



# WINTERSET

COMPREHENSIVE PLAN



*Adopted December 2022*

## ACKNOWLEDGMENTS

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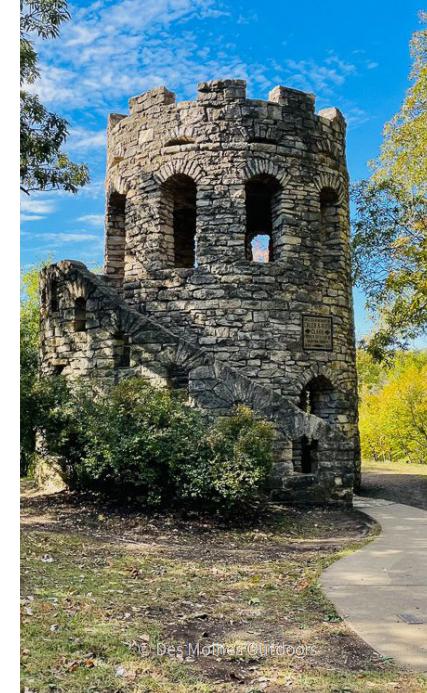
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## CHAPTER ONE

# INTRODUCTION



# COMPREHENSIVE PLAN PURPOSE

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## Plan Purpose

Comprehensive Plans are documents meant to guide future growth and development in a community. These long-range plans are far reaching and cover a wide range of issue areas including land use, natural resources, public facilities, housing, and community character. Each issue area will receive recommendations based on an analysis of existing conditions and a review of the community vision as determined through the public input process. Comprehensive Plans are opportunities to create an inventory of existing conditions and are a chance to hear directly from the public on a wide range of issues.

This is Winterset's first Comprehensive Plan. As a historic community with a long history, Winterset has an established character and strong sense of place. While the community has slowly gained population over time, the expansion of the Des Moines metro and an emergence of work from home or hybrid positions has set up Winterset for possible faster population and employment growth. These conditions create new opportunities for Winterset as well as create new challenges. This plan is designed to help Winterset manage future growth in way that both preserves its long-held character and embraces new ideas.

## How to Use the Plan

The Winterset Comprehensive Plan lays out a vision for how to manage growth through 2050 and beyond. The plan is meant to represent a community vision for Winterset over the next 20 to 30 years. However, it is not meant to be a static document that sits on a shelf until 2040 or 2050. The Plan should be regularly referenced, reviewed, and updated when necessary to keep the document relevant. Annually, the City should review the implementation plan to assess the City's progress and remove completed tasks. This process can identify areas needing improvement or highlight plan sections that need updating. Every five years, a full review of the Comprehensive Plan should be done to identify larger modifications that may be needed due to growth or changing circumstances.

Comprehensive Plans are often used to justify decision-making by city leadership because of the amount of analysis and public input that went into the creation of the plan. For example, the Future Land Use Plan in Chapter 4 – Land Use should be used when making decisions regarding any proposed development, annexation, or rezoning request. Overall, the plan should regularly be referenced during the routine functioning of government.

## COMPREHENSIVE PLAN LOGO

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### Project Logo

In the early phases of the comprehensive planning process, City staff, the Comprehensive Plan Advisory Committee (CPAC), and consultant team met to discuss branding for this planning effort. The branding of the Comprehensive Plan assists in providing establishing an easily recognizable logo, a theme for the plan, is used for the entirety of the planning process.

There were several iterations of logos presented to the group. Figure 1.1 presents the final agreed upon logo. This logo recognizes and celebrates the significant features of Winterset: the covered bridges unique to the County and green leaves, one to represent the strong agricultural presence and one to represent the robust parks system.

This logo has been used to market the engagement activities included in the planning process to provide an easily identifiable image for the Winterset Comprehensive Plan. Additionally, this logo was adapted the act as the new City logo for the City of Winterset and its departments.

*Figure 1.1 / Winterset Comprehensive Plan Logo*



# PLANNING PROCESS

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The Winterset Comprehensive Plan was completed over four phases: Phase 1 - Project Kick-Off, Research & Analysis, Phase 2 - Vision, Input & Direction, Phase 3 - Draft Plan and Evaluation, and Phase 4 - Final Draft Plan + Adoption. Each phase is described below.



## **Phase 1 - Project Kick-Off, Research & Analysis**

Phase 1 included a kick-off meeting with the Comprehensive Plan Advisory Committee (CPAC), where discussions over project goals and visioning were completed. The majority of the existing conditions analysis was performed during this phase.



## **Phase 2 - Vision, Input & Direction**

Phase 2 focuses on public engagement and visioning. A series of engagement exercises were held to identify common themes and desires from the Winterset community. These exercises included one-on-one stakeholder interviews, a Box City event, a public workshop, and interactive engagement website.



## **Phase 3 - Draft Plan + Evaluation**

Phase 3 is for the plan drafting and review process. Multiple meetings with the Comprehensive Plan Advisory Committee took place during this phase as draft chapters were completed. A special event booth at the Covered Bridge Festival in October 2022 was set up to get more feedback on the plan draft. The final step of this phase was a public open house where the plan was revealed to the public for review and comment.



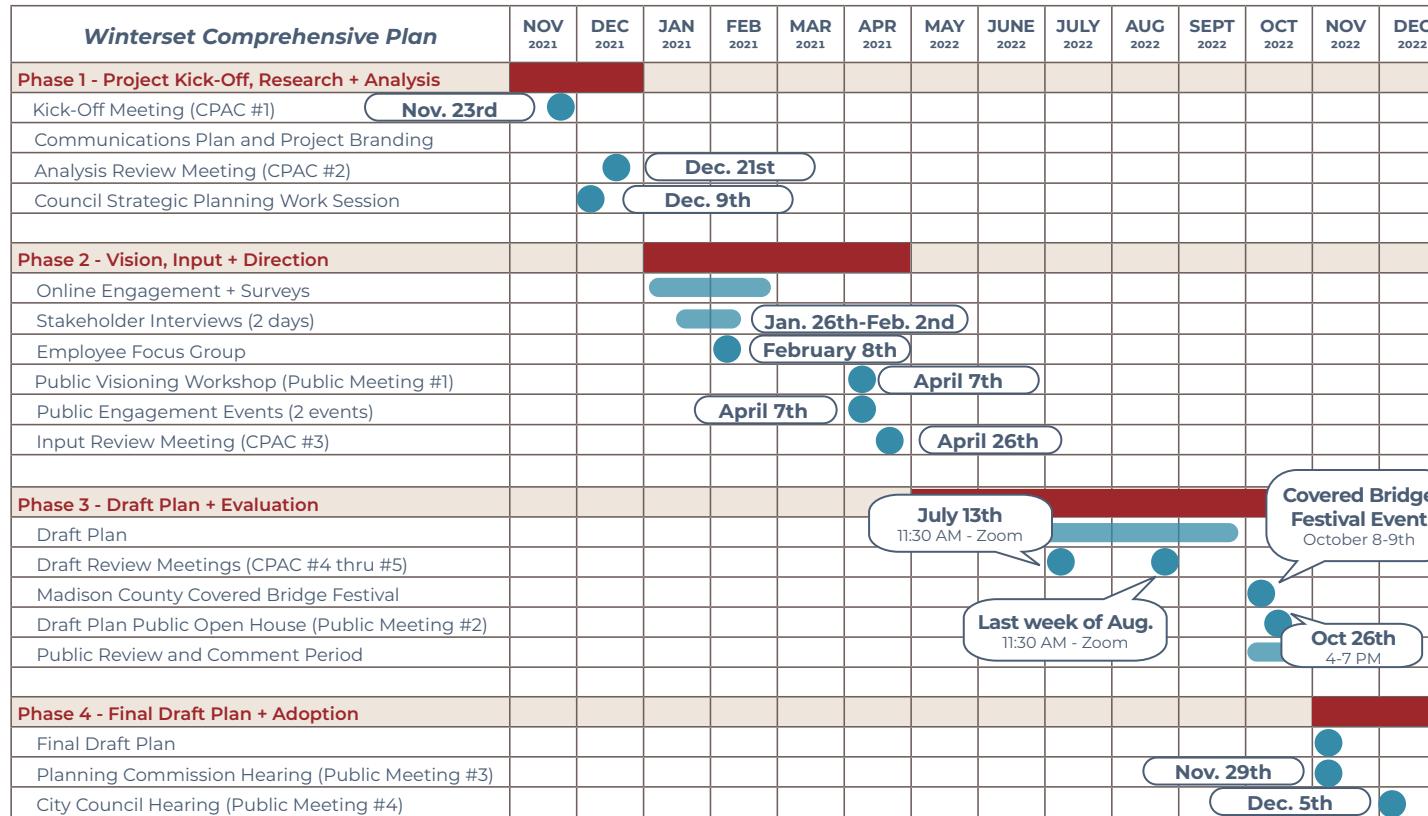
## **Phase 4 - Final Draft Plan + Adoption**

Phase 4 took place over approximately two months and included final review and revisions as well as the public hearing process for the Planning & Zoning Commission and City Council. After the Planning & Zoning Commission voted to recommend approval of the plan, the City Council then completed their public hearing process followed by review, discussion, and formal adoption.

# PROJECT SCHEDULE

The Winterset Comprehensive Plan was completed over an approximately 13-month period. The project schedule is shown below.

**Figure 1.2** / Winterset Comprehensive Plan Project Schedule



# PLAN CHAPTERS

The Winterset Comprehensive Plan is composed of ten main chapters, described below:



## 1. Introduction

The Introduction Chapter outlines how to use a Comprehensive plan, the process and schedule.



## 6. Parks & Recreation

This chapter provides a detail parks and recreation inventory and master plan for Winterset's parks, recreation, and trails system.



## 2. Community Profile

This chapter provides a high-level overview of Winterset's demographics, physical profile, and economic conditions.



## 7. Housing & Neighborhoods

This chapter identifies strategies related to housing growth and the development of pleasant neighborhoods as Winterset grows.



## 3. Public Input Summary

This chapter summarizes all of the public input received throughout the planning process.



## 8. Community Character

This chapter identifies strategies to highlight those traits that make Winterset unique amidst growth and development.



## 4. Land Use + Development

This chapter provides a Future Land Use Plan to help guide growth and development in Winterset.



## 9. Transportation & Mobility

This chapter provides a guide to help improve multi-modal mobility throughout Winterset as the community grows.



## 5. Natural Resources

This chapter reviews the natural resources present in the Winterset area and how they can be preserved.



## 10. Implementation

This chapter summarizes and assigns all of the goals, policies, and action items identified in Chapters 4-9.

