



## PERRY COMPREHENSIVE PLAN

### COMMUNITY WORKSHOP

APRIL 4<sup>TH</sup>, 2013

**WELCOME!**

**PLEASE HAVE A SEAT AT ONE OF THE TABLES**

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## WORKSHOP PURPOSE

- Provide background information on the Perry Comprehensive Plan
- Tap the expertise of the local experts (YOU!)
- Understand what is valued about Perry
- Begin exploring a vision for Perry's future



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## AGENDA

- Welcome + Introductions (5 min)
- Presentation: (15 min)
  - What is a Comprehensive Plan?
  - Perry Snapshot - The Land + People
  - What have we heard so far? - Assets + Liabilities
- Group Activity: Defining Community Values (1 hour)
  - Brainstorm
  - Prioritize
  - Vote!



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## WHAT IS A COMPREHENSIVE PLAN?

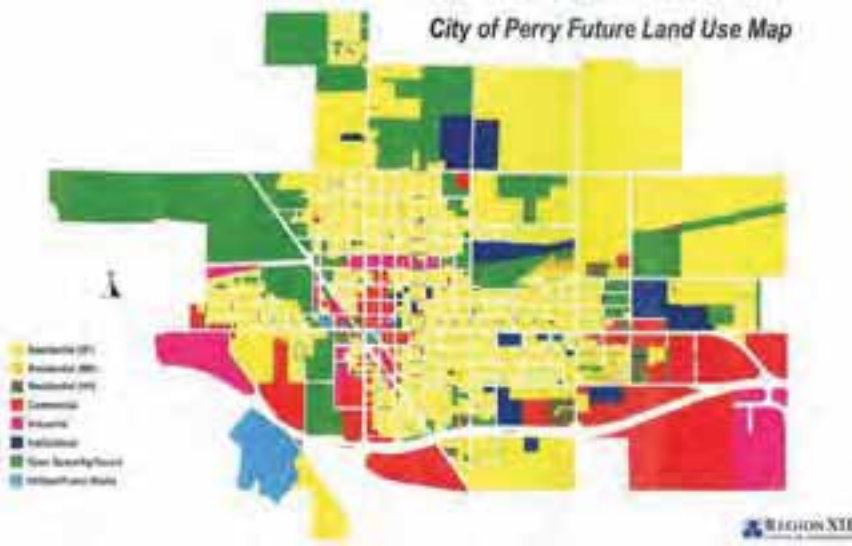
- A **Comprehensive Plan** is a document that lays out a vision and priorities for how the community will look and function through 2030.
- **Guidance** for property owners/developers, the Planning & Zoning Commission, City Council and City staff in their decision making.
- A set of policies and directions that are carried out through the regulatory provisions contained in the zoning ordinance.



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## EXISTING COMPREHENSIVE PLAN



## WHAT IS INCLUDED?

- Vision + Guiding Principles
- A “comprehensive” inventory of existing conditions and desires for
  - Parks, Trail, Open Space
  - Transportation
  - Utilities – water, sewer, stormwater
  - Housing
  - Jobs
- Land use + policy recommendations (e.g. zoning + capital improvements program)
- Implementation strategies



## PROJECT SCHEDULE



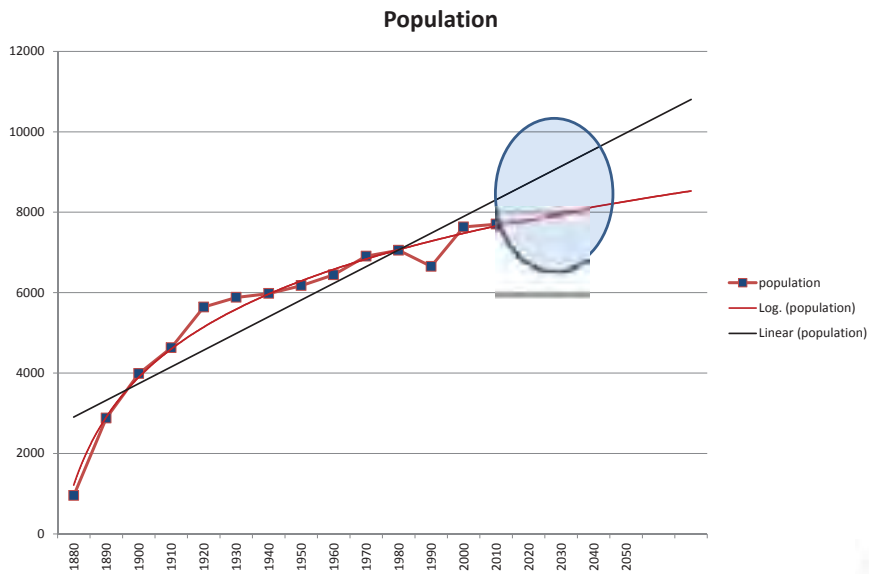
WE NEED YOUR INPUT ON THIS PLAN,  
BUT WE'RE NOT STARTING FROM SCRATCH...



