



US Highway 30 Corridor Plan

Steering Committee Meeting

April 4, 2018

6:00 p.m.

City Hall - Mount Vernon, Iowa

Mount Vernon, Iowa

- **Project Schedule Review**
- **Kick-Off Meeting Overview**
- **Public Input Meeting Results**
- **Vision Consensus**
- **Next Steps**



Agenda

	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	[Red Bar]								
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				[Red Bar]					
Rough Draft Land Use and Transportation 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

● 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

- **Wants:**

- 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

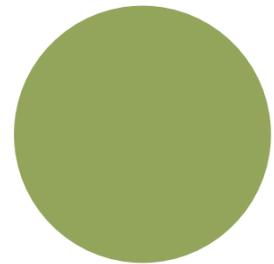
3 Things You Want / Don't Want to See

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

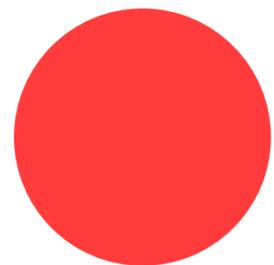


Public Meeting #1

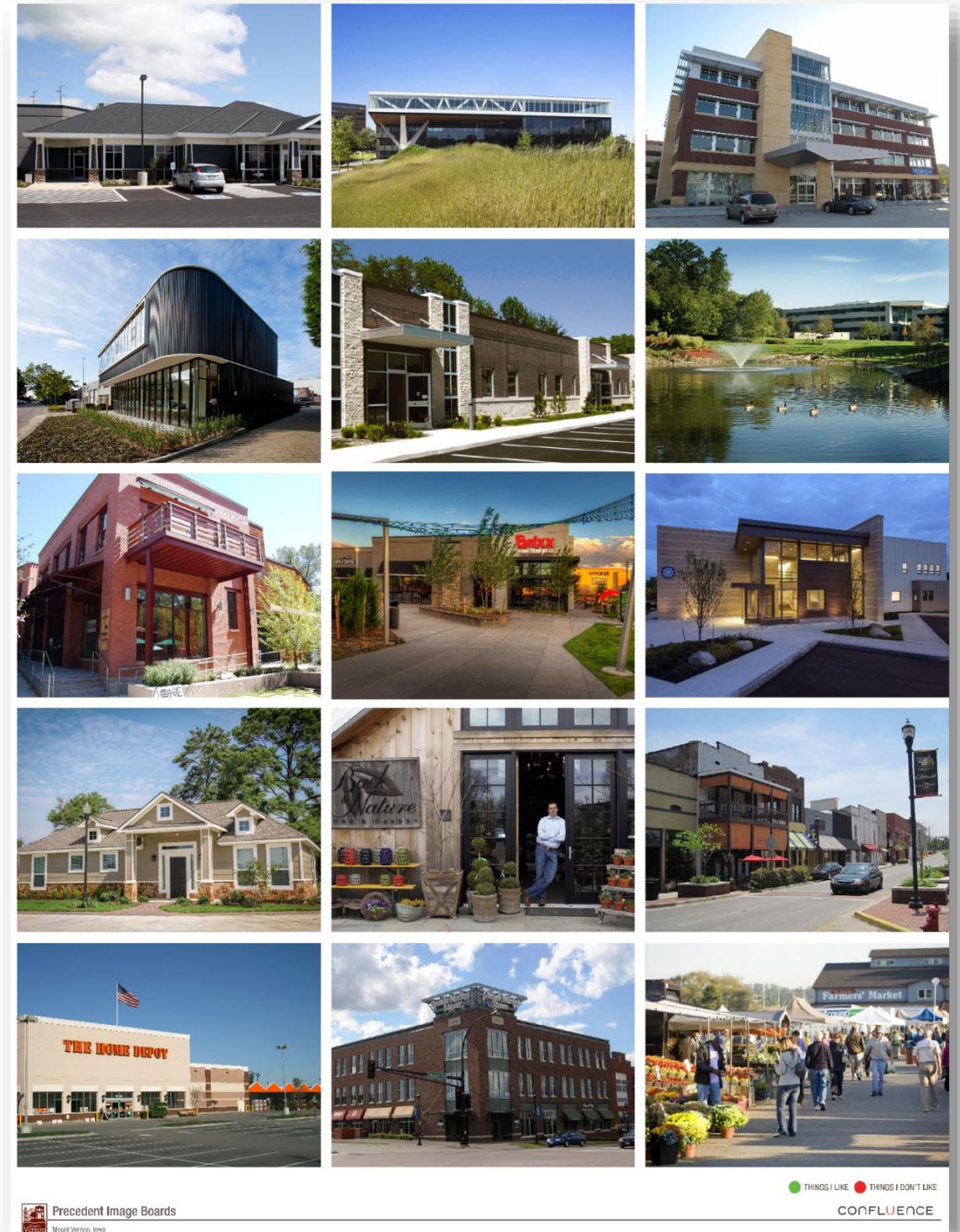
- 5 Boards
- Identify community preference for:
 - Land Use Types
 - Design Styles
 - Densities



