------|
| 2006 | 71 | \$9,350,500 | \$131,697 |
| 2007 | 61 | \$27,841,000 | \$456,410 |
| 2008 | 65 | \$38,919,800 | \$598,766 |
| 2009 | 36 | \$7,562,000 | \$210,056 |
| 2010 | 48 | \$27,163,000 | \$565,896 |
| Total | 281 | \$110,836,300 | \$394,435 |
| <i>Ann Avg</i> | 56 | \$22,167,260 | -- |

Source: City of Marshalltown

Market Analysis

The two previous sections analyzed the demographic and economic components of Marshalltown, noting recent and projected changes in the population and employment base of the city. This section builds upon these projected changes to create forecasts of the land needed to accommodate the city's growth and redevelopment goals. Land forecasts, based on market-driven forces, can help the city capitalize on opportunities to capture future growth or, conversely, avoid overextending resources in anticipation of growth that may never occur.

LAND NEEDED FOR RESIDENTIAL

Table 16 displays the estimated amount of land needed to accommodate new residential development through 2020. Estimating the amount of new development is based on three factors: 1) projected household growth; 2) loss of existing units; and 3) excess capacity in the form of vacant units that can accommodate new household growth. However, land needed to accommodate new residential development depends not only on the amount of housing demanded, but also on the type of housing demanded because not all housing requires the same amount of land.

Based on building trends over the last 20 years and forecasted changes in the age distribution of the population, it is estimated that approximately 50 percent of the new units demanded will be single-family homes and 50 percent will be for multifamily homes. The final step in the methodology is to estimate the number of units per acre by type of housing. In this instance 2.5 units per acre was assumed for single-family housing and 6 units per acre for multifamily housing.

TABLE 16: ESTIMATE OF ACREAGE NEEDED FOR RESIDENTIAL USES THROUGH 2020

| | | |
|--|---|-----|
| Household Growth through 2020 | = | 271 |
| Estimated loss of units that need to be replaced between 2010 and 2020 ¹ | + | 168 |
| Existing vacant units needed to be occupied to reach equilibrium (i.e., 5%) ² | - | 169 |
| New housing units needed | = | 269 |
| | x | 50% |
| | = | 135 |
| Housing Demand by Type | = | 135 |
| Average Units per Acre ³ | ÷ | 2.5 |
| Total Gross Acreage Needed by Type | = | 54 |
| | | 22 |

¹ Marshalltown had 11,171 housing units per the 2010 US Census. It is estimated that 1.5% (or 168) of those units will need to be replaced between 2010 and 2020 due to damage, disrepair, redevelopment, and functional obsolescence.

² According to the 2010 US Census 6.5% of all housing units (728) were vacant and available. Assuming market equilibrium is 5%, this means 169 currently vacant units will need to be occupied before reaching equilibrium.

³ Based on generalized land use patterns over the last 20 years

^a The breakdown of single-family versus multifamily development is based on building trends over the last 20 years and forecasted growth in age groups that have a propensity to live in multifamily housing.

It should be noted that for housing markets to function efficiently, a roughly three- to five-year supply of land should be available for immediate development. This amount of land should prevent a lack of supply that can result in sharp increases in the price of land and ultimately the cost of housing. Conversely, too much supply of land available for immediate development can result in unnecessary infrastructure costs and thus create pressure to develop product that may not align with the community's vision.

DOWNTOWN HOUSING

A great deal of investment has been made in downtown Marshalltown in recent years. As a result, a question has arisen as to the market potential of attracting new housing development into the downtown. Below is a brief discussion of the types of target markets attracted to downtowns and their likelihood of being attracted to downtown Marshalltown.

Housing located in downtown areas is often at higher densities (e.g., multistory buildings with a shared entrance and elevators) because of the high cost of land that results from fierce competition among many different users, including retailers, offices, and institutions (e.g., City

Hall, Post Office, Court House, etc.). This type of dense housing traditionally has two target markets.

