

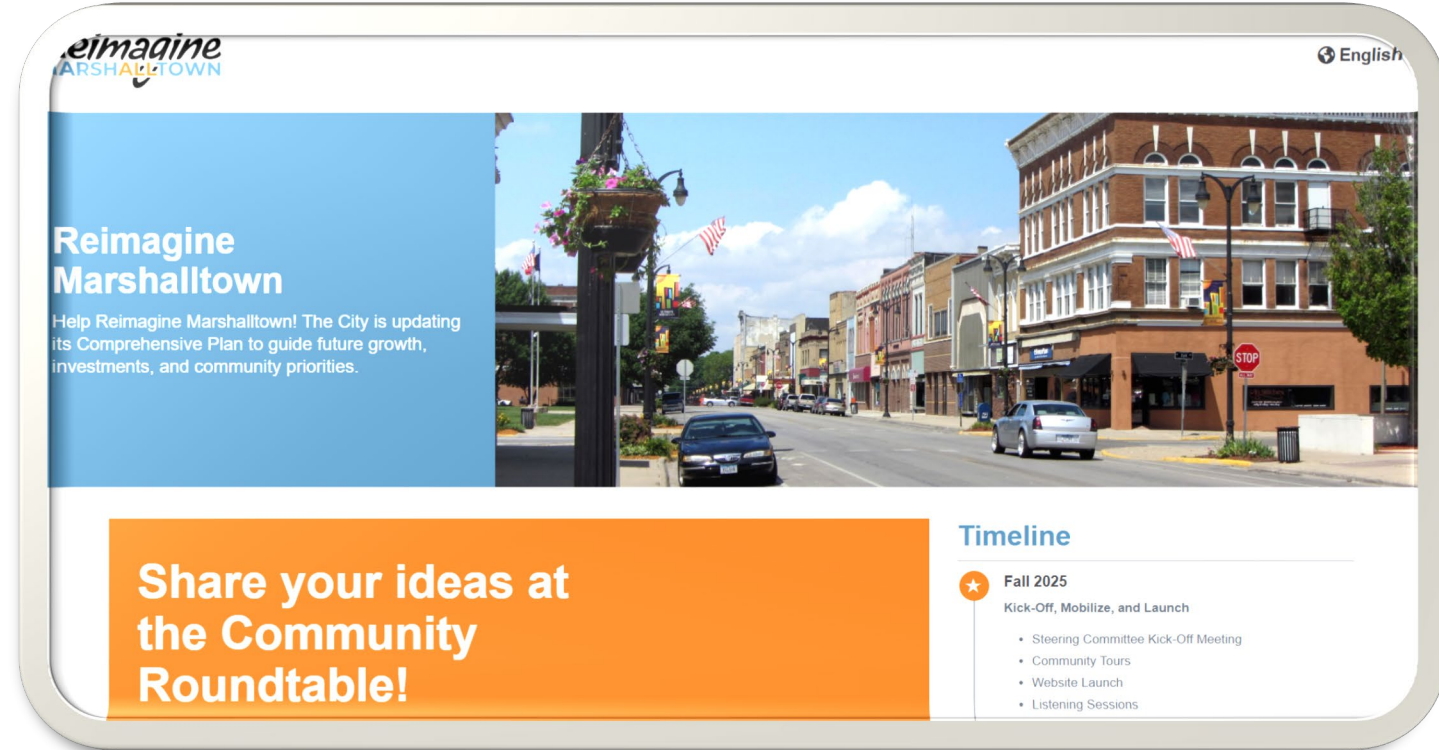
Reimagine MARSHALLTOWN



COMPREHENSIVE PLAN

HOUSING STUDY

- Introductions
- Process
- Discussion Exercise

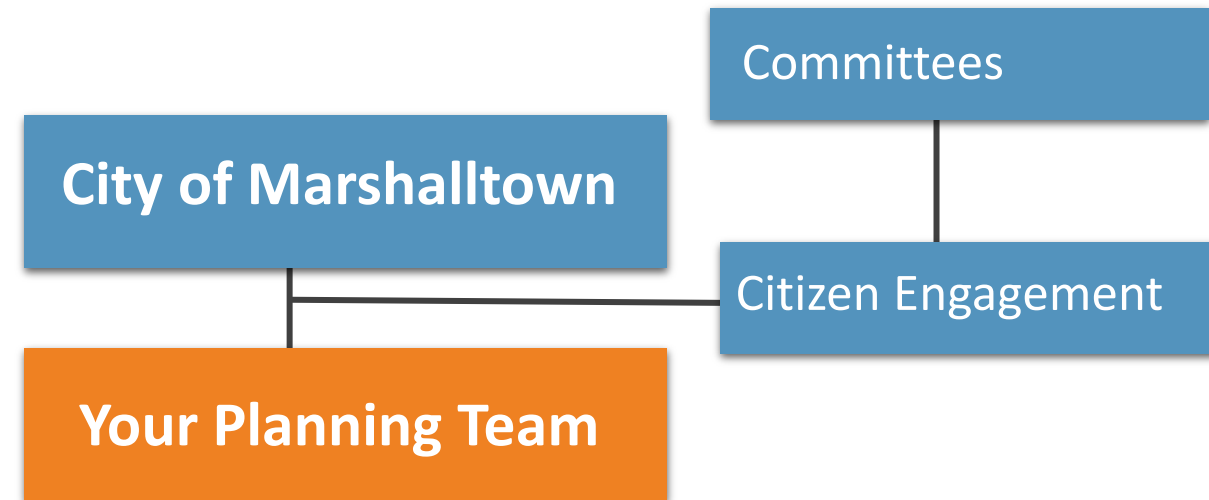


What is a Comprehensive Plan?

- 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

Your Steering Committee members

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



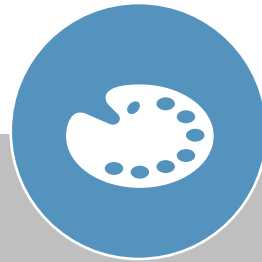
Project Launch



Engagement



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*



*Tomorrow:
Plan Elements*



Implementation



Approval



