

THE PELLA COMPREHENSIVE PLAN

Steering Committee

July 16, 2007



The Pella Plan

Pella Comprehensive Plan Schedule



The Pella Plan

Steering Committee Meetings:

January 29	Snapshot/Existing Conditions & Goals and Principles
February 5:	Focus Group Meetings
March 19	City Development Framework
March 20:	Design Studio 11 am to 1 pm
April 16:	City Development Framework
May 14	Comprehensive Plan Elements
June 18	Comprehensive Plan Elements
July 16	Comprehensive Plan Elements/Implementation Strategies
August 20	Draft Plan Review

Location of Meetings: Public Safety Complex at 614 Main Street

Time of Meetings: 7:00 p.m.

Tonight's Agenda

- I. Updated Future Land Use Map
- II. Overview Community Character Plan
- III. Overview of Downtown Plan
- IV. Housing
- V. Implementation

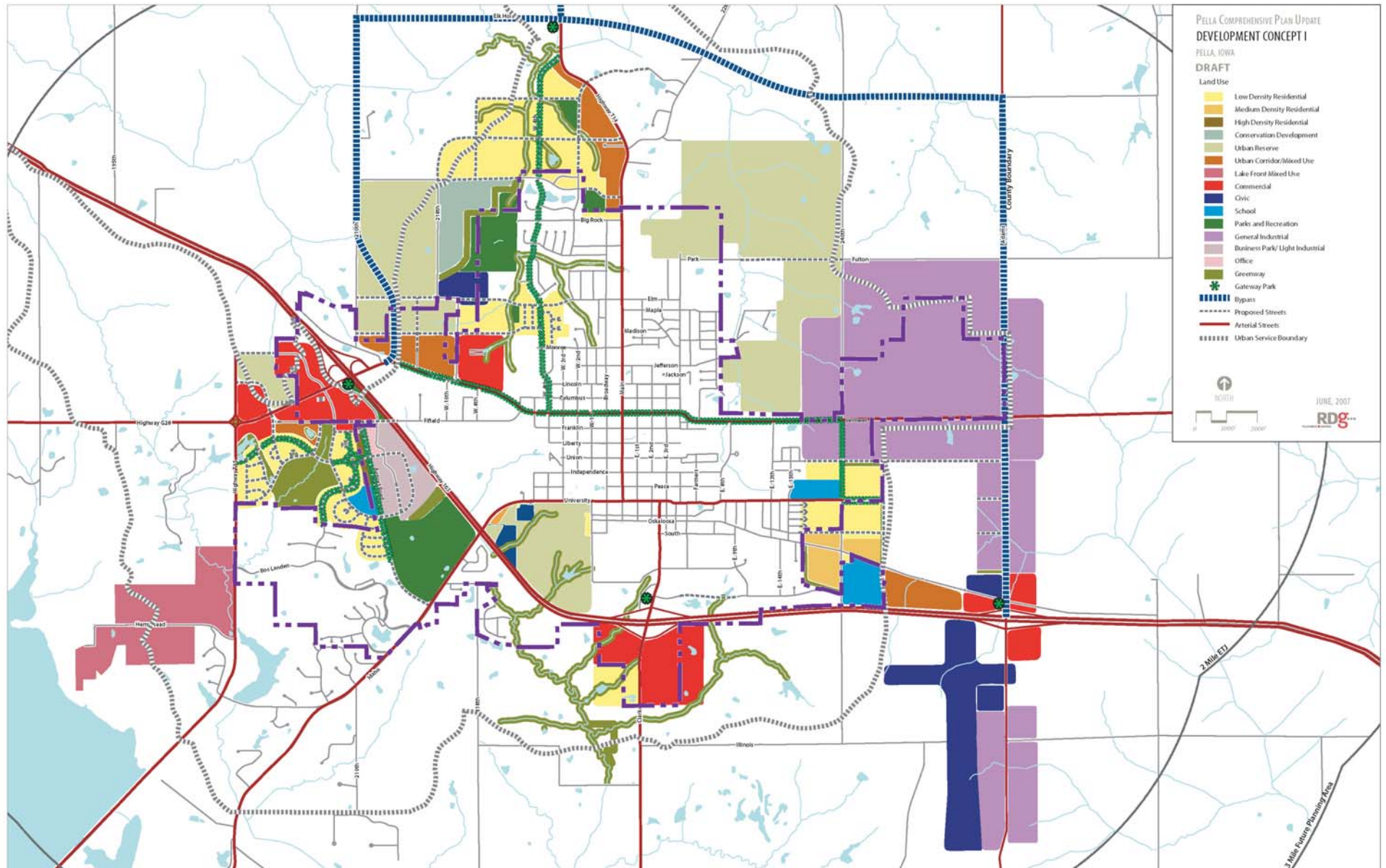


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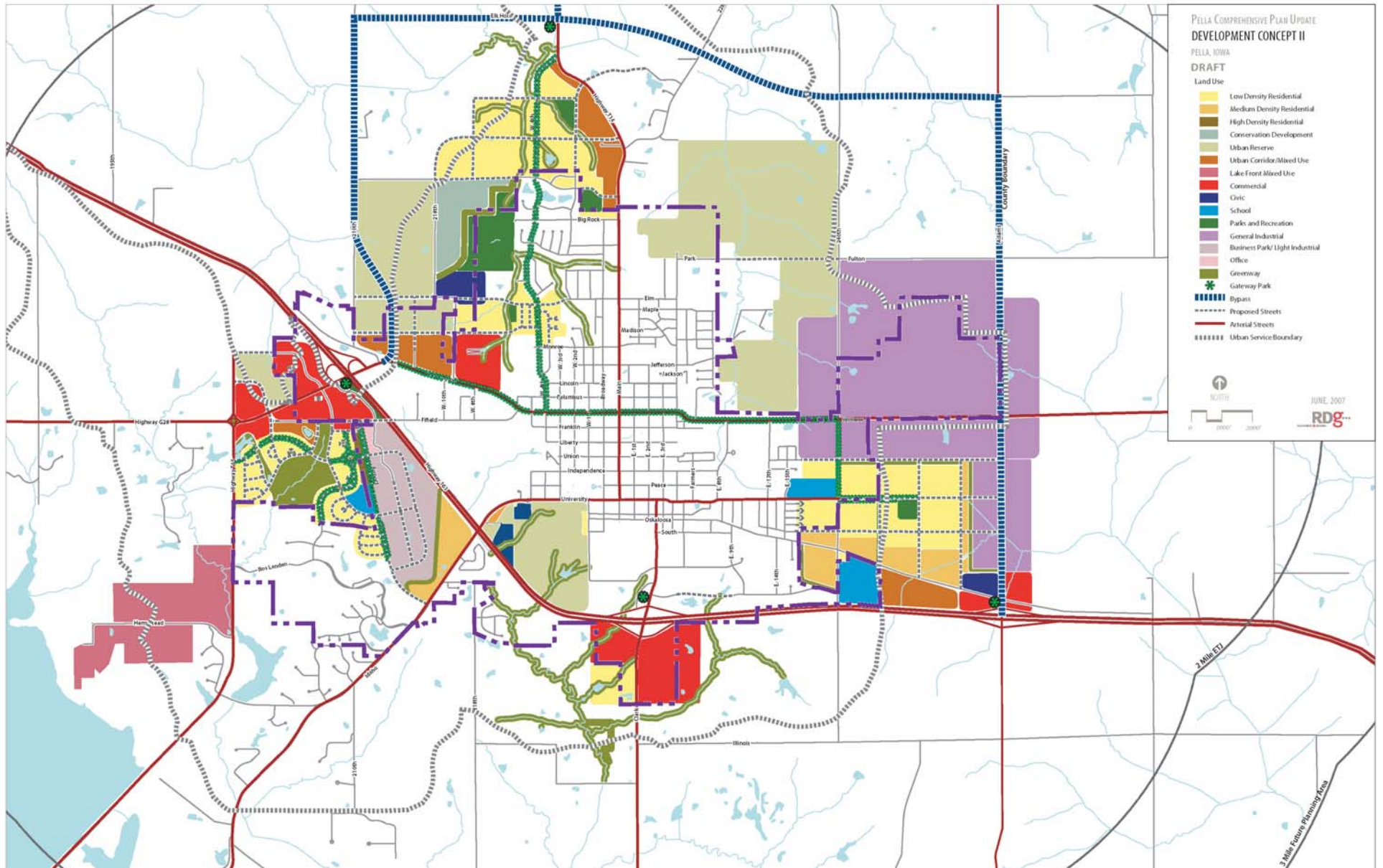
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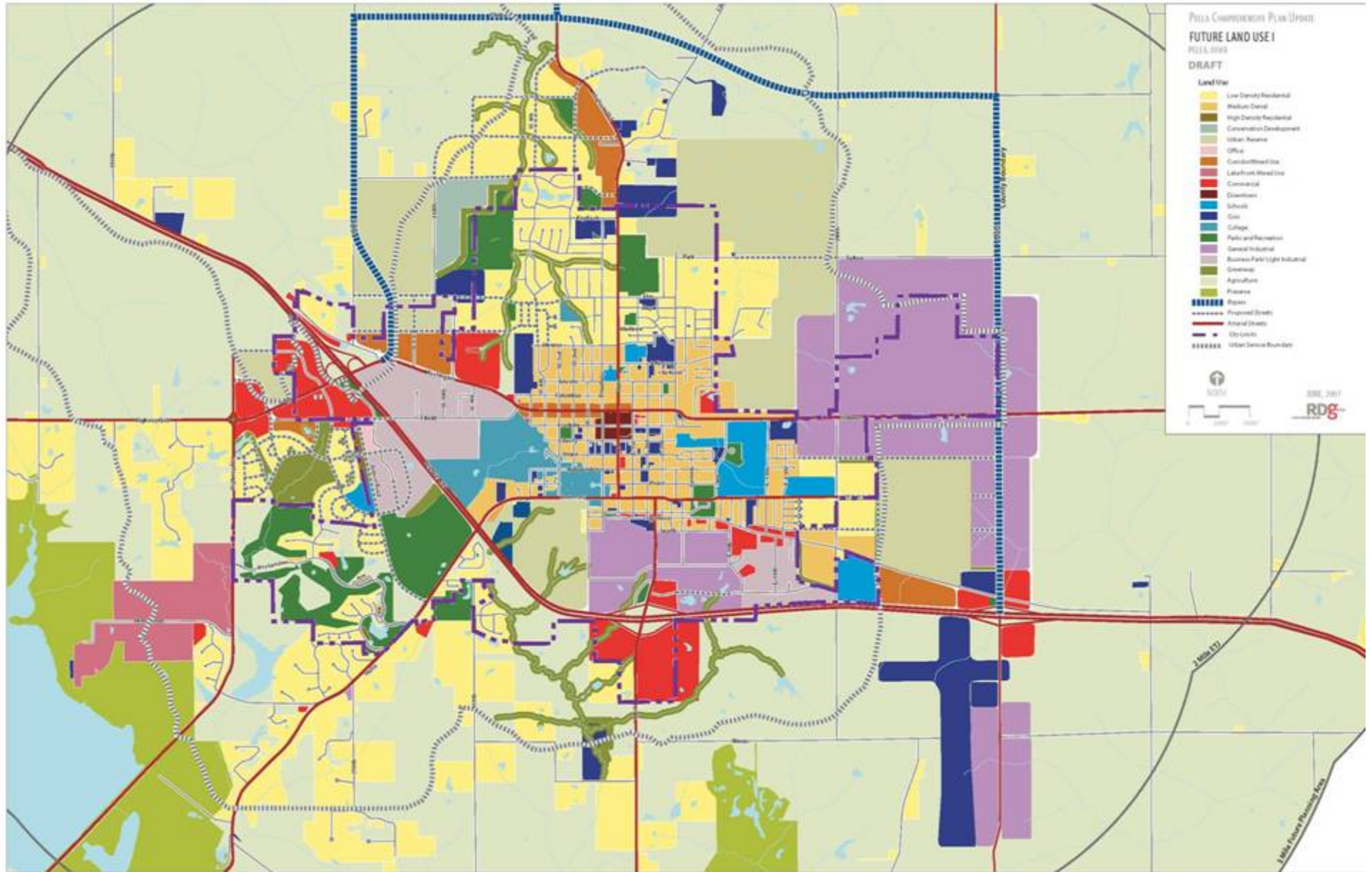
Development Concept Alt. 1



