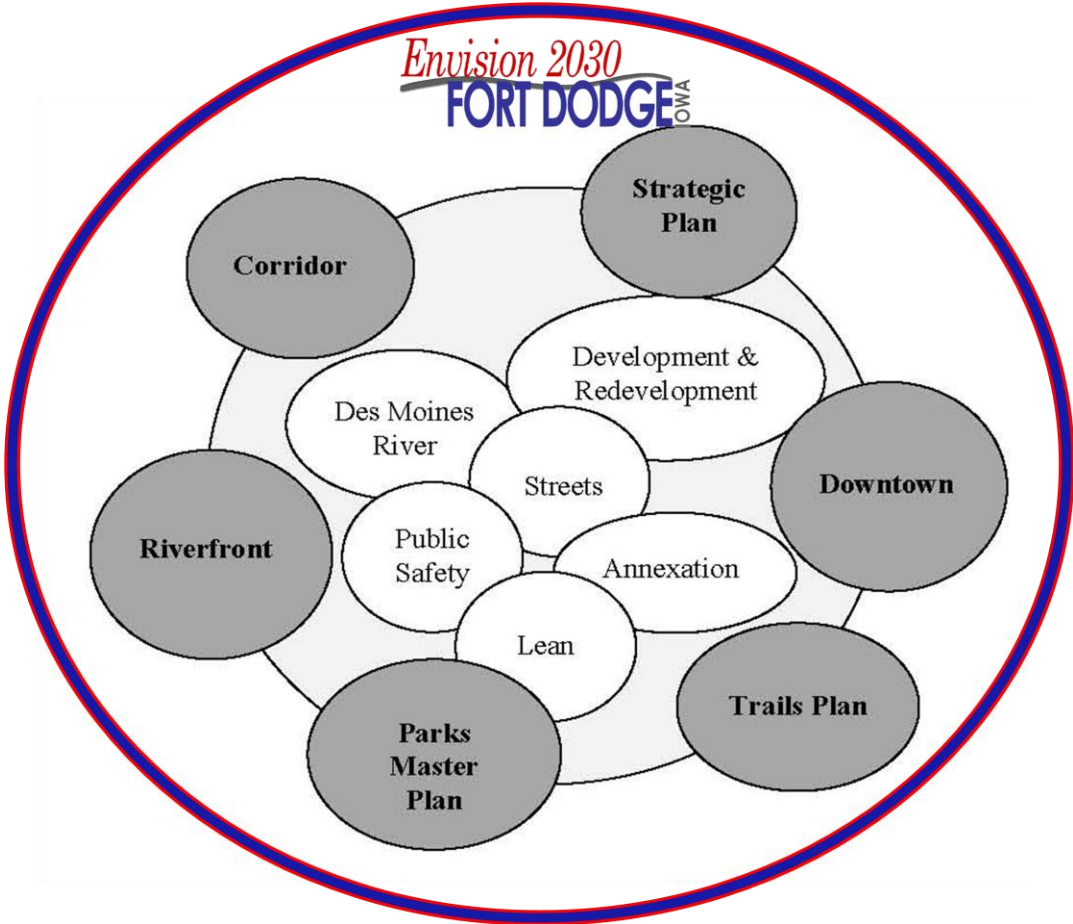


# Re-Envision 2030: Building on Community Progress to Achieve More

*A Comprehensive Plan for Fort Dodge, Iowa*



**Addendum** to Request for Qualifications  
August 21, 2014

## *Addendum*

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The following Addendum is issued as a supplement to the Fort Dodge Comprehensive Plan – Request for Qualifications issued in July of 2014. The City has met with and spoken to multiple consultants interested in the City’s request. To ensure transparency throughout the RFQ process, the following supplemental information is being provided.

## *Plans*

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A variety of Plans were listed in the City’s original RFQ. The City uses the plans noted and would like to see the objectives and strategies of each taken into consideration and/or updated within the Comprehensive Plan. Plans regularly referenced by the City’s staff include the Downtown Plan, Corridor of Commerce Action Plan, Envision 2030, Housing Assessment, Wayfinding Design Guidelines, Downtown Design Guidelines and the Recreational Needs Assessment & Master Plan. The following plans may now be found on the City’s [website](#) under Departments>Business Affairs and Community Growth>Comprehensive Plan>Related Pages or by copying and pasting the following link on your internet browser [www.fortdodgeiowa.org/department/division.php?fDD=13-223](http://www.fortdodgeiowa.org/department/division.php?fDD=13-223):

### The Fort Dodge Riverfront Master Plan (1999):

A conceptual plan that identifies the perceptions and features of the Des Moines River and expands on these by illustrating how the riverfront could be transformed into a useable recreation space. The plan has not been implemented due to funding limitations.