The first market is young professionals, who are often singles recently out of college. They are attracted to downtown living because of the access to employment and availability of services and amenities such as bars, restaurants, and similar places to meet and socialize with peers. Because these households are just starting their careers, many are still saving for a down payment to purchase their first home and thus must rent their housing.

The second market is empty nesters households. These are households in which their children have recently left the household. As a result householders want to rid themselves of costly and laborious home maintenance by moving to a more maintenance-free environment accessible to a variety of services and amenities, such as restaurants, distinctive shopping areas, and cultural attractions (e.g., theaters, museums, and parks). These households are typically looking to make a lateral housing move or to slightly downsize, yet they have the resources to own their housing and many times require a high level of finish in their units.

Although a lot of investment has been made in recent years, Downtown Marshalltown still lacks the critical mass of amenities to attract large numbers of either target market. Although some employers have invested in the downtown, such as Emerson and Mechdyne, they probably do not employ enough young professionals to create a natural market for housing. More importantly, though, the range of retail and nightlife options is limited in the downtown. This does not mean that there isn't a base of retail and nightlife to build upon and increase the downtown's attractiveness. It means that the mixture and complement of existing retailers and restaurants is not enough to attract people from these target markets into the area for housing. Finally, the downtown has a perception, whether real or not, of not being safe. This is especially important to the empty nester target market. They often have the means to choose wherever they want to live and any perception of an unsafe environment, no matter how justified or unjustified, will affect the housing choices of this group.

LAND NEEDED FOR COMMERCIAL

Land needed for commercial development will be strongly tied to household growth because most commercial space in Marshalltown consists of retail and small offices that cater primarily to the local population. A typical household will support about 250 square feet of commercial space. It is projected that Marshalltown will increase by 271 households through 2020. Multiplying 250 square feet times 271 equals a total of 67,750 square feet of new commercial space that could be supported over the next 10 years based on new household growth. Translating these projections into land area needed for commercial uses, yields about 7 acres of land. A floor area ratio (FAR) of 0.22 is assumed, which means the floor area of a commercial building is equal to 22 percent of the total lot area.

TABLE 17: ESTIMATE OF ACREAGE NEEDED FOR COMMERCIAL USES THROUGH 2020

| | | |
|---|---|---------------|
| Projected Household Growth through 2030 | = | 271 |
| Commercial Space Supported per HH (sq ft) | x | 250 |
| Total Commercial Space Supported (sq ft) | = | 67,750 |
| Typical Floor Area Ratio (FAR) for Commercial Space | ÷ | 0.22 |
| Land Needed for Commercial Uses (sq ft) | = | 307,955 |
| <u>Square Feet per Acre</u> | ÷ | <u>43,560</u> |
| Acreage Needed for Commercial Uses | = | 7.1 |

It should be noted that the assumptions used in Table 17 may likely change over time. For example, historically, each household supports about 250 square feet of commercial space. However, with more Internet shopping and less overall consumer spending due to an aging population and changes in the credit industry, spending at traditional retail stores may likely decline over time. Counterbalancing this, however, is that many Marshalltown businesses serve not only residents of Marshalltown, but also persons living in smaller communities surrounding Marshalltown. Growth in these surrounding communities was not factored into this analysis.

LAND NEEDED FOR INDUSTRIAL

Demand for industrial land is closely related to the expansion of existing businesses and the attraction of new businesses. For this reason, it is extremely difficult to forecast industrial land needs with any certainty. Moreover, many businesses that occupy industrial properties often times acquire large acreages with the intent of expanding over time. Therefore, what may appear to be vacant or underutilized land can actually be part of a business's long-term expansion plans. Nonetheless, many communities, lured by the tax base potential of industrial development, are often overly aggressive in planning for growth. Although it is somewhat imperfect, a forecast of land need based on rational assumptions can provide the city at least a modicum of direction in how best to plan for the future.

Land Use

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.

