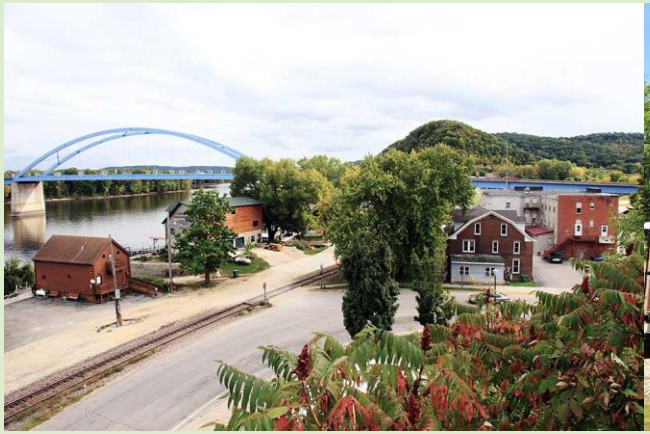
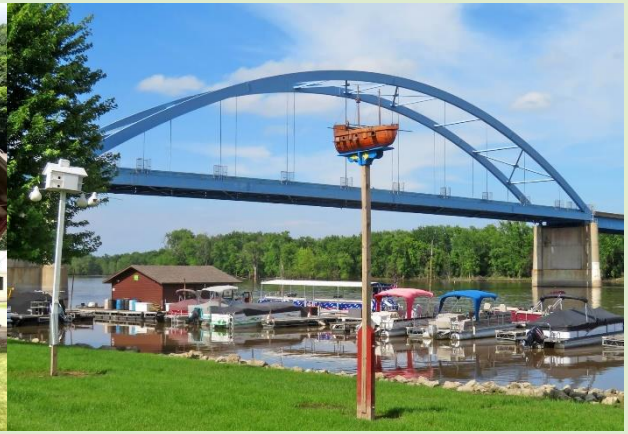




Marquette, Iowa
Comprehensive Smart Plan

CITY OF MARQUETTE

upper explorerland regional planning commission

Meeting Agenda:

- Sign-in!
- Introductions
- What is a comprehensive plan?
- Comprehensive planning process
- Plan phases and activities
- Steering Committee involvement
- Small group work
- Next steps

What is a Comprehensive Smart Plan?

The Comprehensive Plan…

- Documents current conditions & trends
- Identifies goals & objectives for the community
- Guides decisions on improvement to public facilities, zoning, and more
- Is guided by community input
- Is a long-range plan (10-20 yrs.), providing direction for future activities. Updated every 5 yrs.
- Adopted by Legislative body
- Follows Iowa Smart Planning Framework

Iowa Smart Planning Framework

10 Planning Principles:

- Collaboration
- Efficiency, Transparency & Consistency
- Clean, Renewable & Efficient Energy
- Occupational Diversity
- Revitalization
- Housing Diversity
- Community Character
- Natural Resource & Ag Protection
- Sustainable Design
- Transportation Diversity

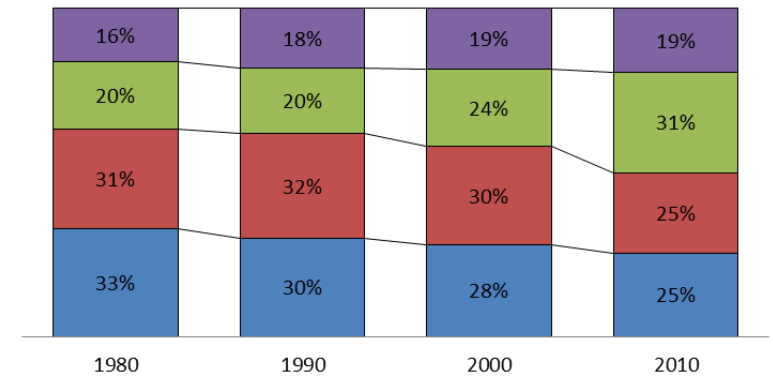
13 Plan Elements:

- Public Participation
- Community Characteristics
- Community Culture
- Community Facilities
- Housing
- Public Infrastructure & Utilities
- Transportation
- Economic Development
- Natural Resources & Ag
- Land Use
- Hazards
- Intergovernmental Collaboration
- Implementation Plan

