

NORTHWEST RIVER DISTRICT



NEIGHBORHOOD REVITALIZATION PLAN



April 2016



FORWARD & ACKNOWLEDGEMENTS



On behalf of the City of Fort Dodge, Iowa and the Greater Fort Dodge Growth Alliance, I would like to thank America's Best Communities for the opportunity to present our Revitalization Plan for an area of our beloved City that needs revitalization. The area I'm referring to is our Northwest River District.

Nearly 10% of our population either lives or works in the Northwest River District. The area is comprised of a population base with an average age that's 8 years older than that of Fort Dodge. The unemployment rate in this district is 2% higher than the rest of the City. Much of our public infrastructure is near the end of its functional life. Numerous homes and businesses are dilapidated or considered blighted. Needless to say, the area needs redevelopment and the citizens are ready for it.

With your financial help, we've gone through an extensive public planning process to revitalize the Northwest River District. We developed a Planning Committee with the specific focus of understanding the district's existing conditions, developing an understanding of how this area of Fort Dodge

contributes to the economic region, identifying how this district can improve its standing in the region, and preparing a plan to make it happen. Through this planning process, we've identified a need that is much greater than the City's capacity to implement. Our City serves as the retail and job center for an area of Iowa larger than any other community our size, and the Northwest River District helps to serve such a large area.

This document summarizes our process and illustrates a feasible plan to revitalize this struggling part of Fort Dodge. It will be through the implementation of this plan that Fort Dodge will continue with the positive momentum of job creation, economic growth, and public infrastructure renewal to take us into the next generation of leadership. We've been successful in revitalizing similar areas of the City, but we've needed help to do it. We acknowledge the importance of updating our infrastructure, which doesn't stop with sewer, water, or roadways. We believe it to be vitally important for our citizens to have access to the internet in order to search for jobs and be contributing members of the community. We embrace the notion of a public/private partnership to accomplish this.

Thank you once again for America's Best Communities' support of our revitalization project. We look forward to continuing our partnership as we continue toward our vision of making Fort Dodge America's Best Community.

Warm Regards,

A handwritten signature in blue ink, appearing to read "Matt Bemrich".

Matt Bemrich, Mayor
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EXECUTIVE SUMMARY

BACKGROUND

In 2015, the City of Fort Dodge, Iowa advanced to the Quarterfinalist round of the America's Best Communities competition, a \$10 million initiative to stimulate revitalization in small towns across America. They received \$50,000 to develop strategies to revitalize their local economy and improve the quality of life for their residents.

The City of Fort Dodge and the Greater Fort Dodge Growth Alliance chose to focus this award on a neighborhood area located in the northwest portion of the City. This district consists of smaller homes and an older demographic that has a limited purchasing power, despite its proximity to some of the larger agriculturally-based businesses in the region. This area has experienced little growth, and offers very little in the form of neighborhood services. Its proximity to the Des Moines River and a strong connection to Highway 169 create recreational and business opportunities for revitalization of the district. This area has been re-branded as the Northwest River District, celebrating a new era in economic redevelopment and investment in this part of the community.

FORT DODGE ABC TEAM

The City of Fort Dodge and the Greater Fort Dodge Growth Alliance assembled a planning team consisting of city leaders, business-owners and local residents to set goals and share their vast experience and knowledge of the neighborhood area. A team of city staff and Greater Fort Dodge Growth Alliance members and consultants collected this data, along with information gathered from three neighborhood meetings, to shape the concepts and strategies for revitalization.



NEIGHBORHOOD MARKET ANALYSIS

An independent neighborhood market analysis was conducted by the Strategic Economics Group, studying the demographics and economic profile of the district. Based on this data, the study area has a median age 7.8 years older than the City average, and represents 5% less than the total household income when compared to the rest of Fort Dodge. There is a very limited purchasing power represented within the district, and attracting new business to the area will require redevelopment and expansion of both the commercial and residential base to succeed.

This analysis also looked at a comparison between the three main corridors entering into Fort Dodge from the west, and how these corridors compared to main access roads in other similarly-sized cities. The 3rd Avenue NW/Hawkeye Avenue corridor, which extends through the district, has great potential to act as a key business corridor from the west side of Fort Dodge. The opportunity to increase both the diversity of business and the number of regional and neighborhood commercial businesses is strong for this district area.

EXECUTIVE SUMMARY

VISION AND FOCUS AREA

Based on the information gathered in the preliminary phase, neighborhood revitalization concepts were developed and advanced focusing on four major areas within the district.

3rd Avenue NW/Hawkeye Avenue Corridor

The improvement of this main corridor through the district is vital to redevelopment efforts. A combination of infrastructure, technology and aesthetic improvements not only create a safe and modern commercial corridor, but starts the flow of investment into the district.

Gateway Enhancement

Repeating materials, colors and branding throughout the district creates a neighborhood theme and sense of pride for the businesses and residents to embrace. Gateway nodes near Highway 169 and the Des Moines River establish entrances into the district and signify the revitalization occurring in the area.

Lizard Creek Recreation Area

City-owned property in the south part of the district along Lizard Creek can offer more recreation opportunity to the district and further enhance the connection to the Des Moines River corridor.

North Neighborhood

Connecting this neighborhood area to the main corridor through sidewalk and trail investments, establishing infrastructure for broadband internet expansion, and enhancing Hydro Electric Park as a more regional draw will breathe life into this declining neighborhood and encourage local investment.

REVITALIZATION PLAN

Based on the redevelopment concepts and guidance from the Fort Dodge ABC Team, a revitalization plan has been developed focusing on the enhancement of the 3rd Avenue NW/Hawkeye Avenue corridor. Strategies involving expansion to property depths, utility and technology improvements, expansion and improvement of the roadway cross-section and streetscape enhancements all combine to create a revitalization plan that expands opportunity for business and residential investment along the corridor. Key improvements such as intersection enhancements and trail and sidewalk connectivity to all areas of the district starts with the revitalization of this important corridor. A forward-looking revitalization plan has been developed to showcase these revitalization strategies and how they can be implemented as part of the short-term tactics for the next phase of this project.

This Neighborhood Revitalization Plan expands on the redevelopment concepts and provides additional information supporting the proposed revitalization plan focusing on the main corridor. A final discussion on long-term strategies and short-term tactics is also included to help guide future phases of the revitalization plan. The City of Fort Dodge is committed to the revitalization of the Northwest River District and its connecting corridor into Fort Dodge, and will continue to implement the concepts and improvements outlined herein to help improve both the local economy and quality of life of Fort Dodge.

NEIGHBORHOOD REVITALIZATION PLAN

The logo for Northwest River District, featuring the text "NORTHWEST RIVER DISTRICT" in a bold, sans-serif font. The text is white and is set against a dark blue background. The words "NORTHWEST" and "RIVER DISTRICT" are stacked vertically. There are thin white horizontal lines above and below the text.

**NORTHWEST
RIVER DISTRICT**

INTRODUCTION - OUR NEIGHBORHOOD'S STORY

HISTORY OF THE NEIGHBORHOOD

The Northwest River District area started in the late 1800s when it was settled outside of Fort Dodge, Iowa in unincorporated Webster County. Its location along the Des Moines River and proximity to town made it an attractive location for early expansion. Not long after settlement, a local entrepreneur capitalized on the needs of the residents by selling goods that he transported over the Des Moines River via ferry from the Fort Dodge side. Supplying both goods and transportation, the locals began calling the area Bob's Town, or Bobtown, which has held on as a local nickname for this neighborhood area.

In 1912, the Fort Dodge Animal Health Company was constructed north of 3rd Avenue NW. Over the years, the company has been sold many times. In 2009, Boehringer-Ingelheim (BIVI), a privately held German company, purchased the facility. Although owned by BIVI, many long-time residents of the area still refer to the facility affectionately as the Fort Dodge Labs. Over the course of 100 years, the facility has expanded and acquired property, and the campus sits on approximately 300 acres of land. The facility has been a constant employer for the area and fortunate to hold many animal pharmaceutical milestones, including the first canine Lyme disease vaccine, the first genetically-cloned feline leukemia vaccine, the first feline ringworm vaccine, and the first complete line of equine vaccines.

The City of Fort Dodge annexed Bobtown not long after the construction of the Hawkeye Avenue Bridge over the Des Moines River. As the neighborhood grew, so too did the needs of the area. Hillcrest Elementary School opened in 1956. Highway 169 continued to see increased regional traffic, and the area became a western gateway into Fort Dodge. Several gas stations and convenience stores opened along 3rd Avenue NW. Unfortunately, the neighborhood's growth was affected by a shift towards residential development in other parts of Fort Dodge, as well as an economic downturn in the 1980s, with the loss of key industry in the area such as the Iowa Beef Processors and Hormel.

The Northwest River District is ready for a renaissance, to begin a new chapter by re-establishing itself as an important connection and western gateway into Fort Dodge. When the America's Best Communities competition was announced, community leaders saw an opportunity to plan for the revitalization of this important part of Fort Dodge.

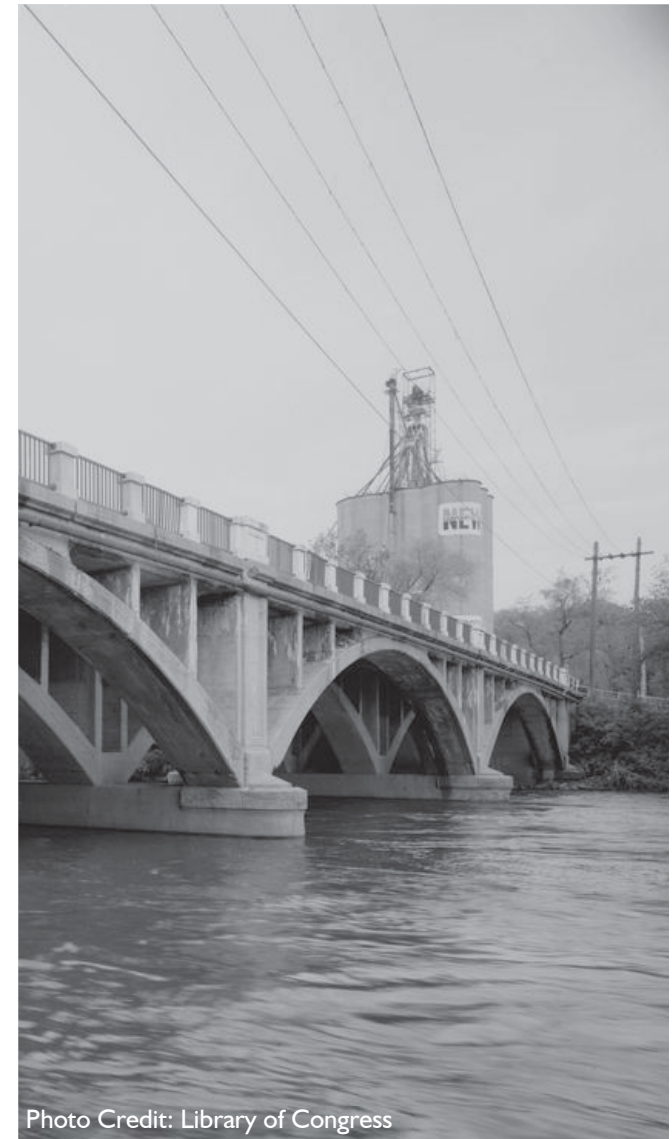


Photo Credit: Library of Congress



RESIDENTIAL CHARACTER

Single-family detached homes make up the majority of the residential properties in the district, dominated by homes built between 1900-1960. Homes within the neighborhood area north of Hawkeye Avenue consist mostly of bungalow and split-level design. The increasing topography moving west away from the river resulted in the development of these split level homes and walk-out bungalows. Homes in this neighborhood average under 1,000 square feet in footprint size, and lot sizes are generally small, consisting of 50'-60' lot widths and averaging 6,000-8,000 square feet. Architectural styles vary, but bungalow and colonial styles appear to dominate the neighborhood.

Approximately two-thirds of the estimated 646 households are occupied by homeowners, while the other one-third are rentals. There are two mobile home parks in the district, consisting of mostly single units in the 900 square foot size, on 4,000 square foot rental lots. There are very few multi-family units such as apartments and duplexes within the district, however, the few that are located here extend along the south side of the 3rd Avenue NW corridor, along with other single family homes. Property conditions range from good to very poor, with some blighted properties located along the 3rd Avenue NW corridor.



COMMERCIAL CHARACTER

Approximately 39 commercial businesses exist within the district, primarily along the west portion of the study area near the Highway 169/3rd Avenue NW intersection. Most of these businesses can be categorized as light industrial businesses, such as auto wreckage yards, construction/contractor businesses, auto repair and implement/equipment dealers. A small variety of service-oriented businesses, including two hotels and one full-service restaurant, operate within the area. Likewise, a small amount of retail business exists in the study area. These consist of two convenience stores and an outdoor/sporting equipment store. A large portion of the businesses in this area (10) provide products and services related to the motor vehicle industry. Except for the two convenience stores, the current mix of business in the area does not provide everyday consumer goods and services.

The existing businesses in the area give the district an industrial feel. This is further reinforced by the existence of overhead power and communication lines located along the 3rd Avenue NW/Hawkeye Avenue corridor. Approximately 2,600 linear feet of the corridor consists of property owned by Boeringer Inglehiem, Vetmedica, Inc. (BIVI). Although set back from the corridor by more than 400', chain-link fencing and truck access points along BIVI's frontage along 3rd Avenue NW, along with fenced frontage along 5th Avenue NW, contribute to the industrial feel.



VEHICULAR CIRCULATION

The area now being identified as the Northwest River District is regionally served from the west by an east/west two lane arterial roadway, IA Highway 7, and a north/south four lane arterial roadway, US Highway 169. The intersection of these two highways forms a natural gateway at the west end of 3rd Avenue NW. The intersection is controlled by a four way STOP condition. Grass medians exist between the through-lanes on the north, south and east legs of the intersection. The west leg includes a paved median. At specific times during the day, traffic begins to stack up due to the inefficiency of the four way STOP condition.