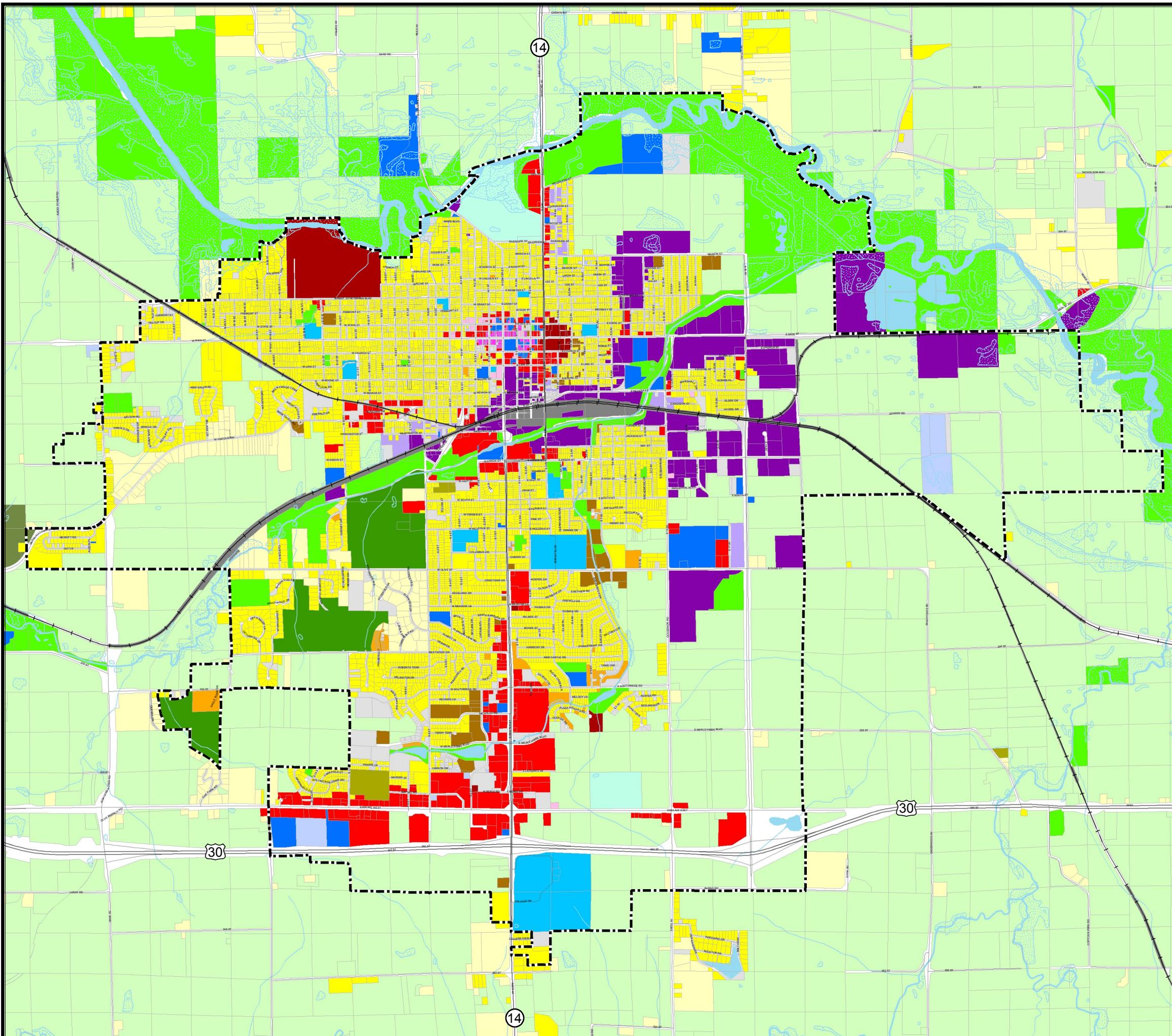
EXISTING LAND USE

The table 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 existing land use is illustrated on the attached map.

