



COMMUNITY DEVELOPMENT PLANS

A Collaborative Approach to Bring Community Visions to Life



MEET YOUR PRESENTERS



**Danielle
Propst, AICP**

*Planner
ISG*



Mark Gaul

*Community
Development Director
City of Le Mars*



**Earl
Woudstra**

*City Administrator
City of Orange City*

CASE STUDIES



Orange City Community Development Plan

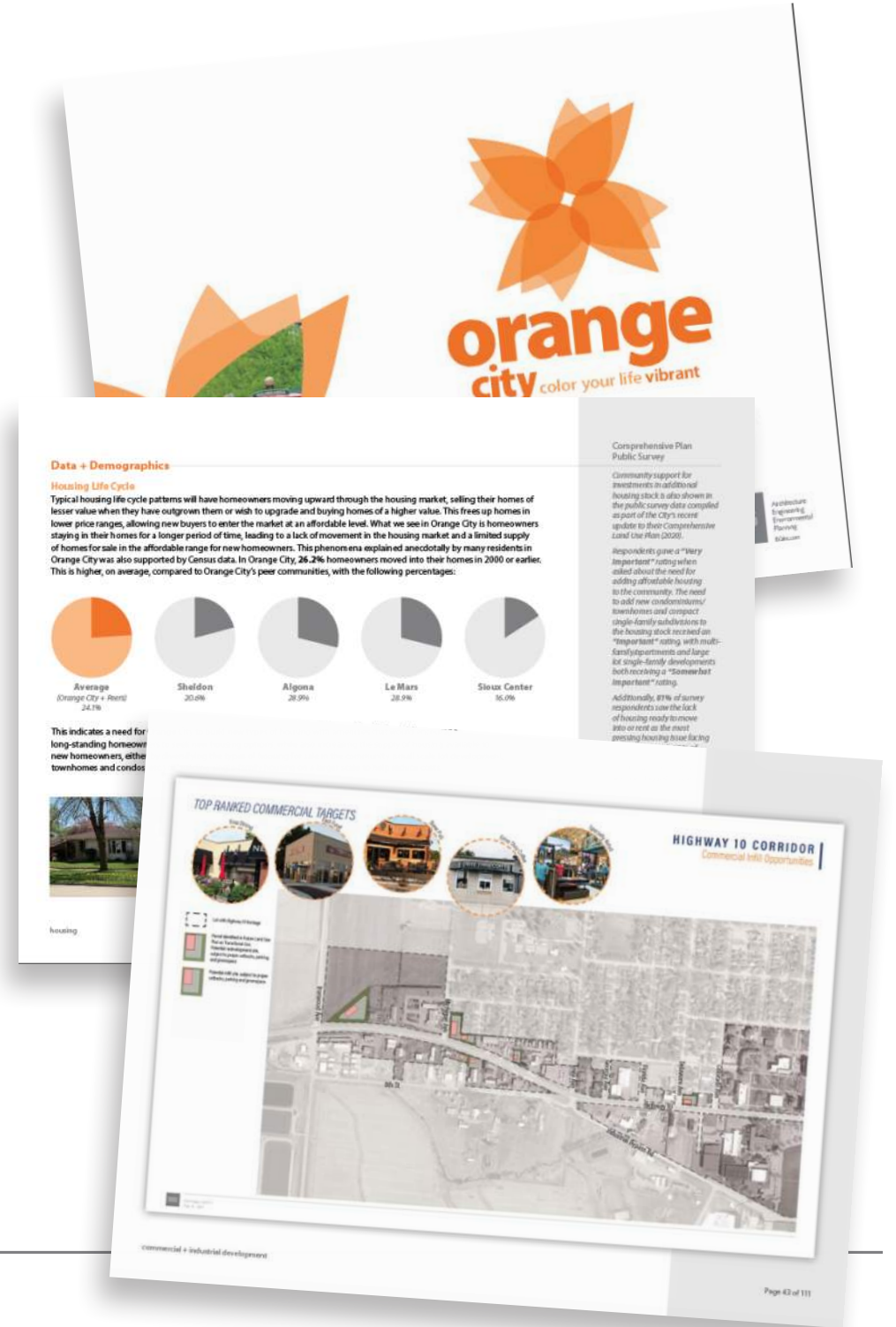


Le Mars Community Development Plan



2022 Iowa APA
Economic Development
Planning Award Winner

ORANGE CITY COMMUNITY DEVELOPMENT PLAN



WHY PLAN?



VISION 2035

- 1 Industrial base to increase employment by **1,000+ employees**
- 2 Increase retail establishment **sales to \$140,000,000** and **300 retail establishments**
- 3 Expand Orange City area population and housing to accommodate **10,000+ citizens**
- 4 Establish Orange City as the premier place to live within a **50 mile radius**
- 5 Assure Orange City infrastructure can accommodate **10,000–12,000 citizens**



