



Welcome to

**Dyersville**

# DYERSVILLE COMPREHENSIVE PLAN

ADOPTED | **XXXX XX, 2018**

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The logo for the City of Dyersville, featuring the word "Dyersville" in a blue, cursive font. A green swoosh with a small red and white circular element is positioned above the letter 'y'.

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# TABLE OF CONTENTS

Introduction	
1. Dyersville Today	12
2. A Vision for Dyersville	44
3. Land Use Development	56
4. Transportation	78
5. Parks	90
6. Community Development	100
7. Economic Development & Tourism	106
8. Community Character	116
9. Public Facilities and Infrastructure	124
10. Implementation	130



# EXECUTIVE SUMMARY

## Introduction

Dyersville is a community with a rich history and character. A place with nationally known tourist attractions, Dyersville's real appeal is through the warmth and comfort offered by people in the community. The tradition of Iowa values lives on in Dyersville, a testament to its residents and persistent community efforts to improve for the future. It is this framework that should be used to map the future of Dyersville for the next 5, 10, and 20 years through a comprehensive plan. A plan acts as the blueprint, consolidating planning goals and principles, opportunities, and actions – a guide and vision for the Dyersville of tomorrow.

Dyersville, a town of roughly 4,000 people, sits in the heart of northeast Iowa along Highway 20. Originating as a farming community, Dyersville has grown to be much more. Industry, tourism, culture, recreation, and charming neighborhoods all played a role in past development. Activity along Highway 20 and throughout the community present exciting opportunities and challenges. The city is strategically positioned for continued growth, just a short commute from the Dubuque metropolitan area. Growth in Dyersville needs to balance economic demands with the agricultural roots to efficiently navigate the future for an attractive and functional city.

## Comprehensive Planning in Iowa

In 2010, the Iowa State Legislature passed the "Iowa Smart Planning Act" as a way to guide and encourage the development of local comprehensive plans. The legislation outlines 10 smart planning principles and 13 comprehensive plan elements for Iowa cities to consider when developing comprehensive plans. These guidelines are intended to improve economic opportunities, preserve the natural environment, protect quality of life, and ensure equitable decision-making processes. The Dyersville plan addresses all 13 elements throughout the plan but is organized in a format that fits Dyersville's community process and planning needs.

### 10 SMART PLANNING PRINCIPLES

1. COLLABORATION
2. EFFICIENCY, TRANSPARENCY AND CONSISTENCY
3. CLEAN, RENEWABLE AND EFFICIENT ENERGY
4. OCCUPATIONAL DIVERSITY
5. REVITALIZATION
6. HOUSING DIVERSITY
7. COMMUNITY CHARACTER
8. NATURAL RESOURCES & AGRICULTURAL PROTECTION
9. SUSTAINABLE DESIGN
10. TRANSPORTATION DIVERSITY

### 13 COMPREHENSIVE PLAN ELEMENTS

1. PUBLIC PARTICIPATION
2. ISSUES AND OPPORTUNITIES
3. LAND USE
4. HOUSING
5. PUBLIC INFRASTRUCTURE AND UTILITIES
6. TRANSPORTATION
7. ECONOMIC DEVELOPMENT
8. AGRICULTURAL AND NATURAL RESOURCES
9. COMMUNITY FACILITIES
10. COMMUNITY CHARACTER
11. HAZARDS
12. INTERGOVERNMENTAL COLLABORATION
13. IMPLEMENTATION

## Why a Plan?

A plan is a roadmap, a roadmap that is both strategic and tactical. The plan has three fundamental purposes.

1. A plan provides an essential legal basis for land use regulations such as zoning and subdivision controls.
2. A modern comprehensive plan presents a unified and compelling vision for the community derived from the aspirations of its citizens and establishes the actions necessary to achieve that vision.
3. A plan guides decision makers.

For Dyersville, the need for a new plan emerged for all these reasons with the previous comprehensive plan completed decades ago. Communities experience ever changing trends, new technologies, household preferences, and people. Thus, the plan for Dyersville considers the challenges and opportunities for the next 20 years.

## Legal Role

Communities prepare and adopt comprehensive plans for legal purposes. Section 414 of the Code of Iowa enables cities to adopt zoning and subdivision ordinances to promote the “health, safety, morals, and general welfare of the community.” Such regulations are required by Iowa Code to be in conformance with a comprehensive plan. Land use regulations, such as zoning ordinances, recognize that people in a community live cooperatively and have certain responsibilities to one another. These regulations establish rules that govern how land develops within a municipality and its extra-territorial jurisdiction. The comprehensive plan creates a vision for how a community should grow and thus should guide land use decisions.

## Community Vision Role

A comprehensive plan is an action-oriented conversation about the future. An in-depth discussion that touches all residents, businesses, and organizations operating in the community both presently and in the future. The process of developing the plan and the vision for Dyersville’s future is most crucial as it articulates and implements the visions for all aspects of the community. The pride exhibited in Dyersville is displayed throughout this plan. Dyersville is like no other city, and the plan is, in fact, Dyersville’s to value and rely on for the future.

As a result, the vision must be continually discussed, reviewed, and modified as changes occur. Therefore, this plan is designed to be a working document that articulates city’s vision for the future and provides a working program for realizing the city’s high potential.

## Guidance Role

The plan is the guide for City staff, the Planning and Zoning Commission, City Council, and other City boards and commissions, as they set policy, make public investments, and deliberate on land use and development decisions but also the public.

## CITY STAFF

City staff will be the ‘boots on the ground’ orchestrating the day-to-day execution of this plan. This document should serve as a constant reference about the broad course of action envisioned by the public. Having this resource can improve consistency and efficiency in the hundreds of small decisions that go into making a city operate.

## POLICY MAKERS

Policymakers, most notably Dyersville’s City Council and Planning Commission, will help set the course for the realization of this plan. These are the bodies that will create and administer the policies that direct and shape development in Dyersville. This document can serve as a reliable source of information to guide decision making in both large-scale policies and on an individual project basis.

## THE PUBLIC

The comprehensive plan is a summary document representing the will of the engaged citizens of Dyersville as seen through the lens of demographic and economic factors. As the plan is intended to help shape the community for future generations, the public is one of the most important constituents.

## DEVELOPERS

While guided by city policy and direction, the majority of property development in American cities occurs by private, market-driven developers. This plan can help serve as a guide to developers who wish to build in Dyersville - commercial, industrial, and residential. By understanding the city’s vision of its future, developers can approach projects from a place of collaboration, reducing unnecessary project delays that can affect their profitability.

## The Plan: Approach and Format

The plan is comprehensive in its scope and therefore includes an overview and exploration of the diverse topics essential to the function of the community. From land use and economic development to the less tangible issues of community character and energy policy, this plan organizes around a series of elements that collectively provide a comprehensive guide for the city. Each element is a chapter, and each chapter focuses on a set of carefully crafted goals.

The goal and principles were developed based on the public input received throughout the current and recent planning processes. If the community can adhere and implement these goal statements, it will be true to itself and efficient in its course forward.



The Future Land Use Map is not a zoning map but should instead guide the zoning map.

## Plan Organization

A plan should be detailed enough to guide decision-makers and provide detail to support directions forward. However, the plan must not present an overly technical format. All residents, business developers, and others interested in Dyersville should be able to read and understand where Dyersville strives to be in the future. The organization of the plan falls into chapters; each focused on a piece of the Dyersville framework. The separation of chapters does not mean these pieces work separately from each other, each relates to the others. The final implementation chapter brings the goals and objectives of each chapter together, creating a blueprint for the future.

### CHAPTER 1: DYERSVILLE TODAY

What are the characteristics of Dyersville today and can these characteristics be expected to continue into the future? Through demographic, economic, environmental, facility, infrastructure, and land use considerations with public input, Dyersville Today shapes the goals and principles for the remainder of the plan.

### CHAPTER 2: GOALS AND PRINCIPLES

A review of the public engagement process leading up to and during the creation of the plan. Through the engagement process and list of goals and principles provide the framework for the future of Dyersville.

### CHAPTER 3: LAND USE DEVELOPMENT

Identifies new growth areas – residential, commercial, industrial, and public spaces.

#### Goals

- 1. Ensure contiguous and fiscally responsible development.**
- 2. Create a safe and connected transportation system for all to walk, bike, or drive in Dyersville.**
- 3. Plan for community amenities such as parks, trails, and public spaces.**
- 4. Create and support balanced neighborhoods with diverse housing choices.**
- 5. Respect flood plains and promote stormwater management.**
- 6. Emphasize the character and image of Dyersville.**
- 7. Use public investment to promote private development.**
- 8. Make policy and land use decisions in a transparent and collaborative manner.**

**CHAPTER 4: TRANSPORTATION**

How should the transportation network be improved to accommodate all users and modes of transportation that allows safe and efficient access to all destinations in Dyersville.

**Goals**

- 1. Create a transportation network that will provide a safe and efficient means for all users including pedestrians, bicyclists, and drivers.**
- 2. Address deficiencies in the existing transportation system, including connectivity of all neighborhoods.**
- 3. Establish a transportation system that adequately supports commercial and industrial development.**
- 4. Develop new transportation networks that support the long-term development framework of the city.**

**CHAPTER 5: PARKS**

Dyersville has a great park system and there are opportunities to enhance existing parks and add new parks/recreation facilities in deficient areas, including the type of parks needed to meet projected future growth and changing preferences.

**Goals**

- 1. Continue to maintain a high-quality park system.**
- 2. Provide new and expanded park and recreation facilities that are spatially distributed in the community.**
- 3. Encourage neighborhood and community destinations that are family friendly and support strong social networks.**
- 4. Connect Dyersville’s neighborhoods and community destinations internally and to the region with a trail system that will provide a safe and healthy transportation alternative.**

**CHAPTER 6: COMMUNITY DEVELOPMENT**

Housing is Dyersville’s single most significant asset and a priority criterion for households deciding whether to move to a community. What housing types are needed in Dyersville and where the growth opportunities exist to provide affordable, quality housing to all age ranges from young professionals to seniors.

**Goals**

- 1. Market to and provide new households with available and affordable housing to complement the assets of the city.**
- 2. Provide a choice of housing environments by providing developable sites and residential types that meet housing needs for households at different stages in the life cycle.**
- 3. Initiate public incentives to meet needs that the private market cannot satisfy alone.**
- 4. Increase the capacity of the community to meet continuing housing needs.**
- 5. Conserve and support the well-being of the existing housing supply while taking advantage of new opportunities.**

## CHAPTER 7: ECONOMIC DEVELOPMENT AND TOURISM

Economic development and tourism assets in Dyersville are plentiful. Strategies for economic development success are recommended for business growth, leveraging tourism, and prioritizing downtown.

**Goals**

1. **Capitalize on the draw of regional destinations to attract business and visitors to the community.**
2. **Market the high quality of life in Dyersville.**
3. **Support local businesses by encouraging a diverse, year-round economy.**
4. **Ensure adequate public services and infrastructure to support new commercial and industrial growth areas.**

**Downtown Goals**

1. **Establish downtown Dyersville as a regional destination in the community.**
2. **Create a business environment that supports a variety of business types and uses, including residential.**
3. **Establish programming that keeps downtown “active.”**
4. **Provide connections to downtown and public gathering spaces near and within the district.**
5. **Continue to invest and maintain downtown as a high priority**

## CHAPTER 8: COMMUNITY CHARACTER

The image of the city spans all aspect of the comprehensive plan. Community character relates to the first impressions of visitors and residents. Aspects include wayfinding, gateways, corridor appearance, and community gathering spaces.

**Goals**

1. **Encourage places where Dyersville residents can gather and socialize to build connections.**
2. **Create attractive entryways into the community from all directions to show that Dyersville is a vibrant and cohesive community.**
3. **Continue to support a positive appearance of the community by investing in downtown, parks, recreation, schools, and the streetscape environment.**

## CHAPTER 9: PUBLIC FACILITIES

Adequate public facilities ensure growth occurs in an orderly fashion, but more importantly the safety of residents and visitors to Dyersville.

**Goals**

1. **Ensure public facilities are maintained and located to best serve all parts of the community for the highest level of emergency response and service.**
2. **Seek opportunities where appropriate to remove critical facilities out of flood areas, or mitigate the effects of flooding, to ensure access during a disaster event.**
3. **Guide the extension of infrastructure, including technology infrastructure, in a way that supports efficient patterns of community and economic development.**
4. **Direct new utility systems in a way that reduces stress on older systems within the city center.**
5. **Create policies to support and incentivize renewable energy sources to lower long-term costs and increase the sustainability of development.**

## CHAPTER 10: IMPLEMENTATION

Identifies steps that need to be taken to reach the vision for Dyersville. An implementation schedule details the timeframe and responsibility to achieve the goals of each chapter in a coordinated approach to achieve success while being fiscally responsible.





## DYERSVILLE TODAY

A city is a dynamic and ever-changing environment where the decisions of individual players have an impact on the community as a whole. Dyersville is different today than it has been in the past and how it will be at any point in the future. Its residents will change, its businesses will change, and its role in the region will continue to evolve. An effective plan must understand the present state of affairs to craft appropriate recommendations for its development and future growth.

## SNAPSHOT OF TODAY

What are the characteristics of the people that live in Dyersville, where do they live, where do they work, and where do they spend their money? Understanding all these factors is the first step to begin forecasting into the future. This chapter explores Dyersville today and where it could be in the future through several questions:

- › How will the population change and what are future preferences?
- › Where will people live and what will be their housing preferences?
- › Where will the city attract and support new employment for industrial and commercial growth?
- › How will the city best provide access to existing neighborhoods and emerging growth areas including infrastructure and transportation routes?
- › How will Dyersville develop to promote health, recreation, and additional mobility options?
- › What will it take to improve the experience of living in and visiting Dyersville?
- › What amenities exist today and are they sufficient to ensure the quality of life improvements for all of its residents?
- › How will the environment and natural feature affect development areas in the future?



The snapshot summaries of Dyersville show what trends and conditions are within city limits. However, what is happening in similar communities and the region paints a better picture of how Dyersville compares in a broader context. In parts of this chapter, data from peer communities are presented to understand if issues and opportunities in Dyersville are unique or part of regional trends.

# DEMOGRAPHIC SNAPSHOT

## Population Change and Growth

Projecting population helps Dyersville to plan efficiently for future land use and community services. It is helpful to plan for a slightly optimistic growth rate that can be reasonably achieved with pro-active policies and investments to support and encourage action from the private market.

Overall, Dyersville has experienced growth since 1960 but a flattening out in the early 2000s. In recent years the population rebounded to historical growth rates, shown in Figure 1.1. Overall, the population of Dyersville has almost doubled since 1960 with an average annual growth rate of 0.74%.

Regional population changes since 1960 vary by comparable peer communities, shown in Figure 1.3. Dyersville has historically experienced positive population growth along with Monticello, DeWitt, and Washington, whereas Oelwein and Manchester have experienced population declines in recent years. Dyersville appears positioned to capture growth, attributed to the factors described in this chapter.

FIGURE 1.1: Historical Population Growth 1960-2016

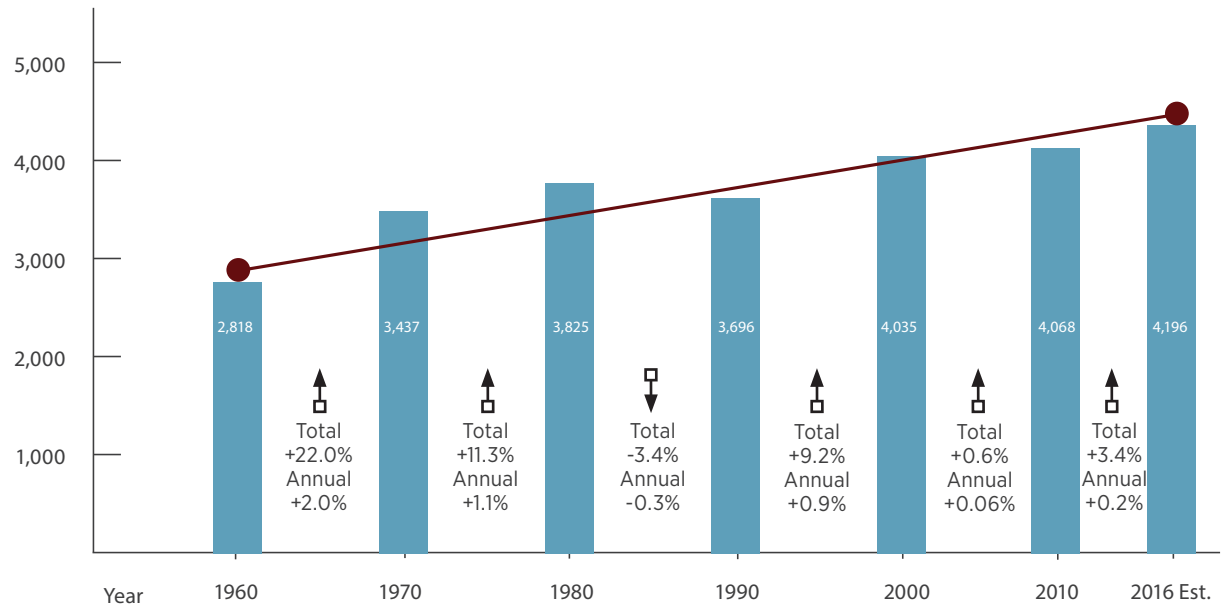
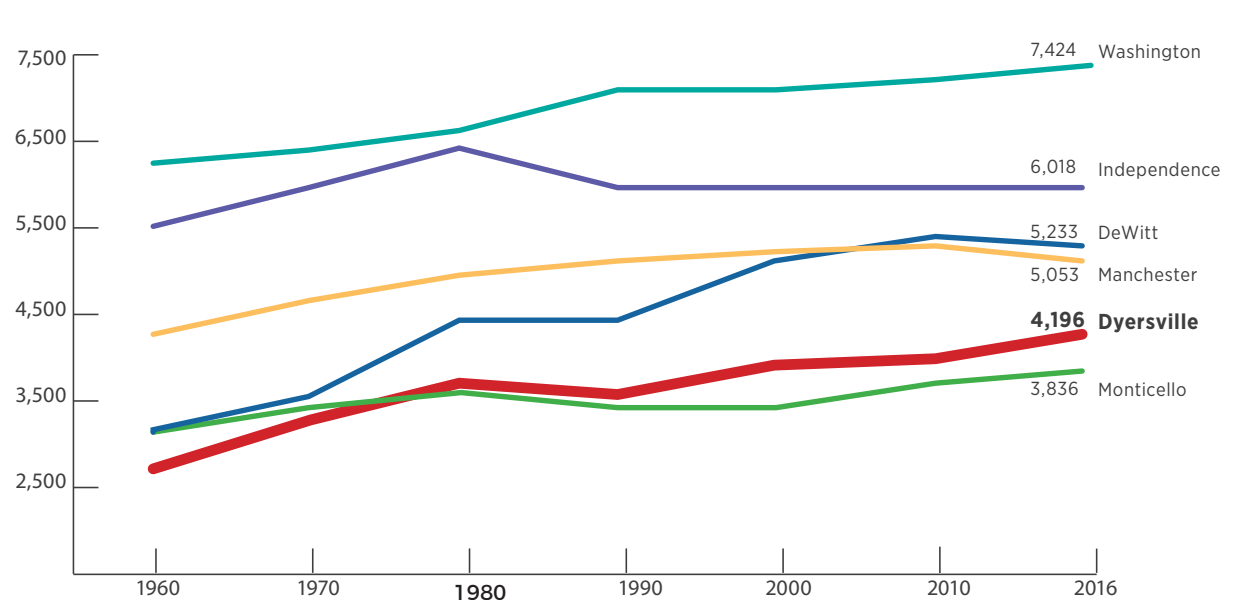


FIGURE 1.2: Regional Population Change, 1960-2016



### Age Cohort Growth

Equally crucial to overall population growth is change within different age cohorts. People at various points in their lives have different preferences for housing, parks, amenities, and employment. Furthermore, the future population can be forecasted by examining the ages of today's population and extrapolating into the future using standard birth and death rates. When this analysis is applied to the past decade and compared to actual change, we can understand the number of people moving to and from Dyersville. Figure 1.3 summarizes total population changes from 2000-2010 and Figure 1.4 shows the actual versus predicted population change more recently from 2010-2015.

- › Based on the 2015 ACS estimates, Dyersville is successfully attracting and retaining family formation aged households.
- › Dyersville has a sizeable population over 75 who tend to want to remain in Dyersville.
- › The population of Dyersville was projected to have a slight population loss from 2010 to 2015 but gained 201 residents from the predicted amount, thus indicating migration occurred and more people moved to Dyersville than left. The most notable changes occurred in the following cohorts:
  - › Loss: College ages 15 – 24. A loss of 174 residents
  - › Gain: Children and babies under the age of 15. An increase of 180 residents
  - › Gain: Seniors aged 75-84. An increase of 55 residents
  - › Gain: Middle-aged adults 45 - 54. An increase of 79 residents

**FIGURE 1.3:** Population Change by Age Cohort, 2000-2010

	2000		2010		CHANGE 2000-2010
	NUMBER OF RESIDENTS	PERCENT OF RESIDENTS	NUMBER OF RESIDENTS	PERCENT OF RESIDENTS	
0-15	931	23.1%	848	20.9%	(83)
15-19	287	7.1%	224	5.5%	(63)
20-24	183	4.5%	199	4.9%	16
25-34	540	13.4%	487	12.0%	(53)
35-44	634	15.7%	503	12.4%	(131)
45-54	427	10.6%	573	14.1%	146
55-64	319	7.9%	427	10.5%	108
65-74	364	9.0%	355	8.7%	(9)
75-84	254	6.3%	310	7.6%	56
85+	96	2.4%	132	3.3%	36
<b>Total</b>	<b>4,035</b>		<b>4,058</b>		<b>23</b>
Median Age	36.1		40.3		

Source: U.S. Census Bureau

**FIGURE 1.4:** Predicted versus Actual Population Change, 2010-2015

	2010 ACTUAL	2015 PREDICTED	2015 5-YEAR ESTIMATE	DIFFERENCE	% VARIANCE
0-15	848	781	961	180	23.0%
15-19	224	291	169	(130)	(44.6%)
20-24	199	223	179	(44)	(19.7%)
25-34	487	466	538	72	15.5%
35-44	503	457	447	(10)	(2.2%)
45-54	573	505	584	79	15.6%
55-64	427	519	519	0	0%
65-74	355	344	339	(5)	(1.5%)
75-84	310	268	323	55	20.5%
85+	132	161	155	(6)	(3.7%)
<b>Total</b>	<b>4,058</b>	<b>4,013</b>	<b>4,214</b>	<b>201</b>	<b>5.0%</b>

Source: U.S. Census Bureau; American Community Survey; RDG Planning & Design

## Population Projection - Where we can expect to be?

Based on several demographic, economic, and housing indicators detailed in this chapter, Figure 1.5 shows a series of population growth scenarios through 2040. Population projections help Dyersville to plan efficiently for future land use and community services.

All scenarios project population growth over what would be expected from a natural growth rate, or rather growth (decline) only occurring through standard birth and death rates to the current population.

- › By 2020 using the average of all methods, Dyersville population will grow to 4,343
- › By 2040, Dyersville population will grow to 5,064

A variety of reasons attract people to move to and away from communities (such as jobs, housing, and quality elder care). To maintain the projected growth, Dyersville will need to continue to enhance and provide amenities while supplying quality facilities and housing opportunities discussed throughout the plan.

**FIGURE 1.5:** Population Projection

	2010	2015	2020	2025	2030	2035	2040
Actual	4,058	4,214*					
Natural Growth Rate	4,058	4,214*	4,137	4,064	4,012	4,003	4,011
8% decennial in-migration, high birthrate	4,058	4,173	4,324	4,513	4,774	4,842	4,873
10% decennial in-migration, high birthrate	4,058	4,214	4,408	4,645	4,960	5,282	5,582
25 year annual growth rate	4,058	4,166	4,277	4,390	4,507	4,628	4,752
50 year annual growth rate	4,058	4,209	4,365	4,527	4,695	4,869	5,049
<b>Average of four growth methods</b>	<b>4,058</b>	<b>4,190</b>	<b>4,343</b>	<b>4,518</b>	<b>4,734</b>	<b>4,905</b>	<b>5,064</b>

\*2011-2015 American Community Survey estimate  
 Source: U.S. Census; RDG Planning & Design

## ECONOMIC SNAPSHOT

A community's economic landscape dictates where residents live, work, and play. Dyersville is an affordable community with adequate incomes to support a variety of businesses.

### Income and Employment

An individual's personal and household wages influences the amount of income available for necessities and monies spent in the community. Dyersville has a median household income of \$49,392, above and increasing more than most peer cities shown in Figure 1.6.

Stable incomes in Dyersville correlate partially to the healthy workforce within the community and region. In Dyersville, the unemployment rate fell from 4.2% in 1990 to 2.8% in 2015. Figure 1.7 shows changes in unemployment from 2010-2015, slightly increasing in Dyersville but still at a healthy rate.

Figure 1.8 shows the types of jobs Dyersville residents are employed in, whether located in Dyersville or another community. Employed residents have skills in manufacturing, education, and healthcare. While 2,259 people living in Dyersville are employed, only 684 people both live and work in Dyersville. The excess employment positions offer an opportunity to capture more residential growth in Dyersville. Detailed business sectors are evaluated more in Chapter 7: Downtown.

The ability and convenience of commuting to employment opportunities in Dubuque is a secondary reason for the lower unemployment and higher incomes. The proximity both increases competition and offers the opportunity to attract

new residents looking for a small town but near a larger city. Consequently, Figure 1.9 shows commuting patterns:

- › 684 live and work inside Dyersville
- › 1,785 live in Dyersville but work outside of the city – out-commuters
- › 2,573 work in Dyersville and live outside the city – in-commuters

### Economic Activity

A common measurement of economic activity includes retail sales and commercial/industrial business growth. The 2018 Downtown Plan includes a market analysis for the city. Highlights of this analysis include:

- › Dyersville attracts spending from outside the city in everyday needs. Dyersville is a place where households in rural areas can quickly get supplies, or go out to eat when in town or for entertainment purposes.
- › When looking at the total market area, grocery stores, auto parts stores, and building material stores remain strong. However, more households seek other cities for health/personal care stores and restaurants/other eating establishments.
- › Households in the market area go elsewhere to shop for clothing and department store merchandise. Dubuque offers a large variety of options and population base for clothing and department stores to succeed.

### Tourism

Dyersville is especially unique because of its nationally known tourist attractions. The plan details opportunities to further leverage and enhance these venues.

- › **The Basilica of St Francis Xavier.** A 125+ year old church and one of 53 basilicas in the United States, a designation that can only be made by the Pope.
- › **National Farm Toy Museum.** A museum featuring over 1,000 toys and displays that attracts collectors and farm enthusiasts from across the country.
- › **Field of Dreams Movie Site.** Perhaps the most well know attraction in Dyersville, the Field of Dreams movie site preserves the famous setting of the 1989 film, offering tours and attracting thousands of visitors a year.
- › **Other Museums.** Several museums including the Dyer – Botsford Doll Museum and Becker Woodcarving Museum add to the cultural attractions in Dyersville.
- › **Heritage Trail.** Trails are a growing economic development tool and community amenity. The 26-mile Heritage Trail runs from Dyersville to Dubuque and offers an opportunity for bicycle tourism from a large regional population.

FIGURE 1.9: Employment Inflow-Outflow



Source: U.S. Census Bureau

**FIGURE 1.6: Regional Household Incomes**

	POP.	MEDIAN HOUSEHOLD INCOME (2010)	MEDIAN HOUSEHOLD INCOME (2015)	% CHANGE
<b>Dyersville</b>	<b>4,214</b>	<b>43,017</b>	<b>49,392</b>	<b>15%</b>
Manchester	5,106	42,036	45,616	9%
Monticello	3,800	42,518	47,083	11%
Independence	5,986	46,589	50,036	7%
Washington	7,348	46,566	45,013	-3%
DeWitt	5,283	49,295	58,750	19%
Dubuque County	95,906	48,573	54,605	12%
State of Iowa	3,093,526	48,872	53,183	9%

Source: American Community Survey

**FIGURE 1.7: Percent of Labor Force Employed**

	2010	2015
<b>Dyersville</b>	<b>1.5</b>	<b>2.8</b>
Manchester	5.4	3.8
Monticello	2.3	4.3
Independence	4.5	2.4
Washington	6.7	6.2
DeWitt	8.3	3.1
Dubuque County	4.8	4.3
State of Iowa	5.3	4.9

Source: American Community Survey

**FIGURE 1.8: Employment by Occupation**

	NUMBER	%
<b>Civilian employed population 16 years and over</b>	<b>2,259</b>	
Management, business, science, and arts occupations	600	27%
Service occupations	363	16%
Sales and office occupations	502	22%
Natural resources, construction, and maintenance occupations	326	14%
Production, transportation, and material moving occupations	468	21%

Source: U.S. Census

## ENVIRONMENTAL SNAPSHOT

Dyersville lies within a flat area surrounded primarily by agricultural production but is part of a much larger region of the Upper Mississippi River Basin. Historically, Dyersville developed around waterway resources. Therefore, environmental features and associated impacts mostly relate to water drainage. Identifying these elements and acknowledging their influence on the direction of development is vital to creating a comprehensive plan and land use vision that meets Dyersville’s future needs.

### Drainage Impacts

Locally, Dyersville is within the Grant-Little Maquoketa and the Maquoketa Watersheds. Several streams draining from these watersheds flow through Dyersville.

- › **North Fork Maquoketa River.** The North Fork flows through the heart of downtown, south through Westside Park and continuing south past Highway 20.
- › **Bear Creek.** Drains from the west, flowing through the southwest part of Dyersville into the North Fork River.
- › **Hewitt Creek.** Drains from the east, flowing through the northeast part of Dyersville, north of Beltline Road, into the North Fork River.

### Floodplains

In the past several decades, local, state, and federal agencies have become more aware of the impact that development can have on stormwater erosion and water quality. The management of stormwater and the impact that development has on the city’s drainage system requires close monitoring. Development that increases both the volume and velocity of water runoff can create significant flooding and erosion issues both on-site and downstream. Severe flooding also hinders transportation and emergency services, as was notably the case in 1999, 2002, 2008, and 2010. Many flood-damaged properties have since been removed from the floodplain through FEMA flood buy-out programs and are now park or open space.

Figure 1.10 shows the floodplains in Dyersville and critical facilities - Bridges significant to connectivity and emergency access; Utilities that provide water and sewage service to the city; and Buildings that act as refuge areas, house city service equipment, and medical facilities. A portion of developed areas remain in the floodplain, including western areas of downtown. Several areas for potential growth are outside of flood areas. The 2011 Dyersville Hazard Mitigation Plan identifies a high probability of future flash flooding with a critical vulnerability that could impact 10-25% of the community. The likelihood of river flooding in the 100 year floodplain is less, but should not be overlooked.

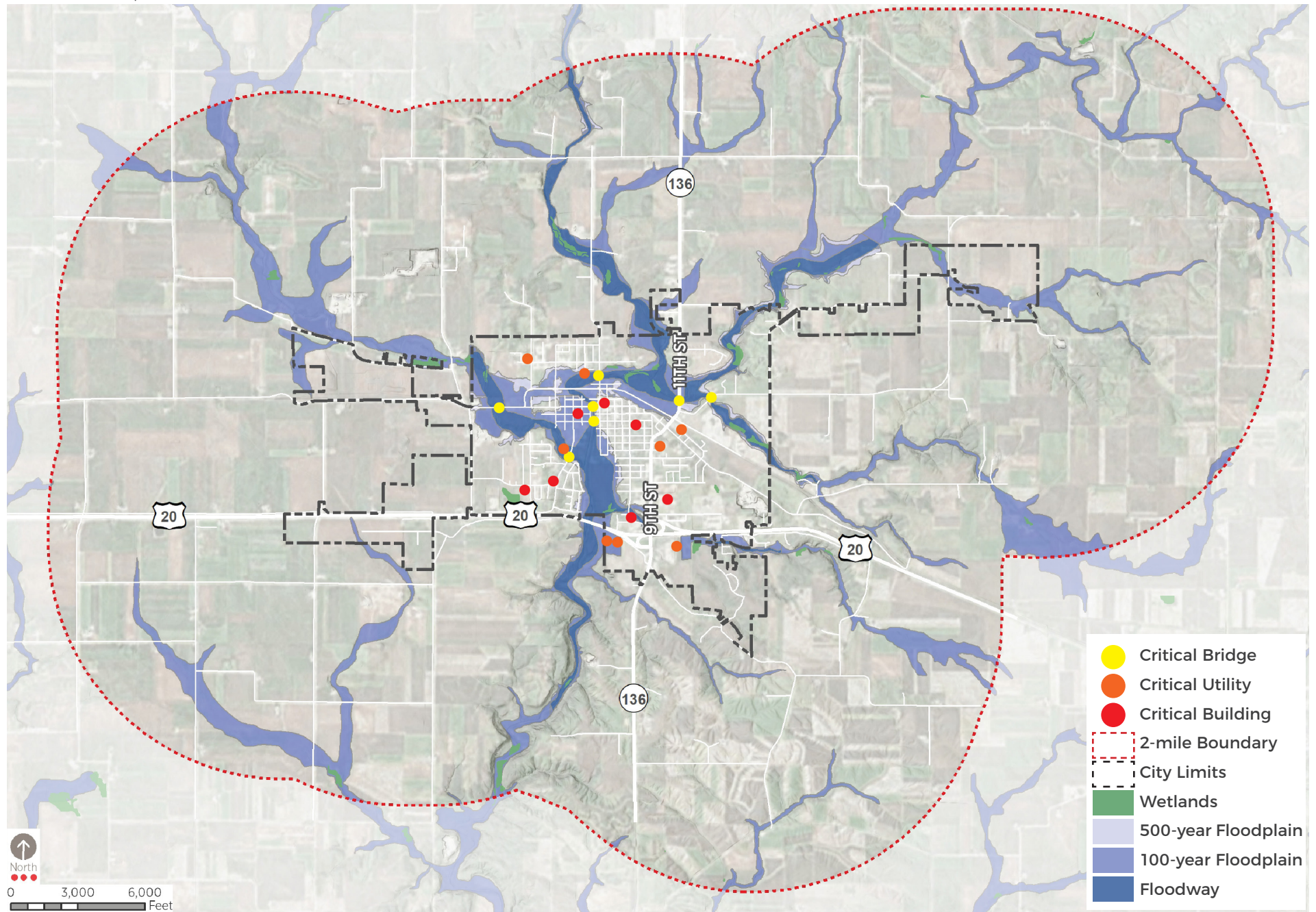
- › Flash flooding - a type of flooding event where water levels rise at a fast rate (generally less than six hours) and have high flow velocities.
- › Riverine flooding - the overflow of a river, tributary or another body of water into the floodplain area when water exceeds the channel’s capacity.



The plan does not recommend development within the floodway.

Various actions across all elements of the comprehensive plan can lessen or even prevent damage from both flash and river flooding events. Also, areas reserved for flood protection provide wildlife habitats, buffers between developments, improve water quality, and increase opportunities for recreation activities.

FIGURE 1.10: Floodplains and Critical Facilities



## Environmental Constraints

Figure 1.11 shows a development suitability map based on environmental constraints. Development suitability considers:

**Flood risk.** Limited development in the 100- and 500-year floodplain. No development in the floodway.

**Wetlands.** No development in wetlands; limited development in ponding areas.

**Slopes.** No development on slopes over 20%; limited in lower slopes.

**Hydric soils.** Hydric soils require proper measures to incorporate natural stormwater management to prevent increased risks of flash flooding.

