

# Marshalltown Comprehensive Plan Update

Community  
Issues Forum  
October 5, 2011



# Agenda

---

- Introductions
- Why do we plan? Comp plan basics
- Proposed Planning Process
- Roles
- Schedule
- Marshalltown's Issues
- Questions/Discussion

# Bonestroo/Stantec Team

- Tina Goodroad, Senior Planner, Project Manager
- Phil Carlson, AICP, Principal in Charge
- Jay Demma, Market Research
- Russ Stammer, PE, Engineering
- Scott Israelson, PE, PTOE, Transportation



*... One Team. Infinite Solutions.*

# Steering Committee

- Representatives from:
  - City Council
  - Plan & Zoning Commission
  - Marshalltown Central Business District
  - Marshalltown Community School District
  - MEDIC – Marshalltown Economic Development Impact Committee
  - METF – Martha Ellen Tye Foundations
  - Pioneering Healthier Communities
  - Live Well
  - YMCA



# Why do we plan?

“The purpose of planning is to protect public and private investment over time.”

- Howard Dahlgren,  
Minnesota Planner Emeritus



# What is a Comprehensive Plan?

- Long-range vision, guide and design for the community's future
- Guide for elected officials to use when making decisions
- Legal foundation for rules and regulations adopted by the community:
  - Zoning ordinance
  - Subdivision regulations
  - Design guidelines, etc.



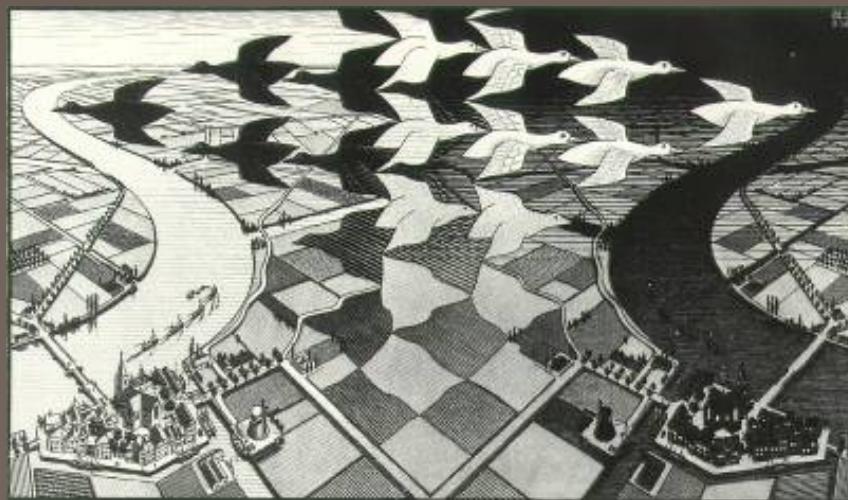
# Clear vision consistently aligns actions

- Vision guides official controls and actions
- Property owners, developers, businesses and residents understand expectations if they are applied consistently.



# Clear vision vs. No vision

There is a stark difference between a community with strong, clear, shared vision and one without



# Implement Iowa Smart Planning Principles



## Collaboration-Multi-jurisdictional approach

- Dedicated advocates represent varied interests of residents and key stakeholders