Reimaginemarshalltown.com

Reimagine
MARSHALLTOWN

English ▾

Reimagine Marshalltown

Help Reimagine Marshalltown! The City is updating its Comprehensive Plan to guide future growth, investments, and community priorities.



Share your ideas at the Community Roundtable!

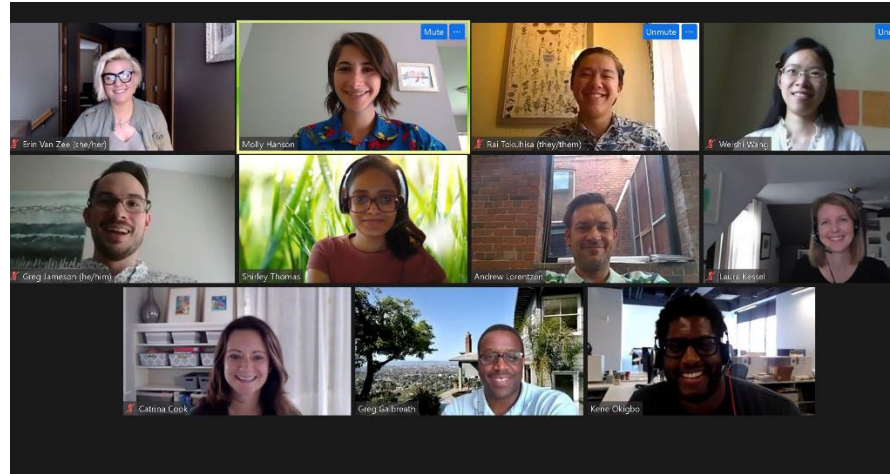
Timeline

- ★ Fall 2025
 - Kick-Off, Mobilize, and Launch
 - Steering Committee Kick-Off Meeting
 - Community Tours
 - Website Launch
 - Listening Sessions





Listening Sessions > October/November 2025



Community Roundtable, Tours, School Classes > Today!





Community Events > Ongoing...Invite us to your event or meeting!



brookings

SOUTH DAKOTA
comprehensive plan

COMPREHENSIVE PLAN WORKSHOP GUIDE & BACKGROUND

EXERCISE A - REVIEW & ASSIGN

You and your table colleagues are about to discuss (and later report on) a series of questions and activities related to land use planning for Brookings. There are no right or wrong answers – we're trying to understand your perspectives and collect your ideas that will help with the development of the final land use plan. The following provides the principles and scenarios that your group should use during this activity.

Review and discuss the following information:

- Once the following pages have been reviewed, assign roles within your group. Roles should include a recorder, time keeper, and reporter.
- Any questions for your facilitators? If not, you are ready to get started.

Time: 10 minutes

PRINCIPLES FOR GOOD DEVELOPMENT

- Use urban services efficiently - encourage contiguous and fiscally responsible development
- Promote infill development
- Preserve natural open space and natural resource areas
- Promote diverse housing options
- Plan for community amenities such as parks and schools
- Provide a multi-modal and connected transportation Network
- Enhance public safety and minimize hazard risk
- Encourage balanced or connected neighborhoods
- Address stormwater management at both a local and regional level
- Use public investments to promote private development
- Make decisions in a transparent and collaborative manner

LAND USE SCENARIOS & TERMINOLOGY

The following sections outline two potential land use scenarios.

- Trend Scenario. The Trend Scenario is based on the assumption that Brookings' residential growth will continue similar to the past 20 year trend in terms of size of lots and proportion of housing types.

Efficiency Scenario. The Efficiency Scenario assumes that the city's development patterns will be similar to the city's older, more traditional core neighborhoods, striving to consume less land and smaller infrastructure expansion.

- Residential land uses are divided into Low, Medium, and High Density. The proportion and level of density between these categories varies between Scenarios and what defines the amount of land needed for residential commercial, and industrial uses.
- The diagrams below illustrate neighborhood developments and the different mix of densities and housing types found in a neighborhood.

LOW DENSITY

Townhome Single-Family Attached Large Lot Single-Family Detached

MEDIUM DENSITY

Townhome Single-Family Detached Multi-Family

SETTING A COURSE

Divide Plan seeks to create a plan for how develop over the next 20 years. At the foundation lies the amount of land needed to serve residents, commerce, and industry. Have materials for two scenarios based on definitions provided in this handout. Each requires that reflect residential, commercial, and industrial uses. The dashed lines make smaller 10 acre has scissors and tape that can be used to apply to the base maps provided.

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

To assign land uses on the map for Scenario we see new residential land uses locating? we see new or redeveloped commercial located? Is space to provide a balanced system residents have access to park space. Do additional park space? This is the one case-you can request additional squares. we see industrial uses locating or ers to identify where new collector and need to be developed or expanded? Is should be extended or improved? ap to assign land uses on the map for they address or answer the above questions. Is s ent scenarios so please be careful are assigned between the two final Exercise.

FOURTHS

In Exercise B answer the follow-report out. referred alternative. e reasons that this is your pre-

Should mix residential and commercial uses within the same block or neighborhood?