Community Characteristics / Culture

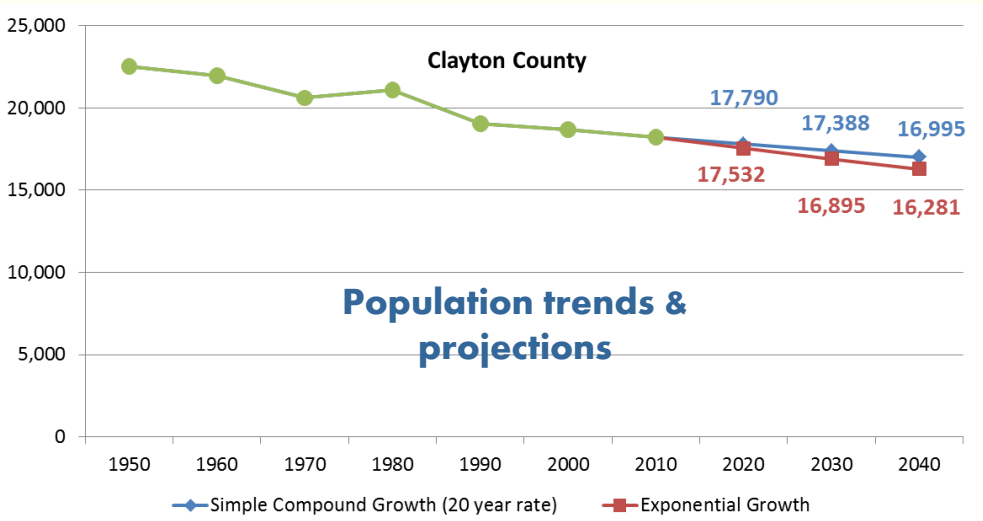
Understand demographic trends, plan for what is needed in the future to support the population

Identify characteristics that make the community unique



Age groups

Local cultural and historical sites



Population trends & projections

Community Facilities

What does your community have, what condition is it in, and what is needed?

- Libraries
- City Halls
- Fire Stations
- Water/Sewer Plants
- Hospitals
- Clinics
- Child Care Centers
- Schools
- Police Stations
- Courthouse
- Senior Centers
- Community Centers
- Park & Recreation Venues

Housing

What type of housing is available – do we have a variety of types & price ranges?

What is the condition and age of our housing stock?

What housing is needed in the future to support our population and communities?

- **Change in # housing units**
- **Vacancies**
- **Rentals vs Owner-Occupied**
- **Value characteristics**
- **Housing age and condition**

Age of Housing Units

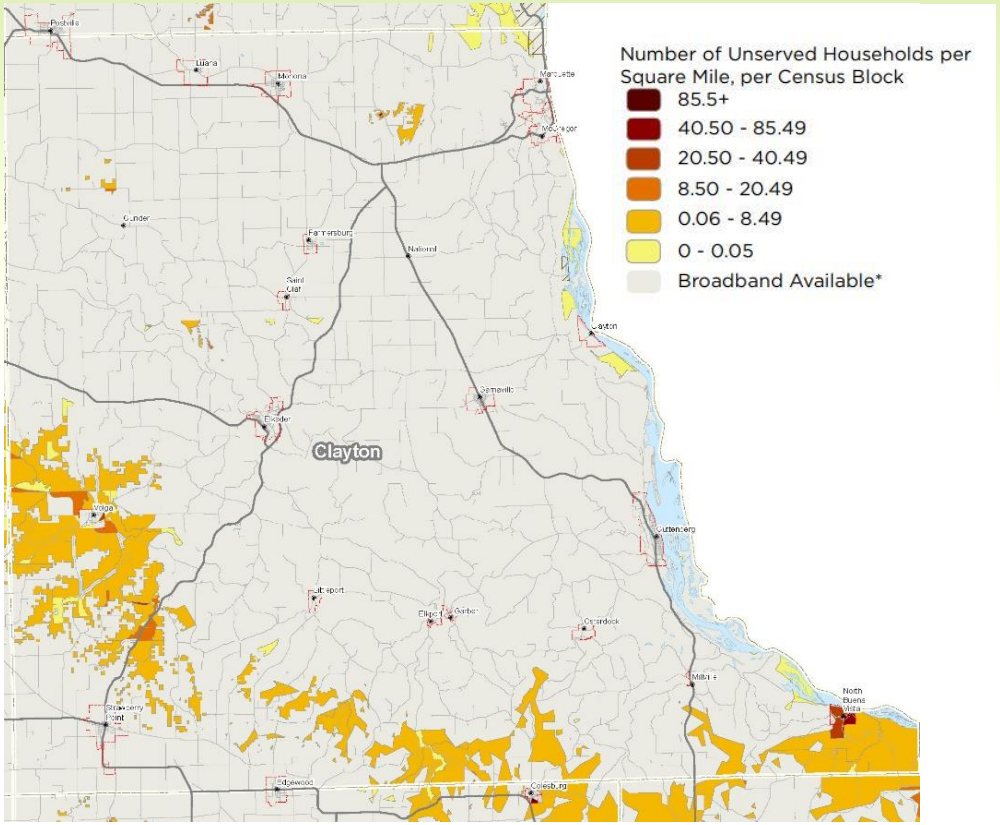
Year Unit was Built	Clayton County		State of Iowa Percent	
	Number	Percent	Number	Percent
2000 or later	1,005	11.1%	195,452	14.4%
1990-1999	899	10.0%	147,103	10.8%
1980-1989	559	6.2%	99,958	7.3%
1970-1979	1,182	13.1%	200,408	14.7%
1960-1969	588	6.5%	145,103	10.6%
1950-1959	673	7.5%	142,150	10.4%
1940-1949	399	4.4%	74,567	5.5%
1939 or earlier	3,714	41.2%	357,878	26.3%
Total	**9,019**	**100%**	**1,362,619**	**100%**

Public Infrastructure & Utilities

What is the condition and availability of…

- Roads
- Bridges
- Sidewalks
- Water/Sewer Pipes
- Storm Drainage
- Waste Collection
- Telephone Service
- Internet Service
- Electric Service
- Natural or LP Gas Service
- Recycling Service

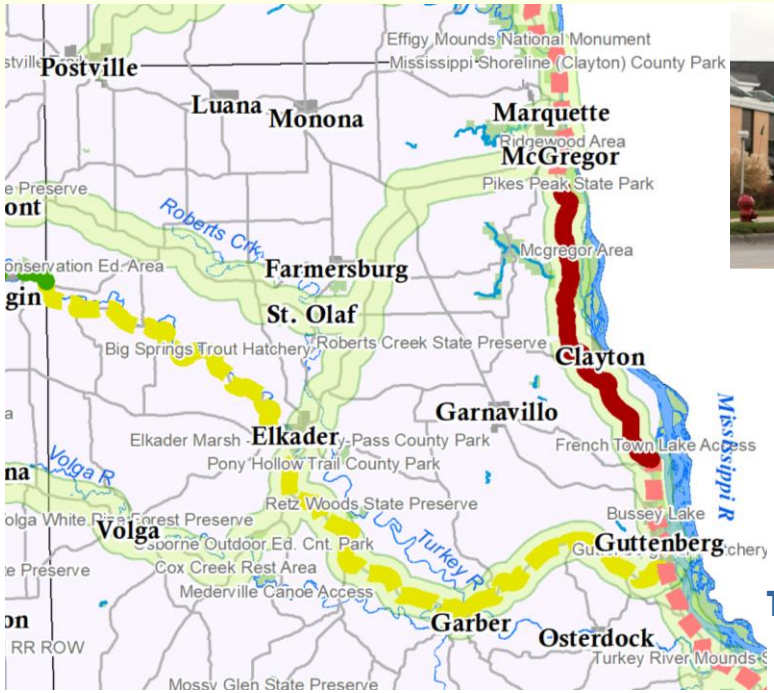
Broadband



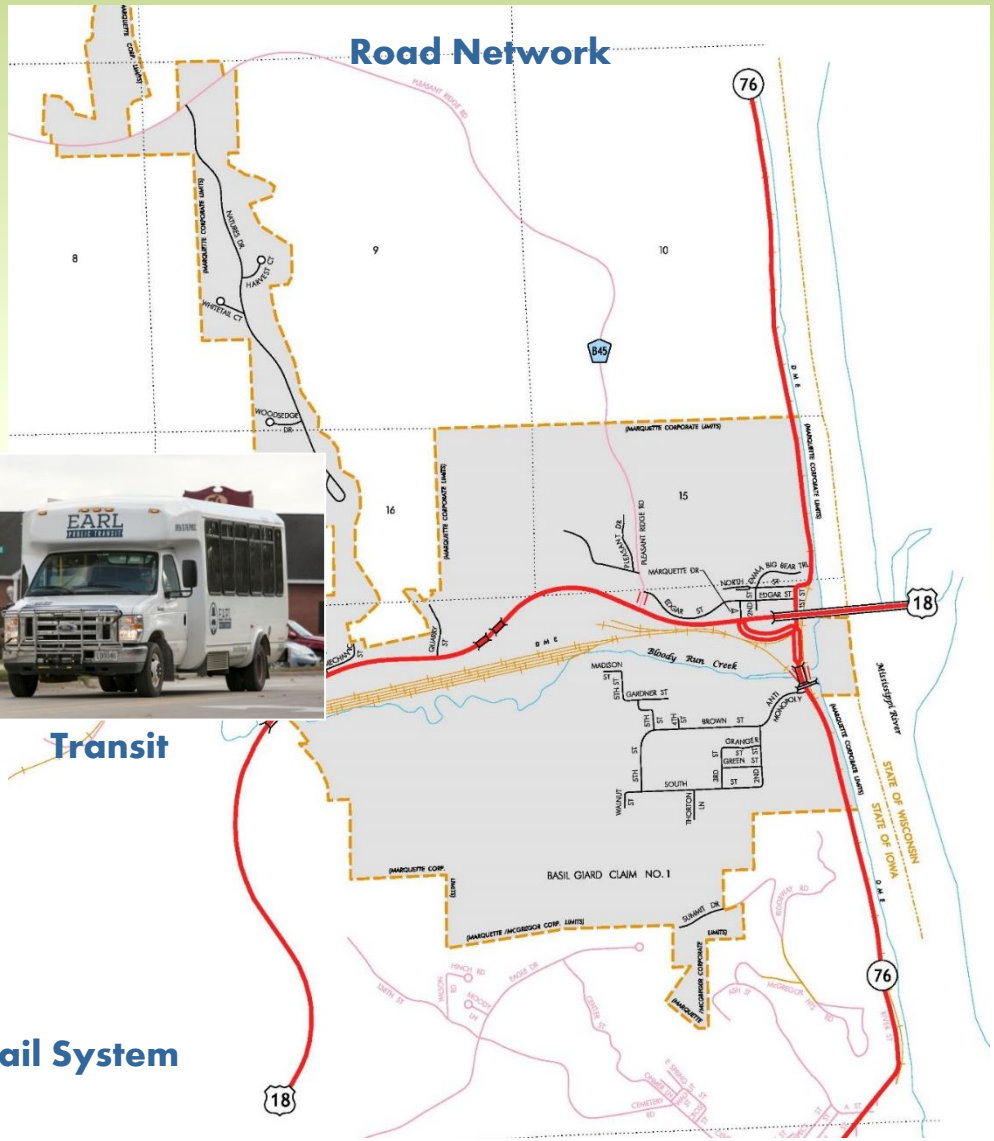
Transportation

How do we get around and what is the impact to our transportation system?

How can we make sure everyone can get safely to where they need to go?



Transit



Trail System

Economic Development

Understand the workforce: educational levels, unemployment levels, etc.

Understand the business environment: types, occupation types & income levels

What is needed in the future to attract and support businesses & the workforce?

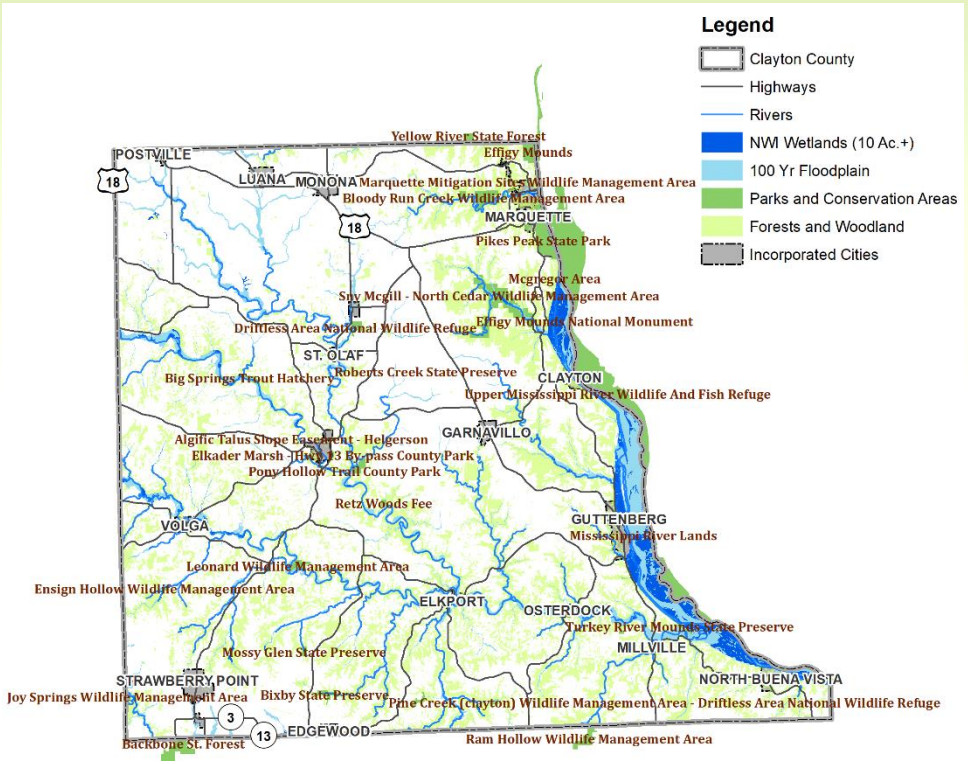
Top Industries

Industry Category	Clayton County		State of Iowa	
	Number	Percent	Number	Percent
Agriculture, forestry, fishing, mining	1,054	11.7%	61,676	3.9%
Construction	675	7.5%	98,744	6.2%
Manufacturing	1,765	19.6%	241,775	15.2%
Wholesale trade	226	2.5%	45,637	2.9%
Retail trade	1,115	12.4%	184,920	11.7%
Transportation, warehousing and utilities	436	4.8%	73,083	4.6%
Information	66	0.7%	27,781	1.8%
Finance and insurance, real estate, rental and leasing	342	3.8%	120,220	7.6%
Professional, scientific, management, admin and waste services	419	4.7%	114,113	7.2%
Educational services, health care and social assistance	1,831	20.3%	386,743	24.4%
Arts, entertainment, recreation, accommodation and food	478	5.3%	115,726	7.3%
Other services, except public administration	418	4.6%	67,384	4.2%
Public administration	179	2.0%	49,376	3.1%
Total Employed Persons	**9,004**		**1,587,178**	

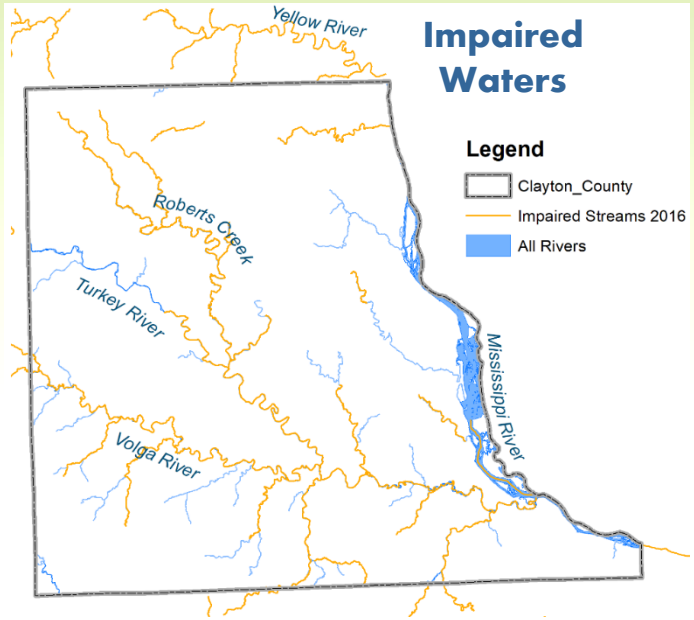
Natural Resources & Agriculture

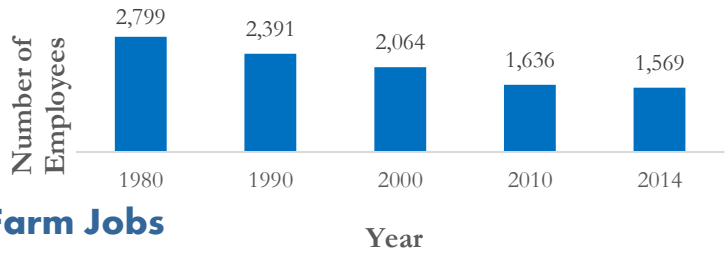
What is the condition of our natural resources?

Streams and rivers * Farmland * Forest * Prairie * Air



Parks, Natural Areas, Wetlands & Floodplains





# of Farm Jobs

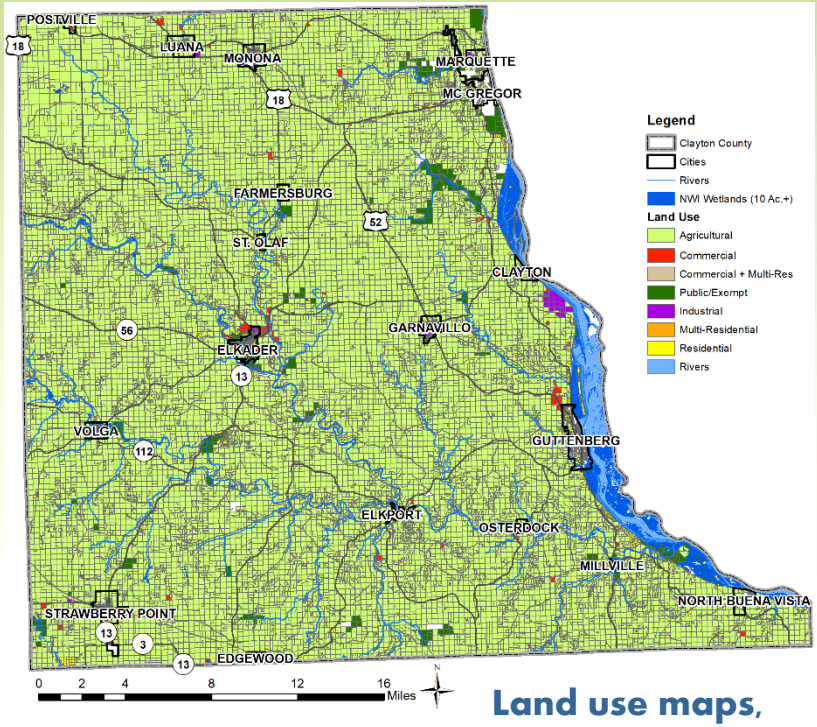
Land Use

Consider best placement for agriculture, commercial, industry, and housing, avoid conflicts and consider synergies

Understand suitability of land for uses

How does land use relate to attracting & sustaining businesses & populations?

How should our community be laid out for the best possible uses & smart growth?



Land use maps, current and future

Land use breakdown

Property Classification	Acres	Percent
Agriculture	447,350	85%
Ag Parcels s/Dwellings	68,022	13%
Residential	7,001	1%
Commercial (includes Commercial-Multi-Res & Multi-Res Properties)	669	<1%
Industrial	587	<1%
Exempt Properties (includes non-taxable properties)	1,011	<1%
Total	524,640	100%

Hazards

Understand hazards that can impact the community

Be prepared for these occurrences, and consider mitigation needs

Ensure hazard areas are considered during land use planning

Considerations for rebuilding after an occurrence

What do we need to do now to withstand unexpected events?

Intergovernmental Collaboration

Make the most of limited budgets faced by all organizations

Bring needed expertise & resources to your community

Support each other with the goal of strengthening communities & the region

Which organizations can we look to in partnering on community projects?

Comprehensive Planning Process

PUBLIC INPUT

Broad Overarching Community Vision

PUBLIC INPUT

Visions for Each Plan Element (Chapter)

What do we want to be?

Culture and Character	Housing	Economic Develop-ment	Transporta-tion	Community Facilities and Services	Public Infrastruc-ture and Utilities	Natural and Agricultural Resources	Land Use	Hazards

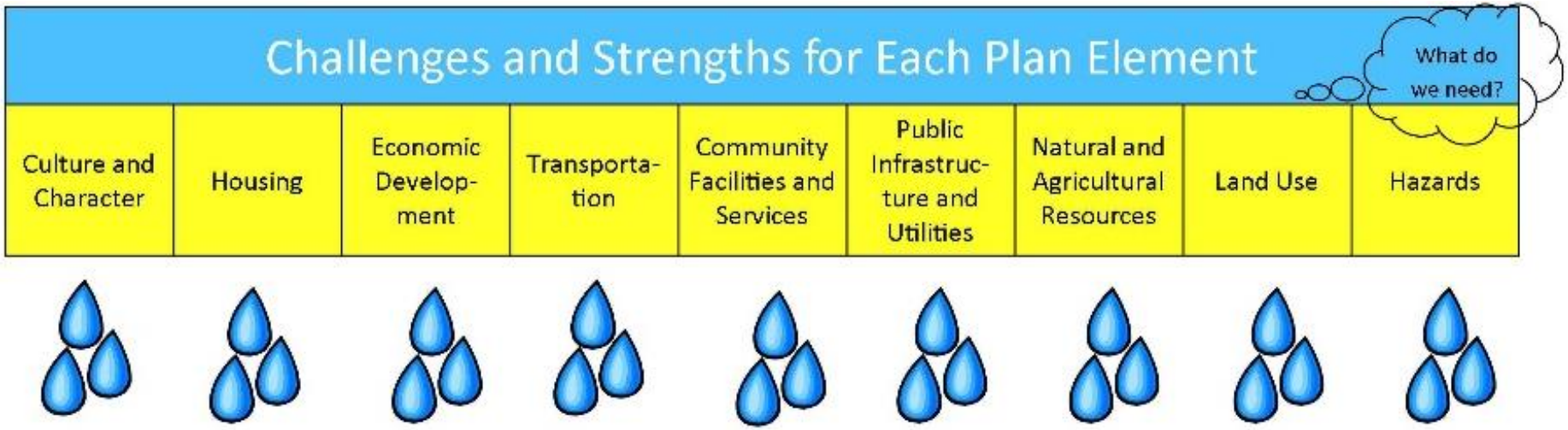
BEHIND SCENES

Inventories and Data for Each Plan Element

What do we have?

Culture and Character	Housing	Economic Development	Transportation	Community Facilities and Services	Public Infrastructure and Utilities	Natural and Agricultural Resources	Land Use	Hazards

PUBLIC INPUT



PUBLIC INPUT
Goals and Strategies for Each Plan Element
What are we going to do?
Culture and Character
Housing
Economic Develop-ment
Transporta-tion
Community Facilities and Services
Public Infrastruc-ture and Utilities
Natural and Agricultural Resources
Land Use
Hazards

Plan Phases & Activities

Planning Phase I: Organization & Visioning

- **Meeting #1: Comp Plan Steering Committee**
  - Discuss comprehensive planning process
  - Develop public outreach methodology
  - Review community survey

- **Meeting #2: Public Meeting**
  - Establish overarching vision for the future, and visions for elements of the plan

Planning Phase II: Collection of Data

Collect data and background information for each element of the plan

Conduct a community survey. Compile and summarize community feedback.

- **Meeting #3 - 8: Focus Group Sessions**
  - **Steering committee members and knowledge experts meet to review & discuss plan data**
  - **2 days of meetings, 3 meetings per day**

Planning Phase III: Public Think Tanks

Hold public think tanks to design goals, strategies, & actions to help the city work towards its vision

- **Meetings #9 – 10: Public Meetings**

Discussion of opportunities & goals for…

- **Think Tank #1: Community character, land use, housing, community facilities, and economic development**
- **Think Tank #2: Infrastructure & utilities, transportation, hazards, natural resources & agricultural**

Planning Phase IV: Plan Finalization

Planner compiles data, maps, and other background information, and community identified goals, strategies and actions, into a draft comprehensive plan document

- **Meeting #11: Steering Committee**
  - **Review draft of plan for needed adjustments or additions**

Planning Phase V:
Public Review & Adoption

Plan will be made available for final public review and comment

- **Meeting #12: Public Meeting**
  - **Final public hearing with the governing body in order to review and adopt comprehensive plan**

Steering Committee

Steering Committee Contributions

- Provide general input on planning process
- Collaborate re: data & information gathering
- Assist with public outreach
- Assist with community survey prep and distribution
- Assist w/ drafting of goals/strategies
- Attend steering committee, focus group and public meetings
- Review & provide feedback on plan

Steering Committee Contributions

- **Serve as a resource:**
  - Email or phone correspondence w/ city or planner
  - Provide plan information / feedback upon request
- **Assist with public outreach:**
  - Help to distribute community survey
  - Help to distribute information on public meetings
  - Assist with outreach brainstorming