## Efficiency, Transparency, and Consistency

- Meaningful participation builds enthusiasm and support



## Clean, Renewable, and Efficient Energy

- Work collaboratively to create a sustainable economic environment

# Implement Iowa Smart Planning Principles



## Occupational Diversity

- Focus on business retention and expansion; market Marshalltown's assets



## Revitalization

- Maximize existing infrastructure for effective redevelopment reinvestment



## Housing Diversity

- Life-cycle housing approach

# Implement Iowa Smart Planning Principles



## Community Character

- Create distinct character that reflects essence of community



## Natural Resources and Agricultural Protection

- Holistic approach to land use balances growth with the protection of resources

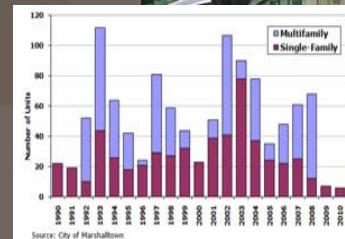


## Sustainable Design

- Build a healthy, effective, and livable community

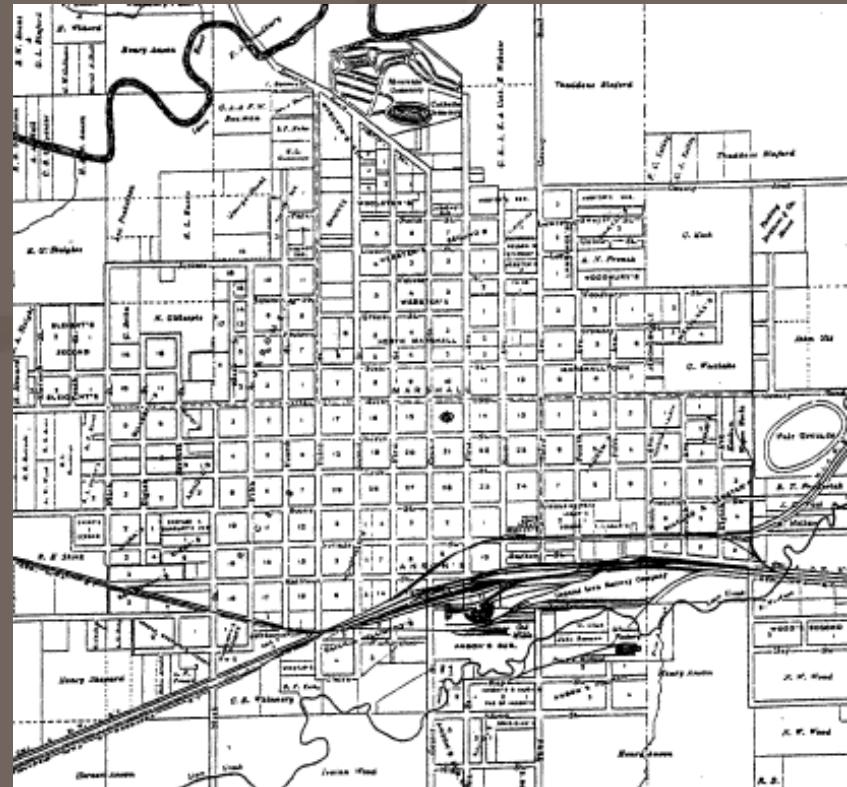
# Elements of a Comp Plan

- Land Use
- Transportation
- Parks & Recreation
- Natural Resources
- Housing
- Economic Development



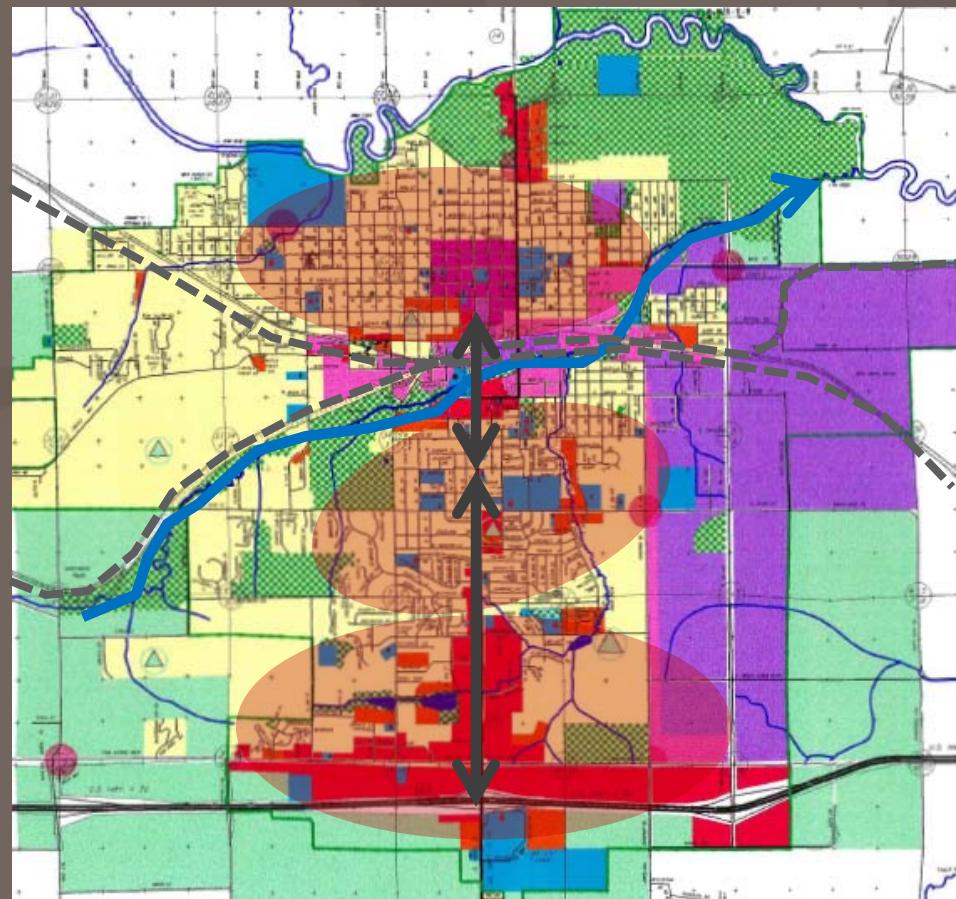
# Early Marshalltown History

- 1851 – first white settlers, Marshalltown founded by Henry Anson
- 1853 – Marshalltown surveyed and laid out
- 1858 – Marshalltown named county seat
- 1883 – County Courthouse built



