

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.



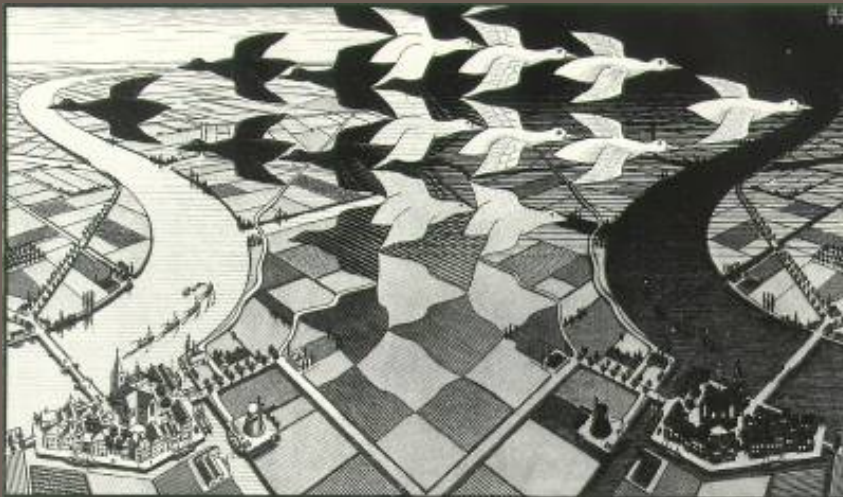
Clear vision consistently aligns actions

- 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

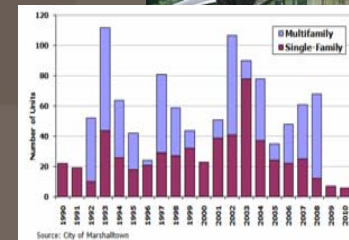
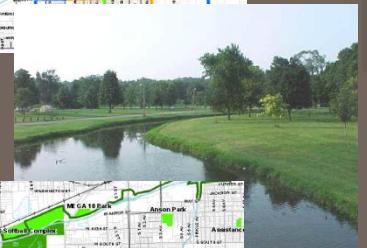


