



US Highway 30 Corridor Plan

Joint Council & Commission Meeting

March 21, 2018

6:00 p.m.

City Hall - Mount Vernon, Iowa

Mount Vernon, Iowa

- Project Goals and Schedule
- Kick-Off Meeting Overview
- Public Input Meeting Results
- Vision Consensus
- Next Steps

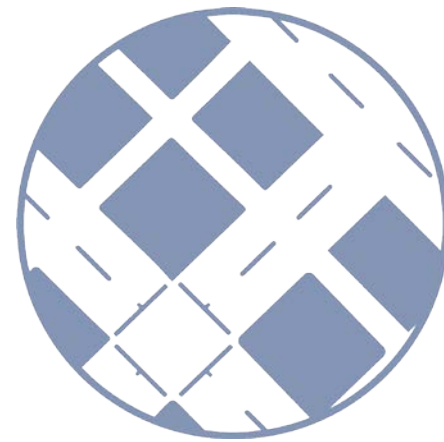


Agenda

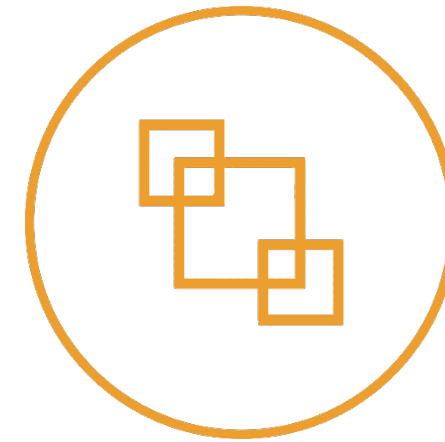
- Guide land use development and public investment decisions – 1,900 acre planning area
- Supplemental document to 2016 Comprehensive Plan
- Intent: Create a master plan that specifies:
 - Design Standards and Guidelines
 - Infrastructure Improvements
 - Sustainable Growth Practices



Visioning + Identity



**Land Use +
Transportation Plan**



**Overlay Zoning District
with Design Guidelines**







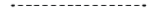



**Implementation
Master Plan**

Project Scope

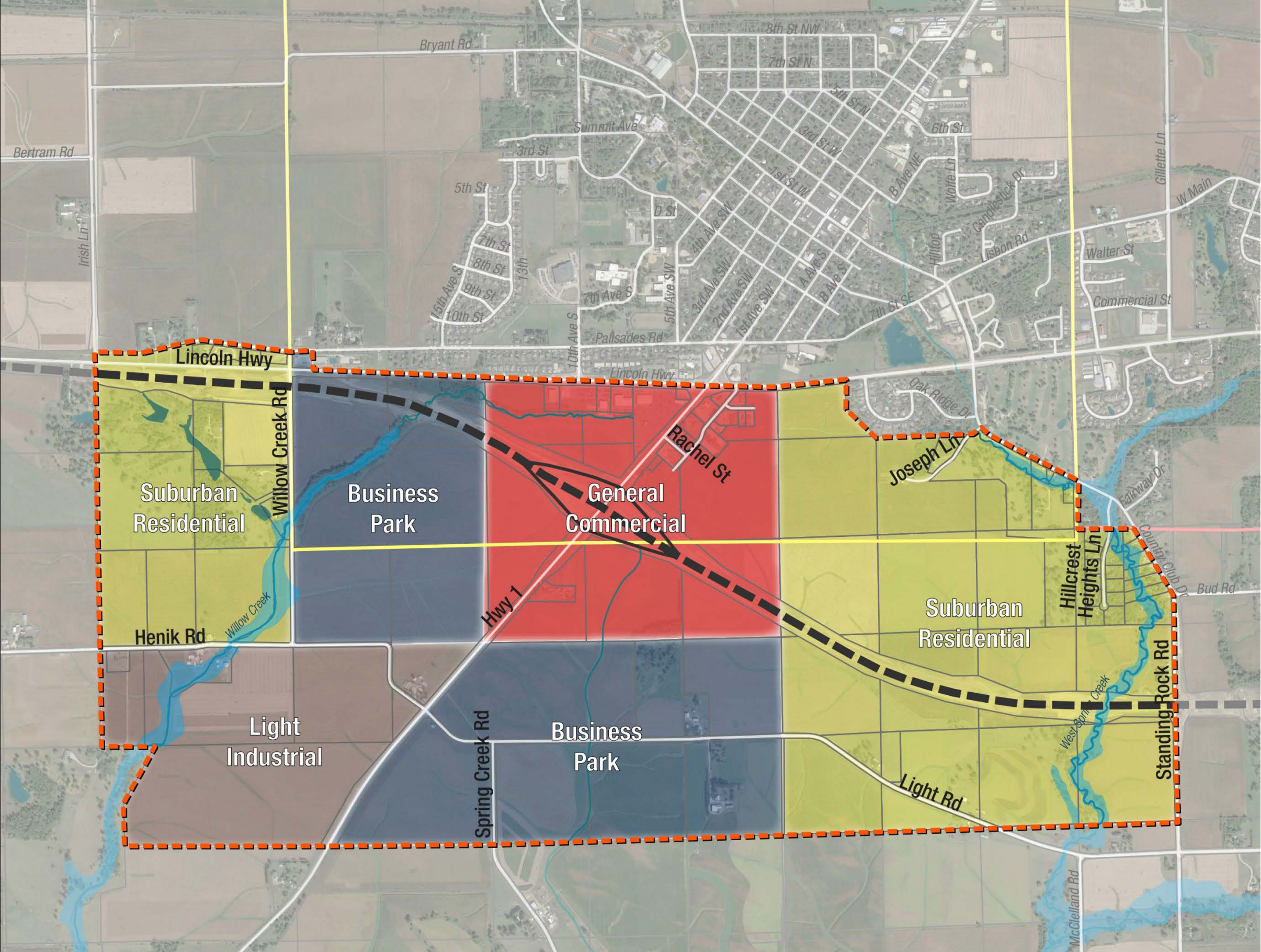












Site Boundary

-  Study Area Boundary
-  New U.S. Hwy 30
-  Mount Vernon City Limits
-  Stream
-  Lake / Pond
-  FEMA Floodplain
-  2 Ft Contours
-  Index Contours

Project Scope

2016 Future Land Use Plan



-  Study Area Boundary
-  New U.S. Hwy 30
-  Mount Vernon City Limits
-  Stream
-  Lake / Pond
-  FEMA Floodplain
- Future Land Use
 -  Suburban Residential
 -  Business Park
 -  Light Industrial
 -  General Commercial

Project Scope

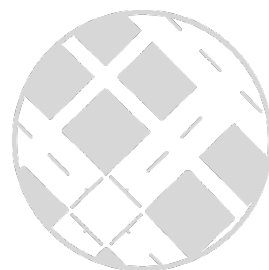
- Steering Committee
- Public Input Open House
- Council/Commission Work Session
- Create goals (vision) to guide future growth and development