FOCUS AREAS



HOUSING

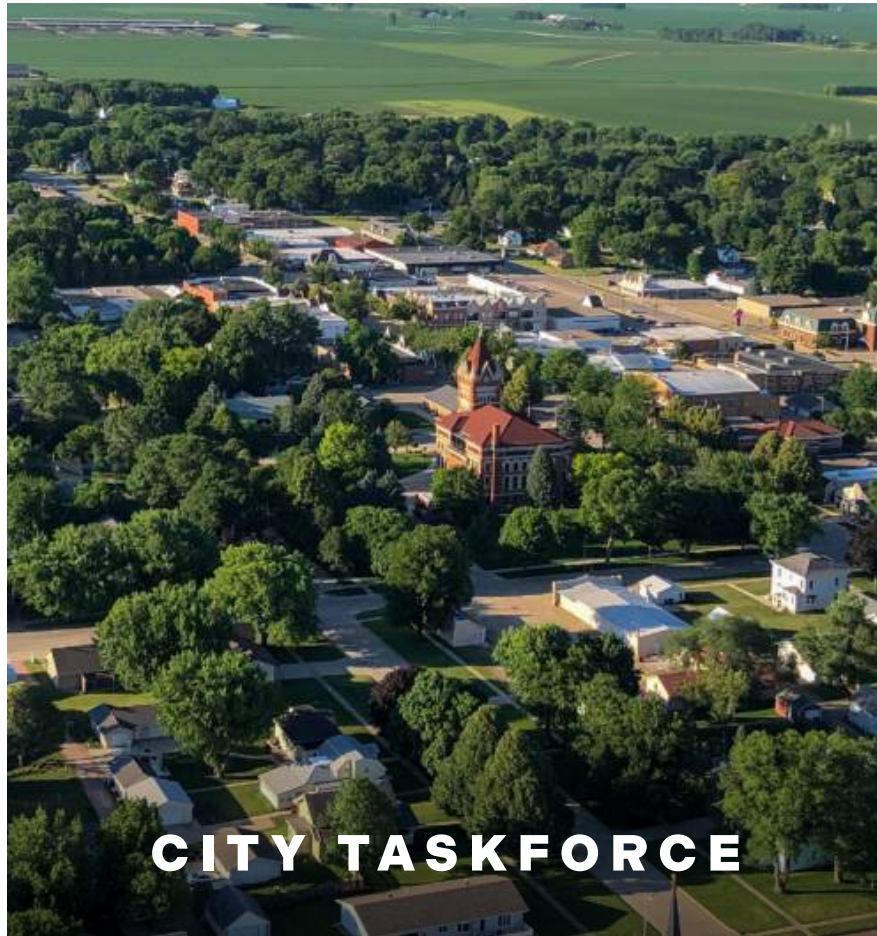


**COMMERCIAL +
INDUSTRIAL DEVELOPMENT**



QUALITY OF PLACE

WHO WAS INVOLVED?



CITY TASKFORCE



STEERING COMMITTEE



PUBLIC

THE PROCESS



COMMUNITY ENGAGEMENT

USER GROUPS

City Boards + Commissions

- + Planning + Zoning
- + Museum
- + Library
- + Landsmeer Golf Course
- + Orange City Arts

Educational Institutions

- + Northwestern College
- + MOC-Floyd Valley Community School District
- + Unity Christian High School
- + Orange City Christian School