## PLAN HORIZON YEAR + PLAN BOUNDARY

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### Plan Horizon Year

All comprehensive plans are long-range and future oriented. The Winterset Comprehensive Plan has an overall horizon year of 2040. A horizon year represents the last year in the future for which projections and planning is completed. Plan horizon years that are 20 to 30 years in the future allow for projections to occur with some degree of predictability while also being aspirational and far reaching. For this plan, 5-year implementation strategies have been identified to help create a suitable platform for a longer range plan.

Despite the long-term horizon year, the Comprehensive Plan, and its Implementation Chapter in particular, should be reviewed annually to ensure goals, policies, and action items are being accomplished. The entire plan should be reviewed every five years to identify significant changes to existing conditions that need to be updated.

Overall, Comprehensive Plans are not meant to sit on a shelf. Rather, they are a living document that should be amended as needed to best serve Winterset now and in the future.

### Plan Boundary

Comprehensive Plans look beyond Winterset's existing city limits to plan for the next 10-20 years. The geographic extent to which planning is completed is called the plan boundary. Plan boundaries identify the areas in which Winterset either anticipates growth or wants to plan for to protect its borders. Winterset's plan boundaries also includes most areas under the city's 2-mile extraterritorial review area.

The Winterset Comprehensive Plan's plan boundary can be described roughly as:

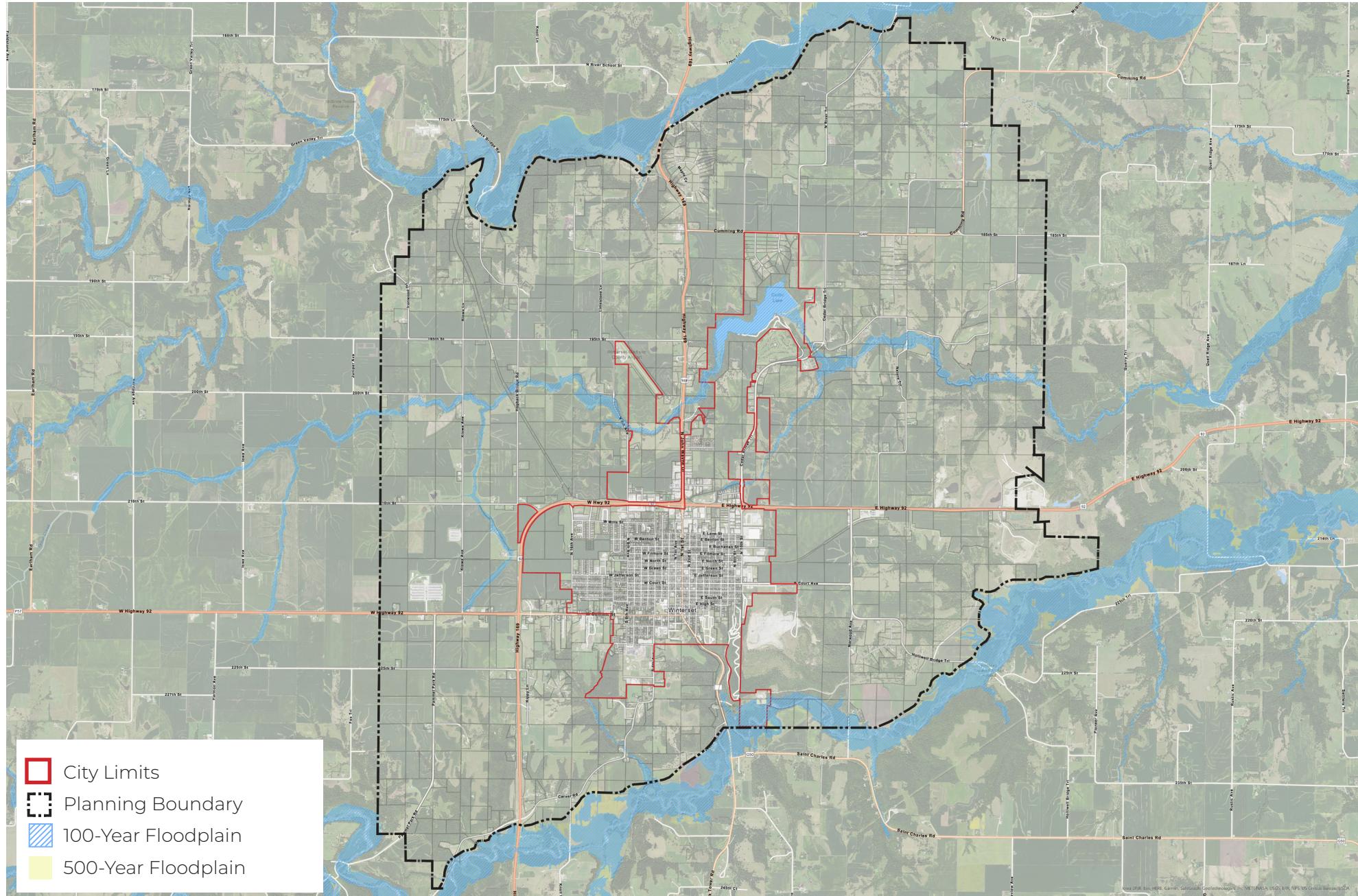
- ▶ North to the North River floodplain
- ▶ East and west to roughly the edge of the City's two-mile extra-territorial review area
- ▶ South to the Middle River floodplain

The plan boundary extends beyond where Winterset is likely to grow by 2040 to allow flexibility in the location of different land use types as well as to provide protection for Winterset from encroaching development by other communities within Madison County.

Figure 1.3 on the following page shows a map of the plan boundary.

# PLAN BOUNDARY

Figure 1.3 / Winterset Planning Boundary Map



# GUIDING PRINCIPLES

To assist in the creation of the plan, especially the included goals, policies and action items, a set of guiding principles were identified based on a combination of analysis and public input review. The guiding principles are meant to highlight the principles and values that should be the aim of all decision-making in a community. Each guiding principle has some associated text to help describe the intent of each principle.



## Welcoming Community

Winterset is a welcoming community with a hometown feel



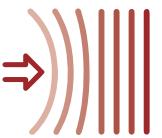
## Economic Growth + Development

Winterset strives to attract quality growth and development within its commercial and industrial sectors



## Quality of Life

Winterset continues to make quality of life improvements for residents and visitors through its investments and amenities



## Resiliency

Winterset is committed to a future that is both sustainable and resilient through investments in infrastructure, thoughtful land use planning, and fiscally responsible growth



## Mobility + Connectivity

Winterset takes advantage of its existing connectivity while building new routes to accommodate multi-modal connectivity



## Parks & Recreation

Winterset is a leader in parks and recreation planning and provides a system that serves all ages and abilities



## Neighborhood Development

Winterset has neighborhoods that make everyone feel at home

# IOWA SMART PLANNING PRINCIPLES

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In addition to the guiding principles and vision statement identified in the previous pages, another overarching set of principles will help to guide the recommendations included within this plan. The Iowa Smart Planning Principles are laid out in Iowa Code 18B.1. The principles include:

## **1. Collaboration**

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

## **2. Efficiency, Transparency, and Consistency**

Plans should aim to provide efficient, transparent, and consistent outcomes.

## **3. Clean, Renewable, and Efficient Energy**

Plans should promote clean and renewable energy use and increased energy efficiency.

## **4. Occupational Diversity**

Plans 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**

Plans 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**

Plans 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**

Plans 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**

Plans 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**

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

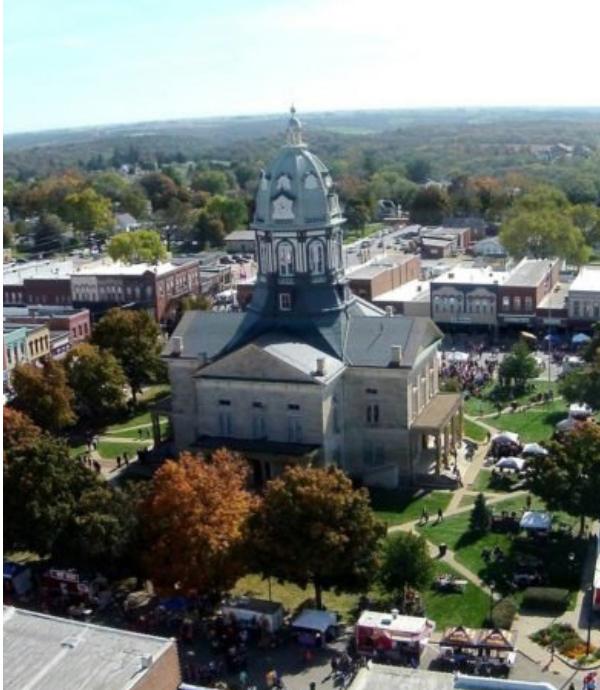
## **10. Transportation Diversity**

Plans 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.



## CHAPTER TWO

# COMMUNITY PROFILE



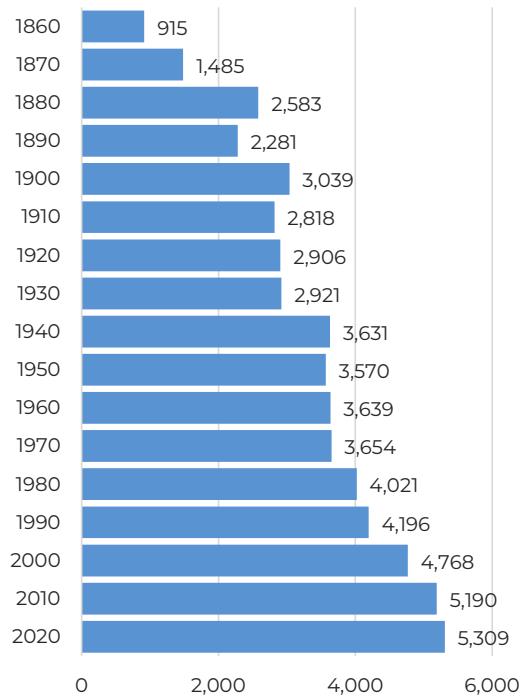
# POPULATION CHANGE

## Population Change

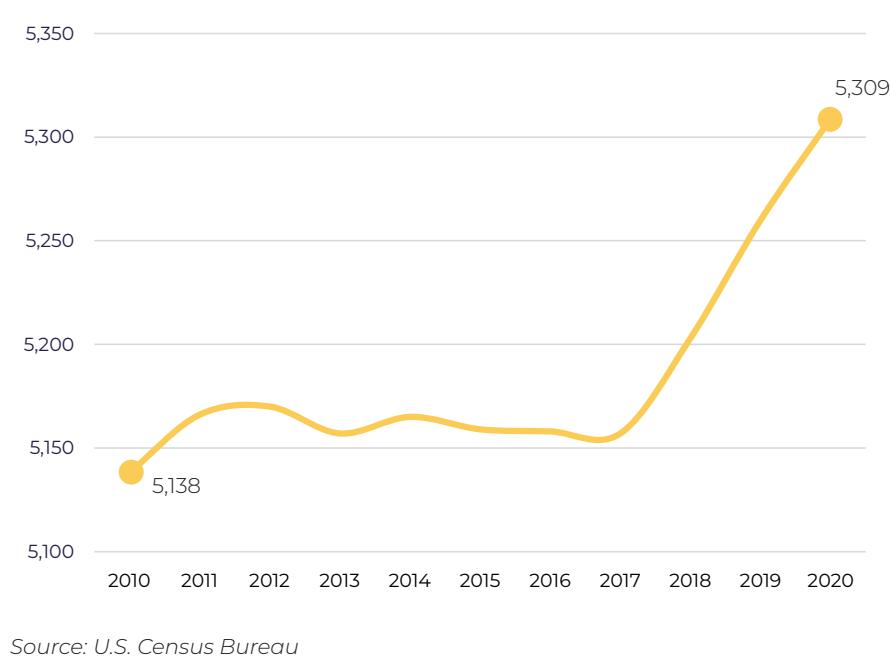
Winterset has experienced a slow gain in population over the past 160 years. Starting in 1860, Winterset was home to just under 1,000 residents. Between 1900 and 2000, Winterset's population slowly inched upward from around 3,000 to nearly 4,800. The 5,000 population benchmark was finally hit by the 2010 Census estimate.