IA Highway 7 serves a large ag-industrial development park known as Iowa's Crossroads of Global Innovation (ICGI). As a result of ICGI's location and other contributing factors, a large number of trucks pass through this intersection from all directions. The trucks present safety concerns for many of the residents. IA Highway 7 changes to 3rd Avenue NW as you travel east across the intersection of US Highway 169. As 3rd Avenue NW continues east to the southeast corner of BIVI's property, it intersects 5th Street NW and converts to Hawkeye Avenue. At 5th Street NW, the roadway turns sharply to a south-easterly direction and down at a steep slope as you enter the Des Moines River valley. Hawkeye Avenue crosses the Des Moines River via a two lane bridge that also carries a sidewalk on the northwest side. From this bridge structure you can see the historic hydro-electric dam to the

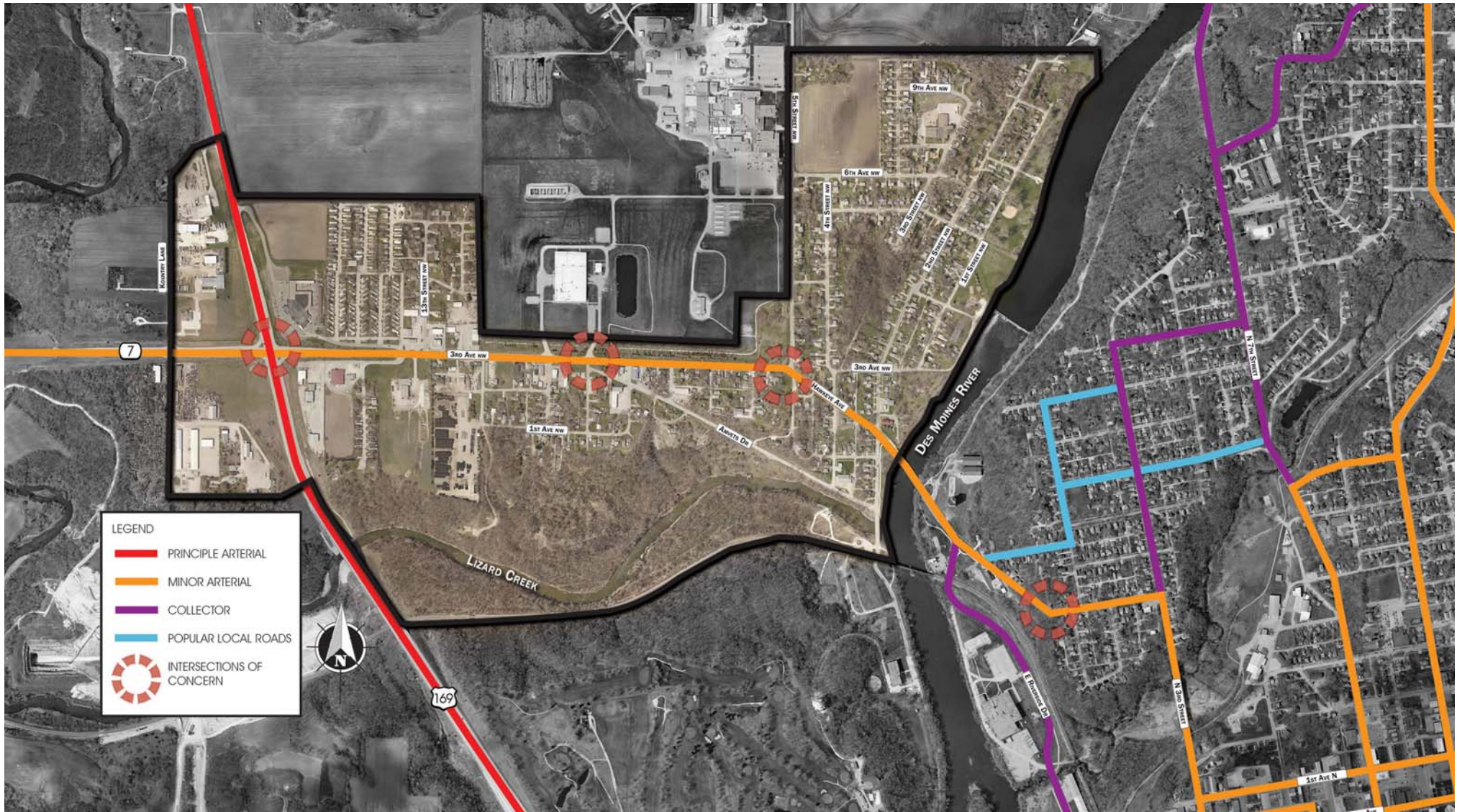
northeast, which has been decommissioned for over five decades. Hawkeye Avenue continues southeast until it turns into 5th Avenue N where the roadway takes a sharp horizontal curve to the east. This curve is also situated on a steep slope, thus causing extreme limitations to sight distance and the potential for severe crashes. As 5th Avenue N continues easterly, it T's into N. 3rd Street.

The southbound lane on N. 3rd Street stops at the intersection with 5th Avenue N, however the other two legs do not have a STOP condition. The through movement is considered the northbound to westbound turn and the eastbound to southbound turn. N. 3rd Street serves as the primary route for vehicles traveling to the Northwest River District from the centrally-located Downtown Core or the northern residential areas of Fort Dodge.

The Des Moines River and Lizard Creek create a barrier that divides the Northwest River District from the rest of Fort Dodge, other than by the single bridge crossing on Hawkeye Avenue. The route to the Northwest River District from the Downtown requires travelers to follow N 3rd Street, 5th Avenue N, Hawkeye Avenue and finally 3rd Avenue NW. The corridor contains poor horizontal geometry and steep vertical changes. These two characteristics likely contribute to the District's inability to develop thriving retail businesses. The corridor also constricts truck traffic at each location where the roadway changes names to where it is literally unsafe to pass a truck at each curve.

Due to the corridor's three name changes, there is confusion on behalf of the traveling public as to the identity of the roadway they travel. This thrice named corridor serves nearly 1,500 citizens and well over 1,000 workers on a daily basis from the local street network. The 3rd/Hawkeye/5th two-lane roadway carries over 8,000 vehicles per day and serves as the spinal cord for the area. At these junctions, the intersections in many cases are skewed enough to pose issues with motorists trying to see around obstacles for oncoming traffic.

Much of the local street network is near the end of its useful life. Countless potholes and alligator-cracked sections exist in the district as the roadway network moves in and out of the river valley via steep slopes. The City has recently completed street improvements in a few of the dozens of blocks, however, continued regional improvements are required to serve and sustain a more vibrant district. Local funding is constrained, which requires a long-term approach be taken to address the local street network. The highest priority for improvement is the 3rd/Hawkeye/5th corridor.

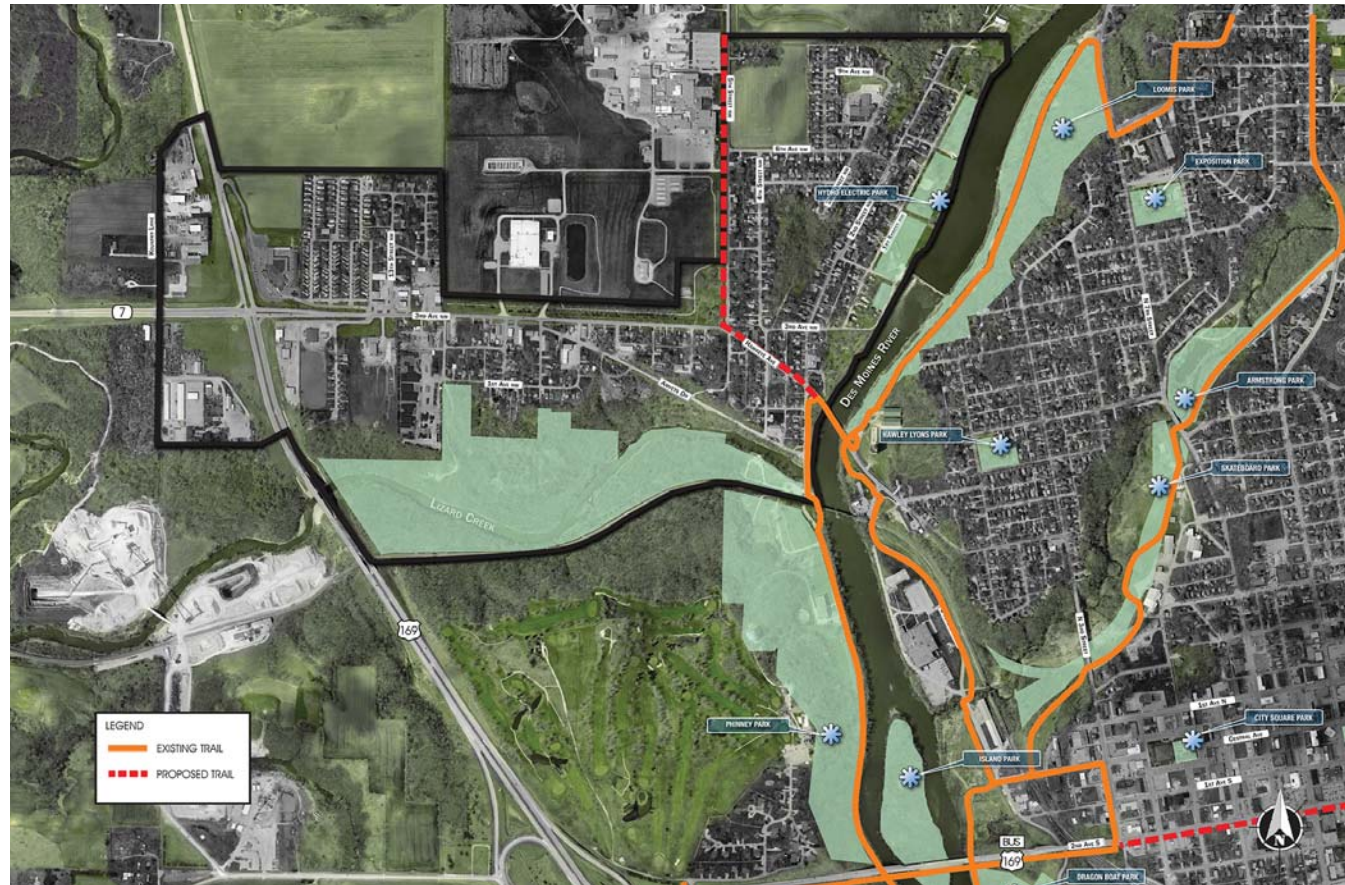


OPEN SPACE & VIEWSHEDS

Due to the existing terrain, the open space that exists within the east portion of the district consists mostly of lightly-wooded areas along the Des Moines River. Multi-use recreation trails along the east side of the river within Loomis Park, which is just outside the planning area, also offer connections to more park space. The western portion of the study area consists of limited green space in the form of vacant development properties or frontage along the BIVI property. The Lizard Creek area located along the south portion of the study area consists of limited access to a medium-wooded, sloped property owned by the City of Fort Dodge.

Trail & Pedestrian Circulation

Although abundant just outside of the study area, trail circulation within the study area is poor, with the exception of a trail crossing over the Des Moines River into the far southeast corner of the study area. There are no trails, nor consistent sidewalks, connecting Hydro Electric Park to the regional trails. There are very limited sidewalk connections to the west, consisting only of small sidewalks along the 3rd Avenue NW/Hawkeye Avenue corridor. Pedestrian circulation is under-served at and near the 3rd Avenue NW/Highway 169 intersection, with no safe crossing opportunities to the west of Highway 169. Sidewalks are very inconsistent within the residential areas, with large gaps in sidewalk service throughout most of the neighborhood. There appears to be an opportunity to



connect the Lizard Creek area, Hydro Electric Park, Amvets Drive, and the 3rd Avenue/Hawkeye Avenue corridor through new trail and sidewalk routing.



Des Moines River Valley Area

Clearly the biggest draw for the area's park and recreation opportunities, the Des Moines River valley extends along the entire eastern boundary of the study area. Multiple viewpoints exist into the river valley from the study area. Loomis Park extends along the eastern side of the river, just outside of the study area. Phinney Park extends south from the study area along the west side of the river, down to Duck Island Park, providing additional trail and recreation opportunities to the district. Other than trail circulation and limited access points, the river valley is fairly unencumbered, with no significant development along the river banks. This has maintained some potential for positive viewsheds along this portion of the Des Moines River.



Lizard Creek

Lizard Creek is a tributary connecting to the Des Moines River, extending to the west along the south boundary of the study area. Light-to moderately-wooded, the south bank has some limited trail access, while the north side is undeveloped. There is evidence that this area may have been home to an old girl or boy scout camping area, but access is limited, with only a single locked, unimproved driveway from the north. This area significantly slopes towards Lizard Creek, providing very good viewpoints into the creek valley. Lizard Creek continues west of the study area, and is used for white water recreation and as a water trail.



Hydro Electric Park

Hydro Electric Park extends along most of the western side of the river within the study area. This neighborhood park is home to a decommissioned hydro-electric dam, originally built in 1922. This park consists of an historic stone shelter, circular restroom building, a large horseshoe area, an outdated ball field, recent playground equipment, sand volleyball, pickle ball, and multi-purpose open space. There is a small unimproved boat ramp/canoe launch located on the north portion of the park. This park is not connected to the trail system, although there is street access. This area attracts fisherman and neighborhood users looking to take advantage of river views and limited river access.

EXISTING MARKET CONDITIONS

Demographic and Economic Profile

The Northwest River District is entirely encompassed by Webster County Census Tract 3, which also includes several square miles of rural area located outside the corporate limits of Fort Dodge. U.S. Census Bureau statistics for this census tract provide a good demographic and economic profile for this area of Fort Dodge. A summary of the statistics for Census Tract 3 is as follows:

- Residents account for only 5.3% of the City’s total population (1,432 of 26,908)
- Only 5.9% of the households for the eight Fort Dodge census tracts are located here
- Median age of people residing here is 7.8 years greater than the citywide median (45.7 vs. 37.9)
- Total household income for the area equals 4.7% of total household income for the eight city census tracts
- The unemployment rate in the Northwest River District is approximately 2.5% higher than the unemployment rate for all of Fort Dodge rate (13.8% vs. 11.3%)

The statistics present the following findings:

- There is limited purchasing power represented by the current residents of the Northwest River District.
- New retail and service businesses that may be attracted to the area will need to draw customers living elsewhere in Fort Dodge and from outside the city.

Other West Side Access Corridors

Besides 3rd Avenue NW, two other roads provide access from US Highway 169 into Fort Dodge. These roads are Kenyon Road and 2nd Avenue South. Kenyon Road carries the designation of Business US Highway 20. Some commercial development infill is occurring along Kenyon Road south of Iowa Central Community College’s campus immediately east of US Highway 169. There are four motels and four restaurants located near the intersection with US Highway 169, but much of the remaining land in the area is within the vicinity of the Fort Dodge Correctional Facility, Iowa Central Community College, Friendship Haven Seniors Community, and Trinity Regional Medical Center.

There is no commercial development in the vicinity of the 2nd Avenue South interchange with US Highway 169. The only undeveloped land in the vicinity of this interchange is located to the west of US Highway 169. Therefore, 3rd Avenue NW offers the best opportunity for additional commercial development among the three west side access roads into Fort Dodge.

Comparison to Main Access Roads in Other Similar Size Cities

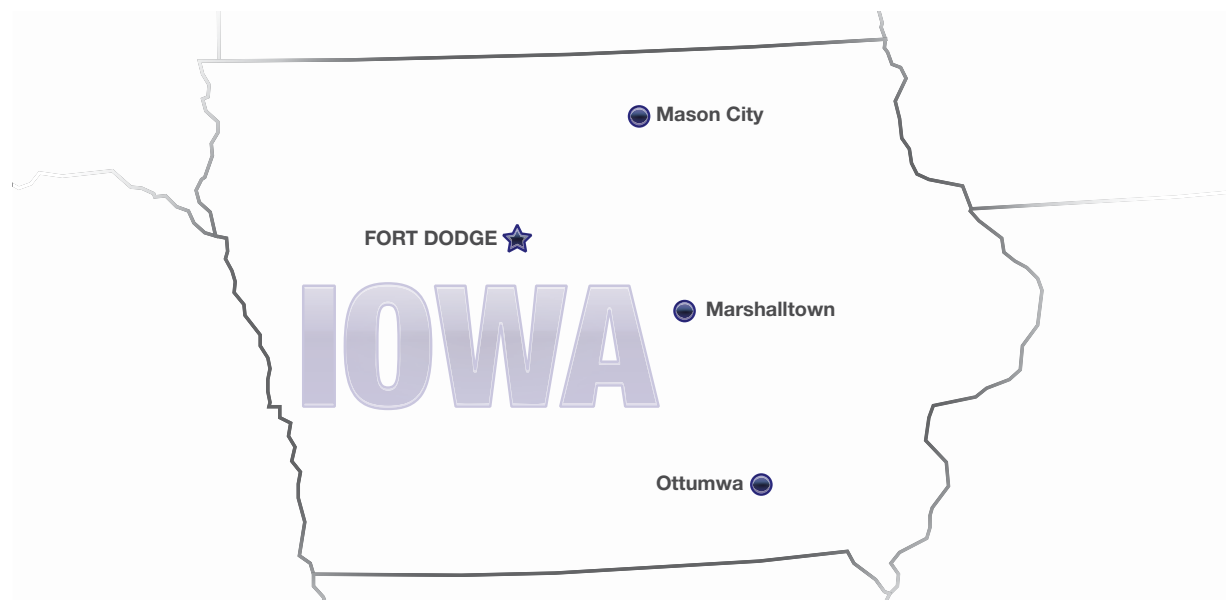
The retail and service businesses that have developed along access roads leading from highway bypasses into other Iowa communities including Marshalltown, Mason City, and Ottumwa provide an indication of the types of businesses that may be attracted to the 3rd Avenue NW corridor in Fort Dodge. The four roads in these cities that were analyzed for this study are:

- South Center Street (IA Highway 14) in Marshalltown (pop. 27,552)
- 4th Street SW (Business US Highway 18) in Mason City (pop. 28,079)
- South Federal Avenue (US Highway 65) in Mason City
- Business US Highway 63/ IA Highway 149 in Ottumwa (pop. 25,023)

This analysis resulted in the following facts about the 3rd Avenue NW corridor, as compared to the other corridors:

- It has a much greater service and wholesale business character
- It has a small number of food and accommodation businesses
- The number and diversity of retail businesses is small.

