



# Sustainable and Action-Based Community Development Plan: Orange City

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AND AT [WWW.IOWALEAGUE.ORG](http://WWW.IOWALEAGUE.ORG)

# Setting the Stage

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# Background

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# Focus Areas



**HOUSING**



**COMMERCIAL + INDUSTRIAL  
DEVELOPMENT**



**QUALITY  
OF PLACE**

# Planning Process



## PHASE ONE

**Visioning + Goals**

*Sept 2020-Nov 2020*

## PHASE TWO

**Define  
Opportunities  
+ Priorities**

*Dec 2020-Jan 2021*

## PHASE THREE

**Draft  
Community  
Development Plan**

*Jan 2021-Apr 2021*

## PHASE FOUR

**Final Community  
Development  
Plan Draft**

*Apr 2021-Jun 2021*

## PHASE FIVE

**Consideration,  
Adoption, and  
Implementation  
of Final Plan**

*Jun 2021-Jul 2021*

# Visioning + Goals

September 2020 - November 2020



# User Groups



## **City Boards + Commissions**

- Planning and Zoning
- Museum
- Library
- Landsmeer Golf Course
- Orange City Arts

## **Educational Institutions**

- Northwestern College
- MOC-Floyd Valley Community School District
- Unity Christian High School
- Orange City Christian School

## **Major Industries + Employers**

**Mayor, City Council, and City Staff**

**Orange City Area Health System**

**Orange City Development Corporation**

**Realtors + Contractors**

**Tulip Festival Committee**

**Vision 2035 Steering Committee**

**REAFFIRM THE CITY'S VISION 2035  
STRATEGIC PLAN**

# Example: Orange City Chamber of Commerce (OCCC)



## Orange City Chamber of Commerce (OCCC) Vision

- User group participants wanted this statement to be an active vision for the future that includes the word “grow”
- Proposed Vision: Be the leading organization for information about Orange City by sharing and promoting the story of our community and membership to ensure that Orange City is a welcoming and progressive place to live, work, play, **and grow.**





# Example: Orange City Development Corporation (OCDC)



## Orange City Development Corporation (OCDC) Retail + Commercial Vision

### *Considerations:*

- Assist small business owners to build regional and national markets for their goods and markets
- Continue and expand partnerships and programs that encourage residents to buy locally
- Meet with current business owners regularly to understand their needs and how to best support them



