

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



**Story County Board of Supervisors Meeting**  
**August 25<sup>th</sup>, 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



**MSA**  
PROFESSIONAL SERVICES  
CHRIS JANSON, AICP  
Project Lead  
Project Manager + Primary Contact

**CONFLUENCE**  
CHRIS SHIRES, AICP  
Project Planner

**CONFLUENCE**  
MATT CARLILE, PLA  
Project Landscape Architect

**MSA**  
PROFESSIONAL SERVICES  
CHRIS JANSON, AICP  
Project Manager

**MSA**  
PROFESSIONAL SERVICES  
SHAWN O'SHEA  
Project Planner

**MSA**  
PROFESSIONAL SERVICES  
JASON VALERIUS, AICP  
Senior Project Planner

**DESIGNWORKSHOP**  
BRITT PALMBERG, AICP  
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 horizontal line separates this header from a navigation menu containing 'HOME' and 'ABOUT THE C2C PLAN'. Below the menu is the main article title 'C2C Vision Document and Planning Summary' with a date 'MAY 4, 2015' and a 'LEAVE A COMMENT' link. The article text begins with 'Below are links to two documents created by Story County...'. To the right of the text is a search bar, a 'Follow Blog via Email' section with an email input field and a 'FOLLOW' button, and another search bar.

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 article title 'C2C Vision Document and Planning Summary' is displayed in a larger font, followed by the date and 'LEAVE A COMMENT' link. The beginning of the article text is 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)



## The C2C Plan

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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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# C2C Plan Public Engagement 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) -> 1<sup>st</sup> & 3<sup>rd</sup> Tuesday starting September
- Citizens Task Force Meetings (2<sup>nd</sup> 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*



# Meeting Agenda

- Introduction & Project Website
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  - ***Surveys***
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# 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>

Search ...

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Enter your email address to follow this blog and receive notifications of new posts by email.