Sustainable Design

- Build a healthy, effective, and livable community

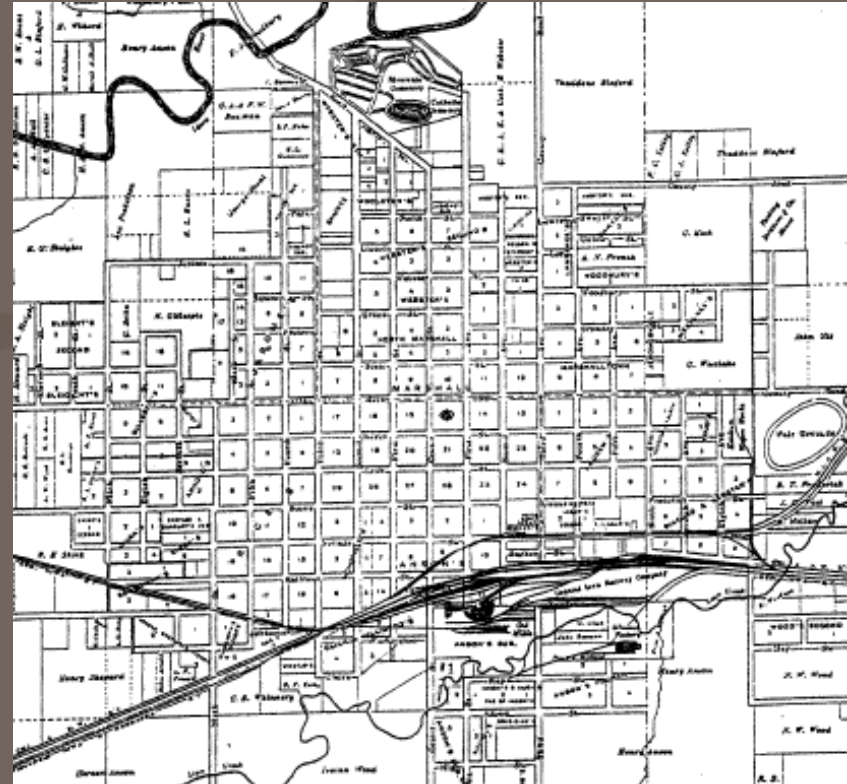
Elements of a Comp Plan

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



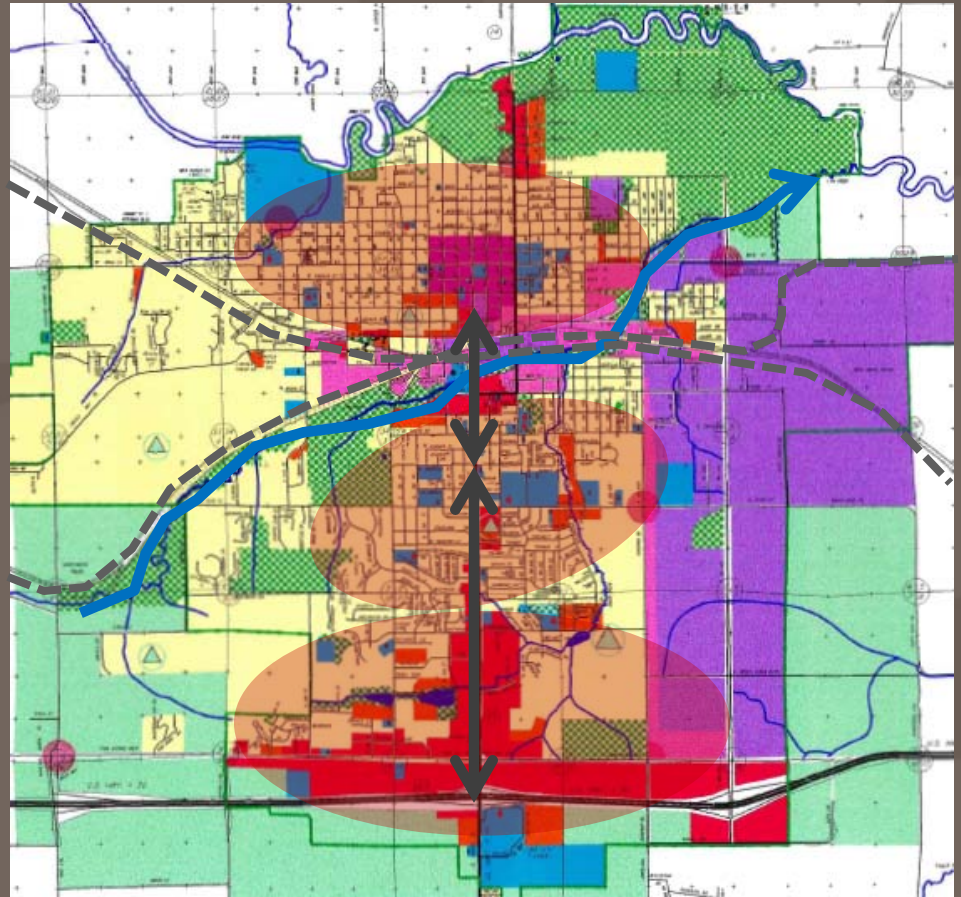
Early Marshalltown History

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



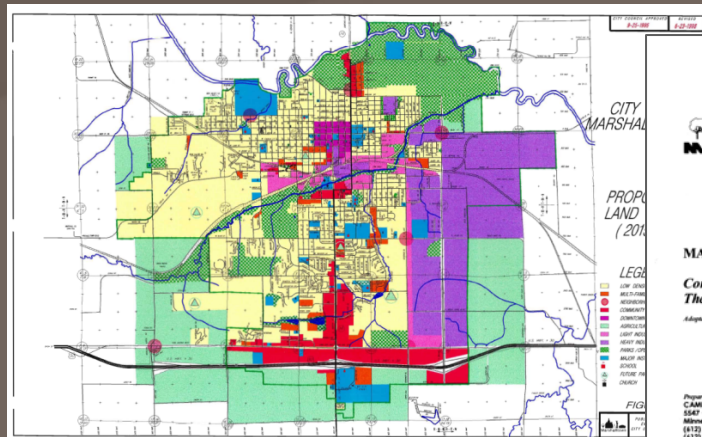
Early Marshalltown Growth

- 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



