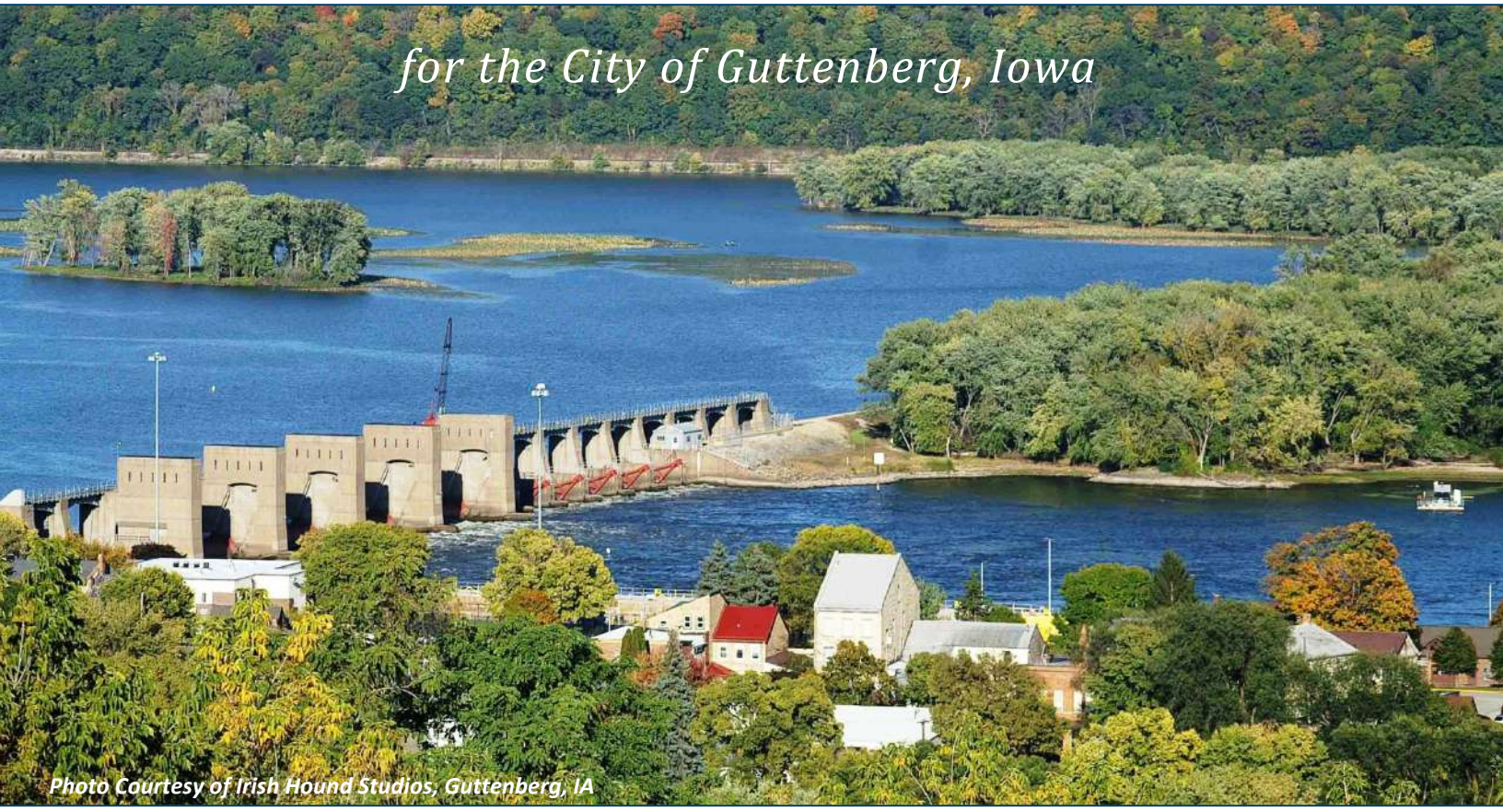
Guttenberg

2030

A Comprehensive Smart Plan

for the City of Guttenberg, Iowa



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Guttenberg
The Natural Place to Do Business, Live, Work and Play!

Upper Explorerland Regional Planning Commission (UERPC)
UERPC was created to promote regional cooperation and meet the planning and economic development needs of local governments in the five Northeast Iowa counties of Allamakee, Clayton, Fayette, Howard and Winneshiek.

upper explorerland regional planning commission

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Adoption Resolution

Resolution 2828-13

Resolution Adopting the City of Guttenberg Comprehensive Smart Plan 2013: "*Guttenberg 2030: A Comprehensive Smart Plan for the City of Guttenberg, Iowa*"

WHEREAS, the City Council of the City of Guttenberg is responsible for the preparation and adoption of the City of Guttenberg Comprehensive Smart Plan; and

WHEREAS, the City's existing comprehensive plan had not been thoroughly updated in more than 40 years and does not reflect the community's current goals and specific initiatives to help achieve those goals; and

WHEREAS, the City desired to have a plan for the community to refer to when addressing potential uses and impacts from the reuse of properties and the development of the vacant parcels in the City; and

WHEREAS, the City desired to be proactive in dealing with regional and inter-municipal issues, protecting its resources, and planning for community and/or service needs; and

WHEREAS, the City Council of the City of Guttenberg,the Comprehensive Plan Steering Committee and its planning consultants undertook a comprehensive study of the historic and existing conditions in the City, the surrounding vicinity and the rest of the County; identified issues and opportunities; analyzed numerous topics and potential options; and consulted with various boards including the Planning and Zoning Board, committees and other representatives, County departments/agencies and officials, surrounding municipalities, business groups, environmental and civic groups, as well as various Federal, State and regional organizations; and developed goals and strategy recommendations and implementation tactics which resulted in the City of Guttenberg Comprehensive Smart Plan; and

WHEREAS, the City of Guttenberg Comprehensive Smart Plan 2013, "*Guttenberg 2030*" is a long-range document that identifies the important positive attributes and components which provide a blueprint for thefuture; and

WHEREAS, the City of Guttenberg Comprehensive Smart Plan 2013, "*Guttenberg 2030*" will provide guidance to decision makers, residents, property owners and organizations through its goals and strategies relevant to the Iowa Smart Planning Elements of: Public Participation; Community Character; Land Use; Housing; Public Infrastructure and Utilities; Transportation; Economic Development; Agricultural and Natural Resources; Community Facilities; Hazards; Intergovernmental Collaboration; and Implementation; and

WHEREAS, there has been public participation throughout the process, including public workshops and a public hearing held on December 2, 2013 and review of background documents and drafts of the City of Guttenberg Comprehensive Smart Plan 2013;

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of Guttenberg, Iowa, that the City of Guttenberg Comprehensive Smart Plan 2013, "*Guttenberg 2030*" is hereby approved.

Passed and approved this 2nd day of December, 2013 by the City Council of the City of Guttenberg, Iowa.

Russell Loven, Mayor

ATTEST:

Julie Zittergruen

Record of Vote:

Ayes:	5
Nays:	0
Absent:	0

Introduction

Guttenberg 2030 is a full update to the Guttenberg Comprehensive Plan previously completed in 1970. An update is necessary as demographics and community goals and expectations change over time. Guttenberg 2030 provides extensive background for a set of goals and strategies intended to assist local officials as they make future decisions regarding the growth, management and preservation of Guttenberg.

Guttenberg 2030 has been developed with a time horizon of 20 years and the City is encouraged to review the plan for needed adjustments every five years. The planning area that was researched for background information, conditions and needs includes the city limits of Guttenberg and in some cases, the entirety of Clayton County.

Guttenberg 2030 was developed with a focus on maintaining and capitalizing on the existing industry strengths, a beautiful natural setting, the rich history and unique architecture of the community. The City of Guttenberg will be an active participant in influencing actions by developers or other governments that affect the quality of life they wish to enjoy in their community.

Guttenberg 2030 follows Iowa's Smart Planning Guidelines for comprehensive planning. These guidelines recommend a comprehensive approach to planning that incorporates ten principles intended to produce greater economic opportunity, enhance environmental integrity, improve public health outcomes and safeguard quality of life. The principles also address the need for fair and equitable decision-making processes. The Smart Planning Guidelines identify 13 elements that may be included in a comprehensive plan. These elements serve as the basis for each chapter in the plan:

- Public Participation
- Community Overview (Issues and Opportunities)
- Community Character and Culture
- Housing
- Economic Development
- Transportation
- Community Facilities
- Public Infrastructure and Utilities
- Natural and Agricultural Resources
- Hazards
- Land Use
- Intergovernmental Collaboration
- Implementation

A list and description of Iowa's ten Smart Planning Principles and 13 planning elements are included as Appendix A of this document.

The development of Guttenberg 2030 was facilitated by Upper Explorerland Regional Planning Commission with the assistance and input of Guttenberg residents, the Comprehensive Plan Steering Committee, members of the City Planning & Zoning Commission, members of the City Council, the Mayor and City administration and staff.

Many of the public improvements necessary to implement the plan may depend upon the development of other subsidiary plans such as public facility plans and/or a capital improvement plan. Guttenberg 2030 and these subsidiary plans may also need adopted implementation measures such as amendments to the City's Code of Ordinances and Zoning and Subdivision Ordinances.

Ultimately, the implementation of projects will depend on the resolve of the leadership of the City of Guttenberg. With proactive leadership from the Mayor and City Council, the City Planning & Zoning Commission, other boards and organizations and the city's administration, Guttenberg will be a strong, vibrant community that provides its residents with a high quality of life.

Public Participation

Public participation is an important part of the comprehensive planning process. For successful implementation of the plan, city residents must support the goals and strategies within. To that end, residents' ideas, thoughts and opinions are considered throughout the process. Public input from citizens, a steering committee, city staff and elected officials has been an integral part of the smart planning process for the City of Guttenberg. The steering committee was comprised of several dedicated individuals with diverse backgrounds who met to discuss all the elements of the plan and provide input to shape the vision of this plan. Committee members included city officials and staff, business owners, residents and representatives from a variety of community interest and betterment groups. In addition, public input was requested through a community survey which was available electronically and as a hard copy to accommodate as many residents and community employees as possible. An Iowa Living Roadways Community Visioning project also provided input for the plan.

To fully engage the public in the planning process for Guttenberg 2030, the City of Guttenberg and the steering committee invited city residents and other stakeholders to a total of six community workshops. Two sessions were devoted to creating a community vision. Using an Appreciative Inquiry Approach[1], community members were led through the first steps of *Discovery* and *Dreaming* to identify the community's vision for the future. Once an overarching vision for the community was created, specific visions for each of the smart planning elements were developed. A series of four public think tanks followed to *Design* goals and strategies to help the community work toward their vision for each of the plan elements. Applicable data and information was shared with participants so that they were able to make informed suggestions and plans for the future. A student focus group was also convened to gather ideas and opinions from current high school students. Notes and ideas from each of the public input sessions and the survey results are on file at City Hall and are available upon request.

The public was offered opportunities to review the results of the process by accessing the draft document electronically through the City's website and in hard copy at several city venues. Comments were accepted online or at City Hall. In addition, a presentation of the plan was created and played on Channel 6 several times over the course of six weeks.

[1] Appreciative Inquiry: *Discover* what is working, *dream* how it could be better and *design* strategies to get there.

Community Vision

Nestled between limestone bluffs and the mighty Mississippi River, Guttenberg is a scenic, safe and vibrant community. Residents and visitors enjoy recreational activities, riverfront parks and our historic downtown. Quality healthcare, schools, churches, thriving businesses and friendly people contribute to a welcoming environment. Guttenberg creates opportunities for all generations.

Photo Courtesy of City of Guttenberg

Photo Courtesy of Irish Hound Studios

Photo Courtesy of City of Guttenberg

Photo Courtesy of Irish Hound Studios

Photo Courtesy of Irish Hound Studios

Photo Courtesy of Caroline Rosacker

Community Overview

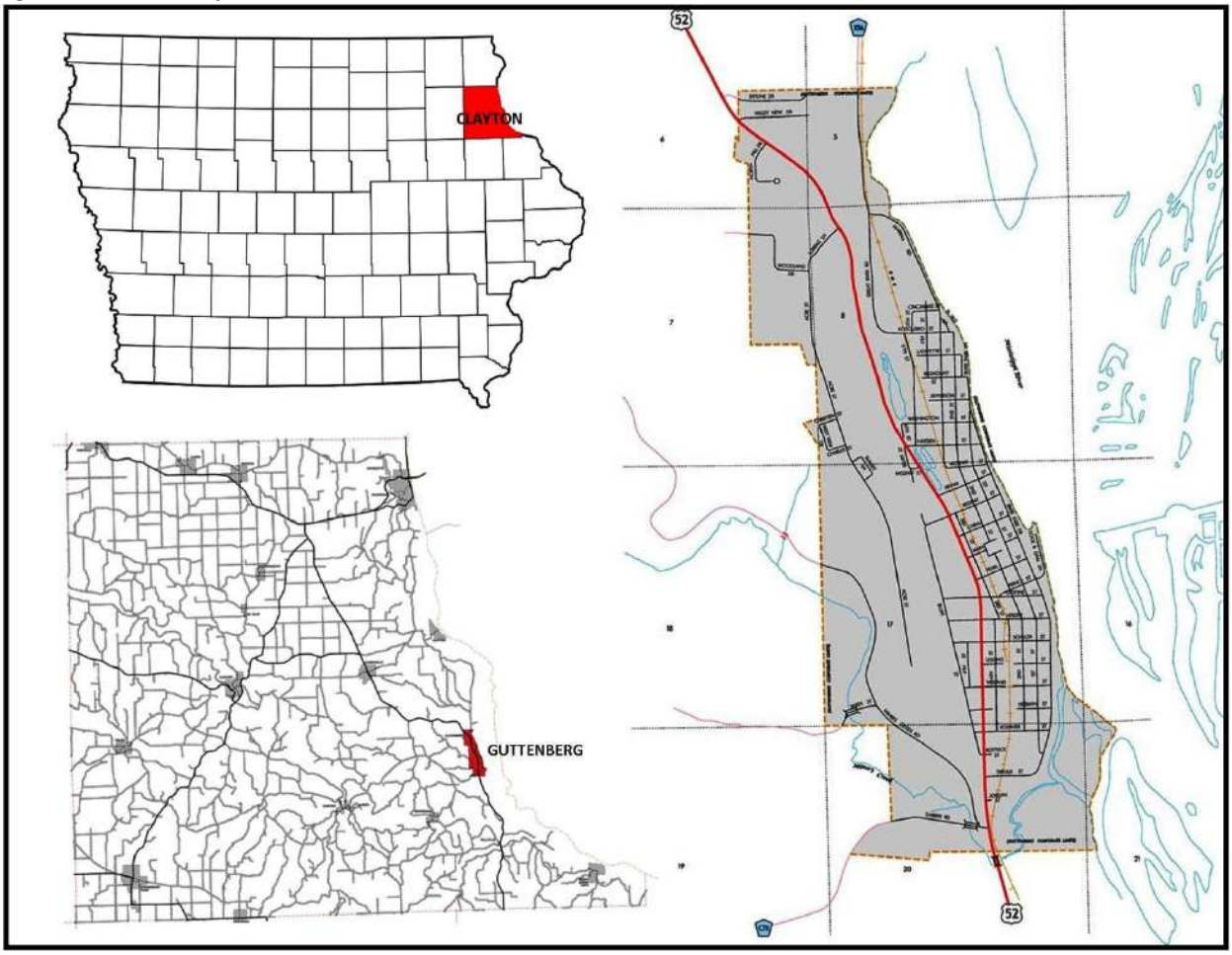
INTRODUCTION

This section of the plan includes information and data about the community that provides a foundation for understanding the current conditions within the community. Specifically, the community overview discusses the community's location, history and demography.

LOCATION

The City of Guttenberg is located in Clayton County, in Northeast Iowa. Situated on the Mississippi River at Lock & Dam #10, Guttenberg is on State Highway 52 in the southeastern part of the county. The majority of the city is bordered by the river to the east and high bluffs to the west and is in the midst of the Upper Mississippi River National Wildlife and Fish Refuge. The city covers an area of 2.12 square miles, approximately 3 miles north to south and .65 miles east to west. Figure 1 includes location maps for the county and community, as well as a city street map. The Great River Road, a national scenic byway, runs through the community along the riverfront.

Figure 1: Location Maps



HISTORY OF GUTTENBERG

Guttenberg is in located in the "Driftless Area," so known because the area was missed by the last continental glacier, leaving the wind and rivers to carve the steep landscapes characteristic of the area. The earliest known inhabitants of the area are of the Early Woodland culture, around 3000 years ago. There is only one mound in Northeastern Iowa that is attributed to Early Woodland occupants and it is in the French Town mound group near Guttenberg (York O'Bright, 1989). It is generally thought that Woodland period was followed by the Oneota Culture in Eastern Iowa. After 1650, the area was occupied by the Sac and Fox Indian tribes. (State Archaeologist, University of Iowa, 2013). With the Louisiana Purchase in 1803, "ownership" of the land passed from France to the United States. In 1833, the Black Hawk Purchase and treaty legally opened the area for white settlement. The town began as "Prairie La Porte," French for "door of the prairie" and was selected as the first county seat in 1838. The county seat was relocated to what was considered a more centralized location in 1843.

In 1844, Prairie La Porte attracted the attention of the Western Settlement Society of Cincinnati, a semi-charitable organization which was founded to help German immigrants escape the violence and hardships in Germany, who purchased a few hundred acres to the north and south of the village plat. Shortly thereafter, it purchased the plat as well and in 1845, the first German settlers arrived. The name of the village was changed to Gutenberg in 1847, presumably named for Johannes Gutenberg, inventor of the movable type and famous for its first printed book, the Gutenberg Bible. By 1857, the village was incorporated (Iowa Secretary of State, 2012) and an extra "t" had been added to the spelling of the name. By 1860, Guttenberg's population was over 1,100, the vast majority of whom were German. Guttenberg maintained a robust economy given the river's role as a major transportation hub. The town exported lead and agricultural products from local mines and farms. Small industries developed and steamboat travelers supported hospitality trades. In 1871, the railroad arrived in Guttenberg. This new transportation option impacted the city's economy by reducing its trade area, but the city adjusted to the new reality and was able to maintain its population by supporting the growth of agriculture in the surrounding area.

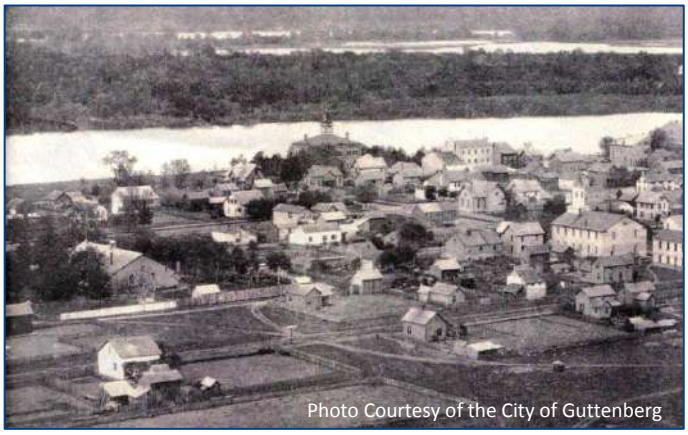


Photo 1: Historic Guttenberg

In the 1890's, Guttenberg began modernizing the city, banning free-roaming horses and pigs, establishing a sidewalk ordinance, installing a water system with fire hydrants and supporting new industry with tax incentives. The town attracted companies such as a new button factory and a canning factory, among others. In the early 1900s the city installed an electric lighting service and streetlights. The 20th Century ushered in paved streets, more business, churches and social opportunities, a north-south highway and tourism (Jacobs, 1994). Today, historic buildings and special events offer residents and visitors a glimpse into the past and a way to celebrate the city's rich history.

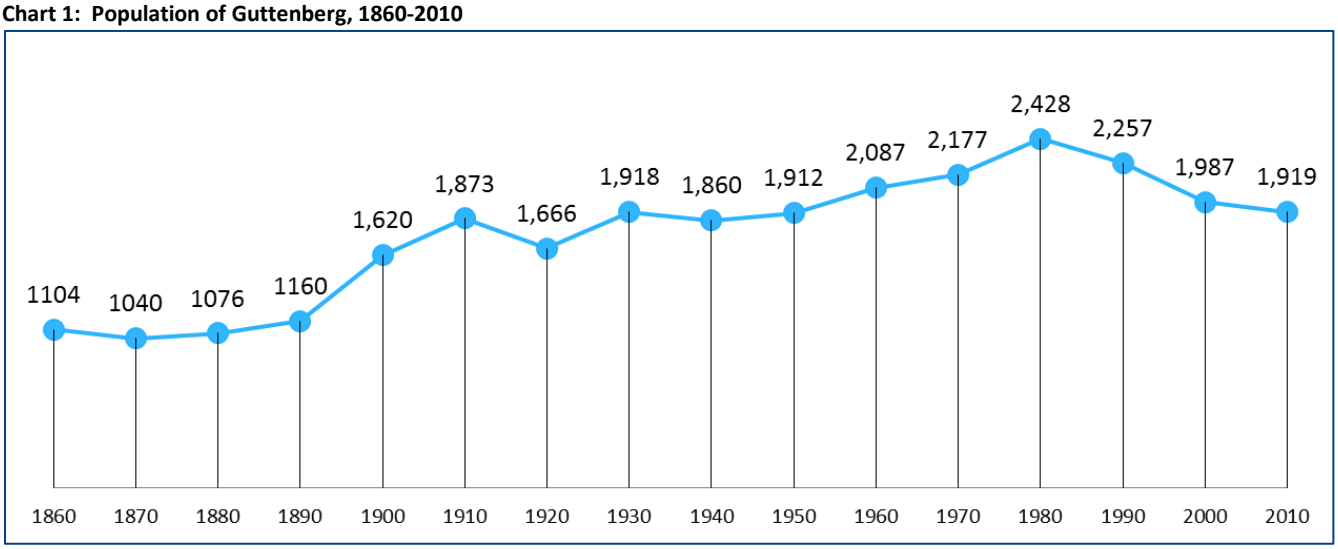
DEMOGRAPHICS

A study of demographics is included in the comprehensive plan to provide information as to whether a community is growing, the age and gender status of the population, and to identify trends that can help a community plan for its future.

Population Trends

The 2010 Census count for the population of Guttenberg was 1,919. Guttenberg is the largest city in Clayton County. The Census has been tracking population data for the City of Guttenberg since 1860 as illustrated in Chart 1. The city's highest count was in 1980 with a population of 2,428 and has since declined about 21%.

Chart 1: Population of Guttenberg, 1860-2010



Source: (U.S. Census Bureau, Decennial Census, 2010); (State Data Center of Iowa, n.d.)

Table 1 compares the growth or decline in Guttenberg's population to Clayton County and the State of Iowa. Guttenberg's population, with some fluctuation over time, remains over 18% higher than in 1900 while the county noted a nearly 35% decline in population overall, experiencing a decrease in each decade except the 1970s. The state population has seen an increase over the century, with only two periods of declining population.

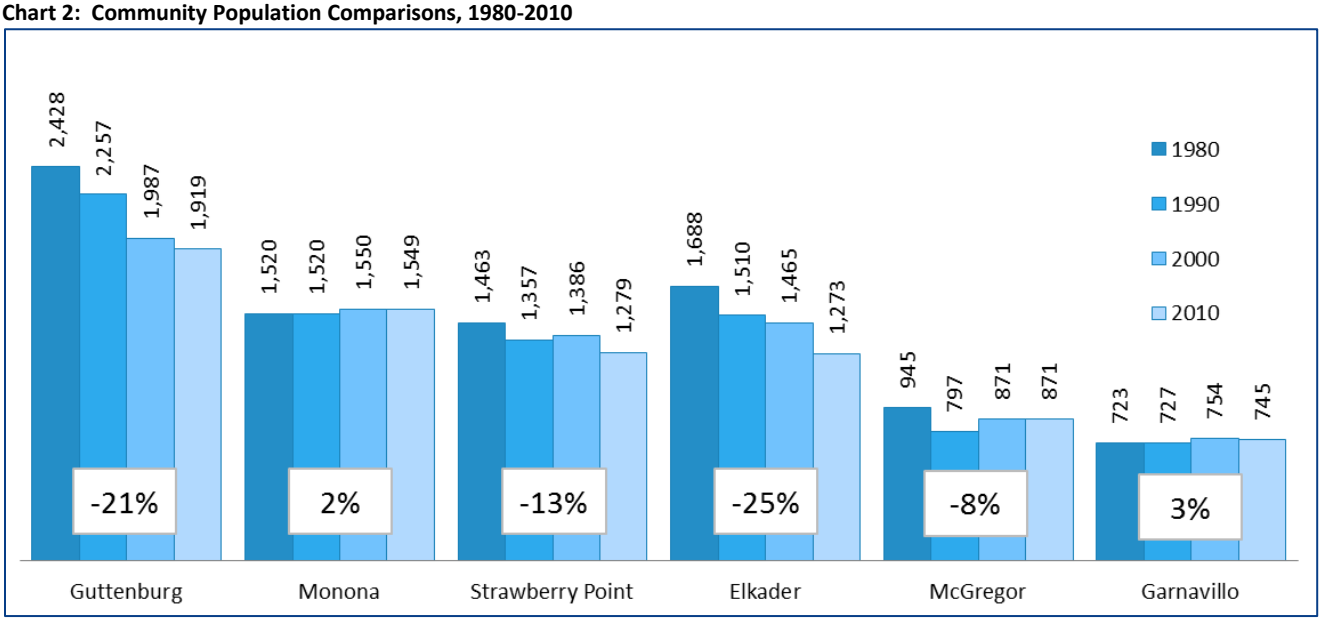
Table 1: City, County and State Population Comparison 1900-2010

Year	Guttenberg		Clayton County		State of Iowa	
	Number	% Change	Number	% Change	Number	% Change
1900	1,620	39.7%	27,750	3.8%	2,231,853	16.7%
1910	1,873	15.6%	25,576	-7.8%	2,224,771	-0.3%
1920	1,666	-11.1%	25,032	-2.1%	2,404,021	8.1%
1930	1,918	15.1%	24,559	-1.9%	2,470,939	2.8%
1940	1,860	-3.0%	24,334	-0.9%	2,538,268	2.7%
1950	1,912	2.8%	22,522	-7.4%	2,621,073	3.3%
1960	2,087	9.2%	21,962	-2.5%	2,757,537	5.2%
1970	2,177	4.3%	20,606	-6.2%	2,824,376	2.5%
1980	2,428	11.5%	21,098	2.4%	2,913,808	3.1%
1990	2,257	-7.0%	19,054	-9.7%	2,776,755	-4.7%
2000	1,987	-12.0%	18,678	-2.0%	2,926,324	5.4%
2010	1,919	-3.4%	18,129	-2.9%	3,046,355	4.1%

Source: (U.S. Census Bureau, Decennial Census, 2010); (State Data Center of Iowa, n.d.)

Chart 2 compares the population trends for Guttenberg and several neighboring communities. Guttenberg noted the second largest percentage decline since the 1980 Census count, behind Elkader.

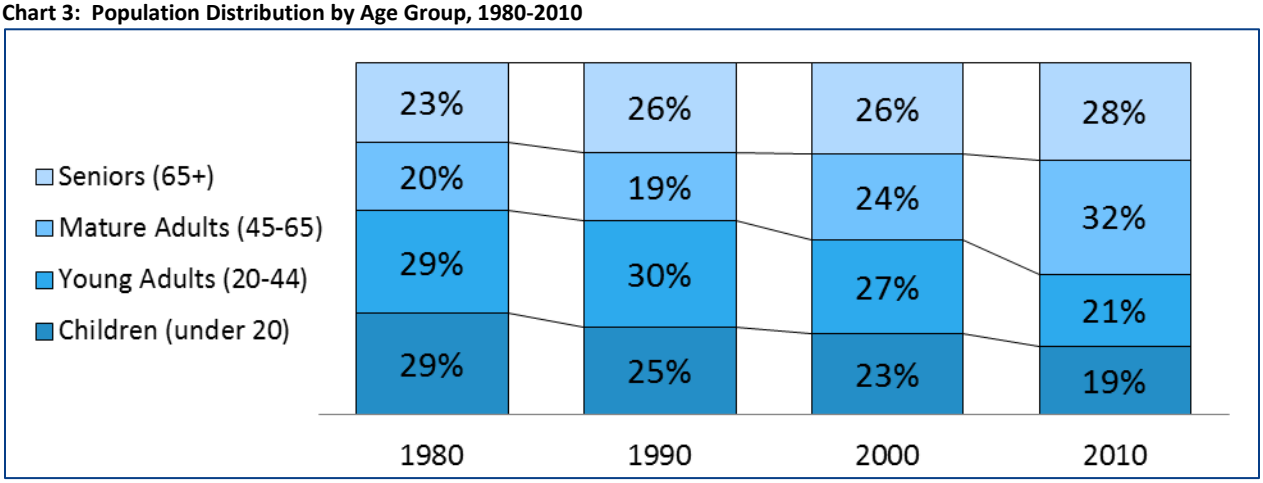
Chart 2: Community Population Comparisons, 1980-2010



Source: (U.S. Census Bureau, Decennial Census, 2010); (State Data Center of Iowa, n.d.)

Chart 3 demonstrates the change in Guttenberg's population distribution from 1980 to 2010 in four age groupings. Guttenberg has seen a steady decline since the 1980 census in the "Children (under 20)" category; where once 29% of the population fell into this age group, only 19% of the population is under age 20 as of the last census. Conversely, the percentage of adults in the 45-65 age range has grown from 20% of the population to 32% of the population. Understanding this distribution can help Guttenberg plan for a community that caters to lifestyles with fewer children and more "older" adults, or develop ways to attract young families to maintain a well-distributed population in the community.

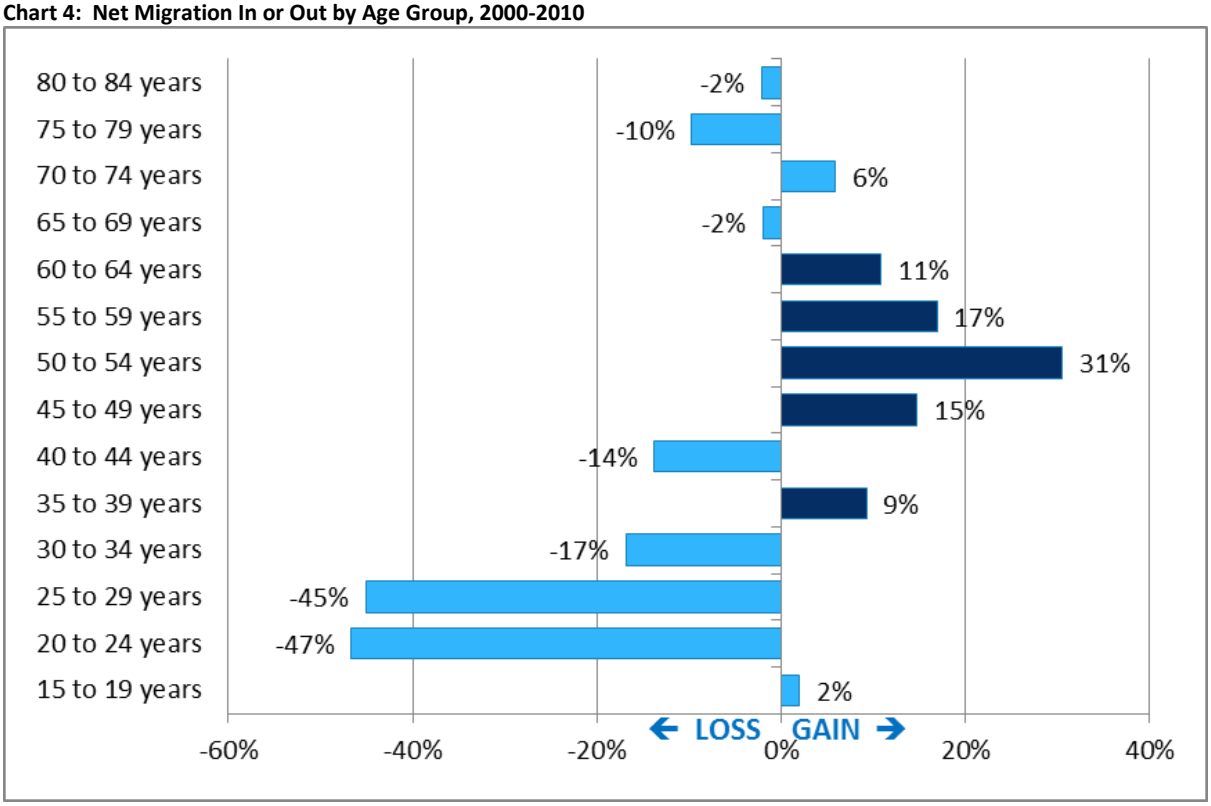
Chart 3: Population Distribution by Age Group, 1980-2010



Source: (U.S. Census Bureau, Decennial Census, 2010); (State Data Center of Iowa, n.d.)