Growth in the past decade shows possible signs of growing at a higher pace. The latest 2020 Census estimate places current population at just over 5,300.

**Figure 2.1** / Population Change 1860 - 2020



**Figure 2.2** / Population Change 2010 - 2020



Source: U.S. Census Bureau

# AGE PROFILE

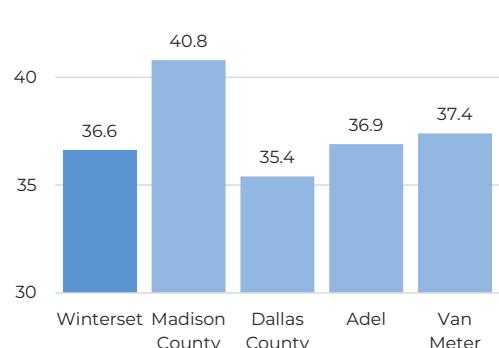
## Age Pyramid

Figure 2.3 shows an age pyramid comparing the estimate breakdown by age cohort for males and females in Winterset compared to Madison County. Female age cohort percentages are shown in yellow, and males are shown in blue.

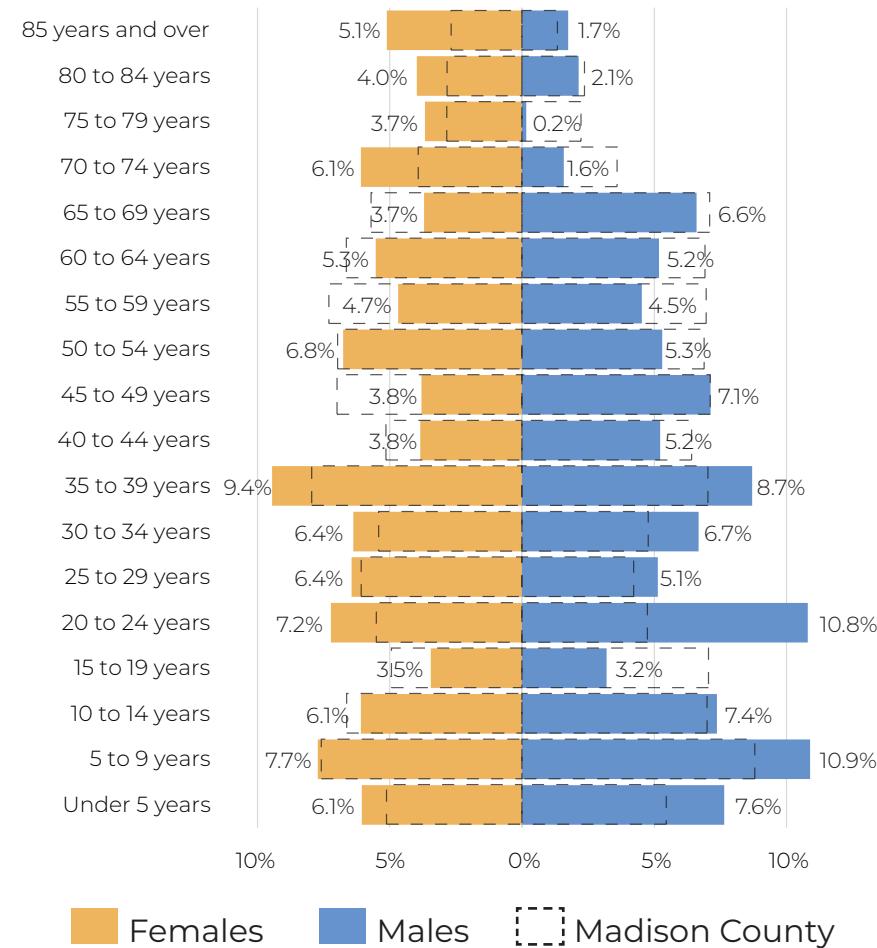
Overall, Winterset is not hugely dissimilar to Madison County with a few key exceptions. Winterset exceeds the county in young children, ages 35 to 39 years as well as older females (age 70+). Winterset is a popular retirement community and is considered highly family-friendly, so these outliers are not surprising.

Figure 2.4 shows a median age comparison for nearby geographies. While not as young as Dallas County, Winterset is younger overall than Madison County, Adel, and Van Meter.

**Figure 2.4** / Median Age Comparison



**Figure 2.3** / Age Pyramid 2020, Winterset & Madison County



Source: U.S. Census Bureau ACS 2020 5-Year Estimates

## HOUSEHOLD TENURE + SIZE

### Total Households

There are approximately 2,301 households in Winterset as of 2020 Census data. The overall average size of households in Winterset is 2.24 persons. The majority of households in Winterset are owner-occupied, representing nearly 68% of all households. The remaining 32% are renter-occupied units.

Commonly, household size will vary based on housing tenure — owner-occupied units will typically be considerably larger than renter-occupied units. This trend is consistent in Winterset where the average owner-occupied household is 2.38 persons compared to renters at 1.94 persons.

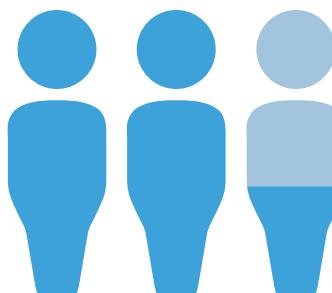
Figure 2.6 below compares the percentage of renter households in Winterset to other geographies. Overall, Winterset is just slightly higher than the U.S. average but considerably higher than the county or nearby Van Meter.

**Figure 2.5** / Households + Housing Tenure Breakdown (2020)



2,301 Total Households  
Average Size

**2.24** persons



67.9% owner-occupied  
Average Size

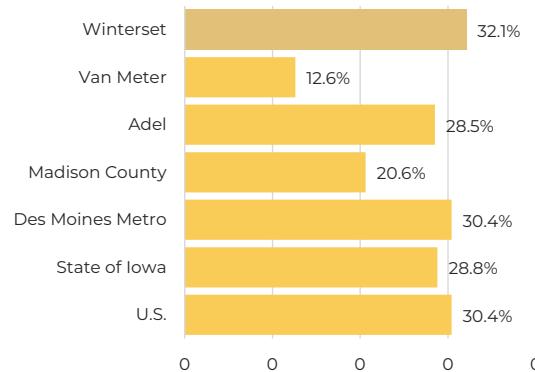
**2.38** persons



32.1% renter-occupied  
Average Size

**1.94** persons

**Figure 2.6** / Percent Renter-Occupied Comparison



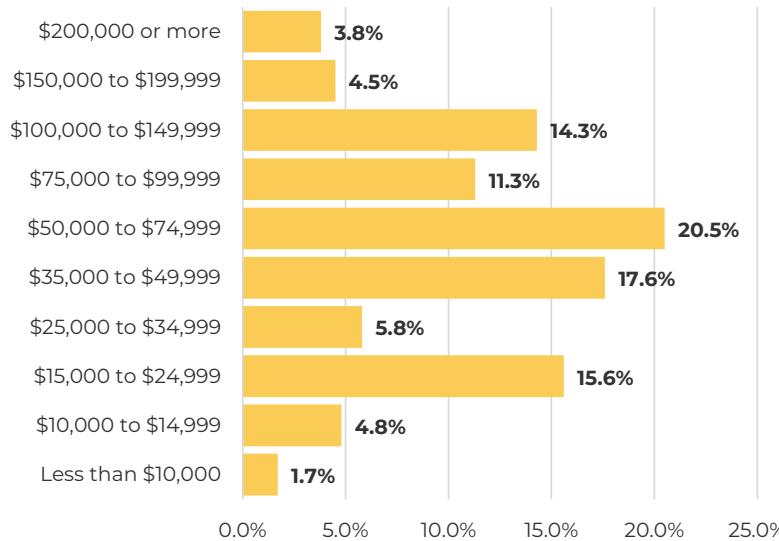
Source: U.S. Census Bureau ACS 2020 5-Year Estimates

## Household Incomes

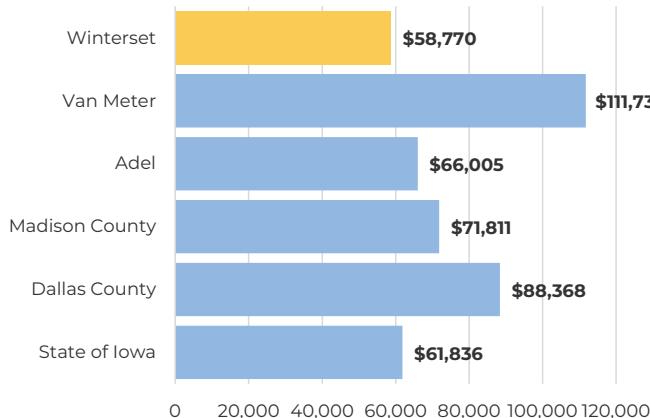
Figure 2.7 shows the household income breakdown for Winterset as of 2020 estimates. The most common income brackets were households earning between \$50,000 to \$74,999 and \$35,000 and \$49,999. There was also a strong showing amongst lower end earners of \$15,000 to \$24,999. This is likely due to a combination of true low-income residents and retirees with lower fixed incomes. However, regionally Winterset has a considerably lower median income as shown in Figure 2.8.

The median household income in Winterset for 2020 was \$58,770, which is lower than many other nearby geographies. This is especially low compared to nearby Van Meter (\$111,736) and Dallas County (\$88,368).

