

# *Reimagine* MARSHALLTOWN ✓

COMPREHENSIVE PLAN

Committee Meeting #4



MARSHALLTOWN  
MORE THAN EVER



# AGENDA

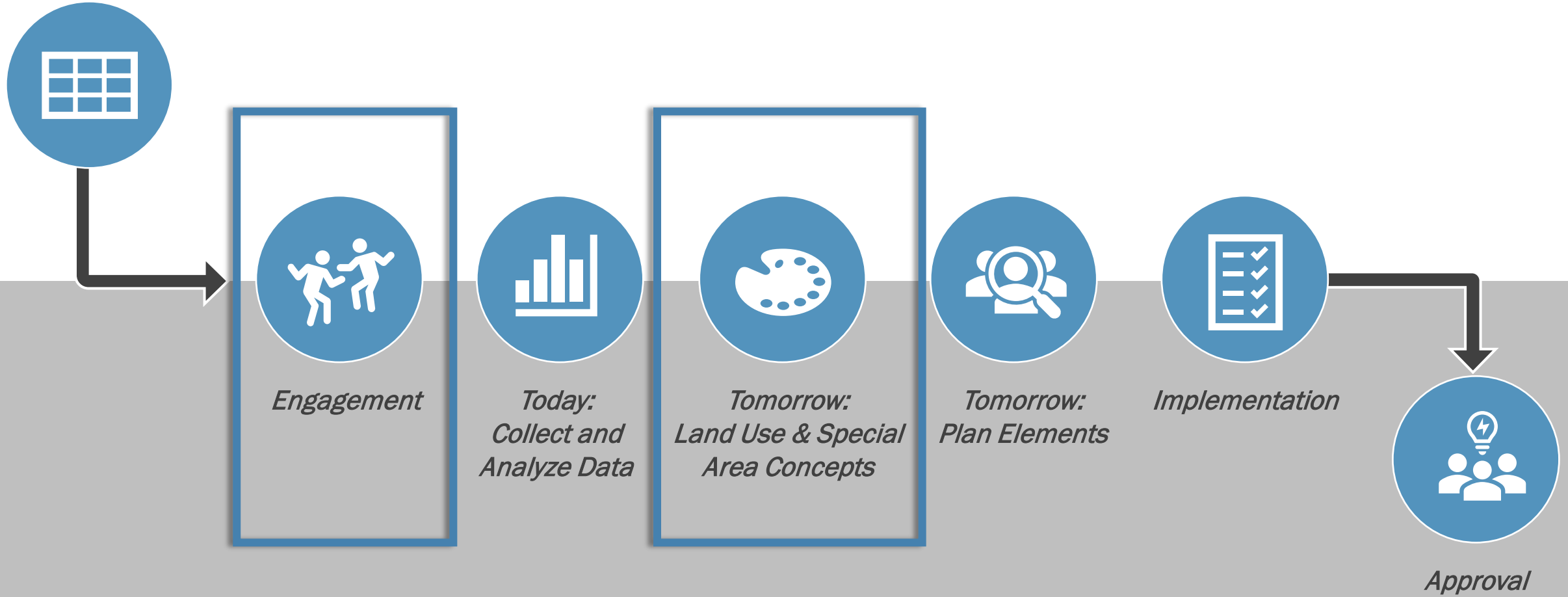
- Schedule and Poll Updates
- Population and Land Use Needs
- Development Scenario Exercise