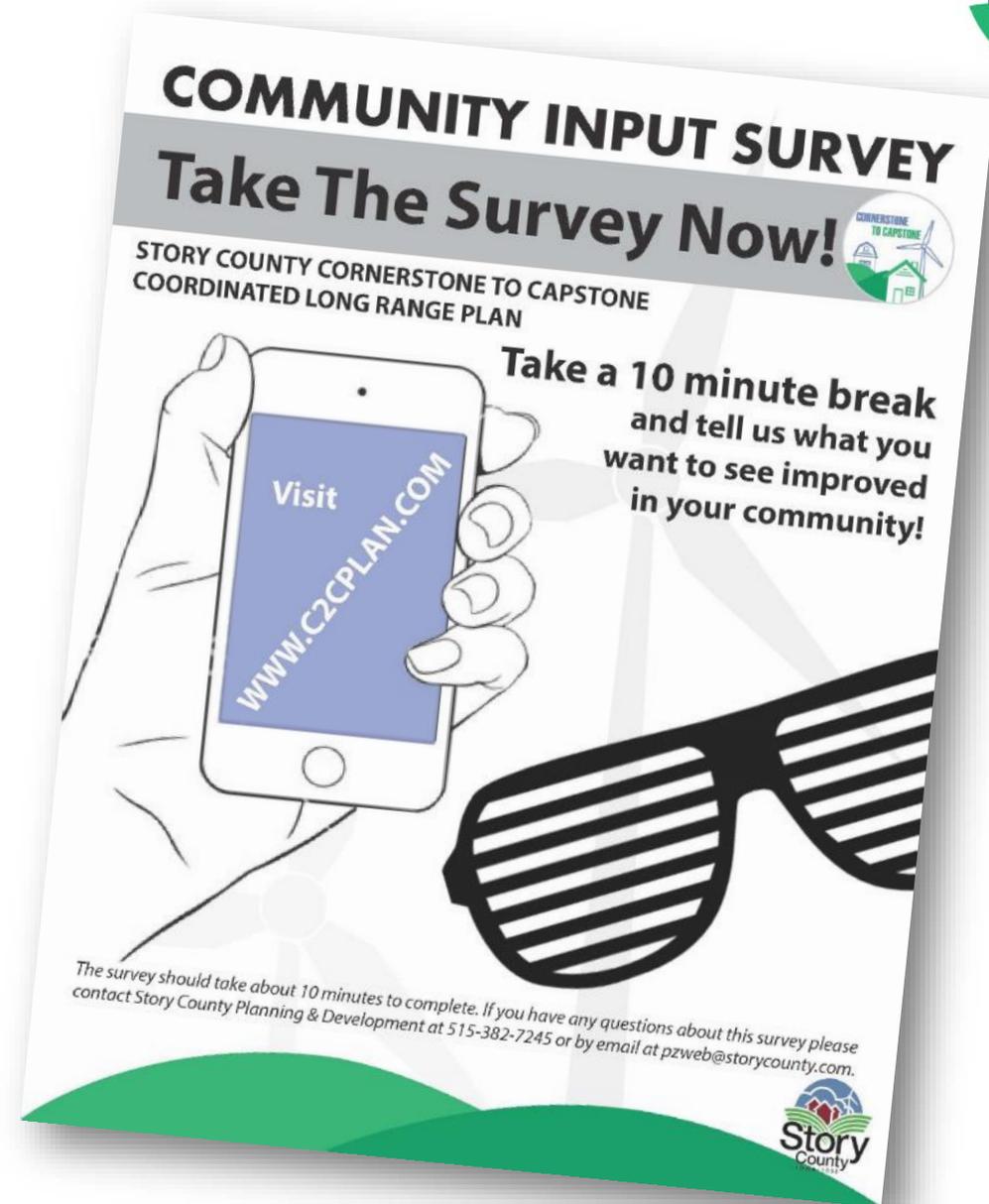
Enter your email address

FOLLOW

# Survey Review and Deployment



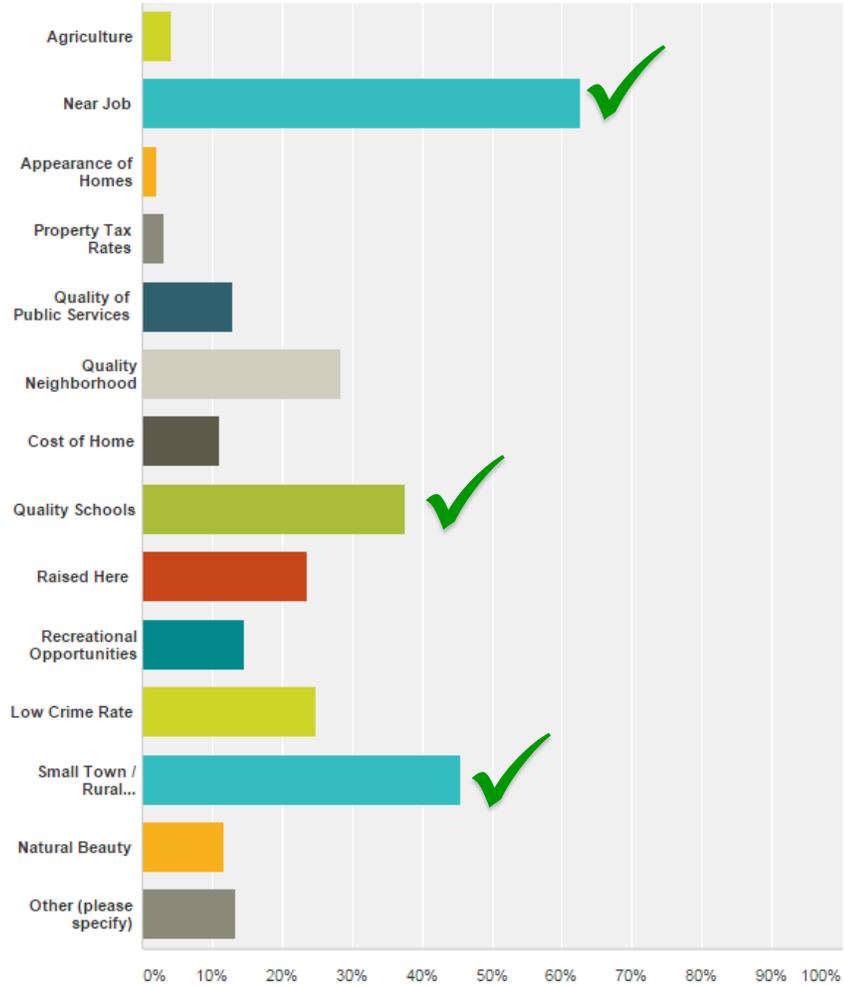
- SurveyMonkey and Print copies available at City Halls
- <https://www.surveymonkey.com/s/C2CPLANSURVEY>
- Email, Facebook (Cities and County Sites), Word of Mouth -> [c2cplan.com](http://c2cplan.com)