Most of the comparison corridors contain grocery stores, drug stores, department or discount stores, and clothing and shoe stores. Also, all of the comparison corridors contain a variety of fast food and full-service restaurants. These other corridors have enough of a business mix to attract people from throughout their respective cities. There are only a few businesses located within the 3rd Avenue NW corridor that likely attract customers from outside the Northwest River District.



City-wide Retail and Service Business Comparisons

For the Northwest River District to be able to develop a larger retail and service business presence, the area must be able to attract customers from throughout the city and from outside the city. The ability to attract new businesses to the area will depend on the extent to which existing Fort Dodge businesses are not satisfying the demands for different goods and services. One way to gauge the extent of the potential unsatisfied demands that may exist is to compare per capita taxable sales in Fort Dodge to the three comparison cities and to the State of Iowa as a whole. The following table presents per capita sales for 2014 by the twelve business groups for which the Iowa Department of Revenue releases taxable sales statistics.

PER CAPITA SALES BY BUSINESS TYPE, 2014

Business Type	Per Capita Taxable Sales (\$)				
	Fort Dodge	Marshalltown	Mason City	Ottumwa	State
Apparel	490	113	484	266	340
Building Materials	2,299	1,299	3,063	2,428	852
Eating and Drinking	1,929	1,263	1,883	1,704	1,270
Food Dealers	1,434	1,170	1,344	1,338	1,036
General Merchandise	3,981	2,313	4,444	3,481	1,504
Home Furnishings	478	195	1,150	339	389
Miscellaneous	1,103	1,437	1,038	846	932
Motor Vehicle	968	585	1,020	766	565
Service	2,046	1,444	1,991	1,823	1,634
Specialty Retail	1,427	698	1,950	926	916
Utilities and Transportation	1,873	503	649	842	1,168
Wholesale	1,992	776	1,861	1,168	1,238
All	20,021	11,797	20,877	15,927	11,845

Source: Iowa Department of Revenue, Strategic Economics Group

Northwest River District Development Opportunities

This analysis of retail businesses located in three other similar-sized cities in Iowa, and of existing retail businesses already located in Fort Dodge, provides some insight into the types of businesses that could be developed in the Northwest River District. First, the highest concentrations of retail businesses that exist in Fort Dodge are located on the east side of the city along 5th Avenue South (Bus US Highway 20) and 1st Avenue South. Crossroads Mall is located near the middle of this area. This area is located about 2.5 miles east of the Northwest River District, and there is no direct route to get there.

Fort Dodge's retail sector serves a population base much larger than the city's population. Much of the area Fort Dodge serves lies to the North and West of the city, and is comprised of smaller rural communities with limited shopping opportunities. Considering most of the retail businesses in Fort Dodge are located in the eastern part of the city, the lack of convenience begins to play into shoppers choices from outside the city. The Northwest River District can better serve those areas with expanded shopping choices, specialty retail centers, and improved connectivity through improved street networks.

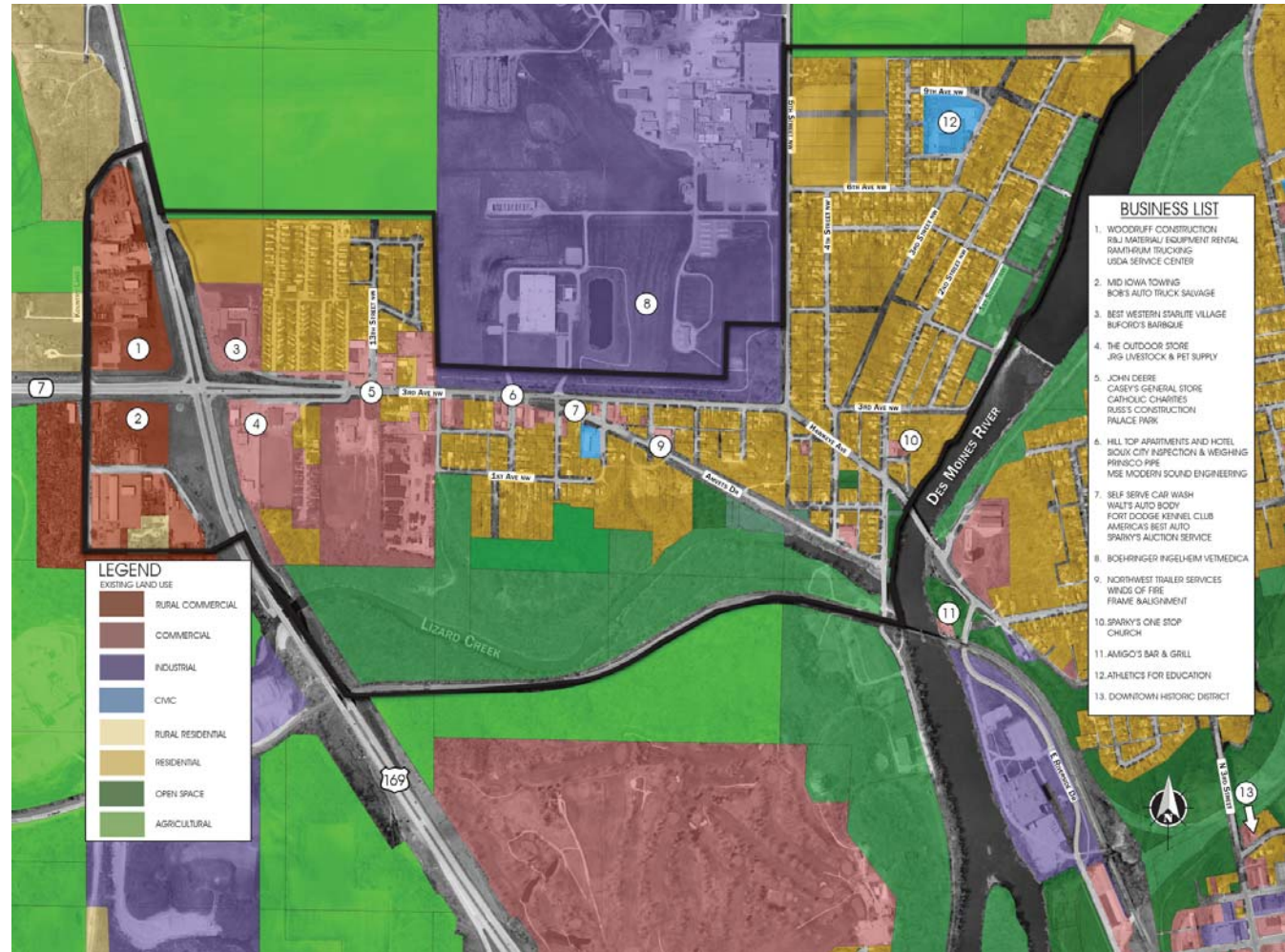
Two categories of businesses under-represented in Fort Dodge are those selling Building Materials and Home Furnishings. These two types of businesses sell complementary products. They sell types of products for which consumers are willing to travel a considerable distance. This makes locating these types of businesses near a major highway and on the edge of a city advantageous. In addition, more businesses of this type would complement some businesses already located in the area.

There may also be capacity for the city and surrounding counties to support additional specialty retailers, particularly those that sell products used in outdoor recreation. There is a notable deficit in the area of businesses that serve the local residents and also may attract customers that reside west and north of the city. These types of businesses include eating and drinking establishments, a small grocery, a small discount store, and a hardware or lawn and garden store. Finally, there may be the opportunity for some additional services businesses, such as insurance agencies, barber or beauty shops, home repair and remodeling services, and motor vehicle repair businesses.

As we review the existing demographic information for the Northwest River District, we see a vast array of opportunities to fill needs for this area of Fort Dodge. An unemployment rate of over 13% in this region is unacceptable. The population is advanced in age compared to the rest of the city. Jobs are needed and they should be local to the district. Underprivileged individuals may not have vehicles to drive to work. These same individuals are limited in their ability to participate in the economic hubs of the city due to their proximity to those jobs and shopping areas. The area needs a shot in the arm. Revitalization is sorely needed.

EXISTING LAND USE & ZONING

The study area's existing land use consists primarily of residential uses, with some commercial and rural commercial land uses near the Highway 169 corridor. Other commercial land use is very sporadic along the 3rd Avenue NW corridor. Light industrial businesses also exist along this corridor; although considered commercial in use, these businesses affect the aesthetics and character of the corridor.



POTENTIAL LAND USE CHANGES

In considering potential commercial development based on the neighborhood market study, an increase in commercial parcel depths and general mixed use area is expected. Additional highway-oriented commercial property is expected to develop along the western portion of the corridor, and will likely demand an increase to the existing parcel depths, from an approximate 140' existing depth to a minimum of 200'-250' of proposed parcel depth to support new commercial development. Mixed-use is anticipated to expand along the corridor as well, consisting of a combination of commercial, neighborhood commercial, office, multi-family residential and single-family residential, primarily along the south side of the corridor. There may also be a potential for the development of mixed-use or neighborhood commercial use expansion around either sides of the river bridge crossing.



NEIGHBORHOOD REVITALIZATION PLAN



CREATING OUR VISION

PRELIMINARY VISIONING GOALS

Based upon the information presented in the introduction section, a list of preliminary goals were created by the Fort Dodge ABC Team to guide the next step in exploring the neighborhood's revitalization and creating a vision.

PROMOTE THE DISTRICT

as a neighborhood commercial hub building on the district's location and proximity to the Downtown Historic District, recreational amenities, and Fort Dodge's northwest gateway from Highway 169.

BUILD ON THE STRENGTHS EXISTING IN THE AREA

such as local, successful existing businesses that complement desired uses, recreational opportunities, and local landmarks that extant character and/or have potential historic value.

IMPROVE EXISTING INFRASTRUCTURE

especially streets and storm sewer. Improve sidewalk and trail connections within the neighborhood and points beyond.

BRING VIBRANCY TO THE NEIGHBORHOOD

by creating a unique sense of place and encouraging development that supports a live, work and play lifestyle.

CREATE A PROGRAM SUMMARY AND ACTION PLAN

for implementing programs and improvement goals within the District.

COMPLEMENT AND FOSTER THE SURROUNDING FORT DODGE COMMUNITY

by coordinating with existing city-wide planning efforts.

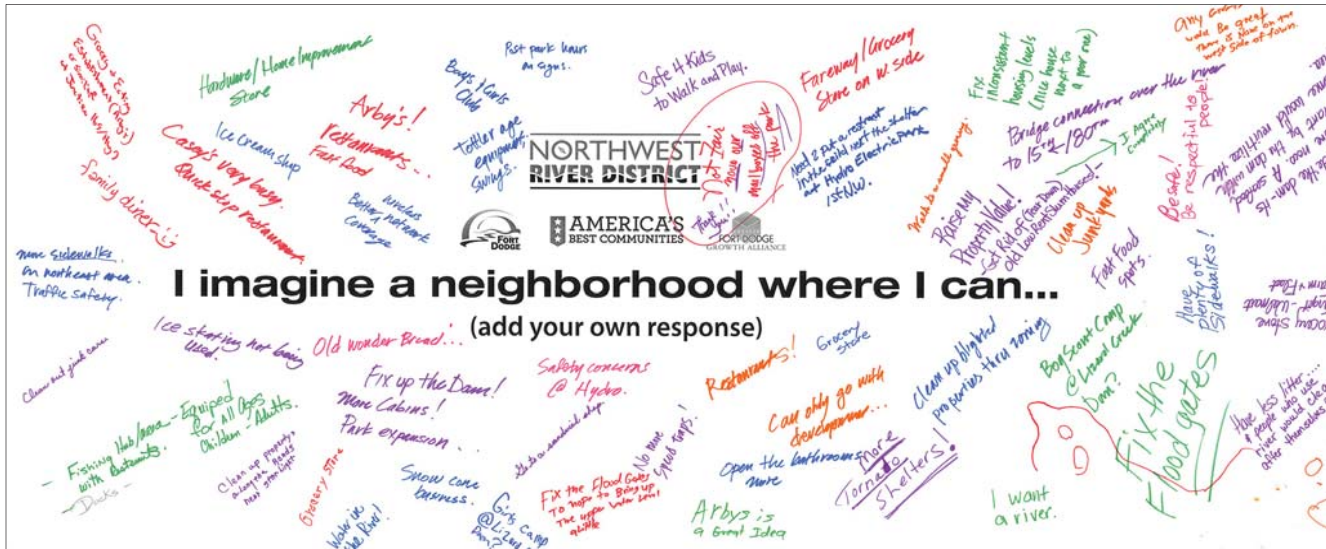
COMMUNITY ENGAGEMENT

Initial Community Engagement

On August 13, the Fort Dodge ABC Team held a Neighborhood Barbeque open house to kick off the development of a revitalization plan for the district, present the proposed branding for the district, and to inform and engage the residents and businesses and hear their ideas. The open house was held at Hydro Electric Park within the north neighborhood, making it a convenient and comfortable setting to talk about the district and provide input. Stations were created focusing on four aspects of the data collection; historical info and local landmarks, open space, viewsheds and trails, vehicular circulation, and existing land use and zoning. Representatives from the Fort Dodge ABC Team and the City of Fort Dodge were there to collect input from the neighbors who attended, and answer questions about the project. Large marker sheets, with a rainbow of different markers, were spread out for neighbors to write down their comments. Everything from positive messages to business and service suggestions were jotted down for the planning group to review. Many small-group discussions developed, and a real sense of community was evident.

Barbeque dinners were catered by Amigo's, a bar and grill business located in the southeast corner of the study area. Picnic tables, tents, food and drinks were set up, hoping for 50-100 neighbors. By the end of the two hour open house, we had over 175 neighbors stop out to share their comments, visions and barbeque within their community!





Quarter Finalist Celebration Dinner

A dinner was held on August 20 to celebrate Fort Dodge qualifying as a Quarter-Finalist in the America's Best Communities competition. The event was held at Willow Ridge Golf Course, with Greg Hinz, the General Manager, Iowa for Frontier Communications, acting as our host and MC. Display boards showing project information, data collected and a summary of neighborhood comments were set up for viewing during an informal networking reception. Speakers addressed the group during dinner, including Greg Hinz, George Meskowski, and John Lass with Frontier Communications, with their message of support and encouragement to continue to make Fort Dodge a "best community". Fort Dodge leaders, including Mayor Matt Bemrich, updated the group on the progress and momentum Fort Dodge is experiencing from increased commercial and industrial growth, and the implementation of key infrastructure improvement projects across the City. Finally, a presentation was made to the group updating the current efforts on the project and reporting on some of the neighborhood comments and needs.