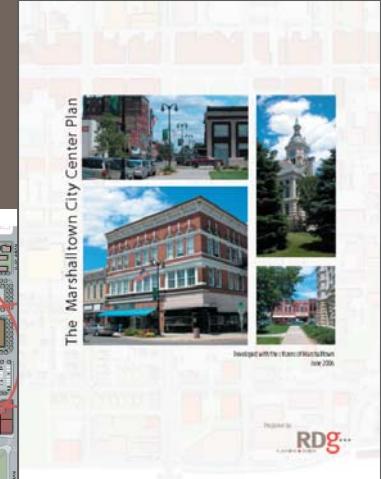
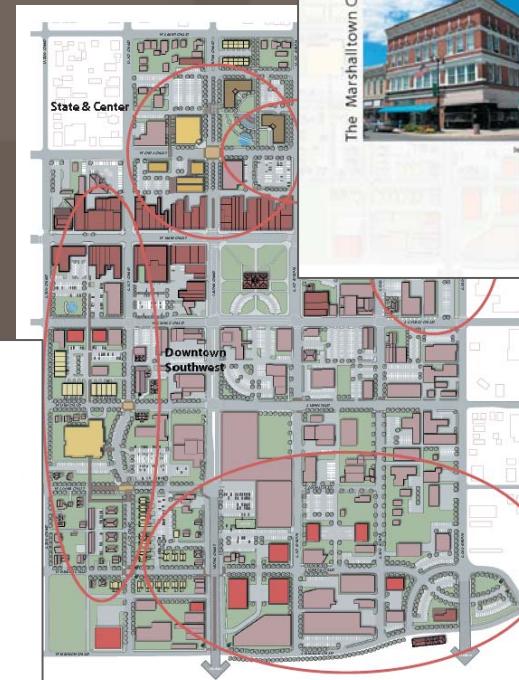
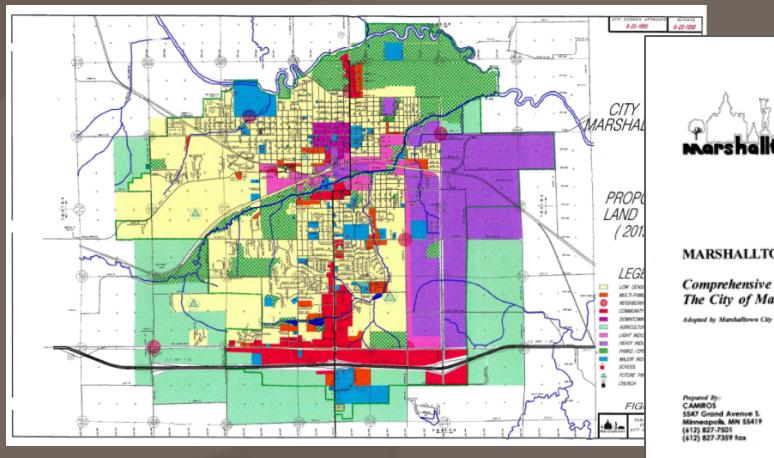
# Early Marshalltown Growth

- Early years: City grows east-west between Iowa River and Linn Creek/Railroads
- 1920s – Center Street viaduct built, allowing city growth to the south
- Recent – Commercial uses expand out to Highway 30



# Previous Marshalltown Planning Efforts

- 1995 – “Marshalltown 2015” (Camiros, Minneapolis)
- 2006 – “Marshalltown City Center Plan” (RDg, Des Moines)



# Imagine 2011



Vision: 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.

# Imagine 2011



The 7 Big Ideas:

- **Revitalize And Strengthen Downtown**
- **Create A Pedestrian And Bicycling Friendly Community**
- **Develop Linn Creek Riverwalk**
- **Target On Beautification**
- **Develop Riverview Park And Beautify North Entrance**
- **Build Clear Creek Lake**
- **Strengthen Public School System**

# Communication is key

- Mailing lists
- E-mail
- Websites
- Newsletters at key steps
- Press releases
- Radio spots
- Cable TV
- Flyers
- Post cards

Volume 1, Issue 1 April 2006

**2008 COMPREHENSIVE PLAN UPDATE NEWSLETTER**

**WHAT IS A COMPREHENSIVE PLAN?**

A Comprehensive Plan is a long range planning document for the entire City. The document identifies the goals, objectives, guidelines and strategies for growth and development in the City. The Comprehensive Plan is a guide for the City, County, organizations 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

**In this issue:**

- What is a Comprehensive Plan?
- What has been the process?
- Housing
- Economic Development
- Natural Resources
- Parks, trails and Open Space
- Transportation
- Comprehensive Plan Review

City of Forest Lake  
**2030 Comprehensive Plan**

**Comp Plan News** April 12, 2007 Issue 2

**Advisory Panel discusses important issues that are shaping the City's future**

The 2030 Comprehensive Plan Advisory Panel spent their Saturday morning on March 31 learning about important issues facing the City. The topics included stormwater, wetlands, natural resources and transportation.

Photo: City of Forest Lake

**Member of the Advisory Panel writes a word he would use to describe Lake...**

**Surveyor Wayne Gersberg from Hennepin County talked about the various issues facing Forest Lake.**

**The information gathered on March 31 will help the Advisory Panel shape the goals and policies.**

**Comp Plan News** August 1, 2007 Issue 2

**Neighborhood visioning meetings held to elicit residents thoughts on issues**

**Steering Committee set to begin goals and policies section at its next meeting**

Four neighborhood meetings have been held over the last two months in an effort to allow residents and business owners in Stillwater to express their thoughts and feelings on a variety of issues facing the City.

The first set of open houses were an opportunity for rapid time thinking about what Stillwater will be like in 2030. During all of the meetings introductory presentations were given describing what a comprehensive plan is, the Metropolitan Council's requirements, and why it is important to plan for the future. Also the current demographics of Stillwater were discussed.

The first neighborhood meeting was held in the West Business Park. This meeting was geared towards business owners in Stillwater, located downtown. The meeting was held on the morning of June 5th at Family Means. A presentation about the current state of the local, state, and national economies was given, as well as information on what is expected to take place in the future. A SWOT analysis was then conducted to see what the strengths, weaknesses, opportunities and threats to Stillwater were.

The next meeting was geared toward downtown. A SWOT analysis was also conducted at this meeting.