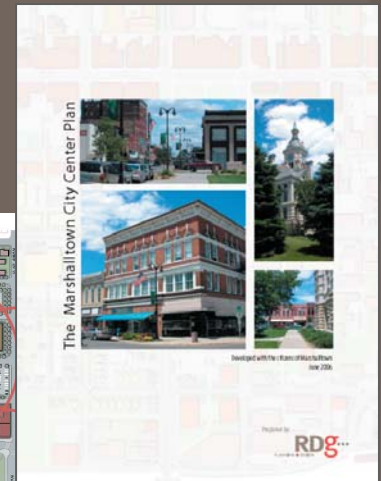
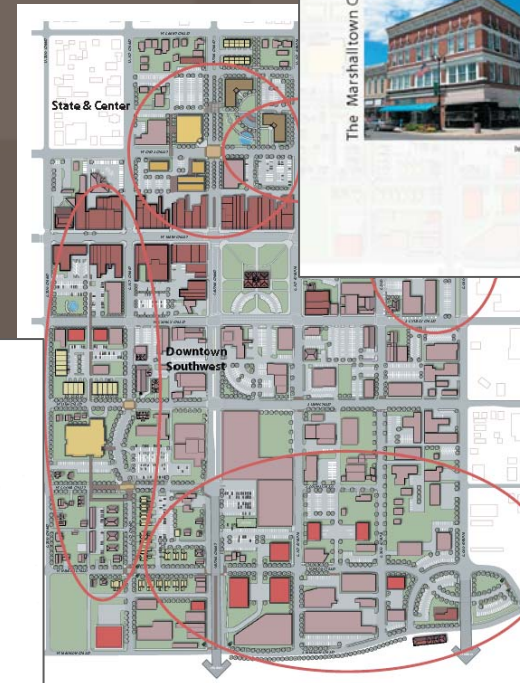
Previous Marshalltown Planning Efforts

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



MARSHALLTOWN 2015
*Comprehensive Guide Plan for
The City of Marshalltown, Iowa*
Adopted by Marshalltown City Council 9/25/95

Prepared By:
CAMIROS
5547 Grand Avenue S.
Minneapolis, MN 55419
(612) 827-7323
(612) 827-7389 fax