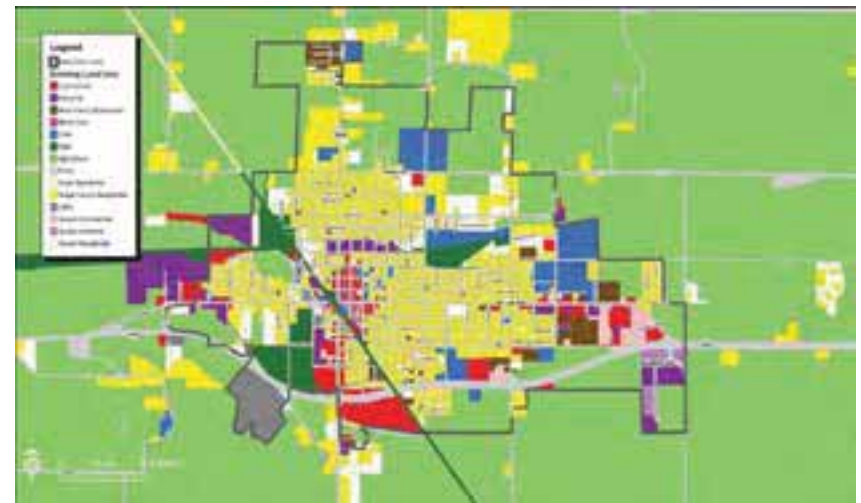
## REGIONAL CONTEXT



## POPULATION



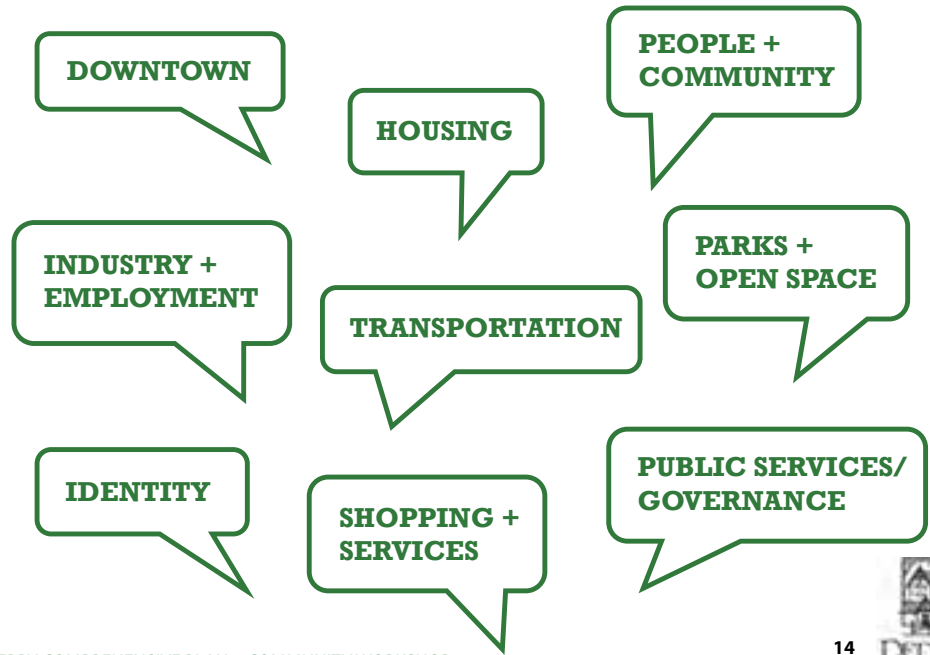
## CURRENT LAND USE



## RECENT PLANS



## WHAT HAVE WE HEARD?



## WHAT HAVE WE HEARD?

### PEOPLE + COMMUNITY



## WHAT HAVE WE HEARD?

### PEOPLE + COMMUNITY

#### ASSETS:

- Diversity
- Hardworking residents
- Engaged residents
- People who care
- Close-knit community
- Welcoming
- Population growth
- Community pride
- Strong civic organizations
- Hispanics United for Perry

#### LIABILITIES:

- Cultural divisions - prejudice, segregation, racism
- Language barrier
- Apathy
- Planning fatigue
- Threat of population loss
- Aging population
- Stagnant population



## WHAT HAVE WE HEARD?

### IDENTITY



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## WHAT HAVE WE HEARD?