The Western and Central neighborhoods

**Strengths**

**A SWOT analysis was held at the business visioning meeting at Family Means on June 5. Attendees were asked to rank and vote on their most important issues.**

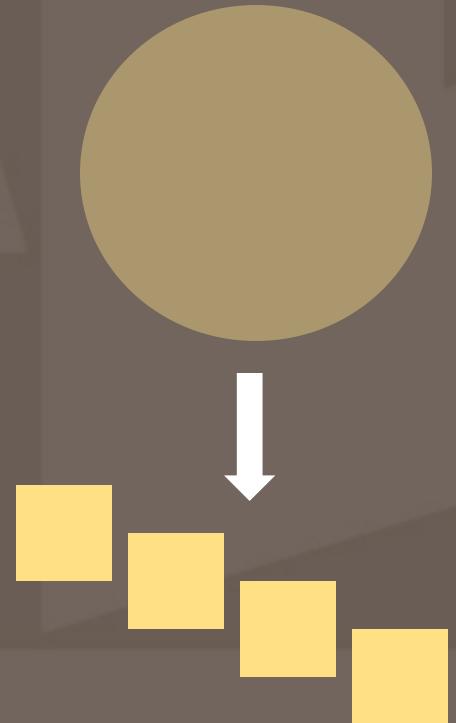
**Members of the General Plan Steering Committee and residents of Stillwater gathered at Rutherford Elementary on June 26 to discuss important issues facing Stillwater.**

**The results of all four meetings can be found on the City's website: [www.ci.stillwater.mn.us](http://www.ci.stillwater.mn.us)**

**If you have questions or comments, please contact: [2030plan@ci.stillwater.mn.us](mailto:2030plan@ci.stillwater.mn.us)**

# Plan is general, not detailed study

- General land use categories, not detailed zoning standards
- General transportation plan, not detailed intersection analysis or design
- General location & features of parks, not detailed facility design
- Overall system design, not detailed projects



# Roles

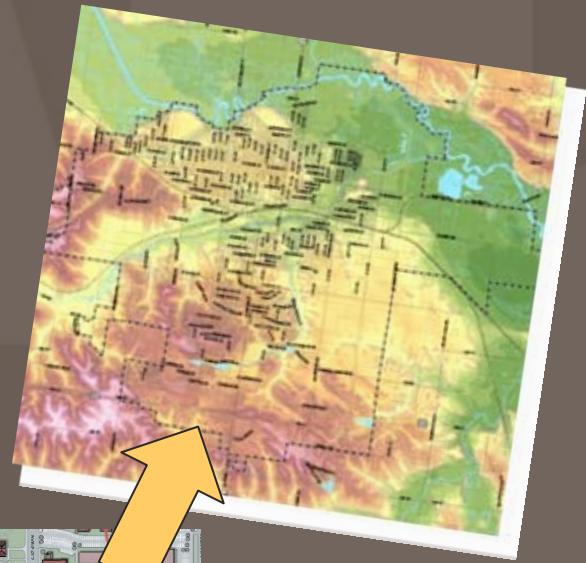


- **City Council:** all final decisions on plan, policy, ordinances
- **Plan & Zoning Commission:** recommends to City Council
- **Steering Committee (SC):** reviews all information, recommends to PC & CC
- **City Staff:** Technical advice and assistance to SC, PC, CC
- **Bonestroo/Stantec:** Facilitates process, provides research, analysis, mapping



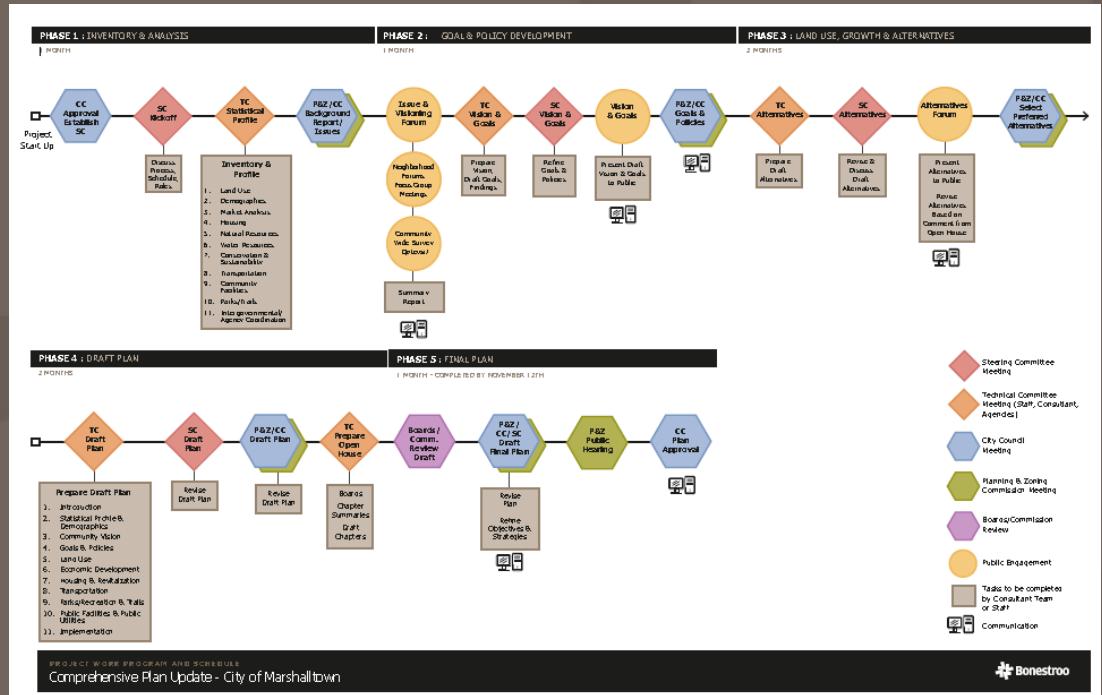
# This is YOUR Plan

- The people of Marshalltown – citizens, businesses, elected leaders – will determine the future of Marshalltown
- Consultants facilitate, bring information and ideas



