



PERRY

COMPREHENSIVE PLAN

2030

Approved
December 16th, 2013

ACKNOWLEDGEMENTS

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TABLE OF CONTENTS

Chapter 1:	Introduction	1-1
Chapter 2:	Vision & Guiding Principles	2-1
Chapter 3:	Future Land Use & Community Character.....	3-1
Chapter 4:	Community Building & Development	4-1
Chapter 5:	Park & Trail System.....	5-1
Chapter 6:	Transportation Systems.....	6-1
Chapter 7:	Infrastructure Systems	7-1
Chapter 8:	Public Facilities.....	8-1
Chapter 9:	Implementation	9-1
Appendix 1:	Community Context.....	A1-1
Appendix 2:	Select Maps (11 x 17)	A2-1

List of Maps

Map 3.1: Existing Land Use - A Snapshot of 2012.....	3-2	Map 3.15: Downtown Perry	3-23
Map 3.2: Future Redevelopment Areas	3-5	Map 5.1: Overall Multi-modal Plan from the Perry Sustainability Plan....	5-2
Map 3.3: Natural Features for Potential Greenway Incorporation	3-6	Map 5.2: Iowa Living Roadways Concept Plan.....	5-3
Map 3.4: Recommended Perry Greenway	3-7	Map 5.3: Regional Parks and Trails.....	5-5
Map 3.5: Future Land Use.....	3-8	Map 5.4: Park Needs Analysis	5-11
Map 3.6: Residential Growth Areas.....	3-9	Map 5.5: Proposed Trail Network	5-17
Map 3.7: Activity Centers in Perry.....	3-14	Map 6.1: Potential Intersections for Improvements.....	6-3
Map 3.8: Growth Areas within Perry Activity Centers	3-14	Map 6.2: Potential Lane Reduction Area	6-4
Map 3.9: Airport as Potential Future Activity Center	3-14	Map 6.3: Functional Road Classifications	6-5
Map 3.10: East Gateway Activity Center District	3-15	Map 7.1: Existing Infrastructure	7-3
Map 3.11: West Gateway Activity Center District.....	3-17	Map 8.1: Violet Hill Cemetery Expansion Plans	8-3
Map 3.12: 1st Avenue Corridor District.....	3-18	Map 8.2: Potential Public Works Redevelopment Site.....	8-4
Map 3.13: Willis Avenue East Corridor.....	3-20	Map A4: Zoning.....	A-10
Map 3.14: Willis Avenue West Corridor.....	3-21		

RESOLUTION NO. 121613C

RESOLUTION ADOPTING CITY OF PERRY 2030 COMPREHENSIVE PLAN

WHEREAS, the City of Perry is authorized to prepare and implement a comprehensive plan, pursuant to Iowa Code 414.3; and

WHEREAS, the City of Perry has structured the planning process with opportunities for public input including presenting the Comprehensive Plan draft at a public open house on August 20 of 2013 and presenting the plan to various advisory boards and community groups in September and October; and

WHEREAS, the Planning Commission of the City of Perry held a public hearing at its meeting held on October 8th 2013 and recommended approval of the draft plan to the City Council; and

WHEREAS, the comprehensive plan has been prepared in accordance with the Iowa Smart Planning Act (Iowa Code 18B.1), including the 13 elements outlined by the Act of public participation, issues and opportunities, land use, housing, public infrastructure and utilities, transportation, economic development, agriculture and natural resources, community facilities, community character, hazards, intergovernmental collaboration and implementation, as well as considering and applying the principles outlined by the Act.


NOW THEREFORE, BE IT RESOLVED by The City Council of The City of Perry, State of Iowa, that the City of Perry 2030 Comprehensive Plan is adopted and replaces all earlier adopted Comprehensive Plans.

PASSED AND APPROVED this 16th day of December, 2013.



Jay P. Pattee, Mayor

ATTEST:



Corey Eastman, City Clerk



INTRODUCTION

I

Perry is a place that is rich in history and small town distinction. These attributes contribute to a strong identity and core set of values within the community which shape the decisions and actions that are taken to preserve and enhance the character of the town.

The Perry Comprehensive Plan has been approached in a way that is unique from many community plans. A typical plan projects and anticipates community growth and then identifies the land uses, infrastructure, and public facilities needed to support that growth. While growth was considered as part of this planning process, accommodating and directing growth was not the primary focus. Instead, the focus has been on building on Perry's rich history by enhancing the community's character and, ultimately, quality of life.



ROLE OF THE COMPREHENSIVE PLAN

The Comprehensive Plan is a document that serves as a guide and reference for future decisions about community growth, development, and redevelopment. It is developed around community-defined “guiding principles” and is designed to solidify a collective “vision” for Perry to help navigate decision-making in the face of ever-evolving challenges and changes.

The Plan is based on an aggregate of concepts, patterns, and relationships that address how social aspects of the community correspond with its physical development. Its comprehensive nature means that it addresses the city as a whole, not just its singular parts. From land use to recreation to economic development, it will serve as the foundation for decision-making in all areas of the community.

AUTHORITY TO PLAN

A Comprehensive Plan promotes the health, safety, and welfare of a community and acts as the legal basis for the development of land use regulations. The State of Iowa has statutory requirements for the completion of a Comprehensive Plan before the adoption of zoning and subdivision ordinances. This ensures that decisions made about land use are guided by an established and community-guided long term plan and are not arbitrary.



IOWA SMART PLANNING LEGISLATION

With the goal of producing greater economic opportunity, enhanced environmental integrity, improved public health, and quality of life, the Iowa Legislature adopted Smart Planning Principles in 2010. The principles serve as a guide and framework for communities and agencies statewide to assist in planning, zoning, development, and resource management decisions. They are to be considered as part of the development of a Comprehensive Plan. Each chapter of the Comprehensive Plan provides an overview of how the smart planning principles are addressed. The 10 Iowa Smart Planning Principles are as follows:

1) COLLABORATION

Governmental, community, and individual stakeholders, including those outside the jurisdiction are encouraged to be involved and provide comments during the deliberation of planning, zoning, development, and resource management decisions and during implementation of such decisions.

2) EFFICIENCY, TRANSPARENCY, AND CONSISTENCY

Planning, zoning, development, and resource management should be undertaken to provide efficient, transparent, and consistent outcomes.

3) CLEAN, RENEWABLE, AND EFFICIENT ENERGY

Planning, zoning, development, and resource management should be undertaken to promote clean and renewable energy use and increased energy efficiency.

4) OCCUPATIONAL DIVERSITY

Planning, zoning, development, and resource management should promote increased diversity of employment and business opportunities, promote access to education and training, expand entrepreneurial opportunities, and promote the establishment of businesses in locations near existing housing, infrastructure, and transportation.

5) REVITALIZATION

Planning, zoning, development, and resource management should facilitate the revitalization of established town centers and neighborhoods by promoting development that conserves land, protects historic resources, promotes pedestrian accessibility, and integrates different uses of property. Remediation and reuse of existing sites, structures, and infrastructure is preferred over new construction in undeveloped areas.

6) HOUSING DIVERSITY

Planning, zoning, development, and resource management should encourage diversity in the types of available housing,



support the rehabilitation of existing housing, and promote the location of housing near public transportation and employment centers.

7) COMMUNITY CHARACTER

Planning, zoning, development, and resource management should promote activities and development that are consistent with the character and architectural style of the community and should respond to local values regarding the physical character of the community.

8) NATURAL RESOURCES AND AGRICULTURAL PROTECTION

Planning, zoning, development, and resource management should emphasize protection, preservation, and restoration of natural resources, agricultural land, and cultural and historic landscapes, and should increase the availability of open spaces and recreational facilities.

9) SUSTAINABLE DESIGN

Planning, zoning, development, and resource management should promote developments, buildings, and infrastructure that utilize sustainable design and construction standards and conserve natural resources by reducing waste and pollution through the efficient use of land, energy, water, air, and materials.

10) TRANSPORTATION DIVERSITY

Planning, zoning, development, and resource management should promote expanded transportation options for residents of the community. Consideration should be given to transportation options that maximize mobility, reduce congestion, conserve fuel and improve air quality.

According to the act, there are 13 additional elements that may be included in the plan. These are:

- Public Participation
- Issues and Opportunities
- Land Use
- Housing
- Public Infrastructure and Utilities
- Transportation
- Economic Development
- Agriculture and Natural Resources
- Community Facilities
- Community Character
- Hazards
- Intergovernmental Collaboration
- Implementation

PLANNING PROCESS

The final printed comprehensive plan is result of a thorough process that seeks to involve all residents and members of the community. The chart on the next page provides an overview of the process, tasks undertaken, and some photos from community meetings.

PERRY'S COMPREHENSIVE PLAN PROCESS

JANUARY	TASK 1	<p>TASK 1 ORGANIZE THE EFFORT</p> <ul style="list-style-type: none"> » Coordinate with city staff on assembly of a steering committee » Assemble project handbook » Conduct review of existing policy and physical plans » Conduct Project Kick-off » Establish project web site » Prepare public engagement plan 	
FEBRUARY	TASK 2	<p>TASK 2 DEFINE THE CONTEXT</p> <ul style="list-style-type: none"> » Prepare demographic/socio-economic profile » Prepare community analysis maps » Conduct Steering Committee Meeting #2 (workshop) » Prepare report of community analysis 	
MARCH	TASK 3	<p>TASK 3 UNDERSTAND WHAT IS DESIRED</p> <ul style="list-style-type: none"> » Conduct Community Engagement Process #1 » Conduct Steering Committee Meeting #3 » Document results of community engagement process 	
APRIL	TASK 4	<p>TASK 4 EXPLORE WHAT IS POSSIBLE AND CONVERGE ON A PREFERRED PLAN</p> <ul style="list-style-type: none"> » Prepare alternative land use scenarios » Develop an approach to design guidelines downtown » Conduct high level infrastructure analysis » Conduct analysis on future emergency management services » Prepare implementation approaches » Conduct work session with key City Staff » Conduct Steering Committee Meeting #4 (workshop) » Conduct Community Engagement Process #2 » Conduct Joint Meeting with elected and appointed officials 	
MAY	TASK 5	<p>TASK 5 DEVELOP DRAFT OF THE COMPREHENSIVE PLAN AND SUPPORTING IMPLEMENTATION STRATEGIES</p> <ul style="list-style-type: none"> » Prepare first draft of the Comprehensive Plan » Conduct Steering Committee Meeting #5 » Prepare revisions to the draft plan » Coordinate review of the draft plan by advisory boards and City Council » Conduct Steering Committee Meeting #6 » Prepare final revision to draft plan » Conduct Community Engagement Process #3 	
JUNE	TASK 6	<p>TASK 6 SEEK APPROVALS AND FINALIZE THE PLAN</p> <ul style="list-style-type: none"> » Summarize final plan draft changes » Conduct Steering Committee Meeting #7 » Prepare final draft plan document » Seek endorsements from advisory boards » Present plan to Planning Commission at public hearing » Present plan to City Council for formal approval » Finalize plan and deliver final product 	
JULY			
AUGUST			
SEPTEMBER			

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VISION & GUIDING PRINCIPLES

2

Perry's Comprehensive Plan is dynamic, responding to the continued evolution of the community. It seeks to guide decisions about growth, development, and redevelopment. The plan shapes both public and private initiatives. It serves to inspire community action and prioritize projects and ideas while holding the community accountable. The plan is intended to be embraced and actively used by all, from community leaders and City Staff to the business community and residents.

A critical step in crafting the Comprehensive Plan is identifying a clear vision for the community's future. While rooted in the reality of the community's past and present, the vision seeks to describe what the community will become as it evolves and changes over the next twenty years. The vision will provide the framework from which the plan and strategic directions are identified.

Supporting the vision, the plan's guiding principles serve as a yardstick that can be used on an ongoing basis to determine what is appropriate. Together with the vision statement, the guiding principles become the critical tools for ongoing measurement and assessment of initiatives and results. The following are key characteristics of guiding principles:

- Orient the community to the future, even to a future that is twenty years distant.
- Require imagination, recognizing that the direction it sets will be the reality of the future.
- Look to current conditions and community traditions for clues to the appropriate future.
- Identify what the community desires for itself based on its shared understanding.
- Serve as tools for evaluation of proposals, projects, ideas, and future directions.
- Provide an anchor during conflict, a way of finding common ground and shared values.
- Become a basis for coordination and cooperation.
- Offer a source of energy and enthusiasm for maintaining a commitment to the future of Perry.



IT BEGINS WITH A “VISION”

THE FOLLOWING IS PERRY’S VISION FOR 2030

Perry’s motto says it all: **“Make yourself at home”** is an enticement to all -residents new and old, visitors, workers, and businesses- to settle in, stay a while, and enjoy the comforts of home. As a community settled by immigrants over 100 years ago, Perry continues to welcome new people, cultures, industries, and ideas. Perry is known for its high quality of life, offering the kinds of amenities, services, and vibrant community life valued by all.

While much has changed since its days as a railroad town, Perry remains committed to values that have long been part of the fabric of the community: hard work, education, family, and community cohesion. Perry’s future growth and development celebrates the community’s rich history and preserves these core community values, while balancing the need for sustainable, modern investments in areas like housing, infrastructure, economic development, and recreation.

Perry’s sense of connectedness extends beyond our homes, neighborhoods, and community. Think of Perry as your home within the greater metro region -the best of small-town living within driving distance to all that the metro region has to offer. As a small town, Perry has amenities that make it a desirable place to live, work, shop, and play, as well as attractions that draw tourists and businesses from around the region.

Envision yourself at home in Perry: As a visitor for the day, enjoying historic sites and local food and culture; as a business owner or employee contributing to a thriving local economy; or as a resident immersed in a vibrant, cohesive community and secure in the comforts of home.



GUIDING PRINCIPLES

1. ENHANCE THE OVERALL QUALITY OF LIFE

Perry will be known for the quality of the fundamental amenities and services that it offers to residents and non-residents alike. Existing recreational spaces, roads, trails, and public services are already highly valued assets in the community and future investments will serve to maintain and enhance these spaces, connections, and institutions that make Perry a livable and welcoming community for all. Public investment in the maintenance of aging infrastructure such as roads, sewer, and water -as well as historic buildings and facilities- will encourage private investment in new businesses, housing, and industry and preserve the integrity of historic assets in the community. Such measures will require efficient and systematic allocation of land resources to ensure that future investments align with the community's vision for growth and development.

2. PROMOTE SMALL TOWN IDENTITY AND BIG CITY CONNECTIONS

Perry takes great pride in its local history and culture as evidenced by recent investments in the revitalization of the downtown business and cultural district. The restoration of historic buildings like Hotel Pattee and Carnegie Library Museum, as well as streetscape improvements have reinforced downtown as the heart of historic Perry. Future investments should continue to strengthen downtown as the hub of community activity and strengthen Perry's identity as a small, historic community that is a draw for cultural tourism and outdoor recreation. At the same time, Perry recognizes its position as a center for employment in the region. Perry will work to strengthen connections and relationships with partners, leveraging broader planning efforts and funding opportunities at the regional level.



3. SUPPORT A SAFE, WELCOMING ENVIRONMENT FOR ALL

As the population of Perry grows and changes, community cohesion, safety, and tolerance will continue to be core values in the community. In the most basic sense, public safety will be reinforced through adequate provision of local police and fire services and thoughtful design of public and private spaces. Promoting a “safe and welcoming” community will require broader physical and programmatic improvements such as youth development, community festivals, and public events; initiatives to support local business and cultural tourism; and pedestrian-friendly streets and well-lighted, inviting, and active public spaces that encourage community gatherings and interaction.

4. PROVIDE SUSTAINABLE AND MODERN RECREATIONAL FACILITIES THAT MEET THE NEEDS OF ALL USERS

Perry’s parks and recreational facilities are major centers of activity in the community and play a critical role in supporting the health and wellness of residents. The existing recreational center, parks, and athletic fields are well-used, but require strategic investment to ensure that in the near- and long-term, facilities are in good condition; accommodate users of all ages; and respond to changing trends and preferences in recreation. Ensuring high quality and unique recreational facilities will not only provide an important amenity, but promote Perry’s identity as a community that values active and healthy living.



5. SUPPORT DEVELOPMENT OF DIVERSE AND HIGH-QUALITY HOUSING OPTIONS

The diversity of housing in Perry is a key community asset, accommodating a range of price, size, and design preferences and defining the character of the community. Perry's older traditional homes are hallmarks of the town's history and small town character; upstairs units in the business and cultural district are a unique opportunity for mixed-use living; mid-century homes with landscaped streets and yards reinforce a family-oriented atmosphere; while senior housing and multi-family units provide broader options for residents young and old. Ensuring the protection and maintenance of historic and aging properties will contribute to Perry's image as a welcoming and safe community and showcase the strength and stability of the existing housing stock for prospective residents. Planned growth and development along the edges of the community will allow for a balanced mix of housing that meets the needs of a changing community, while targeted redevelopment of vacant land and areas of distressed housing will bring new life to existing neighborhoods.



6. ENCOURAGE THE GROWTH OF BUSINESSES AND INDUSTRY

Perry's economy is anchored by several major employers in the manufacturing, food processing, and healthcare sectors. Continued economic growth will depend on bringing new revenue, residents, and jobs into the community, which means a focus not only on attracting major employers, but also supporting existing businesses in their growth, drawing small businesses to the community, and nurturing entrepreneurs. Perry will continue its economic development efforts and increase coordination with economic development entities around the city, county, and region to diversify jobs and industry in the community and encourage small business development. Supporting small business development, particularly around retail and restaurants, will not only benefit the local economy, but will provide much-desired amenities for the community.



7. PROVIDE HIGH QUALITY EDUCATIONAL OPPORTUNITIES FOR RESIDENTS OF ALL AGES

The hardworking residents of Perry have been the backbone of local industry for generations, and Perry will continue to rely on the strength of its workforce and the educational institutions that support it. It is critical that Perry provides expanded educational opportunities to ensure that residents of all ages have the skills and experience necessary to compete for the jobs of today and tomorrow. The strength of the community schools and ties to higher educational institutions like DMACC, ISU extension, and ISU College of Design present a tremendous opportunity for the community. Perry will leverage these relationships- as well as the physical presence of the TownCraft Center and Van Kirk Career Academy- to diversify educational offerings and prepare students for jobs in emerging fields in the region.



FUTURE LAND USE & COMMUNITY CHARACTER

3

A community's development pattern is one of the most visible demonstrations of its evolution and heritage. The presence of the railroad can still be felt in the orientation of buildings along Railroad Street and the presence of the Raccoon River Valley Trail. The design of the street and homes along Willis Avenue east of downtown tells the story about when Willis was the main road through Perry. While recreating the historical pattern is not possible, nor always desirable given modern preferences and current technologies, it is important to preserve parts of Perry's past and ensure future patterns create the rich hometown qualities that made Perry a desirable place to live and work. This chapter seeks to identify the pattern and characteristics of growth, development, and redevelopment so the community evolves in a manner that achieves the community's vision and guiding principles.

ISSUES AND OPPORTUNITIES

Perry has been the subject of numerous plans and studies over the last decade on a variety of topics from parks to downtown to sustainability. These studies and plans provide a wealth of information about community perceptions and ideas for the future. Community members were also invited to participate in the comprehensive planning process to confirm findings from the previous studies and provide current insights on issues and opportunities in the community. Topics discussed in the planning process that are specifically focused on land use and community character include:

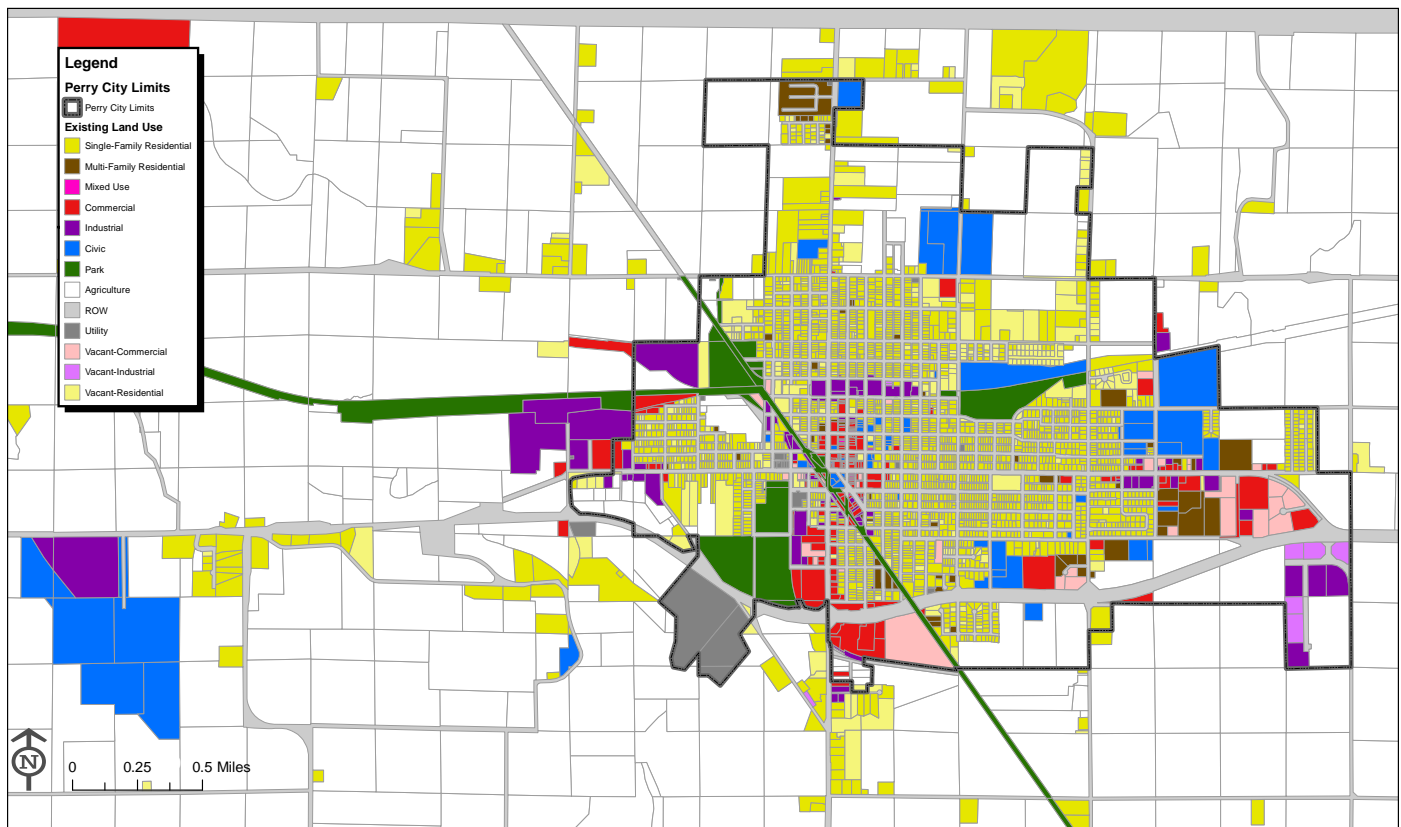
- A desire to encourage population growth and ensure the availability of adequate amounts of land for development.
- Concern about the quality of the existing housing stock and a lack of housing choices, particularly newer, larger options.
- Need for safe, pedestrian-friendly streets.
- Interest in seeing Downtown remain the heart of the community.
- Need for gathering places both in and outside of Downtown for community events.
- Identification of the small town charm as an asset to be built upon.

- Recognition that the historic buildings in the community are an asset to be preserved.
- Need for designated locations for business growth and development.
- Proximity to Des Moines is a benefit for employment, retail, and entertainment opportunities, while at the same time a challenge as it competes with Perry businesses.

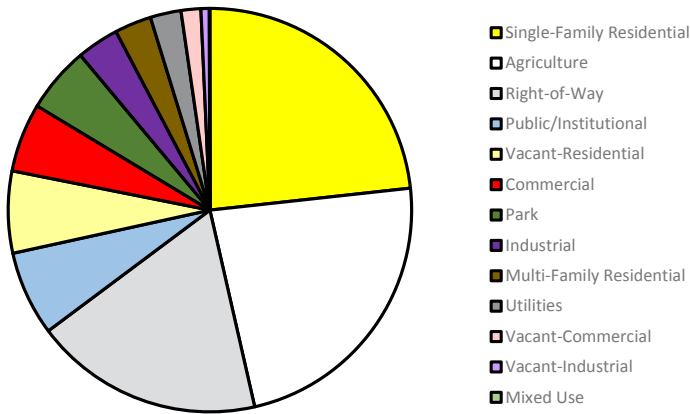
FRAMING ELEMENTS

EXISTING LAND USE

The City of Perry has more than 2,600 acres within its current municipal boundary. At 23%, single-family residential homes comprise the largest type of developed land use within the municipal boundary. As shown in Figure 3.1 on the next page, this land use category is significantly higher than all but agriculture, which represents most of the undeveloped lands within the city limits. Also of note is that right-of-way comprises 18%, while public/institutional uses such as government, schools, and churches comprise 7%. The business community comprises a smaller percentage with 6% devoted to commercial, 3% to industrial and less than 1% to mixed use. Map 3.1 below shows the distribution of land uses. The existing land use definitions and a larger map can be found in the Community Context Appendix.



Map 3.1: Existing Land Use - A Snapshot of 2012



Land Use	Acres	Percent
Single-Family Residential	617.4	23%
Agriculture	615.0	23%
Right-of-Way	487.1	18%
Public/Institutional	180.0	7%
Vacant-Residential	174.1	7%
Commercial	146.2	6%
Park	140.2	5%
Industrial	89.6	3%
Multi-Family Residential	78.1	3%
Utilities	65.5	2%
Vacant-Commercial	42.0	2%
Vacant-Industrial	17.7	1%
Mixed Use	1.2	0%
Total	2654.1	100%

Figure 3.1: Existing 2012 Land Use Acreage by Type

PROJECTIONS & LAND DEMAND

One purpose of a Comprehensive Plan is to allocate sufficient land to accommodate future growth. The amount of land needed is directly related to the quantity of growth that is expected to occur. In order to assess land demand needs, growth trends were examined over the history of the community. A long view of growth patterns is helpful given the sluggish farm economy in the 1980s and the recent recession in the mid to late 2000s.

A look back at historical population growth reveals that the average growth per decade since 1880 was 26%. Growth in Perry after World War II was noticeably slower than during its founding years as growth per decade since 1940 was only 5%. Since 1900, the only decade with growth greater than 10% was between 1990 and 2000 when it was nearly 15%. This growth was due to the rebounding after the sluggish farm economy and the influx of new immigrants into the community to work at what is now Tyson Fresh Meats.

IOWA'S SMART PLANNING PRINCIPLES

Iowa's Smart Planning Principles, adopted in 2010, are to be used by communities and state agencies in their consideration of planning, zoning, development, and resource management decisions. Of the ten Smart Planning Principles, six are strongly reflected in Perry's land use planning. Each of the Smart Planning Principles can be found in Chapter 1 Introduction. The following provides the link between the applicable principles and the goals and policies of the Future Land Use & Community Character section of the plan.

Occupational Diversity: The future land use plan identifies area for additional business growth and promotes efficient use of existing infrastructure and transportation.

Revitalization: The goals and policies of this section promote the integration of different uses as part of revitalization efforts. Downtown Perry is recognized as a unique resource that must be preserved and strengthened. Redevelopment and infill are key areas of focus.

Housing Diversity: The land use plan specifically identifies a need for diverse housing to meet residents' financial needs, personal interests, and lifestyle preferences. While the plan supports the creation of new housing types to meet unmet needs in the community, it also seeks to support existing housing revitalization and redevelopment.

Community Character: This section seeks to build upon established elements of community character and to effectuate change in areas that are inconsistent with the vision and guiding principles.

Natural Resource and Agricultural Protection: Protection of natural resources is one key feature of the proposed greenway framework for future growth.

Sustainable Design: The efficient use of land, which is an underlying policy directive, directly supports sustainable design.

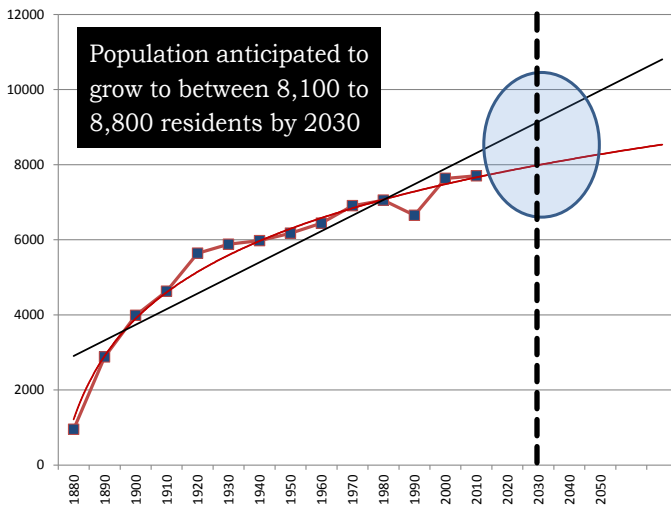


Figure 3.2: Perry Historical Growth and Future Projections



By 2030 Perry will likely need to add 80 to 215 housing units

This historical perspective establishes a basis for projecting into the future. Looking to year 2030 or an approximate 20 year planning horizon, it is reasonable to assume that growth in Perry will be at a rate of 3% to 7% per decade. More significant growth could occur depending on the growth of the Des Moines-West Des Moines Metropolitan Statistical Area and the ability of Perry to capture a larger share of commuters who are seeking a small town experience. Using these growth assumptions, Perry would grow by about 225 to 575 people reaching a total population of 8,100 to 8,800.

The need for additional housing is largely driven by population growth. Assuming that Perry maintains approximately 2.7 people per household, the community would need an additional 80 to 215 housing units total by 2030, or an average of about 12 new homes each year. Using a ratio of two jobs per housing unit, future land use will also need to accommodate an additional 160 to 430 jobs.

Based on these underlying projections of population, housing, and job growth, the Perry Comprehensive Plan needs to identify at least 150 to 200 additional acres of land that is currently either not developed or that can be redeveloped to help meet the needs over the next 20 years. While redevelopment of deteriorated or obsolete properties can supply some of the required land, most of the growth will be accommodated by new development.

The existing land use inventory already identifies over 250 acres of vacant land within the current City limits. It is important to recognize that not all of this land is truly available for development. Some of the factors that affect land availability include:

- Some sites are constrained by wetlands, utilities, and contamination issues that make development challenging.

- Locational choices are often driven by factors such as road access, visibility, site amenities, etc.
- Economics is a significant driver of land choices. Conversion of agricultural land to urban uses may be hampered due to land costs. In addition, infrastructure costs may influence land demand.
- The state of the economy heavily influences growth rates and overall land demand. The ability to expand housing and businesses is influenced by current lending practices and the availability of financing.

We need to annex land so the City can grow.
WHAT WE HEARD

Given that the community already has sufficient land within its boundary to accommodate growth over the next 20 years, the future land use plan does not need to identify specific annexation areas. However, the future land use plan does identify growth areas in an effort to ensure future growth beyond the existing boundary occurs in an efficient manner. In addition, growth outside the boundary may be appropriate to address existing market deficiencies, such as in the housing market.

It is important to note, however, that in its evolution as a community, Perry has entered the phase where it must focus on redevelopment and infill to the same degree if not more than new growth. While new growth is exciting and generally easier, redevelopment and infill are going to be key in achieving the community's vision and guiding principles. It is for this reason that the land use plan is organized around the themes of new growth, redevelopment, and infill.

Redevelopment and Revitalization

Perry needs to be monitoring and responding to redevelopment and revitalization needs and opportunities throughout the community. Given the community's age, there are many buildings that are nearing the end of their useful life. In addition, some facilities may need extensive revitalization because of changing technology and market trends. While challenging, redevelopment and revitalization are also an opportunity to reenergize a neighborhood as improvements in one property often lead to improvements in nearby ones as well.

As further described in the Community Context in the Appendix, almost half of Perry's housing stock is more than 60 years old. Aging housing is of concern because of its increased need for maintenance and upkeep. The ability, interest, and financial means for property owners to maintain their aging homes varies widely and can lead to deteriorating neighborhoods.

While I liked the house for sale I didn't buy it because the home across the street was in such bad shape.

WHAT WE HEARD

Three neighborhoods were identified through the planning process for additional assessment and support. The first neighborhood is located west of 1st Avenue and north of Willis Avenue. This neighborhood's location near downtown and the regional trail continues to make it an attractive location for housing. Some redevelopment efforts have already been targeted in this neighborhood.

The regional trail also has the potential to catalyze redevelopment and revitalization of the neighborhoods between Iowa Street and Highway 141. These neighborhoods, which were formerly impacted by the railroad, have the potential to be revitalized and strengthened by celebrating their close proximity to the regional trail.

The third neighborhood of concern is located west of Frog Creek and north of Willis Avenue. The neighborhood has been impacted by some of the surrounding non-residential uses. It also is isolated from the rest of the community given its location west of Frog Creek. Redevelopment efforts will likely be fairly targeted as some blocks are strong while others are showing signs of stress.

Redevelopment opportunities also exist in the commercial and industrial areas of the community. In addition to addressing building operations and maintenance concerns, commercial and industrial redevelopment also provides an opportunity to address site design issues such as a lack of pedestrian connectivity between the street and building entrance, too many driveways onto a street, and inadequate screening or landscaping to adjacent uses.

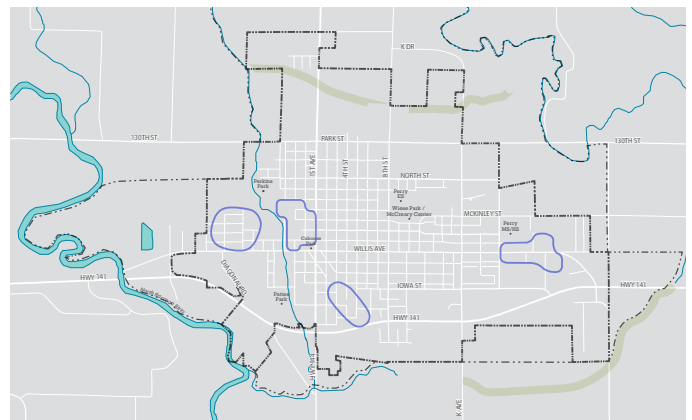
Redevelopment and revitalization have the potential to significantly change the reality and perception of a neighborhood. Context sensitive design should be used to ensure redevelopment is an asset to the surrounding neighborhood and has the potential to spur additional investment.

Goals and Policies

Goal LU-1: Use redevelopment as a tool to improve underutilized properties, improve neighborhoods, and address community needs.

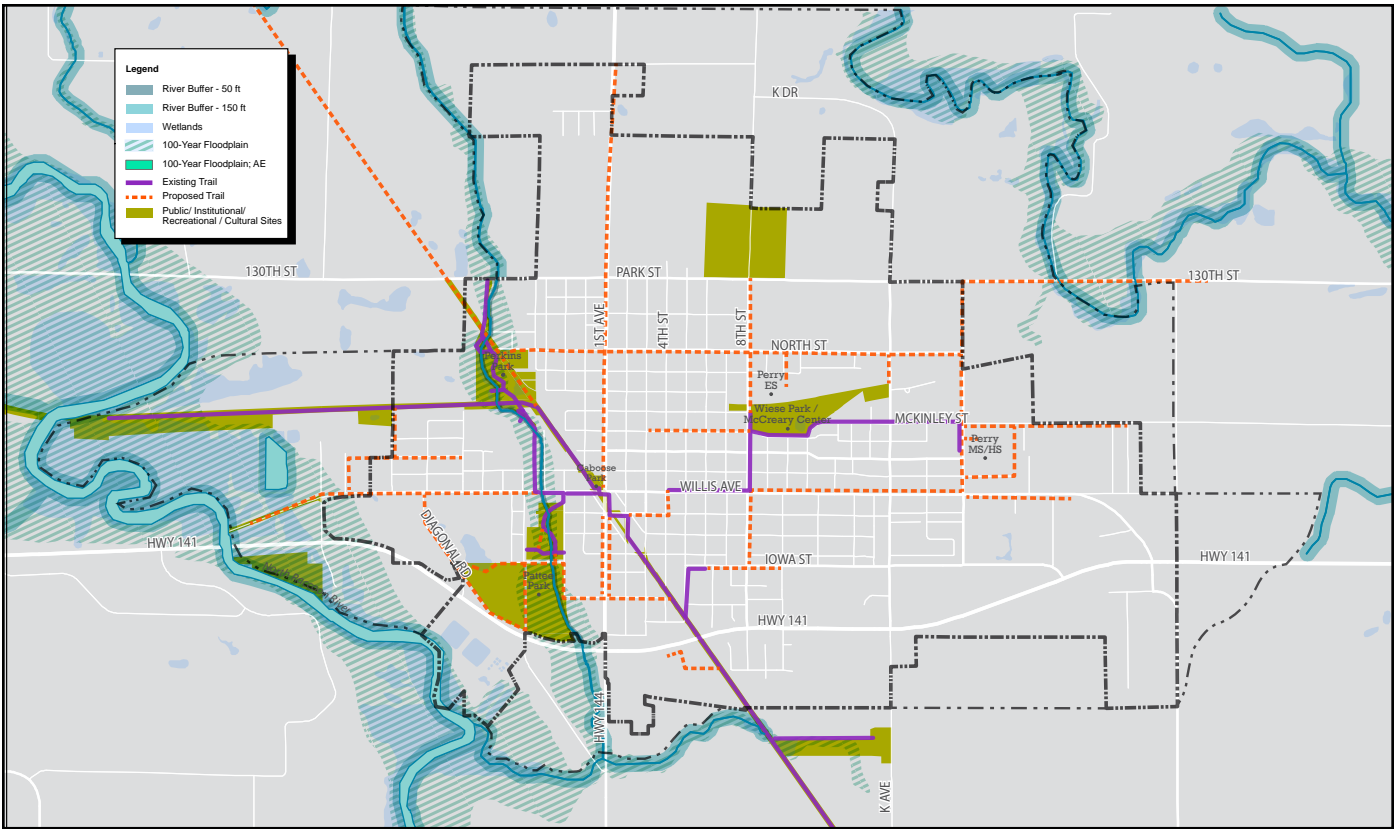
Policies:

- LU-1.1 Encourage the voluntary acquisition, demolition, and reuse of those properties, which by virtue of their location, condition, or value no longer function at their highest potential economic use.
- LU-1.2 Lead targeted marketing efforts to identify developers and new uses for redevelopment areas that are consistent with the comprehensive plan.
- LU-1.3 Form effective partnerships with private investors and other governmental agencies to undertaken redevelopment efforts.
- LU-1.4 Ensure redevelopment projects use context sensitive design practices such as:
 - Scaling new construction to be consistent with that of surrounding buildings.
 - Using similar building materials and architectural features.
 - Maintaining or enhancing street connectivity.
 - Enhancing pedestrian amenities such as sidewalks and streetscape.



Map 3.2 Future Redevelopment Areas

Perry should be monitoring areas of potential revitalization or redevelopment for needs and opportunities. These four areas were identified for additional attention during the planning process.



Map 3.3: Natural Features for Potential Greenway Incorporation



Greenways protect important natural features and wildlife habitat.



A connected greenway system also facilitates creating trail loops that enable residents and visitors to travel throughout the community.

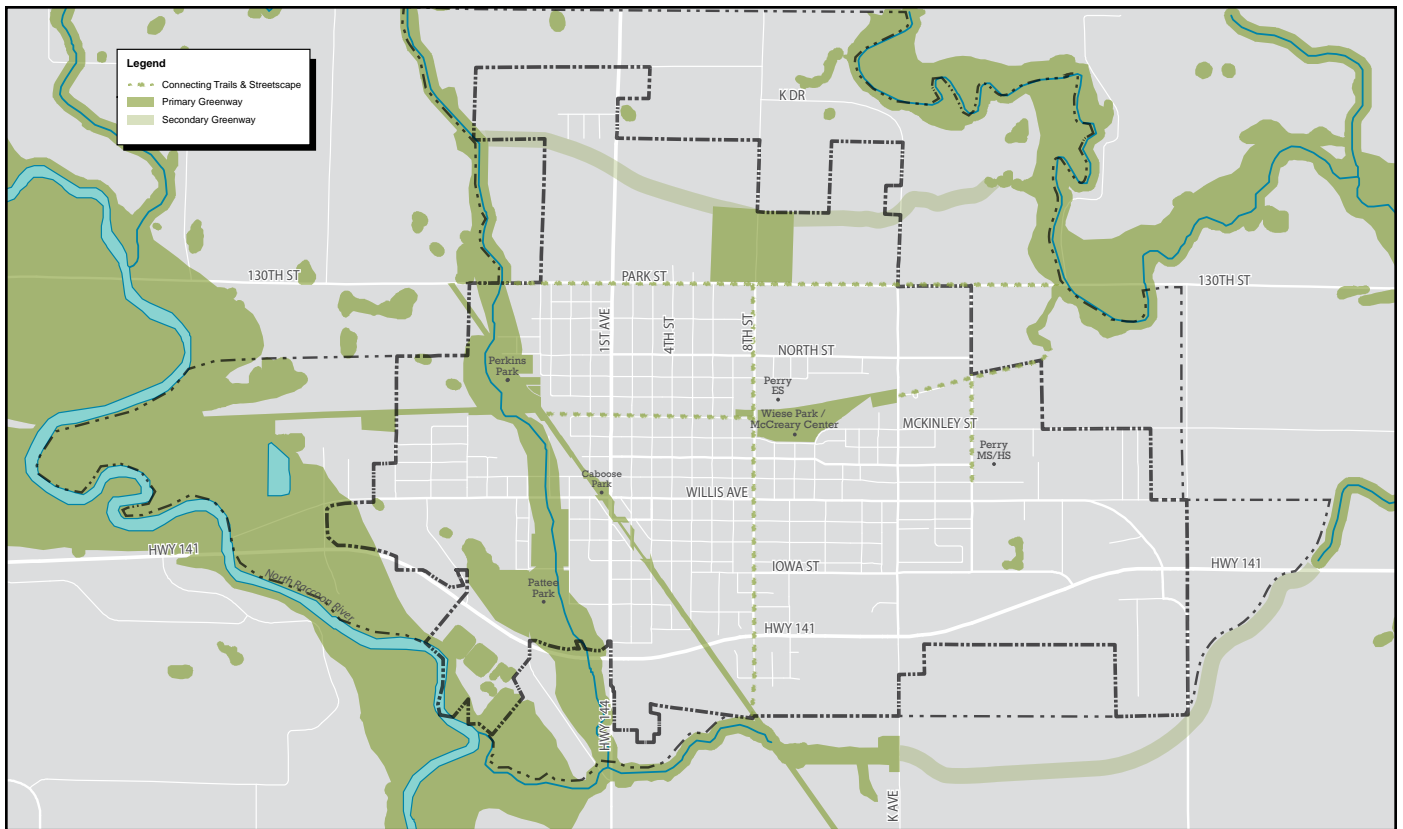
GREENWAYS

The importance of nature in the built environment cannot be overstated. Just look at Central Park in New York City or even the impact plants make along a street or around a house. While the integration of nature into our communities has not always been highly recognized, its absence is keenly felt, even at a subconscious level.

Throughout its history Perry has placed a value on preserving parks and open spaces. This can be seen in the historical creation of Perkins and Pattee parks, as well in the more recent creation of Weise Park. As the community expands it should look to using greenways as a foundation for the integration of nature into its development pattern, as well as the defining edge of future growth.

In contrast to individual parks and open spaces, greenways are intended to be a linked system that maintains ecological integrity, provides public access, and preserves scenic character and views. Creating a connected system is important to the greenway's overall value and functionality, similar to how a street is of no use to a property owner with a car if it does not connect to other streets.

Perry has a number of natural assets just outside of its limits that are logical components of a greenway system. Map 3.2 shows the elements considered in the identification of the greenway system. These include creeks, drainageways, woods, wetlands, topographically interesting places, and



Map 3.4: Recommended Perry Greenway

environmentally sensitive areas. These primary greenway areas, as shown on Map 3.3, are then connected by secondary greenway features. While the location of the secondary greenway features might shift due to more detailed development plans, it is critical that they are established to ensure a functioning system.

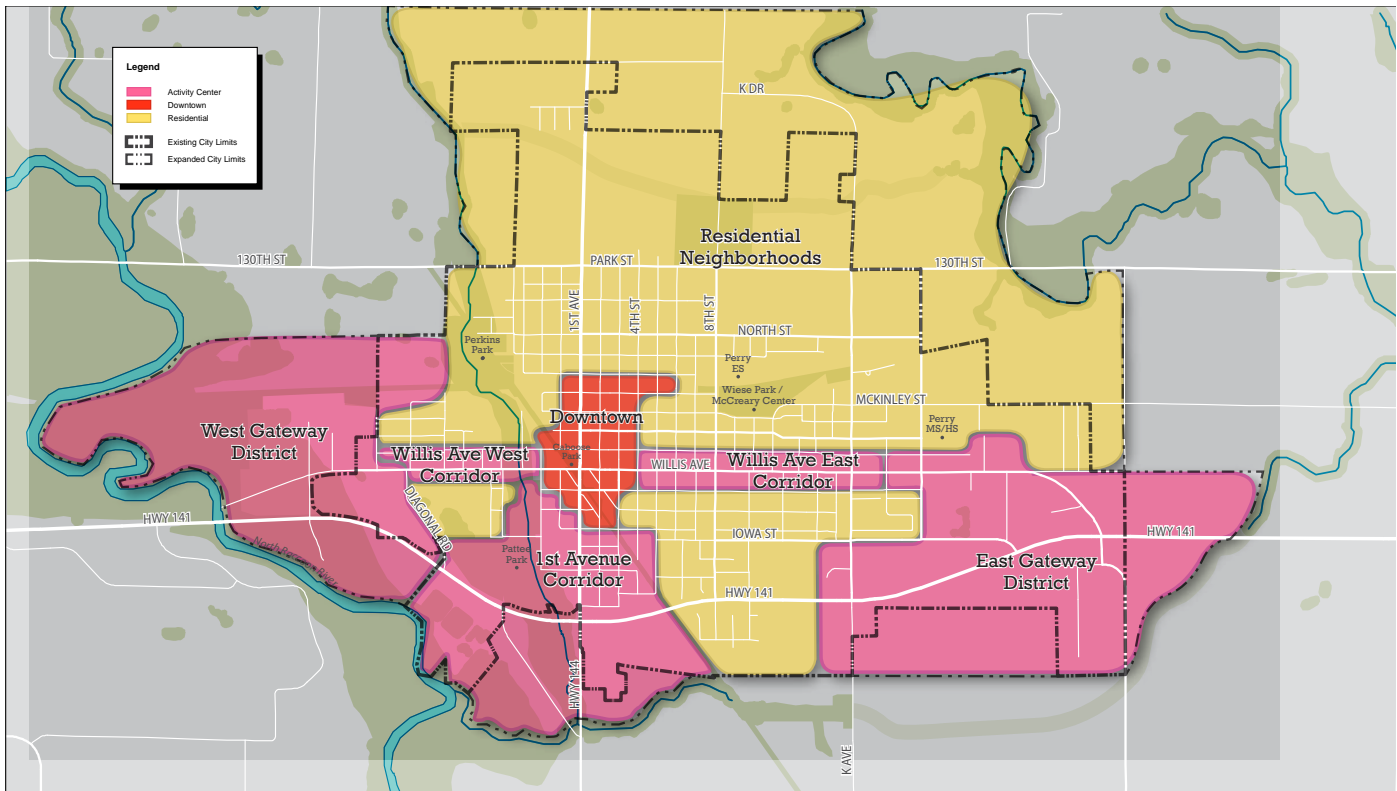
Within the existing developed areas of Perry, it will be important to provide connections between residents and the greenway system. These connections will often be through off-street trails with enhanced streetscapes. The connections may also be a part of the community’s complete street network. Further described in the Parks and Trails and Transportation chapters, complete streets use design techniques to provide a safer and more enjoyable experience for pedestrians and bicyclists, while maintaining functionality for motorized vehicles.

Greenway corridors are composed of a system of larger open space areas and linear connections. The open space areas generally provide habitat areas or stormwater management features. The connectors link the open space areas so as to create the system. The connectors should be at least 150 feet in width so they can support a functioning ecological system and enable wildlife movement.

Greenways serve more than to protect and preserve natural areas. They can accommodate the movement of people and

animals. The creation of a system with larger open spaces connected by linear greenway connectors with trails ensures that both people and animals can travel around the system.

In planning for future growth, the greenway system should be considered the boundary for the foreseeable future. Once complete, the greenway system will be an amenity that will be noticeable as one enters the community. The greenway system is also a logical boundary for growth because the extension of infrastructure and services beyond the natural features, such as creeks, will be more costly than other locations within the system.



Map 3.5: Future Land Use

FUTURE LAND USE

The Future Land Use Plan seeks to reinforce desirable land use patterns and identify new land for future growth. In contrast to traditional Comprehensive Plans, Perry's land use plan is primarily focused on character and form rather than use. This departure from traditional land use planning is, in part, due to the existing pattern within the community. Perry already has distinct districts where similar uses are clustered together. Further segmentation of uses has not historically been necessary and does not seem to be beneficial in achieving the community's vision. Instead, the land use plan will focus on identifying features and characteristics that will support each district's intent.

Perry's land use plan, shown in Map 3.5, identifies three categories for future land use: Downtown, Residential Neighborhoods, and Activity Centers. These categories combined with the district narrative provide policy direction and a framework for directing future zoning classifications and infrastructure investments.

- **Residential Neighborhoods** are filled with a diverse set of housing options and supportive amenities (parks, trails, schools, churches, and corner stores) that make them desirable places to live.
- **Activity Centers** are places where commerce (retail and services), as well as employment occurs. Activity

Centers are also places where Perry's identity is most visible (gateways and corridors) and entertainment and cultural opportunities are most accessible.

- As the heart of the community, **Downtown** has a mixture of land uses organized in an attractive, pedestrian-scale environment. It is the civic, cultural, and entertainment center of the community.