Things you like



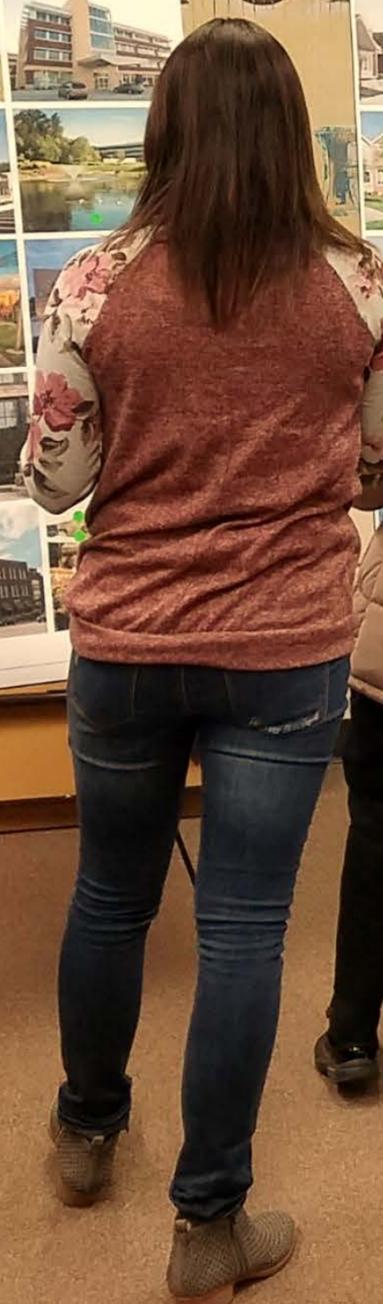
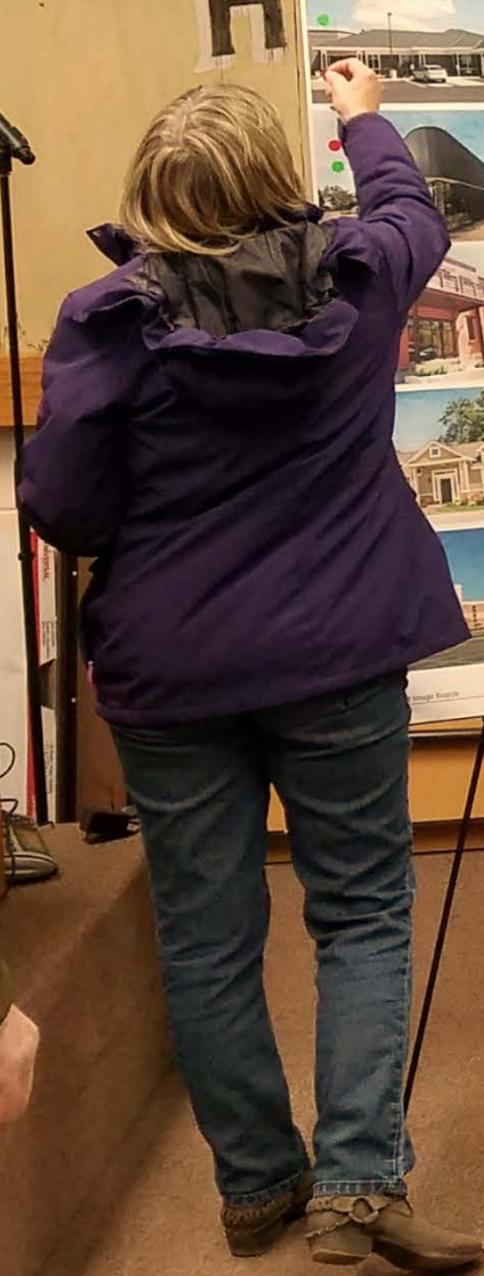
Things you don't like