# Proposed Planning Process

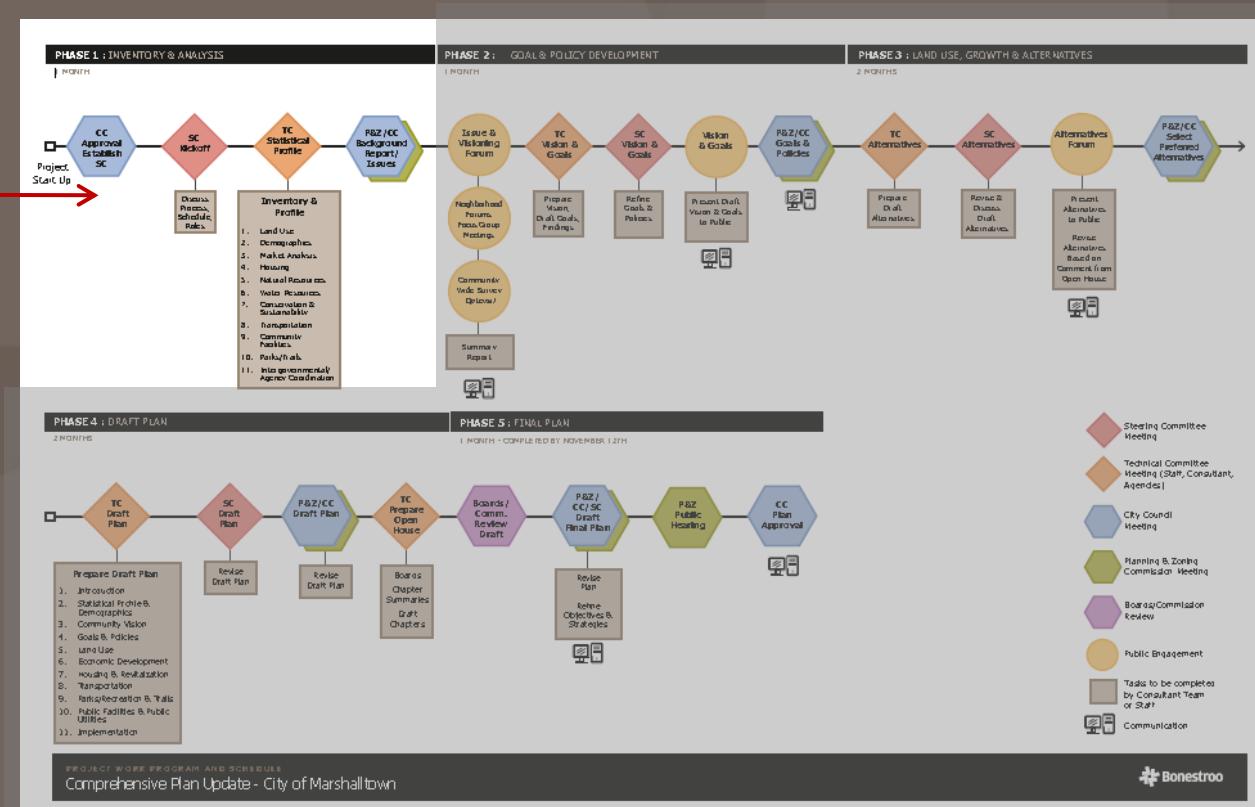
- 5 Phases
- SC check-in at each phase
- PC/CC check-in at key points
- Community involved at key points



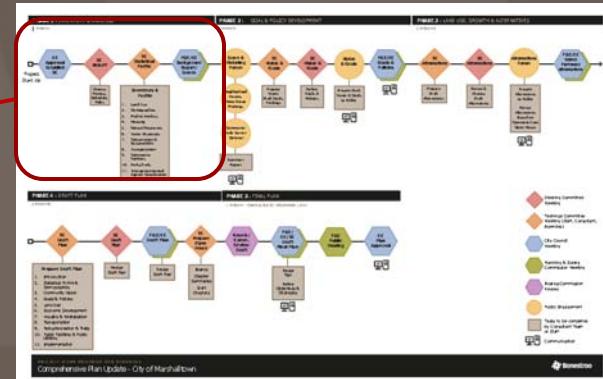
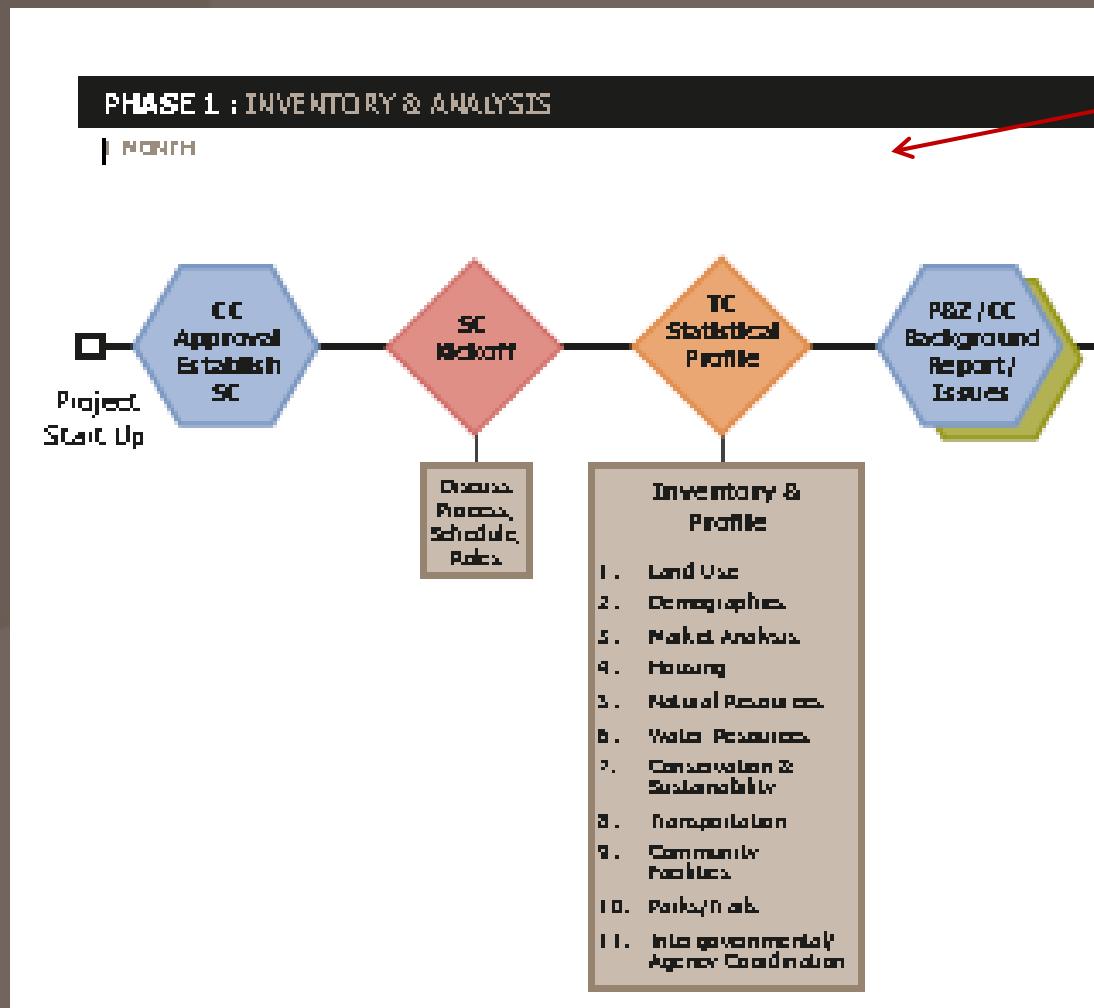
# Proposed Planning Process