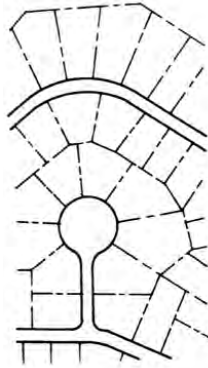
RESIDENTIAL NEIGHBORHOODS

Perry takes pride in its quality of life and its neighborhoods are a key component. The community is committed to expanding and maintaining a diverse range of housing options to meet the needs of a wide range of residents of various ages and socioeconomic situations. To support the development of the city's neighborhoods, it is important to focus on policies that maintain the character that community residents' value.

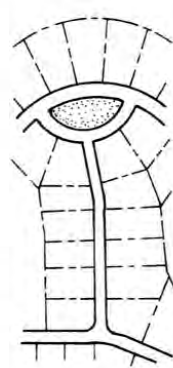
In Perry, residential neighborhood growth over the next 20 years should include all three types of investment. New neighborhoods developing on raw land at the edge of the community will provide an opportunity for new housing choices that are currently missing in the community. Infill in neighborhoods with existing utilities and infrastructure provides a cost effective and efficient way to add housing options. In addition to being efficient, targeted redevelopment



Subdivisions designed primarily with cul-de-sac decrease walkability and concentrate traffic on a few streets and intersections.



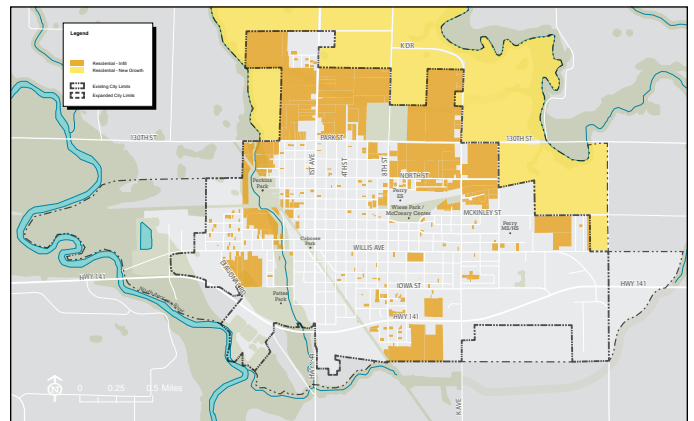
If a continuation of the grid pattern is not desired, looped or curvilinear streets can still provide connectivity.



Subdivisions should have sidewalks and homes with design features that minimize the presence of the garage along the street.

in existing neighborhoods can be a catalyst for private investment and ensure Perry's historic neighborhoods continue to be strong and attractive.

As noted in the previous projections section, Perry is projected to add 80 to 215 new homes by 2030. To accommodate this growth, approximately 150 to 200 acres of residential development or redevelopment would need to occur. As shown in the figure to the right, the residential neighborhood classification in the Future Land Use Plan includes more than 500 acres of infill growth and about 900 acres of new residential growth outside of the current city boundary. The comprehensive plan shows more land than is needed to accommodate growth to 2030 to allow flexibility for the community to address unanticipated needs. The comprehensive plan is intended to be a flexible framework that can ensure growth occurs in a manner that is efficient and in keeping with the community's vision.



Map 3.6: Residential Growth Areas

Residential growth should include both infill development within the existing city limits (shown in dark yellow), as well as new growth into annexed areas (shown in light yellow).

Residential neighborhoods, whether older or newer, should support a mix of housing types from low to high density to ensure a balance of options throughout the community. In many communities older neighborhoods show how through quality design density can be dispersed throughout with duplexes, fourplexes, and small apartments located alongside single-family homes. This diversity is something that Perry should strive for to create strong, vibrant neighborhoods.

Design Character

A neighborhood's design will more likely influence its perception of attractiveness and livability than its individual uses. It is therefore important that both old and new neighborhoods have the design characteristics that address the community's values.

Subdivision Design

One key feature of desirable neighborhoods is the sense of connection they offer residents to other neighborhoods and to the greater community. Perry's existing grid pattern is an example of a neighborhood feature that contributes to connectivity. The well spaced network of collector streets

(like Lucinda and North Streets) disperse traffic, making for a safer and more enjoyable pedestrian and bicycling experience within residential neighborhoods. Connected street systems are also more efficient in providing services such as snow plowing, public safety, and street maintenance.

In addition to connected streets, neighborhoods should have trails or sidewalks so residents can safely and conveniently move throughout and between neighborhoods, as well as to the proposed greenway system.

As further described in Chapter 5 Parks and Trails, neighborhood parks are a park type that Perry has not historically had but should consider for the future. Neighborhood parks are small, only 5 to 10 acres in size, and provide a limited amount of recreational opportunities, informal play areas, and gathering space for surrounding neighborhoods. General park standards suggest that residents should be within a 5 to 10 minute walk of a neighborhood park. As new residential neighborhoods are created, Perry should plan on preserving space for neighborhood parks, particularly as new residential subdivisions are created further from the three major community parks.

Subdivision Design Principles:

- Encourage the development of a variety of housing types and styles within a neighborhood.
- Front residential streets with the primary entrances to residences, porches, stoops and windows rather than excessive garage doors.
- Continue the establishment of well spaced collector streets to distribute traffic and minimize congestion.
- Use alleys to manage access.
- Support the local food system by maintaining routes for local agricultural producers to reach markets.
- Maximize connectivity between neighborhoods by minimizing the use of cul-de-sacs in favor of a connected street system using a grid or curvilinear pattern.
- Support active living through the development of sidewalk or trails along both sides of all streets.
- Ensure each resident is within a 5 to 10 minute walk of a park.
- Encourage park and open space features to be designed with public street frontage rather than being hidden behind homes.
- Encourage stormwater management features to be designed as natural amenities for neighborhoods.

We need some neighborhoods with larger lots and amenities to attract new residents.

WHAT WE HEARD



Manor homes are an example of how density can be incorporated into a neighborhood while retaining single-family character.



Taller buildings should be stepped back in height with the lowest towards the street or adjacent single-family homes.



Multi-family residential developments should include features such as individual entrances, porches, and gables.

Conservation Design

Perry has an opportunity to support the creation of greenways in the community through the use of conservation design in new residential neighborhoods. This design pattern uses clustering of housing to provide areas of open space that can be preserved as a greenway and used for stormwater management. While containing a range of housing types and styles, conservation design would provide an opportunity for Perry to offer the type of move-up housing that has been identified as missing in the community. As described further on page 3-11, conservation design begins with an identification of natural features. Once the natural features are identified and connected, then the process of identifying streets, utilities, and housing sites can occur. While conservation design results in reduced individual lot sizes, all the lots benefit from open spaces that can accommodate natural storm water management techniques and trails.

Conservation design subdivisions can work particularly well at the edges of the community where public infrastructure is not yet available. Initially the subdivision can be designed with a shared community system. Then when public utilities are available the shared community system becomes part of the public infrastructure.

Multi-Family Residential

Multi-family residential offers opportunities for affordable rental and home ownership. It is an important component of providing a balance of housing options in the community. Its design, however, can be a challenge. Poor design leads to a disconnect between residents and the broader community, as well as a negative perception of multi-family housing in the community. In contrast, appropriate context sensitive site design can reduce the perceived density, provide open space areas, increase safety, and strengthen connections between residents and their neighbors. Careful consideration should be given in the future on the design of multi-family areas within the community.

CONSERVATION DESIGN

Undeveloped Farmland



As a small city grows, farmland usually faces pressures from development. Often these rural estate developments have large lots that consume significant tracts of farmland. In addition, wildlife habitat and natural areas are lost because they become too small as they are chopped up between individual lots and are not protected from individual landowner development. Given the spacing between the lots, future utility infrastructure, such as sewer services, requires significant investment.

Typical Subdivision



In an effort to better protect natural areas and increase efficiencies, the development community has begun to use conservation subdivision techniques. Conservation subdivision, also called cluster development, seeks to cluster development areas to retain and protect open spaces such as farmland and natural areas.

Conservation Subdivision / Cluster Development



The process of creating a conservation subdivision begins with identifying the natural features on the site, including waterways, forest, prairie, and topography. It may also include farmland. These areas are then linked with green strips to create a connected open space system. With the areas to protect identified, the process of locating streets, utilities, and home sites can begin.

The use of conservation design in Perry should be strongly encouraged in those areas that are outside the City boundary that will be relying on private utility systems. Conservation design should also be used in to create subdivisions that are adjacent to or contain the community's greenway system.

Siting Principles:

- Place on an arterial or collector roadway.
- Locate adjacent to a park and/or off-street trail.
- Consider locations that transition non-residential uses such as churches, schools, retail, and employment.

Design Principles:

- Encourage a mixture of types and styles in order to provide a variety of choices and minimize how dense the building seems. This might include single-family attached homes with individual entrances, duplexes, triplexes, fourplexes or smaller scale apartment buildings.
- Arrange the density on the site giving consideration to the surroundings, such as using attached housing with individual entrances as a transition to single-family neighborhoods.
- Place buildings so highest points of the development are on major streets.
- Design buildings such that the height is stepped up as it moves away from the local residential street.
- Buildings should be residential in character with articulation, individual entrances, gables, porches, patios, etc.
- Building entrances, patios, porches, decks, and windows should be oriented towards the street so as to provide eyes on the street for safety and to strengthen connections with neighbors.
- Place parking areas to the rear with landscape and fencing buffers to minimize impact. A shared driveway or alley should minimize traffic impacts on local streets.
- Enclosed parking should be clustered and designed to minimize long expanses of unbroken wall area.

- Create an open space system within the development that is linked to the street and adjacent properties through sidewalks, landscaping, and gardens. The open space system should be large enough and designed to host resident gatherings.

Corner Stores

While primarily residential in character, residential neighborhoods have had, and should continue to have, small scale commercial activities integrated within them. These commercial uses are intended to be very small in size (around 2,000 square feet) and may include uses such as small convenience or retail stores, coffee shops or service businesses. Stores with a limited amount of gas pumps may be appropriate depending on location and site design. Corner stores are intended to serve primarily the surrounding neighborhoods so as to not have significant traffic or noise impacts. As such, the primary location for parking should be on-street rather than an off-street parking lot. The building should be residential in character with only one to two stories, an entrance oriented to the street, and architecture details such as gables and porches.

Siting Principles:

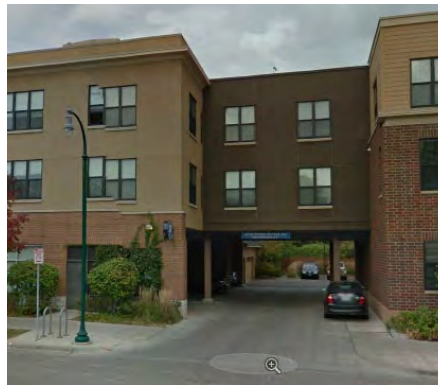
- Place on an arterial or collector street.
- Adjacent to sidewalks or trails.
- May benefit from location near a regional trail.

Design Principles:

- Building should be residential in character with only one or two stories and an entrance oriented to the street.
- Architectural features should include gables and porches.
- Parking should be primarily on-street.
- Garbage and refuse should be small scale and stored within the building.



Larger developments should include common open space for gathering and that is partially visible from adjacent streets.



A trend in multi-family developments is to place the building close to the street with an access to the ground level parking behind.



Corner stores can accommodate commercial uses in residential neighborhoods. They should be small and residential in character.

- Site design and landscaping should ensure glare from customers' motor vehicles does not impact adjacent properties.
- Lighting should be designed to illuminate only the retail property.

Institutions

Many of Perry's institutions, including churches and schools, are located within residential neighborhoods. While a valuable contributor to a neighborhood, churches and schools do have the potential to impact the surrounding neighborhood through traffic and noise.

Siting Principles:

- Place on an arterial or collector street.
- Located adjacent to trails, sidewalks, parks, and the greenway.

Design Principles:

- Trails and sidewalks should be constructed to support walkability to the site from the surrounding neighborhoods.
- Parking lots should be buffered through screening and attractive fencing so as to minimize noise and vehicle lights. Shared parking with adjacent uses should be explored whenever possible to minimize the size of surface parking lots in residential neighborhoods.

Goals and Policies

Goal LU-2: Encourage residential neighborhood development to address gaps in the housing mix such as style, size, character, and price.

Policies:

- LU-2.1 Promote growth within the current City boundary that takes advantage of existing infrastructure capacities.
- LU-2.2 Residential subdivisions should take advantage of existing landscape features such as waterways, woodlots, topography, etc. by preserving them and making them a key features in the neighborhood design. Where existing landscape features do not exist, a green network should be created through connected open space areas.
- LU-2.3 Ensure zoning and regulatory tools allow for a variety of housing styles, types, lot sizes, and densities to accommodate varying neighborhood arrangements.

LU-2.4 Encourage the use of a grid or curvilinear street pattern to provide connectivity and facilitate efficient city services such as snow plowing and street maintenance.

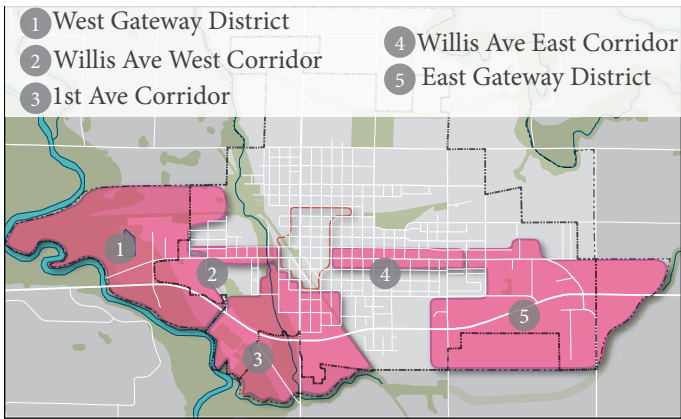
LU-2.5 Require sidewalks and/or trails in each neighborhood to ensure safe routes to education, civic, and recreational facilities.

LU-2.6 Create zoning regulations to accommodate the development of corner stores and institutional uses within residential neighborhoods.

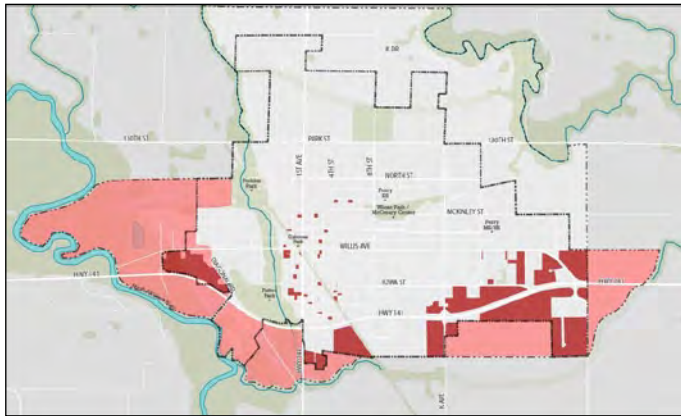
Goal LU-3: Enhance existing neighborhoods and ensure the efficient use of city services and infrastructure.

Policies:

- LU-3.1 Support efforts to build on undeveloped lots within platted and partially developed neighborhoods that are already served by utilities.
- LU-3.2 Encourage new housing that adds to the diversity of housing products in the neighborhood while maintaining the existing character.
- LU-3.3 Develop sidewalks and/or trails when possible to ensure safe routes to education, civic, and recreational facilities.
- LU-3.4 Ensure zoning and regulatory tools allow for the integration of new housing styles, types, and densities appropriately in existing neighborhoods.
- LU-3.5 Ensure city code, policies, and procedures support the preservation, restoration, and rehabilitation of historic properties.



Map 3.7: Activity Centers in Perry



Map 3.8: Growth Areas within Perry's Activity Centers

Growth within Activity Centers should primarily focus on infill within city limits (shown in dark red), however, new growth (shown in pink) may be needed to address unique opportunities.



Map 3.9: Airport as Potential Future Activity Center

The area around the Perry Airport is a potential location for the development of a future Activity Center. The area not only provides access to aviation resources but has good transportation access with Highway 141.

ACTIVITY CENTERS

Activity Centers are places where commerce (retail and services) as well as employment occurs. Activity Centers are also places where Perry's identity is most visible (gateways and corridors) and entertainment and cultural opportunities are most accessible. Activity centers can include industrial employers, institutions like Dallas County Hospital or churches, higher density residential areas, and even community athletic parks. Activity Centers are intended to be places where uses are mixed together rather than segregated.

The Comprehensive Plan envisions Perry's Activity Centers to evolve over the next 20 years. Some of this change will come from new growth on raw land at the edge of the community. New growth will provide opportunities not otherwise available within the existing pattern. Infill development within Activity Centers is important, not only from the efficient use of utilities and infrastructure, but also from a connectivity and district character perspective. Vacant lots are generally less attractive and are missing design elements such as sidewalks or landscaping that create a desirable commercial district. Similarly, redevelopment should be a priority where the land use pattern has aged over time. Redevelopment not only provides an efficient use of existing infrastructure, but is also an opportunity to enhance access, safety, and attractiveness through revised site plans that place buildings, rather than parking lots, closer to the street, increase landscaping, consolidate access, and add sidewalks or trails. All of these elements enhance the pedestrian environment, making it more walkable, and thus, more sustainable over time.

In addition to the community's existing activity centers, the area around Perry's airport could be developed into an activity center over the next 20 years. As with the other activity centers, the area could accommodate a mixture of uses, such as businesses that would benefit from proximity to aviation services. The area is also a potential location for a residential airpark development—a subdivision for those who want convenient access to their airplane or who want to operate an aviation-related business out of their home. Land use around the airport needs to be carefully planned, with consideration given to Federal Aviation Administration (FAA) regulations and local plans such as those referenced in Chapter 8: Public Facilities.

To improve visibility both within and outside of the community, each Activity Center should have a theme and wayfinding approach that is linked to a community wayfinding plan. Wayfinding and district identity could be demonstrated through signage, public art, landscaping, and streetscape treatment. Wayfinding should be used to brand the individual area, identify where important destinations are within the Activity District, and guide people to other destinations in the community.

Five Activity Centers have been identified in this Comprehensive Plan. The West Gateway and East Gateway Districts are nodes centered around key intersections, while First Avenue, East Willis Avenue and West Willis Avenue are connecting transportation corridors in the community. While there are similarities among the Activity Center, each will be discussed individually to provide a sense of the intent of the district and design principles that should be considered.

East Gateway

The East Gateway is located around the intersection of Highway 141 and Willis Avenue. It extends west along Willis Avenue to 17th Street. The emphasis of this Activity Center is on employment, retail, and services. On the south side of Highway 141 is the Perry Industrial Park with a number of industrial businesses and vacant land to accommodate new growth. The northwest corner of the intersection of Highway 141 and Willis Avenue is home to the Perry Commercial Park which can also accommodate new growth.

Over the next 20 years it is anticipated that new commercial and industrial growth will follow the historical pattern with industrial located on the south side of Highway 141 and commercial focused on the north side. If needed, an additional commercial node could be focused at the intersection of Highway 141 and 16th Street with commercial on all four corners. It is recommended, however, that for the efficient use of existing infrastructure that vacant, infill lots be considered prior to growth at this intersection.



Each Activity Center should have a design character and signage that relates to the overall community aesthetic, but is distinctive to that area. Signage may be used to identify the district, direct users to important destinations, or provide historical or cultural interpretation.



Map 3.10: East Gateway Activity Center District



In addition to enhancements along the street, internal site configurations should include sidewalks that help pedestrians and bicyclists reach building entrances safely from public streets, trails, or sidewalks.



Stormwater features can be amenities as well as functional.



East Gateway as Potential Soccer Complex

As discussed in further detail in Chapter 5, the East Gateway is a potential location for a soccer complex. Pedestrian enhancements and wayfinding to connect complex users to the businesses around Willis Avenue should be constructed to maximize the complex's economic impact.

Willis Avenue is a minor arterial roadway that serves as a major transportation corridor through the community. The historical land use pattern along the corridor has more individual access points than desired for a minor arterial. Opportunities to redevelop or improve sites along the corridor should be seized to consolidate access points. Shared and/or connected parking lots would be one way to support reduced driveways onto Willis Avenue.

Reducing individual accesses would also place emphasis on the pedestrian environment as fewer access points improve pedestrian safety and connectivity. As in other Activity Centers in the community, sidewalks and trails should be constructed leading to and within the gateway. Pedestrian crossings should be clearly marked at regular intervals along Willis Avenue in particular so pedestrians can access retail and services on both sides.

The East Gateway should be explored as a potential location for a soccer complex. Further discussed in Chapter 5: Parks and Trails, a soccer complex was one of the needs cited by participants of the comprehensive planning process. The vacant land on the north side of Highway 141 between 16th Street and Iowa Street would be a potential site. The site has convenient access off of Highway 141 and is large enough to accommodate a number of fields. Its configuration would likely accommodate the development of the site in a phased manner which would help with cost management. Shared parking with adjacent institutional uses should also be explored.

The East Gateway would also accommodate well-designed multi-family developments that are multi-floor apartment or condominium in density and style. It is recommended that any multi-family developments should be located off of major streets, such as Willis Avenue, and adjacent to parks or trails when possible.

East Gateway Design Principles:

- Encourage site design that places the building as the predominant feature near the street rather than parking.
- Require developments to include features such as sidewalks, that support pedestrian movement from the street and parking areas to the entrance safely.
- Individual driveways along Willis Avenue should be reduced to improve flow and safety. Shared and/or connected parking areas should be explored to support consolidation.
- Parking lots should be broken up into smaller areas and distributed throughout the site, particularly to the side or rear of the building. Use shared parking areas to reduce the overall amount of parking needed and landscaped islands to break up larger areas of parking.



Map 3.11: West Gateway Activity Center District

- Require buffers and transitions between commercial uses and adjacent residential neighborhoods. These may include berms, landscaping, or architectural design that reduces massing or is residential in character.
- Encourage stormwater features, such as ponds, to be designed as a landscape amenity.
- Multi-family residential should be apartment or condominium in character and density, with two to four floors. In designing the site, consideration should be given to:
 - *Creation of useable open spaces to support gatherings that create a sense of community within the complex.*
 - *Screening and landscaping adjacent to existing or commercial or industrial uses to provide some privacy for tenants using outdoor spaces.*

West Gateway

Perry’s West Gateway is located to the north and south of the intersection of Highway 141 and I Court. It has been and should remain predominantly an employment area. While Tyson Fresh Meats is the largest employer, there are a number of small industrial users along Willis Avenue. The West Gateway may also be the location for some commercial uses, however, those uses would be more focused on supporting the employees and nearby businesses, rather than to serve the general community. The West Gateway should not be a location for multi-family residential development.

The West Gateway should include additional areas for parks

and open spaces. The Raccoon River Valley Trail extends through the West Gateway on the north, and is the location for the City of Perry boat ramp to the North Raccoon River. The North Raccoon River Water Trail is a 180 river mile trail from Vogel in Sac County to the junction of the Des Moines River in Polk County. Perry’s boat ramp is one of nine public access points in Dallas County. Additional adventure and river oriented recreational uses should be explored, such as outfitters for canoeing, kayaking, or mountain biking.

The West Gateway also includes a 136-acre brownfield that the City is working to remediate and redevelop. The site is the former location of the Chicago Milwaukee & St. Paul Roundhouse and associated activities. The eastern 35 acres were remediated in 2008 through an EPA Cleanup Grant, and the City is pursuing opportunities to clean up the remaining 101 acres on the west. While specific redevelopment plans have not been developed, the site would have the potential to be reused for industrial or commercial business, renewable energy production, active recreation, or open space. Given its location adjacent to the Raccoon River Regional Trail and bordering existing residential neighborhoods, remediation and reuse of this site should be a priority for the City. Once complete and ready for development, the City should explore programs, such as the Iowa Economic Development Authority’s Large Site Certification Program, to effectively market the site for new uses.

Currently, most of the West Gateway is located outside of the municipal boundary. The Comprehensive Plan identifies the need for this area to be annexed. Annexation would benefit the community as the area is already receiving municipal services such as police and fire. In addition, the City would have the opportunity to improve the character of this area so



The West Gateway is a potential location for additional outdoor recreation attractions that could establish Perry as a destination for outdoor sports.

it can better serve as a gateway into the community. Until annexation occurs, the City should work with Dallas County to enhance regulations, such as zoning, that would facilitate improvements in this area.

West Gateway Design Principles:

- Access points along Willis Avenue should be minimized through consolidated access points, shared parking, and connected parking lots.
- Stormwater features, such as ponding, should be designed to be amenities.
- Use buffers and screening when adjacent to residential neighborhoods.
- Improve sidewalk and trail connectivity in the area to support non-motorized transportation access to employment opportunities and connectivity from this area to downtown.
- Development adjacent to the Raccoon River Regional Trail should be sensitively designed to support access to the trail and provide appropriate views for trail users.
- Streets and circulation patterns for industrial and commercial uses should be designed to minimize impacts on adjacent residential neighborhoods.
- Development within the Brownfield area should consider incorporating historical interpretation that celebrates the site's history.
- Public improvements and interaction with the RRVT should incorporate wayfinding and historical interpretation where possible.



Map 3.12: 1st Avenue Corridor District

1st Avenue Corridor

The 1st Avenue Corridor is unique in that it is a transitional district from the pedestrian-oriented pattern in downtown to the automobile-oriented pattern that exists around the intersection of Highway 141. The district also includes neighborhoods on both sides of 1st Avenue, as well as Pattee Park.

Public improvements to this district should include a specific focus on creating a safe and attractive pedestrian environment all the way to the larger retail stores south of Highway 141. Specific details about traffic calming measures for the 1st Avenue Corridor were identified as part of the Iowa's Living Roadway Plan. These included such measures as:

- Painted crosswalks
- Heightened landscaping at key intersections
- Center Street
- Willis Avenue



Transitions to adjacent residential neighborhoods should include screening, landscaping, height reduction at site edges, and incorporation of residential features like gables or porches.



Typical intersection with a center turn lane and sidewalks on both sides.



Pavement treatments like this help improve pedestrian safety and comfort.

The 1st Avenue Corridor area would benefit from complete streets planning as further described in Chapter 6: Transportation. Perry's Iowa Living Roadways Report recommended traffic calming improvements at key intersections, including Center Street in the 1st Avenue Corridor District.



As in this residential neighborhood, stormwater management techniques can take many forms and can be an amenity for a neighborhood.



Single-family attached housing in the 1st Avenue Corridor Activity Center can provide a nice transition to adjacent single-family neighborhoods and diversify the housing types available in Perry.

- Pattee Street
- North Street
- Park Street
- Accessible sidewalk approaches
- 6' - 8' widened sidewalk along 1st Street
- Lane reduction from (4) lanes to (3) lanes

1st Avenue is primarily comprised of retail, services, and offices. It also could be a location for one to three story multi-family structures, including rowhouses, townhomes or small apartment buildings. Change in the 1st Avenue Corridor over the next 20 years will occur through infill and redevelopment. When this occurs, sites should be redesigned to bring buildings and other architectural elements to the street edge rather than having a large expanse of parking. Parking would therefore be located to the side or rear of the building.

While the character along 1st Avenue noticeably changes to a suburban pattern around Highway 141, it is important that pedestrians and bicyclists continue to be accommodated safely through amenities such as sidewalks, crosswalks, and landscaping both within the public streetscape and private development. Efforts should be made to connect the 1st Avenue character into this area through wayfinding, related building design, and clustering of buildings with district, shared, or connected parking lots.

To the west of 1st Avenue, the area has a mixture of commercial, industrial, and single-family uses with some vacant land and redevelopment opportunities. This neighborhood is reflective of how some parts of a community may evolve with a mixture of uses even within the same block. As redevelopment occurs here, the intent is to transition the neighborhood into more of a residential neighborhood with fewer commercial or industrial uses off of the 1st Avenue or Willis Avenue corridors. The

neighborhood's proximity to Pattee Park, the Raccoon River Valley Regional Trail, and downtown have the potential to make it a desirable residential neighborhood.

In addition to single-family homes, this area may be a good location for multi-family developments that have a mixture of densities, from rowhouses or townhomes, to smaller one to three-story apartment buildings. Transitions between uses will be particularly important to facilitate the continuation of uses that have been in this neighborhood for generations.

1st Avenue Design Principles:

- North of Center Street, encourage site design that places the building as the predominant feature near the street rather than parking.
- South of Center Street, encourage larger scale retail development to cluster buildings and use techniques to reduce the amount of parking and improve connectivity including shared parking, district parking, or connecting parking lots.
- Require developments to include features such as sidewalks, that support pedestrian movement from the street and parking areas to the entrance safely.
- Require buffers and transitions between commercial or industrial uses and adjacent residential neighborhoods. These may include berming, landscaping, or architectural design that reduces massing or is residential in character.
- Encourage stormwater features, such as ponds, to be designed as a landscape amenity.
- Multi-family residential should be predominantly rowhouses or townhouses with individual entrances.

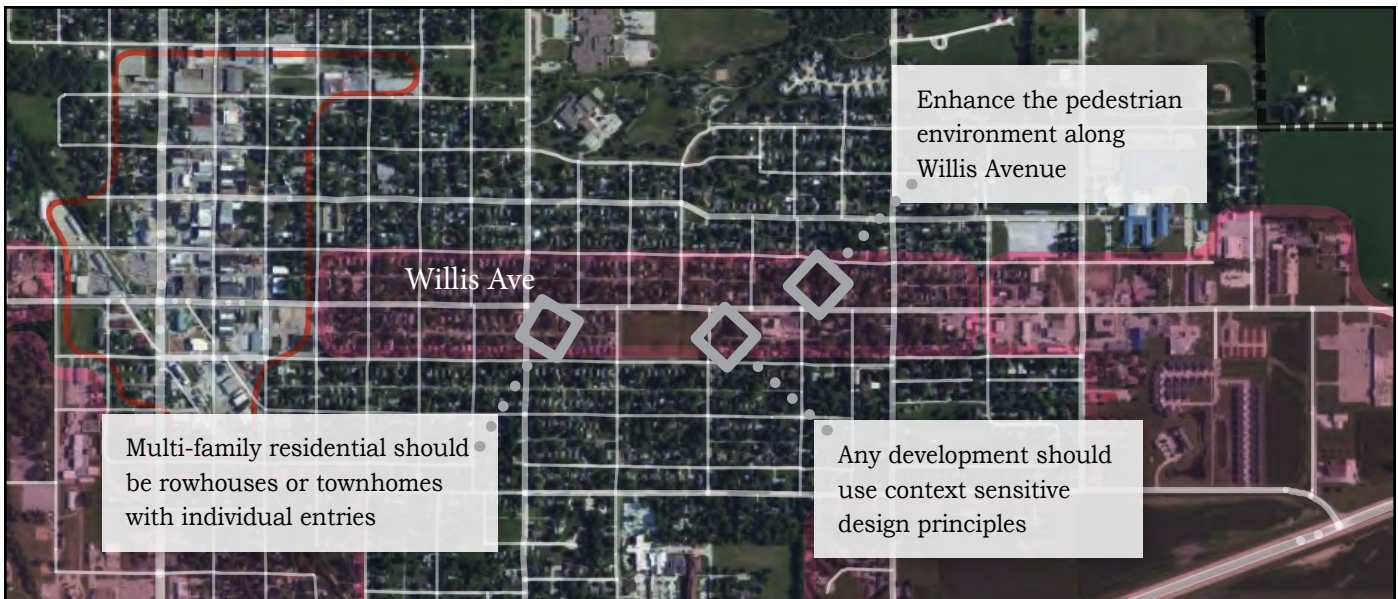
A limited amount of one to three-story apartments may be appropriate as long as the grid street system is maintained and individual entrance, multi-family residential is used as a transition to adjacent single-family homes. Multi-family development should:

- Use similar massing, height, roof pitch and architectural features such as porches, cornices, shutters, dormers, and chimneys to create the appearance of single-family homes.
- Locate parking behind buildings and break it up through landscaping into smaller sections.
- Construct sidewalks along the street and within the development to provide connectivity.
- Incorporate landscaping and fencing to buffer adjacent uses.

Willis Avenue East Corridor

Willis Avenue East Corridor is the primary transportation corridor between Downtown Perry and the East Gateway District. Willis Avenue is a minor arterial roadway with more than 1,400 vehicles daily. Historically this corridor has been primarily residential in character with some multi-family residential and commercial located at either end as the corridor transitions to downtown or the East Gateway District.

Infill and redevelopment in this corridor is anticipated on a limited basis. Any development that does occur should be expected to maintain the existing character, including placing the buildings with an orientation to Willis and setbacks in a similar location. Sidewalks along Willis Avenue should be maintained on both sides of the street to ensure continued connectivity.



Map 3.13: Willis Avenue East Corridor

As Willis Avenue is a minor arterial roadway, multi-family residential and commercial would be appropriate uses along the corridor, particularly at intersections of Willis Avenue with major north-south roadways in the community. Any development, however, should be sensitively designed to minimize impacts on surrounding residential neighborhoods. This includes architectural features that relate to surrounding residential character, management of car and truck access to reduce light and noise, and screening of parking lots and service areas. Designs should also include pedestrian amenities that not only serve those using Willis Avenue but enable surrounding residents to safely and comfortably reach the site.

Multi-family development along Willis Avenue is anticipated to be attached housing with individual entrances such as rowhouses or townhouses. The streetscape along Willis Avenue should continue to have individual entrances. As with commercial development, multi-family development should carefully manage access, screen parking lots, and ensure architectural features are in keeping with the surrounding residential design.

The Willis Avenue East Corridor would also be an appropriate location for live-work housing. As furthered described in Chapter 4, live-work housing generally includes multi-story buildings with ground floor commercial, studio, office, or workspace. More common in other cultures, live-work space has become increasingly popular, particularly with in-home and start-up businesses. Design of live-work housing along the corridor should follow similar design principles as multi-family housing with building orientations towards Willis, screening of parking areas, and architectural design that relates to surrounding single-family homes.

Willis Avenue East Corridor Design Principles:

- Developments should explore new approaches to housing that would address gaps or needs in the marketplace, such as rowhouses, attached homes with individual entrances, or live-work housing.
- Buildings and development should be oriented to activate the Willis Avenue streetscape and minimize impacts to surrounding residential neighborhoods.
- Pedestrian enhancements, including sidewalks, shall be designed to serve those accessing the site from Willis Avenue, as well as those coming from surrounding residential neighborhoods.
- Parking lots should be broken into smaller areas by spreading them throughout the site or by using landscape islands.
- Screening should be used to buffer parking lots and service areas.



Beneficial to small businesses, live-work housing can be incorporated into existing single-family neighborhoods along major streets.



Map 3.14: Willis Avenue West Corridor



To facilitate redevelopment in the Willis Avenue West Corridor, attached single-family homes with individual entrances like these may need to be explored.

- Stormwater features, such as ponds, should be designed as a landscape amenity.
- Multi-family residential should be predominantly rowhouses or townhouses with individual entrances. Buildings should *use similar massing, height, roof pitch and architectural features such as porches, cornices, shutters, dormers, chimneys to create the appearance of single-family homes.*
- Screening should be used to buffer parking lots and service areas.
- Stormwater features, such as ponds, should be designed as a landscape amenity.
- Multi-family residential should be predominantly rowhouses or townhouses with individual entrances. Buildings should use similar massing, height, roof pitch and architectural features such as porches, cornices, shutters, dormers, and chimneys to create the appearance of single-family homes.

Willis Avenue West Corridor

The Willis Avenue West Corridor is the main transportation corridor between the West Gateway District and Downtown Perry. It is currently single-family residential in character and is anticipated to remain predominantly residential in character. In addition to single-family homes, the corridor would be an appropriate location for more intense residential development such as rowhouses, townhomes with individual entrances, or live-work housing. Extensive apartment or condominium style complexes are not envisioned along the Willis Avenue West Corridor.

Willis Avenue West Corridor Design Principles:

- Developments should explore new approaches to housing that would address gaps or needs in the marketplace, such as rowhouses, attached homes with individual entrances, or live-work housing.
- Buildings and development should be oriented to activate the Willis Avenue streetscape and minimize impacts to surrounding residential neighborhoods.
- Pedestrian enhancements, including sidewalks, shall be designed to serve those accessing the site from Willis Avenue, as well as those coming from the surrounding residential neighborhoods.
- Parking lots should be broken into smaller areas by spreading them throughout the site or by using landscape islands.

Goals and Policies

Goal LU-4: Promote development, redevelopment, and improvements to create distinct gateway activity districts.

Policies:

- LU-4.1 Encourage efficiency of land, infrastructure, and services by promoting infill over new growth outside the city limits.
- LU-4.2 Encourage site design that maximizes the buildable area through strategies such as regional stormwater ponding, common driveways and loading areas, and shared parking.
- LU-4.3 Support design that provides appropriate transitions and buffers between commercial and residential uses such as open space, landscaping, and fencing.
- LU-4.4 Support streetscape and landscaping enhancements that increase corridor attractiveness and improve motorized and non-motorized safety.



Downtown Revitalization Plan improvements completed so far have included both streetscape and small plazas.

- LU-4.5 Require development and redevelopment projects to identify and provide internal pedestrian circulation systems.
- LU-4.6 Ensure adequate capacity in public and private utilities and infrastructure to serve future commercial development.

DOWNTOWN

Downtown Perry continues to be the heart of the community. Downtown is such an important component in achieving the community's vision and guiding principles that it is addressed in its own section both within this chapter and in the next chapter, Community Building and Development. This chapter focuses on how to maintain and enhance the land use and character of downtown, while the next chapter explores the programs and activities that will strengthen downtown as an economic and quality of life generator.

Downtown Perry has been the focus of a number of studies and plans, particularly in the last decade. The City is in the process of implementing streetscape improvements recommended in the 2004 Downtown Revitalization Plan. In addition, a Downtown Assessment Visit conducted in September of 2012 by the Iowa Downtown Resource Center to help the community identify how downtown can be reestablished as the social and commercial center of the community. The report's summary noted the following:

- Downtown's vitality affects the entire community physically, economically, and mentally.
- Downtown is the heart and soul of the community - its living room.
- If you have the commitment to make it happen, you will find the resources over time (people, time, and money)
- It is a public-private partnership.
- You have great bones to work with. It's up to you to make it happen!
- A healthy downtown can be the unifying common thread that can connect all of Perry's residents.
- There is no better time to start than today.

This comprehensive plan recognizes that downtown Perry has a good foundation. While perhaps not every building is currently being fully utilized, nor the number or variety of commercial properties meeting community desires, downtown is starting at a stronger point in its revitalization than in many communities. It is for this reason that the most important recommendation for downtown is that the community carefully consider how a future project will enhance or detract from the character of downtown.

As in many communities, Perry's downtown is distinctive in its



Map 3.15: Downtown Perry - Downtown Perry includes the core commercial area as well as the industrial uses to the north, institutional uses to the east, and the Raccoon River Valley Trail on the south.

character and pattern from the rest of the city. As the historic center, downtown has the entire range of land uses including residential, commercial, industrial, civic, institutional, and park. Downtown is a dense area of the community with many buildings being built close to the street with sidewalks and predominantly on-street parking. Buildings generally range in height from one to three stories with many structures having more than one type of use.

In the comprehensive planning process the boundaries of downtown were set recognizing the important influence that uses on the edge of the traditional commercial downtown core have on its success. The boundary includes the industrial uses along Bateman Street, the institutional uses along 4th Avenue, and the commercial/industrial mix adjacent to the Raccoon River Valley Regional Trail.

Downtown Perry should continue to include the wide variety of uses within its district boundaries. Having a variety of land uses is important in creating an active, safe area both day and night. The mixing of uses also supports commercial uses in particular as industrial employees may eat and patronize retail establishments during the day and as they leave the community, while downtown residents support them in the evenings and on weekends.

As infill and redevelopment occurs in downtown, it is important that the historic character is sustained and built upon. New construction and renovations should evoke a similar character through site and building design features.



Linear parks and trails like the Raccoon River Valley Trail can be treated like streets with sidewalks and buildings built to the edge to create an inviting pedestrian environment.

Perry may want to consider the creation of downtown design guidelines to help both new construction and renovations to maintain a similar downtown character. Potential components of design guidelines would include keeping setbacks closer to the street, height minimum and maximums, massing, placement of entries, display windows, signage, and details such as cornices, awnings, building materials, etc.

Expansion of parking in downtown should be carefully considered so as to not negatively impact the district's cohesiveness. While necessary for visitors and employees, surface parking lots generally detract from the pedestrian environment. As a result, parking should be located behind buildings rather than between the front of a building and the street. Parking should be examined on a district basis whereby individual businesses do not have to have separate parking lots but contribute to a shared system. This is particularly useful for uses that have different peak hours, such as a theatre and an office. When additional parking is needed, structured parking should be considered to minimize the amount of buildings that must be removed in the downtown area. Perry may also want to explore the phasing of structured parking so as to spread out costs and correlate them with increased demand or need in downtown.

Streetscape improvements in downtown have contributed positively to the overall appearance and attractiveness of downtown. Implementation of the improvements identified in the Downtown Revitalization Plan should continue.

Expansion of streetscape improvements to the broader downtown district should be evaluated once the initial plan is complete. While the expanded streetscape plan may not be as comprehensive, establishing a connection between the broader downtown area and the retail core is important in encouraging increased patronize of the nearby surrounding areas.

Downtown Design Principles:

- Encourage two to three-story buildings.
- Buildings should possess components that offer protection to pedestrians, such as awnings and canopies.
- Encourage the use of quality building materials that complement the existing historic architecture.
- Building orientation, height-to-width ratios and placement of door and window openings shall be proportional to those of surrounding commercial buildings, where present.
- Maintain the existing downtown street grid so as to ensure the historic walkable character remains.
- Avoid development of long stretches of blank, inactive building walls along streets by requiring active window spaces that allow views into and out of buildings.

Goals and Policies

Goal LU-5: Encourage new construction, redevelopment, and rehabilitation to maintain and enhance downtown Perry's character and vitality.

Policies:

- LU-5.1 Encourage rehabilitation/renovation of deteriorating historic properties, particularly those that have a scale appropriate to downtown.
- LU-5.2 Support infill and redevelopment that is consistent with the historic character of downtown.
- LU-5.3 Encourage housing development in downtown as part of vertical, mixed-use buildings or multi-story housing projects.
- LU-5.4 Encourage future parking areas to be located as part of shared parking lots or structures behind or to the side of buildings.
- LU-5.5 Encourage and support the use of quality

building materials that pay tribute to the historic construction of Perry's downtown buildings.

- LU-5.6 Continue to concentrate the location of city-wide community uses and attractions, such as civic buildings, museums, art and cultural attractions, entertainment venues, community events and gatherings/celebrations in downtown.
- LU-5.7 Explore opportunities to incorporate public art, historical and cultural interpretation to enhance the downtown.
- LU-5.8 Expand the variety of plazas and informal gathering spaces throughout downtown.
- LU-5.9 Continue to expand the connections and amenities to Downtown for pedestrians/bicyclists, particularly from regional and city-wide trails. (i.e. designated bike lanes, bike racks, benches).
- LU-5.10 Encourage sidewalk retail and restaurants at designated locations downtown to add excitement and interest to the street.
- LU-5.11 Support the implementation of the Iowa Living Roadways Plan which identified enhancements to the 1st Avenue Corridor.



Creating simple, small gathering areas throughout downtown can encourage downtown patrons to stay longer.

Even shared public parking lots can be opportunities for historical interpretation.

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COMMUNITY BUILDING & DEVELOPMENT

4

The previous chapter on “Future Land Use and Community Character” establishes a broad framework to guide future growth, infill, and redevelopment in Perry. The “Community Building and Development” chapter expands on this framework by describing further goals, policies, and strategies that the community can pursue to achieve this vision.

This chapter centers around three main areas for future action that play a critical role in enhancing the overall quality of life in the community: **Housing, Economic Development, and Downtown**. Each section includes an overview of issues and opportunities, review of existing resources and tools, and a description of goals, policies, and strategies for the future.

The goals and policies outlined in this chapter describe desired outcomes, directions, and priorities for future action, and reflect core values articulated by the community through the planning process. The strategies section provides concrete action steps and initiatives to achieve the broader goals and policy directives.

Collectively, the recommendations in this chapter reflect the vision and guiding principles of the Comprehensive Plan by seeking to ensure the quality and sustainability of core amenities- **housing, jobs, shopping, and services**- that will make Perry a destination and community of choice for residents, visitors, and businesses. Such recommendations will serve to **improve the overall quality of life in Perry, support diverse and high-quality housing options, encourage growth of new businesses and industry, and create a welcoming environment for all.**



Ensuring access to high quality and affordable housing options is a priority for the Perry community.

HOUSING

The quality of housing options is often a decisive factor for residents, employees, and businesses in choosing whether to stay in or move to a particular community. To attract new residents and sustain long-term residents in the community, Perry will have to provide attractive, affordable, and high quality housing options that meet the needs of residents at all stages of life and at various income levels. Public agencies, private developers, community groups, and individual homeowners/tenants have a role to play in this endeavor, as future housing strategies will address not only the construction of new housing, but maintenance of the existing housing stock, as well as the strengthening of community relationships and organizations.

ISSUES AND OPPORTUNITIES SUMMARY

Maintenance and Rehabilitation

According to the 2007-2011 American Community Survey (ACS), 46% of Perry's housing stock was built before 1949, with only 2% built since 2005. The city's aging housing stock can be viewed as both an asset and a challenge. A number of the city's older homes have been well-maintained and contribute to Perry's historic charm and unique, small-town character. On the other hand, older properties can incur greater maintenance costs than more efficient modern homes and often lack the amenities and modern floor plans that tenants desire. This results in maintenance issues, visible wear and tear, and in some cases, persistent vacancy in some of the older properties in town. While the City manages several grant programs to support housing rehabilitation, only 41 properties have been rehabbed through these programs since 2006.

Our housing stock needs a boost - better maintenance, energy efficiency, and overall quality!

WHAT WE HEARD

Housing Distress

Available data on housing foreclosures and housing values suggests that distress related to the recent downturn in the housing market has not been concentrated in any particular area of the city. However, as noted in the previous chapter's discussion of redevelopment opportunities, there are areas where persistent maintenance and vacancy issues may warrant targeted rehabilitation or wholesale redevelopment.

Market Gaps



Maintenance of aging homes is an ongoing challenge.

The 2007-2011 ACS also shows that Perry has a significantly higher percentage of homes valued under \$100,000 relative to the state average, Dallas County, or Boone County, and a lower percentage of homes valued over \$200,000. Community members expressed dissatisfaction with the quality and design of available housing options at both the low and high-end of the spectrum, noting that while new development is occurring in and around Perry, the size and quality of new housing units does not necessarily meet the needs of residents. Residents emphasized a desire for more cost-effective (i.e. energy-efficient and durable) housing, as well as homes on larger lots.

GOALS AND POLICIES

Goal H-1: Develop a diverse and high quality housing stock that meets the needs of residents at all stages of life and at various income levels.

Policies:

- H-1.1 Expand the supply of quality, affordable housing.
- H-1.2 Encourage new residential subdivisions to meet gaps in the housing market.
- H-1.3 Encourage the creation of new housing through infill and redevelopment within existing neighborhoods.
- H-1.4 Support rehabilitation and maintenance of existing properties.
- H-1.5 Expand housing options in downtown Perry.

- H-1.6 Leverage community partners to support housing development and rehabilitation.

Goal H-2: Cultivate a community of strong, attractive residential neighborhoods.

Policies:

- H-2.1 Support programs to encourage community cohesion, gathering, and interaction.
- H-2.2 Support infill, rehabilitation, and maintenance of existing homes and neighborhoods.
- H-2.3 Encourage development of high quality, green, energy-efficient, and durable homes.
- H-2.4 Maintain the character and quality of Perry's historic housing stock.

STRATEGIES

H Strategy-1: Obtain and utilize updated housing and property assessments to develop a targeted housing strategy.

The City will need up-to-date data on housing conditions to inform its housing strategy and priorities. Key action steps for the City include:

- Using County Assessor's data (updated every 5 years) to conduct a detailed analysis of housing conditions and valuations in Perry.

IOWA'S SMART PLANNING PRINCIPLES

As described in more detail in Chapter 1, Iowa's Smart Planning Principles are to be used by communities and state agencies in their consideration of planning, zoning, development, and resource management decisions. The legislation requires communities in their comprehensive planning process to identify objectives, policies, and programs to further the vitality and character of established and new residential neighborhoods. Of the ten Smart Planning Principles, three are strongly reflected in the strategies outlined in this chapter:

Occupational diversity: The business retention and expansion strategies and downtown revitalization strategies outlined in this chapter seek to support diversification of business types, enhance and encourage locally-owned businesses, and provide new employment opportunities for community members.

Revitalization: Strategies in this chapter related to downtown revitalization and housing rehabilitation seek to enhance existing building and land assets and preserve the historic character of the community.

Housing Diversity: Housing strategies discussed in this chapter seek to fill gaps in the current housing market, encourage rehabilitation of existing homes, and ensure access to high quality, green, and affordable options.

- Identifying areas for potential redevelopment and rehabilitation.
- Performing annual “windshield surveys” of housing and site conditions during years between County inspections.