Visual Preference Exercise

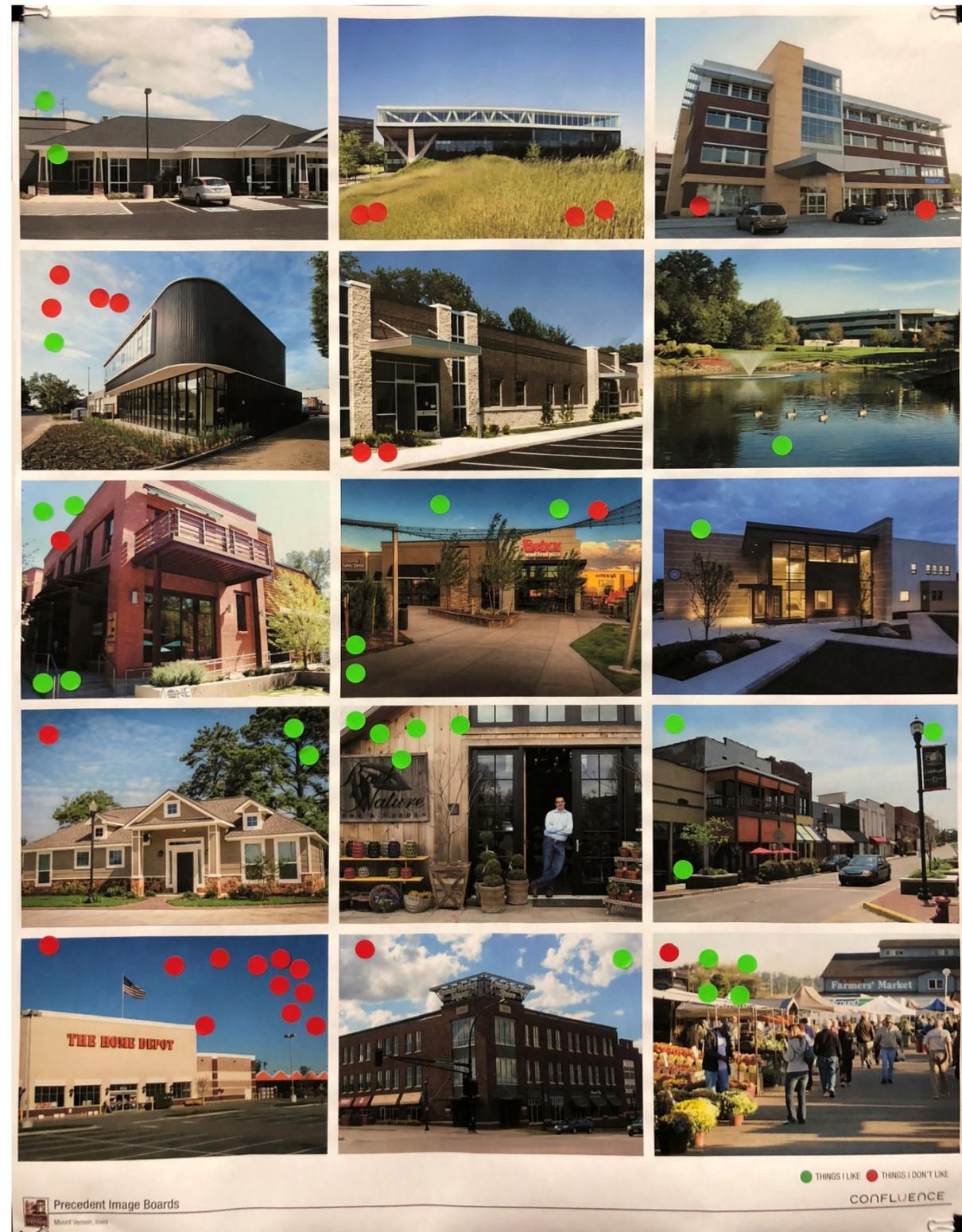


HISTORICAL MOUNT VERNON





Visual Preference Exercise Results



Visual Preference Exercise Results