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# SCHEDULE UPDATE

*Project Launch*



# SCHEDULE UPDATE



## Future Committee Meeting Dates

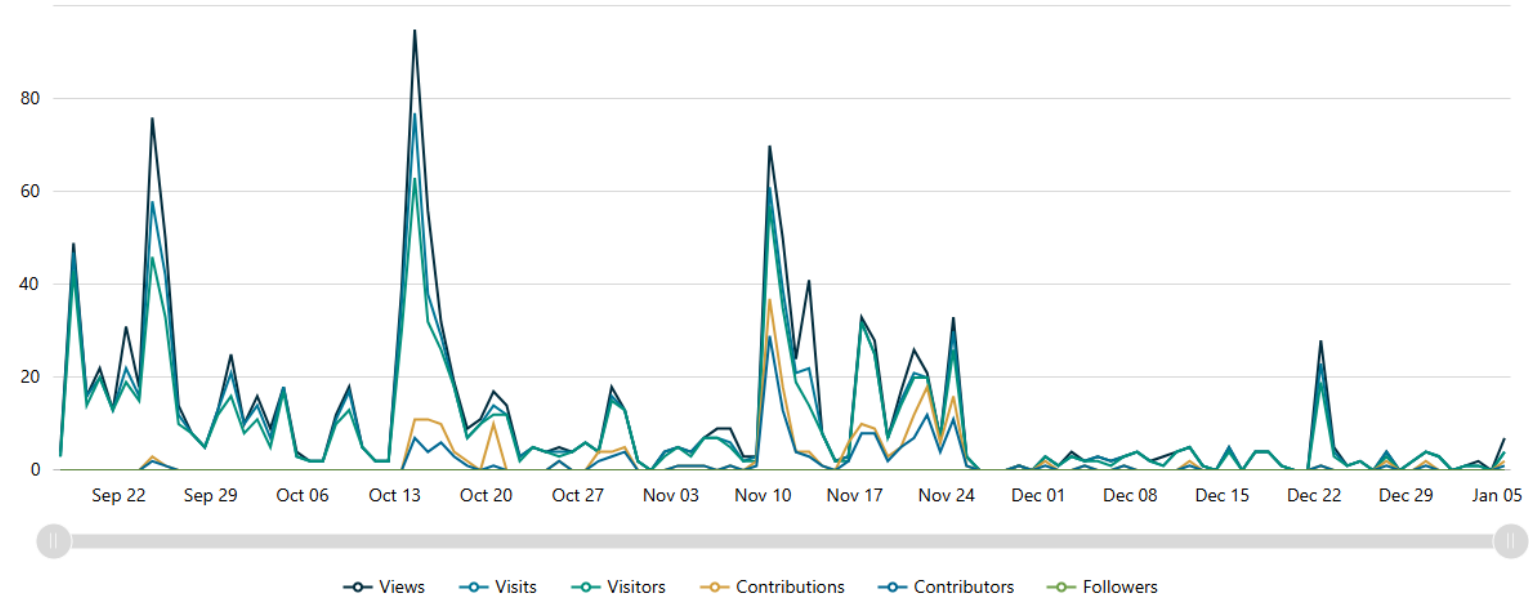
- ~~• November 19, 3:00 p.m. - Steering Committee #3 (virtual) \*\*This is a Wednesday~~
- January 6, 3:00 p.m. - Steering Committee #4 (in-person)
  - *Public design workshop events continue the Wednesday and Thursday of that week*
- February 24, 3:00 p.m. - Steering Committee #5 (in-person)
  - City Boards or Committees, special update meetings
- April 7, 3:00 p.m. - Steering Committee #6 (virtual)
- May 26, 3:00 p.m. - Steering Committee #7 (in-person)
  - *Have a separate Joint Council and Plan Commission meeting this visit for plan workshop or invite to Steering Committee meeting*
  - *Public Event/Open House during the visit*
- Make final plan/study refinements in June

# WEBSITE TRACKING



## Performance Summary

|       |        |          |               |              |           |
|-------|--------|----------|---------------|--------------|-----------|
| 1,328 | 1,143  | 826      | 237           | 131          | 0         |
| Views | Visits | Visitors | Contributions | Contributors | Followers |



[Open](#)

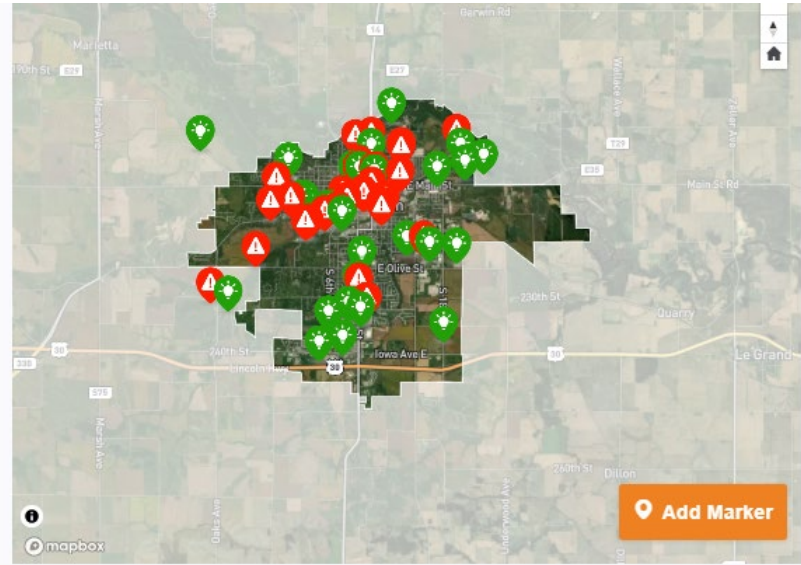
### Show us your ideas!