The table shows that agricultural land use makes up the 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%.

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 | |



Existing Land Use

2011 Comprehensive Plan



0.6 Miles

- Highway
- Local Street
- Railroad
- City Limit
- Rural Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mobile Home Park
- Medical
- Commercial
- Downtown Mixed Use
- Office
- Light Industrial
- Heavy Industrial
- Utility
- Schools
- Public/Semi-Public
- Agricultural
- Cemetery
- Park/Open Space
- Golf Course
- Landfill
- Railroad
- Vacant
- Open Water
- NWI Wetland
- Right of Way

September 23, 2011



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Community Facilities

CITY GOVERNMENT

Marshalltown City Hall includes the building at 24 N. Center Street, which houses the Administration, Finance and Human Resources Departments. Connected at 36 N. Center Street in the recently renovated former public library (Historic Carnegie Building) is the Housing & Community Development Department, Public Works, Engineering, Planning and Parks and Recreation.

The **Fire Department** is located at 107 S. 1st Ave. The City of Marshalltown has operated as a full-time career fire department since 1902. The department works with 12 other volunteer departments in Marshall County under 28E agreements. The department has 28 commissioned personnel and one civilian administrative assistant. With 18 firefighter/EMT's on staff the crews are divided into three rotating shifts. Currently the department operates out of a single station with training facilities located at the community college. The City does maintain some land on the south side of town for possible future expansion needs.

The **Marshalltown Police Department** is located at 22 N. Center Street. The MPD is made up of three divisions, the Field Services Division, Administration Division, and the Communication Division. The Field Services Division contains the uniform officers that patrol the City Of Marshalltown. This Division is broken up into three 8.25-hour shifts with approximately 9 to 10 officers, including supervisors on each shift. Within this Division the department's two K9's are deployed and the department's School Resource Officer. The Administration division contains the 5 detectives, including supervisors, the department's Crime Scene Techniques and the Crime Reduction Officer, who works with landlords on Crime Free Housing initiatives and crime prevention. The department's Record section which includes the parking enforcement employee is also in the Administration Division. The Communication Division is a countywide E911 Communication which employs 13 dispatchers working three 8.25 hour shifts.

Public Works Office is located at 905 E. Main Street with some administrative uses at 36 N. Center Street. The Public Works Department consists of six divisions that provide various services to the community, including maintenance of certain city infrastructures:

- Marshalltown Aviation, Inc.
- Marshalltown Municipal Transit
- Compost Facility
- Engineering
- Sewer Maintenance
- Streets Division
- Utilities Division

The **Marshalltown Water Works Department** is located at 205 E. State Street. The Water Works Department provides water service to residential, commercial and industrial properties throughout the City of Marshalltown. The department is overseen by a three member board sets policy and oversees the budget and operations.

The **Water Pollution Control Plant**, located at 1001 Woodland Street, is a state-of-the-art, 13 million gallon per day wastewater treatment facility serving 9,100 homes and businesses. In addition, service is also provided to JBS Swift & Company, a pork slaughter and processing facility that handles up to 20,000 hogs per day and discharges up to 2 million gallons of wastewater to the City each day.

Sanitary Sewer Collection System: The sanitary sewer collection system transports wastewater to the treatment plant and is maintained by the City Sewer Division, a division of the Public Works Department.

Garbage and Recycling: The Water Pollution Control Department, now a division of Public Works, oversees the garbage and recycling program for the City of Marshalltown. The City utilizes private and independently operated garbage haulers for the collection of garbage and recyclables in accordance with City rules and ordinances.

PARKS AND RECREATION

Parks and Recreation Department operates at 10 W. State Street. The Recreation Department provides a wide variety of recreational activities for youth (such as----volleyball, basketball, tiny tot sports, art classes, golf and tennis lessons, tumbling, and various sport camps); adults (organized leagues such as slowpitch, kickball, basketball, flag football and tennis leagues).