### Extraterritorial Joint Land Use Study – City of Fort Dodge and Webster County, Iowa (2002):

This study was completed to plan for future development in the City’s Extraterritorial Area. Since the plans adoption, the City made effort to establish a 28E agreement with Webster County to allow the City to act as primary administrator within the 2-mile area of Fort Dodge; however, the County wished to maintain primary responsibility for approvals within the 2-mile area.

### Additional Recreation/Trails planning:

The City’s trail system is an asset to the community, which continues to grow. In addition to the Recreational Needs Assessment & Master Plan, the City has implemented some trails planning, through Iowa Great Places and Vision Iowa. The map displayed to illustrate the trails completed to date and trails planned for the future is included on the City’s website.

### Envision 2030 – 2014 Strategic Plan Update:

The City Council sits down once a year to discuss the Strategic Plan Priorities. The priorities identified for 2014 are included on the City’s website.

### The Northwest Neighborhood Planning Initiative:

Was an internal City effort developed to create a vision for the Northwest area of Fort Dodge. The initiative gave the area stakeholders the opportunity to begin a visioning process through a variety of public meetings led by City staff. Three public meetings were held throughout 2012 and 2013 as a part of this visioning process. The initiative has not been completed due to other staff responsibilities; however, the City expects that the data collected and stakeholders identified within this visioning process will be incorporated into the Comprehensive Plan process.

The area consisting of the Northwest Neighborhood was developed through a series of subdivisions in the unincorporated part of Webster County including the North Fort Dodge Addition (1877), Riverview Heights Addition (1915) and Riverview Heights 2<sup>nd</sup> Addition (1957). The area was annexed into the City after the lots were created and in most cases after development already occurred; therefore, this planning process was aimed at creating a vision for neighborhood improvements in relation to street and infrastructure conditions, housing conditions and commercial land uses. The powerpoint slides used in the visioning process for this initiative may also be found.

## *Plan Topics*

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Consultants the City met with requested insight from staff in regards to specific Plan Topics identified in Attachment D of the City's Request for Qualifications. Those Topics discussed are reviewed in the following.

### Economic Development

#### *Iowa's Crossroads of Global Innovation*

The City has seen some major changes in development due to expansion of the agriculture park named Iowa's Crossroads of Global Innovation, which is located in Webster County outside of City limits and outside of the City's 2-mile Extraterritorial Area. Cargill and CJ Bio America are both located within the expanded park and began production in November of 2013, bringing close to 300 jobs to the community and hundreds of temporary construction employment opportunities, which filled the City's and surrounding area's hotels and extended stay spaces. It is anticipated that future "over-the-fence" companies will locate in the site certified spaces of the park, which have dual rail access; bringing more jobs and potentially more people with them. The City's role in this development has been a supportive role. The City provides water and sanitary sewer services to the site; however, expansion of the site is significantly driven by the Greater Fort Dodge Growth Alliance in partnership with Webster County.

#### *Historic Downtown Fort Dodge*

Fort Dodge's Historic Downtown District encompasses a majority of the downtown area. In 2008 the City adopted the Fort Dodge, IA Downtown Plan, which the City still uses today to guide and implement downtown development and projects. Out of this plan spurred the Fort Dodge Downtown Design Guidelines, adopted in 2010. These guidelines encourage the continued development and redevelopment or rehabilitation of existing structures using traditional architectural design and materials to establish historically inspired store fronts. The City's Façade program assists downtown building owners in rehabilitation of facades, encouraging owners to uncover and repair the original historic facades. This program and events such as Market on Central draw residents of the community and region into the downtown, which in turn help to support the location of new businesses into the downtown. The City is currently in the process of conducting a Parking Study in the downtown. The Study is being completed by Rich & Associates and is near completion (anticipated for September of 2014).

#### *5<sup>th</sup> Avenue South*

The 5<sup>th</sup> Avenue South Corridor has undergone a major streetscape improvement, which took place upon the adoption of the Corridors of Commerce Action Plan, in 2008. This plan established design guidelines along the Corridor, which assisted in the implementation of zoning overlays that require specific design and pedestrian elements to encourage a more pedestrian friendly and visually appealing Corridor. This area is now the prime retail space for the City, where such businesses often request to locate.

### *Airport*

The Fort Dodge Regional Airport is currently located in the extraterritorial area of Fort Dodge. The City applied for the Iowa DOT Airport Planning and Zoning Grant, which was noted in the original RFQ. The City has since heard that the grant was not awarded to Fort Dodge. The City intends to plan for the airport within the Comprehensive Plan by exploring the expansion and continued support of this community asset in relation to aviation-related land use and aviation-supported economic development.