Use the interactive map below to share your big ideas and concerns for the future of Marshalltown. Click the **Add Marker** button to drop a pin at a location within Marshalltown that represents your comment. Your input helps us better understand the community's priorities.

- Use this marker to suggest an idea to improve Marshalltown.
- Drop this marker where you see a concern or issue in Marshalltown.

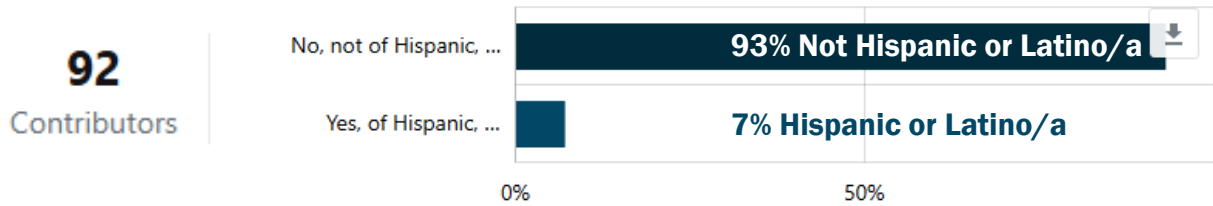
Need help using the map? Click the info icons next to the address search bar for step-by-step instructions.

57 contributions so far



# POLL UPDATES

## October Poll: Parks and Recreation



### What park facilities do you use most often?

- 1. Biking or walking trails (69%)
- 2. Playgrounds (58%)
- 3. Sports fields or courts (53%)

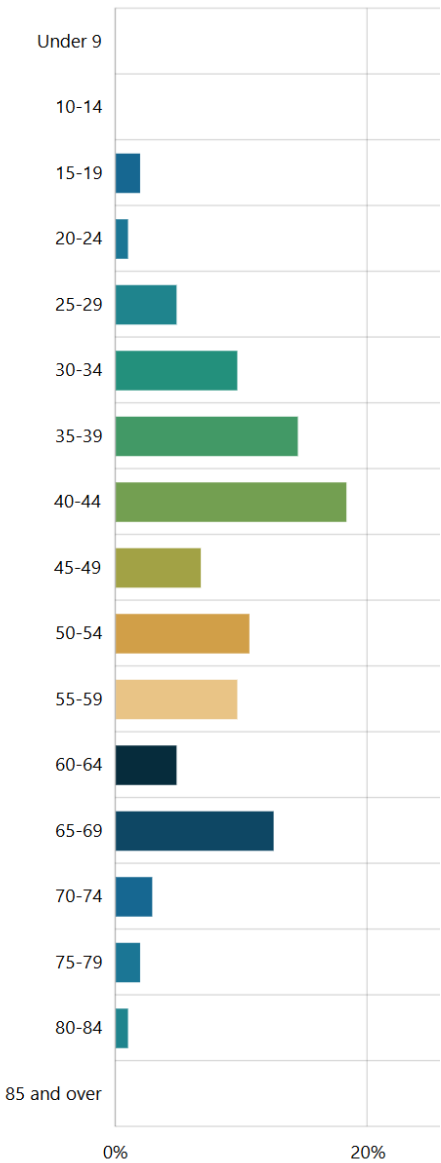
### How would you rate the condition and accessibility of public spaces in Marshalltown?