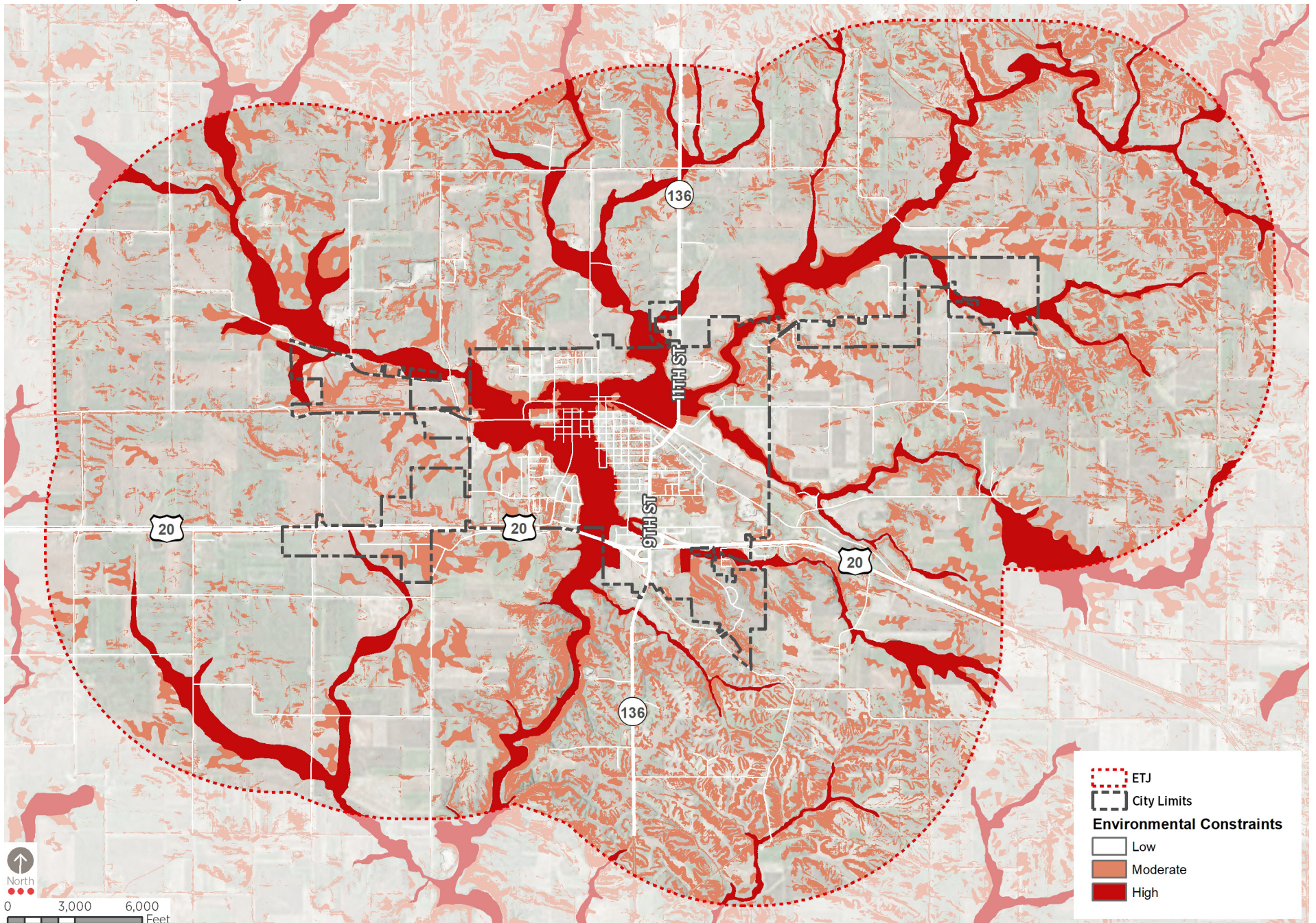
**Farmland class.** Development is limited on good farmland and reserved for poor farmland.

In summary:

- › Water drainage and flooding do prevent available development sites.
- › Stormwater management will be a significant issue for both Dyersville and the broader region in the coming years. New developments will need to effectively and efficiently address stormwater to both protect the drainage corridors within developments and downstream, detailed more under the Infrastructure Snapshot.
- › Topography is not a significant barrier to development for the city.



FIGURE 1.11: Development Suitability



## HOUSING SNAPSHOT

The expense, nature, and disposition of a community's housing stock are some of its most defining characteristics. These market conditions are inherent and universally experienced by all current, prospective, and future generations of residents. For these reasons, it is essential to consider whether the existing housing stock is adequate to meet the needs of the community. Additionally, observing housing trends for tenure, median value/rent, and price relative to income can help reveal important information about a community's current economic trajectory. The 2017 Dyersville Community Housing Assessment Team Report, a separate document from this plan, provides greater insight into the housing market.

### Construction Activity

Figure 1.12 shows residential construction activity since 2000. Most development in Dyersville has been single-family homes while multi-family production has been low. Between 2000 and 2016, Dyersville experienced 311 new dwelling units constructed at an average rate of just over 18 homes per year.

### Housing Occupancy

The ratio of single-family home construction aligns with current occupancy ratios of about an 80/20% owner- to renter-occupied split shown in Figure 1.13. The percentage of owner-occupied and renter-occupied units remained consistent over the past 15 years, but a significant number of new units were built. The vacancy rate has been stable at rates below 6%, a healthy level to assure options in the housing market.

### Affordability

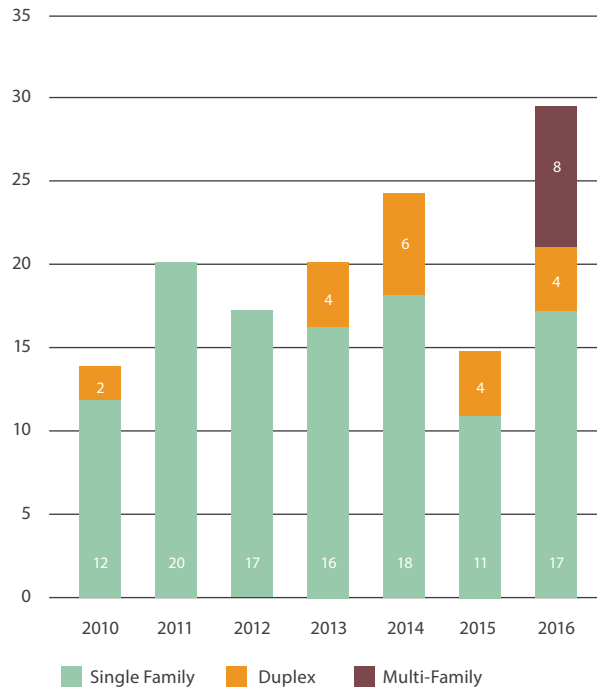
The definition of "affordable housing" is determined by a household's income. What is affordable to one income bracket is not necessarily affordable to another. One metric to evaluate whether a home is affordable to a homebuyer is to compare their household income to the value of the home. This metric can be adapted to assess the affordability of housing markets in different cities.

Dyersville has a shortage of units for households making less than \$50,000 and more than \$150,000 per year. Figure 1.15 shows where affordability gaps exist in the Dyersville housing market for households in different income ranges. Based on household incomes and the number of affordable units available to those income ranges,

The cost of housing in Dyersville is valued higher and considered less affordable compared to other communities. Figure 1.14 presents a comparison of housing value to income. An affordable, self-sustaining housing market, with sufficient value and revenues to support market-rate new construction, typically exhibits a value to income ratio between 2.5 to 3.0. Ratios above 3.0 present significant affordability issues while ratios below 2.0 are significantly undervalued relative to income. Housing in Dyersville is generally high quality and reflected in the housing value.



**FIGURE 1.12:** Dyersville Construction Activity, 2010-2016



Source: City of Dyersville

**FIGURE 1.13:** Dyersville Occupancy Characteristics

	2000	% OF OCCUPIED UNITS	2015 ESTIMATE	% OF OCCUPIED UNITS
Owner-Occupied	1,298	82%	1,454	82%
Renter Occupied	280	18%	314	18%
Total Vacant	91		82	
Vacancy Rate	5.5%		4.4%	
Total	1,669		1,850	

**FIGURE 1.14:** Peer City Value to Income Ratio

City	MEDIAN HH INCOME	MEDIAN HOUSE VALUE	VALUE/INCOME RATIO
Dyersville	\$49,392	\$141,700	2.87
Manchester	\$45,616	\$95,600	2.10
Monticello	\$47,083	\$111,400	2.37
Washington	\$45,013	\$100,900	2.24
Independence	\$50,036	\$117,200	2.34
De Witt	\$58,750	\$140,700	2.39

Source: U.S. Census

**FIGURE 1.15:** Income Distributions and Housing Affordability Ranges

Income Range	HOUSEHOLD INCOME RANGE	AFFORDABLE RANGE FOR OWNER UNITS	# OF OWNER UNITS	AFFORDABLE RANGE OF RENTER UNITS	# OF RENTER UNITS	TOTAL AFFORDABLE UNITS	BALANCE
\$0-25,000	311	\$0-50,000	99	\$0-500	145	244	-67
\$25,000-49,999	601	\$50,000-99,999	245	\$500-799	80	325	-276
\$50,000-74,999	350	\$100,000-149,999	441	\$800-999	63	504	+154
\$75,000-99,999	256	\$150,000-199,999	328	\$1,000-1,499	18	346	+90
\$100,000-149,999	232	\$200-\$299,999	225	\$1,500-1,999	0	225	-7
\$150,000+	18	\$300,000+	116	\$2,000+	9	125	+108
Median Income:	\$49,392						

Source: U.S. Census, American Community Survey; RDG Planning & Design

# TRANSPORTATION SNAPSHOT

Dyersville’s transportation system ranges in importance from major highways to local streets. Elements of the transportation network include streets, railroads, trails, sidewalks, and transit routes. Figure 1.16 shows the transportation system in Dyersville with proposed changes planning in the future.

## Streets

**Principal Arterials.** These roads serve regional needs and connect important activity centers.

- › **US Highway 20.** U.S. Highway 20 spans east/west across Iowa and is a primary route for freight transportation and commuters alike. Travel times along Highway 20 between Dyersville and Downtown Dubuque are roughly 30 minutes and approximately 60 minutes to the Waterloo metro.
  - › A new interchange completed in 2016 provides direct access to existing industrial and business park areas on the western side of Dyersville, spurring the opportunity for additional development.
  - › The at-grade access point at 7th Street closed, an intersection that regularly had the most annual fatalities in Dyersville from traffic crashes.

- › **State Highway 136/9th Street SE.** The eastern access point to Dyersville off Highway 20 and the gateway corridor to the community. Major destinations along the corridor include Beckman High School, the National Farm Toy Museum, and general grocery/commercial needs. High traffic volumes make the corridor desirable for commercial uses and impacts visitor’s first impression of Dyersville.

**Collectors.** The collector system links neighborhoods together and connects them to arterials and activity centers. Collectors are designed for relatively low speeds in urban areas.

- › **County Road D22.** A primary east/west major collector used mostly by travelers from rural areas to the north. D22 is the main route through downtown (1st Avenue), a connector to the Field of Dreams site to the east, and northern access to western industrial areas.
- › **County Road X49.** A north/south minor collector that extends from the new Highway 20 interchange on the western edge of Dyersville

**Local Streets.** Overall, local streets serve individual properties within all areas of the city to provide direct, low-speed access for relatively short trips.

- › Dyersville’s local street system is in good condition with select areas in need of repair with more repair anticipated in coming years as infrastructure continues to age.
- › Natural obstruction become barriers to connectivity for several east/west and north/south routes.

## Trails

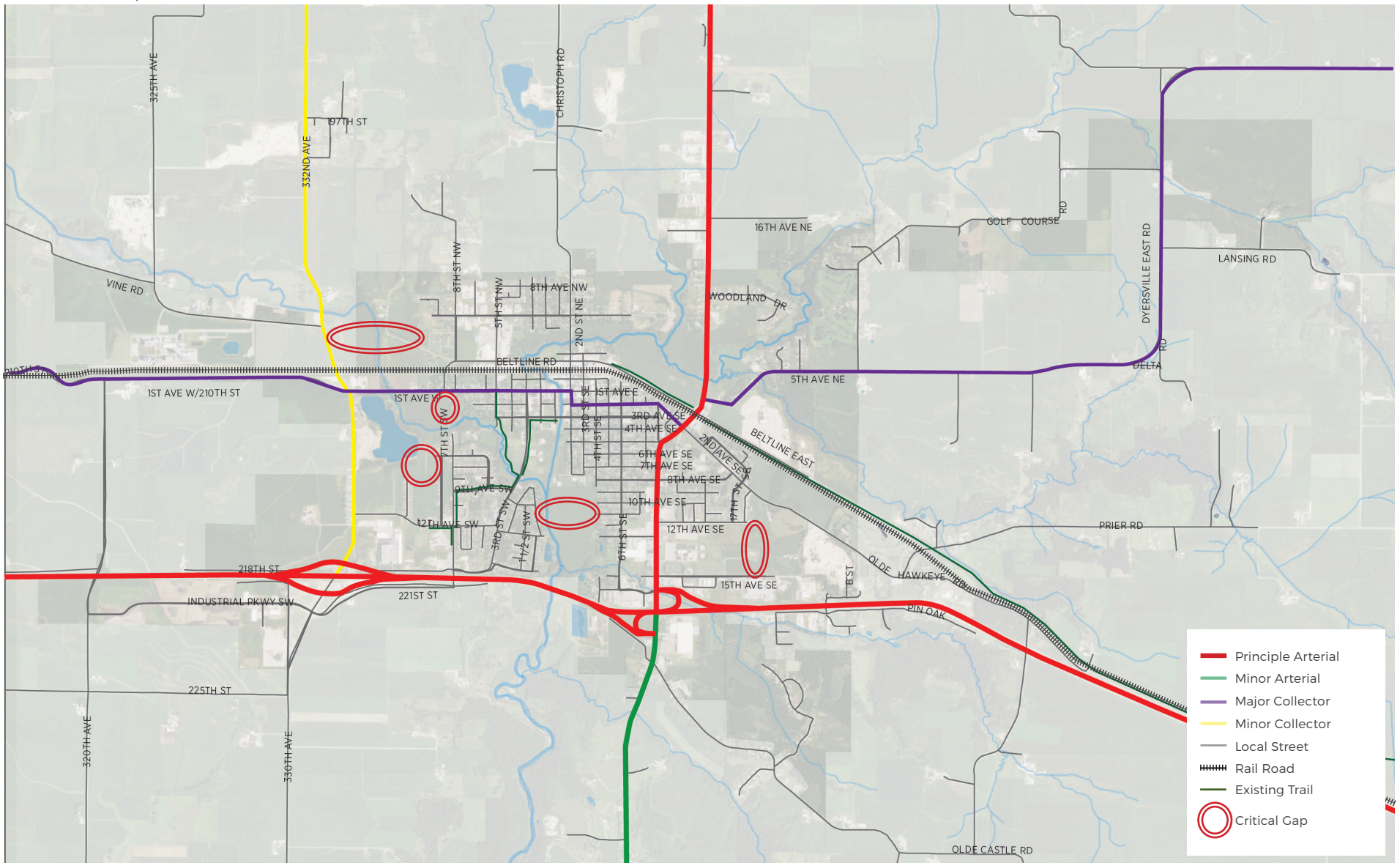
Dyersville has 2.8 miles of completed trails (or trails under construction). Existing trails or trail width sidewalks are limited to an extension of the Heritage Trail along Beltline Road, circulation trails within Westside Park, and areas near Dyersville Elementary. Bicyclists mostly have to use narrow sidewalks or streets to reach destinations. The bicycle conditions create unsafe conditions to many destinations that require a cyclist to ride on, or cross high traffic roads such, as 1st Avenue and Highway 136.

The city has an aggressive plan for a complete trail network of off-street paths and widened sidewalks to create a more connected system and reach more destinations. To achieve connectivity, the existing City trail plan calls for 11+ miles of additional trails, shown and incorporated in Chapter 4: Transportation.

## Sidewalks

The sidewalk system has gaps depending on when neighborhoods were developed, and cross connectivity needs to be in sync. Sidewalks adequately serve areas in and around downtown. However, all other areas in the community do not have sidewalks other than new development built in the last 10-15 years. The condition of sidewalks varies by location with better quality sidewalks downtown, near schools, and within recent developments.

FIGURE 1.16: Transportation Network



## Railroad

A rail line spans the northern portion of Dyersville. The line borders the north edge of downtown, paralleling Beltline Road. Industrial areas benefit from direct access to rail such as the ethanol plant. Rail lines through town increase safety concerns for pedestrians and emergency vehicle access. Emergency concerns increase during flooding events that may block local streets, further limiting community connectivity if the railroad crossings are blocked by trains.

## Transit

The Region 8 Regional Transit Authority (RTA) serves Dyersville, an organization providing transit services for Dubuque, Clinton, Delaware, and Jackson Counties. Services are open to the public, including handicap accessible transportation and demand service response to rural areas. An in-town service is in Dyersville and routes run between communities in the service region. The transit service requires users to arrange pick-up and delivery ahead of time between 5 a.m. to 5 p.m. Usage of RTA ranged from 150,000 - 200,000 riders annually between 2006-2010 and will likely increase annual ridership to accommodate aging communities and rural areas.

## Traffic Volume

Figure 1.17 presents the change in annual average daily traffic volume of various street sections between 2009 and 2013. Figure 1.18 shows the 2013 counts. Traffic volumes have increased on Highway 136 leading into Dyersville from Highway 20. Traffic on Highway 136 may continue to increase with the planned rerouting of U.S. Highway 52 from Luxemburg to Dyersville following Highway 136. Also, traffic on Highway 20 has increased east of the new interchange, resulting from new industry in the area.

## Level of Service

System performance of a street is evaluated using a criterion called the “level of service” (LOS). LOS is a qualitative measure that focuses on speed and smoothness of traffic flow under specific volume conditions. A ratio of volume to capacity (how much traffic the street carries divided by how much traffic the street was designed to carry) provides a short method for determining LOS. LOS at D, E, or F indicate traffic flow and capacity problems. LOS A, B, or C represent adequate traffic flow and capacity.

Level of service was calculated in 2010 for major roadways in Dyersville from the Dubuque Metropolitan Area Traffic Study (DMATS) travel demand model and the Iowa DOT statewide forecast. Travel volumes did not increase drastically between 2009 and 2013. However, increased volumes indicate the potential for a lower level of service on Highway 136 if road capacity remains the same. **The DMATS model predicts a LOS of D on Highway 136 between 2nd Avenue SE and Highway 20 by 2040.**

The LOS measure is a measure of traffic speed. LOS is an important measure because the fundamental purpose of streets is to move traffic. However, LOS does not measure other important values including:

- › Neighborhood preservation
- › Environmental quality
- › Economic vitality and access
- › Energy conservation
- › Efficient development patterns
- › Pedestrian environment

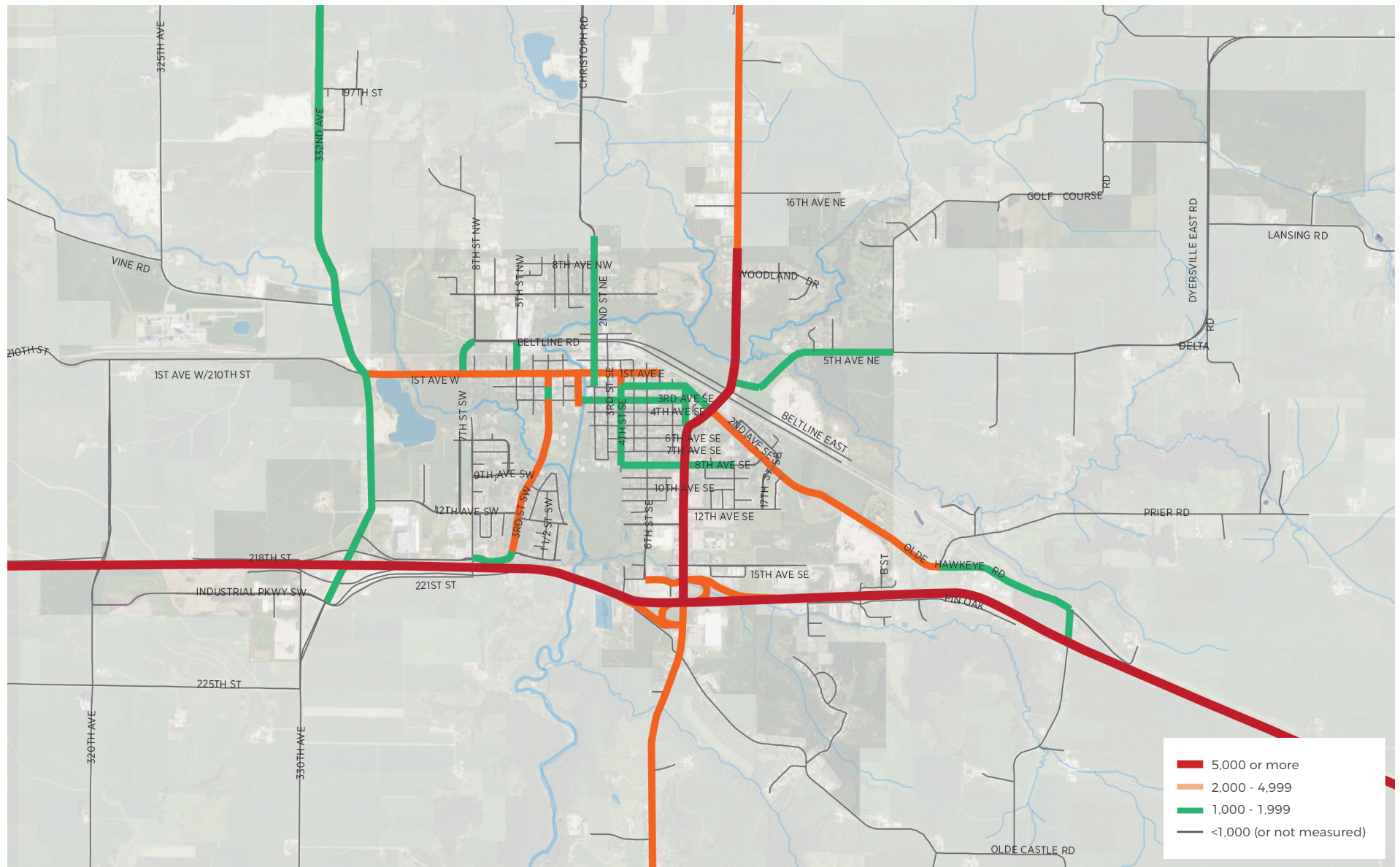
## All major roadways in Dyersville are level A or B

**FIGURE 1.17:** Daily Traffic Volume on Arterial and Collector Streets

Street Name	SECTION DESCRIPTION	TRAFFIC COUNT CHANGE 09-13	
Hwy 20	320th to 332nd	-150	
	332nd to 7th St SW	600	
	7th Street SW to 9th St SE	3,500	
Hwy 136	9th St SE to city limits	3,100	
	North city limits to 3rd Ave NE	0	
	3rd Ave NE to Beltline Rd	100	
	Beltline Rd to 2nd	-100	
	2nd to 10th St SE	-400	
	10th SE to 9th St SE	100	
332nd	9th St SE to 7th Ave SE	-100	
	7th St SE to 8th Ave SE	1,900	
	8th St SE to 15th Ave SE	1,000	
	15th Ave SE to Hwy 20	1,000	
	Hwy 20 to 23rd Ave SE	1,070	
	210th	Hwy 20 to 210th St	700
	210th	332nd to 5th St NW	1,070
210th	4th St SW to 3rd St SW	90	

Source: Iowa DOT

FIGURE 1.18: Annual Average Daily Traffic, 2013



Source: Iowa DOT

## Transportation Themes and Priorities

### Streets

- › **Good Street Condition.** Dyersville’s existing street transportation system is in good condition. A continued maintenance plan will keep the streets in good condition through future years.
- › **Critical Gaps.** Gaps in the system, for all modes of transportation, include east/west connections across the flood-prone property and north/south connections across Beltline Road and the railroad. Road connections and bridges are a priority.
- › **Entry Corridor Volume.** Highway 136 is a primary entryway corridor through Dyersville that is expected to increase in volume in the future. More volume increases the potential for crashes and pedestrian challenges. Safety for pedestrians and access management policies are needed on Highway 136.

### Active Transportation

- › **Heritage Trail Trailhead.** The Heritage Trail offers an opportunity for the city to leverage if users have a safe way to get downtown and other Dyersville destinations. Bicyclists arriving in Dyersville encounter a pleasant shelter, yet are faced with crossing a busy intersection at 11th Street SE and Beltline Road if they wish to continue to explore Dyersville.

- › **Commercial Club Park.** Access to Commercial Club Park from the west requires people to cross Highway 136. Intersections at the northwest corner of the park have a higher potential for crashes and safety concerns for all modes of transportation due to several conflict points in a short distance.
- › **12th Avenue SW and 7th Street SW.** The new school is served well by sidewalks. However, people face no sidewalks to the east of the school property where the medical center and senior living center are located. Traffic from the medical center and 3rd Street SW create safety concerns for pedestrians (likely children and elderly, although there is an internal walking path on the medical campus).
- › **Western Highway 20 Interchange.** The new interchange between 330th and 332nd Avenues offers efficient vehicular connectivity to western portions of Dyersville. Pedestrian accommodations and aesthetic improvements will be needed as growth continues west.
- › **Route Improvements to Beckman High School.** Beckman is located in a commercial area and offers recreational activities for residents along with normal school operations. Sidewalks exist along Highway 136, but crossing the highway is challenging for those wishing to reach the school by foot or bike.
- › **Incomplete Trail and Sidewalk System.** Many neighborhood areas are underserved by sidewalks. Pedestrians are forced to walk on local streets to reach a sidewalk that may or may not be available nearby. The trail system is also disconnected, leaving users at dead ends such as where the Beltline Trail ends. Both systems need cross-community connections to overcome environmental barriers and reach all neighborhoods.

12th to 13th Street crossing gap



Continued routine maintenance



Recent Highway 136 crossing improvements



Inappropriate crosswalks



“Goat paths” where trails end



Difficult railroad crossings



Critical local street connectivity gaps



Incomplete sidewalks



# PARKS AND RECREATION SNAPSHOT

The City of Dyersville maintains a network of parks that provide a variety of recreational opportunities. Parks are a vital component of community life; therefore, it is essential that the city provide additional facilities as the community grows to maintain a high level of park and recreational services. Dyersville’s park and recreation system offers a high level of service and a wide range of recreational options to its residents. Figure 1.19 shows the resources available in Dyersville on its 80 acres of parks open to the public.



**FIGURE 1.19:** Existing Park/Recreation Facilities

Facility	TOTAL ACRES	PLAYGROUND AREAS	PLAYING FIELDS	COURTS	SPECIAL FACILITIES
<b>COMMUNITY PARKS</b>					
Commercial Club Park*	16.4	1 spread out	3 ball fields;		Shelter and pavilion; event center; restrooms
Aquatic Center	4.7	1 spread out		2 tennis courts	Pool and water slide; shelter; restrooms
Westside Park	49	2	5 soccer fields 3 ball fields	1 basketball 2 courts	Trails, shelters, seating
Total Community Parks	70.1				
<b>NEIGHBORHOOD PARKS</b>					
Candy Cane Park	9.0	2	2 ball fields		Skate Park; Shelter; Seating
Total Neighborhood Parks	9.0				
<b>MINI PARKS</b>					
Heritage Trailhead	0.2				Shelter; memorial; seating
Social Center Park	0.3	1			
Northside Park	0.6	1			
Total Mini Parks	1.0				
<b>Total Parks**</b>	<b>80.1</b>				
<b>SCHOOL FACILITIES PROVIDING COMMUNITY PARK AMENITIES</b>					
St. Francis Xavier School	0.2	1			
Beckman High School	21.0		3 ball fields 1 practice field 1 football/soccer field		All weather track
Dyersville Elementary School	2.9	3	Open playing fields	4 hard surfaced court areas	

\*Commercial Club park is not a city owned park, but is open to the public and a popular park destination in the community

\*\*Several parks planned for completion not included

Source: City of Dyersville; RDG Planning & Design

## Park Land Needs

Public parks in the United States are classified by type. The National Recreation and Park Association (NPRA) develops a standard number of acres per 1,000 people needed for each of these types. **Dyersville meets or exceeds these standards. Figure 1.20 shows that Dyersville has 19 acres per 1,000 residents compared to the national standard of 10 acres per 1,000 residents.** School parks and facilities are excluded from the calculation of the level of service, even though some of these areas may be open for public use.

Dyersville’s park system will need to add 16 acres of parkland by 2040 to maintain existing levels of service

Parkland need is based on the forecasted population growth and existing amount of parkland serving the population. If the city considers NPRA standards sufficient, existing parkland will meet future need. However, public input showed that the city’s largest park, Westside Park, becomes overcrowded during soccer/baseball tournaments and unavailable during flood events.

## Park/Recreation Facility Needs

Figure 1.21 summarizes the most common types of park facilities and projected need based on NPRA standards. The popularity of certain types of recreation has grown and waned over the years; for example, tennis courts in the 1970s compared to soccer fields today. Features like picnic shelters and playgrounds are items that remain in high demand and will need to be added to the system to support the city’s growing population.

**FIGURE 1.20:** Future Parkland Needs

	EXISTING PARKLAND	ACRES PER 1,000 RESIDENTS	2040 ADDITIONAL NEED*	NPRA REQUIREMENTS**
Community Parks	70.1	16.64	14.14	5-8 acres per 1,000 residents
Neighborhood Parks	9.0	2.14	1.82	1-2 acres per 1,000 residents
Mini Parks	1.0	0.24	0.21	NA
Specialty Parks	0	0	0	NA
Total Parks	80.1	19.0	16.16	10 acres per 1,000 residents

\*Based on a 2040 projected population of 5,064

\*\*National Parks and Recreation Association

Source: RDG Planning & Design

**FIGURE 1.21:** Future Park Facility Needs

Facility Types*	RECOMMENDED FACILITIES PER POPULATION (NPRA)	2017 EXISTING FACILITIES**	RECOMMENDED FACILITIES FOR 2040 POPULATION
Basketball Courts	1 per 5,000	1	1
Football Fields	1 per 20,000	Various Playing Fields*	1
Pavilion/Picnic Shelters	1 per 2,000	6	3
Playgrounds	1 per 1,000	8	5
Recreation Center	1 per 25,000	0	1
Swimming Pools	1 per 20,000	1	1
Tennis Courts	1 per 2,000	2	3
Volleyball Areas	1 per 5,000	0	1
Baseball Fields	N/A	8	N/A
Soccer Fields	N/A	5	N/A

\*Varies open fields and facilities at Beckman High School

\*\*Various public parks provide open playing fields and court spaces

Source: RDG Planning & Design

## Geographic Distribution

Dyersville supplies adequate aggregate parkland for the population, but Westside Park accounts for the majority of park space in the community. Figure 1.22 illustrates the geographic distribution of parks showing five- to twenty-minute walking distances as well as a general half-mile service area. Most residents are comfortable with a half-mile walking distance to a park. For example, a half-mile traditionally is the comfortable distance a mother with a stroller would walk to the local playground.

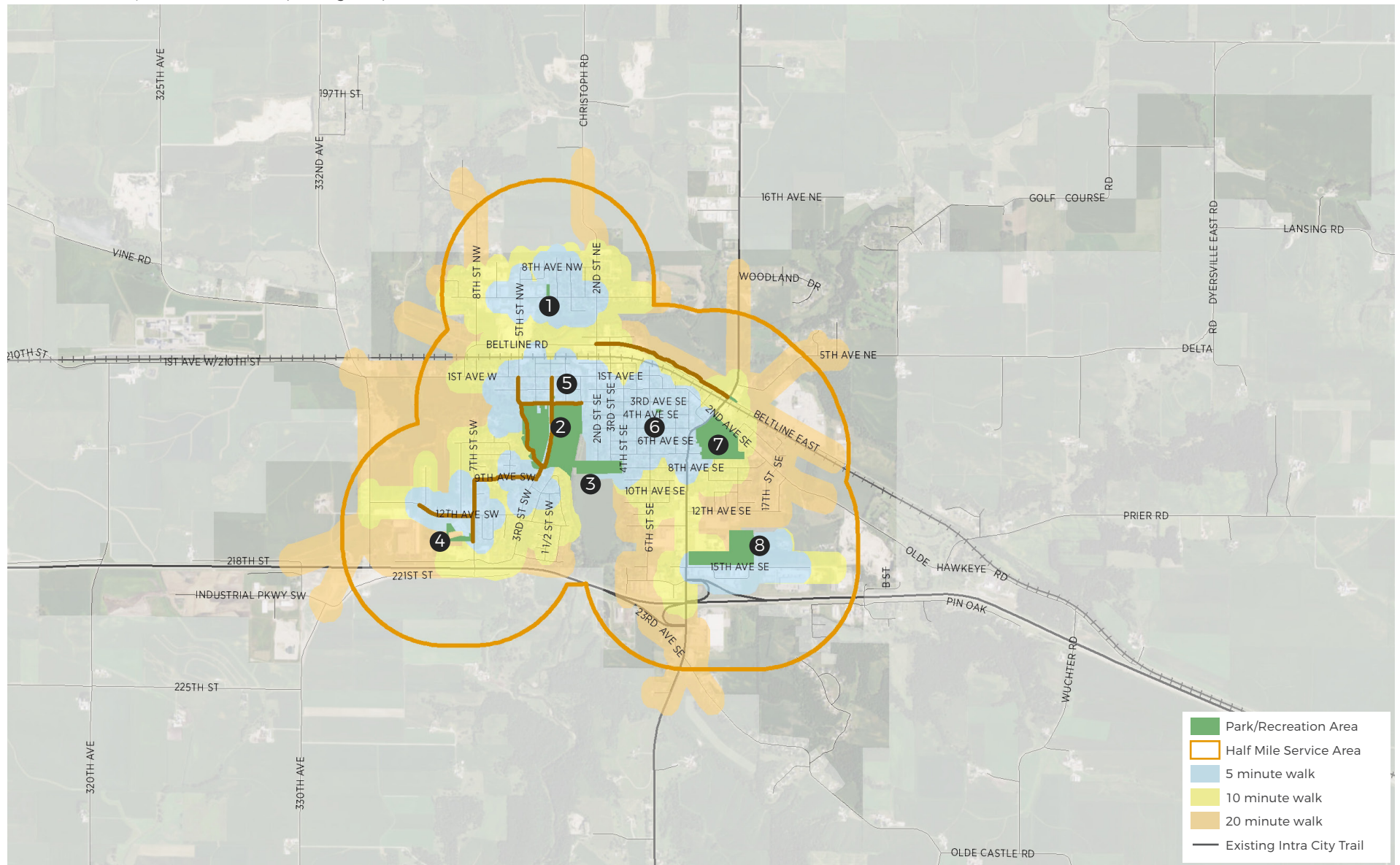
Existing residential areas are typically within a ten-minute walk of park areas. However, the areas where residential development could occur in the future are underserved by parks. Additionally, critical gaps in the transportation system increase the accessibility and time to reach a park in certain neighborhoods.

## Park and Recreation Themes and Priorities

- › Total parkland is abundant in Dyersville. However, parks are not spatially distributed to adequately serve future neighborhoods. Existing parks will need to be connected to new growth areas. Also, smaller parks can serve growth areas.
- › Dyersville provides a large number and variety of recreation facilities. The popularity of soccer and baseball tournaments can create a strain on the park system during events. These events should be evaluated for distribution across other parks.
- › The analysis of park and facility needs only includes those facilities that are free and open to the public. Golf courses and school facilities are excluded, although each does provide additional resources for the community. The service areas do include schools. Priorities should be on maintaining existing facilities and seeking specialty facilities that could provide additional recreational alternatives to residents and visitors.
- › The city currently has 2.8 miles of trails and has a plan with over 11 miles of proposed trails. Trails play a vital role in both recreation and transportation. Additional detail on trails, along with bike and pedestrian facilities, is located in the Transportation Snapshot.



FIGURE 1.22: Park/School Service Area (Walking Time)



- ① Northside Park
- ② Westside Park
- ③ Candy Cane Park
- ④ Dyersville Elementary
- ⑤ Xavier School
- ⑥ Social Center Park
- ⑦ Commercial Club Park
- ⑧ Beckman High School

# PUBLIC FACILITIES AND INFRASTRUCTURE SNAPSHOT

The City of Dyersville provides critical services through a variety of city-owned buildings, facilities, and utilities. The following section presents an inventory of these various assets.

## Infrastructure

Dyersville’s infrastructure system is a combination of water, wastewater, and stormwater systems designed to serve Dyersville’s needs. These systems are in good condition to serve current and future populations as a result of proactive planning efforts in the past.

## Water Distribution

**Overview.** A northwest well near a 750,000 and a southeast well near a 48,000-gallon reservoir supplies Dyersville’s water. A 350,000-gallon water tower in the southeast portion of the city also provides water capacity. City operations manage the water system including hydrant flushing, water quality, and water testing. A loop system of 12” water mains services industrial park areas in the city. Much of the system is old and aging with limited ability to support large amounts of additional development capacity.

The city manages water treatment through a wastewater treatment facility built in 2001 and expanded in 2009 for additional operations. The water and wastewater facility has a capacity of one million gallons per day, with a current demand of approximately 415,000 gallons per day.

## Energy System

**Overview.** Dyersville has two electricity providers, one natural gas provider, and three different telecommunication/Internet providers. The city completed the installation of fiber optic across the entire community in 2017.

## Waste Water Treatment

**Overview.** A municipal sewer system serves Dyersville residents through the wastewater treatment facility built in 2001. Phase 3 and phase 4 improvements will bring the facility up to DNR standards and will double the capacity. Similar to the water distribution system, sanitary sewer lines service all developed areas of the city.

## Storm Sewer System

**Overview.** Storm sewer is essential to mitigate concentrated flooding and can come in several forms. Dyersville is primarily served by storm sewer utility lines that drain rainwater run-off from built-up areas into the Maquoketa River.



## Public Facilities

### Dyersville City Hall

City Hall, previously known as the Dyersville Memorial Building, was built in 1929. The building houses City administrative offices and the police department. Renovations and repair keep the building in working order such as an interior renovation completed in 2005 and exterior façade rehabilitation completed in 2015. The building relies on off-street parking for city staff and visitors. However, there is a public off-street parking lot on the west end of the block adjacent to the Library.

### Fire Station

The Dyersville Fire Station sits at 16th Ave SE and 6th St SE on the south portion of the city. The 13,600 square foot building was built in 1998, and an accessory 900 square foot garage built in 2012. The building is handicap accessible. The main building has eight single-entrance bays accessible off 6th Street SE. Equipment includes seven vehicles: two pumper trucks, two tankers, one rescue unit, a brush truck, and a personal van. Forty volunteers staff the departments, 15 trained as first responders, that cover a variety of calls in a 66-square mile service area. Dyersville shares ambulance services through a 28E Agreement with New Vienna and Worthington.

### Public Library

The James Kennedy Public Library is centrally located next to City Hall at the intersection of 3rd St NE and 1st Ave E. Opened in 2002, the library is an 8,795 square foot building with meeting rooms, computers, games, wireless access, programmed events, and a collection of 57,364 print books (at the end of 2016). The library staff includes 11 full- and part-time staff consisting of librarians and circulation clerks. The library also relies on volunteers to help with programming and events.



### Dyersville Social Center

The Dyersville Social Center is a community building available for rent, used for city events, and home of the Scenic Valley's Senior Meal Program. The building usage ranges from private parties to public community input events. The building was originally built in the 1960s and owned by the Western Dubuque School District. The Dyersville Economic Development Corporation and the City of Dyersville partnered to acquire and renovate the building for its current use in 2012. The 5,200 square foot building has a 1,160 square foot patio, an ADA accessible entrance, two meeting rooms (861 and 1,067 square feet) that can seat 54 people each, and a 986 square foot dining room that seats 42 people. The City of Dyersville operates and manages the use of the building.



### Public Works Facilities

Dyersville's public works facilities are spread out across several buildings:

- › Water department building (6th Street NE north terminus) – Storage of water equipment. Currently shared use with the American Legion.
- › Wastewater treatment facility (23rd Ave SE, south of Highway 20) – a Main facility for the water department.
- › City maintenance shop and salt/sand shed (2nd Street NE and Beltline Road) – Storage of vehicles and salt/sand supply for winter.



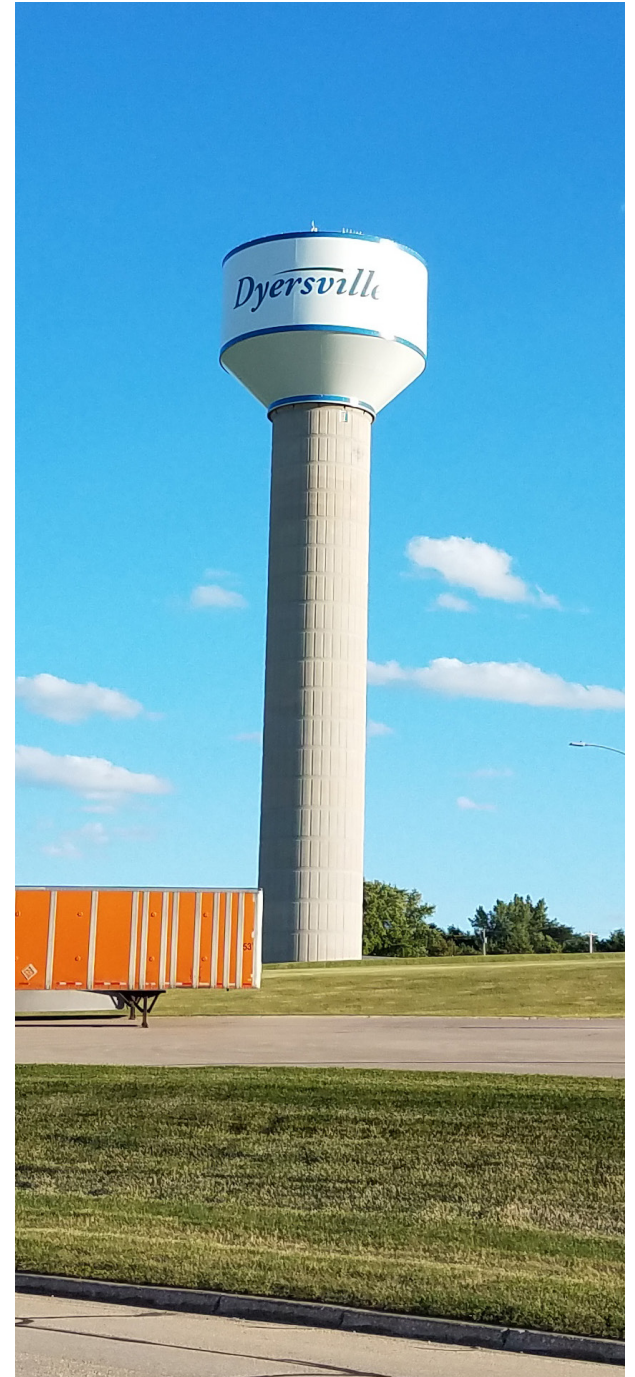
### School District

Dyersville is in the Western Dubuque Community School District. School facilities within the Dyersville planning jurisdiction include a private and public elementary school, and one private high school. Students in the public school system attend Dyersville elementary for grade K-4, Drexler Middle-Intermediate School for grades 5-8, and Western Dubuque High School located in Epworth for grades 9-12. Additionally, Dyersville has a private catholic pre-kindergarten through 12th school system housed through St. Francis Xavier Elementary and Beckman High School.

- › **Dyersville Elementary.** The building serves kindergarten to 4th grade and located on the west side of Dyersville at 12th Avenue SW and 7th Street SW. Enrollment in 2016-2017 was 292 students. The building is relatively new, opening for the 2011-2012 school year.
- › **St Francis Xavier Elementary.** St. Francis is a private elementary school serving pre-kindergarten through 6th grade. The building is located near downtown on 2nd Street SW. Enrollment in 2016-2017 was 407.
- › **Beckman High School.** Beckman is a private high school located on Highway 136 just north of Highway 20 that includes grades 7-12. Enrollment in 2016-2017 was 410, with a 55 student senior class. Enrollment has been declining since 2005-2006 when total enrollment was 529.

## Public Facilities Themes and Priorities

- › Street connections are a priority but few immediate utility needs to serve the population. Maintenance of existing systems needs to be budgeted for.
- › The installation of fiber optic Internet service positions Dyersville well for economic opportunities. Continued and proactive investment in innovative systems will be essential to create efficiencies and set Dyersville apart from other communities.
- › Positioned for utility expansion as growth occurs. New systems will need to take pressure off old and aging existing systems.
- › Public facilities are in good condition with the exception of continued renovations on City Hall.
- › The fire station currently is able to serve the community. However, an additional fire station should be evaluated in the future if substantial growth occurs to the west and critical bridge connections are not completed.



## LAND USE SNAPSHOT

Dyersville’s existing land use and development patterns provide the foundation for the development of a future land use vision. Development in Dyersville has mirrored the historical population and housing construction patterns discussed in the previous sections. Supporting this growth and housing demand needs to include new housing types, additional commercial space, office and job centers, and expanded recreation options. To plan for this new growth an understanding of the city’s current land use mix must be intertwined with future needs.

The existing land use map in Figure 1.27 classifies parcels in Dyersville by their use. Figure 1.26 shows the amount of land under each classification.

### Existing Land Use Themes

#### Residential Uses

Like many communities, residential uses account for a significant portion of the developed land within Dyersville. However, the housing market offers limited choices. Most residential uses are single-family homes, perhaps some which are duplexes.

#### Commercial Uses

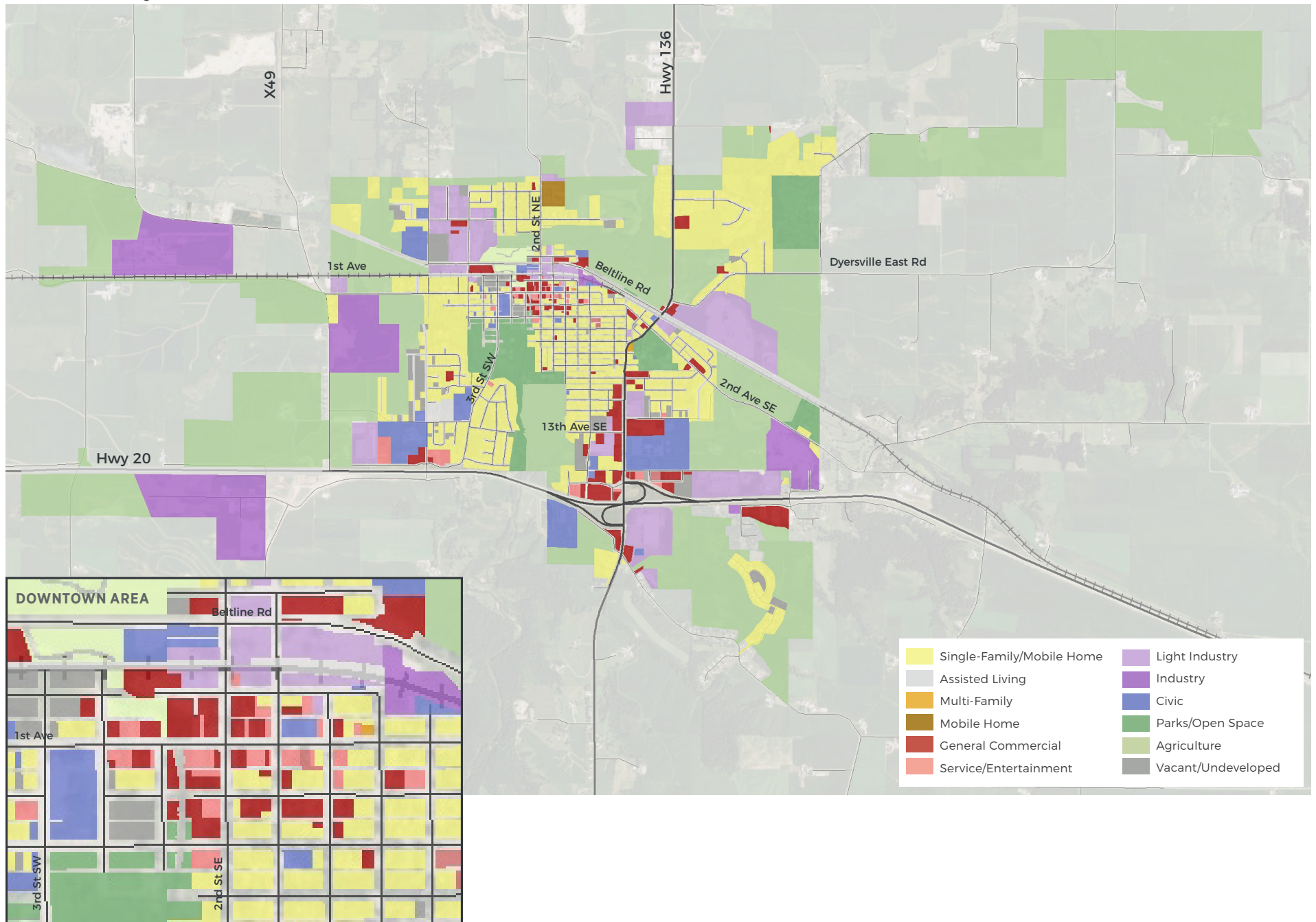
Dyersville has a commercial presence on Highway 136 and downtown. There are opportunities for new commercial along the new Highway 20 interchange. The plan will balance Dyersville’s needs with competition for customers from the large commercial presence in Dubuque.

**FIGURE 1.26:** Existing Land Use, 2017

LAND USE CATEGORY	ACRES	% OF DEVELOPED LAND	ACRES PER 100 PEOPLE
<b>Residential</b>	<b>723</b>	<b>40.0%</b>	<b>17.16</b>
Single Family	703.8	38.9%	16.70
Assisted Living	8.6	0.5%	0.21
Multi-Family	0.8	0.0%	0.02
Mobile Homes	9.9	0.5%	0.24
<b>Commercial</b>	<b>124</b>	<b>6.9%</b>	<b>2.95</b>
General Commercial	100.2	5.5%	2.38
Service	21.5	1.2%	0.51
Entertainment	2.7	0.1%	0.06
<b>Industrial</b>	<b>638</b>	<b>35.3%</b>	<b>15.15</b>
Light Industry	285.0	15.8%	6.76
Industry	353.3	19.5%	8.38
<b>Civic</b>	<b>133</b>	<b>7.4%</b>	<b>3.17</b>
<b>Parks and Open Space</b>	<b>189</b>	<b>10.5%</b>	<b>4.49</b>
<b>TOTAL DEVELOPED LAND</b>	<b>1,808</b>		<b>42.91</b>
Agriculture	2,044		48.49
Right of Way	503		11.92
Open and Undeveloped	66		1.58
<b>TOTAL UNDEVELOPED LAND</b>	<b>2,612</b>		<b>62</b>
<b>TOTAL AREA INSIDE THE CITY</b>	<b>4,421</b>		<b>105</b>

Source: RDG Planning & Design

FIGURE 1.27: Existing Land Use



## Industrial Uses

Dyersville has an abundance of industrial uses because of easy access to rail and freight transportation that reaches east to Dubuque and west to Waterloo and Interstate 35. Industrial uses are about equally split between heavy industry and light industry.

## Public and Civic Uses

Dyersville features several large public and semi-public civic uses are scattered throughout the community including the hospital, properties owned by the school district, the St. Francis Xavier Basilica, and the Field of Dreams movie site. Many of these land uses represent the elements most essential to the quality of life enjoyed by residents of Dyersville, and are attributes that distinguish it from other cities in the region.

## Parks and Other Open Spaces

Dyersville's city park system includes several parcels of land throughout the city ranging from small facilities to large city parks. Described previously, Dyersville has an adequate amount of park space to serve residents. However, accessibility can be improved. These strategies are explored later in this plan.

## Future Land Use Development

As Dyersville grows, new land will be developed to accommodate housing, commercial, industrial and other uses. The planning team and the steering committee identified preferred growth areas based on past planning efforts, environmental features, the existing land use pattern, infrastructure capacity, and market trends discussed throughout the "Dyersville Today" section.

### Opportunity Areas

Figure 1.28 displays the opportunity areas for developing the future land use map. These opportunity areas are not the only areas for potential future development. Rather the areas preferred to grow cohesively and efficiently. Figure 3.3 in Chapter 3 shows the Future Land Use Map.

#### 1. 2ND AVENUE SE AREA

The area around 2nd Avenue SE east of 18th Street SE and west of the Rolling Knolls Golf Course offers suitable land close to existing residential areas. The location could be enhanced for development by making street connections to the north and south. All types of residential densities could be appropriate to mitigate potential effects of nearby industrial uses and leverage the location near the high school.

#### 2. DYERSVILLE EAST ROAD/GOLF COURSE ROAD AREA

Dyersville East Road (5th Avenue NE) is the direct route from Highway 136 to the Field of Dreams movie site. Areas along the route have few environmental constraints and can offer a significant amount of residential land for future growth. If plans to expand the uses on the Field of Dreams site come to fruition, the route could become more desirable for development.

#### 3. NORTH RESIDENTIAL EXTENSIONS

The existing residential neighborhood north of 6th Avenue NW can accommodate efficient expansion to the north. Each street from 1st Street N to 5th Street NW end at dead ends in for future street expansion. Annexation would be required to expand residential areas to the north.

#### 4. WESTERN BELTLINE ROAD AREA

Beltline Road turns to gravel near the cemetery. Areas west of the cemetery and south of Beltline Road are prone to flooding. However, portions of land on the north side of the road are opportunities for growth. A logical connection to 6th Avenue NW would make for a nice residential area.

#### 5. TEGELER POND AREA

Land south of the Tegeler Pond is experiencing new residential development. Areas around the pond could be desirable for residential uses. Some industrial uses are planned in this area. The focus should continue on infill around 11th Street SW to complete the neighborhood.

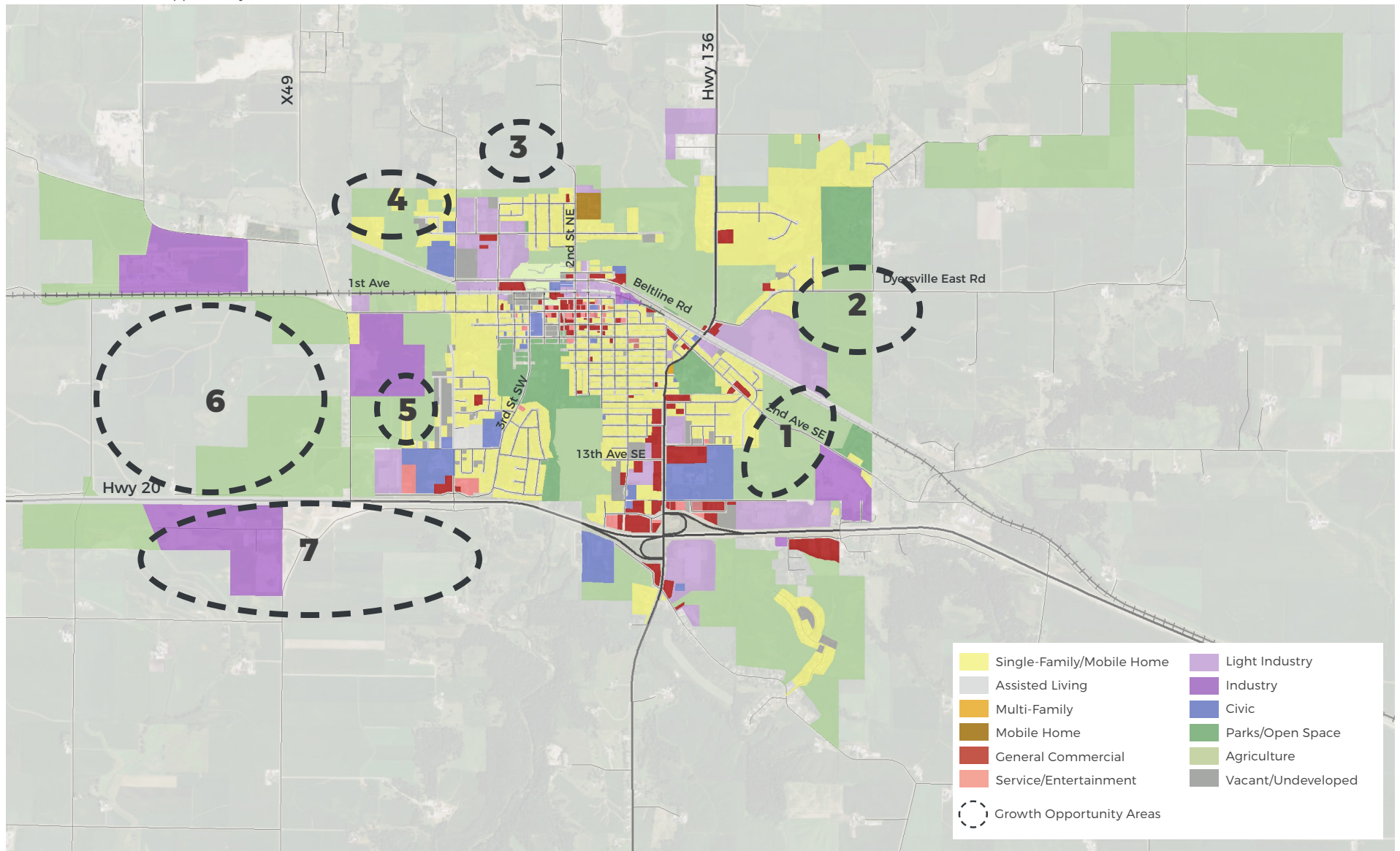
#### 6. WESTERN DYERSVILLE AREA

Land west of X49 between the railroad north and Highway 20 is mostly used for agriculture and outside of city limits. As business park growth continues along Highway 20, this area is an opportunity for additional planned commercial and industrial growth if annexation occurs.

#### 7. HIGHWAY 20 SOUTH AREA

The new Highway 20 interchange offers improved access to land to the south, and can support a variety of development opportunities.

FIGURE 1.28: Growth Opportunity Areas







# 2

## A VISION FOR DYERSVILLE

Dyersville's residents and business owners are critical assets and their participation was essential to the planning process. The planning process gave stakeholders the opportunity to frame the goals and directions of the Plan, building on past planning efforts. This chapter presents the vision for the community as stated through foundational development principles and goals that guide the rest of the plan.

## PURPOSE

The vision for Dyersville emerges from a public input process involving a variety of stakeholders. A statement of development principles and planning goals are used to guide implementation of the plan and achieve the vision. These principles help shape policies and are important for several reasons.

The statement of development principles and policy goals:

1. Provides developers and property owners on the principles that will guide public decision making, adding expectations to development policies and prevent land use conflicts.
2. Provides a framework for local officials to make consistent decisions and regularly evaluate new opportunities and challenges.
3. Provides a means for improving communication and coordination between the city, county, and other government and non-government bodies.
4. Provides a basis for evaluating the costs and benefits of development and public improvements that align with city priorities.
5. Provides a basis for interpreting and applying the comprehensive plan, while maintaining the flexibility to respond to individual situations.
6. Ensures the plan and implementation policies represent the public vision for Dyersville.



## PAST PLANNING EFFORTS

The Dyersville Comprehensive Plan builds off of past planning efforts. Relevant findings area included in this plan.

**Annexation Plan.** The 2003 Annexation Plan details future growth areas and stages for annexation. However, the plan is dated. The comprehensive plan incorporates new growth areas.

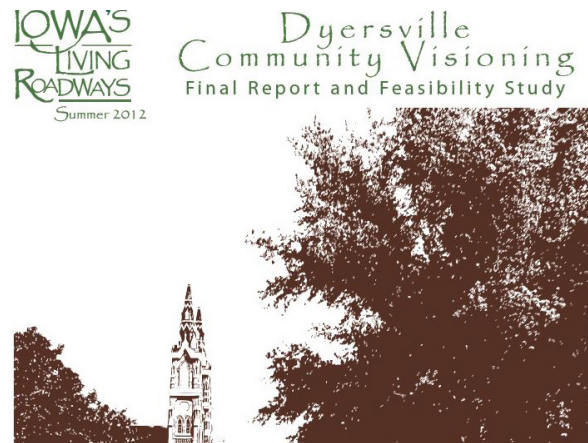
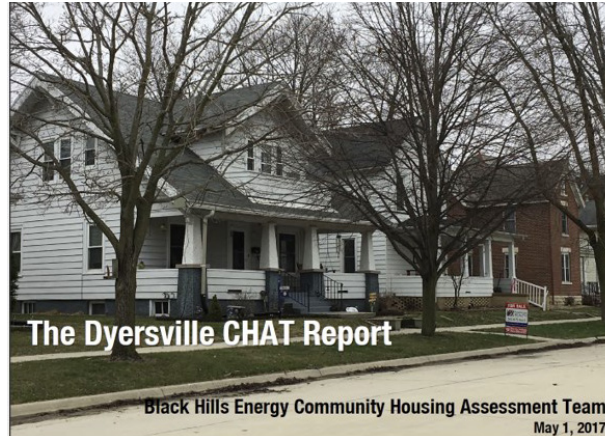
**Hazard Mitigation Plan.** The 2011 Hazard Mitigation Plan update provides valuable direction on natural and man-made hazards most imminent to Dyersville. The plan informs policies for land use and public facilities in the comprehensive plan.

**Community Visioning Study.** The 2012 study completed valuable public input to develop concepts for transportation and park improvements.

**Dubuque County Regional Comprehensive Plan.** The 2013 , Dubuque County Regional Comprehensive Plan provides goals, priorities, and recommendations for Dubuque County, both incorporated and unincorporated areas. The plan informed the evaluation and policy recommendations for Dyersville.

**Community Housing Assessment Team.** Completed in the spring of 2017, the study provides projected housing demand and identifies gaps in the housing market to develop strategies that address housing needs. The policies of the comprehensive plan incorporate this assessment.

**City Goal Setting.** Every two years the city completes a goal setting session to identify accomplishments, future projects, and policies.



# COMMUNITY ENGAGEMENT

The vision of the comprehensive plan takes hold of a broader community engagement process and recent planning efforts. Undoubtedly, those that live, work, and visit Dyersville know it best. Beginning the planning process by going to the people gives life to a real vision for Dyersville. The process included a series of opportunities to participate onsite and online.

**Plan Steering Committee.** The steering committee met at key points during the planning process to review the progress of the plan and revise the draft concepts, both specific to the downtown plan and overall comprehensive plan.

**Website.** A project website provided updates, advertised meetings, and gathered input throughout the planning process.

**Survey.** A survey was available throughout the planning process to gather the broader community input about opportunities and challenges in Dyersville.

**Stakeholder Discussions.** The planning process began by discussions with key stakeholders such as business owners, developers, retailers, community organizations, city staff, and general citizens. The meetings provided insights on the emerging issues and challenges facing Dyersville and an in-depth understanding of the community's issues.

**Goals Workshop.** The steering committee met in June 2017 to discuss the project schedule and overall expectations throughout the planning process, identifying the key goals and priorities for the future.

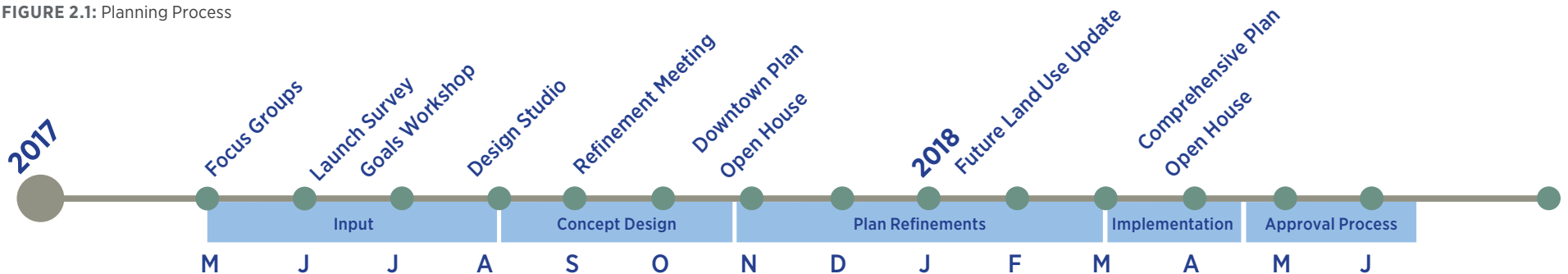
**Design Studio.** A design studio took place over two days in July to engage residents, business owners, and other stakeholders directly in conceptual planning the city and more specifically downtown. Participants shared their ideas, issues and concerns informally with the design team, and helped define and test concepts for the future of the planning area.

**Concept Refinement.** The steering committee met in September to review concepts proposed and make adjustments where necessary to ensure the viability and success of achieving the vision for Dyersville.

**Implementation.** The steering committee and key stakeholders met in October 2017 for the downtown portion of the plan and January 2018 for the remainder of the plan to review strategic initiatives included in the plans. Participants defined the priorities and responsibilities to achieve the objectives included in the plan.

**Open House.** Two public open houses occurred, one for the downtown and one for the comprehensive plan. The open houses provided the public an opportunity to review and comment on the plans before further development and adoption.

FIGURE 2.1: Planning Process



## COMMUNITY SURVEY

Early in the planning process, a community survey was available to the public to express their thoughts about Dyersville’s services and facilities. A total of 478 surveys were collected from the community through August 2017. Of those responding, 90% live in Dyersville and 59% work in Dyersville. The results of the survey act as a base for the sessions with the steering committee, community discussions, and design workshops. The full results are located in the Appendix.

Overall, respondents perceive Dyersville to have satisfactory amenities, including:

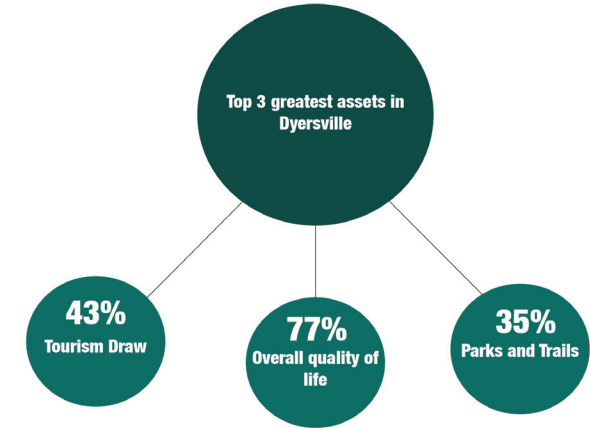
- › Pedestrian friendliness
- › Community image
- › Transportation
- › Economic development
- › Land use and environmental conditions
- › Parks and recreation

### Major Themes

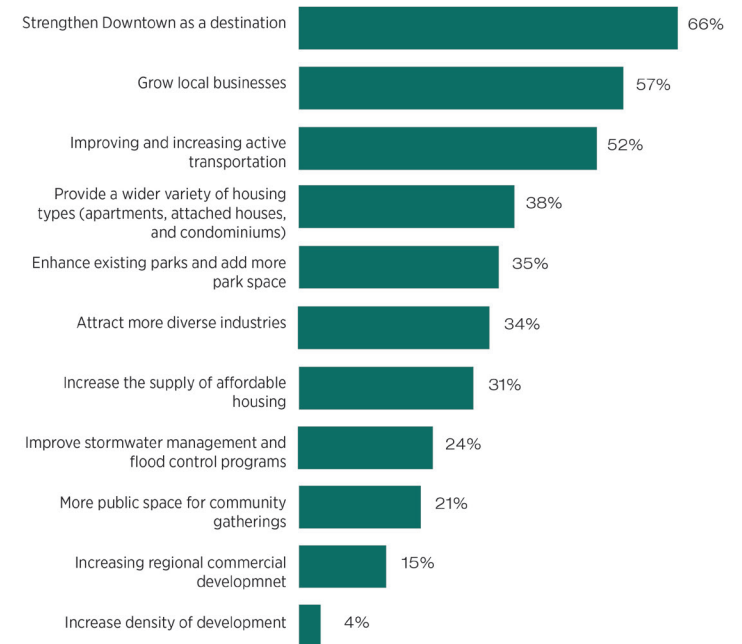
The survey included a series of rating questions where respondents were asked to rate issues on a scale of one to five with one (1) being poor and five (5) being excellent along with several open ended questions to understand the highest priorities and big-ideas for Dyersville and its future. The detailed responses are in the appendix. In summary, the major themes from the survey include:

- › Overall, respondents are pleased with public and community services in Dyersville. 51% of survey respondents believe that Dyersville has excellent library services and 43% believe that Dyersville has excellent educational facilities such as elementary and high school institutions.
- › Quality of life, parks and trails, and tourism draws (Field of Dreams movie site) are the top three greatest assets in Dyersville.
- › Strengthening downtown as a destination, growing local businesses, and improving active transportation are top priorities for the future of Dyersville.
- › To improve downtown, survey respondents believe that additional retail businesses, restaurants and entertainment facilities, special events and activities, and public gathering spaces should be developed.

**FIGURE 2.1:** What do you believe are Dyersville’s greatest assets?



**FIGURE 2.2:** Dyersville: Possible Community Priorities or Projects



# PRINCIPLES AND GOALS

The following principles emerged to guide the development plan and decision making through the public input process, research of Dyersville Today, and goals workshop with the Steering Committee.

## Land Use Development Principles

1. Ensure contiguous and fiscally responsible development.
2. Create a safe and connected transportation system for all to walk, bike, or drive in Dyersville.
3. Plan for community amenities such as parks, trails, and public spaces.
4. Use public investment to promote private development.
5. Create and support balanced neighborhoods with diverse housing choices.
6. Respect floodplains and promote stormwater management.
7. Strengthen the character and image of Dyersville.
8. Make policy and land use decisions transparently and collaboratively.



**1** Ensure contiguous and fiscally responsible development.

Dyersville will continue to grow and will need to accommodate residential, commercial, and industrial development, both through new development and infill development opportunities. Contiguous and compact development, similar to the city's historical patterns, helps preserve the character of Dyersville as it grows while reducing the cost of extending infrastructure and increasing accessibility for pedestrian and cars.



**2** Create a safe and connected transportation system for all to walk, bike, or drive in Dyersville.

A network of streets, trails, and pedestrian paths should provide safe, efficient connectivity throughout the community. Transportation systems should accommodate a diverse set of mobility needs and preferences. Although not every street can or will accommodate all modes of transportation, Dyersville residents want to see more bike and pedestrian options.



**3** Plan for community amenities such as parks, trails, and public spaces.

Parks, open spaces, schools, and other public places should be viewed as neighborhood anchors that promote community activity, personal interaction, and a sense of place. Dyersville's parks and open spaces can serve as an attraction for potential residents, preserve environmentally sensitive areas, and provide public gathering spaces that invite people to connect.



**4** Use public investment to promote private development.

Dyersville's public investments in streets, water, sewer, parks, downtown, and community character features can be leveraged to promote private actions. When strategically located, a new park or gathering space can inspire private residential development, while targeted infrastructure improvements can be used to attract new industry.



5

### Create and support balanced neighborhoods with diverse housing choices.

Residents of Dyersville have expressed a clear desire for more diverse housing options at prices people can afford. At the same time, housing needs and preferences are changing. The Baby Boomer and Millennial generations are demonstrating a growing preference for smaller lot homes and multi-family housing, in addition to a continued interest in traditional single-family homes. Dyersville can increase its appeal to potential residents by promoting housing options for an increasingly diverse population.

Diverse housing options are one element of balanced neighborhoods. Balanced neighborhoods also provide access to open space and contain activity centers such as parks, schools, civic centers, or commercial areas that are well connected to surrounding neighborhoods. Appropriate transitions should be made between higher intensity uses, such as industry, and lower intensity uses, such as homes. Commercial services should be easy to access.



6

### Respect floodplains and promote stormwater management.

Land use decisions have a wide variety of effects on public safety and hazards, particularly related to flooding. A well-connected and multi-modal transportation network is the first step to promote better emergency service and evacuation routes in case of large-scale emergencies. Dyersville's waterways have made connectedness difficult to achieve. Preserving vital natural areas can reduce flooding impacts, provide natural stormwater drainage, protect plant and animal habitats, increase property value for nearby development, and enhance and connect the park system.



7

### Emphasize the character and image of Dyersville.

Residents overwhelmingly see Dyersville's quality of life and tourism potential as its greatest asset. Creating a consistent community image through all developments, downtown, and public areas promote a positive perception to visitors. Strategically located gateways, wayfinding, marketing, and general curb appeal through maintained streets, sidewalks, and natural areas can attract visitors and retain new residents to the community.



8

### Make policy and land use decisions transparently and collaboratively.

Land use and environmental decisions should be made through a transparent process, with opportunity for input from all citizens and affected entities, such as the county or the school district. Creation and implementation of land use decisions should be a shared responsibility that promotes the equitable distribution of development benefits and costs.

## Planning Goals

While the statement of development principles are the guide for future land use and decision making, the implementation steps of the plan are based on the planning goals for each element in the community. Nonetheless, the planning goals are interconnected, tied to the overarching development principles.

- › Transportation
- › Park and Trails
- › Community Development
- › Downtown
- › Community Character
- › Public Facilities and Infrastructure



### Transportation

- › Create a transportation network that will provide a safe and efficient means for all users including pedestrians, bicyclists, and drivers.
- › Address deficiencies in the existing transportation system, including connectivity of all neighborhoods.
- › Establish a transportation system that adequately supports commercial and industrial development.
- › Develop new transportation networks that support the long-term development framework of the city.



### Parks and Trails

- › Continue to maintain a high-quality park system.
- › Provide new and expanded park and recreation facilities that are spatially distributed for Dyersville's population today and in the future.
- › Encourage neighborhood and community destinations that are family friendly and support strong social networks.
- › Connect Dyersville's neighborhoods and community destinations internally and to the region with a trail system that will provide a safe and healthy transportation alternative.



### Community Development

- › Market to and provide new households with available and affordable housing to complement the assets of the city.
- › Provide a choice of housing environments by providing developable sites and residential types that meet housing needs for households at different stages in the life cycle.
- › Initiate public incentives to meet needs that the private market cannot satisfy alone.
- › Increase the capacity of the community to meet continuing housing needs.
- › Conserve and support the well-being of the existing housing supply while taking advantage of new opportunities.
- ›



### Economic Development and Tourism

- › Capitalize on the draw of regional destinations to attract business and visitors to the community.
- › Market the high quality of life in Dyersville.
- › Support local businesses by encouraging a diverse, year-round economy.
- › Ensure adequate public services and infrastructure to support new commercial and industrial growth areas.

### Downtown

- › Establish downtown Dyersville as one of several regional destinations in the community.
- › Create an environment that supports a variety of businesses and uses, including residential.
- › Establish programming that keeps downtown “active.”
- › Provide connections to downtown and public gathering spaces near and within the district.
- › Continue to invest and maintain downtown as a community priority

### Community Character

- › Encourage places where Dyersville residents can gather and socialize to build connections.
- › Create attractive entryways into the community from all directions to show that Dyersville is a vibrant and cohesive community.
- › Continue to support a positive appearance of the community by investing in downtown, parks, recreation, schools, and the streetscape environment.

### Public Facilities and Infrastructure

- › Ensure public facilities are maintained and located to best serve all parts of the community for the highest level of emergency response and service.
- › Seek opportunities where appropriate to remove critical facilities out of flood areas, or mitigate the effects of flooding, to ensure access during a disaster event.
- › Guide the extension of infrastructure, including technology infrastructure, in a way that supports efficient patterns of community and economic development.
- › Direct new utility systems in a way that reduces stress on older systems within the city center.
- › Create policies to support and incentivize renewable energy sources to lower long-term costs and increase the sustainability of development.



## IMPLEMENTING THE VISION

The development principles and planning goals, as discussed previously, guide decision making and form the policies for implementation throughout Chapters 3-9. Goals will be achieved over time, not all at once. An action plan similar to the strategic goal setting plan should be developed to keep the plan on track.

City Staff, the City Council, and the Planning & Zoning Commission should lead implementation. However, the implementation will also depend on the efforts of many other groups and individuals, including city commissions, private property owners, developers, the business community, and the general public.

Chapter 10: Implementation provides an implementation schedule to use as the action plan for the goals and policies recommended in the following chapters.







# 3

## LAND USE DEVELOPMENT

With population growth, Dyersville's physical footprint will grow adding infrastructure for new residents, new enterprise, and new public facilities. This physical expansion depends on the rate of growth and the density of development that occurs. Based on the projected population of 5,064 in 2040, Dyersville will need to allocate land to accommodate this population and the associated residential, commercial, and industrial land requirements.

## LAND USE NEEDS

Population projections and current resident service needs help forecast the different land use needs in the future, including residential, commercial, and industrial.

### Residential Land Need

Community development must include a reasonable and sustainable amount of housing development based on market demand. This housing demand absorbed through the maintenance of existing units and the construction of new units. The residential land need stems from the following factors:

- › New construction will be based on the following distribution: 40% low density, 20% medium density (small lot single-family, attached, multi-family units), and 40% high density (attached and multi-family units).
- › Average gross residential densities will be three dwelling units per acre for low density up to 12-14 units per acre for high density.
- › Land designated for residential development during the planning period will be twice the area needed for actual construction to provide market choice and to prevent the artificial inflation of land costs.

To support the economics of residential development, it is important that options are available for development. Therefore, the plan recommends that land designated for development is double the projected demand. This projection indicates the need for 138 acres for residential land development between 2018 and 2040 and therefore, approximately 276 acres should be designated over the next 22 years.

### Commercial and Industrial Land Need

A growing population needs additional commercial services, such as places to shop and places to work. A market analysis, completed with the Downtown Redevelopment Plan provides details on the need for retail commercial space in the community. A small amount of retail commercial space is needed. Designating too much commercial land can produce inefficient land patterns, requiring customers to travel greater distances. Instead, commercial developments should be located closer to customers and be designed to encourage active transportation modes such as pedestrian, bicycle, and potentially public transportation.

The demand for future industrial land is linked to opportunity and recruitment, rather than exclusively to population growth. A single major corporate decision can dramatically increase (or decrease) the projected industrial demand in a community. Also, a decision by the city to pursue industrial development aggressively can affect industrial land needs. Discussions with stakeholders and possible future development opportunities suggest a demand for industrial land in Dyersville that is more than similarly sized communities.

Despite the differences between commercial and industrial land, similar projection methods are used to predict future land needs. For Dyersville, two methods are considered:

- › **Population proportion.** This method relates land needs to population projections. It assumes that the absolute amount of commercial or industrial land per 100 people will remain relatively constant and that new development will grow in proportion to population growth.
- › **Residential use proportion.** This method assumes a constant relationship between the amount of land used for residential and commercial purposes, thereby relating commercial and industrial growth rates to residential development rates.

Figure 3.1 summarizes the future land use needs in Dyersville by 2040, considering the future population and service needs.

**FIGURE 3.1: Projected Future Land Needs by 2040**

LAND USE	ACRES
Residential	276
Low Density	184
Medium Density	46
High Density	46
Commercial	35-37
Industrial	364-386

Source: RDG Planning & Design

## DEVELOPMENT POLICIES

The land use development principles described in Chapter 2 are the basis for land use decisions. When viewing and interpreting the future land use map, several policies related to these development principles are important, including:

### Infill Development

Not all land can or should be accommodated in new subdivisions or annexed property. Dyersville has several locations with vacant land already served by infrastructure. The redevelopment of an infill site is often more cost effective than greenfield development and further contributes to the stability and vitality of existing neighborhoods. To illustrate this point, the cost of providing infrastructure for a new greenfield residential lot is approximately \$30,000+ compared to approximately \$20,000+ for an infill lot based on a 12 unit residential project (note cost can vary depending on site conditions).

### Mixing Uses

Additionally, growth areas should seek mixing of land uses where possible and logical, shown in several locations on the future land use map. The practice of carefully integrating complementary land uses has the potential to increase value, vitality, and the overall quality of the place. For example, a commercial center may benefit from the ingrained customer base that nearby housing may offer, and a residential neighborhood may benefit from an appropriately scaled neighborhood commercial services.

### Density and Development Costs

The future land use map shows residential areas ranging from low to high density - all a need to provide variety and fill critical gaps in the housing market. Infrastructure development is one of the largest costs that a city, and the private market, makes in the community. Infrastructure is a balance of the public costs and the private investment that it supports. A few of the required costs include streets; sidewalks; sanitary sewer; storm sewers and retention; water lines; and seeding and erosion control.

More residential units in a given land area is more efficient for the community to serve with both infrastructure and public safety. There will always be a demand for larger residential lots that support higher cost homes. However, policies that encourage some higher density development offers an opportunity that is more affordable for the developer to create and is more affordable for the community to serve with roads and utilities. It is important to note that development costs vary based on the project type, configuration, and amount of new infrastructure that the new development needs.

### Rehabilitation and Preservation

The existing housing stock is the single largest asset in Dyersville. Dyersville has neighborhoods with different conditions and character. Some of Dyersville's housing stock is showing signs of aging with the oldest homes surrounding downtown. To protect and sustain the city's stock of older housing (an important affordable housing resource) and use existing infrastructure most efficiently, Dyersville should prioritize conservation and reinvestment in established neighborhoods to support some of the projected growth. Preservation may require new and innovative programs for private investment where lower income households and seniors may not have the capacity to invest in home repairs.

# DEVELOPMENT CONCEPT AND FUTURE LAND USE MAP

The Development Concept, shown in Figure 3.3, aggregates the key new development areas in the city with the long-term vision of the future land use map. Growth areas are discussed in detail in this chapter. The concept considers the opportunity growth areas and land needed to accommodate 2040 population projections, focusing on areas that are most strategic for shorter term growth. The development concept is just that, a concept. Future development is not bound to the layout shown but should follow the design principles described throughout the Plan.

Figure 3.2 shows the amount of land designated within the 2017 city limits. Land within the city can support short-term growth. However, a comparison of future land use designations within the existing city limits with the 2040 projected future land needs indicates a long-term annexation need. This is particularly true for industrial uses. An annexation strategy is discussed at the end of this chapter.

Note, it is not unusual for cities to have uses that are no longer compatible with surrounding development. Over time these grandfathered uses should transition to uses that are more capable with the character and form of the neighborhood. The Future Land Use Map tries to identify these land use transitions and also protect areas that will not likely be developed beyond 2040.

Both the development concept and future land use map are based on the development principles in Chapter 2.

## Important Points About Future Land Use Maps

The Future Land Use Map is not a zoning map but should instead guide the zoning map.

### 1. Property Owners Decide

The maps depict new land uses for privately owned properties. The transition of these properties from their current use to the depicted use is expected to occur over time, in response to market demands, as property owners voluntarily sell, develop, or change the use of their land.

### 2. A Generalized Map

The Future Land Use map should be interpreted generally and is not intended to provide the specificity or the rigidity of a zoning map or engineering document. The map should guide:

- › **Generalized land use locations and transitions.** The boundaries between land uses on the map are “fuzzy” lines and are meant to show approximate areas for transition, rather than rigid boundaries. Minor variations in land use, such as a small civic use on a residential block, are not reflected in this generalized map, but may still be permitted per zoning regulations.
- › **Collector and Arterial Street connections.** Critical arterial and collector street connections are specified on this map, though the exact routes will depend on detailed engineering studies. Local streets will be determined as development occurs.

- › **Natural Resource Preservation Areas.** Preserves on the map are based on the environmental limitations map. The boundaries of the preserves should be given significant weight in decision-making.

### 3. A Guide For Land Use Decisions

The Future Land Use map will guide the land use and development decisions of the Planning & Zoning Commission and the City Council. The map should guide the approval process for development proposals and zoning decisions.

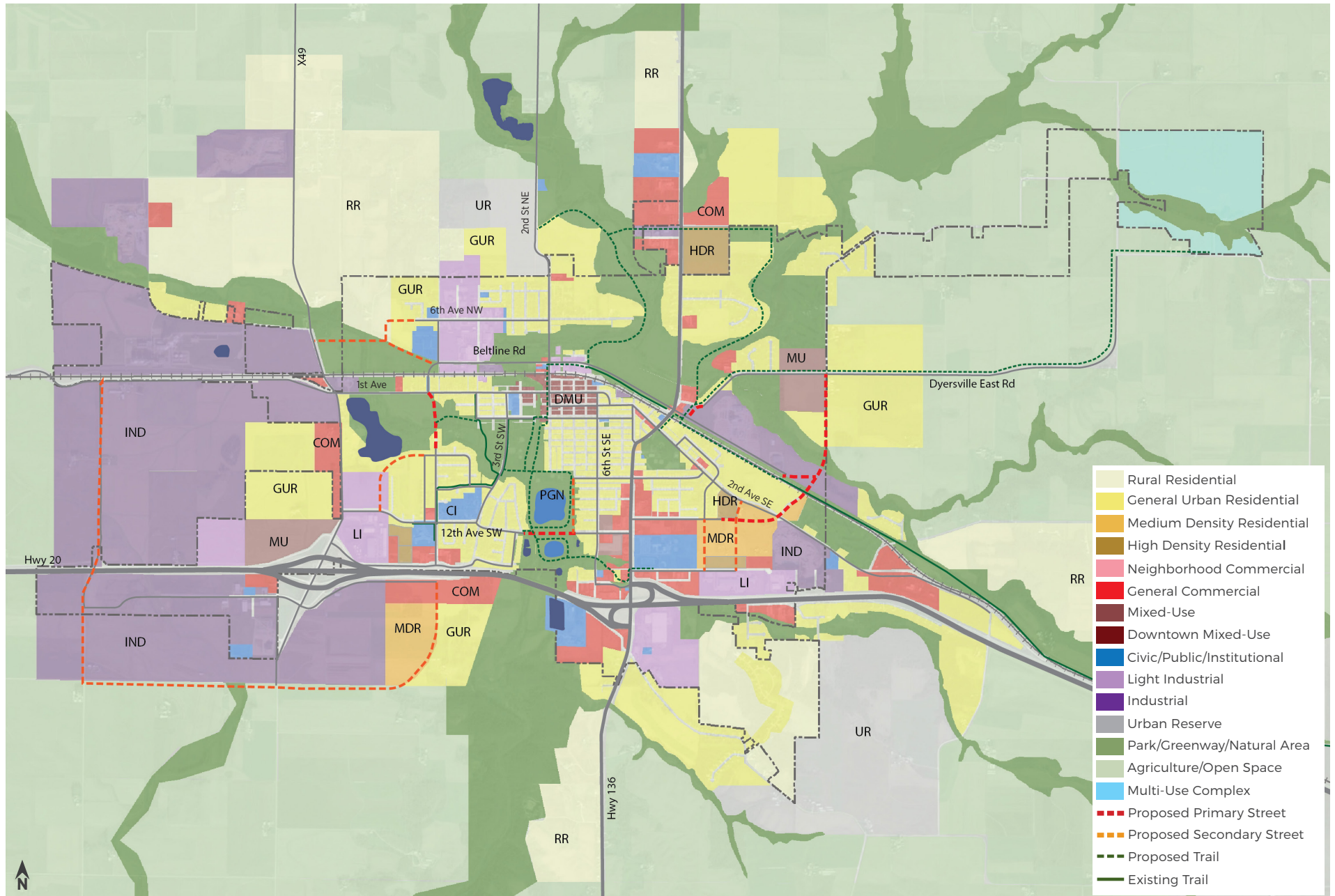
**FIGURE 3.2:** Designated Land in 2017 City Limits

LAND USE	ACRES IN 2017 CITY LIMITS	CHANGE FROM EXISTING
Residential*	999	275
Low Density	904	
Medium Density	67	
High Density	27	
Commercial**	230	105
Mixed-Use	109	109
Industrial	904	266

\*Not including Rural Residential  
 \*\*Not including Multi-Use Complex  
 Source: RDG Planning & Design

The following pages provide details on the future land use categories. The features and criteria for each category are a guide for decision making for rezoning, site plan applications, and implementation of the comprehensive plan.

FIGURE 3.3: Development Concept/Future Land Use Map



## Future Land Use District Descriptions



### Open Space/Agriculture

#### DESCRIPTION

Areas primarily used for agricultural production and farmsteads around the edges of the city where there are not urban services or infrastructure for development. These areas may also be open land that is not used for agriculture or appropriate for development in the planning period.

#### FEATURES AND CRITERIA

- › Agricultural productions and associated facilities such as barns, feeding operations, and residences
- › Areas are not appropriate to supply urban services within the planning period



### Urban Reserve

#### DESCRIPTION

Areas that are undeveloped in agricultural or open space use. These areas may be in the path of urban development and could be served with municipal utilities in the long-term planning horizon.

#### FEATURES AND CRITERIA

- › These areas should be reserved for long-term urban development, with primary uses in the near term remaining as open or low density residential
- › Any interim large lot residential development should not obstruct future subdivision techniques



### Rural Residential

#### DESCRIPTION

Low-density residential uses that are not served by city utilities. Development in this area preserves the rural character, open space, and/or protects natural features.

#### FEATURES AND CRITERIA

- › Lot sizes are a minimum of 1 acre with significant open space
- › Residential home types can include acreages, homesteads, or cluster developments
- › Residences have on-site utilities (septic). Not likely to connect to public utilities in the planning period



### General Urban Residential

#### DESCRIPTION

Residential land uses emphasizing single-family detached residential developments served by city utilities and civic uses. Can include innovative single-family attached projects, duplexes, or other housing types meeting development criteria.

#### FEATURES AND CRITERIA

- › Density of 2 to 7 units per acre. Lot sizes comparable to surrounding neighborhoods. Higher density may be allowed for innovative projects
- › Provide a framework of open spaces, streets, and trail connections to integrate with the community
- › Densities can be higher at transition points between more intense districts



### Medium Density Residential

#### DESCRIPTION

Restrictive land use emphasizing a variety of housing. May incorporate a mix of housing types including single family detached homes, duplexes, and multi-family buildings to create integrated neighborhoods.

#### FEATURES AND CRITERIA

- › 7 to 14 dwelling units per acre. Innovative design encouraged
- › Development should maintain the identity of the individual housing units
- › Connections to other commercial centers, parks, civic uses, and neighborhoods should be made



### High Density Residential

#### DESCRIPTION

Allows multi-family and compatible civic uses and the integration of limited office and convenience commercial within primarily residential areas.

#### FEATURES AND CRITERIA

- › 14 units per acre or higher at sites with direct access to major thoroughfare streets. Locate with access to major amenity and activity centers and avoid creation of isolated multi-family development.
- › Require attractive landscaping and innovation in housing types
- › Edges of neighborhoods should transition to lower intensity uses or buffer from industrial/commercial uses through design, landscaping, and buffering



### General Commercial

#### DESCRIPTION

A variety of commercial and office uses with a community or regional focus. May include a mix of small to large box retailers, restaurants, and complementary uses.

#### FEATURES AND CRITERIA

- › Sites should include clear pedestrian paths, landscaping, and integrate best stormwater practices
- › Site plans should integrate flow (auto, bicycle, and pedestrian) with the surrounding area and future development concept
- › Special design criteria should be applied to larger commercial development to mitigate impacts on adjacent land uses



### Neighborhood Commercial

#### DESCRIPTION

A mix of small scale commercial uses focused on serving the immediate neighborhoods. Neighborhood commercial nodes should be situated at collector streets, be integrated with the surrounding land uses.

#### FEATURES AND CRITERIA

- › Integrate pedestrian and bicycle pathways to and through the site
- › Promote walkability, visual interest, and greenspace
- › Incorporate site considerations to reduce site impact



### Mixed-Use

#### DESCRIPTION

Allows for integration of commercial, civic, and residential uses, both horizontally and vertically. Generally, residential uses are higher density and commercial uses are low impact through site design and use type.

#### FEATURES AND CRITERIA

- › Located at the intersections of major streets or near other commercial and high density residential areas. Amenities such as parks, plazas and quality streetscapes are encouraged.
- › Development should emphasize pedestrian scale and relationships among businesses, with buffering and landscaping from surrounding lower intensity residential uses
- › Good pedestrian/bicycle connections should be provided into surrounding areas



### Downtown Mixed-Use

#### DESCRIPTION

Similar to the Mixed-Use land use, but emphasis on the character and history of downtown development patterns. Includes mix of uses, primarily civic amenities, retail, and service, with upper story residential.

#### FEATURES AND CRITERIA

- › Establishes and requires the mixed use pattern in the traditional city center
- › New projects should respect pedestrian scale, design patterns, and setbacks within the overall district
- › District may expand with development of appropriately designed adjacent projects



### Parks / Greenways / Natural Areas

#### DESCRIPTION

Traditional park and recreational resources including pocket-, neighborhood-, and community-parks. Greenway and natural spaces are generally environmentally sensitive areas and crucial scenic corridors that should be preserved and possibly incorporated into the city's trail system.

#### FEATURES AND CRITERIA

- › Think of parks as a system and as a community service to provide access to quality of life amenities for all residents. Parks should be located with easy access for both pedestrians and auto users.
- › Environmentally sensitive areas, including wetlands, native prairies and drainage channels should be protected and incorporated into a greenway network.



### Civic and Public

#### DESCRIPTION

Includes schools, churches, community centers, cemeteries, publicly owned buildings, and other public or quasi-public facilities that serve as centers for community activities.

#### FEATURES AND CRITERIA

- › May be permitted in a number of different areas depending on specific type and impact
- › Individual review of proposals requires an assessment of characteristics, project design, and traffic management



### Light Industrial

#### DESCRIPTION

A mix of industrial uses including logistics, warehousing, and office uses with little external effects. Business park settings may combine office and light industrial/research uses.

#### FEATURES AND CRITERIA

- › Strict control over signage, landscaping, and design is necessary for locations near lower intensity uses.
- › Limited industrial uses may be located near office, commercial, and with appropriate development standards, some residential areas.



### Industrial

#### DESCRIPTION

May combine office, business parks, warehouse, and manufacturing uses and limited supporting commercial. Generally, include uses with moderate to high external effects further reduced by site design considerations.

#### FEATURES AND CRITERIA

- › Design standards should be more restrictive controls for locations nearer to low-intensity uses.
- › Uses that involve significant peak traffic volumes should locate near major arterial streets and regional highways and provide multiple access points.



### Multi-Use Complex

#### DESCRIPTION

Restricted to special uses unique to the city on a regional scale. Uses are limited to a specialized development plan limited to a primary use and complementary other uses. Limited to the Field of Dreams site on the Future Land Use map.

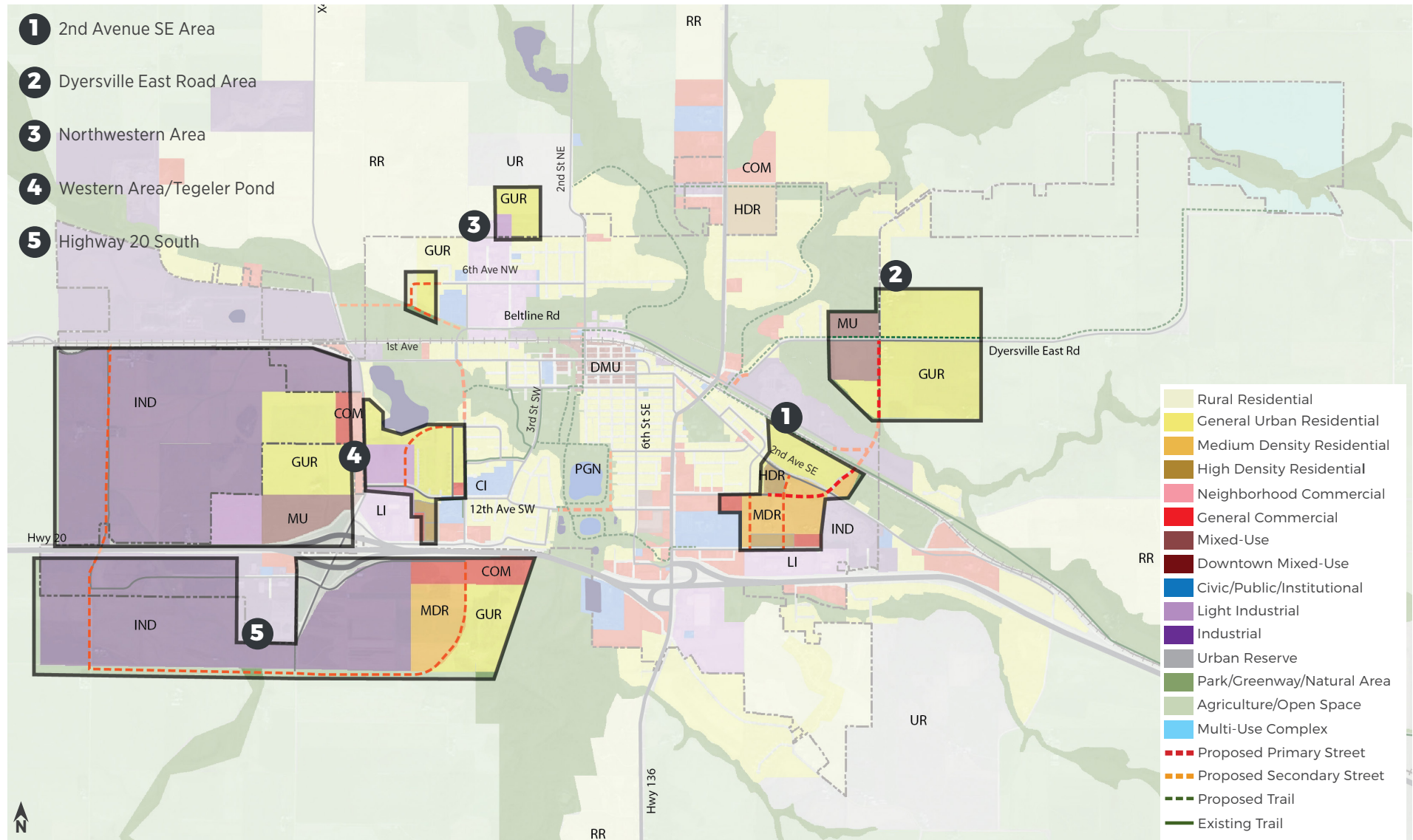
#### FEATURES AND CRITERIA

- › Recreational based with allowances for complementary commercial, civic, or recreational use.
- › Detailed site design should be required with attention to access, parking, pedestrian movements, impacts on adjacent uses, infrastructure requirements, and stormwater management.

### Future Land Use Priority Growth Areas

The 2040 Future Land Use map should provide both guidance and flexibility to decision makers in the land use process. However, it cannot anticipate the design or specific situation of every rezoning application. Rather, it provides a context that helps decision makers, including city staff, the Planning and Zoning Commission, and City Council make logical decisions which implements the plan’s overall goals. This section looks at the development growth areas shown in the concept and details the priority patterns for an integrated land use plan to meet the future land use needs in Dyersville.

FIGURE 3.4: Development Growth Areas



## 1. 2nd Avenue SE Area

This growth area includes rural residential and agricultural land bounded by Beckman High School on the west, the railroad on the north, 15th Ave SE on the south, and industrial areas on the east, shown in Figure 3.5. The area can be easily served by public utilities across flat topography to support increased residential development

### EXISTING CONDITIONS

- › Flat topography with few environmental constraints.
- › Proximity to Beckman High School and Commercial Club Park.
- › Potential land use conflicts between residential and industrial uses.
- › Easy access to Highway 20 and Highway 136.
- › Residential uses already expanding along 12th Avenue SE.

### CONCEPT FEATURES AND POLICIES

#### Future Land Use

- › A variety of land uses should be encouraged in the area to create a mixed-use neighborhood.
- › Priority for medium and high density residential uses. Medium density residential should comprise the core of the area surrounded by high density residential development along 15th Avenue SE and the extension of 12th Avenue SE. Medium density residential can extend across 2nd Avenue SE adjacent to the golf course and extraction pit.
- › The land between 2nd Avenue SE and the railroad reserved as an extension of existing lower density residential to the northwest.

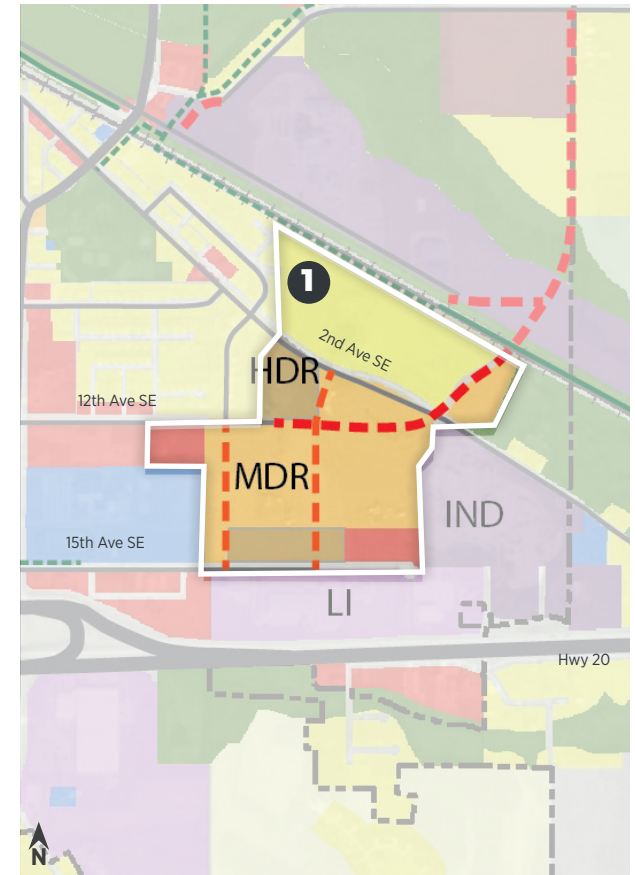
- › Commercial node appropriate at the north terminus of 15th Avenue SE that can act as a buffer between industrial on the south and residential areas on the north.
- › A small commercial-residential mixed-use development next to Shopko along 12th Avenue SE as a transition to residential to the east.

#### Mobility

Development of the area will require significant street extensions for internal street circulation and to provide secondary access to northeastern development areas. Priorities include:

- › Short-term: Extend 12th Avenue SE to 2nd Avenue SE.
- › Long-term: Continue 12th Avenue SE north to Dyersville East Road. The extension will require a railroad crossing. Negotiations with the railroad will need to happen early in the planning period to determine the feasibility and design of an at-grade crossing, including safety improvements at the Heritage Trail.
- › Extension of 17th Street SE south to connect with 15th Avenue SE to serve new residential development.
- › Trail width connections to the Heritage Trail should be a priority at the rail crossing, in conjunction with street connections to the north.

FIGURE 3.5: 2nd Avenue SE Area



#### Parks and Open Space

The area does not specifically show any new park areas. The area would be easily served by Beckman High School facility (if open to the public) and Commercial Club Park.

- › Open space incorporated within the residential development to buffer from surrounding higher intensity uses such as the extraction pit. Buffering can include a variety of plants and trees to create an opaque screen throughout all times of the year, which can be maintained in common ownership through a homeowners association.

## 2. Dyersville East Road Area

The area along Dyersville East Road, east of County Club Estates offers ample land for growth, but not at the expense of the character around the Field of Dreams. Figure 3.6 shows the recommended growth boundary.

### EXISTING CONDITIONS

- › Primarily under agricultural production.
- › No significant environmental constraints.
- › Bordered on the south by a small creek and forested area.
- › Primary access from Highway 136 to the Field of Dreams movie site.

### CONCEPT FEATURES AND POLICIES

#### Future Land Use

The majority of land along Dyersville East Road is under agricultural production and should remain as agricultural use in the planning period. A feature of the Field of Dream is its seclusion in the Iowa countryside, an ode to the setting of the movie and ballfields of a time past. Thus, the journey to the site is as much of an experience as the movie site itself.

- › Lower density general residential uses are appropriate immediately east of Golf Course Road.
- › A mixed-use node with commercial services and residential is appropriate immediately west next to the golf course and existing forested areas.
- › Development, other than parks, should not occur in the greenway or existing forested areas.

#### Mobility

All development should maintain connectivity to the street system.

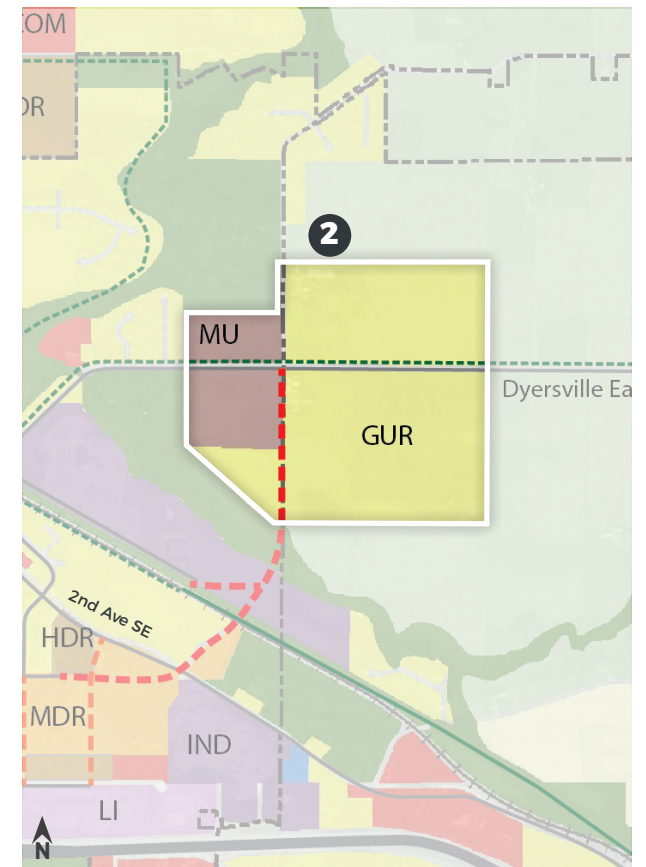
- › An internal street network within new residential development should avoid cul-de-sacs.
- › Reserve land for potential future street extensions to the north, east, and south.
- › Priority connection of Golf Course Road south to Beltline Road and 2nd Avenue SE.
- › Accommodate pedestrians through a complete sidewalk system along all streets.
- › A proposed trail from Highway 136 to the Field of Dream is a priority to provide better access to the site and the broader community.

#### Parks and Open Space

The area does not specifically show any new park areas. However, the area will be underserved by park space as new residential development occurs.

- › New park space should be considered in the neighborhood or near the greenway.

FIGURE 3.6: Dyersville East Road Area



### 3. Northwestern Area

The area between 2nd Street NE and X49 on the northwest provides logical space for already established neighborhoods to grow. Figure 3.7 shows the growth areas.

#### EXISTING CONDITIONS

- › Agricultural production with scattered rural residential homesteads.
- › Areas within city limits include established neighborhood and light industrial businesses
- › Streets dead-end at city limits have land reserved for extensions.
- › Restrictions on the southern portion of the growth area for development because of floodplains around Bear Creek.

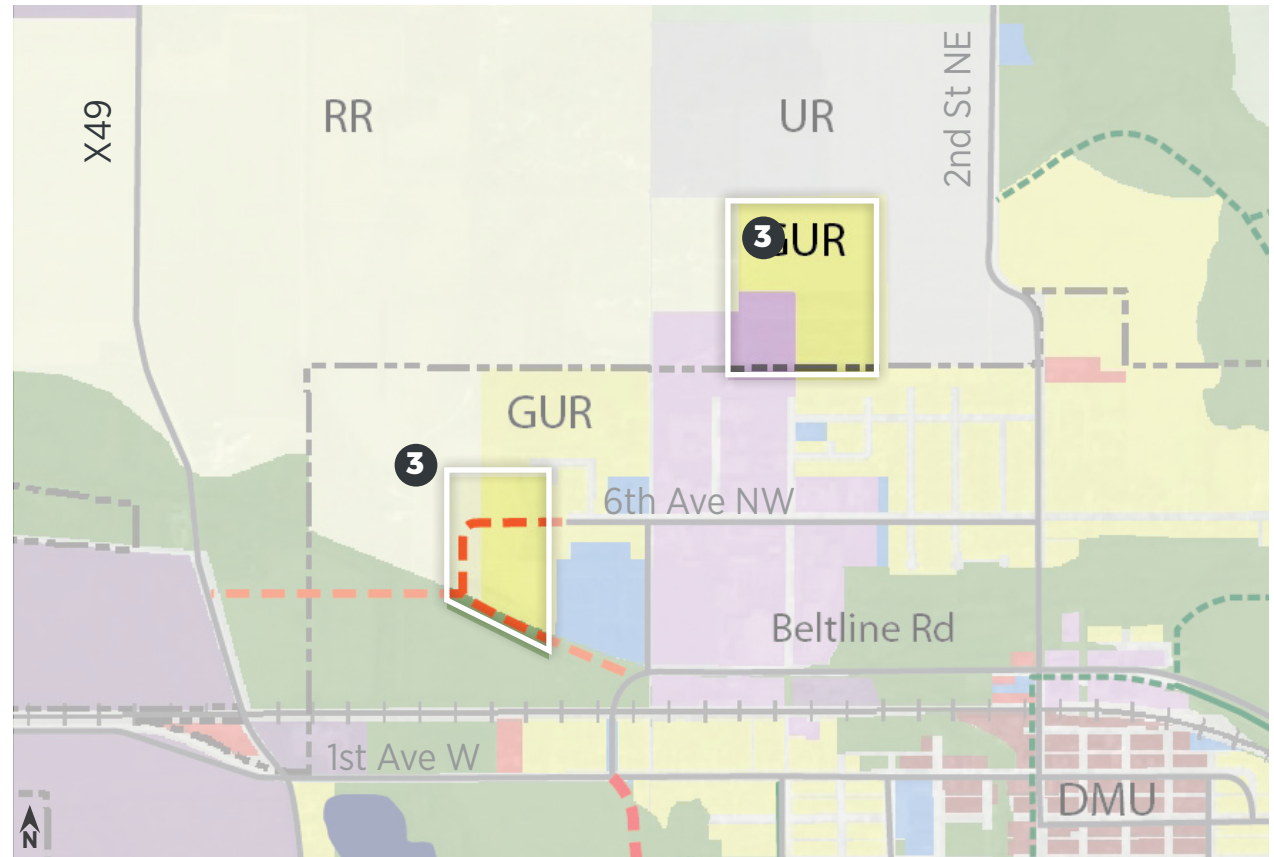
#### CONCEPT FEATURES AND POLICIES

##### Future Land Use

There are several priority land use characteristics for the growth area:

- › Maintain rural residential character on NW. Areas on the northwest are subdivided for large lot residential. The rural character should be maintained as a transition into more rural Delaware and Dubuque Counties.
- › Residential growth from existing streets. Residential growth should be adjacent to existing neighborhoods where streets can be extended, on the north between 5th Street NW and 2nd Street NW and the west from 6th Avenue NW.

FIGURE 3.7: Northwestern Area



- › Urban reserve along 2nd Street NE for potential future growth past 2040. If the market supports additional growth, urban reserve areas should be the next development priority.

##### Mobility

A connected street system is a high priority to allow secondary emergency access from X49 and Beltline Road.

- › 6th Avenue NW extension. This extension should connect to Beltline Road to provide a route to complete the street network.

- › Beltline Road extension, bridge to X49. Beltline Road should be improved past the cemetery and continue west to X49. A bridge across Bear Creek is a critical connection to implement for emergency access. The road extension will need to be built without disturbing the current drainage flows.

##### Parks and Open Space

The area does not specifically show any new park areas. Areas further to the north will be underserved by park space as new residential development occurs. New park space should be considered in the neighborhood.

#### 4. Western Area/Tegeler Pond

The area of Dyersville west of 7th Street SW and south of the Tegeler Pond has seen some residential development as a result of city programs and could continue to since the opening of Dyersville Elementary and the Highway 20 interchange. This growth area can provide a mix of uses, shown in Figure 3.8.

##### EXISTING CONDITIONS

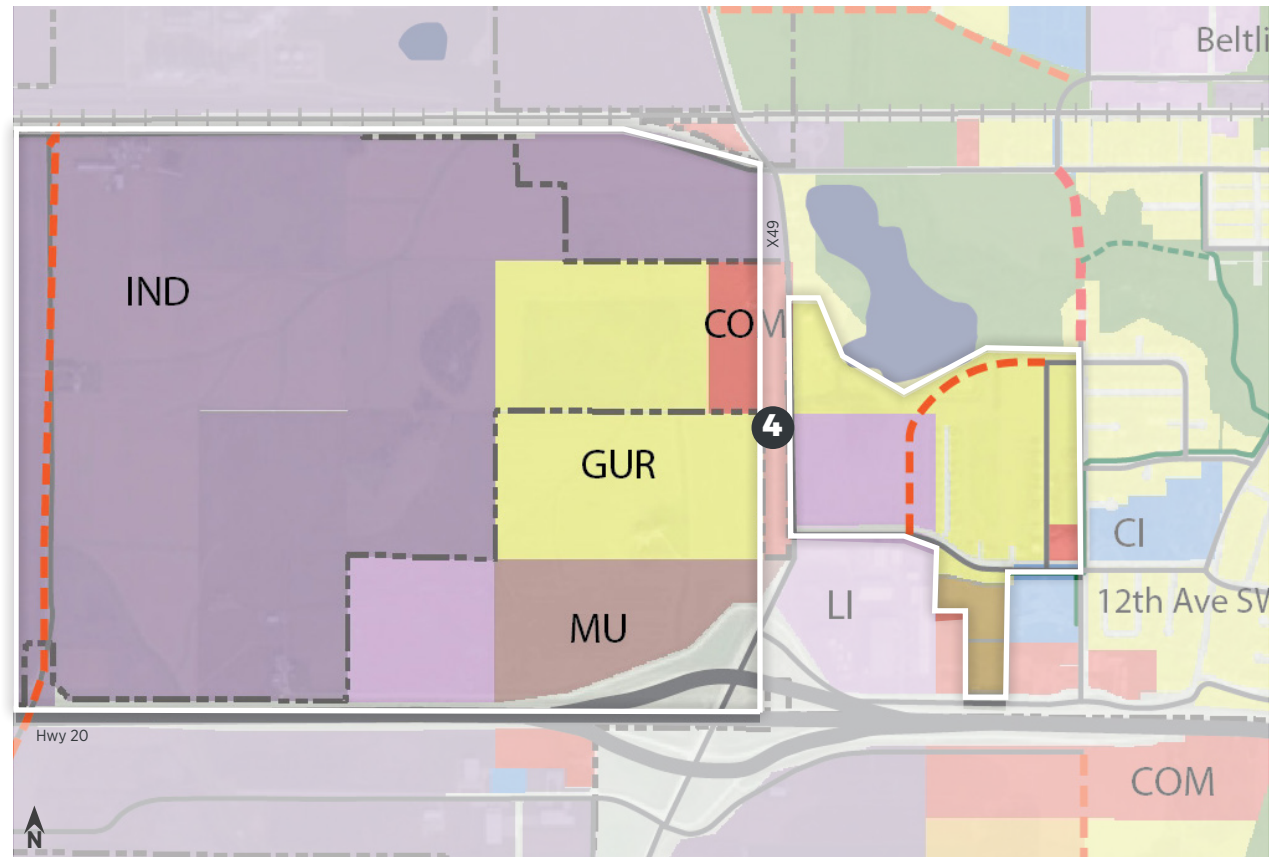
- › Relatively flat topography with few environmental constraints.
- › Easy access to Highway 20 to reach regional destinations. Field of Dreams Way helps keep truck traffic out of residential neighborhoods.
- › Proven success of recent residential development.
- › Proximity to the public elementary school and Westside Park.
- › Potential land use conflicts between residential and industrial uses.

##### CONCEPT FEATURES AND POLICIES

###### Future Land Use

- › Direct low density residential development to areas north of 12th Avenue SW and east of X49.
- › Possible high density residential node along Field of Dreams Way, next to elementary school.
- › Commercial and industrial development appropriate along X49 and facing Highway 20. Prioritize light industrial northeast of the interchange, commercial mixed-use northwest of the interchange, and heavy industrial further to the west.

FIGURE 3.8: Western Area/Tegeler Pond



- › General urban residential uses west of X49 should be buffered from commercial and industrial uses.
- › Ensure adequate stormwater management in all development, especially for potential development areas near the Tegeler Pond.

###### Mobility

- › Extend street connections to tie 12th Avenue SW into 6th Avenue SW.
- › Complete a bridge connection of 7th Street SW to 1st Avenue W.

- › Maintain the area's streets to support pedestrians and bicyclists, connecting residents safely to neighborhood destinations like Westside Park and Downtown.
- › Complete a northern trail connection from 7th Street SW to downtown.

###### Parks and Open Space

The area does not specifically show any new park areas. The area would be easily served by Dyersville Elementary and Westside Park if necessary connections are made.

## 5. Highway 20 South

The existing industrial area south of the new Highway 20 interchange continues to expand. All types of industrial uses are appropriate for the area, with additional opportunities for residential and commercial uses closer to the greenway on the east, shown in Figure 3.9.

### EXISTING CONDITIONS

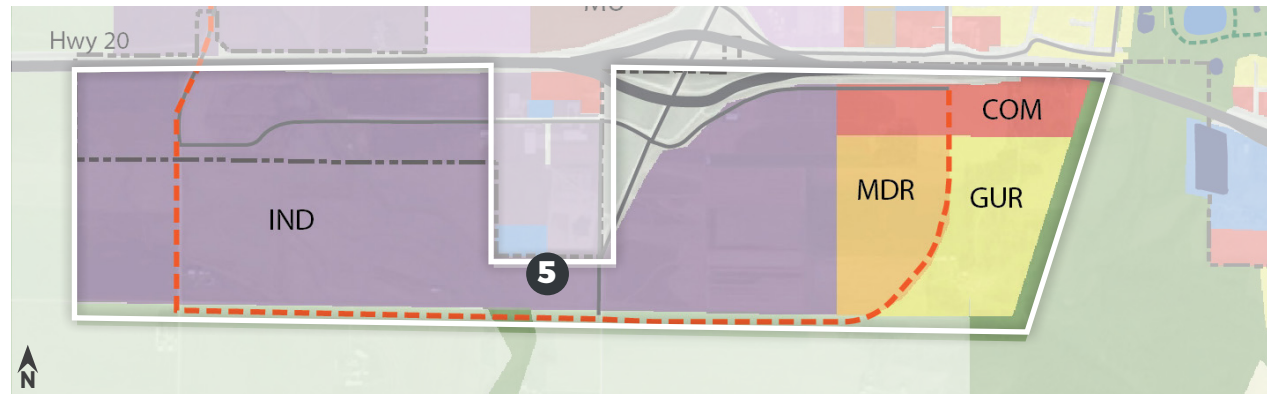
- › Relatively flat topography that is ready for development.
- › A drainageway runs north/south through the development area.
- › Market demand for industrial land with easy access to Highway 20.
- › Available city infrastructure in place or positioned for expansion.
- › The greenway along the North Fork Maquoketa River that can be an attractive feature for residential development.

### CONCEPT FEATURES AND POLICIES

#### Future Land Use

- › Continued industrial growth to west and along the interchange
- › Smaller lot medium density residential to general urban residential along east greenway
- › Commercial land uses to buffer residential areas from Highway 20.

FIGURE 3.9: Highway 20 South

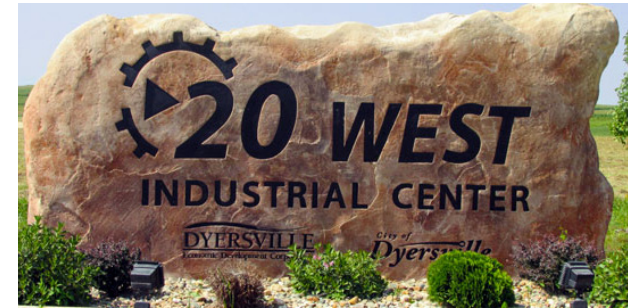


- › Prioritize compatibility requirements between industrial uses and Highway 20, and residential uses that include buffering setbacks, landscaping, and development design that orients higher intensity uses closer to industrial uses and the Highway, parking lot treatments, and access points on non-residential streets.

#### Mobility

A connected internal street system should allow multiple access points to new neighborhoods

- › Ensure a loop street system for development to the east that connects 330th Avenue to 221st Street. An extension of 225th Street to the east is the preferred route.
- › Improve 225th Street to support semi-truck and freight transport into industrial areas.
- › Continue to expand the street network within the Highway 20 Business Park as development continues.
- › Provide a safe pedestrian route north along X49.



#### Parks and Open Space

Protecting the North Fork Maquoketa River greenway that runs on the eastern edge of this area along with continued efforts to provide adequate stormwater retention/detention for industrial areas with abundant impervious coverage is an essential component to developing this area.

## Land Use Compatibility

Figure 3.10 provides a land use compatibility guide that indicates which land uses can be located near one another and which combination of land uses will create significant conflict. The creation of new conflicts should be avoided moving forward. Existing conflicts should be eliminated over time as property turns over to new property owners. This chart should be used to assess the relationship between land uses and provide a basis for the development proposal review process. The compatibility of each pairing is rated on a scale of 1 to 5 and can be read from left to right or top to bottom:

**5 - Completely Compatible.** The proposed use is identical to existing land uses or completely compatible. Development should be designed consistent with good planning practice.

**4 - Basically Compatible.** Traffic from higher intensity uses should be directed away from lower intensity uses. Building elements and scale should be consistent with surrounding development.

**3 - Potential Conflicts.** Conflicts may be resolved or minimized through project design. Traffic and other external effects should be directed away from lower intensity uses. Landscaping, buffering, and screening should be used to minimize negative effects. A Site Plan is advisable to understand project impacts.

**2 - Significant Conflicts.** Major effects must be strongly mitigated to prevent impact on adjacent uses. A Site Plan is required in all cases to assess project impact and define development design.

FIGURE 3.10: Land Use Compatibility Matrix

	OPEN / AGRICULTURE	PARKS / GREENWAYS / NATURAL AREAS	RURAL RESIDENTIAL	GENERAL URBAN RESIDENTIAL	MEDIUM DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL	MIXED-USE / NEIGHBORHOOD COMMERCIAL	GENERAL COMMERCIAL	DOWNTOWN MIXED-USE	INDUSTRY	LIGHT INDUSTRY	UTILITIES	CIVIC AND PUBLIC
Open / Agriculture	-	5	5	5	5	5	5	5	5	5	5	5	5
Parks		-	5	5	5	5	5	5	5	2	3	2	5
Rural Residential			-	4	3	3	3	3	3	2	2	3	5
General Urban Residential				-	4	3	3	3	3	2	2	3	5
Medium Density Residential					-	4	4	3	3	2	2	3	5
High Density Residential						-	4	4	5	2	2	3	5
Mixed-Use / Neighborhood Commercial							-	4	5	3	3	3	5
General Commercial								-	4	3	3	3	5
Downtown Mixed-Use									-	2	3	2	5
Industry										-	4	4	2
Light Industry											-	4	3
Utilities												-	3
Civic and Public													-

**1 - Incompatible.** In general, proposed uses with this level of conflict will not be permitted. Any development proposal requires a special exception and extensive documentation to prove that external effects are fully mitigated.

### Excluded Categories

In this table, uses are generalized. Specifically excluded uses include preserves, greenways, and natural areas as their location is determined by environmental factors and any use could be adjacent to these greenspaces so long as development does not encroach and abides by environmental regulations such as those pertaining to floodplains.

## Annexation Strategy

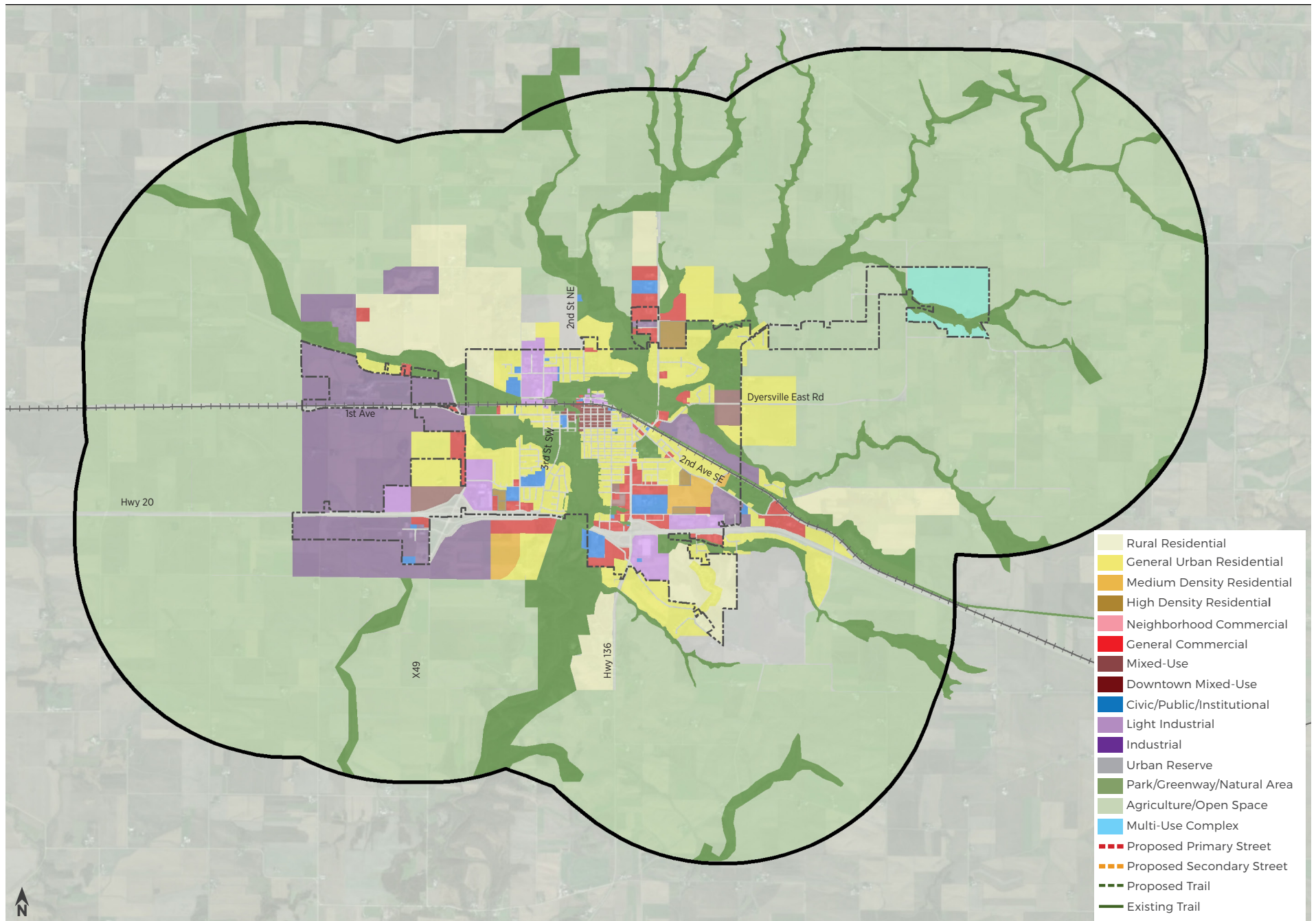
Figure 3.11 shows the future land use in Dyersville’s 2-mile extraterritorial jurisdiction where the city is allowed subdivision review under the Iowa Code. Development in this area becomes important when considering future annexation priorities. Growth areas outside of city limits are generally zoned as Agriculture to keep the land as farmland or open space until there is demand to develop to another use. Dyersville should review subdivision plats in the 2-mile area under the future land use map and growth policies in this Comprehensive Plan.

Taking in to account the amount of open and undeveloped land currently within Dyersville city limits and the forecasted population growth to 2040, Dyersville could not meet all land use demand within city limits. However, when accounting for transitions within city limits to urban uses, Dyersville does not need to annex property for development in the short-term. Therefore, Dyersville should plan for property annexation as opportunities arise. The Highway 20 Business Park is a recent example where growing demand may necessitate short-term annexation considerations.

The City should work to develop land currently within the city limits and not within environmentally sensitive areas, while also formalizing an annexation policy that establishes objective annexation criteria for candidate areas to incorporate into the city. Example criteria include:

- › **Areas with Significant Existing Development.** Areas outside the city that already have commercial, office, or industrial development are logical candidates for annexation.
  - › **Protection of Future Growth Areas.** To allow the city to guide its growth and development more effectively, future growth areas will need to be managed through zoning and annexation. In Dyersville, these areas are mostly used for agriculture and are not currently expected to experience significant urban growth the under county jurisdiction. However, annexation will allow the city to guide development in a direction that will provide safe and healthy environments.
  - › **Public Services.** In some cases, public service issues can provide compelling reasons for annexation.
  - › **Community Unification.** Establishing unified transportation and open space systems while maintaining a common commitment to the city’s future is an important factor in considering annexation.
  - › **Opportunistic Market Forces.** Opportunities may arise under changing market conditions for a new subdivision or commercial growth at locations outside of city limits. These opportunities are a valid consideration for annexation to support overall job and population growth in Dyersville.
- Decisions about annexation should not be based solely on one criterion. All criteria should be evaluated and a plan in place to ensure development satisfies the goals and objectives of the Comprehensive Plan, including:
- › Adjacency to existing infrastructure
  - › Ability to fulfill a community need
  - › A strategy to incorporate new civic and park uses if needed
  - › Protection of environmental features
  - › Ability to be reached by emergency services.

FIGURE 3.11: 2-Mile Extraterritorial Jurisdiction Future Land Use



## Annexation Process

The annexation strategy provides specific guidelines for a proper annexation process that helps minimize unnecessary conflicts and expenditures. Figure 3.12 mimics the opportunity area map presented in Chapter 1 and indicates areas that Dyersville can consider for annexation to support the development concept and future land use framework.

**1. Pursue Voluntary Annexation.** Dyersville should use the “voluntary annexation” provisions of Iowa annexation law and should avoid annexing areas under “involuntary” procedures. The drawbacks of involuntary annexations include:

- › More complex annexation process
- › Confrontation with landowners
- › Susceptibility to court challenges, which add delays and expense
- › Costly extension of city services are mandated within a short time period (3 years), even if development is not imminent
- › It may be appropriate to pursue involuntary annexation for any areas already receiving city services

In contrast, the benefits of voluntary annexation are:

- › Allows the city to promote areas for development without having to install costly infrastructure ahead of that development. The annexation/infrastructure extension plan is required but becomes a negotiated process between the property owner, developer, and the city.
- › Does not require the city to choose among potential annexation areas. Instead, the private market determines development timing and location.
- › Simpler process, less controversial and generally more productive

To make the voluntary annexation approach work the city must:

- › Enact Parts 2-6 of this strategy
- › If necessary, it may be appropriate to use involuntary annexation (<20 percent of the total land area) to include areas of urban character as part of a larger voluntary annexation to create logical jurisdiction boundaries.

**2. Initiate Outreach to Property Owners.** Initiate ongoing communication with interested owners in the annexation priority areas. Communicate the potential benefit of annexation including that the extension of city services/infrastructure greatly enhances the development potential and maximizes its sale value.

**3. Negotiate Development Agreements.**

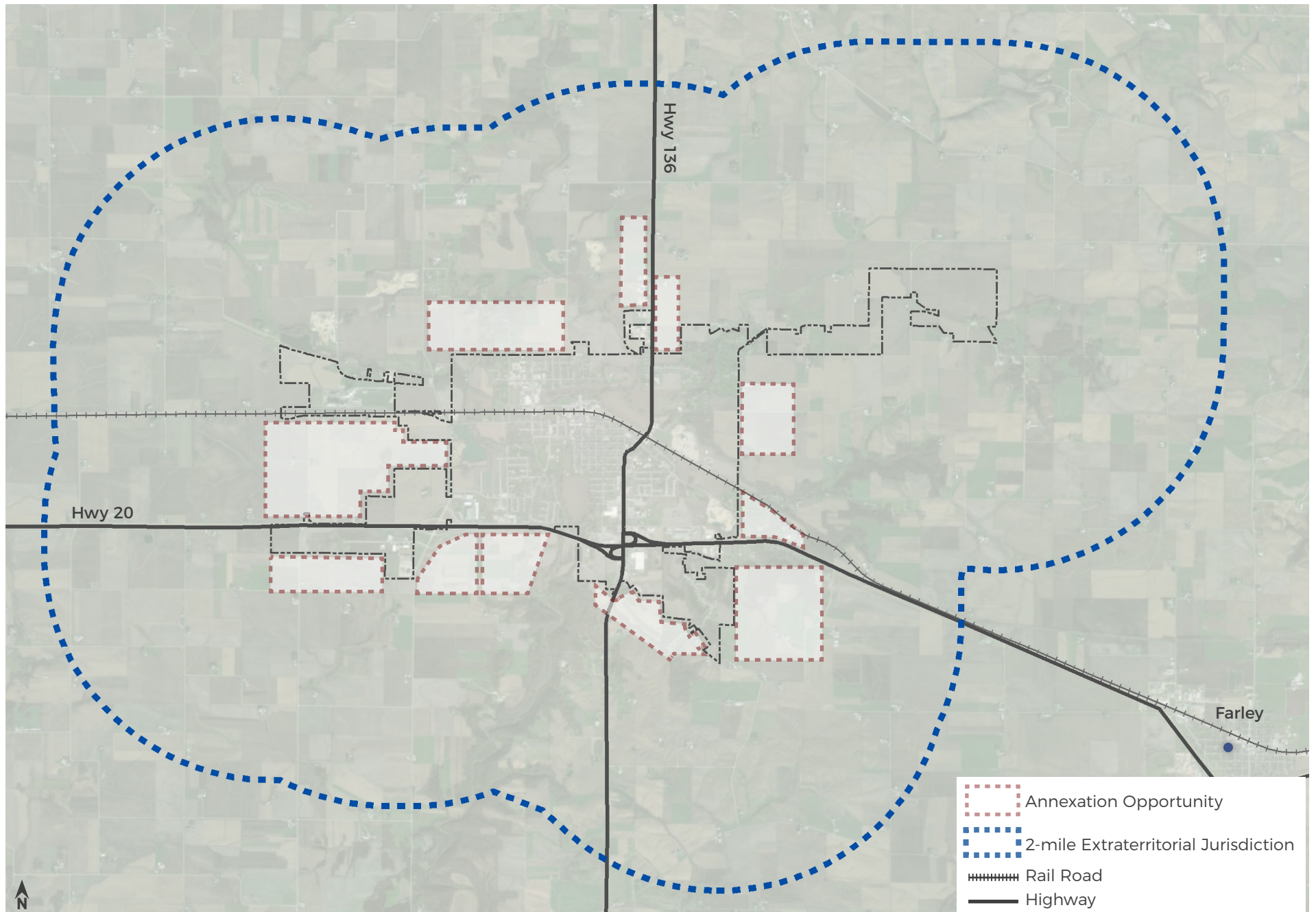
Development opportunities in the annexation priority areas should be pursued on a “negotiated development agreement” basis, with zoning, infrastructure extensions, and any applicable development incentives as part of the negotiation process. The Future Land Use Map should serve as the guide for uses in the annexation areas.

**4. Wait to Zone.** Annexation areas should not be zoned for future uses until the areas are voluntarily annexed and a negotiated development deal is accomplished. Discussion of appropriate zoning, consistent with the Future Land Use Map, should be a part of the negotiation process.

**5. Prioritize Contiguous Parcels.** Annexation priority should go to parcels contiguous to current city boundaries and not create islands, as required by Iowa law.

**6. Continue Use of the 2-mile Extraterritorial Zoning and Subdivision Review under the provisions of Iowa law.** Iowa Code grants cities authority to review plats within the two-mile area outside the city boundaries when a local subdivision ordinance is in place. The Dubuque County Comprehensive Plan provides information on regional review authorities and provides additional information on creating municipal agreements between municipalities.

FIGURE 3.12: Opportunity Based Annexation Areas







# 4 TRANSPORTATION

A transportation system should move people efficiently, along a variety of routes to destinations, and accommodate multiple modes of transportation including freight, cars, bicycles, and pedestrians. Planning for streets, trails, and sidewalks should be fully integrated with land use planning because transportation investment has an inherent and significant impact on how growth occurs.

# INTRODUCTION

The transportation framework influences the form and function of the community. The city is responsible to provide efficient and equitable mobility for all residents in addition to creating an atmosphere that supports the commerce, industry, and other essential community functions. The transportation system is classified by the Federal Functional Classification System that divides the city's roads into five categories based on the amount of traffic and the intended speed of travel for the roadway which is described in the Transportation Snapshot in Chapter 1.

The street classification system matters for several reasons:

1. **Funding.** Classification affects the amount of state and federal funding available for construction and maintenance.
2. **Land Use Compatibility.** High intensity land uses should locate near high level streets and vice versa.
3. **Sharing the Road.** Classification guides bicycle and pedestrian infrastructure decisions. For example, bike traffic should be directed to lower traffic local streets when possible, while sidewalk updates should prioritize collectors and minor arterials.

Figure 4.1 shows the existing and proposed transportation system in the development concept, described previously under the land use growth areas. Proposed future routes include:

- › **Primary Street.** A main route within the community for connections to larger regional transportation routes.
- › **Secondary Street.** Like a collector street, these provide access to residences and local street connections.
- › **Trail.** A sidepath, off-street trail, or widened sidewalk, typically 6-10 feet wide.
- › **On-Street Bike Route.** A system of designated routes for bicyclists on the street, not a trail. These routes could include signage, pavement markings (sharrows), or bike lanes to separate bicyclists from vehicle traffic. The on-street routes are prioritized for lower traffic volume local streets to connect key destinations in the community.

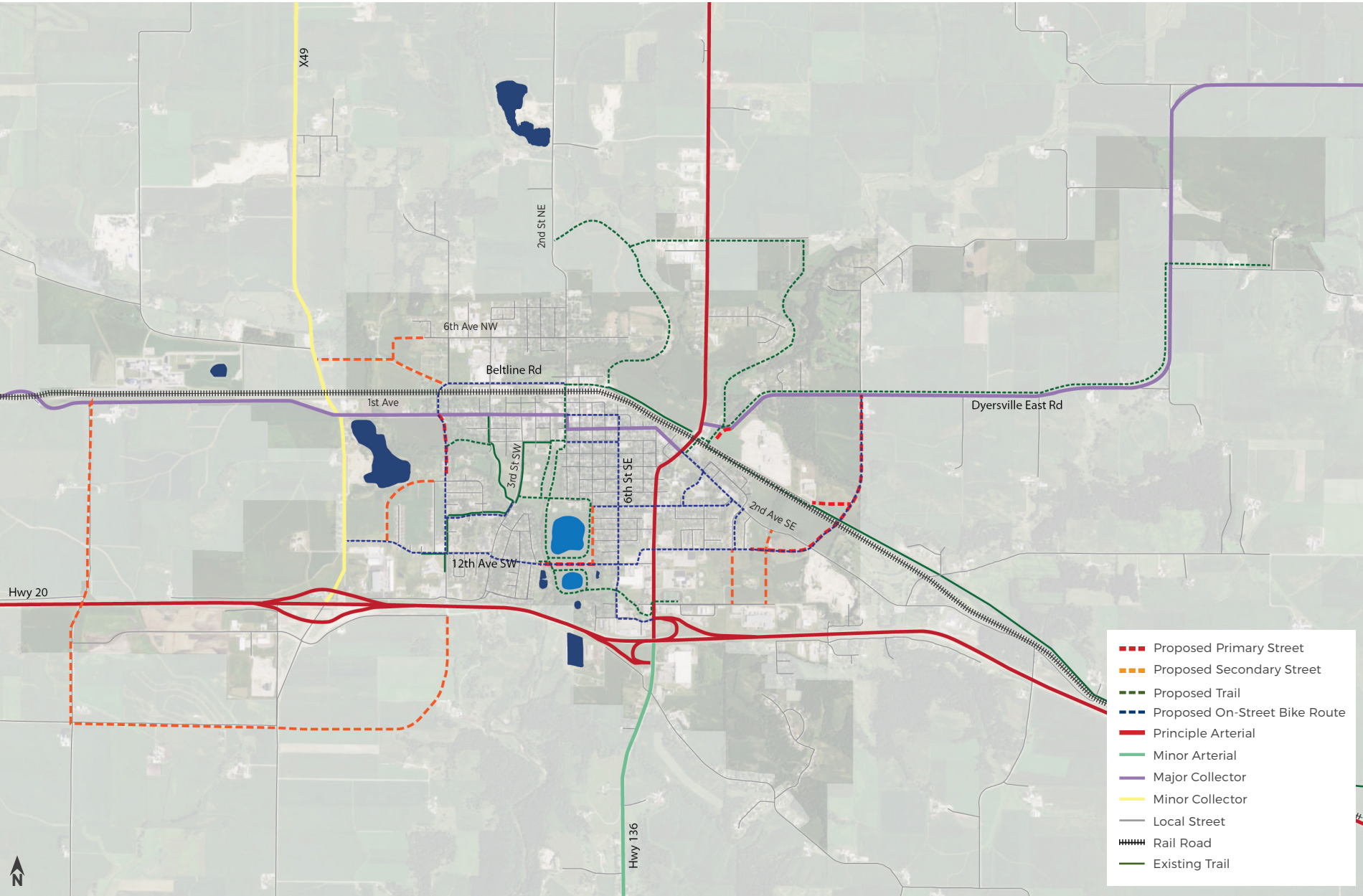
The concept is a guide for future growth. Not every potential new street is shown. Exact paths may vary based on the details when development occurs. The priority is to maintain the principle of connectivity, to provide access to the key connecting points, and to follow the general path shown on the map. Minor modifications can be made as needed on a case-by-case basis. Detailed engineering studies will be needed before undertaking any new road construction.

## TRANSPORTATION GOALS

1. Create a transportation network that will provide a safe and efficient means for all users including pedestrians, bicyclists, and drivers.
2. Address deficiencies in the existing transportation system, including connectivity of all neighborhoods.
3. Establish a transportation system that adequately supports commercial and industrial development.
4. Develop new transportation networks that support the long-term development framework of the city.