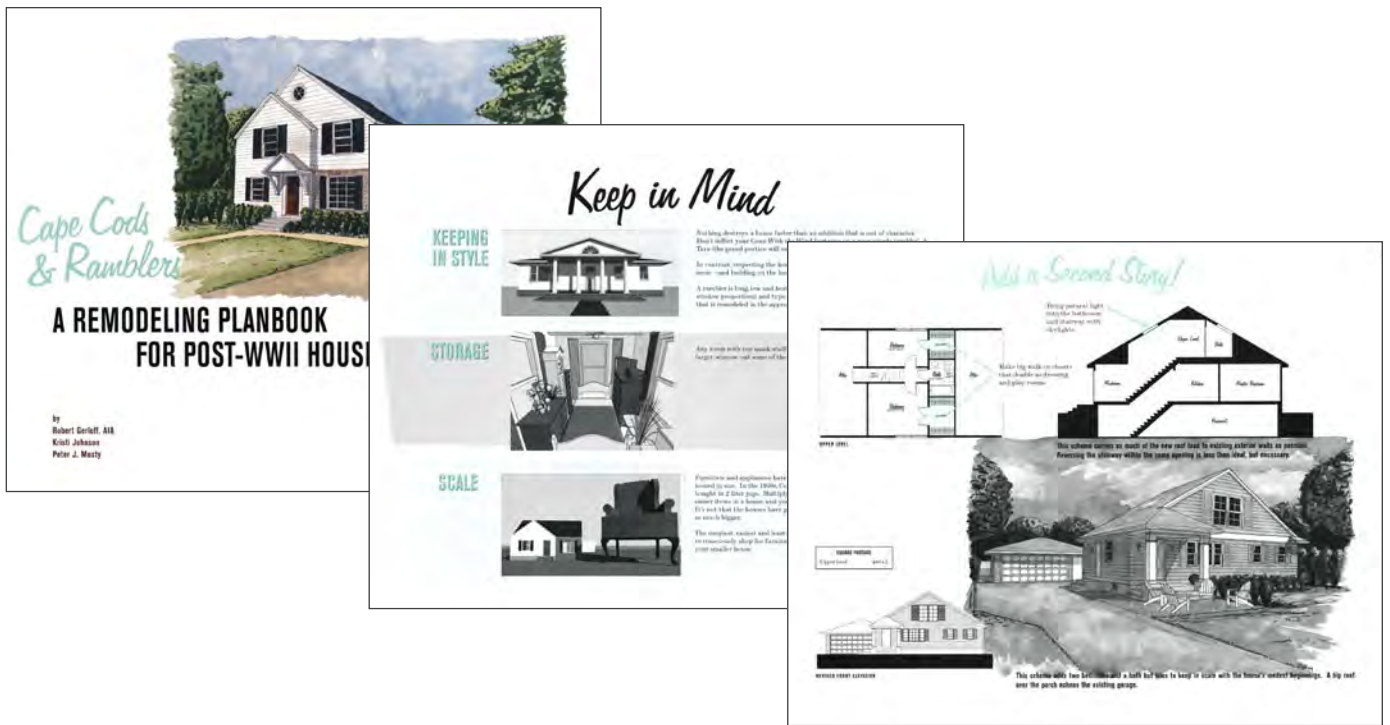
H Strategy-2: Encourage infill, redevelopment, and rehabilitation of homes in existing neighborhoods

While infill and redevelopment may present more challenges in comparison to new development projects, the reuse of existing infrastructure within the current city limits is a more efficient and sustainable strategy to provide new housing in Perry. Redevelopment, rehabilitation, and infill will also help to stabilize areas of concentrated housing distress. The City should explore new strategies and innovative models to finance and guide housing revitalization in existing neighborhoods. Action steps the City should consider include:

- Creating a catalogue of historic home renovation opportunities and/or website that can be used to market to potential buyers.
- Creating a remodeling handbook for homeowners for both internal remodeling and external landscaping/facade work, as well as historic building restoration.
- Providing consultative services for home repairs, as well as resources to help homeowners navigate potential funding sources, application processes, and hiring of contractors.
- Marketing available resources and services to support

housing rehabilitation and redevelopment through the City's website, direct outreach, and community events (e.g. an annual homebuilders/remodelers expo, remodeling workshops)

- Leveraging community partners and volunteers to support rehabilitation and maintenance work. For example, reaching out to faith communities to assist seniors and families in need of yard work and maintenance through an “adopt-a-family” or clean-up day. Another example is creating a program that can link seniors to pre-screened service personnel such as lawn care, snow plowing, handymen, etc.
- Organizing events and demonstration projects to showcase Perry's housing stock and rehab projects (e.g. home and garden tours, “Better Block” projects, citywide housing fair)
- Exploring new strategies to finance redevelopment projects. For example:
 - *Selling foreclosed properties through a proposal process rather than a standard auction to the highest bidder.*
 - *Encouraging redevelopment of historic housing stock and homeownership through a lease to purchase program where monthly payments are used to pay the mortgage until the potential property owner is able to secure their own mortgage.*
 - *Establishing a TIF district across the entire community and using TIF funds to create a Revolving Loan Fund to support redevelopment and rehabilitation projects.*



Example of a Remodeling Handbook developed jointly by cities that share similar housing styles and issues.

(See “Rebuilding Community” report by National Trust for Historic Preservation for best practices in historic preservation and redevelopment.)

building. Such programs could include tax abatements, matching grants, and low-interest loans. See the US EPA or Iowa Economic Development websites.

H Strategy-3: Encourage new residential subdivisions to meet gaps in the housing market.

Throughout the planning process, participants have expressed a need for broader housing options, particularly in regard to new subdivision development. This has included specific requests for features like larger lots and more unique character, as well as a more general sentiment that quality and value should be paramount in the design of new housing at any price point. The City should work with private and public entities to ensure that new housing designs meet the needs of all Perry residents. Action steps would include:

- Revising zoning and subdivision regulations as needed to encourage a mix of housing types and prices in new subdivision developments (possible changes include revisions to minimum lot sizes, parking requirements, minimum floor areas, street design, and storm water management techniques).
- Collaborating with local, regional, state, and federal partners to expand the quantity and quality of affordable housing.
- Promoting the use of conservation design techniques in new residential neighborhoods to create greenways and preserve mature landscapes (see page 3-9 for more information on conservation design).
- Providing incentives and technical assistance for green

H Strategy-4: Expand and improve housing options in downtown Perry.

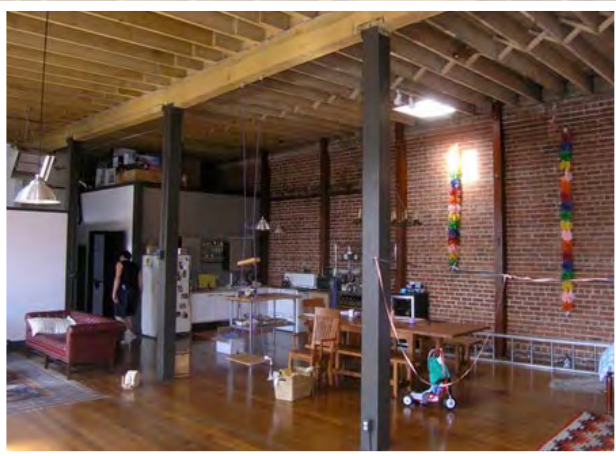
Downtown should include its share of residential options. The expansion of residential housing in downtown will improve the mix of housing options available in the community and support downtown’s long-term viability. Housing development in downtown will focus primarily on the rehabilitation of upper level apartments, but may include development of small-scale residential options. It is likely that housing development will be incremental in nature rather than a large-scale project. Steps to expand downtown housing could include:

- Reviewing zoning and subdivision regulations that are barriers to downtown housing, including parking requirements and mixed-use limitations.
- Ensuring the building inspection department is adequately trained to address residential rehabilitations and renovations in historic buildings.
- Code enforcement and inspections to help raise the quality and desirability of downtown rentals.
- Reaching out to developers and property owners of vacant units to offer financial incentives and support for redevelopment/rehabilitation efforts.

LIVE/WORK HOUSING

The housing market has seen a resurgence in live/work housing in recent years. This housing type includes multi-story buildings with ground floor commercial space and upstairs residential units, as well as loft-style apartments with flexible layouts to accommodate an in-home office, studio, or workshop space.

Downtown Perry already offers this type of housing with apartments above ground floor retail and office space. Rehabilitation of existing live/work buildings and development of new units in downtown, may allow the city to appeal to a broader range of residents- from entrepreneurs with start-up businesses, to stay-at-home moms with part-time ventures, to existing small business owners who want the convenience of an upstairs residence.



Examples of live/work style housing

- Hosting open houses/home tours in downtown to showcase housing options.

H Strategy-5: Explore the creation of new types of housing options to meet varied need of residents

As communities like Perry have seen, the structure, culture, and composition of the American household is ever-changing, and housing development should be responsive to new and emerging needs of tenants. The City should consider new housing models (for both new subdivisions and redevelopment/infill housing) that may be of interest to existing and future residents of the community and that will help to distinguish Perry as a small town with innovative residential designs. Such new types of housing may include:

- Live-work housing in downtown Perry and other activity centers.
- Multi-generational housing design which might include multiple independent buildings on a single site, accessory units, and garage conversions. This model may conflict with current zoning with regard to development densities, number of structures on a site, and restrictions on the number of living spaces within a structure.

H Strategy-6: Reinforce neighborhood connections and the close-knit character of the community.

When choosing a new community, residents will often consider not only the quality of homes, parks, and schools, but also the quality of the neighborhood and community life. The City strives to promote healthy and connected neighborhoods through programs and activities that foster community interaction, cooperation, and fun. Such initiatives include:

- Welcome events for new residents
- Block parties, potlucks, and open houses
- Neighborhood service projects like National Night Out
- Block/neighborhood meetings
- Community events sponsored by local faith and volunteer organizations

HOUSING - EXISTING RESOURCES AND TOOLS

Currently, the City of Perry operates two programs to assist property owners with housing rehabilitation through the U.S. Department of Housing and Urban Development Community Development Block Grant (CDBG) program. The owner-occupied housing program funds maintenance of single family homes being used as a primary residence, while the Neighborhood Stabilization Program (NSP) focuses on redevelopment and/or demolition of vacant or foreclosed homes. Since 2006, 40+ rehabilitation projects have been undertaken in Perry through these programs, with grant awards to date totaling over \$1.4 million. The Region XII Council of Governments in Carroll administers the program.

Other resources for housing development and rehabilitation financing include the Regional XII Council of Governments, USDA Rural Development, EPA, the Dallas County Local Housing Trust Fund, and the Iowa Economic Development Authority. These agencies provide support for a range of activities including grants for rehabilitation of low-income housing, lead-based paint and asbestos removal, financing of new construction, funds for rental rehabilitation, and low-interest/forgivable loans for home repairs.

The Town/Craft Center and its partnership with Iowa State University is a significant housing development resource for the community. In recent years, ISU students in architecture, landscape architecture, planning, community development, and historic preservation have conducted a number of projects and studies in the Perry community. Future housing strategies should look to leverage and build on this partnership. Potential projects could include creating example low maintenance residential landscape plans to help improve distressed properties, illustrating for marketing purposes how historic homes could be renovated to meet modern sensibilities, or exploring how conservation design subdivisions could be designed on a sample site.

- Community gardens

ECONOMIC DEVELOPMENT

The work of business retention and attraction is critical to the local economy in Perry, driving growth of the local tax base and expanding the employment opportunities, services, and amenities that residents depend on and desire. Since the closing of the railroad line over 30 years ago, Perry has responded to changing economic conditions by diversifying its employment base and cultivating strengths in new industries such as recreation, hospitality, education, and manufacturing. Perry aspires to continue on this track to bring new opportunities, businesses, and economic vibrancy to the community in the next 30 years.

ISSUES AND OPPORTUNITIES

Employment and Industry Trends

According to the 2010 Census, the major employment industries in Perry are manufacturing (33% of jobs), health care and social services (16%), retail services (13%), and education (10%). Since 2002, the number of jobs in Perry has decreased from 3,195 to 2,865 (a 10% decline). Just over one-third of those working in Perry live within the community, and approximately one-third of those living in Perry work within the community. In comparison to state averages, Perry residents have a lower median household income (Perry \$39,394, State \$50,541); achieve lower levels of educational attainment (Perry 20% of residents with associate, bachelor

It is hard for me to support local businesses as they are generally closed when I get home from work.

WHAT WE HEARD

or graduate degrees, State 52%); and experience higher levels of unemployment (Perry 6.7%, State 3.8%).

Shopping/Retail Services

Through this planning process, community members expressed a strong desire for additional shopping and dining options in Perry, pointing to a lack of diversity in local retail/food services, as well as high turnover of local businesses particularly in the downtown area. One of the major challenges to the viability of local retail is competition with the Des Moines metro which offers shoppers a greater variety of stores and products. While Perry is able to support multiple full-service grocery stores, some big box retail, and a number of stalwart downtown businesses, the long-term success of these businesses and retail areas, however, will require targeted support and development in future years.

New Growth versus Infill

The Comprehensive Plan's vision for future land use and development defines key areas for commercial and industrial development, as well as an expanded definition of the downtown cultural and business district. While there is significant opportunity to expand existing activity centers on the edges of Perry, this outward growth should be balanced

with infill and redevelopment of existing commercial and office sites within the city limits and particularly in the downtown district.

While the redevelopment of brownfield sites can be challenging, it also can be a catalyst for change for the surrounding neighborhoods. The City has a 136 acre brownfield site located to the northwest of downtown and adjacent to the Raccoon River Valley Trail. As noted in the West Gateway District section on page 3-17, the City was able to remediate 35 acres of the site. The City should continue pursuing remediation of the remainder of the site and opportunities for redevelopment following the design principles in Chapter 3. Given its size the site will likely be used for a variety of purposes. Possibilities explored to date have included industrial/commercial uses, renewable energy production, active recreation, and open space.

Connections to Higher Education

The City of Perry has fostered important connections to institutions of higher learning in recent years. The VanKirk Career Academy, a career center campus of Des Moines Area Community College, opened in Perry in 2011 and offers college level classes, GED, ESL, and high school career academy programs. The Town/Craft Center opened in 2007 as a partnership between the College of Design at Iowa State University, ISU Extension Community and Economic Development and Hometown Perry. Town/Craft focuses on research and innovation in small town communities. These institutions stand to play an important role in Perry's future economic growth and should be leveraged as strategic partners to help create new educational pathways for Perry residents and to foster new businesses, career opportunities, and entrepreneurship in the community.

Economic Development Entities

While the City does not have dedicated economic development staff, the business development efforts of the City are supported by outside organizations, including the Perry Chamber of Commerce, Perry Industries, Perry Economic Development Group, the Iowa Economic Development Authority, and the Greater Dallas County Development Alliance.

GOALS AND POLICIES

Goal ED-1: Support a vibrant mix of local shopping and retail services, and create an attractive environment for new business ventures that will diversify the tax and employment base.

Policies:

ED-1.1 Develop programs and activities to support and

retain existing businesses.

ED-1.2 Provide assistance for businesses looking to grow, start up, or relocate in Perry.

ED-1.3 Encourage residents and visitors to shop locally.

ED-1.4 Balance retail development between local-serving retail and services and niche markets that will distinguish Perry as a regional destination.

ED-1.5 Establish and preserve partnerships with local, regional, and state organizations that support economic development activities.

ED-1.6 Encourage growth of recreational and cultural tourism activities and amenities that draws in visitors from around the region.

ED-1.7 Encourage the expansion of outdoor recreational activities and amenities in Perry.

ED-1.8 Build on existing assets and attractions (e.g. Carnegie Library, Hotel Pattee, Raccoon River Valley Trail, etc.).

ED-1.9 Promote downtown as the premier location for business development.

Goal ED-2: Attract and develop a quality labor force that meets the needs of the existing labor market and anticipates trends in business and industry.

Policies:

ED-2.1 Collaborate with educational institutions, economic development agencies, and local businesses to provide programs that address industry workforce needs and create career and educational pathways for residents of all ages.

ED-2.2 Support K-12 educational institutions in pursuit of top quality educational programs and facilities.

ED-2.3 Invest in amenities like quality housing, parks, trails, and open spaces, as well as community programs and events that contribute to the overall quality of life and attractiveness of the Perry community as a place to live.

STRATEGIES

ED Strategy-1: Explore business development strategies to attract, retain, and grow businesses in Perry.

Diversity of businesses is an important component of a stable and healthy community. While major employers in town serve as important anchors for the local employment base, a significant proportion of jobs in Perry are created by

KITCHEN INCUBATORS

Kitchen incubator programs are designed to support the creation of small-scale, food-production businesses. Kitchen incubators are instrumental in the evolution of a local food producer as it reduces the cost barrier of needing a commercial kitchen to meet food safety and production standards. In addition to providing food entrepreneurs with a shared-use commercial kitchen facility, programs may provide training and technical assistance in product development, management, food regulation, marketing, human resources, and other areas relevant to the creation of a successful, independent retail food operation.

A kitchen incubator in Perry could catalyze development of new businesses, leverage connections to local agricultural producers, and create employment opportunities as well as new retail/food destinations in the community. Such a program could be supported through partnerships with local educational institutions, foundations, public agencies (eg. USDA), and local economic development entities.



The Vermont Food and Venture Center is food business incubator run by the Center for an Agricultural Economy in Hardwick, Vermont. In addition to operating a shared-use food processing facility, the Center offers various support services such as business incubation, recipe and process development, packing services, and value-added processing to transform local agricultural commodities into higher value market products. The Center is supported in part through USDA Rural Business Enterprise Grant funding (www.hardwickagriculture.org/vermont-food-venture-center).

businesses that employ only a handful of employees. Future business development efforts in Perry should focus equally on encouraging small business creation, attracting major employers, and developing local-serving shopping, dining, and retail services. Initiatives may include:

- Working with local, regional, and state economic development entities to develop shared and coordinated strategies for business attraction in Perry.
- Pursuing certifications of site readiness such as through the Iowa Economic Development Authority's Large Site Certification Program. This may be particularly useful for brownfield sites, such as the 136 acre former railroad roundhouse site to the northwest of downtown.
- Developing services, facilities, and infrastructure to support start-up companies, entrepreneurs, and those working remotely. For example:
 - *Small business incubators (targeting minority businesses, restaurants/food processing, etc.) - See above for more information.*
 - *Entrepreneurial support spaces such as co-working and meeting spaces (see following page for more information).*
 - *Strong cellular coverage and WiFi or broadband internet (see chapter seven for more information on telecommunications infrastructure).*
- Initiate further discussions and strategic planning

with economic development groups, such as The Alliance (Greater Dallas County Development Alliance), Perry Industries, Perry Economic Development Group, and IEDA, to ensure maximize efficiencies and collaborations among the organizations are reached to support business development strategies for Perry. Explore opportunities and partnerships that could support the hiring of an economic development coordinator or community development specialist that could be dedicated to economic development, downtown, and housing strategies in Perry.

- Maintaining strong working relationships with local businesses through direct outreach to understand their needs, identify opportunities for growth, and tap into their expertise. For example, a business call program where economic development representatives (staff, commission members, etc.) meet with businesses on a regular basis to hear about their concerns, understand their needs and plans for growth, and listen to local business owners and managers ideas for community economic growth.
- Educating businesses and entrepreneurs about the type and use of available municipal, regional, state, and federal economic development incentive programs.
- Target public assistance to those businesses who choose to locate or expand in downtown.
- Creating programs to encourage residents, employees, and visitors to patronize local businesses (see p. 4-14 for more details).

ENTREPRENEURIAL SUPPORT SPACES

Entrepreneurial support spaces such as meeting and “co-work” spaces can play an important role in promoting small business development. Finding quiet, private meeting places can be difficult for those who are working at their home or telecommuting on a regular basis. “Co-work” spaces offer an expanded level of service with shared office facilities, meeting rooms, computers, and equipment on a short-term or drop-in basis. Such spaces provide critical services for start-ups businesses and telecommuters and can create opportunities to network and grow local businesses. The City should look to develop spaces and events that support small businesses, entrepreneurs, and telecommuters. The Town/Craft Center is a potential venue for this type of facility as it already serves as a central community meeting space and multi-use office. Marketing should not only focus on existing businesses and telecommuters, but also as a recruiting tool for new businesses and residents.



Town/Craft Center Board Room

- Partnering with ISU, VanKirk Career Academy, and local businesses to develop business and entrepreneurship training programs.

ED Strategy-2: Cultivate the local workforce to expand job opportunities and meet the needs of the business community

Perry takes great pride in its hardworking residents and aims to ensure that residents of all ages are able to maximize their earning potential and keep pace with the changing demands of industry. Through partnerships with local educational institutions like ISU and DMACC, as well as local and regional business partners, the City will provide new career and professional development pathways. Action steps would be:

- Partnering with DMACC and ISU to expand post-secondary and continuing education programs for residents of all ages to increase their earning potential and fill gaps in high demand professions.
- Partnering with DMACC and ISU to provide customized training opportunities tailored to local businesses and business groups.
- Creating a program to match students with local businesses for internships, mentorships, and shadowing opportunities.
- Exploring workforce development grant opportunities and educational partnerships through regional and state economic development entities.

ECONOMIC DEVELOPMENT - EXISTING RESOURCES AND TOOLS

Greater Dallas County Development Alliance - provides economic development services for communities within and outside of Dallas County.

Perry Economic Development Authority (EDA) - the EDA is a 501(c)3 whose mission is to advance economic development in the City. As a nonprofit the EDA has the ability to secure federal and state grants to support local initiatives. The EDA is comprised of community members, including two appointed by the City.

Perry Chamber of Commerce - a membership organization managed by a Board of Directors and comprised of retail businesses, service providers, and government entities in Perry. The Chamber supports the community through networking, promotional activities, awareness programs, and community events.

Perry Industries - a private economic development organization comprised of local members and operated by a Board of Directors. The organization is involved in numerous economic development related activities, including land management and sales, construction of spec buildings, streetscape and façade improvements, tourism development, and downtown revitalization.

Iowa Economic Development Authority (IEDA) - a state agency committed to making Iowa a choice destination for both people and businesses. IEDA administers both state and federal programs to support of business development, including entrepreneurial and small business assistance, tax incentives, grant programs for business and main street development, and green business initiatives.

ED Strategy-3: Encourage growth of Perry's tourism industry through the development of unique services, attractions, and amenities.

Recent investments in Perry's downtown, the restoration of Hotel Pattee, Carnegie Library, and streetscape improvements have laid the groundwork for growth in local tourism. Future strategies for development of tourism should build on existing assets in the community, diversify offerings for visitors, and provide unique experiences and attractions. Initiatives could include:

- Promoting niche industries for tourism:
 - *Expanding opportunities for historic and cultural tourism throughout the community while building on existing resources. This might include an audiotour of historic Perry available via cell phone or recording available at the Welcome Depot, a cemetery walk, or historic placards.*
 - *Developing an outdoor recreation theme for local tourism by supporting new businesses such as outfitters, mountain biking, paintball, kayaking, etc.; expanding trail connections within Perry and the greater region; and showcasing recreational resources areas like the Raccoon River and the Raccoon River Valley Trail.*
 - *Promoting Perry as a destination for weddings (could include a "wedding walk" or wedding expo event).*
 - *Marketing the Town/Craft Center and other venues as spaces for meetings, retreats, and conferences.*
- Leveraging partnerships with regional arts and cultural institutions to bring new programming and exhibits to local venues (e.g. Des Moines Art Center, Science Center of Iowa, Iowa Artists, etc.)
- Marketing Perry as a weekend getaway destination for Ames and Des Moines metro residents.
- Continuing downtown revitalization efforts (see detailed discussion of downtown in next section).

DOWNTOWN

As in many small communities across the nation, Perry's downtown continues to struggle to find its niche as the community evolves. The Future Land Use and Community Character chapter describes downtown as a mixed-use district that exemplifies the diversity of the Perry community. All aspects of the community come together in downtown with industrial workshops, housing, civic buildings, office uses, a grocery, shops, restaurants, and access to the City's trail network. The Comprehensive Plan seeks to enhance the existing character of downtown to create a diverse and vibrant center of community life and showpiece of Perry's historic past.

In the fall of 2012, a Downtown Assessment Visit was conducted by the Iowa Downtown Resource Center at the invitation of the Perry Chamber of Commerce. The assessment included a two-day visit to the community and interviews with community leaders. The strategies described in this section draw on recommendations from the Downtown Assessment report, as well as the 2004 Downtown Revitalization Schematic Plan, to encourage continued investment and redevelopment in downtown.

ISSUES AND OPPORTUNITIES

The Downtown Assessment identified 30 vacant storefronts and 34 vacant upper floor apartments which are significantly affecting the economic impact of downtown and its vitality. As discussed in the previous section on economic development, retention of downtown businesses is a major concern for



Downtown vacancy and maintenance issues



Recent streetscape improvements

community members, many of whom would like to see a wider variety of shops, restaurants, and services in downtown, as well as new housing options.

Over the years, many of the historic storefronts in downtown have undergone renovations and alterations that have masked or removed notable architectural features. These modern façade treatments interrupt the historic quality of downtown and often mask underlying maintenance issues. Recent investments in streetscape improvements, lighting, and the restoration of historic building represent a major step forward in the City’s downtown revitalization efforts. Much work is still needed, however, to restore the vibrancy and character of the downtown district.

Current projects in downtown demonstrate the potential for additional private investment in achieving the community’s vision. Projects have included storefront facade improvements, the sale and reopening of the theatre, and anticipated historic renovation of a few buildings recently sold.

GOALS AND POLICIES

Goal D-1: Reinforce the idea of downtown Perry as a central gathering place for the community and a unique mixed use district.

Policies:

- D-1.1 Encourage new uses in downtown.
- D-1.2 Encourage maintenance and restoration of historic properties.



Bocce Courts at Josh Davis Memorial Plaza

- D-1.3 Encourage pedestrian-oriented design and amenities.
- D-1.4 Expand housing options in downtown.
- D-1.5 Continue to locate unique public facilities and city-wide community attractions, community events, and gatherings in downtown.
- D-1.6 Support infill and redevelopment on underutilized parcels that is consistent with the historic character of downtown.

STRATEGIES

D Strategy-1: Continue streetscape and public realm enhancements.

The City should continue to build on streetscape improvements in and around downtown, as outlined in the Downtown Revitalization Plan and Sustainability Plan, to improve the accessibility, appearance, and “sense of place” in downtown. Such improvements include:

- Streetscaping, greening, public art, and gateway elements.
- Building façade improvements that offer protection to pedestrians, such as awnings and canopies, in order to encourage pedestrian activity along streets and offer shelter from harsh winter and summer climates.
- Developing new open space amenities, plazas, parklets, and civic alleyways.

- Sidewalk improvements for streets leading into downtown.
- Enforcement of property maintenance standards-particularly for vacant buildings.
- Clearly signed bicycle routes/trails into downtown.
- Downtown District signage and branding, including locator maps, historical signage, QR codes, etc.
- Bicycle racks.
- Traffic calming to reduce speeds within downtown and maintain a pedestrian friendly environment.

D Strategy-2: Encourage a vibrant and diverse mix of uses in downtown.

Downtown should continue to be a unique mixed-use district in Perry, where all functions of community life come together. Action steps to encourage this unique character include:

- Maintaining downtown as the center for civic and cultural sites such as the city hall and the library.



Streetscape elements prescribed by the Downtown Revitalization Plan

POP-UP PROJECTS

“Pop-up” projects are on the rise in cities and towns across the country. A “Pop-up” project is a storefront, gallery, park, or other public or private space improvement that is installed on a temporary basis. Such projects can serve to activate underutilized spaces in a community and help foster new businesses and artistic endeavors.

Activated Spaces (www.activatedspaces.org) is an initiative of the City of Dayton, Ohio that matches entrepreneurs with affordable downtown retail space on a short-term basis. Leases are limited to three to six months and offered at below market value rates in the hopes that businesses will extend their occupancy into permanent leases. Several of the pop-up shops created through this program since 2011 have transitioned into permanent storefronts.



Example of a pop-up clothing store (www.thestorefront.com)

Artists in Storefronts (www.artistsinstorefronts.com) is a Minneapolis-based initiative that places original installations by local artists in storefronts located on the Nicollet Avenue commercial corridor. Such pop-up galleries not only serve to support the local arts scene, but also to beautify the corridor, improve walkability, and drive pedestrian traffic to local businesses.

Better Block (www.betterblock.org) is an organization out of Dallas, Texas that assists communities across the county in designing temporary street improvements projects such as pop-up cafes, shops, parks, bike lanes, and landscaping. Such temporary installations are often accompanied by community events and programming designed to further engage residents and visitors in the creation and activation of public spaces.



Pop-up cafe created for a “Better Block” project in St. Joe, Missouri

YOUR BUCK REALLY DOES STOP HERE!

Buy local FIRST

For every \$100 spent locally...

- Local Businesses give back \$68 to the local economy.
- Corporate chain stores give back only \$43*.
- Businesses outside of Clinton County give back \$0.

By shopping locally...

- 1.) YOU keep dollars in the Wilmington & Clinton County economy
- 2.) YOU embrace what makes us unique
- 3.) YOU create local jobs
- 4.) YOU helped the environment
- 5.) YOU build our community
- 6.) YOU conserve your tax dollars
- 7.) YOU create more choices
- 8.) YOU receive local expertise
- 9.) YOU invest in local entrepreneurs
- 10.) YOU make Wilmington & Clinton County a destination

The Buy Local FIRST campaign organizing partners are:
Main Street Wilmington, 385-9265; Wilmington Clinton County Chamber of Commerce; 382-2737;
Clinton County Leadership Institute; 382-7120; Boulder n' More; 383-7529; Wilmington College; 382-4444;
Wilmington News Journal; 382-2574 and Clinton County Regional Planning Commission; 382-3582.

A proud supporter of the Buy Local FIRST campaign.

Photo by Adventures in Advertising/Design Art, a promotional products business in Wilmington, Ohio. Credit: *Ohio Commerce Group can be reached at www.ohiocommerce.com

Example of a shop local program from Clinton County, Ohio

- Accommodating parking in the downtown area on a “district” basis rather than on a site-by-site basis so as to reduce the cost and challenge of providing parking for new businesses.
- Retaining a grocery store downtown.
- Experimenting with “pop-up” projects to activate vacant storefronts and other downtown spaces (see page 4-13 for more details).
- Defining a specialty niche for downtown businesses (e.g. wedding destination, specialty foods/restaurants, arts and craft, etc.).
- Attracting new uses:
 - Housing (see Housing section for more on downtown housing development).
 - Live/Work spaces (see page 4-6 for details).
 - Entrepreneurial support spaces: meeting or co-working spaces (see page 4-10 for details).

D Strategy-3: Coordinate efforts to support downtown revitalization and economic development.

One of the short-term recommendations of the Downtown Assessment is to identify clear leadership for Perry’s downtown revitalization efforts and to coordinate all of the interested stakeholders around a common plan. Initiatives to be considered include:

- Bringing together all stakeholders to develop a shared



Example of historic restoration at the Town/Craft Center

strategy for downtown revitalization (Perry Chamber of Commerce, City Staff, businesses, community groups, etc.) to determine leadership and staffing for downtown projects.

- Maintaining regular communication with businesses about business needs and revitalization efforts. May include creation of a downtown business association.
- Hiring a dedicated staff person to focus on downtown development. This could be a shared position with broader housing and economic development responsibilities.
- Participation in the Iowa Main Street Program, a part of the Iowa Downtown Resource Center.
- Creating a volunteer committee to work on beautification and façade improvement projects.
- Marketing the City’s revolving loan fund (and other financial supports, e.g. historic tax credits, façade improvement grants, etc.) through the City’s website and direct outreach to downtown businesses.
- Targeting public assistance to those businesses who choose to locate or expand in downtown.

D Strategy-4: Develop programs to encourage visitors, employees, and residents to shop locally.

A “Shop Local” campaign for Perry should spotlight downtown shops, restaurants, and services, and entice residents and visitors to patronize local businesses through incentive programs and retail events. Not only does such a campaign serve to boost hometown pride, it can also be an engine

DOWNTOWN - EXISTING RESOURCES AND TOOLS

Currently the City manages a revolving loan fund to support downtown businesses. The general intent of the **Business Revolving Loan Fund** is to help local businesses secure low-interest loans to maintain and enhance their properties. Through this program, the City strives to maintain a vibrant business climate, ensure economic stability in the community, and sustain the quality of historic downtown buildings. The Business Revolving Loan Fund was established in 2008. Since then, the program has supported approximately \$295,000 in improvements for twelve properties. Projects include repairs to existing businesses and apartments as well as building renovations to accommodate new businesses, such as a movie theater, bowling alley,; and restaurant.

Community Development Block Grant (CDBG) funding is available through the Downtown Revitalization Fund which provides grants to communities for a range of project contributing to the revitalization of historic city centers. Most of the grant awards allocated through this program have gone toward façade improvement programs. The maximum award is \$500,000.

The **Iowa Downtown Resource Center**, part of the Iowa Economic Development Authority (IEDA), provides a variety of services to communities in the state, including the Downtown Assessment process. The center also manages the **Main Street Iowa Program** which provides intensive consulting services to support main street revitalization projects. Whether or not the city applies for the Main Street program, the IDRC and IEDA should be utilized as future resources regarding redevelopment financing, green building and historic preservation projects, downtown marketing, and other revitalization efforts.

for economic growth and the long-term viability of small businesses. Steps to encourage local patronage could include:

- Selling downtown gift cards/dollars to be used in participating shops and restaurants.
- Developing a marketing program and identity system for downtown Perry.
- Organizing events to showcase local businesses. For example:
 - *“Mash-ups”– hosting retail services in a restaurant and restaurant catering in a retail shop.*
 - *Late night events (stores stay open late/first Friday/ etc.)*
 - *Holiday markets (bringing in artisans/vendors from surrounding communities).*
- Create a walking tour through downtown (self-guided audio tour, signage, QR codes).
- Create a free map of downtown businesses and attractions (sell advertising space to local businesses).

D Strategy-5: Encourage redevelopment, rehabilitation, and preservation of the historic character of buildings in downtown.

Currently, a lack of information and concerns about the complexity of redevelopment may prevent potential buyers and building owners from undertaking redevelopment or restoration projects. The City should seek to provide

resources and incentives to lower such barriers for developer and owners. Initiatives could include:

- Providing owners with technical assistance on the use of historic tax credits and other financing tools to encouraging restoration of deteriorating historic properties.
- Creating a historic preservation handbook that outlines techniques and resources for restoration of historic properties.
- Cataloguing historic renovation opportunities in downtown.
- Offering consultative and contracting services to downtown property owners and developers for façade improvements and historic restoration.
- Creating a volunteer downtown beautification committee with a focus on landscaping and stabilization of vacant/neglected properties.
- Applying for CDBG Downtown Revitalization Fund grant to take on a major revitalization/restoration project (e.g. 20-30 storefronts).

D Strategy-6: Create opportunities for community gatherings and events in downtown.

Downtown should be the center of activity and community life in Perry. Action steps to encourage and enhance community gathering in downtown include:

- Designating a committee to organize and oversee public

festivals, fairs, and other community-wide events and ensure regular downtown programming.

- Continuing to concentrate the location of unique public facilities and city-wide community attractions, such as museums, arts and cultural attractions, entertainment venues, community events and gatherings/celebrations in downtown.
- Creating events, programs and spaces for young people in downtown.
- Creating a provision to allow open containers within downtown during festivals and street fairs.

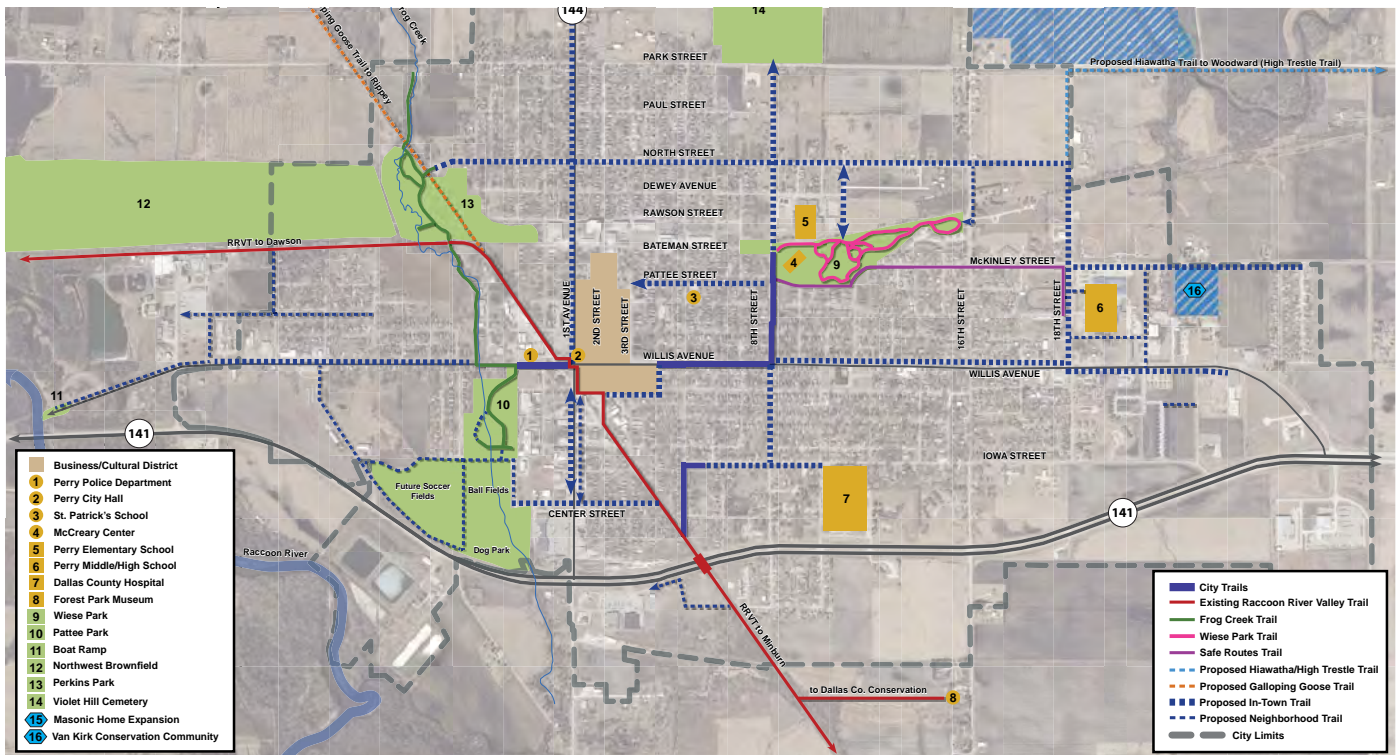


PARKS AND TRAILS

5

Parks and trails are an important part of life in Perry. They encourage active and healthy living, community and family connections, and a greater appreciation of the natural environment. Parks can define the identity of a neighborhood or community and increase property values. Stretches of land with streambeds, prairie, or forest become habitat corridors for wildlife. This allows animal and plant diversity to exist near Perry. Preserving these resources allows residents and visitors the opportunity to interact with nature and the environment.

The guiding principles at the beginning of this plan help to validate the importance of parks and trails in Perry. Parks have the capacity to strengthen community identity and promote development. They provide public spaces to meet and welcome neighbors. Most importantly, they enhance the quality of life in Perry by connecting residents and visitors with natural experiences and recreational and active living options.



Map 5.1: Overall Multi-modal Plan from the Perry Sustainability Plan

EXISTING PLANS

Numerous plans have been completed addressing Perry’s Parks and Trails. Considerable effort, input, and design has gone into them. These plans provide the basis for parks and trails goals, policies, and strategies.

The Iowa Living Roadways Plan

Iowa’s Living Roadways Community Visioning Program is sponsored by the Iowa Department of Transportation in collaboration with Trees Forever and Iowa State University. Perry was one of 13 communities selected to participate in the program. The program provides professional planning and design assistance along transportation corridors to small Iowa communities. It focuses on conceptual planning, natural and cultural resources, and provides resources for improvements. The planning process identified the need to connect the destinations in Perry (schools, civic, parks) as well as the challenges of crossing busy roads. General improvements and a strategic plan for the First Avenue corridor were developed through this program.

The Perry Sustainability Plan

Perry was awarded an ARRA Sustainability Grant in March 2012 through Iowa Economic Development Authority (IEDA) to examine four infrastructure areas, one of which was multi-modal transportation.

The Parks and Trails section addresses multi-modal transportation as it applies to trails. The planning effort focused on local and regional trail networks and connections, inventorying the existing system, and addressing gaps and deficiencies. Recommendations include complete streets, improving connections, and designing off-road trails where feasible.

The Pattee Campground Plan

Concepts have been completed that show camping and soccer programming as part of an expansion to Pattee Park. The plans include 26 camping stalls, a playground, 2 full size soccer fields, 7-8 youth fields, and an indoor soccer structure with room for an additional full sized field.

Student Projects

Perry’s parks have been considered by students at Iowa State University (ISU), addressing recreation, flooding, circulation, and shelter. Students conducted precedent studies, developed analysis and concept diagrams, and shared their ideas with the City.



Long term visioning and planning are essential for a community to be able to provide sustainable, functional, and beneficial improvements. Using the results of the inventory and analysis of community resources, the Perry visioning committee set goals and determined their vision for the community.

Following the goal setting process, the design team led a conceptual design workshop, during which a preliminary concept was created with help from steering committee members. The enhancements identified during the workshop were:

- Develop a network of community trails
 - Provide route suggestions for community-wide plan
 - Develop amenities board with wayfinding opportunities
- Develop a plan for pedestrian enhancements to 1st Avenue/Highway 144
 - Provide pedestrian connection to BAR JAC Estates
 - Develop traffic calming techniques to improve safety
- Develop entrance signage
 - Prepare sign design and propose locations
- Prepare plans for screening along trails

The community concept plan presented here is based on input from both the visioning committee and residents of Perry and brings together ideas, goals, and visions for improvements. Specific projects which are identified include:

- Community Entrance Signage
- Trail Artwork and Wayfinding
- Screening Opportunities
- Community Trails Master Plan
- 1st Avenue Pedestrian Enhancements
- 1st Avenue Traffic Calming

Map 5.2: Iowa Living Roadways Concept Plan

IOWA'S SMART PLANNING PRINCIPLES

Iowa's Smart Planning Principles, adopted in 2010, are to be used by communities and state agencies in their consideration of planning, zoning, development, and resource management decisions. Of the ten Smart Planning Principles, five are strongly reflected in Perry's parks and trails. Each of the Smart Planning Principles can be found in Chapter 1 Introduction. The following identifies the link between the applicable principles.

Revitalization: Parks create development momentum in a neighborhood. Studies have found that houses adjacent to or near parks enjoy higher property values and developers of both residential and commercial real estate cite parks as one of the amenities that improves and differentiates projects.

Community Character: As prominent public space, parks and trails already help define the character of Perry. Perry's parks are the locations for community gatherings and include the art of residents and the city's history. By further developing the park and trail system, this plan continues to advance Perry as an outdoor destination.

Natural Resources and Agricultural Protection: The parks and trails in Perry preserve and increase open space and recreational opportunities for residents and visitors. The community recognizes the importance of such spaces. Preserving natural resources and habitat is key for ecological functioning, as well as allowing people to connect with landscape.

Sustainable Design: Parks are an opportunity to achieve positive environmental outcomes, from stormwater treatment to habitat restoration. They can sequester carbon and reduce urban heat island effects. Parks also play an important role in connecting people to nature, and inspiring them to implement environmental best practices on their own.

Transportation Diversity: Trails provide non-motorized commuting options for those working in and around the City of Perry. By focusing on connecting destinations (schools, job centers, recreation) with neighborhoods, this plan encourages different and sustainable forms of transportation.



Pattee Park



Perkins Park



Wiese Park



Caboose Park

PARK INVENTORY

CITY PARKS

Perry has three large community parks, as well as a smaller trailhead/destination park downtown. Nearly all of Perry’s residents live within 1/2 mile of a park, which is the national standard established by the National Recreation and Parks Association.

Pattee Park + Dog Park

Pattee Park, located at West 3rd Street and Willis Avenue, is Perry’s largest park. It features three softball and four baseball fields, a sand volleyball court, the City Bandshell, a skateboard park, tennis courts, horseshoe pits, playground equipment, and three shelter houses.

The Perry Dog Park also sits at the southwest corner of Pattee Park. It is a collaboration between the Perry Humane Society and the Perry Parks and Recreation Department. The five acre park is fenced and divided into two sections for smaller dogs and larger dogs. The dog park features several permanent benches, a split water fountain with fixtures for dogs, children, and adults, and dog-inspired playground equipment.

Wiese Park

Wiese Park is adjacent to the McCreary Community Building

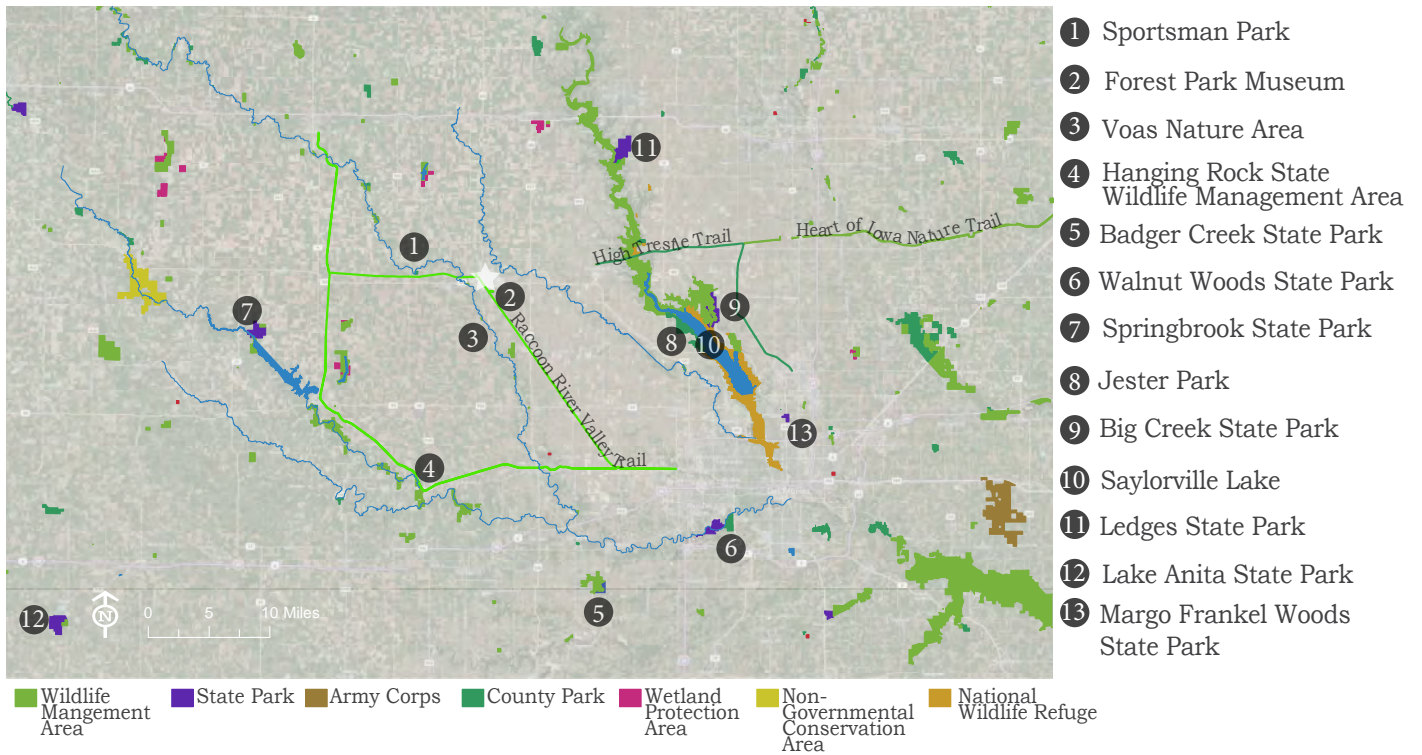
and Perry Elementary School, and was completed in the 1990s. It features a shelter house and gazebo, a nine-hole disc golf course, playground equipment, an illuminated two-mile recreation trail, a lighted regulation basketball court, soccer fields, and sand volleyball courts.

Perkins Park

Perkins Park, located at West 5th and Dewey Avenue, is divided by a berm that was once a raised railroad bed. On the west side is the Hiawatha Bike Trail, a natural prairie, and interpretive signage. The east side contains the youth soccer fields and new playground equipment donated by the City of Dawson.

Caboose Park

Caboose Park is the trailhead of the in-town portion of the Raccoon River Valley Trail. Located across the street from the Welcome Depot at the intersection of First Avenue (Highway 144) and Willis Avenue, the park serves residents and visitors along the trail. In 2010, a shelter house was constructed near the Caboose, adjacent to the trail, along with permanent bike lockers donated by the Dallas County Foundation and health-related signage in English and Spanish funded by a grant through the Iowa Department of Public Health and the Center for Disease Control.



Map 5.3: Regional Parks and Trails

REGIONAL PARKS

Perry is surrounded by a variety of natural resources and regional park facilities. While many are outside the jurisdiction of the City of Perry, they help connect the community with outdoor recreation opportunities. The North Raccoon River connects paddlers to 180 miles of water trails. Numerous wildlife management areas are open for hiking, fishing, birdwatching, and hunting.

Many state and county parks are accessible from Perry, including:

- Ledges State Park – 15 miles NE
- Big Creek State Park – 20 miles E
- Springbrook State Park – 20 miles W
- Spring Lake State Park – 20 miles NW
- Lake Anita State Park – 45 miles SW
- Barkley Memorial State Park – 20 miles NE
- Margo Frankel Woods – 25 miles SE
- Walnut Woods State Park – 30 miles SE
- Badger Creek State Rec Area – 25 miles S
- Forest Park Museum - just south of Perry
- Voas Nature Area – 5 miles S
- Sportsman Park – 5 miles W
- Crellin Wildlife Refuge – 8 miles S
- Hanging Rock Park – 20 miles S
- Kuehn Conservation Area – 20 miles S
- Saylorville Lake-22 miles SE
- Jester County Park - 22 miles SE

TRENDS

Recreational trends change over time as a result of demographic, social, economic, and cultural changes. Changes in recreation trends affect park and recreation facility needs. A number of significant park and recreational trends are likely to have an impact on the City of Perry:

Trails tend to be the most popular recreation facility of all age groups. Walking, running, biking, and in-line skating occur on paved trails. People of all ages and abilities use trails. Natural surface trails are also popular with walkers, hikers, nature enthusiasts, and cross country skiers. Local trails and the regional Raccoon River Valley Trail serve Perry well.

As the population becomes more diverse, there tends to be a **greater diversity of park users**. Use of parks and services differ by ethnic and cultural groups.

The **active living** movement is gaining momentum. The rates of obesity are increasing across all age groups and with it the associated health risks, such as high blood pressure and diabetes. As a result, there has been an increased awareness of the benefits of exercise, walking and biking. Active living includes dedicated exercise, and simply incorporating movement into everyday activities, such as walking rather than driving to the store. The Raccoon River Valley Trail and connected local trails encourage active living in Perry. A walkable downtown and compact city blocks further facilitate walking and biking to destinations.



