

Marshalltown Comprehensive Plan

Joint Meeting of
City Council and Plan & Zone Commission
March 14, 2012
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Community Meeting
March 15, 2012



Agenda

- Planning Background – Vision, Goals, Issues Maps, Redevelopment Project Examples
- Issues and Land Use – 7 key areas, your comments
- Park, Trails and Public Facilities- your comments



Why do we plan?

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

- Howard Dahlgren,
Minnesota Planner Emeritus



Future of Marshalltown 2030 Vision Statement Results

- Marshalltown is a visually clean and beautiful city with well kept homes, businesses, roads and sidewalks
- Residents have great pride in their community, neighborhood, schools and overall diversity.
- Retail, restaurants, services have expanded to meet the needs of all residents without having to leave town.
- Downtown is thriving with a wide variety of businesses, meeting facilities, upscale housing, and renovated buildings, including the Tallcorn Towers.
- Revitalized 13th Street is a magnet for specialty retail and artists.



Future of Marshalltown 2030 Vision Statement results

- The city has a variety of recreational facilities providing for year-round activity.
- Citywide connectivity is provided through comprehensive network of looped trails.
- The City's residents enjoy healthy living and a commitment to wellness.
- Housing is available for all including affordable family and senior housing.
- The City has taken advantage of a diverse and stable economy to provide excellent services and stable tax rates for all Marshalltown residents.



Future of Marshalltown Community Meeting SWOT results

- **STRENGTHS**
 - Location and highway system
 - Volunteers
 - Community collaboration
 - Diverse economic base
- **OPPORTUNITIES**
 - Young population, older population work well together
 - Promote better use of coliseum
 - Development of Linn Creek and beyond – Fisher Community Center
 - Strong arts/theater community

Adopted Goals

- Immediate Goals
- General
- Land Use – Commercial and Industrial
- Housing
- Community Facilities/Recreation
- Transportation

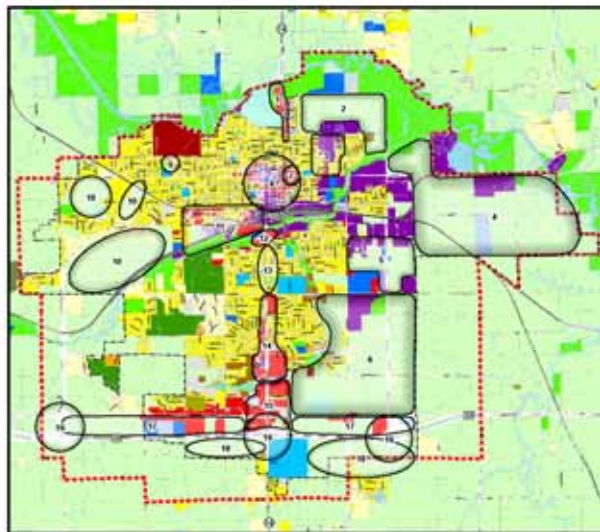
Goal 1: Promote a well-planned community with balanced land uses including residential, commercial, and industrial areas.

Goal 5: Support the expansion of existing businesses and attract and encourage a balance of new commercial, light industrial and

Goal 2: Continue to protect, improve and enhance Downtown Marshalltown as its role as the physical, economic and

Goal 2: Provide a variety of housing types, densities and choices to meet the life-cycle housing needs of residents.

Issues and Opportunities



- 18 sub-areas in the city where new development and redevelopment is possible and likely
- Some are in the middle of the city, some at the edges
- Each has a unique set of issues, concerns and possibilities
- 7 areas to be reviewed in detail

Issues and Opportunities

- **Area 1:** North 3rd Ave - important gateway; incompatible land uses
 - Many incompatible land uses-residential mixed with industrial.
 - Could be potential mixed use area combined with removal of deteriorated properties.
 - Portion - potential expansion of Riverside Park.
- **Area 2:** Open Ag land - protect for potential industrial expansion
- **Area 3:** JBS Swift neighborhood - large industrial use surrounded on three sides by residential neighborhoods
 - Major employer, continued expansion
 - Significant impacts-traffic, noise, odor
 - Some nearby housing in poor condition
 - Potential redevelopment: green buffer, housing renovation



Issues and Opportunities

- **Area 4:** Vacant Ag land adjacent to existing industrial and 18th Avenue (truck route)
 - Expand planning boundary to match city boundary
 - Future industrial expansion
- **Area 5:** Vacant Ag land in and around existing industrial park
 - Guide for expansion of industrial.
- **Area 6:** Vacant Ag land
 - Expand industrial on either side of 18th Avenue; remaining residential



Issues and Opportunities

- **Area 7:** Hospital and surrounding properties
 - Understand 5-yr hospital plan
 - Plan for future encroachment of buildings and or parking into residential areas
- **Area 8:** Downtown:
 - Identified as a unique neighborhood node;
 - Specialized zoning-follow boundary with similar land use designation
 - Identify revitalization efforts-attention to incompatible land uses, encroachment into residential area
 - Expand (and enforce) design standards