Steering Committee Contributions

- **Participate in focus groups:**
  - Attend at least 2 focus group meetings
  - Recommend focus group participants
- **Attend 2 steering committee meetings:**
  - Kick-off meeting
  - Draft review meeting
- **Attend public meetings:**
  - Public visioning meeting
  - Public think tank meetings (2)

Small Group Work!
(30 minutes)

1. Introductions!!!
2. Work through 5 worksheets together
3. Fill out contact information sheet
4. Get back together for discussion

Public Outreach Strategies

- Press Releases – publication suggestions?
- Public notices or announcements – which, where, by who?
- Updates / presentations - where, by who?
- Leaflets / flyer handouts – where, by who?
- Email – existing list serves? by who?
- Websites – which, by who?
- Newsletters – which, by who?
- Social media – which, by who?

GROUP WORK: Public outreach feedback, implementation suggestions:

Community Survey Feedback

- Get into groups to review sample community surveys and questions
- Discuss needs for survey, make question suggestions

GROUP WORK: Community survey feedback, implementation suggestions:

Set Public Visioning Date/Details:

MAY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

www.free-printable-calendar.com

JUNE 2022

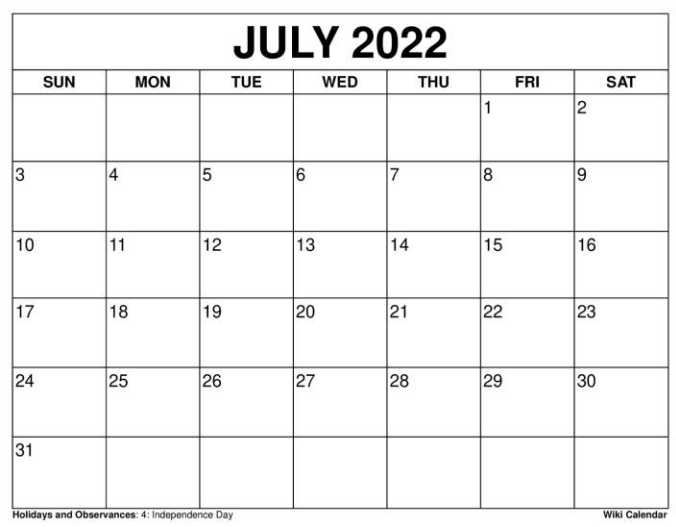
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Holidays and Observances: 14: Flag Day, 19: Father's Day, 19: Juneteenth, 20: 'Juneteenth' day off

Wiki Calendar

GROUP WORK: Circle dates that could work for a public visioning meeting. Provide implementation suggestions/considerations:

Set Focus Group Dates/Details:



JULY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Holidays and Observances: 4: Independence Day

Wiki Calendar

AUGUST 2022

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Download & Print Free Calendars From Wiki Calendar

GROUP WORK: Circle dates that could work for focus group meetings (held on 2 separate days). Provide implementation suggestions/considerations:

Set Public Think Tank Dates/Details:

SEPTEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Holidays and Observances: 5: Labor Day

Wiki Calendar

OCTOBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Holidays and Observances: 10: Columbus Day, 31: Halloween

Wiki Calendar

GROUP WORK: Circle dates that could work for public think tank meetings (held on 2 separate days). Provide implementation suggestions/considerations:

Steering Committee Contact Sheet:

Planning Contact Information

Name:
Organization / business (if applicable):
Job title (if applicable):
Email: Phone:

Meeting Availability Information

Which days / hours do you prefer for meeting participation?
___M ___T ___W ___TH ___F
___ Weekday mornings ___Weekday afternoons ___Weekday evenings

About You!

Why are you excited to be involved?

What are you willing/able to provide this process?

Would you recommend anyone else be involved in this process? Please provide contact information:

Next Steps

1. **Check out the project website!**
2. **Look over the existing Marquette Comp Plan**
3. **Review correspondence re: meetings & survey**
4. **Help distribute survey**
5. **Help distribute public visioning meeting information**
6. **Attend public visioning meeting (date to be determined)**

Planning Contact & Project Information:

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Regional Planner
Upper Explorerland Regional Planning Commission
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Decorah, Iowa 52101
Phone: (563) 419 - 6243
Email: mbarness@uerpc.org

Visit the Upper Explorerland Regional Planning Commission website for Marquette Comp Plan project information:
http://uerpc.org/marquette-comp-plan.html

- Project information
- Meeting materials
- Community survey link
- Public notifications
- Public input options