This department is in charge of renting park facilities, the Coliseum and the Aquatic Center and also oversees the renting of Riverview Park Campground. Existing parks and trails in the city are shown on the attached map.

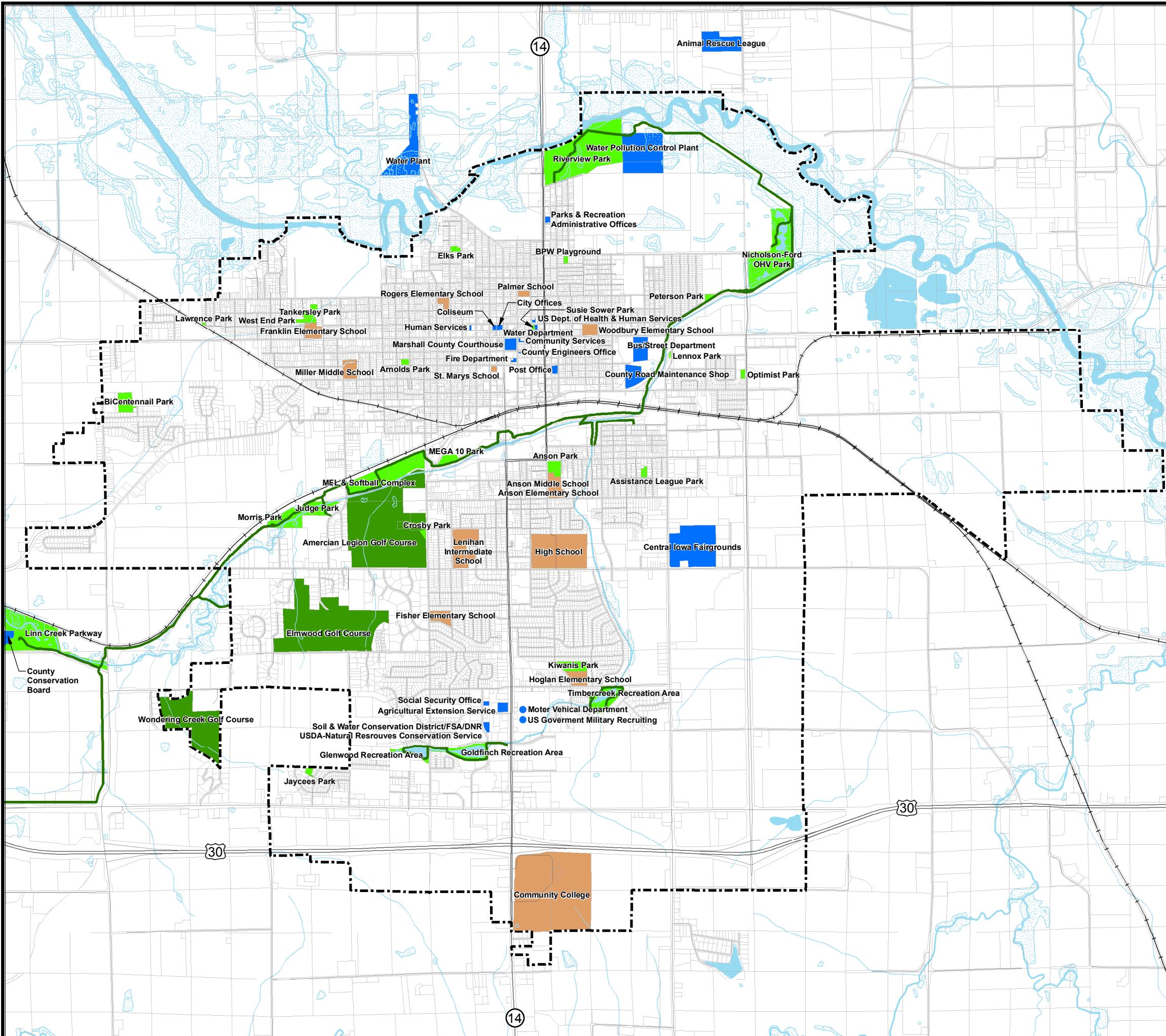
The Parks Division is responsible for maintenance of all parks (24 parks and recreational facilities) and park buildings, softball complex, playgrounds, campground, the Aquatic Center, bike trail, tennis courts and Veterans Memorial Coliseum. This department is also responsible for inspection and removal of terrace trees and maintenance of the levee system. During winter months they are responsible for snow removal on city sidewalk areas and bridges. During the spring-fall months they mow city-lawns and perform litter removal in various areas of the city.