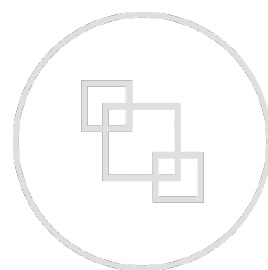
Visioning + Identity



Visioning + Identity



**Land Use +
Transportation Plan**



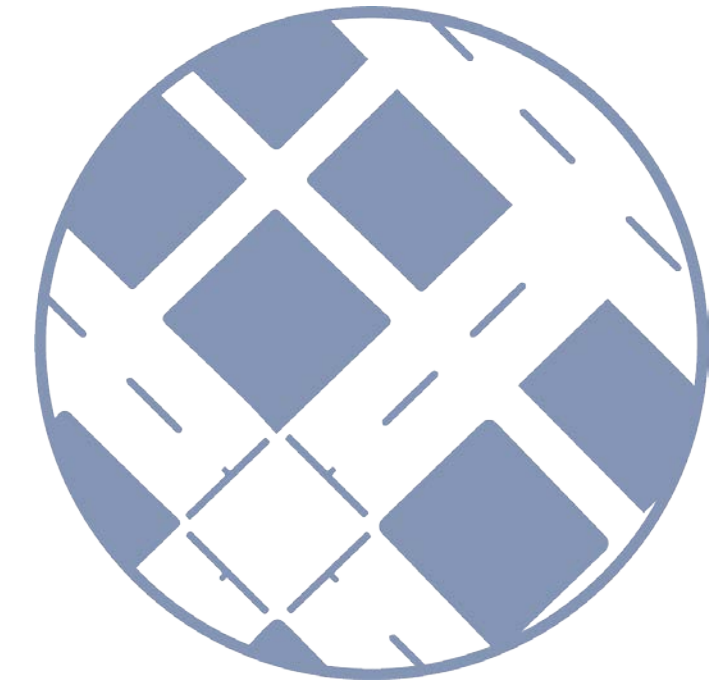
**Overlay Zoning District
with Design Guidelines**



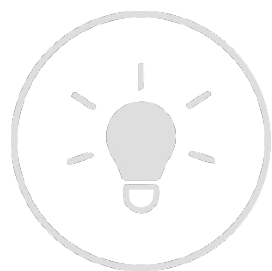
**Implementation
Master Plan**

Project Scope

- Analyze:
 - Existing site conditions and opportunities
 - Natural Resources
 - Public Infrastructure
 - Community Preferences
- Create a land use plan that addresses land uses, transitions, buffers, greenspaces and greenbelts, and general vehicle and pedestrian circulation
- Adopt future land use plan and integrated transportation plan into the City's Comprehensive Plan



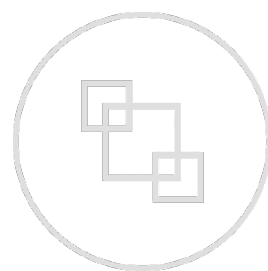
**Land Use +
Transportation Plan**



Visioning + Identity



**Land Use +
Transportation Plan**



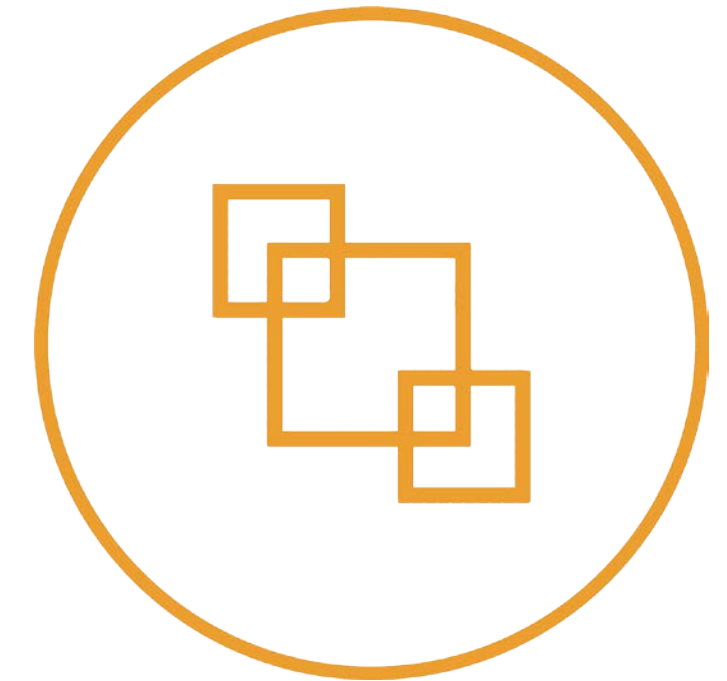
Overlay Zoning District
with Design Guidelines



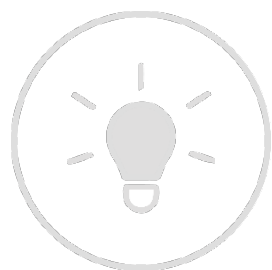
Implementation
Master Plan

Project Scope

- Develop design standards to guide development of the project area while protecting the long-term stability and success of the downtown
- Guidelines should include unifying themes and elements such as:
 - Permitted Uses and Building Types
 - Site Planning Guidelines and Parking
 - Architectural Design Guidelines
 - Landscape and Open Space Design Guidelines + Buffering and Screening Guidelines
 - Lighting Design Guidelines
 - Signage Design Guidelines
- Create an Overlay Zoning District to implement the standards detailed in the Design Guidelines



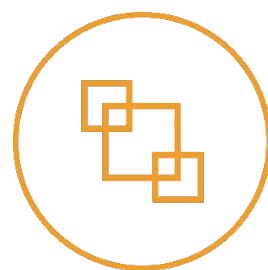
**Overlay Zoning Districts
+ Design Guidelines**



Visioning + Identity



Land Use +
Transportation Plan



Overlay Zoning District
with Design Guidelines



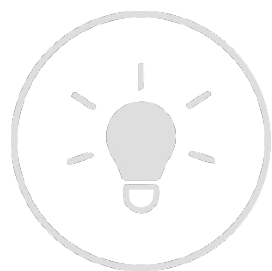
Implementation
Master Plan

Project Scope

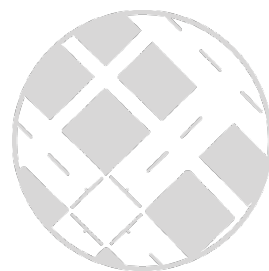
- Develop an implementation master plan with necessary short-term and long-term steps necessary to ensure the plan goals are met