# Vision 2035

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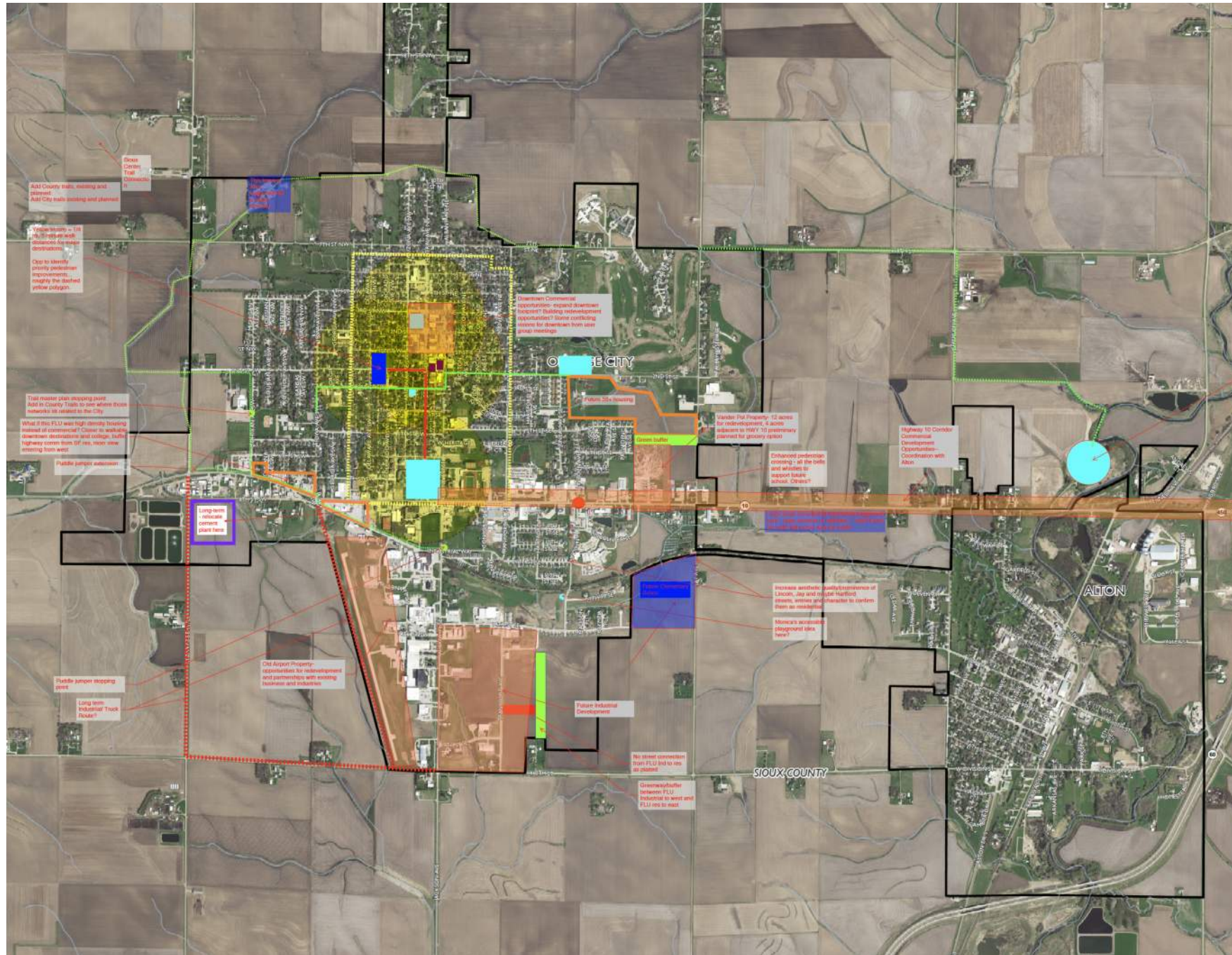


# Define Opportunities + Priorities

December 2020 - January 2021



# Opportunities



- Used information from the City's existing planning documents—Comprehensive Plan (2020) and Trail Master Plan
- Identified pedestrian trail nodes, priority areas for pedestrian crossings, and existing and potential trail and roadway network
- Mapped out study areas for housing, recreational opportunities, and commercial and industrial development

