

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



**Community Input Meeting**  
**June 25th, 2015**  
**Ames Public Library**



# Meeting Agenda

- **Introductions**
- Overview of the C2C Project and Schedule
- Existing Plans and Goals Under Review
- Issues and Opportunities Exercise





# Introductions Around the Room

- Name?
- Where do you live?
- Have you been involved in a comprehensive planning project before?



# Meeting Agenda

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- **Overview of the C2C Project and Schedule**
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# From Cornerstone to Capstone

## *The C2C Project*

### **Story County Comprehensive Plan**

- *Vision and Goals*
- *Community, Social and Cultural Character*
- *Sustainability and Quality of Life Aspects*
- *Housing*
- *Economic Development*
- *Transportation*
- *Service, Community Facilities and Infrastructure*
- *Environment and Natural Resources*
- *Land Use (Existing and Future)*
- *Fringe Area Planning and Intergovernmental Cooperation.*



**County Outreach and Special Projects Manager**

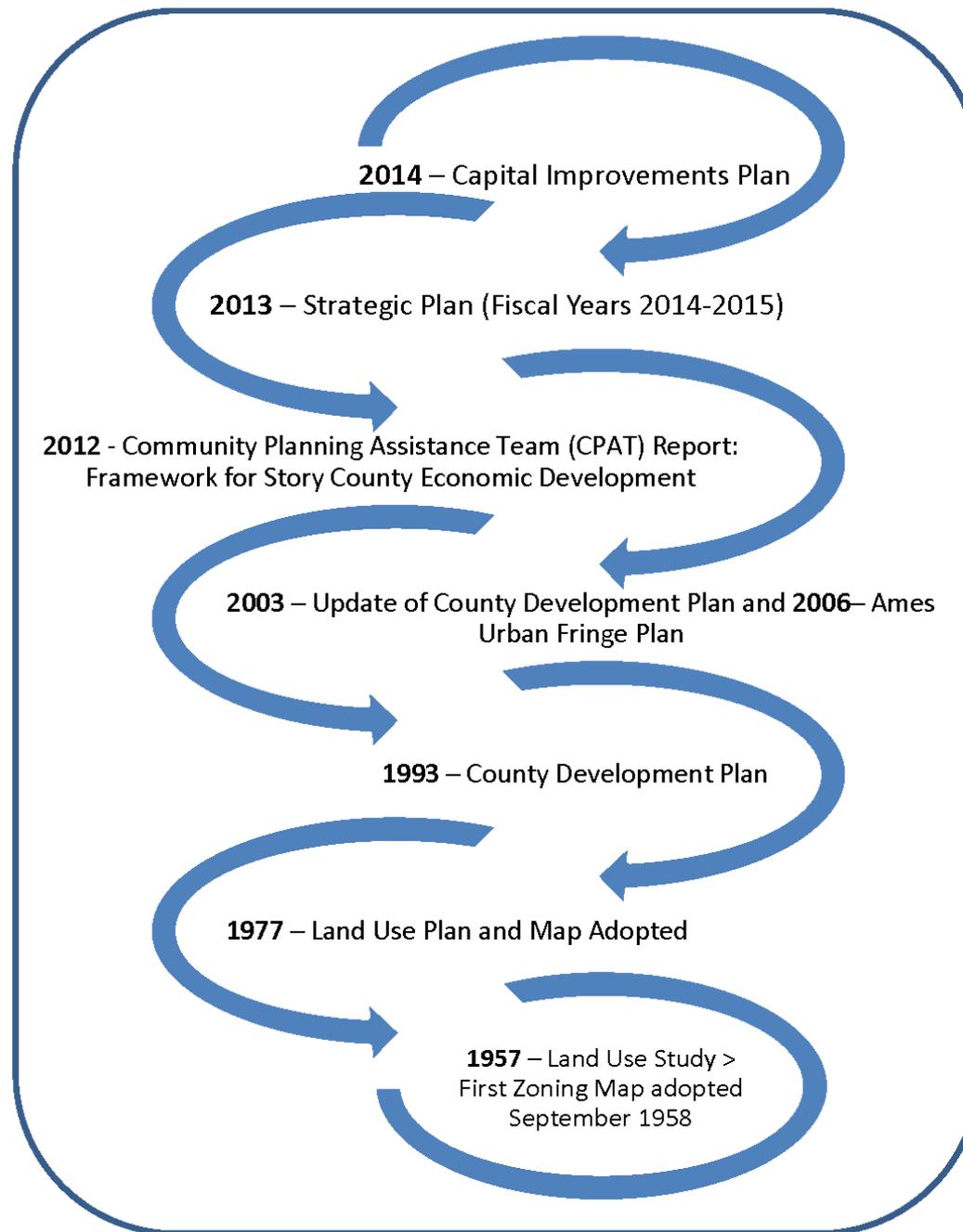
**Story County Administration**

900 6th Street

Nevada, Iowa 50201

**Phone:** 515-382-7247

**Email:** [lharter@storycountyia.gov](mailto:lharter@storycountyia.gov)



2014 – Capital Improvements Plan

2013 – Strategic Plan (Fiscal Years 2014-2015)

2012 - Community Planning Assistance Team (CPAT) Report:  
Framework for Story County Economic Development