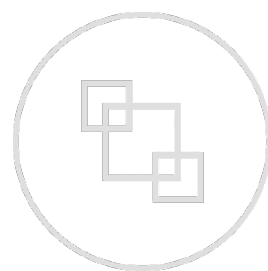
**Implementation
Master Plan**



Visioning + Identity



**Land Use +
Transportation Plan**

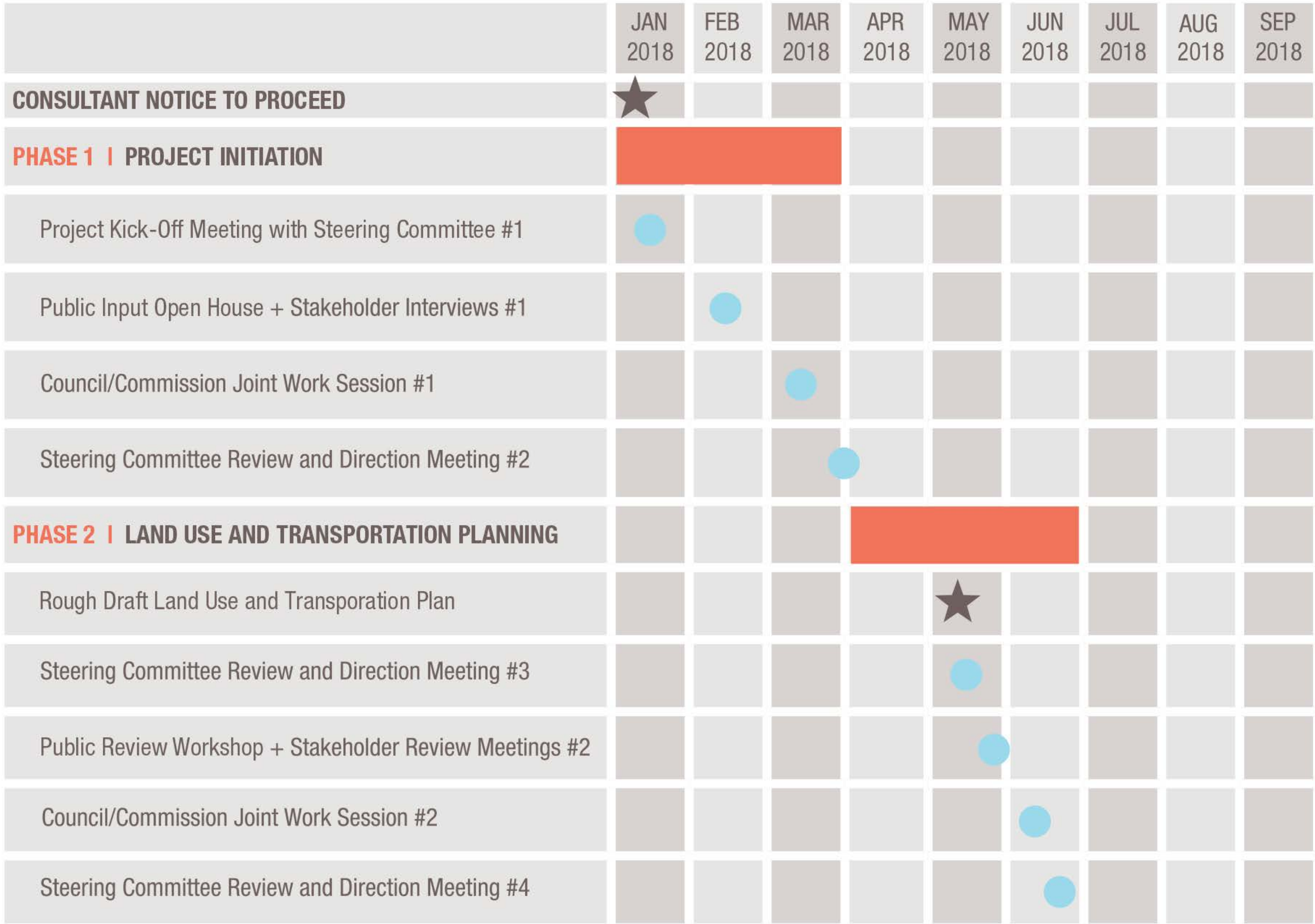


**Overlay Zoning District
with Design Guidelines**



**Implementation
Master Plan**

Project Scope



LEGEND

★ KEY DATES

● KEY MEETINGS

Project
Schedule

	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 2018
PHASE 3 DESIGN GUIDELINES, OVERLAY ZONING DISTRICT + IMPLEMENTATION PLAN									
Rough Draft Guidelines, District, and Implementation Plan								★	
Steering Committee Review and Direction Meeting #5								●	
Public Review Workshop + Stakeholder Review Meetings #3								●	
Council/Commission Joint Work Session #3								●	
Steering Committee Review and Direction Meeting #6									●
Planning and Zoning Commission Public Hearing									●
City Council Public Hearing									●

LEGEND

★ KEY DATES

● KEY MEETINGS

Project
Schedule

- Held January 17, 2018
 - Approximately 14 attendees
- Agenda:
 - Introduction + Roles
 - Project Scope + Schedule
 - Visioning Questions
 - Stakeholder Interviews
 - Next Steps

- Steering Committee:
 - Scott Rose, City Council
 - Rich Hermann, Mt. Vernon-Lisbon CDGB Board Member
 - Matt Nelson, Planning & Zoning Commission Member
 - Guy Booth, Historic Preservation Commission Member
 - Greg Batenhorst, Mt. Vernon Community School District Superintendent
 - Chris Nosbisch, City Administrator
 - Lori Boren, Parks and Recreation Board Member
 - Scott Peterson, Housing Commission Member
 - Tim Keegan, Area Property Owner
 - Mariah Andrews, At-Large Representative
 - Allan Recalde, Cornell College
 - Steve Maravetz, Mt Vernon Area Arts Council President
 - Les Beck, Linn County Planning & Development Director
 - Mike Tertinger, Linn County Planner
 - Matt Siders, Parks and Recreation Director and Zoning Administrator
 - Nick Nissen, Public Works Director
 - Doug Sharron, Chief of Police
 - Dale Beeks, Sustainability Committee Member
 - Harold Goodrich
 - Josh Henik, Henik Family Farms

Steering Committee Kick-Off Meeting

■ Dreams:

- Complement existing City businesses and looks
- Maintain historic character and small-town feel
- Attractive aesthetics / good design standards
- Good balance between development and agriculture preservation
- Enhances quality of life
- Entrance is attractive, inviting, and stable
- Perfect fit to meet community needs

■ Fears:

- Too much growth
- Haphazard design
- Missing out on opportunity
- Hurting local businesses
- Hurting existing agriculture
- Become North Liberty / Coralville
- Make wrong decisions
- Downtown devastation

Dreams & Fears for the Corridor

■ Want's:

- Design standards
- Parks / Greenspace / Trails
- Keep agriculture
- Connectivity to existing town
- Strategic annexations
- Housing options
- New tax base
- Walkability + Bikable

■ Don't wants:

- Big-Box Stores (Wal-Mart)
- Subsidized Housing
- Too fast of growth
- Cookie-cutter development
- To lose character / uniqueness
- To become Marion / North Liberty / Coralville
- Parking Lots
- Cul-de-sacs

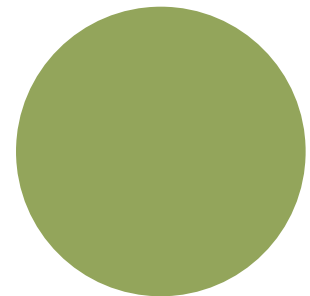
3 Things You Want / Don't Want to See

- Held February 21, 2018
 - Approximately 30 attended
- Agenda:
 - Project Schedule
 - Visioning Questions
 - Visual Preference Exercise
 - Land Use Mapping Exercise
 - Next Steps...