Issues and Opportunities

- **Area 9:** 13th Street Revitalization
 - Benefits from proximity to VA expansion
 - Encourage development and redevelopment of neighborhood node
 - Determine appropriate land use-mixed use design standards
- **Area 10:** Vacant Ag land:
 - Determine areas that are developable and suitable for future residential (low density)



Issues and Opportunities

- **Area 11:** Lincoln Way/Madison Area;
 - Existing incompatible land uses
 - Identify areas to preserve as residential land uses (north of Madison), commercial and industrial uses
 - Create neighborhood centers
- **Area 12:** Center Street at Anson:
 - Enhance north portion as commercial
 - Urban and pedestrian scale
 - Connections to Linn Creek
- **Area 13:** Center Street (High Street to Olive Street):
 - Preserve as residential
 - Through land use and zoning prevent commercial encroachment
 - Provide buffering to single family



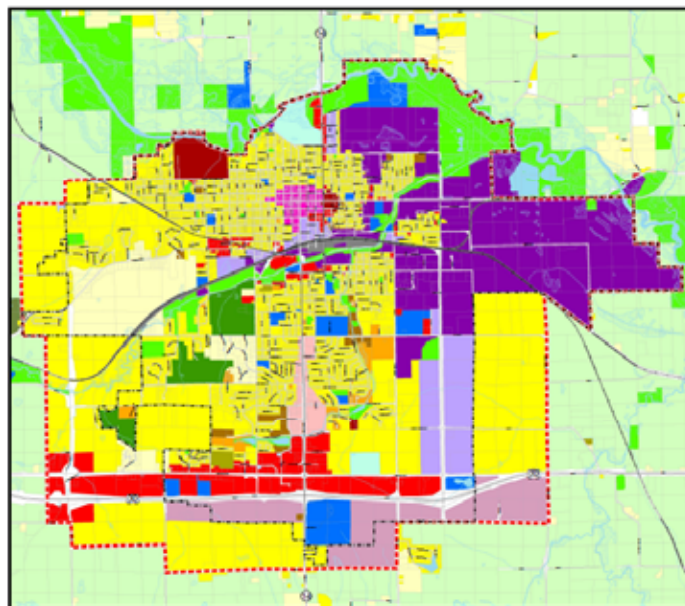
Issues and Opportunities

- **Area 14:** South Center Street (Olive St. to E. Merle Hibbs Blvd):
 - Opportunity for Mixed Use designation
 - Redevelopment of mall property
 - Improved urban design
- **Area 15:** Center Street (E. Merle Hibbs Blvd to Hwy 30):
 - Maintain as a auto/highway oriented commercial area
 - Strong design is important at key gateway
- **Area 16:** Center Street at Hwy 30:
 - Key gateway-focus on signage, landscaping
 - Maintain commercial
 - Strong design standards-highly visible



Issues and Opportunities

- **Area 16:** Key Hwy 30 gateways
East & West:
 - Create plans for key community entries with signage, landscaping, lighting
- **Area 17:** Vacant land between Highway 30 and Iowa Avenue:
 - Maintain plans for highway oriented commercial
 - Design standards important due to visibility
 - Site standards to control access
- **Area 18:** Vacant land south of Highway 30 :
 - High visibility
 - Consider for Business Park



City of Marshalltown
Planned Future Land Use
2011 Comprehensive Plan



- City Limit
- Planning Boundary
- Highway
- Local Street
- Roadway
- Rural Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mobile Home Park
- Medical
- Commercial
- Overlaid Mixed Use
- Small Lot
- Business Park
- Light Industrial
- Heavy Industrial
- Utility
- Park/Open Space
- Agriculture
- Cemetery
- Park/Open Space
- Golf Course
- Landfill
- Railroad
- Open Water

Draft

February 22, 2012
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Land Use Descriptions

- Residential
- Commercial
- Mixed Use
- Business Park
- Industrial



- Many images courtesy of Minnesota Design Center Image Bank, © University of Minnesota Board of Regents

Land Use Description: Residential

- Residential Density types:
 - Low
 - Medium
 - High
- A mix of housing types and densities is important to provide housing options for all residents
- A community should consider landscape features, surrounding uses, and housing needs to ensure that densities are located appropriately.

Land Use Description:
Low Density Residential

- **Building type:** Detached single-family homes
- **Density (or net density):** 1-4 units per acre

Low Density Residential



Low Density- Cluster Development

- Development is placed in less sensitive areas while forests, steep slopes, wetlands, prairies and other ecological or landscape features are preserved
- Larger percentage of site area is preserved in its existing natural or farmed state, with individual house lots occupying the remaining acreage.

