

Reimagine MARSHALLTOWN ✓

COMPREHENSIVE PLAN

HOUSING STUDY



MARSHALLTOWN
MORE THAN EVER



AGENDA > CITY COUNCIL UPDATE

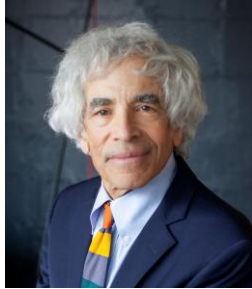
- Introductions
- Schedule Overview
- Process Overview

Reimagine
MARSHALLTOWN

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

INTRODUCTIONS

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



MARKET STUDY AND STRATEGIES
2015



Housing Market Assessment

City of Marshalltown
Marshall County, Iowa



Marshall County Courthouse, Downtown Marshalltown

INTRODUCTIONS

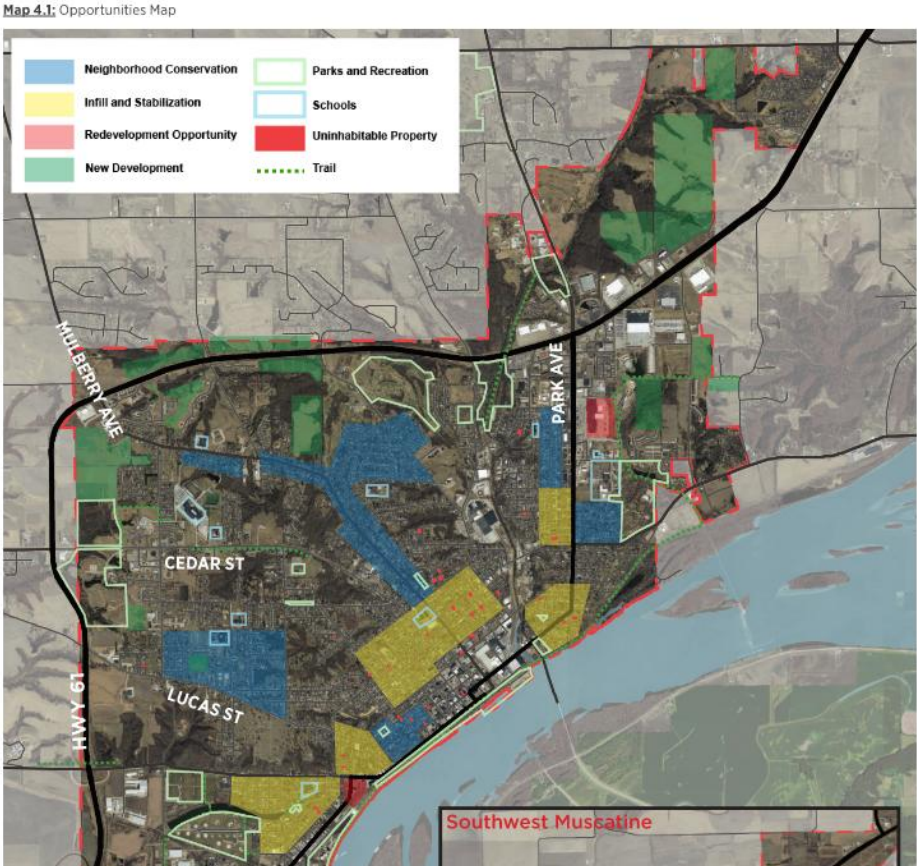
Housing Strategies Detail

Market Forecasts

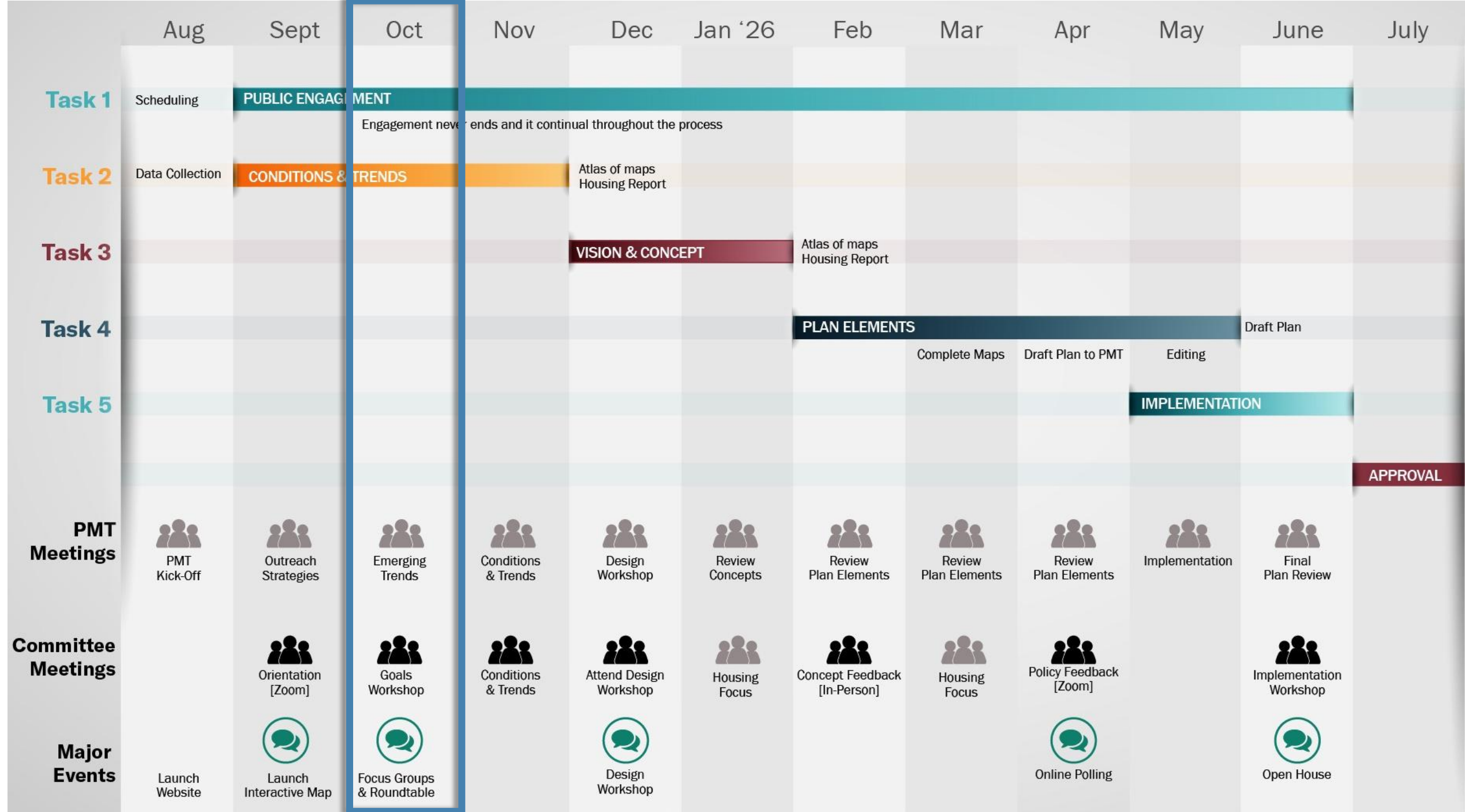
Policy Areas

Zoning Review

Strategies and Incentives

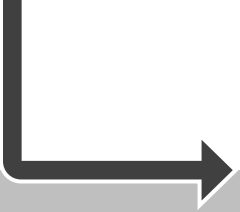


	2021-2025	2026-2030	Total
Ownership Units	432	281	713
<\$225,000	172	112	284
\$225,000-300,000	107	70	177
\$300,000-400,000	106	69	175
>\$400,000	47	31	78
Rental Units	432	188	621
Under \$625	177	76	253
\$625-1,000	151	66	217
\$1,000-1,500	64	28	92
>\$1,500	40	18	58