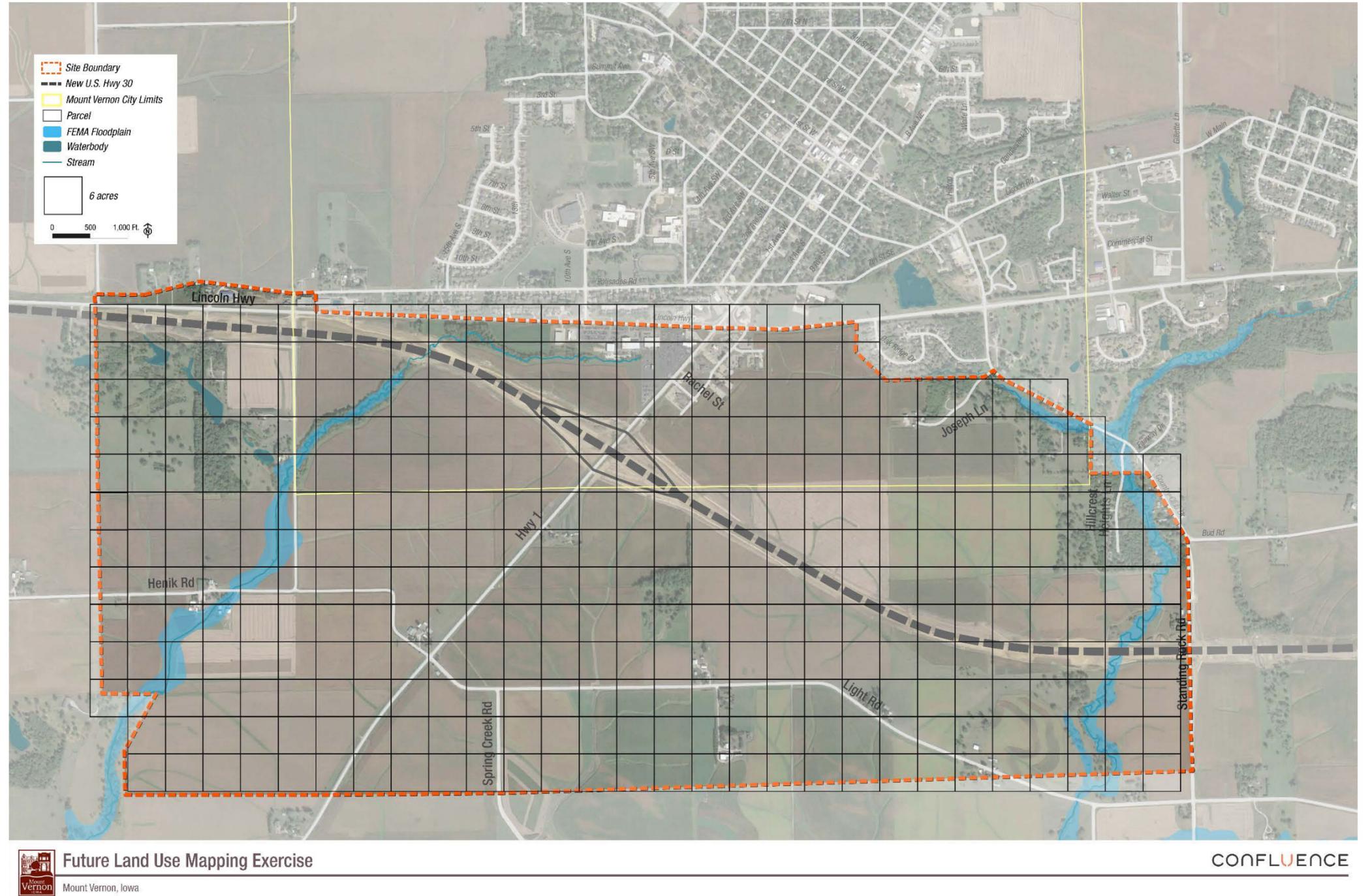
- Likes:
 - Parks, Trails, Splash Pads, Open Space
 - Retail Store Fronts
 - Landscaped Streetscapes
 - Round-A-Bouts
 - Architectural signage
 - Town-center/square areas