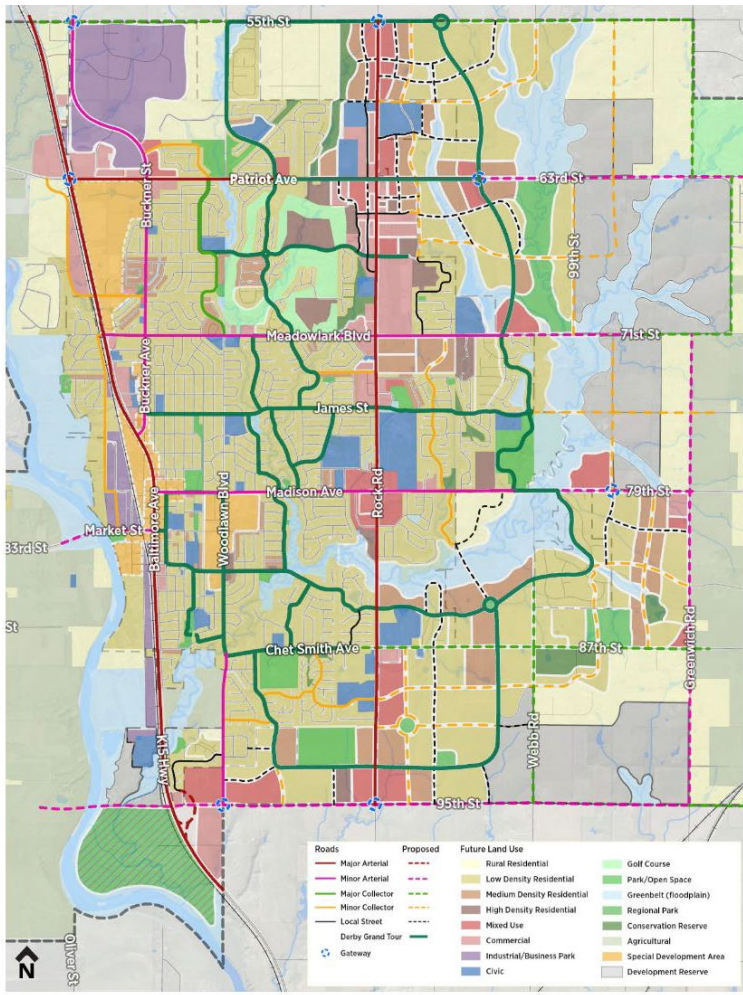
- Identify these on your preferred alternative.
- Are there potential redevelopment sites that should be considered in the final plan?
- Outline these sites on the preferred alternative
- Are there any land uses or issues that are not being addressed in either of these alternatives?