Economic trends include rising health care costs, anti-tax sentiments, increasing fuel and material costs, and expectations of higher efficiencies may affect the resources available to provide park and recreation improvement and upkeep.

Demand for **indoor recreation** facilities. In part, due to a desire for quality indoor recreation facilities and a desire for community gathering places, many cities are finding residents desiring a community center. Other indoor demands include: gym space, field house, meeting rooms, teen centers and fitness centers, theaters, etc. The McCreary Community Building fills many of these needs in Perry.

The demand for **quality fields and facilities** is increasing, i.e., artificial turf fields, year-round sports training, etc.

Emerging sports such as lacrosse, field hockey, rugby, cricket, and Ultimate Frisbee® are growing in popularity and will ultimately compete with more traditional sports for turf field use.

Non-traditional recreation and individual sports, such as skateboarding, in-line skating, BMX biking, geocaching, and disc golf, are also increasing in popularity.

Requests for **support facilities** at large recreational facilities are growing – i.e., restrooms, concessions stands, batting cages, playgrounds, etc.

Time constraints on families are impacting recreational choices. People are looking for an efficient close-to-home use of recreation time. Due to time constraints, program offerings that are shorter in duration tend to be more popular.

Youth sports participants starting to focus on one sport for the entire year resulting in a rise in training programs and a **split between elite and recreational teams**.

More leisure time, especially among youth, is spent enjoying a multitude of **media, technology, and entertainment** options that compete with traditional recreation opportunities.

Nature deficit - A growing number of people are increasingly alienated from the natural world.

Participation in **adult and senior programs** and sports has increased, in part due to the aging of the population. Adult programming is less focused on adult leagues and more on programs that are flexible such as fitness programs, running/jogging, bicycling, and yoga.

Off-leash dog areas are very popular in many communities. Perry incorporated a dog park into Pattee Park.



DEVELOPING THE PARK SYSTEM

A number of ideas regarding the parks system have been brought up through community input and discussions as a part of this plan, as well as other planning efforts in the city. These ideas are discussed below.

SOCCER

The need for improved soccer facilities is evident in the high use and deteriorating conditions of the existing fields at Perkins Park. Soccer is a popular sport in Perry, and providing quality fields will improve the number of kids and adults who are able to play. Quality fields can be a source of civic pride and a place for people to get together to compete and socialize, building community.

Two options have been discussed with regards to expanding soccer programming and facilities. The first is to develop fields at Pattee Park as part of a soccer/campground concept at the south end of the park. The other option that has been raised is a new facility at the southeastern part of Perry near the hospital and Perry High School. Both options provide unique opportunities and challenges.



Figure 5.1: Potential Soccer Amenities at Pattee Park

Pattee Park

Opportunities:

- Land already acquired
- Shared services (parking/restrooms/etc...) with baseball facility
- Concept planning complete
- Good if families have multiple kids in multiple sports
- Strengthens the gateway concept from the west
- Close to downtown

Challenges:

- Does not address shortcomings in park system distribution
- Overcrowding if both baseball and soccer are holding tournaments
- Odors from nearby land uses



Figure 5.2: Potential Soccer Amenities near Perry High School and Highway 141

Highway Land

Opportunities:

- Creates a “Parks Gateway” at both ends of town in conjunction with Pattee
- Creates an easily accessible park for people living between Willis Avenue and Highway 141
- Could strengthen development/redevelopment opportunities in southeast part of Perry
- Shared parking opportunities with adjacent church/commercial buildings

Challenges:

- Further from downtown
- Need to acquire land
- Tougher for families if there are multiple kids in multiple sports



OUTDOOR ADVENTURE

One of the ideas for Perry has been to strengthen the City’s identity as an outdoor recreation destination. Perry could capitalize on regional demand for outdoor recreation by leveraging its connections to regional bicycle trails and water trails for canoes and kayaks, as well as the varied ecosystems such as prairie and forest that surround the community. This could include a number of different activities including:

- High ropes courses/zip lining
- Mountain biking trails
- Outdoor outfitters
- Kayak/canoe tours
- Motor-cross course
- Paintball
- Fishing
- Nature walks/birdwatching
- Environmental education
- Camping
- Hiking

NEIGHBORHOOD PARKS

An aspect of parks and recreation that could be dramatically improved in Perry is the neighborhood park system. By repurposing strategically located vacant lots as playgrounds, open space, and community gardens, the City could encourage redevelopment of adjacent and nearby parcels. Studies show that residents prefer living next to parks and that increased

housing prices reflect that demand^{1,2}. Designers of these parks should work with individual neighborhoods to respond to their desires. The parks should also be designed to be easy to maintain, and may even incorporate neighborhood organized maintenance as a strategy for their operations.

HISTORIC AND ART THEMES

Perry has a thriving arts community and a rich history. The parks should support and emphasize that aspect of the city. Steps have been taken, especially in the sculpture garden and the “Wall of Witnesses” right next to Hotel Pattee. Additionally, the Forest Park Museum provides historical interpretation and education about life in Perry during the last half of the 1800s and early 1900s. An “art in the parks” program as well as further historical interpretation around Perry could cultivate local art and history even further.

GREENWAYS

As Perry works to preserve the greenway system at the edges of the city, there is an enormous opportunity for passive recreation. The greenway should incorporate walking loop trails, picnic areas, ecological education components, and nature conservation efforts. The greenways would likely be an ideal place for some of the outdoor adventure recreation programming. As recreation features are put into the greenway system, care should be taken to locate them in the best spots to preserve habitat, minimize conflicts, and connect residents and visitors with Perry’s natural assets.

1. Moscovitch, Edward. *The Economic Impact of Proximity to Open Space on Single-Family Home Values in Washington County, Minnesota*. 2007.
 2. Anderson, Soren and West, Sarah. *Open Space, Residential Property Values, and Spatial Context*. 2006.

COMMUNITY GARDENS

Community Gardens are a growing trend in many U.S. communities. As the local food movement expands, more and more people want to know where their food is coming from and how it was grown. In response, many want to grow their own food. This also provides access to healthier foods. According to a 2007 study administered by the American Dietetic Association, children who were intimately involved in edible gardens demonstrated an increase in their daily vegetable and fruit consumption by 2.5 servings/day. In a community garden project in LaCrosse, WI, they experienced a 71% increase in fruit and vegetable consumption among their low-income families who participated.

Community Gardens provide a number of benefits for residents, but like anything there are issues that must be considered and addressed for the gardens to succeed.

Benefits of Community Gardens

- Increased food awareness
- Access to healthy foods
- Community interaction
- Multi-Generational activity
- Affordable food source
- Active living
- Promotes stewardship/environmental awareness
- Maintain Cultural Foods



Considerations:

- Appearance standards
- Location of storage, tools, and compost
- Water access
- Safety/security
- Seasonal clean-up
- Plot ownership
- Soil suitability/cleanliness
- For profit vs. not for profit
- Accessibility
- Legal, zoning, and ordinance requirements (food production/accessory structures/size/food sales)



THE PARK SYSTEM

Community Parks

These parks serve as the main venues for community recreation. Community parks serve broad purposes. Their focus is on meeting community-based recreational needs, preserving unique recreation venues, and providing specialized facilities. Community parks/sports complexes consolidate heavily programmed facilities to larger and fewer sites. Athletic parks may be a part of the community parks. These include the ballfields at Pattee Park, soccer fields at Wiese Park, and potentially a new and improved soccer facility somewhere in the community. Community parks often serve both active and passive park users at one site. Internal trails and paths facilitate movement inside the park and connect it to the rest of the City. Each community park responds to the locational characteristics and physical properties of each site, as well as the current and anticipated needs of the entire community for the provision and distribution of services and facilities.

Existing Community Parks

Pattee Park, Perkins Park, Wiese Park

Typical Size

Over 10 acres, often 30-80 acres

Service Area

Ideally 1/2 mile, free of barriers such as major roadways, rivers, or rail corridors. May be as far as 1 mile.

Standard

7 acres per 1000 people

YEAR	POP.	ACRES	STANDARD	DEFICIT/ SURPLUS
2010	7,702	112.0	53.9	+58.1
2030	8,600	112.0	60.2	+51.8

Neighborhood Parks

Neighborhood parks are a new type of park for Perry. Neighborhood parks directly enhance the quality of life in residential neighborhoods. The community would benefit from additional small parks closer to homes. These parks should be developed as new growth and redevelopment occurs. In addition to the new parks to serve expanded residential neighborhoods, new neighborhood parks should be developed to serve underserved areas. Where vacant parcels exist throughout the city, there are opportunities to create neighborhood parks that will be a valuable asset for surrounding properties. They should be a focal point for the neighborhood and well connected through sidewalks and

trails. Neighborhood parks may build off of the character of the neighborhood and strengthen local identity. This could include art installations, themed playgrounds, and historic/interpretive storytelling. To support the expansion of the neighborhood park system, a review of the zoning and subdivision ordinances should be undertaken to identify updates needed for park dedication and trail and sidewalk development regulations.

Existing Neighborhood Parks

Caboose Park and Perry Sculpture Garden are both specialized neighborhood parks that fit into the downtown fabric. There are no neighborhood parks in existing neighborhoods.

Typical Size

5-10 acres, occasionally smaller (1-4 residential lots)

Service Area

Ideally 1/4 mile, free of barriers such as major roadways, rivers, or rail corridors. May be as far as 1/2 mile.

Standard

5 acres per 1000 people

YEAR	POP.	ACRES	STANDARD	DEFICIT/ SURPLUS
2010	7,702	1.3	38.5	-37.2
2030	8,600	1.3	43.0	-41.7

Greenways

This concept builds on and refines Dallas County's Raccoon River Greenbelt. Greenways, as part of new development, will help serve as a boundary for the City. They are linear parks, providing natural experiences and protecting natural resources and open space. Greenways should follow and connect existing natural features and environmentally sensitive areas such as wood stands, drainageways, wetlands, and topographically interesting locations. Greenways are also an opportunity to protect and retain agricultural resources and let them continue to define the landscape at the edges of Perry.

Existing Greenway Parks

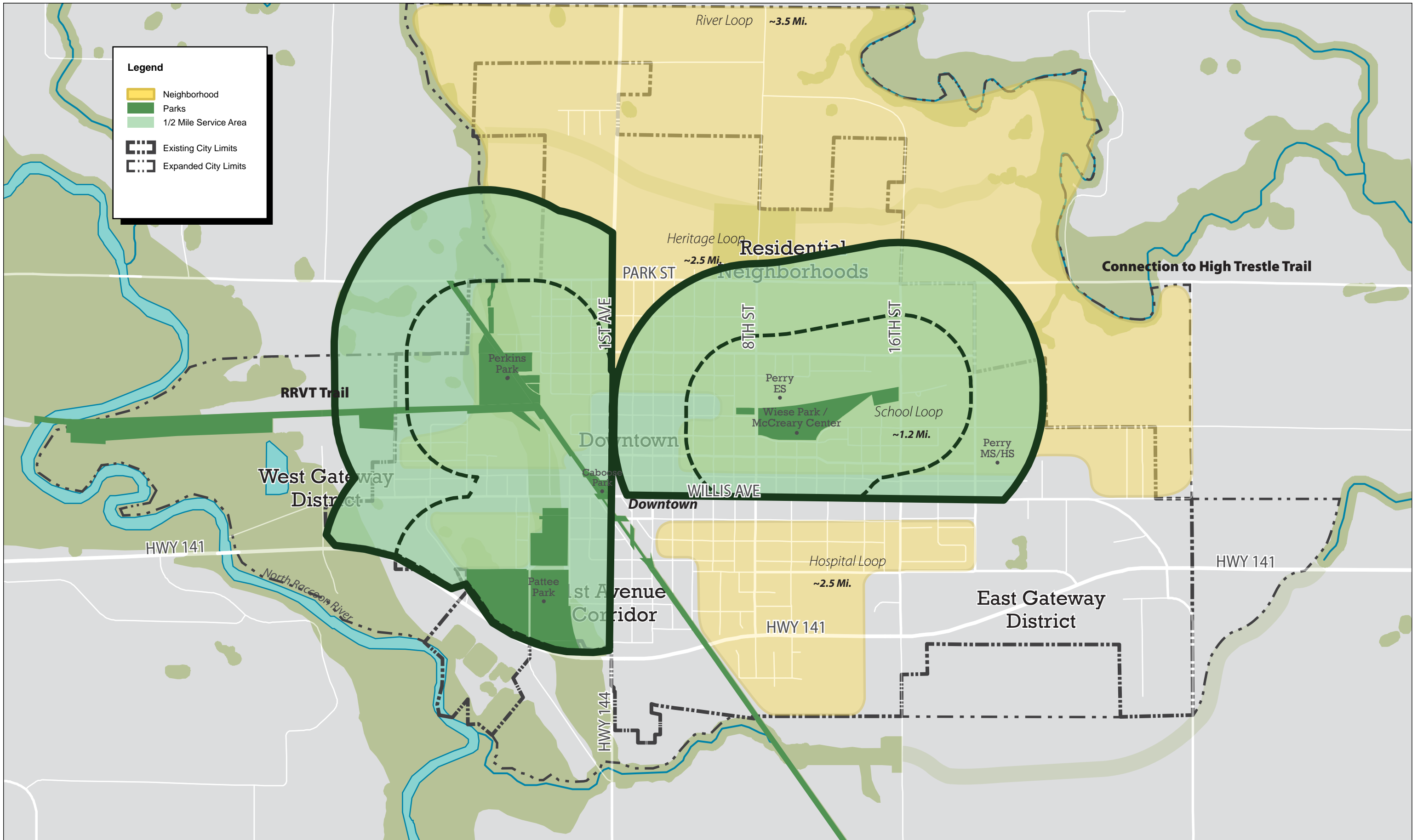
While not identified as such, a facility such as the Forest Park Museum and Arboretum would fit well with the greenway concept.

Typical Size

Varies, the goal is creating connectivity and habitat patches

Service Area

Varies, distance is less important than ensuring greenways are connected and accessible to the community via trails.



Map 5.4: Park Needs Analysis

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PARKS GOALS AND POLICIES

Goal PT-1: Ensure every member of the Perry community has equitable, walkable access to a park.

Policies:

- PT-1.1 Strive for park distribution so that all residences are no further than ½ mile from a park.
- PT-1.2 Provide programming at parks that is suitable for a variety of age groups and abilities including youth, senior, teen, and adult populations as well as people with special needs.
- PT-1.3 Acquire park land and redevelop land into parks at a rate commensurate with population growth.
- PT-1.4 Continue to coordinate with youth athletic associations to provide high quality facilities.
- PT-1.5 Work to make city parks accessible by a variety of means of transportation.
- PT-1.6 Develop additional group spaces such as pavilions and shelters to meet the needs of gathering families.
- PT-1.7 Implement Crime Prevention through Environmental Design (CPTED) principles to create a safe park atmosphere for all users.

Goal PT-2: Preserve and protect the environment to improve ecological functioning and improve the community’s connections to nature.

Policies:

- PT-2.1 Implement Stormwater “Best Practices” into existing and future parks.
- PT-2.2 Use the greenway system to protect plant and animal habitat.
- PT-2.3 Incorporate park space along greenways to provide a spot for people to connect with the natural landscape.
- PT-2.4 Utilize sustainable and energy efficient materials in parks.
- PT-2.5 Collaborate with county, state, and national agencies to preserve natural resource areas.
- PT-2.6 Integrate natural resource areas as open space in new developments to preserve natural systems and to accommodate wildlife movements.
- PT-2.7 Incorporate natural features and areas into the park system when possible and applicable.

Goal PT-3: Develop a park system that reinforces Perry as an “outdoor destination.”

Policies:

- PT-3.1 Support the development of “action” based recreation (ropes course, kayaking, mountain biking, etc...).
- PT-3.2 Utilize the Raccoon River as a resource for bringing people to Perry for recreation.
- PT-3.3 Develop park activities that will be a draw for regional trail users.



PARK STRATEGIES

PT Strategy-1: Complete a parks needs analysis to make sure the community needs are being met.

- Use National Recreational Park Association (NRPA) Standards for facilities and parkland.
- Develop strategies for addressing deficiencies.
- Complete a facility analysis for the McCreary Center (See Public Facilities Chapter).
- Make walkability an important part of the park system planning.
- Distribute park facilities to provide equitable access for all community members.

PT Strategy-2: Develop a Soccer Facility

- Identify location (Pattee Park as designed with the campground plan or in a new location).
- Secure funding for capital and operations costs.

PT Strategy-3: Support an “action” outdoor recreation park.

- Identify a location with topography, varied and interesting landscape, and water access.
- Work with national/regional associations:
 - *International Mountain Bicycling Association (IMBA)*
 - *Professional Ropes Course Association (PRCA)*

- *Outdoor Industry Association (OIA)*

PT Strategy-4: Develop neighborhood parks.

- Identify residential locations for parks to serve neighborhoods.
- Provide facilities that serve neighborhood interests:
 - *Playgrounds*
 - *Open field playspace*
 - *Picnic space*
 - *Incorporate special facilities*
 - *Art display space*
 - *Historical interpretation*

PT Strategy-5: Incorporate parks as part of the greenway system.

- Ensure access to natural areas.
- Provide passive recreation park space for:
 - *Hiking*
 - *Bird Watching*
 - *Plant Walks*
 - *Resting*
 - *Fishing*

TRAILS

The popularity and demand for trails and bikeways has increased with community interest in health, fitness, and sustainability. Survey after survey shows trails as one of the most desired and used recreation amenities. Trails provide the opportunity to travel safely within a community, exercise, and enjoy natural areas.

DEVELOPING THE TRAIL SYSTEM

Connecting the Regional Trails

Perry sits at the nexus of three existing and planned regional trails, the High Trestle Trail, the Galloping Goose Trail, and the Raccoon River Valley Trail, which is considered the longest paved loop trail in the nation. This location provides a unique opportunity for Perry to be a hub of bikeways in the region. Perry has established a local cycling culture through the organization of trail events, as a host city for the 2013 RAGBRAI, and rides such as the annual winter Bike Ride to Rippey (BRR) and the Hiawatha Trail ride.

Connecting these trails also provides the opportunity to create shorter loops within and near the city. These loops will provide recreational and fitness rides for members of the community and visitors. Trail loops should show off the best of Perry and connect destinations such as schools, medical facilities, and downtown.

We wish we could ride our bikes to the store and to downtown, but 1st Avenue is unsafe and too difficult to cross...

WHAT WE HEARD

Integrating into Greenways

As Perry develops the greenway concept, trails should be incorporated into them. Providing access to the natural areas of Perry will be a draw for visitors and residents alike. Greenways provide the chance to create more off-street bike rides to appeal to a wide range of riders.

Wayfinding

With an existing and future trail system that ranges from trails through natural resources separated from roadways to bikeways through downtown, trail identification and wayfinding improvements are important. A wayfinding system is a coherent, easily understood system of trail names, maps, and kiosks that build awareness, identity, safety, and ease of use. Some of these plans are already in place and beginning to be implemented. The Iowa Living Roadways plan outlines potential signage opportunities, and improvements to the Raccoon River Valley Trail incorporate good wayfinding as well. Additional signage and possibly information kiosks will be needed as improvements of the existing trail system continue and as the system is expanded.

BICYCLE USERS

Comfort with bicycle facilities depends on a number of variables, including transportation needs, recreation demands, fitness, and age. A goal of the City is to provide an overall system that functions for all users.

Bicycle users typically fall into three basic categories:

Advanced or experienced riders- These riders operate their bicycles as they would a motor vehicle. They ride for speed and convenience, seeking direct access to destinations with a minimum of detours or delay. Frequently, they use a bicycle as a primary means of commuting from home to job. They are typically comfortable riding with motor vehicles traffic but require sufficient operating space on the roadway to eliminate the need for either themselves or a passing motor vehicle to shift position. On busier streets, many advanced or experience riders will still prefer bike lanes or wide paved shoulders.

Basic or less confident adult riders- This category uses bicycles for recreation, fitness, and transportation. Basic riders are comfortable riding on neighborhood streets and off-street trails. On busier streets, they prefer designated facilities such as off-street trails or striped bike lanes.

Children- Children use trails for recreation, play, and for travel within neighborhoods and to community destinations such as schools and parks. Residential streets with low motor vehicle speeds and off-street trails are preferred by this group, and their parents. Although less desirable, on-street bikeways with clear pavement markings will also be used by older children.

Connecting Neighborhoods

Trails and sidewalks are basic building blocks that allow for active living and active transportation throughout the community. Currently, many of the sidewalks in Perry are broken, incomplete, or missing. This has negative effects on the walkability of the area, especially for those with mobility challenges such as the elderly and disabled, or when snow or heavy rains make the sidewalk gaps impassible.

The Perry Sustainability Study includes inventory, analysis, and recommendations for trail connections to connect neighborhoods to destinations. In addition to implementing the recommendations of the Sustainability Study, the City should develop an inventory of the City's sidewalks, analyze gaps and needs, and identify projects to be incorporated into the Capital Improvement Plan.

Safe Routes to School

In 2006-2008 design and construction work was done to connect the McCreary Center, Wiese Park, and Perry Elementary School to Perry Middle and High Schools. This work was done as part of the Safe Routes to School program. The route is an eight foot wide, separated trail with improved intersections for increased safety traveling between the schools and the center.

The Safe Routes to School program in Iowa provides funding for projects that are shown to improve safety for children walking or biking to school. Whether the City chooses to pursue Safe Routes to School funding again will likely depend on the competitiveness of the project in the grant process and the level of additional documentation needed. Even if an improvement is not an official Safe Routes to School project, priority should be given to connections and safety for travel to and from school when considering sidewalk and trail projects.

Trails in Perry are sorted into a hierarchy, based on the level of investment associated with each type. These are:

Regional Trails

Perry is one of nearly 15 communities along the Raccoon River Valley Trail that connects Waukee and Clive in the Des Moines metropolitan area to the town of Jefferson. The newest trail loop will connect Perry to Jefferson, and is scheduled for completion early in 2013. Other towns and cities along the trail include Jamaica, Dallas Center, Cooper, Herndon, Yale, Pandora, Linden, Redfield, Adel, and Ortonville. Over fifty-six miles of trail are in place and construction will connect another thirty-three. The trail is paved and is free within city limits. To ride the regional portions of the trail a daily \$2 or \$10 annual fee is required. Efforts are also underway to connect Perry and the Raccoon River Valley Trail to the High Trestle Trail which connects Woodward and Ankeny. When

this connection is complete, Perry will become a hub for both regional trail systems, and provide access to countless communities and day trip opportunities in the Central Iowa region.

Purpose

Regional trails are designed to connect cities by providing recreational trails along natural, historical, and cultural areas. The trails bring visitors to Perry and provides community members with recreational and exercise activities.

Design

These trails are typically off road, although portions may be along the sides of roads until the trail network is improved or when located in urban environments. These trails should be paved for maximum usability, but crushed limestone may be a suitable substitute. Given their relatively flat grade, many regional trails follow old rail corridors as they connect cities and towns. They should be accessible to communities by local trails or with parking lots at trailheads.

Local trails

Off-Street

Purpose

Off street trails are intended to connect neighborhoods with destinations such as schools, downtown, and employment areas. They should also serve as the connecting link between neighborhoods and regional trails.

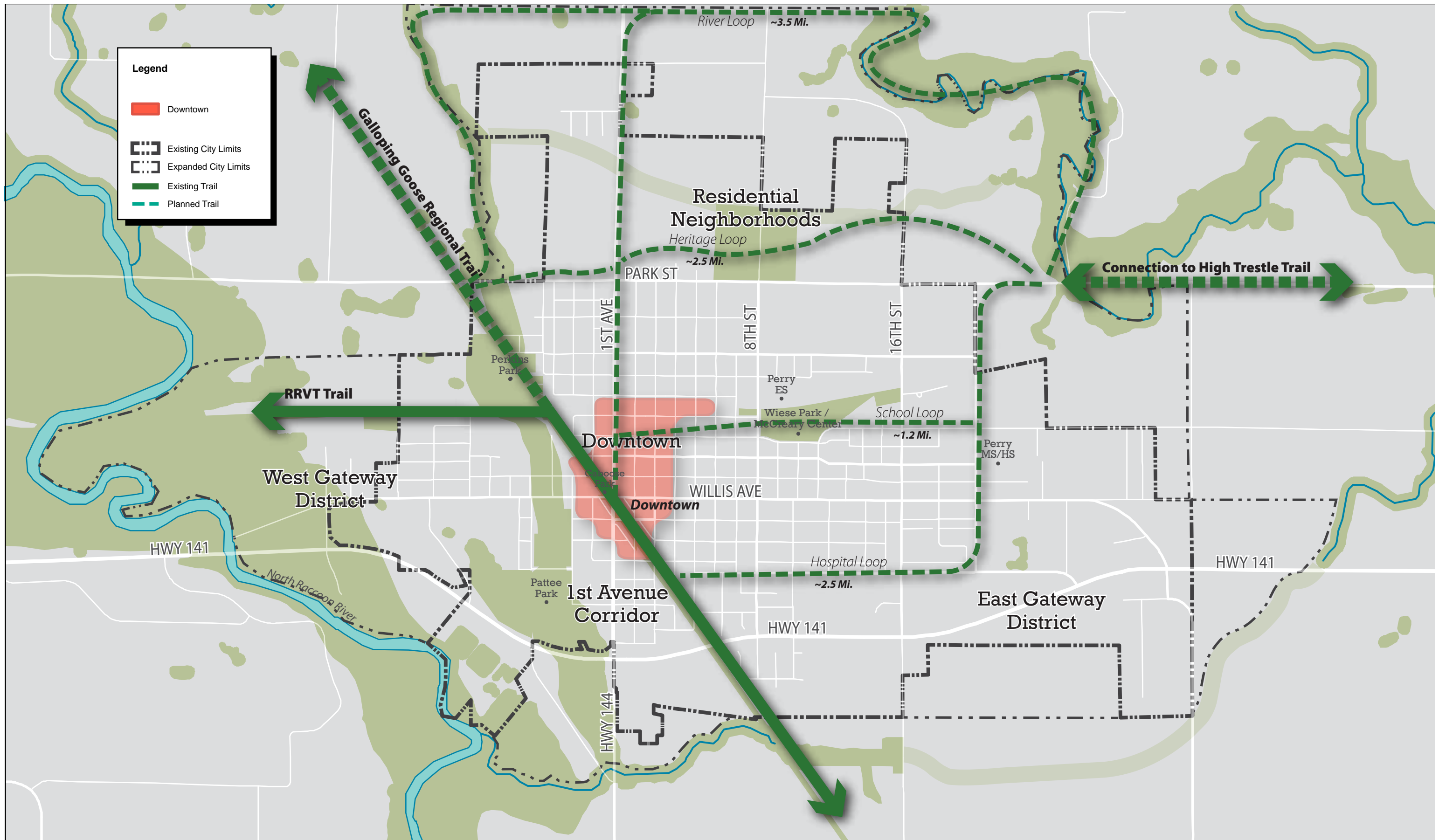
Design

Off-street local trails are often (but not always) designed as part of the road right of way system, but separated by curbs or vegetation. They are typically bituminous or concrete. New development should include right of way for trails on at least one side of collector and arterial roads.

On-Street

Purpose

On street bike facilities should function for all users, but are generally aimed at experienced bike riders who are comfortable riding with or next to motor vehicle traffic. On street facilities give bicyclists a safe space on the road for commuting and exercise.



Map 5.5: Proposed Trail Network

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COMPLETE STREETS

Complete Streets is a design approach to make streets safe and efficient for all modes of transportation, including cars and trucks, but also pedestrians, bicycles, and transit. Past engineering practices have emphasized the importance of the automobile, often at the expense of other users. Complete streets maintain functionality for cars and trucks, but provide a safer, more enjoyable experience for pedestrians, bikes, and transit users as well as adjacent business owners and residents.

Complete streets come in many types from a rural roadway connecting towns to a City's Main Street. A rural road may only need wider shoulders and paint to make walking and bicycling safe, while an urban street may include wider sidewalks, separated bike lanes, and curb cuts for wheelchair access. The context and demands placed on a road will shape the appearance and design of a complete street, but they must function for all users.



Downtown example of a complete street

Benefits of Complete Streets

- Safer
- Active Living/Healthier
- Increased access to business
- Improve transportation options for seniors, children and everyone in between
- Foster strong communities

For more information, see:

www.smartgrowthamerica.org/complete-streets



Rural example of a complete street

Design

On street bike routes typically take one of two forms:

Bike Lanes

Bike lanes provide a marked area along higher traffic volume streets that connect key destinations within the community. The signage and marking along these streets is important in encouraging bicycle ridership and improve safety.

Bike Boulevards

Bike boulevards are lower traffic volume streets that are signed and/or designated as bike routes. These streets also are intended to connect key destinations within the community and other trail corridors. Signage and road markings should make drivers and bicyclists aware that the road should be shared.

Additional Infrastructure

On roads that are designated bicycle routes, other

infrastructure and design considerations can enhance safety and the rider experience. These need to be tailored to each unique situation and could include:

- Speed bumps
- Round-a-bouts
- Chicanes (curves in a road to slow traffic)
- Curb bump outs/edge islands
- Center islands
- High visibility crossings
- Refuge medians
- Signage, lights, warning beacons, signals at crossings
- Landscaping for traffic calming
- Lower speeds



TRAIL GOALS AND POLICIES

Goal PT-4: Take advantage of Perry’s location as the hub of three regional trails to facilitate an “Active Living/Outdoor” local culture and regional draw.

- PT-4.1 Connect the High Trestle Trail to the Raccoon River Valley Trail and Galloping Goose Trail.
- PT-4.2 Develop loops that connect regional trails and local points of interest.
- PT-4.3 Create a city-wide wayfinding/signage plan to bring people into Perry and help them navigate.
- PT-4.4 Link the boat launch, camping, trails, Forest Park & Museum, the Raccoon River, and greenways.

Goal PT-5: Connect neighborhoods to local destinations and the regional trail network.

- PT-5.1 Pursue a grade separated crossing at Hwy 141.
- PT-5.2 Improve the trail crossing at First Street.
- PT-5.3 Improve the neighborhood trail system with sidewalks and trails.
- PT-5.4 Identify and address gaps in the sidewalk system.
- PT-5.5 Incorporate sidewalk repair into road reconstruction/repair projects as part of the Capital Improvement Plan.

Goal PT-6: Support walking and bicycling for recreation and transportation by providing a trail and sidewalk system that is safe, convenient, and comprehensive.

- PT-6.1 Provide lighting along key routes.
- PT-6.2 Design intersections to be safe for pedestrians and bicyclists as well as drivers.
- PT-6.3 Work to bring all sidewalks up to ADA standards.
- PT-6.4 Develop strategies and standards for winter maintenance and use of trails.

TRAIL STRATEGIES

PT Strategy-6: Develop a loop system that connects the regional trails and provides a series of varied experiences for local riders.

- Connect destinations such as schools, parks, downtown, and historic/cultural features.
- Provide a wayfinding system that uses distinct branding and clear directions to destinations.
- Secure right of way or easements.
- Make a future connection to the High Trestle Trail.



PT Strategy-7: Implement the comprehensive local trail network identified in the Perry Sustainability Plan.

- Connect neighborhoods to the greater trail network.
- Reconstruct sidewalks that are in disrepair and install new sidewalks to eliminate existing gaps in the system.

PT Strategy-8: Implement improvements to trails and road crossings as identified in the Iowa Living Roadways Plan.

- Improve crossing at Hwy 141 – pursue a grade separated crossing.
- Improve the crossing at First Avenue.
- Paint trail crossings.
- Provide additional signage at crossings.
- Install heightened landscaping at key intersections.
- Install landscape features to improve trail user experiences.

PT Strategy-9: Expand wayfinding strategy from Iowa Living Roadways Plan.

- Create strong connections between regional trails.
- Use wayfinding to bring trail users to downtown Perry.
- Incorporate technology such as QR codes into wayfinding.
- Make art a part of the trails network, such as a linear outdoor gallery.

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6

Transportation networks must provide for safe and efficient access to residential neighborhoods, commercial districts, institutions, and recreational opportunities. A network of roads and streets that are designed to handle varying traffic demands are a critical component of this comprehensive plan. With the varying types of transportation elements in Perry; streets, community and regional trails, and the airport, it is imperative that this plan considers all modes of travel. This plan defines transportation corridors as networks for biking, walking, trucks, autos, and potential public transit. The plan also supports continued growth and development of Perry's public airport. As the main venue for access into and within the community, the transportation system has a direct impact on Perry's identity. The aesthetic appearance at key intersections and along street and trail corridors contributes to both the image of Perry and the perception of safety and comfort for those traveling along these routes.

This Transportation Chapter is intended to ensure a safe, efficient, and aesthetically appealing transportation network that provides for all modes of transportation; including vehicular, pedestrian, and cycling.



Distinctive paving patterns such as the 3rd and Lucind Street intersection create an attractive intersection and improve the pedestrian experience.

APPLICATION OF SMART GROWTH PRINCIPLES

Transportation is addressed by the Transportation Diversity Principle of Iowa Smart Planning Legislation; which identifies the need for planning, zoning, development, and resource management to promote expanded transportation opportunities for community residents. These principles espouse the need for transportation networks to provide elements enabling maximum mobility and improved air quality, while reducing congestion and the consumption of fossil fuels. Strategic development and redevelopment within the existing community to promote walkable routes between commercial, residential, and public facilities is also one of the tenants included in the legislation. Among the strategies identified through the Transportation Diversity Principle are:

- Encourage expansion of multi-modal transportation opportunities
- Promote connectivity
- Discourage excessive personal vehicle usage

Applying smart growth principles to transportation networks in cities like Perry is crucial. Implementation of these principles will allow greater use by Perry's diverse population and can help maintain resilient neighborhoods, promote stronger local economies, and lead to more balanced transportation systems. As costs continue to rise, establishing systems that provide greater opportunities for all will also allow the city and residents to leverage budgets more efficiently. Principles of smart growth that affect the community's transportation systems include:

- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Provide a variety of transportation choices
- Strengthen and direct development towards existing communities

By embracing these Smart Growth principles for the community's transportation network, Perry can continue its efforts toward strengthening its neighborhoods and commerce. These tenants will also provide the city with the framework for establishing an accessible transportation network community-wide; including streets, sidewalks, and trails providing connections between civic attractions, government resources, commercial properties, and residential neighborhoods. These principles can also guide the city in future redevelopment of the NW Brownfield property and other parcels within the community to bring in new housing, recreational, commercial, and industrial opportunities while preserving existing greenbelt and agricultural resources.



Map 6.1: Potential Intersections for Improvements

Four intersections along the Highway 141 Corridor could benefit from improved traffic management such as signage, pedestrian facilities, or reorientation. The crossing of Highway 141 by the Raccoon River Valley Trail may warrant the construction of a grade separated crossing.

SYSTEM NETWORK / MULTIMODAL SYSTEM

As growth occurs within the community, future street corridors will be extended to accommodate new development. The federal functional classification of roadways for Perry will continue to be an ever developing scenario as the need for the community evolves. Currently, the classifications for federal allocations includes the major arteries serving the industrial and commercial areas in the community while providing adequate access through a series of connector classified streets from the perimeter of the community. As the community continues to grow, demand for safe and efficient access for these areas is anticipated to expand exponentially. These corridors include those described below.

Highway 141 Corridor

The Highway 141 corridor is the east-west principal arterial street that carries average daily traffic (ADT) volumes as high as 8,200. The majority of the corridor through Perry functions adequately, however, the current configuration of intersections presents concerns over safety and future growth.

- Highway 141 and Willis Avenue. Even with a divided highway section, a number of accidents occur at this intersection annually. These accidents are a result of varying issues in the area, including speed changes, intersection configuration, visibility concerns and proximity to the next signaled intersection. The speed limit is reduced along Highway 141 just east of this intersection. Signage, intersection control, and improved intersection design at this location could help reduce incidents at this important community gateway.

- Highway 141 and the Raccoon River Valley Trail. The regional trail intersects Highway 141 at an uncontrolled intersection which is slightly skewed. Crossing of the highway can be difficult and is a barrier for travel along the trail into Perry. The intersection should be studied to determine potential safety improvements, including the potential for a grade separated crossing in the long-term.
- Highway 141 and 1st Avenue. This intersection is slightly skewed and controlled by a traffic signal. Initial intersection improvements should include geometric improvements for safer traffic turning movements, designated lane usage, and the inclusion of pedestrian facilities to provide safer access through the intersection and less distraction for drivers. Similar to those concerns experienced at the Willis Avenue intersection, the configuration of this intersection is a concern along with the proximity to the signal located less than a ¼ mile to the east.
- Highway 141 and the commercial entrance for the shopping center south of the by-pass. This area tends to produce the highest volume of incident along the corridor. This is a result of speed changes, uncontrolled pedestrian traffic, proximity to high volumes of traffic from the shopping center, and spacing between the signaled intersections at Highway 144 (1st Street). Improved access management, spacing, and intersection controls should be considered in this area.

1st Avenue/Highway 144 Corridor

The 1st Avenue corridor is the principal north-south vehicular arterial through the city. Average Daily Traffic (ADT) volumes



range from 3,740 north of town to 8,200 at the intersection with Highway 141. Because this corridor carries the highest ADT through the community, it is also where many traffic issues exist.

Most of the 1st Avenue corridor is a four-lane street section lacking visible and accessible pedestrian facilities. This lack of pedestrian access hinders pedestrian movement and creates a roadway that operates more like a highway than a City street. The additional lane through town also leads to higher speeds along the corridor.

As traffic enters the City from the north, 1st Avenue/Highway 144 transitions from a two-lane rural section (shoulder and ditches) to a four-lane urban section (curb/gutter and storm sewer) near Park Street. The north end of this corridor has developed over the past decade to include a housing area, a church, and some limited commercial development. These developments have all been completed in the two lane area of the corridor that is near the city limits and a 55mph highway coming into town. This four-lane section continues through the intersection with Highway 141. Each of the four lanes is slightly narrow for large vehicular traffic and the absence of designated turn lanes leads to traffic back-up, lane switching along the section, and an increased rate of traffic incidents. As development continues in this area, particular attention must be given to the safety component of this corridor. Recent development has introduced pedestrians, increased traffic demand and a need for a reduced speed near the corporate limit of the community.

Restriping from a four-lane section to a three-lane section should be considered. A three-lane section would separate left turning traffic from through traffic. Restriping would also provide traffic calming (creating the perception of a narrower roadway) and is more aesthetically pleasing. This three-lane section would create a better alignment at the intersection with Highway 141. A typical three-lane section provides for traffic volumes up to 12,000 ADT to 15,000 ADT dependent on side road and driveway influence.

The 1st Avenue corridor would be an excellent candidate for an overall corridor study. The community targeted this corridor for pedestrian access and facilities as part of the Iowa Living Roadways (ILR) Community Visioning Program in 2012, but has not conducted a study of the entire corridor in terms of vehicular use. This study, paired with earlier studies, could be used as a roadmap for funding and prioritization. The study should consider land use and redevelopment patterns and access along the corridor in addition to street design and streetscape improvements (including pedestrian and bike facilities).

Map 6.2: Potential Lane Reduction Area along the 1st Avenue/Highway 144 corridor

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Willis Avenue is one of Perry's minor arterial roads.

ROAD TYPE FUNCTION	ACCESS POLICY
Principal Arterial	For future development, prohibit direct driveway access. Overtime as streets are reconstructed, efforts should be made to consolidate driveways and where impacts can be mitigated re-align access to side streets.
Minor Arterials	Access from individual parcels should be limited to larger developments. Access to smaller developments or individual parcels should be provided from collector or side streets. Where existing access already exists, the City should collaborate with property owners to consolidate access points where possible.
Collectors	Development should access collector streets through shared/consolidated drives, frontage or backage roads, side streets, or alleys.

Functional class of streets impacts access policy.

FUNCTIONAL CLASSIFICATION

Transportation networks are designed using a hierarchy of streets that collect and distribute traffic efficiently and safely. Typically, roads and streets are placed into functional categories based on their primary role. Some streets are designed to provide access to residents and businesses whereas others are intended to serve mobility needs; allowing traffic to move within or through a community. The design configuration of a street or road (number of lanes, lane width, intersection design, intersection traffic controls, landscaping treatments, and driveway access) is driven by what role the street or road serves in the overall system. How the city guides future land use and development intensity also heavily influences the design and function of road and street corridors.

Perry's functional classification system includes principal arterials, minor arterials, collectors, and local streets.

Principal Arterials

Principal arterials are streets that primarily serve major activity centers; including commercial corridors or districts and provide connections to the regional or state roadway system. The intended function of principal arterials is weighted towards providing higher mobility, and less towards private land access. They carry faster traffic and are usually spaced far apart.

In Perry, principal arterial corridors bisect the community north/south and skirt the community along the southern edge. In the case of key commercial corridors such as 1st Avenue (Highway 144), access to individual parcels is much more frequent than an arterial corridor would ideally be

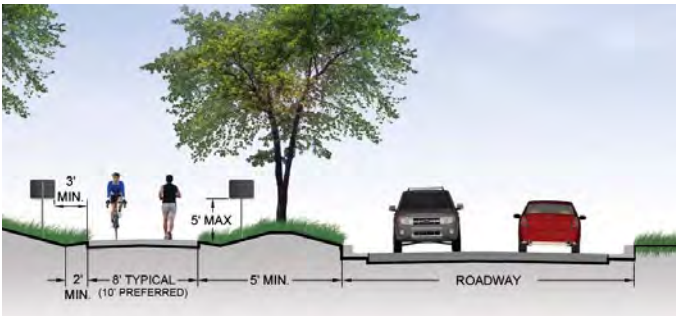
designed for and creates greater opportunity for traffic conflicts. Principal arterial streets in Perry include:

- 1st Avenue (Highway 144) – 2012 Average Daily Traffic (ADT) volumes range from 4,200 to 8,200 near the intersection with Highway 141
- Highway 141 – 2012 Average Daily Traffic (ADT) volumes range from 4,400 to 8,200 near the intersection with 10th Street

Minor Arterials

Minor arterials are streets that serve commercial corridors or districts and provide connections to principal arterials and regional or state roadways. Like principal arterials, minor arterial's function is more oriented towards mobility and less toward property access. In Perry, minor arterial corridors are adequately spaced, with distances between them roughly one half mile. In the case of key commercial corridors such as Willis Avenue, access to individual parcels is much more frequent than a minor arterial corridor would ideally be designed for. Frequent access creates greater opportunity for traffic conflicts and reduces overall bike and pedestrian safety. Minor arterial streets in Perry include:

- Iowa Street – 2008 Average Daily Traffic (ADT) volumes range from 690 to 1,210 near the intersection with 8th Street
- Willis Avenue – 2008 Average Daily Traffic (ADT) volumes range from 1,480 to 5,200 near the intersection with 10th Street



Complete street section proposed in the Perry Sustainability Study.



Pedestrian improvements on 1st Avenue as imagined in the Iowa Living Roadways Community Visioning Report.

- Bateman Street – Revised 2008 Average Daily Traffic (ADT) volumes range from 280 to 840 near the intersection with 1st Avenue (Highway 144)
- Park Street – 2008 Average Daily Traffic (ADT) volumes range from 210 to 4,300 near the intersection with 1st Avenue (Highway 144)
- 8th Street – 2008 Average Daily Traffic (ADT) volumes range from 740 to 1,280 near the intersection with Iowa Street
- 16th Street – 2008 Average Daily Traffic (ADT) volumes range from 690 to 1,820 near the intersection with Iowa Street

Collectors

The collector system links neighborhoods and connects them to arterials and activity centers. Collectors funnel local street traffic to the arterial system and generally provide higher levels of access to individual parcels or businesses. Collector streets in Perry include:

- 130th Street – 2008 Average Daily Traffic (ADT) volumes range from 210 to 620 near the intersection with 8th Street
- North Street – 2008 Average Daily Traffic (ADT) volumes range from 850 to 1,420 near the intersection with 3rd Street
- Lucinda Street – 2008 Average Daily Traffic (ADT) volumes range from 340 to 860 near the intersection with 2nd Street
- 18th Street – 2008 Average Daily Traffic (ADT) volumes range from 560 to 2,000 near the intersection with Willis Avenue

Local Streets

All other public streets within Perry are classified as local streets. Local streets provide the highest level of direct access to properties and carry the lowest traffic volumes at the lowest speeds.

TRUCK ROUTES

Many industries within Perry require large semi-truck access. The city works with these industries in efforts to route truck traffic so that it minimizes the impacts to adjacent areas; chiefly noise and traffic congestion. Given the significant agriculture economy, several streets provide farmers access to the market place. Basic farm to market routes include county and state highways. These corridors need to be designed to handle larger truck traffic, and in some cases, tractor traffic.

Truck traffic is very heavy at the intersections of 1st Avenue with Otley Avenue and Cornwall Street where cement mixers enter and exit from the batching plant. Truck traffic is also heavy at the intersection of Willis Avenue and West 3rd Street which grain trucks use to unload harvests at the seed plant. As industry continues to develop in Perry, transportation corridor designation, design, and truck routing will need to remain flexible in order to accommodate these needs while retaining the hometown feel that Perry residents have come to enjoy.

SIDEWALKS

Perry's sidewalk system varies drastically in width, condition, and accessibility. With no program in place to oversee upgrades to the community sidewalk network, many of these facilities are in a state of disrepair. Of the walks that present walkable surfaces, many are overgrown, too narrow, or do not provide continuous connections between neighborhoods and community resources. Sidewalk ramps and crosswalks at streets are also in need of upgrades, with few residential sidewalk connections providing design access and crosswalk elements in line with ADAAG/PROWAG or MUTCD standards.

The city has actively pursued grant funding for the implementation of sidewalk upgrades as trail routes to provide connections from community resources to the regional trail system. The city will need to continue these efforts and expand their efforts with complete streets in order to spur additional walkable infrastructure within the community and in order to provide for existing residential areas.



A street altered with landscaped bump outs varies the travel lane and slows traffic.

PUBLIC TRANSPORTATION

Public transit services are provided in Dallas County by the Heart of Iowa Regional Transit Agency (HIRTA). HIRTA serves a seven-county area, including Boone, Jasper, Madison, Marion, Story and Warren. The services are open to the public and available to anyone, including persons with disabilities. Users access the services by calling to arrange a ride. Trips can be made to and from school, to adjacent communities, and into Des Moines.

While Perry is currently outside of the Des Moines public transit system area, the community should be active in discussions about system expansions. In the near-term the community should explore how to encourage carpooling and vanpooling, including the creation of dedicated areas for carpools and vanpools.

EXISTING PLANS

In recent years Perry has been the focus of numerous planning studies and reports focused on transportation systems completed by local planners, county and state governments, and academic institutions. Though the project area for these studies has varied, the main objective has remained the same; to determine ways to strengthen the community and promote growth while developing supportive infrastructure that is safe, efficient, and sustainable from an operations, maintenance, replacement, and aesthetics perspective. Some aspect of Perry's transportation network was at the center of each of these studies. More importantly, determining mechanisms that enable the city to implement complete streets, improve accessibility within the community, and evaluate the effectiveness of its existing street and stormwater network were among the main foci of these planning efforts.

These studies have also ranged in scope from schematic design development for the Downtown Cultural District to a proposed street connection between an existing residential and commercial area aimed at promoting new growth on the southern edge of the city. Within the last year, Perry completed two different community-wide studies.



A speed table provides a more distinct pedestrian crossing, slows traffic, and reduces the pedestrian crossing distance.

The first of these, a Sustainability Study, provided through funding by the Iowa Economic Development Authority, scrutinized energy use by public facilities, including street lighting in the Cultural District. This evaluation also included development of complete street techniques for use along 1st Avenue/Highway 144 and highlighted a strategy for improving community sidewalks as part of a multi-modal transportation network.

A second study completed within the last year targeted Perry's transportation system. This Iowa Living Roadways Community Visioning Report highlighted potential improvements for extending sidewalk connections to residential areas north on 1st Avenue which are currently underserved. It also suggested a strategy for improving sidewalks along 1st Avenue while reducing the number of lanes on this roadway to promote walkability east and west through the community. Just as important, this study listened to public input and created opportunities for the city to improve its entrances to bring them more in line with Perry's motto "Make Yourself At Home". Aesthetic treatments along key roadway segments and portions of the community's trail system were also provided as part of this document.

Two recent regional studies that affect the development of Perry's transportation network include the 2012 Capital Crossroads: A Vision Forward Study completed by the Greater Des Moines Partnership. This five-year strategic plan targets economic development and marketing opportunities for the greater Des Moines region. With its proximity to Des Moines and given the number of residents that commute to the metro for work and shopping opportunities, the results of this study could significantly impact Perry's transportation growth. The other study that will affect Perry's transportation network is The Tomorrow Plan developed in 2013 by the Des Moines Area Metropolitan Planning Organization. Though Perry is not within the defined study area, it is significant in that it focuses on regional connectivity, green infrastructure, and development around key corridors; all aspects which the city has been focusing for the past several years.



Street art at a local street intersection that causes drivers to slow and adds identity to a neighborhood.



An intersection with crosswalks that use alternative pavement calls attention to the pedestrian realm.

GOALS

The following goals were established to support a quality transportation network.

Goal T-1: Create a multi-modal transportation system that provides a safe and efficient means of movement through the community.

Policies

- T-1.1 Maintain the existing transportation system by making scheduled improvements to replace worn or obsolete components.
- T-1.2 Expand the transportation system to connect with the existing grid and layout of adjacent neighborhoods and to provide areas for smart growth.
- T-1.3 Explore alternative street designs in places where unique traffic problems are present and where the opportunity exists to provide character and identity to a neighborhood.
- T-1.4 Require future development and redevelopment to incorporate complete streets trail and sidewalk improvements.
- T-1.5 Support and encourage the use and continued development of the Perry Municipal Airport, including land management strategies adjacent the airport.
- T-1.6 Encourage site design and building design that strengthens the connection between sidewalks, trails, and the street so that getting to a building from the public right-of-way is an accessible and attractive route.
- T-1.7 Incorporate parking areas for bicycles and other alternative vehicles in major public destination areas such as the Downtown Cultural District and local school campuses.

