

Story County
Coordinated Long Range Plan
From Cornerstone to Capstone
Story County Comprehensive Plan



Planning and Zoning Commission Meeting
September 2nd , 2015





Meeting Agenda

- **Introduction & Project Website**
- C2C Project Schedule Review
- Review Draft Documents Status & Plan Form
- Overview of Public Engagement Activities
 - Surveys
 - Community Input Meetings
- Upcoming Meetings
- Land Use and Trails Discussion



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DESIGNWORKSHOP
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Economic Analyst



C2CPLAN.COM



This screenshot shows the desktop version of the website. At the top center is the 'CORNERSTONE TO CAPSTONE' logo. Below it is the title 'The C2C Plan' and the subtitle 'From Cornerstone to Capstone – Story County Comprehensive Plan'. A navigation bar contains 'HOME' and 'ABOUT THE C2C PLAN'. The main content area features a large heading 'C2C Vision Document and Planning Summary' with a sub-heading 'MAY 4, 2015 ~ LEAVE A COMMENT'. The text below describes the planning process. To the right, there is a search bar, a 'Follow Blog via Email' section with an email input field and a 'FOLLOW' button, and a 'MENU' button.

Desktop/Laptop

This screenshot shows the mobile version of the website. The top status bar shows 'c2cplan.com', signal strength, 4G LTE, 100% battery, and the time '12:28 PM'. The logo and title 'The C2C Plan' are centered. Below the subtitle 'From Cornerstone to Capstone – Story County Comprehensive Plan' is a 'MENU' button. The main heading 'C2C Vision Document and Planning Summary' is followed by 'MAY 4, 2015 ~ LEAVE A COMMENT'. The text 'Below are links to two documents created' is partially visible at the bottom.

Tablet/Phone



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C2C Schedule and Tasks By Month



Month Name	Calendar Year	Fiscal Year	C2C Milestone Task(s)	MSA Team Detailed Work and Meeting Activities
March	2015	2015	Visioning	Begin Review of Existing Plans, Including Goals and Actions and Review C2C Visioning Materials
April	2015	2015	Goals Development	C2C Project Kickoff Meetings, Website Development & Launch, Existing Plan(s) Review and Goal Coordination, Begin Existing Conditions Analysis and Survey Development.
May	2015	2015		Survey Deployment, Planning and Zoning Commission Issues and Opportunities Identification Meeting, Community Issues and Opportunities Identification Meetings (4 meetings Across County), Develop Vision Based Goals, and Begin Market Analysis.
June	2015	2015	Research & Analysis and Scenario Development and Review	Complete Existing Conditions Analysis, Complete Market Analysis, Begin Developing Future land Use Scenario(s), Assist with County Conservation Planning (Natural Resources and Water Resources Components) and C2C Project Team and Task Force Meeting to Finalize Goals
July	2015	2016		C2C Project Team and Task Force Meeting to Review Existing Conditions, Market Analysis and Further Develop Future Land Use Scenarios

C2C Schedule and Tasks By Month Continued



Month Name	Calendar Year	Fiscal Year	C2C Milestone Task(s)	MSA Team Detailed Work and Meeting Activities
August	2015	2016	Plan Development	Complete Partial Draft and Partial Draft Presentations to Planning & Zoning Commission and County Board of Supervisors
September	2015	2016		C2C Project Team and Task Force Meeting and Finalizing Future Land Use Scenarios
October	2016	2016		C2C Project Team and Task Force Meetings to Review Draft Plan
November	2016	2016		Complete Final Draft Plan and Present to Planning & Zoning Commission and County Board of Supervisors
December	2016	2016		<i>Break for Holidays - No Scheduled Meetings</i>
January	2016	2016		Plan Review and Adoption
February	2016	2016	C2C Project Team and Task Force Meeting: Final Review and Recommendations	
March	2016	2016	Planning and Zoning Commission Work Session to Review Plan	
April	2016	2016	Planning and Zoning Commission Final Review, Hearing and Recommendation to Board of Supervisors	
May	2016	2016	Board of Supervisors Work Session to Review Plan	
June	2016	2016	Board of Supervisors Public Hearing and Consideration for Adoption	



The C2C Plan

From Cornerstone to Capstone – Story County Comprehensive Plan

[HOME](#) [ABOUT THE C2C PLAN](#) [DRAFT CHAPTERS – WORKING OUTLINE](#) [SCHEDULED MEETINGS](#)

Scheduled Meetings

*The following meetings have been scheduled as part of the C2C Plan Project.
All meeting dates, times and locations are subject to change.*

Updated August 13th, 2015 at 2:10PM

Public Engagement Meetings

- Plan Review Open Houses
 - January 2016
 - Time: TBD
 - Location: TBD

Citizens Task Force Meetings

- August 13th, 2016
 - 5:30PM

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Story County Social Media



Story County Conservation Social Media





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Working Draft Plan Outline

- Chapter 1: Introduction – [Working draft at c2cplan.com](http://c2cplan.com)
- Chapter 2: Public Input – [Working draft at c2cplan.com](http://c2cplan.com)
- Chapter 3: Vision, Goals and Objectives for Planning Elements: -[Working, waiting on surveys](#)
- Chapter 4: Recreation & Natural Resources Plan – [Working draft at c2cplan.com](http://c2cplan.com)
- Chapter 5: Land Use - [Working](#)
- Chapter 6: Economic Prosperity - [Working](#)
- Appendix A: Community Indicators - [Working draft at c2cplan.com](http://c2cplan.com)
- Appendix B: Survey Results – [Working, need Youth and ISU Survey](#)
- Appendix C: Municipal Comprehensive Plan Summaries - [Working](#)
- Appendix D: Plan Maps - [Working draft at c2cplan.com](http://c2cplan.com)



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Draft Chapters – Working Outline

- [Chapter 1: Introduction – Working Draft](#)
- [Chapter 2: Public Input – Working Draft](#)
- Chapter 3: Vision, Goals and Objectives for Planning Elements – Working
- [Chapter 4: Recreation & Natural Resources Plan -Working Draft](#)
- Chapter 5: Land Use – Working
- Chapter 6: Economic Prosperity – Working
- [Appendix A: Community Indicators – Working Draft](#)
- Appendix B: Survey Results – August
- Appendix C: Municipal Comprehensive Plan Summaries – Working
- [Appendix D: Story County Existing Conditions Maps – Revised](#)

Search ...

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FOLLOW

Goals will be developed for the planning elements of the C2C Plan based on analysis of the following:



1. Existing Conditions
2. Public Input and
3. Existing Plans



Housing

example

Goal H1:

Plan for safe, attractive and affordable housing to meet existing needs and forecasted housing demands of all residents.

Objective H1.1:

Throughout Story County, plan for a range of housing that meets the needs of residents of various income, age, and health status.