Major Industries + Employers

Mayor, City Council, and City Staff

Orange City Area Health System

Orange City Development Corporation

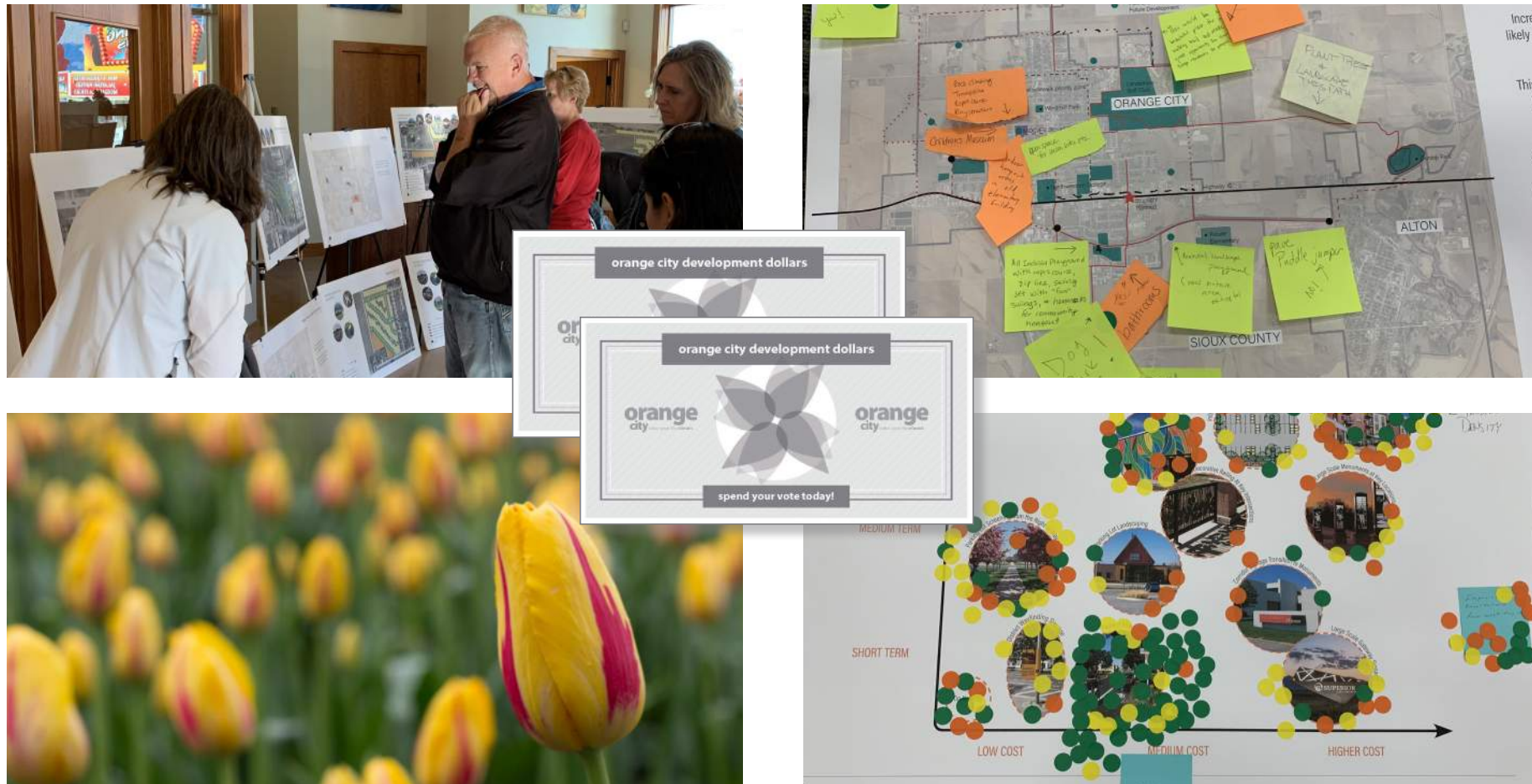
Realtors + Contractors

Tulip Festival Committee

Vision 2035 Steering Committee

**REAFFIRM THE CITY'S
VISION 2035 STRATEGIC PLAN**

COMMUNITY ENGAGEMENT



140+

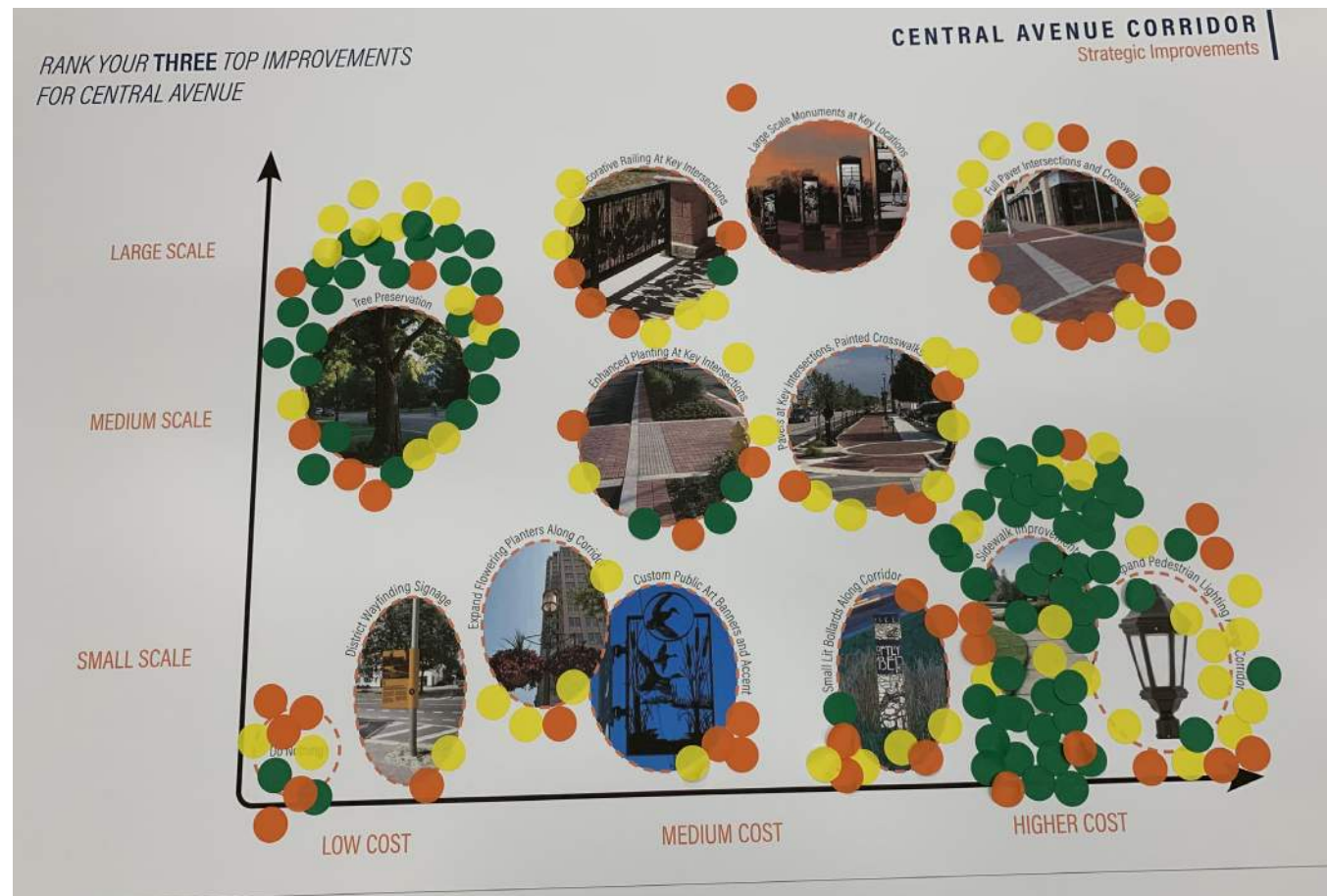
ENGAGEMENT PARTICIPANTS

70+

USER GROUP PARTICIPANTS

**SITES
STUDIED**

PRELIMINARY CONCEPT DEVELOPMENT



Developed preliminary concepts or asked for public priorities for multiple study areas:

The following study areas:

- + Five greenfield sites for housing development
- + Two mixed-use downtown opportunity sites
- + Former MOC-FV Elementary School
- + Highway 10 Corridor
- + Central Avenue Corridor

PREFERRED CONCEPT

ELEMENTARY SCHOOL SITE REDEVELOPMENT



- + Parks + Open Spaces
- + Housing
- + Inclusive Playground
- + Rowhomes



TOP RANKED IMPROVEMENTS
FOR HIGHWAY 10



HIGHWAY 10 CORRIDOR
Proposed Improvements



EXISTING A



PROPOSED A



EXISTING B



PROPOSED B



ISG ISG Project: 24573
May 12, 2021

Updated preferred concepts based on public feedback

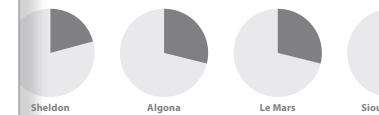
Budgetary cost estimates

Implementation strategies and recommendations

FINAL COMMUNITY DEVELOPMENT PLAN



...ents will have homeowners moving upward through the housing market, selling their utgrown them or wish to upgrade and buying homes of a higher value. This frees up l ew buyers to enter the market at an affordable level. What we see in Orange City is h c nger period of time, leading to a lack of movement in the housing market and a limite ble range for new homeowners. This phenomena explained anecdotally by many red and by Census data. In Orange City, 26.2% homeowners moved into their homes in 20 compared to Orange City's peer communities, with the following percentages:



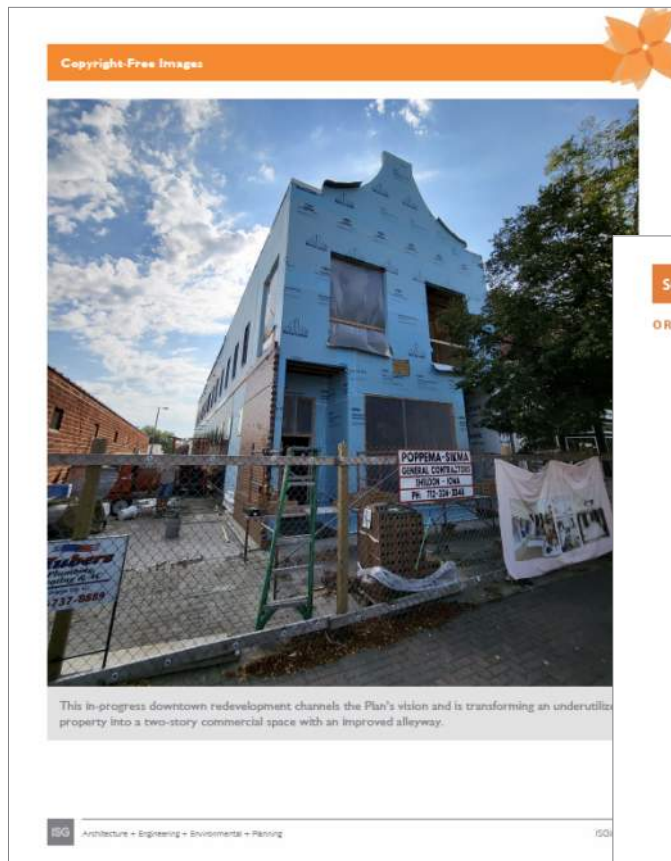
This indicates a need for Orange City to build new types of housing with amenities that would encourage long-standing homeowners to seek new housing options, while also increasing the supply of housing available to new homeowners, either by diversifying the types of housing for sale in the community (small scale lot development, townhomes and condos, etc.) or building single-family housing on a larger scale to help reduce costs.



...homeowners, where survey respondents saw the lack of housing ready to move into or rent as the most pressing housing issue facing Orange City, with 60% of respondents indicating a lack of affordable housing options was their biggest concern.

IMPLEMENTATION

TRANSFORMING THE COMMUNITY



Supplemental Materials

ORANGE CITY COMMUNITY DEVELOPMENT PLAN LOCAL MEDIA COVERAGE:

Sioux County Capital Democrat September 17, 2020 bit.ly/38kvo1

CITY, EYEING DEVELOPMENT, HIRES CONSULTANT COMPANY

By DOUG CALSBEEK
Co-Editor

ORANGE CITY — Properties are opening up for city development in Orange City. With the recent acquisition of four tracts under city ownership, the city council decided to contract with a firm to help plan future development at the Monday Sept. 14 meeting of the city council.

ISG of Sioux Falls was one of five firms which sent proposals to a committee tasked to find a company to assist the city in developing a community growth and development plan. Requests for proposals were sent on July 10 to qualified firms. The committee, made up of council members Steve Reuser and Tony Vande Brake, Community Development Director Mark Gaid, City Administrator Earl Neuhardt, Public Works Director Matt Van Schoonen and Code Enforcement Officer Kurt Probers, received the requests and narrowed the field to two. Representatives visited the community and the committee held interviews. They recommended ISG to the council.

Gaid introduced the recommendation to the council, listing the 76 plus acres the city has acquired since 2016. The majority of the airport property is now open, now that the city is part of the Sioux County Regional Airport near Reuser. The city will acquire the property of the present MOC-Hoyd Valley Orange City Elementary school. On the east edge of Orange City, there is approximately 13 acres of undeveloped property which will be in play. The city also owns the area around the location of the new MOC-Hoyd Valley Elementary school that will be built.