### *Upcoming Projects*

Along with multiple businesses (both commercial and industrial) locating within the City, the City is currently working with land owners to plat an industrial park that is planned to extend 1<sup>st</sup> Avenue easterly; and a commercial and multi-family subdivision located at the southeast corner of Highway 169 and Business Highway 20, in the southwest portion of town. The City is also currently coordinating with developers on the reuse of two historic middle schools for multi-family housing, development of a new community Rec Center and the rehabilitation of the Warden Plaza, which is located in the downtown and will be used for commercial and multi-family purposes. Each of the proposed housing projects is for market-rate housing.

### Housing

#### *Need*

Due to the recent skilled job growth in the area, the City has found itself in need of both single-family housing and transitional housing in the form of attached townhomes and/or duplexes. The Comprehensive Plan should validate these needs and the marketability of housing in Fort Dodge. The Economic Analyst should look at what the Fort Dodge housing market will support. The Plan should also elaborate on the existing housing stock and maintenance/rehabilitation of such.

### Riverfront

#### *DNR Riverfront Planning*

The City is working to finalize a contract with Iowa DNR that will focus a portion of the Comprehensive Plan on planning for the riverfront and other contributing stream corridors, located in both the City and Webster County. The hired consulting team will work with American Rivers and a visioning specialist chosen by Iowa DNR on this portion of the plan. It is anticipated that American Rivers will provide assistance in quality assurances, while the visioning specialist will provide assistance in education and meeting facilitation of public discussions on riverfront and stream corridor topics. Along with ensuring the DNR Riverfront Planning Scope is achieved, the consulting team will use the information contributed by each group involved to develop the Riverfront portion of the Comprehensive Plan.

### *Partnerships*

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The Plan will require a variety of partnerships and input from various stakeholders. City Staff will assist the consulting team in forming key stakeholder groups and necessary partnerships. The City often associates with the Greater Fort Dodge Growth Alliance in economic development-related endeavors. The City also works with Webster County in various land use, subdivision, economic development and other activities that occur within the extra-territorial area. Further the City shares one staff person with Webster County for the maintenance of City and County trails. Other entities such as Community Foundation and various local clubs and boards will be involved throughout the planning process.

## *Financial Advisor/Economic Analyst*

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The Financial Advisor/Economic Analyst should be a reliable individual or group with real world experience in financial, market and feasibility analysis. The Analyst will provide economic feedback and feasibility and market analyses throughout the planning process and ultimately in relation to each recommendation and/or implementation strategy. The Analyst will also be responsible for ensuring that identified recommendations and/or strategies are economically and financially feasible for the City. Finally, the Advisor should be aware of and able to effectively communicate practical financial resources that may be used by the City to implement identified strategies.

## *Plan Organization*

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The City is seeking a useable plan that provides technical support for the implementation strategies identified. Sample plans include the Heidelberg Carnegies, & Scott Township Multi-Municipal Plan, prepared by Pashek Associates, 4ward Planning and Trans Associates in 2012; and the Zelianople and Harmony Joint Comprehensive Plan prepared by Pashek Associates, Poggemeyer Design Group, RDM and URS in 2010. These topic-based plans present the topic, validate the issue, provide a vision for the future and establish an implementation strategy, followed with specific implementation steps. The City of Fort Dodge Comprehensive Plan should be organized in this way, with an overall section that includes a table of implementation strategies/steps that the City may use for implementation and accountability. Further, the Riverfront portion of the plan should be a “sup-plan” of the Comprehensive Plan that could be pulled out for use by City or County staff.

The Comprehensive Plan should also have a non-technical element that can be used by citizens to understand what is guiding the City’s decision-making process. At this time the City envisions a document similar to that of the Burlington Vermont Downtown Master Plan shown in Attachment C of the original RFQ.

## *Plan Outcomes/Implementation*

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Some long-range Comprehensive Plan outcomes identified to date include a complete revamp of the City’s Zoning Ordinance and Map, and Subdivision Ordinance. These and other plan updates are necessary to ensure the City ordinances fit the market and development changes seen since each ordinance/plan was adopted. City staff anticipates that implementation of the Comprehensive Plan will begin prior to plan adoption in order to put those high-priority items in motion and to ensure the plan momentum continues.

## *RFQ Process*

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The process for hiring a consulting team to develop the City’s Comprehensive Plan provides the consultant the opportunity to establish a team and prepare a detailed proposal. Upon reviewing and scoring all submitted responses to the City’s Request for Qualifications, the City will identify the pool of consulting teams that seem to most sufficiently meet the requested qualifications. The City will then complete an interview of those selected consulting teams. The teams who remain (3-4 teams) will be asked to prepare a proposal for the plan, with guidelines on the proposal provided at that time. The plan

proposal that is most appropriate to the City and addresses all of the guidelines will be the chosen proposal; and scope refinement will begin. The City anticipates having a consulting team selected and for the City Council to approve the selection at the October 13, 2014, Council meeting.