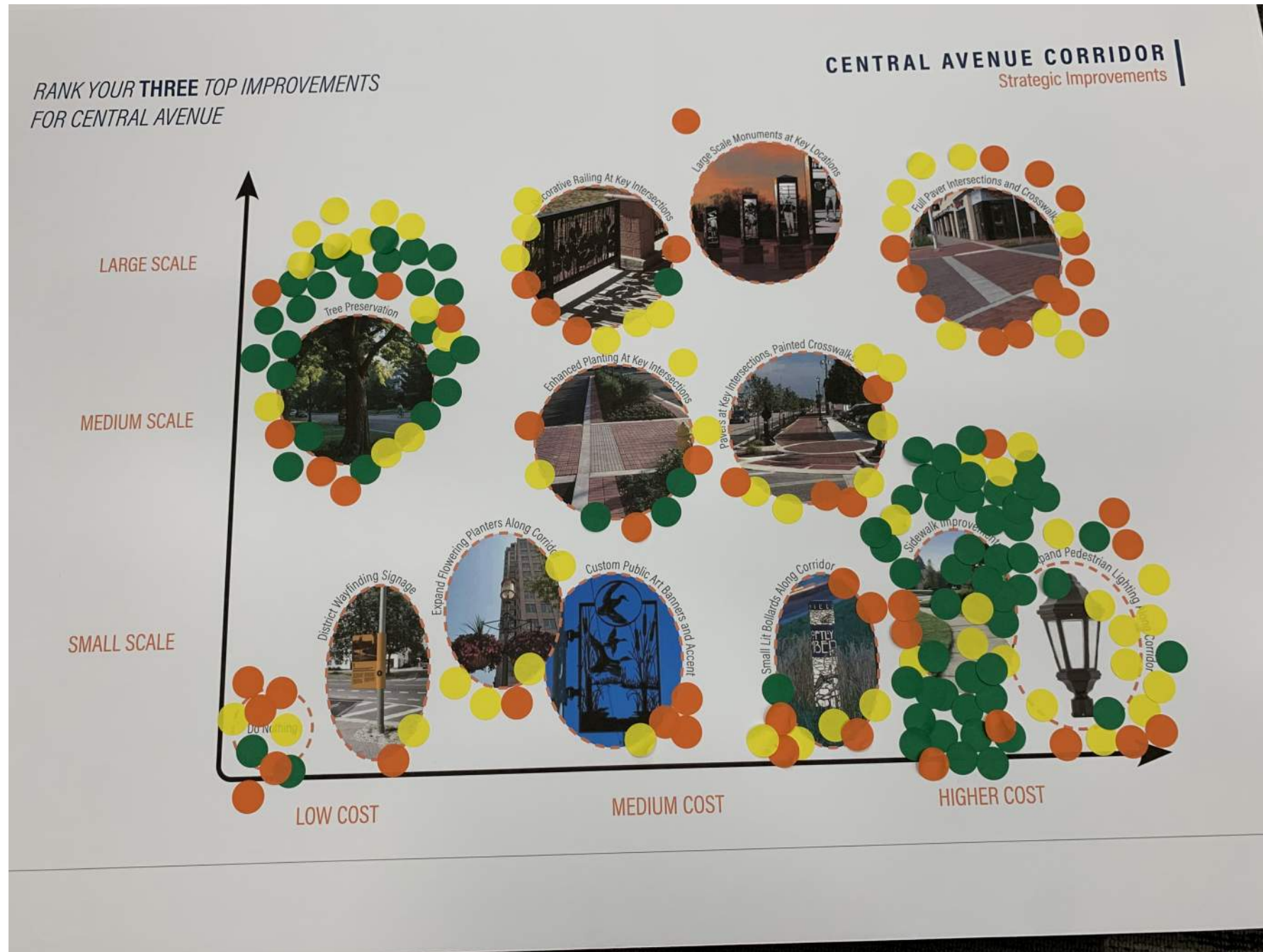
**ANNOTATED MAP IS  
PART OF THE INFORMATION  
GATHERING PROCESS**

# Draft Community Development Plan

January 2021 - March 2021



# Preliminary Concept Development



Developed preliminary concepts or asked for public priorities for multiple study areas:

## The following study areas:

- 5 greenfield sites for housing development
- 2 mixed use downtown opportunity sites
- Former MOC-FV Elementary School
- Highway 10 Corridor
- Central Avenue Corridor

