

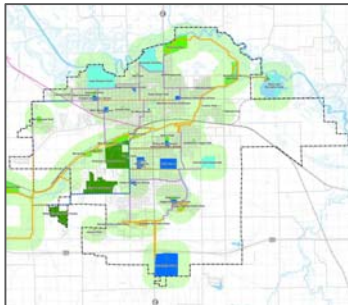
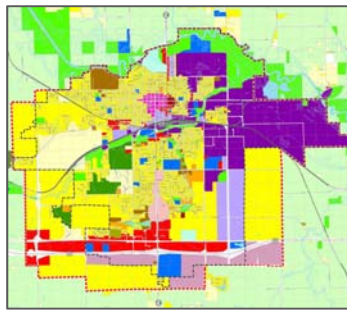
Implementation

“The secret of getting things done is to act.” – Dante Alighieri

“Besides the noble art of getting things done, there is the noble art of leaving things undone. The wisdom of life consists in the elimination of non-essentials.”

- Lyn Yutang, Chinese writer

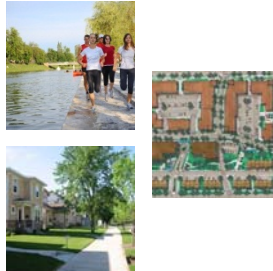
The Comprehensive Plan is just a series of goals, policies, and maps, unless there is action to back it up. The Implementation chapter summarizes the action steps recommended in each element of the Plan.



Overall Themes & Goal

Implementing the Comprehensive Plan starts with emphasizing the key themes, where possible, which were identified in the Comprehensive Plan process:

- **Connect**
- **Renew**
- **Design**



It also involves promoting the overall goal adopted to inform all City actions. This goal should be consulted on all major development, redevelopment, planning and zoning decisions:

Immediate Goal 1: Promote optimal health for all Marshalltown residents and look for ways to improve health and well-being for the entire community.

Rationale: An overall focus and mission of this Comprehensive Plan is to improve the life and health of the community and to look for ways to incorporate healthy, active living into Marshalltown's goals, policies and programs. In all the goals and policies of the Comprehensive Plan, the City will seek ways to foster this goal.

Land Use & Community Design

The Land Use & Community Design chapter contains the heart of recommendations on the character and design of the built environment in Marshalltown. The key implementation steps include:

- 1) Follow the Comprehensive Plan when making future decisions on land use, zoning or development issues.
- 2) Review the City's Zoning Map to make sure there is conformity between the Future Land Use Plan and the Zoning Map.
- 3) Establish a process and timetable for studying the North 3rd Avenue focus area to plan how the mix of commercial, residential and light industrial uses there will coexist and redevelop over time.
- 4) Create language for a new Mixed Use Zoning District or districts to implement the intent of the Land Use Plan where Mixed Use is shown.
- 5) Review the Zoning Ordinance for conflicts in intent, standards or other features with the comprehensive Plan goals, policies or maps.
- 6) Create design standards to be incorporated into the Zoning Ordinance based on the recommendations in the Comprehensive Plan on building materials, setbacks, streetscapes, site amenities, parking areas, signage, and other issues.
- 7) Explore ways to encourage development and redevelopment in the seven Focus Areas in the City identified in the Land Use & Community Design chapter:



- North 3rd Avenue/Riverview Park
- JBS Swift Neighborhood
- Downtown
- 13th Street
- Lincoln Way/Madison Road
- Center & Anson Streets
- South Center Street

Housing

The Housing chapter contains the most detailed plan of any element in the Comprehensive Plan.