The **Marshalltown Public Library** is located at 105 West Boone Street. The Library exists to provide residents of Marshalltown and Marshall County with materials and services that meet their needs for recreation, information, education, and cultural awareness. The library is a department of the City of Marshalltown and is funded primarily by municipal tax dollars. A seven member Board of Library Trustees sets policy and oversees the budget and operations of the library. The Board holds monthly meetings that are open to the public.

SCHOOLS

Marshalltown Community School District is home to one pre-school, six elementary schools, one intermediate school (5th and 6th grades), one middle school (7th and 8th grades and one high school (9th -12th grade).

Marshalltown is also home to three private schools.



Community Facilities

2011 Comprehensive Plan



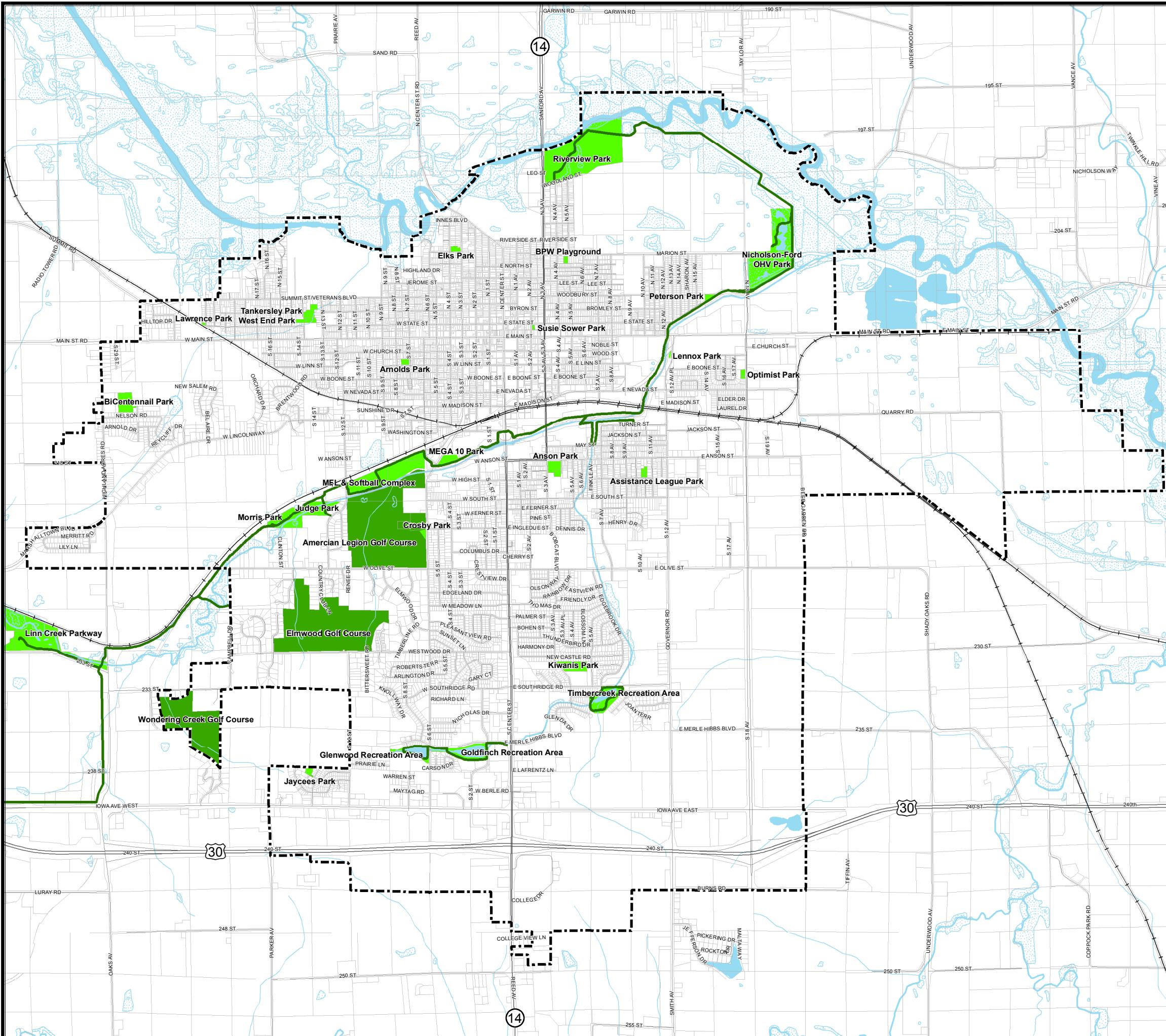
0.6 Miles

- City Limit
- Railroad
- Highway
- Local Street
- Bike Path Trails
- Schools
- Public Facilities
- Parks & Recreation Areas
- Golf Courses
- Open Water
- NWI Wetland

September 23, 2011



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Existing Parks and Trails

2011 Comprehensive Plan



0.6 Miles

September 8, 2011

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Transportation

The focus of the transportation section of a comprehensive plan is to identify and analyze the various components of a community's transportation network. This includes roads and non-motorized vehicles (i.e. bicycle and pedestrian), freight and goods movement and land use. The plan will develop goals and policies for maintenance and improvements to the system.

The plan will review goals and recommendations from the 1995 Comprehensive Plan and other transportation plans, and provide an update as to what has been accomplished, then spell out a plan for improvements for the next planning cycle.

ROADWAY SYSTEM