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

Visual Preference Exercise Results

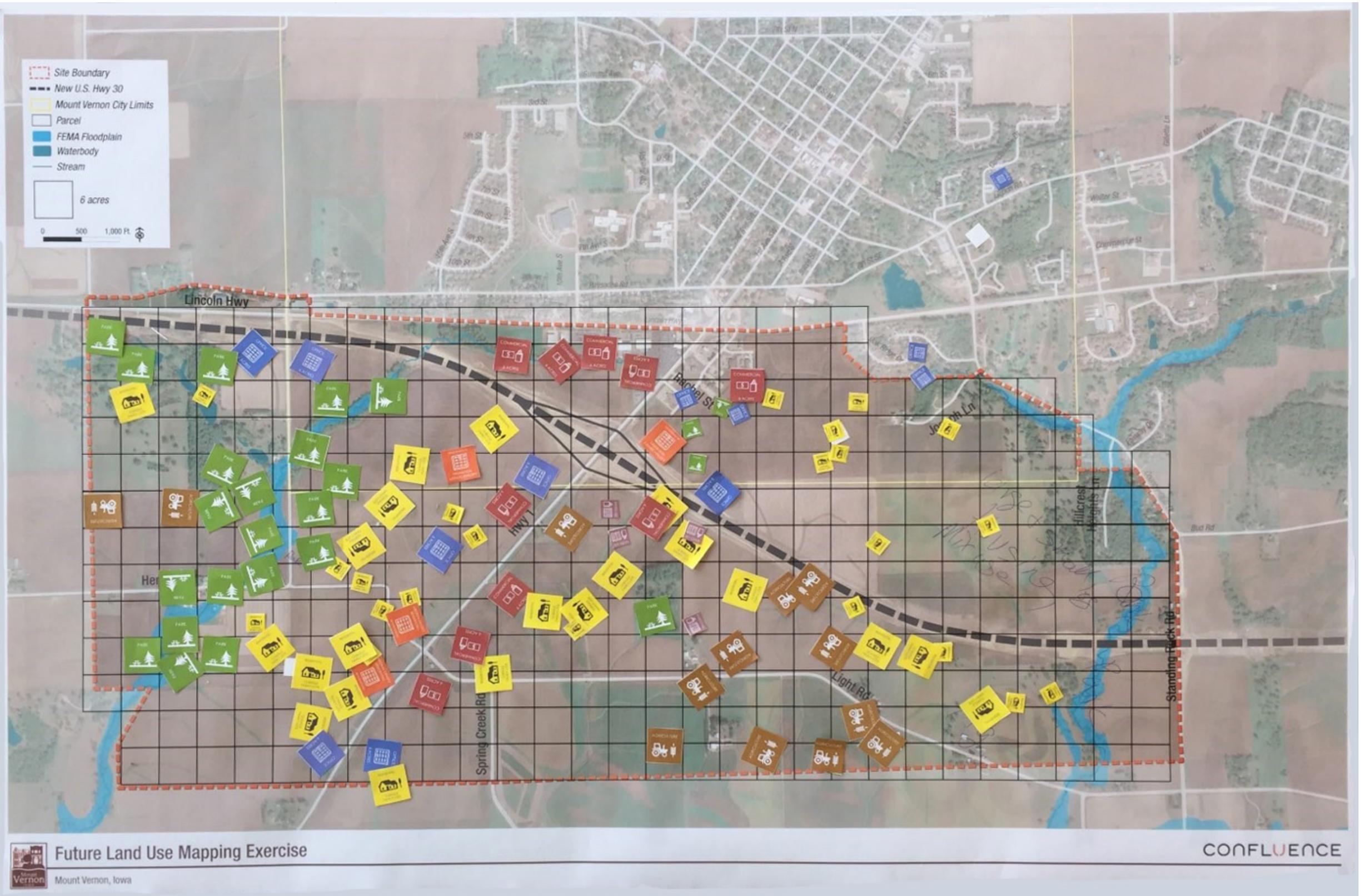
- 1-Inch Grid across study area
- Puzzle pieces represent 6 acres and 1.5 acres
- Plan the corridor's future land use

<p>COMMERCIAL</p>  <p>6 ACRES</p>	<p>COMM</p>  <p>1.5 ACRES</p>	<p>AGRICULTURE</p> 
<p>OFFICE</p>  <p>6 ACRES</p>	<p>OFFICE</p>  <p>1.5 ACRES</p>	<p>PARK</p> 
<p>MIXED-USE</p>  <p>1.5 ACRES</p>		<p>PARK</p> 
<p>INDUSTRIAL</p>  <p>6 ACRES</p>	<p>INDUSTRIAL</p>  <p>1.5 ACRES</p>	<p>RESIDENTIAL</p>  <p>12 SINGLE FAMILY LOTS</p>
		<p>RESIDENTIAL</p>  <p>3 SINGLE FAMILY LOTS</p>
		<p>MEDIUM DENSITY RESIDENTIAL</p>  <p>48 TOWNHOMES</p>
		<p>MDR</p>  <p>12 TOWNHOMES</p>
		<p>HDR</p>  <p>24 APT UNITS</p>

