PERRY COMPREHENSIVE PLAN

COMMUNITY WORKSHOP

APRIL 4TH, 2013

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

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!

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.
EXISTING COMPREHENSIVE PLAN

- 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

WE NEED YOUR INPUT ON THIS PLAN, BUT WE’RE NOT STARTING FROM SCRATCH . . .
**RECENT PLANS**

**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
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

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
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

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

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

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)
  - 1st Avenue / Highway 144
  - Industry-adjacent trail areas
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)

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

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”

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)

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)

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
IDENTIFY BROADER THEMES

<table>
<thead>
<tr>
<th>Theme</th>
<th>Room/Table</th>
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<tbody>
<tr>
<td>Education</td>
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<td>Recreation</td>
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<td>Arts + Culture</td>
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<td>Food/Restaurants</td>
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<td>Healthcare</td>
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<td>Housing</td>
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<td>Diversity/Image/Character</td>
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<td>Proximity to Larger Cities</td>
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<td>Community Caring</td>
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</tbody>
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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

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