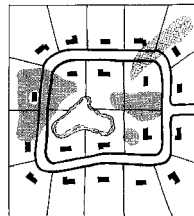


Figure A (rated by 55% as "rural")
44 acre parcel
20 lots (2 acres each)
No open space
No pond access except from four lots

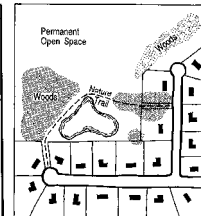


Figure B (rated by 75% as "rural")
44 acre parcel
20 lots (2 acres each)
20 acres of open space
Pond access for all residents

Land Use Description: Medium Residential Development

- **Building type:** Twin/Townhome, multiplex, rowhouse
- **Density (or net density):** 6-10 units per acre
- **Urban Design Considerations:** Can be used to provide transition between lower density uses and higher density uses. Could be auto or pedestrian oriented.

Medium Density Residential



Land Use Description: High Density Residential

- **Building type:** Multiplex, Low- or High-rise Apartment Building, Condominium
- **Density (or net density):** 10+ units per acre and greater
- **Urban Design Considerations:**
 - Architecture and landscaping is important
 - Streets and buildings should be designed around the pedestrian
 - Important to consider scale of development (height and density) relative to surrounding development

High Density Residential



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Land Use Description: Mixed Use

- **Building type:** Townhome, Low- and High-rise Apartments, Retail buildings, Office
- Can include a mix of retail/commercial/office with or without residential.
- **Density (or net density):** 10 units per acre and up
- **Urban design description:**
 - Architecture and landscaping is important
 - Streets and buildings should be designed around the pedestrian
 - How developments will fit into the community?
 - Form-based rather than use-based regulations

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- Conventional Pattern segregates uses, requires more car trips, isolates neighborhoods

- Traditional Pattern:
 - Allows pedestrian access to retail, school and housing
 - Reduces automobile dependence
 - Creates a sense of place, or "complete neighborhood"



Mixed Use



Land Use Description: Commercial

- Includes highway-oriented businesses such as fast food restaurants, convenience stores, gas stations, big box retail, and other auto-oriented businesses.
- Limited office and service uses are also appropriate, depending on scale and location.



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Land Use Description: Business Park

- May include a mix of office space and light industrial uses
- Provide an area for corporate campus
- May also include medical offices, research



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Land Use Description: Industrial

- Provides areas for industrial related businesses including manufacturing, warehousing, automotive, office and other related industrial uses. Could include outdoor storage. Dock doors are usually screened from public view.
- Due to potential impacts such as traffic, noise, and dust; uses typically are not as compatible with residential uses or some commercial uses



Planning Considerations

- Determining the various land uses on a **Future Land Use Plan** is an important step in articulating the city's vision and future direction.
- Implementation of this plan is through **zoning** and **design standards** (adopted as part of the zoning ordinance) in appropriate districts to support the city's vision for revitalization.
- These **standards** can apply to
 - Building architecture
 - Site design
 - Parking lots
 - Signage
 - Open space
 - Amenities
- Each district is **unique** so the standards can be created to respond to the needs of that district.

Design Standards

■ Components of Design Standards

- Setting
- Existing Development
- Existing Land Use – pattern of land use, relationship of surrounding land uses
- Is this a new district / zoning area or redevelopment setting?
- Transportation issues/needs
- Park or open space issues/needs



Elements of Design Standards

- Streetscapes - usually include streets, sidewalks, street furniture, lighting and decorative elements to lighting. It might include provision for outdoor seating and other elements that attract people and activity.
- Entrance Monuments - gateways to the community are important location for entry monuments.



Elements of Design Standards

- Parking -Design of parking lots is also critical to minimize the presence of parked vehicles.
 - Appropriately screening, use of landscape islands to break up the expanse of parking areas can improve the appearance of parking lots.
- Setbacks - depending on the location setbacks or build to lines can be an important tool in creating a more traditional or compact mixed use design.
 - Allowing setbacks to be tighter and buildings up the sidewalk reinforces the pedestrian scale of downtown design



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Elements of Design Standards

- Building Architecture and Design - it is essential to encourage high quality architecture.
 - Promote visual interest through proper alignment, proportion, and materials.
 - Place buildings to reinforce streetscapes and open spaces.
 - Design requirements may differ between districts or areas.
 - High quality design can be required of any use in any location.



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Redevelopment Project Examples



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St. Anthony Village



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Existing Uses

- Apartments
- Grocery store
- Apartments
- Closed shopping mall, older offices



Redevelopment Concept Area



Visibility, Circulation

- Bounded by major roads, railroad
- Many existing uses in poor condition
- Internal circulation broken up



Internal Circulation, Site Visibility



Edges



Access, Corridor Edge Conditions

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Redevelopment Concept

- Existing grocery store
- New "Main Street" shops
- Upgraded interior corridor
- Park and pond buffer
- New Wal Mart anchor
- New multi-family