Average 2.83 out of 5

### What recreational activities or facilities would you like to see more of in Marshalltown?

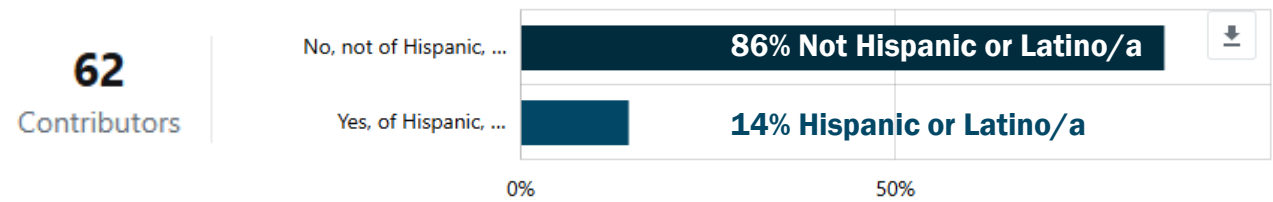
- 1. Water recreation (45%)
- 2. Expanded trail networks for walking and biking (42%)
- 3. Community events in public spaces (40%)

Response by Age



# POLL UPDATES

## November Poll: Community Identity and Inclusion



### What helps you feel connected to your community?

- 1. Access to local news and updates (65%)
- 2. Cultural events and festivals (58%)
- 3. Opportunities to volunteer or participate (53%)

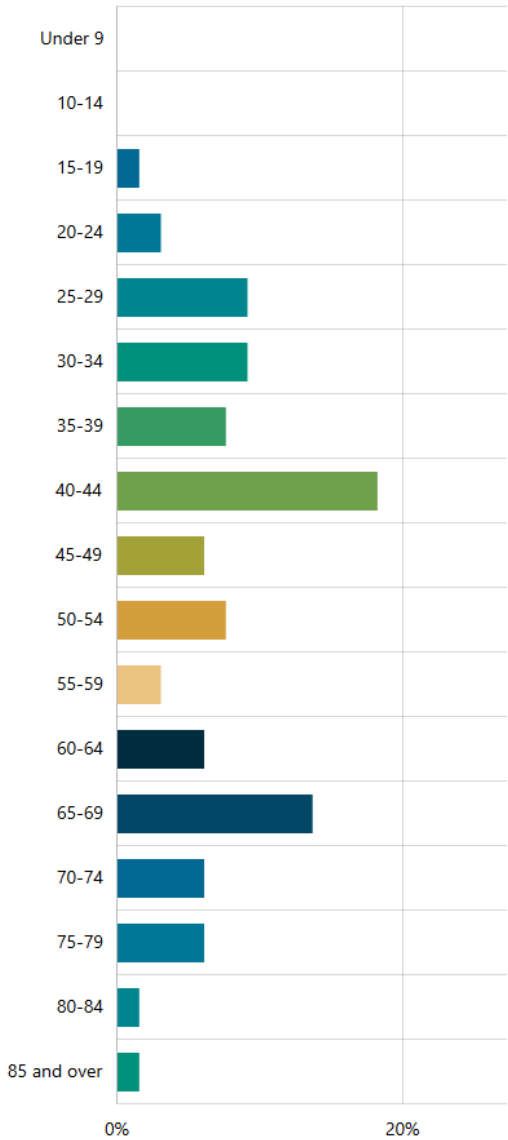
### What barriers make it harder to participate in community activities?

- 1. Lack of information about events or services (86%)
- 2. Feeling unwelcome or underrepresented (45%)
- 3. Limited time or childcare (44%)