# Quality of Life Highlights

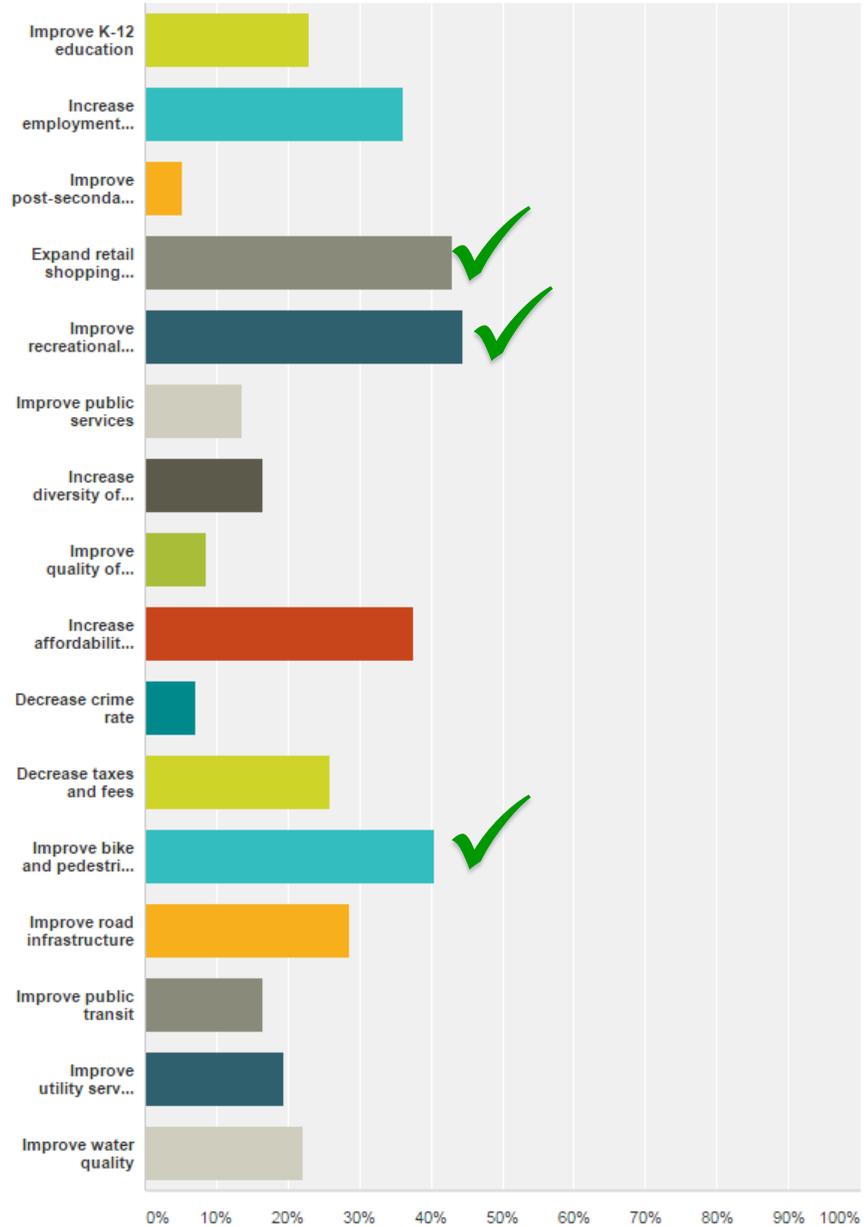
What are the three most important reasons you and your family choose to live and/or work in Story County?

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





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# 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](http://www.c2cplan.com)