**Figure 2.7 / Household Income Breakdown for Winterset (2020)**



**Figure 2.8 / Median Household Income Comparison (2020)**



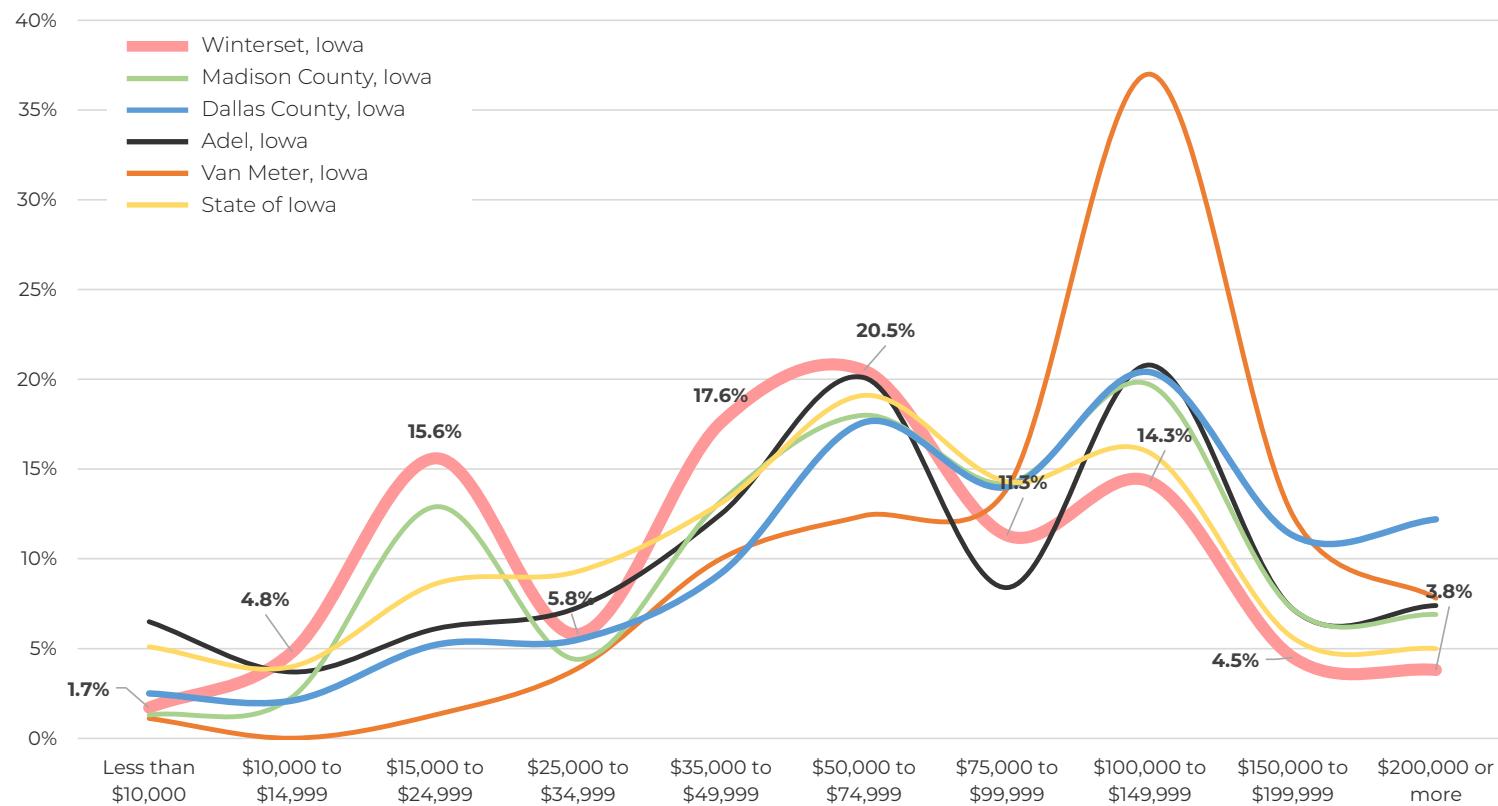
Source: U.S. Census Bureau ACS 2020 5-Year Estimates

## MEDIAN HOUSEHOLD INCOME COMPARISON

### Household Income Comparison

Figure 2.9 is another way of comparing household incomes across nearby geographies. Winterset is shown in the thicker pink line and is generally similar to Madison County except for slightly higher percentages of lower income earners and lower percentages of higher income earners. Van Meter is the clear outlier within the comparison geographies, especially as it relates to percentage of households earning between \$100,000 and \$149,999.

**Figure 2.9** / Household Income Comparison (2020)



Source: U.S. Census Bureau ACS 2020 5-Year Estimates

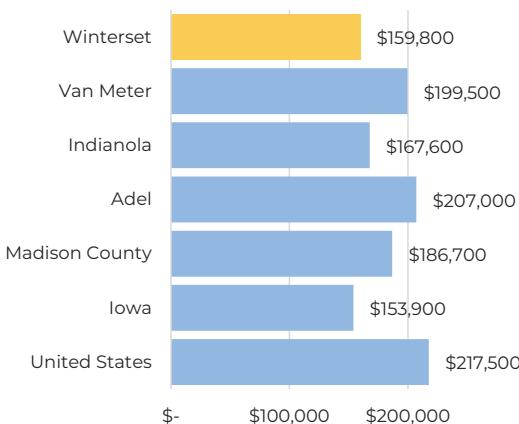
## HOUSING AGE + VALUES

### Housing

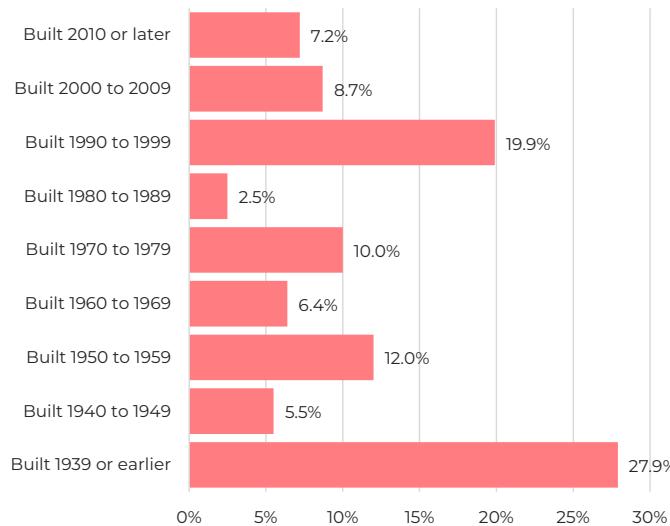
Nearly 30% of homes in Winterset are older and were constructed prior to 1939. Given the age of the community this is not surprising. Another nearly 20% of homes were built in the 1990s. In the following decades there has been additional housing growth, but it does not yet compare to the 1990s. Figure 2.10 summarizes these breakdowns.

The majority of owner-occupied homes in Winterset are valued between \$100,000 and \$199,999 (64.2%). The overall median owner-occupied home value in Winterset is \$159,800. Figure 2.11 shows comparison with nearby geographies, which reveals that this median value is low compared to the other geographies except for the State of Iowa. So, while incomes are lower, home values follow suit.

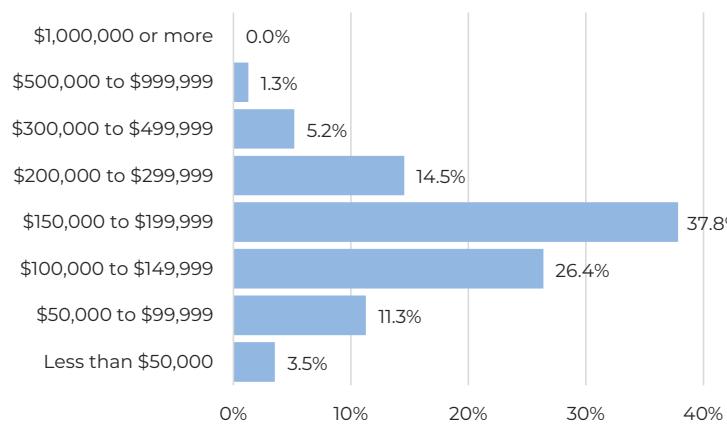
**Figure 2.11** / Median Home Value Comparison (2020)



**Figure 2.10** / Year Structure Built



**Figure 2.12** / Owner-Occupied Home Values (2020)



Source: U.S. Census Bureau ACS 2020 5-Year Estimates

## RACE & ETHNICITY

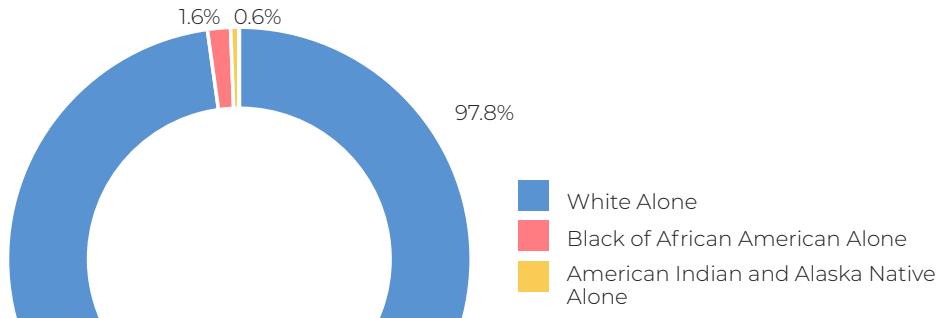
### Race

Figure 2.13 shows the estimated racial breakdown in Winterset as of 2020 Census estimates. Overall, Winterset is a predominantly White alone community, representing nearly 98% of all residents. The limited racial diversity, according to Census estimates, comes from residents that identify as Black or African American alone or American Indian or Alaska Native alone.

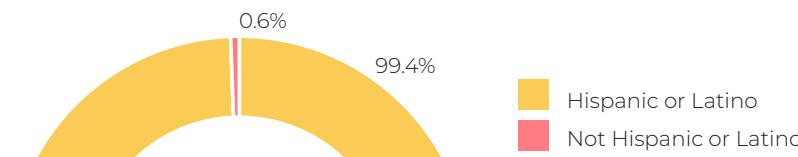
### Ethnicity

Figure 2.14 shows the breakdown of those residents identifying as Hispanic or Latino and those who do not. Over 99% of Winterset residents, according to 2020 Census estimates, do not identify as Hispanic or Latino.