# Preliminary Concepts + Public Priorities



BOUTIQUE



CONVENIENCE STORE



DRIVE THROUGH COFFEE



BREW PUB



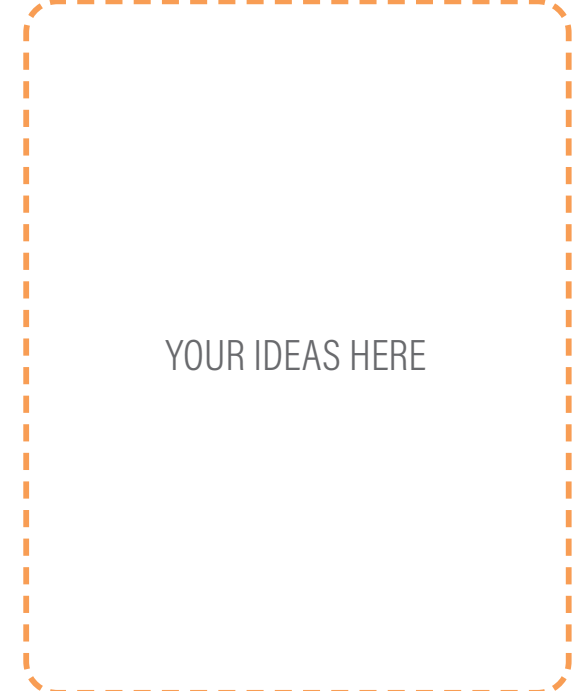
FAST FOOD RESTAURANT



RETAIL SERVICE



RETAIL RECREATION

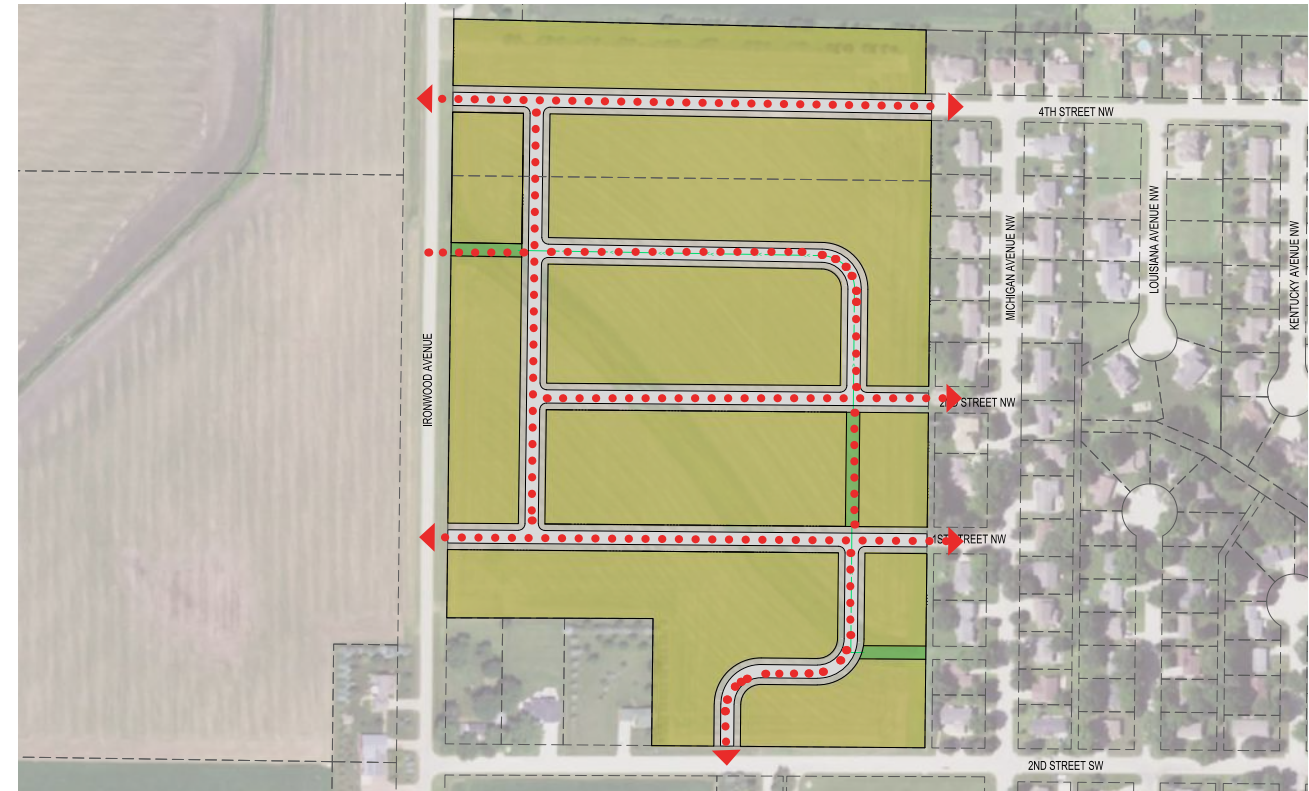


YOUR IDEAS HERE

# Preliminary Concepts + Public Priorities



CONCEPT 1







CONCEPT 2



*This site is guided for "Future Residential" in the Orange City future land use map. These concept diagrams are intended to facilitate long term planning, recognizing that a variety of housing solutions are needed across the spectrum to address the community's housing needs.*

## LEGEND

-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Pedestrian Sidewalks & Trails