Development Concept Alt. 2



Future Land Use Alt. 1



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Community Character Plan: Typical Sections/Goals

Green Character

1. Natural features
 - Preserve existing drainageway open space systems
 - Complete trail system
2. Green Streets
3. Good landscaping on public and private property

Community Character Plan: Typical Sections/Goals

Transportation Character

1. Functional and attractive urban corridors
2. Streetscape elements
3. Gateways
4. Wayfinding signage
5. Building design and scale along corridors

Community Character Plan: Typical Sections/Goals

Place Character

1. Areas of civic importance
2. Town center
3. Creating distinctive city places
4. Public art
5. Historic preservation and conservation

Community Character Plan: Typical Sections/Goals

Implementing Character: An organizational framework

1. Guidelines and review
2. Modifications of normal practice
3. Retrofit or revisions of existing development
4. New capital projects

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Key Issues for Pella's Town Center

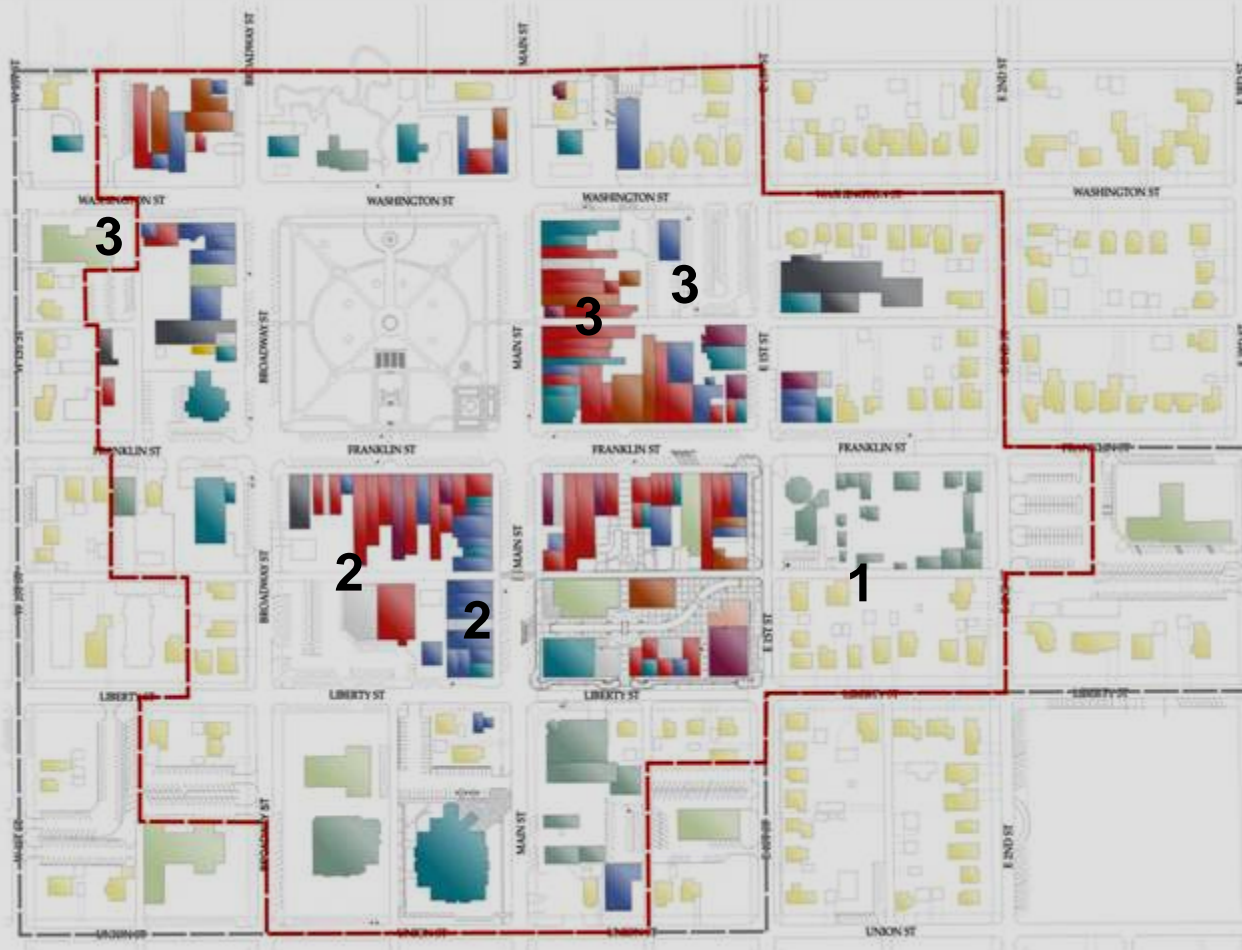
1. Expansion and Development Opportunities
2. Features of the Public Environment
3. Town Center Transportation
4. Integrity of the Built Environment
5. Relationship between the town and its center
6. Mix of uses
7. Public Accommodations