- T-1.8 Encourage major employers to incorporate parking and storage for bicycles or other alternative mobility systems in site design.
- T-1.9 Encourage the expansion of carpooling, vanpooling, and transit services.
- T-1.10 Incorporate complete streets infrastructure such as multi-use trails and sidewalks along all major roadway corridors as part of new roadway development and roadway improvement projects to promote multi-modal corridors and provide accessible routes to key community destinations.
- T-1.11 As local streets are reconstructed or new streets constructed in growth areas, evaluate design alternatives that include consideration for alternative transportation modes that travel at lower speeds. This may include electric golf carts, wheel chairs, motorized scooters, or other innovative technologies.
- T-1.12 Sidewalk design in the Downtown Cultural District should support the needs of downtown merchants to occasionally bring business out to the street while preserving the ability for safe and convenient movement of people with various mobility challenges.

Goal T-2: Manage access to the roadway network to enhance pedestrian and bicycle safety, reduce crashes, maximize traffic flow, and support strong and vital business districts.

Policies

- T-2.1 Control and manage direct access to arterial and collector roadways in new growth areas.
- T-2.2 Over time, correct access problems within existing developed areas as property redevelops or as roadways are reconstructed.



A street corridor with a planted median creates community character.



A traffic circle slows drivers, a strategy more appropriate for local, collector, and in some cases minor arterial streets.

- T-2.3 Support redevelopment of property along existing arterial and collector road corridors that seeks to reduce individual direct access points.

Goal T-3: Ensure smooth traffic flow that saves time, energy, and money and promotes sustainability.

Policies

- T-3.1 Plan land uses in a manner that balances trip generation characteristics across a range of peak generation periods (i.e. avoid allowing too many uses with the same peak traffic generation characteristics from locating in the same proximity).
- T-3.2 Explore alternative design configurations when streets are reconstructed or as streets are constructed in new growth areas in order to minimize the environmental impacts while maximizing traffic flow and safety operations.
- T-3.3 Support dedication of funds for street maintenance and reconstruction on an annual basis, consistent with a street reconstruction plan and consistent with needs for upgrading existing infrastructure systems that can be aligned with street improvements.
- T-3.4 Consider establishing a revolving and sustainable funding mechanism for long term maintenance and enhancement of the transportation system.
- T-3.5 Consider roadway design alternatives that reduce or optimize the amount of hard surface areas.
- T-3.6 Integrate stormwater management and utility infrastructure improvements within roadway corridors to maximize use of linear corridor right-of-way.

Goal T-4: Minimize traffic crashes, property damage, and personal injury that result from unsafe roadway systems.

Policies

- T-4.1 Support a ‘wayfinding’ system to clearly guide and direct travelers who are new to the community and are seeking a particular destination.
- T-4.2 Ensure sign ordinances provide a balance between displaying appropriate business names and address information while minimizing distractions and clutter.
- T-4.3 Monitor traffic patterns and incidents on a regular basis to be able to respond to changing travel behaviors and traffic movements.
- T-4.4 Support and enforce the policies related to access management, connectivity, mobility options, and traffic management as a means to enhance safety of the roadway system.

Goal T-5: Create an experience in addition to the functional aspects of streets, trails, bikeways, and sidewalks.

Policies

- T-5.1 Establish a ‘wayfinding’ system that identifies key locations for unique signage that promotes community destinations and establishes an identity for Perry.
- T-5.2 Encourage commercial property along major arterial corridors to have an attractive and high amenity site design that addresses the corridor. This can be done through architectural enhancements and/or key site design amenities such as public art, attractive signage, or environmental features.



A sign and speed reader that is powered by on site solar panels.

- T-5.3 Discourage vast blank parking areas between the street and businesses. Where a parking configuration in the front of a structure is the optimal site design pattern; minimize parking and encourage landscaping that enhances curb appeal without obstructing business identification.
- T-5.4 Establish a landscape and streetscape palette for public and private streetscape/landscaping. Such a palette can offer flexibility while ensuring consistency between public and private streetscape/landscape enhancements.

STRATEGIES

The following strategies describe the actions needed to implement the community's goals and policies for transportation.

T Strategy-1: Adopt a complete streets policy to formalize the community's intent to plan, design, and maintain streets that accommodate safe and efficient use by users of all ages and abilities.

T Strategy-2: Update street design guidelines in the subdivision ordinance including graphic interpretations of various street and trail cross-sections.

T Strategy-3: Evaluate future development areas to establish alignments for future road corridors such that major road corridors are highly connected thus negating the need for anything more than a 2 or 3 lane arterial street. This strategy includes coordinating with property owners to help all stakeholders understand the long term development value of making sure future collector and arterial road corridor right-of-way is preserved and future developments factor in such corridor early in the development planning stage.

T Strategy-4: Continue to pursue grant resources to improve pedestrian and bike connectivity throughout the community focusing on filling gaps within the current system.

T Strategy-5: Explore viability of traffic calming improvements at key intersections where traffic congestion warrants.

T Strategy-6: Collaborate with I-DOT and the county to implement improvements recommended for the 1st Avenue/Highway 144 Corridor from Highway 141 to 123rd Place.

T Strategy-7: Modify existing subdivision and zoning regulations to establish standards for traffic studies based on future development proposals that have the potential to increase traffic congestion as key intersections.

T Strategy-8: Complete corridor studies for Highway 141, 1st Avenue/Highway 144, and Willis Avenue. These corridor studies should define specific strategies that improve safety (traffic/pedestrian/bike), maintain traffic flow, enhance aesthetic appeal, identify sustainable strategies for long term maintenance, and promote redevelopment/revitalization.

T Strategy-9: Collaborate with Heart of Iowa Regional Transit Authority, Des Moines Area Regional Transit Authority, and local institutions and businesses on expanding and improving public transit services, including finding a dedicated location and coordinating sign-ups.



7

The focus of this section is on infrastructure systems that are critical to the health, function, and appearance of Perry. Infrastructure systems provide the ability for Perry to support development in a way that is fiscally and environmentally responsible and sustainable. A key theme is an assessment of each system's capacity to accommodate, or in the least, rapidly respond to changes in population, household, and economic growth.

Achieving the Comprehensive Plan's vision and guiding principles can only occur if the City ensures that existing infrastructure is able to handle future growth and that adequate planning and consideration is given to system improvements that will provide for the efficient and cost-effective delivery of services. Simultaneously, the City must advance broader community and regional goals such as providing and maintaining clean water. This section will address potable water, storm sewer, sanitary sewer, renewable energy systems, and other public/private infrastructure.

IOWA'S SMART GROWTH PRINCIPLES

Healthy infrastructure design can be reflected through physical improvements such as tree planting, landscaping, community gardens, rainwater gardens, green roof buildings, and alternative energy systems. Infrastructure corridors can become community assets by providing connections through the incorporation of open space and wildlife habitat with storm water systems and facilities.

Infrastructure systems are guided by a number of key principles outlined in the Iowa Smart Planning Legislation. An infrastructure system that is well-planned and well-maintained is critical for economic prosperity, environmental health and integrity, and the overall quality of life of the Perry community. Two key principles of particular relevance to Perry's infrastructure system include:

- Clean, Renewable, and Efficient Energy – Planning, zoning, development and resource management should be undertaken to promote clean and renewable energy use for increased energy efficiency.
- Sustainable Design – Planning, zoning, development, and resource management should promote buildings, infrastructure, and developments that incorporate sustainable design and construction practices. Natural resources can be conserved by reducing waste and pollution through efficient use of land, energy, water, air, and materials.

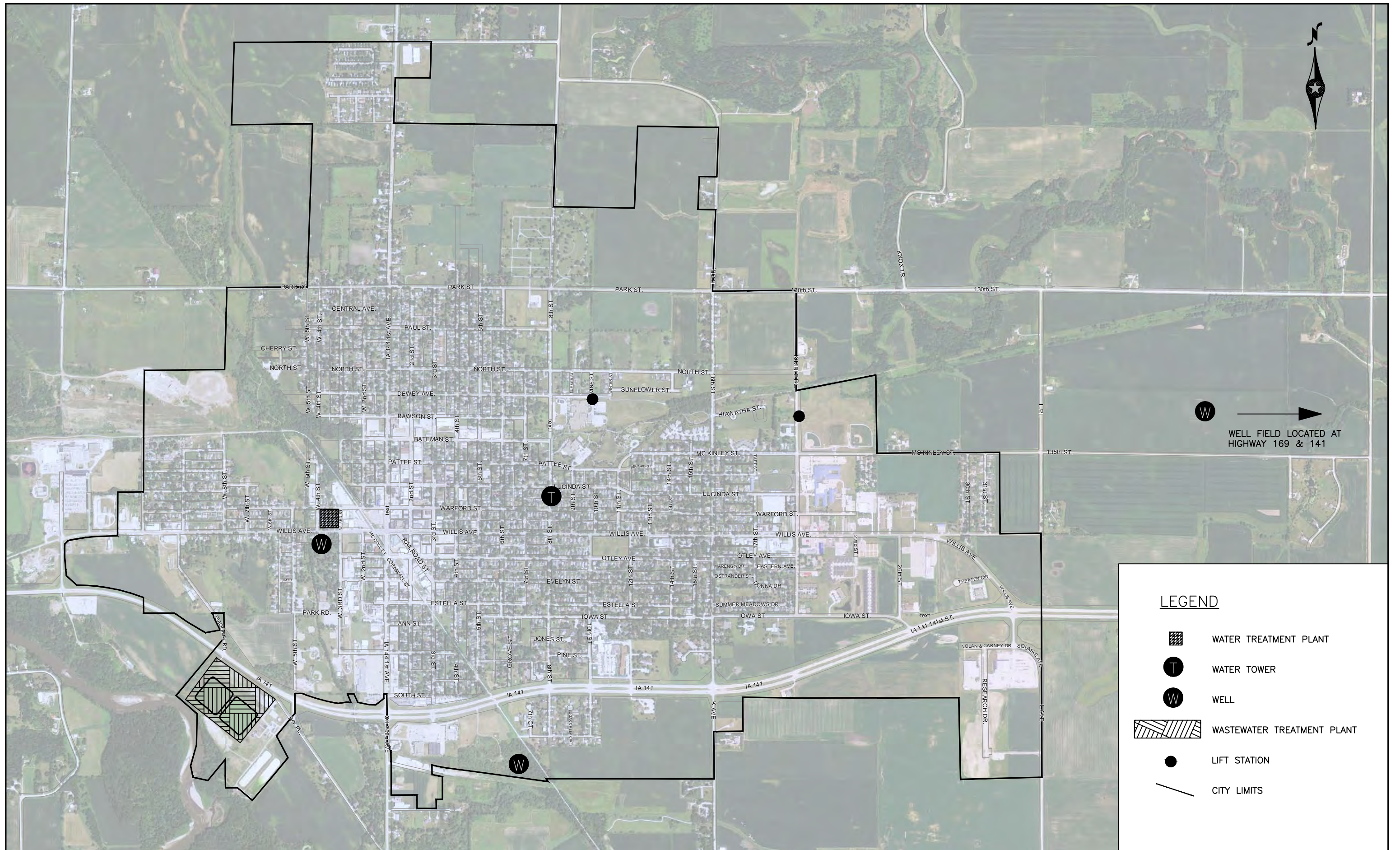
The Perry Comprehensive Plan encourages a development pattern that promotes walking and biking as well as encourages redevelopment and infill to maximize the capacity of existing infrastructure systems. The plan also suggests the integration of open space and storm water management systems as a neighborhood amenity and a functional infrastructure system that supports clean water initiatives.

WATER SYSTEM







The water system consists of a water treatment facility, distribution system, towers, and well system maintained by the City. The lime softening treatment plant was constructed in 1954 and received a major upgrade in 1988. The plant-reported capacity is 3.0 million gallons per day (MGD). The old plant can produce 2.0 MGD while the new plant can produce 1.0 MGD million gallons per day (MGD). Thirteen (13) constructed wells provide raw water for the community, drawing out of two (2) different aquifers; 15% from an alluvial aquifer and 85% from a Pleistocene aquifer. The system is also served by one (1) elevated storage tank with a capacity of 500,000 gallons. Current daily usage is approximately 1.00 million gallons (MG), where combined storage volume (elevated storage) is 0.50 MG.

Though some capacity exists to cover future growth, the infrastructure at the Water Plant is older and current draw does not require daily use of the old plant. Besides providing water for Perry, the Water Treatment Plant also provides water to businesses outside of city limits. The Tyson Fresh Meats Processing Plant is adjacent to the city on the west side of town and currently purchases a portion of their daily water volume from the City. The remaining water comes from a well fed by the Jordan Aquifer. Typically, Tyson Fresh Meats pulls 4.0 – 5.0 MG from the City per month, but when well levels are down they can pull upwards of 11.0 MG from the City per month. The Water Plant has also been approached by area water providers about potentially supplying water for a portion of their service area should they take an aging plant out of their supply system. If this were to occur it could generate an additional need of 250,000 – 500,000 gallons per day.

Many of Perry's wells have seen an increase in ammonia concentrations (1.0-4.5 mg/L). At times the ammonia is converted to nitrite in the distribution system. This biological nitrification can lead to excessive nitrite concentrations that have violated the drinking water standard of 1.0 mg/L in the past. Perry's system seems to be particularly vulnerable to biological nitrification during hot weather when thermal stratification can occur in the elevated water tower, leading to elevated nitrite concentrations. Though the treatment facility has a breakpoint chlorination system that can be used to remove ammonia during periods of elevated nitrite formation, the plant has also recently changed tower filling operations to extend tower decrease levels and reduce fill rates. This process allows the tower to fall 15 feet instead of the historic 3 feet prior to refilling and using a larger pump to refill the structure in less time. Besides using less electricity to refill the tower, this operation also brings colder water into the tower and provides a better mixture to combat biological nitrification.



LEGEND

-  WATER TREATMENT PLANT
-  WATER TOWER
-  WELL
-  WASTEWATER TREATMENT PLANT
-  LIFT STATION
-  CITY LIMITS

Map 7.1: Existing Infrastructure

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GOALS

The following goals are established to provide guidance with respect to the City's public water supply system.

Goal I-1: Provide Safe, Clean Drinking Water

The City will provide safe, clean drinking water by protecting groundwater aquifers from contamination, treating drinking water, and protecting treated drinking water during distribution in order to minimize individual and widespread health risks.

Policies

- I-1.1 Implement strategies detailed in the current Wellhead Protection (WHP) program to create awareness of groundwater protection and prevent contamination of groundwater supplies.
- I-1.2 Implement strategies detailed in the current Wellhead Protection (WHP) program to align well fields with open space or park and recreation uses to better control land use to minimize threats to groundwater sources.
- I-1.3 Continue to monitor and invest in strategies to reduce sediment in treatment infrastructure and mix elevated water to keep Nitrite levels below the IDNR required levels

Goal I-2: Ensure Reliable and Efficient Water Supply

The City will ensure that the water supply will meet current and projected future water demand through efficient management activities; allowing the region to grow and prosper without compromising quality of life or the environment. Sustainable use of water supplies will allow more to be done with less and will help with supply while keeping energy costs and user fees down.

Policies

- I-2.1 Construct additional elevated storage to meet IDNR requirements that storage capacity be no less than the daily usage. (The elevated towers are deficient as they provide storage of 0.50 MG and daily average use is 1.00 MG.)
- I-2.2 Identify an additional well field to provide a firm water source for projected future development.
- I-2.3 Evaluate effectiveness of decommissioning existing low volume wells and replacing them with higher volume wells in the well field located at Highway 141 and Highway 169.
- I-2.4 Partner and collaborate monitoring and planning efforts with local (Dallas County), state (IDNR), and federal (USGS, EPA) agencies.
- I-2.5 Monitor demand and implement completion of loops and increased water main capacity to adequately meet projected future demand based on completed long range plan assessments.



- I-2.6 Manage demand by implementing strategies for efficient or reduced water use.
- I-2.7 Educate public and industry to promote sustainable use of water through newsletters, school visits, or business audits.
- I-2.8 Encourage water-conserving fixtures (toilets, faucets, shower heads, etc....) for all new construction and renovations.
- I-2.9 Provide incentives for existing residential upgrades to water-conserving fixtures.
- I-2.10 Encourage shade trees and alternative landscape treatments which reduce turf area for open space requirements on new developments and City-owned facilities.
- I-2.11 Investigate potential commercial and residential use of non-potable water (rainwater, grey water, treated wastewater for irrigation, toilets, car washing, etc...)
- I-2.12 Investigate uses for treated wastewater effluent (irrigation, industrial cooling, etc...).
- I-2.13 Investigate groundwater recharging opportunities associated with treated wastewater and storm water sources.
- I-2.14 Invest in sustainable technologies and energy efficient products for buildings and infrastructure to reduce operating costs of water treatment.
- I-2.15 Expand the scope of the current hazard mitigation plan to address security and procedures for

protecting critical water treatment infrastructure and facilities in cases of emergency or disasters

Goal I-3: Ensure Reliable Water Supply for Fire Flow Requirements

The City will ensure that water system piping continues to meet IDNR requirements for fire protection.

Policies

- I-3.1 Provide upgrades to the distribution system to ensure reliable and efficient water supply and compliance with fire protection requirements. (Replace of older and undersized mains as part of reconstruction projects, water main breaks, or customer complaints related to flow or water main pressure.)

STORM SEWER SYSTEM

Perry is encompassed by 2 separate watersheds; one draining to the Raccoon River through surface flow and Frog Creek, and a second draining northeast to Beaver Creek. The City is identifying drainage basins with storm water issues such as street flooding or contributing to water quality concerns of the drainage outsource.

GOALS

Storm water systems are a critical part of a community's infrastructure. A system that controls the volume of rain water runoff while protecting from flooding and cleans rain

STORM WATER BEST MANAGEMENT PRACTICES

There are a variety of storm water management techniques that can manage stormwater volumes and flows. These tools help reduce flooding and preserve water quality by treating stormwater at its source. In addition, when sensitively designed, storm water systems can also be a development amenity that increases the overall attractiveness of the community. The following are examples of types of storm water management techniques that should be explored in Perry. Clockwise from top left: a cistern that catches rooftop runoff and reuses storm water for irrigation - public art that functions as storm water management - stormwater treatment as part of a street boulevard - a street with no curb and drainage swale to treat stormwater - parking lot island - parking lot storm water treatment drain and garden - stormwater drain - rain garden outside multi-family housing.



water runoff before it enters lakes, streams, or groundwater is paramount. The following goals were established to provide guidance with respect to the City's storm water management

Goal I-4: Prevent localized flood damage

The City will reduce the potential for recurring flood damage resulting from lack of storm water infrastructure and address increased flood risk associated with future development.

Policies

- I-4.1 Establish the 100-year storm event as the minimum benchmark for assessing flood control measures and the 10-year storm event as the minimum benchmark for new storm sewer conveyance.
- I-4.2 Continue maintenance and inspection programs to public storm water infrastructure that allows the system to operate at its designed capacity. Require privately owned storm water facilities to be routinely maintained and inspected by private owners.
- I-4.3 Sustain or improve the City's current rating with FEMA's National Flood Insurance Program.

Goal I-5: Prevent damage to surface water quality

The City will reduce the potential for recurring surface water quality damage to natural resources and avoid further environmental degradation associated with future development.

Policies

- I-5.1 Require post-development flow and volume from storm water runoff to not exceed pre-development (existing) flow and volume for all new development and redevelopments.
- I-5.2 Use and preserve natural features for water storage, retention, and conveyance.
- I-5.3 Comply with and keep current Storm Water Pollution Prevention Program (SWPPP) requirements or any superseding documents.
- I-5.4 Require treatment of storm water runoff from all new developments or redevelopments prior to discharging from the site.
- I-5.5 Collaborate with property owners/developers to coordinate regional storm water facilities, such as storm water ponds, for larger development or public works projects where on-site storage and treatment is not practical.
- I-5.6 Encourage treatment of storm water on suitable sites through infiltration and evapotranspiration methods' including rain gardens, vegetated

swales, pervious pavements, underground storage systems, and green roofs. Filtration methods may be approved by the City Engineer where site constraints limit infiltration.

- I-5.7 Require temporary and permanent erosion and sediment control best management practices (BMPs) for new public and private development and redevelopment.
- I-5.8 Restrict the use of lawn fertilizers containing phosphates except in the cases of establishing new lawns.
- I-5.9 Develop maintenance and inspection programs for City-owned storm water treatment facilities. Require privately-owned storm water treatment facilities to be routinely maintained and inspected by private owner.
- I-5.10 Clean debris and other runoff from streets (street sweeping) that can be prevented from entering surface waters.
- I-5.11 Continue efforts to educate citizens on how the improvements completed using BMPs can preserve the community's natural resources.

Goal I-6: Manage Watersheds Cooperatively

The City will partner and collaborate planning, monitoring, and enforcement activities with applicable local (Dallas County), state (IDNR, Iowa Department of Agriculture and Land Stewardship), and federal (FEMA, USGS, EPA) agencies interested in the same.

Policies

- I-6.1 Continue to actively manage/monitor the storm water MS4 permit requirements and implement recommended standards.
- I-6.2 Manage natural resources from a comprehensive watershed approach, considering human activities that affect water land/water interaction, aquatic life, recreational activities, and potential impacts to other communities located upstream or downstream.
- I-6.3 Meet established goals for treatment of total suspended solids (TSS), phosphorus, and other pollutants deemed harmful to local or regional surface waters.
- I-6.4 Address non-point source pollution from storm water runoff into lakes, ponds, rivers, creeks, and streams. Promote accepted BMPs for shorelines and stream banks.

SANITARY SEWER SYSTEM

The sanitary sewer system consists of a collector network of over 36 miles of gravity mains, less than one (1) mile of force main, two (2) lift stations, and a Wastewater Treatment Plant constructed in 1956 located southwest of Perry. The treatment plant and collection system is maintained and operated by the City. The system serves Perry residents as well as unincorporated areas adjacent to the community. Solids are treated and disposed of by land application. Once solids are removed from the waste water, the resultant effluent is treated and discharged through the Raccoon River, the Des Moines River, and ultimately the Mississippi River.

The current wastewater treatment plant is designed to accommodate a capacity of 4.35 million gallons per day (MGD). Inspections from 2012 indicated that the current plant is processing an average of 1.44 MGD, and a maximum of 2.60 MGD, which is significantly lower than previous years and is the result of an active inflow/infiltration (I/I) reduction program. The current flow is generated by an estimated population of nearly 8,000 residents and approximately 7,000 jobs. Future growth projections for 2030 include approximately 3,000 new residents and 2,000 new jobs. The current plant design capacity of 2.9 MGD average and maximum of 4.35 MGD is adequate to handle anticipated growth, given that continued efforts are in place to alleviate inflow and infiltration issues. The Wastewater Treatment Plant was converted to an activated sludge facility from a sequencing batch reactor in 1999.

GOALS

The following goals and policies are established to support maintenance and expansion of the City's sanitary sewer system.

Goal I-7: Provide for the safe treatment of wastewater.

The City will safely treat collected wastewater/sewage and regulate private septic systems to minimize individual and widespread health risks.

Policies

- I-7.1 Treat and monitor collected wastewater/sewage to meet or exceed all regulatory rules, including current permit requirements for National Pollutant Discharge Elimination System (NPDES) as established by the Iowa DNR and EPA.
- I-7.2 Partner and collaborate waste water monitoring and planning efforts with local (Dallas County), state (IDNR), and federal (USGS, FEMA, EPA) agencies.

- I-7.3 Require all new development within the City to connect to public sanitary system. Expansion of the municipal system to serve new development in outlying areas without existing public sanitary sewer infrastructure will be considered by the City in a fair, equitable, and cost effective manner.
- I-7.4 Prohibit all discharges and connections to public sanitary system associated with storm water, surface runoff, roof drainage, foundation drainage, sump pumps, cooling water, ground water, and other unpolluted water sources.

Goal I-8: Ensure reliable and efficient wastewater collection and treatment that will meet current and future demand.

Efficient and sustainable practices will allow more to be done with less while keeping energy costs and user fees down.

Policies

- I-8.1 Prohibit all discharges and connections to public sanitary system not requiring treatment, or industrial waste not recommended for treatment at the municipal waste water treatment facilities, as determined by the City or IDNR.
- I-8.2 Eliminate any unlicensed connection or discharge to sanitary system.
- I-8.3 Continue to complete sanitary sewer line inspections and corrections of inflow/infiltration (I&I) and repair as necessary.
- I-8.4 Continue to program/schedule sewer cleaning, especially those sewers prone to sedimentation or blockage.
- I-8.5 Manage demand on the sanitary sewer system by implementing strategies for efficient or reduced water use.
- I-8.6 Investigate innovative solutions when sanitary sewer extensions to new development are not cost effective or require upgrades to existing infrastructure.
- I-8.7 Periodically review the emergency response plan for wastewater operations due to power outages or other disruptive forces. Train personnel for emergency response.
- I-8.8 Monitor sanitary system efficiency and evaluate opportunities for reducing operation costs through removal of lift stations as relief or replacement sewers are constructed.
- I-8.9 Invest in sustainable technologies and energy efficient products for buildings and infrastructure to reduce operating costs of wastewater treatment.



RENEWABLE ENERGY SYSTEMS

The focus of this section is on renewable energy initiatives being leveraged by the City to offset power demand and mitigate rate increases to its citizens. Renewable energy comes from easily replenished resources such as sunlight, wind, water, or geothermal heat. Sunlight, wind, and geothermal heat are among the most commonly implemented sources of renewable energy in Iowa. In recent years Perry has installed two wind turbines to offset power costs at its Waste Water Treatment Facility and Recycling Center. The City has also looked into establishing a solar energy project to provide energy for other municipal facilities.

Utility services and rates are governed by the Iowa Utility Board. This body makes decisions on anything from rate structure to composition of energy types on behalf of utilities and consumers, to ensure that the interests of both are balanced. These decisions directly affect how cities leverage renewable energy sources such as solar and wind, specifically in the manner in which utilities meter the power generated from these sources. The two basic types of metering are net metering and demand metering.

With net metering, energy delivered to the utility at the metering location is subtracted from the energy consumed (kWh consumed minus kWh delivered). If a consumer consumed more energy than it delivered, the resulting net kWh hour is billed to the customer at the same electric rate at which the customer normally purchases its energy. If the customer delivers excess energy to the utility during the billing period, net metering provides the customer energy

credits that can be stored in their account for future use in subsequent billing periods.

The magnitude of net excess generation depends on the size of the load, the capacity of the generating equipment and the availability of renewable energy resources. While photovoltaic systems seldom generate more electricity than a residential or commercial building can use during a month, a wind system in a good wind resource region can produce more energy than is consumed during a utility's monthly billing cycle. Thus the treatment of the customer's net excess generation can significantly affect the economics of a small wind system.

For customers using a large amount of electricity, utilities will charge a demand (measured in kW) in addition to being billed for energy consumption. Demand meters register the highest rate of electrical flow during a 15-minute flow of a billing period. The customer is billed for the higher average 15 minute flow during each billing cycle. The demand charge can be a large part of a customer's electric bill if the customer uses a lot of power over a short period of time, and a smaller part of the bill if the customer can spread this power us out throughout the billing cycle.

Net metering is not generally available for customers on demand charge rates. Perry's Waste Water Treatment Facility is on a demand charge and cannot use net metering. Neither can the City use the power generated from the turbines without first selling it to the grid (utility) at a less than wholesale rate; which is much lower than the rate the City pays for electricity. With the cost for renewable energy infrastructure and the maintenance on equipment, this makes it difficult to realize payback during the life of the equipment under the current

model, without some form of tax credit or incentive program. The City has tried to get grant funding for implementation of a larger solar array in the brownfield over the past several years and has run into this very issue.

The City's goal is to ensure that existing infrastructure is able to handle future growth, and that adequate planning and consideration is given to system improvements that will provide for the efficient and cost-effective delivery of services.

WIND POWER

Perry has two existing wind turbines, a 50kW E-120 unit at the Waste Water Treatment Facility and a smaller 5kW model at the Recycling Center Complex. The 50kW E-120 unit should produce between 120,000 and 160,000 kWh/year, while the smaller 5kW model should produce roughly 10,000 kWh/year. The City worked with a private consultant to access funding allowing for the installation of both wind turbines and is currently participating in a buy-out program that will give them full ownership in the next 5 years.

SOLAR POWER

Perry continues to look for funding streams that can be used to establish a solar field on a portion of the remediated brownfield northwest of town. Like wind energy, installation of larger solar systems is difficult for municipalities under the current governance and rate structure. Investigation of a smaller rooftop solar array on the Farmer's Market building in Caboose Park was included as part of the Iowa Economic Development Authority's Sustainability Study completed in 2012. The City is waiting to hear back on this funding stream after the parent program was reconstituted under the Iowa Economic Development Authority earlier this year.

GOALS

The following goal is established to provide guidance with respect to the City's renewable energy technologies.

Goal I-9: Provide safe, efficient energy for municipal buildings to offset the rising costs of electricity and to minimize economic impacts to its citizens.

Policies

- I-9.1 Investigate opportunities for future renewable wind energies in areas such as the Perry Industrial Park or Pattee Park.
- I-9.2 Investigate opportunities for future renewable solar energies in areas such as the brownfield or as part of rooftop arrays on municipal buildings.

I-9.3 Work with utilities to explore opportunities for partnering in the development of solar energy infrastructure on a portion of the remediated brownfield.

I-9.4 Continue to educate the community about the importance of renewable energies as part of a long term effort in lowering municipal energy costs and providing safe, effective, and efficient energy.

OTHER PUBLIC AND PRIVATE UTILITIES

In addition to sanitary sewer, municipal water, and storm drainage facilities, development in the community relies on private utilities including electric (Alliant Energy), gas (Mid-American Energy), communication services (Century Link and Minburn Communications), solid/yard waste (City of Perry), and recycling services (City of Perry).

Telecommunication companies look for opportunities to install and use of fiber optic cable or broadband technology in the City's right-of-way. New technologies have spurred higher demand for varied communication services. The statewide Iowa Connect initiative presents greater opportunities for expanding communications technology within the community. While meeting this demand is important, it is also important for telecommunication companies to pursue ways of sharing conduit and other facilities to provide for the most efficient provision of services with limited negative visual impacts and non-duplicative use of the right-of-way.

STRATEGIES

The following strategies describe actions Perry will take to implement the community's infrastructure goals and policies.

I Strategy-1: Maintain current permitting and compliance requirements with the State.

I Strategy-2: Maintain and update infrastructure system master plans that can inform a 5-year Capital Improvement plan by exploring:

- Service extensions to future growth areas.
- Redevelopment/reconstruction needs of existing infrastructure systems.
- Funding strategies and mechanisms for future system improvements.

I Strategy-3: Update and continually maintain a 5 year Capital Improvement Plan that upgrades and replaces aging infrastructure concurrent with other capital projects.

- Planning and budgeting for lining or replacing existing sewer mains.
- Upgrading/replacing aged water mains.
- Rehabbing manholes to reduce inflow/infiltration (I&I).
- Inspecting for illegal sump pump and footing drain connections and televising existing pipes on a regular basis.

I Strategy-4: Identify and pursue grant funding to assist with development of storm water improvements.

I Strategy-5: Review and update existing zoning and subdivision standards to enable creative approaches to integrate infrastructure systems within future development.

I Strategy-6: Monitor wastewater flows appropriate with actual development growth and plan capital improvements to ensure an overall wastewater system that meets future growth projections and needs.

I Strategy-7: Monitor water usage adequate with actual development growth and plan capital improvements that ensure an overall water supply and distribution network providing sufficient and high quality drinking water and fire protection.



PUBLIC FACILITIES

8

The Perry Comprehensive Plan anticipates future growth in population and development in Perry. This chapter examines the existing public facilities in the community and makes recommendations to ensure that as the community grows and evolves, important public buildings, services, and sites continue to meet the needs of residents and operate at optimal efficiency.

The recommendations in this chapter reflect the vision and guiding principles of the Comprehensive Plan by seeking to ensure efficient and sustainable investment in critical public services and facilities. Such measures to maintain and enhance public facilities contribute to **the overall quality of life** in Perry and serve the broader goal of making Perry a **safer and more attractive place** to live, work, and visit.

GOALS AND POLICIES

Goal PF-1: To preserve the functional integrity and long-term sustainability of key public facilities and services and ensure that facilities continue to meet the needs of the community.

Policies:

- PF-1.1 Collaborate with key institutions in planning for maintenance and upgrading of public facilities.
- PF-1.2 Monitor future growth in the community and utilize growth projections to plan for long-term maintenance and improvements.
- PF-1.3 Encourage similar and related uses to co-locate and share facilities when possible and feasible.
- PF-1.4 Maintain staffing levels consistent with the population size and current needs.
- PF-1.5 Explore redevelopment and/or relocation of public facilities to facilitate reinvestment in targeted areas.
- PF-1.6 Support hazard mitigation strategies for all public facilities, including flood control, emergency planning, and natural disaster management.

CITY HALL

Perry's City Hall is housed in an historic former bank building in downtown that shares the same block as Hotel Pattee and the Town/Craft Center of Iowa State University's School of Design. While city offices occupy the basement and

third floors, the Perry Area Chamber of Commerce occupies the ground floor and the Perry Community School District Administration has their offices on the second floor. This co-location of civic services makes the building the place to go for residents, businesses, and tourists. Given the scope of this plan and projected population growth, expanded facilities or services at this site are not anticipated.

AIRPORT

The Perry Municipal Airport is a general aviation airport located three miles west of Perry that is accessed from Highway 141. Dedicated in 1949, the airport serves small recreational airplanes and business jets. The paved 4,000 foot runway (Runway 14/32) has two (2) approaches, while the other 2,322 foot runway is turf. Facilities at the airport include fuel, aircraft storage facilities, a terminal building, and the facilities for Tarlton Aviation, the fixed-base operator (FBO). The airport is used by local and regional businesses for employee transportation and freight. It also serves agricultural needs of the surrounding area.

An Airport Layout Plan was completed in 2011. The plan noted that Perry is the only publicly owned airport in Dallas County. The airport service area includes Boone, Dallas, Greene, Guthrie, Madison, and Polk Counties. The Perry Municipal Airport supports three (3) conventional hangars and three (3) tee hangers to accommodate 19 to 21 aircraft depending on size. The airport generally has a waiting list for more than 10 hanger spaces.

Airport activity is anticipated to increase over the next 20

IOWA'S SMART PLANNING PRINCIPLES

As mentioned in Chapter 1, Iowa's Smart Planning Principles are to be used by communities and state agencies in their consideration of planning, zoning, development, and resource management decisions. The legislation requires communities in their comprehensive planning process to identify objectives, policies, and programs to further the vitality and character of established and new residential neighborhoods. Of the ten Smart Planning Principles, three are strongly reflected in the strategies outlined in this chapter:

Clean, Renewable, and Efficient Energy: Strategies in this chapter related to the co-location and sharing of public facilities will promote efficient use of land, energy, and water.

Revitalization: The redevelopment strategy proposed for the public works site in Perry will facilitate remediation and reuse of existing sites and infrastructure and spur reinvestment in existing neighborhoods.

Natural Resources and Agricultural Protection: Strategies related to the cemetery site and public works facilities seek to preserve and promote cultural and historic landscapes in the community and protect, restore, and expand natural resource areas and open space amenities.

Sustainable Design: Strategies in this chapter related to co-location and sharing of public facilities will promote efficient use of land, energy, and water.



McCreary Community Building

years according to the Airport Layout Plan. Table 2-23 on page 2-25 identified an increase in airport based aircraft from 19 to 41 in 2020 and 54 in 2030. The Perry Municipal Airport was determined to be able to reasonably accommodate the forecasted aeronautical demand. The plan identified the need for the continuation and enhancement of services by the FBO to capture aircraft registered in Dallas County.

In 2011, the Perry Airport Commission recommended the following improvements (to occur as justified by documented airport activity):

- Construct a 5,500 foot long by 100 foot wide runway (Runway 14/32), though the initial phase may only be 4,500 feet so as to not require the relocation of 150th Street.
- Convert the existing runway to a taxiway and extend it to 5,500 feet.
- Provide instrument approach for both runways.
- Construct a 3,400 foot long by 60 foot wide runway (Runway 6/24).
- Construct a parallel taxiway.
- Build additional aircraft storage.
- Acquire more than 200 acres of land to accommodate a new primary runway.

The development of Perry Municipal Airport is anticipated to occur in three phases through 2032. Phase I and Phase II extend over the next 10 years, while Phase III extends from

2024 to 2032. In addition to these recommendations from the Perry Airport Commission, further planning is recommended to guide future development around the airport.

COMMUNITY CENTER

The McCreary Community Building sits on the corner of Wiese Park at 8th Street and McKinley Street. The community center has a six-lane indoor pool with a shallow play area and diving board, outdoor splash pad, and sundeck, as well as a whirlpool and dry air sauna. The center also features a universal weight room, personal fitness room, lockers, gymnasium, bike room, and racquetball/walleyball courts. Classes and programs offered through the center include Pilates, aerobics, spinning, yoga, water fitness, swimming lessons, and youth sports. Other facilities include a senior citizens room, kitchen, and theater. Through this planning process, residents voiced concerns about overcrowding at the center, maintenance of facilities, deteriorating parking lot, as well as gaps in programming.

Amenities like the McCreary Center promote active and healthy living among residents and play an important role in enhancing quality of life in the community and promoting economic development. Future planning should strive for the long-term sustainability of operations and maintenance at the Center and ensure that facilities are designed and programmed to meet the changing needs of users and emerging trends in recreation. A more detailed recreational needs assessment and facility expansion study is recommended to understand future demand for recreational facilities and possible expansion scenarios and financial impacts.



Perry Public Library

LIBRARY

The 12,850 square foot building was constructed in 1994. The building holds over 45,000 volumes and there are over 6,000 registered borrowers. The library is also part of the Open Access program through the State Library of Iowa which connects Perry Library users to the resources of 528 public libraries across Iowa. Along with books, the library offers numerous events, internet access, movie and music rental, research assistance, meeting rooms, access to digital archives, book clubs, classes, and test proctoring. Library staff maintain annual records monitoring patronage and various uses of the library facility.

The Perry Library is an important anchor building in the community that contributes to the overall character and livelihood of downtown. Given the scope of this plan and projected population growth, no expansion of facilities is envisioned beyond the current library site. The City should continue to maintain the library facility as a community amenity and support programming levels consistent with emerging and anticipated trends in public library usage.

DOWNTOWN PARKING

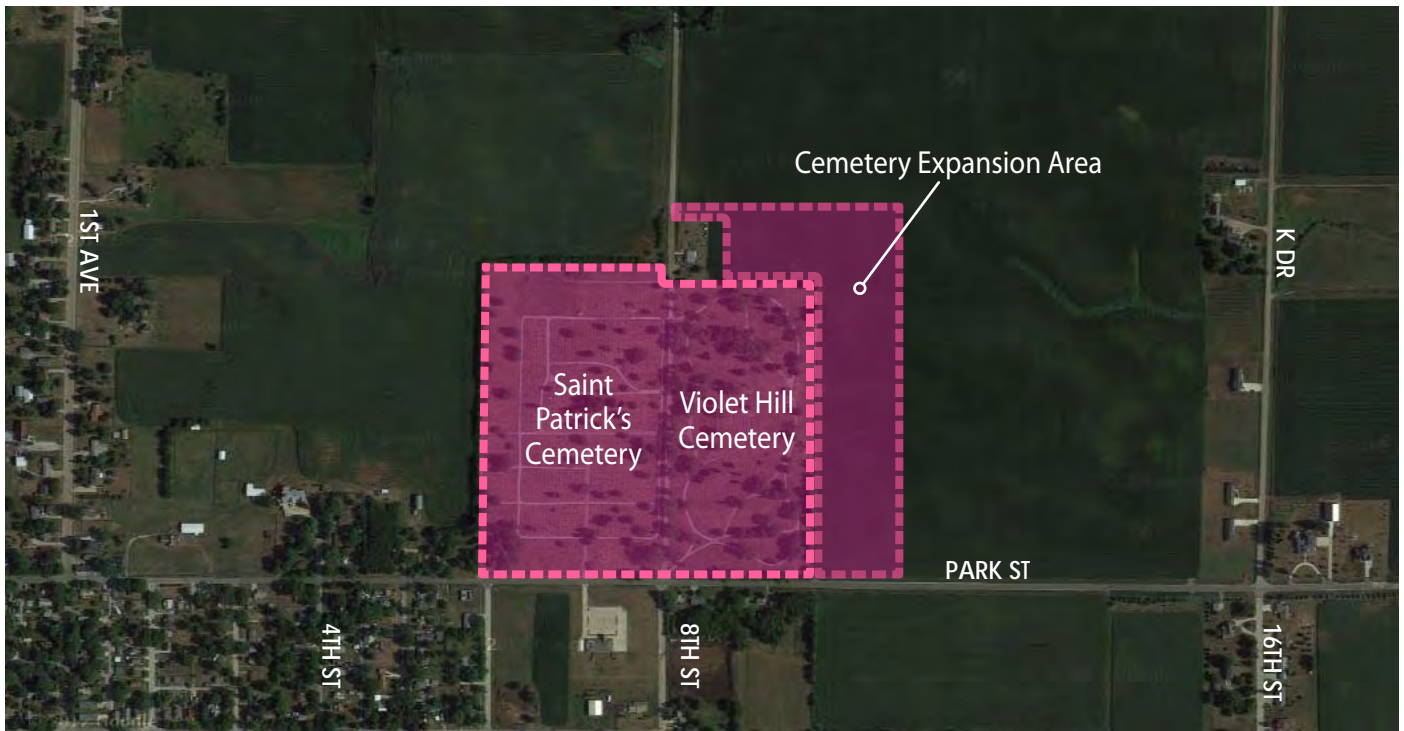
Public parking is available in downtown Perry, serving important civic and commercial uses, public events, and users of the Raccoon River Valley Trail. While continued provision of public parking will be necessary to accommodate downtown visitors, the following recommendation should

be considered in the design and management of downtown parking:

- Parking for future downtown developments should be accommodated on a “district” basis rather than a site-by-site basis.
- Parking areas should be located within organized lots or structures, behind buildings, and off of primary streets.
- A clear “wayfinding” system should be established to direct people to and from public parking lots.
- A cost sharing strategy should be applied so that benefiting parties share in on-going maintenance and operations of any parking facilities.
- Shared parking should be allowed and encouraged.
- Users of shared parking lots and structures should contribute to long-term maintenance costs .



Example of structured parking with active ground-floor uses (photo credit: Ryan Snyder)



Map 8.1: Violet Hill Cemetery Expansion Plans

CEMETERY

Violet Hill Cemetery is owned and maintained by the City of Perry and located in the northern part of Perry. The cemetery is located immediately adjacent to Saint Patrick's Cemetery. The cemetery is bounded on the south side by Park Street, and by agricultural lands to the north, east, and west. The City has plans to purchase additional land adjacent to the cemetery to allow for future expansion (see map above). In addition to serving as a sacred community space, the cemetery is an important point of historical interest and open space amenity. Future parks and greenway planning should incorporate the cemetery grounds as part of the city's open space network. There may also be opportunities to highlight the cemetery as a historical attraction through walking tours and other interpretative services and programming.

PERRY COMMUNITY SCHOOL DISTRICT

PERRY ELEMENTARY SCHOOL

Perry Elementary School, constructed in 1992, is located on 26 acres in the northeast portion of the community. The 115,000 square foot facility has the capacity to house up to 1,100 students. It includes two separate playgrounds. The facility houses students from preschool to fifth grade.

PERRY MIDDLE & HIGH SCHOOL

The Middle School, located in the east side of town, was constructed in the 1960s. The school is home to approximately 425 of the district's 6th, 7th, and 8th grade students. The High School, located adjacent to the Middle School, was built in 2002 and serves approximately 550 students in grades 9-12. The Middle and High Schools are surrounded by a number of recreational facilities, including soccer, football, baseball, softball, track, and golf. Given the scope of this plan and projected population growth, no new school sites are envisioned for Perry public schools beyond existing sites. Should enrollment growth occur, additional space needs could be accommodated through re-purposing existing facilities or growing through on-site expansion within existing school sites. To maximize efficiency, the City should explore sharing school storage and maintenance facilities with City or County parks and recreation and public works facilities. The City should work closely with the school district to communicate growth and development trends.



CIVIC SITES:

1. Water Works
2. Public Safety
 - Police Station
 - Fire Station
3. Farmers Market
4. Caboose Park
5. City Hall
6. Town/Craft Center
7. Pattee Park
8. Welcome Depot
9. Perry Public Library
10. Carnegie Library

Map 8.2: Potential Public Works Redevelopment Site

PUBLIC WORKS AND SAFETY

WATER WORKS

The water system consists of a water treatment facility, distribution system, towers, and well system maintained by the City. The lime softening treatment plant was constructed in 1954 and received a major upgrade in 1988. See Chapter 7 on “Infrastructure” for detailed recommendations on water facility upgrades.

PUBLIC SAFETY

A fundamental component of any community is the provision of public safety, including fire and police services. Located in the Public Safety building on Willis Avenue, Perry Fire Department provides fire protection for the residents of Perry and surrounding townships. The department currently has 35 volunteer men and women who provide fire suppression and prevention. The department has teams with skills in hazardous materials operation, underwater search and rescue, confined space rescue, automobile extrication and EMS services. The Fire Department has a 75 foot ladder quint, three pumper trucks, a heavy rescue unit, first responder unit, underwater truck, and boat.

The Police Department, also stationed at the Public Safety Building, is staffed by a Chief and 12 full-time officers. The Perry Communication Center is operated by six full-time dispatch. The Police Department employs a school resource officer, housed full-time in the schools, who provides a DARE program for fifth graders and follow-up program for seventh



Perry Welcome Depot on the Raccoon River Valley Trail

graders. The department also has a K-9 program, though no canine officer at this time, and a bicycle patrol unit. The Perry Special Response Team handles high risk search and arrests warrants as well as hostage and barricaded individual situations.

Conversations with Police and Fire personnel revealed a desire for additional parking and storage space (storing vehicles indoors). The City will continue to work with local and County Public Safety entities to ensure adequate staffing and facilities for these critical public services.

One opportunity that emerged during the planning process was the idea of exploring potential redevelopment of the areas around the public works, police, and fire facilities (see figure above).

Perry Public Works facilities (Water Works, Fire, and Police) are located largely west of downtown on several parcels north

of Willis Avenue between West 3rd Street and the Raccoon River Valley Trail. The Public Works site should be considered as a potential civic/open space redevelopment opportunity. The site's location adjacent to the Raccoon River Valley Trail and at the western gateway to downtown make it an ideal location for a visitor center/open space amenity, building off of adjacent public/civic recreation based uses.

By retaining the public safety building and water works, but re-mediating surrounding lands for open space development, the City can unlock the potential of this gateway area, catalyze redevelopment, and create an important site for historic interpretation and tourism. Redevelopment could help enhance the community image presented from RRVT users and would serve as a strong connection between Pattee Park, Perkins Park and future interpretation or recreational use of the brown fields site. Perry could continue its legacy of preserving history by incorporating historical elements into the redevelopment with a focus on fire fighting and public safety. Some considerations for redevelopment include:

- Contamination on the site may create limitations for habitable development beyond open space/recreational uses. Further study is required to understand the extent of contamination issues, brown field re-mediation funding sources, and redevelopment potential. Redevelopment of the site could result in cleaning up and mitigating potential environmental hazards.
- A master planning process will be necessary to develop a detailed land use program and site plan for future uses.
- The City should explore potential sites for the relocation of public works facilities. This site could be redeveloped as a consolidated public works facility between the City of Perry, Dallas County, and Perry Schools. Potential sites could be explored within activity centers adjacent to existing county or school facilities within the community.
- Existing businesses around the public works site could be relocated to fill vacancies in the community's activity centers. Business development services and loans could be offered to support relocation and possible expansion.
- Future open space development on remediated lands should include measures for flood control and water quality improvement.

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IMPLEMENTATION

9

IMPLEMENTATION FRAMEWORK

Perry's Comprehensive Plan serves as the policy framework to guide physical and socio-economic changes in the community over the next twenty years. The plan's effectiveness in helping guide decision-making and public investment decisions depends to a large extent on how well Implementation is defined up front. The Implementation Chapter identifies and describes the actions and initiatives necessary to implement the plan's vision, goals, and policies.

A number of strategies have been identified in key chapters of the plan. These strategies include both immediate actions and long-term approaches to addressing the community's vision and goals. Other strategies may be on-going activities that have no definitive start and end point. The Implementation Plan seeks to group strategies across chapters and focus on those actions that are more immediate or pressing.



Implementation of the Comprehensive Plan will occur in three ways:

- As a guide for decision-making
- As a marketing and funding tool
- As a to do list.

GUIDING DECISION MAKING

The plan should be used by City staff in their day-to-day operations. Staff should also reference plan goals and policies to support elected and appointed officials in carrying out their decision-making responsibilities. Land use requests and major development projects should be evaluated based on consistency with the plan. City Staff's copy of the plan should be easily recognized as being extensively used due to its torn edges, protruding sticky notes, and coffee stains.

Elected and appointed officials should use the plan to justify hard decisions related to land use development, zoning requests, annexation, growth, redevelopment, and public infrastructure investment.

Growth and change in Perry is facilitated by a number of community institutions, including the school district, Dallas County, Dallas County Hospital, Van Kirk Career Academy, and ISU Town/Craft. The plan should be promoted to these groups, not simply as a marketing tool, but as a resource in the development of their own plans which are hoped to mirror the community's vision and directions.

The plan should also be used by the development community to understand how particular projects fit within the community and how it might affect existing or planned growth. Developers, brokers, realtors, and investors should use the plan to help formulate strategies for new development projects or investing in existing development and to help with risk assessment.

MARKETING AND FUNDING TOOL

Implementation of the Comprehensive Plan will require a coordinate effort by the community. As an adopted policy plan developed through a participatory public process, the Comprehensive Plan can help solidify the support, commitment, and collaboration needed to mobilize the community. The plan should be referenced, celebrated, and promoted to the community and broader region seeking to invest and reinvest in the City. The plan should provide key policy directions that can be referenced when applying for grant funding from government and non-government entities. In essence, the plan becomes the document that is provided to prospective businesses, residents, grant agencies, and investors.