FIGURE 4.1: Future Transportation Concept



## Future Transportation Policies

The future transportation network focuses on several big ideas and priorities, with multiple actions required to satisfy each. The following applies to all streets to satisfy the overarching transportation goals:

### Create Connections

New streets should line up with existing streets and connect new development to existing neighborhoods using multiple entrances. Single access cul-de-sacs should be avoided unless environmental factors preclude other options. Trails should be equally evaluated under policies to create connections, whether through off-street paths, adjacent sidewalks, or on-street accommodations for bicyclists.

### Promote Character

Streets make up a large share of Dyersville's public space and should be designed in a way that reflects the pride that residents feel in their community. Streets provide the first impression for many visitors who arrive by car and have a daily impact on how residents view their community. Landscaping, street furniture, public art, green boulevards and other attractive street features should be considered an investment in community character and a tool to promote tourism and economic development.

### Focus on Destinations

Discussed more under Community Character, Dyersville's many destinations should be emphasized through the transportation system, particularly arterial and collector corridors. Preliminary destinations to establish a wayfinding program around include parks, downtown, and the Field of Dreams.

## Maintain Existing Network

Streets, sidewalks, and trails should be maintained in good repair and function. Addressing small maintenance issues before they grow is a cost-effective way of ensuring that the public investment in the existing transportation network pays dividends into the future.

## Transportation Action Priorities

The plan does not propose any new arterial or collector streets. However, improvements to the existing transportation network, including trails, are equally important to new street investments. Implementation actions fall into four elements:

1. **Bridges**
2. **Streets**
3. **Sidewalks**
4. **Trails**

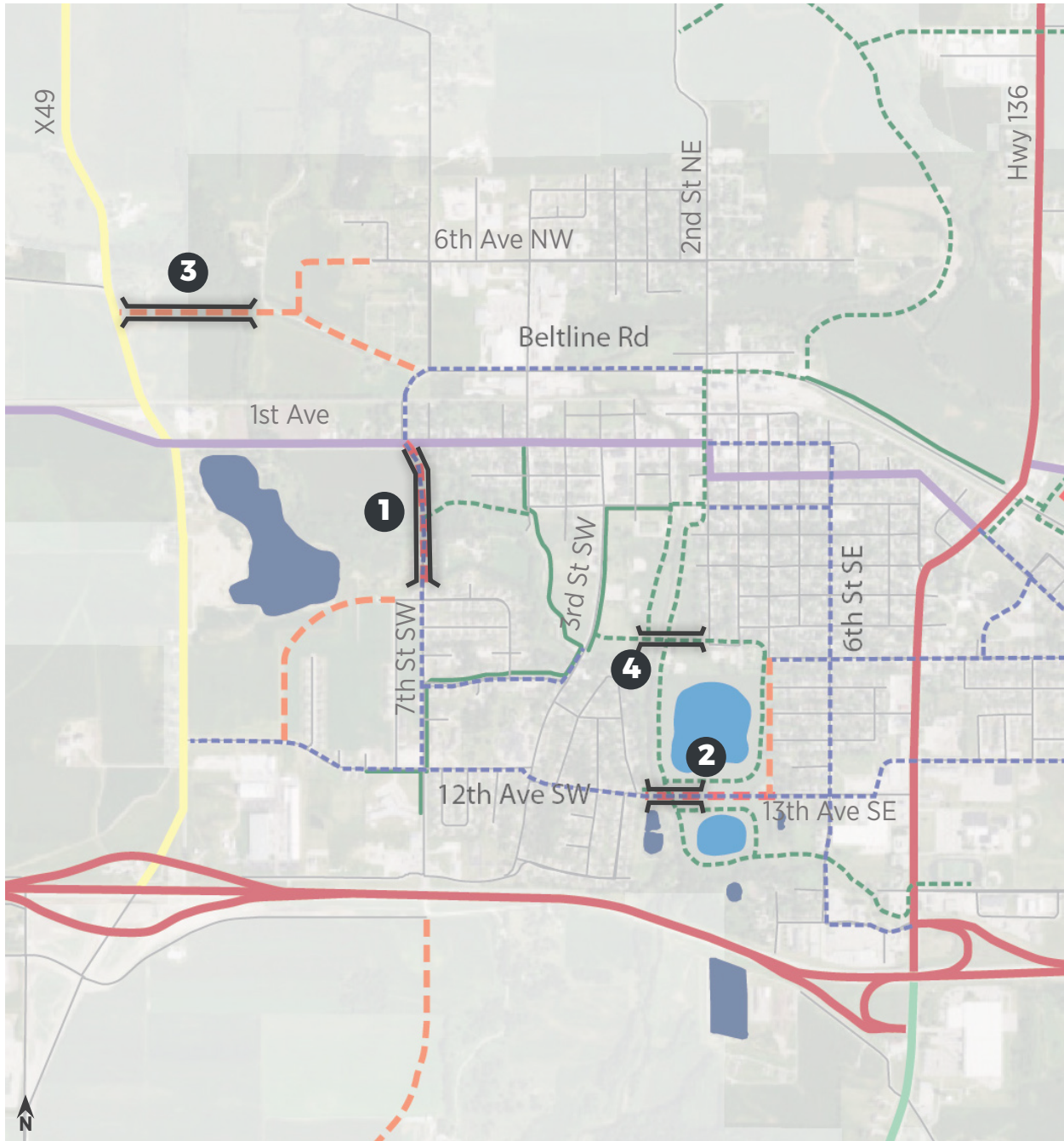
## Bridges

Development around natural barriers has led to several major gaps in Dyersville's transportation system. While costly and time intensive, several key bridge projects should be budgeted to improve connectivity and reduce emergency response time. Bridge construction should not impact flood zones and accommodate access for pedestrians. Figure 4.2 shows critical bridge projects.

### 4.1 ACTION: BRIDGE CONSTRUCTION

1. **Beltline to 7th Street.** A bridge is a priority project to reduce travel time across the community, alleviate traffic on 3rd Street SW, and provide secondary access to and from western areas of Dyersville during flooding events that could hinder access on 3rd Street SW.
2. **12th to 13th Avenue.** A major street extension and bridge will fill a critical gap in east/west travel movements in the southern part of the community. The bridge over the river is a priority for faster emergency service time to western Dyersville and possible reduction of local traffic on Highway 136, especially during flood events that can affect the existing east/west connections to the north.
3. **Beltline to X49.** A bridge crossing Bear Creek will offer a connection to the X49 collector for businesses and residents in northern Dyersville to have more direct access to Highway 20.
4. **Candy Cane to Westside Park.** A pedestrian bridge from Arbor Ct Drive, with associated trail extensions, will fill an east/west gap in the trail network to allow pedestrians to more efficiently reach Westside park without having to travel north to the 3rd Avenue SW bridge.

FIGURE 4.2: Proposed New Bridge Connections



**Streets**

Action priorities for streets focus on guidance for future investment in street infrastructure to improve mobility or open additional land for quality urban development. Most importantly the following themes should be followed to understand and implement the true intent of the street network.

**4.2 ACTION: RIGHT-OF-WAY RESERVATION**

The city should work with developers and property owners to reserve right-of-way for streets in advance of development. Developers should leave room to extend streets to future adjacent development by leaving stub streets or empty lots where extensions are planned.

**4.3 ACTION: BUILD WITH DEVELOPMENT**

Dyersville should work with developers to extend new roads as development demand arises, in conjunction with development agreements. Streets are one of the most expensive components of new development, and high costs of development make it difficult to build new homes at prices that most families can afford. A phased approach to road construction allows developers to produce neighborhoods more cost-effectively.

**4.4 ACTION: STREET IMPROVEMENT PROGRAM**

Dyersville needs to define, on an annual basis, the street improvement projects to be completed by 2025. The project list created will serve as a street improvement program and will allow the city to better plan and fund future improvements.

- 1. Implement intersection safety and functional improvements.** Conjunction with handicap crossing and sidewalk improvements can create cost efficiencies. For example, the X49 and 1st

Avenue intersection should be evaluated to better accommodate future increases in traffic volume from increased development, both vehicle and pedestrian improvements.

**1. Monitor traffic capacity on Highway 136.**

Dyersville should recommend the Iowa DOT conduct a corridor study for the impacts of the Highway 52 rerouting on Highway 136 traffic volumes.

**Sidewalks**

Sidewalks are the primary infrastructure for pedestrians.

**4.5 ACTION: EXISTING NEIGHBORHOODS**

A sidewalk repair program should be considered to construct a sidewalk system in existing neighborhoods and maintain existing infrastructure. The program should prioritize project funding upon location near/to community destinations, along higher traffic streets, and where connections are most needed.

The City should re-evaluate the priorities and phases for the sidewalk program on an annual basis and re-assess sidewalk conditions every five years. Funding and implementation approaches include:

**1. Retrofit existing streets to provide a sidewalk on at least one side of the street and crosswalks in the downtown and major intersections.** Priority areas for retrofitting, in conjunction with other infrastructure improvement projects including handicap compliance standards, are:

- › Arterial and collector streets, and Highway 136 where traffic volumes will continue to increase and making the pedestrian environment feel more unsafe.

- › Streets within a quarter mile radius of schools, parks, and the medical center.
- › Areas with only limited gaps should be targeted to eliminate interruptions in the sidewalk system

**2. Seek new funding mechanisms for sidewalk improvements.** Many cities have elected to fund sidewalk improvement programs through the general fund and then assessed half of the cost to the landowner. Programs have been a successful approach for many communities, especially when the assessment to the landowner has been done over a 10-year period.

- › Outside funding sources including grant funding for designated routes and beautification projects. The Transportation Alternatives Program (TAP) administered by the Iowa Department of Transportation provides 80% reimbursable funds with a 20% local match for infrastructure improvements within 2 miles of schools that serve children in grades K-8. The funds can be used for a variety of infrastructure projects that improve pedestrian safety, including the installation and improvement of sidewalks. The city should seek out these sources to avoid assessing the total cost for these links to the landowners.

**4.6 ACTION: NEW DEVELOPMENT**

- 1. Require sidewalks on both sides of the street, especially new collectors and arterials.**
- 2. Included painted crosswalks at intersections along pedestrian routes in non-residential areas and at trail crossings.**



Ensure crosswalks and sidewalk connections in all development



Continue handicap accessibility improvements



Direct pedestrians to crosswalks rather than the intersection



Repair and/or widen existing sidewalks where necessary

Trails

In Dyersville, the existing trail system focuses on connecting parks, and off-street trails can and should connect people to destinations.

4.7 ACTION

1. **Develop a system that supports a wide variety of users.** Pedestrians and bicyclists are the dominant users of trails, but the opportunities included in a multi-purpose trail system meet the needs of a wide variety of users, interests, and capabilities – seniors, children, families, people with disabilities, and visitors to the area.
2. **Promote the system in economic development initiatives.** Trails are increasingly important to the effort of attracting residents and investment. The success of the national trail movement has caused people to expect their communities to provide a quality trail system.
3. **Plan for strategic investment and seek funding assistance.** In today’s economy, governments at all levels face serious financial limitations. While these limits affect capital development, the operational costs of trails must also be considered. Trails that are neglected or deteriorated do not serve the needs of the community and waste community resources. Dyersville’s system must be strategic and should focus on areas that will most efficiently meet both user needs and the overall goals of the city.
4. **Reevaluate and adjust for future needs.** Dyersville has made strides to build a trail system. The City should actively continue to plan trails within the city and new development areas by evaluating growth and changing future needs.

4.8 ACTION: BICYCLE ROUTES

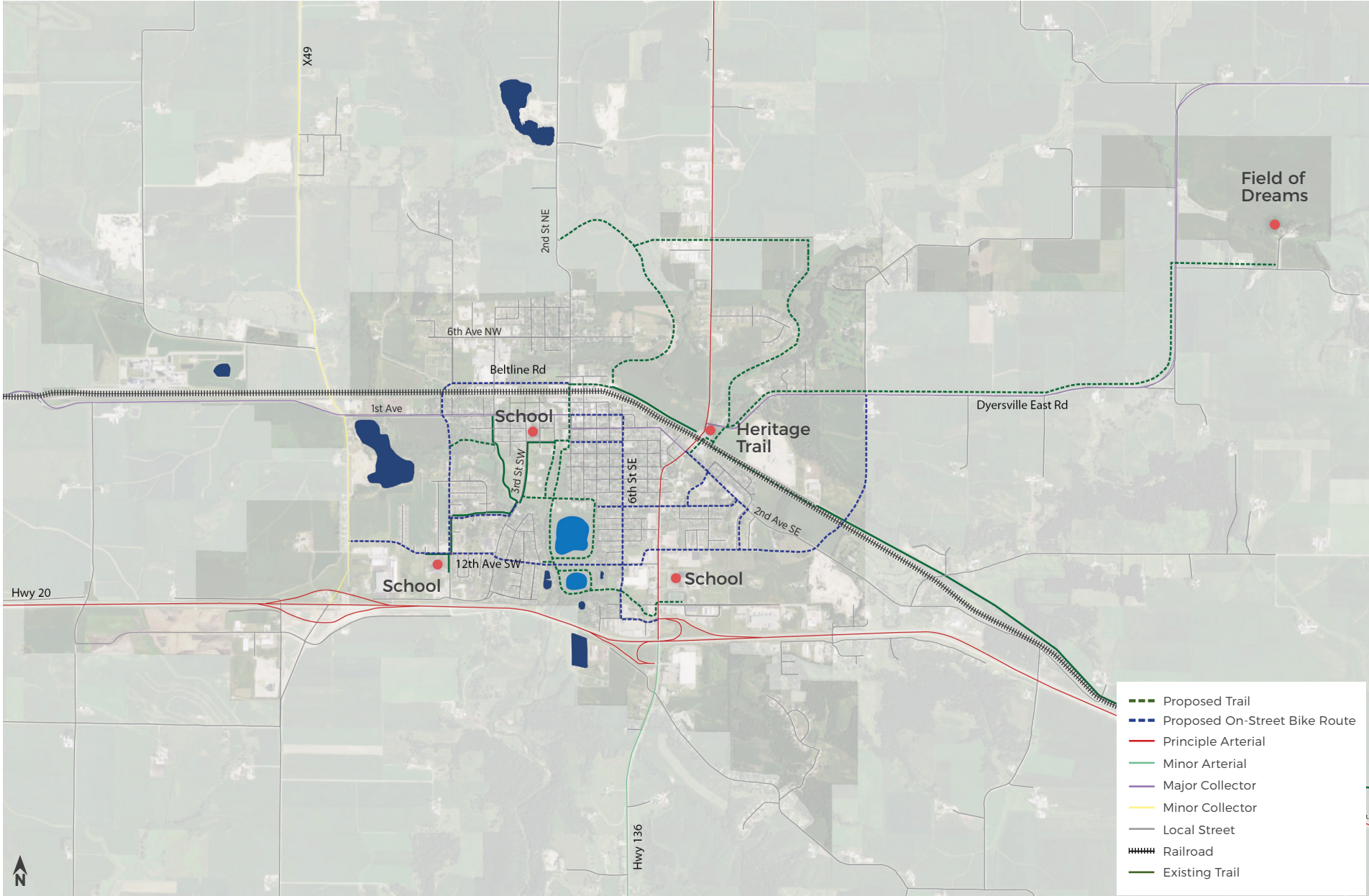
Designated bicycle routes are another way to accommodate bicyclists and promote more bicycling to and from destinations. As a supplement to the off-street trail system, on-street bicycle routes can be identified as bike routes. Candidate streets that are good choices for bicyclists are those with relatively low traffic and access to popular community destinations. These bike routes should be designated using signs and “sharrows.” Existing streets with adequate widths and future streets that are designated as bike routes could potentially include bike lanes or side paths if appropriate.

The proposed network shown in Figure 4.3 contains both on- and off-street trails, and on-street bike routes. Most trails are trail width off-street paths. On-street trails are essentially sidewalks, but these are signed, designated routes that are wider than sidewalks to accommodate bicyclists and pedestrians. Whereas on-street bike routes are for riding on the street itself.



Highway 136 looking north. No Pedestrian access to Beltline and Heritage trail

FIGURE 4.3: Active Transportation Concept



**4.9 ACTION: TRAIL CONNECTIVITY**

A critical component of the trail plan involves filling gaps in the existing system. Dyersville’s community destinations are spread throughout the community, including downtown, schools, Field of Dreams, Westside Park, the aquatic center, and National Toy Museum. A citywide system not only provides safer travel between all of these destinations but fosters contact among all of Dyersville’s neighborhoods and businesses. Preliminary action steps shown in Figure 4.4 include:

- 1. Central Trail Loop.** A loop to connect Westside Park with Downtown and a proposed park to the southeast would create a nice recreational trail that also provides a route to downtown amenities. The Candy Cane to Westside Park bridge is a key component of this link.
- 2. 7th Street SW to Westside Park.** A trail link from the proposed 7th Street SW extension/ bridge to Beltline Road expands the connectivity to Downtown and Westside Park.
- 3. Beckman High School to Central Trail Loop.** A path from the high school, across Highway 136 that follows a drainageway could connect to the central trail network. The link provides access from the northwest to commercial uses and Beckman High School.
- 4. Beltline Trail to 2nd Street NE/Downtown.** The link continues the Beltline Trail west on a defined path to 2nd Street NE and south to downtown. Safety improvements to the railroad crossing on 2nd Street NE are essential to complete this link, providing a pleasant experience to reach downtown from the north.
- 5. Beltline Trail to North Residential Areas.** A new trail extending north from the Beltline Trail along the North Fork Maquoketa River greenway

would provide a recreational amenity for established neighborhoods and new growth in northern Dyersville. The trail could have several “spurs” that lead west into new street networks but ultimately would connect to 2nd Street NE. The exact route of the trail can vary and would become a major priority if/when growth opportunities come to fruition.

- 6. Northwest service.** Areas to the northwest lack connections to the broader trail system. While the area is mostly rural and industrial uses, the Dyersville Area Airport accommodates a variety of people coming to Dyersville for business or tourism. An opportunity to extend a trail through the Beltline Road and X49 connection could follow the greenway to northwestern areas and offer an alternative to reach the northwest area. Growth to the northwest will also dictate future trail construction.

**HERITAGE TRAIL**

The Heritage Trail is a significant recreational amenity connecting Dyersville to Dubuque. The trailhead at the intersection of Highway 136 and Beltline Road should be a focal feature in Dyersville, but should not feel like the ending destination. Several links to the trail head are needed:

- 7. Heritage Trail to Beltline Trail.** This link appears relatively minor but involves negotiating a difficult crossing at Highway 136. An option includes directing the trail crossing north to 12th Street NE, further north underneath the bridge at Hewitt Creek, or an at grade crossing at Beltline Road with significant safety improvements including crosswalks and flashing signage.
- 8. Heritage Trail to 2nd Avenue SE/Hwy 136.** A trail link should extend from Heritage Trail to connect with 2nd Avenue SE and to the

Highway 136 trail. Improving crossings at the railroad and installing an off-street sidewalk is a priority.

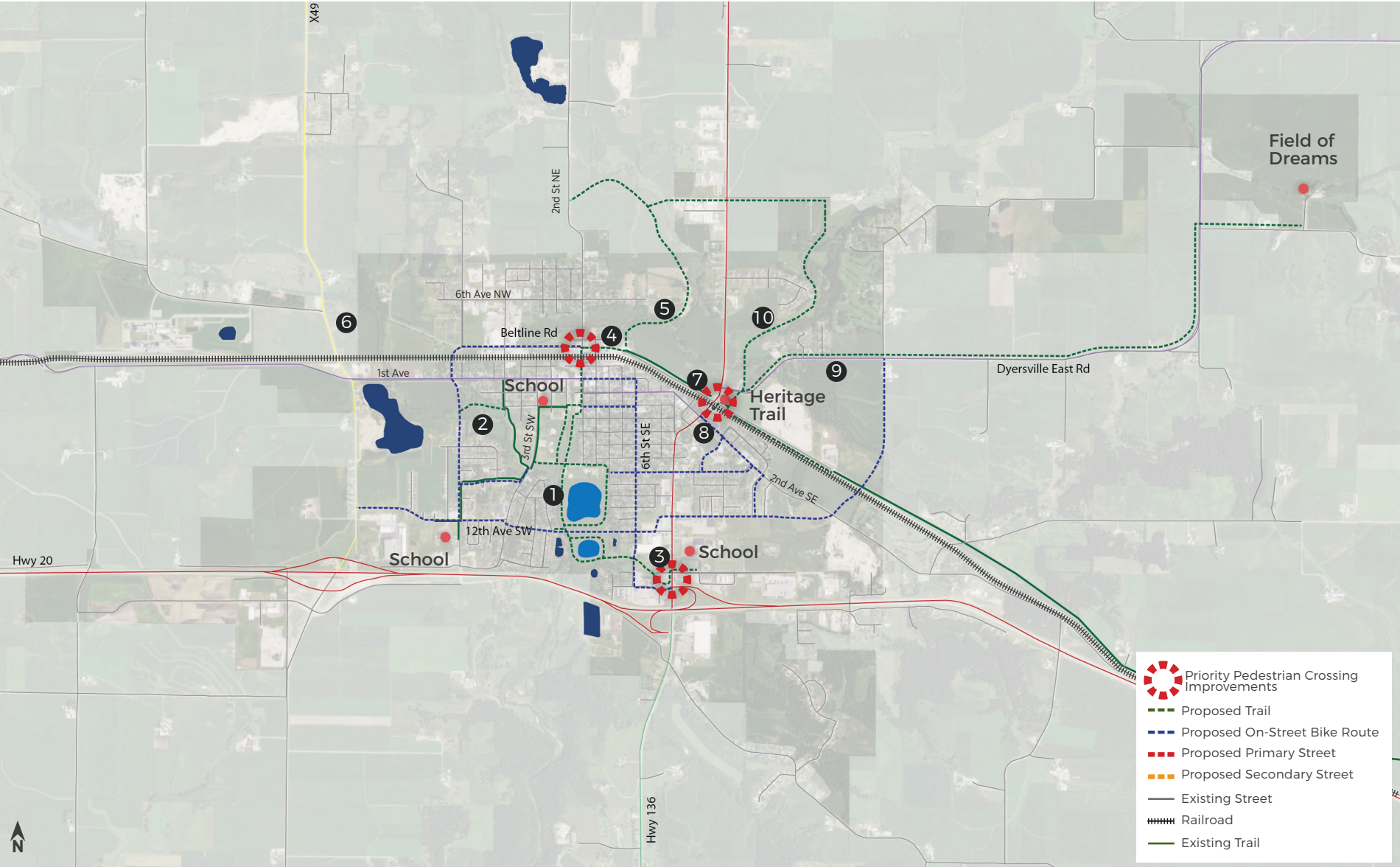
- 9. Heritage Trail to Field of Dreams.** Existing access to the Field of Dreams primarily caters to vehicles. While a bicyclist can ride on Dyersville East Road, the route is unsafe and transitions to gravel near the end of the journey at Lansing Road. No pedestrians accommodations are present. While the distance would not cater to most pedestrians (~3.5 miles, one-way), an off-street trail along Dyersville East Road would provide an excellent opportunity to promote bike tourism, leading travelers from the trailhead along the Iowa countryside to the Field of Dream site.

- 10. Heritage Trail to 16th Avenue NE.** An opportunity to create a new trail can follow the greenway along Hewitt Creek to reach new growth areas to the north near 16th Avenue NE. The exact route of the trail can vary and would become a higher connection priority if/ when northern growth opportunities come to fruition, however, can presently provide a nice neighborhood amenity.



Beltline Trail dead end

FIGURE 4.4: Trail and Crossing Improvement Map







# 5

## PARKS

Dyersville's park and recreation system provides a valuable public service and amenity. A quality park system contributes to property values, neighborhood stability, and resident pride. The system consists of individual park resources designed to serve an intended audience – a niche market, a neighborhood, the community, or the region. These park resources combine to create a framework of parks and trails which stretch across the community for the greatest possible service and benefit to residents of Dyersville.

# INTRODUCTION

Dyersville residents enjoy access to a variety of local and neighborhood park facilities. Parks are a vital component of community life. In Dyersville and many communities in Iowa, parks are more than an amenity, they are a place for community gathering, visitor attraction, and community image. Parks and recreation areas have both economic and humanistic attributes by improving quality of life and raising property values.

Studies show that a high quality and diverse recreation system ranks second only to good schools in attracting new residents to a community. Not to mention the health benefits that come from having adequate access to parks and trails. For Dyersville to maximize these community benefits, the park and open system must be integrated into the city's development pattern to provide recreational opportunities to all residents.

To achieve the planning goals for the future of Dyersville's park system, several challenges need to be recognized, and several opportunities can be leveraged relating to service needs, spatial distribution, connectivity, and land acquisition.

The future land use map in Chapter 3 and concept for the park system focuses on:

- › A system of greenways and open spaces that preserve environmentally sensitive areas, offering opportunities for both stormwater management/flood mitigation and new park space.
- › A plan to connect all parks with the city transportation system and community destinations.

- › Opportunities for the park system to grow with the city.
- › Diversity in types of recreational facilities.
- › Having a park available within sufficient walking distance to all residents.
- › Incorporating parks into new development areas.

## Future Park Needs

As described in Chapter 1, Dyersville is well served on an aggregate parkland basis and will need to plan for a rather modest expansion. Spatial distribution of new parks becomes important as the city grows and considering that school facilities may not always be open for public use.

Figure 5.1 shows specific new park areas which include:

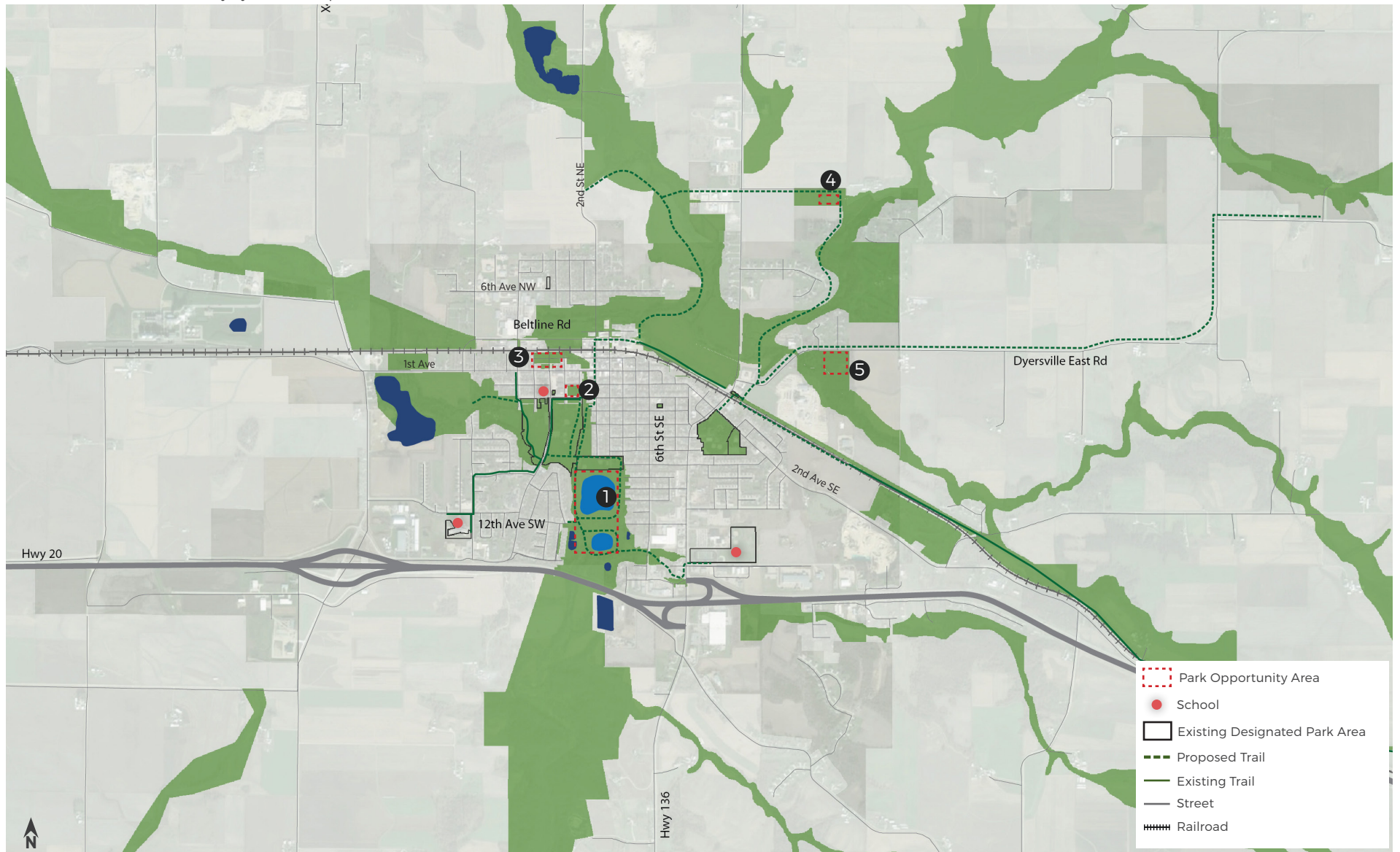
1. Central Park
2. City Square Park
3. 1st Avenue Downtown Park
4. 16th Avenue NE
5. Dyersville East Road

## PARKS PLANNING GOALS

1. Continue to maintain a high quality park system.
2. Provide new and expanded park and recreation facilities that are spatially distributed for Dyersville's population today and in the future.
3. Encourage neighborhood and community destinations that are family friendly and support strong social networks.
4. Connect Dyersville's neighborhoods and community destinations internally and to the region with a trail system that will provide a safe and healthy transportation alternative.



FIGURE 5.1: Park and Greenway System Concept



## 1. Central Park

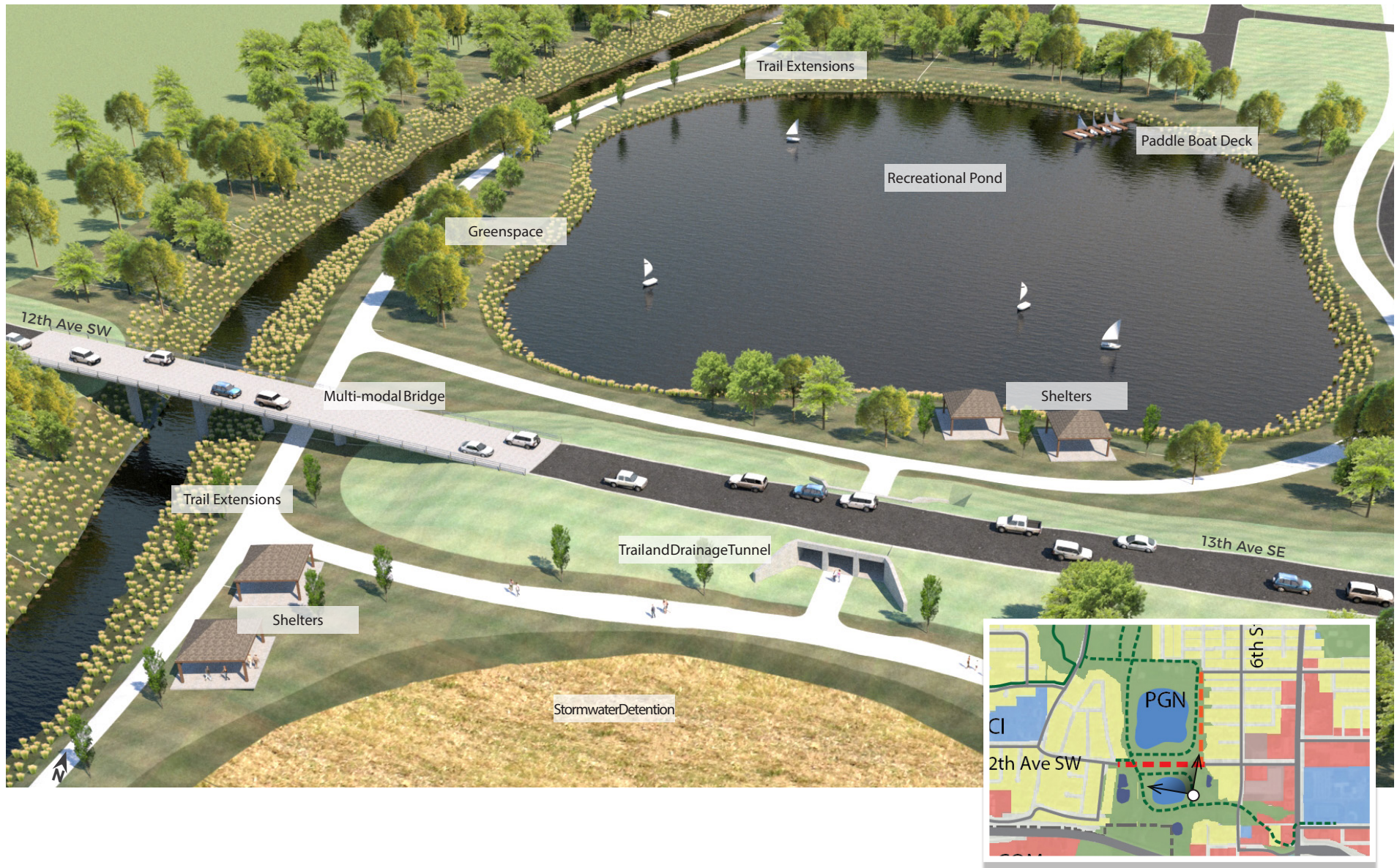
Figure 5.2 shows the Central Park area. A floodway area located in the center of Dyersville offers the greatest opportunity for a new regional park that would feature as a park amenity, regional attraction, economic development tool, and environmental protection area. The plan defines the park concept as “Central Park.” However, the park could be named as part of a fundraising campaign to improve the park area.

Notable features include:

- › **A multi-modal bridge/street connection.** The bridge at 12th Avenue SW would span the river onto a new street that connects to 13th Avenue SE, discussed in Chapter 4: Transportation. The street needs significant fill to be at one foot above the floodway.
- › **A recreational pond.** Fill needed for the new street can create an opportunity for a pond on the north. The pond helps mitigate flood events and can also function as a recreational space for activities such as paddle boating.
- › **Stormwater detention.** The area south of the street connection can also provide soil for the new street. Rather than a recreational pond, a detention cell on the south functions to capture water during heavy rain events, slow runoff, and control drainage into the river. A tunnel/canal system under the new street allows overflow water from the north pond to drain south during heavy rain and flood events.
- › **Trail extensions.** As described in Chapter 4: Transportation a trail should circle the area and provide connections between Westside Park, Candy Cane Park, commercial areas to the southeast, and Beckman High School. The concept recommends the trail goes under the bridge to provide north/south connectivity without having to cross traffic.
- › **Preserve open greenspace.** Open greenspace will become available around the pond. The greenspace provides space for passive and active recreational activities that may include playgrounds, shelters, picnic areas, and disc golf.



FIGURE 5.2: Central Park Concept



## 2. City Square Park

City Square Park, a concept originally envisioned in a previous Community Visioning Program, shows a park space on flood buy-out property near the downtown. Detailed more in the Downtown Plan, City Square Park should feature elements to complement its location near downtown, public/civic uses, and other parks. Elements include:

- › **Active open space.** A large lawn with connecting paths provides a space for special events and community gathering.
- › **Bandshell/Shelter.** An open shelter with performance space could support small concerts, school activities, the farmers market, or possible private events that could generate a revenue stream for the city.
- › **Trail/Pedestrian connections.** Safe pedestrian street crossings to Westside Park should be installed. A possible riverwalk extending north to downtown would provide a one-of-a-kind feature in Dyersville.

## 3. 1st Avenue Downtown Park

A park north of 1st Avenue and the Basilica is another concept originally envisioned in the Community Visioning Program. The city already uses the open space as overflow park space for soccer tournaments. This space should be programmed and designated as an official city park.

## 4. 16th Avenue NE Park

The area around or near 16th Avenue NE in the north of existing Dyersville city limits is an opportunity for new park space if growth emerges to the north. A park in this area should be integrated into higher density residential development potential with connections made through the greenway to the south that ultimately connects to the Heritage Trail, other parks, and downtown.

## 5. Dyersville East Road Park

Similar to the 16th Avenue NE area, a new park space will be needed near the Dyersville East Road growth area to service new residential areas. The park could be a natural park space that complements existing forested areas or reprogrammed to attract visitors traveling to the Field of Dreams and serve residents.

## Existing Park Enhancements

Existing parks are important to preserving quality of life, and the system should be maintained, improved, and enhanced to ensure its status as a major community asset, in accordance with the Comprehensive Plan and a community parks master plan. The Community Visioning Program provided preliminary recommendations for specific park improvements. However, Dyersville should develop a broader parks master plan to outline a park improvement program and identify system improvements.

### 5.1 ACTION: EXISTING PARKS

1. Establish a systematic improvement program, with site rehabilitation projects scheduled on a regular basis through the capital improvements program.
2. Establish criteria for funding priorities. These may include eliminating safety hazards, need to provide facilities for underserved geographic areas, and replacement or enhancement of features that receive intense use.
3. Clarify programming for each park to prioritize areas for sports tournaments.
4. Include a dedication and financing policy for park additions.
5. Evaluate existing facilities, where older and dangerous equipment needs to be removed and where upgraded facilities are needed.



Unique parks set Dyersville's apart from other communities

## New Parks in Development Areas

Many of the growth areas do not explicitly show park space. Doing so does not bind new parks to a specific plan and allows more flexibility in neighborhood design. However, expansion of the city's park and recreation amenities is important to meet the recreational needs of residents and has substantial economic benefits. Facilities like Westside Park are regional draws that bring visitors and thus consumer spending that comes with the visitors.

### 5.2 ACTION: NEW PARKS

1. Prioritize implementation of the five park areas described at the beginning of this chapter.
2. Incorporate parks in subdivision design, especially within the northeast, northwest, and southeast quadrants.
3. Focus on neighborhood parks, which are most suitable to serve a wide area, but a variety of park sizes are encouraged, shown in Figure 5.3.
4. Include a variety of amenities in new parks. Examples include:
  - › Picnic area with shelter
  - › Restroom with drinking fountain
  - › Toddler's playground (ages 2 to 5)
  - › Children's playground (ages 5 to 12)
  - › Informal ballfields
  - › Flat open practice area of 1 acre
  - › Two basketball courts
  - › Walking paths and sidewalks
  - › Lighting
  - › Tree planting and landscaping
  - › Site furnishings



**FIGURE 5.3:** Park Size Characteristics

CLASSIFICATION	FUNCTION	SIZE	SERVICE RADIUS	DYERSVILLE'S LEVEL	EXAMPLE
Neighborhood	Basic unit of a community's park system, providing a recreational and social focus for residential areas. Accommodate informal recreational activities.	5-10 Acres	¼ - ½ mile walking distance	2.14 acres per 1,000 residents	Candy Cane Park
Community	Meet diverse community-based recreation needs, preserve significant natural areas and provide space for larger recreation facilities. May include special attraction such as a pool or trails.	30-50 Acres	½ - 3 miles	16.64 acres per 1,000 residents	Westside Park
Specialty/Mini Parks	Meet a niche recreational need for the community, such as a sports park or wilderness area, or in the case of mini parks, small convenient gathering space.	Varies	Varies	0.24 acres per 1,000 residents	Heritage Trailhead
Schools	Serving a special audience or recreational need such as a school or privately operated complex.	Varies	Varies	Varies	Beckman High School

## Greenway and Natural Areas

Communities across Iowa are beginning to think about stormwater runoff in a more regional context. Stormwater management can no longer be site specific. Any floodway or drainage swale should continue to be protected from development and used as community greenways.

### 5.3 ACTION

1. Protect identified wetlands and address stormwater management issues that can be incorporated into the city's green network and improve water quality.
2. Adopt a stormwater management ordinance along with current stormwater easement requirements to require further buffering from drainage areas and clarify a procedure for review of development near greenways and natural areas.

These greenways should not substitute for neighborhood parks but be quality amenities within the parks and links in the city's trail system.

## Trail Connectivity

Described in Chapter 4: Transportation, Dyersville should continue to expand and complete its trail system that links destinations within the city and the Heritage Trail. Trail development has become a significant amenity to communities and a feature that many people seek out when moving to any size community, in combination with parks. The benefits of park and trail development not only includes recreation but also:

- › Recreation Opportunities
- › Health and physical activity
- › Transportation
- › Economic and community development
- › Improved community image and quality
- › Historical interpretation and linkages
- › Environmental education and preservation
- › Corridor conservation for multiple uses

### 5.4 ACTION

Dyersville has planned vital trail connections. Many of these connections rely on more substantial transportation network improvements, such as new bridges and railroad crossings.

1. Focus on implementing the trail framework addressed in Chapter 4: Transportation.



## Implementation

Dyersville should establish a funding strategy for construction and maintenance of parks and trails. The funding sources for parks and trails can differ and the city should pursue all options.

### 5.5 ACTION

1. Establish an ongoing budget item for trail construction and improvement.
2. Identify and take advantage of available grant funding from local, state and federal agencies and non-profit foundations.
3. Use budgeted funds as a match for grant opportunities.

Other park and trail funding techniques include:

- › General Obligation (GO) Bonds. GO bonds obligate general tax revenues toward retirement and represent the highest level of security to bondholders. Issuance of GO bonds requires voter approval. These bonds typically form the core of park financing mechanisms, with proceeds used for a variety of rehabilitation and development purposes.
- › Transportation Enhancements (TE). TE funds are appropriated through federal transportation legislation for trails, corridor beautification, and enhancement. This program is administered through the Iowa Department of Transportation. Projects funded by TE funds must have a demonstrable transportation function. The Recreational Trails Program (RTP) of the US Department of the Interior, can finance projects that have solely recreational uses.
- › Private Foundations and Contributions. Foundations and private donors can be significant contributors to park development, especially for unique facilities or for major community quality of life features.
- › Flood Buy-Out Programs. The flooding of homes is not a good way to plan for future parks nor the desired outcome in Dyersville. However, as flooding events continue to occur more often and be more severe, homes may get damaged beyond repair. Federally-backed funds and grants can become available at the local level with support from FEMA when such events occur. Buy-out programs provide an opportunity to relocate people out of the floodplain. Land bought out with federal assistance could then become open space for the community.

## Land Acquisition

Often developers have not dedicated land for parks in large subdivisions. Park deficiencies can be resolved through a common policy that requires a park dedication for all development, established through the city's land development ordinances. The obligation for land dedication and trail construction is typically a function of the following:

- › Acres in the development
- › Development density
- › Number of people per housing unit
- › The city's desired level of service of parks

Because of the incremental nature of development, the required amount of land dedication for any single development may be smaller than the ideal neighborhood park size. There are two approaches that the city can adopt to resolve this issue:

4. Request that developers locate dedicated land at the edges and corners of the development so that adjacent developments can combine several small parcels of dedicated land to form one larger parcel.
5. While requiring impact fees for park acquisition is not allowed under Iowa Law, the city could allow payment of cash in lieu of dedication of land by developers. This money should not, and often by statute cannot go into the city's general park fund. This money needs to go to the direct benefit of those individuals living in the subdivision. For example, a park within walking distance or a trail connection that ties the subdivision directly to a park or a larger trail system is a direct benefit.



515



# 6

## COMMUNITY DEVELOPMENT

It is in Dyersville's neighborhoods where the community lives. A neighborhood is more than a collection of homes but rather the public family room for residents of Dyersville – a place for people to live, enjoy, and to mingle with their neighbors. It is important to design neighborhoods as an extension of living space beyond the confines of individual homes. Public actions, partnerships, and design practices can strengthen existing neighborhoods, create strong new neighborhoods, and build a more engaged community.

## INTRODUCTION

Community development, at its core, is housing and most land in American cities is devoted to housing. Spending time at home is where people spend a significant portion of their time, and its condition and appearance greatly affects the perception of the neighborhood and city. Residential land is Dyersville's single greatest resources in terms of public investment. Additionally, many residents choose to live in Dyersville because of its quality neighborhoods with well kept housing and low crime.

The future of housing in Dyersville hinges on maintaining the existing residential housing stock but also meeting a growing demand for housing variety that is affordable for all household types from entry level homeowners to seniors looking to downsize.

## Policy Foundation

Future housing needs will shape the development goals for future planning in Dyersville. Every community is different in terms of demographics, population projections, existing housing supply, and future housing challenges. To identify existing challenges and solutions to meet future housing demand, Dyersville completed a housing study in 2017. The report includes the methodology and analysis of housing demand, summarized in Chapter 1: Dyersville Today.

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Housing market demand and gaps are the basis for planning policies and actions through 2040.

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## COMMUNITY DEVELOPMENT PLANNING GOALS

1. Market to and provide new households with available and affordable housing to complement the assets of the city.
2. Provide a choice of housing opportunities by providing developable sites and residential types that meet housing needs for households at different stages in the life cycle.
3. Initiate public incentives to meet needs that the private market cannot satisfy alone.
4. Increase the capacity of the community to meet continuing housing needs.
5. Conserve and support the well-being of the existing housing supply while taking advantage of new opportunities.



## Issues and Opportunities

Guiding principles and goals for community development focus on two elements - leveraging existing housing resources and overcoming existing and future housing challenges. Often communities only focus on addressing challenges. However, existing resources are often what makes the community unique and offer an opportunity for building on for future growth.

## Housing Resources

Dyersville has plenty of resources that contribute to quality neighborhoods and demand for new housing. These include:

- › **Stable Growth.** Dyersville has maintained a steady population growth through the last half of the 20th century and into the 21st. As indicated in Chapter 1, the long-term trends appear to be back in force.
- › **Available Regional Assets.** Highly accessible and growing regional economic and environmental assets complement Dyersville's natural attraction for new residents.
- › **Employment Growth Prospects.** Dyersville's major employers continue to generate demand for more housing, along with new industry growth in western Dyersville.
- › **Civic Strength.** The city's extensive park system, recreational resources, and events underlie a strong civic life that can attract a new generation to the city.
- › **Existing Housing Stock.** Dyersville's existing housing supply, and particularly its single-family stock, is in very good condition and positioned as an affordable option for future generations.
- › **Iconic Resources.** Aside from the national attention of the Field of Dreams movie site, several community resources define an image of traditional quality that appeals to many people, and especially young households.
- › **Available Infill Land.** Several significant parcels in town are infill sites that could be feasibly served by incremental extensions of public infrastructure. Infill is also discussed in Chapter 3: Land Use Development.
- › **Development and Financial Communities.** Dyersville and the region has a good supply of home builders and a committed lending community, both ingredients in creating programs for housing development and rehabilitation.
- › **11th Street SW Precedent.** Dyersville has had several successful housing development experiences that may point the way toward permanent programs. The 11th Street development is a model to build on.
- › **Population Recruitment.** Regional cities, primarily Dubuque, strongly attract residents by being able to offer more housing variety and quality of life amenities.
- › **Infrastructure and Access.** Extending services are expensive and raise housing costs. Major sites that are adjacent to existing residential development lack connections to the city's street system, a requirement for future development.
- › **Flood Zones.** Rivers are mostly a resource, but extensive floodways and floodplains limit development opportunities adjacent to existing streets and neighborhoods.
- › **Affordability Mismatches.** Dyersville residents stay in their home longer, meaning higher income households may be occupying homes below their price points and limiting options for new residents and young households.
- › **Housing Options.** Most of Dyersville housing supply is single-family detached, with a limited number of twin-homes or duplexes and older multifamily buildings. New options are needed to meet future housing demand.
- › **Downtown Opportunities.** Dyersville has not yet become active in developing downtown housing, which can be an attractive location for younger singles and two-person households.
- › **Perception of Rental Housing.** Not uncommon in other communities, Dyersville residents may be reluctant to accept higher density housing because of existing poorly designed and maintained multi-family properties in the community.

## Housing Challenges

- › **Workforce Market Scarcities.** Dyersville has a limited number of affordable housing units, both public and private employers are challenged to recruit or retain staff in Dyersville, especially given the more robust housing options available in Dubuque.
- › **Housing Economics.** The cost to build new housing and what is affordable to Dyersville's population is not aligned. Because of Dyersville's relatively small size, it is difficult to achieve economies of scale that could reduce construction costs.

COMMUNITY DEVELOPMENT TERMINOLOGY

- › **Affordable Housing** - Any housing that is not financially burdensome to a household in a specific income range. Affordable housing in terms of housing subsidized by Federal programs can be included in this definition.
- › **Senior Housing** - Often thought of as nursing homes and assisted living facilities, senior housing in this plan is more broadly defined and refers to housing that caters to older adults. These housing options could include ground floor apartments, condos, housing with limited assistance, or other options that allow seniors to live independently with less maintenance.
- › **Empty Nester** - A single or couple without children living at home. Empty-nesters can include any age range, but most often refers to older adults and seniors whose children have moved on to college and no longer live at home.
- › **Move-up Housing** - The natural cycle of how people move in the housing market, referring to the process of moving from renting to mid-sized owner-occupancy to larger single-family homes. The “move-up” generally occurs with increases in income, assuming adequate housing supply and variety is available, opening more affordable housing options for others. Recent trends may not indicate that “move-up” housing means more square footage but it may mean better finishes or more amenities.

**Community Development Strategy**

Dyersville’s regional location, employment opportunities, community attributes, and population and price stability make it a highly desirable places to live and work. The town is both benefited and challenged by its proximity to Dubuque in the competition for new residents, but it represents a preferred setting for families with children.

However, some forces limit Dyersville’s ability to provide affordable housing for people who are logically attracted to town. If we can’t provide available and affordable housing, we will be unable to attract the new residents who want to live in and contribute to the region. Other aspects of community life may eventually be affected, and opportunities to continue Dyersville’s tradition of steady growth will be missed.

**Recommended Policies and Actions**

**6.1 ACTION: BUILD PARTNERSHIPS TO CREATE AFFORDABLE HOUSING (HOMES AND LOTS)**

Most residential land development in the city of Dyersville has been single-family development, generally consisting of new construction that is not subsidized by programs or public funds. This construction generates homes that are ‘affordable’ to a segment of the population.

The focus on this market is, in part, because the business model is tested with sales prices exceeding the costs of development. However, the high cost of lot development means that the sales price of land must be inflated to cover the cost of creating the development lot, often exceeding \$30,000 which, in turn, pushes the cost of the home into a more affluent market.

Several communities have generated affordable homes at various price points through creative partnerships between the municipality, the lending community, realtors and builders, and housing action organizations that often provide financial assistance to qualified home buyers.

**PARTNERSHIP FOCUSES**

- 1. Support development of moderately priced homes (\$120,000 - \$180,000).** A scale of development would be needed to reduce construction costs with the partnership organization acting as a financial entity.
- 2. Encourage market rate rental and multi-family development.** Assistance may be needed in the form of public facilities or gap financing.
- 3. Seek options for seniors.** New options for seniors will open up and preserve the existing housing stock priced below \$200,000 for new residents.



Partnerships are needed to stimulate downtown housing options—a possible way to supply market rate rentals, and options for young professionals and seniors

### 6.2 ACTION: INVEST IN INFRASTRUCTURE FOR ALL LAND USE TYPES

Dyersville should recognize residential development as economic development in all aspects related to economic development strategies. Although, infrastructure investments can place a heavy burden on city capital funds.

1. Plan for investments in residential infrastructure, including streets, sidewalks, bridges, and utilities in coordination with the other Chapters of this plan.
2. Prioritize public/private financing methods to spread the risk and offer opportunities to develop new neighborhoods that are affordable.

### 6.3 ACTION: CREATE A COMMUNITY MARKETING PLAN TO ATTRACT AND RETAIN RESIDENTS

Dyersville has amenities comparable to much larger communities. A community marketing plan can help tell Dyersville's story to attract residents, especially families.

1. Coordinate a community marketing plan between the City, the Dyersville Economic Development Corporation, the Chamber of Commerce and other entities. More details on the elements of such a plan are included in Chapter 8: Economic Development and Tourism.

### 6.4 ACTION: GROW BY CREATING NEIGHBORHOODS, NOT ONLY HOUSING

Creating partnerships and providing assistance to build more housing units means little if the context of the homes grants poor quality of life. New growth areas should be integrated into the Dyersville community and create their own unique environment that residents cherish.

1. Allow, and encourage, higher density developments to lessen the cost of housing and preferences of younger households.
2. Adopt guidelines for multi-family development to avoid impacts on existing neighborhoods and lower density uses.
3. Ensure new development has multiple street access points, avoiding cul-de-sacs if possible unless to protect environmental features.
4. Provide sidewalks along all residential development, and trail extensions from the existing trail system. More detail in Chapter 4: Transportation.
5. Ensure that some residential zoning districts allow a variety of housing types and policies for commercial/residential mixed-use districts.
6. Monitor properties for maintenance deficiencies and enforcement. Evaluate whether property maintenance programs are needed in the future.



Single-family homes can be designed on a smaller footprint with minimal adverse impacts



Reinvestment will help preserve established neighborhoods



Multi-family near community amenities offers a nice transition from lower density



TRIP  
ENGLISH  
BEER & SPIRITS  
Sincerely yours

PLACE  
DRINK  
WINE

WINE



DYERSVILLE

FAMILY  
RESTAURANT

563-875-0033

# 7

## ECONOMIC DEVELOPMENT & TOURISM

Economic Development is the culmination of all efforts, policies, and actions to support growth and stability of the many financial systems at play in a community at any given time. This description is broad because the topic is broad – all aspects of this plan meet this definition because all topics support the long term financial stability of Dyersville. This section explores the economic conditions of Dyersville, including tourism unique to Dyersville, and articulates policies and initiatives to further expand the economy.

## INTRODUCTION

Economic development is about retaining, growing, and attracting businesses to Dyersville. Today, economic development strategies focus on more than simply monetary incentives to attract and grow new businesses. However, the goal of economic development remains the same.

This chapter focuses on the future directions for economic development in Dyersville including strategies for potential retail, office, and mixed-use sites in the community, downtown improvements, and recommendations to leverage tourism assets.

A market analysis completed with the 2018 Downtown Plan and 2017 Housing Assessment looked at the retail and housing market in Dyersville and forecasts possibilities in the future. The strategies are incorporated into this section and a basis for many recommendations through the planning period. Five Planning Goals are directly specifically to Downtown.



### ECONOMIC DEVELOPMENT AND TOURISM PLANNING GOALS

1. Capitalize on the draw of regional destinations to attract business and visitors to the community.
2. Market the high quality of life in Dyersville.
3. Support local businesses by encouraging a diverse, year-round economy.
4. Ensure adequate public services and infrastructure to support new commercial and industrial growth areas.

### DOWNTOWN PLANNING GOALS

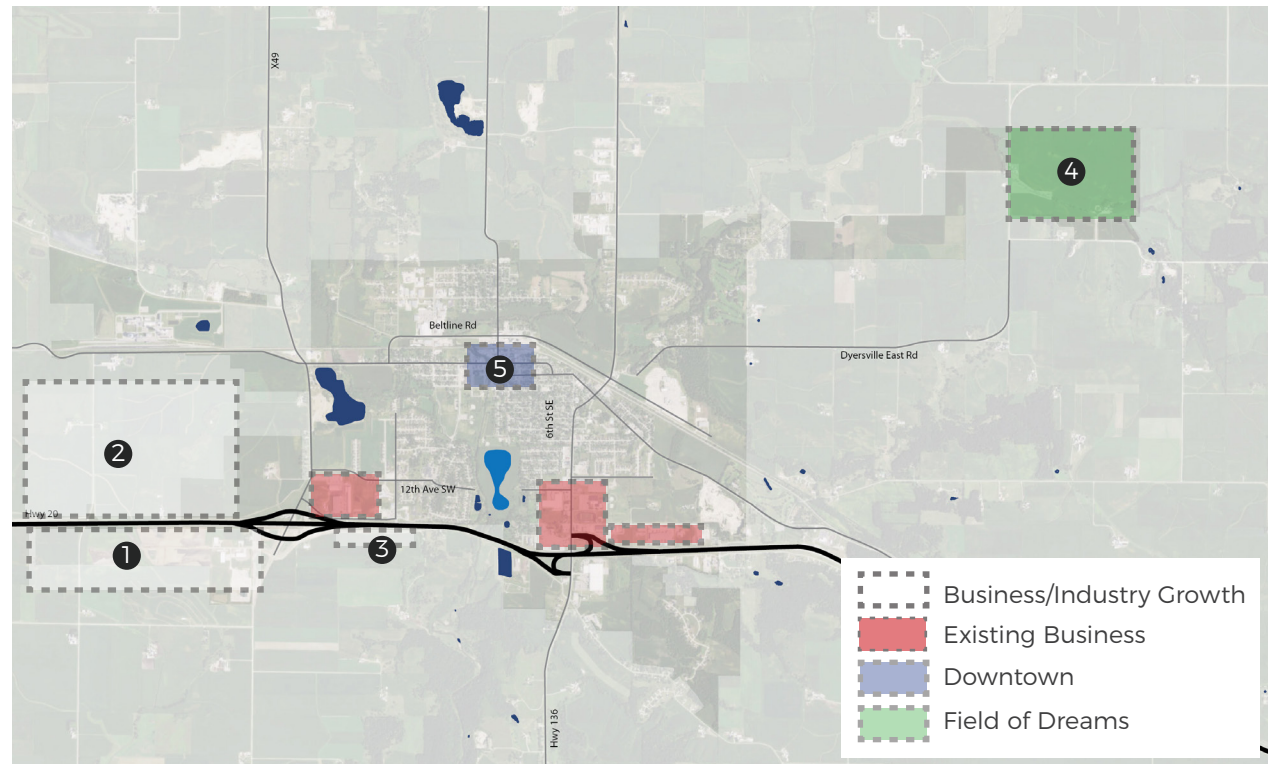
5. Establish downtown Dyersville as one of several regional destinations in the community.
6. Create an environment that supports a variety of businesses and uses, including residential.
7. Establish programming that keeps downtown “active”.
8. Provide connections to downtown and public gathering spaces near and within the district.
9. Continue to invest and maintain downtown as a community priority.

## ECONOMIC DEVELOPMENT STRATEGY FOR DYERSVILLE

The economic development strategy for Dyersville should focus on areas in line with the Future Land Use map. Dyersville is fortunate to have strong industries that offer good employment opportunities and tourism draw. The city's location in the region and accessibility to major transportation routes positions the community for continued economic growth. Infrastructure improvements have already put Dyersville ahead, such as installing fiber optics throughout the community. Figure 7.1 shows areas to prioritize in the strategy:

1. **Highway 20 Industrial Park.** Infrastructure positioned for growth in the near-term. Focus on light industrial and business park type uses.
2. **Highway 20 west.** Area for long-term industrial growth as demand arises. Heavy industrial, light industrial, and heavy commercial possible as demand arises. Significant infrastructure investment needed.
3. **Highway 20 south.** Area for commercial growth with easy access to Highway 20. Infrastructure upgrades are needed.
4. **Field of Dreams.** Area of planned commercial recreation growth. Limited use of recreation and small scale niche development. Infrastructure upgrades are likely needed.
5. **Downtown.** The Downtown Plan addresses implementation steps for approximately the next ten years.

Figure 7.1: Economic Development Strategy Areas



Components of the economic development strategy include:

- › Business Recruitment
- › Business Retention
- › Business Incubation and Acceleration
- › Workforce Development
- › Auxiliary Components

New growth will be contingent on retaining quality workers, continuing to provide adequate infrastructure, and supplying a variety of housing types and price levels.

## Business Recruitment

Business recruitment is the act of soliciting existing businesses to open an establishment in the community. Success in business recruitment is highly visible and brings new jobs to the community. While vital to any economic development strategy, many variables are at play in business recruitment:

- › **Competition.** As recruitment is a primary mission of virtually all economic development agencies across the nation, competition is stiff for each prospect
- › **Corporate Considerations.** Recruitment relies on articulating the case for why a business should establish in a place. The community can only control half of the considerations that contribute to successful recruitment. It can outline benefits, synergies, and incentive packages, but the business will also evaluate what is best for its interests including alternative sites, the national logistics of these sites, and their workforce conditions. These considerations must make sense to both the city and the business for recruitment to result in new establishments.

- › **Incentives and Negotiations.** In the world of business recruitment, each community strives to assemble the most competitive deal to attract the business to their community. Debate exists over which “attraction” techniques actually work, meaning a business would not have located in the community if not for a certain incentive. Incentives should be closely evaluated and not offered without consideration of the public costs and potential benefits provided by a new business. Typically recruitment proposals often include:
  - › Discounted land
  - › Tax and financial incentives
  - › Workforce development programs
  - › Infrastructure capacity
  - › Shovel ready sites

## Business Retention

Business retention is about understanding and helping resolve problems that keep local businesses from thriving. In rural communities business retention can become a top strategic priority. To help retain businesses:

- › Provide high levels of public service including price-competitive utilities, well-maintained roads, and a strong public education system
- › Maintain regular contact with business leaders
- › Identify and address the barriers to success that existing businesses face
- › Support existing businesses by recruiting complementary industries
- › Maintain an inventory of shovel ready sites for expansion opportunities
- › Maintain access to an array of incentives for use in appropriate circumstances

## Business Incubation and Acceleration

Incubation and acceleration programs focus on nurturing entrepreneurs and potential entrepreneurs by helping connect them with resources and mentorship. By fostering the development of new businesses locally, these programs improve the ability of Dyersville to retain those businesses long-term.

Incubation and acceleration programs vary based on the need and type of business cluster that the community is trying to grow. In the case of most new businesses, there are several common hurdles to starting or expanding a new business that an incubator or accelerator can help address:

- › Cost of space
- › Lack of legal and financial expertise
- › Inexperience at business operations
- › Lack of facilities or infrastructure (technology) to support their ventures.

Components of an incubator or accelerator generally include:

- › Mentorship and Troubleshooting
  - › A roadmap through business development
  - › A voice of experience and guidance
  - › Financial and legal support
  - › May include from venture capital, subsidized or shared facility space, and/or mentorship and provided expertise.
- › Targeting potential market clusters

## Workforce Development

Economic development practitioners have long recognized that recruitment proposals can be strong and still ultimately fail if the workforce does not meet the needs of the business in terms of skills or the number of potential employees. High schools and colleges can be valuable partners by designing specialized training for future employees, especially in emerging technologies. Workforce training programs are often a pathway which allows an applicant to enter a specialized training program and emerge with a newly developed skillset and a position at a local employer.

In summary, the required workforce requires a population base to support basis business and worker needs, a number of people with the skills needed (or the ability to obtain these skills), and places for these workers to live.

## Auxiliary Components

Auxiliary, and becoming primary, components of an economic development strategy involve community quality of life amenities. Similar to workforce development strategies, no business will last if they cannot retain employees. Some employment will be filled by those living outside the community, however, a large portion of a businesses employees will want to live in the community they are located. Business will also want their clients and visitors to have a good image of the community, which then passes on an initial good feeling about the company. Therefore, every chapter of the Comprehensive Plan can function as an economic development component.

## Sioux City Innovation Market

Each year the young professionals group in Sioux City, the Sioux City Growth Organization (SCGO), holds an event to foster innovation and advance new business ideas. The Innovation Market is a business idea competition where striving entrepreneur can submit their business ideas to compete for up to \$5,000 in seed money, legal assistance, and free office space for a limited time. The competition has three main goals:

1. Cultivate positive action in the community by connecting positive people as well as introducing like-minded leaders who are excited about growth and change in the community.
2. A "Fill Empty Spaces" idea. SCGO saw a need to showcase vacant spaces and that is exactly what the Innovation Market accomplishes.
3. Taking ideas, however big or small and growing those ideas into action.

The competition has seen success in sustaining entrepreneurs in the community and activating the awareness of the young professional group, both locally and across Iowa. More information is at: <https://scgo.wildapricot.org/Innovation-Market>



## Recommendations

An economic development strategy must be broad in its initiatives, specific in its mission and measurements of success, and targeted in its approach. A healthy strategy supports the vitality and strength of partner organizations and contributing economic systems. Meanwhile, the implementation of its projects creates an environment conducive to attracting and incubating new businesses while retaining and expanding existing ones.

The following recommendations understand that an economic development strategy encompasses all chapters of the Comprehensive Plan.

### Prioritize Downtown

Invest in downtown to leverage its unique charm, civic support, tourism potential, and natural resources. All elements of this plan converge on the downtown. For example, downtown functions as a major component of economic development, of community character, of community gathering spaces, and of active transportation as a walkable core. These areas of convergence position the downtown as a significant catalyst that could lead to improvement across all elements of this plan. Figure 7.2 shows a catalyst riverfront development concept and Figure 7.3 a public mural example in the 2018 Downtown Plan.

#### 7.1 ACTION

1. Prioritize implementation of the 2018 Downtown Plan.
2. Evaluate the Downtown Plan annually and adjust for changing markets and new priorities.

FIGURE 7.2: Downtown Riverfront Concept



Figure 7.3: Downtown Building Mural Example



## Create a Business Friendly Community

Provide the resources needed for a healthy business environment.

### 7.2 ACTION

1. Partner and engage educational institutions such as Beckman High School or area community college to implement job training programs to prepare and connect graduates with employers in Dyersville. The programs should offer in-demand skills and may be coordinated with individual retention or recruitment prospects to tailor training to their specific needs.
2. Continue outreach initiatives to existing business to identify needs, provide support, and aid in clearing barriers to development and expansion.
3. Promote local businesses through marketing, advertising, special events, and other methods to encourage residents to “shop local.” Other aspects of the plan such as downtown improvements and trail connections can also stimulate spin-off spending at local businesses.

## Support Innovation and Entrepreneurship

Target business retention, incubation, and acceleration.

### 7.3 ACTION

1. Explore strategies to incubate potential entrepreneurs and accelerate existing small businesses through a program of financial and logistical support, mentorship, and expertise.
  - › Evaluate the feasibility of a co-working space in or near the downtown. The space would offer a place for people to work, exchange ideas, and learn for innovation and growth. The vacant Tegeler Dairy building on 2nd Street Se and 3rd Avenue SE could be a possible reinvestment opportunity. The availability of fiber internet may also increase the number of people working remotely. A space for them outside of their homes can further increase possible interactions for a stronger community and quality of life.
2. Develop a guide to starting a business to help eliminate barriers for entrepreneurs by connecting these prospective businesses with available resources including construction and renovation policies, incentives, and mentorship programs.
  - › Seek outside assistance to provide these resources. Programs such as the University of Northern Iowa Business and Community Service offer a wealth of knowledge, resources, and training for new businesses and entrepreneurship.

## Proactively Expand the Economic Base

Provide resources to support new businesses and industry growth.

### 7.4 ACTION

1. Continue recruiting businesses in target market sectors. Target industries should align with infrastructure assets while not disproportionately burdening the city's infrastructure systems such as water distribution or wastewater treatment.
2. Continue to invest in strategies to create an inventory of development ready sites that can be marketed for business recruitment or retention opportunities. The focus of this initiative should be identifying strategic sites, clearing the path to ownership that may include a ‘first right of refusal’, due diligence on target properties, and plans to provide municipal services.
3. Evaluate development/redevelopment/ reinvestment incentives to promote innovative projects consistent with the future land use map, including new, existing, and downtown core commercial/industrial areas.
  - › Develop guidelines in addition to the State of Iowa requirements for the use of TIF for certain projects and to evaluate expansion of TIF districts to use for housing infrastructure.

Foster Promote a High Quality of Life

Support the business environment by offering a high quality of life and marketing Dyersville’s assets.

7.5 ACTION

Support the growth potential by implementing other portions of the Comprehensive Plan,

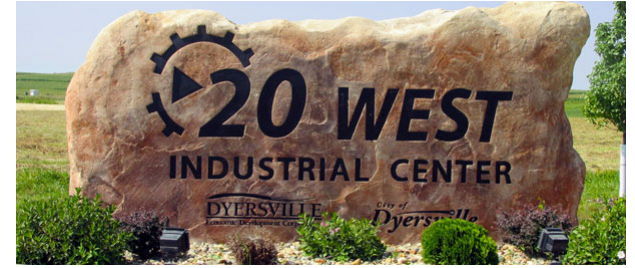
- 1. **Parks.** Creating a central park in the floodway area would set Dyersville apart from other communities and offer an opportunity for companies to show their commitment to the community by donating and obtaining naming rights to various portions of the park.
- 2. **Land for Business Growth.** The future land use map in Chapter 3 specifically prioritizes land for new commercial and industrial growth. This shows commitment by the city to support new growth areas.
- 3. **Infrastructure Provision.** Business and industry depend on the availability of quality infrastructure, including water, sewer, electric, technology, and streets. A proactive plan for extensions and maintenance is recommended in Chapter 10.

4. **Workforce Housing.** Housing is a key element of business development. Housing must meet the demands of the workforce at an affordable price. Chapter 6 provides the recommendations to meet these issues. Focuses include, but not limited to:

- › Rehabilitating existing units in existing neighborhoods
- › Constructing new units on vacant or underused parcels in existing neighborhoods
- › Generating new neighborhoods with a mix of housing types, including rental units, to accommodate a spectrum of current and new employees

5. **Positive First Impressions.** Various aspects of community character impact impressions that visitors leave with. Aspects of the plan should create a unified view of the community to visitors. This includes:

- › Wayfinding;
- › Community signage;
- › Visually attractive transportation corridors;
- › Positive encounters. A personal interaction can leave a lasting positive (or negative) experience on visitors. By fostering an overall strong support for the community by residents, the chances of a positive encounter by visitors increases. It goes without saying that employees working at tourists destinations and restaurants should be welcoming and excited when encountering new people.



6. **Community Marketing Plan.** A community market plan should display a consistent message and image of the community. Dyersville has many great assets that business and the potential workforce would value, such as fiber optic service. However, many people in the region may not have ever been to Dyersville or considered visiting.

## Support and Leverage Tourism Opportunities

Tourism becomes a component of economic development by attracting visitors who may spend dollars in the community, have a positive experience in the community, and hopefully conduct “free” advertising for the community when they leave. Tourism can often be an element that differentiates a community from others.

The tourism industry is a major component of the Iowa economy and complements retail businesses. The City of Dubuque and Dubuque County remains a strong tourism destination for the attractions along the Mississippi River and recreational opportunities. Dyersville has several regional, if not national, attractions to leverage for significant economic advantages. With these features, Dyersville has the opportunity to attract visitors to the region who may not have originally planned to visit Dyersville.

### 7.6 ACTION

**1. Create a Tourism Marketing Plan.** A tourism market plan is separate from a community marketing plan, but both can complement each other. Dyersville does well promoting its features, with the help of the Iowa Tourism Bureau. Local agencies should continue to prioritize the tourism draws in the community, including recreation. These attractions can be supplemented once visitors arrive through a local wayfinding system.

**2. Maintain special priorities for the Field of Dreams movie site.** The future land use map identifies the Field of Dreams site as multi-use complex. The land use designation provides for a variety of recreational uses and complimentary small scale commercial or civic uses with specialized development plans.

However, preserving the area around the site as agricultural uses is also an important designation on the future land use map. The context of the movie site set in rural Iowa is part of the Field of Dreams experience and tourism draw. Areas adjacent to the site are recommended to remain in agricultural use, while maintaining transportation routes, adding active transportation access, improving wayfinding, and evaluating public improvements on roads that lead to the site.



Dyersville Commercial  
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# 8

## COMMUNITY CHARACTER

Dyersville's natural and built environment combine to create the daily experience of residents, visitors, and businesses. This is the character and the personality of the community that can make a community special place. Community character exists at the intersections of design, development, and investment decisions in both the little details and the over-arching vision for the community. Dyersville's character is one of its greatest marketing and quality of life assets and should be protected and enhanced through ongoing policy decisions.