Time: 10 minutes





Future Land Use > Early 2026

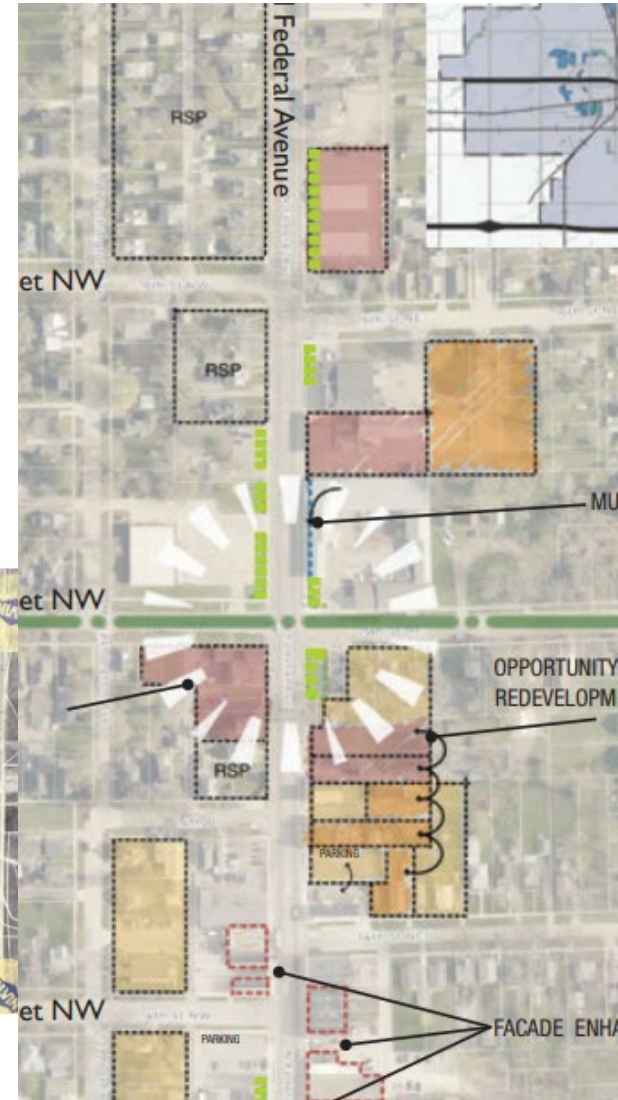




Subarea Concepts and Plan Elements > Spring 2026

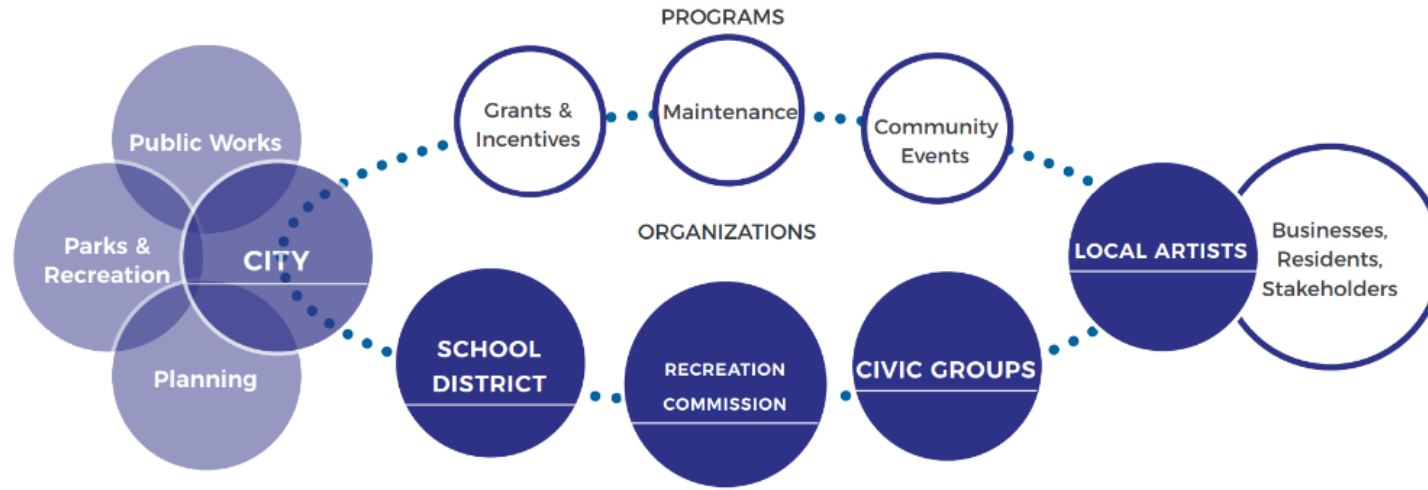
- Downtown Fringe
- JBS Campus Fringe
- 3rd Ave Corridor
- W Merle Hibbs Blvd neighborhood
- E Merle Hibbs Blvd neighborhood
- Meadow Lane Mall
- Iowa Avenue
- Old Hospital Site