Chart 4 demonstrates which age groups are growing due to a net migration. In other words, when compared to expected population numbers from the previous census, one can see the age groups in which Guttenberg lost population and which age groups it gained population due to a migration in or out of the community. In essence, Chart 4 captures the age ranges of the community's newcomers, its "brain gain" age groups. Guttenberg lost young adults, 20 to 34 years of age and seniors between 75 and 84 years of age but gained newcomers between the ages of 35 to 39 and 45 to 64, with a large net increase in the 50 to 54 year age group.

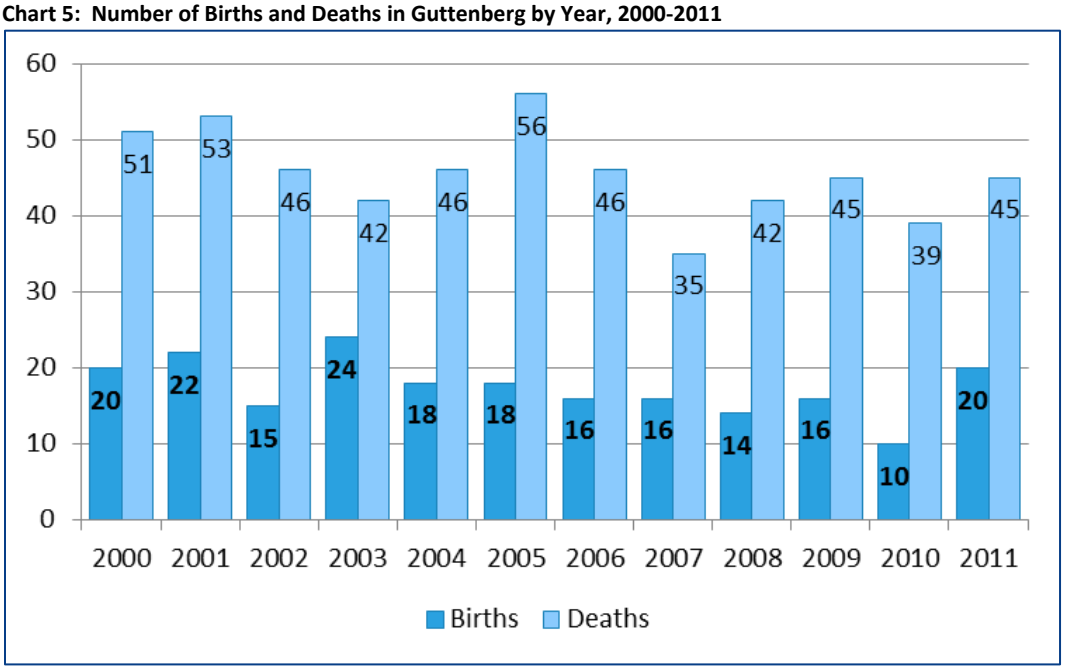
Chart 4: Net Migration In or Out by Age Group, 2000-2010



Source: (U.S. Census Bureau, Decennial Census, 2010)

Births and deaths cause a natural change in population. Over the past decade, the City of Guttenberg has experienced over twice as many deaths than births, resulting in a net natural loss of 306 people from the 10-year period between 2001 and 2011. Chart 5 documents the births and deaths by year for the city.

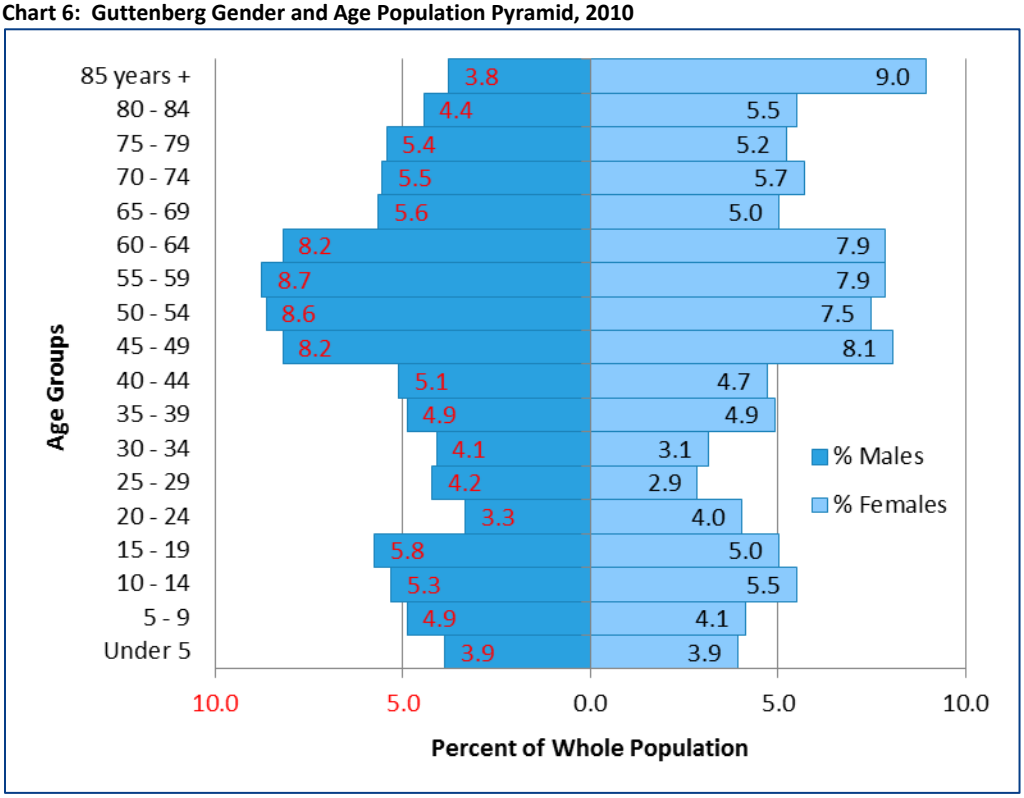
Chart 5: Number of Births and Deaths in Guttenberg by Year, 2000-2011



Source: (Vital Statistics of Iowa, 2012)

Another way to look at the population distribution within a community is to place data into a population pyramid. Awareness of the city's gender balance provides insight into whether a healthy balance exists and gives useful age information to potential employers and businesses looking to locate within the community. Guttenberg's population is fairly gender-balanced throughout all age groups (see Chart 6). It is interesting to note that females over the age of 85 are the largest group – making up 9% of the total population. This is most likely explained by female life expectancy being longer than males and the existence of a skilled nursing facility in the community. Health advancements continue to increase the life expectancies of both genders. Currently, the life expectancy of a female in Clayton County is 82.6, whereas the current life expectancy of a male in Clayton County is 76.5. This is longer than the national life expectancies of 81.17 for females and 75.96 for males (World Life Expectancy, 2011). Guttenberg recognizes the importance of this trend and will take the necessary steps to ensure the aging population's needs are met.

Chart 6: Guttenberg Gender and Age Population Pyramid, 2010



Source: (U.S. Census Bureau, Decennial Census, 2010)

Population Projections

Population projection statistics can be impacted by several factors including culture, infant mortality, quality of health care, life expectancy and others. Future population can be predicted through a number of methods that may or may not take these components into account. For the purposes of this plan, two methods for population projections were calculated. The first is determined by using a simple compound growth rate calculation. Guttenberg has noted an annualized growth rate of .02% over the last 100 years. This method projects the region's population out to 2040 using the following calculation, where "i" is the growth rate and "n" is the number of periods:

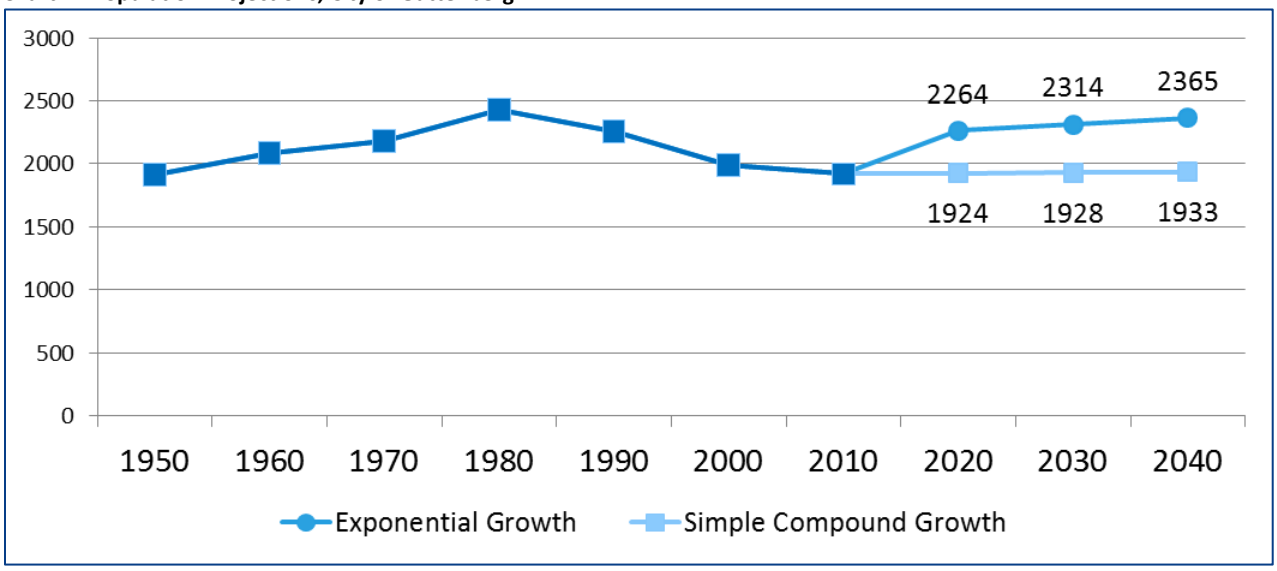
$$Future\ Population = Present\ Population \times (1 + \mathrm{i})^{n}$$

The second method predicts population by calculating exponential growth based on the population data since 1900. The results are calculated by fitting an exponential trend line to the known population data for each decennial period. The following equation was identified to project population exponentially where "e" is a constant 2.71828182845904, the base of the natural logarithm, and "x" is the number of the year (where 1900 is year 1):

$$Future\ Population = 1702.7 \times e^{-0.0219x}$$

Chart 7 illustrates these calculations for the years 2020, 2030 and 2040. While both methods project a population increase, the simple compound growth rate is the most conservative estimate and will be utilized throughout the plan as projected population numbers are required in various calculations.

Chart 7: Population Projections, City of Guttenberg



Source: (U.S. Census Bureau, Decennial Census, 2010); (UERPC, 2013)

Population Summary

The City of Guttenberg is a town of about 1,919 people and projections indicate that the population will grow over the coming years. There has been a decline in the number of children and an increase in the number of mature adults over the course of the past few decades. A close look at the change in population over the last decade indicates a significant influx of newcomers in the age range of 45 to 64 years of age. This may indicate a long term need for more services and facilities focused on senior citizens in the future, but in the short term, this influx is an opportunity for the community. Recent census data indicates that the highest median incomes are noted where the age of the householder is between 45 and 54 years (U.S. Department of Commerce, 2012). Attracting more young people to the community may also be a necessity for future growth and vitality. Guttenberg has little diversity in race, with 98% of the population self-identifying as “white” in the 2010 Census. Ethnically, 67% of the population is of German ancestry, with Irish ancestry noted by 15% of the population (U.S. Census Bureau, Decennial Census, 2010).

Community Culture

VISION

Guttenberg embraces a diverse community culture rich in the arts, natural resources and heritage.

INTRODUCTION

The City of Guttenberg is proud of its unique character and cultural assets. City residents point to the surrounding natural resources, the Mississippi River, abundant social opportunities and a strong sense of heritage as keys to the unique lifestyle available in Guttenberg. The historic buildings and architecture add to the visual character of the community. This section will explore the community's cultural assets.

EVENTS AND ACTIVITIES

Guttenberg offers residents and visitors several opportunities to engage in cultural and fun activities throughout the year. The city enjoys several annual festivals including the *Memorial Day Parade and Program*, *Stars and Stripes Celebration*, *Celebrate Guttenberg*, the *River Park Cruisers Car Show*, and *Germanfest.* In addition, there are many other events such as the weekly farmer's market, occasional music and movies in the park, family nights in the park, motorcycle rallies, tractorcades and many more.

Photo Courtesy of Irish Hound Studios

Stars & Stripes Celebration

Held each June, the Stars & Stripes Celebration is held in Ingleside Park and is sponsored by Guttenberg Development and Tourism. The event features tours of the Lockmaster's museum, the lock and dam, and the fish aquarium; food, music and kids games; contests, tournaments and races; live music in the band shell; a parade; and the big finale includes fireworks over the river.

Photo Courtesy of Irish Hound Studios

Celebrate Guttenberg

This annual summer event is held in August and is sponsored by Guttenberg Development and Tourism. The event highlights the community's assets through retail sidewalk sales, local music, food vendors, farmer's market, youth games and a youth fishing tournament.

Photo Courtesy of Irish Hound Studios

Germanfest

Germanfest is the city's largest festival and has been nationally recognized as one of the top ten events in Iowa by Top Events USA. This celebration of the town's German heritage includes a parade, craft fair, 5k run/walk, food, entertainment, contests and many other performances throughout the weekend.

RECREATION AND NATURAL RESOURCES

Guttenberg maintains its natural and recreational assets so that they will be long-term amenities for community members. The City operates and manages four parks in the community: Ingleside Park, Big Springs Nature Park, Darwin Duwe Ball Field and Playground and Vet's Ball Field and Soccer Field (see pg. 68). Ingleside Park features a two-mile walking trail along the river and the Upper Mississippi Bottomland Forest Interpretive Trail features a short loop through a natural wetland and is a great site for bird-watching. The Buechel Hill Trail is also well-used by residents for walking and jogging. Just a few miles north of Guttenberg along the Mississippi is Frenchtown Park. The park offers a boat ramp and primitive camping sites.

Photo Courtesy of Irish Hound Studios

The Mississippi River itself offers abundant opportunities for recreation and the enjoyment of the area's natural resources. Fishing and boating are supported by the availability of fishing piers and boat launches.

Photo Courtesy of Irish Hound Studios

Guttenberg benefits from several tourism-oriented designations. The Great River Road and the River Bluffs Scenic Byway - both designated byways (see pg. 58) run through and near the community and bring many travelers to the community. The city is also proud of its 2006 designation as an "Iowa Great Place" and they have recently been awarded a "Keep Iowa Beautiful Community Award of Excellence."

Golf

The Guttenberg Golf and Country Club offers 9 holes for golfing and is located just north of the community on Highway 52. The course is open to the public and includes one of the most scenic and "challenging holes in the Upper Midwest" - the 5th hole.

Guttenberg Aquarium and Fish Management Station

The aquarium and fish hatchery was built in the 1930s and is part of the Great River Road Interpretive Network, linked to the National Mississippi River Museum and Aquarium in Dubuque. The Guttenberg Aquarium houses a large exhibit of Mississippi River fish, and trout found in local streams. Operated by the Iowa Department of Natural Resources since 1974, the hatchery produces northern pike fry for the River. Each spring after the ice is out, DNR staff net northern pike from local backwater lakes. Hatchery operations typically start around March 15 and all fry are typically shipped out of the Guttenberg hatchery by April 15.

Guttenberg Farmers Market

The market is held each Saturday from May through October and features local foods and other products and crafts from vendors throughout the area. The market attracts shoppers from the community and beyond.

Photo Courtesy of City of Guttenberg

ARTS AND CULTURE

Creativity Center for the Arts

The Creativity Center is a public studio located above the Shepherd Gallery on River Park Drive. This community art studio provides free space for anyone wishing to create visual arts projects including ceramics, glass fusion, mosaics, jewelry making and painting. The Creativity Center offers an after-school program for children in fifth grade or higher, art workshops and many classes taught by volunteer staff and local artists. The Center also has space for community events, both inside the gallery or outdoors on the patio (Shepherd Gallery and Creativity Center, 2013).

The Lockmaster's Heritage House and Museum

The House and Museum are an original part of Lock and Dam #10. From 1938 through 1973, the U.S. Army Corp of Engineers required that the dam's lockmaster and assistant lockmaster live on site. One of the two original lockmasters' homes remains and is managed by the Guttenberg Heritage Society as a museum. The home is the very last lockmaster house along the Mississippi still in its original location. The museum has exhibits about the construction of the lock and dam as well as exhibits showcasing some of Guttenberg's rich history. The Lock and Dam itself opens for tours during some community events (Northeast Iowa Tourism Association, 2012).

Lakeside Ballroom

The Lakeside Ballroom was built in 1927 and was a popular establishment during the prohibition era; complete with a large dance floor that was built with hardwood maple over springs so that people would not get tired while dancing. The Lakeside featured many famous performers over time including the Everly Brothers, Lawrence Welk, Leo Greco and his Pioneers, Johnny Kettleson, Johnny Cash, Brenda Lee, Tommy Overstreet, Guy Lombardo, Herman's Hermits, Hank Thompson, Mickey Gilley, The Grassroots, Tommy James and the Shondells, Head East, Willie Nelson and Ray Price. The building was nearly destroyed in the flood of 1965 when 5 feet of water covered the dance floor (Lakeside Ballroom - Restaurant and Bar, 2013).

HISTORIC RENOVATION

Guttenberg Historic Preservation Commission

The Guttenberg Historic Preservation Commission was formed by ordinance to:

- Promote the educational, cultural, economic and general welfare of the public through the recognition, enhancement and perpetuation of sites and districts of historical and cultural significance;
- Safeguard the city's historic, aesthetic and cultural heritage by preserving sites and districts of historic and cultural significance;
- Stabilize and improve property values;
- Foster pride in the legacy of beauty and achievements of the past;
- Protect and enhance the city's attractions to tourists and visitors and the support and stimulus

to business thereby provided;

- Strengthen the economy of the city;
- Promote the use of sites and districts of historic and cultural significance as places for the education, pleasure, and welfare of the people of the city (City of Guttenberg, 2013).

Currently, the Commission is a Certified Local Government (CLG) which provides benefits to the community such as free historic preservation training and technical assistance from the State's historic preservation staff, qualification to apply for REAP Historic Resource Development Program (HRDP) grants to rehabilitate city -owned properties that are listed on the National Register of Historic Places and for a small, competitive, matching CLG grant program that is only open to CLG program participants. These grants can be used to underwrite all historic preservation activities except rehabilitation.

Properties on the National Registry

Name:	Albertus Building (aka Gutenberg Haus)
Year added to the Registry:	1979
Location:	222 Park River Dr.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	No Style Listed
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Specialty Store
Current Function:	Multiple Dwelling
Name:	Eckert House
Year added to the Registry:	1984
Location:	413 S. 1st St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Eckert,Henry
Architectural Style:	No Style Listed
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling, Specialty Store
Current Function:	Multiple Dwelling
Name:	Front Street (River Park Drive) Historic District
Year added to the Registry:	1984
Location:	River Park Dr. Between Lessing and Pearl Sts.
Historic Significance:	Architecture/Engineering, Event
Architect, builder, or engineer:	Unknown
Architectural Style:	Greek Revival, Italianate
Period of Significance:	1925-1949, 1900-1924, 1875-1899, 1850-1874
Owner:	State , Private
Historic Function:	Commerce/Trade/Business, Professional, Specialty Store
Current Function:	Commerce/Trade/Business, Professional, Specialty Store

Name:	Front Street Historic District (Boundary Increase) aka South River Park Drive Historic District
Year added to the Registry:	2004
Location:	Selected properties on South First, Prince, Goethe, Herder and Schiller Sts.
Historic Significance:	Event, Architecture/Engineering
Architect, builder, or engineer:	Green, Howard R., Brown, W.J.
Architectural Style:	Beaux Arts, Late Victorian
Period of Significance:	1950-1974, 1925-1949, 1900-1924, 1875-1899, 1850-1874
Owner:	Private
Historic Function:	City Hall, Financial Institution, Hotel, Single Dwelling, Specialty Store, Warehouse
Current Function:	City Hall, Financial Institution, Single Dwelling, Specialty Store
Name:	Fuerste House
Year added to the Registry:	1984
Location:	503 S. 1st St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Other
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Multiple Dwelling
Name:	Guttenberg Corn Canning Co.
Year added to the Registry:	1984
Location:	413 N. 3rd St.
Historic Significance:	Event, Architecture/Engineering
Architect, builder, or engineer:	Beeler,Nelson
Architectural Style:	No Style Listed
Period of Significance:	1900-1924
Owner:	Private
Historic Function:	Manufacturing Facility, Processing
Current Function:	Manufacturing Facility, Processing
Name:	Guttenberg National Fish Hatchery and Aquarium Historic District (aka Guttenberg National Fish Hatchery)
Year added to the Registry:	1991
Location:	315 S. River Park Dr.
Historic Significance:	Event, Architecture/Engineering
Architect, builder, or engineer:	Works Progress Administration, US Bureau of Fisheries
Architectural Style:	Bungalow/Craftsman
Period of Significance:	1925-1949
Owner:	Federal , State
Historic Function:	Fishing Facility Or Site
Current Function:	Fishing Facility Or Site

Name:	Guttenberg State Bank
Year added to the Registry:	1984
Location:	15 Goethe St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Romanesque
Period of Significance:	1900-1924
Owner:	Private
Historic Function:	Financial Institution
Current Function:	Financial Institution
Name:	Kolker House
Year added to the Registry:	1984
Location:	110 Goethe St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Other
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling
Name:	Lakeside Ballroom (aka Lakeside Pavilion)
Year added to the Registry:	2002
Location:	1202 N. 4th St.
Historic Significance:	Event
Area of Significance:	Entertainment/Recreation
Period of Significance:	1950-1974, 1925-1949
Owner:	Private
Historic Function:	Recreation And Culture, Music Facility
Current Function:	Recreation And Culture, Music Facility
Name:	Matt-Bahls House
Year added to the Registry:	1984
Location:	615 S. 3rd St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Other
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling

Name:	McClaine House
Year added to the Registry:	1984
Location:	300 S. 1st St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Area of Significance:	Architecture
Period of Significance:	1875-1899
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling
Name:	Moser Stone House
Year added to the Registry:	1984
Location:	211 S. 1st St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Other
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling
Name:	Nieland House
Year added to the Registry:	1984
Location:	715 S. 1st St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Other
Period of Significance:	1875-1899
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling
Name:	Parker House
Year added to the Registry:	1984
Location:	1015 S. 2nd St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Other
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling

Name:	St. Mary's Catholic Church Historic District (aka St. Mary Catholic Church Historic District)
Year added to the Registry:	2004
Location:	502,518,520 S. Second St., 214 Herder St.
Historic Significance:	Architecture/Engineering, Event
Architect, builder, or engineer:	Brinkman, Rev. Joseph H., Krajewski, Carimir Ignatius
Architectural Style:	Italianate, Colonial Revival
Area of Significance:	Education, Ethnic Heritage, Religion, Architecture
Period of Significance:	1950-1974, 1925-1949, 1900-1924, 1875-1899
Owner:	Private
Historic Function:	Institutional Housing, Religious Structure, School
Current Function:	Institutional Housing, Religious Structure, School
Name:	Stone Barn
Year added to the Registry:	1984
Location:	12 Goethe St.
Historic Significance:	Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	Other
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling, Specialty Store
Current Function:	Secondary Structure
Name:	Weber House
Year added to the Registry:	1984
Location:	822 S. River Park Dr.
Historic Significance:	Event, Architecture/Engineering
Architect, builder, or engineer:	Unknown
Architectural Style:	No Style Listed
Area of Significance:	Exploration/Settlement, Architecture
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling
Name:	Wehmer House
Year added to the Registry:	1984
Location:	910 S. River Park Dr.
Historic Significance:	Event, Architecture/Engineering
Architect, builder, or engineer:	Wehmer,George
Architectural Style:	Other
Area of Significance:	Exploration/Settlement, Architecture
Period of Significance:	1850-1874
Owner:	Private
Historic Function:	Single Dwelling
Current Function:	Single Dwelling

Source: (National Park Service, U.S. Department of the Interior, 2013); (American Dreams, Inc., n.d.)

CHURCHES AND SOCIAL CLUBS

Guttenberg is home to six different churches of a variety of faiths and denominations and about 10 social clubs. Churches and social clubs provide connection for community members and support to families in need. Community churches and clubs host various community events, dinners and fellowship opportunities throughout the year.

COMMUNITY CULTURE STRENGTHS

- Welcoming and friendly community
- Strong and plentiful clubs, churches and organizations
- Great events
- Good volunteer base
- Rich history
- Many historic buildings
- Artists and art culture
- Many recreational opportunities

COMMUNITY CULTURE CHALLENGES

- Preventing architectural deterioration
- No performing arts facility
- Marketing
- Funding
- Remoteness of the community limits opportunity
- Finding space for new cultural attractions
- Need to foster a conscious awareness of the importance of preservation through public discussion
- Maintaining a volunteer base over time

COMMUNITY CULTURE GOALS AND STRATEGIES

Goal:

Preserve and enhance the history and architecture of Guttenberg.

Strategies:

- Develop design guidelines that promote the preservation of historic buildings
- Develop an incentive program to support the rehabilitation of historic buildings
- Design an annual historic home tour
- Create a program or other educational materials for children to learn about Guttenberg's history
- Document the stories of Guttenberg residents, young and old

Goal:

Guttenberg is a destination location that draws tourists to the community and supports the local economy.

Strategies:

- Identify and create a "major attraction" that represents Guttenberg's culture and creativity and is marketable on a broad scale
- Develop new events that build on the community's rich German and Native American heritage (e.g. historic walking tours, Volkswalk, German Christmas Market)
- Encourage local eateries to incorporate heritage food items and healthier food choices into menu options by providing suggestions and recipes

Goal:

Guttenberg provides ample opportunities for residents to participate in the arts.

Strategies:

- Consider ways to develop a performing arts center for music, theater and dance
- Develop visual art opportunities through public art and art fairs

Goal:

Guttenberg offers year round active recreation opportunities for residents and visitors.

Strategies:

- Explore the feasibility of a public beach or direct riverside access
- Continue to develop the city's trail system for greater connectivity throughout the community and to nearby attractions
- Consider appointing a City Trail Committee
- Expand park and recreation activities to include outdoor recreation clubs and special events for all age groups
- Explore the feasibility of canoe or kayak rental at the Marina Center
- Develop a community center that offers indoor swimming and multipurpose gymnasium
- Consider a PERL (Public Education Recreation Levy) to fund recreational activities

Housing

VISION

Guttenberg has housing opportunities for all people.

INTRODUCTION

Housing characteristics are indicative of the social and economic conditions of a community and are an important element of a comprehensive plan. Information in this section provides data about the current housing stock as well as identifies significant changes in the number of housing units and other housing characteristics. The ability of a community to provide an adequate housing supply for all persons and income levels is integral to its economic prosperity and the wellbeing of its inhabitants.

EXISTING HOUSING CHARACTERISTICS

Occupancy Characteristics

The predominant type of housing unit in Guttenberg is the single-family home. Table 2 provides general housing information from the 1990, 2000 and 2010 Census counts. There were 1,919 housing units in Guttenberg as of the 2010 Census, with a vacancy rate of about 18%. As Guttenberg has become more of a tourist destination, the vacancy rate has increased. In 2010, over 55% of the vacant housing units counted in the community were for seasonal, recreational or occasional use, a dramatic increase from previous years (38% of vacant properties in 1990 and 29% in 2000). Currently, these units constitute over 10% of all the housing stock in the community. Table 2 also shows that the number of total housing units has varied over the years with an overall expansion of housing units even with a population decline. During this same time period the number of families and the average family size decreased in the community.

Table 2: General Housing Information for the City of Guttenberg

Statistic	1990	2000	2010
Total Persons	2,257	1,987	1,919
Total Housing Units	999	935	1,085
Occupied	930	837	887
Vacant	69	98	198
Vacancy Rate	6.9%	10.5%	18.2%
Persons Per Occupied Housing Unit	2.42	2.37	2.16
Average Family Size	2.93	2.77	2.66
Number of Families	612	534	516

Source: (U.S. Census Bureau, Decennial Census, 2010); (State Data Center of Iowa, n.d.)

Table 3 provides a comparison of the total number of housing units between selected Clayton County communities, the county and the state. All of the jurisdictions except Elkader, whose loss is most likely due to an extreme flooding event, experienced an overall increase of housing units from 1990 to 2010.

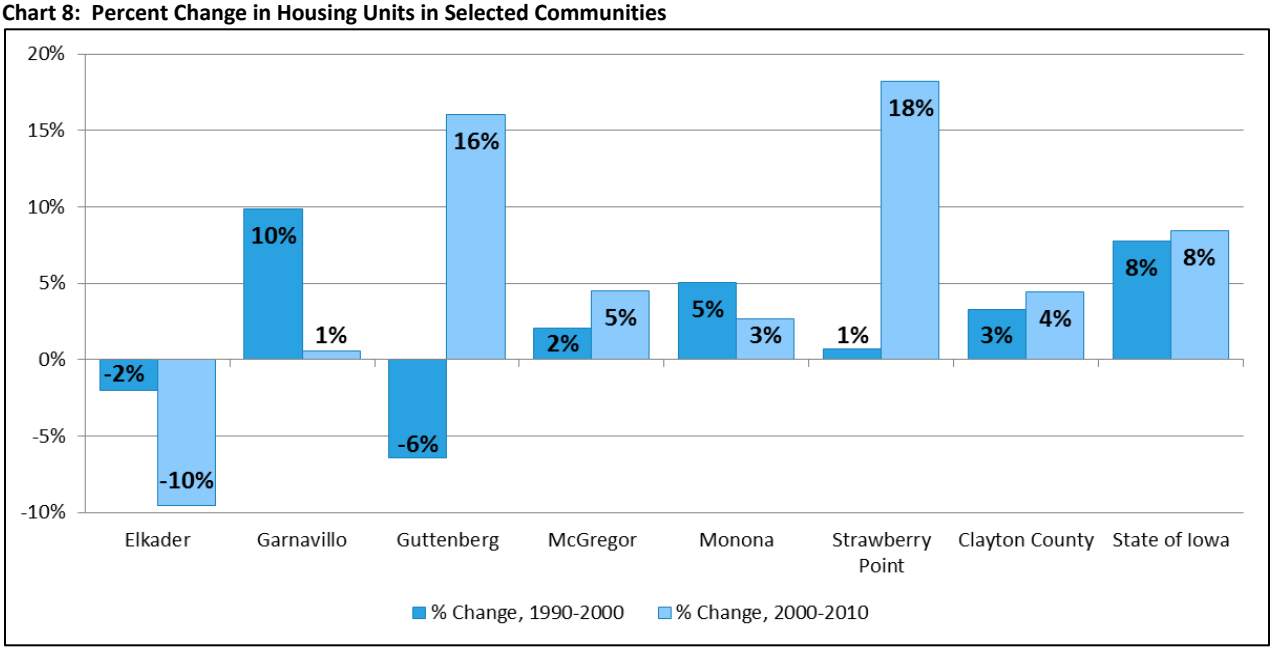
Chart 8 breaks down the percent of change in housing units for each community, the county and the state for each decade. Guttenberg noted all of its growth between 2000 and 2010.

Table 3: Number of Housing Units in Selected Communities

Community	1990	2000	2010	% Change, 1990-2010
Elkader	707	693	627	-11%
Garnavillo	325	357	359	11%
Guttenberg	**999**	**935**	**1,085**	**9%**
McGregor	477	487	509	7%
Monona	672	706	725	8%
Strawberry Point	556	560	662	19%
Clayton County	8,344	8,619	8,999	8%
State of Iowa	1,143,669	1,232,511	1,336,417	17%

Source: (U.S. Census Bureau, Decennial Census, 2010)

Chart 8: Percent Change in Housing Units in Selected Communities



Source: (U.S. Census Bureau, Decennial Census, 2010)

Table 4 compares the percentage of rental occupied housing units in each community, the county and state. Guttenberg's percentage of rental occupied housing has slowly declined over time and is consistently lower than the state levels. The percentage of vacant properties that would be rentals in the community is 8%

Table 4: Percentage of Rental Occupied Units for Selected Communities

Community	1990	2000	2010
Elkader	25%	25%	24%
Garnavillo	19%	18%	18%
Guttenberg	**27%**	**26%**	**25%**
McGregor	37%	39%	35%
Monona	24%	25%	30%
Strawberry Point	19%	22%	28%
Clayton County	25%	24%	23%
State of Iowa	30%	28%	28%

Source: (U.S. Census Bureau, Decennial Census, 2010); (State Data Center of Iowa, n.d.)

Median rental rates for selected communities are shown in Table 5. The table shows that each of the selected jurisdictions, including Guttenberg, reported significant increases in their median rents between 1990 and 2011[2]. Overall, rents in Guttenberg increased 97% but remain lower than most surrounding jurisdictions.

Table 5: Median Rent for Selected Communities

Community	1990	2000	2011	% Increase 1990-2010
Elkader	$218	$279	$583	167%
Garnavillo	$256	$345	$578	125%
Guttenberg	**$239**	**$339**	**$472**	**97%**
McGregor	$225	$370	$556	147%
Monona	$234	$363	$498	112%
Strawberry Point	$262	$338	$440	68%
Clayton County	$241	$353	$521	116%
State of Iowa	$336	$470	$637	90%

Source: (U.S. Census Bureau, ACS 2007-2011); (State Data Center of Iowa, n.d.)

Housing Permits Issued

Table 6 provides a breakdown of building permits issued by the City of Guttenberg since 2000 as collected by the U.S. Census Building Permits Survey. Building permits are issued per building regardless of the number of units; "total units" indicate the number of living quarters within those buildings. Guttenberg has issued permits for 59 buildings, resulting in 68 residential units, over the past 12 years.

Table 6: Building Permits for City of Guttenberg, 2000-2012

Type of Housing	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Single Family	6	6	5	1	15	9	4	5	4	1	0	0	1
Two Family	0	0	0	0	0	0	0	0	0	0	0	0	0
3-4 Family	1	0	0	0	1	0	0	0	0	1	0	0	0
Five plus Family	0	0	0	0	0	0	0	0	0	0	0	0	0
Total units	10	6	5	1	18	9	4	5	4	5	0	0	1

Source: (U.S. Department of Commerce, 2012)

[2] In the 2010 Decennial Census, Valuation Data was no longer collected. It is now included only in the American Community Survey

Value Characteristics

A breakdown of the 1990, 2000 and 2011 housing unit values for Guttenberg are shown in Table 7. Values have steadily increased over the time period. The reason for the increase is most likely due to economic trends rather than improved housing stock. Housing values in Northeast Iowa did not experience the housing market correction that much of the rest of the country did during the past several years and as a result, the region did not experience a price or value decline. Guttenberg's overall trend shows an increase in housing values.

Table 7: Value of Owner-Occupied Single Family Dwelling Units in Guttenberg

	1990		2000		2011	
Unit Value Ranges	Number	Percent	Number	Percent	Number	Percent
Less than $50,000	373	65.9%	84	15.4%	86	12.5%
50,000-99,999	172	30.4%	337	61.9%	283	41.1%
100,000-149,999	15	2.7%	93	17.1%	123	17.9%
150,000-199,999	3	.5%	12	2.2%	109	15.8%
200,000-299,999	3	.5%	18	3.3%	60	8.7%
300,000-499,999	0	0%	0	0%	20	2.9%
500,000 or more	0	0%	0	0%	7	1.0%

Source: (U.S. Census Bureau, ACS 2007-2011); (State Data Center of Iowa, n.d.)

Table 8 compares the median housing values of neighboring jurisdictions to the median housing value in Guttenberg. The value of the units provides an understanding of a community's housing stock and affordability. Guttenberg's median housing value is the highest of all of the neighboring communities, while remaining below the overall county median and the state.

Table 8: Median Value of Specified Owner-Occupied Units in Selected Communities

Community	1990	2000	2011
Elkader	$41,600	$66,000	$83,200
Garnavillo	$40,500	$64,500	$79,800
Guttenberg	$42,800	$82,200	$95,500
McGregor	$30,900	$55,600	$93,400
Monona	$35,600	$62,500	$86,400
Strawberry Point	$33,500	$63,500	$80,600
Clayton County	$37,000	$66,400	$97,900
State of Iowa	$45,500	$82,500	$121,300

Source: (U.S. Census Bureau, ACS 2007-2011); (State Data Center of Iowa, n.d.)

Age Characteristics

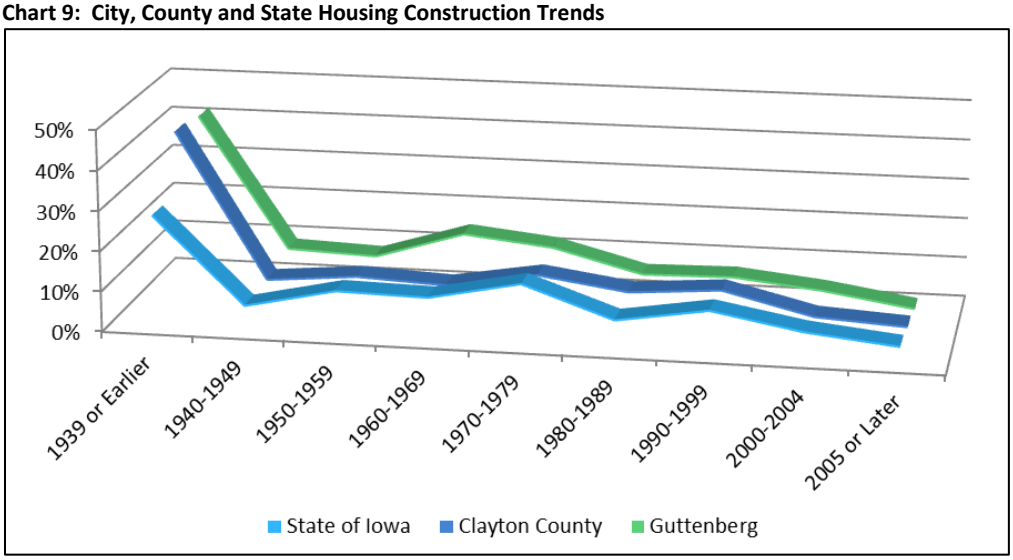
One factor that assists a community in understanding potential housing needs and issues is the age of its existing units. Table 9 compares the age of existing housing units by percentage of total housing units of Guttenberg, Clayton County and the State of Iowa. Guttenberg is similar to the county in having a little over 40% of its housing stock built prior to 1940. Over 25% of the current housing stock was built in the 60s and 70s. In general, housing construction patterns are similar to that of the county and state as illustrated in Chart 9.

Table 9: Age of Housing Units

Year Unit was Built	Guttenberg	Clayton County	State of Iowa
2005 or Later	0.5%	2.5%	4.3%
2000-2004	4.0%	3.9%	6.7%
1990-1999	6.4%	9.4%	10.8%
1980-1989	6.0%	7.8%	7.3%
1970-1979	11.8%	11.0%	15.1%
1960-1969	14.2%	7.3%	10.6%
1950-1959	7.4%	8.4%	11.1%
1940-1949	8.3%	6.5%	6.3%
1939 or Earlier	41.6%	43.1%	27.8%

Source: (U.S. Census Bureau, ACS 2007-2011)

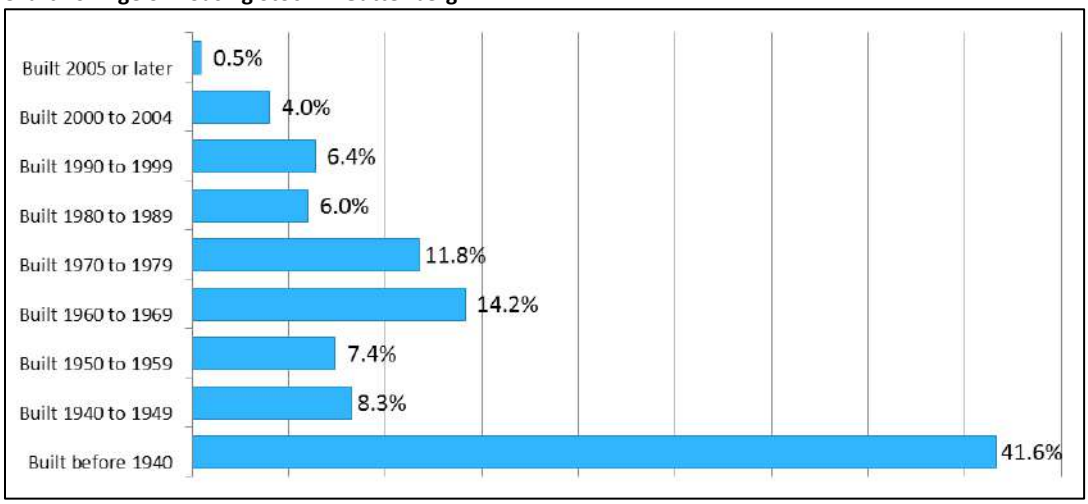
Chart 9: City, County and State Housing Construction Trends



Source: (U.S. Census Bureau, ACS 2007-2011)

Chart 10 demonstrates the age of the housing stock in Guttenberg alone. Over 83% of the housing in Guttenberg was built prior to 1980. A higher percentage of older homes suggests a higher probability of maintenance issues often experienced in older homes: plumbing, electrical, roofing, energy efficiency and handicap accessibility. According to the Department of Housing and Urban Development (HUD), housing units built prior to 1980 contain the highest potential for lead paint hazards. Because of its location and surrounding natural environment, Guttenberg has limited areas for new construction. This makes renovation and maintenance of existing housing stock important to the community.

Chart 10: Age of Housing Stock in Guttenberg

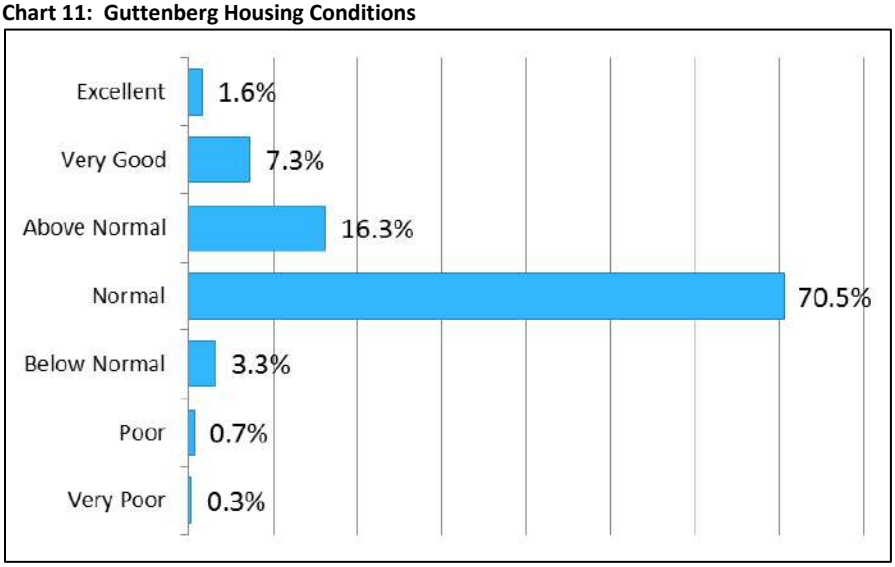


Source: (U.S. Census Bureau, ACS 2007-2011)

Housing Conditions and Structural Characteristics

The condition of the residential housing stock is an important indicator of a community's quality of life. Ensuring that homes are in proper condition offers many benefits to a community including efficiency, curb appeal, community pride and stronger tax collections. Chart 11 shows the breakdown of housing conditions for homes in Guttenberg as rated by the Clayton County Assessor. Currently, only a very small percentage (4.3%) are rated below normal or worse and over 25% of Guttenberg's residential housing is considered above normal or better. About 13% of the homes in Guttenberg were built in the 1800s, and in this group, nearly 90% are in normal or better condition. This is very positive for the community and indicates the attention that Guttenberg residents give to their homes.

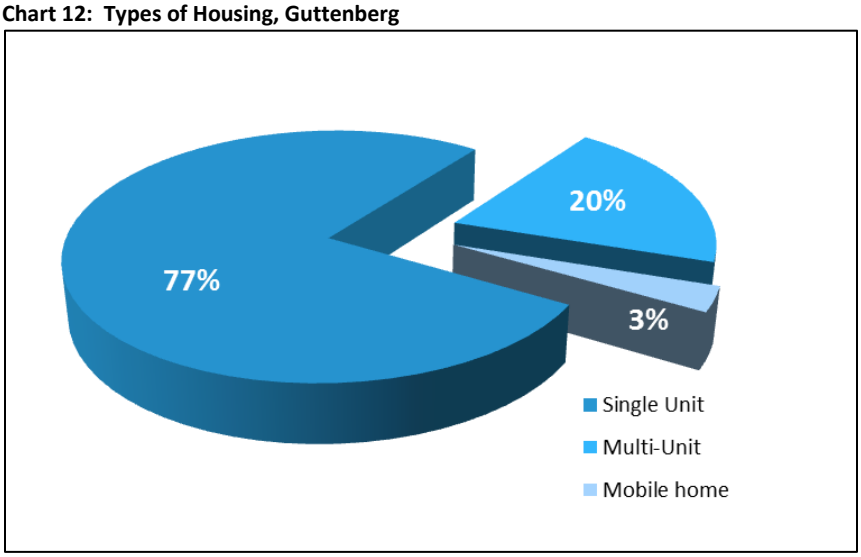
Chart 11: Guttenberg Housing Conditions



Source: (Loan, 2013)

The majority of Guttenberg's housing is composed of single unit structures. As noted in Chart 12, 77% are single unit, 20% multi-unit structures and 3% are mobile homes. Of the total multi-unit structures, 37% of the units are in duplexes, 34% of the units are in tri- or fourplexes and 29% are in 5 to 9 unit structures.

Chart 12: Types of Housing, Guttenberg



Source: (U.S. Census Bureau, ACS 2007-2011)

HOUSING PROJECTIONS

Table 10 calculates the possible housing shortage for the community. The figures in Table 10 were developed for the conservative population projections calculated previously in this plan. As of the 2010 Census, Guttenberg had a total population of 1,919; however 91 lived in group-quarters (nursing homes, care facilities) leaving the actual population to be housed in 2010 at 1,828. The average number of persons per household in Guttenberg in 2010 was 2.06. The number of households is then calculated by population to be housed (1,828) by the average persons per household (2.06); 887 households.

According to Census data, the state of Iowa averages 0.914 households per housing unit, less than one household lives in one housing unit. Applying this ratio to the calculation of housing demand does increase the demand estimate, but is common practice in calculating housing demand. After applying the ratio of 0.914 households per housing unit to the number of households in Guttenberg, a preliminary housing demand of 971 was generated for 2010. A 15% vacancy rate was then added to preliminary demand to produce the estimated demand for housing in Guttenberg. The 15% vacancy rate was conservatively chosen given the actual 2010 vacancy rate of 18.2% and the expectation that the popularity of Guttenberg as a vacation destination will continue and the number of seasonal, recreational or occasional use properties will remain fairly constant. Adding in the vacancy rate, the assumed 2010 demand becomes 1,117 (971 times 1.15).

To calculate the projected housing demand for future years it is necessary to assume that average persons per household will remain at 2.06 and that the percent of population in group quarters will remain at the 2010 level of 4.7% of the population. While these calculations indicate that there is a

slight shortage of housing in the community, local real estate agents and businesses should be consulted before encouraging more development. Real estate agents will be able to provide a perspective as to what potential buyers are seeking and local employers know how many of their employees are commuting significant distances and may be able provide input into that potential demand.

Table 10: Housing Supply and Demand for Guttenberg

	2010	2020	2030	2040
Population	1,919	1,924	1,928	1,933
Population in Group Quarters	91	91	91	92
Population to be Housed	1,828	1,833	1,837	1,841
Number of Households	887	890	892	894
Preliminary Housing Demand	971	973	975	978
Demand with 15% Vacancy Rate	1,117	1,119	1,122	1,125
Housing Supply	1,085	1,085	1,085	1,085
Shortage	32	34	37	40

Affordable and Accessible Housing

Housing affordability is an important consideration for a community and its residents. Affordable homes can attract and retain employees to the community. This can be a selling point and a competitive advantage for area employers. Affordable homes also support the local workforce so they can live closer to their jobs. A healthy mix of housing options ensures opportunities for all individuals to improve their economic situation and contribute to their communities.

Chart 13 indicates the median home value and median household income for Guttenberg over time. One rule of thumb is that to be "affordable," the purchase price of housing should be no more than three times a household's annual median income. In lieu of a purchase price, one can compare median housing values to median income. Using this comparison, the median value of a home in Guttenberg is 2.7 times the median household income as of 2011. This places the local housing market within the affordable range for Guttenberg residents, but nearing the threshold where homes can become out of reach affordably for local households.

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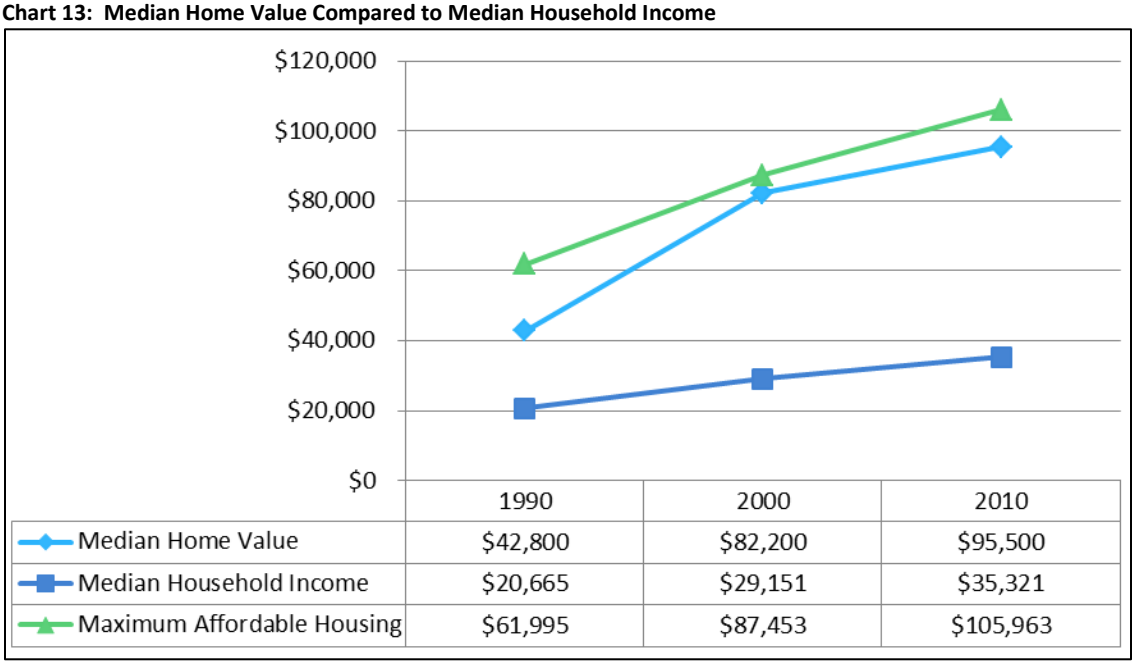
Chart 13: Median Home Value Compared to Median Household Income

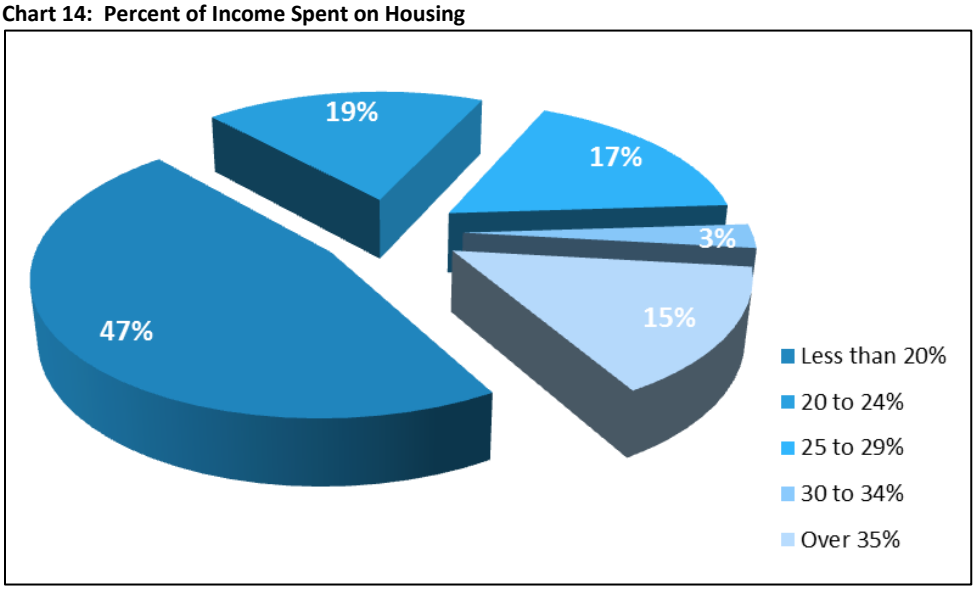


	1990	2000	2010
Median Home Value	$42,800	$82,200	$95,500
Median Household Income	$20,665	$29,151	$35,321
Maximum Affordable Housing	$61,995	$87,453	$105,963

Source: (U.S. Census Bureau, ACS 2007-2011); (State Data Center of Iowa, n.d.)

Another generally accepted definition of affordability is that a household pay no more than 30% of its annual income on housing. Families who pay more than 30% of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care (U.S. Department of Housing and Urban Development, 2012). As Chart 14 indicates, about 18% of Guttenberg's households have housing costs that are considered unaffordable by HUD standards.

Chart 14: Percent of Income Spent on Housing



Source: (U.S. Census Bureau, ACS 2007-2011)

HOUSING PROGRAMS

Residents in the community and the City of Guttenberg have access to several federal and state housing programs. The following list identifies several housing assistance programs available to the city and its residents that are administered through regional agencies.

Section 8 Rental Assistance is HUD's federally funded program to provide rental assistance to low-income families to secure decent, safe, sanitary and affordable housing in a non-discriminatory manner from the private rental market. The Section 8 Housing Program in Clayton County is administered by the Regional Housing Authority through Upper Explorerland Regional Planning Commission (UERPC) in Postville.

Lease Purchase Affordable Housing Program is a rent to own program through Northeast Iowa Community Action Corporation (NEICAC). The program selects two to three communities annually through recommendations from a county housing committee to construct for income qualifying families. The homes have three bedrooms and are rented for one to three years by a first-time homebuyer family before the purchase is completed. After taking the required Homebuyer Education Classes, the renter can buy the home for about half the cost of construction. The homes are built for families who are at an income level that does not exceed 60% of the local average monthly income and are constructed with green design and for maximum energy efficiency.

The Weatherization Assistance Program (WAP) through NEICAC provides many Northeast Iowans with the means to remain in their homes in safety, comfort and affordability. Services include a cost effectiveness energy audit, air leakage checks, insulation and all combustion appliances inspection for repair or replacement. NEICAC's own crews provide all but appliance and furnace repair services.

Homeless Prevention and Rapid Re-Housing Program (HPRP) provides assistance to those individuals who, without this assistance, would be homeless. To qualify, household income must be 50% or less of the average median income for the county. Income is determined at current monthly gross income projected forward for 12 months. An application may be made through any Family Service office.

The Home Energy Assistance Program (LIHEAP) assists qualifying low-income Iowa households (homeowners and renters) in the payment of a portion of their residential heating costs for the winter heating season. In addition, the program can provide energy crisis assistance and weatherization and other energy-related home repairs.

The Northeast Iowa Regional Housing Trust Fund assists residents in a four-county region, which includes Clayton County, with incomes less than 80% of Iowa Statewide Median Family Income through low, no-interest or forgivable loans. The goal of the program is to develop, redevelop, rehabilitate and renovate single-family and multi-family owner-occupied and rental dwellings. Funds may be used for roof repair, furnace repair and replacement, energy efficiency updates, electrical and plumbing upgrades, handicap accessibility and homebuyer assistance.

Other federal and state programs are available to the city and its residents and are listed in Appendix B.

HOUSING STRENGTHS

- Good variety of housing types: single family, apartments, duplexes…
- Homes are generally well-maintained – people take pride in their appearance
- Housing is available for the elderly and disabled - Guttenberg Care Center, River Living Center, G&G Living Center and Homes
- Abundant transient/short term housing supports tourists: B&B's, campgrounds, hotels, trailer courts
- Historic limestone homes
- Affordable

HOUSING CHALLENGES

- Lack of lots in town for newer housing
- Aging housing stock and historic homes require more money for rehabilitation and repairs than newer homes
- Part time homeowners (vacation homes)
- Absentee or inattentive landlords
- Encouraging well-maintained properties everywhere

HOUSING GOALS AND STRATEGIES

Goal:
Existing housing is well-maintained and attractive.

Strategies:

- Ensure that residents are informed of the housing programs available to support rehabilitation and repairs by maintaining current information at City Hall.
- Target revitalization efforts by developing rehabilitation incentives with specific criteria
- Where possible, plant shrubs and trees to enhance exterior views
- Increase the number of annual "bulky waste" collection dates

Goal:
Adequate space and infrastructure is available for residential development.

Strategies:

- Encourage the long range relocation of downtown industry to open up space for housing
- Consider annexation for residential use

Goal:

Affordable housing is available for all.

Strategies:

- Develop housing incentives to support homeownership (e.g. down payment assistance, low-interest loans)
- Develop incentives that promote the development of affordable housing (e.g. tax abatement)
- Encourage the development of independent and assisted living for older adults and seniors
- Maintain a list of available rental properties and rental information on community websites

Economic Development

VISION

Guttenberg encourages and supports business, industry and tourism to create employment opportunities.

INTRODUCTION

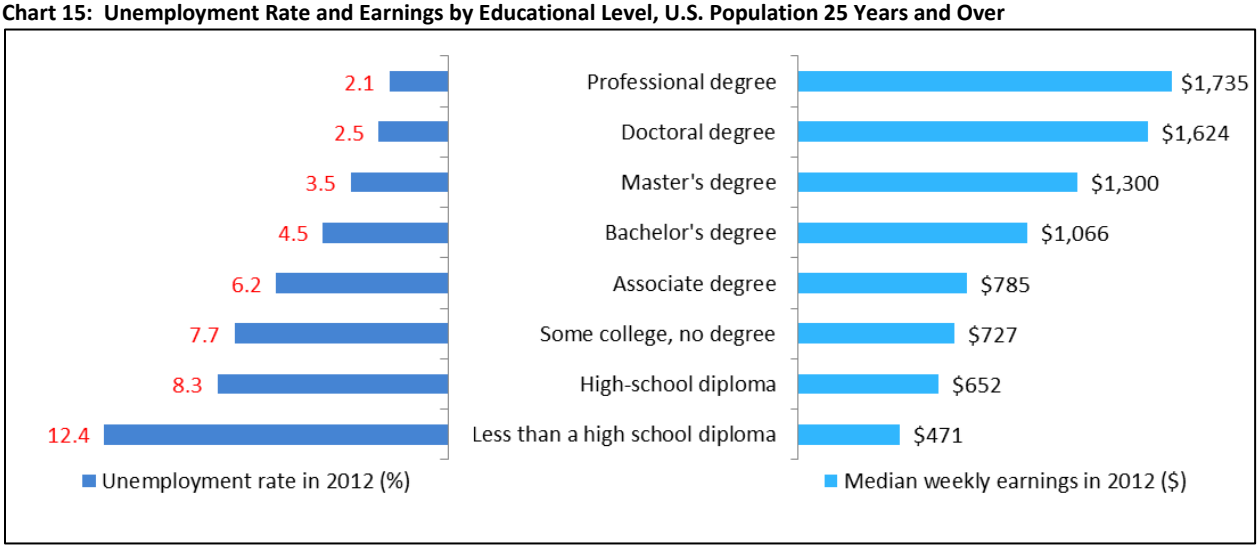
Economic development is determined by the community's ability and capacity to act and innovate in order to respond effectively to changing circumstances. The end product of economic development is an improved quality of life for residents. This section will examine two aspects vital to economic development in Guttenberg, its workforce and business climate. The City, the Guttenberg Economic and Industrial Development Committee and Guttenberg Development and Tourism actively work to promote the development of the city. The city has a small established industrial park with available space. Guttenberg puts significant effort into supporting retail and commercial businesses through its focus on tourism, and is well-positioned for future growth. The community has a diverse economic base and a strong workforce.

WORKFORCE

Educational Attainment

One factor that has influence over personal income and employment is a person's educational level. Recent data from Bureau of Labor Statistics (BLS) shows the correlation between education, weekly earnings and unemployment. Chart 15 illustrates BLS data showing that higher education levels result in higher earnings and lower unemployment rates.

Chart 15: Unemployment Rate and Earnings by Educational Level, U.S. Population 25 Years and Over



Source: (Bureau of Labor Statistics, 2012)

Table 11 compares the levels of education for Guttenberg residents to Clayton County residents as a whole. Just over 85% of Guttenberg residents over the age of 25 are high school graduates or higher compared to nearly 91% countywide, but a larger percentage of Guttenberg residents have a bachelor's degree or higher (17.2%) when compared to the county (15.3%).

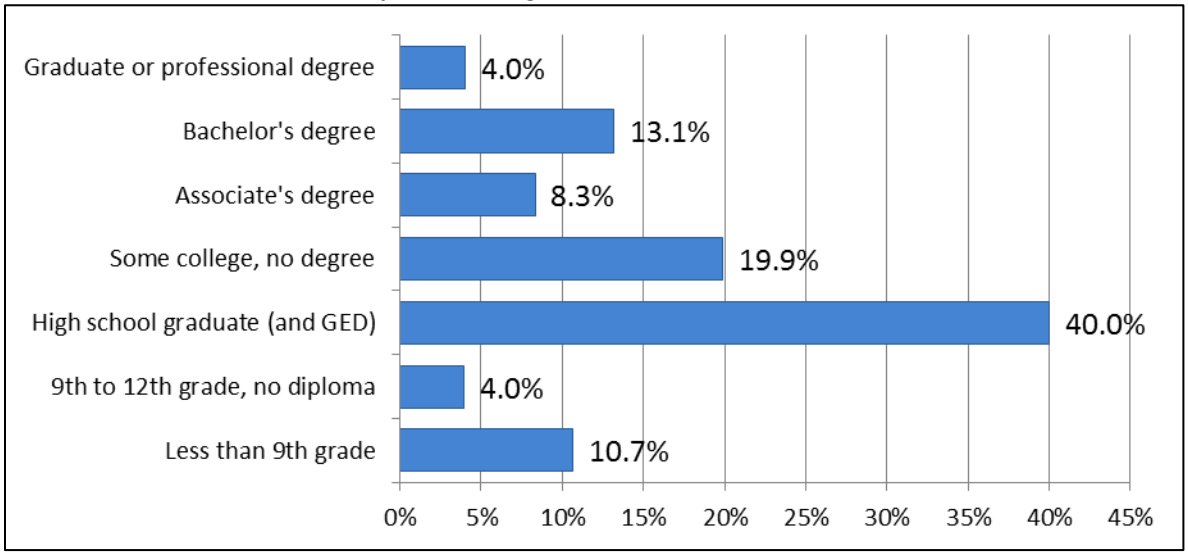
Table 11: Educational Attainment for Persons 25 Years of Age and Older

Category	Guttenberg		Clayton County	
	Number	Percent	Number	Percent
Less than 9th grade	151	10.7%	609	4.8%
9th to 12th grade, no diploma	56	4.0%	545	4.3%
High school graduate, includes GED	566	40.0%	5,942	46.7%
Some college, no degree	281	19.9%	2,467	19.4%
Associate's degree	118	8.3%	1,214	9.5%
Bachelor's degree	186	13.1%	1,381	10.8%
Graduate or professional degree	57	4.0%	571	4.5%

Source: (U.S. Census Bureau, ACS 2007-2011)

Chart 16 illustrates the educational attainment of Guttenberg's population alone. It is a good snapshot of the balance of educational levels throughout the community. High school graduates and graduates with some college clearly stand out as the majority, with 13% holding bachelor's degrees.

Chart 16: Educational Attainment, City of Guttenberg



Source: (U.S. Census Bureau, ACS 2007-2011)

Labor Force

Not all residents are considered to be in the labor force for a variety of reasons from age to school or military preoccupations. Table 12 compares the labor force characteristics for Guttenberg to the county as a whole. Guttenberg's workforce as a percent of its population is much lower than that of the county, perhaps indicative of a larger retired population as nearly 43% of the households in Guttenberg have Social Security income (compared to just over 35% of the county's households) and about 20% of

households have retirement income (compared to 16% of the county's households). (U.S. Census Bureau, ACS 2007-2011)

Table 12: Labor Force Characteristics

	City of Guttenberg	Clayton County
Total population 16 years and over	1,578	14,406
Total in labor force	897	9,711
Percent in labor force	56.8%	67.4%
Employed labor force	842	9,202
Percent employed in labor force	53.4%	63.9%
Females 16 years and over	861	7,258
Females in labor force	466	4,565
Percent of females in labor force	54.1%	62.9%

Source: (U.S. Census Bureau, ACS 2007-2011)

Commuting

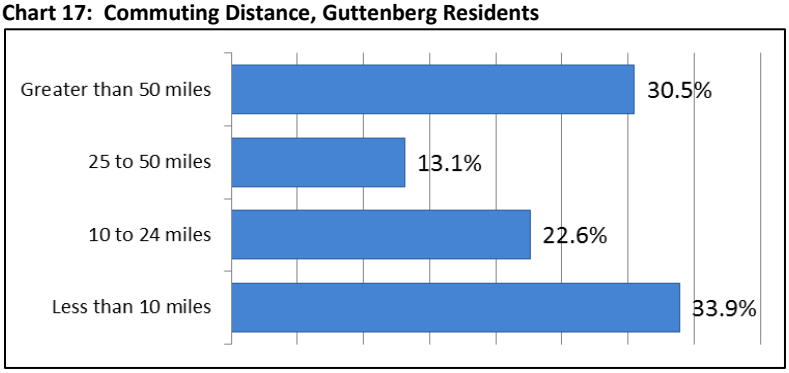
As with much of the area, many Guttenberg residents commute to other locations for work. In contrast, some jobs in Guttenberg are filled by commuters from other locations. Table 13 indicates where people who live in Guttenberg are working, and where people who work in Guttenberg live. It is interesting to note that only 31% of city residents work in Guttenberg, and only 26% of the existing community jobs are filled with Guttenberg residents. Chart 17 illustrates the commuting distances traveled by the city's resident workforce. Over 30% reported commuting a distance further than 50 miles, with about 34% commuting less than 10 miles.

Table 13: Commuter Data, City of Guttenberg

Top 10 Places Guttenberg Residents Work	% of Residents	Top 10 Places Guttenberg Workers Live	% of Workers
Guttenberg	31.0%	Guttenberg	26.3%
Elkader	6.2%	Elkader	2.3%
Dubuque	5.0%	Garnavillo	1.9%
Prairie du Chien, WI	4.1%	Dubuque	1.9%
Dyersville	3.5%	McGregor	1.3%
Waterloo	3.2%	Oelwein	1.3%
Davenport	2.2%	Dyersville	1.2%
Cedar Rapids	2.0%	Cascade	1.0%
Garnavillo	1.2%	Strawberry Point	.9%
Marshalltown	1.1%	Waterloo	.9%
All other locations	40.6%	All other locations	61.2%

Source: (U.S. Census Bureau, Center for Economic Studies, 2011)

Chart 17: Commuting Distance, Guttenberg Residents



Source: (U.S. Census Bureau, Center for Economic Studies, 2011)

Employment by Industry

Table 14 identifies the leading industries employing Guttenberg's workforce and compares them to the county as a whole. The leading industries for Guttenberg include Educational services, health care and social assistance, Retail Trade and Manufacturing. Over 29% of Guttenberg's population is employed in the educational services, health care and social assistance, likely due to the presence of the hospital and clinic, nursing home and assisted living facilities, as well as the main school district campus. Three of the five largest employers in the community are in this industry: G&G Living Centers, Guttenberg Care Center and Guttenberg Municipal Hospital. The other two largest employers include Guttenberg Industries and Kann Manufacturing, both in the manufacturing sector (Infogroup for Iowa Workforce Development, 2013). As a factor in the county workforce, Guttenberg residents constitute just over 9% of the county's workers. Guttenberg workers fill over 14% of the overall workforce in Retail Trade, which is Guttenberg's second largest employing industry. The area's tourism and recreation draw would account for some of the higher employment numbers in the retail industry.

Table 14: Economic Base of the City of Guttenberg and Clayton County, 2011

Industry Category	City of Guttenberg		Clayton County		City as a % of Total Employed
	Number	Percent	Number	Percent	
Agriculture, forestry, fishing, mining	32	3.8%	833	9.1%	3.8%
Construction	96	11.4%	744	8.1%	12.9%
Manufacturing	130	15.4%	1,768	19.2%	7.4%
Wholesale trade	17	2.0%	340	3.7%	5.0%
Retail trade	157	18.6%	1,073	11.7%	14.6%
Transportation, warehousing and utilities	21	2.5%	484	5.3%	4.3%
Information	6	0.7%	148	1.6%	4.1%
Finance, insurance, real estate, rental/ leasing	13	1.5%	299	3.2%	4.3%
Professional, scientific, management, administration and waste services	43	5.1%	487	5.3%	8.8%
Educational services, health care, social assistance	247	29.3%	1,817	19.7%	13.6%
Arts, entertainment, recreation, accommodation and food	61	7.2%	622	6.8%	9.8%
Other services, except public administration	15	1.8%	339	3.7%	4.4%
Public administration	4	0.5%	248	2.7%	1.6%

Source: (U.S. Census Bureau, ACS 2007-2011)

Table 15 classifies employees into categories by occupation. Occupations describe the type of work in which an employee is engaged. Occupations correlate strongly with industries and educational level. Guttenberg's workforce is fairly diversified across occupations, with management, business, science and arts as the largest occupation. Guttenberg's occupational distribution is very similar to the county as a whole.

Table 15: Occupation Classification of Persons Employed in 2011

Occupation Description	City of Guttenberg		Clayton County	
	Number	Percent	Number	Percent
Management, business, science, arts	225	26.7%	2,517	27.4%
Service	154	18.3%	1,409	15.3%
Sales and office	182	21.6%	2,064	22.4%
Natural resources, construction, maintenance	109	12.9%	1,201	13.1%
Production, transportation, material moving	172	20.4%	2,011	21.9%

Source: (U.S. Census Bureau, ACS 2007-2011)

BUSINESS RETENTION AND GROWTH

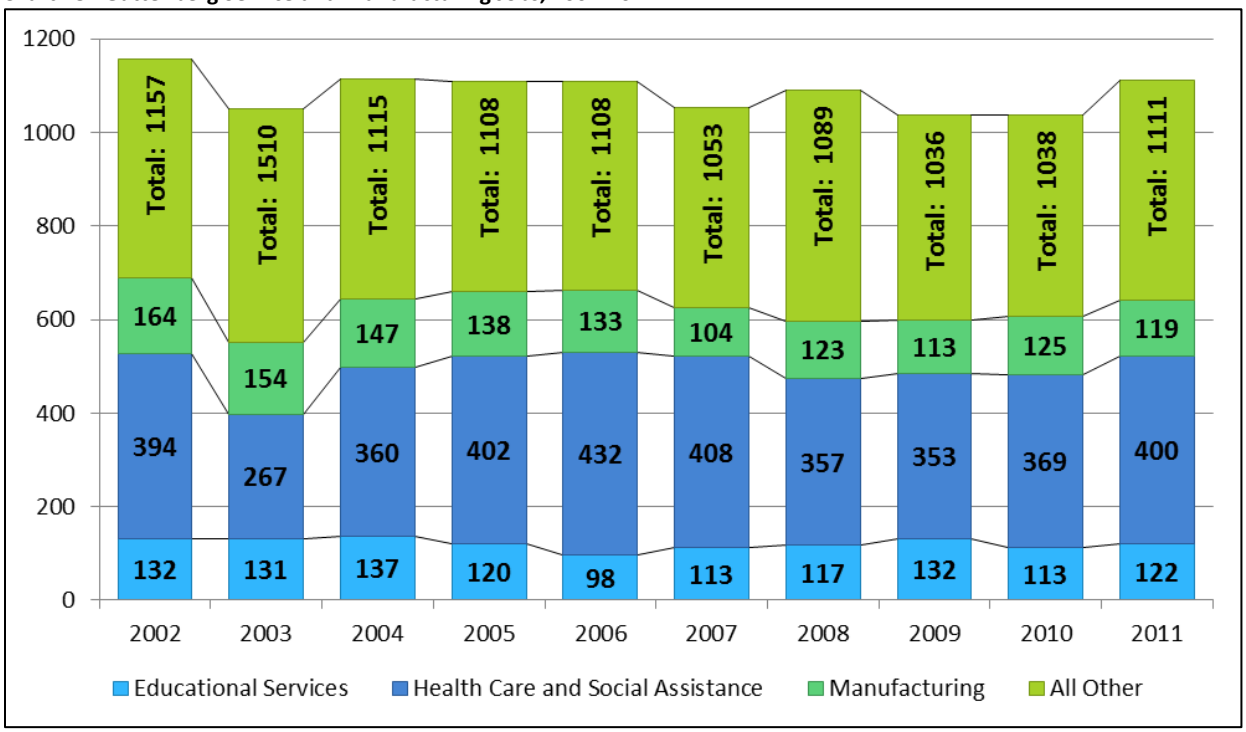
Job growth often stems from businesses already located within the community. Blane, Canada Ltd. research indicates that "an urban/suburban community will average 76% of their growth from existing employers. A rural community is even more dependent on internal growth" (Canada, 2012). As previously indicated Guttenberg's three leading industries include educational services, health care and social assistance, retail trade and manufacturing.

Service and Manufacturing

Guttenberg's education, health and social assistance service industries include the hospital, care facilities and schools. Each contributes to the strength of the local economy as employers, direct consumers and by improving the quality of life in the community. According to Iowa Workforce Development, there are 28 businesses or entities in Guttenberg related to this industry and Census data reports over 500 jobs in Guttenberg in these three industries.

Local manufacturing offers nearly 120 jobs in the City of Guttenberg. Iowa Workforce has four companies in Guttenberg listed as manufacturers of some sort (Infogroup for Iowa Workforce Development, 2013); (U.S. Census Bureau, Center for Economic Studies, 2011). Chart 18 illustrates the steady nature of these employing industries in the past decade within the community and demonstrates the role they play in the employment situation as a whole.

Chart 18: Guttenberg Service and Manufacturing Jobs, 2002-2011



Source: (U.S. Census Bureau, Center for Economic Studies, 2011)

Retail

Guttenberg residents express appreciation for their long-term and locally-owned businesses. Feedback from surveys and community input sessions indicated that the retail base of the community is diverse and for the most part, supports the needs of the community and its visitors. Retail areas are clustered mostly in Guttenberg's downtown and along the Highway 52 corridor. Table 16 provides a snapshot of the retail industries in 2010 and whether they were meeting the needs of Guttenberg's consumers. This data originated from a 2010 Retail Marketplace Potential report compiled by Esri. "Retail Sales" estimates the sales to consumers by establishment excluding sales to businesses. "Retail Potential" estimates the expected amount spent by consumers at retail establishments. "Surplus/Leakage" presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents a leakage of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. Note this is just an analysis and the leakage reported does not indicate a retail business would be sustainable in the community. At the time of this report, Guttenberg noted a large overall surplus of sales, suggesting a strong pull for consumers from outside the area. According to this analysis, opportunities might be available in the areas of clothing and clothing accessories stores and food services and drinking places, where the leakage is potentially over $300,000. When using a retail leakage/surplus analysis to identify gaps, the community needs to be thoughtful about the retail opportunities available in nearby towns, and in the communities that Guttenberg residents commute to for employment. In addition, retail analysis reports can quickly become outdated as the retail environment changes.

Table 16: Analysis of 2010 Retail Leakage/Surplus

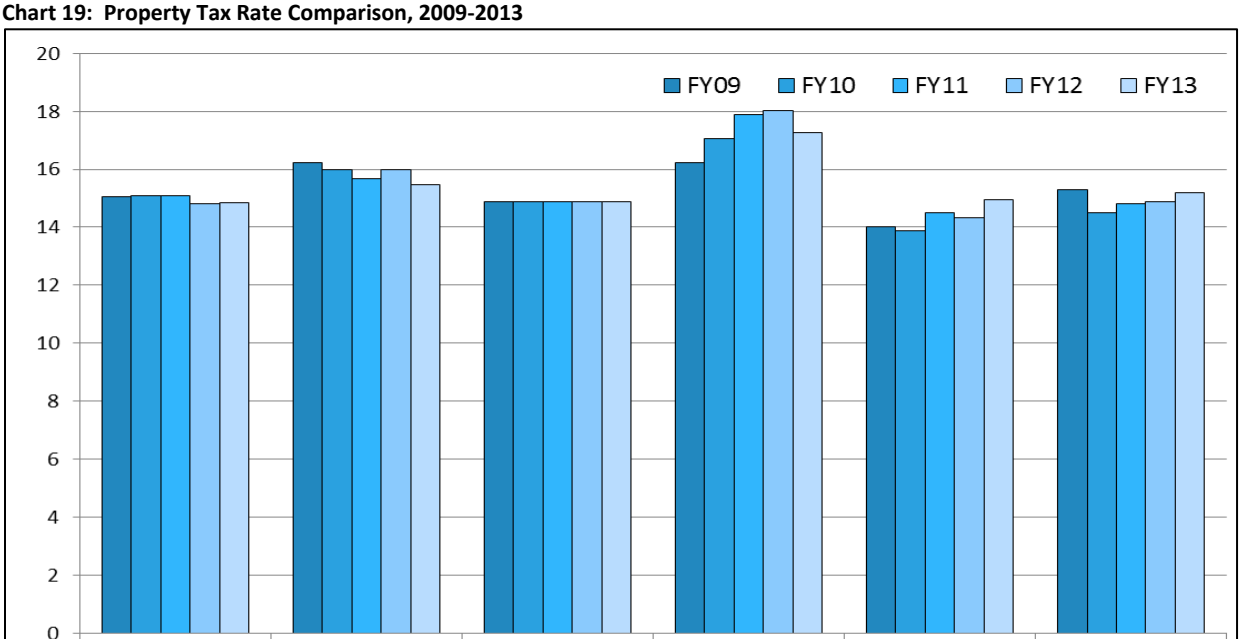
Retail Industry Group:	Retail Potential	Retail Sales	Retail Gap	Leakage /Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	$3,140,336	$10,317,512	($7,177,176)	(53.3)	3
Furniture & Home Furnishings Stores	$326,452	$649,538	($323,086)	(33.1)	4
Electronics & Appliance Stores	$431,432	$285,296	$146,136	20.4	1
Bldg. Materials, Garden Equip. & Supply Stores	$687,197	$1,200,024	($512,827)	(27.2)	7
Grocery Stores	$2,448,905	$6,550,515	($4,101,610)	(45.6)	3
Specialty Food Stores	$32,258	$0	$32,258	100.0	0
Beer, Wine and Liquor Stores	$49,595	$268,595	($219,000)	(68.8)	1
Health & Personal Care Stores	$632,177	$774,004	($141,827)	(10.1)	2
Gasoline Stations	$3,376,495	$12,548,283	($9,171,788)	(57.6)	2
Clothing & Clothing Accessories Stores	$552,443	$224,838	$327,605	42.1	2
Sporting Goods, Hobby, Book & Music Stores	$203,126	$186,425	$16,701	4.3	2
General Merchandise Stores	$1,045,296	$6,032,200	($4,986,904)	(70.5)	2
Florists	$10,748	$42,647	($31,899)	(59.7)	1
Office Supplies, Stationery and Gift Stores	$122,404	$211,773	($89,369)	(26.7)	3
Used Merchandise Stores	$59,226	$61,217	($1,991)	(1.7)	1
Other Miscellaneous Store Retailers	$120,407	$46,234	$74,173	44.5	1
Non-store Retailers (e-sales, mail order, vending machines)	$210,700	$0	$210,700	100.0	0
Food Services & Drinking Places	$1,639,550	$1,242,691	$396,859	13.8	13
Totals:	$15,088,747	$40,641,792	($25,553,045)	(45.9)	48

Source: (Esri, 2010)

CITY FINANCIALS

A study of the financial condition of a community is an important part of the planning process. Understanding where revenue comes from and where expenditures are going can assist a community in determining potential resources for future projects. Chart 19 provides a comparison of the city's portion of property tax rates for Guttenberg and five neighboring communities. It is common in rural Iowa for communities with larger populations to have higher rates, but that is not the case in this comparison. Guttenberg's tax rates have remained relatively stable over the past five years and are competitive with the neighboring communities.

Chart 19: Property Tax Rate Comparison, 2009-2013

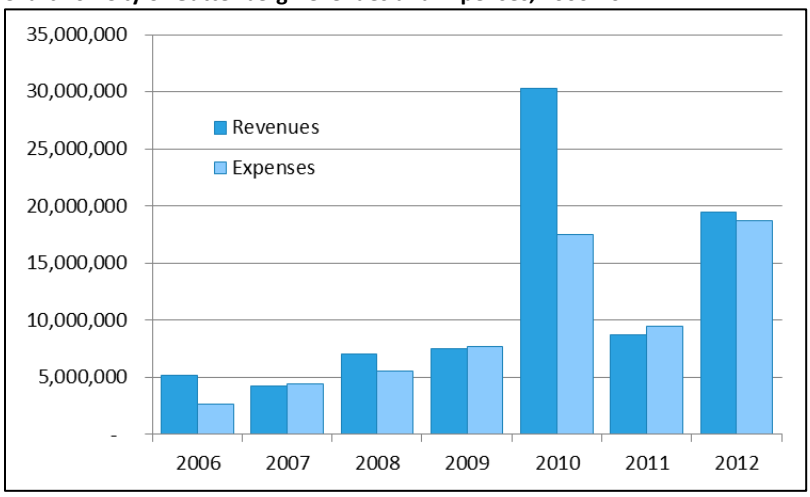


	Guttenberg	Monona	Strawberry Point	Elkader	McGregor	Garnavillo
FY09	15.0345	16.2116	14.87843	16.23423	13.99909	15.3094
FY10	15.09498	15.96921	14.87713	17.04464	13.89019	14.4848
FY11	15.0938	15.67789	14.87356	17.87647	14.48426	14.81261
FY12	14.82453	15.97716	14.87717	18.00633	14.33534	14.89151
FY13	14.82967	15.45564	14.87694	17.25926	14.94505	15.18284

Source: (Iowa Department of Management, 2013)

Chart 20 shows the city's revenue and expenses over the last seven years. Revenues and expenses have been on a steady increase. It should be noted that beginning in FY 2010, the city started a transition to include the hospital's revenues and expenses in its budget report. The large revenue increase in 2010 was likely due to grants received for a hospital renovation project. The FY 2011 numbers in Chart 20 do not reflect hospital numbers, while the FY 2012 numbers do.

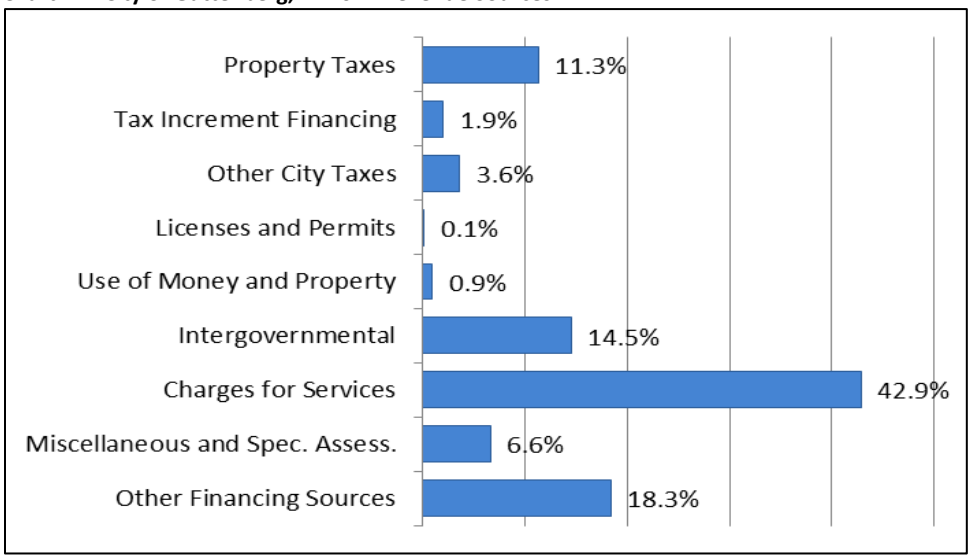
Chart 20: City of Guttenberg Revenues and Expenses, 2006-2012



Source: (Iowa Department of Management, 2013)

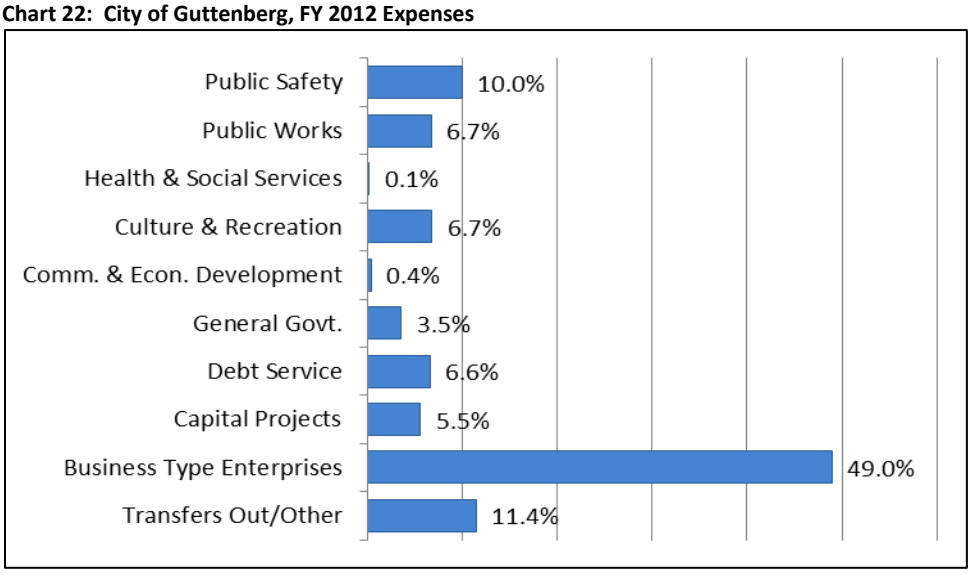
As Guttenberg plans for its future, an overview of how the city receives revenue and where it spends that revenue can identify areas with extra resources or potential savings. Chart 21 and Chart 22 illustrate the city's revenue sources and expenses for the 2012 fiscal year, with the hospital numbers removed. The majority of the community's revenues came from charges for services. Guttenberg operates its own water, sewer and stormwater utilities as well as an electric utility. Other financing sources, such as transfers or internal TIF loans, accounted for the next highest source of revenue. Intergovernmental revenue was the third highest source of income and includes government grants or reimbursements and road use taxes. The majority of the expenses paid for the operations of business type enterprises (utilities). Revenue and expense categories can fluctuate from year to year as larger community projects are undertaken.

Chart 21: City of Guttenberg, FY 2012 Revenue Sources



Source: (Iowa Department of Management, 2013)

Chart 22: City of Guttenberg, FY 2012 Expenses



Source: (Iowa Department of Management, 2013)

Debt

Guttenberg carries debt in General Obligation (GO) bonds, Revenue bonds and Tax Increment Financing (TIF) projects. GO debt is typically incurred for essential corporate purpose or general corporate purpose projects and are governed by Iowa Code, Chapter 384. Essential corporate purpose projects include most public works projects, and municipalities are not required to hold a referendum for the issuance of this type of bond debt. Approval of essential corporate purpose bonds are the responsibility of the City Council. General corporate purpose projects may include projects such as a new library or downtown renovations and require (with some exemptions) a referendum of residents for issuance of bonds or indebtedness (The Iowa Legislature, 2012). Revenue bonds are paid through increased income generated from the use of the debt project, often from a utility improvement such as the recent sewer project in the community. TIF debt is paid from the receipts generated by increased property values in the designated TIF district. As of June 30, 2013, the City of Guttenberg reports $6,165,000 in total outstanding debt, $3,212.00 per capita.

In Iowa, a municipality may not exceed five (5) percent of its actual valuation in the principal portion of all General Obligation and/or TIF projects combined. Revenue bonds do not count against the city's bonding capacity. Table 17 calculates the city's remaining bonding capacity.

Table 17: City of Guttenberg Bond Debt Analysis

Actual Assessed Valuation, Including Agricultural Land (January 2012)	$115,089,701
Bonding Capacity (5% of Actual Assessed Valuation)	$5,754,485
Outstanding Debt (General Obligation and TIF Debt)[3]	$3,550,000
Unused Bonding Capacity	$2,204,485
Percent Bonding Capacity Used	62%
Percent Bonding Capacity Unused	38%

Source: (Iowa Department of Management, 2013); (City of Guttenberg, 2013)

ECONOMIC DEVELOPMENT PROGRAMS AND ORGANIZATIONS

Economic Development Organizations

Guttenberg Development and Tourism (GD&T) was formed to "promote business, economic development, and tourism in Guttenberg and to provide events that support community values." The organization is housed in the Welcome Center and maintains a promotional website for the community, organizes several community celebrations and retail events, and serves as a quasi-Chamber of Commerce for local businesses. The Guttenberg Economic and Industrial Development Committee has been in existence since 1980 and works with the city to promote the industrial park and other business opportunities within the community. The city offers development assistance through a Revolving Loan Fund and has worked with industry to offer utility billing adjustments or reduced connection fees on a case by case basis. The city has five designated Urban Renewal Areas where TIF could be utilized.

[3] Includes GO of $2,265,000 and TIF of $1,285,000

Clayton County Development Group (CCDG), located in Elkader, is a valuable resource for the City of Guttenberg. CCDG services include business development assistance, financing opportunities for businesses development and arranging financing for public governmental purposes. CCDG also helps with the coordination of efforts between private and public organizations, conducts surveys and compiles pertinent demographic data and coordinates projects that are contracted through federal, state, county, tribal and local units of government.

County and Regional Programs and Incentives

Clayton County Enterprise Zone

The Enterprise Zone encourages communities to target resources in ways that attract productive private investment and positive economic impact for residents. Benefits to developers can include a refund of state sales, service, or use taxes in the form of an investment tax credit; property tax exemptions; and training for new employees.

Local Utilities

Local utility providers work closely with communities in Clayton County to assist existing and prospective industries. Their participation in projects is driven by the utility load that prospective industries will generate.

Upper Explorerland Regional Planning Commission Loan Programs

Economic development loans are available for new or expanding businesses and industries. The Revolving Loan Fund and Intermediary Relending Programs can be utilized for eligible projects that create permanent employment, diversification of the local economy or increase the local tax base. Funds may be used for land acquisition, site preparation, building acquisition, building construction, building remodeling, machinery and equipment, furniture and fixtures and working capital for business start-up and expansion activities.

Clayton County Revolving Loan Fund Program

Economic development loans are available for new and expanding businesses and industries. Loan funds can be used for equipment, land, site preparation, building acquisition, furniture and fixtures, and working capital. The program also offers an industrial tax abatement as a five year, graduated property tax exemption on the value added, up to 98%.

Other Programs

A list of additional federal and state programs available to the city and its businesses is attached as Appendix B.

ECONOMIC DEVELOPMENT STRENGTHS

- Several long-term local businesses
- Sufficient services and goods to support workforce (healthcare, shopping)
- High quality of life attracts workforce (recreation, amenities, events)

- Community attracts and accommodates tourism trade
- Diverse business base (industry, commercial, retail, tourism)
- Local economic development groups (GEIDC and GD&T)

ECONOMIC DEVELOPMENT CHALLENGES

- Need for trained workforce for some industries
- Population is declining and getting older – could lead to workforce shortage
- Need for business capital or financial incentives
- Location/transportation barriers – no east/west highway or rail stops
- Implementing workforce training (need location, instruction, participation)
- Available commercial lots limited
- Consumer safety along the Highway
- Identifying potential entrepreneurs or businesses
- Commercial rent may be higher than new businesses are able to initially pay
- Inconsistent property tax valuations
- Need for additional signage or marketing
- Seasonal market with tourism
- Downtown parking as retail develops

ECONOMIC DEVELOPMENT GOALS AND STRATEGIES

Goal:

Guttenberg's workforce is sufficient to meet the needs of existing businesses.

Strategies:

- Conduct a survey of local employers to develop a community skills profile
- Work with the school district and NICC to develop vocational programming to address skill gaps in the community

Goal:

Guttenberg attracts high quality workers and businesses by maintaining a high quality of life.

Strategies:

- Develop a community center with wellness and cultural opportunities
- See "Community Culture," "Housing," and "Community Facilities and Services" strategies

Goal:
Guttenberg's service and manufacturing industries are thriving.

Strategies:

- Plan for an expansion of the existing industrial park area and support its use as a business park
- Develop incentives that reward job growth and enhancements to existing businesses
- Market the community's quality of life to recruit new industry

Goal:
Commercial areas downtown and along the Highway are thriving and entrepreneurs are welcomed and supported. All are providing for residents' needs.

Strategies:

- Conduct a retail analysis to determine unmet shopping needs and provide information to existing businesses and entrepreneurs
- Focus recruiting efforts on unmet needs that cannot be filled by existing businesses
- Encourage the long range relocation of downtown industry to open up space for commercial development along Highway 52
- Improve the access to businesses along Highway 52 through sidewalks and crosswalks
- Develop more flexible zoning for small entrepreneurs
- Explore the feasibility of city-wide wi-fi
- Offer business technical assistance (e.g. business plans, mentor programs)
- Identify or develop locations suitable for shared office or incubator space

Goal:
Tourism is a main economic driver in the community.

Strategies:

- Improve the appearance of the community's highway frontage by planting shrubs or trees to "hide" visible industrial areas
- Implement "Iowa Living Roadways" plans and concepts along Highway 52
- Improve the appearance of the downtown by commissioning a historic design drawing to provide building owners with improvement ideas (utilize the services of Main Street Iowa or historic renovation architect)
- Develop outdoor "gathering spaces" along the river (e.g. patios, cafés, beach)
- Install large directional signage outside the city limits to inform visitors of Guttenberg's shopping and amenities

Transportation

VISION

Guttenberg connects the community with convenient and safe access for pedestrians, bicycles and vehicles.

INTRODUCTION

Transportation networks support community economies. They provide access to resources and connection to other communities, forming a critical link for continued development and growth. Maintenance and repair, in addition to periodic additions and enhancements to this system, are essential for preserving that connectivity for residents, visitors and businesses. Keeping pace with changes in transportation trends and network use is important in order for communities to anticipate needed improvements and potential additions to their transportation network. Transportation facilities in the City of Guttenberg range from city roads to state and county highways as well as trails and sidewalks. Guttenberg's size makes it a walkable community with sidewalks available throughout most of the community.

ROADS AND BRIDGES

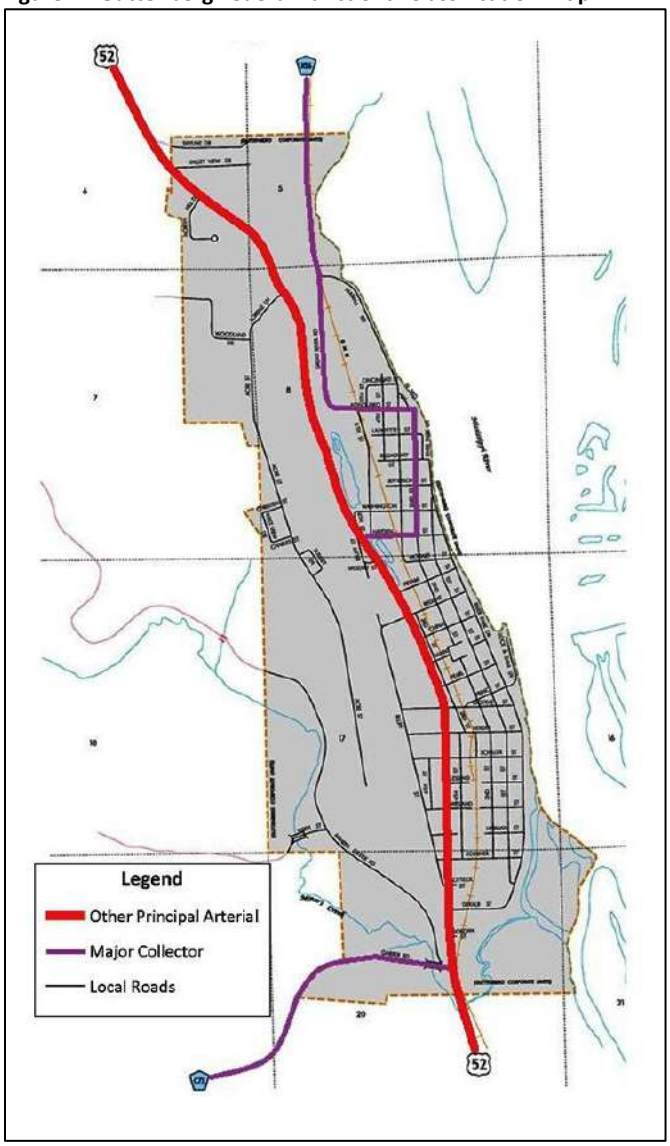
Roads

Guttenberg has approximately 34 miles of roads. The City's Street Department is responsible for the maintenance of all roads and streets with the exception of the state highway. Chapter 306 of the Code of Iowa sets the functional classification of all highways, roads and streets in the state into categories according to the character of service they provide. The classification of streets and roads is periodically updated to be current with city boundary changes and the function of the streets. The classification system serves as a basis for determining future priorities, funds distribution and jurisdiction over various highways, roads and streets.

Roads are labeled, and jurisdiction is determined, by the following classifications: local roads, minor collectors, major collectors, minor arterials, other principal arterials and interstates. As Figure 2 illustrates, there is one other principal arterial (Highway 52) and two major collectors (the Great River Road, X56 and Garber Road, C7X). There are no interstates, minor arterials or minor collectors within Guttenberg's city limits. Federal aid money is available to maintain major collectors, minor arterials and principal arterials.

Traffic counts in the community are highest along Highway 52, ranging from an average 2,560 vehicles per day on the northern end to 5,200 between Goethe and Herder Streets. River Park Drive is the next highest in average vehicles per day, reaching a top count of 1,760 between Prince and Pearl Streets. The Great River Road at the northern city limits has an average daily traffic count of 1,540 (Iowa Department of Transportation, 2009).

Figure 2: Guttenberg Federal Functional Classification Map



Scenic Byways

Guttenberg is fortunate to have two well-traveled designated scenic byways that bring many travelers through the community. The Great River Road is a national scenic byway that runs along the Mississippi River from Minnesota to Louisiana. The River Bluffs Scenic Byway is a state byway that runs 109 miles in both Clayton and Fayette Counties through 13 communities. Parks, nature centers, fishing, campgrounds and trails are a large part of the appeal of the River Bluffs Scenic Byway. Figure 3 maps the byways in Clayton and Fayette Counties. The byways play a significant role in bringing tourism to Guttenberg. Tourism expenditures in Clayton County were nearly $31 million in 2011, up over 11% over 2010 expenditures. In the four counties in northeastern Iowa: Allamakee, Clayton, Fayette and Winneshiek; tourism expenditures totaled nearly $112 million and are distributed as illustrated in Figure 4. In addition, 850 jobs are attributable to tourism in these four counties, 250 jobs in Clayton County (Iowa Economic Development Authority - Iowa Tourism Office, 2012).

Figure 3: Map of State and National Scenic Byways in Clayton and Fayette Counties

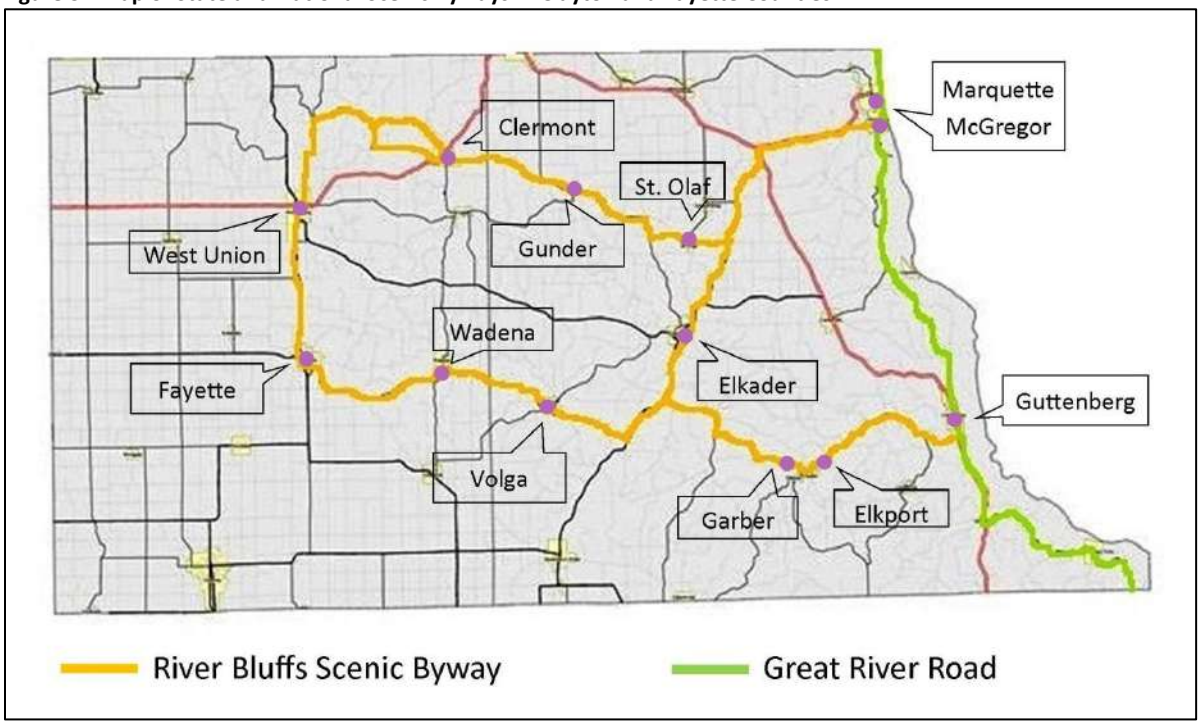
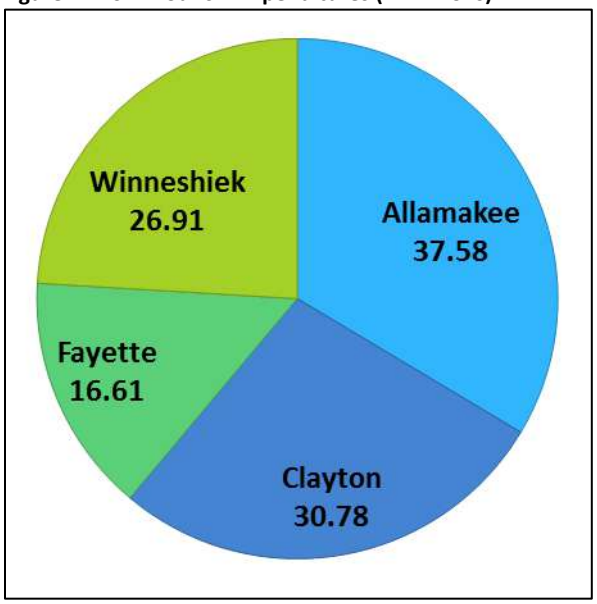


Figure 4: 2011 Tourism Expenditures (in millions)



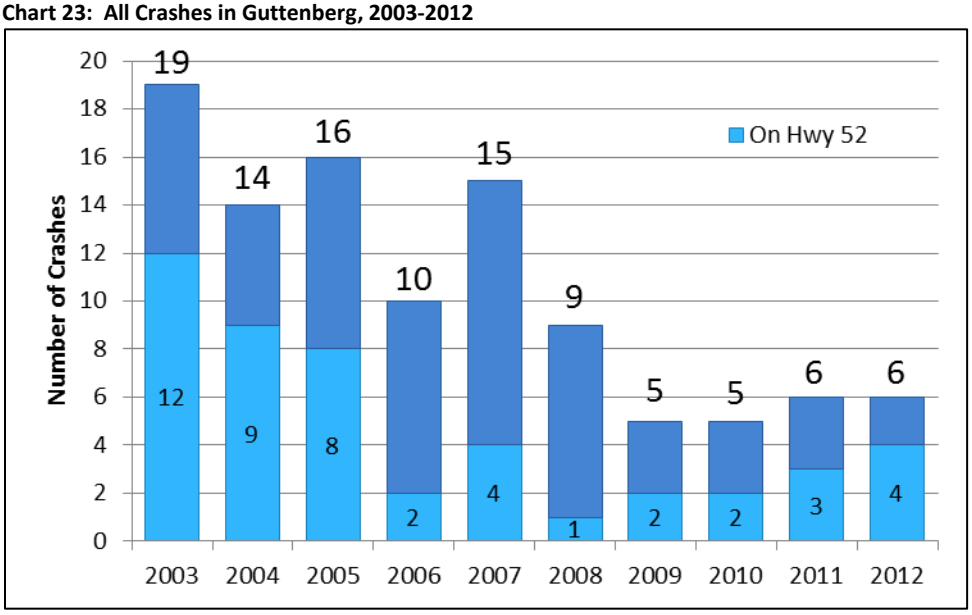
Source: (Iowa Economic Development Authority - Iowa Tourism Office, 2012)

Roadway Safety

The safety of the roadways in Guttenberg is of prime concern to the residents of Guttenberg, especially with a significant roadway coming through town. Chart 23 shows that the number of crashes in the community has declined overall in the past decade. There have been 105 total crashes during that time,

none of which have been fatal, and most resulting in property damage only. Chart 23 also indicates the number of yearly crashes that occurred on Highway 52.

Chart 23: All Crashes in Guttenberg, 2003-2012



Source: (Iowa DOT, CMAT, 2012)

Table 18 presents further analysis crash data from the past five years.

Table 18: Crash Analysis, Guttenberg, 2008-2012

Crash Analysis Element:	Percent of All Crashes	
Driver Gender	62% Male	38% Female
Driver Age	28.5% Under 25	26% 65 and over
Drugs/Alcohol	90% None indicated	10% Alcohol involvement
Day/Time	35% Friday or Saturday	48% between 11:00 a.m. & 3:00 p.m.

Source: (Iowa DOT, CMAT, 2012)

Bridges

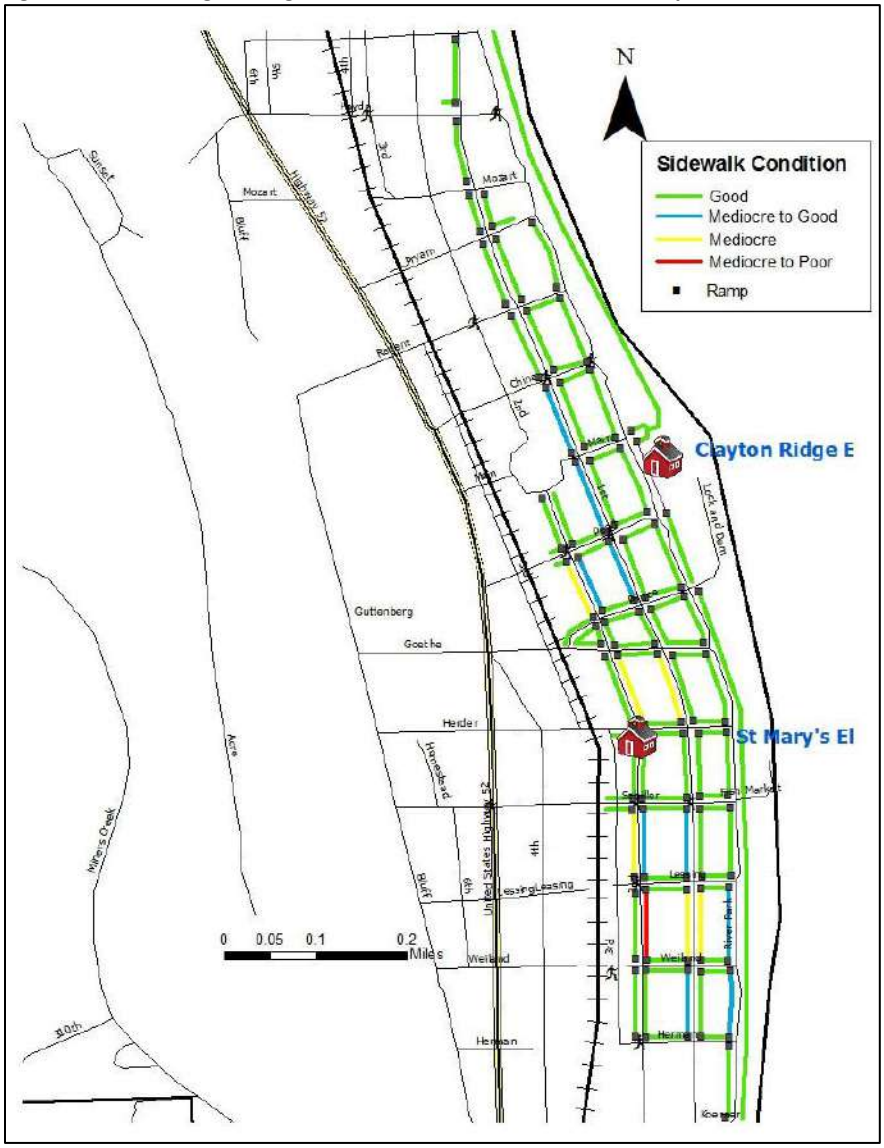
There are two bridges within the city's limits, both over Miner's Creek, one on Garber Road and one on 310th Street. The bridge on Garber Road has a sufficiency rating of 47 and is currently posted with restrictions. The bridge sufficiency is an evaluation method to obtain a numeric value between zero and 100, where zero represents an entirely insufficient or deficient bridge and 100 represents a bridge with complete sufficiency to remain in service. A low Sufficiency Rating may be due to structural defects, narrow lanes, low vertical clearance or any of many possible issues. The Garber Road Bridge is currently on the State's "City Bridge Candidate List" waiting for City Bridge Funds to become available for improvements to the structure.

ACTIVE TRANSPORTATION

Sidewalks and Trails

Guttenberg offers a sporadic sidewalk system and some walking trails. Sidewalks are available in much of the downtown area, with a few gaps, but are completely missing in several city sections, most notably in newer developments up on the bluff and along Highway 52. The River Walk extends two miles along the Mississippi River through Ingleside Park and offer walkers complete access from north to south. An additional trail providing for active transportation is the Beuchel Hill trail near Bluff Street. Figure 5 is a map created for a 2009 Safe Routes to School project in the region, and it shows the existing sidewalks near the schools and their condition. Ensuring that residents, ranging from children to the elderly, have safe and easy access throughout the community is important to a high quality of life.

Figure 5: Guttenberg Existing Sidewalk Infrastructure Condition Map



Source: (Northeast Iowa RC & D, 2009)

PUBLIC TRANSPORTATION

Public Transit is provided by Northeast Iowa Community Action Corporation (NEICAC). NEICAC Transit operates a fleet of 53 vehicles in the five-county area. NEICAC Transit offers demand-response, curb-to-curb services from anywhere within its service area to any destination. NEICAC Transit currently offers in-town regular services in Guttenberg Monday through Friday from 9:00 am to 1:00 pm. The regular in-town service offers the most affordable option for riders, with a current rate of $2.00 per one-way ride for trips that fit into the scheduled service times. All of NEICAC Transit services are open to anyone wishing to ride.

AVIATION

The airport nearest Guttenberg is the privately owned GAA Airport, just two miles north of the community. The nearest commercial service airports are located in Dubuque or Waterloo.

RAIL TRANSPORTATION

The Canadian Pacific (CP) Railroad travels through the middle of Guttenberg from north to south. There are 13 crossings within the community, averaging four cargo trains per day (Federal Railroad Administration, 2013). The density on the north-south line is 14.03 million annual gross tons per mile from McGregor to Dubuque. CP is based in Sioux Falls, SD, and operates more than 2,500 miles of track running from Rapid City, SD to Winona, MN, located on the Mississippi River; and from Minneapolis to Chicago and Kansas City, paralleling the Mississippi River through Iowa. The railroad also operates a line across northern Iowa that meets the Mississippi River track north of McGregor. CP's total Iowa operations consist of about 660 miles. CP is a Class 1 railroad, defined as a railroad with 2011 operating revenues of at least $433.2 million (Association of American Railroads, 2013). The main products handled by CP include coal, farm products, food products, chemicals, waste products, primary metal products, nonmetallic metals and stone (Iowa Department of Transportation, 2012). Trains do not stop in Guttenberg for loading or unloading.

WATER TRANSPORTATION

Lock & Dam #10

Photo Courtesy of Irish Hound Studios

The Mississippi River in Clayton County is navigable several months out of the year and plays an important role for commerce in the area. The U.S. Army Corps of Engineers operates the locks and dams on the Mississippi River for navigation, not flood control. The locks and dams create slack-water pools for navigation during periods of low- and moderate-level water. For each pool, there is a primary control point, where a predetermined water elevation must be kept for navigation to continue. Lock and Dam #10 is located at Guttenberg. The dam began operation in November of 1937 and has a lock chamber size that is 110' wide by 600' long with a vertical lift of eight feet. In 2011, the dam processed 4,810 boat lockages

recording over 13 million tons with farm products as the major commodity (U.S. Army Corps of Engineers - St. Paul District, 2012).

Guttenberg Municipal Marina

The City of Guttenberg owns and operates the Marina which offers both seasonal and transient slips. Amenities include water, sewer pump-out, wi-fi access and showers at the Marina Center. 46 slips are available in 30, 32 or 40 foot sizes with space available for jet ski docking. The City also offers seven courtesy slips to transient boaters at no charge. These are located just north of the Municipal Marina and do not have water or electricity. The City maintains two public boat ramps, one south at the Marina and one north on Bussey Lake. The ramps are owned by the DNR.

Photo Courtesy of City of Guttenberg

Ferry

The Pride of Cassville Car Ferry operates on the Mississippi River between Cassville, WI and the Turkey River Boat Landing just south of Guttenberg in the Upper Mississippi River National Wildlife and Fish Refuge. The ferry runs daily from Memorial Day through Labor Day and on weekends before and after these dates, from early May through October, river levels permitting and brings many tourists to the community.

TRANSPORTATION STRENGTHS

- Compact community, conducive to walking and biking
- Two scenic byways
- Highway 52
- Diverse transportation options

TRANSPORTATION CHALLENGES

- Pedestrian safety on Highway 52
- Some sidewalk gaps
- Lack of information about existing public transportation options
- Rough railroad crossings
- Bicyclists are not allowed on the River Walk and River Park Drive is not amenable to riders

TRANSPORTATION GOALS AND STRATEGIES

Goal:
Vehicle, bicycle and pedestrian traffic are equally valued and exist without conflict in Guttenberg.

Strategies:

- Add designated bicycle lanes along River Park Drive
- Install bicycle racks in various locations throughout the community
- Develop a trail or sidewalk along Highway 52 to ensure safe passage and connectivity from the hilltop north to the south end of town
- Encourage other safety measures on Highway 52, such as reduced speed on the north hill to crosswalks in the commercial frontage
- Improve the railroad crossings and consider closing additional railroad crossing streets
- Consider a sidewalk construction/replacement incentive program

Goal:
School congestion is minimal and student parking is controlled.

Strategies:

- Designate a “Park and Walk” area for student drivers to promote health and limit traffic around the school

Goal:
Downtown traffic and parking support potential increases in tourism and shopping

Strategies:

- Conduct a traffic study to understand traffic patterns and potential parking needs
- Implement traffic study recommendations as possible (e.g. one-way streets, improved parking, etc.)

Goal:
Non-drivers have transportation options

Strategies:

- Ensure that information on existing Public Transit services is available to residents
- Support the development of regular transit routes between communities
- Develop a carpooling network of neighbors helping neighbors

Community Facilities & Services

VISION

Guttenberg provides state of the art facilities and services that support the needs of the community and its visitors.

INTRODUCTION

Community facilities and services are the buildings, land and programs that provide desired and essential services to the public, such as parks, schools, police and fire protection, health care facilities and libraries. The City of Guttenberg, along with private and nonprofit community agencies, maintains several community facilities for residents. The Public Works Department is responsible for maintaining the city's parks, pool, marina, recreation facilities, and all city-owned buildings and facilities.

CITY HALL

City business is conducted from the Guttenberg Municipal Building on 502 S First Street. The three level building houses the police department, the mayor's office and council chambers, the administrative office, an auditorium, and a community dining room. The auditorium (upper level) and dining room (lower level) are available for rent by the public for special events, classes and meetings. The dining room serves as the Northeast Iowa Area Agency on Aging meal site from Monday through Friday.

LAW ENFORCEMENT

Guttenberg's police operate out of the Municipal Building and are staffed for 24-hour police protection. The City employs four full time officers, including the Chief and utilizes two reserve officers as needed. The department has two squad cars, both replaced on a five to six year rotation. The department has an officer on bicycle patrol, as well as officers who lead community assistance work. A School Resource officer is available for both Clayton Ridge Schools and St. Mary's Schools. The department participates in Iowa's STEP Wave Program and is part of the Drug Task Force and Gang Task Force. Officers utilize the Clayton County Jail if needed and emergency calls are answered and dispatched through the Clayton County Communications Center in Elkader.

FIRE DEPARTMENT

The Guttenberg Fire Station is located at 210 Pearl Street and serves an area of 80 square miles. The Department operates with an all-volunteer staff of 31 and provides response for firefighting, hazardous materials, vehicle rescue and extrication, and water or land search and rescue incidents. The department owns eight vehicles and three boats for firefighting and rescue purposes, and

Photo Courtesy of City of Guttenberg

one 1927 American LaFrance Fire Truck for parades. Fire trucks are included in the City's vehicle replacement plan.

EMERGENCY MEDICAL SERVICES

Emergency medical service for the City of Guttenberg is provided by the Guttenberg Ambulance Service, operated through the Guttenberg Municipal Hospital. The hospital supports area trauma care with a state certified Level IV Community Trauma Center. The ambulance service is staffed with volunteer drivers, Emergency Medical Technicians (EMTs) and Paramedics. The service owns two ambulances for emergency response.

Photo Courtesy of Robin Esmann

EMERGENCY MANAGEMENT

Disaster and emergency management guidance is provided through the Clayton County Emergency Management Agency. The agency has one full-time Emergency Management Coordinator and a volunteer deputy coordinator. The agency is directed by the Clayton County Emergency Management Commission which includes a representative from the City of Guttenberg. The City supports the agency with a general levy of .01610 as of FY2014, a payment of $1,075.

HEALTH CARE SERVICES

Hospital

Guttenberg Municipal Hospital (GMH) is a nonprofit municipal hospital established in 1961 under the charter of the City of Guttenberg, Iowa. The hospital is a 25-bed Critical Access Hospital licensed in Iowa to provide acute, skilled, observation and hospice inpatient services. GMH provides general medical and surgical services as well as obstetric and newborn services. The hospital's Family Resource Center offers additional support to families, beyond medical care. The independent community hospital is led by a 5 person elected Board of Directors. GMH is affiliated through a management agreement with The Finley Hospital located in Dubuque, Iowa. Through this affiliation, GMH also participates as a rural affiliate of the Iowa Health System as a member of the Iowa Health System Community Network (Guttenberg Municipal Hospital, 2008). The facility employed 95 people in 2012. In that same year, the hospital experienced 1,566 emergency room visits, 40 births and conducted 432 surgeries (Iowa Hospital Association, 2013). The hospital added a rooftop helicopter landing pad as part of a $17 million rehabilitation in 2011.

Clinics

Cornerstone Family Practice, formerly Family Medicine Associates, has clinics located in Guttenberg, Edgewood, and Garnavillo. The clinic joined Guttenberg Municipal Hospital in 2012. The Guttenberg

clinic is located in the hospital and offers family healthcare services including prenatal visits, well baby exams, physical exams, work exams, routine paps, throat and urine cultures, injury's, acute illness' and ongoing care of long term medical problems.

Other Services

Guttenberg residents have access to additional health care services including dental care, eye care, chiropractic services and mental health counseling.

CARE FACILITIES AND SERVICES

Senior Care

Skilled Care

The Guttenberg Care Center is a skilled nursing and rehabilitation home located on Acre Street. The Care Center has the capacity to care for 93 residents. Services include 24-hour skilled nursing, physical, occupational and speech therapy, sub-acute care, restorative program, memory care and hospice. The Care Center also offers home care in the form of non-medical personal care and companionship. The Guttenberg Care Center is owned by ABCM Corporation in Hampton, IA.

Unlimited Services is located in Guttenberg and provides home health care services to clients within the community and beyond. Some clients require 24-hour care, while others receive services for a few hours a day or week.

Assisted Living

The River Living Center is the assisted living facility in Guttenberg.

Intermediate Care for the Intellectually Disabled

G & G Living Centers owns and operates three homes for the developmentally disabled in Guttenberg. The homes are single story wheelchair accessible homes and are staffed with trained Living Support Staff (LSS). Each resident has a private bedroom and receives annual health consultations including occupational therapy, physical therapy, speech therapy and a dietitian. G & G Living Centers' services also include Home and Community Based Services (HCBS) and an Activity Center and Garments & Goods stores in Guttenberg to provide activities and employment training opportunities for intellectually disabled residents based on their personal strengths and goals.

Child Care

There is one licensed child care center in Guttenberg and a Head Start program that in total, provide slots for 67 children. In addition, both the Clayton Ridge Schools and St. Mary School run licensed preschool programs. There is one registered home provider that provides an additional 16 slots for area children. Kids Kampus Community Childcare Center is the only licensed center to offer full childcare hours in the community.

PARKS AND RECREATION

Parks, Shelters and Athletic Areas

Ingleside Park (also known as Riverside Park) stretches two miles along the Mississippi River and offers residents and visitors many opportunities to enjoy the outdoors. The Park includes the Riverside Park Walking Trail, a band shelter and two gazebos in addition to multiple benches and tables. Rotary Park Playground is located near the Lock and Dam and includes playground equipment and a shelter. Big Springs Nature Park is an 11-acre area located along the National Scenic Byways Great River Road. The park is a quiet, hidden natural area that has been historically used as a recreation and picnic area, complete with a gazebo. The wooded area is also home to a coldwater spring and stream. The city also maintains the Triangle Park, and the North Overlook along Highway 52, which offers a stopping area with a beautiful view of the Mississippi River and valley.

Photo Courtesy of City of Guttenberg

The City's Recreation Board offers a full schedule of t-ball, little league, soccer and softball through two facilities. The Darwin Duwe Ball Field and playground is located on Washington Street and features a ball field with dugouts, concession building, playground and shelter. Vets Field is located off of Dekalb and South 2nd Street and features a ball field with dugouts, soccer field and concession building. There is another soccer field on South Bluff Street.

Photo Courtesy of City of Guttenberg

The Clayton Ridge Athletic Complex is also located in Guttenberg and features a football field and track and field facilities.

Pool Complex

The Guttenberg Municipal Pool Complex is operated by the Recreation Board. The complex includes two pools with slide and diving boards, a bathhouse and concession room. The pool is open from May through September. The site also features tennis courts, a basketball court and fishing on Horseshoe Pond.

Photo Courtesy of City of Guttenberg

Marina Center

In addition to the Marina services previously mentioned in this plan, the Guttenberg Municipal Marina Center features public restrooms, showers and a meeting room.

SCHOOLS

Clayton Ridge Community School District

Students in the City of Guttenberg attend the Clayton Ridge Community School District. The district serves approximately 685 students in grades K-12 with attendance centers in Guttenberg (PreK-4 Elementary and 9-12 High School) and Garnavillo (Pre-K and 5-8 Middle School). The School District operates an online program called the Iowa Virtual Academy which provides additional enrollment of about 70 students for the district. The number of students physically attending school in Guttenberg is about 440. The Guttenberg campus includes the school district administrative offices, the high school and an elementary school (K-4). Table 19 shows the 2012-2013 enrollment figures, by facility and online, in the district.

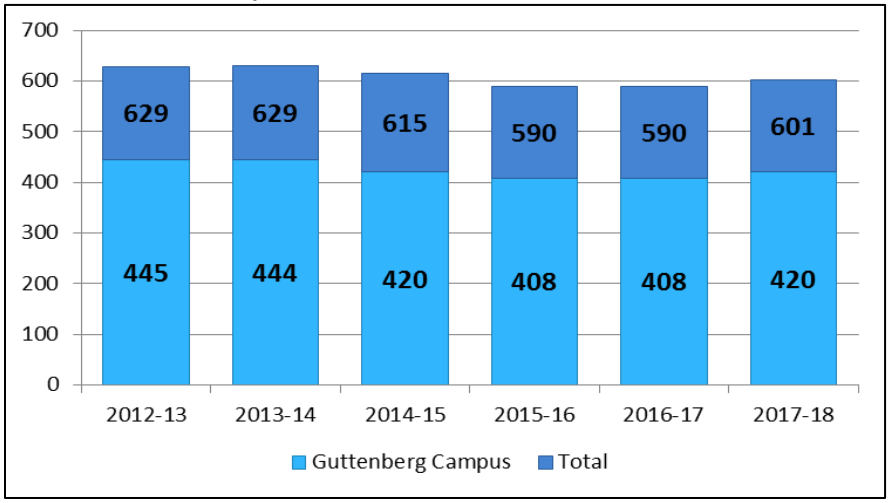
Table 19: Clayton Ridge Community School District Enrollment by Building, 2012-2013

Building	Grades	Enrollment
Clayton Ridge Elementary	PK - 4	210
Clayton Ridge Middle School	PK, 5 – 8	179
Clayton Ridge High School	9 - 12	229
Iowa Virtual Academy	K – 6	69
Total		**687**

Source: (Iowa Department of Education, 2013)

Enrollment projections for the school district indicate that the district will see a slight decline in the number of students until the 2016-2017 school year before a slight increase in the 2017-2018 school year. Chart 24 compares the K-12 enrollment projections for the district as a whole to the Guttenberg campus enrollment projections. Overall district enrollments are expected to decline by 4.4% by the 2016-2017 school year, but the Guttenberg attendance center enrollments are expected to decline by 5.6% in that same time frame. The projections do not take into account the virtual learners, which bring additional revenue to the school district.

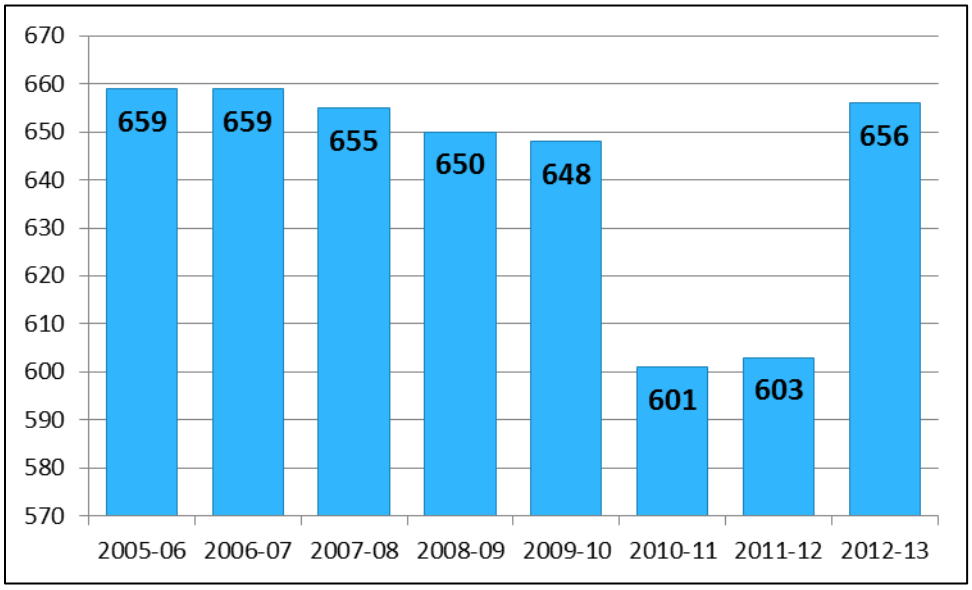
Chart 24: Enrollment Projections, K-12



Source: (Iowa Department of Education, 2013)

Chart 25 illustrates past K-12 enrollment numbers for the district since the merger of the Guttenberg and Garnavillo school districts in 2005. Apart from two recent school years, numbers have remained relatively stable for the district.

Chart 25: K-12 Enrollment 2005-2013



Source: (Iowa Department of Education, 2013)

St. Mary's-Immaculate Conception School

St. Mary's-Immaculate Conception Catholic School is affiliated with the parishes of St. Mary (Guttenberg), Immaculate Conception (North Buena Vista) and St. Joseph's (Garnavillo). The school is located next to St. Mary's Church on 2nd Street. Established in 1853, the school serves a catholic and non-Catholic student population from PK-8. Enrollment was 100 in the 2012-2013 school year.

LIBRARY

Photo Courtesy of Caroline Rosacker

The Guttenberg Public Library is located on South 2nd Street. The library is governed by the city's 5-member library board. The library is handicap accessible and offers a 30-person capacity meeting room with a kitchenette available for public use. The library is home to a rare facsimile of the Gutenberg Bible. It is one of a two-volume set of just 310 facsimile sets printed at Leipzig, Germany in 1913 by Insel-Verlag. The set now at the library was on display in the Gutenberg print shop in Mainz, Germany during an air attack on Mainz on August 12, 1942, and as a result, suffered some damage. The set was brought to Guttenberg in the 1940s by a former editor and publisher of the Guttenberg Press, Charles Millham. The library also offers a large selection of check-out materials, including books, DVDs and CDs. The public has access to several newspapers, computers with

internet access and wireless internet. The library organizes many activities for youth and adults and various special activities and events throughout the year.

CEMETERY

The City of Guttenberg cares for a Municipal Cemetery, located on Garber Road. The Cemetery Board consists of seven members and two advisory members who direct the work of the cemetery sexton and plan for necessary growth and improvements.

COMMUNITY FACILITIES & SERVICES STRENGTHS

- Well-maintained and well-used parks and recreation facilities
- Full range of emergency services – police, fire, ambulance
- Strong school district
- Care and support for all ages and abilities
- Sports Complex
- Municipal Hospital and Clinic
- Marina
- Library – and its Gutenberg Bible
- Clean, safe community

COMMUNITY FACILITIES & SERVICES CHALLENGES

- Funding for improvements
- Maintaining some services as population changes (child care, health services…)
- Community youth seek a place to belong (Community Center, beach…)
- Obtaining public support for improvements and initiatives
- Land shortage in the long term for the cemetery
- Keeping up with technology
- Maintaining and digitizing the library archives

COMMUNITY FACILITIES & SERVICES GOALS AND STRATEGIES

Goal:

Community facilities and services are well-maintained and support residents' needs.

Strategies:

- Make energy efficiency improvements to the municipal building
- Upgrade the outdoor swimming pool
- Expand library
- Develop a plan for fire department expansion
- Develop a vision for a community center that incorporates wellness, meeting rooms and pool
- Digitize the grave map and improve the cemetery's hillside exit

Public Infrastructure and Utilities

VISION

Guttenberg values infrastructure planning, sustainability and a long-term vision that meets the needs of a diverse population.

INTRODUCTION

Public infrastructure and utilities provide essential services to the community. Services such as sanitary sewers, water, electricity, natural gas, communications and waste and recycling facilities are integral to a high quality of life. This section identifies and evaluates existing infrastructure and utilities serving the City of Guttenberg. Understanding the location, use and capacity of infrastructure and utilities is important when planning for the future. The City of Guttenberg's Utility Departments are responsible for providing water, sewer and electric utilities for residents and businesses. The Public Works Department maintains the storm sewers, streets and alleys. Personnel, vehicles and equipment are housed at the City Garage located at 214 Mozart St.

WATER SUPPLY

Two staff members carry out the duties for the Utility Department, one Water Operator, Grade I and one Water Operator, Grade II. The water supply for the city is supplied by three active wells. The well location, capacity, age and depth of each are summarized in Table 20. Water storage consists of a water tower with a 150,000 gallon storage capacity and the Acre Street reservoir with a 125,000 gallon storage capacity.

Table 20: Water Source (Well) Information

Well Number	Year Established	Location	Pump Capacity (Gallons per min.)	Depth
2	1938	Bluff Street	280	425’
3	1984	North Hill Drive	270	780’
4	2010	Bluff Street	340	460’

Source: (City of Guttenberg, 2013)

The city’s water system operates with 4, 6, and 8 inch mains, with 80 valves and 135 hydrants. The four inch mains range in age from 50 to 60 years old and are not sufficient to handle the pressure required by hydrants, leaving some areas more vulnerable than others. Six inch mains range from 20 to 80 years old and the eight inch mains range from 20 to 30 years old. Water usage averages 135,000 gallons of water per day, with the system capacity being 1,000,000 gallons a day. The city sees an increase in demand during the summer months. The current water system has adequate capacity for both residential and commercial/industrial growth.

The city has improved the system by replacing some water mains, fire hydrants and valves, replacing 400 water meters and updating software/read levels at the water tower and reservoir.

Future work to the water system will consist of additional updates to water mains and fire hydrants, more valve replacements and the installation of more meters. Beginning in 2014, the city will begin converting to an automated meter reading system and should be completed by 2017.

SANITARY SEWER

Sanitary sewer service is provided to Guttenberg residents through 15.3 miles of gravity only collection lines, 3 large lift stations, 3 small lift stations and a treatment plant. The current collection and treatment system has capacity to allow for residential and commercial growth. Sewer mains vary in size with a current inventory as shown in Table 21. The age of the pipe ranges from 25 to 65 years old. The wastewater treatment plant consists of a 3-cell aerated lagoon that discharges into the Mississippi River.

Table 21: Sanitary Sewer Main Inventory

Main Size	Amount
6" Main	730'
8" Main	57,320'
10" Main	10,690'
12" Main	10,550'
15" Main	1,440'
18" Main	130'

Source: (City of Guttenberg, 2013)

The city is in the final stages of a major project that will allow them to be in full compliance with the Clean Water Act. The project has included:

- Draining and relining of the lagoons (increased life span by 30 years)
- Rebuilt the main lift station – with backup generation
- Built a new north lift station
- Upgraded the Herman Street lift station
- Installed new sewer lines up the alley between 2nd and 3rd Streets
- Changed the discharge route to avoid a coldwater trout stream

Future work to the sanitary sewer system will consist of inflow and infiltration work and maintenance. Brick manholes from the 1950s will need to be rehabilitated and the department plans to implement a program to grout and test the sewer main joints that were installed in the 1950s.

STORMWATER MANAGEMENT

Guttenberg's stormwater control consists of ponds and a canal system with two pumps that direct water to the Mississippi River. The city is in the process of bringing the flood control system into compliance with the Corp of Engineers.

Guttenberg implemented a storm water utility in 2008 to help with the ongoing costs of maintaining the storm sewer system. The fee is assessed monthly to all customers who are billed for electric service, all Guttenberg residents who are billed for solid waste collection and disposal services, and owners of

property within the Guttenberg city limits, not otherwise identified. Future needs include an upgrade to the downtown business district storm sewer system.

ELECTRICITY

The City of Guttenberg owns the electric distribution system in the community and serves 1,389 customers. Two city employees manage the system of 940 poles, approximately 450,000 feet of overhead conductor lines (aluminum and copper) and approximately 30,000 feet of underground conductor lines. The Utility currently purchases power from American Electric Power Energy Partners (AEP Energy Partners) for distribution. The system brings in additional revenue to the city through rental income from Alpine Communications and Mediacom for use of the poles. Residents can take advantage of several energy efficiency rebates from the city electric utility. The system has adequate capacity to support growth. The conductor size is large enough to handle increased loads and the city has upgraded transformer sizes to can handle increased loads with excellent system voltage. The department conducts system repairs as needed and ongoing tree-trimming. Future improvements include the updating of poles and hardware throughout the system and the conversion of some areas to underground electric (where feasible). City leaders would also like to see a feasibility study regarding the potential for hydro-power generation at the Lock and Dam.

NATURAL GAS

Natural gas service is provided by Black Hills Energy. Census data indicates that 82% of residents use utility gas as their principal heat source while 15% use electric heat (U.S. Census Bureau, ACS 2007-2011).

SOLID WASTE DISPOSAL AND RECYCLING FACILITIES

The city contracts for solid waste disposal and recycling. Curbside pick-up is weekly with roll-out containers provided to residents. Garbage service is billed monthly for all properties receiving or eligible for pickup. Commercial properties contract directly with a hauler of their choice. A spring and a fall bulky waste collection day are scheduled each year for appliances and other large items (not exceeding two cubic yards in size) to be disposed. The solid waste disposal fee is established by resolution of the City Council. Yard waste removal is provided by special disposal fees and is collected curbside as needed.

COMMUNICATION INFRASTRUCTURE

Guttenberg residents can obtain telephone services through Alpine Communications. High-speed internet service is offered through Mediacom and Alpine. Cellular service is available from a number of carriers. Residents are generally satisfied with communication services, but cell phone and radio reception is an area of concern as residents identified reception being spotty around the bluffs.

STREETS AND LIGHTING

As previously noted in the transportation section, the city maintains approximately 34 miles of roads in the city limits. Upkeep and improvements to the street system are the responsibility of the Public Works Director and two staff members. Table 22 inventories the city's streets, their condition and the existence of sidewalks throughout the community. The department operates with eight vehicles for various uses including dump trucks, utility trucks and a sweeper. The city has garages in four locations to support the Public Works department. Locations are on Mozart Street, Hayden Street, south of the fire station and on N. Fourth Street.

The city owns 330 street lights, 50 security lights and one induction street light for a total of 381 total fixtures. The city has recently completed the conversion of its street lights to LED fixtures for energy savings.

Table 22: Street Inventory

Definitions:
Surface Type: C=Concrete, A=Asphalt, S=Seal coat, G=Gravel, D=Dirt
Surface Condition: GD=Good, FR=Fair, PR=Poor
Side of Street: N=North, S=South, E=East, W=West, No=None, Yes=Both sides of street

East-West Streets:				
STREET:	**SURFACE TYPE:**	**SURFACE CONDITION**	**CURB & GUTTER**	**SIDEWALKS**
Kosciusko	C	GD	No	S RR to 4th
Lafayette, 5th to 2nd	S/A	GD	Yes	No
Broadway, 4th to 2nd	A	GD	Yes	No
Broadway, 2nd to RPD	S	GD	Yes	No
Jefferson, Alley to 3rd	S	FR	No	No
Jefferson, 3rd to RPD	S	FR	Yes Partial	No
Washington, 6th to RR	S	PR	No	No
Washington, RR to RPD	S	FR	Yes	No
Haydn, Hwy 52 to 2nd	C	GD	Yes	No
Haydn, 2nd to 1st	C	GD	Yes	N – partial
Haydn, 1st to RPD	C	GD	Yes	No
Mozart, RR to RPD	S	FR	Yes	No
Pryam, Hwy 52 to RR	S	FR	No	No
Pryam, RR to 1st	S	FR	Yes	No
Pryam, 1st to Alley	S	FR	Yes	No
Pryam, Alley to RPD	S	FR	Yes	S - partial
Regent, Bluff to Hwy 52	A	FR	No	No
Regent, Hwy 52 to RR	S	GD	No	No
Regent, RR to 1st	A/S	GD	Yes	No
Regent, 1st to RPD	S	FR	Yes	Partial
China, Hwy 52 to 2nd	S	GD	Yes - partial	No
China, 2nd to 1st	A	GD	Yes	No
China, 1st to RPD	A	FR	Yes	Partial
Main, Hwy 52 to Hospital	A	GD	Yes	No

Main, Hospital to 1st	A	GD	Yes	Yes
Main, 1st to RPD	A	FR	Yes	Partial
Pearl, Hwy 52 to 2nd	A	GD	Yes	No
Pearl, 2nd to 1st	A/S	GD	Yes	Yes
Pearl, 1st to RPD	A	FR	Yes	Yes
Prince, RR to 2nd	A	GD	Yes	Partial
Prince, 2nd to 1st	S	FR	Yes	Yes
Prince, 1st to RPD	S	FR	Yes	Yes
Goethe, Bluff to Hwy 52	S	FR	No	No
Goethe, Hwy 52 to RPD	A/S	GD	Yes	Partial
Herder, Bluff to Hwy 52	S	FR	No	No
Herder, Hwy 52 to RR	A	GD	Yes	No
Herder, RR to 2nd	A	GD	Yes	Yes
Herder, 2nd to 1st	S	FR	Yes	Yes
Herder, 1st to RPD	S	GD	Yes	Yes
Schiller, Bluff to Hwy 52	S	PR	No	No
Schiller, Hwy 52 to 4th	A	GD	Yes	Partial
Schiller, 4th to RR	A	GD	Yes	South Side
Schiller, RR to RPD	A	GD	Yes	Yes
Lessing, Hwy 52 to RR	S	FR	No	No
Lessing, Alley to 2nd	A	GD	Yes	No
Lessing, 2nd to RPD	A	GD	Yes	Yes
Weiland, Bluff to 4th	S	FR	No	No
Weiland, Alley to 2nd	A	GD	No	No
Weiland, 2nd to RPD	A	GD	Yes	Partial N Side
Sherman, Bluff to 2nd	S	PR	No	No
Sherman, 2nd to 1st	A	GD	Yes	No
Sherman, 1st to RPD	A	GD	Yes	No
Koerner, Bluff to RR	A/S	GD	Yes	No
Koerner, RR to 1st	A	FR	Yes	No
Koerner, 1st to RPD	S	FR	Yes	No
DeKalb, Hwy 52 to RPD	A	FR	No	No
North-South Streets:				
STREET:	**SURFACE TYPE:**	**SURFACE CONDITION**	**CURB & GUTTER**	**SIDEWALKS**
RPD, DeKalb to Rotteck	S	GD	No	No
RPD, Rotteck to Koerner	S	GD	No	No
RPD, Koerner to Pearl	A	FR	Yes	Yes W Both
RPD, Pearl to Main	A	FR	Yes	W, partial E
RPD, Main to Pryam	A	FR	Yes	W
RPD, Pryam to Washington	A/S	FR	Yes	No
RPD, Wash. to Jefferson	S	GD	Yes	Partial
RPD, Jefferson to Broadway	S	GD	Yes	No
First, Rotteck to Koerner	S	GD	No	No
First, Koerner to Sherman	A	GD	No	No
First, Sherman to Herder	S	FR	Yes	Yes

First, Herder to Goethe	S	GD	Yes	Yes
First, Goethe to Prince	S	GD	Yes	Yes
First, Prince to Main	S	GD	Yes	Yes
First, Main to China	A	GD	Yes	Yes
First, China to Pryam	A	GD	Yes	Yes
First, Pryam to Mozart	S	FR	Yes	Yes
First, Pryam to Washington	S	FR	Yes	W
Second, Jordan to DeKalb	D	PR	No	No
Second, Rotteck to Koerner	G	GD	No	No
Second, Koerner to Sherman	A	GD	Yes	No
Second, Sherman to Lessing	A	GD	Yes	Yes
Second, Lessing to Schiller	A	GD	Yes	Yes
Second, Schiller to Prince	A	GD	Yes	Yes
Second, Prince to Pearl	A	GD	Yes	Yes
Second, Pearl to Main	S	GD	Yes	Yes
Second, Main to Regent	S	FR	Yes	No
Second, Regent to Pryam	S	FR	Yes	No
Second, Pryam to Mozart	S	FR	Yes	No
Second, Mozart to Haydn	S	FR	Yes	No
Second, Haydn to Broadway	S	FR	Yes	No
Second, Broadway to Bluff	S/C	FR	Yes	No
Third, Jordan to DeKalb	D	FR	No	No
Third, Schiller to Pearl	G	FR	No	No
Third, Pearl to Regent	G	FR	No	No
Third, Mozart to Haydn	S	FR	Yes	No
Third, Haydn to Lafayette	C	GD	Yes	No
Third, Lafayette to Cincinnati	C	GD	Yes	No
Fourth, Koerner to Weiland	S	GD	No	No
Fourth, Weiland to Lessing	G	FR	No	No
Fourth, Goethe to Mozart (Hwy 52)	C	FR	No	No
Fourth, Broadway to Lafayette	A	GD	Yes	No
Fourth, Lafayette to Cincinnati	S	FR	No	No
Fourth, Cincinnati to 2nd	G	PR	No	No
Fifth, C7X to Goethe (Hwy 52)	A	FR	No	No
Fifth, Haydn to Kosciusko	A	FR	No	No
Bluff, Kosciusko to North City limits	C	GD	No	No
Acre, South city limits to North	S	PR	No	No
Additional Streets:				
STREET:	**SURFACE TYPE:**	**SURFACE CONDITION**	**CURB & GUTTER**	**SIDEWALKS**
Fourth, Lessing to Herder	C		Yes	
Bluff, Rotteck to Herman	S		Yes	
Bluff, Herman to Weiland	C		Yes	
Bluff, Weiland to Goethe	A		Yes	
Bluff, Goethe to Regent	C		Yes	
Royal Oaks Court, Acre to Cul-de-sac	A		Yes	

Skyline Dr, 52 East	A			
Valley View Dr, 52 East	A			
North Sixth, Haydn to Washington	S			
Hwy 52, N-S City Limits				
C7X, 52 to West City Limits				
*No Alleys Included				
*Park Sidewalk Not Included				

PUBLIC INFRASTRUCTURE AND UTILITIES STRENGTHS

- Fully rehabilitated sewer system
- Own the electric utility
- Levee and flood wall protecting the community
- Fiber optics available
- Strong recycling program
- Channel 6 informs the community
- City crews keep community clean

PUBLIC INFRASTRUCTURE AND UTILITIES CHALLENGES

- Funding for maintenance and improvements
- Aging infrastructure in some areas
- New regulations
- Obtaining public support for improvements

PUBLIC INFRASTRUCTURE AND UTILITIES GOALS AND STRATEGIES

Goal:

Public infrastructure and utilities are well-maintained and support the needs of the community.

Strategies:

- Continue to improve sewer inflow and infiltration
- Replace remaining 4” water mains to support hydrant use
- Upgrade, improve or close railroad crossings
- Upgrade playground equipment at parks as needed
- Prepare for Garber Bridge replacement opportunity
- Maintain and formalize Capital Improvements Plan
- Maintain and fund equipment rotation schedule
- Conduct testing and complete upgrades to 1950s sewer infrastructure (brick manhole rehabilitation and sewer main joints)
- Bury electric utility lines where possible
- Conduct a feasibility study for generating hydro power at the Lock and Dam
- Develop a utility pole replacement schedule
- Replace docks at Bussey Lake
- Develop educational materials and presentations to inform the public about the benefits of energy efficiency and what they can do to be more energy efficient

Natural and Agricultural Resources

VISION

Guttenberg cherishes and preserves our beautiful Mississippi River Valley.

INTRODUCTION

This section includes an inventory and analysis of the natural and agricultural resources in and near the city. Within the following narrative, various components of the community's natural resource base are examined at a broad level in order to provide the community with the necessary information to make informed decisions about future growth and development.

CLIMATE

Guttenberg's climate is characterized by four distinct seasons with wide variations in temperature and precipitation throughout the year. Temperatures range from an average low of 11°F in January to an average high of 84°F in July. Total annual average precipitation is 34.33 inches. The highest recorded temperature was 103°F in 1948, and the lowest recorded temperature was -38°F in 1996 (The Weather Channel, 2013). Table 23 shows the average temperatures and precipitation amounts for each month.

Table 23: Guttenberg's Average Climate

Month	Average High	Average Low	Average Precipitation
Jan	28°F	11°F	1.06 in.
Feb	34°F	16°F	1.17 in.
Mar	46°F	28°F	1.82 in.
Apr	60°F	40°F	3.49 in.
May	71°F	51°F	4.25 in.
Jun	80°F	61°F	4.90 in.
Jul	84°F	65°F	4.35 in.
Aug	82°F	63°F	4.04 in.
Sep	74°F	54°F	3.07 in.
Oct	61°F	42°F	2.41 in.
Nov	46°F	30°F	2.25 in.
Dec	31°F	16°F	1.52 in.

Source: (The Weather Channel, 2013)

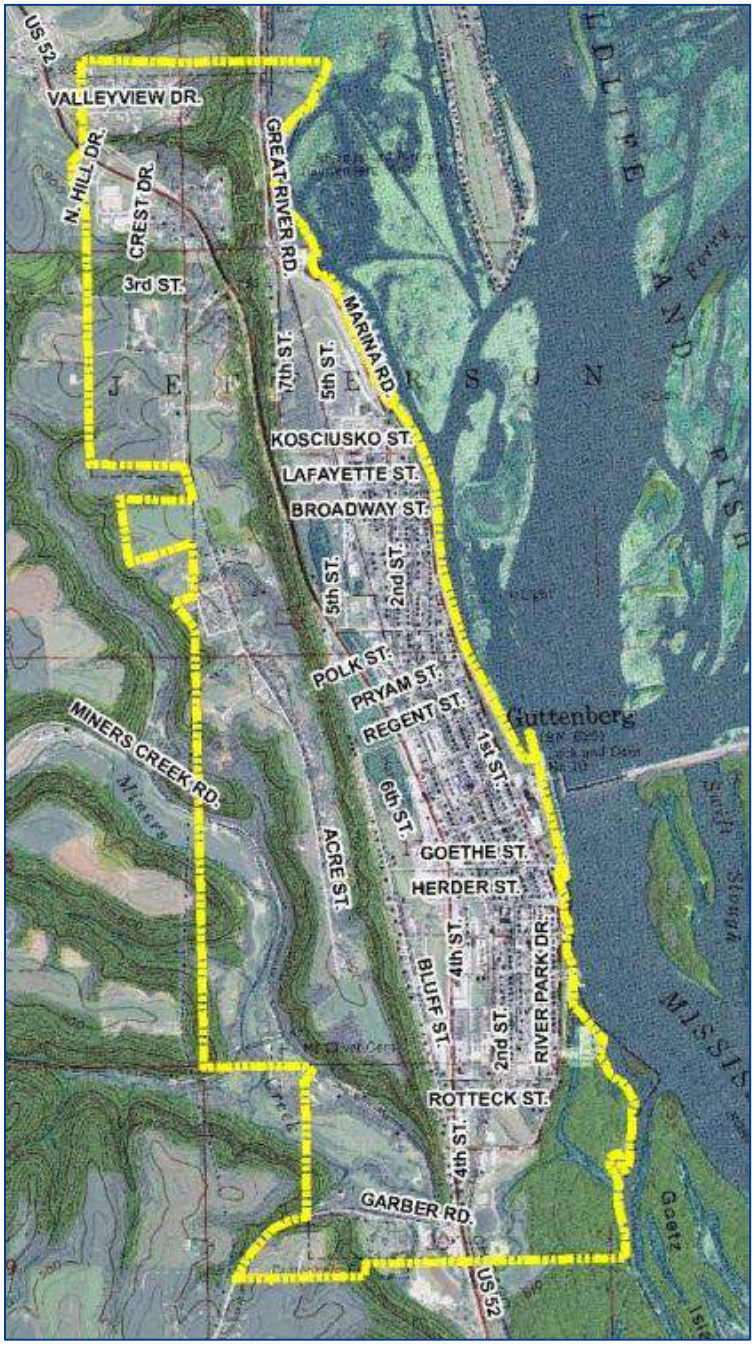
TOPOGRAPHY

Guttenberg is located in the Paleozoic Plateau. The Paleozoic Plateau is a unique area of Iowa missed by glacial activity (also known as the Driftless Area) about 12,000 years ago and is known for its bluffs, waterfalls, caves, springs and sinkholes (The Iowa Department of Natural Resources, 2013). The region's rock layers vary in resistance to erosion, producing bluffs, waterfalls and rapids; and shallow limestone

coupled with the dissolving action of groundwater produces caves, springs and sinkholes. This topography can also be classified as "karst."

Guttenberg's specific topography consists of moderately sloping to steep slopes with well-drained soil, underlain with limestone bedrock. The topography slopes from its western edge easterly towards the Mississippi River. The ridges rise to about 940 feet above sea level from an elevation of about 615 feet along the river, creating a maximum relief of some 325 feet within the city limits (Google, 2010). Figure 6 illustrates the topography in the community.

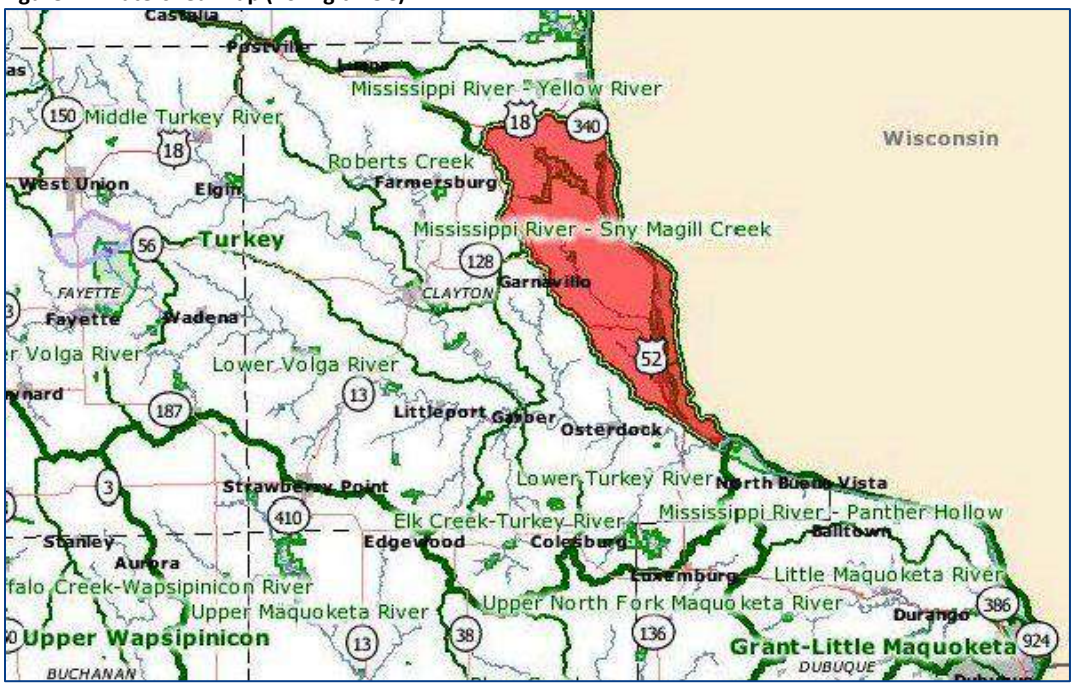
Figure 6: Guttenberg Topography



WATERSHED AND SURFACE WATERS

Watersheds are divided and sub-divided into successively smaller units, each is given a number, called a Hydrologic Unit Code, or HUC. Eight-digit HUCs, called sub-basins, are the largest watershed units. Guttenberg is located in the Grant-Little Maquoketa Watershed and is bordered by the Mississippi River on the east. The 10-digit HUC is the Mississippi River-Sny Magill Creek and is mapped in Figure 7.

Figure 7: Watershed Map (10 Digit HUC)



Source: (Iowa DNR, n.d.)

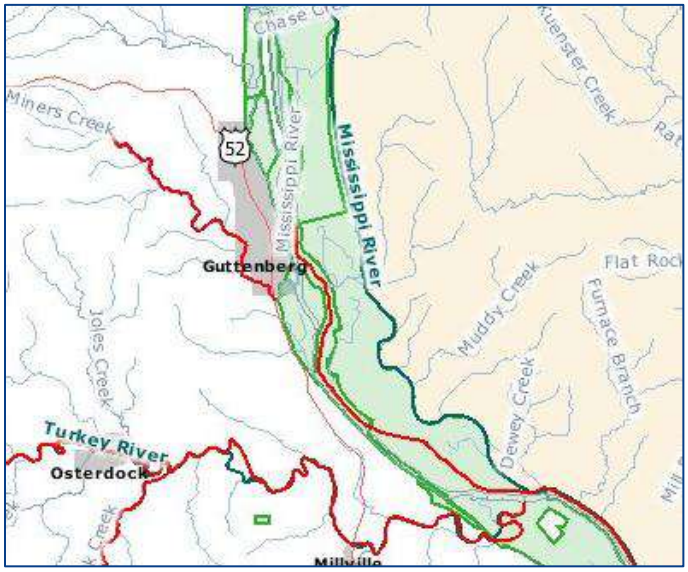
Surface waters in Guttenberg include the Mississippi River, Miners Creek and a tributary, and several small ponds. Guttenberg is on Pools 10 and 11 of the Mississippi. Pool 10 stretches about 33 miles from Lock and Dam 10 north to Lock and Dam 9 in Lynxville, Wisconsin. Pool 10 contains 20,896 acres of aquatic habitat with islands, side channels and backwaters throughout most of its length. Pool 10 is not an open expanse of water and encompasses most of the natural river floodplain and is bounded by limestone bluffs. Major tributaries that enter the Mississippi River in Pool 10 are the Yellow River in Iowa and the Wisconsin River in Wisconsin. Pool 10 is also part of the Upper Mississippi River National Wildlife and Fish Refuge. Pool 11 extends about 32 miles south from the Lock and Dam to Lock and Dam 11 in Dubuque. Pool 11 contains 19,875 acres of aquatic habitat and contains many islands, side channels, and backwaters in the upper part, while the lower part is a broad expanse of open water. Pool 11 also encompasses the majority of the natural river floodplain and is bounded by limestone bluffs. Major tributaries that enter the Mississippi River in Pool 11 are the Turkey and Little Maquoketa Rivers in Iowa and the Grant and Platte Rivers in Wisconsin (Iowa DNR, 2013).