Policies

- *Encourage municipalities to include affordable, senior, and special needs housing in any future discussions with developers regarding new residential growth. Explore opportunities to provide incentives funded by state or federal grants for developers and homebuilders that create these housing units, especially within and adjacent to urbanized areas.*
- *Encourage communication and collaboration between housing authorities, advocate organizations, local leaders and planning staff at County and local levels to address the housing needs of elderly, special needs and low-income citizens in Story County.*
- *Encourage municipalities to reuse and redevelop properties within their jurisdictions for residential uses that could provide opportunities for affordable, senior, and special needs housing.*
- *Housing growth in Story County will primarily be focused within existing municipal boundaries or in newly annexed areas.*



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 - **Surveys**
 - **Community Input Meetings**
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C2C Plan Public Engagement Opportunities



- www.C2Cplan.com
- County Planning & Development Staff
- Consultant Team
- Project Team Meetings (2nd & 4th Tuesdays) -> 1st & 3rd Tuesday starting September
- Citizens Task Force Meetings (2nd Thursday)
- Planning and Zoning Commission Meetings
- Board of Supervisor Meetings
- Youth Survey
- ISU Student Survey
- Plan Review Open Houses – January 2016
- *Natural Resources and Recreation Input Meetings*
- *Community Input Meetings – Completed in June 2016*
- *Citizens Survey – Closed at end of July*

Survey Review and Deployment



- Citizens Survey – Was open May through end July
- Youth Survey is open and will stay open through September
- Iowa State Student Survey will be developed this month

Survey results will be summaries in Chapter 2 and complete results will be include din Appendix B



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MAY 27, 2015 ~ [LEAVE A COMMENT](#)



[CLICK HERE TO TAKE THE YOUTH SURVEY!](#)



**Story County Cornerstone To Capstone
Coordinated Long Range Plan Survey**

The survey is available online at <https://www.surveymonkey.com/r/c2cyouthsurvey>

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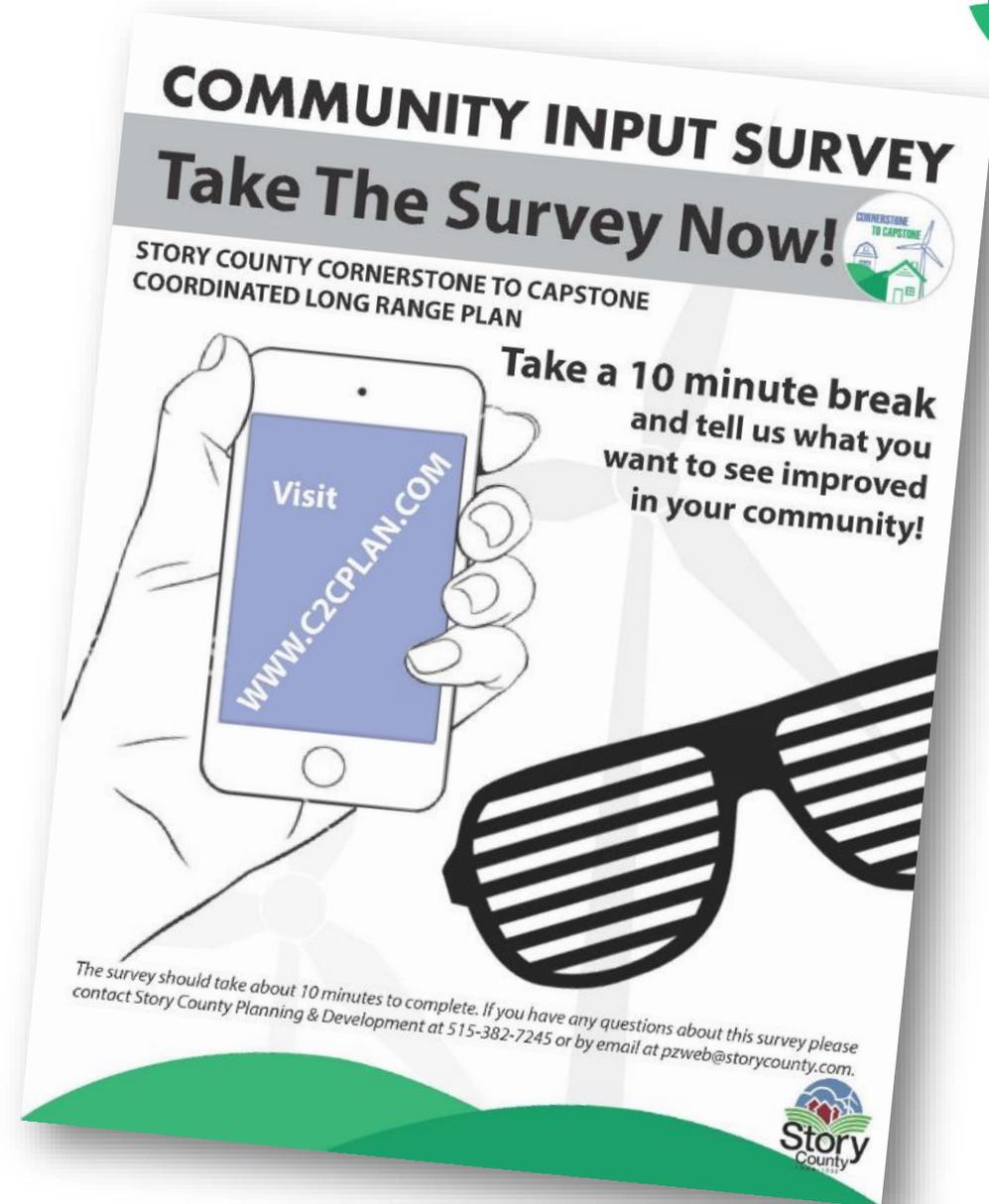
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FOLLOW

Survey Review and Deployment



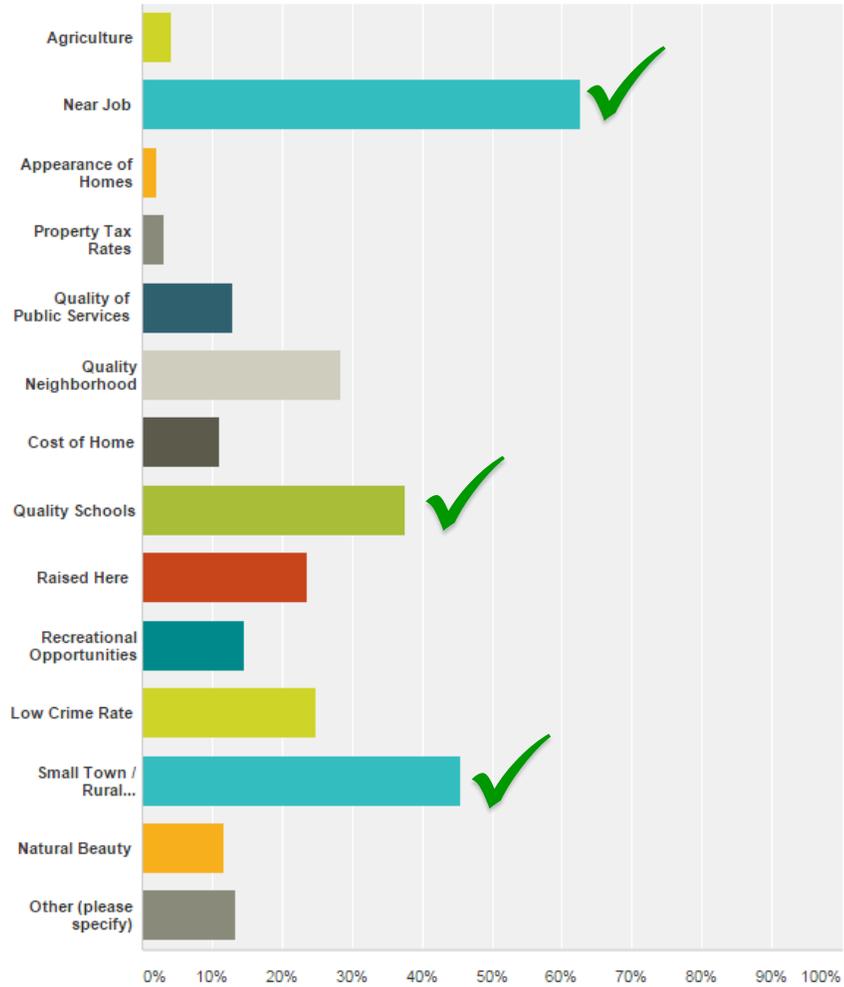
- SurveyMonkey and Print copies available at City Halls
- <https://www.surveymonkey.com/s/C2CPLANSURVEY>
- Email, Facebook (Cities and County Sites), Word of Mouth -> c2cplan.com