# Topic Categories for Issues & Opportunities Discussion/SWOT Analysis

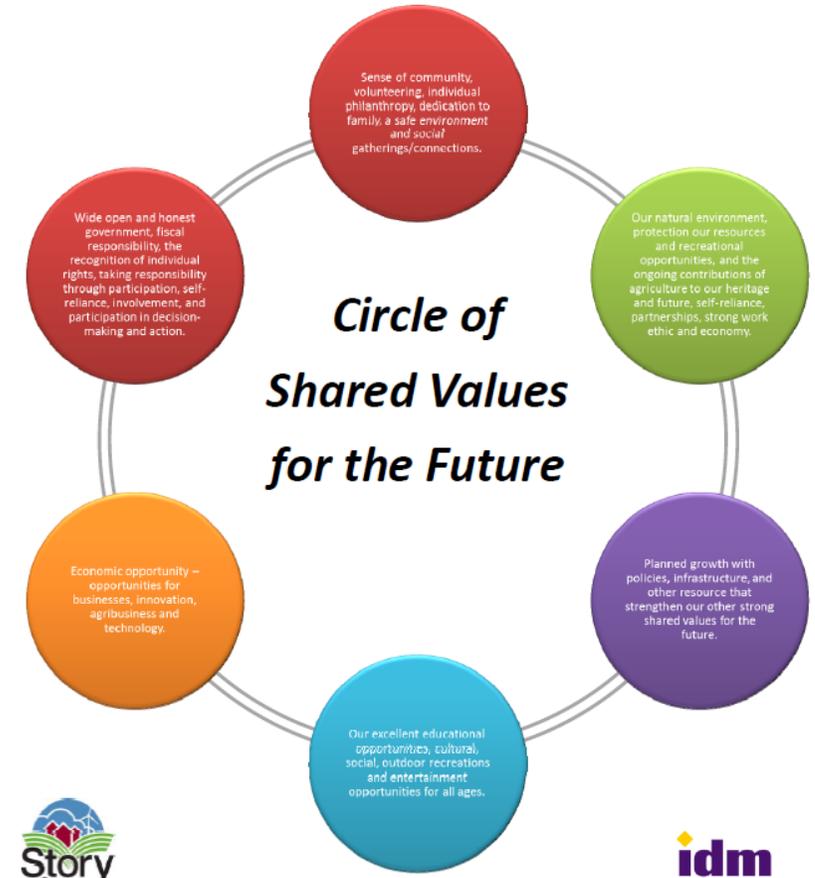
## Focus on Vision Pillars

- 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

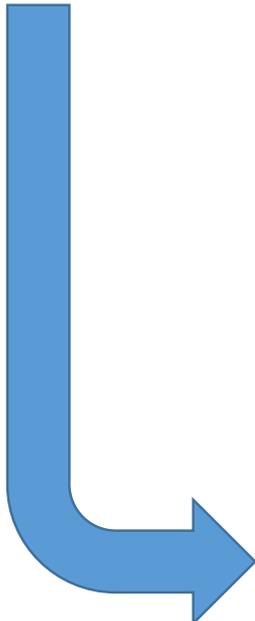


**WHY?** This process will help us formulate goals and polices for the C2C Plan based on community input.



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

# Goals and Objectives

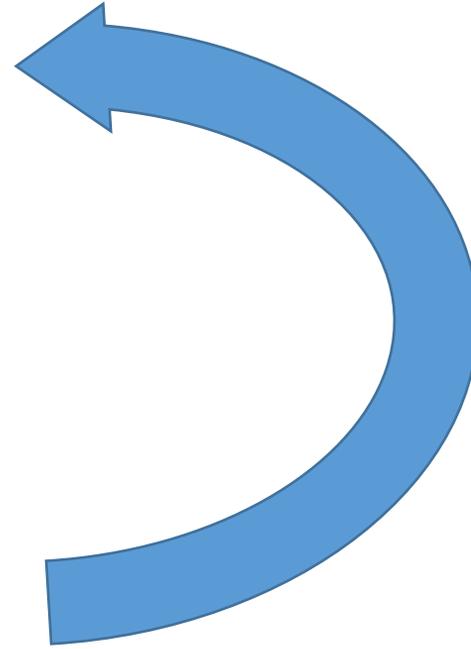
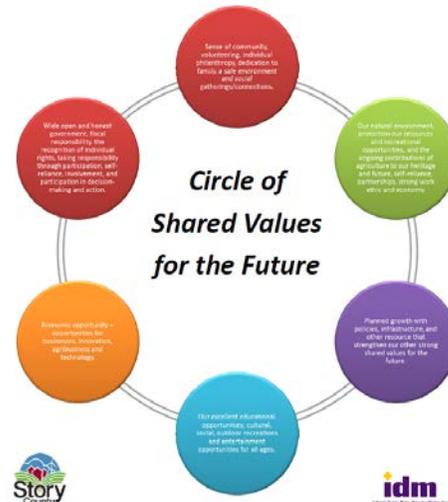


## Elements of the C2C Plan



&

## 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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2.3 Citizen Survey	2-16

Appendix A  
Appendix B  
Appendix C  
Appendix D

## 2.2 COMMUNITY VISION & IDENTITY WORKSHOPS

### Introduction

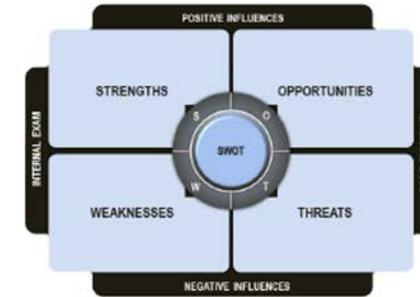
The From Cornerstone to Capstone (C2C) Plan is all about looking forward to 2036. Story County has built a solid foundation - that Cornerstone - with planning dating back to the 1950s. This planning process is designing our blueprint - the Capstone - for how we grow and develop over the coming 20 years.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

### 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
  - 1<sup>st</sup> and 3<sup>rd</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

***We will also be working with Leanne to schedule individual meetings in August or September with each Supervisor to discuss the C2C Plan; goals and thoughts on future growth.***