Second Community Engagement Event

On September 29, the Fort Dodge ABC Team and project team held a second District meeting to present the concept development of ideas generated for the project, based on the previous community engagement event and Fort Dodge ABC Team comments. The event was held at the Best Western Starlite Village, located near the west entrance to the district. The concept plan and four focus areas were presented and discussed in a town hall format. Representatives from the Fort Dodge ABC Team and the City of Fort Dodge were there to collect input from the neighbors who attended, and answer questions about the project. Large display boards were also spread out for neighbors to review and mark their favorite ideas with colored dots. Snacks and drinks were provided, and a neighborhood-wide coloring contest was launched at this event.

FOLLOW UP MEETING

Imagine
YOUR NEIGHBORHOOD

29TH OF SEPTEMBER | 6:00 P.M. - 7:30 P.M.
BEST WESTERN STARLITE VILLAGE

PLEASE JOIN US FOR SNACKS & BEVERAGES
& A COLORING CONTEST FOR THE KIDS



Third Community Engagement Event

A final public meeting was held on October 21st at the Best Western Starlite Village to present the overall revitalization plan and explore the key redevelopment strategies for the main corridor. Image boards were displayed showing the main revitalization areas, with representatives from the Fort Dodge ABC Team and the City of Fort Dodge in attendance to answer questions and collect comments from the residents. A brief presentation of the goals and key revitalization concepts was given in a town hall format, with good engagement and questions from the neighborhood. Snacks and drinks were provided, trick-or-treat candy stations were visited, and the final submissions for the coloring contest were collected.



OVERALL CONCEPT PLAN

Based on the information collected during the Introduction phase, including market analysis, resident comments and testimonials, and input from the initial public meeting and celebration dinner, a concept plan was developed.

This concept plan looked at the potential for different types of development within the District. The plan identifies key improvements, important connections and critical factors for the teams to explore and prioritize. As a result of this concept development, four focus areas were identified.



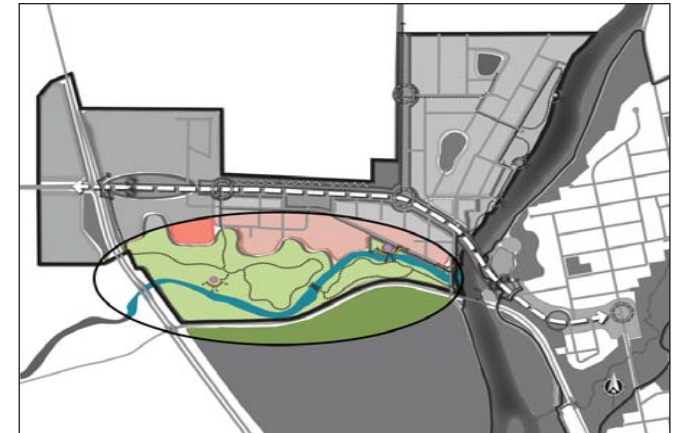
FOUR FOCUS AREAS

The study area was broken down into four distinct areas that had different needs and presented different challenges. The four focus areas include the following:

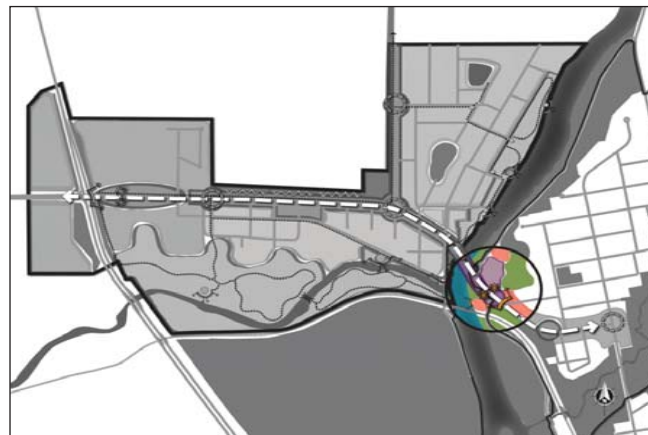
- 3rd Avenue NW/Hawkeye Avenue Corridor**
 The reconstruction of this main corridor through the district is vital to redevelopment efforts.
- Gateway Enhancement**
 Repeating materials, colors and branding throughout the district creates a neighborhood theme and sense of pride for the businesses and residents to embrace.
- Lizard Creek Recreation Area**
 City-owned property in the south part of the district along Lizard Creek can offer more recreation opportunity.
- North Neighborhood**
 Connecting this neighborhood area to the main corridor and Hydro Electric Park will breathe life into this declining neighborhood and encourage local investment.



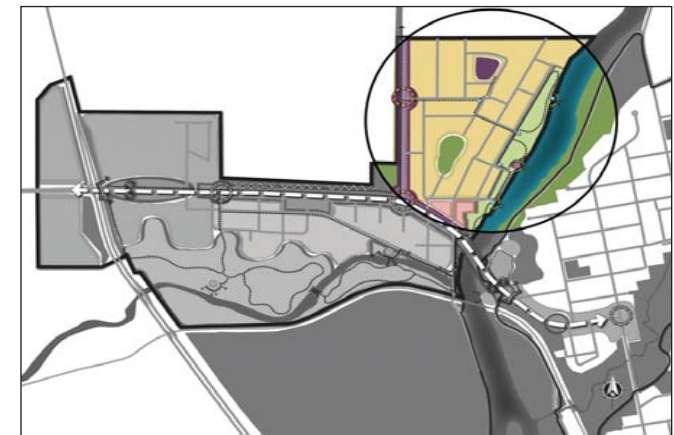
3RD Avenue/Hawkeye Avenue Corridor



Lizard Creek Recreation Area



Gateway Enhancements



North Neighborhood

3RD AVENUE NW/ HAWKEYE AVENUE CORRIDOR

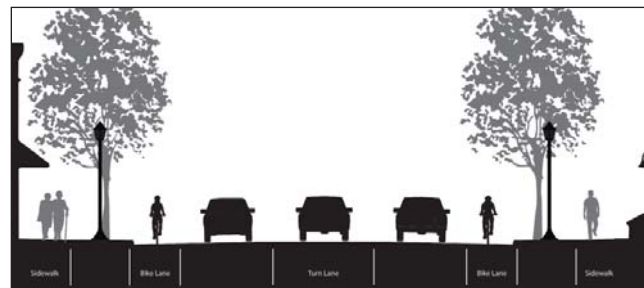
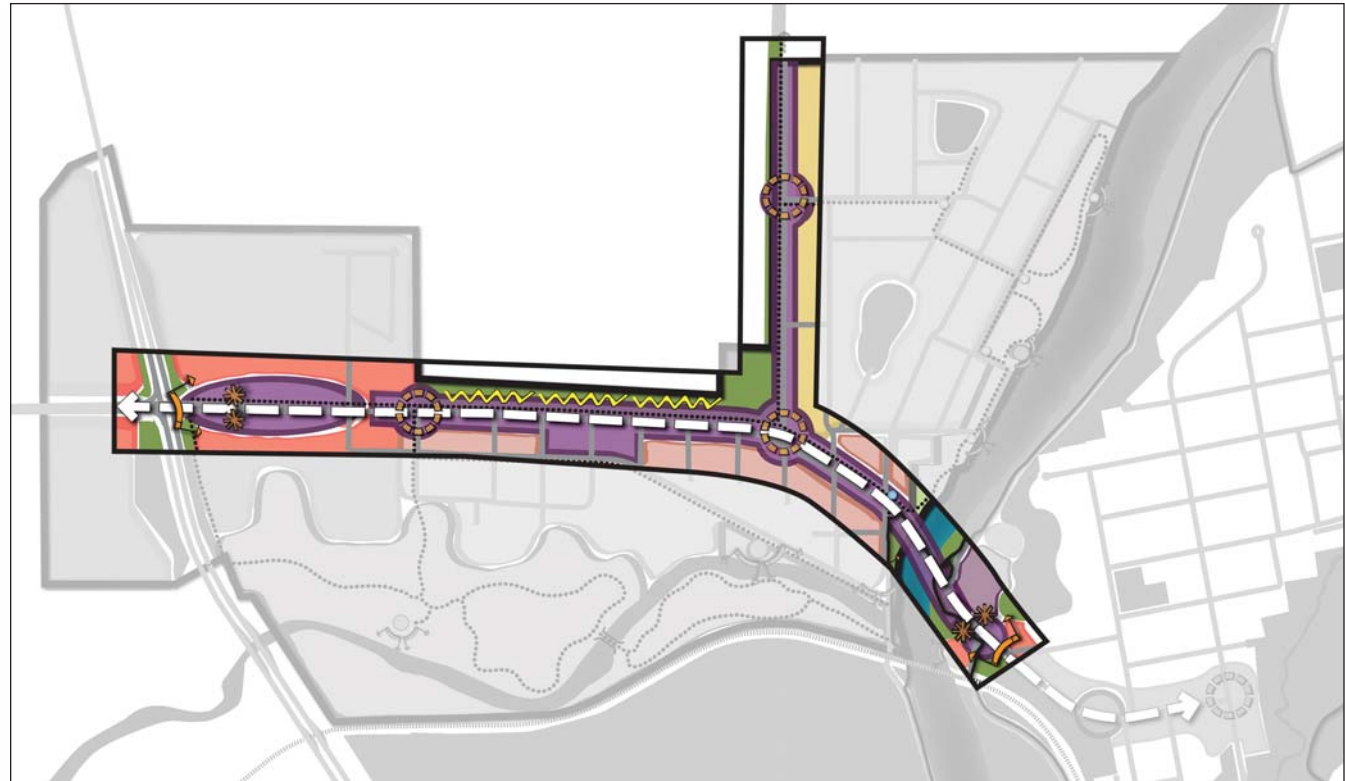
The development of the corridor area is very important to revitalizing the neighborhood. The following strategies were explored for both improving the infrastructure and property configurations and improving the aesthetics of the corridor.

Improved Roadway Cross-section

To improve the east-west connection between the City's Historic Downtown and Iowa's Crossroads of Global Innovation, it is recommended that 3rd Avenue NW be reconfigured to accommodate 3 lanes from Highway 169 to the Hawkeye Bridge. This section will consist of two driving lanes with a center turning lane. A 10' wide multi-use trail is proposed for the north side of the street, with a 6' wide sidewalk planned for the south side. This improved cross-section will support the anticipated future traffic volumes and encourage and support multi-modal transportation along the corridor.

Realignment Improvements

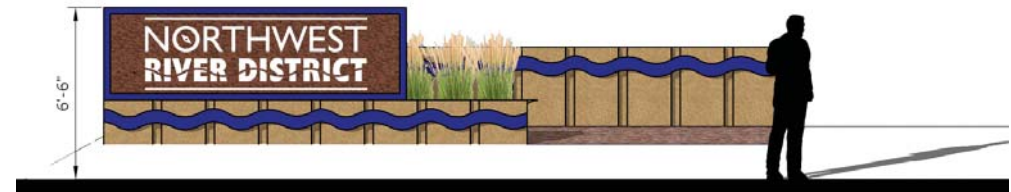
Safe travel and access to the corridor are important aspects to improving 3rd Avenue NW/Hawkeye Avenue. Two areas of concern have been identified: the restrictive curve, both horizontally and vertically, near the intersection of Hawkeye Avenue and 5th Street NW, and the intersection of Amvets Drive/10th Street NW/3rd Avenue NW. By improving these two areas, traffic safety will be improved.



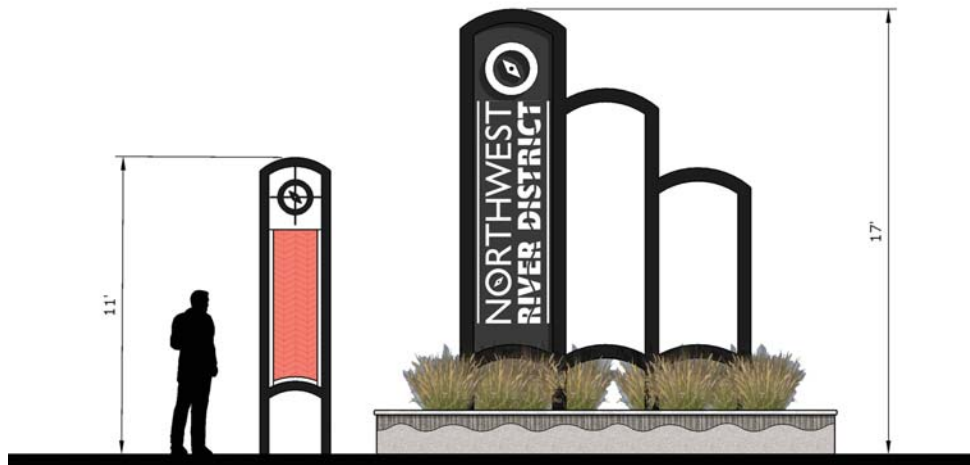
Mixed Use Area Complete Street Cross-Section
Complete streets are designed to enable safe access for multiple users such as bicyclists, motorists and pedestrians. This cross-section was reviewed for its potential use along the 3rd Avenue NW/Hawkeye Avenue corridor.

Gateway Features

Establishing an identity for the neighborhood that builds on the residents' sense of place and pride for the District is important. It also creates a consistent aesthetic that can be continued throughout the neighborhood. Gateway features can be used to firmly establish an identity at the entry points into the neighborhood. Repeating these materials and colors through different features reflect the neighborhood's character and image.



This gateway theme provides connections with the district logo and connection to the adjacent Des Moines River and Lizard Creek.



This gateway theme provides a play on the grain elevators that can be seen from various viewpoints within the neighborhood. The smaller panel allows for a decorative banner or panel that could provide dynamic interest and/or color throughout the corridor.



This gateway theme is complimentary to the current proposed gateway columns to Downtown. The use of corten steel and limestone are reflective of the materials found along the river and trail corridors, and in other gateway features within the community.

Intersection and Streetscape Treatments

Repeating materials, colors and streetscape features (plantings, lighting, seating and signage) at key intersections and along the corridor continues the neighborhood theme and helps to promote wayfinding in the neighborhood.



Hanging Baskets & Lighting



Benches



A livable and dynamic streetscape that promotes a healthy lifestyle and desirable place to live, work and play. This type of street corridor provides a transportation system that balances walking and biking uses with vehicular needs.