### IDENTITY

#### ASSETS:

- Railroad history
- Historic sites/buildings
- Downtown Historic District
- Diverse/growing population
- Proximity/connections to Des Moines
- Hometown Perry

#### LIABILITIES:

- Lack of overall identity/vision
- Lack of marketing/visibility/gateway

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## WHAT HAVE WE HEARD?

### DOWNTOWN



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## WHAT HAVE WE HEARD?

### DOWNTOWN

#### ASSETS:

- Major investments: Hotel Pattee, TownCraft, City of Perry Offices, Carnegie Library
- Streetscape improvements
- Historic buildings + Small town charm
- Parking
- Existing businesses
- Other destinations: Churches, farmers market
- Safe, convenient, pedestrian-friendly

#### LIABILITIES:

- Commercial + residential vacancy
- Inactive businesses/property owners
- Doesn't serve all needs
- Competes with Des Moines metro and other shopping areas
- Is there a shared vision for the future? In terms of new businesses? In terms of the flavor and image?
- Lack of coordinated leadership for revitalization efforts
- Need for a central meeting place/space – the heart of cultural/community life

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## WHAT HAVE WE HEARD? HOUSING



## WHAT HAVE WE HEARD? HOUSING



### ASSETS:

- Range of housing option in size, style, and price
- Pride in homeownership
- Strong neighborhoods
- Senior housing
- Nice old homes

### LIABILITIES:

- Dilapidated homes
- Lack of high-quality housing option
- Lack of low-income housing
- Lack of housing downtown
- Lack of housing for commuters
- Lack of higher-income housing
- Lack of space for new development - Annexation?
- Too much rental housing

## WHAT HAVE WE HEARD? INDUSTRY + EMPLOYMENT



## WHAT HAVE WE HEARD? INDUSTRY + EMPLOYMENT



### ASSETS:

- Major employers (Tyson, Wiese, Percival, and others)
- Business + industrial parks
- Hospital
- Quality workforce
- Active development organizations
- Coordination with the county

### LIABILITIES:

- Need more (and higher paying) jobs
- Need more locally owned + minority-owned businesses
- Vacancy
- People not shopping locally
- Lack of retail selection
- Lack of coordination in economic development efforts
- Industrial expansion should be in designated area

## WHAT HAVE WE HEARD? SHOPPING + SERVICES



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## WHAT HAVE WE HEARD? SHOPPING + SERVICES

### ASSETS:

- Locally-owned businesses + shops
- Grocery stores
- Farmers market
- Relatively diverse food options

### LIABILITIES:

- Need more support for locally owned + minority-owned businesses
- Vacancy
- People not shopping locally – prefer to shop in Des Moines
- Lack of retail selection

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## WHAT HAVE WE HEARD? TRANSPORTATION



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## WHAT HAVE WE HEARD? TRANSPORTATION

### ASSETS:

- Good roads
- Walkable downtown
- Walking + biking trails
  - Raccoon River Valley Trail
- Highway route to Des Moines
- Airport

### LIABILITIES:

- Some roads/sidewalks in need of repair
- Dangerous intersections and corridors (for bikes, pedestrians, and motorists)
- Need more robust network of trails and walking paths- build on existing network
- Inadequate trail connections to regional trails, local amenities, schools, neighborhoods, etc.
- Bike/ped barriers:
  - Highway 141 (vehicular issues too)
  - 1<sup>st</sup> Avenue / Highway 144
  - Industry-adjacent trail areas

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## WHAT HAVE WE HEARD? PARKS + OPEN SPACE



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## WHAT HAVE WE HEARD? PARKS + OPEN SPACE