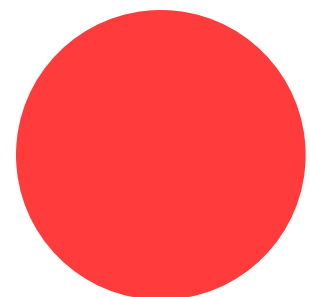


Public Meeting #1

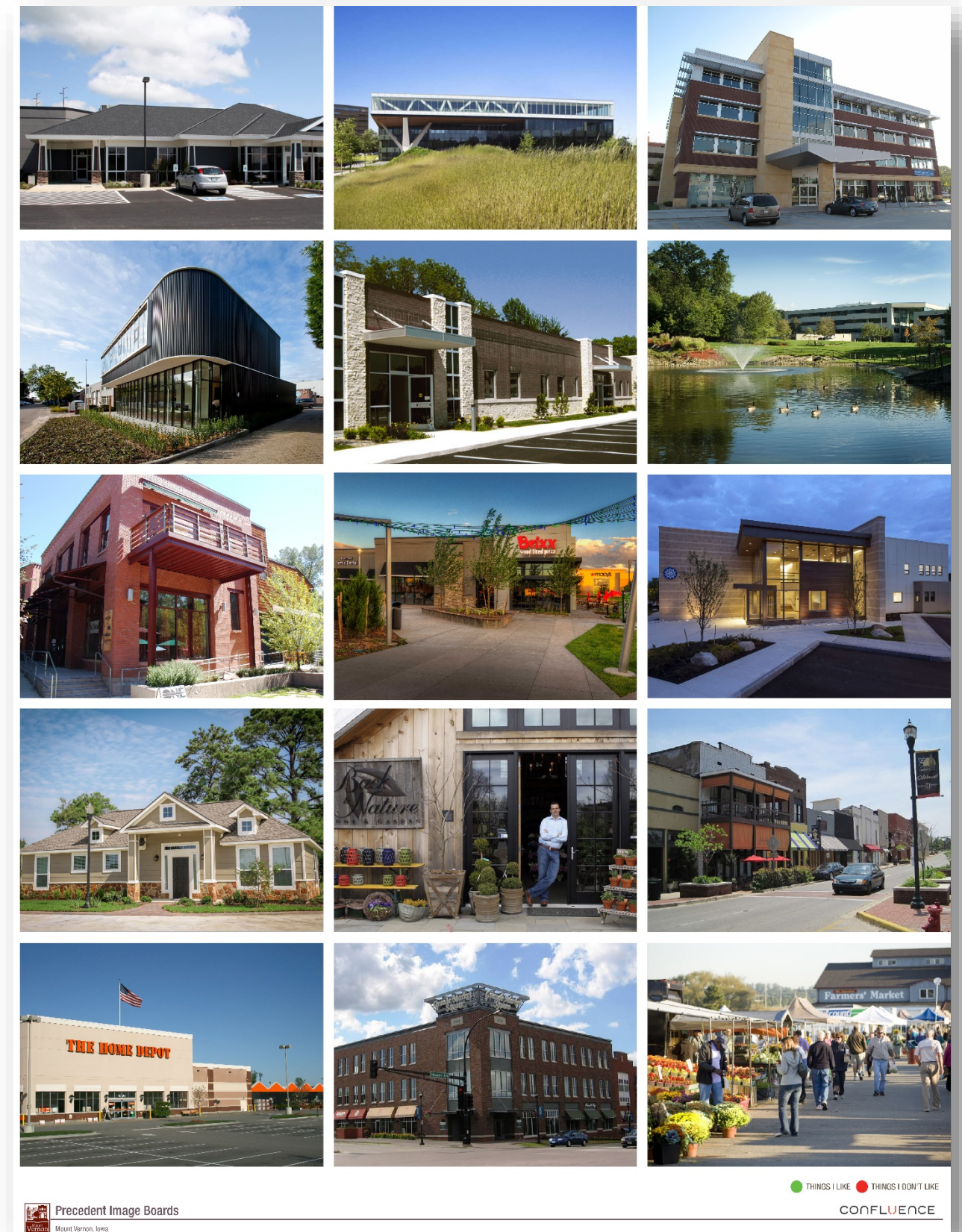
- 5 Boards
- Identify community preference for:
 - Land Use Types
 - Design Styles
 - Densities