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Mix of Land Uses

Total: 50 acres

206,800 sf commercial/retail

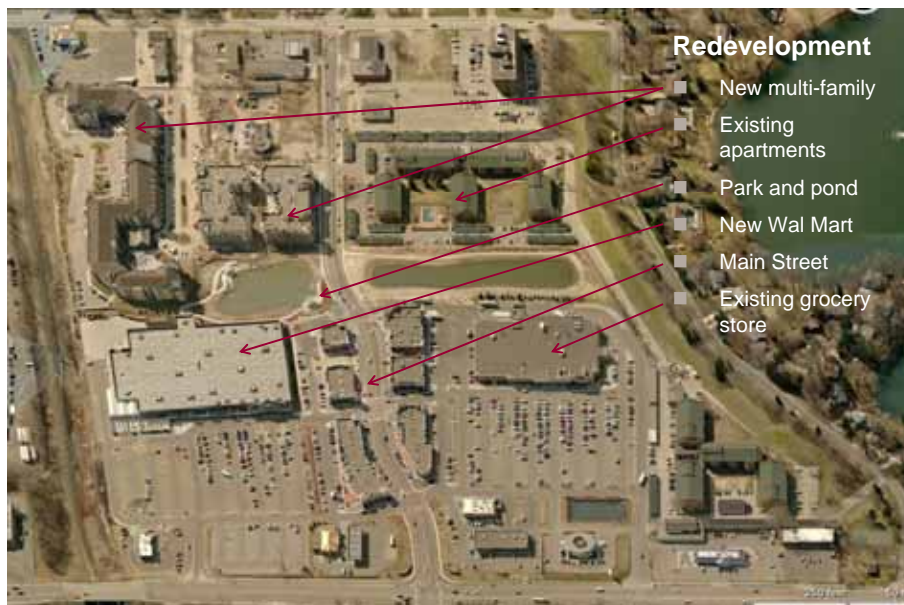
25,000 sf office

662 housing units (220 rental, 442 ownership)



Building Types

1-2 story retail office buildings, big box, urban flat and townhome style units, rental units in one large structure with clubhouse and pool





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Golden Valley



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Mix of Land Uses

38,000 sf Office/ retail
181,000 sf Multi-family
(Wesley Commons)
131 for-sale multi-family homes
83 two-story urban townhomes
48 stacked condominiums
25 rental apartments

Density

15 units/acre

Building Types

Four- to seven-story buildings – offices, retail shops and restaurants on the ground floors and apartments on the upper floors.



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Columbia Heights-
former Kmart site



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Mix of Land Uses

Total: 20.5 acres

Urban condos/flats - 210 total units

Urban townhomes - 20 total units

57,000sf commercial total

min 10,000sf Discount grocery store

150 room business class hotel – 6 stories

2 restaurants

25,000sf Small commercial retail



Density

Residential 16-18u/a

Building Types

Residential units 4 stories tall, each a mix of 1-level flats and 2-level condo units. Each building will have a roof top viewing area & underground parking

Redevelopment Concept

- Future
- Community Center
- Open space
- Commercial
- Multi-family
- Mixed Use





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Redevelopment

- Existing (future redevelopment)
- New multi-family
- Community Center/open space
- New multi-family



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Visual Preference Survey

- Slide show of images of various development types and designs
- Steering Committee rated each slide 0 to 6 as Negative or Positive
- 0 = Strongly Negative
- 6 = Strongly Positive
- Result of top 5 scoring slides and bottom 5.



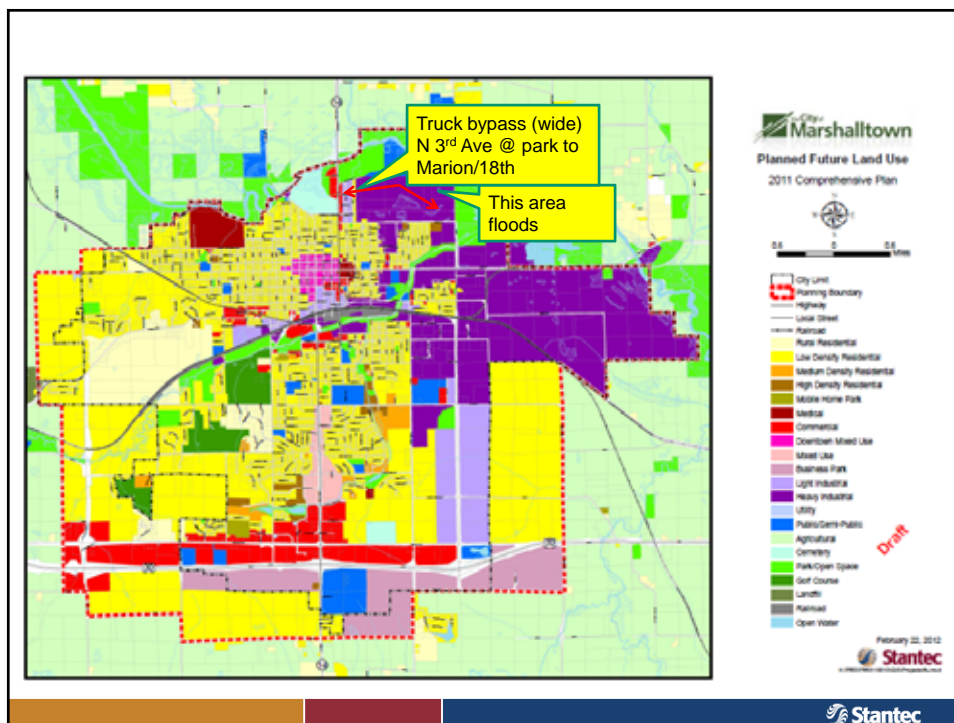
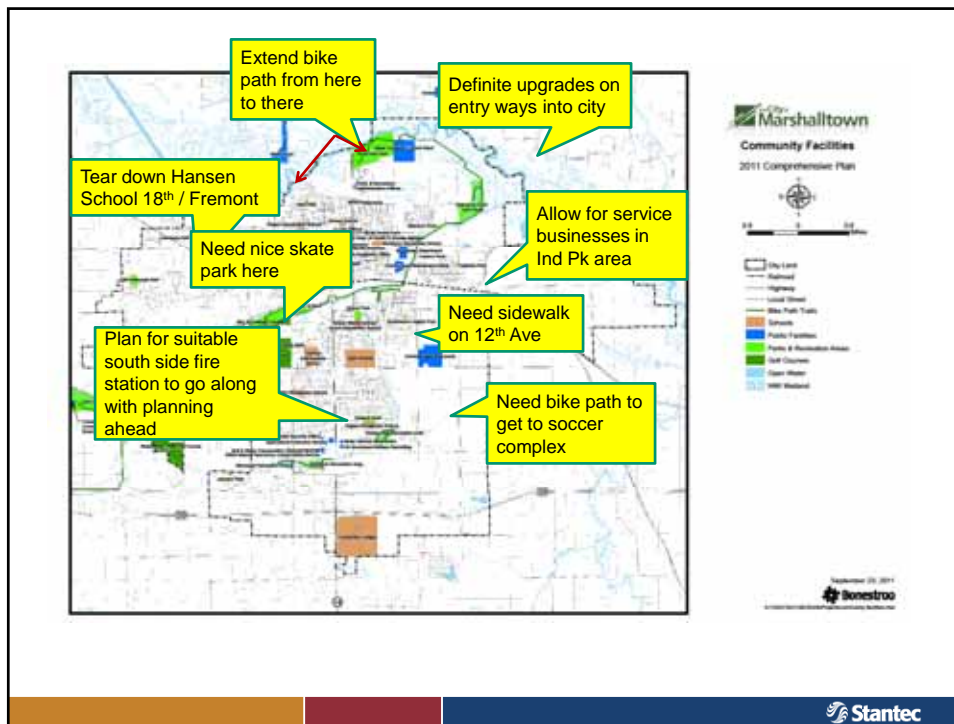
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Area Issues and Draft Land Use

- Boards display focus areas, with aerial and draft Land Use map
- Review each area, make comments on post-it notes – issues, concerns, suggestions, etc.
- Comments will be compiled, compared and draft standards prepared for review



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Area 1 – North 3rd Avenue

Existing:



Potential:



Area 1 North 3rd Avenue Issues:

- Area identified as an important gateway
- Many incompatible land uses – residential mixed with industrial
- Difficult to get mortgages for homes near industrial
- Could be potential mixed use area combined with removal of deteriorated properties

Extend bike path here

Extend bike path westward, connect Linn Creek trail to 13th Street

N.3rd Ave- excessive truck traffic- reroute to 18th St.



2012 Comprehensive Plan



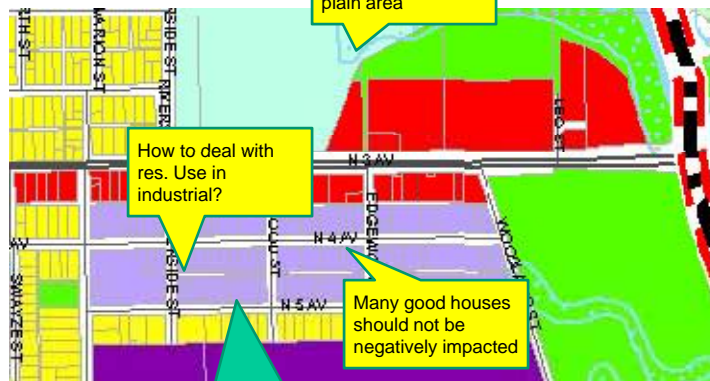
Draft Land Use Plan for Area 1 – North 3rd Avenue

Take into consideration flood plain area

How to deal with res. Use in industrial?