TO DO LIST

Almost everyone maintains a "to do list," sometimes the list is at home stuck on the fridge or at work stuck on the computer. Many have multiple to do lists spread across bulletin boards, sticky notes, and smart phones. The City of Perry's to do list should be informed and regularly updated by the Comprehensive Plan. It serves as a resource for



city departments, boards, commissions and the council as they establish annual goals and work programs. While this Implementation chapter is a starting point, regular review should also include the individual chapters for identification of any additional strategies that should be pursued. Successful implementation of the comprehensive plan results in checking off some of the projects on the list. As multiple items get checked off the list, it is an indicator that the plan be revisited and refreshed.

IMPLEMENTATION ACTION STEPS

Action steps are physical initiatives that are intended to carry out an idea or policy identified through the planning process and memorialized in the adoption of the plan. The action steps directly correlate to the vision and guiding principles. Action steps will result in both tangible and intangible outcomes. For example, one action step maybe to provide a service that enhances quality of life. Providing a service might not result in a physical product but is implementing a policy of the plan. On the other hand, an action step that is focused on growing a business or industry might result in a new development or new jobs, both tangible outcomes.

The following are recommended action steps for implementing the Comprehensive Plan (confirm list once all done below):

- Update/Modify Official Tools and Regulations
- Conduct Regular Reviews of the Comprehensive Plan

- Adopt a Capital Improvement Plan annually
- Strengthen and Create New Partnerships
- Develop Housing Action Plan
- Establish Perry as a Regional Recreation and Tourism Destination
- Complete Additional Studies on Public Facilities
- Support Downtown Evolution
- Explore hiring of Community Development Specialist
- Adopt Complete Streets Policy
- Secure Trail Right of Way

UPDATE/MODIFY OFFICIAL TOOLS AND REGULATIONS

Official controls are key tools for implementing the comprehensive plan. Official controls generally refer to the ordinances and regulations that control the physical development of a city, such as the zoning ordinance, subdivision ordinance, building codes, and official maps. The comprehensive plan provides the “nexus” for the specific regulations of the city and allows implementation of strategies that help the City achieve the community’s vision and guiding principles. The judicial system has often cited inconsistencies when siding against a community in a zoning dispute. As an immediate follow up to the comprehensive plan, the zoning ordinance and subdivision regulations should be thoroughly reviewed for inconsistencies and updated as needed.



The update should include:

- evaluation of existing districts and standards with a focus on what is working and what is posing a challenge to the implementation of desired development.
- examination of whether the design principles and intent of encouraging a mix of housing types and prices is supported in existing zoning districts.
- deletion of districts that are no longer applicable or better handled through a revised district/new district.
- mapping of new or revised districts.
- review of development standards and an evaluation of consistency with the goals, policies, and principles in the plan.
- refinement of development standards as deemed applicable.
- update of street design guidelines in the subdivision ordinance including graphic interpretations of various street and trail cross-sections.
- modification of existing subdivision and zoning regulations to establish standards for traffic studies based on future development proposals that have the potential to increase traffic congestion as key intersections.
- a review of administrative procedures.

Time Frame	Immediate
Responsibility	Technical Staff, Boards/Commissions, City Council
Cost Implications	Moderate – will require staff time to coordinate and a consultant to assist
Funding Sources	General Fund

CONDUCT REGULAR REVIEWS OF THE COMPREHENSIVE PLAN

Perry will continue to grow and change in the future. New data and information will become available from time to time. The Comprehensive Plan should be formally reviewed on a regular basis (annually or biannually) to assess progress on attaining the community’s vision and guiding principles and to continue a dialogue about the community’s future. The results of this dialogue may lead to potential modifications or amendments to the plan. The City Council, along with the Planning and Zoning Commission, should serve as the primary entities charged with this review.

Time Frame	Annual/Biannual
Responsibility	Technical Staff, Boards/Commissions, City Council
Cost Implications	Minimal – require staff to initiate and guide
Funding Sources	General Fund

ADOPT A CAPITAL IMPROVEMENT PLAN (CIP) ANNUALLY

Communities use Capital Improvement Plans (CIP) to manage capital improvement expenditures for public facilities in an efficient and effective manner. The CIP is particularly important for Perry because infrastructure maintenance and replacement is the most important issue facing the community in upcoming years. The CIP establishes schedules and priorities for projects generally over a five year period and should be updated annually. CIP planning is critical in maintaining the community’s public infrastructure facilities such as streets, sidewalks, trails, waste water systems, potable water system, storm water systems, police and fire equipment, and government buildings. The City’s financial resources will always be limited so the CIP is a means through which the various investments can be evaluated and programmed in a manner which reflects the priorities of the comprehensive plan. Many of the recommendations of the comprehensive plan should be programmed into the CIP. Through the CIP, recommendations can be prioritized, budgeted, and programmed into the City’s decision making process.

The City needs to do a better job of maintaining streets, sidewalks and parking lots.

WHAT WE HEARD

Capital improvements identified in the comprehensive plan include:

- Upgrade and replace aged water mains concurrent with other capital improvement projects.
- Make upgrades to sanitary sewer collection system by lining or replacing existing sewer mains particularly when they can be coordinated with street reconstruction projects.
- Complete street maintenance and reconstruction to maintain a safe transportation system.
- Design and construct wayfinding signs that direct visitors and residents to key destinations throughout the community.
- Reconstruct sidewalks that are in disrepair and install new sidewalks to eliminate existing gaps in the system
- Rehab manholes to reduce inflow/infiltration (I&I).
- Collaborate with I-DOT and the County to implement

improvements recommended for the 1st Avenue/ Highway 144 Corridor from Highway 141 to 123rd Place.

- Construct bike and pedestrian improvements as grant funds become available and/or as street/infrastructure reconstruction projects can be coordinated with trail construction.

Time Frame	Annual
Responsibility	Staff, City Council
Cost Implications	Minimal for development – staff time to create CIP
Funding Sources	Varies based on the capital investment being made. Most will be general funds but some grants may be available.

STRENGTHEN AND CREATE NEW PARTNERSHIPS

Implementation of the comprehensive plan requires partnerships between the public, private, and non-profit sectors. Many of Perry’s successes over the last decade can be attributed, in part, to the strong partnerships that already exist, such as Common THREAD, ISU Town/Craft and Hometown Perry. Strengthening existing partnerships and forming new ones needs to continue to be a central strategy for implementation of the comprehensive plan. While the City may be the convener, facilitator, or coordinator in forming partnerships, the City’s role should be reduced over time as the formal partnership takes over. Through the formation of partnerships, the City maximizes community involvement and leverages, as well as, grows social capital in the community. Examples of the types of projects identified in the comprehensive plan that will likely involve a partnership include:

- Partner with local churches and organization to create a clean-up day or adopt-a-family day to assist seniors and families in need with yardwork, maintenance or other home improvements.
- Partner with garden clubs, local social service organizations, county departments and other agencies to Organizing events and demonstration projects to showcase Perry’s housing stock and rehab projects (e.g. home and garden tours, “Better Block” projects, citywide housing fair)
- Partner with ISU on student projects that would provide a learning experience and benefit the community. This might include creating example site plans for residential or commercial landscaping improvements, organizing demonstration projects such as a “Better



Source: shorewood.patch.com



Source: Better Block, St. Joe, Mo

Block” projects, or creating a catalogue/website of historic home renovation opportunities including illustrations of what a post renovation may look like.

- Explore with Dallas County the sale of foreclosed properties through a proposal process rather than auction.
- Explore with Town/Craft and local property owners the ability to create entrepreneurial spaces such as co-working or meeting spaces.
- Collaborate with the downtown association and local businesses to create programs and activities to encourage residents to come downtown and shop local, such as a walking tour, downtown gift cards, pop-up projects, mash-up events, or holiday markets.
- Partnering with ISU, VanKirk Career Academy, and local businesses to develop business and entrepreneurship training programs, customized training and student internship/mentorship programs.
- Partner with associations and property owners on the development of a “action” oriented outdoor recreation park that might include mountain biking, kayaking, paintball, or a ropes course.

Partnerships can take many forms. A first step is defining the objective of the partnership and establishing a desirable outcome such as a specific development project, coordination of an event, or delivery of a particular service. The second step is to strategically identify the potential organizations and individuals that have a passion, the resources, and/or connections to assist in achieving the desirable outcome. Rather than including every possible organization, it may

be beneficial to begin with a small, core group of committed partners that can be more flexible in its development of an approach to achieving the outcome. A third step in forming the partnership is to understand the organizational structure and the roles of each partner. This would include the financial commitments, decision making structure, and staffing responsibilities so the partnership can be structured in a manner which leverages each organization in the most efficient and effective manner possible. Lastly, and probably most important, is identifying a passionate leader who coordinates and facilitates activities of the partnership, mediates potential challenges, and advocates for the desired outcome.

Time Frame	Immediate/Ongoing
Responsibility	City Council/Staff
Cost Implications	Minimal – requires staff to initiate and guide
Funding Sources	General fund for partnership development, grant and sponsoring support for projects.

DEVELOP HOUSING ACTION PLAN

After infrastructure, housing is Perry’s second most important area of emphasis for the comprehensive plan. Concerns about the housing stock were one of the most cited in the planning process. Community investments in time and resources will improve the quality, condition, and sustainability of the housing stock. Improvements in housing will catalyze improvements and investments in economic development and downtown.

Our housing stock is aging and residents are having a hard time fixing their homes.

WHAT WE HEARD

Issues identified in the planning process included both the maintenance of the existing housing stock and the development of new housing options. The Community Building and Development chapter identifies a variety of strategies that could be used to improve the variety and quality of housing in the community. The Housing Action Plan is intended to prioritize the preferred strategies and identify responsible entities for its implementation.

The Housing Action Plan is intended as a strategic plan that would be annually reviewed and updated to reflect new information and opportunities available. For example, the Dallas County Assessor will be updating its database about the condition of properties in Perry. An analysis of that data when it is available would be useful in targeting housing revitalization efforts. If it is not available during the development of the initial Housing Action Plan it would be beneficial for those who are developing the plan to take a tour of the community to have a better understanding of the health of neighborhoods.

The development of a Housing Action Plan is not intended to be a lengthy process. Rather it is envisioned as a few meetings where available information is reviewed, strategies are evaluated, and a work plan is developed. In its development it may be helpful to meet with or include potential partners such as non-profit housing developers, residential development companies, foundations, regional/state housing agencies, and faith communities. The Housing Action Plan would likely be helpful in applying for grants and other sources of funding.

In the planning process the following strategies were highlighted as important to the community:

- Provide consultative services to help homeowners develop rehab plans and navigate potential funding sources, application processes, and hiring of contractors.
- Create a catalogue of historic home renovation opportunities.
- Sell foreclosed properties through a proposal process rather than a standard auction.
- Reach out to developers and property owners of vacant units to offer support for redevelopment/rehabilitation efforts.

- Explore the creation of new housing types including live/work, co-housing, and multi-generational housing.
- Reinforce neighborhood connections and a close-knit character of the community by supporting block parties, potlucks and open houses.

Time Frame	Short term – 1 to 2 years
Responsibility	City Council/Staff
Cost Implications	Moderate – requires staff to initiate and guide
Funding Sources	General fund for partnership development. Projects will have various funding sources.

ESTABLISH PERRY AS A REGIONAL RECREATION AND TOURISM DESTINATION

Perry has the potential to be a regional recreation and tourism destination. The community is convenient to the metropolitan area for day trips and far enough that it could be a destination for short, overnight trips. However, to become a destination the community will need to expand its offerings and create an attractive, walkable environment. While these improvements may benefit the health of local businesses, they also will improve the quality of life for residents and increase the attractiveness of the community as a place to live. Expanding the community’s recreational, historic, and cultural amenities will likely take collaborative effort and may take multiple years of incremental actions to achieve. Partnerships should be developed as needed to develop the specific attractions highlighted in the planning process. These projects include:

- Developing a soccer facility.
- Creating a self-guided walking tour of historic sites and attractions in the City. It would be beneficial to have both printed and electronic versions of this type of tour.
- Establish a wayfinding system that identifies key areas of the community, directs users to community destinations, and creates an identity for Perry.
- Supporting regular community programs, festivals, and events.
- Actively marketing the community to outdoor recreation businesses such as outfitters, mountain biking, paintball, kayaking, etc.
- Developing a loop trail system that connects the regional trails, as well as community destinations such as schools, parks, downtown, and historic/cultural features.

Time Frame	Mid term – 0 to 5 years
Responsibility	City Council/Staff
Cost Implications	Moderate – requires staff to initiate and guide
Funding Sources	General fund for partnership development. Projects will have various funding sources

ADDRESS NEEDS IDENTIFIED IN FACILITY STUDIES

Over the last decade Perry has been the subject of numerous plans and studies. These studies were instrumental in the development of the comprehensive plan and should be used to guide action steps. The planning process did identify the need for additional, more detailed study of a few areas that could not be addressed in enough detail during a comprehensive planning process.

Park Facilities

The community scale analysis completed during the comprehensive planning process indicated that Perry may be deficient in its park facilities in some areas. In addition, input gathered during the planning process indicated that some facilities are in disrepair, while others are outdated. A park facility analysis would ensure community needs are being met, serve as a basis for applying for government or nonprofit funding for facility replacement or expansion, and inform the development of the Capital Improvement Plan (CIP) on an annual basis.

McCreary Center

A master plan for the McCreary Center should be developed to address short-term needs like parking lot maintenance and long-term needs like amenity and facility expansion. The long-range planning would be useful in the Capital Improvement Plan process as well as in discussions with potential funding partners.

Soccer Complex

A soccer complex was a need discussed in the comprehensive planning process. The completion of a feasibility study for



a soccer complex would be helpful in projecting usage, identifying community needs, selecting a site, estimating costs, and establishing a phasing schedule.

Sidewalk Gaps

Connectivity was cited as a major issue throughout the planning process as many residents complained about sidewalk gaps or sidewalks being in disrepair. The City has made strides in this area through its Safe Routes to School grant and planning as part of the Iowa Living Roadways and Sustainability Plan. A comprehensive mapping of sidewalks and their quality would assist in the development of the CIP and would inform priorities for improvement.

Public Works Consolidation and Redevelopment

Consolidation of the public works facilities on a different site has been discussed in the community but not formally explored. A Public Works Master Plan should be completed to define space needs, identify opportunities for joint facilities, and explore potential partnership opportunities with Dallas County, the school district, or other governmental agencies.

Time Frame	Mid term – 0 to 5 years
Responsibility	City Council/Staff
Cost Implications	Extensive - Staff to oversee, consultant to conduct studies, funds to complete projects
Funding Sources	General Fund, Grant Resources,

The McCreary Center parking lot needs to be fixed and the facility expanded with new amenities.

WHAT WE HEARD



SUPPORT DOWNTOWN EVOLUTION

As noted throughout the comprehensive plan, downtown Perry is on its way to recapturing its thriving past. Downtown revitalization is going to be an ongoing process that will likely take a number of incremental projects before significant change is seen. The City needs to continue to implement the public realm improvements to create the canvas on which private investment can occur. The City should also develop soon a district parking approach and policy that can support private investment and guide land use decision making.

Strategies identified by the public during the planning process include:

- Encourage a vibrant and diverse mix of uses in Downtown, including civic institutions, housing, shopping and retail services, parks, and existing industrial uses.
- Consider new uses in Downtown: Artist lofts, Live/Work spaces, Entrepreneurial support spaces.
- Experiment with temporary uses in vacant storefronts (pop up shops/galleries).
- Hire a Downtown Development Coordinator.

Time Frame	Ongoing
Responsibility	City Council/Staff
Cost Implications	Moderate – require staff to initiate and guide
Funding Sources	Projects may have various funding sources.

EXPLORE HIRING OF COMMUNITY DEVELOPMENT SPECIALIST

The comprehensive plan identifies numerous strategies around housing, economic development, and downtown. The ability of the community to achieve these strategies in a timely manner will be significantly enhanced if there is an individual, located in Perry, who is specifically and solely charged with housing and economic development implementation. While the City, its partners, and volunteers have succeeded in so many ways, a community development specialist would assist in ensuring that the momentum continues and the work load is spread so volunteers and partners do not burn out. This position would be guided by the Housing Action Plan and an economic development strategic plan identified in collaboration with the Perry Chamber, Perry Industries, Greater Dallas County Development Alliance, and the Downtown Association. The community should also explore participation in the Main Street Iowa Program if such a position is created. By having the Community Development Specialist address housing, economic development, and downtown the hope is that funding may be secured from a variety of sources to create a full-time position.

Time Frame	Short term - 1 to 3 years
Responsibility	Staff
Cost Implications	Moderate - hiring of Staff
Funding Sources	General Fund, Grant Resources



ADOPT A COMPLETE STREETS POLICY

Participants in the planning process routinely expressed a desire to increase walkability and bikeability in the community. The adoption of a complete streets policy would formalize the city’s intent to plan, design and maintain streets that accommodate safe and efficient transportation modes by users of all ages and abilities. Complete streets are corridors which promote multiple forms of transportation (pedestrians, bicyclists, motorists, etc.).

Time Frame	Immediate
Responsibility	City Council/Staff
Cost Implications	Minimal – require staff to create
Funding Sources	General Fund

clearly identifies proposed trail alignments, conversations with developers and property owners about right of way needs as development projects are explored, and pursuit of government and non-profit funding sources to support property acquisition or trail development.

Time Frame	Ongoing
Responsibility	Staff
Cost Implications	Extensive
Funding Sources	General Fund, Grant Resources

SECURE TRAIL RIGHT OF WAY

The expansion of the community’s trail system is a desired outcome of the implementation of the comprehensive plan. The community already has regional connectivity with the Raccoon River Valley Trail and will have additional connections when the High Trestle and Galloping Goose Regional Trails are complete. Within the community, the comprehensive plan proposes some loop trails and neighborhood connections to the trail system. While the construction of trails will take many years to complete, it is important that the City begin acquiring right-of-way on an ongoing basis so that trail construction can be timed as efficiently as possible with funding sources and other infrastructure construction projects. Efforts to secure right-of-way should include the creation of a map that



COMMUNITY CONTEXT REPORT

AI

The purpose of the community context report is to outline and define the state of Perry today. To do this, an understanding was developed about the physical, social, and natural forces that have shaped or are currently to shaping Perry. This report covers Perry's:

- Location
- History
- Growth
- Culture
- Demographics
- Economics
- Previous planning efforts

OVERVIEW

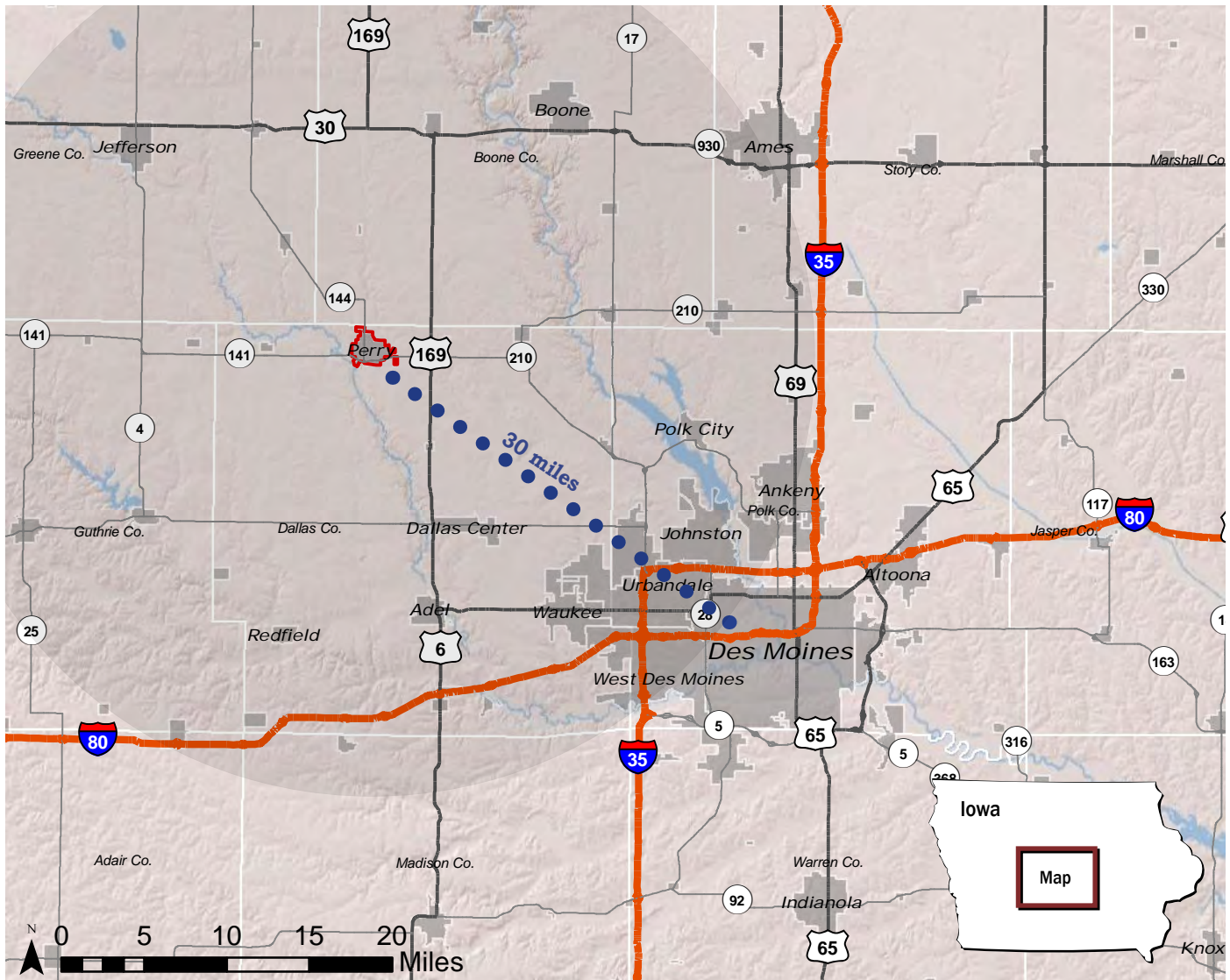
LOCATION

Located in the northern portion of Dallas County, Perry is bordered on the southwest by the North Raccoon River. Part of the Des Moines-West Des Moines Metropolitan Statistics Area, Perry is located 30 miles northwest of Des Moines, and 25 miles southwest of Ames. This proximity has had great historical influence on Perry and continues to today.

In the late 1800s, many of the founding fathers of Perry, including entrepreneur D.J. Pattee, and newspapermen John J. Jones and Edward D. Lunt, made their way to Perry from Des Moines in hopes of starting something new. The town expanded around the railroad depot, with its main thoroughfare on Second Street. The city itself developed in a relatively flat expanse, surrounded by rolling countryside. Perry continues to evolve as an economic and tourist destination with a historic downtown that has more than 30

buildings on the National Register, and as a community along the popular Raccoon River Valley Trail.

While Perry is considered part of the Des Moines-West Des Moines Metropolitan Statistical Area (MSA), the community's 30 mile distance from Des Moines means that it does not have the characteristics of a suburb, but rather those of a small town/exurb. This status is important in the analysis of the community's demographic and economic data. To assist with understanding Perry's characteristics and trends it is helpful to compare it to surrounding counties or state averages, since portions of Dallas County contain development from the Des Moines-West Des Moines MSA, which are urban/suburban in character and not agrarian. For this reason, the counties of Greene and Boone have been included to more accurately assist in a comparison of Perry to adjacent communities.



Map A.1: Perry Regional Context

EARLY SETTLEMENT

Like many Midwestern towns, the development of Perry was directly related to the expansion of the American rail system. Reports of pioneers arriving in the area in the fall of 1849 record the group settling at a place known as Buffalo Grove, just north of today's Perry Country Club. Settlers were drawn to the area by the trees of Buffalo Grove, which provided shelter and resources on the prairie.

By 1861 the Moore Cemetery, the Union Township of Boone County, and a number of area schools had been established. In July 1869, two years after Harvey Willis opened Rawson & Pattee Grocery, the Des Moines Valley Railroad sent the first train to Perry. Six years later, in 1875, The town of Perry was incorporated. A bank, steam-powered mill, town hall, and drug store were soon established in the newly formed community.

Perry's population has steadily increased since its original Census in 1880. As shown in Figure A.1, the only decline

occurred in the 1980s when the community lost about 400 residents due to a sluggish farm economy. The community rebounded in the 1990s, not only capturing residents it had lost during the 1980s but adding more than 575. Growth in the 2000s was positive but significantly slower with fewer than 70 residents coming to the community.

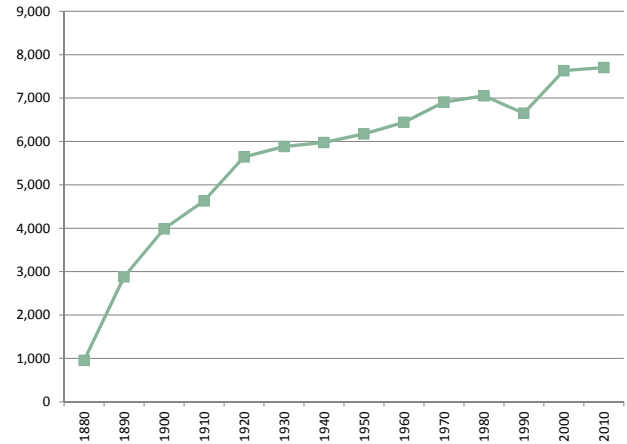


Figure A.1: Population of Perry, 1880-2010



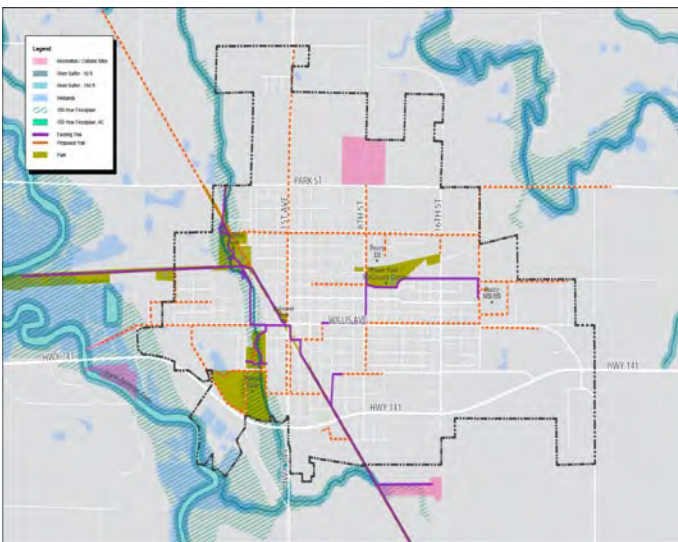
Downtown Perry in 1914



Forest Park Museum includes an arboretum and a restored prairie



Milwaukee Rail Depot - 1920



Map A.2: Perry Region Natural Resources

NATURAL RESOURCES

The Raccoon River is perhaps the area’s most prominent natural feature, and the accompanying bottomland forests provide a great source of wildlife habitat. Historical accounts indicate that settlers harvested deer, elk, and turkeys from the area, and buffalo initially roamed the surrounding prairies. Remnants of such grasslands can be seen today at the Forest Park Museum in Perry. Operated by Dallas County, the park museum maintains an arboretum planted in the 1940s by a local farmer, and features over 100 native tree and shrub specimens. Frog Creek runs through the western side of Perry, including the north and south segments of Pattee Park. Perry’s natural resources can be seen in Map A.2 below.

RAILROADS

The first Des Moines Valley Railroad train arrived in Perry on July 5, 1869, and Perry was destined to become a major railroad junction. Many railroad employees established residency in the community, and industry operations in the town centered around the Depot and Roundhouse, which housed maintenance activities and storage beginning in the early 1900s. What began as a phasing out of rail operations in Perry in 1978 became a complete exodus of Milwaukee Rail, and a period of disinvestment in railroad properties began. In 2004 the railroad era in Perry came to an end when the Union Pacific abandoned its remaining lines in the community.

Perry has succeeded in transforming many of its abandoned railroad assets. A large portion of the former lines have been repurposed and are now part of the regionally significant Raccoon River Valley Trail. The community completed a renovation of the former railroad depot into a Welcome Depot in 2010. The depot now provides information on community events, businesses, and services for visitors and residents.

Perry is also in the process of completing an assessment and clean-up of a large brownfield (and former railroad yard) in the northwest quadrant of the community. Once complete, this area will become available for future community redevelopment opportunities.

ECONOMIC GROWTH

The strong historical presence of the railroad in Perry was closely tied to a traditional livestock and agriculture economy. With the closing of rail operations in 1978, Perry responded by diversifying and developing around recreation, hospitality, education, and manufacturing. The Raccoon River Valley Trail, the historic and grandly renovated downtown Hotel Pattee, and the Van Kirk Career Academy are examples of these efforts. In addition, Perry is now home to a Tyson Fresh Meats processing plant that employs 1,200 workers, and manufacturers that provide supplies to the agricultural industry.

As the home of the Dallas County Hospital, Perry has been a regional hub for medical services for over 50 years. Established in 1914, the hospital in Perry was originally known as the King's Daughters' Hospital. The original Willis Avenue facility was established on property donated by a local banker and was paid for by the Alpha Circle of the King's Daughters. The group raised \$25,000 as part of their mission to help those in need. The hospital relocated to its present location on 10th Street in 1954 when it outgrew its original facility. The hospital is overseen by a Board of Trustees whose members are elected by Dallas County residents. In partnership with the hospital and on the same campus, the Spring Valley Retirement Community has offered assisted living, respite, and memory care since 2001.

EDUCATIONAL SYSTEM

The Perry Community School District operates three schools in Perry. The elementary school was built in 1992 and houses pre-kindergarten through fifth grade. Enrollment is approximately 925 students. Perry Middle School has an enrollment of roughly 425, comprised of students in the sixth, seventh, and eighth grade. The High School, which contains roughly 580 students in grades nine through twelve, was built in 2002.

With joint funding and donations from Progressive Foundry, the Van Kirk Families, an Iowa I-JOBS Grant, and other public and private partners, the Des Moines Area Community College opened a career center campus in Perry in 2011 in a LEED Silver certified building. The campus focuses on providing vocational, and technical training for adults and high school students, as well as English as a Second Language (ESL) classes, which are of special interest to the community.

Iowa State University (ISU) also has a presence in Perry. Created through a partnership with ISU's College of Design, ISU Extension and Outreach, and Hometown Perry, the Town Craft Center provides office space for ISU Extension and Outreach and the occasional ISU Design class in the community. Town Craft was also recently purchased by the city and can be rented for meetings and small group functions. Housed in refurbished buildings in Downtown, the center seeks to strengthen small communities through the identification and development of new ideas and strategies. Perry has benefitted from numerous studies and design assistance as a result of this partnership



Perry's Welcome Depot along the Raccoon River Valley Trail



Tyson provides employment for many of Perry's residents



Dallas County Hospital in Perry



The Van Kirk Career Academy through the DMACC provides job training to 450 adults and high school students

COMMUNITY CULTURE

Stabilization and growth in Perry after the farm crisis was primarily due to national restructuring of the meatpacking industry. In the 1990s, the meatpacking industry went from employing primarily domestic union workers to hiring and employing mainly non-union immigrant workers. As was seen in other Iowa communities when IBP took over, Perry's meatpacking plant began recruiting Latino workers. This trend continued when Tyson Fresh Meats assumed ownership of Perry's plant. According to the 2008 report *Planning for a Multicultural Perry*, 55% of Tyson Fresh Meats workers are from Latin America while 20% are from countries in Africa, primarily Sudan. This recruitment created an influx of new residents to the community and significantly changed the community's ethnic diversity.

According to the American Community Survey for 2007-2011 the Hispanic and Latino population represented 35% of the inhabitants of Perry. This increased from less than 1% in 1990 to 25% in 2000. Perry has a significantly higher percentage of Hispanic or Latino residents than any of the surrounding areas. While this ethnic percentage represents 5% at the state level, roughly 35% of Perry's population is of Hispanic or Latino descent. At the county level, individuals of Hispanic or Latino descent represent 5% in Dallas County, and 2% in both Boone and Greene Counties.

One result of this influx is that the community has become significantly younger. While Iowa's median age is 38, Perry's median age is 33. Perry's Hispanic/Latino population's median age is only 23. In surrounding counties, the median age is 41 in Boone, 34 in Dallas and 46 in Greene. As shown in Figure A.3, 32% of Perry's residents are under the age of 19, while 25% are between the ages of 25 to 44, and 22% are between the ages of 45 to 64. 14% of its residents are over the age of 65. Ensuring the right mix of housing choices for each age group is an important factor in the long-term retention of residents.

One of the civic institutions that is most impacted by the increase in ethnic diversity is the Perry Community School District. The diversity of the student body continues to rise. A comparison of enrollment in 2007-2008 to 2012-2013 shows that the percentage of Hispanic students rose from 44% to 48% while the percentage of white students dropped from 55% to 48%. The percentage of students of other races remained constant at less than 4%. While diversity enriches the educational experience of students, it also brings challenges including language barriers and differing approaches to education.

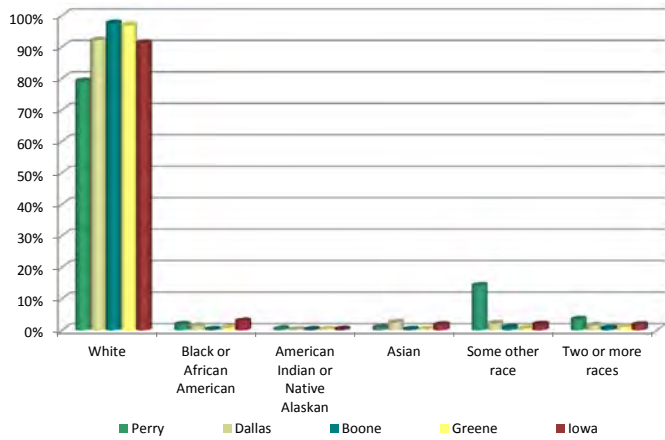


Figure A.2: Regional Racial Demographic Comparison, 2010 Census

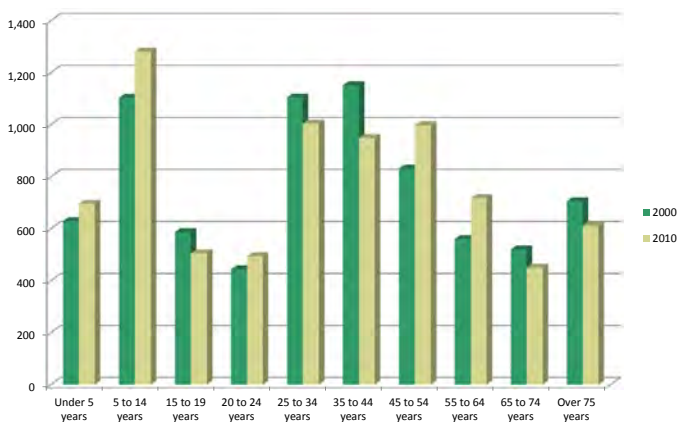


Figure A.3: The Changing Age Profile of Perry from 2000 to 2010

CULTURAL SITES AND EVENTS

Expressions of community culture include city-wide events, festivals, clubs and organizations. Annual events include the Annual Bike Ride to Rippey (BRR), the Miller Memorial Run, Chocolate Walk, Friday Fest, the Lighted Christmas Parade, Latino Festival, the 4th of July Celebration, and the Art on the Prairie Celebration.

Community organizations include the Lions, Kiwanis, Optimist, Elks, Friends of the Perry Library, Hispanics United for Perry (HUP), Raccoon River Valley Trail Association (RRVT), Rotary, and the Perry Community Theatre.

Sharing the history of Perry and, by extension, small towns across the county is the mission of Hometown Perry. Located in the community's restored Carnegie Library, Hometown Perry is a collection of personal stories and memories of area residents. Hometown Perry is the result of a significant community partnership initiated by Perry native Roberta Green Ahmanson. While the museum closed in 2008, its electronic collection is still available online through its website.

LAND USE AND DEVELOPMENT PATTERN

RESIDENTIAL

Single-Family Residential

Single-family residential is the largest land use in Perry with over 600 acres dedicated to detached homes. Single-family residential neighborhoods sit east and west of downtown and north of Rawson Street and the industrial area there.

Multi-Family Residential

Multi-family residential consists of attached housing including duplexes, townhomes, condominiums, and apartments. It also includes manufactured housing located in a community setting, such as Bar-JAC Mobile Estates. The largest area of multi-family housing includes the area east of Dallas County Hospital and south of Perry's Middle and High School Complex. Other attached home developments, such as 3rd Street between Paul Street and North Street, are scattered throughout Perry.



Music at the Latino Festival in Perry



Visitors peruse the works at Art on the Prairie



Single-Family Residential



Multi-Family Residential

Land Use	Acres	Percent
Single-Family Residential	617.4	23%
Agriculture	615.0	23%
Right-of-Way	487.1	18%
Public/Institutional	180.0	7%
Vacant-Residential	174.1	7%
Commercial	146.2	6%
Park	140.2	5%
Industrial	89.6	3%
Multi-Family Residential	78.1	3%
Utilities	65.5	2%
Vacant-Commercial	42.0	2%
Vacant-Industrial	17.7	1%
Mixed Use	1.2	0%
Total	2654.1	100%

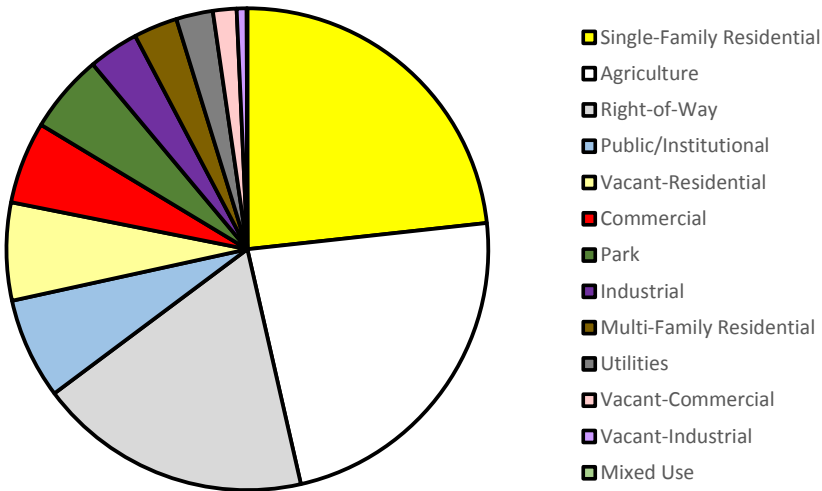


Figure A.4: Existing Land Use Acreage by Type



Commercial



Industrial

COMMERCIAL

The central business district of Perry is the downtown area located around 2nd Street and Willis Avenue. The downtown includes “main street” types of businesses such as restaurants, shops, offices, a theater, and a hotel.

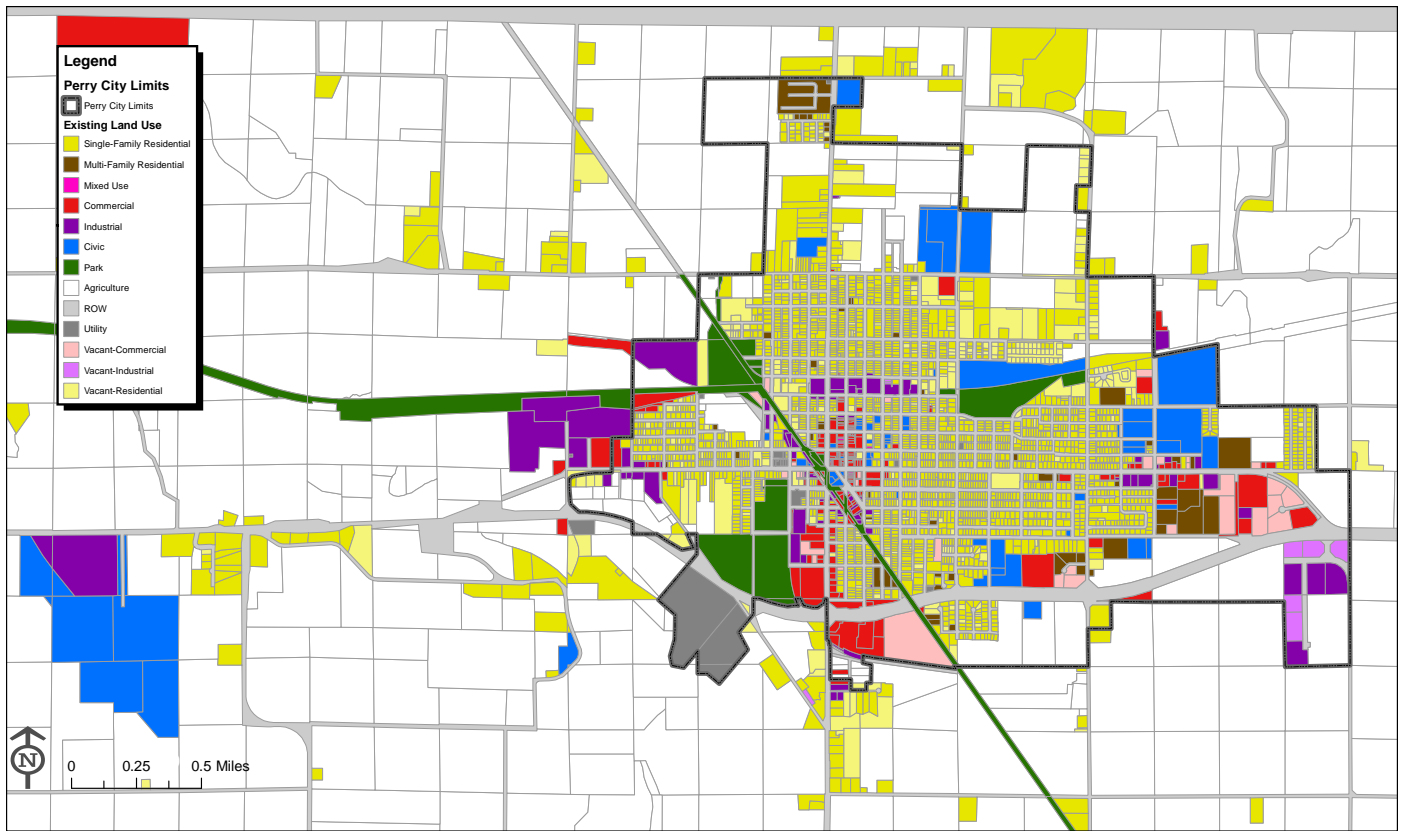
South of downtown, commercial land use transitions to larger footprint, automobile-reliant business such as a larger grocery store, shopping centers, hardware suppliers, and box style retail.

A concentration of developed and undeveloped tracts of commercial land can be found on the east edge of Perry, between Highway 141 and Willis Avenue. Commercial land use can also be found scattered throughout the city.

INDUSTRIAL

The area north of downtown, especially between Bateman Street and Rawson Street, has historically been an industrial part of the city. This area includes the Progressive Foundry and Weise Industries; two companies with long traditions in Perry.

At the east end of Perry, south of Highway 141 is the growing Perry Industrial Park. Owned by the private economic development group, Perry Industries, the park currently has three businesses. On the west side of Perry, just outside of the city limits is the Tyson Fresh Meats packing plant.



Map A.3: Existing Land Use

CIVIC

Many of the community's civic properties are located in the cultural district along Willis Avenue. In addition to these assets, other major civic properties include the Perry Airport, located just west of the city on Highway 141, the McCreary Community Building and Perry Elementary School next to Weise Park, and Perry's Middle & High School Complex located on the east edge of town. For a more in-depth examination of this area, see page 24 of this study.

PARKS

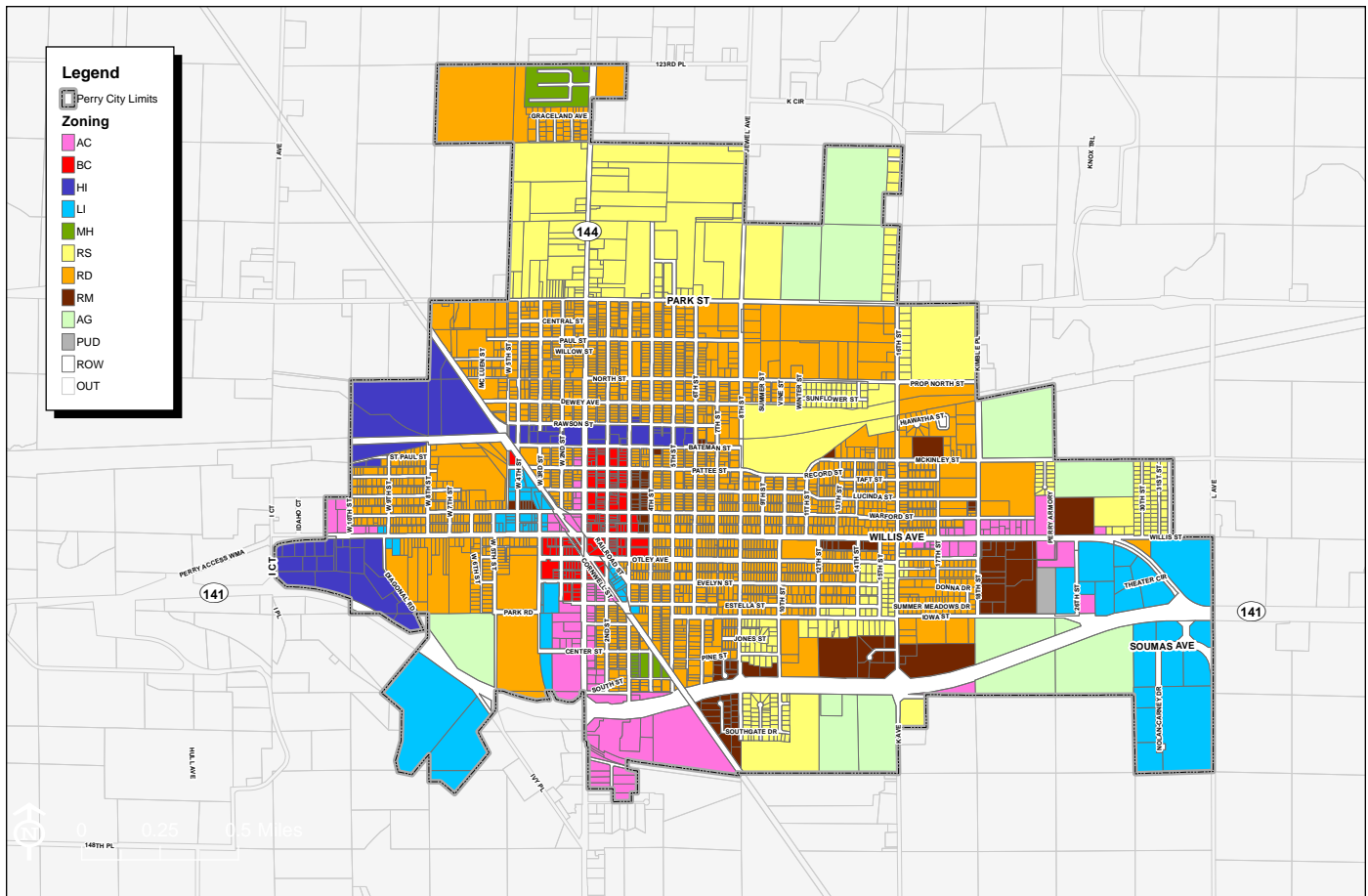
Perry has four major parks and a local and regional trail network that runs throughout the city. Parks and trails are discussed further starting on page 24.



Civic



Park



Map A.4: Zoning

CURRENT ZONING

AG Agricultural District

This district is intended to provide for areas in which agriculture and related uses are encouraged as the principal land use. This district is also intended to preserve land suited for eventual development into other uses, pending proper timing for economical and practical provisions of streets, utilities, schools and other facilities so that reasonably compact development will occur and the fiscal integrity of the City will be preserved.

RS Residential Single-Family District

This district is intended to provide for a variety of single-family residential areas where public utilities and services are available and to encourage a suitable living environment. It considers topography, soil types, access, traffic load on streets, schools, utilities, recreation and other public facilities.

RD Residential Duplex District

This district is intended to provide for a variety of single- and two-family residential units where public utilities and services are available and to encourage a suitable living environment. It considers topography, soil types, access,

traffic load on streets, schools, utilities, recreation and other public facilities.

RM Residential Multi-Family District

This district is intended to provide for a variety of single- and multi-family residential areas where public utilities and services are available and to encourage a suitable living environment. It considers topography, soil types, access, traffic load on streets, schools, utilities, recreation and other public facilities.

MH Mobile Home District

This district is intended to provide for certain medium density residential areas in the City now developed as mobile home parks which by reason of their design and location are compatible with surrounding residential areas and areas of the City where similar development seems likely to occur. This district has useful application as a transition zone between shopping areas and residential areas and is normally located along thoroughfares where direct access to the site is available.



Raccoon River Valley Trailhead on former brownfield site



Existing brownfield site to be cleaned up in next few years

AC Arterial Commercial District

This district is intended to provide for certain areas of the City for the development of service, retail, and other non-residential uses which because of certain locational requirements and operational characteristics are appropriately located in close proximity to arterial and other main thoroughfares. The district is further characterized by a typical need for larger lot sizes, off-street parking, adequate setbacks, clear vision, safe ingress and egress, and access to other adjacent thoroughfares.

BC Central Business Commercial District

This district is intended to accommodate the major business and office concentration in the City. It is characterized further by a variety of stores and related activities which occupy the central commercial area of the City. This district is intended to be Perry's core central business district

LI Light Industrial District

This district is intended to provide for areas of development by industrial firms that have high standards of performance and that can locate in close proximity to residential and business uses. The district regulations are designed to permit the development of any manufacturing or industrial operations which on the basis of actual physical and operational characteristics, would not be detrimental to the surrounding area or to the community as a whole. All industrial operations must be in an enclosed building.

HI Heavy Industrial District

This district is intended to provide areas for activities and uses of a heavy industrial character and is the least restrictive of any district. In the best interest of the City, certain uses in the HI District shall be subject to final City Council approval, conditional approval or denial to ensure that proper safeguards are taken.