Key Issues for Pella's Town Center Prioritized by Committee

1. Expansion and Development Opportunities (5)
2. Relationship between the town and its center (4)
3. Public Accommodations (3)
4. Mix of uses (2)
4. Integrity of the Built Environment (2)
5. Features of the Public Environment (1)
5. Town Center Transportation (1)

Town Center Recommendations

2002 Comp Plan Update and Parking Study Prioritized by Committee



1. Improve alley
2. Alley improved for joint pedestrian/service use. Rear façade upgrades.
2. Reuse of old City Hall site.
3. Town Center entrance feature and landscaping
3. Complete Oost Port Alley upgrade project
3. Expansion and upgrade of municipal parking

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Housing: Characteristics

- From 1990 to 2000:
 - Pella added 673 units or 61 units annually
 - Median value increased by 91%
 - Rent rates increased by 70%



Housing: Characteristics

- In 2000 Pella's median home value was \$116,600 & median rent was \$456
- From 2001 to 2006 Pella added 319 units or 53 units annually



Housing: Affordability

Housing Costs Pella and Comparables, 2000		
	Median Value	Median Rent
Pella	116,600	456
Oskaloosa	65,700	440
Knoxville	72,900	421
Grinnell	88,200	439
State of Iowa	82,500	470

- Pella has significantly higher owner housing costs than comparable cities
- In 2000, median home value was 41% higher than the rest of the state

Housing: Affordability

Based on 2000 Census Data, Pella had a shortage of:

- Rental units priced below \$400 and over
- Owner-occupied units priced over \$150,000

Pella had over 1,200 units priced between
\$100,000 and \$200,000



Housing: Development Program

Development & Pricing Program	2008-2012	2013-2017	Total
Total Need	231	236	467
Total Owner Occupied	157	160	317
Affordable Low: \$60-90,000	21	21	42
Affordable Moderate: \$90-125,000	37	38	76
Moderate Market: \$125-190,000	47	48	96
High Market: \$190-250,000	29	29	58
High End: Over \$250,000	23	23	46
Total Renter Occupied	74	76	150
Assisted: Less than \$400	25	26	51
Affordable: \$400-625	25	25	50
Market: Over \$625	24	25	49

Housing: Senior Housing

From 1990 to 2000

- Pella's senior population did not decrease at predicated rates
- There were 33% more seniors over the age of 65 then natural population change would have predicted
- At 33% growth, Pella's 2020 senior population could grow by over 570 residents

Housing: Policies

Housing Partnership

- Pella should create a housing partnership, organized to develop affordable housing



Housing: Policies

Affordable Lot Supply

- Pella should initiate a program to assure an adequate supply of affordable development sites.