# INTRODUCTION

People often consider good community design a luxury, unnecessary or too costly to the process of business and economic growth. In fact, enhancing the quality of a community is a strategic economic decision, adding value to the community, increasing property values, and producing a city that residents can find pride within.

Good urban design promotes community growth and forms the foundation on which healthy neighborhoods and commercial corridors are formed. Just as the land use, transportation, parks, and community service elements of this plan define aspects of the community's vision, the community character element works to articulate the long range vision for the image and character of the city.

People choose to live in places that are attractive, interesting, and offer a high quality of life to its residents. Building on its considerable assets will be vital as Dyersville continues to compete for new investment, new jobs, and new residents.

This chapter includes four major components, each addressing parts of the community character that make the city distinct. These components include:

- › **Green Environment.** Addressing Dyersville's natural features and landscape as a defining element of the city's identity.
- › **Transportation Environment.** Addressing the experience of traveling through and around the city.
- › **Neighborhood Environment.** Addressing Dyersville's residential areas, their relationships to one another, and to the city.
- › **Civic Environment.** Addressing key focuses in the city's designated public environment, such as image features and thematic consistency.

## COMMUNITY CHARACTER PLANNING GOALS

1. Encourage places where Dyersville residents can gather and socialize to build connections.
2. Create attractive entryways into the community from all directions to show that Dyersville is a vibrant and cohesive community.
3. Continue to support a positive appearance of the community by investing in downtown, parks, recreation, schools, and the streetscape environment.



## The Green Environment

Dyersville's natural environment is a composite of its rich agricultural landscape and stream drainageways. There is beauty, function, and character in the rivers and greenways which becomes an essential piece of Dyersville's urban identity that should be protected and enhanced. Although this element provides one of the city's greatest assets, challenges also persist when historical development did not respect the power of river flooding. The land use plan considers measures to help the city conserve these natural features and expand the use of these features, discussed in Chapter 3.

Maintaining and enhancing the character of the green environment focuses on three policies and associated actions, including greenway preservation, stormwater management, and green streets.

### Greenway Preservation

The future land use plan places a priority on preserving greenways, rivers, and environmentally sensitive areas.

#### 8.1 ACTION

1. Evaluate development in greenways with the intent of this plan. New urban development should not change the character of natural areas.

## Stormwater Management

For Dyersville to grow, open land will convert to urban uses. Various actions across all elements of the comprehensive plan can lessen the impact of impervious surfaces on the character of surrounding natural areas. The Dyersville Hazard Mitigation Plan (2011) provides recommendations to lessen the impacts of flooding. However, various stormwater management practices can mitigate impact that normal rain events can have over a long period of time related to runoff, water quality, and existing development, especially on poorly designed sites.

#### 8.2 ACTION

1. Require easements/buffers along ditches, greenways, and other drainage areas in new development.
2. Study, evaluate, and update the floodplain ordinance, as necessary.
3. Incorporate stormwater retention and detention areas near drainageways and flood prone areas, that could also serve as neighborhood amenities.
4. Consider opportunities for natural mitigation strategies such as bioswales and landscaping to help mitigate the impacts of flash flooding events and increase the attractiveness of the streetscape.



## Green Streets

Streets cover a large portion of Dyersville's developed area. Their appearance has a major influence on the visual quality of the city. Many of Dyersville's streets are lined with trees which help calm traffic speeds. The streetscape is a major contributor to the first impressions of a community and an opportunity to infuse greenspace into a corridor.

### 8.3 ACTION

1. Incorporate landscaped environments that include trees, landscaped areas, and special features such as public art on arterial and collector streets, and incorporate landscaping into all new major street construction projects.
2. Require a diversity of street trees in residential areas for traffic-calming and aesthetic purposes. A diversity of tree selection also minimizes disease and infestation such as the Emerald Ash Borer.
3. Require sidewalks and pathways to be set back far enough from the street to provide separation from vehicular traffic and provide adequate space for street landscaping and snow storage.



## The Transportation Environment

As described under the policy of green streets, the transportation environment plays a large role in the experience of residents and visitors. Chapter 4: Transportation described many functional improvements to the transportation environment related to connectivity, access, maintenance, and safety. Enhancing the experience traveling through the community once basic network needs are met focuses on directing travelers to destinations and telling them when they've arrived.



Inconsistent sign design and sizes can be confusing for visitors and potentially hard to read for motorists

## Gateways and Wayfinding

Highway 20 provides two major entrances into Dyersville, followed by numerous destinations branching off of Highway 136 and X49. Common community destinations such as downtown, Westside Park, or the Field of Dream movie site are not intuitive to reach on these main corridors. Existing directional signs have a variety of colors and styles and some difficult to read from a vehicle.

Visitors coming to Dyersville for an event, an attraction, for some shopping, or those that just happen to be passing through should be greeted and directed by attractive and informative signage.

### 8.4 ACTION

1. A comprehensive system of wayfinding should be established to help guide visitors around Dyersville. The system should include frequent destinations such as the Basilica of St. Francis Xavier, schools, park facilities, the downtown district, the medical center, the National Farm Toy Museum, and the Field of Dreams. Each of these areas should have site-specific signage directing visitors to key features and attractions, as well as to parking facilities.
2. Install trail/bike route information to reinforce links from the trails and/or on-street bicycle routes to other important community features.
3. Build on current efforts to complete a community gateway enhancement program that will effectively communicate the quality of the community and invite visitors to explore more of the community. Specific target areas should expand by introducing enhancements to entrances from Highway 20 and 1st Avenue W/E entering the downtown district.



## Community Corridors

Highway 136 is the primary entryway corridor into the community. The corridor contains a variety of uses, transitioning from commercial to residential when traveling south to north. Major community destinations on the corridor include a popular grocery store, Beckman High School, Commercial Club Park, the Heritage trailhead, and the primary access route (12th Street NE) to the Field of Dreams.

Sidewalk and ADA improvements have been made on the corridor, especially near Commercial Club Park. Enhancements along major corridors, such as Highway 136, and emerging future corridors should provide access to all patrons regardless of their mode of transportation in a pleasant environment.

### 8.5 POLICY/ACTION

1. Ensure major corridors integrate a clear circulation pattern that provides efficient access into and within the development area for all users.
2. Require future buildings and adjacent developments on major corridors to contribute to the quality of the street environment and enhance the experience of the motorized or non-motorized traveler along the corridor. For wide transportation corridors such as Highway 136 and its frontage roads, the front of buildings should be designed oriented to provide a strong and welcoming 'edge' to the corridor.
  - › Provide a clear connection between public sidewalks and pathways and the entrances to buildings and adjacent major development.
  - › Ensure buildings are at least as apparent as signs and parking lots to travelers along major corridors.
  - › Improve the visual appearance of parking lots directly visible and adjacent to the street. The route from the street to parking areas should be clear.



## Neighborhood Character

In many ways, a community is built from its base of neighborhoods with diversity and character arising from the many eras of development that have occurred through the city's existence. As with many communities in the Midwest, these neighborhood patterns grew from the original street grid with development character changing with the preferences of each era.

## New Neighborhood Design

The residential neighborhoods in Dyersville are most directly identified by similar house styles and location. The health of the neighborhoods directly corresponds with the health of the community as a whole. Maintaining this character is integral the quality of life and image of Dyersville

### 8.6 POLICY/ACTION

1. Ensure new residential development is consistent with the city's existing neighborhood framework. This should not be taken to discourage innovative development designs, but rather to promote continuity and connectedness between existing and new neighborhoods.
2. Provide a walkable environment for new neighborhoods, with clear connections to community facilities such as parks, schools, activity centers, and commercial development.

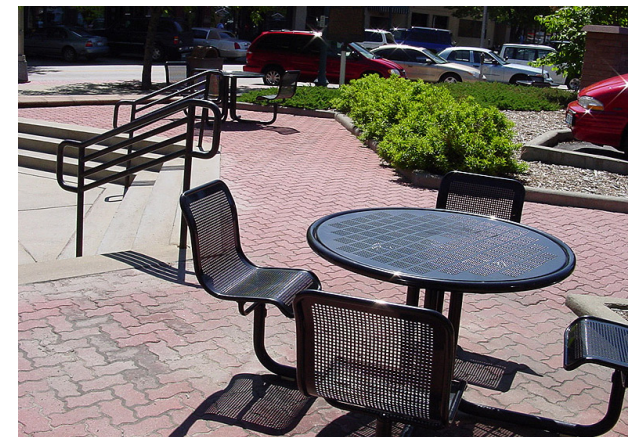
## Civic Character

When we think about the special places in a city, often the shared spaces in the community come to mind; the downtown shopping district, parks, schools, and religious buildings form the 'image centers' that define the visual, health, and even economic quality of the overall city. A certain amount of consistency and emphasis should be placed on these areas. Downtown Dyersville is a diverse district with rich historic and cultural importance, a physically attractive environment, and home to many businesses. Even with its many assets, residents felt the district could be stronger.

## Destination Enhancements

### 8.7 POLICIES/ACTION

1. Emphasize the importance of Downtown as a civic hub through the implementation of the Downtown Plan.
2. Ensure tourist destination have welcome features and information about the community, such as directions to downtown.
3. Train employees in community features and welcoming guests.
4. Seek opportunities for public gathering spaces throughout the community.
5. Consider a community public art program, seeking opportunities to incorporate art into buildings, public spaces, transportation corridors, and welcome features.





DYERSVILLE



LE SOCIAL CENTER

# 9

## PUBLIC FACILITIES & INFRASTRUCTURE

Dyersville's water, sewer, and stormwater systems provide the foundation that supports everyday life while services such as police and fire make Dyersville a safe place to call home. The provision of these services in a cost-efficient manner is a chief responsibility of the city and guides the development and quality of life for the residents who rely on these services.

# INTRODUCTION

The provision of health, safety, and welfare are chief responsibilities of the Dyersville City Government. The purpose of this chapter is to evaluate the current level of service, challenges, and to outline emerging approaches and technologies to consider over the life of this plan. The section provides a review of each public facility.

## Summary Recommendations:

Ongoing

- › Maintain level of service
- › Enable and support growth
- › Program capital routine maintenance

Address New Development

- › Extend utility service with growth - not overloading the old water system
- › Implement stormwater management practices

On the Horizon (>5 years)

- › Emerging renewable energy sources – solar, wind
- › Continuing improvements to City Hall
- › Addressing Library space needs
- › Addressing Public Works storage facilities

## Public Facilities

The City of Dyersville provides critical services through a variety of city-owned buildings and facilities. The assessment of each facility stems from the existing conditions and potential community needs. Proposed or desirable changes in facilities and services are noted.

### Dyersville City Hall

**Evaluation.** City Hall has adequate space to meet staff capacity, and the exterior of the building is in good condition. Improvements are needed to the second floor and basement because the 2005 renovations only included the first floor. Currently, City Council meetings occur in the basement. The room layout provides adequate seating, but updates are needed to better accommodate technology upgrades, visibility, and general meeting/layout efficiency.

#### 9.1 PRIORITIES/ACTIONS

1. Continue routine maintenance on City Hall.
2. Update the basement for City Council Chambers or relocate Council Chambers to the upper floors of City Hall.
3. Budget for future renovations to upper floors.

### Dyersville Social Center

**Evaluation.** Overall the renovated building is in excellent condition and not in need of repairs. A 40+ outdoor parking lot adequately serves the Social Center with minimal overflow into surrounding neighborhood during most events.

#### 9.2 PRIORITIES/ACTIONS

1. Continue routine maintenance on the facility grounds and structure.

## PUBLIC FACILITIES AND INFRASTRUCTURE PLANNING GOALS

1. Ensure public facilities are maintained and located to best serve all parts of the community for the highest level of emergency response and service.
2. Seek opportunities where appropriate to remove critical facilities out of food areas, or mitigate the effects of flooding, to ensure access during a disaster event.
3. Guide the extension of infrastructure, including technology infrastructure, in a way that supports efficient patterns of community and economic development.
4. Direct new utilities systems in a way that reduces stress on older systems within the city center.
5. Create policies to support and incentivize renewable energy sources to lower long-term costs and increase sustainability of development.



Public Library

**Evaluation.** The building is in excellent condition and meets the capacity needs of the community. However, as the community continues to grow and technology needs change, the library must adapt.

9.3 PRIORITIES/ACTIONS

1. Continue regular maintenance of the current facility, addressing any maintenance issues as they arise.
2. Evaluate and perform retrofits to the current facility as needed in the future to accommodate additional technology and updated layouts.

School District

**Evaluation.** The school buildings and facilities in Dyersville are in good condition and adequate to meet current capacity needs. Projected future growth needs will depend on whether enrollment in the Catholic school system declines in favor of Dyersville Elementary. Ample space is available for increased enrollment at Dyersville Elementary.

9.4 PRIORITIES/ACTIONS

1. Continue routine maintenance for all facilities.
2. Maintain safe access to the schools for all modes of transportation, coordinating with transportation improvements recommended in this plan.
3. Evaluate space and facility needs as growth occurs.
4. Maintain attractive facilities that add to the character of the respective environment and neighborhoods.

Fire Station

**Evaluation.** The fire station building is in good condition. However, the location increases service response times to western Dyersville because of insufficient south connections, especially during flooding events. Response vehicles must go south on Highway 20 or north to at least 3rd Street SE to reach western areas. Evaluation for a second fire station on the west end of Dyersville is necessary as the city continues to grow, especially if connections are not made as discussed in Chapter 4: Transportation.

9.5 PRIORITIES/ACTIONS

1. Upgrade equipment and vehicles as needed.
2. Continue to fund training for the volunteer staff.
3. Upgrade water mains with any significant street or sewer project to ensure adequate capacity to meet the needs of emergency services.
4. Coordinate east/west connections on the south end of town with other goals and priorities of this plan to reduce response times, especially during flooding events.
5. Evaluate the need for an additional fire station.



## Public Works Facilities

Dyersville’s public works facilities are spread out across several buildings and include:

- › Water department building (6th Street NE north terminus) – Storage of water equipment. Currently shared use with the American Legion.
- › Wastewater treatment facility (23rd Ave SE, south of Highway 20) – a Main facility for the water department.
- › City maintenance shop and salt/sand shed (2nd Street NE and Beltline Road) – Storage of vehicles and salt/sand supply for winter.

**Evaluation.** The water treatment facility is in the best condition of the public works facilities and has room for additional buildings on site. The location of city equipment across several buildings can be inefficient for operations. Public works wants/needs to consolidate facilities where possible in anticipation of future growth needs.

### 9.6 PRIORITIES/ACTIONS

1. Consolidate water equipment storage from the north building to the water treatment plant. Maintain the north building on 6th Street to service existing wells.
2. Construct a new maintenance facility at the wastewater treatment site to accommodate future equipment needs and growth.
3. Maintain the salt/sand shed on the north end of town as a central location for wintertime needs and faster response times.

## Infrastructure

All utility systems (water, sanitary, and storm sewer) are in good condition, but should be routinely maintained to evaluate conditions and deficiencies to address in the future.

### Water Distribution

**Evaluation.** Recent upgrades to the water system are sufficient to serve the current and projected population for the next 10-15 years. Areas of potential commercial and industrial growth are served with water lines, extending west to the SW industrial park, east to the Castle Hill subdivision, and north to city limits on Highway 136. Overall the system is in good condition with no major deficiencies.

### 9.7 PRIORITIES/ACTIONS

As part of the city’s long-term strategic goals, the public works department priorities include:

1. Plan for extensions within two miles around the city as growth and annexation occurs.
2. Maintain and evaluate existing systems for improvements and upgrades as the city grows.
3. Upgrade water main system in the post office quadrant.

## Energy System

**Evaluation.** All utility systems meet demand and are positioned to support growth in industrial and other growth areas around County Road X49. There is a growing demand for renewable energy systems in Dyersville and are offering incentives by electric companies for energy-efficient equipment and lighting, geothermal, and other systems. Opportunities and policies to leverage renewable energy sources will position Dyersville ahead of other communities in the region and lower the long-term cost of doing business

### 9.8 PRIORITIES/ACTIONS

Dyersville provides adequate energy systems for new and expanding businesses and residential development. The improvements to fiber optic position the city to accommodate telecommuting for residents who wish to live in Dyersville but work remotely.

1. Maintain and evaluate existing systems for improvements and upgrades as the city grows.
2. Reduce barriers and/or create incentives to promote renewable energy sources including solar and wind power.



### Waste Water Treatment

**Evaluation.** Recent upgrades to the sanitary system ensure service to Dyersville’s northern areas. Sanitary lines also serve areas of potential commercial and industrial growth. The existing system is in good condition, and the phase expansion to the wastewater facility is sufficient to serve the current and projected population for the next 10-15 years.

#### 9.9 PRIORITIES/ACTIONS

As part of the city’s long-term strategic goals, the public works department priorities include:

- 1. Plan for extensions within two miles around the city as growth and annexation occurs.
- 2. Complete southeast lift station to add access to the wastewater facility.
- 3. Upgrade northeast routes to new wastewater system.

### Storm Sewer System

**Evaluation.** Development in the floodplain places stress on storm sewer systems during a flood event, and opportunities are being sought by the city to lessen these pressures. The FEMA flood buy-out program removed many homes from the central flood area in Dyersville after flooding in the 2000s. The city is actively seeking grants to engineer stormwater solutions to mitigate run-off that includes permeable parking, installation of prairie grass, retention basins near flood areas, and changing soil where homes were removed from the flood area.

#### 9.10 PRIORITIES/ACTIONS

As part of the city’s long-term strategic goals, strategies to improve stormwater efficiency and capacity include both direct utility improvements to handle stormwater run-off and ways to lessen the amount of stormwater run-off to begin with:

- 1. Plan for line extensions within two miles around the city as growth and annexation occurs.
- 2. Encourage the use of on-site detention/ retention to limit peak outflows to a level at or below predeveloped levels and enhance the overall quality of the stormwater system, particularly for more substantial development sites
- 3. Protect floodplains, wetlands, streams, dry runs, and flow paths by allowing the natural drainage system to assist with stormwater management.
- 4. Consider amendments to stormwater and subdivision regulations and city-wide policies to require/incentivize best practices for natural stormwater management.
- 5. Encourage the implementation of new stormwater management strategies to limit the amount of run-off into the existing system. These include reductions in impervious coverage, protection of open space and natural greenways, vegetated swales, and naturalized detention systems.

These management practices are a priority in the environmentally sensitive areas described in the Environmental Snapshot and can add to park and open spaces to increase the existing park system and serve deficient neighborhoods.





Job quality and  
employee retention

Commercial diversity

Community entryways



# 10

## IMPLEMENTATION

A plan's success should be measured by how it is used, how it is implemented, and how efficiently progress can be made. The implementation of this plan is the responsibility of city leadership and its steadfast commitment to thoughtful and collaborative community development.

## REALIZING THE VISION

The previous chapters, with their narratives and maps, are the core of the Dyersville Plan. This last chapter highlights the plan for implementation by both public agencies and private decision-makers.

Key areas include:

- › **Plan Maintenance.** This section outlines a process for maintaining the plan and evaluating progress in meeting the plan’s goals.
- › **Plan Support.** A variety of funding sources should be sought to assist in the implementation of the plan.
- › **Development Policies and Actions.** Implementation tables summarize the policies and actions proposed in the Plan. The tables in this chapter present a concise summary of the recommendations of the Dyersville Comprehensive Plan. These recommendations include various types of efforts:

- › **Policies.** Policies require continuing efforts over a long period to implement the plan. In some cases, policies include specific regulatory or administrative actions.
- › **Action Items.** Action Items include specific efforts or accomplishments by the community.
- › **Capital Investments.** Capital Investments include public capital projects that will implement features of the Dyersville Comprehensive Plan.

Each recommendation is listed as part of its chapter in the Dyersville Comprehensive Plan. Some recommendations require ongoing implementation while others can be implemented within short-term (5 years), medium term (5-10 years), and long term (10-20 years). **The City should update its zoning ordinances to allow implementation of the Plan.** For example, creating a zoning district unique to downtown is recommended to require development that meets the character of the downtown district.

## Plan Maintenance

The scope of the Dyersville Plan is both ambitious and long-term. Each of the many actions and policies described in the plan can contribute to the betterment of the city. To ensure the Plan progresses, the city should continue an ongoing planning process through the goal setting sessions held every two years, which should use the plan to develop year-by-year improvement programs.

The process should include the following features:

- › **Action Program.** The Planning Commission and City Council should use the plan to expand on the goal setting sessions and further define strategic work programs of policies, actions, and capital investments. This annual process should be completed before the beginning of each budget year and should include:
  - › A specific work program for the upcoming goal session. This program should be specific and related to the city's projected financial resources. The work program will establish the specific plan recommendations that the city will accomplish during the next two years and will use this plan's implementation, goal setting priorities, and improvement schedules as guides.

- › **Bi-Annual Evaluation.** In addition, this process should include an regular evaluation of the comprehensive plan. This evaluation should occur in conjunction with the bi-annual goal setting sessions. Desirably, this evaluation should include a written report that:
  - › Summarizes key land use developments and decisions during the past two years and relates them to the comprehensive plan.
  - › Reviews actions taken by the city during the past year to implement plan recommendations.
  - › Defines any changes that should be made in the comprehensive plan.

The plan should be viewed as a dynamic changing document that is used actively by the city.

## Plan Support

To implement many of the objectives described in the plan, the city will need to consider outside funding sources. Consultation with the local organizations such as the Dyersville Economic Development Corporation, Chamber of Commerce, and state agencies will help the city identify the most recent funding sources that can assist in implementing the plan. It is important that local organizations have copies of the plan and use it when planning their own programs and initiatives.

**FIGURE 10.1:** Implementation Summary

	Type	On-Going	Short	Medium	Long
<b>CHAPTER 4: TRANSPORTATION</b>					
<b>4.1 Bridge Construction</b>					
Beltline to 7th Street	CAPITAL			X	
12th to 13th Avenue	CAPITAL			X	
Beltline to X49	CAPITAL			X	
Candy Cane to Westside Park	CAPITAL		X		
<b>4.2-4.4 Streets</b>					
Reserve right-of-way for streets in advance of development	POLICY/ACTION	X			
Work with developers to extend new roads as development demand arises	POLICY	X			
Define, on an annual basis, the street improvement projects to be completed in the next five to six years	POLICY	X			
Monitor traffic volumes on Highway 136, and recommend a corridor study from IDOT for impacts of Highway 52 rerouting	ACTION		X		
<b>4.5-4.6 Sidewalks</b>					
Develop a sidewalk repair program to construct a sidewalk system in existing neighborhoods and maintain existing infrastructure	ACTION/CAPITAL	X	X		
Require sidewalks in all new development and retrofitting existing development over time	POLICY	X			
Included painted crosswalks at intersections along pedestrian routes in non-residential areas and at trail crossings.	ACTION	X			
<b>4.7 Trail Development</b>					
Develop a system that supports a wide variety of users	POLICY/CAPITAL	X			
Promote the system in economic development initiatives	ACTION	X			
Strategically plan for investment and seek funding assistance	ACTION	X			
Reevaluate trails and adjust for future needs	POLICY	X			
<b>4.8 Bicycle Routes</b>					
Identify on-street bike routes and sign or add pavement markings appropriately	ACTION/CAPITAL		X		
<b>4.9 Trail Connectivity</b>					
Develop a system that reaches the entire community by filling gaps in the existing system	CAPITAL		X		
Make connection improvements to the Heritage Trail	CAPITAL		X		

**FIGURE 10.1:** Implementation Summary

	Type	On-Going	Short	Medium	Long
<b>CHAPTER 5: PARKS</b>					
<b>5.1 Existing Park Enhancements</b>					
Establish a systematic improvement program for existing parks	CAPITAL		X		
Establish criteria for funding priorities.	POLICY		X		
Clarify programming for each park to prioritize areas for sports tournaments.	POLICY		X		
Include a dedication and financing policy for park additions.	POLICY		X		
Evaluate existing facilities, where older and dangerous equipment needs to be removed and where upgraded facilities are needed.	POLICY	X			
<b>5.2 New Parks in Development Areas</b>					
Prioritize implementation of the five park areas described at the beginning of this chapter	ACTION/CAPITAL				
Central Park					X
City Square Park			X		
1st Avenue Downtown Park			X		
16th Avenue NE Park					X
Dyersville East Road Park					X
Incorporate parks in subdivision design, especially within the northeast, northwest, and southeast quadrants.	POLICY	X			
Focus on neighborhood parks, which are most suitable to serve a wide area, but a variety of park sizes are encouraged.	POLICY	X			
Include a variety of amenities in new parks.	CAPITAL	X			
<b>5.3 Greenways and Natural Areas</b>					
Protect identified wetlands and address stormwater management issues that can be incorporated into the city’s green network and improve water quality.	POLICY	X			
Adopt a stormwater management ordinance along with current stormwater easement requirements to require further buffering from drainage areas and clarify a procedure for review of development near greenways and natural areas.	POLICY		X		
<b>5.4 Trail Connectivity</b>					
Focus on implementing the trail framework addressed in Chapter 4: Transportation to connect all parks for all users and modes of transportation	ACTION/CAPITAL	X			
<b>5.5 Implementation</b>					
Establish an ongoing budget item for trail construction and improvement.	CAPITAL		X		
Identify and take advantage of available grant funding from local, state and federal agencies and non-profit foundations.	ACTION	X			

**FIGURE 10.1:** Implementation Summary

	Type	On-Going	Short	Medium	Long
<b>CHAPTER 6: COMMUNITY DEVELOPMENT</b>					
<b>6.1 Build Partnerships to Create Affordable Housing (Homes and Lots)</b>	ACTION	X			
<b>6.2 Invest in Infrastructure for all Land Use Types</b>					
Plan for investments in residential infrastructure, including streets, sidewalks, bridges, and utilities in coordination with the other Chapters of this plan.	CAPITAL	X			
Prioritize public/private financing methods to spread the risk and offer opportunities to develop new neighborhoods that are affordable.	POLICY/ACTION	X			
<b>6.3 Create a Community Marketing Plan to Attract and Retain Residents</b>					
Coordinate a community marketing plan between the City, Economic Development Corporation, Chamber and other entities.	ACTION		X		
<b>6.4 Grow by Creating Neighborhoods, Not Only Housing</b>					
Allow, and encourage, higher density developments to lessen the cost of housing and preferences of younger households.	POLICY	X			
Adopt guidelines for multi-family development to avoid impacts on existing neighborhoods and lower density uses.	POLICY	X			
Ensure new development has multiple street access points, avoiding cul-de-sacs if possible unless to protect environmental features.	POLICY	X			
Provide sidewalks along all residential development, and trail extensions from the existing trail system. More detail in Chapter 4: Transportation.	ACTION/CAPITAL	X		X	
Ensure there are residential zoning districts allow a variety of housing types and policies for commercial/residential mixed-use districts.	POLICY	X			
Monitor properties for maintenance deficiencies and enforcement.	ACTION				

**FIGURE 10.1:** Implementation Summary

	Type	On-Going	Short	Medium	Long
<b>CHAPTER 7: ECONOMIC DEVELOPMENT AND TOURISM</b>					
<b>7.1 Prioritize Downtown</b>					
Prioritize implementation of the 2018 Downtown Plan.	ACTION		X	X	
Evaluate the Downtown Plan annually and adjust for changing markets and new priorities.	POLICY	X			
<b>7.2 Create a Business Friendly Community</b>					
Partner and engage educational institutions to implement job training programs to prepare and connect graduates with employers in Dyersville.	ACTION	X			
Continue outreach initiatives to existing business to identify needs, provide support, and aid in clearing barriers to development and expansion.	ACTION	X			
Promote local businesses through marketing, advertising, special events, and other methods to encourage residents to “shop local.” Other aspects of the plan such as downtown improvements and trail connections can also stimulate spin-off spending at local businesses	ACTION		X		
<b>7.3 Support Innovation and Entrepreneurship</b>					
Explore strategies to incubate potential entrepreneurs and accelerate existing small businesses	ACTION		X		
Develop a guide to starting a business to help eliminate barriers for entrepreneurs by connecting these prospective businesses with available resources including construction and renovation policies, incentives, and mentorship programs.	ACTION		X		
<b>7.4 Proactively Expand the Economic Base</b>					
Continue recruiting businesses in target market sectors.	ACTION	X			
Continue to invest in strategies to create an inventory of development ready sites that can be marketed for business recruitment or retention opportunities.	ACTION/CAPITALX				
Evaluate development/redevelopment/reinvestment incentives to promote innovative projects consistent with the future land use map	POLICY		X		
<b>7.5 Foster Promote a High Quality of Life</b>					
Support the growth potential by implementing other portions of the Comprehensive Plan	ACTION	X			
Regularly create/update a community marketing plan	ACTION		X		
<b>7.6 Support and Leverage Tourism Opportunities</b>					
Create a tourism marketing plan	ACTION		X		
Ensure development on special sites like the Field of Dream meets the character and intent of the future land use map and community vision	POLICY	X			

**FIGURE 10.1:** Implementation Summary

CHAPTER 8: COMMUNITY CHARACTER	Type	On-Going	Short	Medium	Long
<b>8.1 Greenway Preservation</b>					
Evaluate development in greenways with the intent of this plan.	POLICY	X			
<b>8.2 Stormwater Management</b>					
Require easements/buffers along ditches, greenways, and other drainage areas in new development.	POLICY	X			
Study/evaluate/update as necessary the floodplain ordinance.	POLICY	X			
Incorporate stormwater retention/detention areas along/near drainageways and flood prone areas, that could also serve as neighborhood or community amenities.	POLICY/ACTION			X	
Consider opportunities for natural mitigation strategies such as bioswales and landscaping to help mitigate the impacts of flash flooding events and increase the attractiveness of streetscape.	ACTION/CAPITAL		X		
<b>8.3 Green Streets</b>					
Incorporate landscaped environments that include trees, landscaped areas, and special features such as public art on arterial and collector streets. Incorporate landscaping into all new major street construction projects.	POLICY/CAPITAL	X		X	
Require a diversity of street trees in residential areas for traffic-calming and aesthetic purposes	POLICY	X			
Require sidewalks and pathways to be set back far enough from the street to provide separation from vehicular traffic and provide adequate space for street landscaping and snow storage.	POLICY	X			
<b>8.4 Gateways and Wayfinding</b>					
Establish a comprehensive system of wayfinding to help guide visitors around Dyersville.	CAPITAL		X		
Install trail/bike route information to reinforce links from the trails and/or on-street bicycle routes to other important community features.	CAPITAL			X	
Build on current efforts to complete a community gateway enhancement program	CAPITAL			X	
<b>8.5 Community Corridors</b>					
Ensure major corridors integrate a clear circulation pattern which provides efficient access into and within the development area for all users.	POLICY	X			
Require future buildings/adjacent development on major corridors to contribute to the quality of the street environment	POLICY	X			
<b>8.6 New Neighborhood Design</b>					
Ensure new residential development is consistent with the city's existing neighborhood framework.	POLICY	X			
Provide a walkable environment for new neighborhoods, with clear connections to community facilities.	POLICY	X			
<b>8.7 Destination Enhancements</b>					
Emphasize the importance of Downtown as a civic hub through the implementation of the Downtown Plan	POLICY/ACTION	X	X	X	
Ensure tourist destinations have welcome features and information about the community	ACTION		X		
Seek opportunities for public gathering spaces throughout the community.	ACTION/CAPITAL			X	
Consider a community public art program, to incorporate art into buildings, public spaces, transportation corridors, and welcome features.	ACTION/CAPITAL			X	

**FIGURE 10.1:** Implementation Summary

	Type	On-Going	Short	Medium	Long
<b>CHAPTER 9: PUBLIC FACILITIES AND INFRASTRUCTURE</b>					
<b>PUBLIC FACILITIES</b>					
<b>9.1 City Hall</b>					
Continue routine maintenance on City Hall	CAPITAL	X			
Update the basement for City Council Chambers or relocate Council Chambers to the upper floors of City Hall.	CAPITAL		X		
Budget for future renovations to upper floors.	ACTION/CAPITAL		X		
<b>9.2 Dyersville Social Center</b>					
Continue routine maintenance on the facility grounds and structure	CAPITAL	X			
<b>9.3 Public Library</b>					
Continue regular maintenance of the current facility, addressing any maintenance issues as they arise.	CAPITAL	X			
Evaluate and perform retrofits to the current facility as needed in the future to accommodate additional technology and updated layouts.	CAPITAL	X			
<b>9.4 School District</b>					
Continue routine maintenance and upkeep at all facilities.	CAPITAL	X			
Maintain safe access to the schools for all modes of transportation, coordination with transportation improvements recommended in this plan.	CAPITAL	X			
Evaluate space and facility needs as growth occurs.	ACTION	X			
Maintain attractive facilities that add to the character of the respective environment and neighborhoods.	CAPITAL	X			
<b>9.5 Fire Station</b>					
Upgrade equipment and vehicles as needed.	CAPITAL	X			
Continue to fund training for the volunteer staff.	CAPITAL	X			
Upgrade water mains with any significant street or sewer project to ensure adequate capacity to meet the needs of emergency services.	CAPITAL	X			
Coordinate east/west connections on the south end of town with other goals and priorities of this plan to reduce response times, especially during flooding events.	ACTION/CAPITAL		X	X	
<b>9.6 Public Works Facilities</b>					
Consolidate water equipment storage from the north building to the water treatment plant. Maintain the north building on 6th Street to service existing wells.	ACTION/CAPITAL		X		
Construct a new maintenance facility at the wastewater treatment site to accommodate future equipment needs and growth.	CAPITAL			X	
Maintain the salt/sand shed on the north end of town as a central location for wintertime needs and faster response times.	ACTION/CAPITAL	X			



**FIGURE 10.1:** Implementation Summary

	Type	On-Going	Short	Medium	Long
<b>CHAPTER 9: PUBLIC FACILITIES AND INFRASTRUCTURE</b>					
<b>INFRASTRUCTURE</b>					
<b>9.7 Water Distribution</b>					
Budget for extensions within two miles around the city as growth and annexation occurs.	ACTION/CAPITAL		X		
Regularly maintain and evaluate existing systems for improvements and upgrades, as the city grows.	POLICY	X			
Upgrade water main system in the post office quadrant.	CAPITAL		X		
<b>9.8 Energy System</b>					
Regularly maintain and evaluate existing systems for improvements and upgrades, as the city grows.	ACTION/CAPITAL	X			
Reduce barriers and/or create incentives to promote renewable energy sources including solar and wind power.	POLICY		X		
<b>9.9 Waste Water Treatment</b>					
Budget for extensions within two miles around the city as growth and annexation occurs.	ACTION/CAPITAL		X		
Complete southeast lift station to add access to the wastewater facility.	CAPITAL		X		
Upgrade northeast routes to new wastewater system	CAPITAL			X	
<b>9.10 Storm Sewer System</b>					
Budget for line extensions within two miles around the city as growth and annexation occurs.	ACTION/CAPITAL		X		
For more substantial development sites, encourage the use of on-site detention/retention to limit peak outflows to a level at or below predeveloped levels and enhance the overall quality of the stormwater system.	POLICY	X			
Protect floodplains, wetlands, streams, dry runs, and flow paths by allowing the natural drainage system to assist with stormwater management.	POLICY	X			
Consider amendments to stormwater and subdivision regulations and city-wide policies to require/incentivize best practices for natural stormwater management.	POLICY		X		
Encourage the implementation of new stormwater management strategies to limit the amount of run-off into the existing system.	POLICY	X			
<b>CHAPTER 10: IMPLEMENTATION</b>					
Update the zoning and subdivision ordinance to meet the intent of the Comprehensive Plan and legally allow implementation of the Plan	POLICY		X		