PROCESS

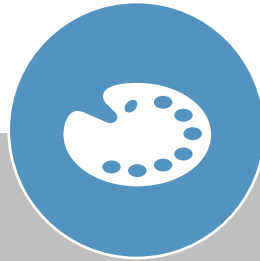
Project Launch



Engagement



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*



*Tomorrow:
Plan Elements*



Implementation



Approval

PROCESS



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

Project Website

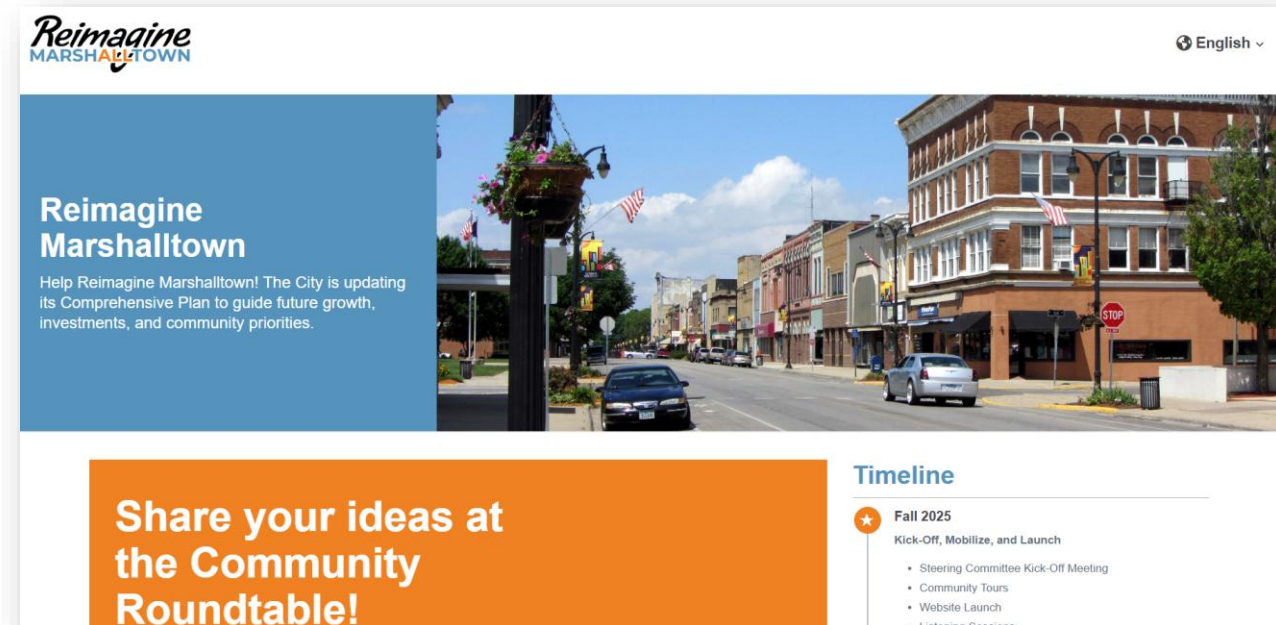
- Anytime access
- Interactive mapping
- Social media campaign
- Regular polling questions

Planned Engagements

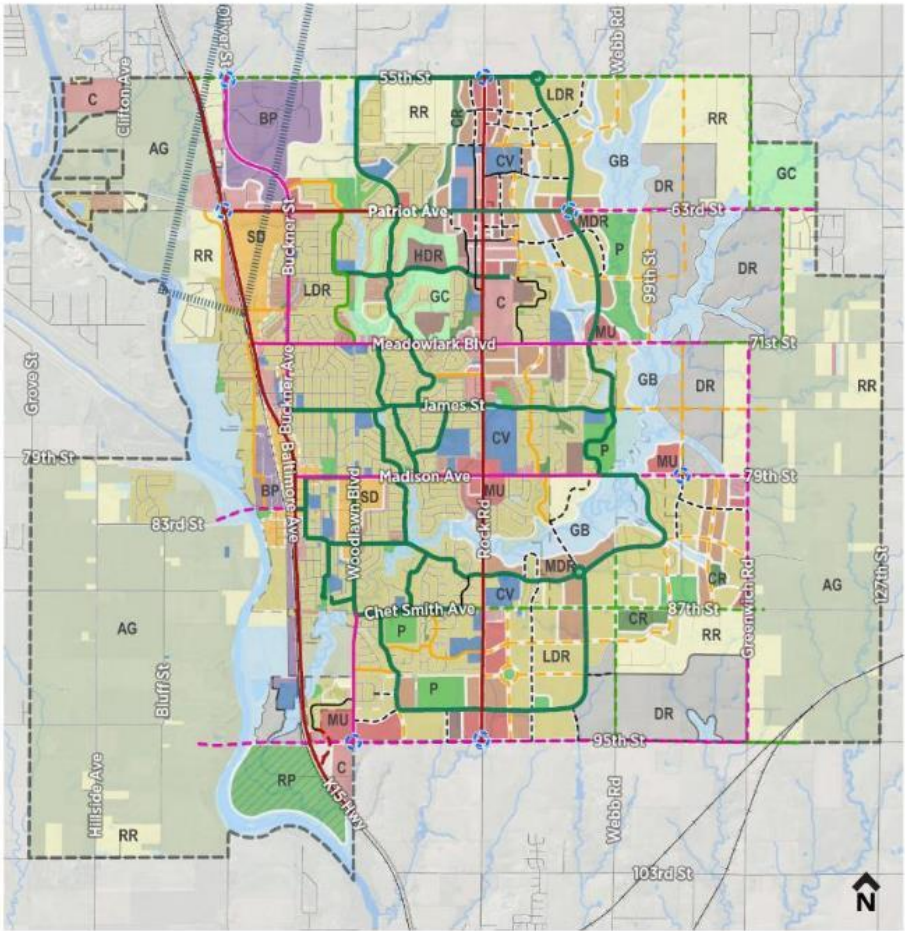
- Regular Steering Committee meetings
- Stakeholder listening sessions
- Polls
- Housing surveys
- Community events
- Community roundtable and open house
- Committee Land Use Studio
- Community Design Workshop
- Implementation Workshop
- City Council and Planning & Zoning Commission Presentations