Things you like



Things you don't like



Visual Preference Exercise

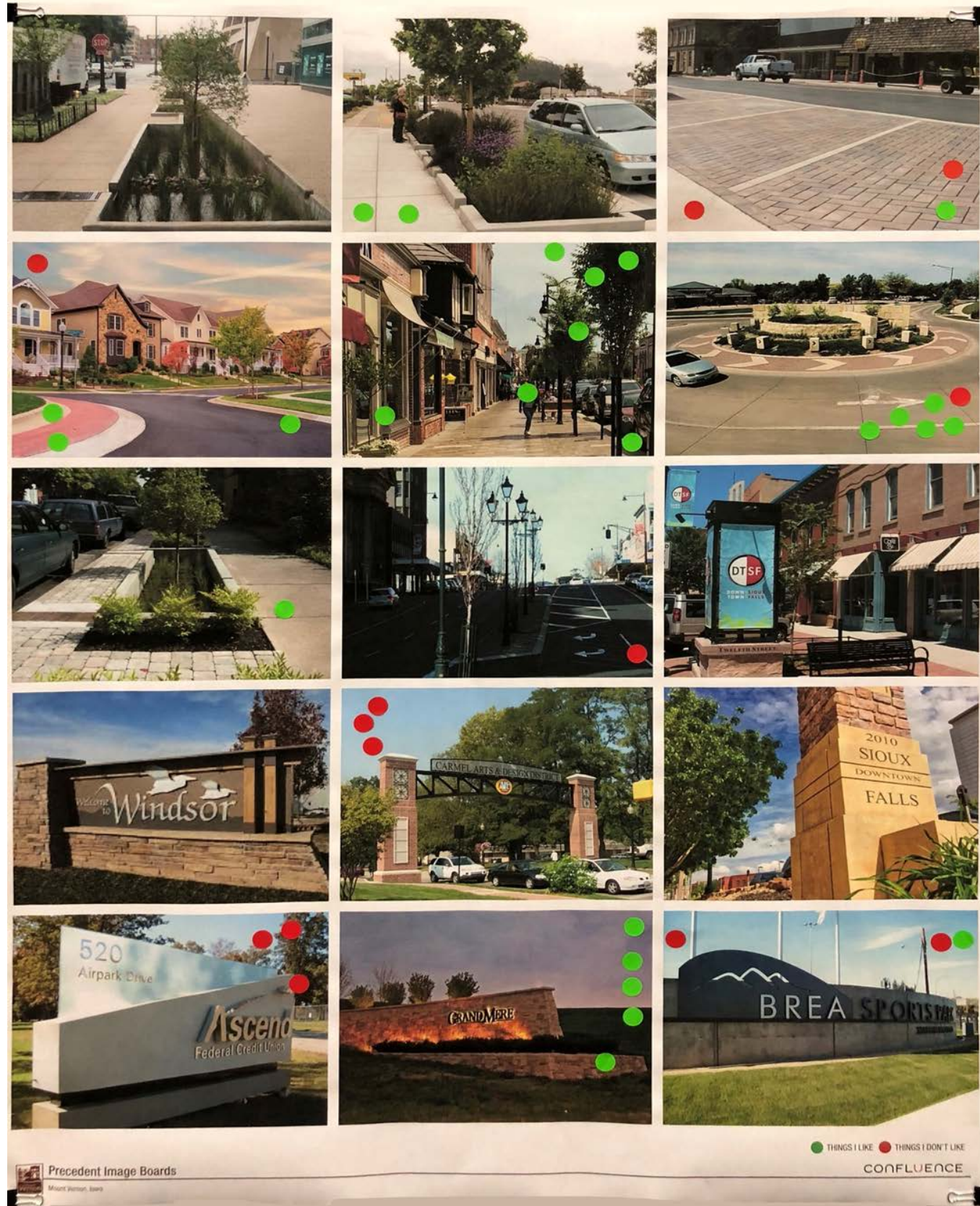




Visual Preference Exercise Results



Visual Preference Exercise Results



■ Likes:

- Parks, Trails, Splash Pads, Open Space
- Retail Store Fronts
- Landscaped Streetscapes
- Round-A-Bouts
- Architectural signage
- Town-center/square areas

■ Dislikes:

- Apartment Buildings
- Industrial Buildings
- Big Box Store Fronts
- Large parking lots
- Buildings with large parking lots

Visual Preference Exercise Results

- 1-Inch Grid across study area
- Puzzle pieces represent 6 acres and 1.5 acres
- Plan the corridor's future land use

COMMERCIAL

\$

🛍️

6 ACRES

COMM

\$

🛍️

1.5 ACRES

OFFICE

🏢

6 ACRES

OFFICE

🏢

1.5 ACRES

MIXED-USE

🏠

🏢

1.5 ACRES

INDUSTRIAL

🏭

6 ACRES

INDUSTRIAL

🏭

1.5 ACRES

AGRICULTURE

🚜

🌾

PARK

🌲

🏕️

6 ACRES

PARK

🌲

🏕️

1.5 ACRES

RESIDENTIAL

🏠

🍴

12 SINGLE FAMILY LOTS

RESIDENTIAL

🏠

🍴

3 SINGLE FAMILY LOTS

MEDIUM DENSITY RESIDENTIAL

🏠

48 TOWNHOMES

MDR

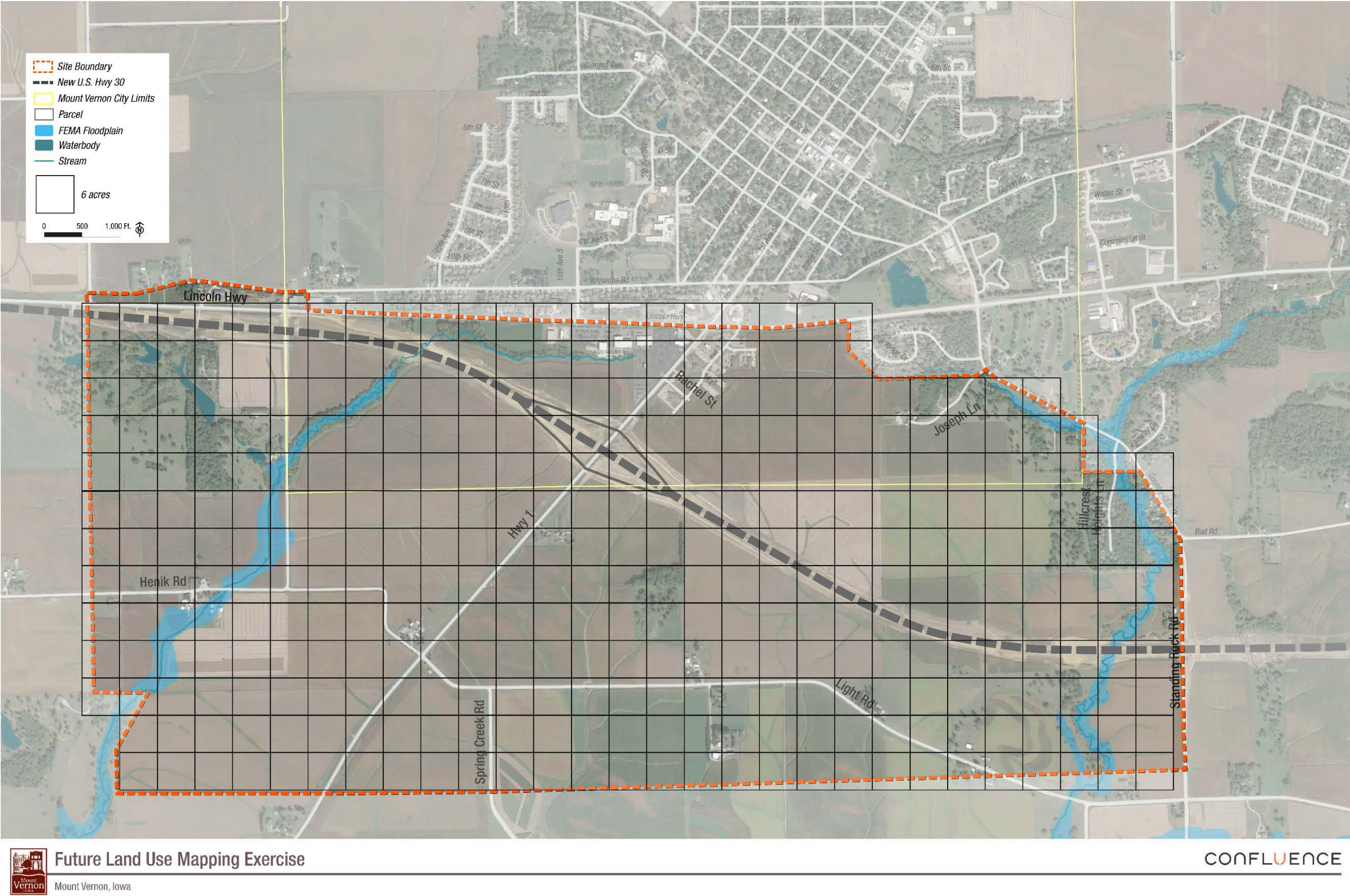
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12 TOWNHOMES