2003 – Update of County Development Plan and 2006– Ames  
Urban Fringe Plan

1993 – County Development Plan

1977 – Land Use Plan and Map Adopted

1957 – Land Use Study >  
First Zoning Map adopted  
September 1958



# Comprehensive Plan Audit

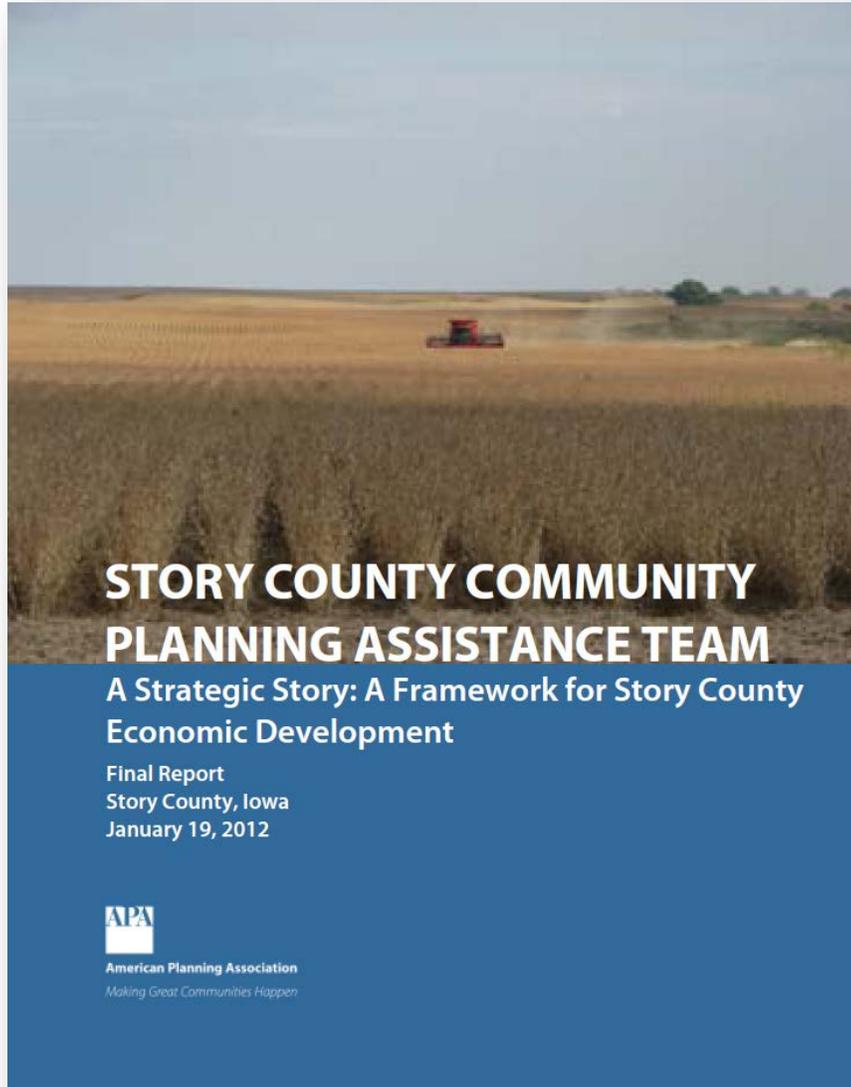
2013

Story County, Iowa



**Prepared by Story County Planning and Development**

900 6<sup>th</sup> Street  
Nevada, Iowa 50201  
[pzweb@storycounty.com](mailto:pzweb@storycounty.com)





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

*A comprehensive plan, also known as a master or general plan, is a collection of information and materials designed to guide the future development of a city or county. Such a plan can provide a community with a firm foundation for policy and action that will allow it to function more efficiently and effectively. It can strengthen communities' policies and legislation, and it also can promote a more certain future. -ISU Extension Land Use Series*



## Elements of the C2C Plan

Vision & Goals

Emergency Preparedness

Communications & Public Safety

Agricultural Resources

Housing

Infrastructure & Utilities

Community Facilities

Economic Development

Intergovernmental Coordination

Land Use

Transportation

Cultural & Natural Resources

# 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	



# C2C Plan Public Input Opportunities

- [www.C2Cplan.com](http://www.C2Cplan.com)
- County Planning & Development Staff
- Consultant Team
- Project Team Meetings (2<sup>nd</sup> & 4<sup>th</sup> Tuesdays)
- Citizens Task Force Meetings (2<sup>nd</sup> Thursday)
- **Community Input Survey – Through July**
- **Community Input Meetings**
- **Plan Review Open Houses – January 2016**
- Planning and Zoning Commission Meetings
- Board of Supervisor Meetings