Plantings & Bicycle Racks



Screening of Parking Areas



Public Art

Decorative Pavements



Wayfinding & Signage



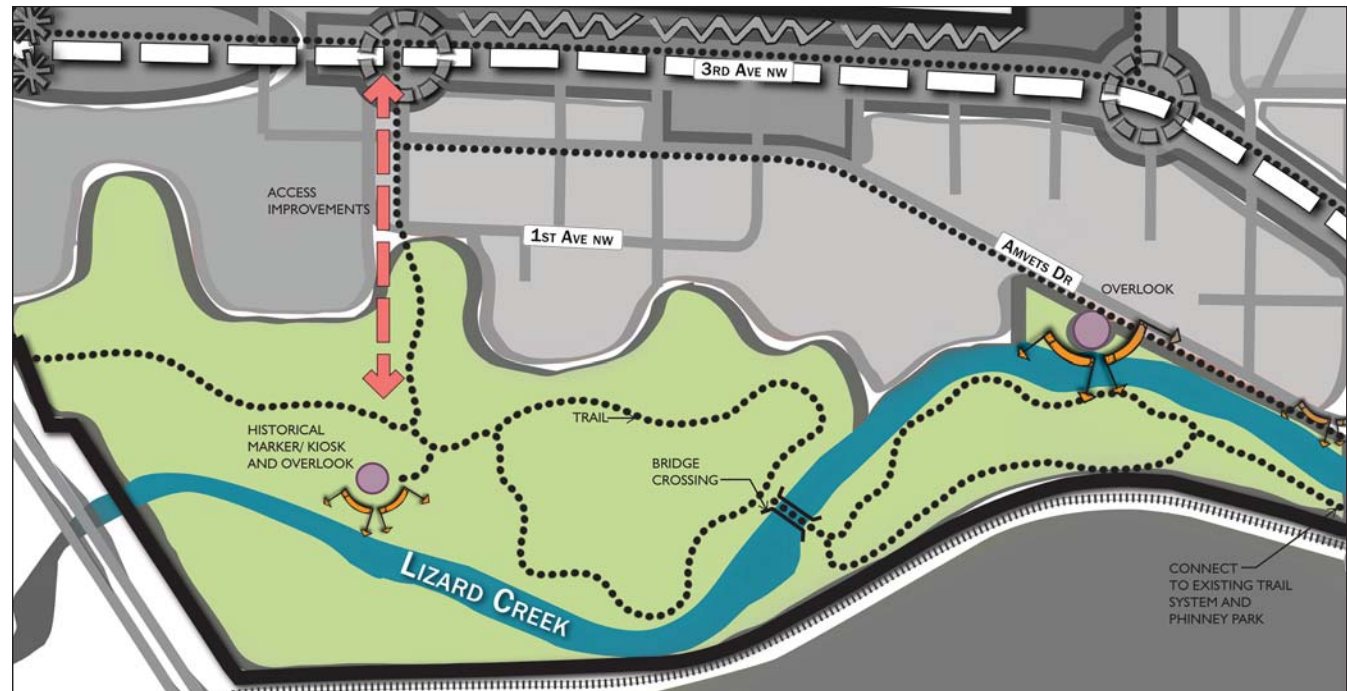
Existing Trail Signage & Proposed Downtown Signage

LIZARD CREEK RECREATIONAL AREA

The Des Moines River valley offers excellent regional recreation opportunity. The confluence of Lizard Creek and the Des Moines River within the study area provides an opportunity to expand recreation activities into the south side of the District. Expanding recreation into this area could include the following improvements.

Access Improvements

Providing pedestrian and vehicular access from the north, along with a small parking area, will open the recreation area up for use. Water trail access can be implemented on the north side of Lizard Creek as well to provide a direct connection into the larger park area, and to potential services offered along the 3rd Avenue corridor. A trail bridge over Lizard Creek connects the neighborhood directly to Phinney Park to the south, and to regional trails along the Des Moines River.



Potential Improvements

Lizard Creek Recreation Area with its wooded steep terrain, limestone bluffs and designated Iowa Water Trail along Lizard Creek provides a great environment for passive and unique outdoor recreation opportunities.

- Improve access into the park by providing an access road and parking area.
- Enhance key overlook locations.
- Provide site historical information about prior use as a girl scout and boy scout camp.
- Provide hiking and mountain biking trails.
- Support efforts to provide camping.
- Provide trail wayfinding signage and riparian interpretive signage.
- Provide a bridge crossing to connect both sides of the recreational corridor along Lizard Creek.
- Terrain provides opportunities for unique activities such as zip lines, adventure courses, corporate style retreat and team building courses.

Historical Markers and Overlooks

Due to the rising terrain, a number of natural overlooks can be implemented to take advantage of the two view shed corridors. Interpretive boards and historical markers can be implemented to highlight and educate users on the natural geology, ecology and sociology of the neighborhood and surrounding area.

Campground and RV

Limited access camping and RV sites could be incorporated within the north portion, creating a spot for users to spend more time in the area and explore the neighborhood businesses and attractions. The confluence of the creek and river leads to a natural trail head and stopping point, encouraging to overnight stays.

Support Additional Recreational Activities

Kayaking, canoeing, fishing and biking are prevalent activities in the area. Although support for these existing activities should be enhanced, other recreational activities such as mountain biking, hiking, zip lining and other adventure activities may be implemented, and would attract new user groups to the area.



Hiking Trails



Team Building Course



Camping



Overlook & Interpretive Signage



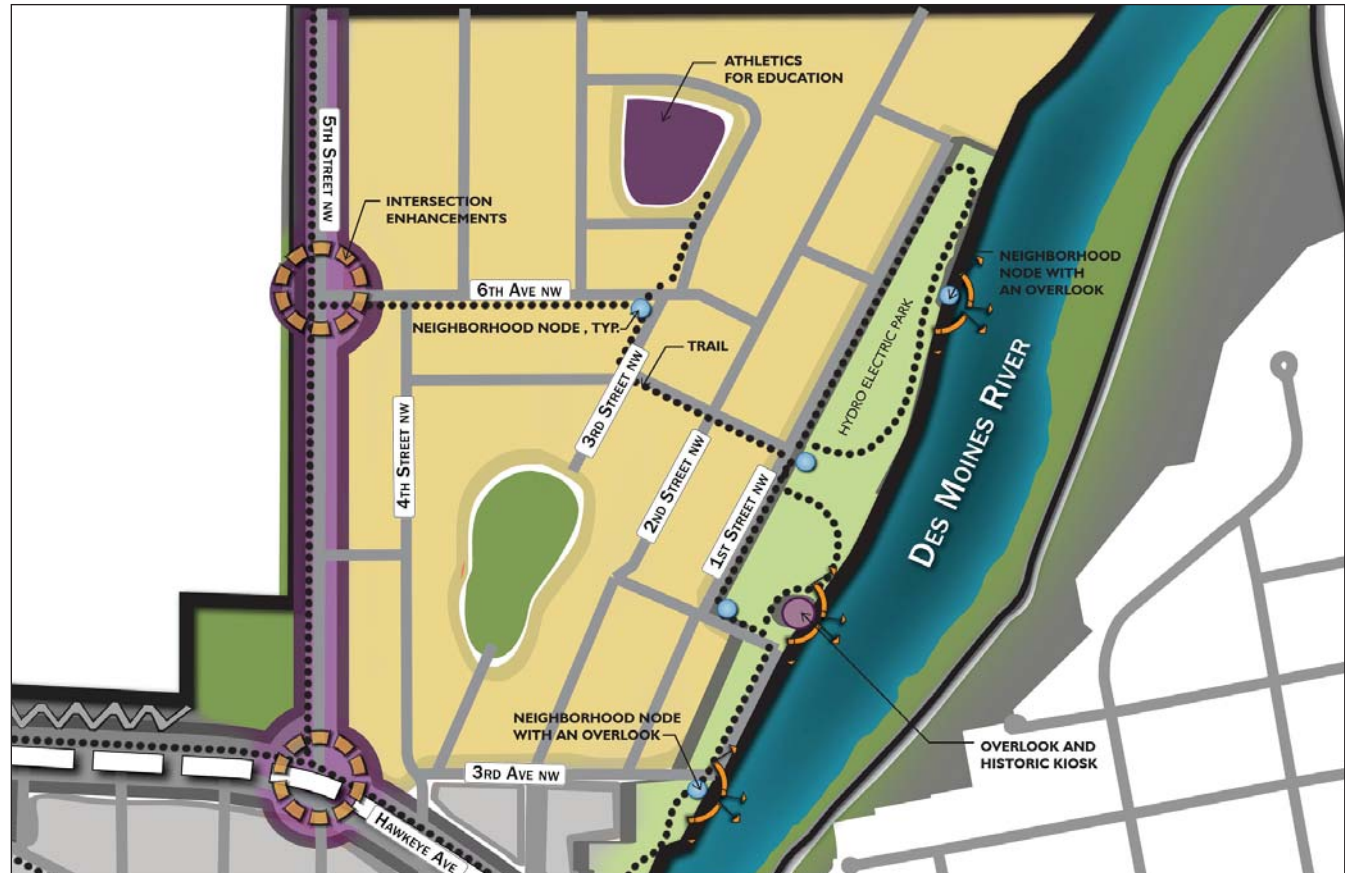
Paddle Boarding

NORTH NEIGHBORHOOD

The north neighborhood area is nestled north of Hawkeye Avenue, between the Des Moines River and 5th Street NW. This mostly residential area is anchored by Hydro Electric Park and a re-purposed elementary school (Hillcrest) providing after-school youth programs (Athletics for Education and Success - AES). The following improvements have been explored for this area.

Sidewalk/Biking Connectivity

A sidewalk and trail loop is planned to connect the regional trail at the Hawkeye bridge to Hydro Electric Park and AES. This loop would then extend to 5th Street NW, connecting back to the proposed trail on the north side of Hawkeye Avenue.



Potential Improvements

Enhancing the neighborhood feel and identity while improving the areas overall infrastructure are the key goals for this area:

- Sidewalk and Trail Connectivity
- Neighborhood Nodes
- Street Repairs and Enhancements
- Community Park Enhancements at Hydro Electric Park

Establish Neighborhood Nodes and Continue Streetscape Features

Repeating materials, colors and streetscape features (plantings, lighting, seating and signage) at key neighborhood nodes within the neighborhood reinforces the theme and helps to promote way-finding in the neighborhood.



Neighborhood node along internal neighborhood street corner or Hydro Electric Park.



Larger node examples for along 5th Street NW Intersection with 6th Avenue NW or Hawkeye Avenue.

Promote Community Park Enhancements to Hydro Electric Park

Based on its location adjacent to the Des Moines River, this park is positioned to draw visitors from outside of the adjacent neighborhoods. There is an opportunity to establish more community-oriented recreation in addition to the existing neighborhood park amenities. Activities such as ice skating, natural playscapes, basketball courts and a spray ground are amenities mentioned multiple times by the residents that would also attract users from the greater Fort Dodge area.



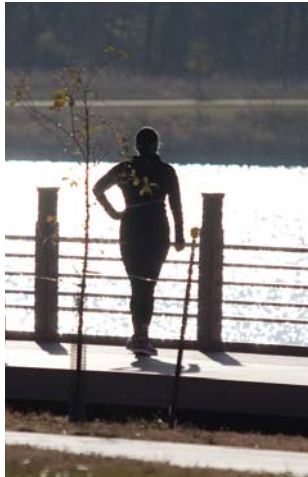
Additional Picnic Shelters



Ice Skating



Basketball Improvements



Overlook & Fishing Piers



Splash Ground



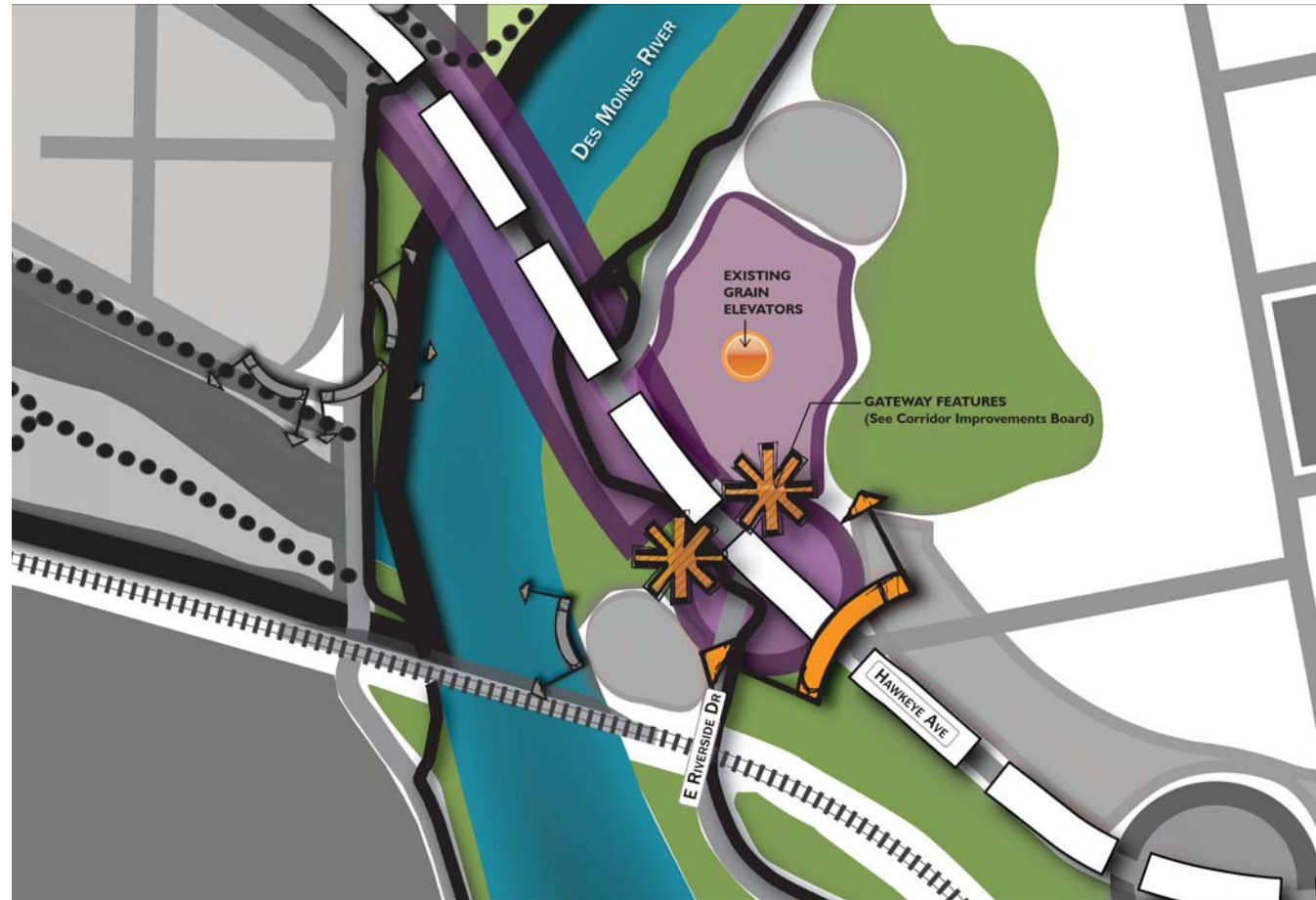
Provide Play Areas for Younger Children (2-5)

RIVER GATEWAY

The River Gateway area is located on the east side of Hawkeye Bridge, on the east side of the study area. This area is relatively open and acts as a trail head to the regional trails located on the east side of the river. A privately-held existing grain elevator structure and a vibrant local bar and grill are a part of this area. The following improvements have been recommended for this area.

Gateway features

Establishing an identity for the neighborhood promotes a sense of place and pride for residents, and creates a consistent aesthetic that can be continued throughout the district. Gateway features at the eastern gateway can be used to firmly establish the neighborhood identity at this important area. Repeating these materials and colors through different features reflect the neighborhood's character and image.



Potential Improvements

The eastern Gateway into the District is bordered by the Des Moines River a key recreation corridor through the City of Fort Dodge. Existing grain elevators, no longer in use, can be seen from various view points throughout the District and provide a unique opportunity for creating an iconic entrance to the area.

Intersection and Streetscape Treatments

Repeating materials, colors and streetscape features (plantings, lighting, seating and signage) at key intersections and along the corridor continues the neighborhood theme and helps to promote way-finding in the neighborhood.

Tower Feature

There is potential for the existing Fort Dodge Grain Terminal (grain elevator) to serve as a beacon for the Northwest River District. This structure can be seen from multiple vantage points from the south and west sides of Fort Dodge. A number of ideas have been explored for this structure, including lighting the structure in a unique way, celebrating it with art, or providing a unique recreational opportunity, such as ice climbing or rappelling. A use favored by the local residents is to establish an observation deck on the top of the structure, to take advantage of the spectacular views over the Des Moines River valley. This structure is privately held and its future would be up to its owner; these ideas have only been included to help develop potential uses for this structure.