HDR

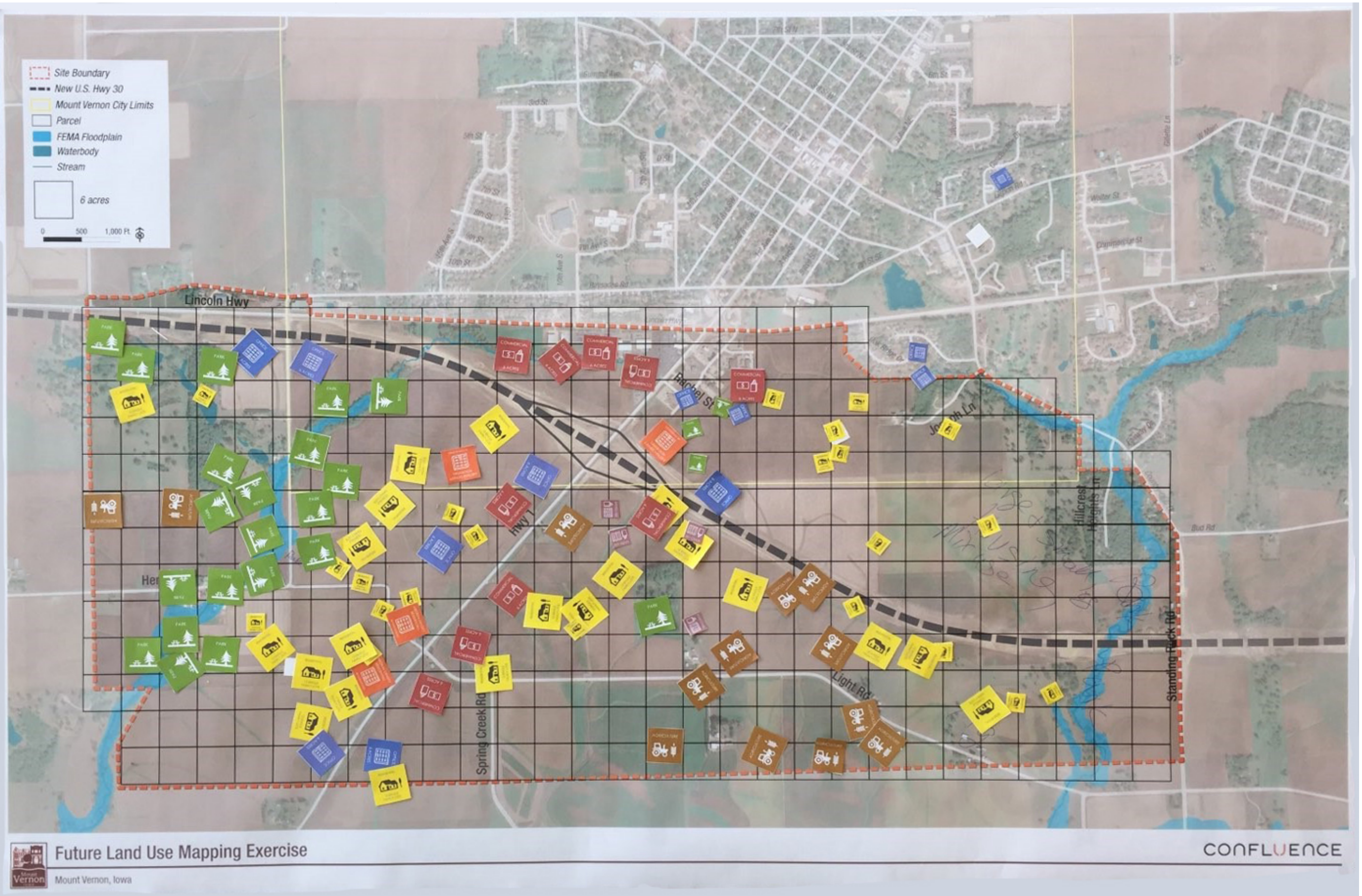
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24 APT UNITS