Quality of Life Highlights

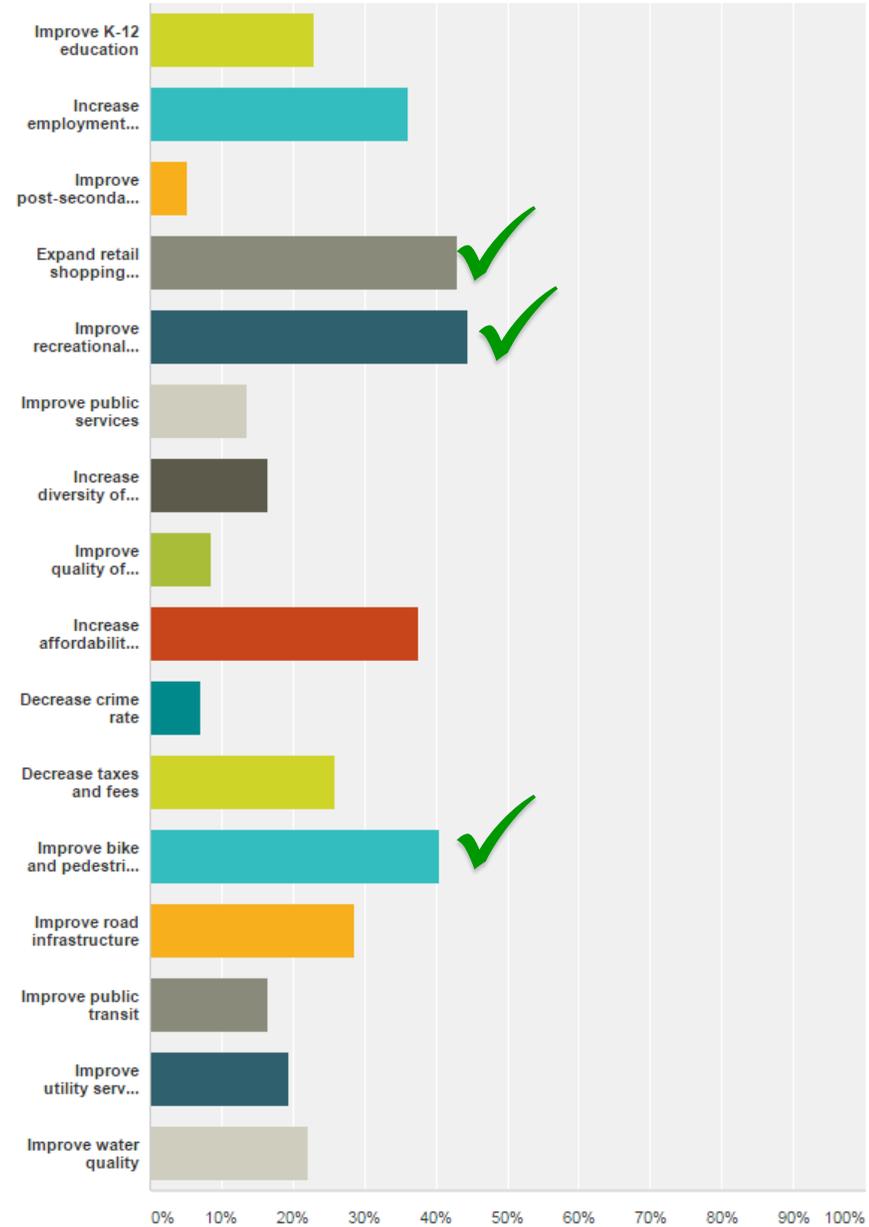
What are the three most important reasons you and your family choose to live and/or work in Story County?

Answered: 646 Skipped: 7



Please indicate changes you think would improve the quality of life in Story County (please check up to four).

Answered: 643 Skipped: 10



Community Input Meetings



COMMUNITY INPUT MEETING

06.30.2015

STORY COUNTY CORNERSTONE TO CAPSTONE
COORDINATED LONG RANGE PLAN

TIME 6PM to 7PM

LOCATION Story City Public Library 503 Broad St

We are looking forward to 2036. That's what the From Cornerstone to Capstone (C2C) Plan is all about. Story County has built a solid foundation - that Cornerstone - with planning dating back to the 1950s. Now we are designing our blueprint - the Capstone - for how we grow and develop over the coming 20 years. The C2C Plan is a coordinated long range plan that is intended to be physical and policy-based.

The C2C Plan will help guide Story County with a clear vision and goals, identify quality of life aspects, and incorporate the following areas:

- Housing;
- Economic Development;
- Transportation;
- Service, Community Facilities, and Infrastructure;
- Environment and Natural Resources;
- Land Use (Existing and Future);
- Fringe Area Planning; and
- Intergovernmental Cooperation.

Please join us at one of four regional Community Input Meetings on Tuesday June 30, 2015 in Story City as we go forth! Your input will help us clearly paint what Story County will be now and for the generations to come.

For more information on this process and to sign up for project updates please visit the C2C Plan website:
www.c2cplan.com