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

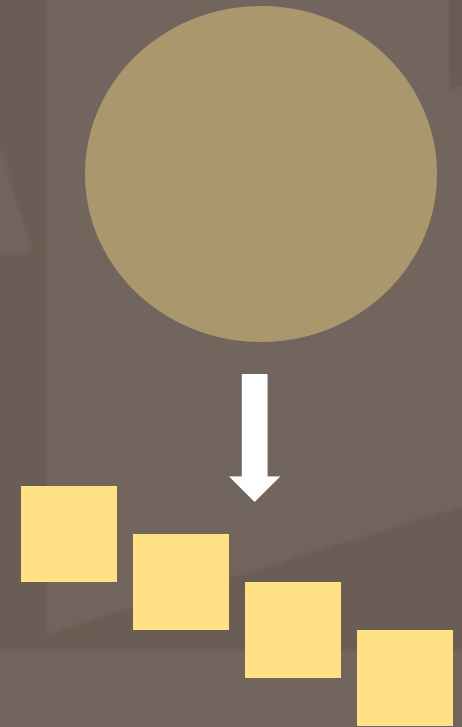
Communication is key

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



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



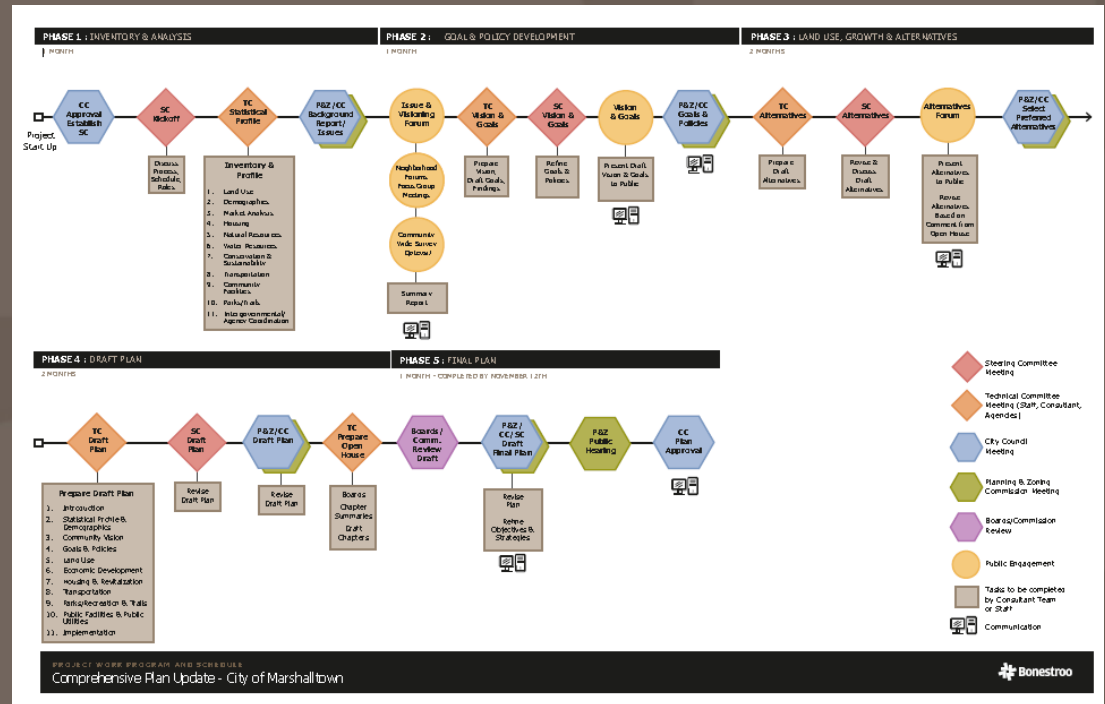
This is YOUR Plan

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



Proposed Planning Process

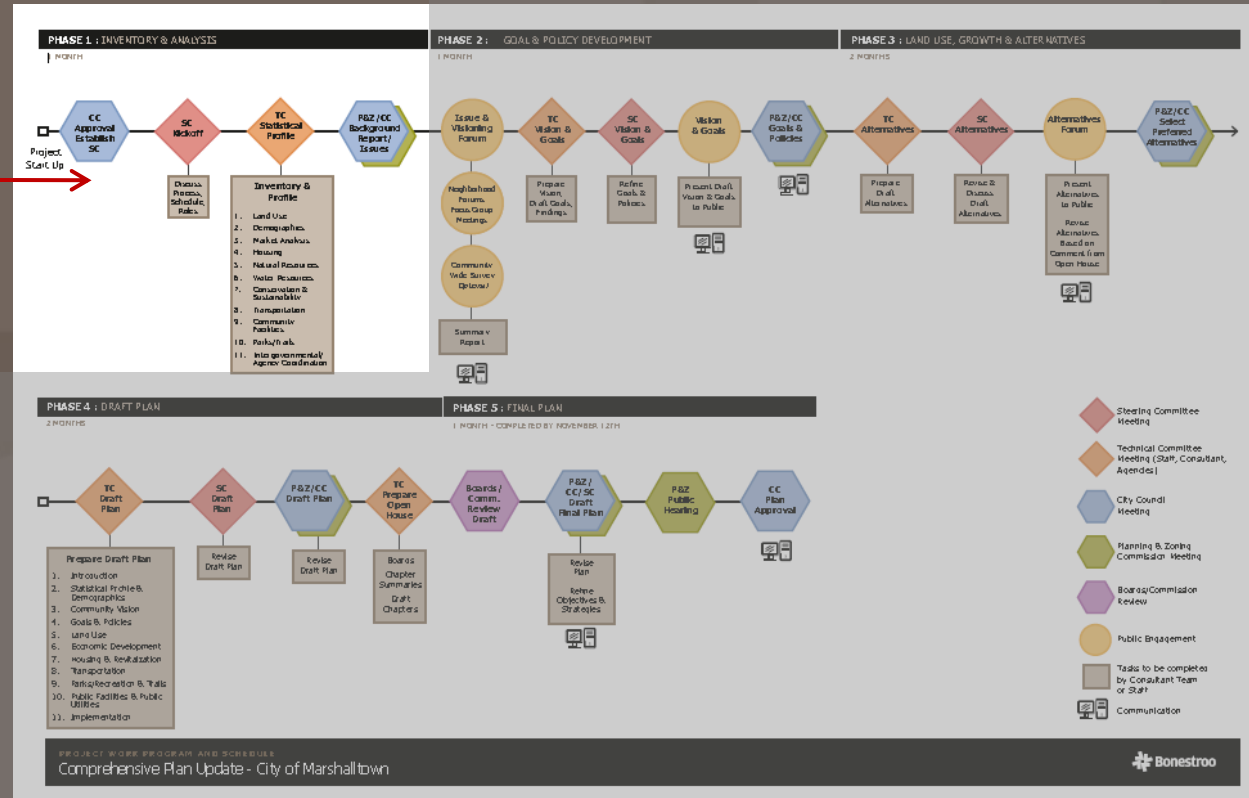
- 5 Phases
- SC check-in at each phase
- PC/CC check-in at key points
- Community involved at key points