Infrastructure Bank

Redevelopment of Existing Lots

Tax Increment Financing

Tax Abatement

Housing: Policies

Senior Housing

- Pella should continue to encourage construction of residential developments for seniors
 - Opportunities with Central College
 - Independent senior living



Housing: Policies

Neighborhood Conservation

- Pella should continue neighborhood conservation programs.
- Pella should establish rehabilitation and repair program



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Implementation: Components

I. Annexation

- Need for annexation?
- Annexation Strategy

II. Land Development Ordinance Review

- Zoning Ordinance
- Other development ordinances

III. Infrastructure Improvements

IV. Implementation Matrix

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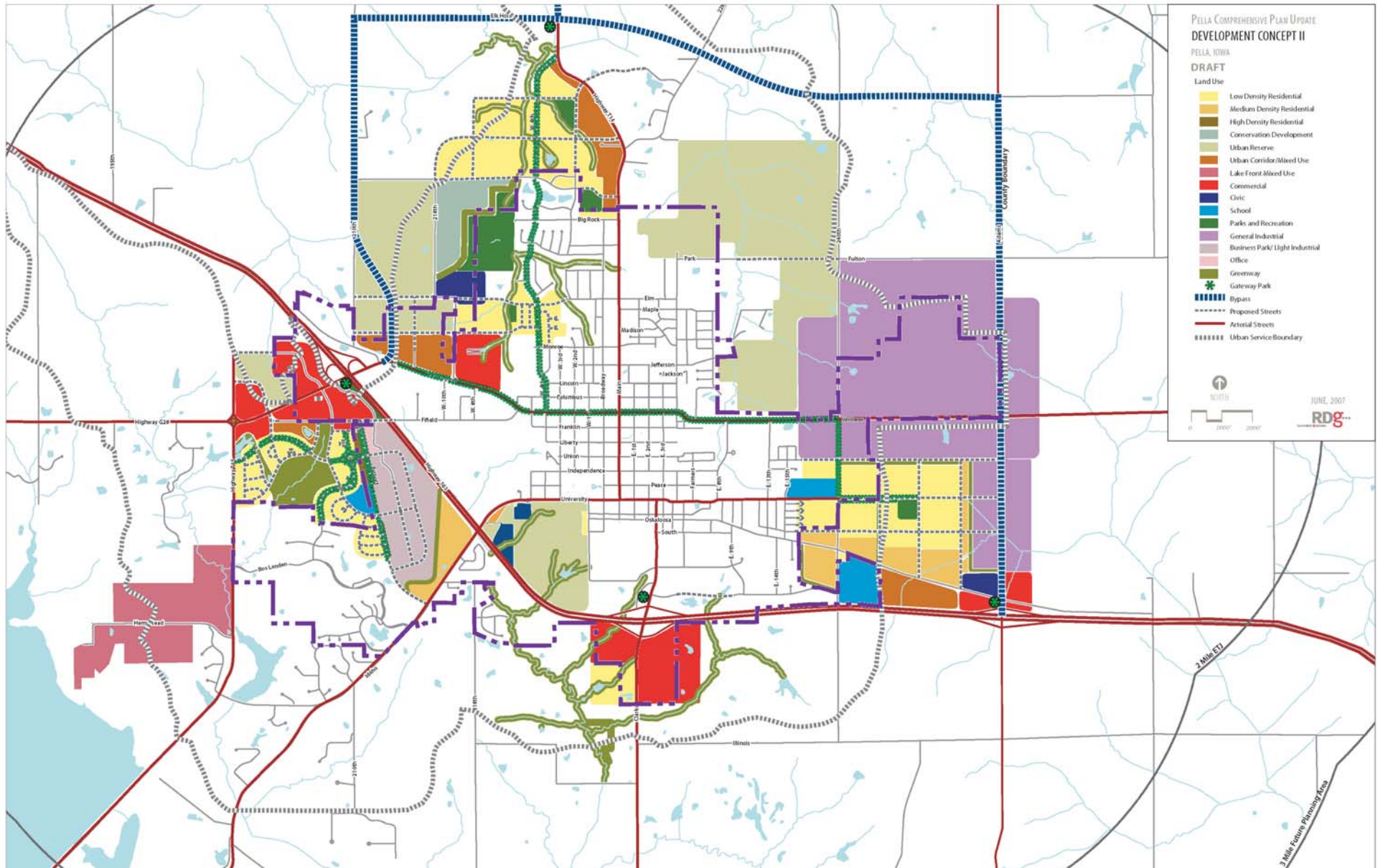
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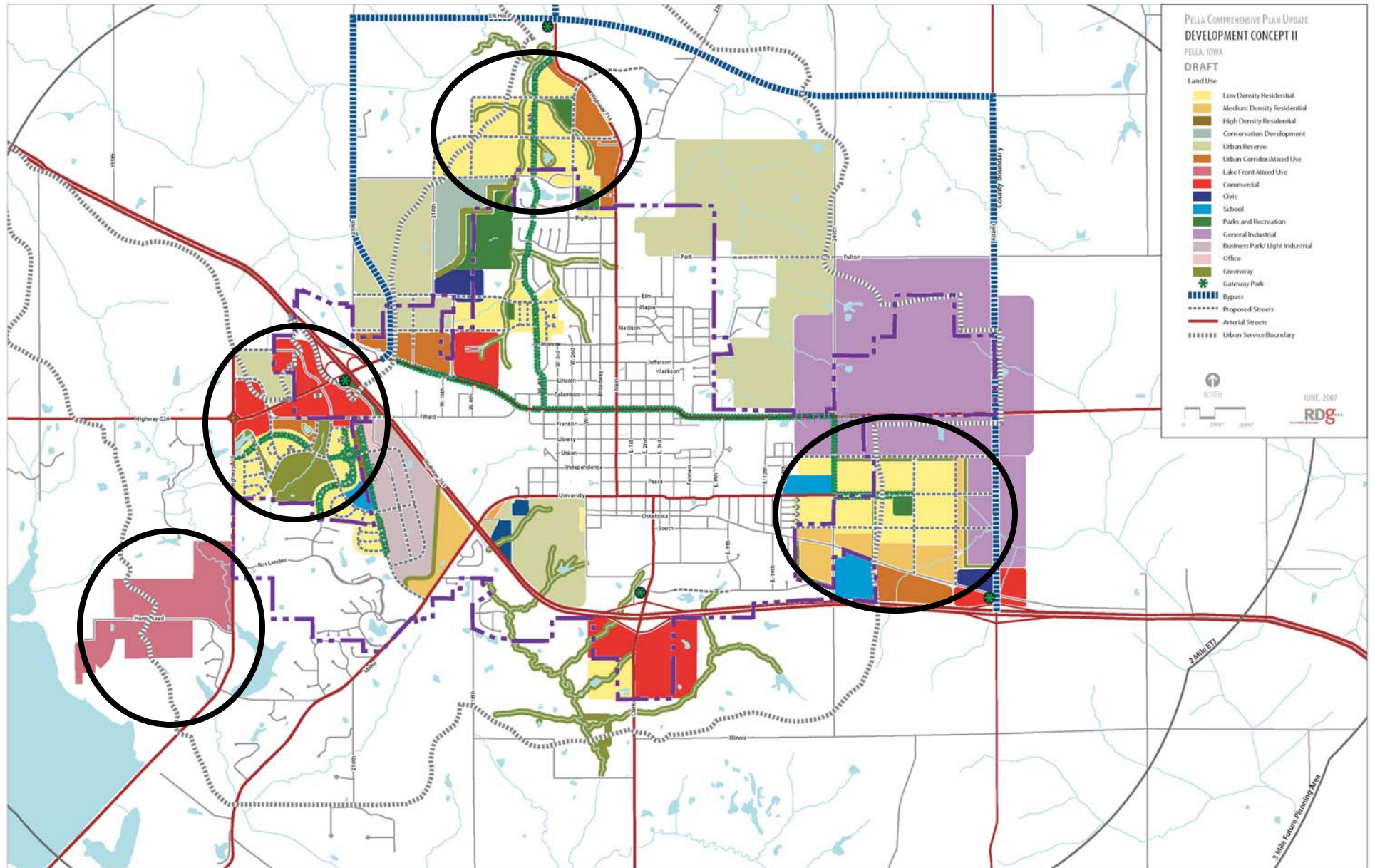
Development Concept Alt. 2