Reimaginemarshalltown.com

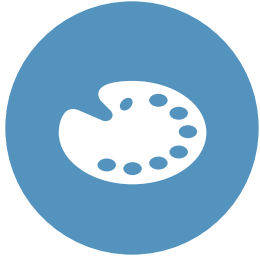


PROCESS



Roads		Proposed	Future Land Use	
	Major Arterial		RR	Rural Residential
	Minor Arterial		LDR	Low Density Residential
	Major Collector		MDR	Medium Density Residential
	Minor Collector		HDR	High Density Residential
	Local Street		MU	Mixed Use
	Derby Grand Tour		C	Commercial
	Gateway		BP	Industrial/Business Park
	Traffic Circle		CV	Civic
				Accident Potential Zone
			GC	Golf Course
			P	Park/Open Space
			GB	Greenbelt (floodplain)
			RP	Regional Park
			CR	Conservation Reserve
			AG	Agricultural
			SD	Special Development Area
			DR	Development Reserve
				Subdivision Area Boundary





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.

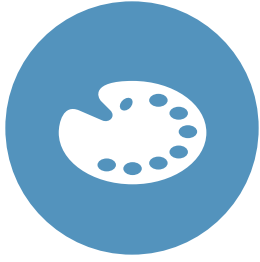
FORM:

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



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*

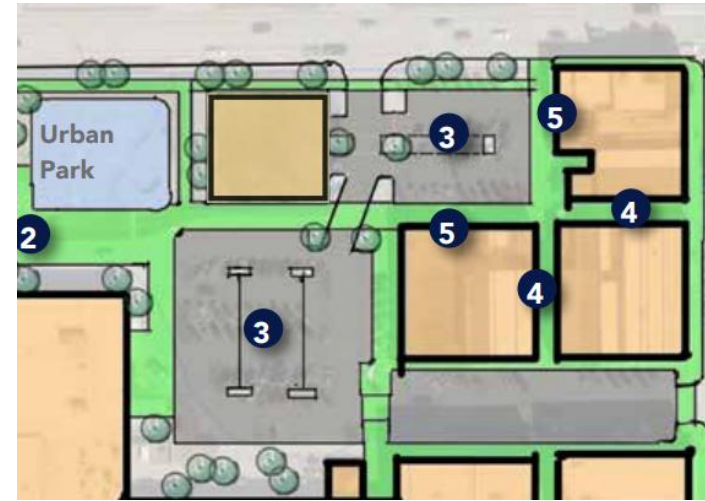


FIGURE 3.4.2: Infill Development Opportunities

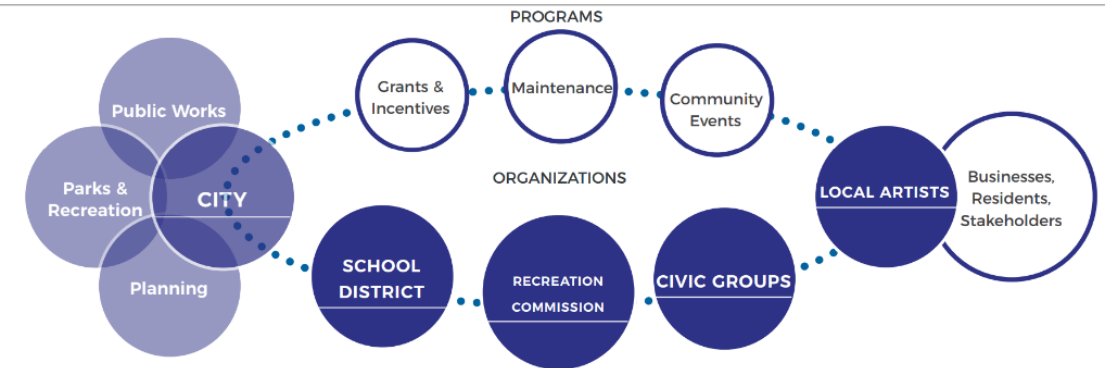


PROCESS



Implementation Workshop

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



Reimagine MARSHALLTOWN



www.reimaginemarshalltown.com

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



MARSHALLTOWN
MORE THAN EVER