The process of development and its costs will strain city resources, especially as infrastructure is constructed in the areas on the east side of the town, Gaid said. "We only have so many dollars to do that. We'll have to prioritize properties, identify costs and where growth will occur."

In the notes table the city council this past week made "Orange City is at a critical stage in the community's growth." The committee, the note continues, believes "that it is necessary to confirm our community vision and set priorities for growth. This will allow us to focus our efforts, maximize partnerships and leverage resources."

"ISG will give great ideas to the community," Reuser said. He said he was impressed with the company's commitment to engage with the great community.

Vande Brake said ISG did "extensive due diligence." He said the committee was unanimous in its decision. "We have four major properties to develop," he said. "If any one of these properties is developed properly, it will make the costs more than worthwhile."

ISG will provide its services to Orange City at a cost not to exceed \$76,200.

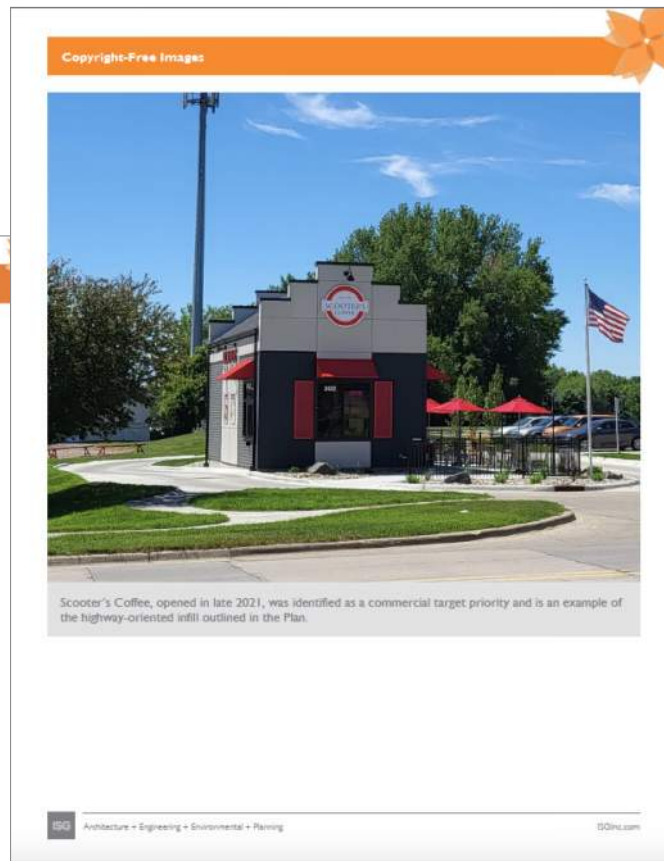
The council unanimously approved ISG proposal. The study will be funded by city utility funds and "variable increment finance dollars."

"Orange City is a vibrant community with a unique and charming identity," said Steve Wilbur, ISG development strategist in the company's Sioux Falls, South Dakota, office, upon securing the contract. "Our team has done to the community's strategic approach to planning and development and bright future. Our multi-disciplinary team at ISG is excited to roll up our sleeves and get started on an inclusive, and innovative growth and development plan for the community."

Company experience
The company, according to its proposal, has 360 plus economic development professionals and practitioners, professional planners, visualization specialists, architects and

CONTINUED ON PAGE TWO

ISG Architecture + Engineering + Environmental + Planning



LE MARS COMMUNITY DEVELOPMENT PLAN

Le Mars Community Development Plan
Vision
OCTOBER

SECTION 1 // COMMUNITY OVERVIEW

COMMUNITY DEMOGRAPHICS
In 2020, Le Mars had a population of 10,571 people with a median age of 38.7 and a median household income of \$68,306. Between 2010 and 2020, the population grew from 9,719 to 10,571 and its median household income grew from \$51,121 to \$68,306.

The five largest ethnic groups are White (Non-Hispanic) (88.5%), White (Hispanic) (4.13%), Other (Hispanic) (2.74%), Black or African American (Non-Hispanic) (2.7%), and Asian (Non-Hispanic) (0.87%). This data shows that demographics of Le Mars population is a close reflection of the overall demographics of Iowa.

10,571	38.7
2020 POPULATION	MEDIAN AGE
\$68,306	
MEDIAN HOUSEHOLD INCOME	

88.5%	4.13%	2.74%	2.74%	0.87%
WHITE Non-Hispanic	WHITE Hispanic	OTHER Hispanic	BLACK/ AFRICAN AMERICAN Non-Hispanic	ASIAN Non-Hispanic

IOWA DEMOGRAPHICS
In 2020, Iowa had a population of 3.15 million people with a median age of 38.3 and a median household income of \$61,836. Between 2010 and 2020, its median household income grew from \$51,121 to \$61,836.

3.15 M	38.3
2020 POPULATION	MEDIAN AGE
\$61,836	
MEDIAN HOUSEHOLD INCOME	

9%	2.5%	2.21%
BLACK/ AFRICAN AMERICAN Hispanic	ASIAN Hispanic	OTHER Non-Hispanic

SECTION 2 // PREFERRED CONCEPT OVERVIEW

SITE 7 // EAST SIDE SENIOR MARKET

The neighborhood concept includes a blend of senior marketed housing to the north and low to medium density housing surrounding it. A simple grid style road network allows for easy access by car. A network of pedestrian trails combined with large open spaces allow for a variety of outdoor recreation activities throughout the planned development. A cemetery expansion is planned along the western perimeter of the site.