## 5 Phases:

- Inventory & Analysis
- Goals & Policies
- Alternatives
- Draft Plan
- Final Plan



# Phase 1: Inventory & Analysis



# Understanding economic activity is crucial to land use planning

- Understand major industry
  - Expansions
  - Contractions
- Understand the labor force
  - Unemployment rates
  - Occupations and wages
- Identify development trends – recent and emerging
- Assess level of pent-up demand
  - Shifts in prices and rents
  - Changes in vacancies

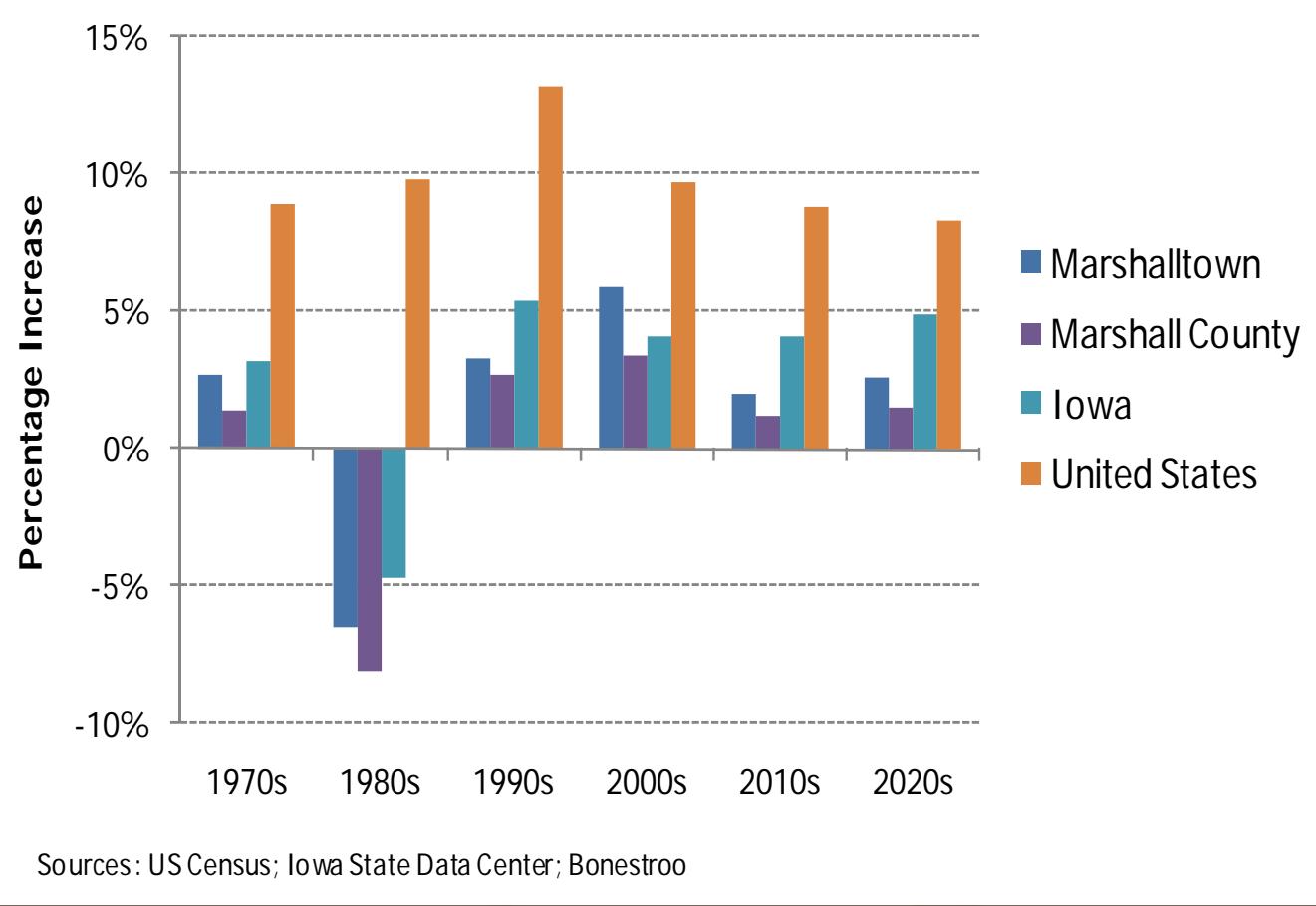


# Largest Employers

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

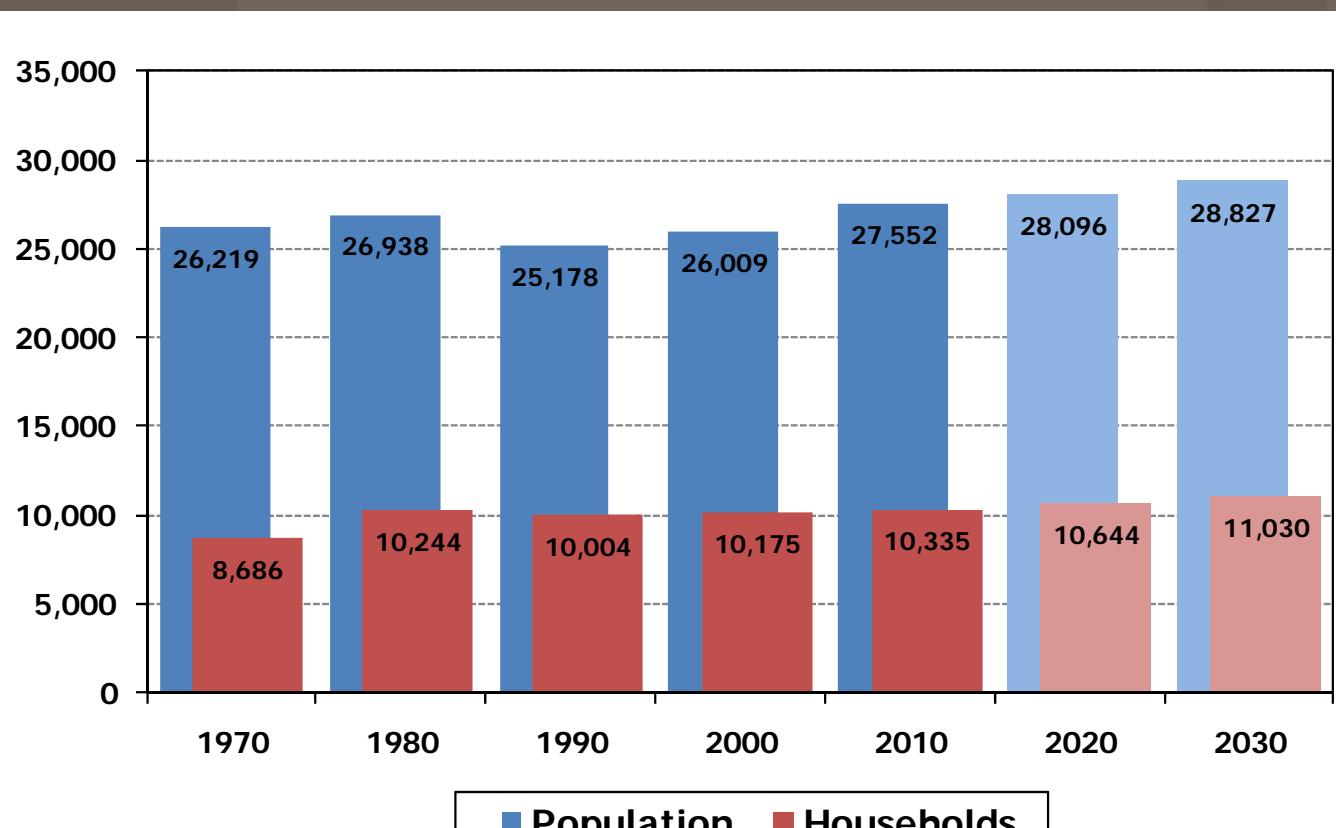
- Largest employers: JBS Swift, Lennox, Vets Home
- JBS Swift is largest employer in Marshalltown by 2:1 over 2<sup>nd</sup> largest

# Population Growth 1970-2020



Lower growth  
rates than  
Iowa or U.S.