# Final Community Development Plan Draft

April 2021 - June 2021



# Preferred Concept Development: Example



## Concept 1

- » Salvage and reuse portion of old school or rebuild new civic facility that is in scale with the surrounding neighborhood
- » Utilize remainder of site for park and open space
- » Develop surrounding parcels with properly scaled market-rate housing



# Preferred Concept Development: Example



## Concept 2

- » Demolish old school and clear the site, preserving significant trees
- » Develop parcels with market-rate housing, consisting of twin-homes and row-homes
- » Utilize remainder of site for park and open space



# Preferred Concept Development



 **PARK + OPEN SPACE**

 **HOUSING**

 **INCLUSIVE PLAYGROUND**

 **ROWHOMES**

# Preferred Concept: Elementary School Site Redevelopment



# Tulip Festival Community Engagement



# Consideration, Adoption, and Implementation of Final Plan

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# Final Community Development Plan



Comprehensive Plan  
Public Survey

Community support for investments in additional housing stock is also shown in the public survey data compiled as part of the City's recent update to their Comprehensive Land Use Plan (2020).

Respondents gave a "Very Important" rating when asked about the need for adding affordable housing to the community. The need to add new condominiums/townhomes and compact single-family subdivisions to the housing stock received an "Important" rating, with multi-family apartments and large lot single-family developments.

24.7%

This indicates a need for Orange City to build new types of housing with amenities that would long-standing homeowners to seek new housing options, while also increasing the supply of new homeowners, either by diversifying the types of housing for sale in the community (small townhomes and condos, etc.) or building single-family housing on a larger scale to help reduce housing costs.



housing



- Updated preferred concepts based on public feedback
- Budgetary cost estimates
- Implementation strategies and recommendations

PREFERRED HOUSING AND AMENITIES

HOUSING AREA A  
Preferred Plan



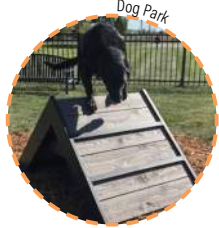
LEGEND

- Low Density Residential
- Medium Density Residential
- Higher Density Residential
- Open Space / Park Opportunity
- Future Recreation Use
- Pedestrian Sidewalks & Trails