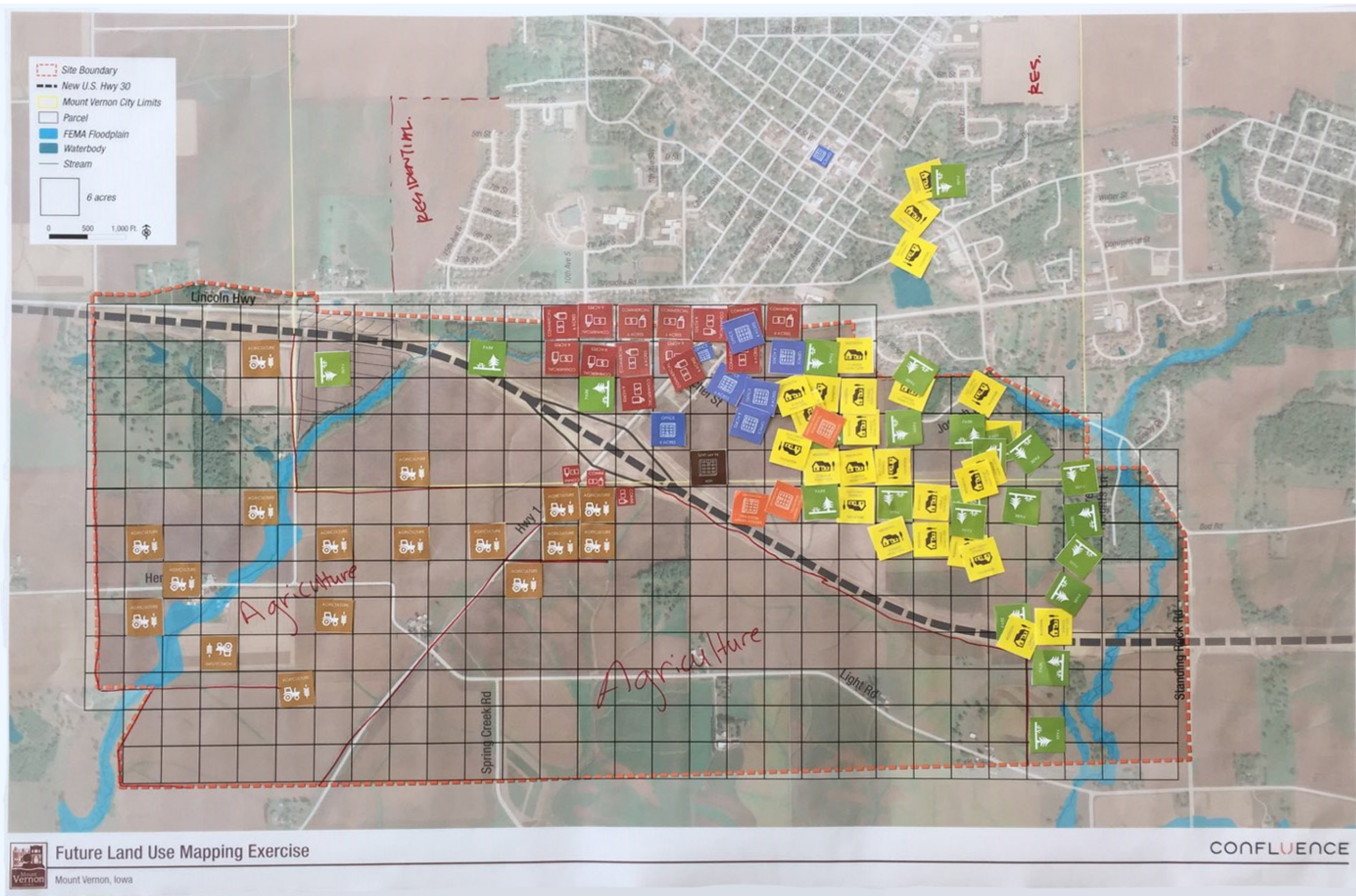


Group Mapping Exercise





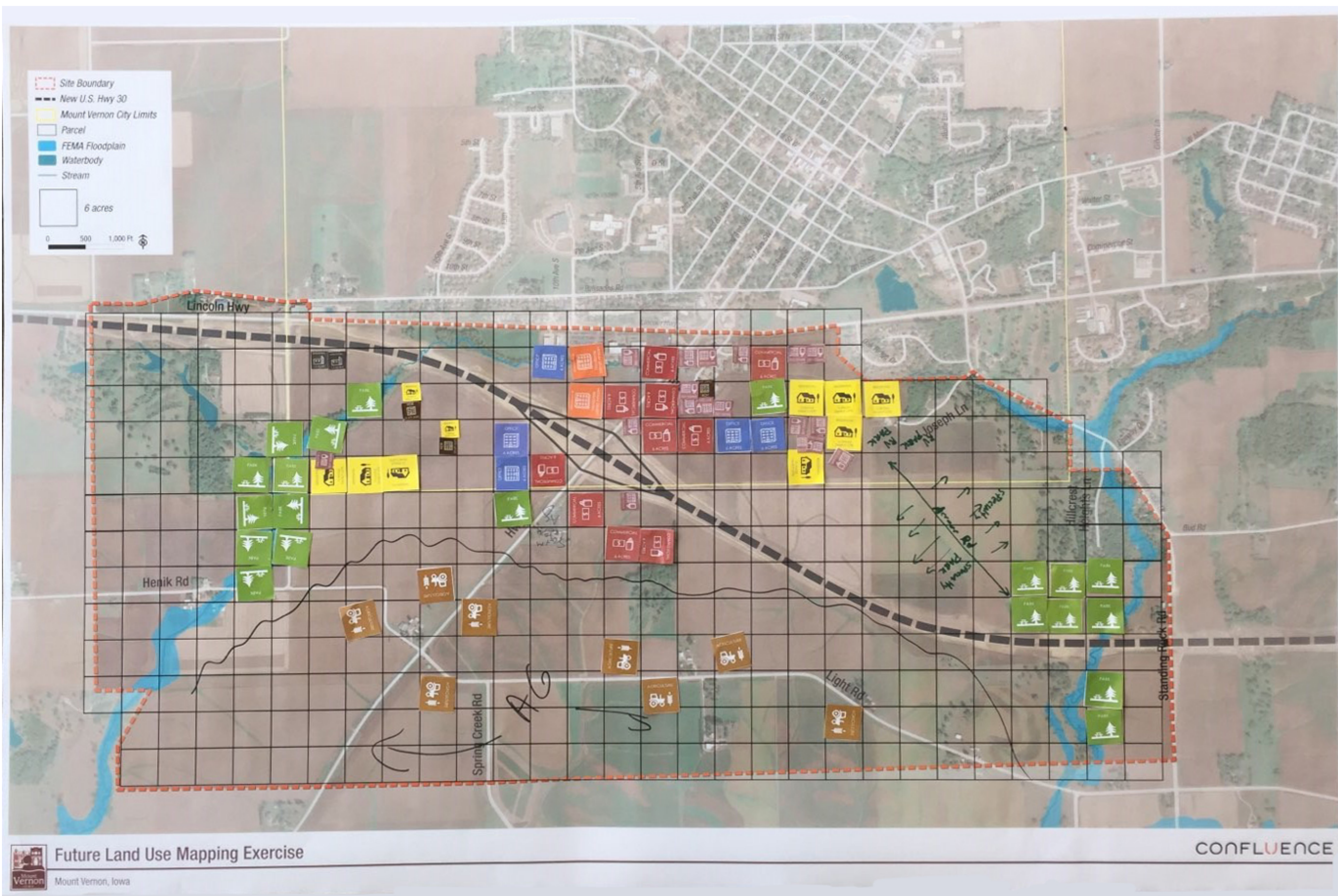
Group Mapping Exercise Results



Group Mapping Exercise Results



Group Mapping Exercise Results



Group Mapping Exercise Results

- Key Takeaways:
 - Keep some agriculture, especially south of the highway
 - Residential between existing Mt Vernon and highway
 - Commercial near the interchange of Highway 1 and Highway 31
 - Park / Open space along the waterways
 - A few mixed-use and office uses near the interchange
 - Medium Density residential near the interchange
 - Very little high density residential (apartments)

Group Mapping Exercise Results

- *What are three things you want to see within the corridor?*
- *What is your one big fear for this corridor?*
- *What are three things you don't want to see within the corridor?*
- *What is your one big dream for this corridor?*

VISIONING QUESTIONS

What are three things you want to see within the corridor?