Implementation: Need for Annexation

- Amount of land needed for residential growth (2 x "hard demand") = 500 acres
- FLU Alternative I:
 - 203 acres residential in City; 438 acres outside City
 - 641 total residential acres
- FLU Alternative II:
 - 258 acres residential in City; 638 acres outside City
 - 896 total residential acres

Development Concept Alt. 2



Implementation: Annexation Strategy

- Voluntary Annexation
- Earthpark: Special development opportunity
- Use "80/20" provision to eliminate islands, create more uniform borders
- Promote Pella growth

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Zoning Ordinance: Review

- **R3 Multi-Family District**
 - Density: 2000 s.f./unit = 21 units/acre
 - Includes Townhouses and Apartments
 - Better: 2500 s.f./unit = 17 units/acre for Apartments,
3000 s.f./unit = 14 units/acre for Townhouses
- Minimum PUD size: Unspecified
- Landscaping & Screening
 - 5 ft. L/S setback along street in Community Commercial and Mixed-Use Urban Center
 - Gateway Corridors to be revised by Washington St. Study
 - Issues?: Screening of parking lots; Infill compatibility

Subdivision Ordinance: Review

- Special Design Standards for NeoTraditional SF and Dutch Residential: good!
- “Regular” subdivision street/design standards
- Conservation Subdivision
 - Current regs to general
 - No definitions of natural features to be protected
 - Allows gross land area for density calculations

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Plan Implementation

REALIZING THE VISION

Pella should implement the visions and actions presented by the plan through a realistic program that is in step with the resources of the community .

- Development Policies and Action
- Plan Maintenance

Plan Implementation

DEVELOPMENT POLICIES AND ACTIONS

Types of Recommendations

- *Policies*, which indicate continuing efforts over a long period to implement the plan. In some cases, policies include specific regulatory or administrative actions
- *Action Items*, which include specific efforts or accomplishments by the community
- *Capital Investments*, which include public capital projects that will implement features of the Pella Plan

Plan Implementation

PLAN MAINTENANCE

The city should implement an ongoing planning process, which uses the plan to develop year-by-year improvement programs.

This process should also evaluate the plan on an annual basis in relation to the development events of the past year.

Plan Implementation

PLAN MAINTENANCE

- **Annual Action and Capital Improvement Program.** The Planning Commission and City Council should use the plan to define annual strategic work programs of policies, actions, and capital investments. Including:
 - A specific work program for the upcoming year.
 - A three-year strategic program.
 - A six-year capital improvement program.

Plan Implementation

PLAN MAINTENANCE

- *Annual Evaluation.* In addition, this process should include an annual evaluation of the comprehensive plan. This evaluation should occur at the end of each calendar year. Desirably, this evaluation should include a written report that :
 - Summarizes key land use developments and decisions during the past year and relates them to the comprehensive plan .
 - Reviews actions taken by the city during the past year to implement plan recommendations .
 - Defines any changes that should be made in the comprehensive plan .

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