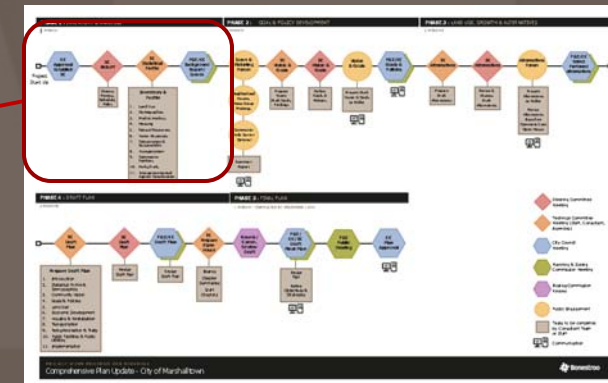
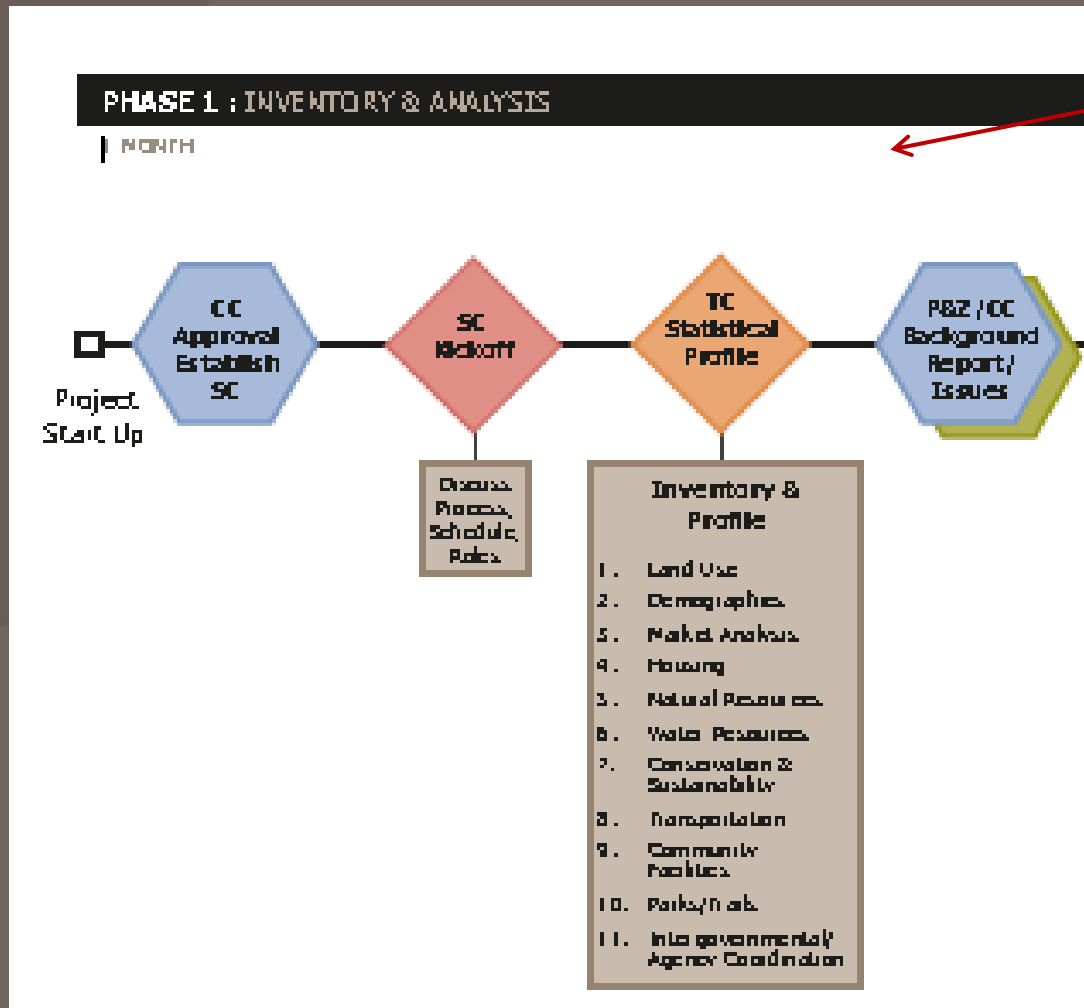
Proposed Planning Process