The cost for public improvements for the entire development, including utilities and streets ranges from \$35.1 to \$42.1 million. Cost opinions include 25% contingency, design, permitting and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.

LE MARS COMMUNITY DEVELOPMENT PLAN | LE.MARS.IOWA.GOV

WHY PLAN?



VISION 2045

Le Mars will become the destination community to live, work, play, and visit in the tri-state area by:

- + Providing quality of life amenities supporting a family-centric community
- + Building 8,500 total housing units in the Le Mars area to support 20,000 residents
- + Increasing annual retail sales to \$350 million
- + Ensuring infrastructure has the capacity to support growth



PLAN GOALS

- 1** Brings existing planning goals in alignment and **establishes an actionable 20+ year strategic plan** for community growth and development
- 2** **Maintains a friendly community** that embraces its small-town charm as it continues to grow
- 3** **Enhances Le Mars** as a destination for tourism, community amenities, and events
- 4** **Identifies opportunities** for infill (re)development and adaptive reuse for a variety of locations
- 5** **Guides infrastructure and utilities** investments to support development and growth



PLAN GOALS

- 6** Suggests strategies for gateway and corridor improvements
- 7** Recommends housing opportunities that vary in type, affordability, and density
- 8** Promotes a diverse business base of both old and new establishments
- 9** Provides a variety of arts and cultural opportunities for residents and visitors
- 10** Ensures the community has the civic facilities and workforce supporting services to maintain a high level of service to Le Mars residents



WHO WAS INVOLVED?



CITY TASKFORCE



STEERING COMMITTEE



PUBLIC

COMMUNITY DEVELOPMENT PLAN

STEERING COMMITTEE

Rob Bixenman

Mayor, City of Le Mars

Jason Vacura

City Administrator, City of Le Mars

Mark Gaul

Community Development Director, City of Le Mars

Mike Donlin

City Councilman, City of Le Mars

Micah Lang

President, American Bank

Steve Webner

Superintendent, Le Mars Community School District

Dustin Wright

CEO, Floyd Valley Health System

Mike Wells

Former CEO, Wells Enterprises

Michaela Brown

Owner, Browns Century Theater

Steve Schuster

CEO, Schuster Co.

Mike Van Otterloo

County Board of Supervisors, Plymouth County

THE PROCESS

PROCESS OVERVIEW

PHASE ONE

Visioning + Goals

Nov 2022–Feb 2023

PHASE TWO

Draft Community Development Plan

Feb 2023–Jun 2023

PHASE THREE

Finalize Community Development Plan

Jun 2023–Sep 2023

PHASE 1

VISIONING + GOALS

Between November 2022 and February 2023 the Planning team facilitated the following:

- + **Visioning session** with the Community Development Plan steering committee
- + **Series of focus group meetings** with 100+ participants representing a variety of sectors



PHASE 2

DRAFT COMMUNITY DEVELOPMENT PLAN

Between February 2023 and June 2023 the Planning team sought feedback on:

- + A draft of the Community Development Plan
- + Project prioritization

Concepts were presented to 130 community members at an open house at the Le Mars Community Middle School.

105 respondents replied to an online survey in lieu of in person attendance.



PHASE 3

FINALIZE COMMUNITY DEVELOPMENT PLAN

Between June 2023 and September 2023 the Planning team sought feedback on:

- + Connected with citizens at Plymouth County Fair community engagement event
- + Prepared to implement the Community Development Plan and use it to guide
 - Community investments
 - Development
 - Decisions