Fort Dodge Elevators (2015)



Ice Climbing Tower



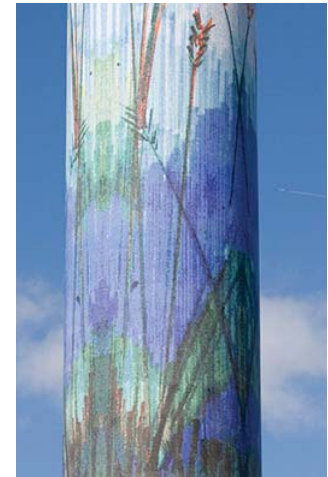
Climbing Wall



Observation Tower



Mosaic or Mural



NEIGHBORHOOD REVITALIZATION PLAN

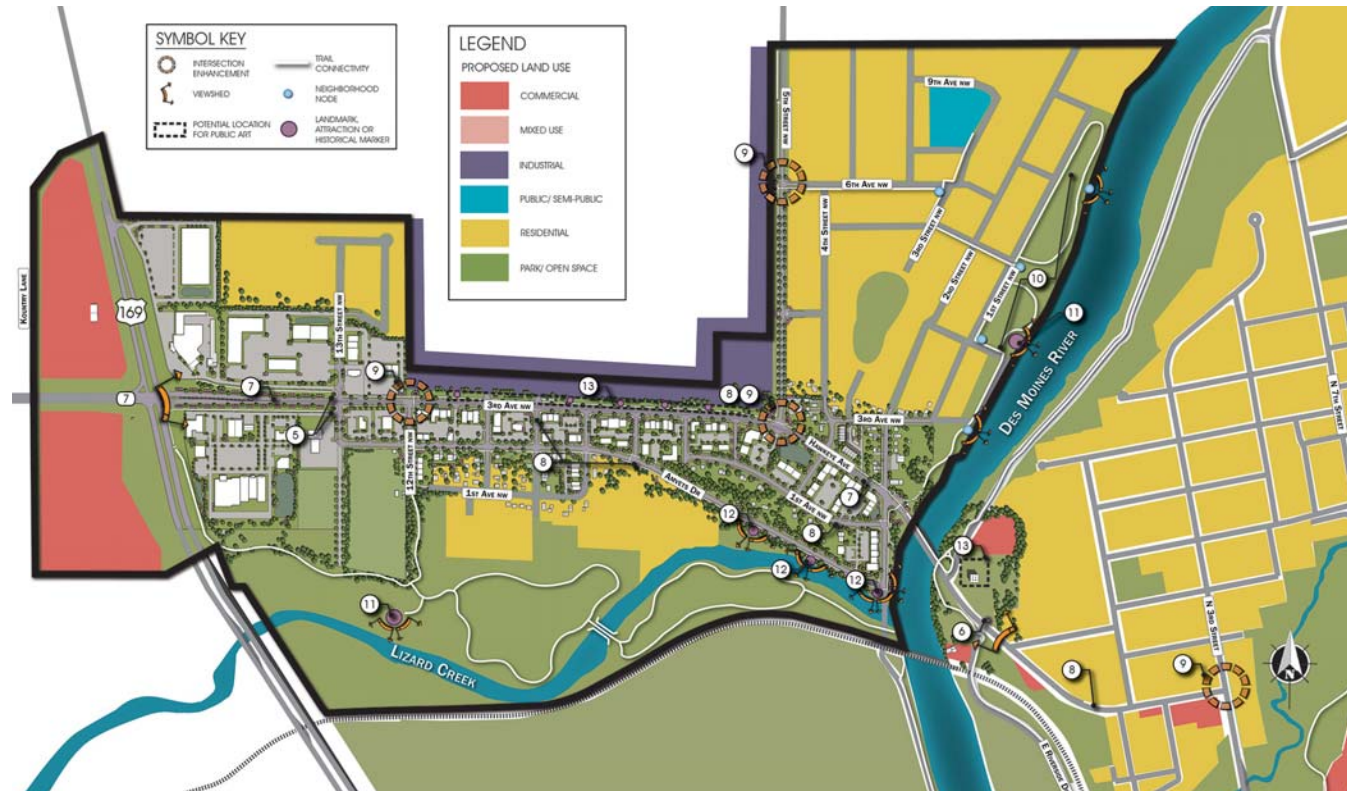
The logo for Northwest River District, featuring the text "NORTHWEST RIVER DISTRICT" in a bold, sans-serif font. The text is white and is set against a dark green background. The words "NORTHWEST" and "RIVER DISTRICT" are stacked vertically. There are horizontal lines above and below the text.

**NORTHWEST
RIVER DISTRICT**

OUR PLAN FOR NEIGHBORHOOD REVITALIZATION

REVITALIZATION PLAN INTRODUCTION

Based on the redevelopment concept areas and guidance from the Fort Dodge ABC Team, a revitalization plan has been developed focusing on the enhancement of the 3rd Avenue NW/Hawkeye Avenue corridor. Strategies involving expansion to property depths, utility and technology improvements, expansion and improvement of the roadway cross-section and streetscape enhancements all combine to create a revitalization plan that expands opportunity for business and residential investment along the corridor. Key improvements such as intersection enhancements and trail and sidewalk connectivity to all areas of the district starts with the revitalization of this important corridor. A forward-looking revitalization plan has been developed to showcase these revitalization strategies and how they can be implemented as part of the short-term tactics for the next phase of this project.



Key Revitalization Improvements to the Northwest River District

- | | | |
|--|---|--|
| <ol style="list-style-type: none"> 1. Regional Commercial Area Improvements 2. Mixed Use Area Improvements 3. Lizard Creek Recreation Area Improvements 4. North Neighborhood Improvements | <ol style="list-style-type: none"> 5. Western Gateway Enhancements 6. River Gateway Enhancements 7. 3-Lane Improved Street Section w/multi-recreational Trail 8. Road Alignment 9. Intersection Enhancements | <ol style="list-style-type: none"> 10. Hydro Electric Park Community Park Improvements 11. Create a Community Landmark/Attraction/Historical Marker 12. Establish a Formal Overlook 13. Create a Public Art Area |
|--|---|--|

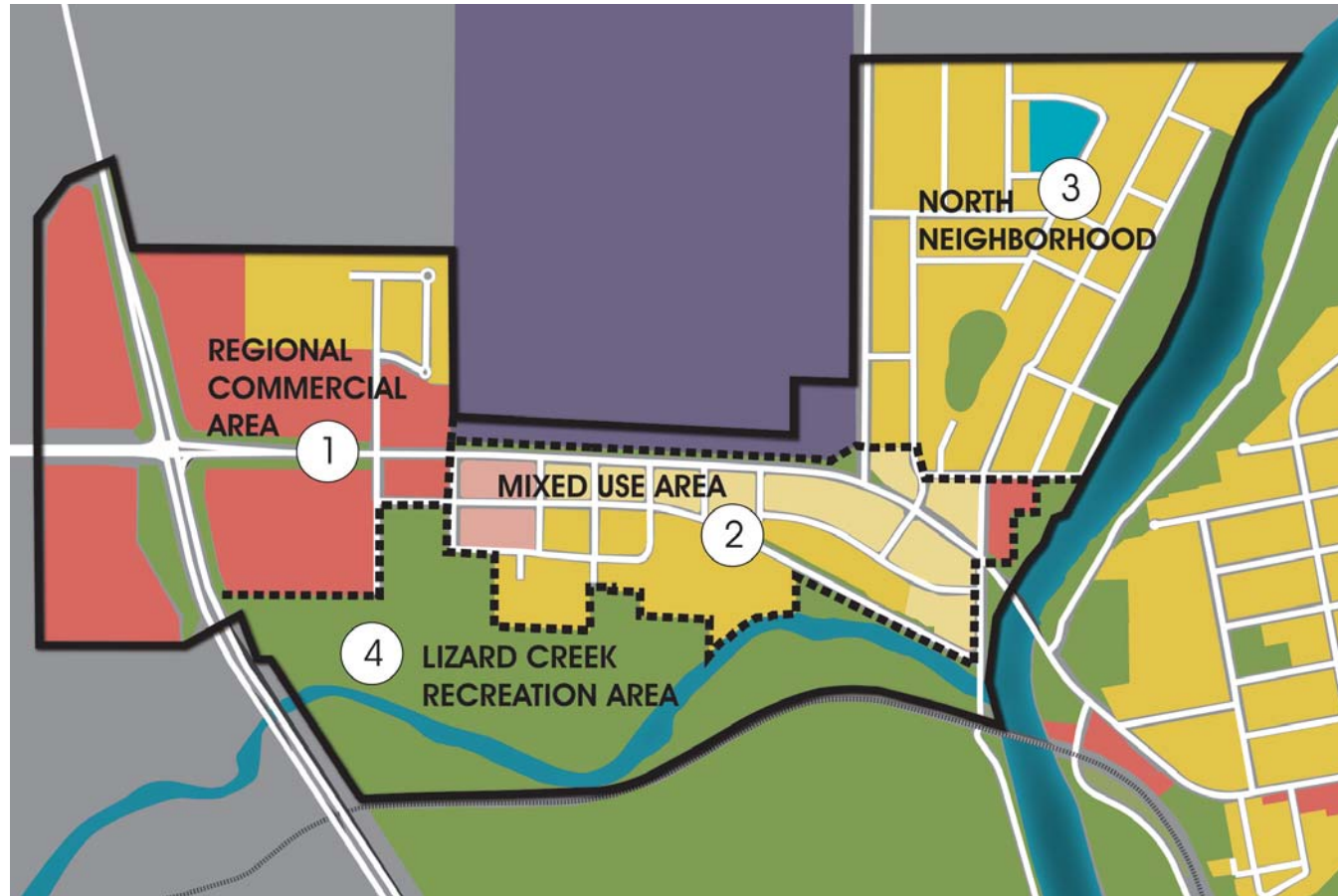
OVERALL REVITALIZATION PLAN

The Northwest River District Revitalization Plan introduces a combination of infrastructure improvements and neighborhood identity elements to create a local sense of place and community pride. The Revitalization Plan builds on existing strengths of the area, including the neighborhood's proximity to the Des Moines River, Lizard Creek, and direct access to Highway 169 along the 3rd Avenue NW/Hawkeye Avenue corridor to attract future business, residents and recreation opportunities to the neighborhood.

Key Revitalization Improvements to the Northwest River District

Revitalization Improvements are concentrated in 4 key areas of the District. Each area contributes to the Northwest River District providing for a variety of land uses and business, housing and recreation opportunities.

1. Regional Commercial Area
2. Mixed Use Area
3. Lizard Creek Recreation Area
4. North Neighborhood



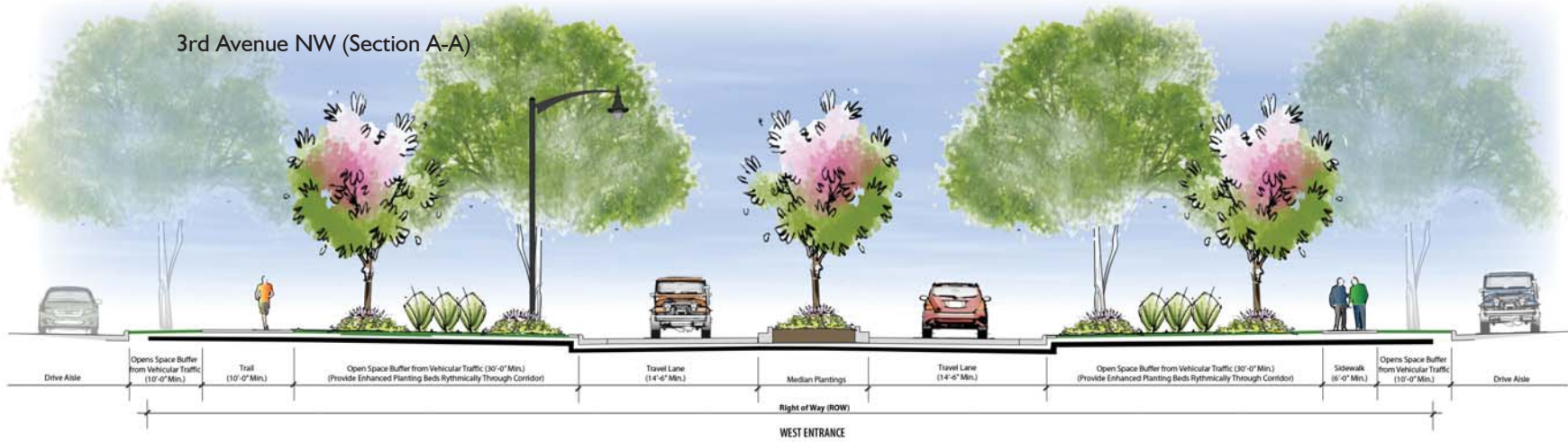
REGIONAL COMMERCIAL AREA

The western corridor area, adjacent to the Highway 169 intersection, utilizes multiple strategies to attract commercial redevelopment. This commercial area will need to attract regional business and provide neighborhood services as the area continues to grow. A combination of vehicular and pedestrian circulation improvements, infrastructure improvements, parcel depth redevelopment, and streetscape enhancements are utilized to promote business redevelopment in the Regional Commercial Area.

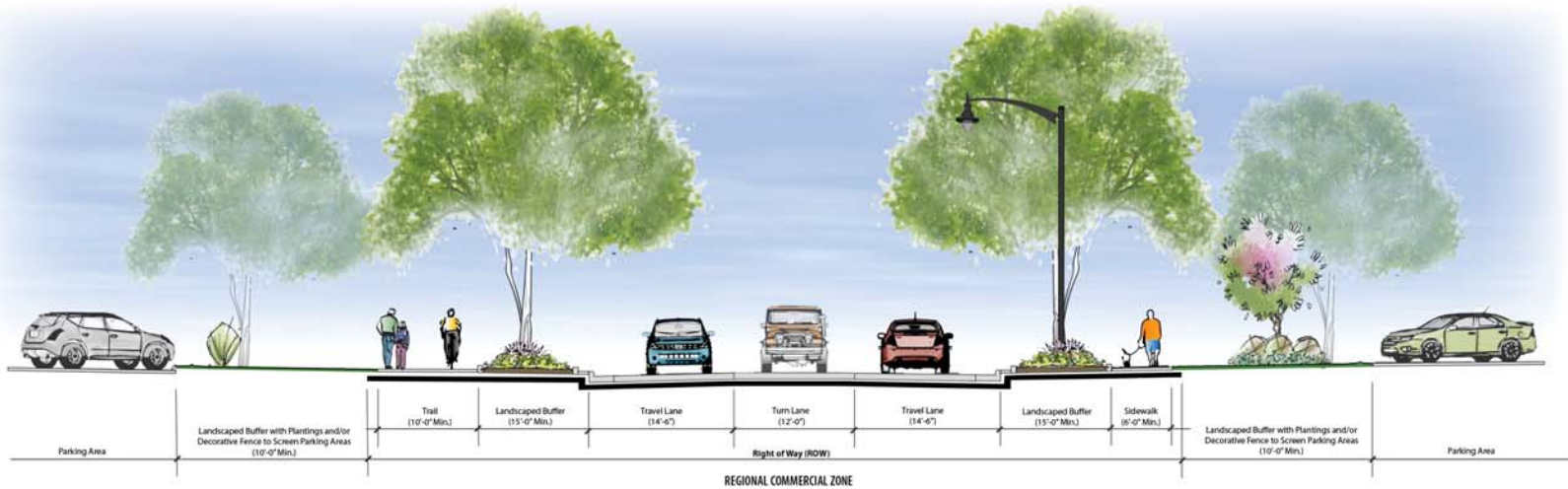


Regional Commercial Area Cross Section

3rd Avenue NW (Section A-A)



3rd Avenue NW (Section B-B)



Key Regional Commercial Improvements

1. Expanded 3-lane street cross-section
2. 10' Multi-Use trail provides connectivity
3. Reroute utilities underground
4. Streetscape enhancements
5. Modified parcel depth (250' and greater)
6. Western gateway enhancement
7. Landscape buffers
8. Regional storm water management



MIXED-USE NEIGHBORHOOD COMMERCIAL AREA

As we move east through the 3rd Avenue NW corridor, the highway-oriented commercial area starts to transition to a more neighborhood feel. The center of the corridor plan focuses on providing neighborhood retail and service-oriented businesses among attached and detached single-family residential uses.