**Figure 2.13 / Racial Breakdown, Winterset 2020**



**Figure 2.14 / Hispanic / Latino Population, Winterset 2020**



Source: U.S. Census Bureau ACS 2020 5-Year Estimates

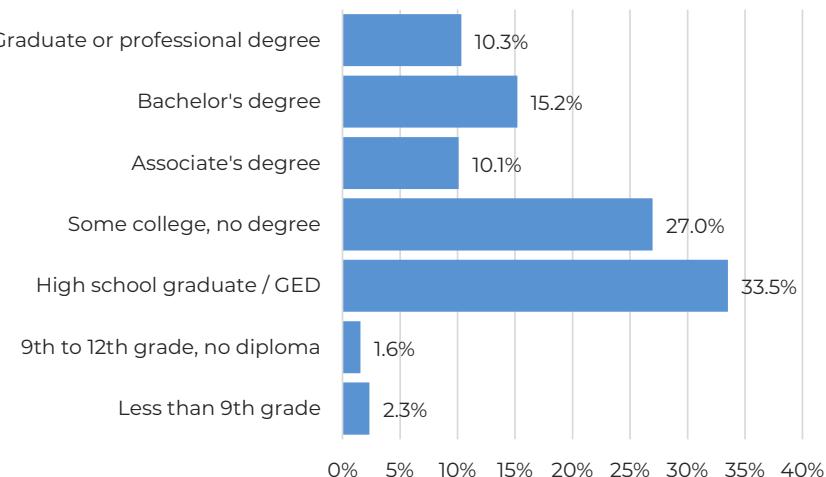
## EDUCATIONAL ATTAINMENT

### Educational Attainment

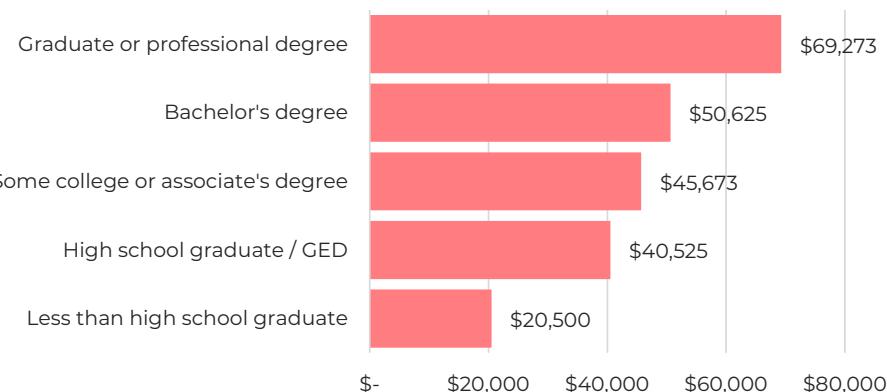
Figure 2.15 shows the breakdown of educational attainment levels of Winterset residents aged over 25 years. The most common highest level of educational attainment achieved among Winterset residents is a high school graduate or GED, representing nearly 34% of residents. Another 27% have some college but did not complete a degree. Around 10% of residents have a graduate or professional degree and another 15% have their bachelor's degree.

Educational attainment levels typically impact earnings, and this is true in Winterset. Figure 2.16 shows the median earnings by educational attainment level for Winterset residents. Those with the highest levels of educational attainment in Winterset are also those with the highest median earnings, which in 2020 was nearly \$70,000. Those without a high school degree were the lowest earners, with median earnings of only \$20,500.

**Figure 2.15** / Educational Attainment Levels Age 25+, Winterset 2020



**Figure 2.16** / Median Earnings by Educational Attainment Level



Source: U.S. Census Bureau ACS 2020 5-Year Estimates

## BASE MAP

Figure 2.17 shows a base map of Winterset. There are several key defining characteristics of the community.

## Connectivity

Two highways help to define the layout of the community: Highway 169 and Highway 92. Highway 169 connects Winterset to Interstate 80 to the north, approximately 13 miles north of town. Highway 92 eventually leads residents to Interstate 35, approximately 12 miles east of town.

Other main roadways through town include W Summit Street, John Wayne Drive, N 8th Avenue, and Clark Tower Road. The rest of the roadways are either local or minor collectors serving mainly residential areas.

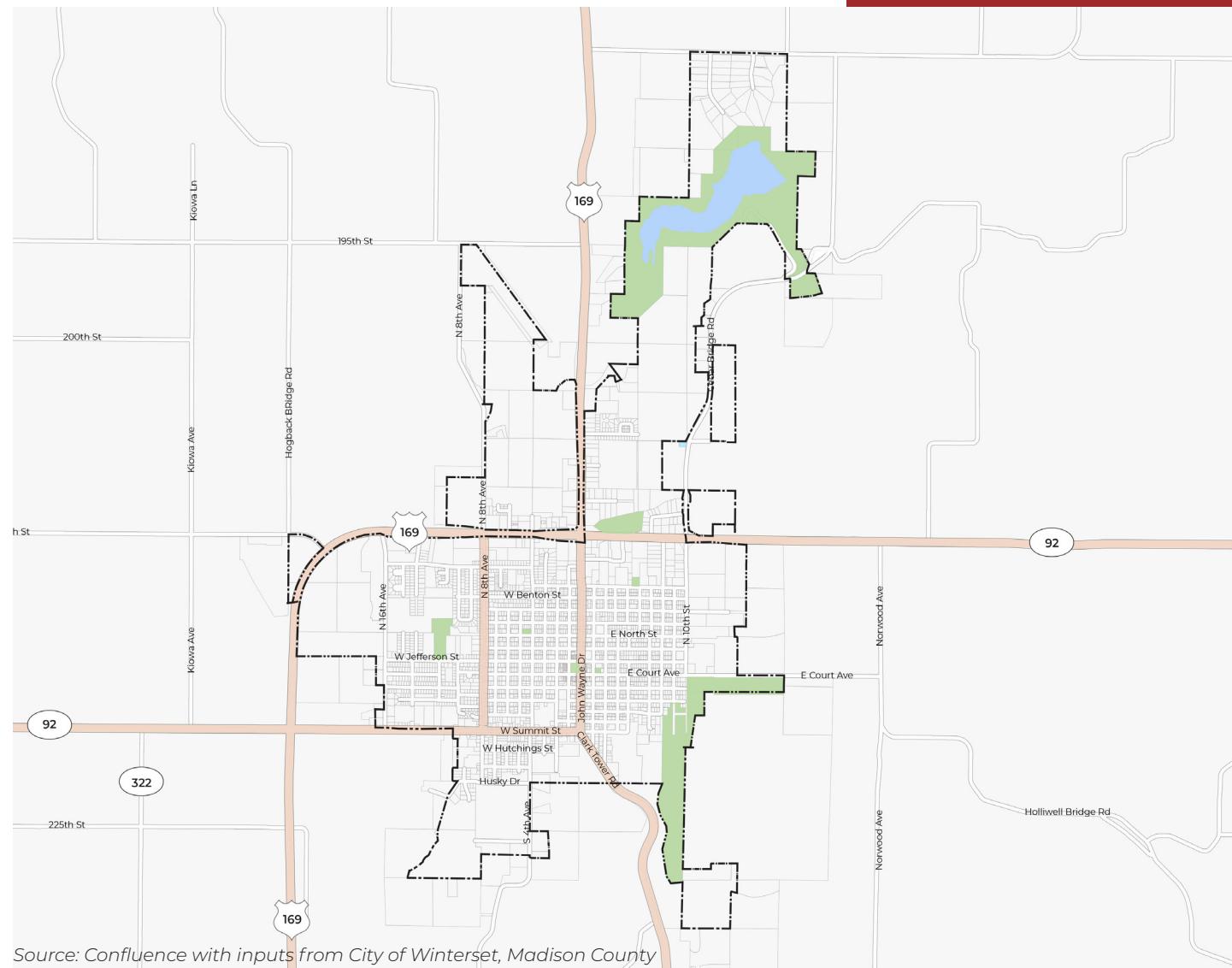
## Downtown

The “center” of Winterset both culturally and physically is the downtown. The downtown is defined by the presence of a historic square and the surrounding storefronts. Many of the Madison County public office spaces are located nearby.

## Parkland & Open Space

Overall, Winterset is surrounding by rolling farmland hills and tree lined stream corridors. Within the city limits, several city and county parks provide access to open space and parks, including the larger Cedar Lake to the north and Winterset City Park to the south.

**Figure 2.17** / Base Map, Winterset





## EXISTING LAND USE

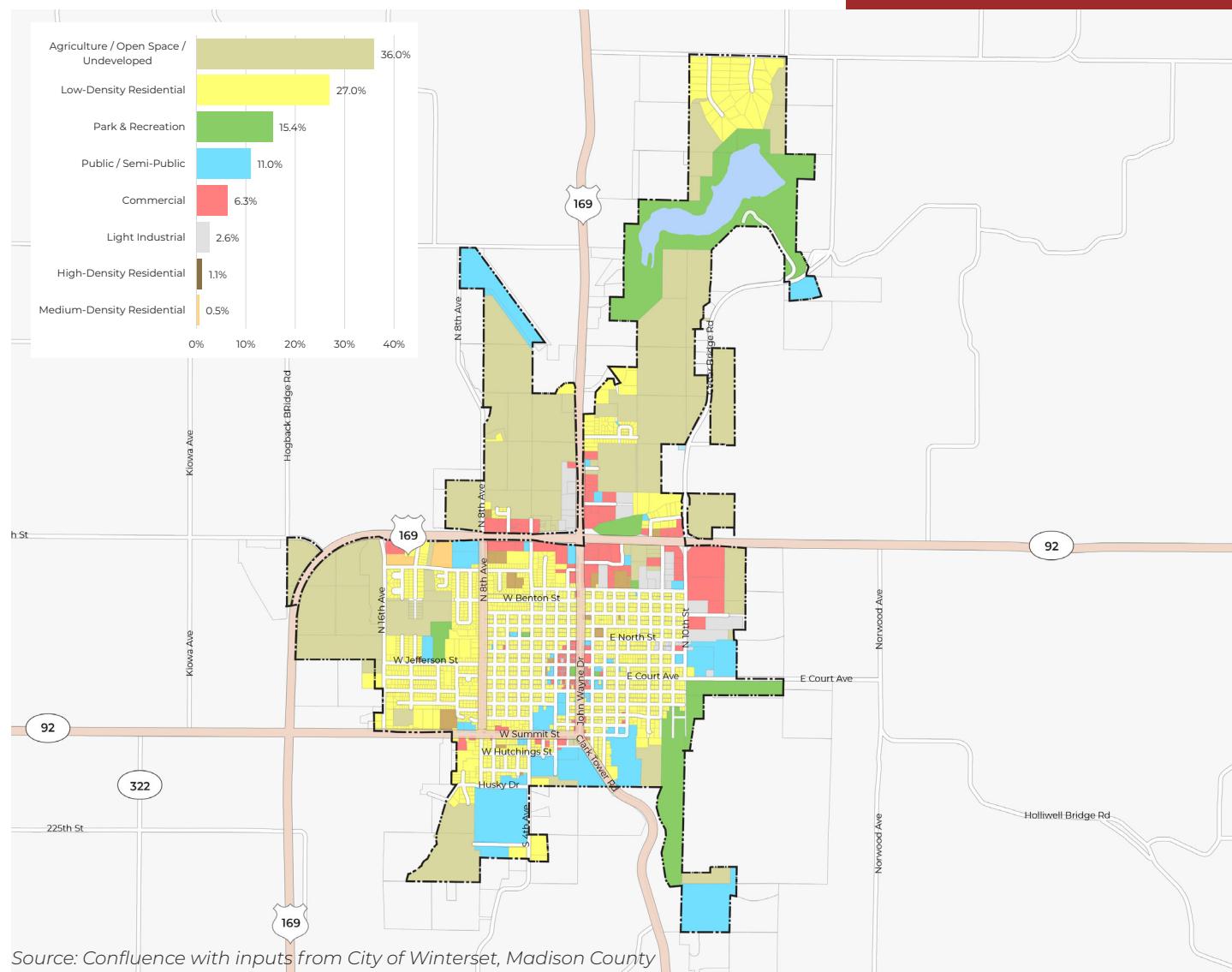
Figure 2.19 shows the existing land use in Winterset and also includes a chart showing the percentage breakdown by land use type.