Many good houses should not be negatively impacted

How to deal with existing residential in an industrial area



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Area 3 – JBS Swift Neighborhood

Potential:

Yes



Existing:



Area 3 JBS Swift Neighborhood Issues:

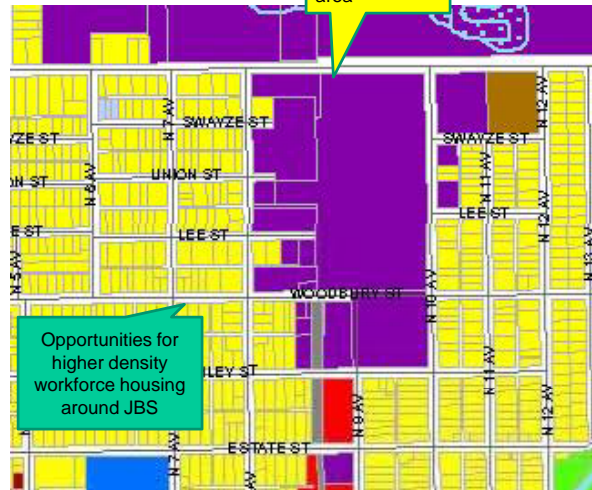
- Large industrial use surrounded on three sides by residential neighborhoods.
- Major employer, continued expansion
- Significant impacts – traffic, noise, odor
- Some nearby housing in poor condition
- Potential redevelopment: green buffer, housing renovation
- Other Issues/Comments:

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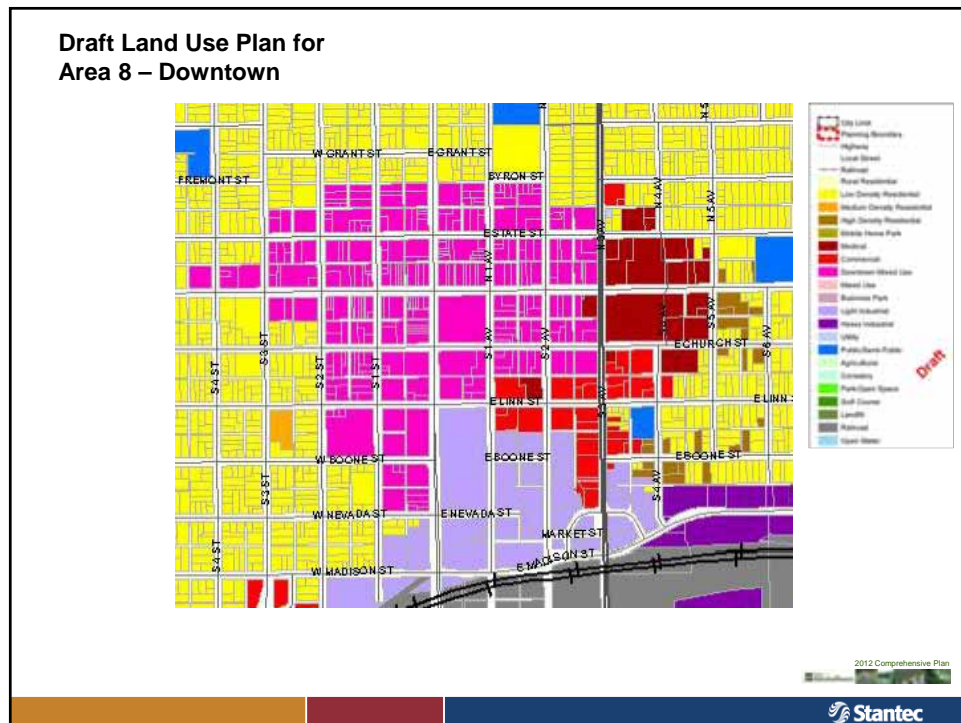
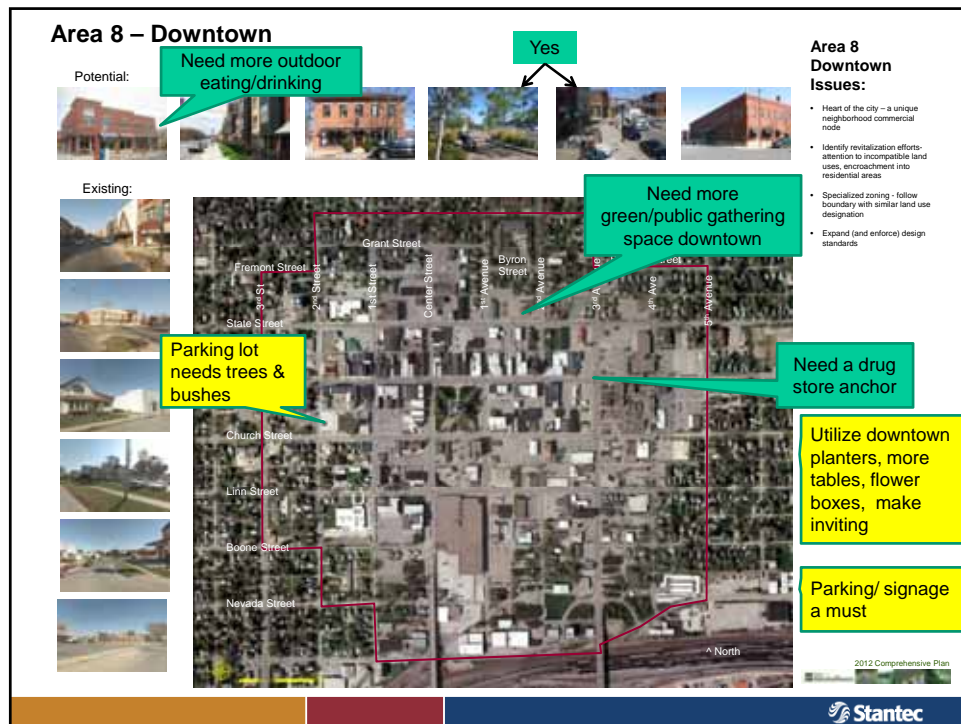
Draft Land Use Plan for Area 3 – JBS Swift Neighborhood