Topic Categories for Issues & Opportunities Discussion/SWOT Analysis

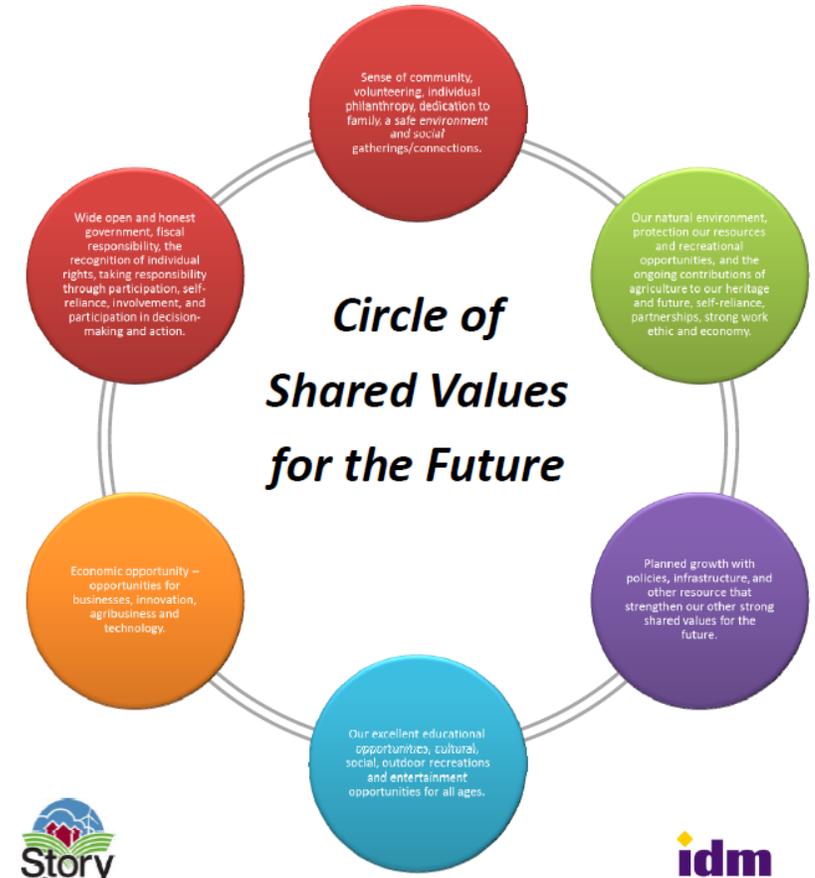
Focus on Vision Pillars

- Natural Amenities
- Governance, Leadership and Learning Environments
- Economy and Prosperity
- Growth-Oriented and Sustainable Infrastructure

WHY? *This process will help us formulate goals and polices for the C2C Plan based on community input.*



2036 – A Vision for the Future Story County, Iowa

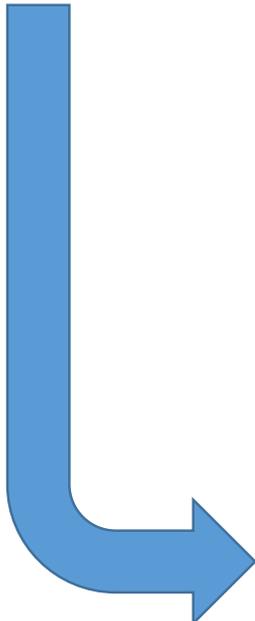




WHY? This process will help us formulate goals and polices for the C2C Plan based on community input.

Community Input Meetings
Issues/Threats/Weaknesses(-)
Opportunities/Strengths (+)

Goals and Objectives

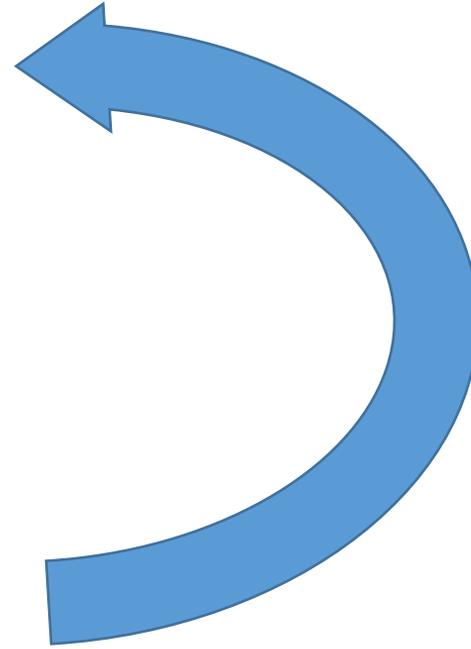
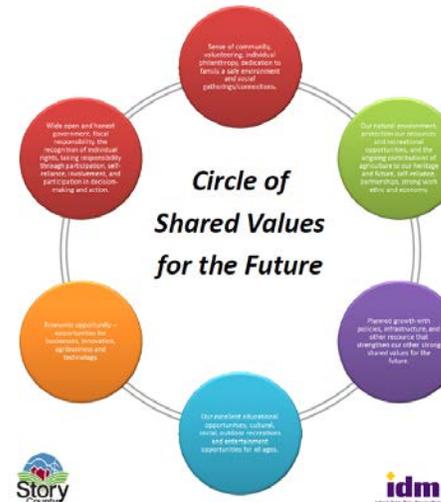


Elements of the C2C Plan



&

2036 – A Vision for the Future Story County, Iowa



Natural Amenities

Governance, Leadership and Learning Environments

Economy and Prosperity

Growth-Oriented and Sustainable Infrastructure



Issues/Threats/Weaknesses(-)

1. _____
2. _____
3. _____

Opportunities/Strengths (+)

1. _____
2. _____
3. _____

Vision for Natural Amenities

In 2036, Story County's natural environment and agriculture remain an inherited cornerstone of our quality of life and our economy. Our soil, water and clean air are recognized as a primary catalyst for sustaining and transforming the County as a recognized and respected place to live and work. Residents and visitors enjoy a wide variety of outdoor recreational opportunities including our parks, open spaces and trail system.

Improvements made to our environmentally sensitive and/or impaired areas enhance our enjoyment of nature and preserve resources for the next generation. Story County honors the need to encourage conserving the natural environment by supporting land development, agriculture, wellness, healthy food/water consumption and other uses in ways which promote healthy lifestyle.

Public Input

This Chapter summarizes the public input activities that helped to improve this Plan. These activities include a citizen survey, community vision & identity workshops, and public informational meetings. It is important to note that the information and opinions summarized in this chapter informed the development of policies in other parts of this plan, but there is no policy content in this chapter.

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2.2 Community Vision & Identity Workshops	2-4
2.3 Citizen Survey	2-16

Appendix A
Appendix B
Appendix C
Appendix D

2.2 COMMUNITY VISION & IDENTITY WORKSHOPS

Introduction

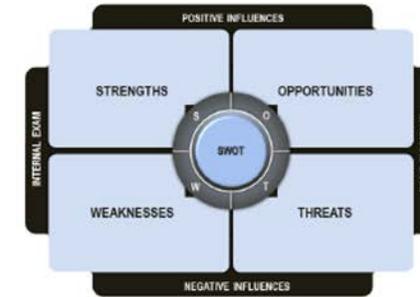
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Community Vision & Identity Workshops

Four Community Vision & Identity Workshops were part of this C2C planning process. The workshops were held in: the City of Huxley June 18th 2015, the City of Colo June 23rd 2015, the City of Ames June 25th 2015, and the City of Story City June 30th 2015. Citizens from nearby municipalities and rural areas participated in these workshops and gave valuable input through a SWOT Analysis. The categories covered in this analysis are: Natural Amenities, Governance Leadership & Learning Environments, Economy & Prosperity, and Growth-Oriented & Sustainable Growth.

SWOT Analysis

This plan is grounded in a set of issues about which the residents and individual municipalities of Story County are concerned, and opportunities for positive change. The plan seeks to address perceived deficiencies and capitalize on opportunities. This section is a compilation of key issues and opportunities, identified through a SWOT exercise that was taken by the Planning & Zoning Commission, the C2C Project Team, the C2C Citizen Taskforce and in four Community Vision & Identity Workshops.



Strengths - characteristics that give the community an advantage over others.

Weaknesses - characteristics that place the community at a disadvantage relative to others.

Opportunities - elements the community could exploit to advantage the community.

Threats - elements in the environment that could cause trouble for the community in the future.