5 Phases:

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

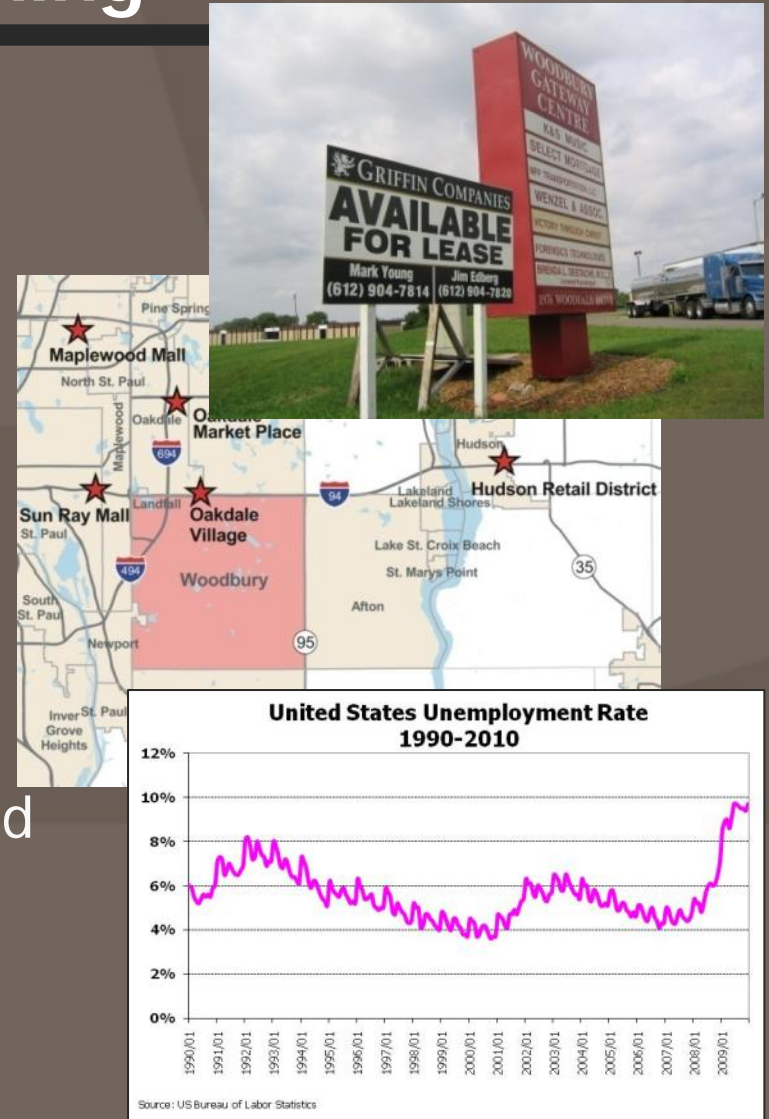


Phase 1: Inventory & Analysis



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