HOUSING | ECONOMIC DEVELOPMENT | QUALITY OF PLACE



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT



11

STEERING
COMMITTEE
MEMBERS

STEERING COMMITTEE MEETINGS

*7 Steering Committee Meetings
Over 8 Months*



100+

ATTENDEES
OVER 2 DAYS

USER GROUP MEETINGS

January 2023



130+

ATTENDEES

OPEN HOUSE

April 2023



5-DAY

INTERACTIVE
EXHIBIT

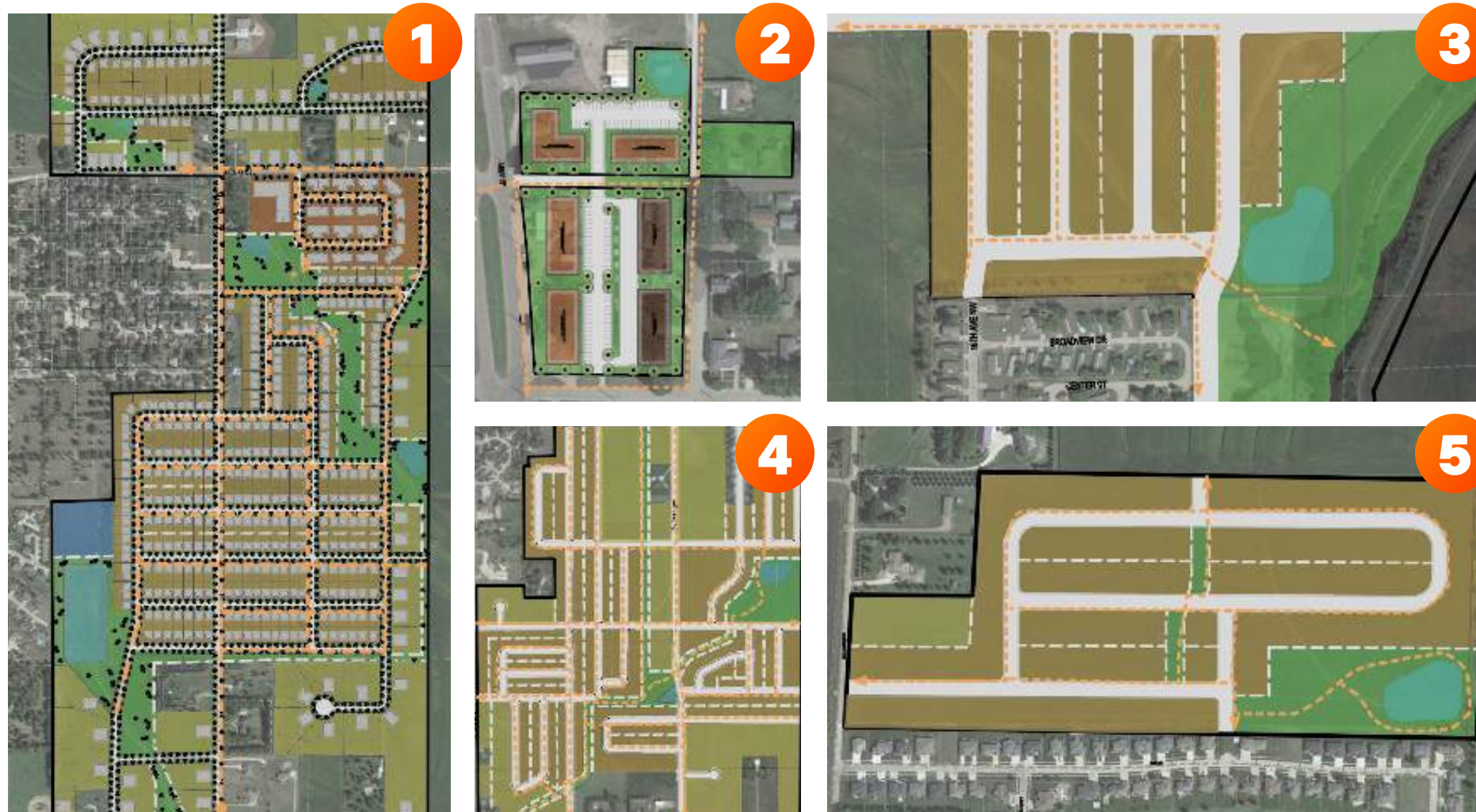
PLYMOUTH COUNTY FAIR ENGAGEMENT EVENT

July 2023

SITES STUDIED

PREFERRED CONCEPT

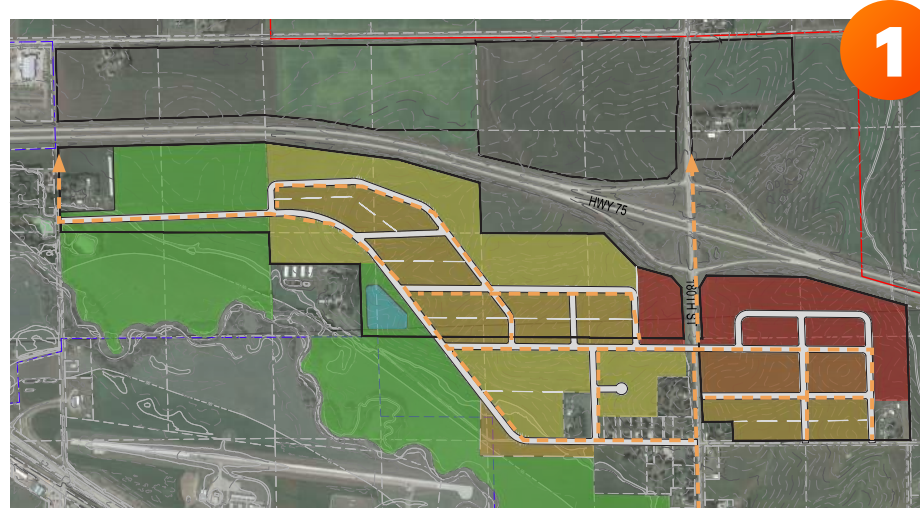
HOUSING



- 1 East Side Senior Market**
- 2 Erdmanville**
- 3 Parkview**
- 4 East Side Housing**
- 5 PGA Drive North**