Sections of Miners Creek and the Mississippi River are on the Iowa 303(d) Listing of Impaired Waters (see red designations in Figure 8). Waterways placed on the 303(d) list require a water quality improvement plan or a "Total Maximum Daily Load'' (TMDL). A TMDL is a calculation that determines

how much of a pollutant can enter a specific stream or lake in one day and still allow the lake or stream to meet the state's water quality standards.

In 2008, the City and Clayton County SWCD, worked with Northeast Iowa RC&D to improve water quality in Miner's Creek with funding from the Watershed Improvement Review Board (WIRB). The goals of the project included the elimination of sewage and storm water runoff from the city into Miner's Creek, the development, enhancement and preservation of 13 acres of wetlands in the Miners Creek riparian zone, and the reduction of erosion and sediment loading using bank stabilization and terraces.

Figure 8: Impaired Waterways near Guttenberg



Source: (Iowa DNR, n.d.)

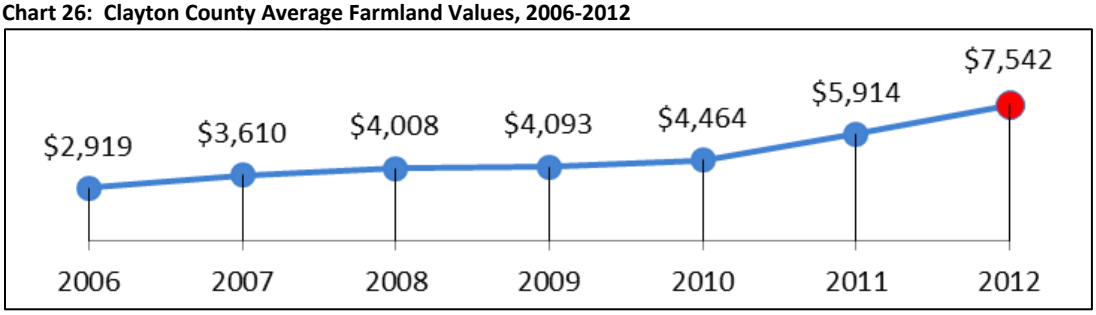
SOILS

The soils in the community of Guttenberg are classified primarily under two soil associations. The low-lying areas near the river are in the Dorchester-Bertrand-Wapsie association. This association is characterized by nearly level to gently sloping, moderately to well-drained soils formed in silty, loamy, and sandy alluvial sediments on bottom land and stream benches. The bluff tops are in the Fayette-Nordness-Rock outcrop association. This association is characterized by rock outcrop and moderately sloping to very steep, well-drained soils formed in loess or in loamy surficial sediments over limestone (USDA Soil Conservation Service, 1981).

AGRICULTURE

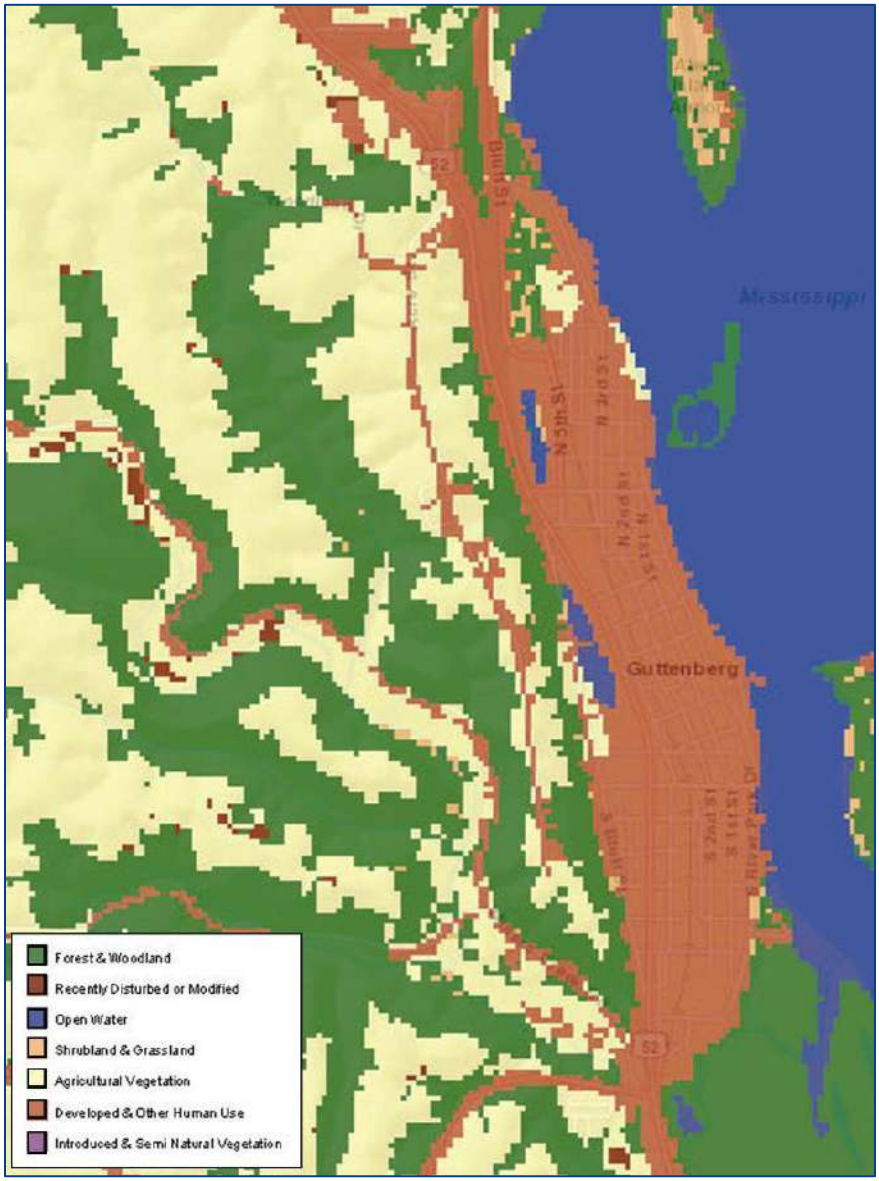
Approximately 22% of the land in Guttenberg's city limits is agricultural use, the majority of which lies in the undeveloped areas on top of the bluff. Figure 9 illustrates the land cover for the county, with a clear majority in agricultural vegetation. Chart 26 demonstrates the 158% increase in Clayton County farmland values in just the past six years. If values continue to increase, it could be less likely that this land could be purchased affordably enough to convert to residential or other uses.

Chart 26: Clayton County Average Farmland Values, 2006-2012



Source: (Iowa State University Extension, 2012)

Figure 9: Land Cover, Guttenberg



Source: (USGS, 2013)

NATURAL AND AGRICULTURAL RESOURCE STRENGTHS

- The Mississippi River
- Scenic bluffs and valley
- Abundant hunting and fishing opportunities
- Eagles and other bird watching
- Community has many trees – and a diversity in types
- Limestone

NATURAL AND AGRICULTURAL RESOURCE CHALLENGES

- Equitable access to the river
- Potential for strip mining in the area
- Levee and dike preservation and maintenance
- Threats to the aquifer from underground storage tanks
- Disinterested public requires public education through discussions and signage
- Combating industry pollution through regulations, no dumping
- Invasive species (emerald ash borer, weeds, aquatic…)
- Geese
- Over-construction on bluff can lead to erosion, runoff, mudslides, etc.
- Algae on Bussey Lake

NATURAL AND AGRICULTURAL RESOURCE GOALS AND STRATEGIES

Goal:

Guttenberg's natural resources are an integral part of the community's quality of life.

Strategies:

- Clean up and develop the ponds for recreational purposes (e.g. fishing, ice-skating)
- Incorporate natural prairie plantings on the dike (by the Marina and in other locations)
- Institute a tree planting program
- Provide landowners with appropriate information and support to clean up leaking underground storage tanks

Hazards

VISION

Guttenberg is proactive and prepared for natural and manmade hazards.

INTRODUCTION

This section will identify hazards that carry the greatest risk of negatively impacting the community. The Clayton County Multi-Jurisdictional (MJ-19) Multi-Hazard Mitigation Plan was approved by the Federal Emergency Management Agency (FEMA) in August of 2011. This plan goes into great detail regarding these risks and articulates the mitigation strategies identified to address or avoid them. The top hazard priorities identified for the community were river flood, flash flood, energy failure, a rail transportation incident, waterway/waterbody incident, structural fire and levee failure.

FLOODING AND LEVEE FAILURE

Prioritized as part of the hazard mitigation process, Guttenberg's location near the Mississippi River and along Miners Creek make it susceptible to river and flash flooding. The city's levee was constructed by the United States Army Corps of Engineers in 1973 and has prevented river flooding since that time, but as flood waters get increasingly higher, overtopping of the levee could occur. Overflow waters are controlled through a series of ponds, with two flood control pump stations located on Marina Lane and DeKalb Street. Figure 10 maps the flood plain within the community.

Figure 10: Guttenberg Flood Plain, 2011

Source: (The Schneider Corporation, 2013)

ENERGY FAILURE

An energy failure could occur for several reasons including severe weather, man-made accidents or incidents and equipment failure. The disruption of energy can affect all households and businesses within the community. Given that the city operates the distribution system for the main source of energy in Guttenberg, city staff could find themselves overwhelmed in the event of a major outage, especially if due to damaged infrastructure.

RAIL TRANSPORTATION INCIDENT

As previously indicated, the Canadian Pacific Railroad runs through the City of Guttenberg; and with 13 different crossings at an average 4 trains per day, the potential for collisions is substantial. In addition to collisions, derailments can cause major damage to surrounding properties, or release hazardous materials that could impact the entire community. The city has taken some steps to increase safety at crossings, by closing some roads and improving signals at others.

WATERWAY/WATERBODY INCIDENT

The busy Mississippi River services recreational and commercial watercraft. Collisions, toxic spills, capsizing and recreational injuries are just some of the incidents that Guttenberg's emergency responders need to prepare for. Tourists and locals can be affected by accidents on the water. The city owns three boats it can access if necessary to respond to problems on the water.

STRUCTURAL FIRE

Structural fires are a concern for the city given its aging housing stock. The probability of outdated electrical systems within older structures makes them more vulnerable to fire. Additionally, the water service lines to some areas of the town do not offer adequate pressure or capacity to fight fires in those areas.

HAZARD STRENGTHS

- Flood wall
- Strong EMS (hazmat readiness)
- Local Fire Fighters well-trained in hazmat
- Local ambulance service
- Tornado warning system
- Fire Department

HAZARD CHALLENGES

- Fallen trees, mud slides and falling rocks from bluff erosion
- Fairly heavy train traffic
- Barge traffic
- Ponding-drainage issues

HAZARD GOALS AND STRATEGIES

Goal:

Guttenberg is prepared to respond and lessen the impact of disasters.

Strategies:

- Regularly inspect flood wall and make repairs as needed
- Regulate development to prevent bluff top erosion
- Bury utility lines as feasible
- Schedule regular tree maintenance along utility lines
- Replace hydrants on 4” lines
- Provide backup generators for all critical facilities
- Identify and install appropriate warning signals at railroad crossings
- Conduct drug enforcement and education efforts community-wide

Land Use

VISION

Guttenberg emphasizes aesthetics and compatibility between housing, commercial and industrial areas while preserving the natural environment.

INTRODUCTION

This section examines the existing land use patterns and proposes a future land use scenario for the City of Guttenberg. A primary purpose of land use planning is to ensure the protection of existing conforming properties and future development from encroachment by incompatible uses. This protection benefits residents, landowners, developers and investors alike.

The principles and standards for implementing the Future Land Use Plan will need to be specifically defined in the city's land development regulations and its zoning codes and regulations. Land development regulations are the foremost means of implementing the guidelines in this comprehensive plan and controlling the uses of land in the city.

CURRENT LAND USE

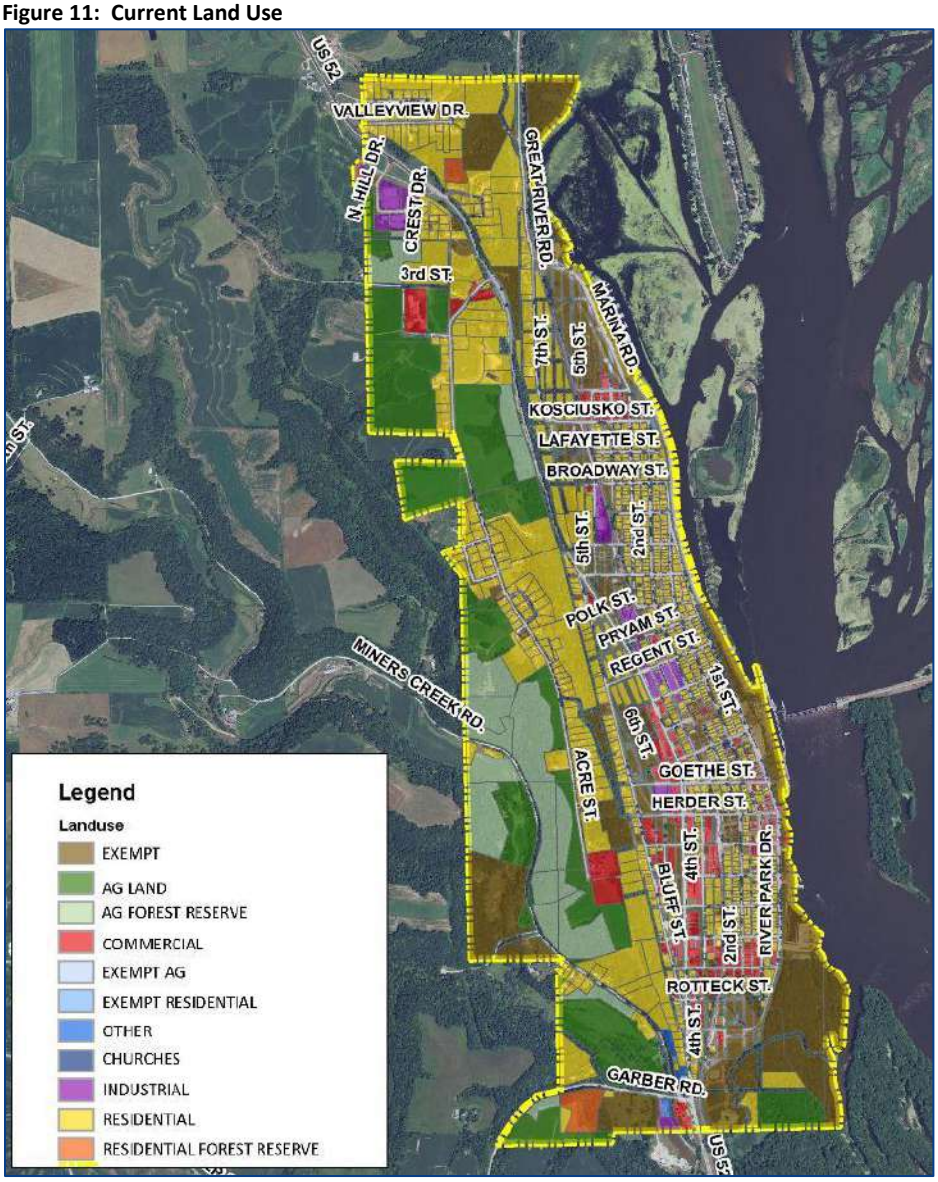
The current land uses in Guttenberg, as categorized by the County Assessor for taxing purposes, are identified in Table 24. The largest identifiable land use category is residential uses, accounting for nearly 33% of the land area. The "other" category covers 39% of the land use and includes right-of-ways, railways, pond area and exempt properties, which are non-taxable properties such as parks, recreation areas, government properties, schools, nonprofits, churches or any other such properties. Agricultural land use constitutes the third highest use in the city. Figure 11 maps the current land use in Guttenberg.

Table 24: Land Use Breakdown

Land Use Classification	Acres	Percent
Agriculture	310	21.9%
Residential	461	32.5%
Commercial	66	4.6%
Industrial	25	1.8%
Other	556	39.2%
Total	1,419	100.00%

Source: (Loan, 2013)

Figure 11: Current Land Use

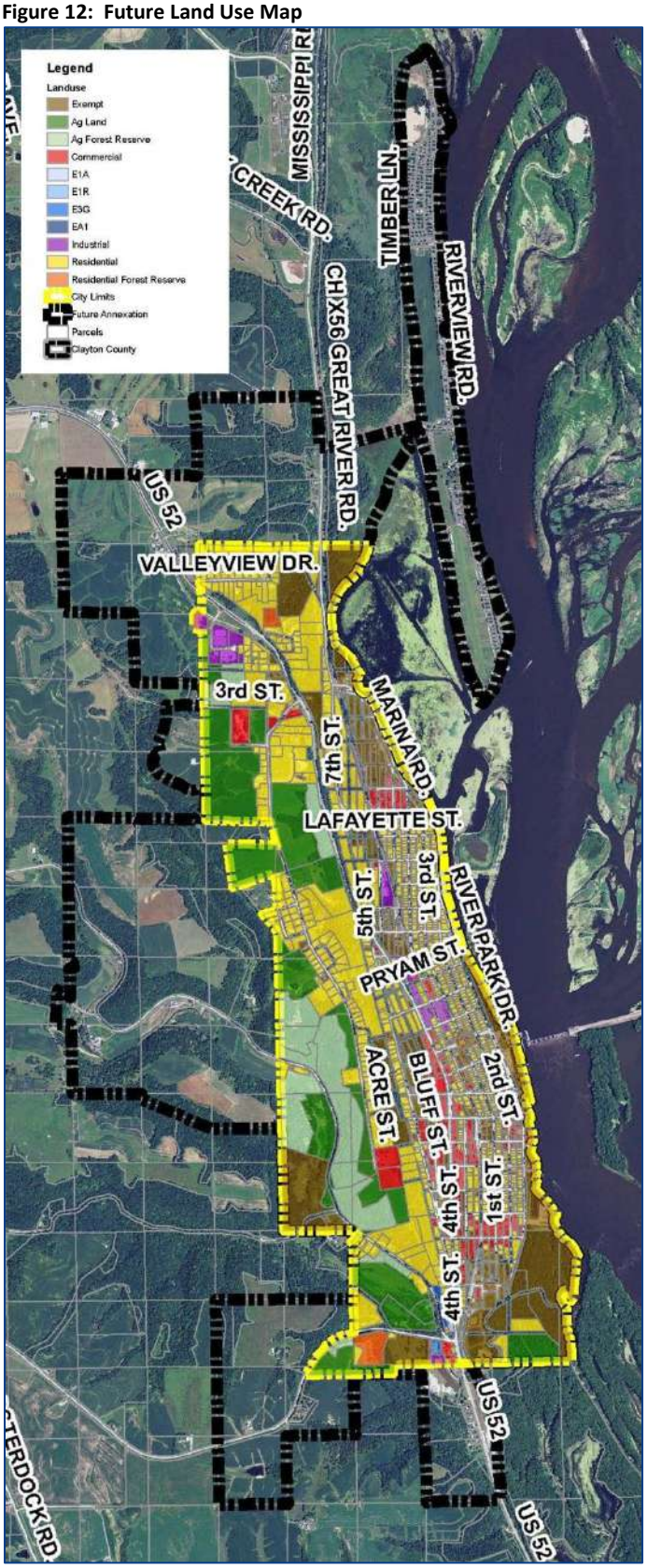


Source: (UERPC, 2013)

FUTURE LAND USE

The city has developed a Future Land Use Map (Figure 12) to guide decisions regarding future growth and development. The city expects to see future development to occur in the surrounding agricultural areas. Potential areas for annexation were proposed in 2008 and are reflected on the future land use map. The future land use map does not indicate changes in use, or what the potential annexation areas may be used for, but housing, industrial and commercial uses are needs identified within this comprehensive plan. The city's zoning ordinances and zoning map identify specific uses and should be updated regularly to reflect community needs. This map will serve as a good guide for the community in the future as infrastructure expansions are considered and planned.

Figure 12: Future Land Use Map



Source: City of Guttenberg (Veenstra & Kimm Study, 2008)

LAND USE STRENGTHS

- Natural resources are valued and protected as economic drivers
- Room to develop on the bluff, without impacting viewshed

LAND USE CHALLENGES

- Some heavier industries remain along railroad, but now encroaches on residential areas
- Current “industrial park” may not be adequately sized for new business
- Commercial areas along Highway 52 limited
- Residential lots are limited downtown
- Some lot lines are inaccurate

LAND USE GOALS AND STRATEGIES

Goal:

Guttenberg’s land use plan is designed to reduce conflict among incompatible uses while supporting the community’s development.

Strategies:

- Develop a long term plan to encourage the relocation of larger industries to the industrial park
- Explore opportunities for annexation for residential and commercial use
- Review zoning ordinances to ensure that no conflict exists with the comprehensive plan and future land use goals

Intergovernmental Collaboration

INTRODUCTION

Intergovernmental cooperation involves working with the county, neighboring communities, school districts and other agencies to understand how future planning and development activity may impact other jurisdictions, or where joint efforts can be pursued. Generally, this involves sharing plans and goals that may conflict or coincide with neighboring jurisdictions and local agencies so that cooperation results in an optimum implementation process.

GOVERNMENTAL COLLABORATION

Local Partnerships

Within the county, several organizations work together to provide the services desired by county residents and businesses. Various departments within county government are valuable to Guttenberg as the city works to maintain a high quality of life for residents. County departments can partner with the city to provide support and services such as law enforcement, road work, trail development and emergency management. The Clayton County Economic Development offers technical assistance and some funding for economic development, community development and tourism to all of the county's communities and can provide assistance toward meeting many of the goals within the city's comprehensive plan.

Regional Agencies

Regional partnerships can also benefit the city and some have been identified throughout this document. Key regional agencies that can help implement strategies in this plan include:

- Upper Explorerland Regional Planning Commission (UERPC) provides services in community planning, government grant writing (community facilities, sewer/water, downtown revitalization and housing), workforce, housing rehab and rental assistance programs and transportation projects.
- Northeast Iowa Resource Conservation and Development (RC&D) provides services and programs that support natural resource conservation and enjoyment. Water quality, forestry and trail development are among the areas of focus for RC&D.
- Northeast Iowa Community Action Corporation (NEICAC) provides programming and services in child and family health and wellbeing, home energy assistance, low-income housing and weatherization, and also serves as the region's transit agency.

State Agencies

The following is a list of state agencies whose departments and areas of expertise could assist the city as it moves forward with the implementation of this plan:

- Iowa Economic Development Authority (IEDA)
- Iowa Department of Agriculture and Land Stewardship (IDALS)
- Iowa Department of Cultural Affairs
- Iowa Department of Natural Resources (IDNR)
- Iowa Department of Transportation (IDOT)

PUBLIC ENGAGEMENT

In addition to important intergovernmental collaborations, promoting more public engagement in city activities will be beneficial in the implementation of this plan. Informing and involving the public is an essential part of providing transparency in governance. Guttenberg understands that getting good results in community development depends upon the support of its residents and will continue to look for ways to promote its activities and decision-making process to build more productive resident engagement.

INTERGOVERNMENTAL COLLABORATION SUMMARY

Both intergovernmental cooperation and public engagement share the core requirement of effective communication. Together collaboration and public engagement are important ways to make the most efficient use of the city's limited resources and ensure fair and equitable decision-making processes. The city is fortunate to have strong partners throughout the county, region and state that serve as resources for a variety of projects and initiatives.

Implementation

INTRODUCTION

The section explains how this plan will be implemented to achieve the desired goals as set forth by the City of Guttenberg. Guttenberg 2030 addresses many important components critical to sustaining a healthy community while preserving the area's natural resources and history. As change is inevitable, the plan may need to be amended to appropriately reflect those changes.

COMMUNITY ACTION PLAN

The community action plan is laid out in table form for easy reference by city leaders and stakeholders. Each strategy identified within this plan is assigned a potential time frame, an agency or agencies responsible for ensuring that the strategy is carried out, and the general resources required to implement each strategy.

TIME FRAME

This category assigns approximate time frames in which the implementation of the strategy can be expected. Some strategies will take significantly longer than others, so this document will simply refer to the proposed starting time and does not address the length of a project, unless it is ongoing. The time frames used in this document are as follows:

- 0 to 5 years
- Over 5 years
- Ongoing

RESPONSIBLE AGENCIES

The City of Guttenberg and its departments will be the main agencies responsible for ensuring the implementation of the plan. In many cases, other agencies may provide a vital support role or even take the lead on some strategies, the participation of these partners will be crucial to success.

RESOURCE NEEDS

Resource needs include the potential direct costs of the project or initiative as well as overhead. This document categorizes possible resource needs into three levels:

- Minimal: Indicates resource needs to implement the strategy are expected to take less than $10,000 in direct expenditures and could be accomplished within the schedules of existing staff and/or volunteers of the responsible parties.
- Moderate: Indicates resource needs are expected to take more than $10,000 and less than $50,000 in direct expenditures and would require some coordination between agencies and increased staff time.
- Significant: Indicates resource needs are expected to take more than $50,000 in direct expenditures and would require significant coordination among agencies and significant staff time.

Community Action Plan

COMMUNITY CULTURE

Community Culture Goals and Strategies			
Goal: Preserve and enhance the history and architecture of Guttenberg.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Develop design guidelines that promote the preservation of historic buildings	0 – 5 years	Historic Preservation Commission, City Council	Minimal
• Develop an incentive program to support the rehabilitation of historic buildings	0 – 5 years	Historic Preservation Commission, City Council	Minimal
• Design an annual historic home tour	0 – 5 years	Guttenberg Development & Tourism, Historic Preservation Commission	Minimal
• Create a program or other educational materials for children to learn about Guttenberg's history	0 – 5 years	School District, Heritage Society, Library, Steering Committee	Minimal
• Document the stories of Guttenberg residents, young and old	Ongoing	Heritage Society, Library, Cable Commission	Minimal
Goal: Guttenberg is a destination location that draws tourists to the community and supports the local economy.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Identify and create a "major attraction" that represents Guttenberg's culture and creativity and is marketable on a broad scale	Over 5 years	Guttenberg Development & Tourism, City Administration	Significant
• Develop new events that build on the community's rich German and Native American heritage (e.g. historic walking tours, Volkswalk, German Christmas Market)	Ongoing	Guttenberg Development & Tourism, Churches, Ingleside Club, Book Club	Minimal
• Encourage local eateries to incorporate heritage food items and healthier food choices into menu options by providing suggestions and recipes	Ongoing	Guttenberg Development & Tourism, Citizens	Minimal

Goal: Guttenberg provides ample opportunities for residents to participate in the arts.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Consider ways to develop a performing arts center for music, theater and dance	Ongoing	The Ingleside Club, Steering Committee	Minimal
• Develop visual art opportunities through public art and art fairs	Ongoing	Creativity Center, Guttenberg Development & Tourism, Steering Committee	Moderate
Goal: Guttenberg offers year round active recreation opportunities for residents and visitors.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Explore the feasibility of a public beach or direct riverside access	Over 5 years	Riverside Advisory Board, City Council	Minimal
• Continue to develop the city's trail system for greater connectivity throughout the community and to nearby attractions	Over 5 years	Park Board, City Council	Significant
• Consider appointing a City Trail Committee	0 – 5 years	City Council, City Administration	Minimal
• Expand park and recreation activities to include outdoor recreation clubs and special events for all age groups	Ongoing	Citizens	Minimal
• Explore the feasibility of canoe or kayak rental at the Marina Center	0 – 5 years	Citizens, City Administration	Minimal
• Develop a community center that offers indoor swimming and multipurpose gymnasium	Over 5 years	City Council, City Administration	Significant
• Consider a PERL (Public Education Recreation Levy) to fund recreational activities	Over 5 years	School District, City Council	Minimal

HOUSING

Housing Goals and Strategies			
Goal: Existing housing is well-maintained and attractive.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Ensure that residents are informed of the housing programs available to support rehabilitation and repairs by maintaining current information at City Hall.	0 – 5 years	City Administration	Minimal
• Target revitalization efforts by developing rehabilitation incentives with specific criteria	0 – 5 years	City Council, City Administrator	Minimal
• Where possible, plant shrubs and trees to enhance exterior views	Ongoing	Steering Committee	Minimal
• Increase the number of annual "bulky waste" collection dates	0 – 5 years	City Administration, City Council	Minimal
Goal: Adequate space and infrastructure is available for residential development.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Encourage the long range relocation of downtown industry to open up space for housing	Over 5 years	Guttenberg Economic & Industrial Development	Significant
• Consider annexation for residential use	Over 5 years	Planning & Zoning, City Council	Moderate
Goal: Affordable housing is available for all.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Develop housing incentives to support homeownership (e.g. down payment assistance, low-interest loans)	Ongoing	City Administration, City Council	Minimal
• Develop incentives that promote the development of affordable housing (e.g. tax abatement)	Ongoing	City Administration, City Council	Minimal
• Encourage the development of independent and assisted living for older adults and seniors	Ongoing	Guttenberg Economic & Industrial Development	Minimal
• Maintain a list of available rental properties and rental information on community websites	Ongoing	City Administration, Guttenberg Development & Tourism	Minimal

ECONOMIC DEVELOPMENT

Economic Development Goals and Strategies			
Goal: Guttenberg's workforce is sufficient to meet the needs of existing businesses.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Conduct a survey of local employers to develop a community skills profile	0 – 5 years	Guttenberg Development & Tourism, Guttenberg Economic & Industrial Development	Minimal
• Work with the school district and NICC to develop vocational programming to address skill gaps in the community	0 – 5 years	Guttenberg Development & Tourism, Guttenberg Economic & Industrial Development	Minimal
Goal: Guttenberg attracts high quality workers and businesses by maintaining a high quality of life.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Develop a community center with wellness and cultural opportunities	Over 5 years	City Council, City Administration	Significant
• See "Community Culture," "Housing," and "Community Facilities and Services" strategies			
Goal: Guttenberg's service and manufacturing industries are thriving.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Plan for an expansion of the existing industrial park area and support its use as a business park	0 – 5 years	Guttenberg Development & Tourism, Guttenberg Economic & Industrial Development	Minimal
• Develop incentives that reward job growth and enhancements to existing businesses	0 – 5 years	Guttenberg Development & Tourism, Guttenberg Economic & Industrial Development	Minimal
• Market the community's quality of life to recruit new industry	0 – 5 years	Guttenberg Development & Tourism, Guttenberg Economic & Industrial Development	Minimal

Goal: Commercial areas downtown and along the Highway are thriving and entrepreneurs are welcomed and supported. All are providing for residents' needs.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Conduct a retail analysis to determine unmet shopping needs and provide information to existing businesses and entrepreneurs	0 – 5 years	Guttenberg Development & Tourism	Minimal
• Focus recruiting efforts on unmet needs that cannot be filled by existing businesses	0 – 5 years	Guttenberg Development & Tourism	Minimal
• Encourage the long range relocation of downtown industry to open up space for commercial development along Highway 52	Over 5 years	Guttenberg Economic & Industrial Development	Significant
• Improve the access to businesses along Highway 52 through sidewalks and crosswalks	Over 5 years	City Administration, City Council	Moderate
• Develop more flexible zoning for small entrepreneurs	0 – 5 years	Planning & Zoning, City Council	Minimal
• Explore the feasibility of city-wide wi-fi	Over 5 years	City Administration, City Council	Minimal
• Offer business technical assistance (e.g. business plans, mentor programs)	0 – 5 years	Library Administration, Clayton County ED	Minimal
• Identify or develop locations suitable for shared office or incubator space	0 – 5 years	Guttenberg Development & Tourism	Minimal
Goal: Tourism is a main economic driver in the community.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Improve the appearance of the community's highway frontage by planting shrubs or trees to "hide" visible industrial areas	Ongoing	Steering Committee	Minimal
• Implement "Iowa Living Roadways" plans and concepts along Highway 52	Over 5 years	City Council, City Administration	Significant
• Improve the appearance of the downtown by commissioning a historic design drawing to provide building owners with improvement ideas (utilize the services of Main Street Iowa or historic renovation architect)	0 – 5 Years	Guttenberg Development & Tourism	Moderate
• Develop outdoor "gathering spaces" along the river (e.g. patios, cafés, beach)	Over 5 years	Park Board	Moderate to Significant
• Install large directional signage outside the city limits to inform visitors of Guttenberg's shopping and amenities	0 – 5 years	Guttenberg Development & Tourism	Moderate