ISG ISG Project: 24573  
May 12, 2021



**PARK AMENITIES  
REQUESTED BY  
COMMUNITY**  
(suitable to site context)



**NEW PARK SCHEMATIC LAYOUT**  
Undeveloped Park Opportunity Site



ISG ISG Project: 24573  
May 12, 2021

TOP RANKED COMMERCIAL TARGETS



HIGHWAY 10 CORRIDOR  
Commercial Infill Opportunities



ISG ISG Project: 24573  
May 12, 2021

TOP RANKED IMPROVEMENTS  
FOR HIGHWAY 10



Painted Bike Lanes



Land Use Transition to Higher Density Housing



Parking Lot Screening from the Right of Way



Public Art & Murals

HIGHWAY 10 CORRIDOR  
Proposed Improvements



EXISTING A



PROPOSED A



EXISTING B



PROPOSED B



# TOP RANKED IMPROVEMENTS FOR CENTRAL AVENUE

# CENTRAL AVENUE CORRIDOR

Proposed Improvements

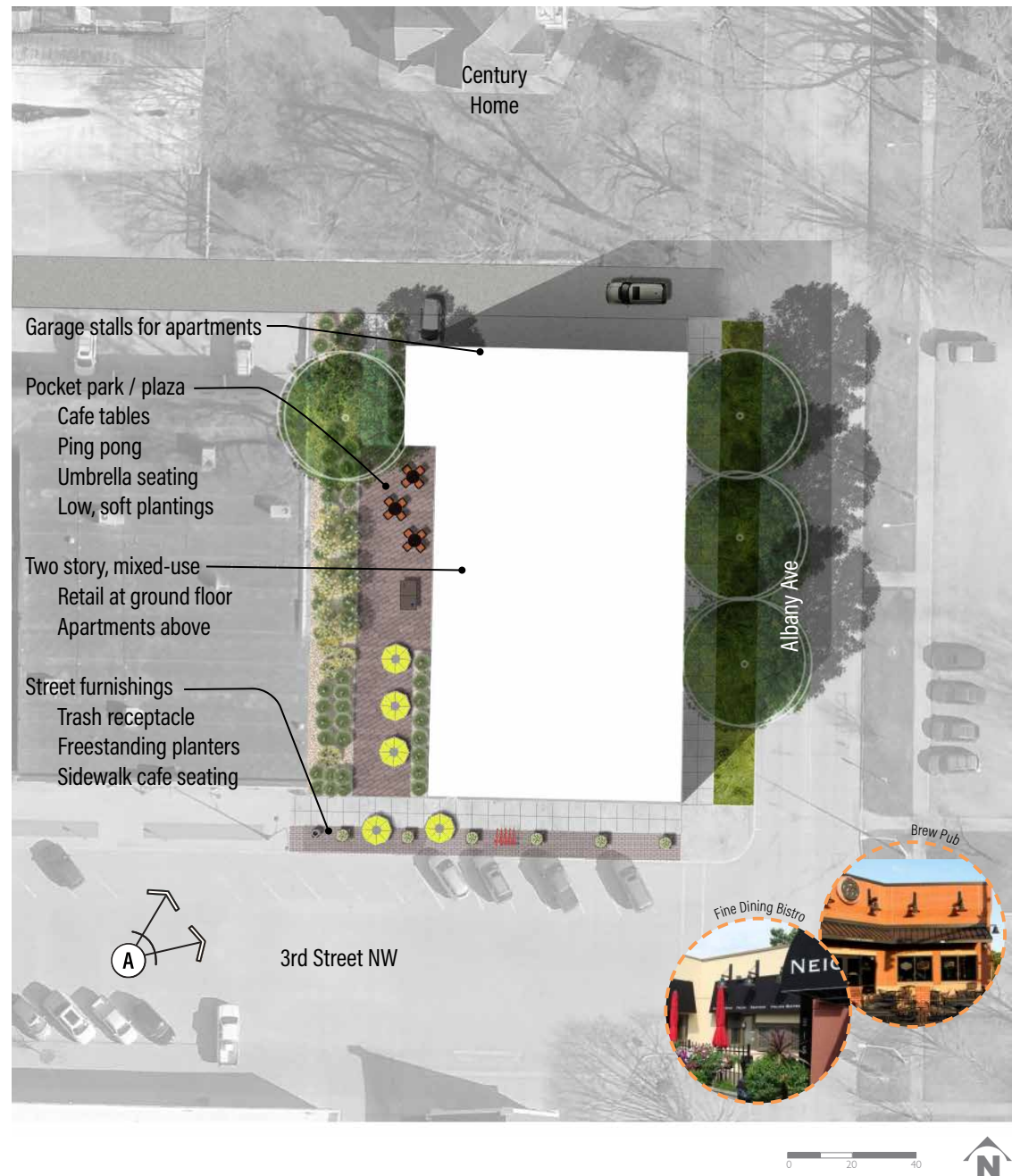


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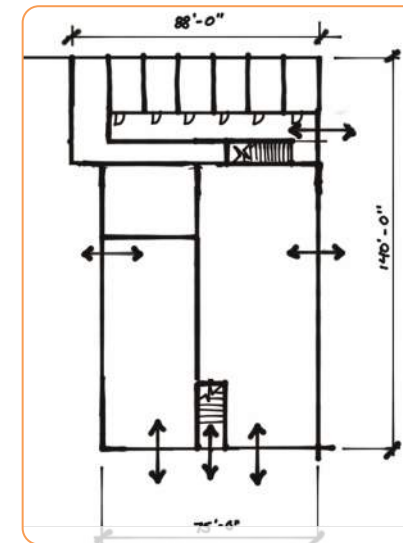


## DOWNTOWN INFILL LOT

Infill Opportunity



ISG ISG Project: 24573  
May 12, 2021



Ground floor sketch



Upper floor sketch

Floor plan sketches for the mixed use concept.

- Two, first floor retail suites and alley access garage parking.
- Six, walk-up apartments and amenity space



# Lessons Learned + Next Steps





# Thank you!



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