The most dominant land use is open space, agriculture, or undeveloped land, which accounts for approximately 36% of the existing city limits. The second major land use category in Winterset is low-density residential, which is shown in yellow on the map and typically includes mainly detached single-family homes. This land use accounts for 27% of the city today. It is not uncommon for a smaller town like Winterset to have a high amount of residential land.

As a county seat, Winterset also has a high amount of public / semi-public land, which accounts for 11% of the total land today. Parks and recreation, including both city and county-owned parkland, makes up over 15% of the community as well.

While there is limited commercial and industrial land in Winterset, these land use combined account for nearly 9% of the land. The least significant land use today is medium- and high-density residential, which combined equal less than 2%.

**Figure 2.18 / Existing Land Use, Winterset**



## PARKS BY TYPE

Figure 2.19 shows the parks in Winterset color coded by park type and ownership.

Neighborhood parks shown in light green include:

- ▶ Memory Lane Park
- ▶ Whistle Stop Park

Community parks shown in dark green include:

## ► City Park

Special use parks shown in blue include:

- Cedar Lake Park
- Giffin Fields
- Aquatic Center
- Winterset Campground
- George Washington Carver Memorial Park
- Tennis + Pickleball Courts
- Skate Park
- Dog Park
- Martin Marietta Soccer Complex
- Softball Complex

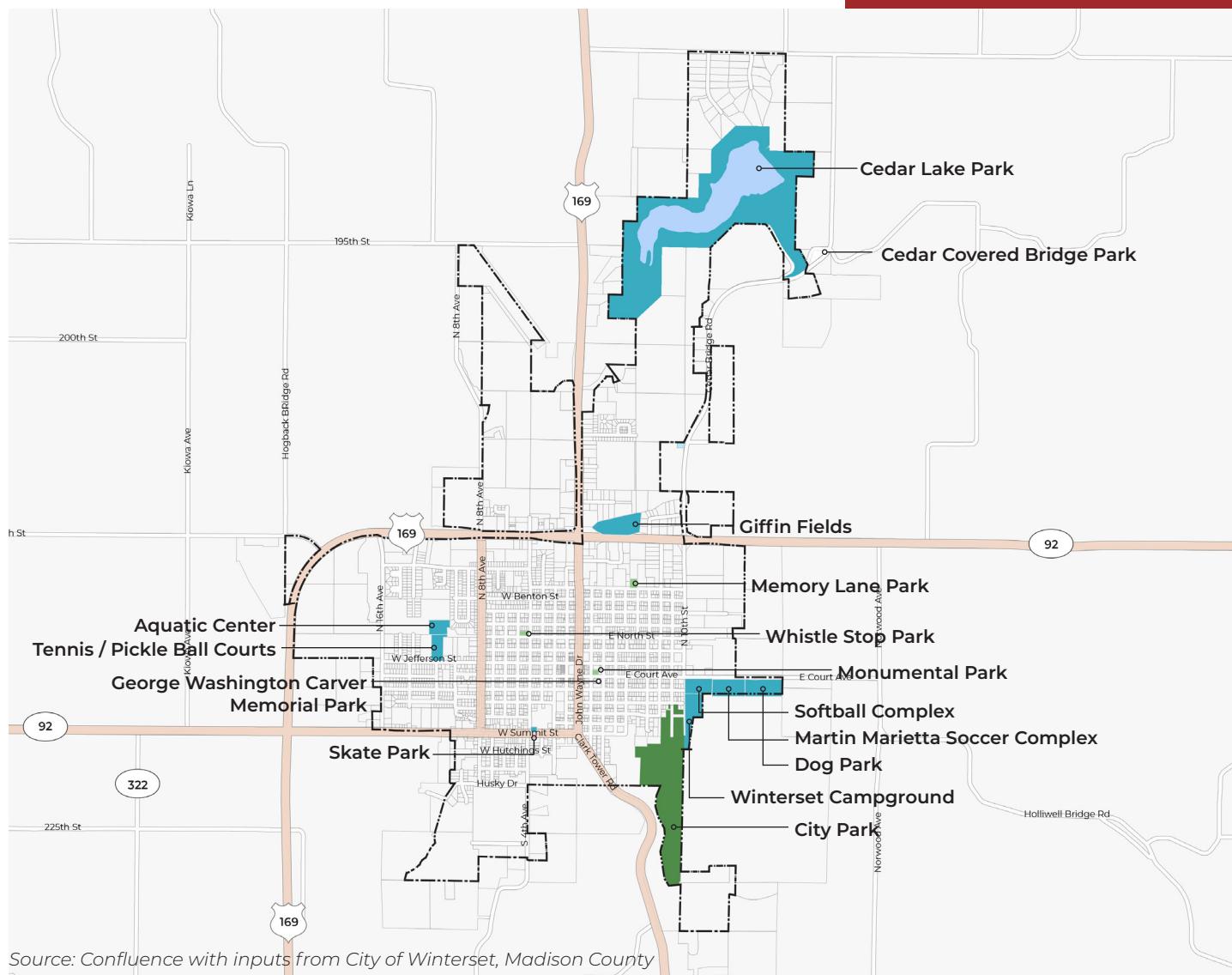
Winterset is fortunate that residents are provided access to both city and county-owned park facilities.

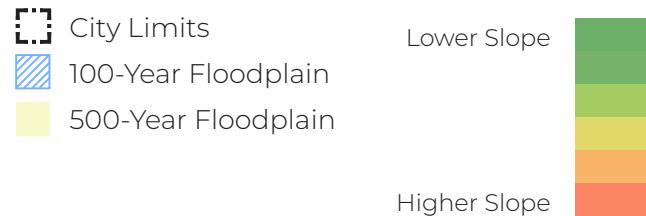
County park facilities within Winterset are shown in light green and include:

#### ► Cedar Covered Bridge Park

Parks, recreation, and trails will be discussed in greater detail in Chapter 6 - Parks & Recreation and in the Parks Master Plan.

**Figure 2.19** / Parks by Type, Winterset





## NATURAL RESOURCES

Figure 2.20 shows the location of key natural resources within the Winterset area. This includes floodplain (both the 100- and 500-year), known wetlands, streams, and the percentage slope for the area.

Floodplain creates a natural border to the south of town along the Middle River. There is another strand of floodplain that runs through the north side of town along Cedar Creek. Even further north, beyond the extent of this map is additional floodplain that is a result of the North River.

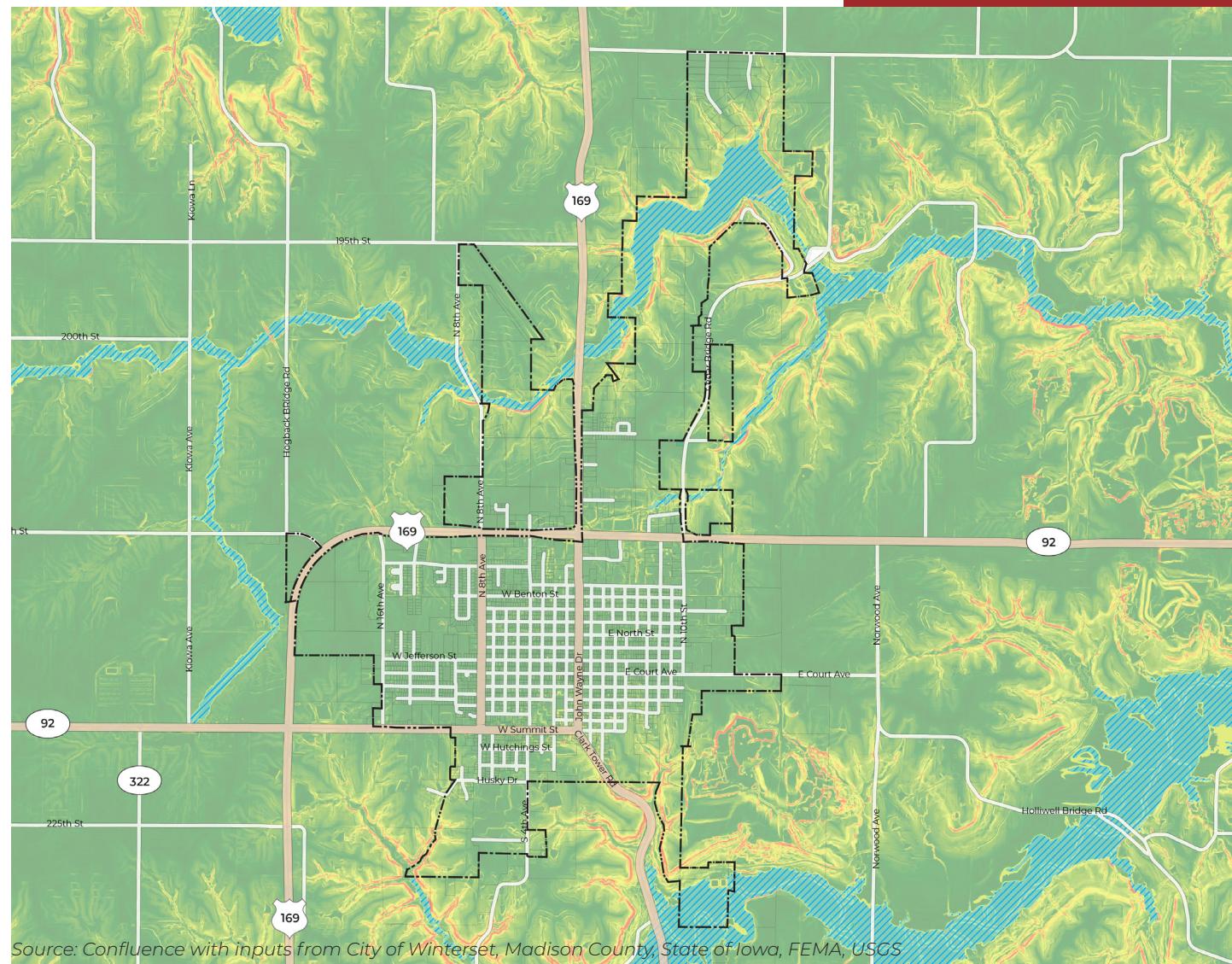
Middle River, North River, and Cedar Creek are the main perennial streams in Winterset, meaning those streams with water present year-round except for in case of extreme drought.