TRANSPORTATION

Transportation Goals and Strategies			
Goal: Vehicle, bicycle and pedestrian traffic are equally valued and exist without conflict in Guttenberg.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Add designated bicycle lanes along River Park Drive	0 – 5 years	City Council, City Administration	Moderate to Significant
• Install bicycle racks in various locations throughout the community	0 – 5 years	City Administration	Minimal
• Develop a trail or sidewalk along Highway 52 to ensure safe passage and connectivity from the hilltop north to the south end of town	Over 5 years	City Council, City Administration, DOT	Significant
• Encourage other safety measures on Highway 52, such as reduced speed on the north hill to crosswalks in the commercial frontage	Ongoing	City Administration, DOT	Moderate to Significant
• Improve the railroad crossings and consider closing additional railroad crossing streets	Ongoing	City Administration, RR, DOT	Moderate
• Consider a sidewalk construction/replacement incentive program	0 – 5 years	City Council, City Administration	Minimal
Goal: School congestion is minimal and student parking is controlled.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Designate a “Park and Walk” area for student drivers to promote health and limit traffic around the school	0 – 5 years	City Administration, School	Minimal
Goal: Downtown traffic and parking support potential increases in tourism and shopping			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Conduct a traffic study to understand traffic patterns and potential parking needs	0 – 5 years	City Administration, DOT	Minimal
• Implement traffic study recommendations as possible (e.g. one-way streets, improved parking, etc.)	Over 5 years	City Administration, City Council	Minimal

Goal: Non-drivers have transportation options			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Ensure that information on existing Public Transit services is available to residents	0 – 5 years	City Administration	Minimal
• Support the development of regular transit routes between communities	Over 5 years	City Council	Minimal
• Develop a carpooling network of neighbors helping neighbors	0 – 5 years	City Administration, Guttenberg Development & Tourism	Minimal

COMMUNITY FACILITIES & SERVICES

Community Facilities & Services Goals and Strategies			
Goal: Community facilities and services are well-maintained and support residents' needs.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Make energy efficiency improvements to the municipal building	Ongoing	City Administration	Minimal
• Upgrade the outdoor swimming pool	0 – 5 years	City Administration	Significant
• Expand library	Over 5 years	Library Board	Significant
• Develop a plan for fire department expansion	Over 5 years	Fire Department, City Council	Minimal
• Develop a vision for a community center that incorporates wellness, meeting rooms and pool	Over 5 years	City Council, City Administration	Significant
• Digitize the grave map and improve the cemetery's hillside exit	0 – 5 years Over 5 years	Cemetery Board, City Council	Moderate

PUBLIC INFRASTRUCTURE AND UTILITIES

Public Infrastructure and Utilities Goals and Strategies			
Goal: Public infrastructure and utilities are well-maintained and support the needs of the community.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Continue to improve sewer inflow and infiltration	Ongoing	City Administration	Significant
• Replace remaining 4" water mains to support hydrant use	Ongoing	City Administration	Significant
• Upgrade, improve or close railroad crossings	Ongoing	City Administration	Significant
• Upgrade playground equipment at parks as needed	Ongoing	City Administration	Moderate
• Maintain and formalize Capital Improvements Plan	Ongoing	City Administration	Minimal
• Maintain and fund equipment rotation schedule	Ongoing	City Administration	Moderate
• Conduct testing and complete upgrades to 1950s sewer infrastructure (brick manhole rehabilitation and sewer main joints)	Ongoing	City Administration	Significant
• Bury electric utility lines where possible	0 – 5 years	City Council	Significant
• Conduct a feasibility study for generating hydro power at the Lock and Dam	Over 5 years	City Council	Significant
• Develop a utility pole replacement schedule	Ongoing	City Administration	Significant
• Replace docks at Bussey Lake	0 – 5 years	City Administration	Moderate
• Develop educational materials and presentations to inform the public about the benefits of energy efficiency and what they can do to be more energy efficient	0 – 5 years	City Administration	Minimal

NATURAL AND AGRICULTURAL RESOURCES

Natural and Agricultural Resource Goals and Strategies			
Goal: Guttenberg's natural resources are an integral part of the community's quality of life.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Clean up and develop the ponds for recreational purposes (e.g. fishing, ice-skating)	0 -5 years	City Administration	Moderate
• Incorporate natural prairie plantings on the dike (by the Marina and in other locations)	0 – 5 years	City Administration	Minimal
• Institute a tree planting program	0 – 5 years	Park Board	Minimal
• Provide landowners with appropriate information and support to clean up leaking underground storage tanks	0 – 5 years	City Administration	Minimal

HAZARDS

Hazard Goals and Strategies			
Goal: Guttenberg is prepared to respond and lessen the impact of disasters.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Regularly inspect flood wall and make repairs as needed	Ongoing	City Administration	Minimal
• Regulate development to prevent bluff top erosion	Ongoing	Planning & Zoning, City Council	Minimal
• Bury utility lines as feasible	0 – 5 years	City Administration	Moderate
• Schedule regular tree maintenance along utility lines	Ongoing	City Administration	Minimal
• Replace hydrants on 4" lines	Ongoing	City Administration	Moderate
• Provide backup generators for all critical facilities	0 – 5 years	City Administration	Moderate
• Identify and install appropriate warning signals at railroad crossings	Ongoing	City Administration	Moderate
• Conduct drug enforcement and education efforts community-wide	Ongoing	Police Department	Minimal

LAND USE

Land Use Goals and Strategies			
Goal: Guttenberg's land use plan is designed to reduce conflict among incompatible uses while supporting the community's development.			
Strategies:	***Time Frame:***	***Responsible Agencies:***	***Resource Needs:***
• Develop a long term plan to encourage the relocation of larger industries to the industrial park	Over 5 years	Planning & Zoning, Guttenberg Economic & Industrial Development	Minimal to Significant
• Explore opportunities for annexation for residential and commercial use	Ongoing	City Administration, Planning & Zoning	Minimal to Moderate
• Review zoning ordinances to ensure that no conflict exists with the comprehensive plan and future land use goals	Ongoing	Planning & Zoning, City Council	Minimal

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Appendix A – Iowa's Smart Planning

Iowa's Ten Smart Planning Principles:

1. Collaboration

Governmental, community and individual stakeholders, including those outside the jurisdiction of the entity, are encouraged to be involved and provide comment during deliberation of planning, zoning, development and resource management decisions and during implementation of such decisions. The state agency, local government, or other public entity is encouraged to develop and implement a strategy to facilitate such participation.

2. Efficiency, Transparency and Consistency

Planning, zoning, development and resource management should be undertaken to provide efficient, transparent and consistent outcomes. Individuals, communities, regions and governmental entities should share in the responsibility to promote the equitable distribution of development benefits and costs.

3. Clean, Renewable and Efficient Energy

Planning, zoning, development and resource management should be undertaken to promote clean and renewable energy use and increased energy efficiency.

4. Occupational Diversity

Planning, zoning, development and resource management should promote increased diversity of employment and business opportunities, promote access to education and training, expand entrepreneurial opportunities and promote the establishment of businesses in locations near existing housing, infrastructure and transportation.

5. Revitalization

Planning, zoning, development and resource management should facilitate the revitalization of established town centers and neighborhoods by promoting development that conserves land, protects historic resources, promotes pedestrian accessibility and integrates different uses of property. Remediation and reuse of existing sites, structures and infrastructure is preferred over new construction in undeveloped areas.

6. Housing Diversity

Planning, zoning, development and resource management should encourage diversity in the types of available housing, support the rehabilitation of existing housing and promote the location of housing near public transportation and employment centers.

7. Community Character

Planning, zoning, development and resource management should promote activities and development that are consistent with the character and architectural style of the community and should respond to local values regarding the physical character of the community.

8. Natural Resources and Agricultural Protection

Planning, zoning, development and resource management should emphasize protection, preservation and restoration of natural resources, agricultural land and cultural and historic landscapes, and should increase the availability of open spaces and recreational facilities.

9. Sustainable Design

Planning, zoning, development and resource management should promote developments, buildings and infrastructure that utilize sustainable design and construction standards and conserve natural resources by reducing waste and pollution through efficient use of land, energy, water, air and materials.

10. Transportation Diversity

Planning, zoning, development and resource management should promote expanded transportation options for residents of the community. Consideration should be given to transportation options that maximize mobility, reduce congestion, conserve fuel and improve air quality.

Iowa's 13 Smart Planning Elements:

A. Public Participation Element

Information relating to public participation during the creation of the comprehensive plan or land development regulations, including documentation of the public participation process, a compilation of objectives, policies and goals identified in the public comment received, and identification of the groups or individuals comprising any work groups or committees that were created to assist the planning and zoning commission or other appropriate decision-making body of the municipality.

B. Issues and Opportunities Element

Information relating to the primary characteristics of the municipality and a description of how each of those characteristics impacts future development of the municipality. Such information may include historical information about the municipality, the municipality's geography, natural resources, natural hazards, population, demographics, types of employers and industry, labor force, political and community institutions, housing, transportation, educational resources and cultural and recreational resources. The comprehensive plan or land development regulations may also identify characteristics and community aesthetics that are important to future development of the municipality.

C. Land Use Element

Objectives, information and programs that identify current land uses within the municipality and that guide the future development and redevelopment of property, consistent with the municipality's characteristics identified under the Issues and Opportunities Element. The comprehensive plan or land development regulations may include information on the amount, type, intensity and density of existing land use, trends in the market price of land used for specific purposes, and plans for future land use throughout the municipality. The comprehensive plan or land development regulations may identify and include information on property that has the possibility for redevelopment, a map of existing and potential land use and land use conflicts, information and maps relating to the current and future provision of utilities within the municipality, information and maps that identify the current and future boundaries for areas reserved for soil conservation, water supply conservation, flood control and surface water drainage and removal. Information provided under this paragraph may also include an analysis of the current and potential impacts on local watersheds and air quality.

D. Housing Element

Objectives, policies and programs to further the vitality and character of established residential neighborhoods and new residential neighborhoods and plans to ensure an adequate housing supply that meets both the existing and forecasted housing demand. The comprehensive plan or land development regulations may include an inventory and analysis of the local housing stock and may include specific information such as age, condition, type, market value, occupancy and historical characteristics of all the housing within the municipality. The comprehensive plan or land development regulations may identify specific policies and programs that promote the development of new housing and maintenance or rehabilitation of existing housing and that provide a range of housing choices that meet the needs of the residents of the municipality.

E. Public Infrastructure and Utilities Element

Objectives, policies and programs to guide future development of sanitary sewer service, storm water management, water supply, solid waste disposal, wastewater treatment technologies, recycling facilities and telecommunications facilities. The comprehensive plan or land development regulations may include estimates regarding future demand for such utility services.

F. Transportation Element

Objectives, policies and programs to guide the future development of a safe, convenient, efficient and economical transportation system. Plans for such a transportation system may be coordinated with state and regional transportation plans and take into consideration the need for diverse modes of transportation, accessibility, improved air quality and interconnectivity of the various modes of transportation.

G. Economic Development Element

Objectives, policies and programs to promote the stabilization, retention, or expansion of economic development and employment opportunities. The comprehensive plan or land development regulations

may include an analysis of current industries and economic activity and identify economic growth goals for the municipality. The comprehensive plan or land development regulations may also identify locations for future brownfield or grayfield development.

H. Agricultural and Natural Resources Element

Objectives, policies and programs addressing preservation and protection of agricultural and natural resources.

I. Community Facilities Element

Objectives, policies and programs to assist future development of educational facilities, cemeteries, health care facilities, child care facilities, law enforcement and fire protection facilities, libraries and other governmental facilities that are necessary or desirable to meet the projected needs of the municipality.

J. Community Character Element

Objectives, policies and programs to identify characteristics and qualities that make the municipality unique and that are important to the municipality's heritage and quality of life.

K. Hazards Element

Objectives, policies and programs that identify the natural and other hazards that have the greatest likelihood of impacting the municipality or that pose a risk of catastrophic damage as such hazards relate to land use and development decisions, as well as the steps necessary to mitigate risk after considering the local hazard mitigation plan approved by the Federal Emergency Management Agency.

L. Intergovernmental Collaboration Element

Objectives, policies and programs for joint planning and joint decision-making with other municipalities or governmental entities, including school districts and drainage districts, for siting and constructing public facilities and sharing public services. The comprehensive plan or land development regulations may identify existing or potential conflicts between the municipality and other local governments related to future development of the municipality and may include recommendations for resolving such conflicts. The comprehensive plan or land development regulations may also identify opportunities to collaborate and partner with neighboring jurisdictions and other entities in the region for projects of mutual interest.

M. Implementation Element

A compilation of programs and specific actions necessary to implement any provision of the comprehensive plan, including changes to any applicable land development regulations, official maps, or subdivision ordinances.

Appendix B – Federal and State Programs

COMMUNITY DEVELOPMENT TOOLS AND RESOURCES

IEDA Public Facilities Community Development Block Grant (CDBG) - Water/sewer funds are available annually on a competitive basis to communities for projects that include sanitary sewer system improvements, water system improvements, water and wastewater treatment facilities, storm sewer projects related to sanitary sewer system improvements and rural water connections.

IEDA Community Facilities and Services Fund (CDBG) – Communities can apply for facilities and services grant funding for a variety of projects and activities primarily benefiting low- and moderate-income persons, including day care facilities, senior centers, vocational workshops and other community services such as storm water projects.

IEDA Contingency Fund, Imminent Threat (CDBG) – Communities can apply for emergency funding for projects that correct an imminent threat to public health, safety or welfare. This program has also been used to fund projects that demonstrate sustainable community activities.

IEDA Downtown Revitalization Fund (CDBG) – Communities may apply for funds for downtown revitalization projects.

Vision Iowa: Community Attraction & Tourism (CAT) — Communities can apply for these grant funds for projects that promote recreational, cultural and educational or entertainment attractions that are available to the general public.

Vision Iowa: River Enhancement Community Attraction & Tourism (RECAT) — Communities can apply for RECAT funds to support projects that promote and enhance recreational opportunities on and near rivers or lakes.

Endow Iowa Tax Credits - Endow Iowa was created to enhance the quality of life for the citizens of this state through increased philanthropic activity by encouraging investments in existing community foundations. The major component of the Endow Iowa Program is a state tax credit of some annually fixed percentage of the gift given to a qualified community foundation. Communities and nonprofit organizations can set up funds within their community foundations to support local projects, and donors can take advantage of the tax credit.

Community-Based Seed Capital Funds — This tax credit program is designed to encourage groups of local investors to engage in venture capital investment to help attract and retain fast growing companies to their communities. Investors can receive tax credits equal to 20% of the amount of an equity investment in a Community-Based Seed Capital Fund.

EPA Brownfields Program - Communities can apply for funds to inventory, characterize, assess and conduct cleanup planning for properties that may have hazardous substances, pollutants or contaminants present. Additional funding may be available for clean-up.

IDOT Revitalize Iowa's Sound Economy (RISE) - This state program was established to promote economic development in Iowa through construction or improvement of roads and streets. Communities can apply for grants or loans to fund "immediate opportunity" projects or "local development" projects. Immediate opportunity projects are an immediate, non-speculative opportunity for permanent job creation or retention. Jobs created are to be value-adding in nature (e.g. manufacturing, industrial, non-retail) and the relocation of jobs within the state does not qualify. Local development projects support local economic development but do not require an immediate commitment of funds such as industrial parks or tourist attractions. Projects must involve construction or improvement of a public roadway.

IDOT Traffic Safety Improvement Program – This transportation program can provide funding for traffic safety improvements or studies on any public roads. Eligible projects fall into one of three categories: construction or improvement of traffic safety and operations at a specific site with an accident history; purchase of materials for installation of new traffic control devices such as signs or signals, or replacement of obsolete signs or signals; or transportation safety research, studies or public information initiatives such as sign inventory, work zone safety and accident data.

IDOT Pedestrian Curb Ramp Construction – This program can provide funding to assist communities in complying with the Americans with Disabilities Act (ADA) on primary roads. The community must engineer and administer the project and improvements must involve a municipal extension of a primary road.

IDOT/IDNR Fund – Communities can apply for funds to cover the cost of materials and installation of seed or live plants for roadside beautification for any primary system corridors. The area to be planted must be on primary highway right-of-way, including primary highway extensions.

Iowa Living Roadway Trust Fund - Implement Integrated Roadside Vegetation Management programs (IRVM) – These funds are available for various projects on city, county or state rights-of-way or publicly owned areas adjacent to traveled roadways. Categories of eligible projects are as follows: roadside inventories; gateways; education/training; research/demonstration; roadside enhancement; seed propagation; and special equipment.

IDOT Recreational Trails Program – This program was established to fund public recreational trails. Communities may apply for proposed projects that are part of a local, area-wide, regional or statewide trail plan. Trails resulting from successful applications must be maintained as a public facility for a minimum of 20 years.

USDA Community Facilities Grants/Loans – Available to fund the development of essential community facilities for public use in rural areas and may include hospitals, fire protection, safety, child care centers and many other community-based initiatives

USDA Rural Community Development Initiative - Provides technical assistance and training funds to develop the capacity and ability of private, nonprofit community-based housing and community

development organizations and low income rural communities to improve housing, community facilities, community and economic development projects in rural areas.

USDA Broadband Loan Program - This program is available to local nonprofit and for-profit entities and provides loans for funding the costs of construction, improvement and acquisition of facilities and equipment to provide broadband service to rural communities.

USDA Distance Learning And Telemedicine Grant/Loan Program (DLT) – This program can provide grant funding for the technology and technical assistance needed to support distance learning and telemedicine projects in rural communities.

USDA Water and Waste Disposal Direct Loans and Grants – These funds can be used to develop water and waste disposal systems in rural areas and towns.

USDA Emergency Community Water Assistance Grants (ECWAG) – These funds are available to assist rural communities that have experienced a significant decline in quantity or quality of drinking water due to an emergency, to obtain or maintain adequate quantities of safe drinking water.

USDA Water and Waste Disposal Guaranteed Loans – This program provides loan guarantee support to local lenders for the construction or improvement of water and waste disposal projects in rural communities.

IDNR Solid Waste Alternatives Program (SWAP) - SWAP provides financial and technical assistance to businesses, government agencies, public and private groups and individuals to assist with the implementation of waste reduction, recycling, market development, public education and other solid waste management projects that improve their environmental performance as well as their bottom line.

IDNR Derelict Building Program – This program provides small Iowa communities and rural counties financial assistance to address neglected structures in order to improve the appearance of their streets and revitalize local economies. Derelict buildings must be located in a town or unincorporated county area of 5,000 residents or less and the building must be owned or in the process of being owned by the community or county. The program can provide funds to assist with certified ACM inspections, removal and disposal of ACM, structural engineering analysis to determine ability to renovate the building, Phase I & II Environmental Assessments and building deconstruction or renovation

IDNR Clean Water Loan Program - Iowa's Clean Water State Revolving Fund (CWSRF) is an option for financing publicly owned wastewater treatment, sewer rehabilitation, replacement, construction and storm water quality improvements.

IDNR Drinking Water State Revolving Fund (DWSRF) – This is a loan fund that can finance the design and construction of drinking water systems to help ensure public health and provide safe drinking water.

IDNR General Non-Point Source – This loan fund offers landowners affordable financing for a variety of water quality projects. Projects include but are not limited to: Landfill closure, remediation of storage tanks, restoration of wildlife habitat, stream bank stabilization and wetland flood prevention areas.

IDNR Planning & Design Loans – Zero interest loans to cover costs incurred in the planning and design phase of a water infrastructure project. The funds can be used by communities to cover engineering fees, archaeological surveys, environmental or geological studies and costs related to project plan preparation. The loans may be rolled into a State Revolving Fund (SRF) construction loan or can be repaid when permanent financing is committed. The project planning and design costs must be directly related to proposed eligible projects such as the construction of treatment plants or improvements to existing facilities, water line extensions to existing unserved properties, water storage facilities and wells.

IDNR Resource Enhancement and Protection (REAP) - REAP funds are available to communities through competitive grants for city parks and open space improvements. Typical projects include park land expansion and multi-purpose recreation projects.

SHPO Certified Local Government Program (CLG) - The CLG program supports local governments' historic preservation programs. Direct benefits include free historic preservation training and technical assistance from the State's historic preservation staff, a start-up preservation reference library for use in developing and administering the program, qualification for REAP Historic Resource Development Program (HRDP) grants for rehabilitating community-owned properties that are listed on the National Register of Historic Places and qualification for a small, competitive, matching CLG grant program that is open only CLG program participants. These grants can be used to underwrite all historic preservation activities except rehabilitation.

Cultural District - A cultural district is a well-recognized, labeled, mixed-use, compact area of a community in which a high concentration of cultural facilities serves as the anchor. Cultural districts are established to encourage local governments to partner with a local community nonprofit or for profit organization, businesses and individuals to enhance the quality of life for citizens of the community.

Iowa's Living Roadways Community Visioning Program – This program provides professional landscape planning and design services to rural Iowa communities. The Iowa DOT, ISU and Trees Forever collaborate to engage communities in participatory decision-making processes and implementation strategies, and each community receives a conceptual design plan that can be used to implement landscape and transportation enhancements. Possible projects include transportation corridor enhancements, community signage, downtown streetscape improvements and recreational trail development.

Trees Forever - This statewide nonprofit organization was formed to protect Iowa's natural resources. Trees Forever works with communities to improve water quality, preserve and enhance forest areas and beautify roadsides. Trees Forever provides facilitation for a wide range of activities including community tree planting, GreenForce™ youth engagement programs, Iowa's Living Roadways Community Visioning, trails visioning, watershed protection and many more programs.

HSEMD Hazard Mitigation Grant Program (HMGP) – This program provides grants to communities for long term hazard mitigation projects after a major disaster declaration. The purpose of the program is to reduce the loss of life and property in future disasters by funding mitigation measures during the

recovery phase of a natural disaster. Projects include planning, safe rooms, acquisitions, elevations and relocations.

ECONOMIC DEVELOPMENT TOOLS AND RESOURCES

IEDA Grow Iowa Values Financial Assistance Program (GIVFAP) - Formerly the Direct Financial Assistance Program, this state fund offers direct financial assistance to companies that create new employment opportunities and/or retain existing jobs and make new capital investment in Iowa. The funds, in the form of loans or forgivable loans can help finance projects that are focused on job creation or retention, value-added agriculture and entrepreneurial efforts and can help a wide variety of business operations including biosciences, advanced manufacturing, information technology and financial services. Funds can be used for building construction or remodeling, land or building acquisition, site preparation, machinery and equipment purchases, computer hardware purchases, furniture and fixtures.

IEDA Enterprise Zones - Enterprise Zones are designed to stimulate development by targeting economically distressed areas in Iowa. Businesses and developers can qualify for state and local tax incentives by making new investments and creating or retaining jobs in these areas.

IEDA Iowa New Jobs Training Program – This program assists businesses that are creating new positions or new jobs through expansion or location in the state by providing flexible funding to train and develop new employees. The assistance available ranges from highly specialized educational programs to basic skill training for new positions. Businesses that have entered into an agreement are also eligible for the New Jobs corporate income tax credit if they expand their Iowa employment base by 10% or more.

IEDA Iowa Jobs Training Program - Like the new jobs training program, this program also invests in customized training, but for existing employers. Iowa's community colleges provide businesses with funding and support for this program.

IEDA High Quality Jobs Program — This program is designed to promote the creation or retention of quality jobs by assisting businesses locating, expanding or modernizing their facilities in Iowa through a package of tax credits, exemptions and/or refunds to approved businesses.

IEDA Targeted Small Business (TSB) Program – This program assists women, minorities and the disabled in starting or growing a small business. TSB-certified businesses receive technical assistance and are eligible to apply for financial assistance through grants and loans.

IEDA Job Creation, Retention and Enhancement Fund - EDSA, PFSA and Career Link (CDBG) - These three programs within the fund are the Economic Development Set-Aside (EDSA), the Public Facilities Set-Aside (PFSA) and Career Link. Communities can apply to these programs at any time. EDSA and PFSA are designed to assist businesses either through a direct or forgivable loan or through infrastructure projects. Career Link is an industry-driven training program designed to help the underemployed and working poor obtain the training and skills they need to move into available higher-skill, better-paying jobs.

Tax Increment Financing (TIF) – This tool is a public financing mechanism that is used to subsidize development, infrastructure and other community-improvement projects in targeted districts. Eligible projects result in an increase in site value which generates an increase in tax revenues. These future new revenues can be used to repay the debt issued by the community for the project, or to reimburse private investment in the project.

IEDA Demonstration Fund - The Demonstration Fund is available to small and medium-sized Iowa-based companies in the industries of advanced manufacturing, bioscience or information technology. The fund provides financial and technical assistance to support high technology prototype and concept development activities that have a clear potential to lead to commercially viable products or services within a reasonable period of time. The primary purpose of the fund is to help businesses with a high-growth potential reach a position where they are able to attract later stage private sector funding.

IEDA Iowa Small Business Loan Support Program (ISB) - This loan program assists Iowa entrepreneurs and small businesses in their efforts to access capital for business purposes including startup costs, working capital, business procurement, franchise fees, equipment, inventory, as well as the renovation or tenant improvements of an eligible place of business that is not for passive real estate investment purposes. Iowa small businesses that are located in Iowa, are owned, operated and actively managed by an Iowa resident, and have 750 or fewer full-time equivalent employees are eligible to apply.

IEDA Assistive Device Tax Credit — Reduces taxes for small businesses that incur costs through making physical changes to the workplace to help employees with disabilities to get or keep their job.

IEDA Brownfield/Grayfield Tax Credit Program — Projects can receive tax credits for qualifying costs of a Brownfield project and if the project meets green building requirements. Grayfield projects can get tax credits for qualifying costs and projects that meet green building requirements.

Research Activities Tax Credit — This is a refundable tax credit created to incent a company's research activities. Companies must meet the qualifications of the Federal Research Activities Credit in order to be eligible for the credit in Iowa.

Iowa Innovation Acceleration Fund - The Iowa Innovation Acceleration Fund promotes the formation and growth of businesses that engage in the transfer of technology into competitive, profitable companies that create high paying jobs. The fund provides financing to eligible businesses through three program components that correspond to three different stages of growth:

- ***Iowa LAUNCH*** —pre-seed capital stage financing through low-interest loans for intellectual property development and evaluation, including in-depth analysis of market potential, conducting competitive analysis, establishing proof of concept of a scientific discovery, prototype design and development and related activities.
- ***Iowa PROPEL***— seed capital stage financing through low-interest loans or royalty agreements for advanced intellectual property development and evaluation, including in-depth analysis of market potential, conducting competitive analysis, advanced proof of concept work for a

scientific discovery, advanced prototype design and development, research and development needed to attract venture capital financing, hiring key personnel and related activities.

- ***INNOVATION EXPANSION***— expansion-stage financing through secured, low-interest loans to fund investments that can be used to hire key personnel and services and the purchase of equipment and facilitate construction costs.

USDA Business and Industry Guaranteed Loan (B&I) Program – Loan guarantees available to support local financing agencies with loans to rural businesses that improve, develop, or finance business, industry and employment as well as improve the economic and environmental climate in rural communities.

USDA Intermediary Relending Program (IRP) - Provides loans to local organizations to establish revolving loan funds to assist with financing business and economic development activity that create or retain jobs in disadvantaged and remote communities.

USDA Rural Energy for America Program Guaranteed Loan Program (REAP Loans) - This guaranteed loan program supports local commercial financing of renewable energy and energy efficiency projects for businesses.

USDA Rural Economic Development Loan and Grant (REDLG) - This program provides funding to rural projects through local nonprofit utility organizations. Under the program, USDA provides zero interest loans to local utilities which they then relend to local businesses for projects that create and retain employment in rural areas.

UDSA Rural Business Enterprise Grant Program (RBEG) – This grant program provides funds to communities or nonprofit organizations to be used for rural projects that help finance and facilitate the development of small and emerging rural businesses.

USDA Rural Energy for America Program Grants (REAP) – This grant program is available to small rural businesses and can provide funds for energy audits, feasibility studies or renewable energy development assistance. It may also be used to help rural small businesses purchase and install renewable energy systems and make energy efficiency improvements.

USDA Value-Added Producer Grants (VAPG) - Grants funds are available to local producers and cooperatives for planning activities or working capital for marketing value-added agricultural products and for farm-based renewable energy.

USDA Rural Business Opportunity Grants (RBOG) – Communities and nonprofit agencies can apply for funds to promote sustainable economic development in rural communities by providing training and technical assistance for business development, entrepreneurs and economic development officials and to assist with economic development planning.

SHPO State Historic Preservation and Cultural & Entertainment District Tax Credit – This program provides a state income tax credit for the sensitive rehabilitation of historic buildings. It ensures character-defining features and spaces of buildings are retained and helps revitalize surrounding

neighborhoods. The program provides an income tax credit of some percentage of qualified rehabilitation costs.

IowaMicroLoan – Provides loans and technical assistance for start-up, expansion or refinancing of small businesses.

Iowa Small Business Development Centers (SBDC) - The Iowa SBDC conducts research, counsels and trains business people in management, financing and operating small businesses, and provides comprehensive information services and access to experts in a variety of fields. The SBDC is the only nationally accredited entrepreneurial development program in Iowa.

UNI MyEntre.Net - This website is an online business resource site and blog for entrepreneurs. Among its activities are weekly business webinars, regionally hosted EntreBash! networking events and an annual EntreFest! business conference for entrepreneurs. MyEntre.Net also sponsors the "Dream Big, Grow Here" contest.

HOUSING TOOLS AND RESOURCES

IEDA Housing Fund (CDBG) – Communities can apply for funding that supports owner-occupied rehabilitation projects for low to moderate income, single-family, owner-occupied housing households.

IEDA Housing Enterprise Zones - Developers and contractors building or rehabilitating housing in an established Enterprise Zone may apply to receive state tax incentives such as a refund of state sales, service or use taxes paid during construction and an investment tax credit of up to a maximum of 10% of the investment directly related to the construction or rehabilitation of the housing.

Housing Tax Increment Financing (TIF) – When TIF is used for housing development, a percentage of the future tax increment revenues from the project must be used to provide housing assistance to low- and moderate-income families.

USDA Rural Repair and Rehabilitation Loans and Grants – This program provides direct loans or grants to very low-income homeowners to repair, improve or modernize their dwellings or to remove health and safety hazards.

USDA Rural Housing Direct Loan – This program provides direct loans to help low-income individuals or households purchase, build, repair, renovate or relocate homes in rural areas.

USDA Rural Housing Guaranteed Loan – This program supports local participating lenders in financing home purchases for rural families with incomes up to 115% of the area's median income.

USDA Rural Housing Site Loans - These loans are made to nonprofit agencies to provide financing for the purchase and development of housing sites for low- and moderate-income families.

USDA Rural Rental Housing - This program provides loans to a variety of owners to provide affordable multifamily rental housing for families, the elderly or persons with disabilities.

USDA Guaranteed Rental Housing – This program guarantees loans to support local participating lenders in financing the development of multi-family housing facilities in rural areas.

USDA Housing Preservation Grants – This program provides grants to local nonprofit organizations to fund the repair or rehabilitation of low- and very low-income housing.