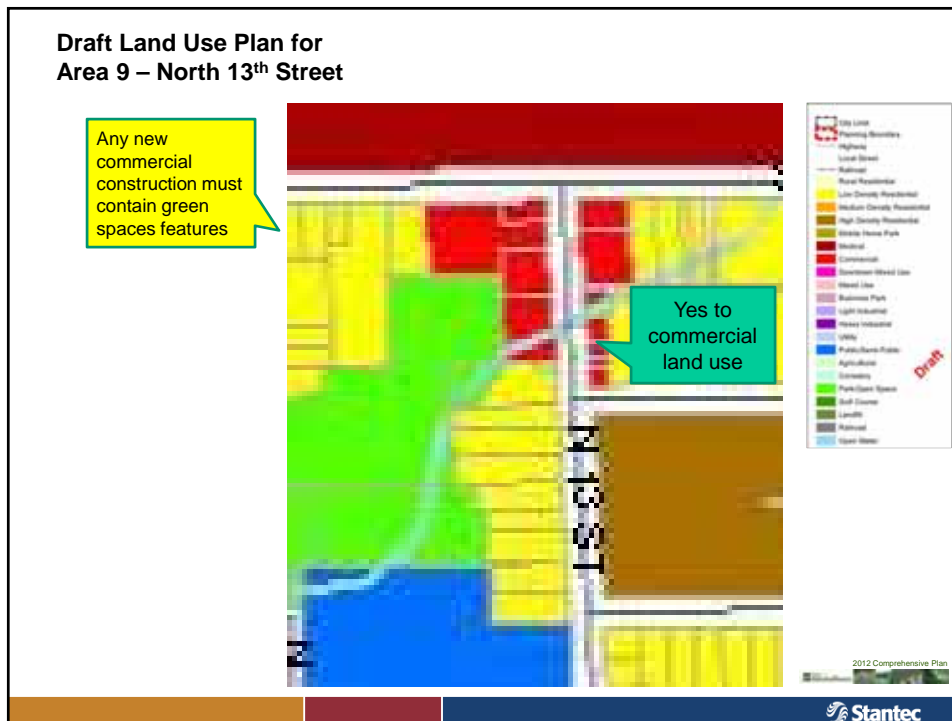
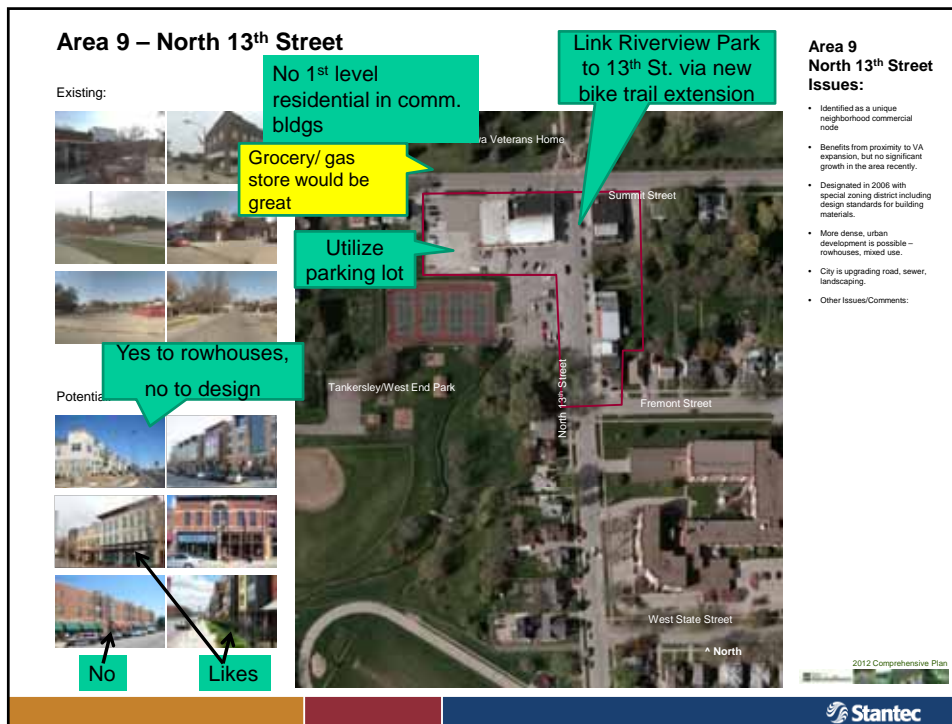
At least tree around JBS area



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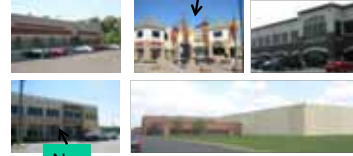