The roadway system represents a primary section of the plan and seeks to identify issues and opportunities for improvement and enhancement. A key piece of this is the functional classification network.

The functional classification network creates a hierarchy of roads for an orderly transfer of traffic from local residences and businesses to the highway system. Roads and functional classifications are depicted on the attached map and explained below:

Major Arterial: these roadways are the highest classification and focus on mobility. Major Arterials are intended to be used for longer trips from one area or region to another, access is tightly controlled, and typically have access to only Minor Arterials and Collectors. Highway 30 is the only Major Arterial in Marshalltown.

Minor Arterial: these roadways focus on mobility, but allow more access. These routes provide travel across a region as well as to and from principal arterials. Minor arterials provide a somewhat lower level of mobility than provided by principal arterials and should not penetrate identifiable neighborhoods. They may, however, provide slightly greater access to abutting properties than a principal arterial.

Major and Minor Collectors: these roadways provide balance between mobility and access. Their principal function is to carry short trip lengths and to serve adjacent land. Residences and businesses often have direct access to these roads. Collectors also take traffic from local road to the higher order roadways and provide travel for short trips.

Local Streets: these roads focus on direct access for residences and businesses. Local roads serve short trips and connect collectors and other local roads in most cases.

PEDESTRIAN AND BICYCLE SYSTEM

The pedestrian and bicycle section will identify the trails, sidewalks, and other amenities that provide for pedestrians, bicycles and other non-motorized travel. The entire trail and sidewalk system in Marshalltown will be analyzed as part of both the transportation and parks systems analysis.