Workshop Photographs



Weaknesses & Threats

Natural Amenities

- Flood Mitigation (-)
- Water Quality (-)
- Losing Prime Farm Ground to Urban Development (-)
- Water Quality x2 (-)
- Wastewater Treatment Issues x2 (-)
- Development Encroaching on Floodways x2 (-)
- Lack of connectivity in greenbelt areas (-)
- Lack of Funding for Improvements (-)
- Farm Chemicals (-)
- Identifying Critical Areas (-)
- Illegal Dumping (-)
- Recycling/Reuse Issues (-)
- Loss of Natural Habitat (-)
- Nitrogen Runoff (-)
- Overuse of Aquifer (-)
- Threat – transforming (-)
- Need for publicizing rural Story County outdoor sites – rural and small towns don't get the attention like Ames does (-)
- Threat – water quality protection (-)
- Agricultural threats to natural resources (-)
- Factory farms (-)
- Water quality lakes and streams (-)
- Not connected hiking and biking trail system (-)
- Ensuring sustainability & quality of river (-)
- Public transportation (-)
- Destruction of wetlands, native prairie, wood lands (-)
- Bike trails, bike lanes on county highways are dangerous (-)
- Need more people to actively volunteer (-)
- Water quality improvements needed (-)
- Need to continue adding & connecting trails (-)
- Need to increase public park properties and infrastructure (Iowa is 49th in percent of public lands) (-)
- Supervisors put cost before quality, this creates mediocrity (-)
- **Issues with flooding (-)**
- **Emerald Ash Borer (-)**
- **Limited areas for hunting access (-)**
- **Too many bugs (-)**
- **Poor water quality in Skunk River (-)**
- **Skunk River water level is not stable either too high or too low (-)**
- **Agriculture stormwater runoff issues (-)**

Weaknesses & Threats - Governance, Leadership & Learning Environments

- Need for Non-Athletic Youth Facilities (-)
- Small School Districts (-)
- Declining Enrollment (-)
- Lack of Long Term Fiscal Planning (-)
- Need for more Cooperation/Coordination between Ames and County (-)
- Need more Involvement in Government & Leadership (-)
- Need for more Community Cooperation (-)
- Cynicism about Political Involvement –Need to Pass onto Someone! (-)
- Too Much Analysis/Paralysis by Analysis (-)
- ISU Extension has lost Offices and Leadership (-)
- Threat of Partisanship at Local Gov't Scale (-)
- Understanding Local government and Civics, How County and City Governments Work is being lost (-)
- Getting people involved (-)
- Housing availability and a lack of services in town (-)
- Unavailable land, cost to build and low turn-over for housing (-)
- Communication or lack thereof (-)
- Lack of services in small communities (-)
- Youth opportunities/outside areas (outside of Ames) (-)
- Work together with County (-)
- Inadequate addressing of flooding/preserving flood plain (-)
- Continue to provide/increase resources to educational opportunities (-)
- Affordable housing – throughout the county (-)
- Unwilling to invest in green infrastructure & transportation opportunities (-)
- Mental health (-)
- Uncontrolled growth due to ISU (-)
- Supervisors put businesses more important than residents (-)
- Supervisors are timid, avoid controversy (-)
- Immediate profit before long term planning /welfare (-)
- Need sustainable environmental & agricultural collaboration education (-)
- Leadership resistant to change (-)
- Continued support for county government excellence (-)
- Need a wider variety of citizens involved in government and leadership (-)
- Lack of affordable housing (-)
- Libraries – stretched with providing more services (-)
- Rural/smaller towns have less access to AP & Advanced Classes (-)
- County Board should have more rural representation (-)

Strengths & Opportunities - Governance, Leadership & Learning Environments

- Good Board of Supervisors (+)
- ISU & ISU Extension (+)
- Better Utilize RC&D Ideas and Promote Work
- Public has Opportunity to be Engaged at many Levels, transparency (+)
- Service to County Citizens is an Opportunity to Serve Public (+)
- Willing Engagement & Opportunity (+)
- County is Fiscally Well (+)
- Economic Viability of Communities within the County (+)
- ISU x2 (+)
- Location I35 and Hwy 30 (+)
- High Valuation of Education (+)
- High Level of Community Engagement and Involvement (+)
- Countywide Leadership and Development (+)
- Strong K-12 Schools Systems (+)
- Proximity to ISU (+)
- Good Formal and Informal Education (+)
- Communities Have Good Idea of Where they Want to Go (+)
- Story County has been the formula other counties have copied (+)
- Location (Central Iowa) and location to Ames (+)
- Family community (keep/maintain small towns & schools (+)
- “others” learning experience to connect people to nature.. etc. (+)
- ISU (+)
- Story County conservation classes and awareness (+)
- Story school system (+)
- Transportation & effective county government (+)
- EMS collaboration (+)
- Story County conservation collaborating w/school district (could be improved) (+)
- Great opportunities for citizen involvement in government & leadership (+)
- High quality education across the county (+)
- Modern methods for communicating w/citizens (+)
- Boy Scouts - Educational (+)
- Libraries (+)
- Great schools (+)
- County conservation and educational programs (+)
- Zearing threshold learning center (+)
- Story City has a strong City Council (they care) (+)
- Story City Chamber (+)



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Upcoming C2C Project Meetings



- C2C Project Team Meetings
 - 1st and 3rd Tuesdays of the very month through February 2016
 - Next is September 15th at 9:00am
- C2C Citizen Task Force Meetings
 - 2nd Thursday of the month through February 2016
 - Next is September 10th
 - 5:00Pm Social and Pizza
 - 5:30pm Meeting
- Plan Review Open Houses (four meetings across County)
 - January 2016
- Meetings with County Planning & Zoning Commission and Board of Supervisors
 - August/September 2015, November 2015, March – June 2016



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Input from Conservation and Rec Meetings



- **Conservation and Rec Public Meeting – Highlights:**

- Opportunity to have a comprehensive approach to conservation of natural resources.
- Identify sensitive areas in the County that should be preserved - conduct a detailed natural resources and habitats survey.
- Limit sprawl. Promote infill development.
- New developments should provide water quality and rec improvements.
- Development should be encouraged in or close to towns.