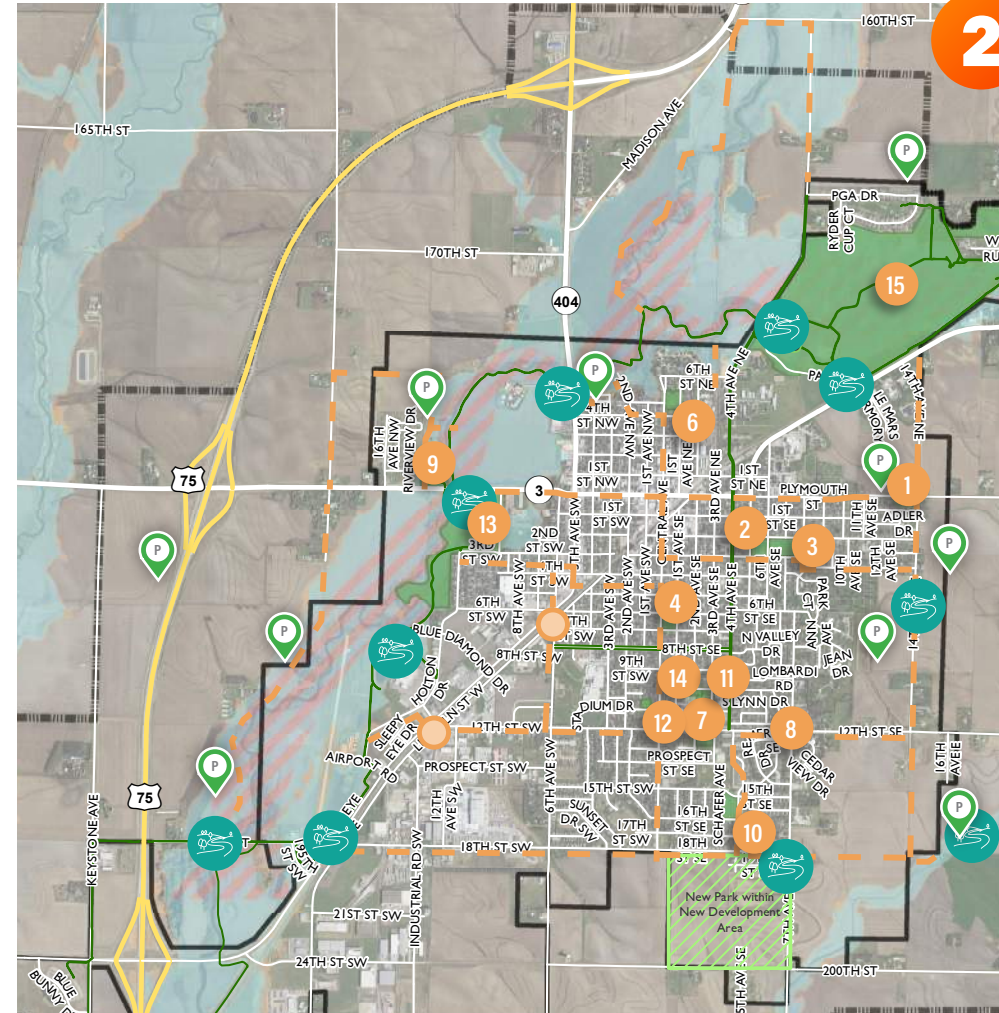
PREFERRED CONCEPT

ECONOMIC DEVELOPMENT



PREFERRED CONCEPT

QUALITY OF PLACE



1 O'Toole Park Improvements

2 Park + Trail Map



TOURISM

- + Tourism Opportunities
- + Coordinated Collaboration

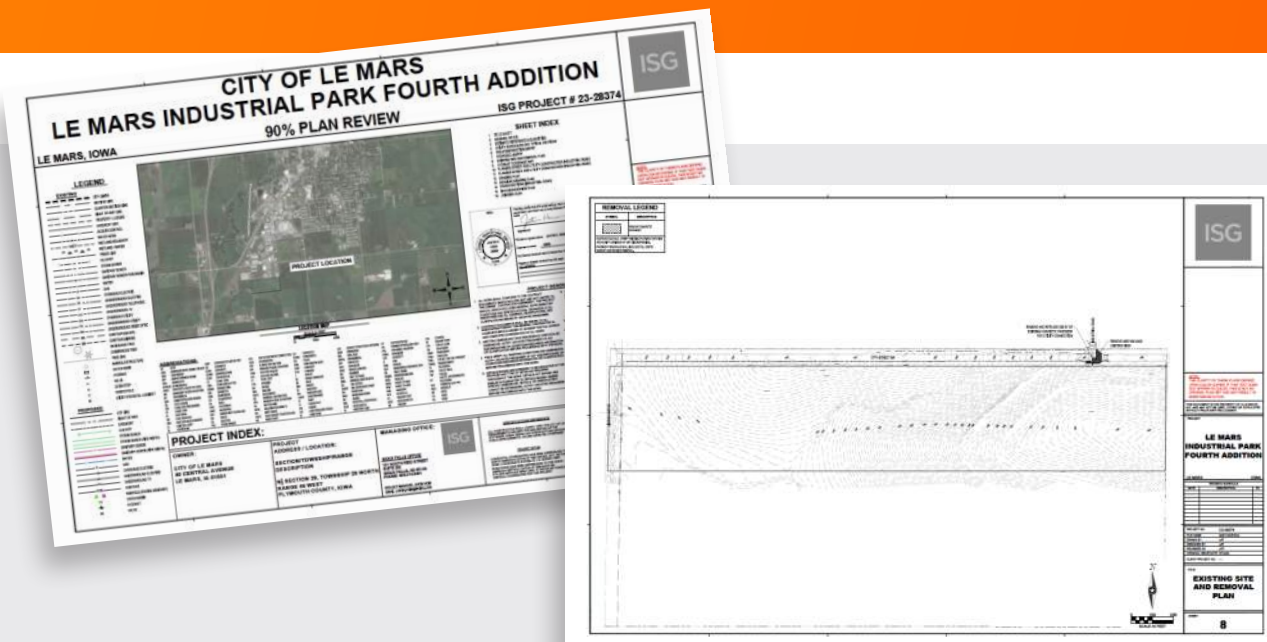


DOWNTOWN

- + Design Guidelines
- + Facade Improvement Program
- + Parking Considerations
- + Pocket Parks

IMPLEMENTATION

TRANSFORMING THE COMMUNITY



Engineering of Industrial Park South



Housing Redevelopment of Four Acres of Erdmanville

PANEL DISCUSSION



QUESTIONS?