BROWNFIELD REDEVELOPMENT

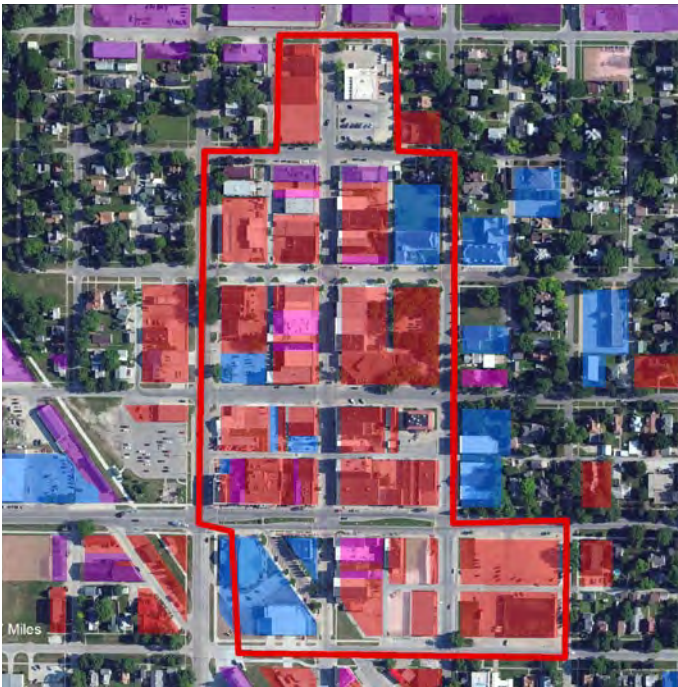
As in any community, Perry has a number of areas that are contaminated with hazardous material due to previous land uses. The City has been proactive in identifying, assessing, and remediating these sites to facilitate redevelopment. The City works with state and federal agencies, as well as previous land owners when possible.

Examples of brownfield sites that have already been redeveloped include the former Chicago and St. Paul Railroad Roundhouse property at 1 Court Street, between St. Paul and Park Streets on the city's west side. REAP and Iowa Brownfields Redevelopment Funds were used to redevelop the site into a trail and interpretative trailhead.

The City is currently using a \$400,000 U.S. EPA grant on the former Chicago Milwaukee and St. Paul Rail Yard located in Spring Valley Township. Half of the grant will be used to conduct a Phase II environmental site assessment, develop cleanup plans, and provide community engagement about the project. The remaining grant funding will be used to remediate the site. A number of uses have been explored for this 136 acre site, including active recreation, open space, renewable energy generation, and industrial/commercial.

DOWNTOWN

Downtown Perry encompasses about 10 square blocks in the center of the community. The Downtown Cultural District continues to be home to a number of civic uses, including City Hall, Perry's Public Library, Perry Community Schools Administration, and the Chamber of Commerce. It is also the home of the DMACC Van Kirk Career Academy, Town/Craft Center, and Hometown Perry Library Museum.



Map A.5: Downtown Perry Consists of Approximately 10 Square Blocks

As can be seen from the land use map to the left, most of downtown is commercial (shown in red). These include retail stores, restaurants, bars, offices, medical/dental offices, and personal services such as barber shops. The majority of the mixed use buildings (shown in pink) include commercial spaces on the main floor and residential above.

As in many small communities across the nation, Perry's downtown continues to struggle to find its niche as the community evolves. Downtown Perry has been impacted by retail, transportation, and workforce trends that have changed significantly since its founding, including an increase in big box retail, internet sales, commuting, and two-parent households.

In the fall of 2012, a Downtown Assessment Visit was conducted by the Iowa Downtown Resource Center at the request of the Perry Chamber of Commerce. The assessment included a two-day visit in the community, including interviews with community leaders. The assessment identified 30 vacant storefronts and 34 vacant upper floor apartments which are significantly impacting the economic impact of downtown and its vitality. The Downtown Assessment provided a number of immediate-, shorter-, and longer-term recommendations that will be explored as part of the comprehensive planning process.



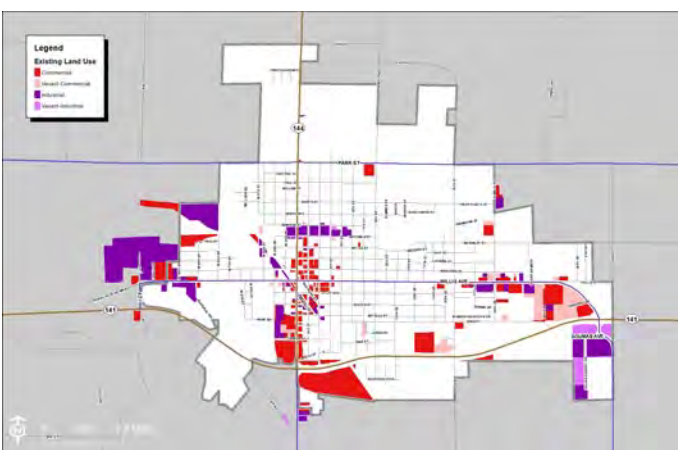
Vacancies in Downtown's historic buildings have a significant economic impact.

COMMERCIAL/INDUSTRIAL AREAS

Perry has a number of commercial/industrial areas in addition to the Downtown Cultural District. Some areas are focused on one type of use, while others include both commercial and industrial uses.

Immediately adjacent to the Downtown Cultural District are additional commercial businesses. When more or larger lots were needed, commercial development began to extend from downtown along major roadways like Willis Avenue, where Fareway Foods is located, and Highway 144 where a number of strip retail centers were built. Many of these uses are more automobile oriented, with parking along streets and behind buildings. Commercial activity extends along Highway 144 from downtown to the big box retail center on the southeast corner of the intersection of Highways 141 and 144 that was built in the late 1990s.

One of the historic industrial areas in the city is located just north of downtown between Bateson and Rawson Streets. It is the location of Progressive Foundry and Wiese Industries. Industrial uses were also historically developed along the



Map A.6: Commercial and Industrial Areas in Perry

railroad line is now part of the regional Raccoon River Valley Trail system. A few industrial uses, including Mark Seed Company and Mobilestor are located adjacent to Pattee Park to the south and west of downtown.

Another concentration of commercial and industrial development is on the east side of the City just north and west of where Willis Avenue intersects Highway 141. This commercial area has been slowly developing since the 1950s. The Perry Commercial Park, platted by the private economic development group Perry Industries, includes four vacant lots.

Across Highway 141 from the Perry Commercial Park is the Perry Industrial Park. Platted by Perry Industries in the late 1980s, Perry Industrial Park has land available for industrial development. Perry Industrial Park is already the home of Percival Scientific (1991), ITC Midwest (2012) and Hy-Line International.

Just outside of the City limits on the west side of the community, another concentration of industrial and commercial businesses can be found. This area is, most notably, the home of Tyson Fresh Meats, the community's largest employer.

HOUSEHOLDS

Contrary to national trends, while Perry has seen an overall decline in the number of households, it has seen an increase in the number of family households since 2000. In 2010, 70% of Perry's households were family households, as compared to Iowa's average of 65% or the Dallas/Boone/Greene average of 67%. This retention of families is one contributor to Perry having larger average household and family sizes. According to the 2007-2011 American Community Survey (ACS), Perry has an average household size of 2.77, as compared to Iowa's average of 2.41. Perry's average family size is 3.21, while Iowa's average is only 2.96. Perry's average family and household sizes increased from 2000 to 2010. According to the 2011 study 'Gateway to Perry: a Look at the Area South of Highway 141', the household size of Latinos in Perry was 4.04.

INCOMES

Income levels in Perry continue to be lower than comparable communities. As shown in Figure A.5, Perry's median household income level is \$39,494, which is 78% of the state average of \$50,451. It is also lower than surrounding county averages. A comparison of cities in the region also shows a gap with Adel having a median household income of \$44,922, Boone \$45,469, Carroll \$45,316, and Jefferson \$43,098.



Map A.7: Perry Commercial and Industrial Parks on the East

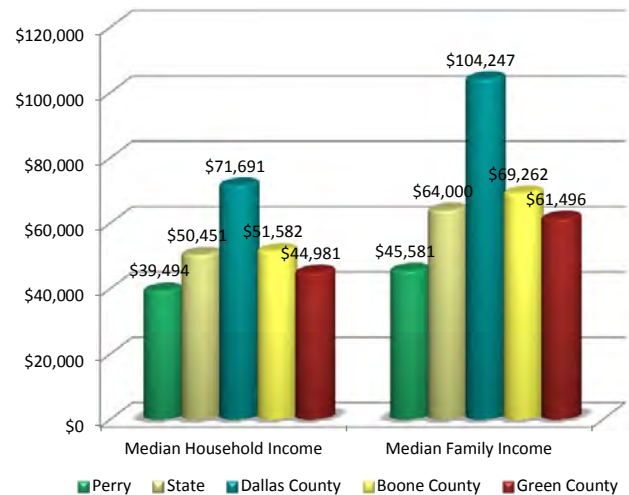


Figure A.5: Comparison of 2007-2011 ACS Median Incomes

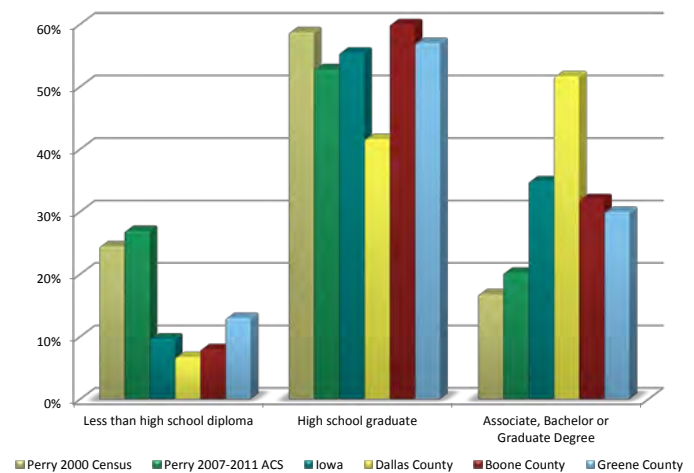


Figure A.6: Comparison of 2007-2011 ACS Educational Attainment

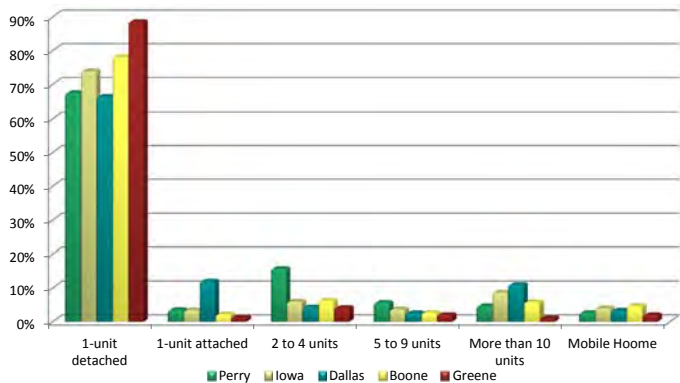


Figure A.7: Units in Residential Structures

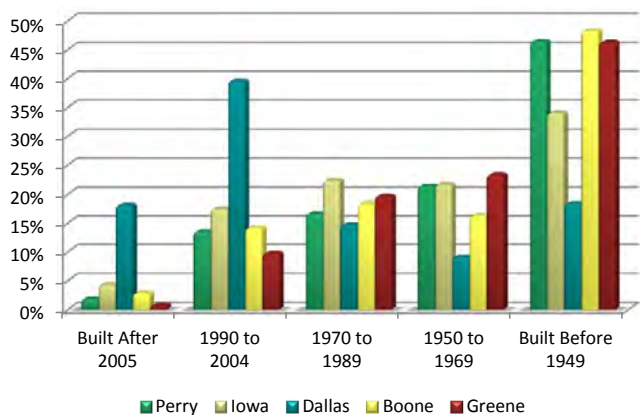


Figure A.8: 2007-2011 ACS Residential Year Built

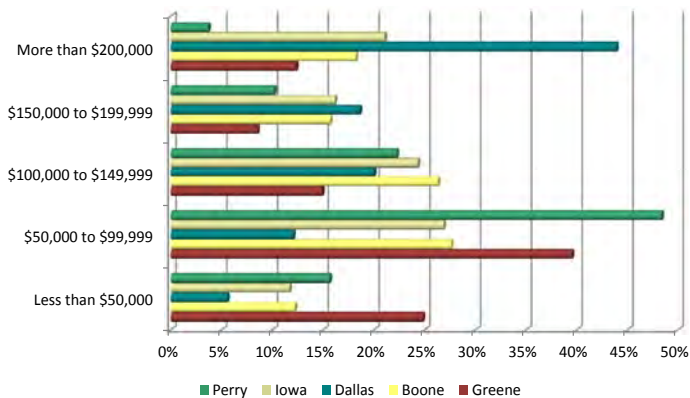


Figure A.9: 2007-2011 ACS Owner-Occupied Housing Values

Location	Median Housing Value
Perry	\$88,400
Dallas County	\$182,800
Boone County	\$116,300
Greene County	\$81,100
Adel	\$149,600
Boone	\$116,300
Carroll	\$119,000
Jefferson	\$ 84,300

Figure A.10: Comparison of 2007-2011 ACS Median Household Values

EDUCATIONAL ATTAINMENT

One contributing factor to flagging income levels is the level of educational attainment for residents. As shown in Figure A.6, Perry has a smaller percentage of residents with higher education degrees. According to the 2007-2011 ACS, 20% of Perry’s population has an associate, bachelor, or graduate degree, as compared to 35% for the state of Iowa and 52% for Dallas County. The comparison of the 2000 Census to the 2007-2011 ACS shows that the residents of Perry are attaining higher levels of education.

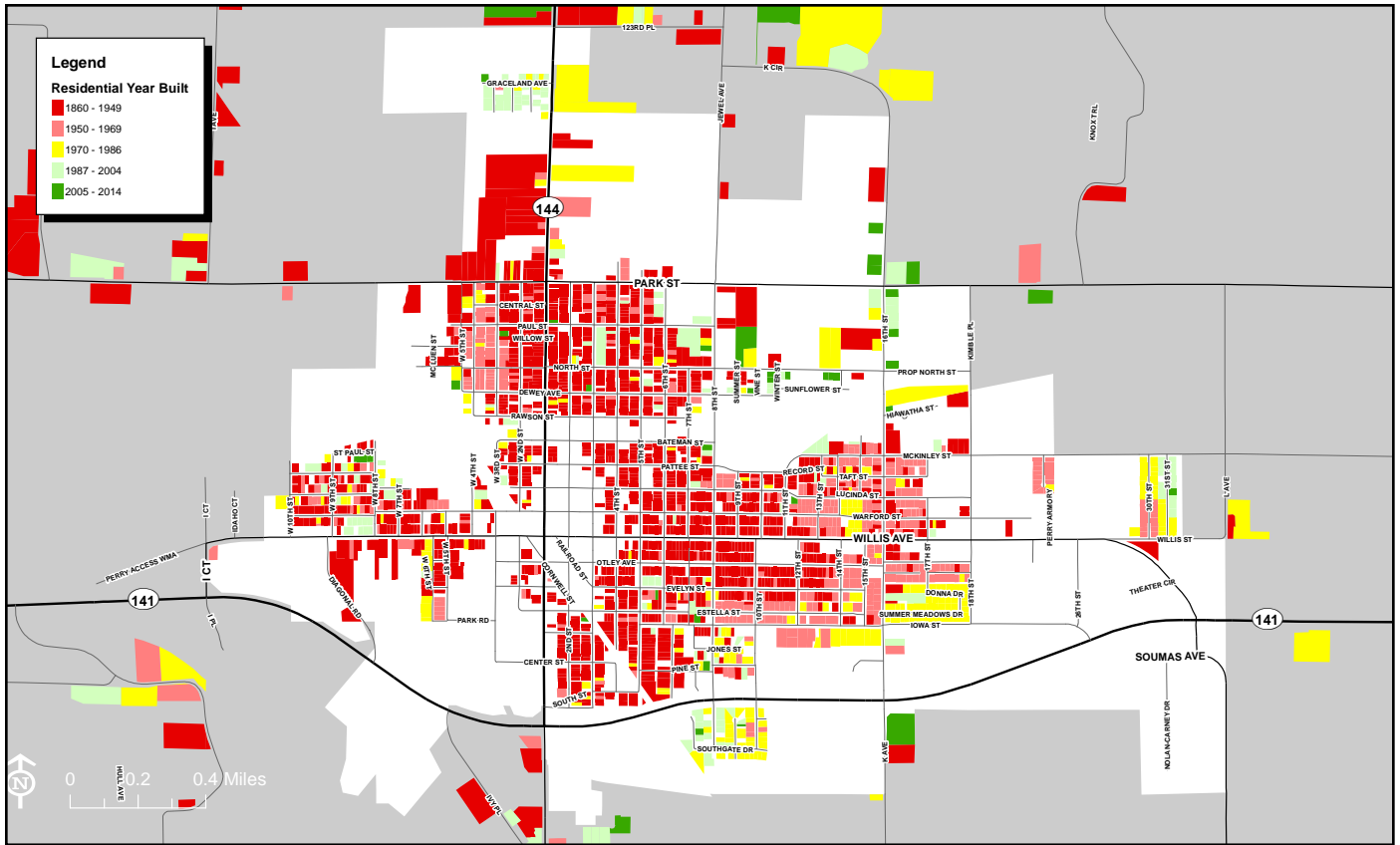
HOUSING

Perry had 3,128 housing units in the 2007-2011 ACS, up from 3,015 housing units in the 2000 Census. Approximately 68% of housing units are single-family detached structures. This is down slightly from 70% in 2000. The percentage of housing units which are part of 2, 3, or 4 unit structures increased slightly from 2000. Also increasing was the percentage of housing units in structures with 10 or more units. The comparison of Perry to the region in Figure A.7 shows that Perry has more units in smaller multi-family residential structures (2 to 9 units) than larger ones (more than 10 units). The community has a similar percentage of single-family detached structures than the Dallas County average, though this is less than Boone and Greene counties.

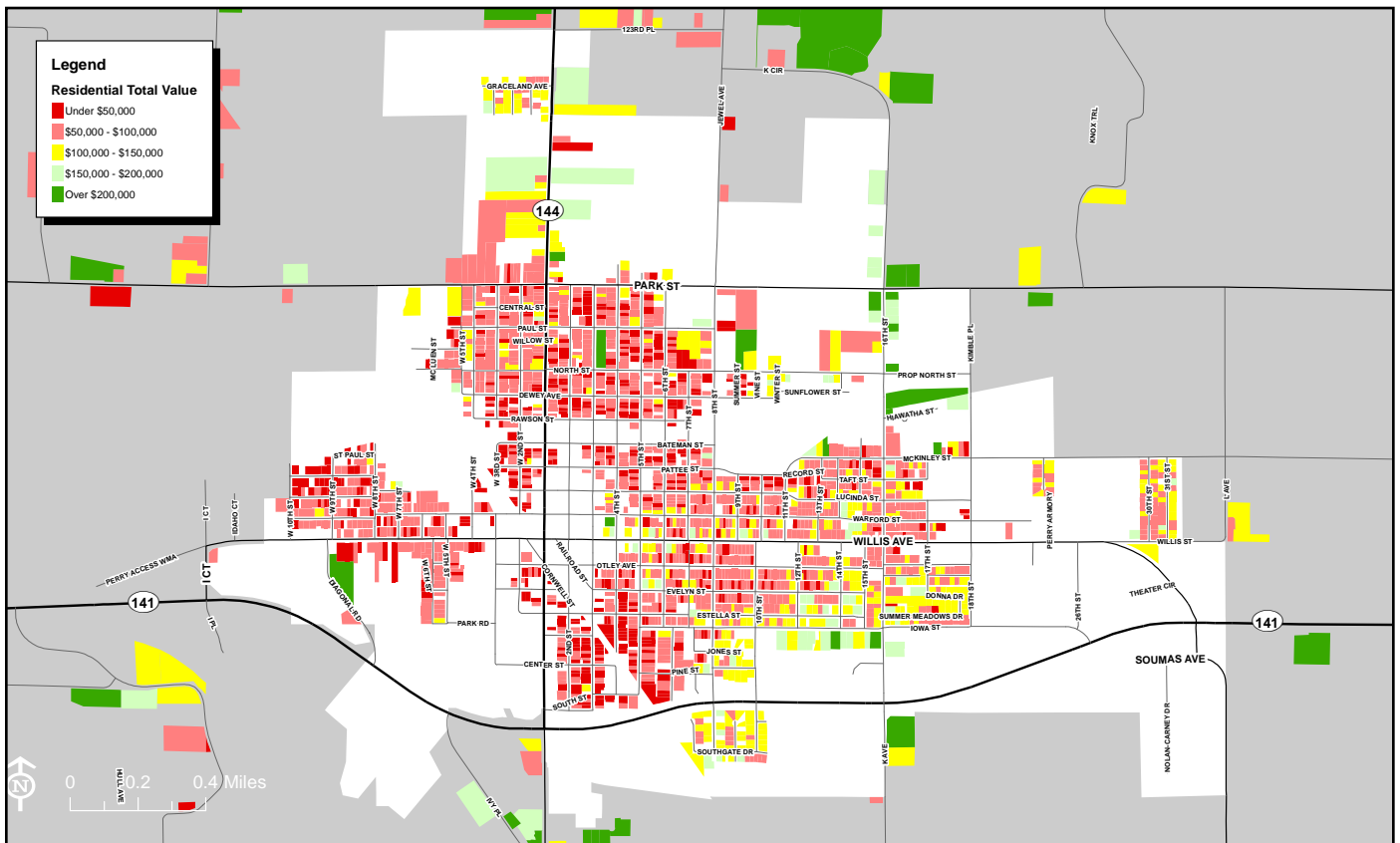
At 67%, Perry has a lower percentage of housing units that are owner occupied than other areas. By comparison, the state average is 73%, while Dallas County has an average of 79%, Boone County an average of 77% and Greene County an average of 75%. Owner occupancy has increased slightly from 65% in the 2000 Census.

The aging of its housing stock is an area that the community will need to address in the coming decades. As shown in Figure A.8 from the 2007-2011 ACS, 46% of Perry’s housing stock was built before 1949. This percentage is significantly higher than the average for Iowa or Dallas County, though it is similar to Boone and Greene Counties. At the other end of the spectrum, less than 2% of Perry’s housing stock was built since 2005. The aging of housing stock is concerning because of increased maintenance and upkeep costs. In addition, many older homes do not have the floor plans or amenities sought in today’s market. Map A.8 shows the distribution of residential structures by age throughout the City according to the Dallas County Assessor.

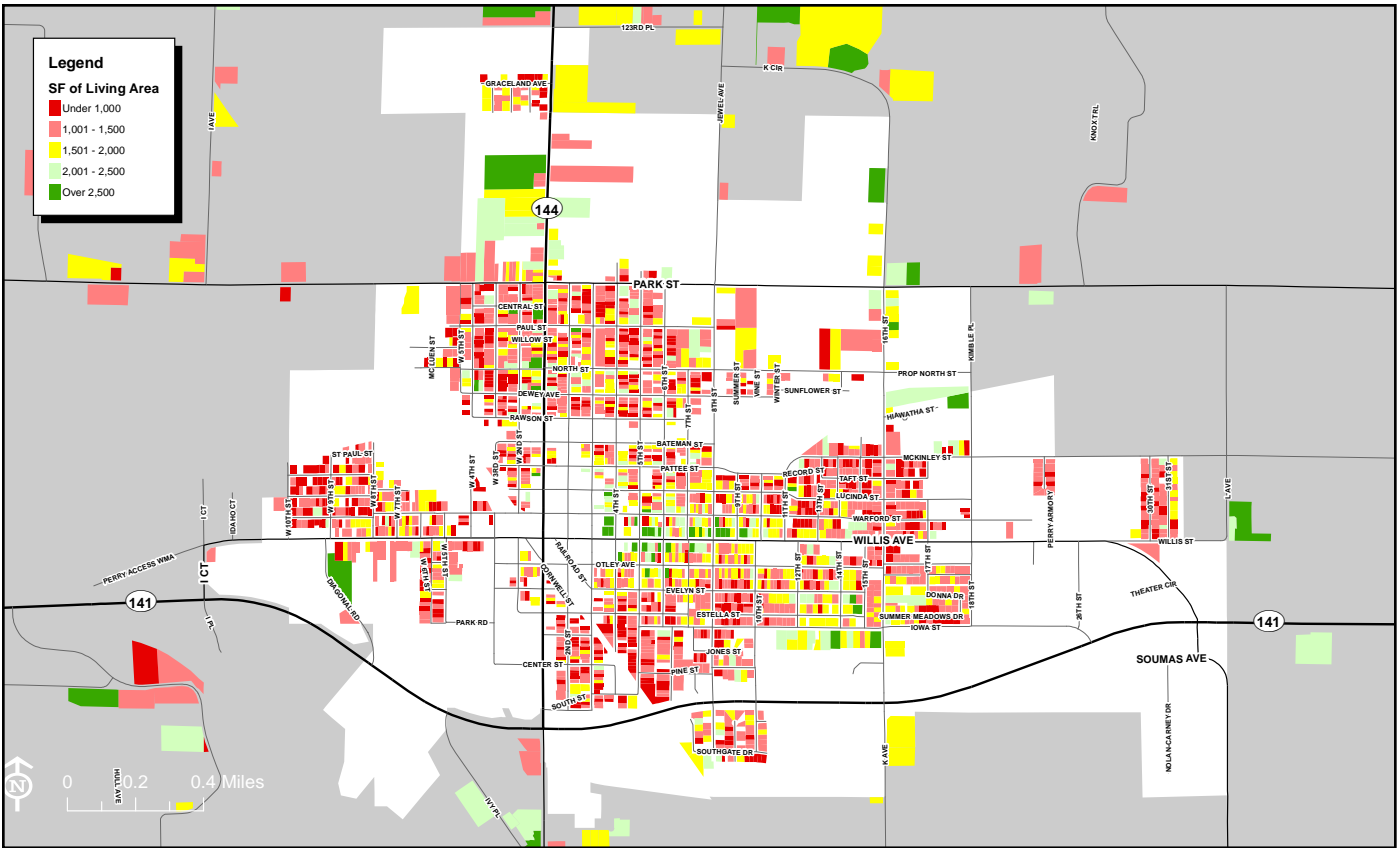
The age of housing structures is one factor that contributes to the difference in Perry’s owner-occupied housing values. As shown in Figure A.9 from the 2007-2011 ACS, Perry has a significantly higher percentage of homes valued under \$100,000 than the state, Dallas County, and Boone County. Perry also has a noticeably lower percentage of homes which are



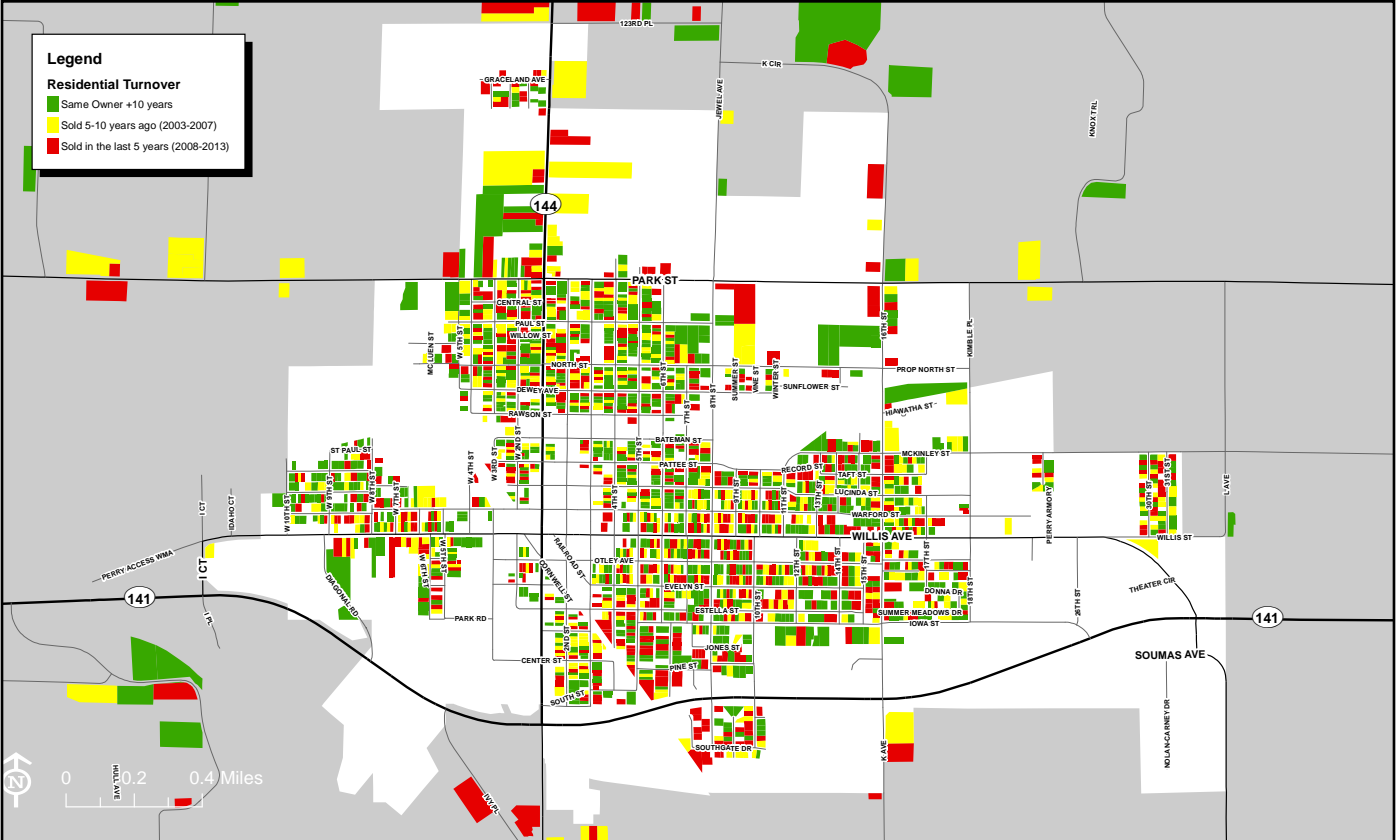
Map A.8: Residential Year Built Locations



Map A.9: Single-Family Property Values



Map A.10: Single-Family Square Feet of Living Area



Map A.11: Single-Family Turnover Rates

valued above \$200,000. Attracting housing development with higher values is one important consideration in diversifying the housing stock. Map A.9 shows the distribution of homes of varying values throughout the community according to the Dallas County Assessor.

Map A.10 shows the distribution of various sizes of homes throughout the community according to the Dallas County Assessor. This map shows that homes vary in size throughout the community rather than being particularly concentrated in a single area. One exception are the larger, historical homes along Willis Avenue. The amount of living area in single-family homes ranges from 300 to 3,800 square feet with an average of 1,350 and a median of 1,260.

The impact of the most recent economic down turn has been of concern because of the potential impact it could have on residential stability. Map A.11 shows the timing of home sales according to the Dallas County Assessor. The data shows that many properties have been sold within the last 5 years. However, home sales have not been concentrated in any particular area. A review of distressed home sales also shows that housing foreclosures have not been concentrated in one particular area of the city but have been located throughout the community.

ECONOMIC DEVELOPMENT

There are a variety of data sources to consider when analyzing a community's economy. The U.S. Census provides data on the employment characteristics of residents, while the U.S. Census Bureau's OntheMap website provides data on the community's workforce. Additionally, the Laborshed Analysis released in July 2012 measured the availability and

characteristics of workers within the region.

CENSUS

According to the 2007-2011 ACS, 6.7% of Perry's civilian labor force was unemployed. This is higher than the state's average of 3.8% and Dallas County's rate of 3.2%. It is also higher than the 2000 rate of 4.4%. Also notable in the examination of employment statistics is that 77% of Perry's families have both parents in the workforce, as compared to Iowa's average of 74% and the Dallas County average of 72%.

The Census also provides a snapshot of the types of positions held and industries Perry residents are employed in. Figure A.11 shows that the largest percentage of Perry residents (29%) work in production, transportation and material moving occupations. Also prominent is management, business sciences and arts occupation at 22% and sales and office occupations at 21%.

Figure A.12 examines the various industries where Perry residents are employed. The three industries where most residents work are in manufacturing, (27%) education/

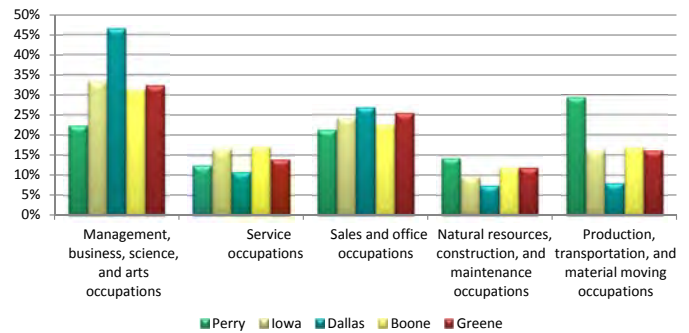


Figure A.12 2007-2011 ACS Industry Occupation

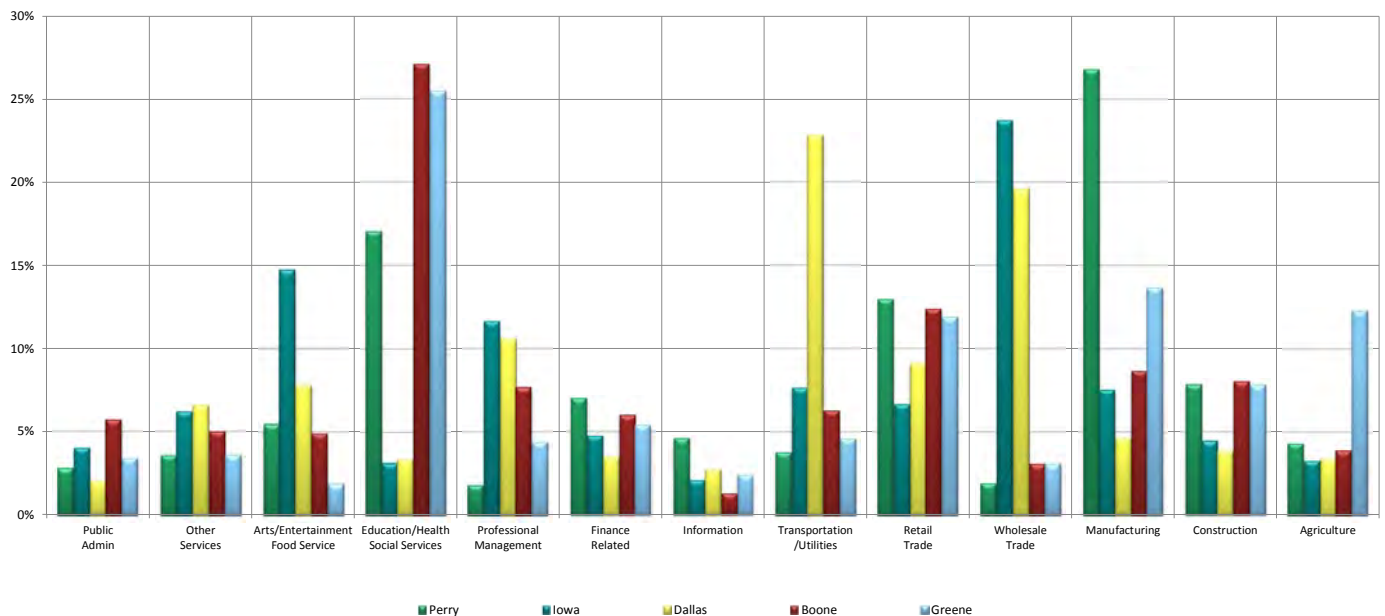


Figure A.11 2007-2011 ACS Industry Residents Work In

health/social services (17%) and retail trade (13%). Three industries where Perry has a smaller percentage than other communities is in wholesale trade, professional management and transportation/utilities.

CENSUS ONTHEMAP

According to the U.S. Census Bureau OntheMap website, Perry had 2,865 employees in 2010. As shown in Figure A.13., these jobs were primarily concentrated on the west side of town at Tyson Fresh Meats, in downtown and on the east side of town by the Dallas County Hospital and the school complexes.

The largest percentage of jobs were in manufacturing (33%), with the next largest being health care and social services, (16%), retail services (13%), and education (10%). While the number of jobs in Perry has decreased from 3,195 in 2002, the same four sectors were the largest employers. The greatest total losses in jobs were in manufacturing (245) and retail trade (145), while the greatest percentage losses was in wholesale trade at 62% (73 jobs).

Just over one-third of those working in Perry live within the community. Of those who live outside, 5% live in Des Moines, 3% in Waterloo and 2% in West Des Moines. Data shows that 28% of Perry’s workers live more than 50 miles away, with

those traveling the furthest distances more likely coming from the northeast and southeast.

Approximately one-third of Perry residents work within the community. Of those who work outside, 10% work in Des Moines, 5% in West Des Moines, 3% in Urbandale, 2% in Ames and 2% in Cedar Rapids.

PERRY LABORSHED ANALYSIS

The Perry Laborshed Analysis was released in July of 2012 to provide a profile of the community’s laborshed. The analysis provides a detailed analysis of those employed in the laborshed, those willing to change employment, and the willingness and characteristics of those who are currently not employed to accept employment.

The analysis determined that segments of the laborshed are impacted by the presence of other laborsheds in the region, most notably Ames and Des Moines, as well as Atlantic, Carroll, and Fort Dodge. These markets impact the size of Perry’s own laborshed and its ability to attract workers to the community’s jobs. Figure A.14 shows the three primary laborshed zones for Perry. Zone 1 is Perry itself, Zone 2 are the communities primarily to the north of Perry and portions of Des Moines, and Zone 3 extends in all directions around Perry.

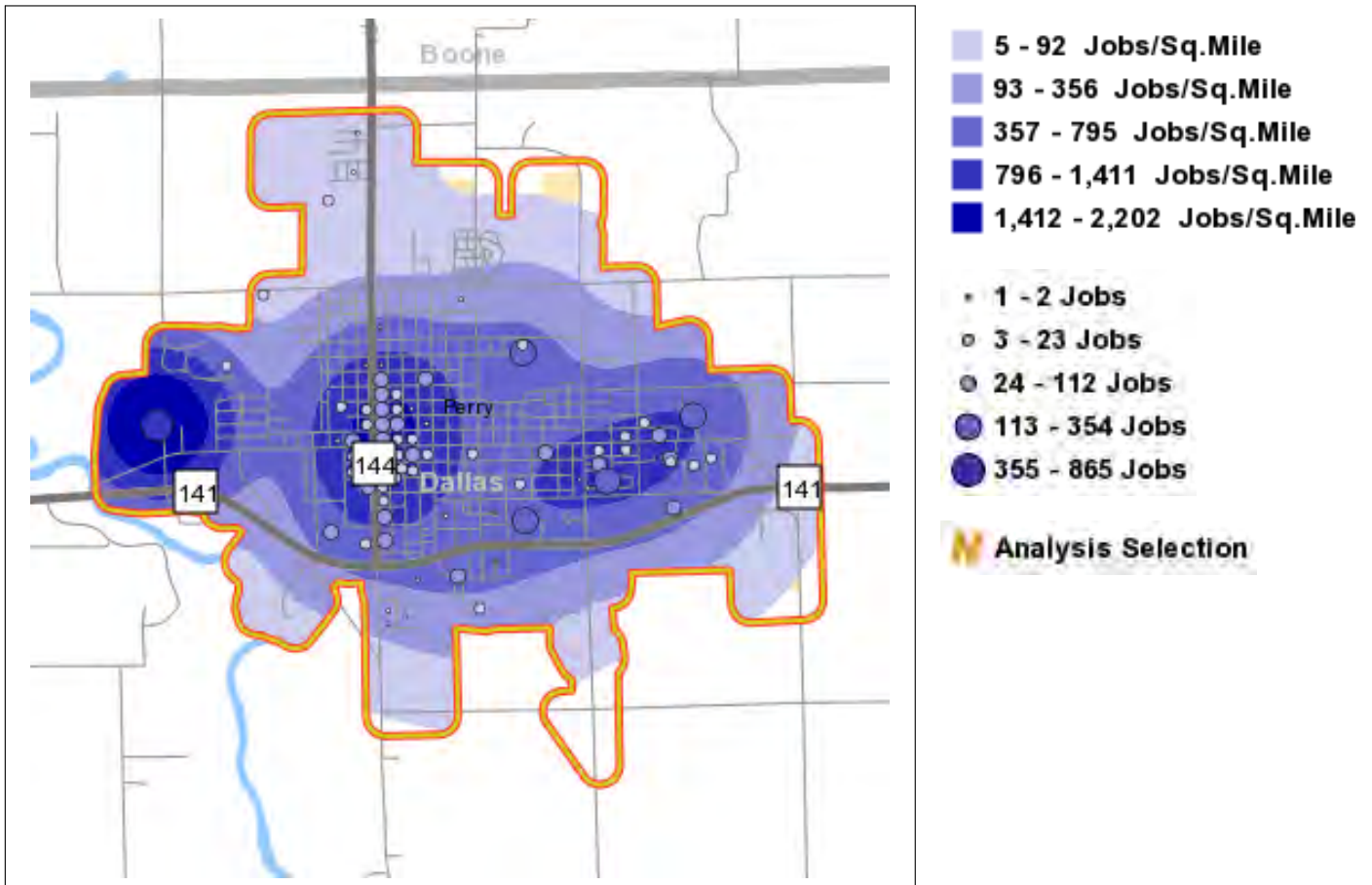


Figure A.13: Employment in Perry

The study found that 70% of all respondents were working, with 75% working full-time. Just over 11% of respondents were self-employed, operating businesses such as day cares (29%), personal services (16%), construction/handyman (13%), farming (10%), and restaurants (10%).

employer. Also notable is that 25% of those willing to change employment expressed interest in starting a business. The primary type of business cited was restaurant (29%). Other types include construction/handyman, retail, personal services, and lawn care/snow removal (12% each).

The Laborshed Analysis provides detailed analysis of the occupations, education and training, wage requirements, and employment benefits characteristics of the workforce. It also identified commuting patterns which showed workers commuting an average of 10 miles one way for employment opportunities. It revealed a decreasing amount of commuting, with those in Zone 1 commuting 12 miles one way, Zone 2 commuting 9 miles one way, and Zone 3 commuting 8 miles one way. This breakdown is significant, as those who live in Zone 2 or 3 may not be able to reach Perry if they only commute the average distance one way.

The study also examined the out commuting of Perry residents. The study estimated that 36% (1,053) of Perry residents work outside the community. The study found most are working in Des Moines, Woodward, or West Des Moines. This group is currently commuting an average of 28 miles one way to work and would be willing to continue to do so for a new opportunity. Interestingly, those who are unemployed in zone 1 are willing to travel 20 miles one way, while Zone 2 unemployed are willing to travel 12 miles and Zone 3 15 miles.

The analysis of those employed willing to change in employment, found that 13% are currently employed at two or more jobs and would prefer to work full-time for one

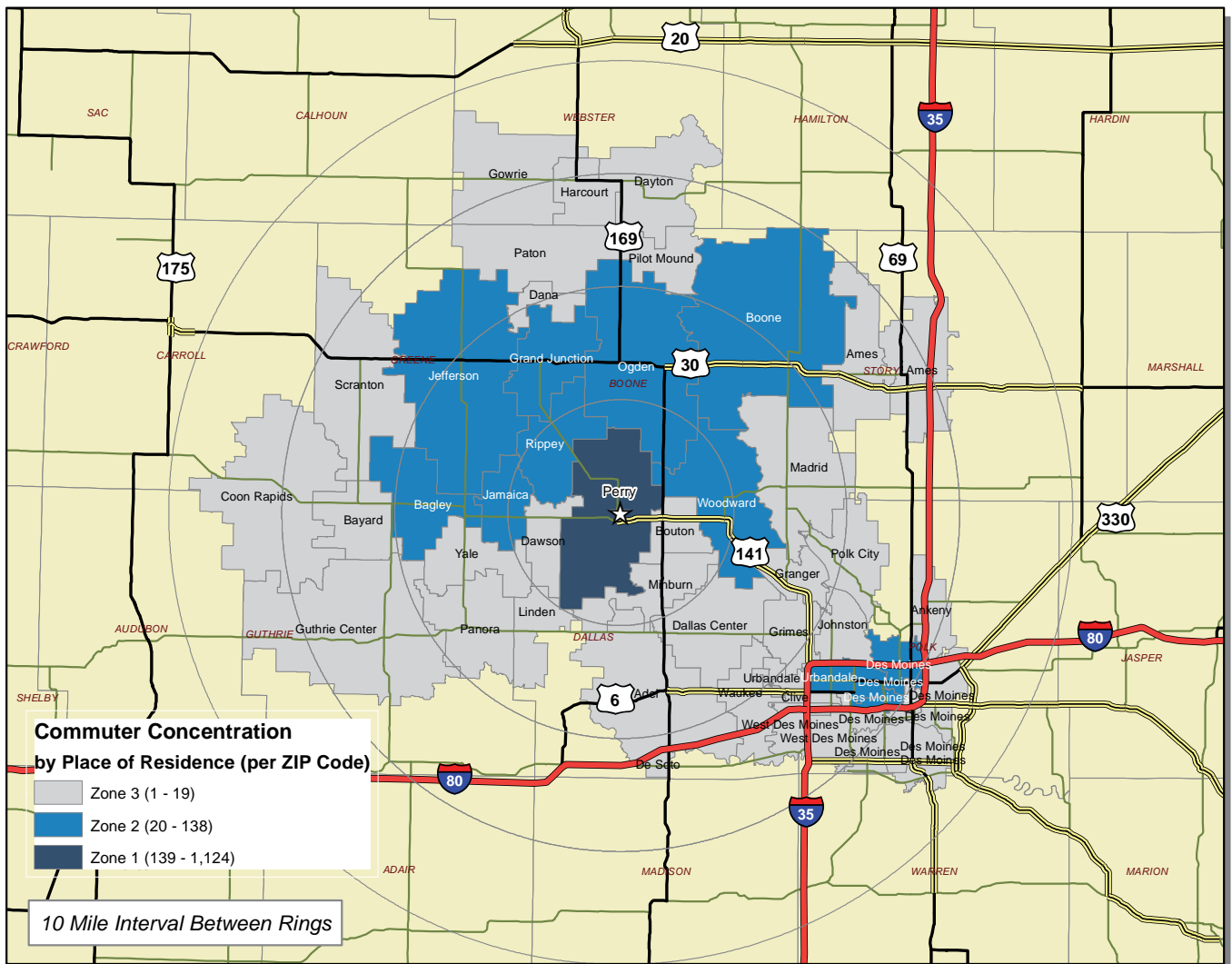


Figure A.14: Perry Laborshed Analysis Commuter Concentration



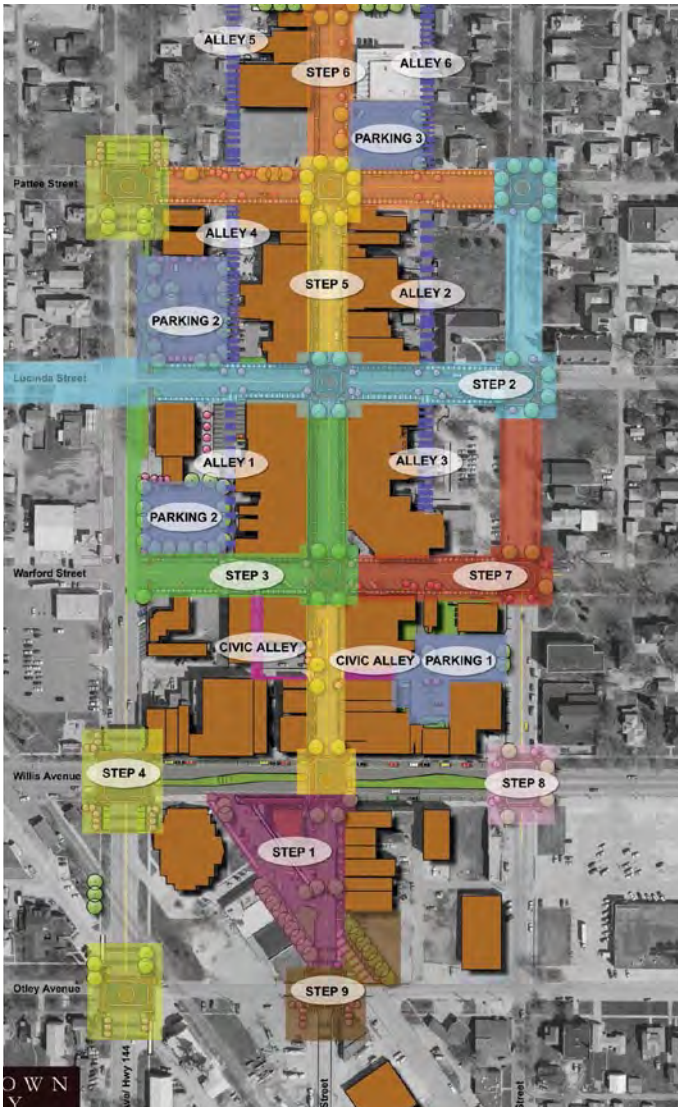
www.perryeconomicdevelopment.com

Percival Scientific relocated to Perry in 2000 due to combined outreach

BUSINESS RETENTION AND ATTRACTION

As in any community, business retention and attraction are important for the local economy. Perry has a number of organizations dedicated to these efforts. In addition to the following key economic development organizations, the community is supported by its local utilities and institutions.