### ASSETS:

- Public parks generally well-loved + well-used (Pattee, Perkins, Wiese, Caboose)
- McCreary Recreation Center
- Violet Hill Cemetery
- Dallas County Hospital walking trail
- MS/HS complex
- Perry Golf and Country Club
- Perry Boat Ramp
- Beaver Creek Waterway

### LIABILITIES:

- Park and recreation center facilities in need of upgrade
- More sports + recreation facilities (soccer fields)
- Accommodate needs of all users in the parks (all ages, cyclists/runners/walkers, passive/active)

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## WHAT HAVE WE HEARD? PUBLIC SERVICES



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## WHAT HAVE WE HEARD? PUBLIC SERVICES

### ASSETS:

- Good city leadership, utilities and public services
- Good schools (K-12 and DMACC)
- Bi-lingual staff (various businesses + organizations)

### LIABILITIES:

- Utilities need maintenance/updating (storm sewer)
- Lack of publicity of community resources
- Lack of zoning/code enforcement
- Zoning code needs work
- Need to adhere to past comp plans
- Need paved roads/services for areas outside of town
- Need more programs for kids

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WE ARE NOT STARTING FROM SCRATCH, BUT  
WE NEED YOUR HELP TO WRITE THE COMMUNITY'S VISION

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## WHAT ARE VALUES

- Short and simple phrase
- Describes what matters most
- Identify what must be preserved
- Pinpoint what is missing or lacking
- Describe the “what”, the “how” and possibly the “why”

Examples:

- I value a well-balanced (how) diet (what) to keep me healthy and energized (why)
- I value clean air and water (what) for future generations to enjoy (why)

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## YOUR TURN!

### Write Your Own 3 to 5 Value Statements

- Short and simple phrase
- Describes what matters most
- Identify what must be preserved
- Pinpoint what is missing or lacking
- Describe the “what”, the “how” and possibly the “why”

Time's  
Up

Examples:

- I value a well-balanced (how) diet (what) to keep me healthy and energized (why)
- I value clean air and water (what) for future generations to enjoy (why)

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## GROUP SHARING AND PRIORITIZATION

- Have everyone share their value statements
- Discuss whether there are:
  - Similarities
  - Duplicates
  - Conflicting ideas
- Select the FIVE value statements the group feels are most important and write one per page

Time's  
Up

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## IDENTIFY BROADER THEMES

Theme	Room/Table
Education	
Recreation	
Arts + Culture	
Food/Restaurants	
Healthcare	
Public Safety	
Housing	
Diversity/Image/Character	
Proximity to Larger Cities	
Community Caring	



## COMBINE, REFINE + PRIORITIZE

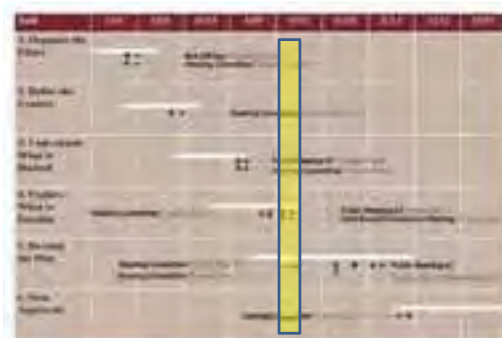
- Move to table with a theme that interests you
- Review and discuss value statements around theme
- Discuss whether there are:
  - Similarities
  - Duplicates
  - Conflicting ideas
- Select the **TWO** to **THREE** that are most important
- Refine value statements as needed
- Copy to Value Statement Voting Sheet

**Time's  
Up**



## WHAT'S NEXT

- **Thank You**
- Workshop Follow-Up
  - Summary and results will be posted online
  - Email blast sent to all attendees
- Draft Vision and Guiding Principles
- Identify Alternatives and Approaches to Explore



## COMMENT CARD

- **Tell us about your BIG ideas for Perry**
  - What do you love?
  - What would you change?
  - What needs to happen to achieve the community vision?
- **Map on the back to draw or diagram**
  - Your thoughts
  - Favorite places
  - Where changes should occur



## VOTE – WHAT ARE YOUR PRIORITIES

- Most important values
  - Use 3 green dots to identify the 3 most important values to you
  - Only ONE dot per value statement
- Disagreement
  - If there is a value statement you did not agree you may take one red dot to let us know
- Missed value
  - If there is a value you identified that has not made the list please take it and add it to our “Second Chance” wall