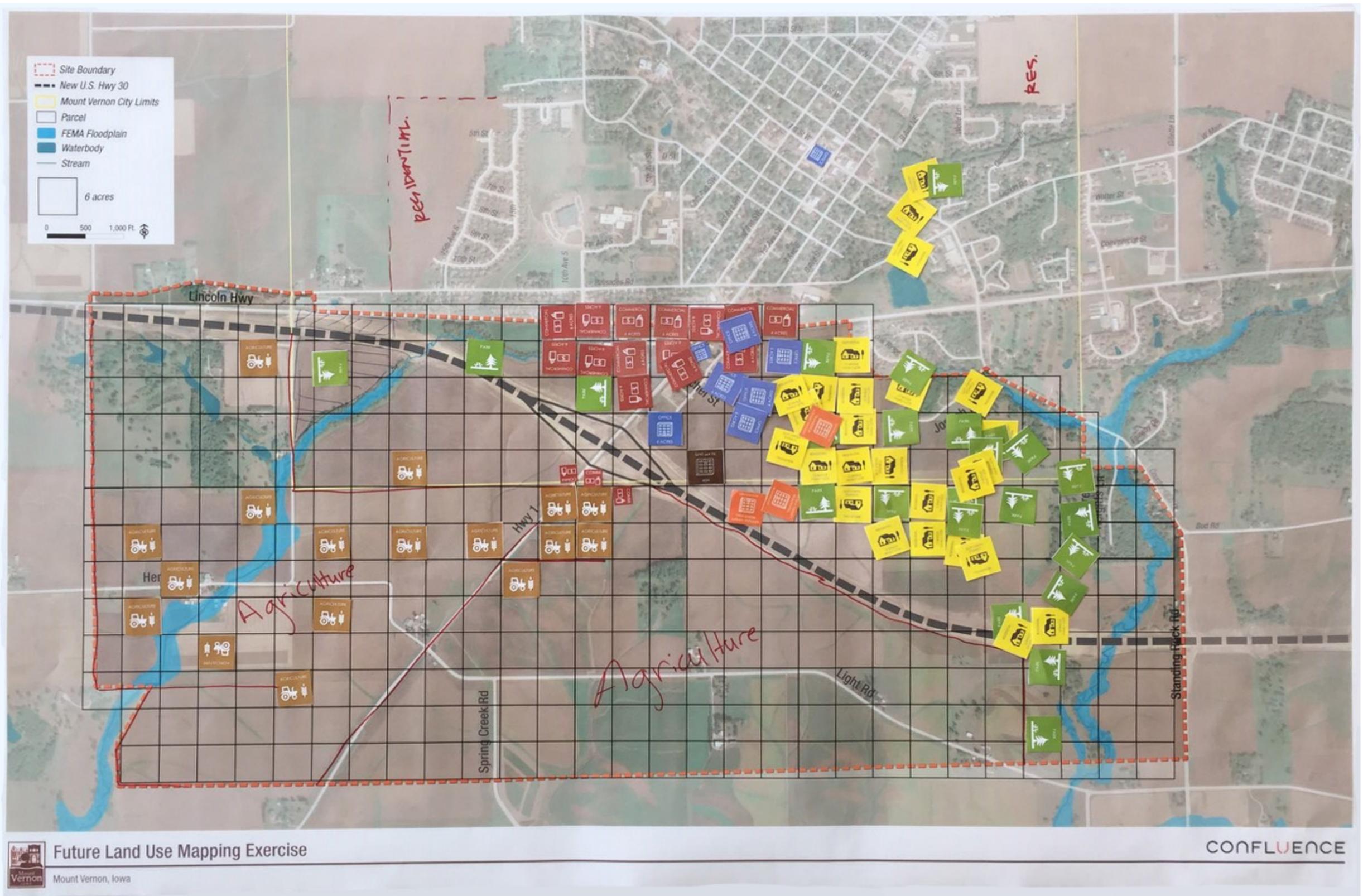


Group Mapping Exercise





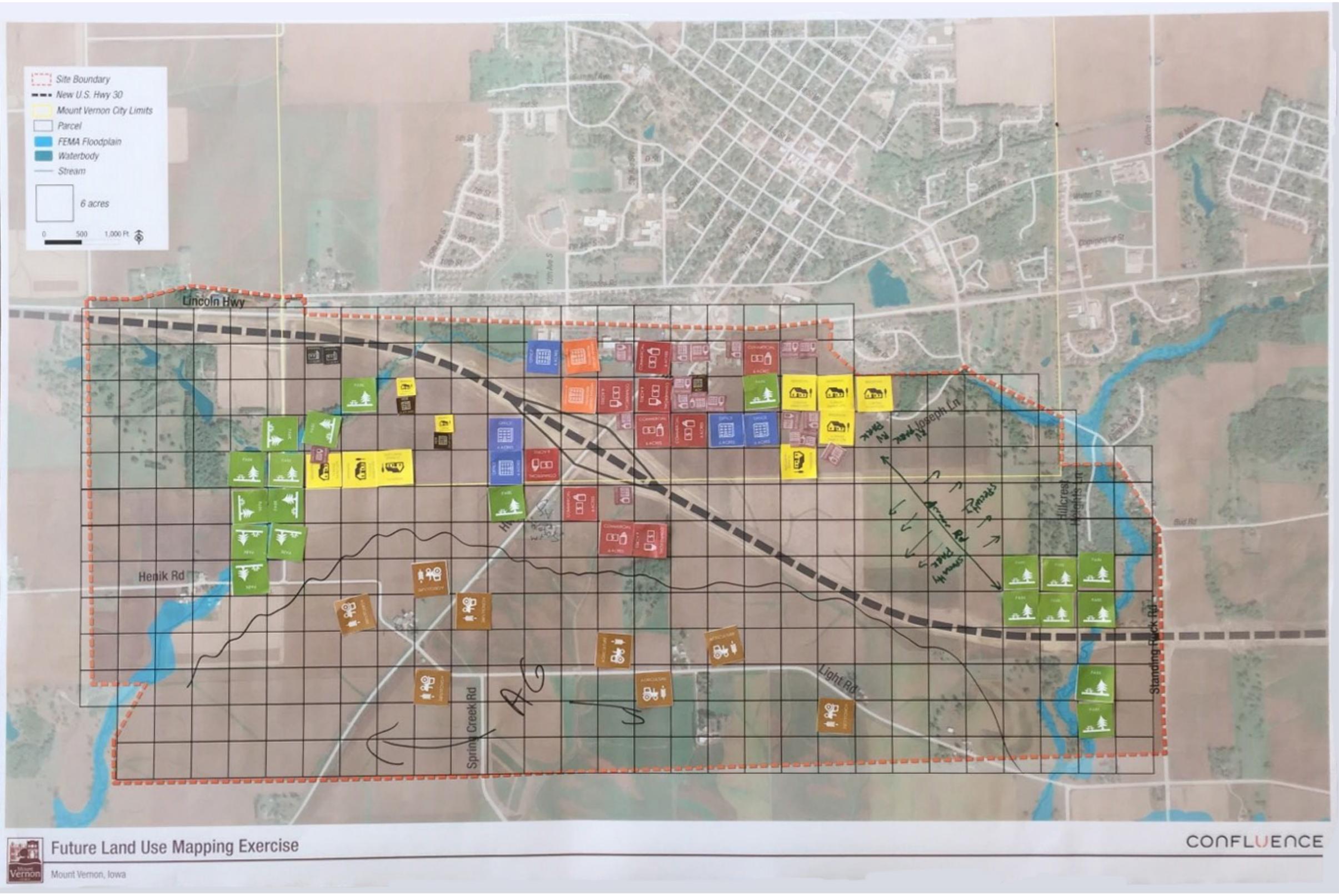
Group Mapping Exercise Results



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 don't want to see within the corridor?*



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

■ 2016 Comprehensive Plan - VISION STATEMENT:

This area along the Highway 30 Bypass Corridor will be the **new gateway** into Mount Vernon. This corridor must be **inviting to the traveling public**. As such, well-placed, attractive signage and lighting must invite the highway traffic into the community. In addition, future development in the bypass corridor must adhere to **special design and lighting standards** by incorporating traditional design elements which **enhances and reinforces the existing character of Mount Vernon**. Land uses in this area may have to be redefined in the city's zoning ordinance (i.e. retail commercial) and specific design standards should be created which may include requirements for parking in the back for commercial and industrial uses, appropriate lighting, as well as specific building style and architectural appearance standards.

Vision Consensus

▪ **2016 Comprehensive Plan - VISION STATEMENT (continued):**

This Future growth in Area #1 should focus on **four general land use types, as shown on the map: General Commercial, Business Park, Light Industrial and Suburban Residential**. Specific land uses that the city would like to attract in the highway commercial area would include **restaurants, gas stations, hotels, second floor housing** and other suitable highway commercial retail options, including an **anchor tenant that could become a regional draw**. In the business park area, the city should focus on **health care offices, research** and other businesses which would require a campus-like location.

Vision Consensus

▪ **2016 Comprehensive Plan - VISION STATEMENT (continued):**

Separation of land use types in Area #1 should occur through natural means, such as berms and native landscaping. In addition, development in Area #1 should not detract from the city's historic Uptown district. Land uses should complement rather than compete with Uptown.