### What would make Marshalltown more inclusive or welcoming?

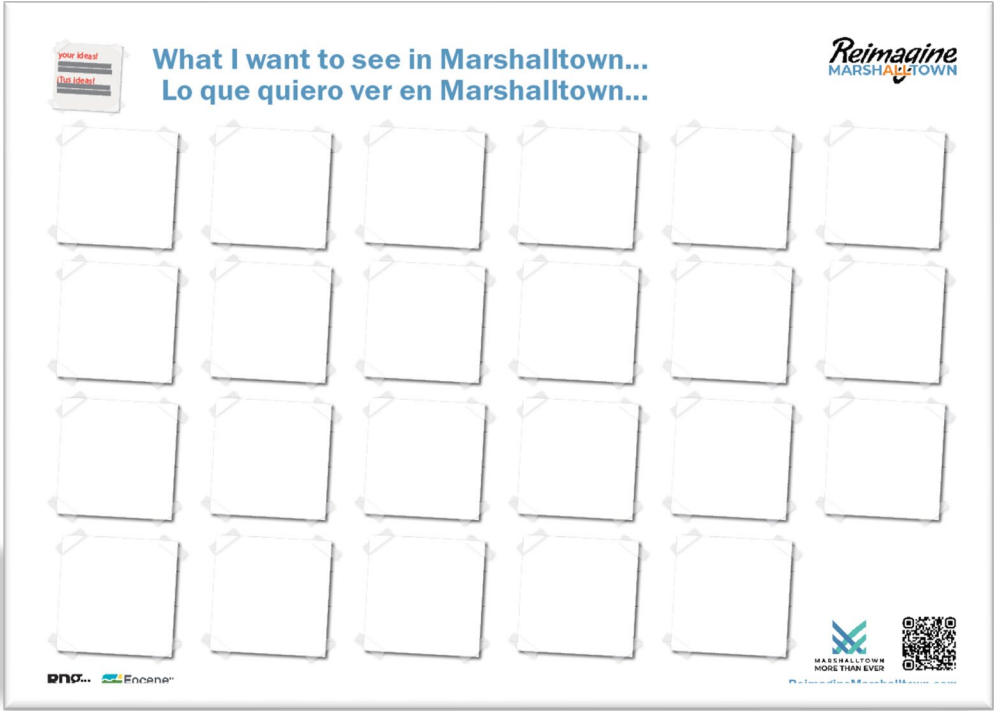
- 1. More community events in parks or public spaces (60%)
- 2. Environmental improvements in underserved areas (56%)
- 3. Diverse representation in leadership (53%)

Response by Age



# ENGAGEMENT UPDATE

Get Input at Your Meetings and Events!



# AGENDA

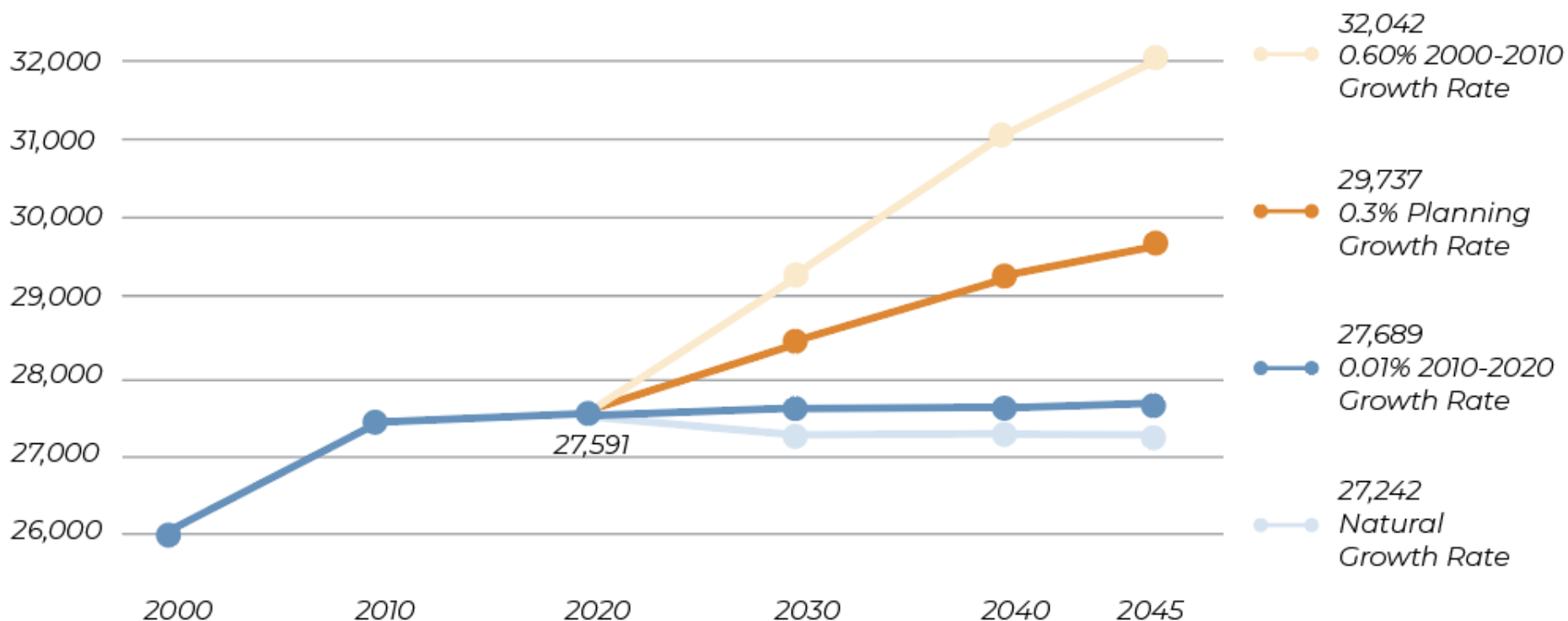
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# POPULATION AND LAND USE NEEDS



## POPULATION POSSIBILITIES, 2045



### Key Factors:

- Proactive production policies
- Infill and rehab investments
- Job expansions and openings

# POPULATION AND LAND USE NEEDS



FIGURE X.X: 2045 LAND NEEDS SCENARIO

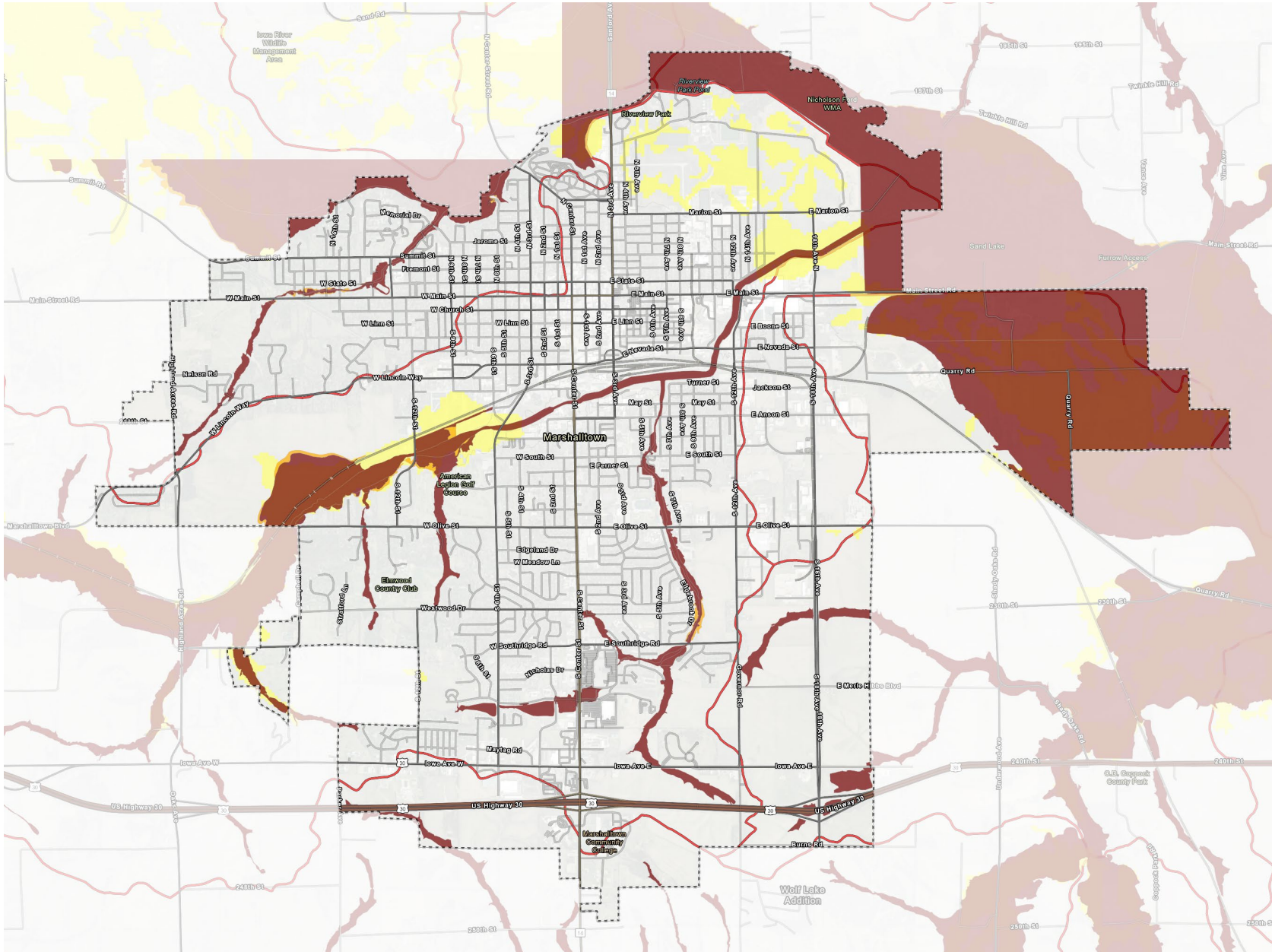


Marshalltown should plan for almost 500 acres of residential land, 80 acres of commercial land, and 300 acres of industrial land to support population changes.

THE LAND NEEDS CAN BE SATISFIED BY EXPANDING INFRASTRUCTURE INTO NEW AREAS, INFILLING VACANT SITES, AND REDEVELOPING EXISTING PROPERTY AT HIGHER INTENSITIES OR DIFFERENT USES.

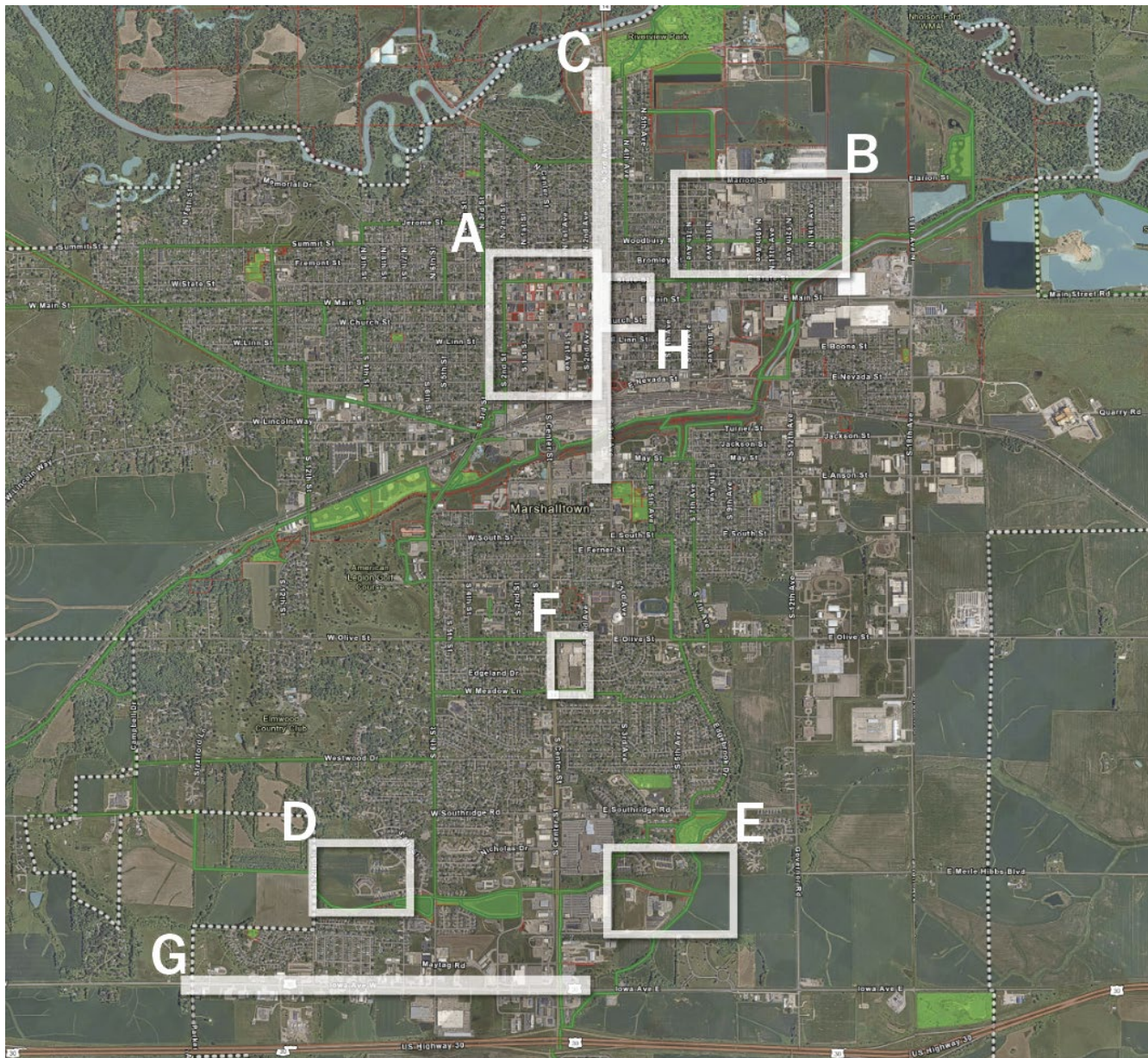
| Housing                         | Low Density | Medium Density | High Density |
|---------------------------------|-------------|----------------|--------------|
| % of Demand                     | 50%         | 30%            | 20%          |
| Units                           | 600-625     | 350-375        | 240-270      |
| Avg. Gross Density (units/acre) | 3-4         | 7              | 14+          |

# POPULATION AND LAND USE NEEDS



- Marshalltown has over 4,000 acres of vacant and open land within city limits to support the 2045 land use needs.
- This is more than the land needed to support the population forecast through 2045.
- Not all of this land can be easily served and/or developed. Opportunities that require annexation are still viable growth considerations.

# POPULATION AND LAND USE NEEDS



## INFILL PRIORITY

Open lots and underused properties within the City are subject to change. These areas have available infrastructure and can be more easily served to meet future needs.

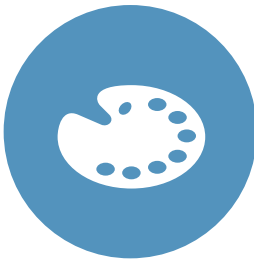
- A. Downtown
- B. JBS Campus Fringe
- C. 3rd Ave Corridor
- D. W Merle Hibbs Blvd Extension & Neighborhood
- E. E Merle Hibbs Blvd Extension & Neighborhood
- F. Meadow Lane Mall Property
- G. Iowa Avenue
- H. Old Hospital Site

# AGENDA

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# DEVELOPMENT SCENARIO EXERCISE



## **Land Use, Community Character & Design**

Goal: Redevelop key sites, enhance downtown vibrancy, and promote quality design

## **Mobility**

Goal: Improve access for all, maintain key infrastructure, and broaden the trail network

## **Housing & Neighborhoods**

Goal: Expand housing choice, elevate affordability and quality, and reduce production barriers

## **Environmental Resources**

Goal: Advance disaster resilience efforts and make strategic park investments

## **Facilities & Infrastructure**

Goal: Modernize city facilities and increase maintenance capacity

## **Workforce & Economy**

Goal: Align infrastructure and housing with industry expansion, partner on redevelopment opportunities, and build retention strategies around housing and quality of life

## **Arts & Cultural Diversity**

Goal: Celebrate our community's diversity through inclusive arts and cultural programming, creative design, and unique experiences that connects residents, neighborhoods and gathering spaces.

# DEVELOPMENT SCENARIO EXERCISE



- 1. Split into groups**
- 2. Review instructions and material (10 minutes)**
- 3. Identify land use distribution, note off limit areas (30 minutes)**
  - Where should different intensities locate
  - Where are commercial options
  - Park space
  - Industrial
  - Trail extensions and connections
  - Street extensions and connections
- 4. Make notes on reasoning and other information (10 minutes)**
  - Are there areas that should be mixed more?
  - Other land uses that you would identify?



# NEXT STEPS

## Steering Committee

- Promote the website and project
- Share any meetings and events to promote the project
- Next meeting: February 24, 3:00 p.m. (in-person)
  - *City Boards or Committees, special update meetings*

## Planning Team/Staff

- Advance draft future land use and mobility plan
- Advance subarea concepts
- Follow-up engagement
- Update website and monthly polls