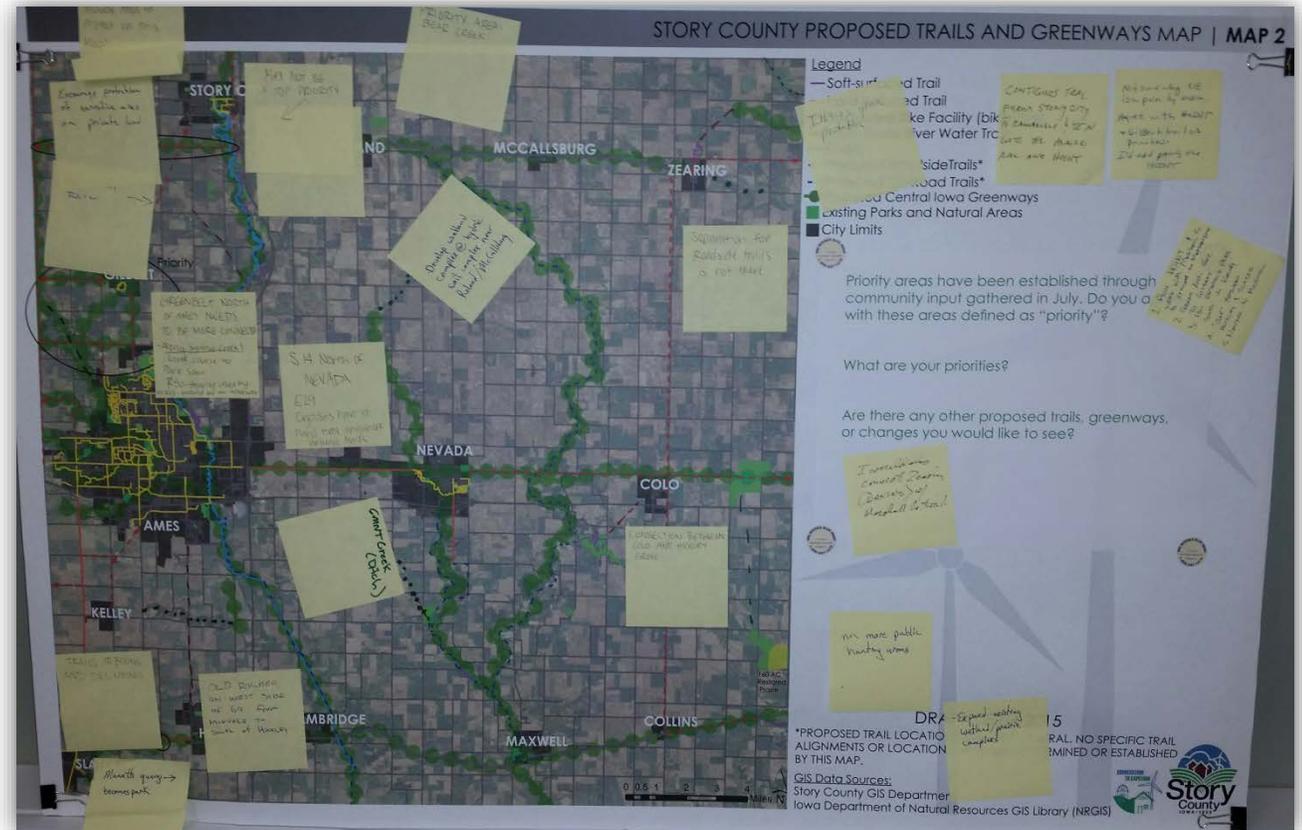


Input from Conservation and Rec Meetings

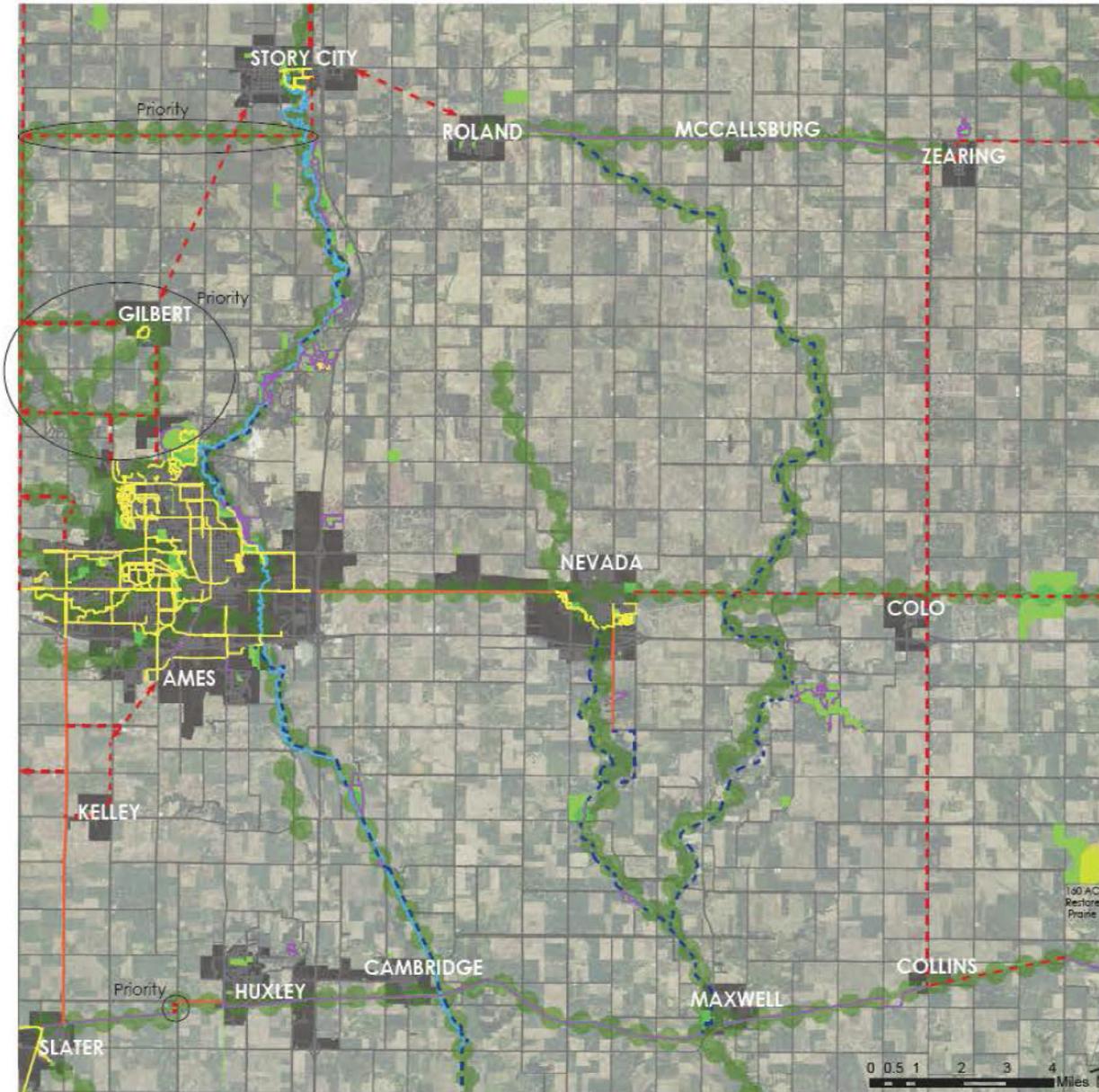


- **Conservation and Rec Public Meeting – Highlights (continued):**

- Limit development in river valleys and in wooded areas.
- Restore more upland “wetlands” to slow water and provide more natural habitat and improved water quality.
- Add a wetlands complex - possibly near Roland.
- Need trails to connect to Boone and Des Moines.