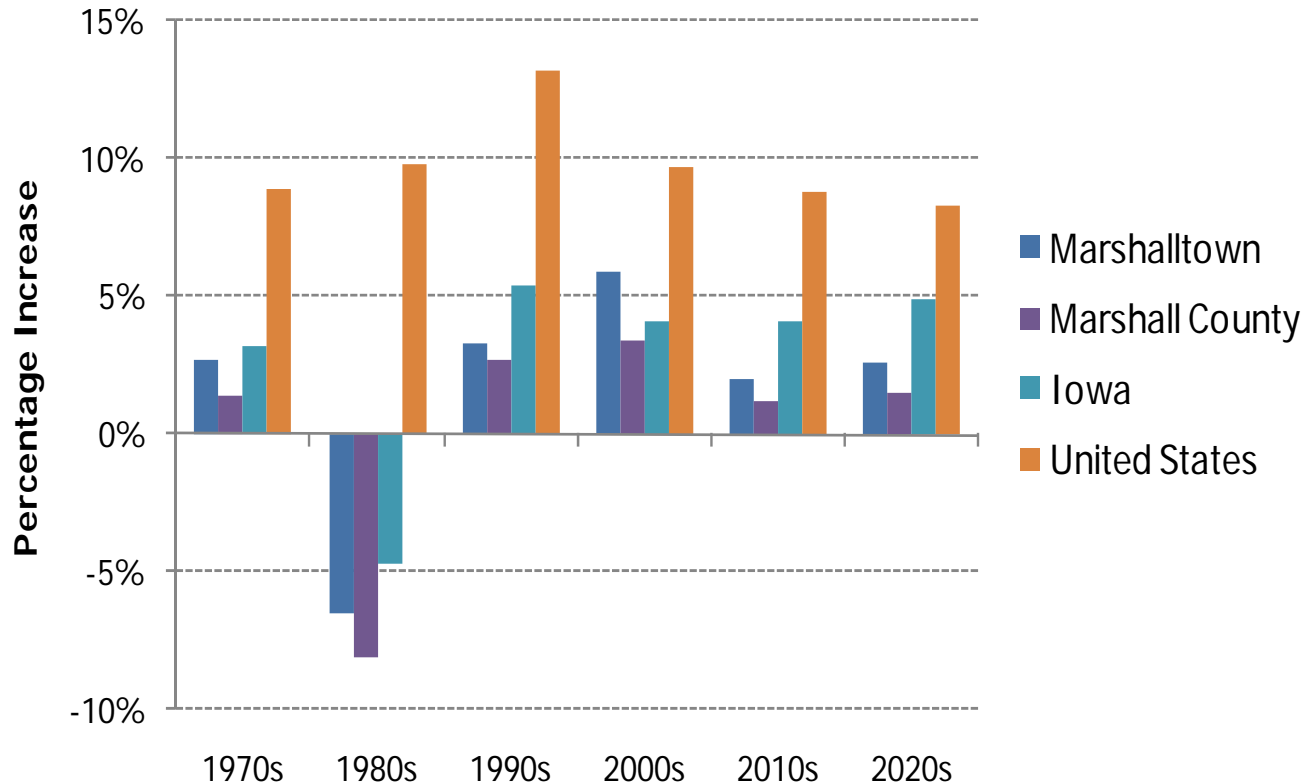


Largest Employers

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 2nd largest

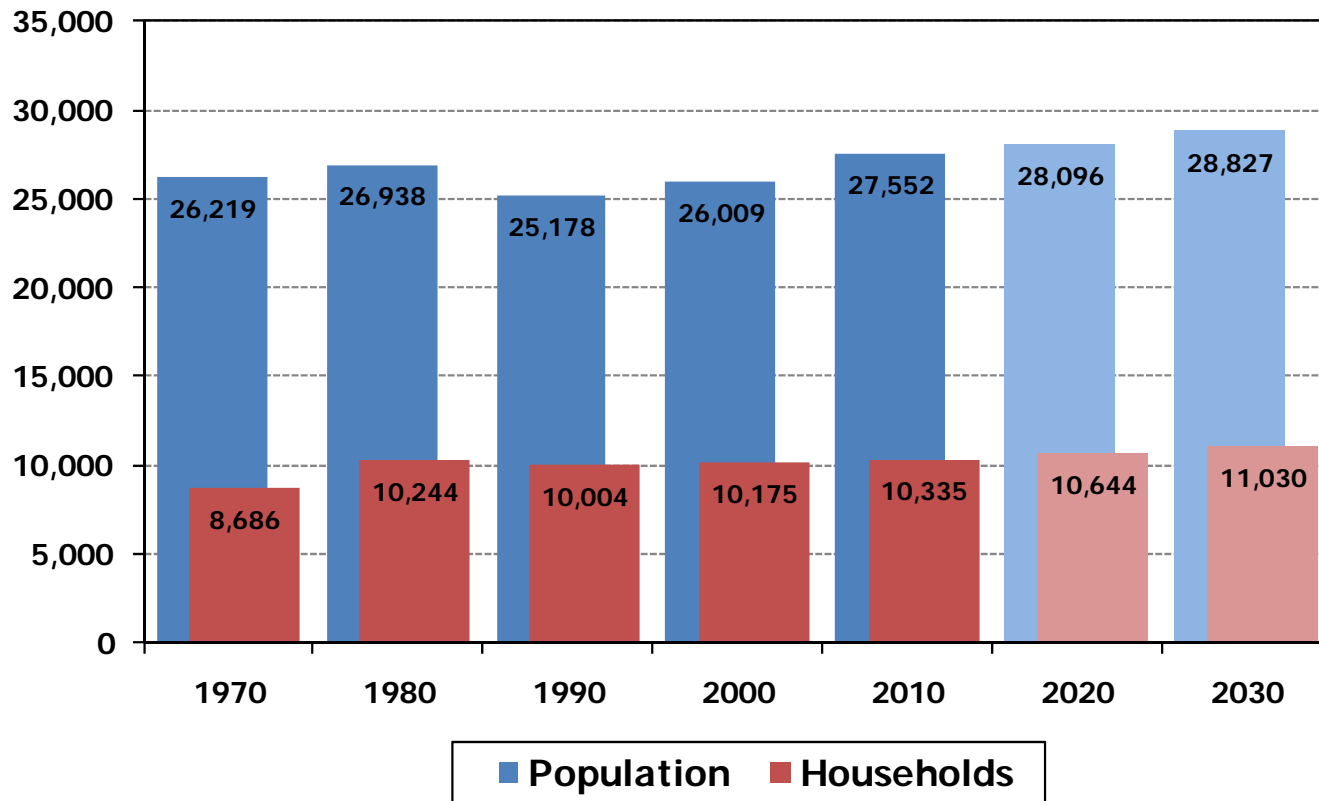
Population Growth 1970-2020



Lower growth rates than Iowa or U.S.