The other notable wetland in Winterset is Cedar Lake in the north side of town. Cedar Lake is approximately 90 acres and is accessible by boat access. This is a popular fishing spot known for a variety of fish, including Black Bullhead, Black Crappie, and Bluegill.

Slope is also shown on the map with yellow, orange, and red representing areas with higher degree of slope. Generally, the topography surrounding Winterset follows the nearby water system making these areas especially environmental sensitive and important.

Chapter 5 - Natural Resources covers these topics in greater detail.

**Figure 2.20** / Natural Features, Winterset



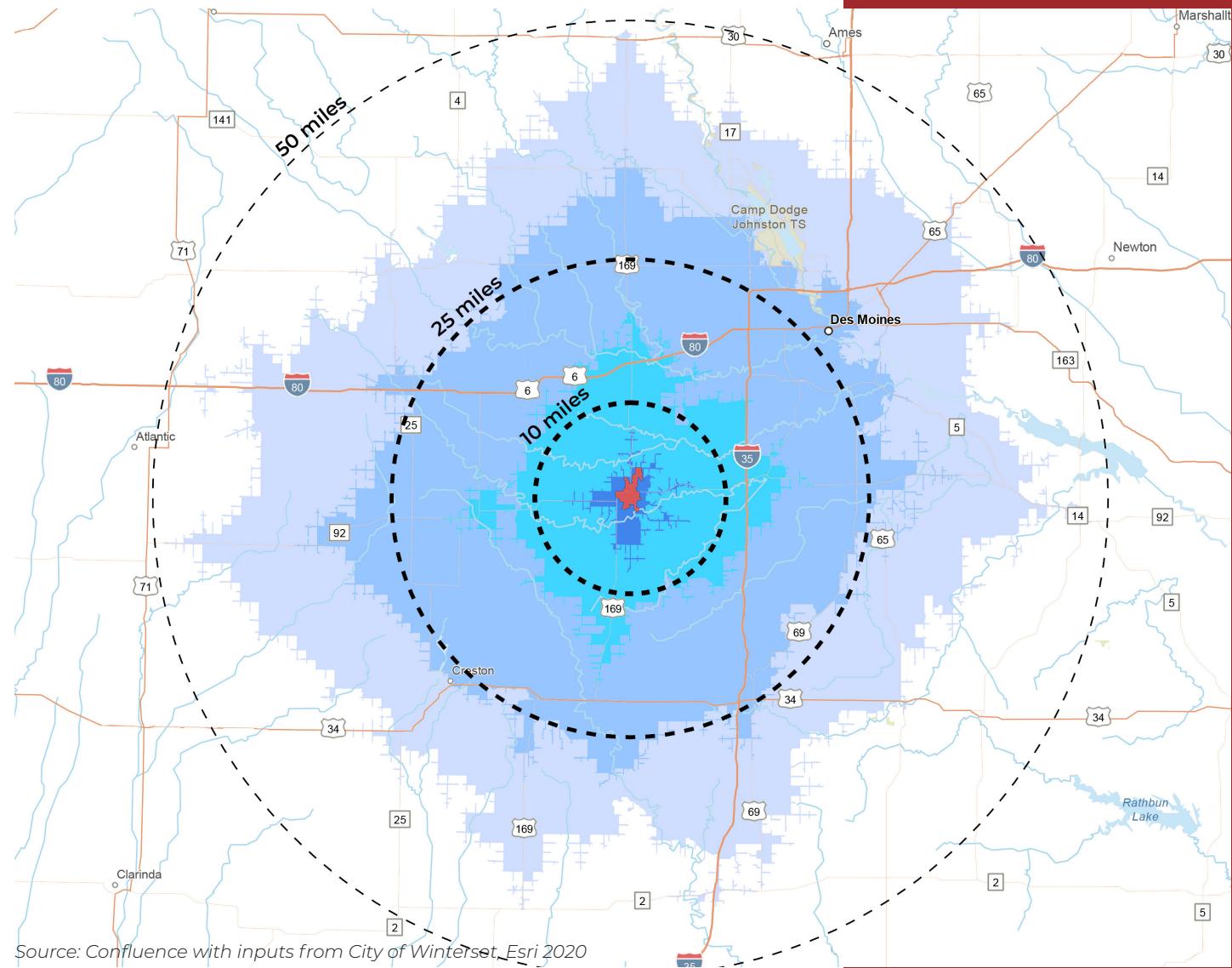
## DRIVE TIME & RADIUS MAP

Figure 2.21 shows a drive time map created for Winterset overlaid with buffers of 10-, 25-, and 50-mile distances. Overall, most of the developed areas within a 50-mile radius of Winterset can be reached within an hour drive time (shown in the lightest blue). Downtown Des Moines can be reached within a 45-minute drive.

Overall, Winterset likely receives both benefits and challenges based on its proximity to the Des Moines metro area. Obvious benefits include relatively easy access for residents to major job centers and the amenities urbanized areas offer. Downsides include competition for future residents as well as increased difficulty in attracting retailers to the local area.

From an access perspective, commercial or industrial employers likely face similar pros and cons regarding Winterset's location. Industries focused solely on logistics may find the distance from the major Interstates of 80 and 35 a downside. However, industries looking to set up in a high quality of life community with easy access to a larger market may find Winterset especially attractive.

**Figure 2.21** / Drive Time + Buffer Map, Winterset



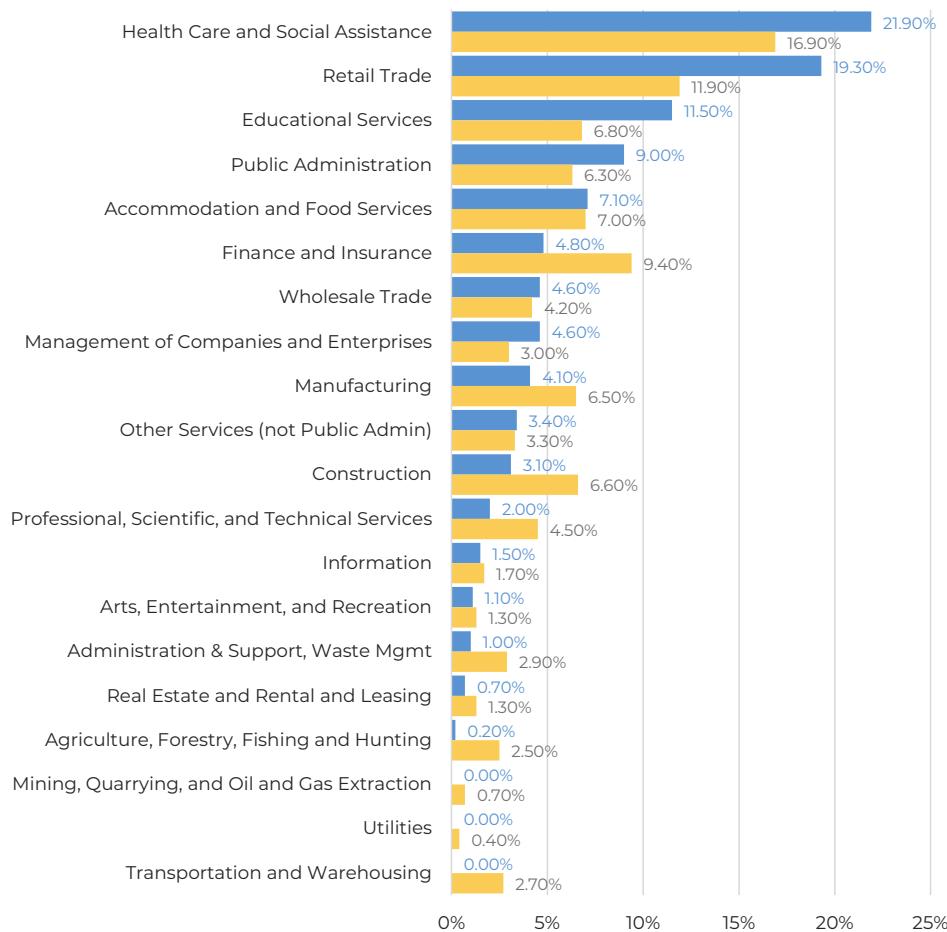
## WINTERSET JOBS OVERVIEW

Figure 2.22 shows two separate but related datasets. The blue bars represent the number of jobs by industry located physically within Winterset as of 2019, which is the latest year in which this dataset is available. The yellow bars represent the number of Winterset residents that hold jobs in different industries. Some of these Winterset residents will work in Winterset, however, the majority will work elsewhere.

Major employers within Winterset include Health Care and Social Assistance (21.9%) and Retail Trade (19.3%). Educational services (11.5%) and Public Administration (9%) also make up a sizable portion of the total jobs. Given the nearby hospital, tourism / the downtown square, the school district, and Winterset's role as the county seat for Madison County - these are the types of industries you would expect to see in Winterset.

Winterset residents represent a more diverse set of industries. While Health Care and Social Assistance (16.9%) and Retail Trade (11.9%) are still the biggest industries, there is more representation in other industries not as common in Winterset itself. This includes Finance and Insurance (9.4%), Manufacturing (6.5%), Construction (6.6%), and Professional, Scientific and Technical Services (4.5%).