STORY COUNTY PROPOSED TRAILS AND GREENWAYS MAP | MAP 2



- Legend**
- Soft-surfaced Trail
 - Hard-surfaced Trail
 - Dedicated Bike Facility (bike lane)
 - South Skunk River Water Trail
 - Roads
 - - - Proposed Roadside Trails*
 - - - Proposed Off-Road Trails*
 - Proposed Central Iowa Greenways
 - Existing Parks and Natural Areas
 - City Limits

DRAFT: 08.04.2015

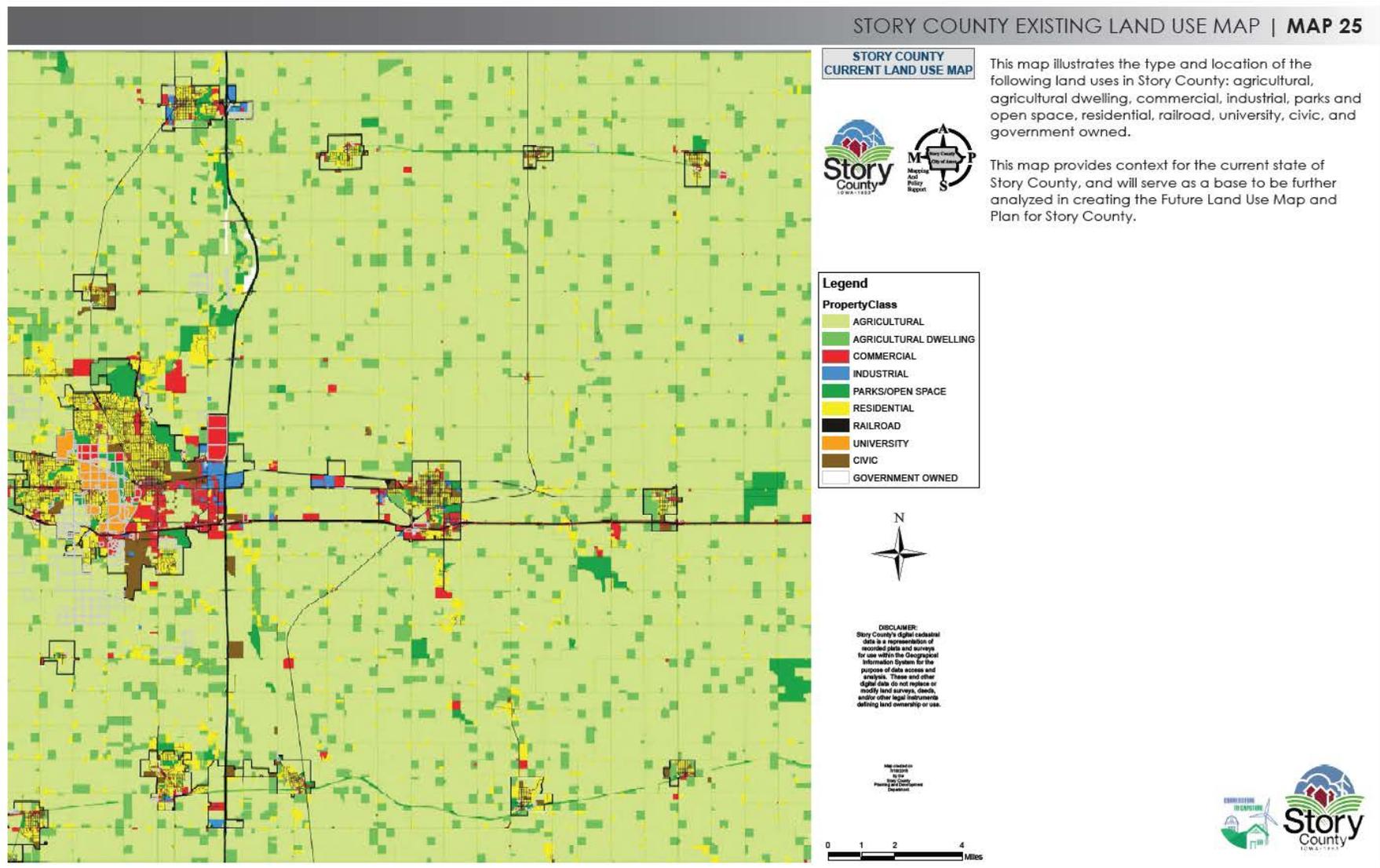
*PROPOSED TRAIL LOCATIONS ARE VERY GENERAL. NO SPECIFIC TRAIL ALIGNMENTS OR LOCATIONS HAVE BEEN DETERMINED OR ESTABLISHED BY THIS MAP.

GIS Data Sources:
 Story County GIS Department
 Iowa Department of Natural Resources GIS Library (NRGIS)



Future Land Use Scenarios

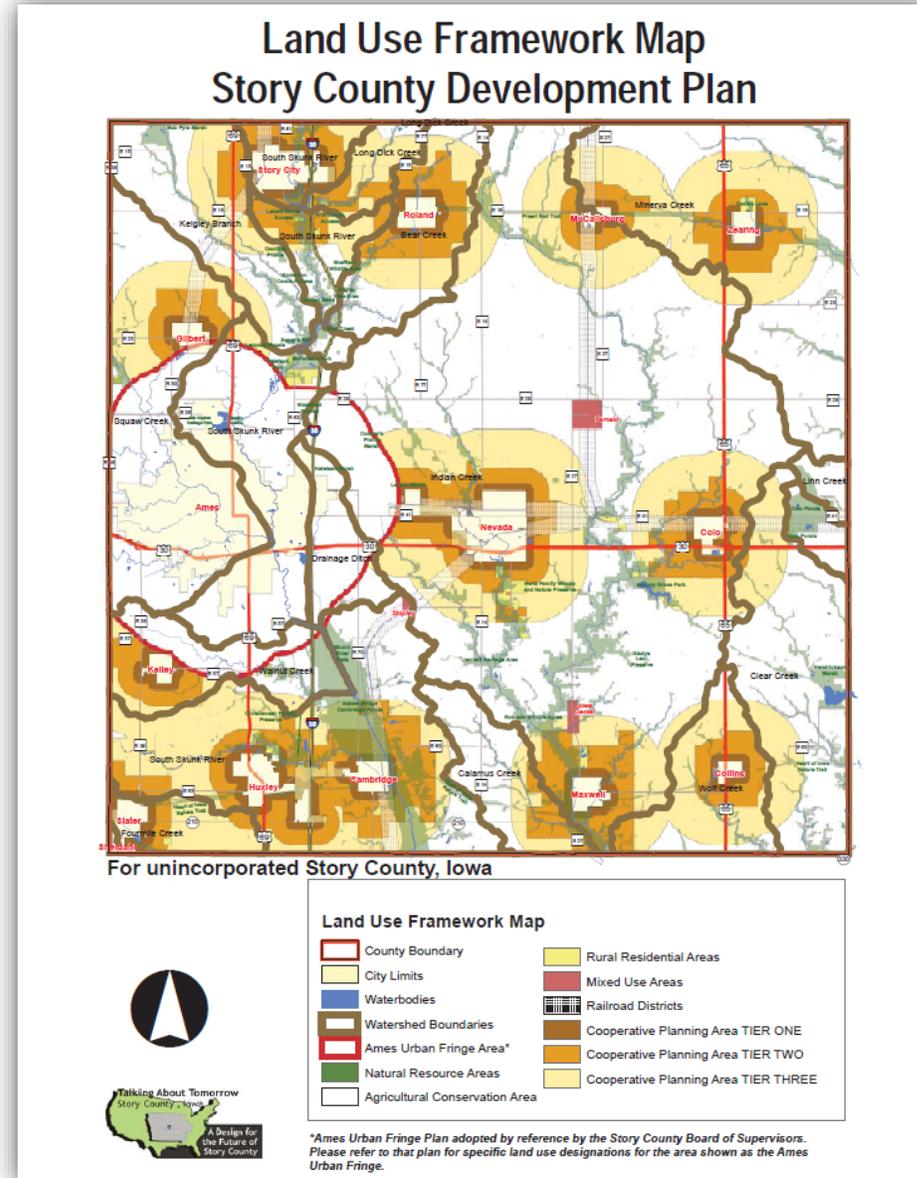
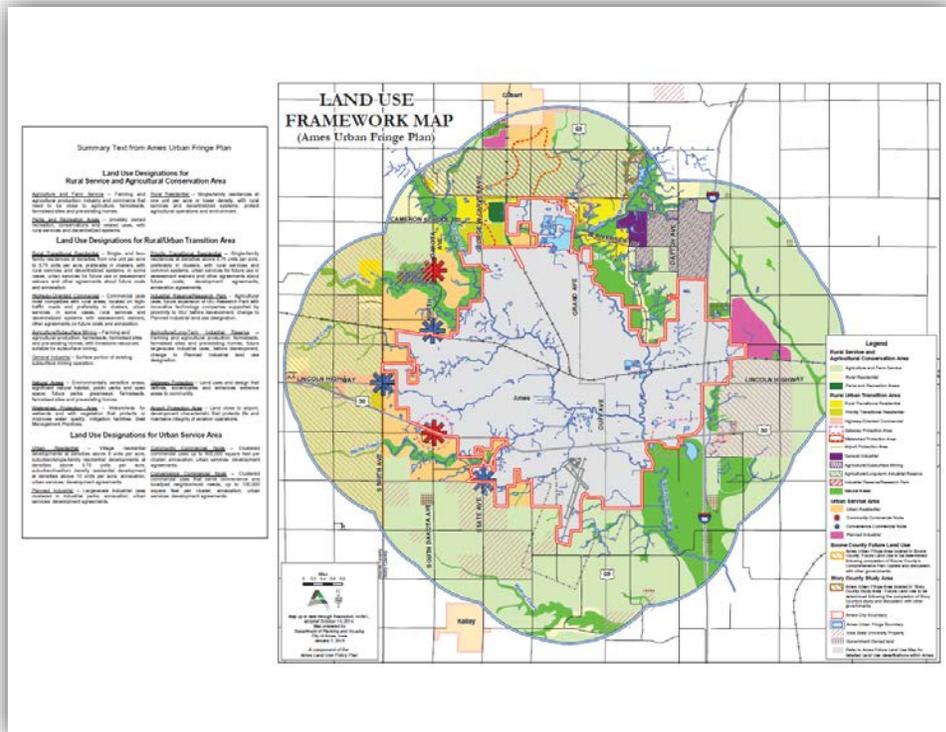
- Existing Land Uses