- City of Perry - the City supports business development and retention through a multitude of efforts, including, but not limited to providing essential infrastructure and services; organizing efforts to improve the quality of life; and ensuring of health, safety and welfare through services and code enforcement. The City does not have dedicated economic development staff but relies on the support of other organizations.
- Greater Dallas County Development Alliance - provides economic development services for communities within and outside of Dallas County. Staff can provide site selection assistance to prospective businesses and the organization provides a wealth of information on its website. The organization is funded through community partners, like the City of Perry, as well as private businesses and organizations.
- Perry Chamber of Commerce - a membership organization managed by a Board of Directors comprised of retail businesses, service providers, and government entities in Perry. The Chamber supports the community through networking, promotional activities, awareness programs, and community events.
- Perry Industries - a private economic development organization comprised of local members and operated by a Board of Directors. The organization platted the Perry Commercial and Industrial Parks on Highway 141, has land for sale in various locations in Perry, and constructs spec buildings for sale. The organization also is involved in numerous economic development related activities throughout the community, including signage, streetscape, lighting, tourism development, and downtown revitalization.
- Iowa Economic Development Authority (IEDA) - a state agency committed to building partnerships and leveraging resources to make Iowa the choice for both people and businesses. IEDA administers both state and federal programs. In support of business development, IEDA offers entrepreneurial and small business assistance, financial assistance, tax incentives, and regulations assistance. For communities, IEDA oversees the Community Development Block Grant Program (CDBG), Main Street Program, and has Green Initiatives. IEDA also offers assistance to businesses in expanding their international reach, improving energy efficiency and supporting innovation.



Schematic design plan from 2004 Downtown Revitalization Plan

PLANNING CONTEXT

In recent years, the town of Perry has been the subject of numerous planning studies and reports assembled by local planners, county and state agencies, and academic institutions.

LOCAL PLANS

2004 Downtown Revitalization Schematic Design Plan

HR Green

The Schematic Design Plan builds on the previous Master Plan for downtown Perry to provide recommendations for streetscape, circulation, parking, and infrastructure improvements. Plans were developed in consultation with local businesses, property owners, residents, and civic leaders.

Key Recommendations:

- Create community and downtown gateways
- Incorporate decorative elements focused on 2nd Street (Perry's "Main Street") to create visual unity with existing architecture and street improvements, including decorative pavers, landscaping, columnar elements, signage, and lighting
- Improve walkability, image, and pedestrian safety through bumpouts, landscaping, and definition of private, pedestrian, vehicular, and landscaping/buffer zones
- Create new public gathering spaces- plazas, seating nodes, and civic alleyways
- Encourage public art and interpretive exhibits to highlight local history and culture and enliven new public spaces

Outcomes to Date:

- Streetscape enhancements along Willis Avenue, Lucinda Avenue, and 2nd Street
- Alley improvements

2006 City of Perry Comprehensive Plan

City of Perry

The Comprehensive Plan assesses existing conditions in the community and provides recommendations around a variety of municipal issues, including future land use and capital improvements. The objectives of the plan are to understand



Downtown streetscape enhancements include bumpouts, pedestrian scale lighting, colored pavement, decorative fencing, and street trees.



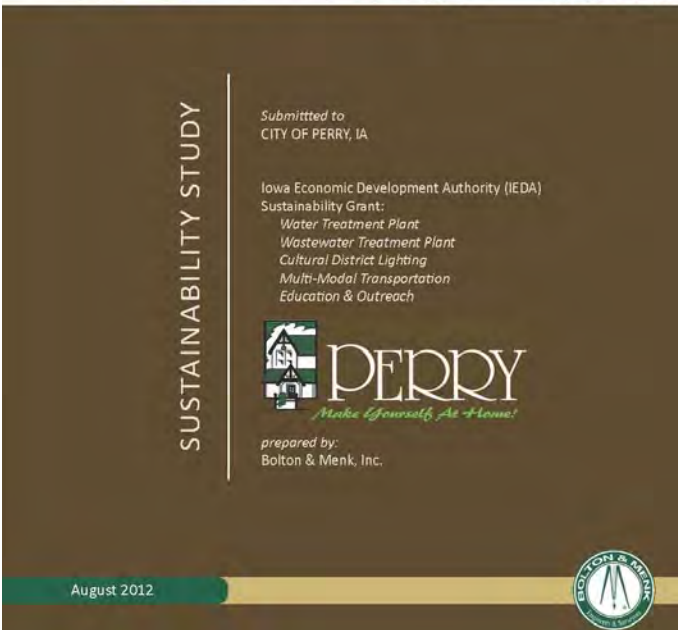
Historic overlay district proposed in the 2006 Comprehensive Plan

Perry, Iowa

September 5 & 6, 2012



Downtown Assessment Visit Report



Sustainability Study conducted in 2012

and respond to the community’s current and future needs- and to establish goals, policies and action steps to improve the overall quality of life in Perry.

Key Recommendations:

- Prioritize key streets for road repairs
- Implement sidewalk program to ensure pedestrian safety
- Maintain and upgrade park facilities- particularly development of youth soccer fields
- Expand and improve connections to the local trail system
- Create a historic overlay district for downtown, including specifications for design and building requirements
- Encourage cultural events that highlight community diversity and promote continued integration of cultures

Outcomes to Date:

- Raccoon River Vally Trail, including Welcome Depot and Interpretative Trailhead
- Iowa Street trail segment

2012 Downtown Assessment Visit

Iowa Downtown Resource Center / Iowa Economic Development Authority

This report summarizes observations and recommendations developed through the Iowa Downtown Resource Center team’s 2-day visit to Perry and extensive interviews with over 100 community members, leaders, and groups about the state of Perry’s downtown. The team identifies key concerns and desire of the community and provides a range of immediate shorter, and longer-term recommendations to bolster the downtown area.

Key Recommendations:

- Restore historic facades and clean up neglected building exteriors
- Improve bike amenities in downtown
- Define a specialty niche for downtown to appeal to targeted audiences (e.g. “dining, arts, and entertainment”, “home improvement & décor”, “ethnic specialty”, etc.)
- Provide business development services to encourage new businesses and support for existing

- Develop a volunteer group to manage vacant properties, clean-up efforts, and beautification
- Define leadership/ roles around downtown revitalization efforts

2012 Sustainability Study

Bolton & Menk

The study recommends targeted improvements towards more sustainable public infrastructure systems in Perry. The study evaluates energy consumption and possible efficiencies for the city's wastewater treatment facility, water treatment facility, and lighting systems in the cultural district. The study also evaluates the existing multi-modal transportation networks (primarily bike/pedestrian trails), potential trail projects, priorities, and estimated costs. While this study focuses on four specific operational areas, a broader discussion of sustainability and operating efficiencies in other city services may yield further cost savings strategies and environmental benefits.

Key Recommendations:

- Various improvements to lower overall energy consumption for targeted public facilities, including changes to processes, equipment, building design, and electrical utilities
- Integrate alternative energy (wind turbines) at waste water treatment facility and/or recreational sites
- Establish corridors for targeted "complete street" improvements, including traffic calming, widening of trails and sidewalks, improved crossings, designated bike lanes, and bike amenities
- Prioritize multi-modal improvements based on factors such as planned construction, known developments, existing safety concerns, usage, connection to existing trails, connections to amenities/destinations, and likelihood of outside funding

Outcomes to Date:

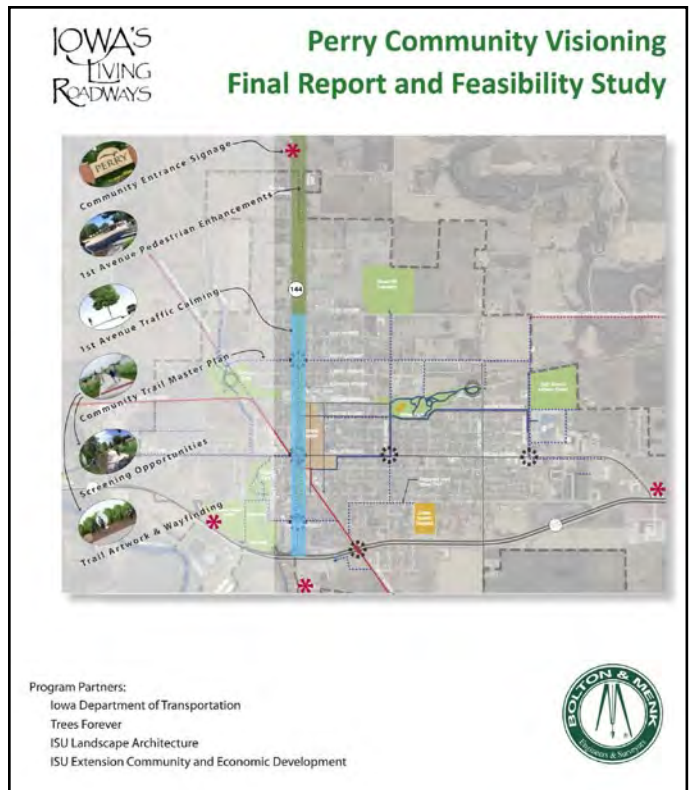
- The City received allocation of low interest loan for initial projects through Iowa Energy Bank Program
- Realized Phase 1 projects including change out of lighting in Public Works Building, Water Treatment Plant, Waste Water Treatment Facility, Recycling Center, and street lighting in the Cultural District.



Multi-modal improvement areas identified in the Sustainability Study



Multi-modal corridor priorities developed in the Sustainability Study



Iowa's Living Roadways Community Visioning Report



A design option developed by ISU students in *The Gateway to Perry Study*

2012 Iowa's Living Roadways – Perry Community Visioning

Bolton & Menk / IA DOT / Trees Forever / ISU

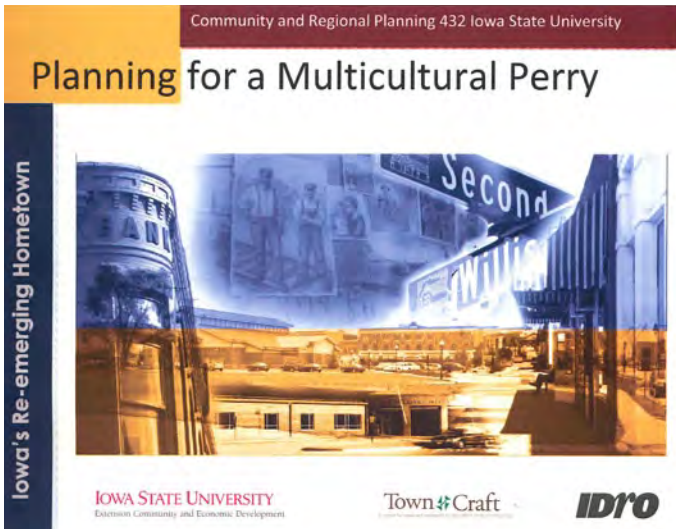
Perry was one of 13 communities to participate in the Iowa's Living Roadways program which provides professional planning and design assistance along transportation corridors to small Iowa communities. Through the program, community members were asked to identify local assets and barriers in the community and recommend improvements to enhance transportation corridors as well as natural, cultural and visual resources in the community. The report provides a needs assessment, goals, and conceptual plan for future improvements.

Key Recommendations:

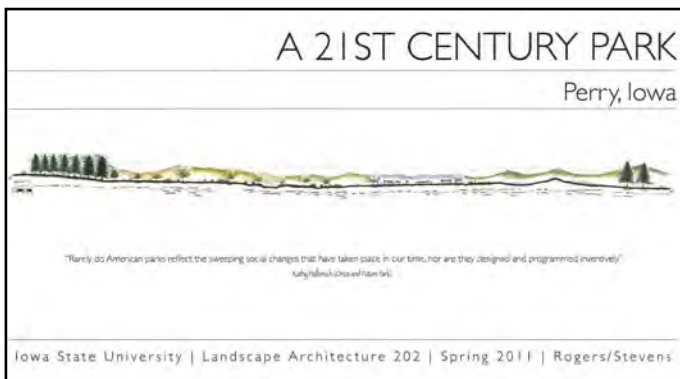
- Develop a network of community trails (report includes a Community Trails Master Plan)
- Integrate artwork and wayfinding along trails
- Install selective screening along trails
- Calm traffic and improve pedestrian amenities and landscaping on 1st Avenue (4-to-3 lane reduction)
- Create community entrance signage

Outcomes to Date:

- Worked with Iowa State University class to recognize art along the trail in Caboose Park
- Have received funding to extend Iowa Street Trail to provide a connection between RRVT and the Dallas County Hospital



Planning for a Multicultural Perry develops a plan to meet the needs of Perry's growing immigrant community



Reinvisioning report developed by an ISU student for Perkins and Pattee Park

STUDENT PLANNING PROJECTS

Working in collaboration with City Staff and local stakeholders, students from Iowa State University have provided a number of planning and design projects focused on the Perry community

2011 Gateway to Perry Study

This study focused on the area south of Highway 141 between 1st Avenue and 16th Street. Students engaged community members through a series of public workshops to discuss overall needs in the community as well as ideas for how the gateway area should develop. Based on this input and site evaluations, students developed a set of design principles and schematic plans for the site that envision a multi-use district, incorporating design elements that reflect the character of Perry's historic downtown, as well as recreational amenities that respond to current community needs.

2011 Planning for a Multicultural Perry

The focus of this studio was to develop a strategic plan to meet the needs of the growing immigrant population in Perry while also serving the town's overall community planning needs. The plan proposes a business incubator program to attract, formalize, and support Latino businesses in downtown Perry, as well as a Latino resource center to help centralize social services and offer a venue for cross-cultural interaction. The studio also developed conceptual sketches for two public spaces: (1) Revitalization plans for Pattee Park; and (2) A new plaza showcasing Perry's immigrant history to be located south of Perry's Public Library.

2011 A 21st Century Park

ISU Landscape Architecture students developed conceptual plans and illustrative drawings to re-envision the public spaces and recreational facilities in Pattee and Perkins Park.

2011 Site Analysis for a Convention Center

This report explores the idea of a convention center in downtown Perry and evaluates potential physical impacts and circulation issues related to various site locations.

2012 Wayfinding Proposal for the City of Perry Offices

This report addresses wayfinding issues on the first and lower floor of the City of Perry office building.

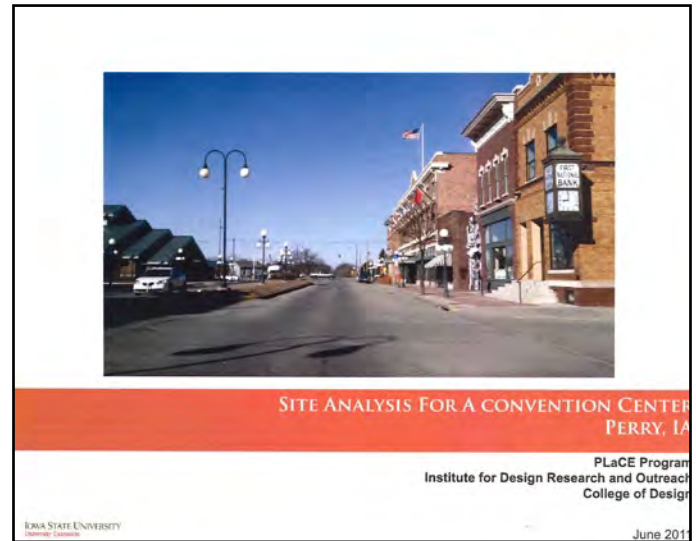
REGIONAL PLANNING

Several regional plans focused on the Des Moines metropolitan region have been released in recent years-and include strategies and recommendations that may have bearing on future planning and development efforts in Perry.

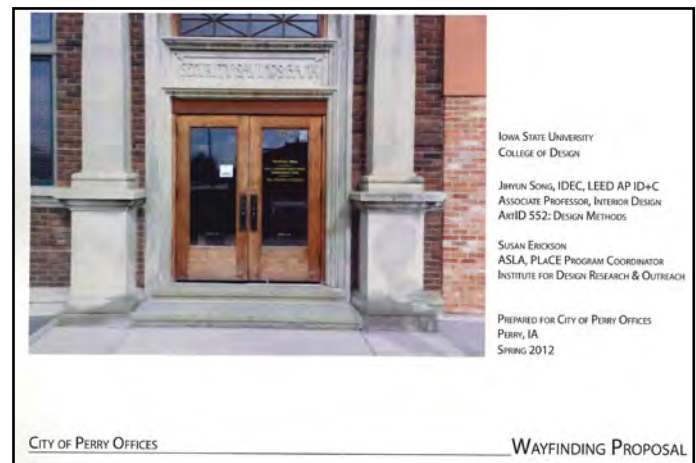
2012 Capital Crossroads: A Vision Forward

Greater Des Moines Partnership

Capital Crossroads is a five-year strategic plan that targets economic development and marketing opportunities for the city of Des Moines, as well as the greater Des Moines region. The plan focuses on three themes of Opportunity, Sustainability and Talent, identifying a set of tactics under each theme to impact Central Iowa's competitive position. Recommendations include regional coordination of local economic development professionals to market and enhance Central Iowa's strongest/emerging sectors; local leadership development; and expansion of recreational/environmental infrastructure.



Site analysis document explores options for a convention center in Perry



Wayfinding assessment prepared by ISU College of Design

2013 The Tomorrow Plan

Des Moines Area Metropolitan Planning Organization

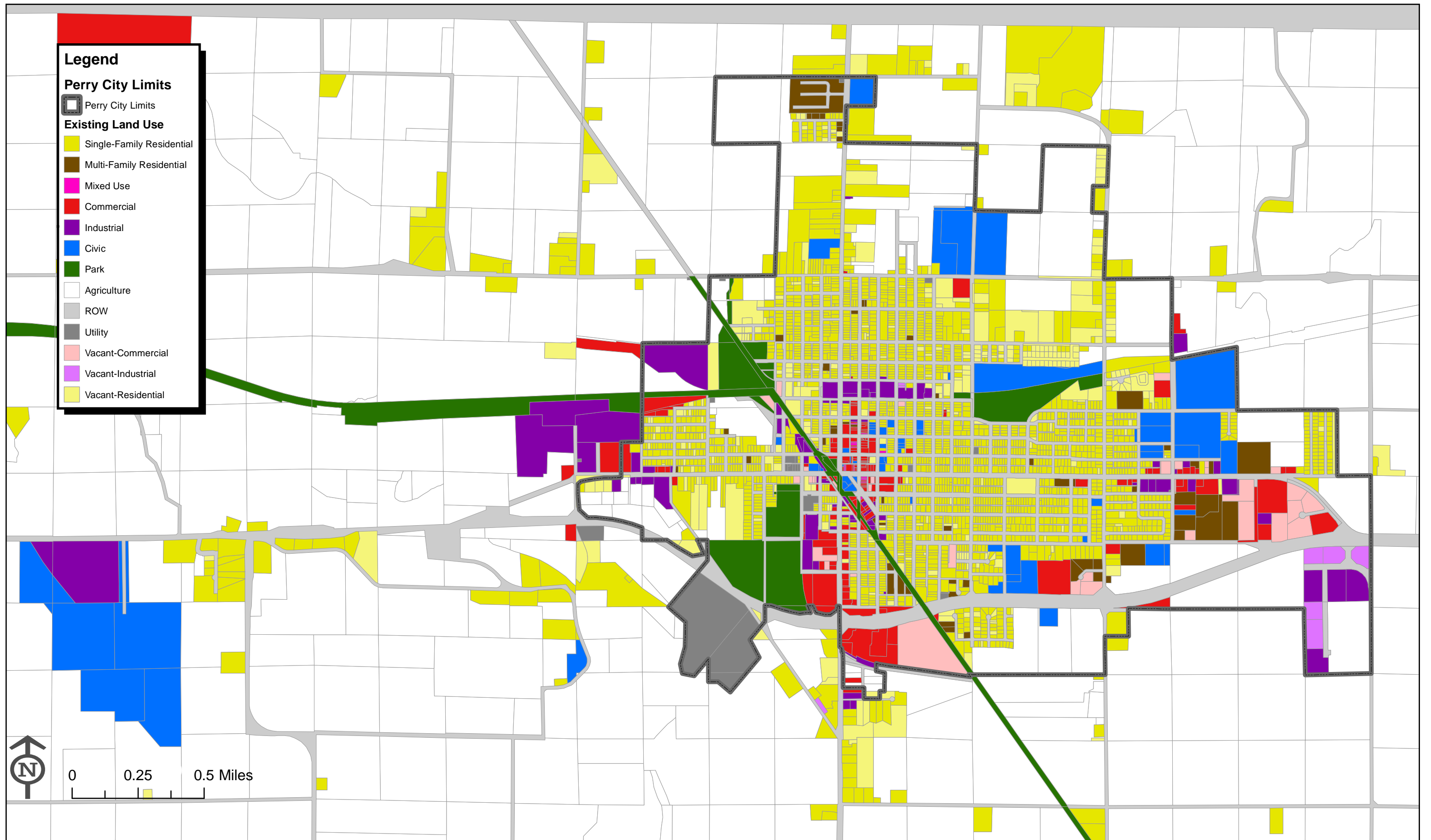
While the Capital Crossroads plan is a 5-year strategic plan, the Tomorrow Plan takes a broader view, developing a vision for the region's long-term sustainability- using 2050 as a target. The Tomorrow Plan focuses on the Des Moines Area Metropolitan Planning Organization's planning boundary, which technically does not include the town of Perry. However, the Tomorrow Plan's focus on core quality of life and regional connectivity issues will have implications for Perry as a neighboring community to Des Moines. The plan is still in draft form and subject to public review, but initial recommendations include discussion of sustainable development around key corridors and nodes, regional opens pace networks, green infrastructure, and neighborhood resiliency.



SELECT MAPS (11X 17)

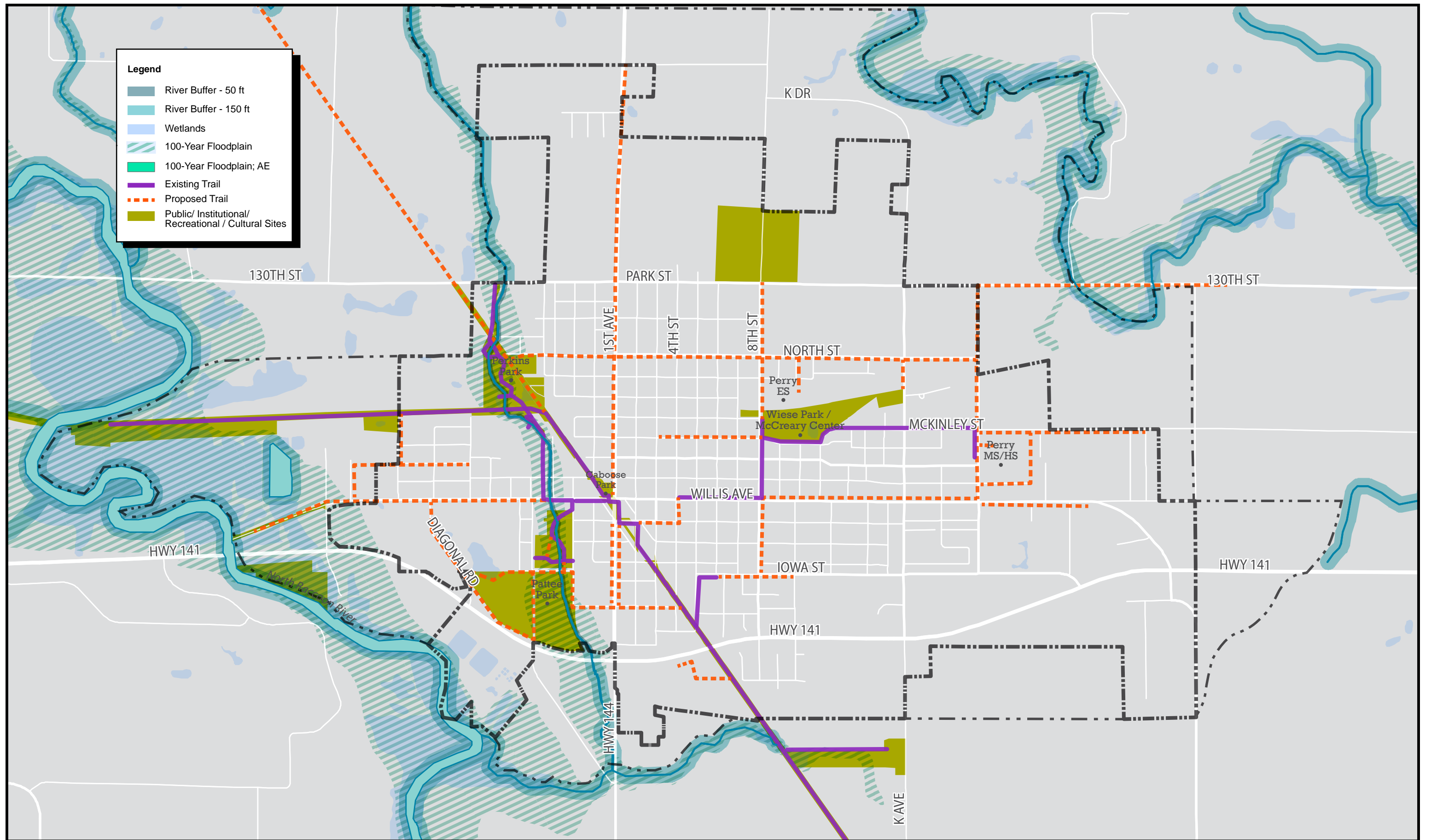
A-2

Map 3.1: Existing Land Use-A Snapshot of 2012.....	A2-3
Map 3.3: Natural Features for Potential Greenway Incorporation.....	A2-5
Map 3.4: Recommended Perry Greenway.....	A2-7
Map 3.5: Future Land Use.....	A2-9
Map 5.1: Overall Multi-modal Plan from the Perry Sustainability Plan.....	A2-11
Map 5.2: Iowa Living Roadways Concept Plan.....	A2-13
Map 5.3: Regional Parks and Trails.....	A2-15
Map A4: Zoning.....	A2-17



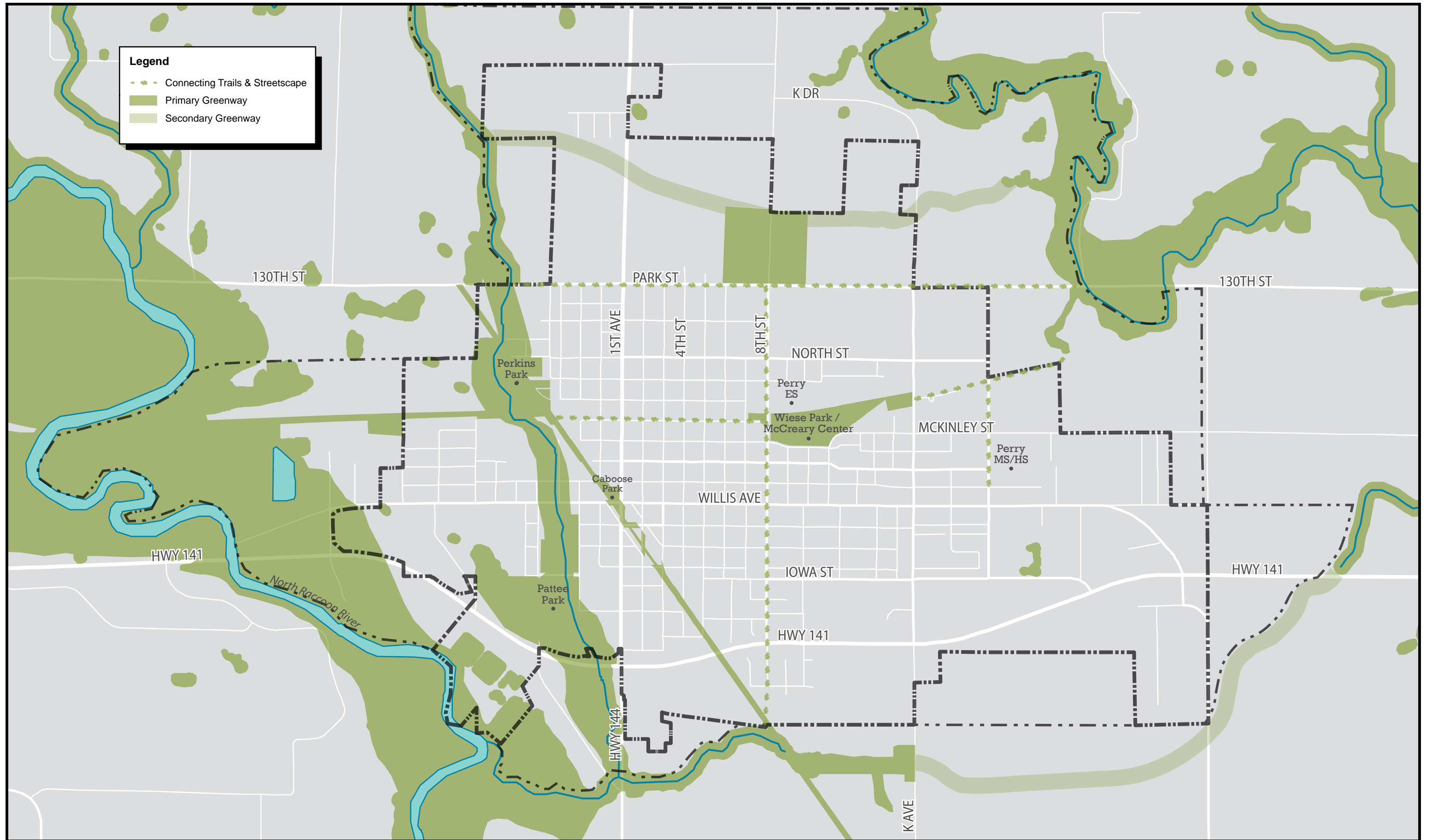
Map 3.1: Existing Land Use - A Snapshot of 2012

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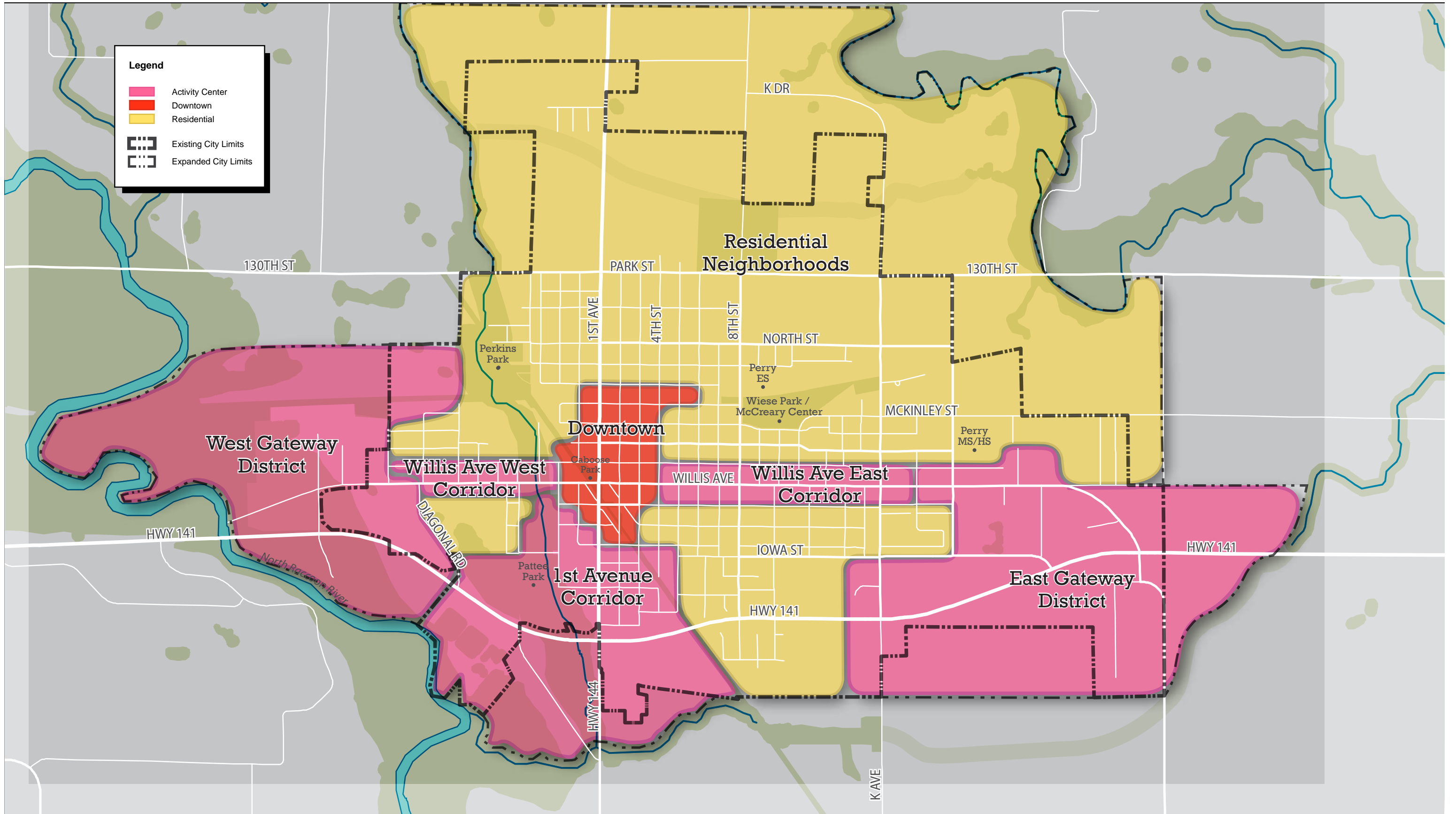
Map 3.3: Natural Features for Potential Greenway Incorporation

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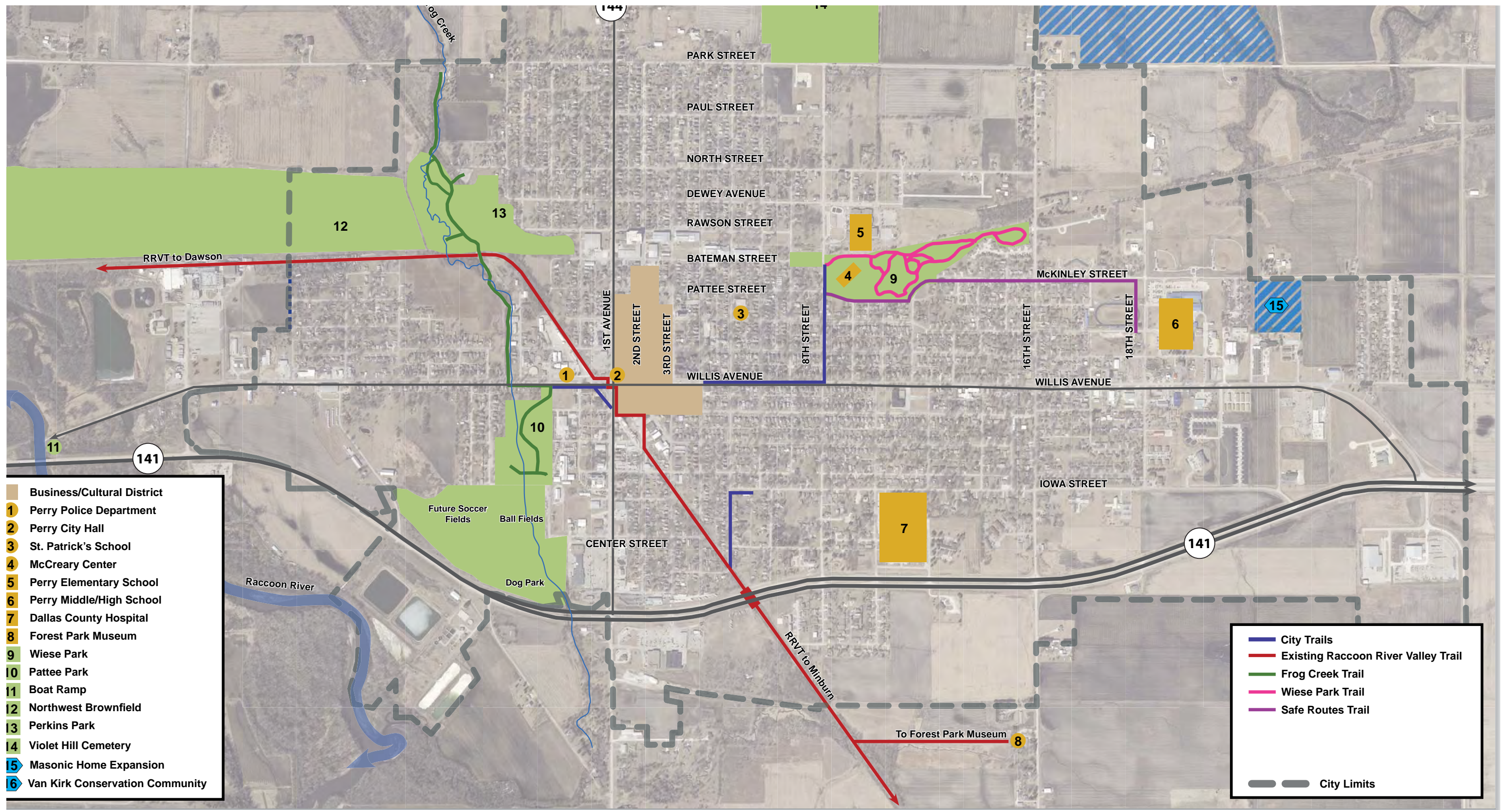
Map 3.4: Recommended Perry Greenway

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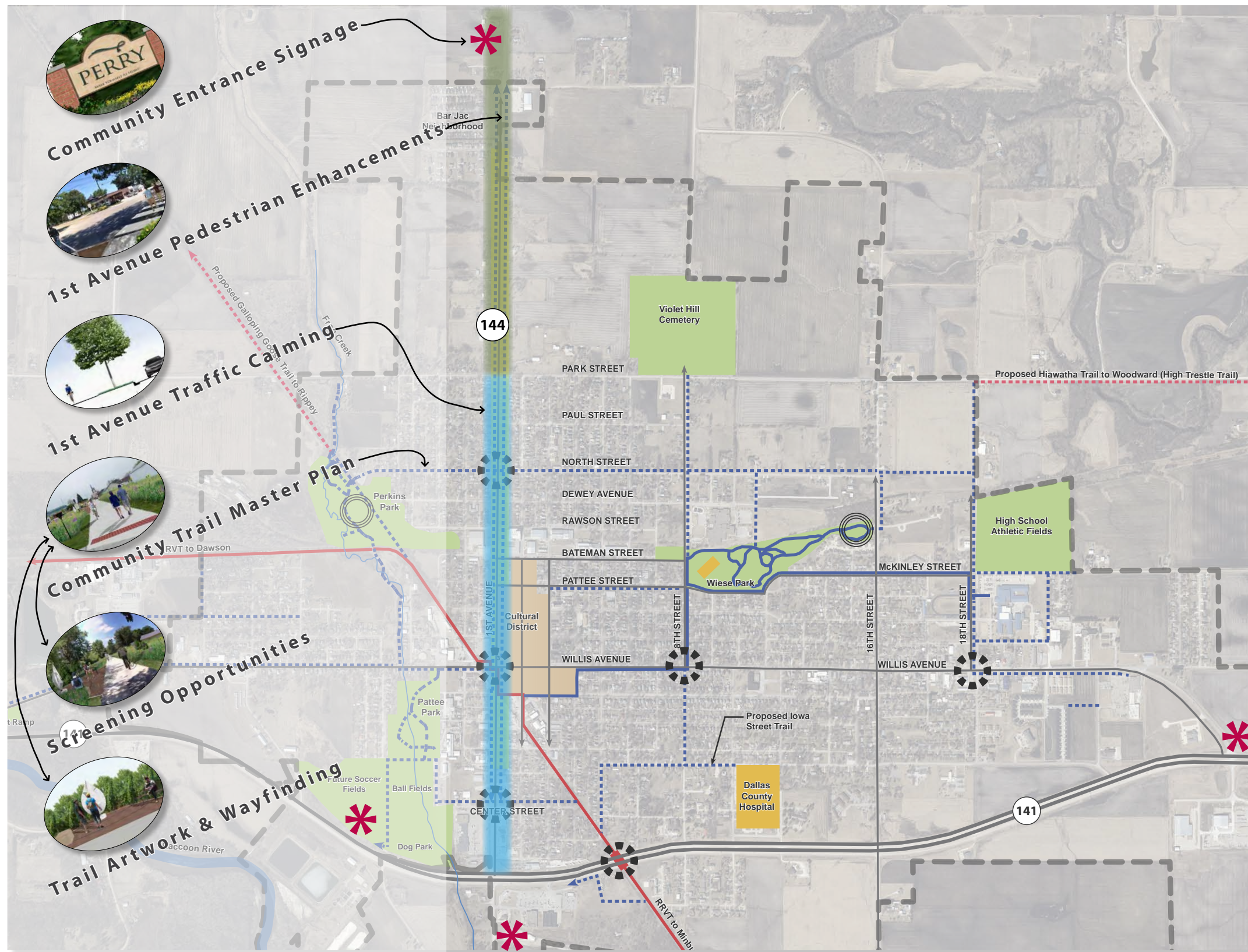
Map 3.5: Future Land Use

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Map 5.1: Overall Multi-modal Plan from the Perry Sustainability Plan

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Long term visioning and planning are essential for a community to be able to provide sustainable, functional, and beneficial improvements. Using the results of the inventory and analysis of community resources, the Perry visioning committee set goals and determined their vision for the community.

Following the goal setting process, the design team led a conceptual design workshop, during which a preliminary concept was created with help from steering committee members. The enhancements identified during the workshop were:

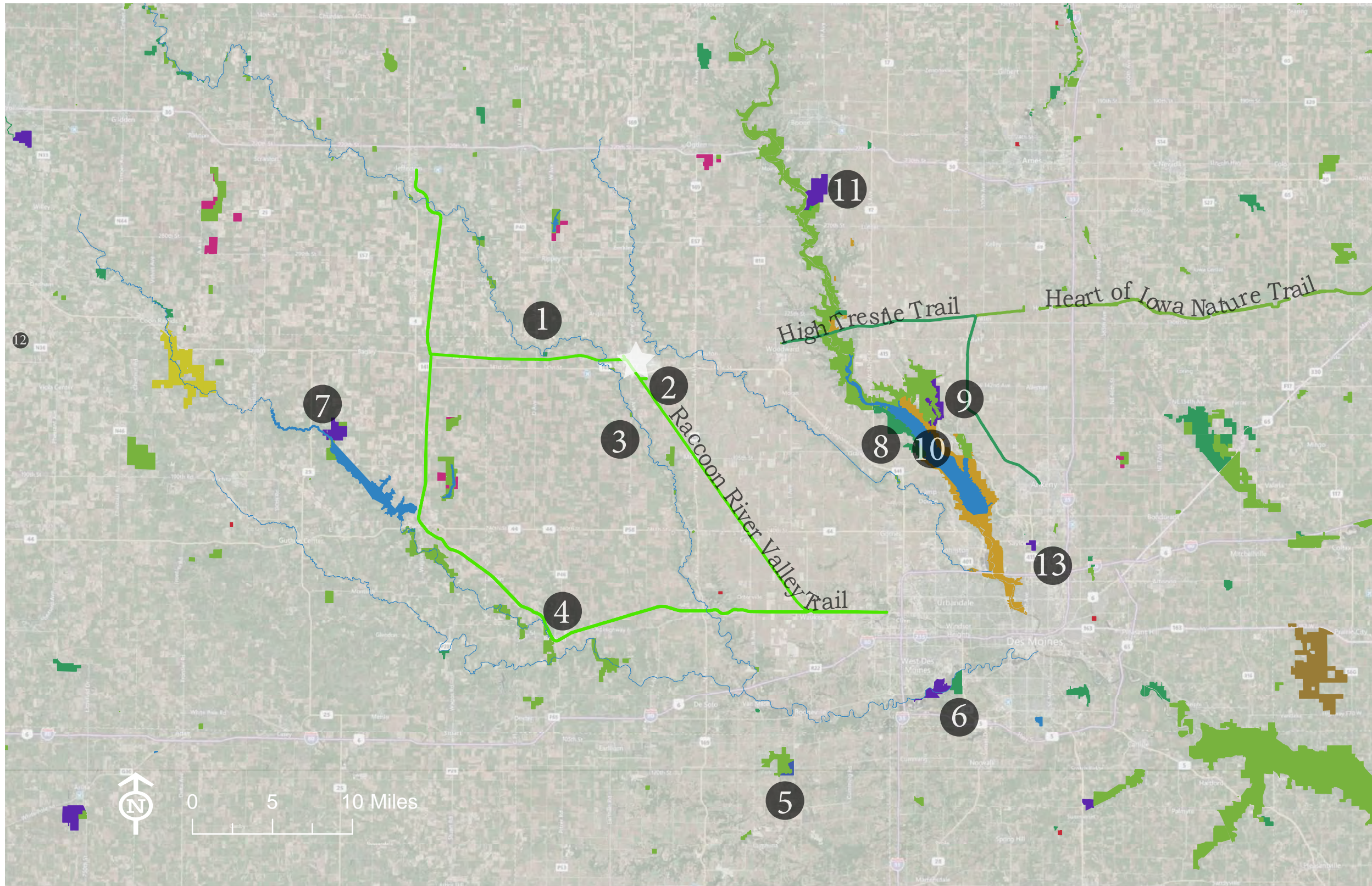
- Develop a network of community trails
 - Provide route suggestions for community-wide plan
 - Develop amenities board with wayfinding opportunities
- Develop a plan for pedestrian enhancements to 1st Avenue/Highway 144
 - Provide pedestrian connection to BAR JAC Estates
 - Develop traffic calming techniques to improve safety
- Develop entrance signage
 - Prepare sign design and propose locations
- Prepare plans for screening along trails

The community concept plan presented here is based on input from both the visioning committee and residents of Perry and brings together ideas, goals, and visions for improvements. Specific projects which are identified include:

- Community Entrance Signage
- Trail Artwork and Wayfinding
- Screening Opportunities
- Community Trails Master Plan
- 1st Avenue Pedestrian Enhancements
- 1st Avenue Traffic Calming

Map 5.2: Iowa Living Roadways Concept Plan

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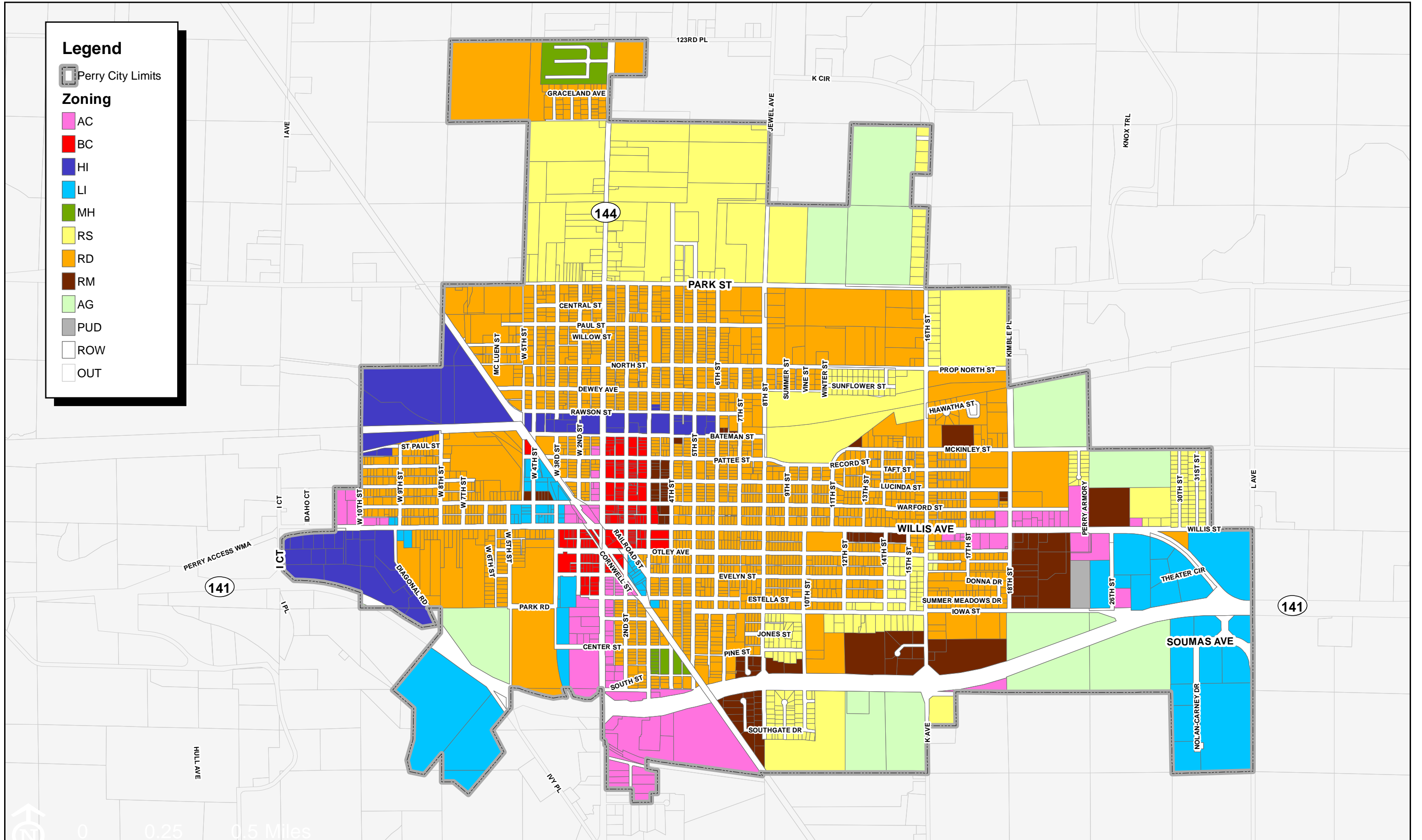


- ① Sportsman Park
- ② Forest Park Museum
- ③ Voas Nature Area
- ④ Hanging Rock State Wildlife Management Area
- ⑤ Badger Creek State Park
- ⑥ Walnut Woods State Park
- ⑦ Springbrook State Park
- ⑧ Jester Park
- ⑨ Big Creek State Park
- ⑩ Saylorville Lake
- ⑪ Ledges State Park
- ⑫ Lake Anita State Park
- ⑬ Margo Frankel Woods State Park

Wildlife Mangement Area
 State Park
 Army Corps
 County Park
 Wetland Protection Area
 Non-Governmental Conservation Area
 National Wildlife Refuge

Map 5.3: Regional Parks and Trails

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Map A.4: Zoning

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PERRY
COMPREHENSIVE PLAN
2030