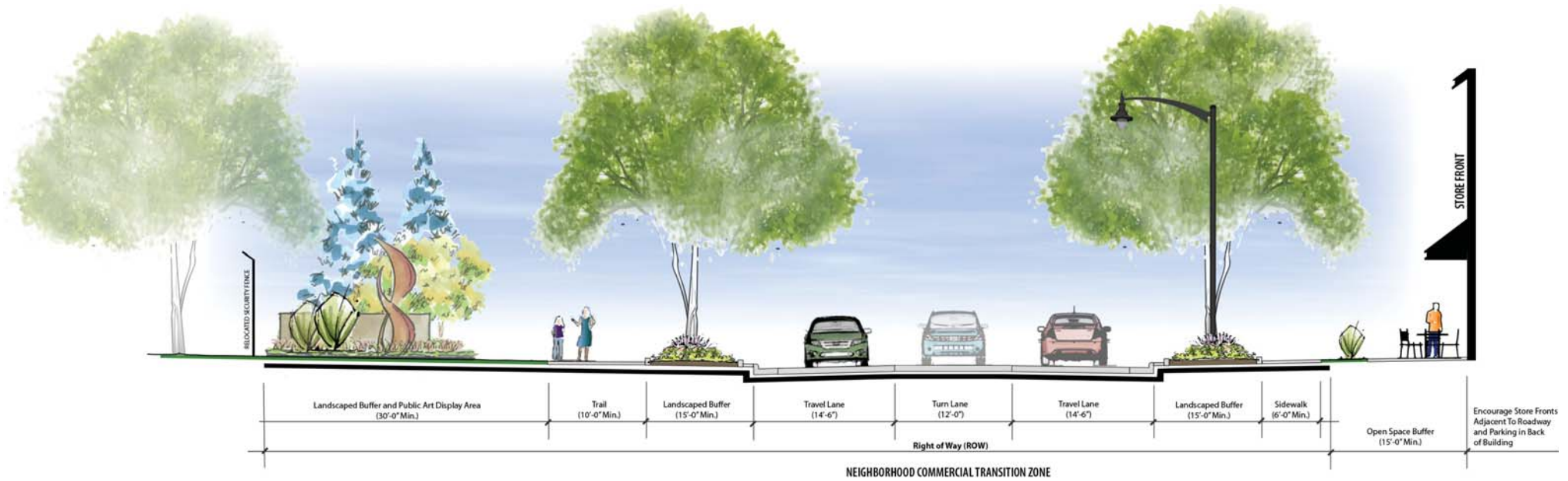
This mixed-use area utilizes multiple strategies to attract both business and residential redevelopment.

A focus on pedestrian circulation improvements, infrastructure improvements, utility and broadband enhancements, parcel depth redevelopment, and streetscape enhancements are utilized to promote redevelopment in the Mixed Use Neighborhood Commercial Area.



Mixed-Use Neighborhood Commercial Area Cross Section

3rd Avenue NW (Section C-C)



Key Mixed Use Neighborhood Commercial Improvements

1. Expanded 3-lane street cross-section with reduced setbacks
2. Expanded sidewalk & trail connectivity
3. Street tree plantings
4. Streetscape enhancements
5. Expanded parcel depth (200'-250')
6. Intersection enhancements, and pedestrian technology nodes
7. Roadway realignment for safety



HIGHER-DENSITY RESIDENTIAL AREA

As 3rd Avenue NW transitions into Hawkeye Avenue, the terrain starts to fall towards the Des Moines River. The corridor starts to become an important connection to the larger residential areas located to the north and south.

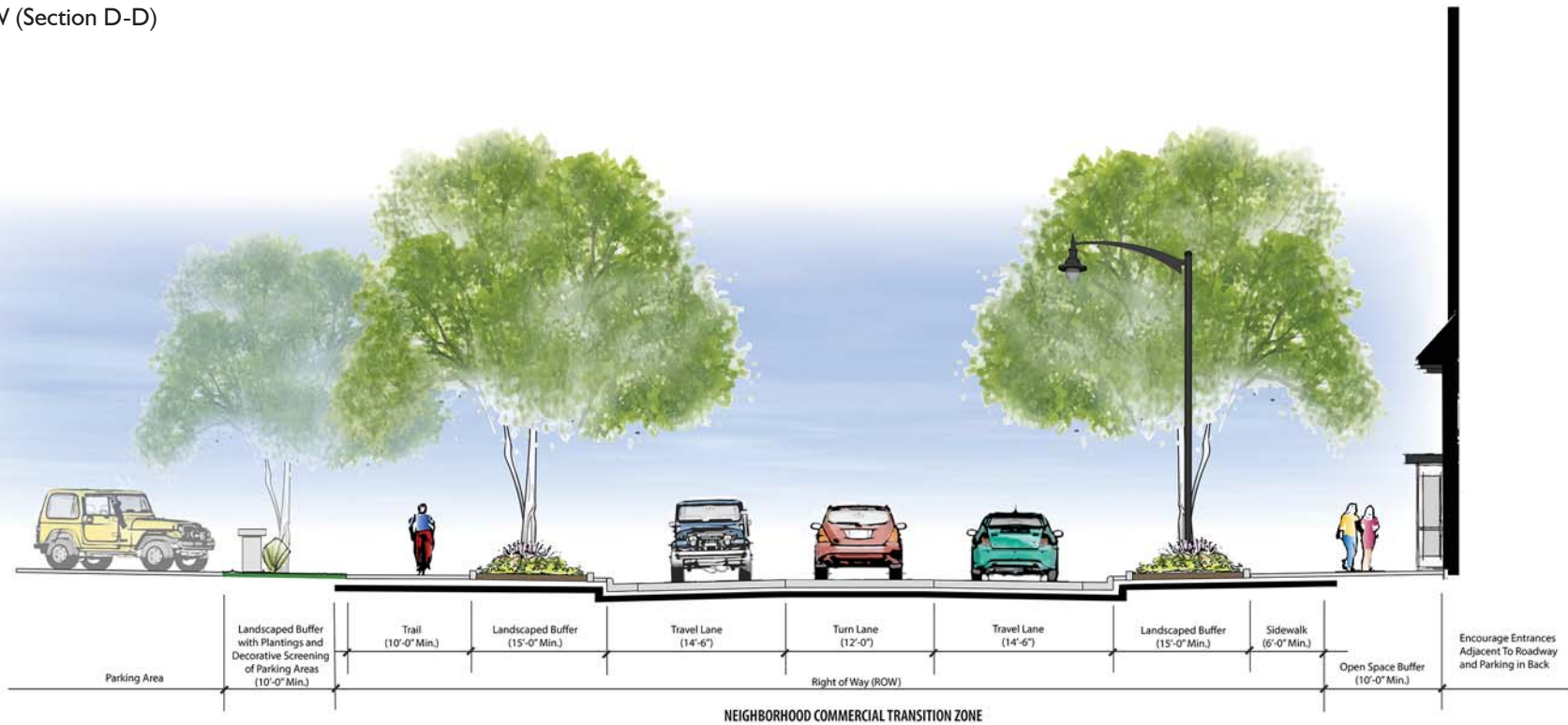
The east end of the corridor plan focuses on providing multi-family residential opportunities. This area utilizes multiple strategies to attract more residential density into the area to assist with growing the neighborhood's population and providing the diverse housing types needed within the Fort Dodge community.

A focus on multi-modal connectivity improvements, infrastructure improvements, maximizing view-shed and overlook opportunities, corridor technology improvements and streetscape enhancements are utilized to promote residential redevelopment in the Higher-Density Residential Area.



Higher-Density Residential Area Cross Section

3rd Avenue NW (Section D-D)



Key Higher-Density Residential Improvements

1. Expanded 3-lane street cross-section with reduced setbacks
2. Roadway realignment for safety
3. Expanded sidewalk and trail connectivity
4. Regional trail and technology nodes
5. Streetscape enhancements
6. Expanded parcel depth: Multi-story, multi-family residential opportunities
7. River gateway enhancement
8. Intersection enhancements & pedestrian nodes
9. Overlook/view-shed management



GATEWAY & STREETScape ENHANCEMENTS

Gateway Identity

The gateway theme for the Northwest River District incorporates the use of native materials and symbolism from the adjacent Des Moines River. Large vertical limestone columns balance the use of corten steel sign panels to reflect a more traditional architectural theme. The use of a simple compass symbol establishes a brand for the neighborhood that can easily be repeated throughout the neighborhood. Gateway improvements are located east of the Highway 169/ 3rd Avenue NW intersection, at the eastside of the Hawkeye Bridge crossing along Hawkeye Avenue, and at the intersection of 5th Street NW and 6th Avenue NW.

Gateway Enhancements

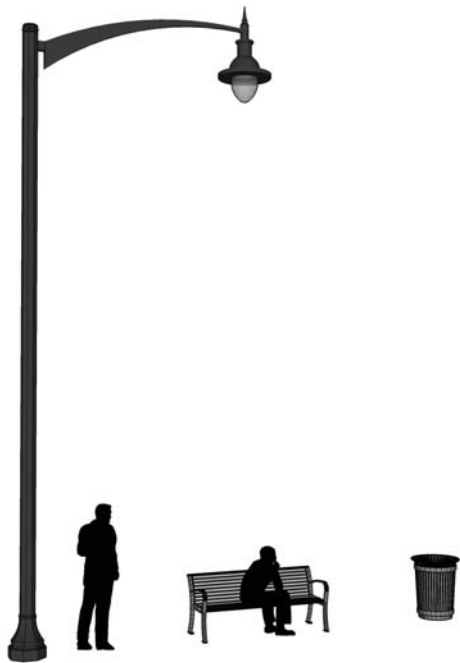


Intersection Enhancements



Streetscape Amenities and Wayfinding Signs

Streetscape enhancements include the use of street trees, dark bronze decorative lighting, benches and trash receptacles along 3rd Avenue NW and Hawkeye Avenue to provide design continuity throughout the corridor. Small limestone columns and seating areas, along with the proposed compass branding, are used along the corridor and throughout the neighborhood to signify seating areas and neighborhood nodes. A modified way-finding sign based on the new Fort Dodge Way-Finding Sign Program has been developed to further the theme and to guide visitors and users to the neighborhood's landmarks and attractions.

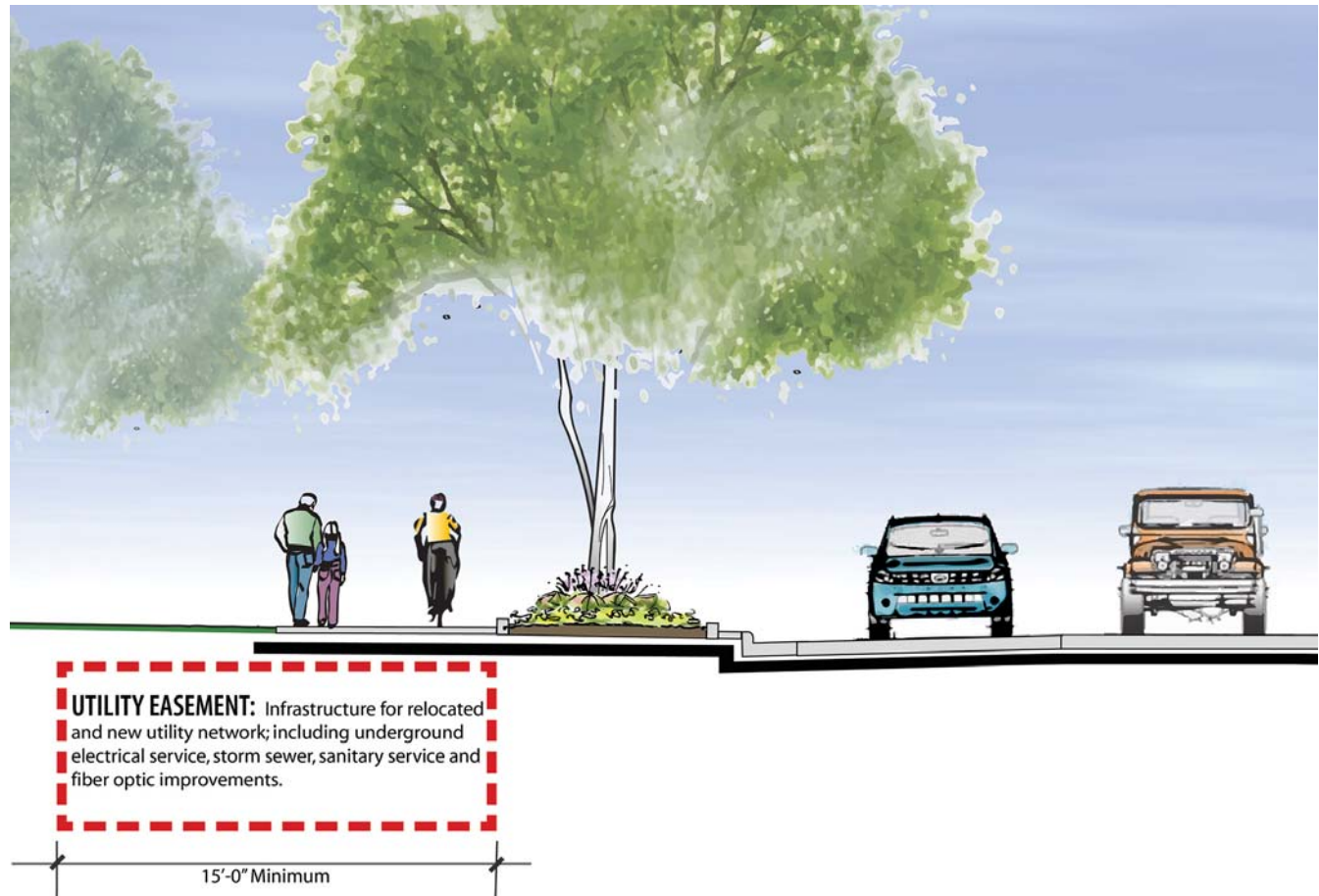


COMMUNICATION AND TECHNOLOGY ENHANCEMENTS

Connecting the residents and businesses together and to the outside world requires more than trail and street improvements. The routing of broadband internet infrastructure to the Northwest River District is an important part of improving the quality of life for residents, and essential to attracting new and diverse business to the District. Designing a dedicated utility corridor as part of the roadway improvements allows the City to anticipate technology needs and effective utility routing in advance of construction, taking a proactive approach to improving service to the District.