Future Land Use Scenarios



- Existing Story County Land Use Framework Map
- Ames Urban Fringe Area Map



Future Land Use Scenarios

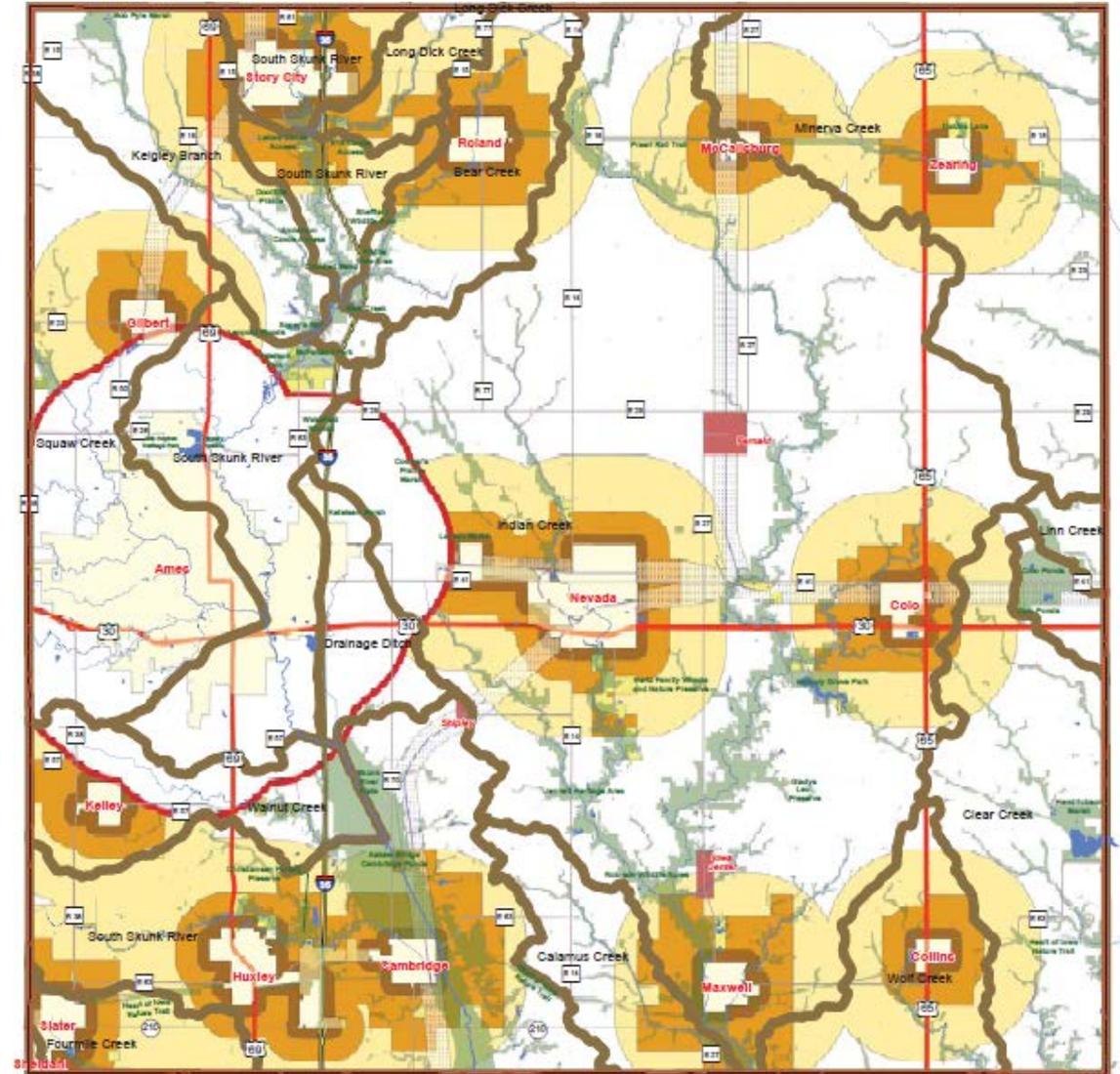


- **Proposed Land Use Designations Based on Existing Land Use Framework Map:**

- Natural Resource Area
- Agricultural Conservation Area
- Rural Residential Area
- Mixed Use Area (Rename “*Rural Village Area*”)
- Cooperative Planning Area (2 mile buffer)
- Ames Urban Fringe Area

Plus:

- Industrial Area
- Commercial Area



Future Land Use Scenarios



- **Proposed Land Use Approach Based on Public Input:**

- Preserve and protect both valuable ag land and sensitive natural areas.
- Limit sprawl and encourage growth within and near existing urbanized areas.