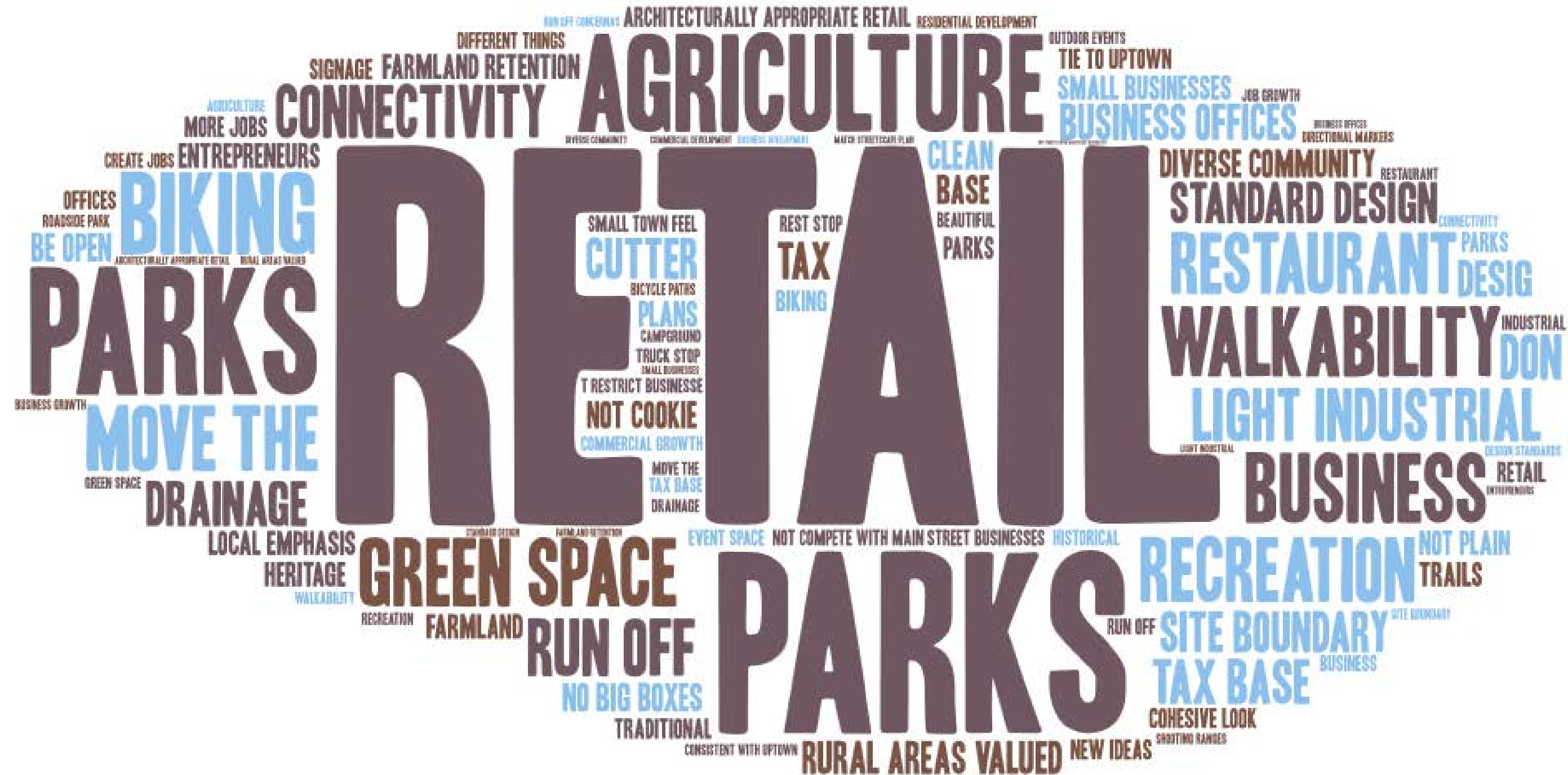
What is your one big fear for this corridor?

What are three things you don't want to see within the corridor?

What is your one big dream for this corridor?

Visioning Questions

- *What are three things you want to see within the corridor?*



Visioning Questions Results

- [illegible]

Visioning Questions Results

- [illegible]

Visioning Questions Results

-
- Word cloud content (representing survey results):
- Large words:** GROWTH, CONNECTED TO TOWN, WALKABILITY, WALK, BIKING, TREES, GREEN, HISTORIC TOWN, WALKABILITIES, WALK, BIKING, TREES, GREEN, HISTORIC TOWN.
 - Medium words:** ENTICING, VIBRANT, FRIENDLINESS, COMPLEMENTARY RETAIL, BEAUTIFUL LIGHTING, WELL PLANNED, NATIONAL RANKINGS, MORE DIVERSE COMMUNITY, REMAIN GREEN, INVITING, HISTORIC TOWN, SMALL TOWN EXPERIENCE, PLACE YOU WANT TO VISIT, CREATES GOOD JOBS, FAIR AND REASONABLE, SENIOR HOUSING, STOP AND VISIT, APPEALING, FRIENDLINESS, CREATES GOOD JOBS, HEALTHY BALANCE, ATTRACTS PEOPLE OFF HIGHWAY.
 - Small words:** DESIGN STANDARDS, BEAUTIFUL LANDSCAPING, INTEGRATING, AGRICULTURE, HEALTHY BALANCE, OPPORTUNITY, BEAUTIFUL LIGHTING, WELL PLANNED, NATIONAL RANKINGS, MORE DIVERSE COMMUNITY, REMAIN GREEN, INVITING, HISTORIC TOWN, SMALL TOWN EXPERIENCE, PLACE YOU WANT TO VISIT, CREATES GOOD JOBS, FAIR AND REASONABLE, SENIOR HOUSING, STOP AND VISIT, APPEALING, FRIENDLINESS, CREATES GOOD JOBS, HEALTHY BALANCE, ATTRACTS PEOPLE OFF HIGHWAY.

Visioning Questions Results

■ *What is your one big dream for this corridor?*

*I want to **thank the City for including the landowners in the conversation**. As of today many times we are overlooked as contributors to the City center. I want to make sure that agriculture is valued as a part of the community. Development will undoubtedly come, growth is needed for a community to remain healthy. However, growth for the sake of growth can often lead to unintended consequences. As a family farm, the land in question is part of a century farm. This makes our operation one of the oldest businesses in the community. **It is important to me to know our business is valued and that we have a partnership and open line of communication with the City as it potentially grows.***

Expand tax base, retail

*We need a destination stop—**a reason to stop and stay**. Affordable single family housing is very much needed in Mt Vernon*

Overall Comments

- Next Meeting:
 - Steering Committee Review + Direction Meeting
- Next Major Deliverable:
 - Land Use + Transportation Plan Rough Draft
- Next Public Meeting:
 - Public Review Workshop + Stakeholder Review Meetings

Next Steps

	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 2018
CONSULTANT NOTICE TO PROCEED	★								
PHASE 1 PROJECT INITIATION									
Project Kick-Off Meeting with Steering Committee #1	●								
Public Input Open House + Stakeholder Interviews #1		●							
Council/Commission Joint Work Session #1			●						
Steering Committee Review and Direction Meeting #2			●						
PHASE 2 LAND USE AND TRANSPORTATION PLANNING									
Rough Draft Land Use and Transporation Plan					★				
Steering Committee Review and Direction Meeting #3					●				
Public Review Workshop + Stakeholder Review Meetings #2					●				
Council/Commission Joint Work Session #2						●			
Steering Committee Review and Direction Meeting #4						●			

LEGEND

★ KEY DATES

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Next Steps