# 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 'Search ...' field.

Desktop/Laptop

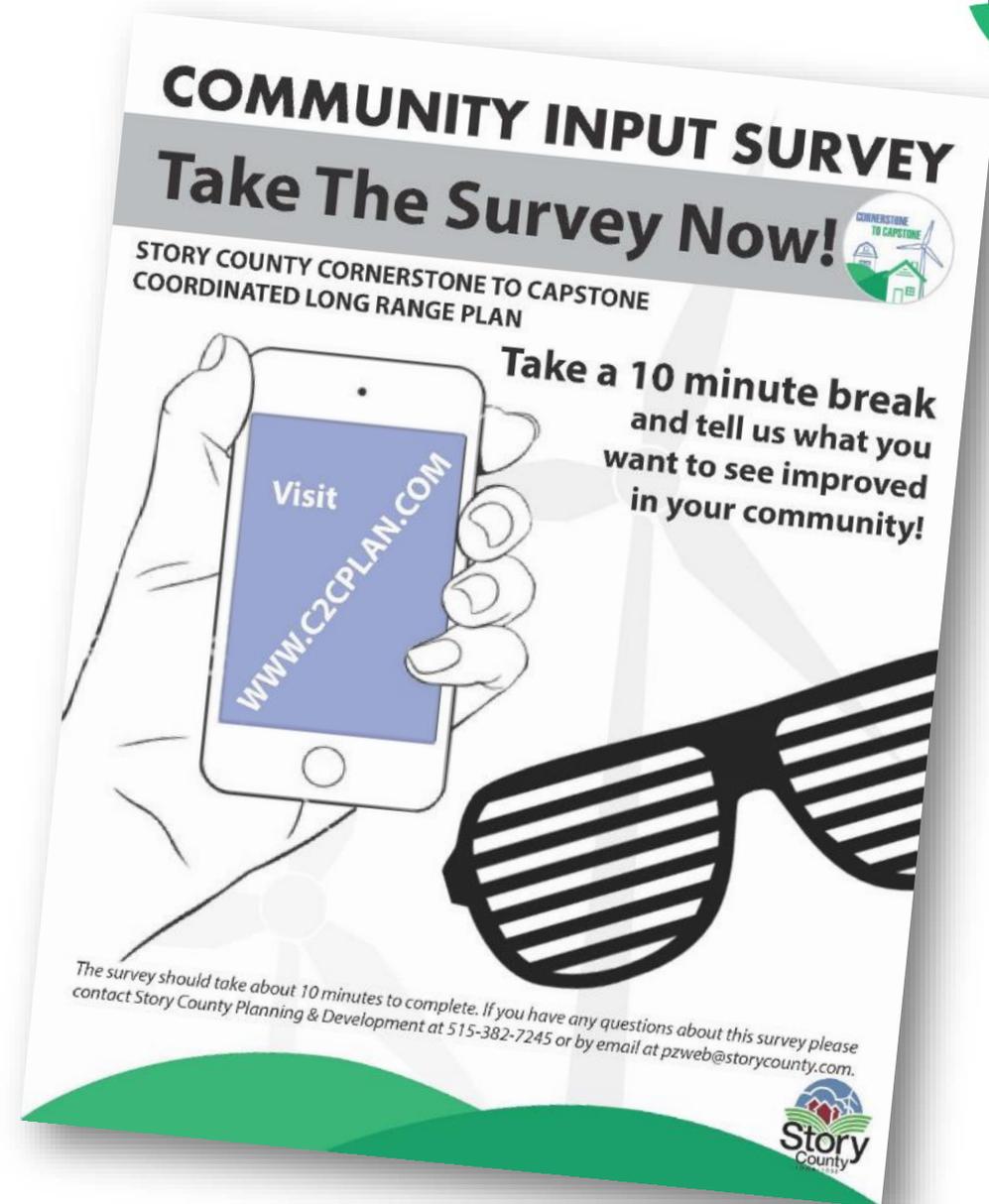
This screenshot shows the mobile version of the website. The top status bar shows 'c2cplan.com', signal strength, 4G LTE, 100% battery, and the time '12:28 PM'. The logo and title 'The C2C Plan' are centered. Below the subtitle 'From Cornerstone to Capstone – Story County Comprehensive Plan' is a 'MENU' 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

# 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](http://c2cplan.com)







# Meeting Agenda

- Introductions
- Overview of the C2C Project and Schedule
- **Existing Plans and Goals Under Review**
- Issues and Opportunities Exercise



# Story County Development Plan

## Land Use Framework



Prepared by:

Story County Planning  
and Zoning  
Story County, Iowa

Gould Evans Goodman  
Associates, Inc.  
Kansas City Missouri



GouldEvans  
Goodman

ADOPTED DECEMBER 2003  
Amended September 2011

## GOALS:

- Protect and preserve Story County's agricultural resources.
- Protect and preserve Story County's natural resources.
- Promote and improve the mobility of Story County residents.

# Strategic Plan

Story County, Iowa  
Fiscal Years  
2014 - 2015



Approved on May 21, 2013  
Story County Board of Supervisors



## New Priority Projects, Programs, Policies and Initiatives

- Develop full bridge maintenance plan.
- Develop Equipment Replacement Plan with financing program.
- Advocate for moving to one Assessor for the entire Story County.
- (TIE) Develop program to relocate County Attorney's Office to one location and to enhance security.
- (TIE) Offer enhanced in-house employee training and development program.