Area 11 – Madison Street/Lincoln Way

Existing:



Potential:

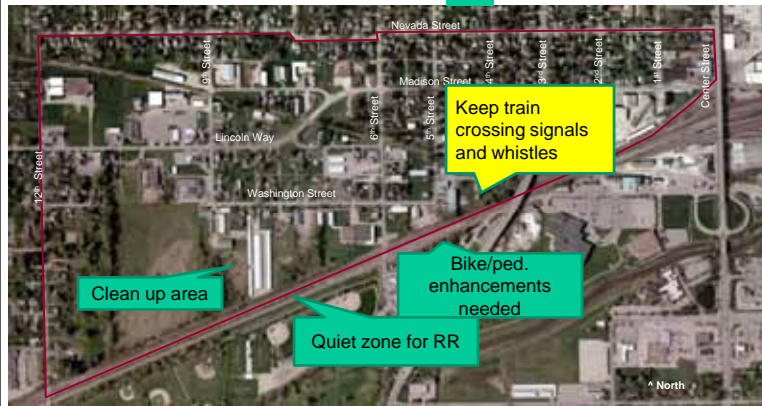


Yes

No

Area 11 Madison Street/ Lincoln Way Issues:

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

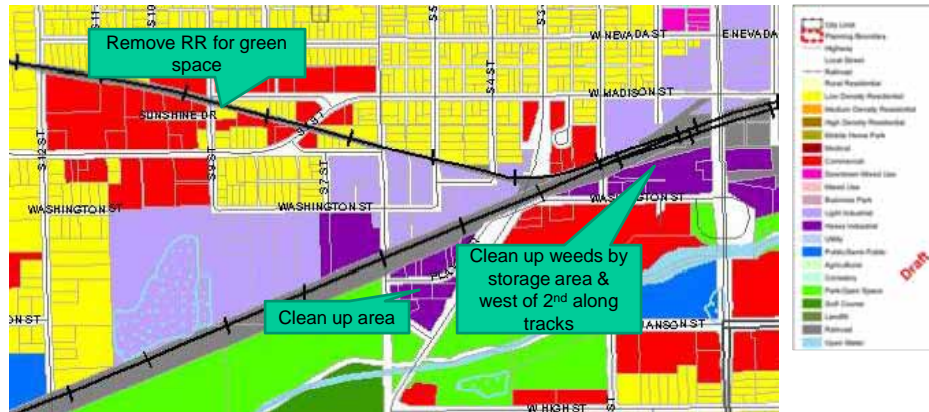


Don't allow
new residential

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Draft Land Use Plan for Area 11 – Madison Street/Lincoln Way



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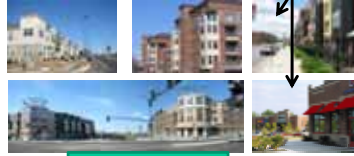


Area 12 – Center Street at Anson

Existing:



Potential:



Yes

Area 12 Center Street at Anson

- Unique position – part of Downtown and part of South Center Street corridor
- Focus on transportation, access management, streetscape/urban design elements creating a unique character for the area.
- Maintain commercial from Lin Creek to High Street - could have a more pedestrian scale streetscape, continuation of downtown feel.
- Compatibility issues between commercial and residential uses.
- Other Issues/Comments:



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Draft Land Use Plan for Area 12 – Center Street at Anson



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Area 14 – South Center Street

Existing:



Potential:



Likes

More greenery

Connect parking lots

Too much cement

Too much cement

Many streets lack sidewalks-improve bike and ped. routes



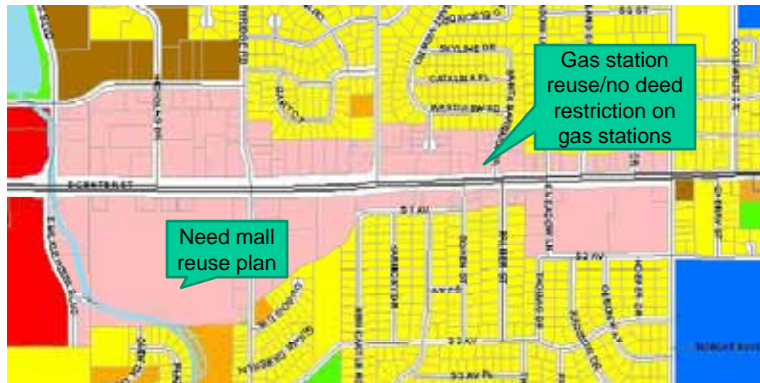
Area 14 South Center Street Issues:

- Mixed commercial uses from Olive Street to E. Merle Hobbs Blvd
- Some grade change – mail is lower than Center Street
- Concern over what will happen when mail closes
- Focus on commercial combined with new residential and some conversion of single family to multi-family
- Mail area: emphasis on redevelopment opportunity into a true mixed use village, bringing buildings closer to the street, parking behind, bike/ped access, and improved urban design.
- Other Issues/Comments:

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Draft Land Use Plan for Area 14 – South Center Street



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