Vision Consensus

▪ **Discussion Points:**

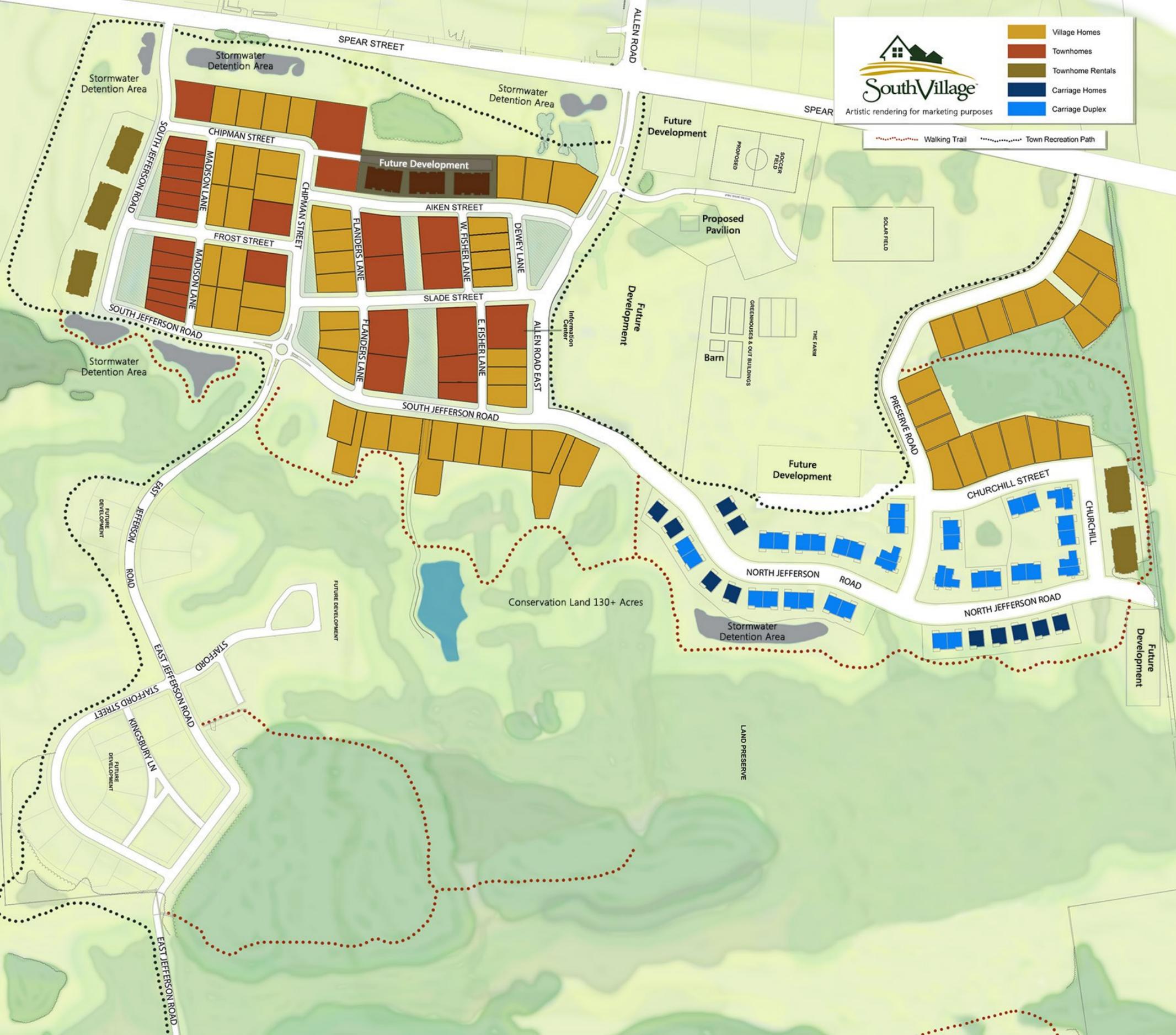
- Ag Tourism
- Ag-Centered Residential Developments (Agrihoods)

Vision Consensus









▪ **Discussion Points (continued):**

- How much commercial/retail and what types?

Vision Consensus

- Next Major Deliverable:
 - Land Use + Transportation Plan Rough Draft

- Next Meeting:
 - Steering Committee Review

- Next Public Meeting:
 - Public Review Workshop + Stakeholder Review Meetings

Next Steps

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