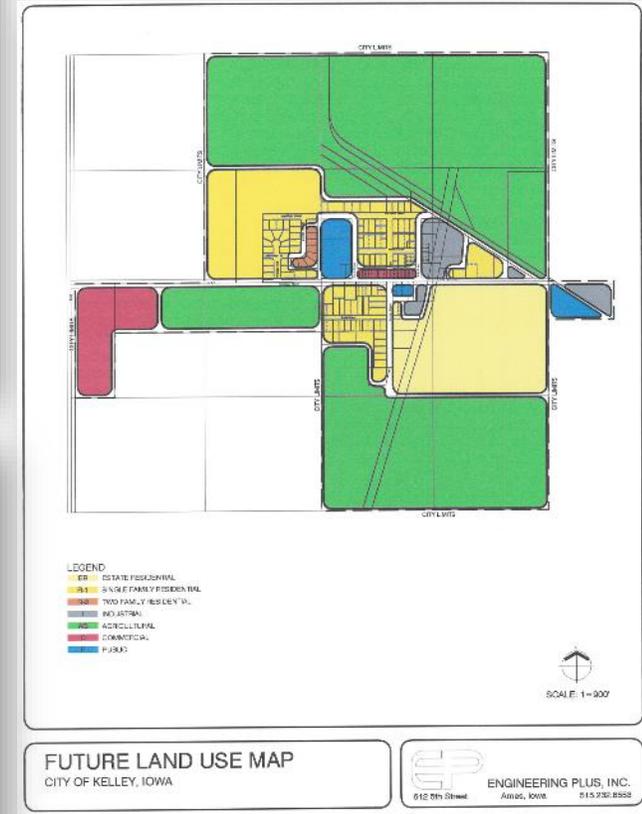
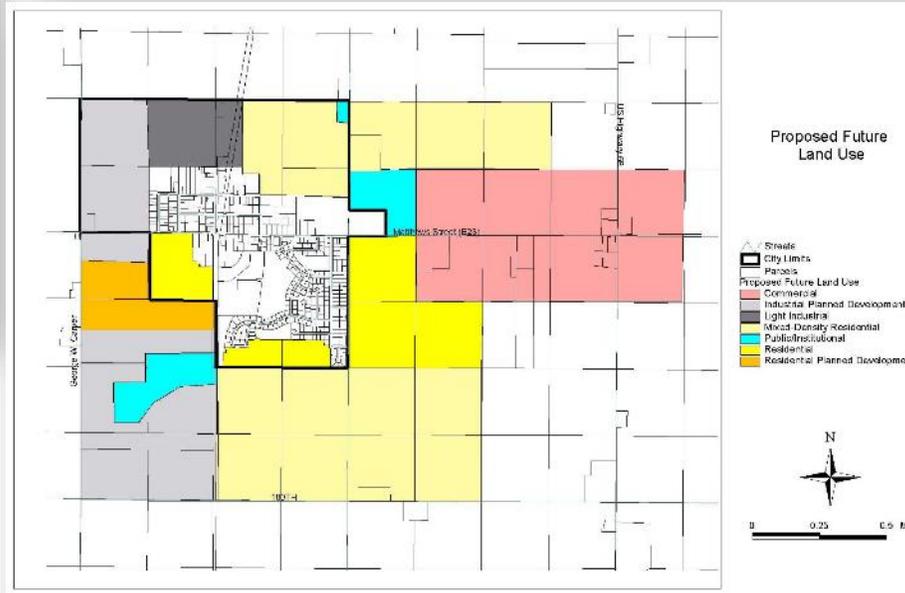
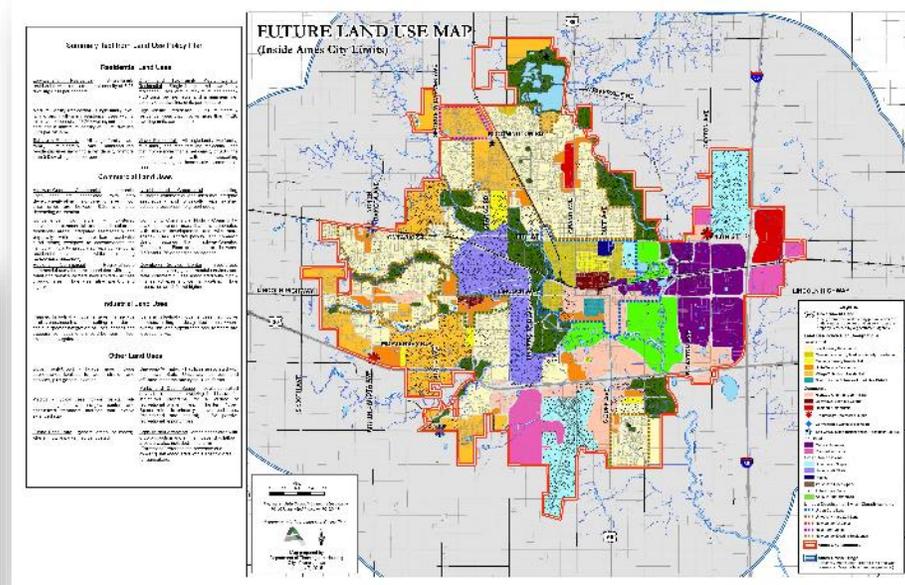
## On-Going Priorities

- Maintain balanced budget
- Mental Health-Disability Services redesign
- Develop Capital Improvements Program
- Develop structure for merit pay plan; make decision on implementation once structure has been established.
- Enhanced security for all public county buildings
- Funding for economic development planning initiatives
- Dakin's Lake expansion
- Hickory Grove Lake sewer project – project design
- Transition to paperless document management
- Drainage ditch maintenance program

# Ames Urban Fringe Plan

City of Ames  
City of Gilbert  
Boone County  
Story County

JULY 2006



# From Cornerstone to Capstone

*The C2C Project*

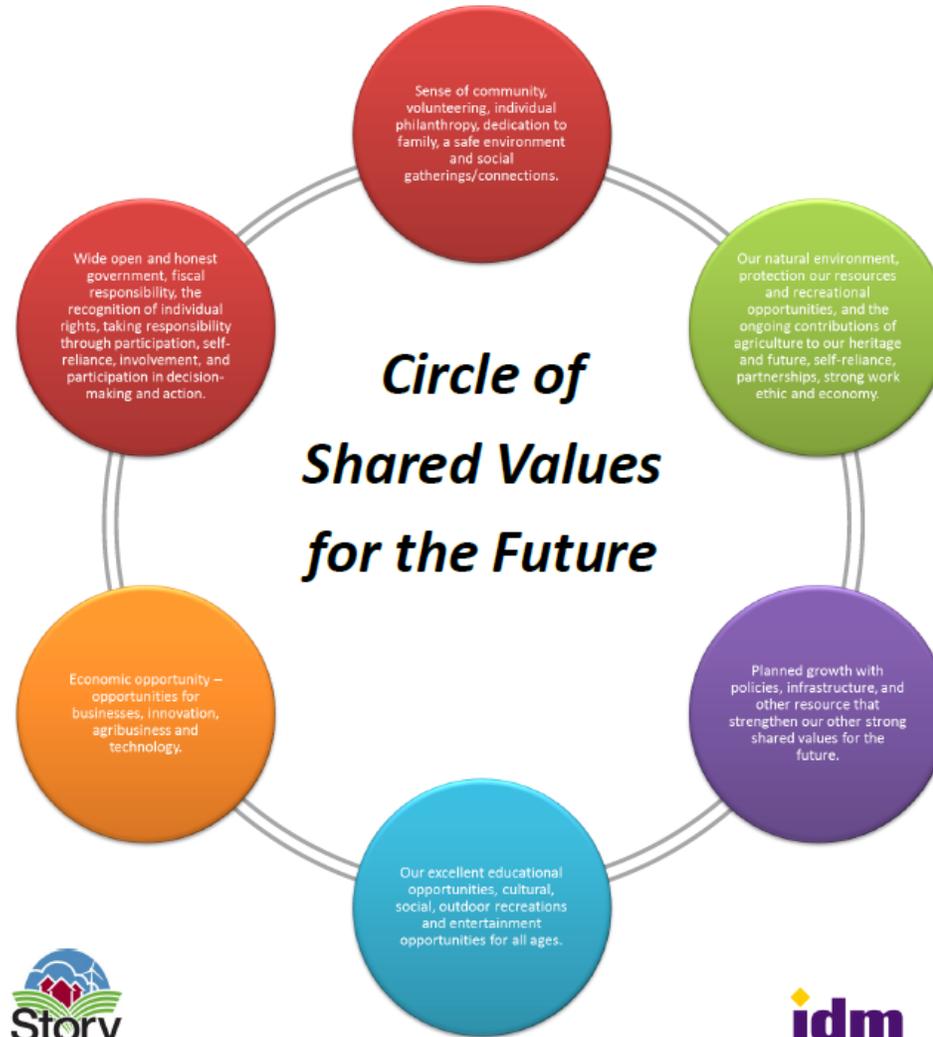
Story County Comprehensive Plan

[www.c2cplan.com](http://www.c2cplan.com)  
[www.storycountyiowa.gov](http://www.storycountyiowa.gov)



## 2036 – A Vision for the Future

Story County, Iowa





# Meeting Agenda

- Introductions
- Overview of the C2C Project and Schedule
- Existing Plans and Goals Under Review
- **Issues and Opportunities Exercise**

# Topic Categories for Issues & Opportunities Discussion/SWOT Analysis

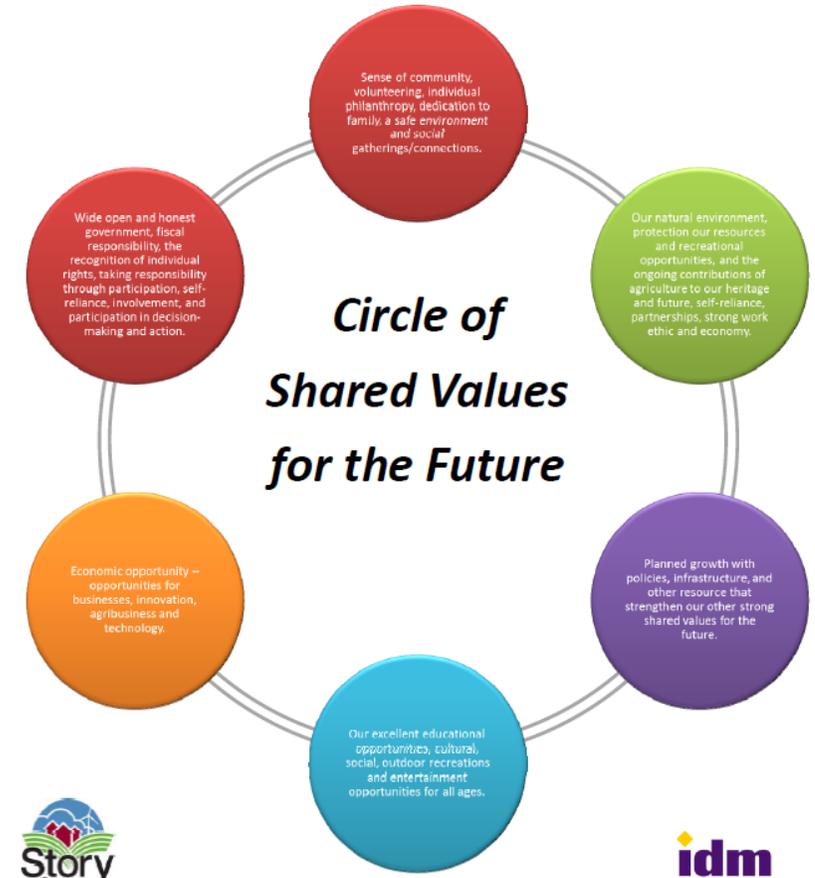
## Focus on Vision Pillars

- 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

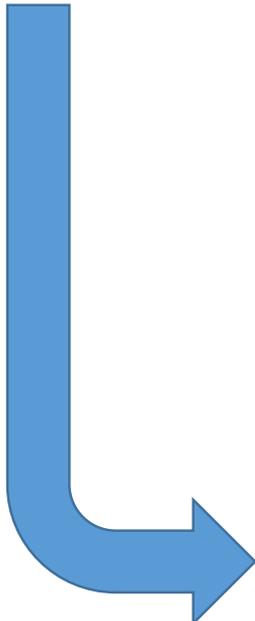




**WHY?** This process will help us formulate goals and polices for the C2C Plan based on community input.

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

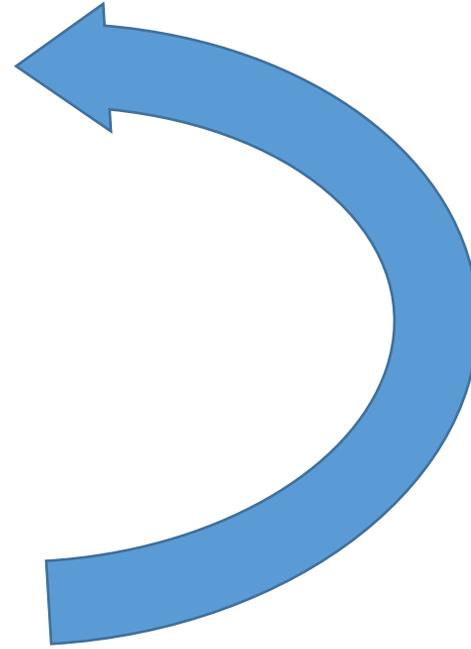
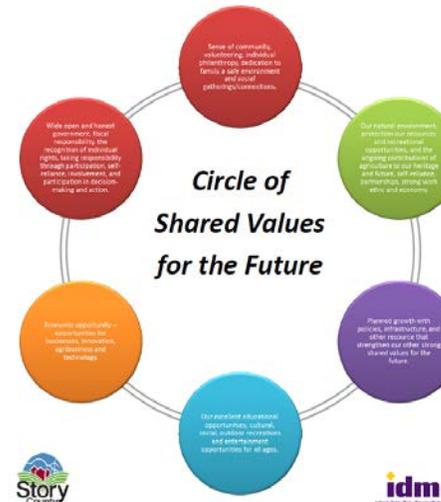
# Goals and Objectives



## 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.*

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 Governance, Leadership and Learning Environments

*In 2036, the people of Story County have a strong and renewed sense and appreciation for family and community. Commitment to our shared vision directs our efforts and determines our effectiveness. The phrase, "I glad we did that!" is commonly heard throughout the entire county.*

*Story County relies on its experienced leadership, while continually cultivating and training emerging leaders across the County, including youth. This approach generates many active and flexible leaders, open to different ideas and eager to be inclusive and to inspire strong, elective and mutually supportive relationships. These individuals stay focused, communicate honestly, work collaboratively, implement purposeful planning and wisely/ strategically spend public dollars on priority projects.*

*Now more than ever, innovative educational opportunities through ISU, DMACC, area schools and others provide a framework for Story County to develop and retain a future workforce, attracting young individuals and families, and connecting all ages to life-long learning experiences.*

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 Economy and Prosperity

*In 2036, Story County is recognized nationally as having an abundance of sustainable and high paying jobs, as well as a trained and dedicated workforce to support them. A variety of industries continue to invest in the County, demonstrating their long-term commitment to the area.*

*Story County’s agricultural economy, small business activity, partnership(s) with ISU and entrepreneurial spirit are growing and diversifying our economic base, creating synergies, attracting and engaging younger residents and expanding global connections. This economic growth continues to spur the development of new housing for all income levels and quality of life amenities (e.g. service based businesses and entertainment offerings) throughout all of our communities.*

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 Growth-Oriented and Sustainable Infrastructure

*In 2036, Story County remains an agricultural-based community which boasts international research and development facilities, exceptional healthcare centers, technology related infrastructure and innovative educational facilities. In twenty years, we have increased our population to over 100,000 and invested in growth-oriented resources and approaches which maximize existing infrastructure and utilize deliberate, planned growth in targeted areas.*

*This is creating a sustainable infrastructure which preserves our “close-knit” communities, protects our cherished bonds to both urban and rural settings and ensures that Story County communities are safe places to live and work.*



# Upcoming C2C Project Meetings

- C2C Project Team Meetings
  - 2<sup>nd</sup> and 4<sup>th</sup> Tuesdays of the very month through February 2016
- C2C Citizen Task Force Meetings
  - 2<sup>nd</sup> Thursday of the month through February 2016
- 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