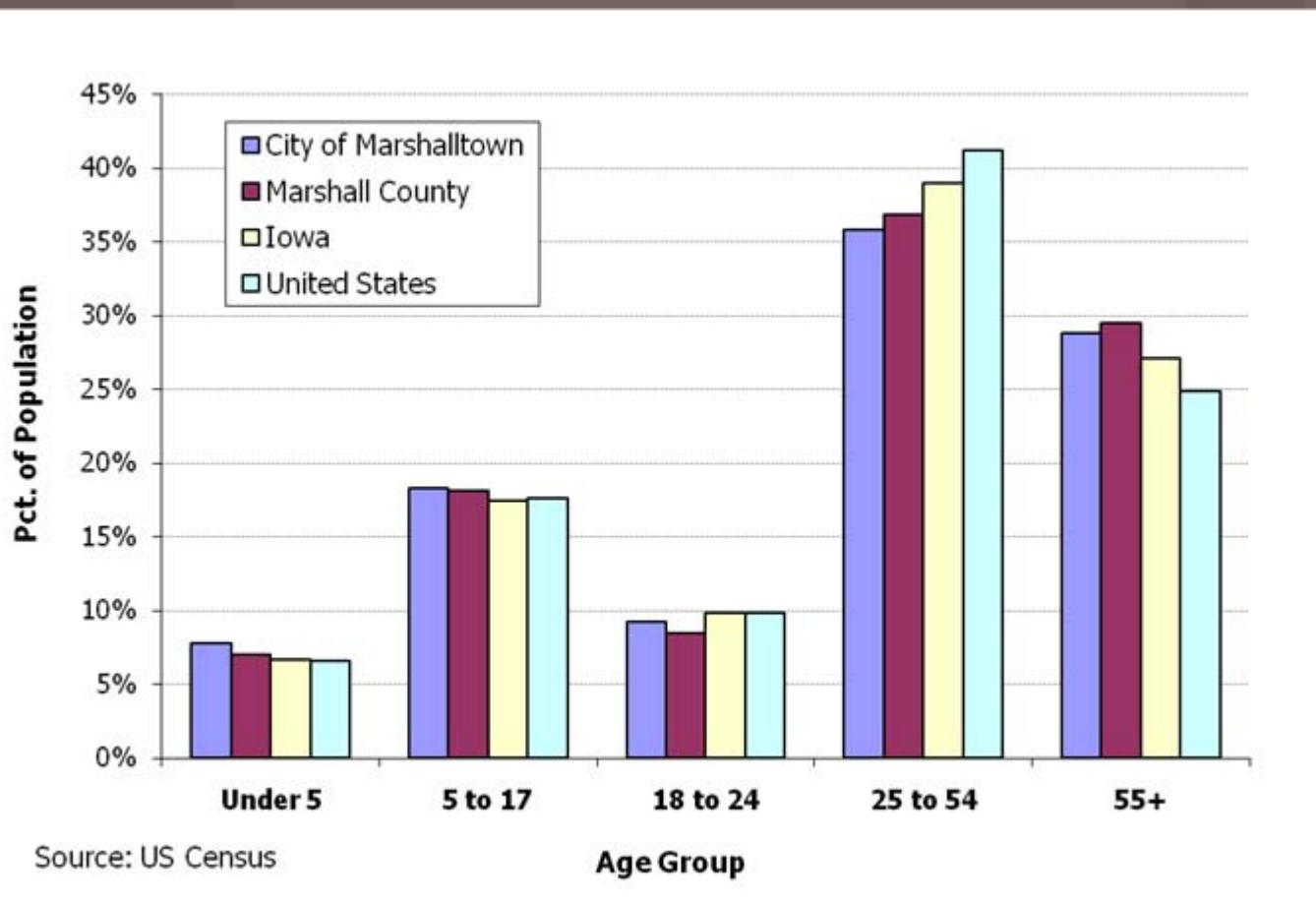
# Population & Household Trends



Generally  
slow, steady  
growth

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

# Age Comparisons



More children, more seniors, fewer young and middle aged adults than County, Iowa, or U.S.

# Race/Ethnicity

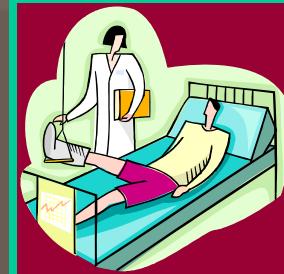
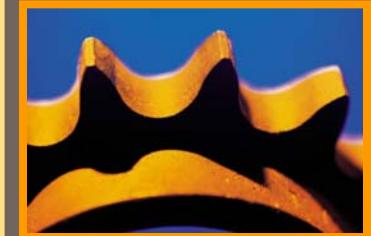
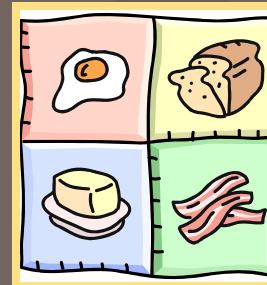
Race/Ethnicity	Marshalltown		Marshall County	Iowa	United States
	Number	Percent	Percent	Percent	Percent
White, not Hispanic	19,360	70.3%	78.2%	88.7%	63.7%
Hispanic or Latino	6,632	24.1%	17.3%	5.0%	16.3%
Black or African American	568	2.1%	1.5%	2.9%	12.2%
Asian	457	1.7%	1.3%	1.7%	4.7%
Two or more races/ethnicities	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

- Almost 1-in-4 Hispanic
- Whiter than U.S.
- Less White than Marshall County or Iowa
- More Black than Marshall County
- Less Black than Iowa or U.S.
- Less Asian than U.S.

# Forces that will shape Marshalltown's future

- Food industry
- Manufacturing/Technology
- Health Care
- Veterans Home
- Education
- Agriculture
- Others?



# Issues discussion (SWOT)

- SWOT = Strengths, Weaknesses, Opportunities, Threats
- Divide into small groups
- Discuss Strengths, etc., make a list
- Share list with larger group, written on flip chart, posted on wall
- “Vote” for most important issues with colored dots



# Issues discussion (SWOT)

## ■ Strengths

- Things you like, are proud of, that enhance the community

## ■ Weaknesses

- Things you don't like, are ashamed of, that detract from the community

## ■ Opportunities

- Good things that could happen but haven't yet

## ■ Threats

- Bad things that could happen but haven't yet



# Next Steps

---

- Chamber of Commerce/Business Meeting
  - Thursday, October 6, Morning
- Marshalltown High School/Government Classes
  - Thursday, October 6, Morning & Afternoon
- Next Phases, TBD:
  - Goals
  - Alternatives
  - Draft Plan

# Marshalltown Comprehensive Plan Update

Questions/  
Discussion