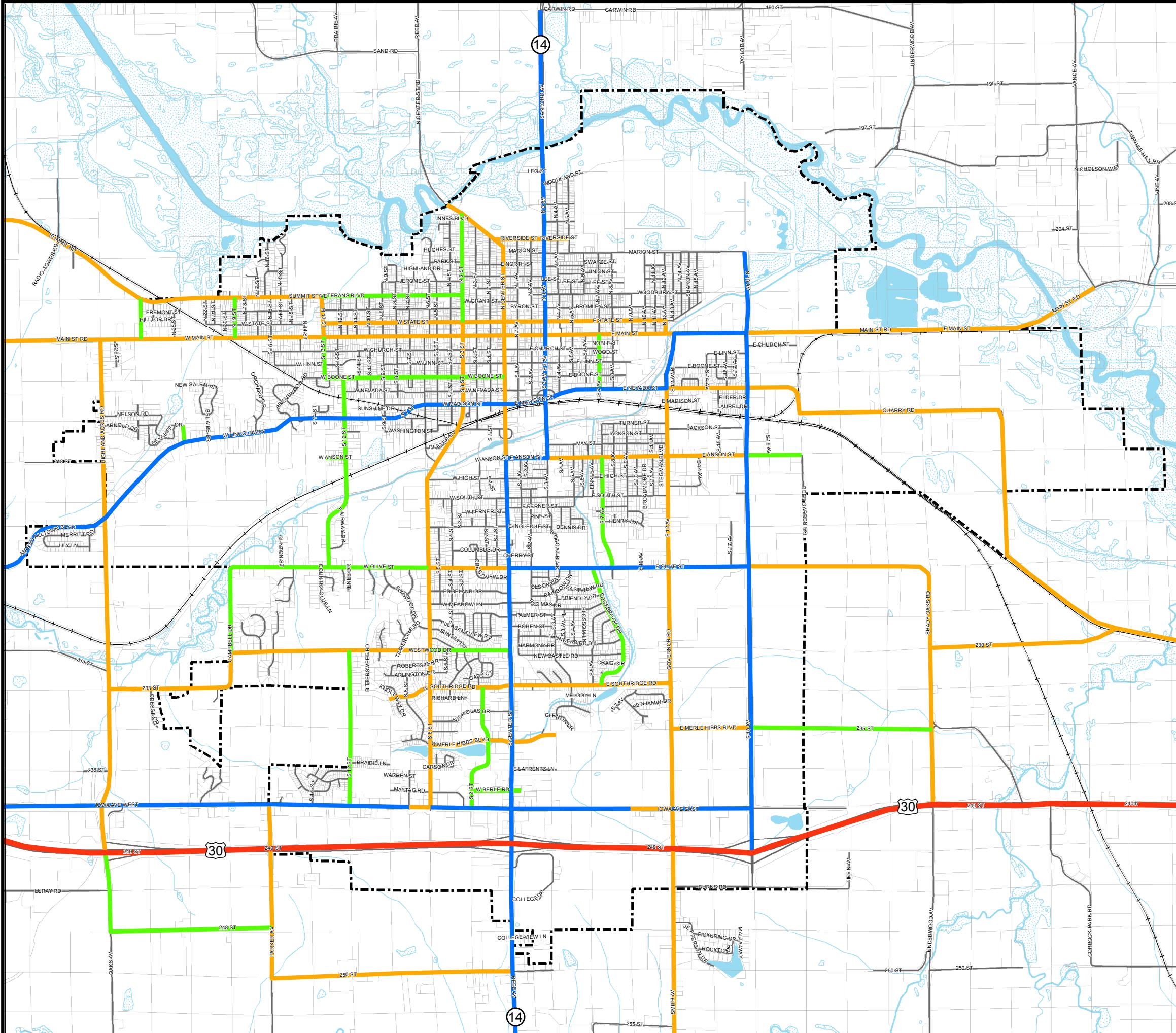
Existing Roadway Classifications

2011 Comprehensive Plan



0.6 Miles

- Major Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local Street
- Railroad
- City Limit
- Land Parcel Line
- Open Water
- NWI Wetland



September 8, 2011

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