- 1) To ensure housing development is compatible with existing and adjacent land uses and provides accessibility to key community features and natural amenities the City will:
 - Use the land use plan as a tool to provide a variety of residential land uses in a range of densities, concentrating higher density opportunities along major transportation and future job centers.
 - Pursue funding opportunities to increase the affordability of housing units.
 - Create regulatory tools for interconnected roadway development within all residential developments.
 - Through creative use of site planning promote development of neighborhoods that incorporate housing in a range of densities and affordability limits in close proximity to shopping, services, daycare and medical services.
- 2) To improve the availability of affordable housing and enhance opportunities for senior housing the City will:
 - Prepare a comprehensive housing study to assess the future demand for all housing types including the appropriate proportion of permanent and temporary worker housing.
 - Seek housing developers to work cooperatively with the City to construct affordable units.
 - Explore the creation of an incentive based program that includes density bonuses for construction of affordable housing.
 - Explore the creation of a Community Land Trust (CLT) which is a non-profit corporation that acquires and manages land on behalf of the residents of a community, while preserving affordability and preventing foreclosures for any housing located on its land.
 - Explore the development of affordable housing zoning changes that can increase the availability of affordable housing including adding provisions for accessory dwelling units.
 - Support and promote federal, state or local (public or private) programs that assist new homeowners entering the market for existing homes.
 - Partner with, support and market programs offered by the State or Federal Government and non-profits to fund the development of affordable and senior housing.
 - Periodically review land use regulations to determine effectiveness of current ordinances in encouraging additional affordable units well as encouraging modifications to keep the existing housing stock desirable and livable.

- Allow the creative use of site planning or PUD's that provide flexibility for developments containing affordable housing such as a reduction in lot size, setbacks, street width, floor area, parking requirements and consideration of reduction in City fees.
- 3) To maintain existing housing stock to ensure a high-quality environment in all residential neighborhoods the City will:
- Adopt stricter design regulations and performance standards, as ordinance requirements, for neighborhoods and homes and utilize staff inspectors to enforce codes.
 - Support and actively promote housing rehabilitation programs for existing owner-occupied homes and rental buildings or units.
 - Partner with, support and market programs offered by the State or Federal Government, non-profits and local financial institutions to fund the rehabilitation of homes.
 - Promote programs that encourage maintenance of existing housing including a housing remodeling fair, neighborhood watch groups, city and neighborhood beautification, and city wide clean-up programs.

Transportation

The Transportation element has numerous goals related to improving the transportation system and expanding pedestrian and bicycle opportunities. Implementation steps include:



- 1) Extend future streets to serve the community according to an overall plan
- 2) Explore pedestrian and bicycle facilities on all new streets in accordance with an overall plan
- 3) Periodically update the city's transportation plan to adjust to changing transportation and transit needs in the community.

Because Marshalltown is not growing dramatically there is not a pressing need to build significant elements in a new transportation system. However, the existing system needs to be maintained and refined over time to better serve the needs of all residents.

Parks, Trails & Open Space

There are numerous goals and policies in the Parks, Trails and Open Space chapter, but the focus of implementation of the Plan revolves around:

- 1) Maintaining and creating connections for bikes and pedestrians, including:
 - Maintaining and improving existing bike routes
 - Creating the bike routes identified on current plans
 - Establishing new bike routes on existing and future streets where appropriate
 - Extending sidewalks in all new development to connect with the existing system and key destinations
- 2) Promoting healthy, active living
- 3) Exploring locations to improve park and trail access to neighborhoods that are underserved

Community Facilities

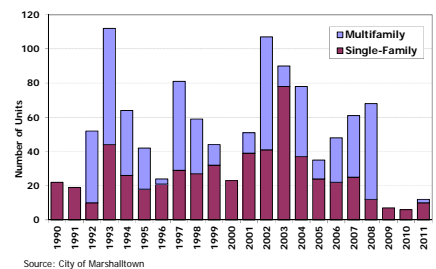
Implementation of the Community Facilities element will be undertaken largely by periodically updating the plans for various systems in the community: water, sanitary sewer, stormwater, streets, parks, trails, police, fire, emergency response, etc. Each of these services will be analyzed on a regular basis by those responsible and appropriate plans, policies, funding mechanisms and capital improvements made. No specific plans for new community facilities have come from this Comprehensive Plan effort, although anecdotally many comments were made about the need for more activities and facilities for young people and families.



Economic Development

Implementing the Economic Development element will not be solely a city function, but will include partnerships involving:

- MEDIC
- Businesses
- Private property owners
- Non-profit organizations, and
- Government agencies.



It will involve efforts large and small, among them those noted in the goals in the Economic Development chapter:

- Support existing businesses to expand
- Update the land use inventory periodically so that there is sufficient commercial and industrial land for business expansion
- Promote private reinvestment in the commercial properties by offering assistance, when appropriate, to facilitate the private investment
- Develop design standards for commercial areas
- Promote pedestrian walkways and green spaces within commercial zones
- Pay attention to the seven Focus Areas identified in the Plan as locations of development and redevelopment