Sources: US Census; Iowa State Data Center; Bonestroo

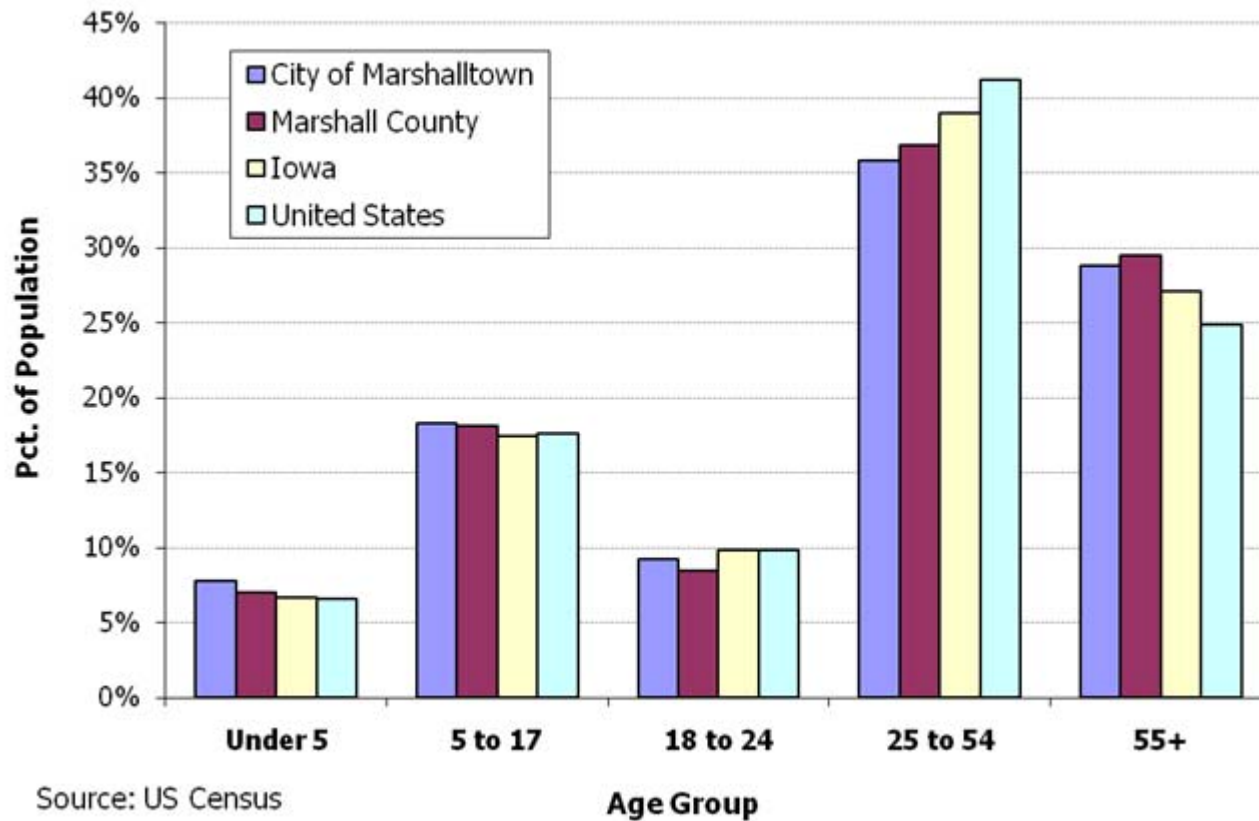
Population & Household Trends



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.

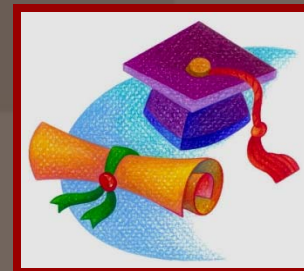
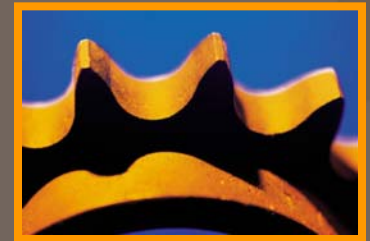
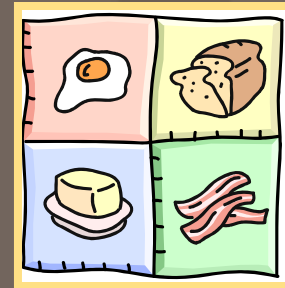
Race/Ethnicity

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