Shared Underground Utility Corridor

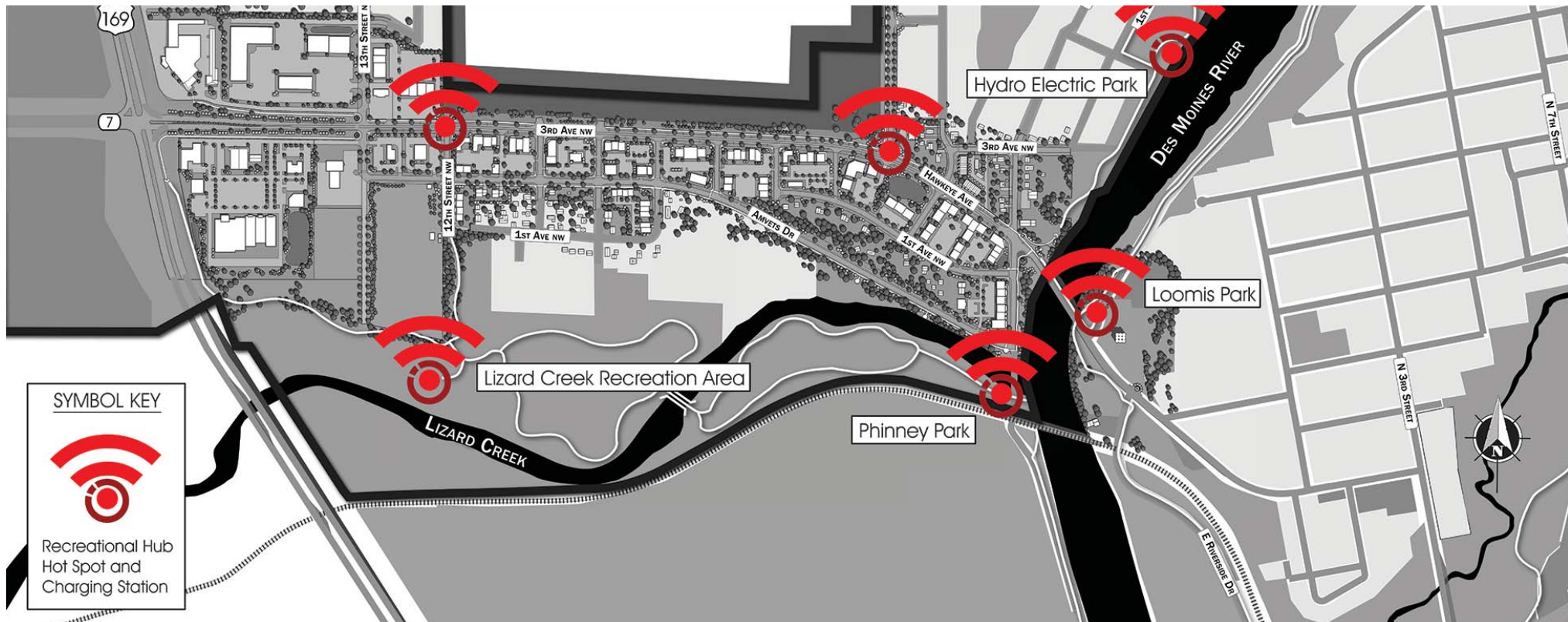
Establishing a shared underground utility and technology corridor along the north side of the improved roadway will accomplish a number of goals. First, it provides an opportunity to move the unsightly existing overhead power and communication lines underground. Second, it creates a wide utility right-of-way along a portion of the corridor that is less encumbered by multiple businesses, and can accommodate multiple public and franchise utility mains. From this main utility spine, additional infrastructure can be extended into the adjacent neighborhoods and businesses, providing additional service area and connectivity.



Broadband Service and Technology Locations

User experiences can be enhanced by establishing WiFi and technology access points along the main corridor and at important recreational trail nodes. Establishing nodes along the water trail and multi-purpose recreation trails along the Des Moines River

allow users access to information about services in the area or to recharge a mobile device, encouraging them to stop and experience the District. Nodes along the 3rd Avenue NW corridor provide a place to pull up a map of the District or learn more about local events and promotions.



Information and Technology Nodes

Information and technology nodes can be as simple as an enhanced pedestrian light or a mini-tower element, complementing the proposed streetscape theme. For a larger node with additional technology, such as interactive displays or multi-function information systems, a technology kiosk can be constructed to serve multiple user needs in a single element.



NEIGHBORHOOD REVITALIZATION PLAN

The logo for Northwest River District, featuring the text "NORTHWEST RIVER DISTRICT" in a bold, sans-serif font. The text is white and is set against a dark background. The words "NORTHWEST" and "RIVER DISTRICT" are stacked vertically. There are horizontal lines above and below the text.

**NORTHWEST
RIVER DISTRICT**

ACTION PLAN - HOW WE'LL GET THERE

NORTHWEST RIVER DISTRICT VISION STATEMENT

Based on the Preliminary Visioning Goals (page 26) developed prior to the creation of the Revitalization Plan, a Vision Statement has been prepared to guide the initial Action Plan. The Vision Statement is a concise reminder of the overall goals of the revitalization effort for the Northwest River District as the project moves forward during its implementation phases.

“Building on the history and pride in our community, we will enhance our neighborhood to serve the local and regional market by promoting job creation, property value increases and redevelopment opportunities.”

- Northwest River District Revitalization Vision Statement

LONG TERM VISIONING



LONG TERM STRATEGY

Looking ahead after the initial 11-month schedule, the Fort Dodge ABC Committee has determined the following long-term tactics for consideration. These tactics represent the next steps in progress towards the vision of the neighborhood. Planning for these future tactics will begin towards the end of the semi-finalist round.

- Establish an Arts Corridor
- Final Design and Corridor Streetscape Construction
- Construction of Gateway Features
- Construction of Neighborhood Nodes
- Construction of Hydro-Electric Park Improvements
- Amend the Zoning Ordinance
- Acquire Land Bank Properties
- Design and Install Trails and Sidewalks to Connect to Regional Trail System
- Design and Establish Overlooks to Des Moines River

SHORT TERM TACTICS

The semi-finalist round of the America’s Best Communities competition requires each quarter-finalist to identify how they would approach the next 11 months if they were to receive \$100,000 in additional funding. After extensive discussions and review of the project goals and the Revitalization Plan, the Fort Dodge ABC Team and community leaders have selected the following short-term tactics to focus on over the next 11 months.

Gateway Enhancements

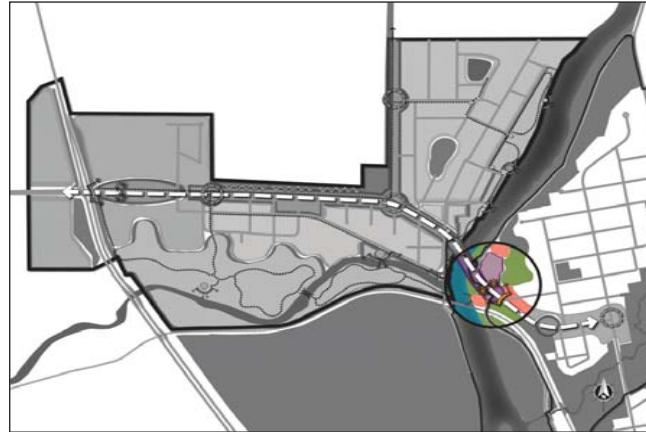
Fort Dodge Grain Terminal Enhancements

The Fort Dodge Grain Terminal is a prominent bookend to the Northwest River District and provides an opportunity for the community to build on its art and culture. This blank canvas presents a space for a mural or banner that will recognize our community’s history and accomplishments. Currently the City has the property owner’s verbal approval to install a mural.

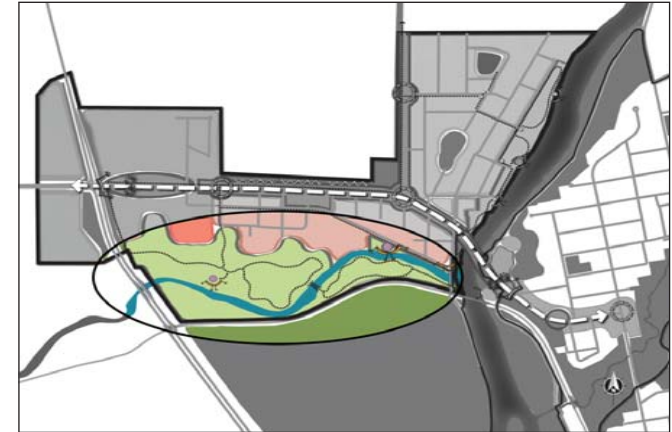
Lizard Creek Recreational Area

Mountain Bike Park

A portion of the Lizard Creek Recreational Area presents the opportunity to establish a Mountain Bike destination in our community’s back yard. The terrain is accommodating, but there is a need for design of the course, identification, construction and maintenance.



Gateway Enhancements



Lizard Creek Recreational Area



3RD Avenue/Hawkeye Avenue Corridor



North Neighborhood

3rd Avenue NW/Hawkeye Avenue Corridor Entry Sign Lighting

A sign welcoming visitors to Fort Dodge is currently situated on the southwest corner of US Hwy 169 and IA Hwy 7. The other entry signs into the community are lit; however, this location did not have a source for power. Our priority is to light this sign using solar powered lighting.

Wayfinding

Wayfinding signage that will point residents and visitors to key areas of the Northwest River District will be established along the main corridor using a similar design as wayfinding already installed elsewhere in the Community.

Preliminary Designs For Corridor Improvements

Preliminary designs for the Corridor will support the Long-Term Strategy of Implementing Main Corridor Improvements, which consist of roadway improvements, the burying of overhead utilities, and expanded sidewalk and trail connectivity.

North Neighborhood

Creation Of A Community Garden

The City currently has one community garden that has exceeded capacity. A strategy of the Plan is to identify and establish a Community Garden in Hydro-Electric Park to support a sustainable neighborhood and the local food bank.

General

Establish A Neighborhood Economic & Tax Incentive District

Currently the City offers Tax Abatement for all qualifying residential, commercial and industrial improvements. However, the Northwest River District is very limited in areas where Tax Increment Financing can be used. This objective will entail a review of all incentives and all potential incentives that should be provided for the area, and adopting policies to expand those.

Trail And Sidewalk Plan

A Trail and Sidewalk Plan is needed community-wide. The Greater Fort Dodge Trails Advisory Committee has begun scoping out areas for future trails; however, a comprehensive look is needed to determine priority areas and trail amenities such as benches, trash cans, cross walks and more. This Plan will identify all of those needs.

Identify & Communicate Wifi Access Points

WiFi technology access points are identified at water trail, recreation trail and commercial nodes of the District. Since the establishment of broadband infrastructure is needed for this long-term strategy to be completed, in the short-term, the Applicant team will work with Frontier Communications to install signs at key nodes to gauge the public's interest in WiFi hotspots.

Establish a Land Bank Program

In order to spur private investment, we will develop a strategy for purchasing land for future redevelopment. The City has already taken advantage of the opportunity to purchase properties known to be a priority for redevelopment in the Northwest River District. The City will continue to build on this by situating itself for future acquisition of lands to support goals of this Plan.

Adopt Land Use Plan

The City is currently in the process of developing a Comprehensive Land Use Plan. Through adoption of the Comprehensive Plan, the City will adopt a city-wide land use plan, that incorporates land use objectives of this plan.

Develop and Market a “Theme”

The ABC Committee will continue to promote the neighborhood and expand its identity and connection to other parts of Fort Dodge. This will be accomplished through the continual branding and proposed streetscape design theme into other short-term tactics.

Establish Development Guidelines for BMP's

It is important to the neighborhood to enhance the aesthetics and sense of place within the Northwest River District. The ABC Committee will continue to promote the neighborhood and expand its identity and connection to other parts of Fort Dodge. This will be accomplished through the continual branding and proposed streetscape design theme into other short-term tactics.

COMMUNITY ENGAGEMENT

Based on the Short & Long Term Tactics, three subcommittees will be created to plan and guide the implementation of each short-term and long-term tactic. Each subcommittee is under the direction of the Fort Dodge ABC Steering Committee. They are made up of representatives from established civic groups to encourage outreach throughout the community and to engage multiple groups within Fort Dodge as a volunteer pool to help implement the Northwest River District vision. The chart on page 70 outlines the responsible party for each of the Short Term Tactics, as well as identifies those groups responsible for the implementation of future long term strategy items.

Throughout Plan implementation there will be a number of community engagement opportunities. The Steering Committee will meet regularly to discuss the status of the tactics and identify ways they and other community members can help to raise funds or implement projects. The public will come together quarterly to hear the status, and be given the opportunity to participate in plan strategies.

The Steering Committee will share the plan updates with various Community and Service Clubs, local media outlets and the Fort Dodge Convention and Visitors Bureau to promote the Plan Strategies.

DISTRICT STEERING COMMITTEE

PRIDE SUBCOMMITTEE

GROWTH SUBCOMMITTEE

CONNECTIVITY SUBCOMMITTEE

Image	Infrastructure	Housing	Retail
Department of Business Affairs & Community Growth	Engineering Department	Parks, Recreation & Forestry Department	Historic Preservation Commission
Public Works Department	Plan & Zoning Commission	City Council	Marketing
Comprehensive Plan Steering Committee	Parks & Recreation Commission	Webster County Conservation Board	Trails Advisory Committee
Ann Smeltzer Charitable Trust	Fort Dodge Fine Arts Association	Blanden Memorial Art Museum	Fort Dodge Art Guild
Pride in Community Appearance	Catherine Vincent Deardorf Charitable Foundation	Athletics for Education & Success	Property Owners
		Dodger Cyclists	Volunteers

COMMUNITY ENGAGEMENT

RESPONSIBLE COMMUNITY GROUP	SHORT TERM TACTICS	LONG TERM TACTICS
<p>PRIDE SUBCOMMITTEE</p>	<p>Wayfinding</p> <p>Creation of a Community Garden</p> <p>Fort Dodge Grain Terminal</p> <p>Mountain Bike Park</p>	<p>Hydro-Electric Park Improvements</p> <p>Gateway Features</p> <p>Neighborhood Node(s)</p> <p>Establish an Arts Corridor</p> <p>Market the Theme for the District</p>
<p>GROWTH & CONNECTIVITY SUBCOMMITTEE</p>	<p>Establish a Neighborhood Economic & Tax Incentive District</p> <p>Adopt a Land Use Plan</p> <p>Preliminary Designs for Corridor Improvements</p> <p>Trail & Sidewalk Plan</p> <p>Establish Land Bank Program</p>	<p>Amend the Zoning Ordinance</p> <p>Acquire Land for Banking</p> <p>Corridor & Streetscape Construction</p> <p>Design & Install Trails & Sidewalks</p> <p>Design/Establish Overlooks</p>

SCHEDULE AND MILESTONE DATES & BUDGET

■ Pride
 ■ Growth
 ■ Connectivity

Task / Description	Budget	2016								2017			
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Steering Committee Meetings		○				○				○			
Subcommittee Meetings				○	○	○	○	○	○	○	○	○	○
Public Engagement Meetings								○					○
Wayfinding Signage													
Preliminary Design for Corridor Improvements													
Creation of Community Garden													
Fort Dodge Grain Terminal Art Competition													
Mountain Bike Park Development (underway)													
Establish Economic & Tax Incentive District													
Trail and Sidewalk Plan Development													
Adopt a Future Land Use Plan													
Establish a Land Bank Program													

SUMMARY

Investing into the planning of the Northwest River District corridor reconstruction will allow the City of Fort Dodge to understand all impacts and costs associated with the corridor reconstruction and plan for the timing and phasing of the improvements. This planning effort will also identify necessary property acquisitions and allow for the early coordination and implementation of this important initial phase of the reconstruction effort.

Thank you America's Best Communities for providing our Community the opportunity to plan for this key area of Fort Dodge. Also, thank you to KGP Logistics and our local sponsors who contributed resources in the form of time and matching funds. Our Planning Team has developed a Plan that we and the public agree will be carried out within the Northwest River District. The improvements presented within this Plan will have an impact on the District, the community and the region. Funding is important in ensuring the Plan is implemented, and we are sure that with the help of America's Best Communities, the improvements can be made in a timely fashion through the hard work of our staff, collaboration amongst our many supporting entities and continued support by the public.

NATIONAL SPONSORS:



LOCAL SPONSORS:

