

Reimagine MARSHALLTOWN ✓

COMPREHENSIVE PLAN

HOUSING STUDY



MARSHALLTOWN
MORE THAN EVER



AGENDA

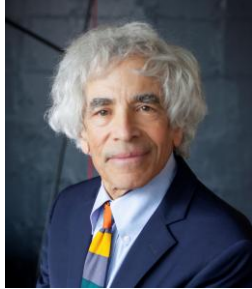
- Introductions
- Goals and Priorities
- Committee Role
- Schedule Overview
- Process Overview



INTRODUCTIONS



Charlie Cowell, AICP
Project Manager +
Planner + Economist



Marty Shukert, FAICP
Lead Land Use + Mobility



Flavia Tourek
Urban Planner + GIS +
Communication



Cory Scott, AICP
Principal Author



Megan Schott
Urban Planner + Engagement



**Ben Curtis, Eocene
Environmental Group**
Project Manager + Planner



**Ben Schmidt, Eocene
Environmental Group**

Committee members

- Gary Thompson – City Council
- Jon Boston - Planning and Zoning Commission
- Carol Hibbs - County Supervisor
- John Hall - Marshalltown Area Chamber of Commerce
- Deb Wollum – McFarland Clinic
- Theron Schutte - Marshalltown Community School District
- Erin Carpenter - Trees Forever/Environmental Focus
- Amber Danielson - Arts + Culture Alliance
- Robert Maharry - Times Republican
- Brad Comstock - JBS (Large Employer Focus)
- Heidi Dalal – Martha-Ellen Tye Foundation

GOALS AND PRIORITIES

What is a Comprehensive Plan?

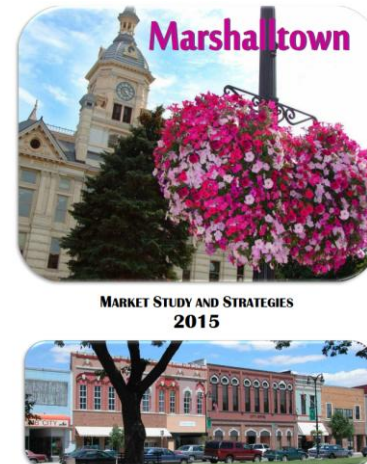
- A guide for development policy
- A context for making key land use and public investment decisions
- A vision for the city's future
- A tool to guide city priorities and directions, including capital improvement programming
- A strategic document that is adapted to the specific needs and hopes of the city

What has been done?



IA HIGHWAY 14 CORRIDOR STUDY

CITY OF MARSHALLTOWN, IOWA
MAY 2018



Housing Market Assessment

City of Marshalltown
Marshall County, Iowa



Marshall County Courthouse, Downtown Marshalltown

Marshalltown Comprehensive Plan 2030

NOVEMBER, 2012

Connect
Renew
Design



GOALS AND PRIORITIES

What does success mean to you? Process and/or outcomes.

Discussion

- Move in a positive direction - live, work, play, learn
- Make wishes come true
- Improve reputation in the state
- Get employees to come to Marshalltown, live locally
- Grow appropriately, maximize infill opportunities. Focused directions.
- Recognize the community's diversity in the plan
- Make Marshalltown unique, engaging with community
- Sustainability and environmental tools in all efforts and visions
- Set a higher standard for the community in decision-making. Is this the best we can do?
- Balance taking care what we have versus new construction, amenities

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GOAL AND PRIORITIES

Where can we go wrong? Process and/or outcomes.

Discussion

- A plan that is small thinking. All focus on roads, etc.
- Too quick to make assumptions without adequate engagement with the community.
- Not thinking incrementally, few early achievable projects that push to better outcomes, spurs momentum.
- Comparing to other cities that are not like Marshalltown

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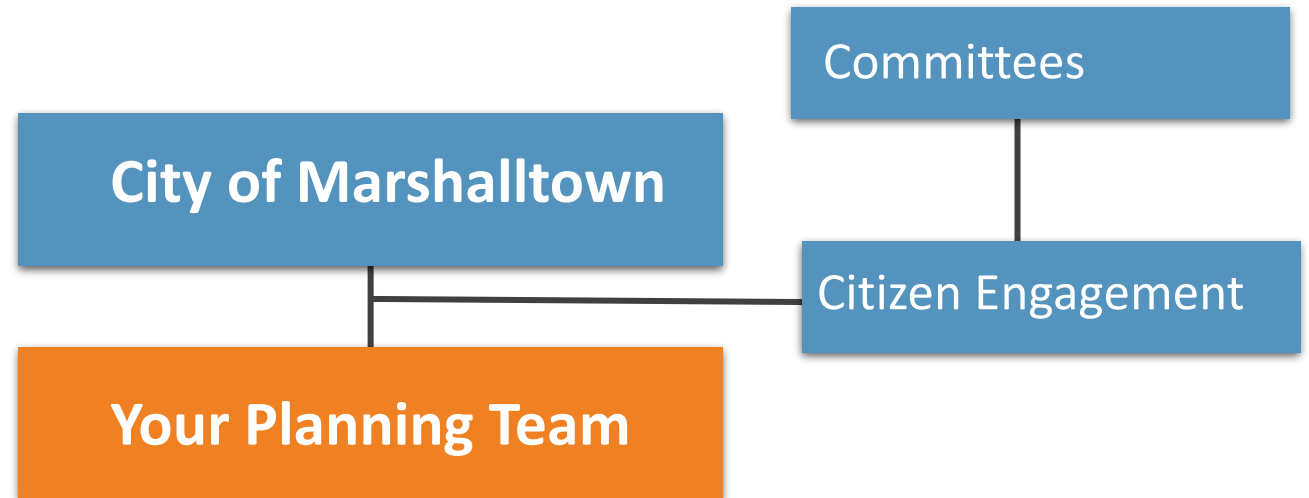
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COMMITTEE ROLE

Plan Steering Committee

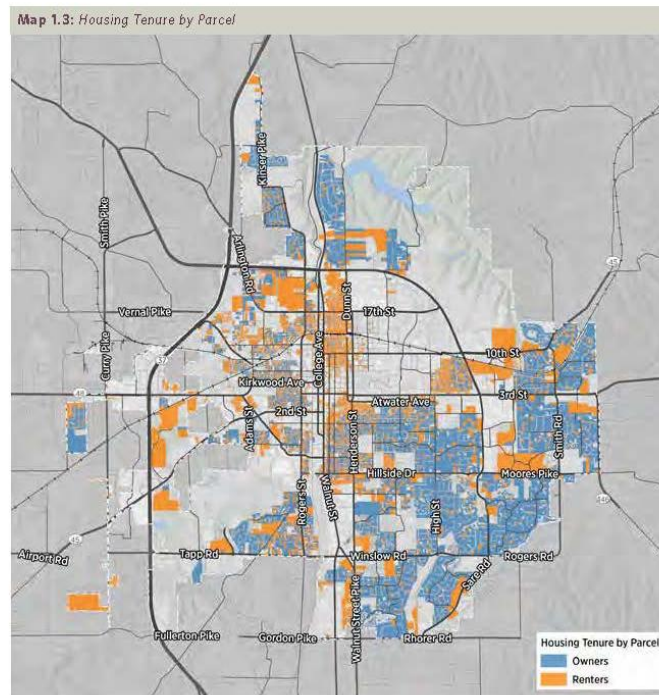
- Give input and feedback
- Provide direction
- Promote activities and relay information
- Attend meetings



COMMITTEE ROLE

Housing Committee

- A mix of plan committee and others
- Starts meeting in November
- Provide direction & mid-course correction
- Review deliverables
- Champion implementation



Source: 2020 Monroe County & RDG Planning & Design

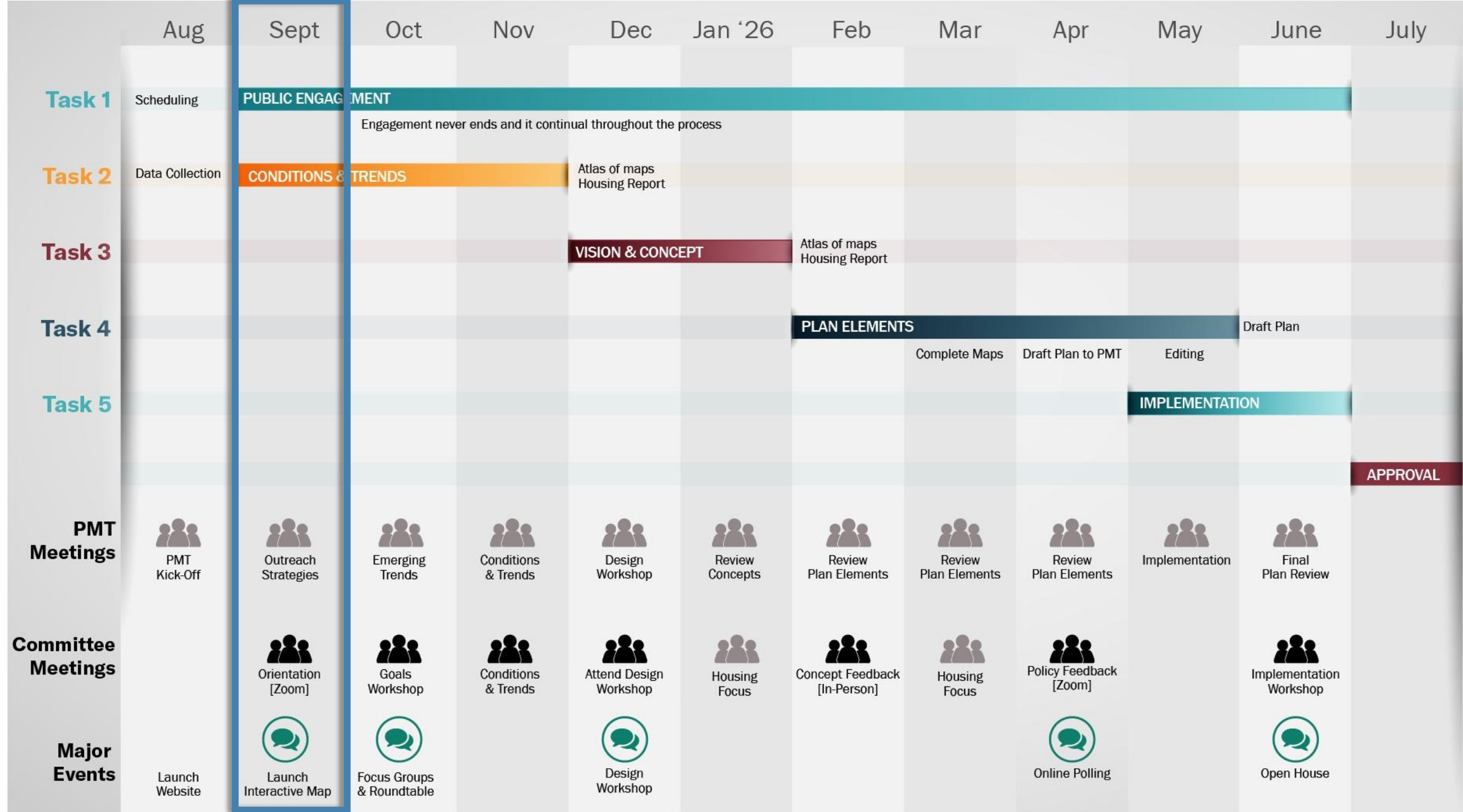
What is the Housing Study

- Give policy makers and housing developers a **guidebook and a toolkit** to ensure a healthy and functioning housing market that offers safe, affordable housing to all residents.
- Make specific **policy and program recommendations** to address issues and challenges facing the housing market.
- Create a **private market response** to housing needs.

AGENDA

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Reimagine
MARSHALLTOWN

PROCESS

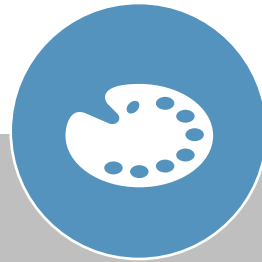
Project Launch



Engagement



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*



*Tomorrow:
Plan Elements*



Implementation



Approval

PROCESS > ENGAGEMENT



Communications

- Reaching a diverse population, including historically underrepresented
- Translation services
- Using established connections and data
- Virtual, in-person, physical

Project Branding

- Generate excitement
- Announce project
- Custom website & engagement hub
- Virtual, in-person, physical

Reimagine
MARSHALLTOWN



**MARSHALLTOWN
MORE THAN EVER**

PROCESS > ENGAGEMENT



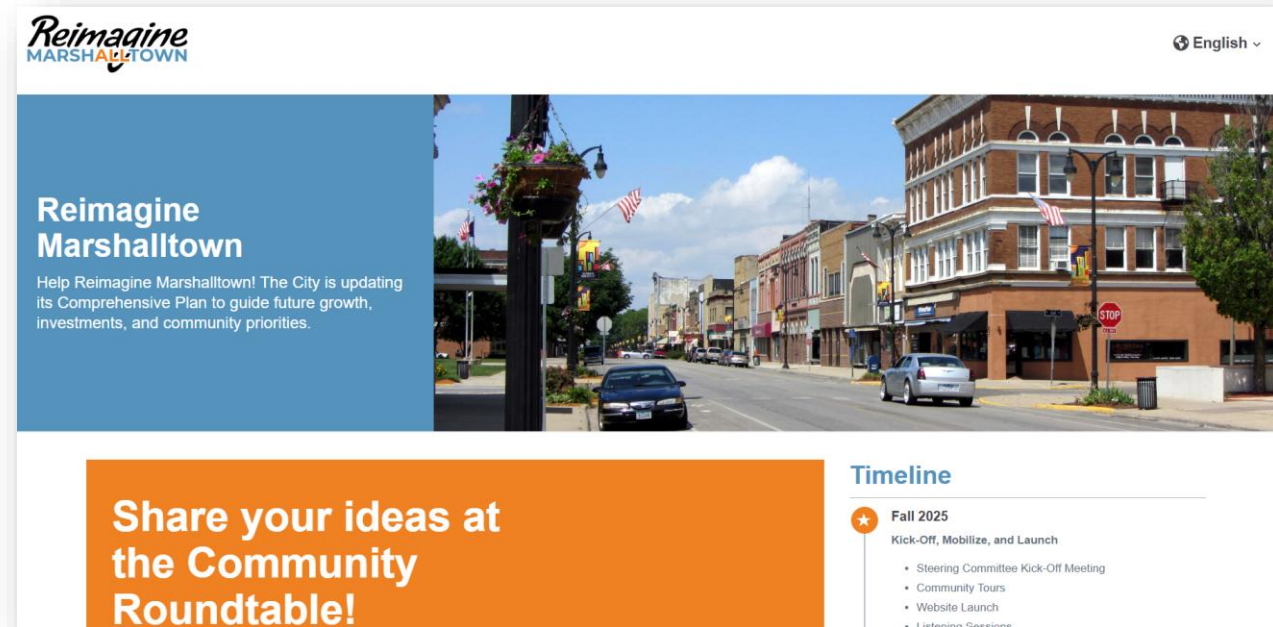
Project Website

- Anytime access
- Interactive mapping
- Social media campaign
- Regular polling questions

Planned Engagements

- Regular Steering Committee meetings
- **Stakeholder listening sessions**
- Polls
- Housing surveys
- Community events
- **Community roundtable and open house**
- Committee Land Use Studio
- Community Design Workshop
- Implementation Workshop
- City Council and Planning & Zoning Commission Presentations

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PROCESS > ENGAGEMENT

- October - Two days of local stakeholder discussions
 - Local Government & Planning
 - City Council Members
 - Planning & Zoning Commission Representatives
 - City Planning Staff / Urban Planners
 - County Staff
 - Other department leads based on project focus
 - Business & Economic Development
 - Chamber of Commerce Representative
 - Local Small Business Owners
 - Economic Development Corporation or Main Street Program
 - Real Estate or Development Professionals
 - Community Voices
 - School District Representatives
 - Community College or Higher Ed Representatives
 - Arts and Culture Representatives
 - Senior or Retiree Representatives
 - Immigrant or Refugee Support Organization
 - Faith-Based Leaders
 - Housing Organization or Advocates
 - Environmental Organization or Advocates
 - Other Social Services or Nonprofit Leaders



PROCESS > ENGAGEMENT



Talk to the Youth!



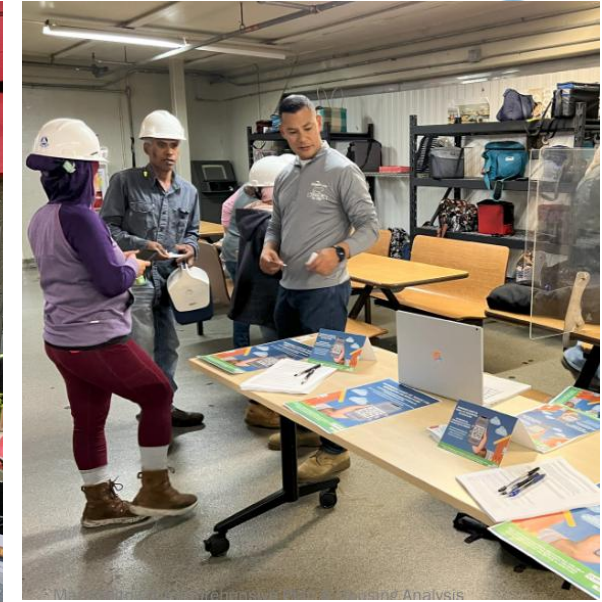
PROCESS > ENGAGEMENT



What events do we need to know about? Provide information, gather input

- Holiday stroll - Nov. 23
- October Fest
- Harvest Market
- Cultural Festival
- Farmer's Market
- Rodeos
- Church events

Provide local bi-lingual connections



PROCESS > ENGAGEMENT



PROCESS > ENGAGEMENT

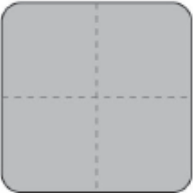




Who was missing from past processes?

...

PROCESS > TOMORROW



40 acres of land



10 acres of land



5 acres of land



Low Density Residential



Medium Density Residential



High Density Residential



Park or Open Space
(not to be developed)



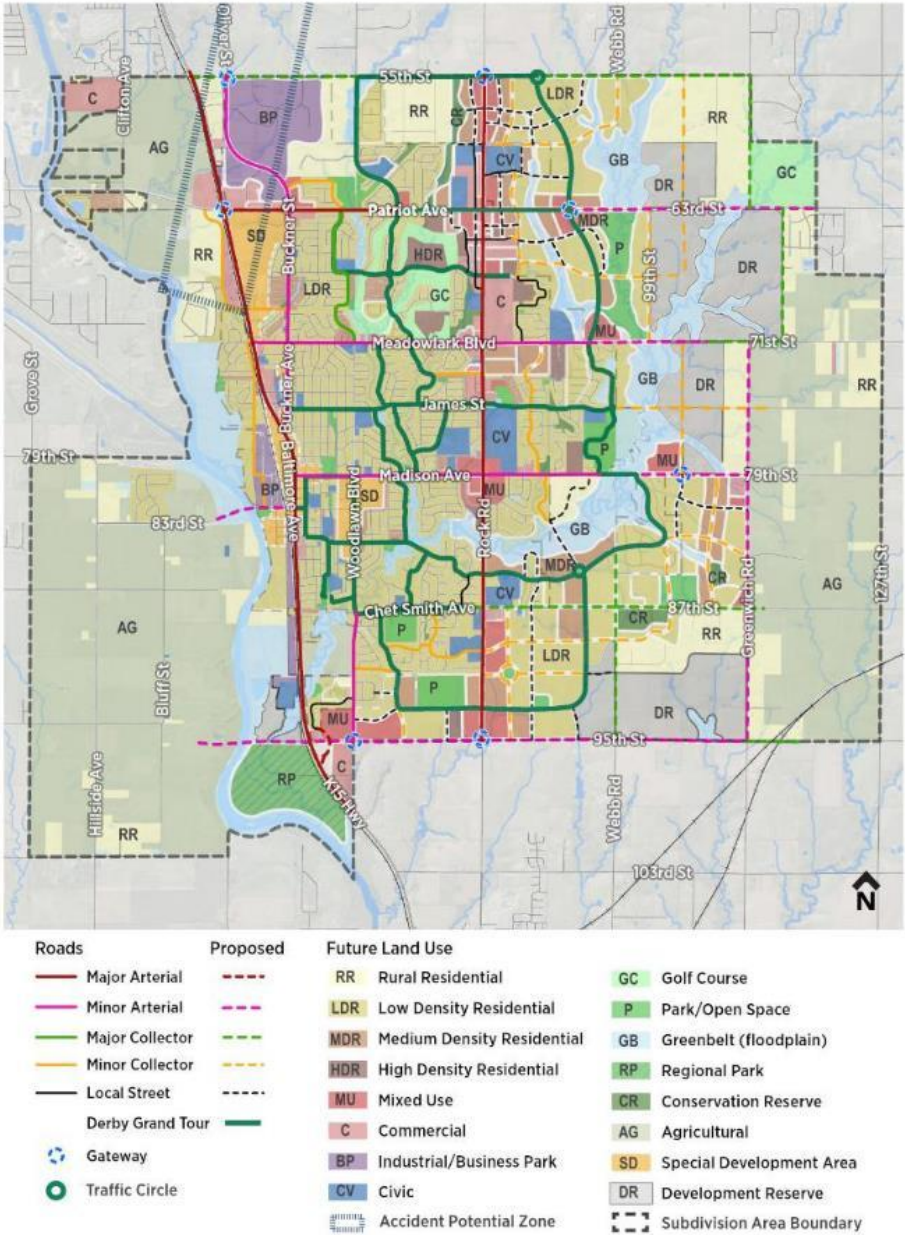
Commercial

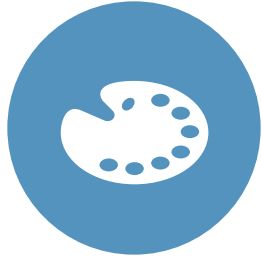


Industrial



PROCESS > TOMORROW





LAND USE TYPES: MEDIUM DENSITY RESIDENTIAL (MDR)

240-300 Acres Needed: About 540 Acres Shown in the Future Land Use Map



DESCRIPTION:

Neighborhoods that incorporate a mix of housing types, including single-family detached, single-family attached, townhouse, duplexes, and small lot single-family. Civic uses would also generally be allowed. For reference, the density of this district is similar to the traditional neighborhoods around high use areas like the Derby Recreation Center.

POTENTIAL ZONING:

- R-1 Single-Family Residential
- R-1A Single-Family/Zero Lot Line Residential
- R-2 Two-Family Residential
- R-3 Multiple-Family Residential (subject to Design Standards)

INTENSITY (DU/A):

4-12 dwelling units per acre

USES:

Restrictive land use, emphasizing a mix of housing styles including single-family detached, single-family attached, duplexes, and townhouses. Limited multi-family development may be allowed with special review, generally compatibility achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations. Civic uses are generally allowed, with special review for higher intensity uses.

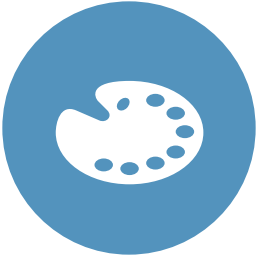
FORM:

High level of connectivity between and within developments. Connections to neighborhood commercial services and civic destinations should provide a sense of neighborhood. Developments should have articulated scale and maintain the identity of individual units. Densities should be higher at transitions points with other more intensive districts.

COMPATIBILITY (See Design Guides for aids):

Applies to older established neighborhoods of Derby which have diverse housing types, and in developing areas that incorporate a mix of development types. Projects may be incorporated in a limited way into Mixed-Use areas.

PROCESS > TOMORROW



Subarea Concept Diagrams

- Downtown Fringe
- JBS Campus Fringe
- 3rd Ave Corridor (South of Viaduct to River)
- W Merle Hibbs Blvd extension & neighborhood (Village Coop west to S 12th St)
- E Merle Hibbs Blvd extension & neighborhood (McFarland Clinic east to Governor Rd)
- Meadow Lane Mall property (Center St and Olive St)
- Iowa Avenue (Parker Ave to 18th Ave)
- Old Hospital Site – *Detailed concept drawing*

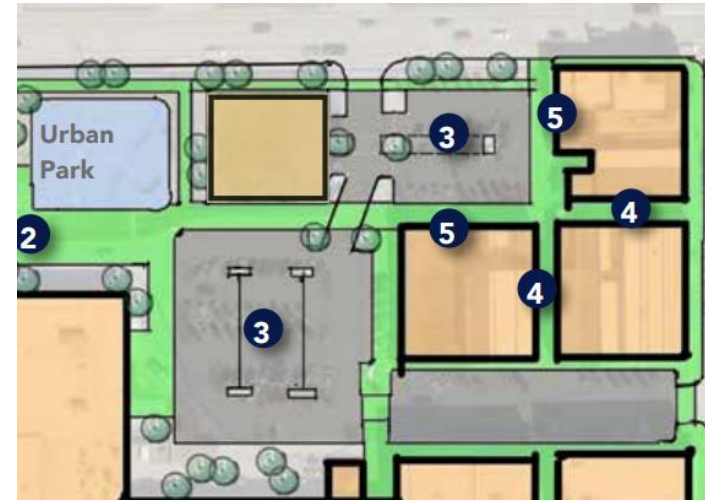


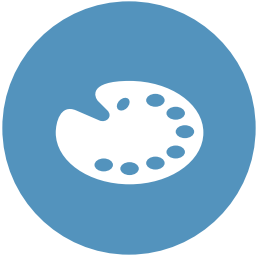
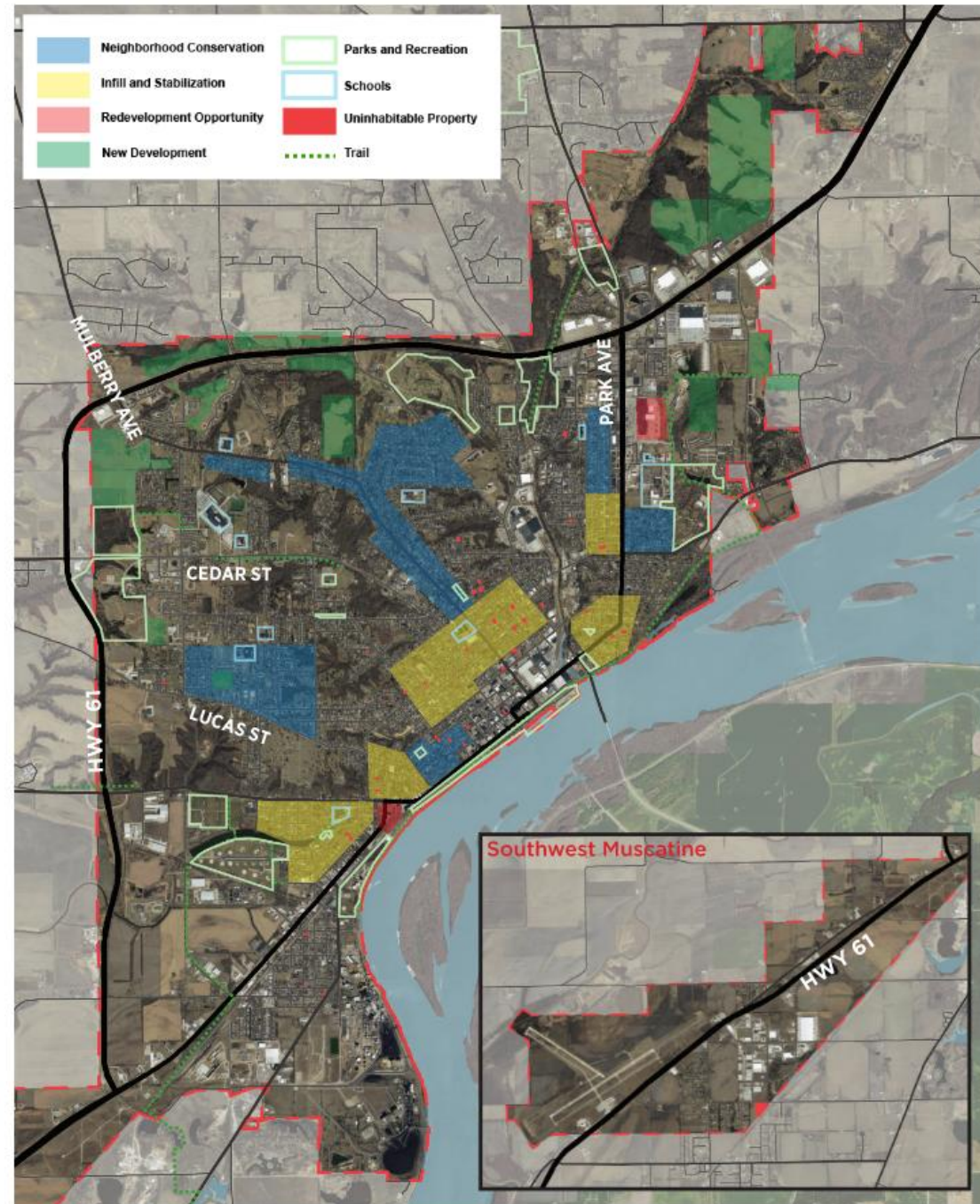
FIGURE 3.4.2: Infill Development Opportunities



PROCESS > TOMORROW

Housing Opportunity Maps

Map 4.1: Opportunities Map

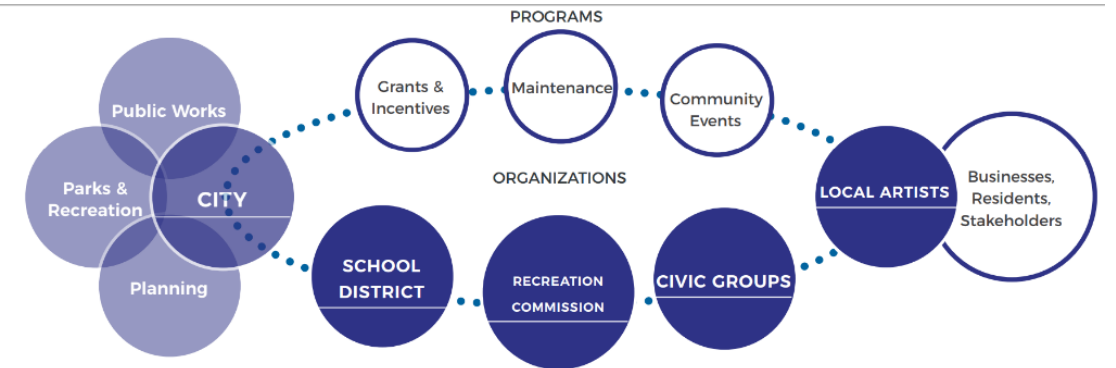


PROCESS > IMPLEMENTATION



Implementation Workshop

- Next Steps for Implementation
- Establish Criteria
- Phasing and Milestones
- Discuss Partnerships



NEXT STEPS

Steering Committee

- Decide on meeting dates/times (Tuesday's at 3:00p.m. work as a general time)
 - 6 meetings total + attendance at public events
 - #1: October 13-15
 - Tuesday October 14th 3:00pm
 - #2: November
 - #3: December or January
 - #4: February or March
 - #5: April
 - #6: June
- Share any additional contacts for listening sessions

Planning Team/Staff

- Send meeting date options, then invites
- Data collection and document review
- Schedule listening sessions
 - One-on-one sessions with Committee members after October visit
- Public Launch
- October community event and committee meeting