FIGURE 3.4.2: Infill Development Opportunities





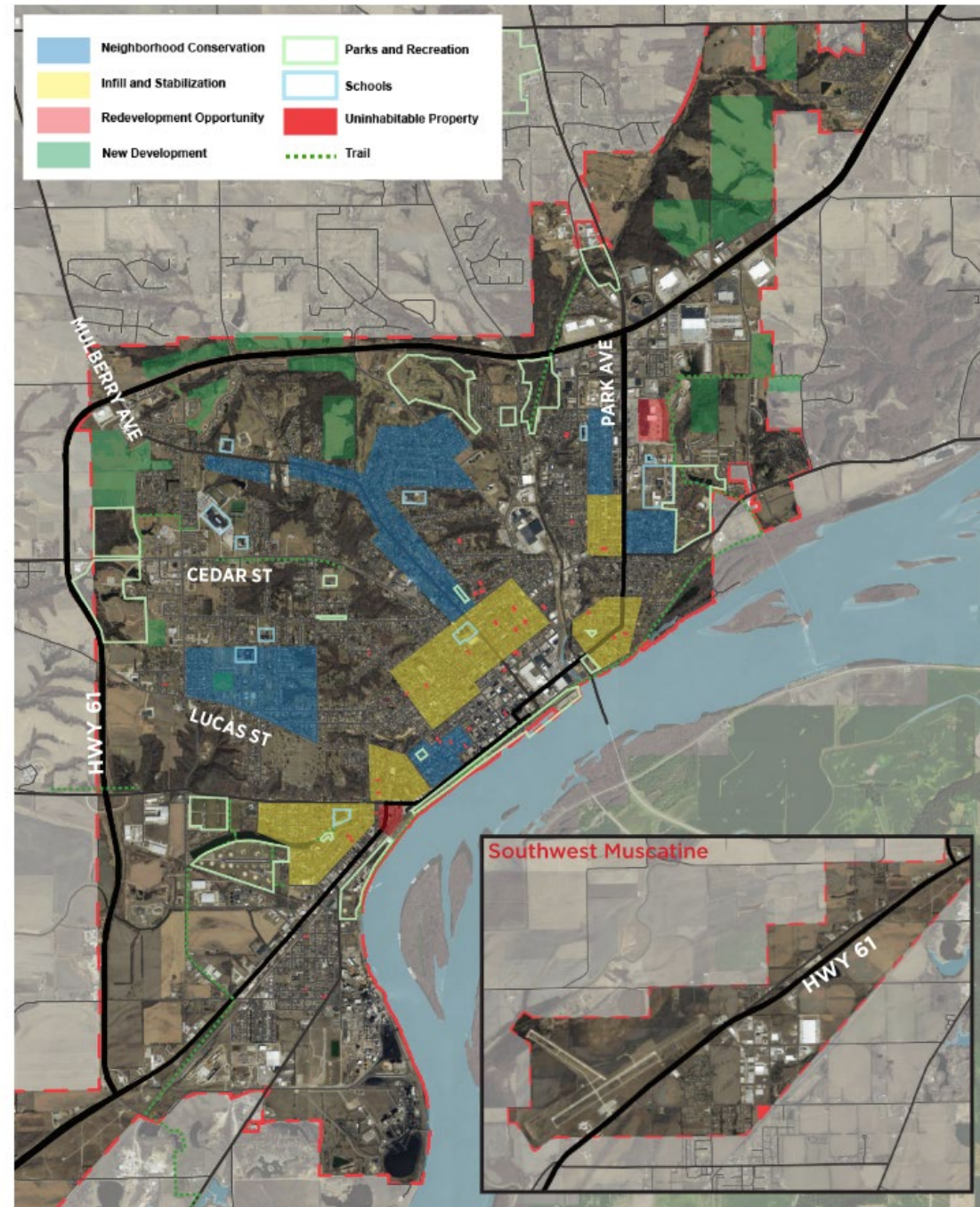
Implementation and Final Plan > May/June 2026



Housing Strategies Detail>

- Market Forecasts
- Policy Areas
- Zoning Review
- Strategies and Incentives

Map 4.1: Opportunities Map



What are your **BIG IDEAS** for Marshalltown?

What are your **TOP PRIORITIES**?



What are your **BIG IDEAS** for Marshalltown?

What are your **TOP PRIORITIES**?

Select a presenter

6:10ish STOP



Reimagine MARSHALLTOWN



www.reimaginemarshalltown.com

Take the monthly polls, drop map pins, come see us again in January!!