**Figure 2.22** / Winterset Employment by Total Employees (2019)



Source: U.S. Census Bureau, LEHD 2019

## COMMUTING PATTERNS

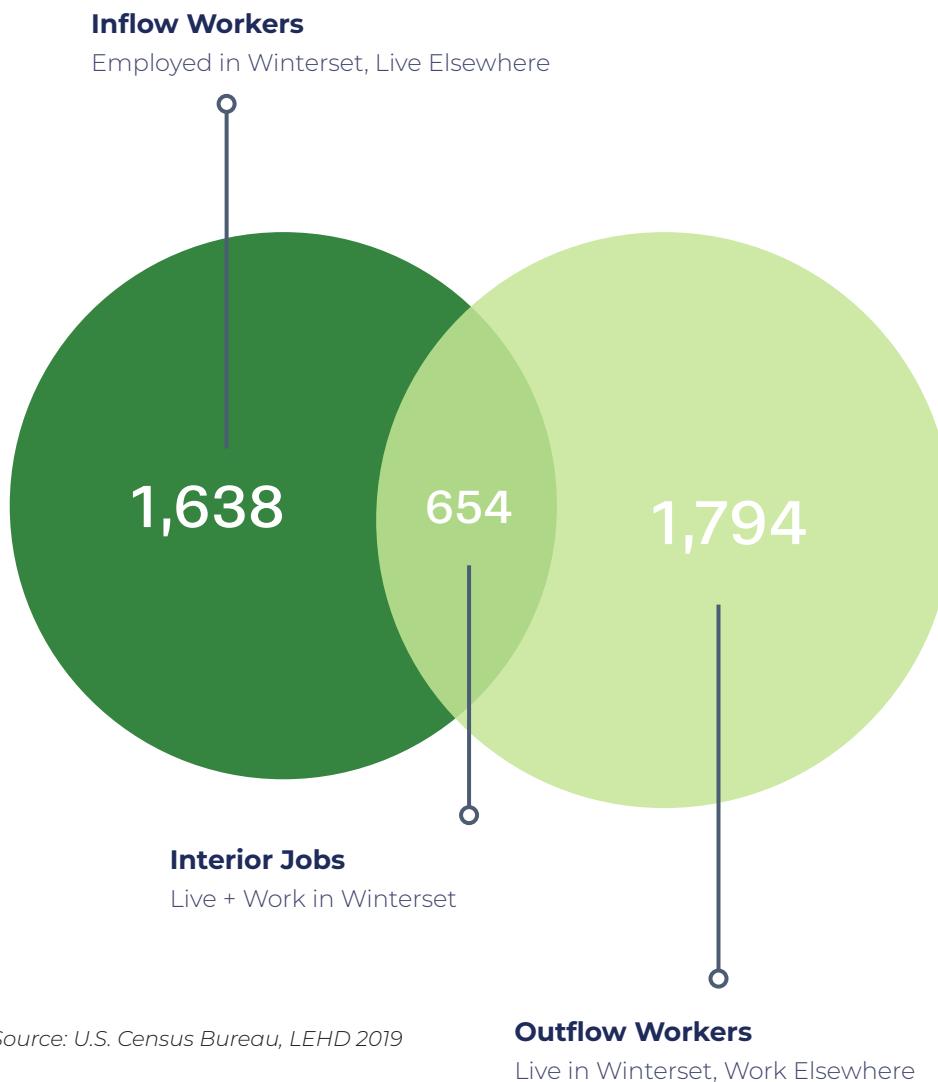
Figure 2.23 shows a high-level look at commuting patterns in Winterset as of 2019 data. The 2019 dataset is the latest available through the Longitudinal Employer-Household Dynamics (LEHD) program, which combines U.S. Census data with local labor market data from U.S. States. Covid-19 likely temporarily impacted this in-/out-commute in recent years.

**Inflow Workers** are those that are employed in Winterset but live elsewhere and commute into town for work. Just over 1,600 people commuted into town in 2019. These workers are typically viewed as potential residents since they already spend a significant amount of time in the community.

**Outflow Workers** are those that live in Winterset but commute out for work. Nearly 1,800 residents are out-commuters.

**Interior Jobs** are those residents that both live and work in a community. Just over 650 people are estimated to do this in Winterset as of 2019.

**Figure 2.23** / Winterset Inflow / Outflow Comparison (2019)





## CHAPTER THREE

# PUBLIC INPUT SUMMARY



## PUBLIC INPUT OVERVIEW

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Public engagement was the main component of Phase 2 of the planning process. The main goal of public engagement is to identify common themes or ideas that make up the community vision of Winterset. The engagement strategy of the Winterset Comprehensive Plan included five main components, which are listed below and summarized within this chapter:



### Use of Comprehensive Plan Advisory Committee



### Key Stakeholder Interviews



### Box City Event



### Public Workshop



### Interactive Engagement Website

## COMPREHENSIVE PLAN ADVISORY COMMITTEE

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The Winterset Comprehensive Plan was guided by the use of a Comprehensive Plan Advisory Committee (CPAC). The CPAC was composed of representatives from the City of Winterset, Madison County, the Winterset Community School District, and elected officials.

Members of the CPAC included:

- ▶ Phil Macumber - Mayor
- ▶ Chris Fairholm - City Council
- ▶ Drew Barden - City Administrator
- ▶ Sky Smothers - Parks + Rec Director
- ▶ Nicole Darling - Parks + Rec Board
- ▶ Steve Benshoof - Municipal Utilities
- ▶ Shane Pashek - Planning and Zoning
- ▶ Justin Gross - Superintendent
- ▶ Tom Leners - Economic Development Director
- ▶ Phil Clifton - Madison County Supervisor

Roles and responsibilities of the CPAC include:

- ▶ Serve as an advisor
- ▶ Evaluate public input
- ▶ Review and provide direction
- ▶ Promote awareness of the planning process
- ▶ Project “champions” during implementation

The CPAC met five times throughout the planning process.

## STAKEHOLDER INTERVIEWS

Some of the most important feedback is often gained through one-on-one interviews with key stakeholders from the community. During these small group sessions, often held over video conference call, stakeholders are encouraged to be candid in their views on Winterset's key issues and opportunities.

Key stakeholders that met with the consultant team include:

- ▶ Justin Gross - Winterset Schools
- ▶ Randy McDonald - Winterset Schools
- ▶ Kendra Alexander - Winterset Schools
- ▶ Jessica Gibbons - Winterset Schools
- ▶ Zach Sweeney - Winterset Schools
- ▶ Dan Nielsen - American State Bank
- ▶ Philip Macumber - Mayor
- ▶ Nicole Darling, - Parks + Rec Board
- ▶ Scott Wesselman - Winterset Municipal Utilities
- ▶ Jerry Parkin - John Wayne Birthplace Society
- ▶ Amara Huffine - Chamber of Commerce
- ▶ Pam Deichmann - Friends of the Library
- ▶ Peter Corkrean - Developer

Feedback from the key stakeholder interviews have been summarized into main themes as listed to the right. The following page goes into more detail for each main theme.

### Main Themes of Stakeholder Input



Resident Retention + Attraction



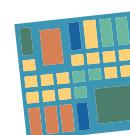
Housing + Rentals



The Square / Downtown



Parks + Recreation



Growth + Development



Commercial / Industrial Growth

# STAKEHOLDER INTERVIEWS SUMMARY



## Resident Retention + Attraction

- ▶ Competing with other Des Moines Metro cities
- ▶ Teacher retention is difficult with lack of affordable rentals, losing them to competing teacher salaries outside of Winterset
- ▶ Limited options for housing to bring new residents to town



## Housing + Rentals

- ▶ General desire to provide more diverse housing typologies such as townhomes and entry-level and mid-level homes
- ▶ Very few quality and/or quality rentals for lower-income residents, seniors, empty nesters, and single, young professionals
- ▶ Low inventory of homes for purchase
- ▶ Emphasis should be placed on design/character of the home as well to retain the Winterset identity
- ▶ Opportunity for incentives for developers such as abatement / incentives



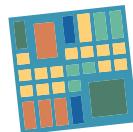
## The Square / Downtown

- ▶ Iconic place and major community draw
- ▶ Façade improvement or design standards
- ▶ Preservation of the Square is a top priority
- ▶ Water pressure for fire sprinklers
- ▶ Improvements needed for safety and use of the 2nd story in Square buildings
- ▶ Consider a 1st floor occupancy requirement for all Square businesses
- ▶ Improve amenities around the Square (wayfinding, beautification, sidewalks)
- ▶ Opportunities for shared management with county (trash, snow, etc.)



## Parks + Recreation

- ▶ Great parks system already in place
- ▶ Would like to see more trails
- ▶ Opportunities to connect to Cedar Lake and other Central Iowa trails
- ▶ Need for lights at Martin Marietta and Giffin Fields, and restrooms at Martin Marietta fields
- ▶ Indoor facility would help provide more options to be active in winter
- ▶ Include more programs for seniors
- ▶ Good relationship with the School District
- ▶ Memory Lane could be revamped



## Growth + Development

- ▶ Proximity to Metro is a strong draw
- ▶ Community size is right for new growth
- ▶ Need wayfinding to lead residents and tourists to the key features of Winterset
- ▶ Winterset has jobs but only limited options
- ▶ Need to market and highlight the great amenities the City has to offer
- ▶ Pave gravel roads
- ▶ Stronger broadband internet needed
- ▶ Need more event and meeting spaces for residents to come together



## Commercial/Industrial Growth

- ▶ Jordan Creek is only a short drive away for the "Big City" amenities
- ▶ Desire for more restaurant options
- ▶ New business/restaurant start-up fund through regional or State funding
- ▶ Should encourage location around the Square to capitalize on tourism
- ▶ There is not a huge tax base to support commercial / industrial growth

## PUBLIC WORKSHOP

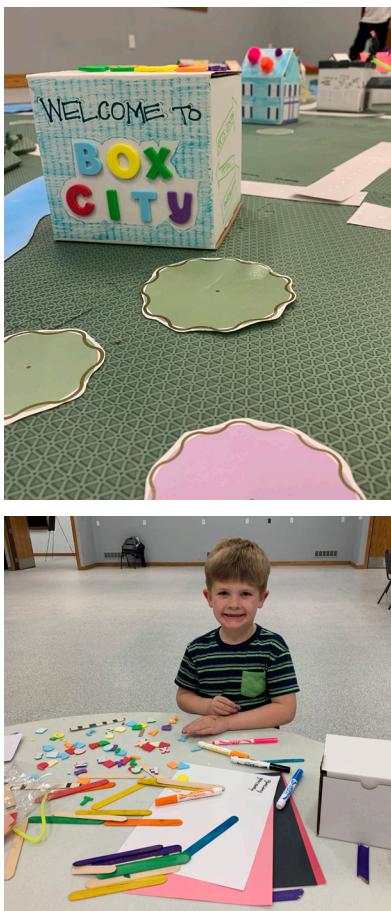
A Public Workshop was held on Thursday, April 7, 2022, at the Jackson Building from 6:00-7:30 PM. The Public Workshop was held concurrently with the Box City Event to allow parents to attend and have their kid participate in the kids focused event while they attend the workshop.

The Workshop involved a short comprehensive planning “101” overview, an overview of existing conditions in Winterset and then a series of visioning exercises. After the presentation, attendees could participate in several engagement activities as described on the following pages.



## BOX CITY EVENT

A Box City Event was held on Thursday, April 7th at the Jackson Building from 6-7:30 PM. The children-focused event was held as part of the overall Public Workshop event, which happened in the adjoining room. Kids were encouraged to attend the event where they used craft supplies and a fake “building permit” to construct their ideal community. Kids in attendance were asked to think about what a community needs to function and then lay out streets and add trees to complete the overall vision. Boxes of different shapes and sizes were available for drawing and construction.



# PUBLIC WORKSHOP

## Visioning Exercises

During the initial presentation, the audience was asked to respond to a set of visioning questions using an online, instant polling platform called Mentimeter.

### Please describe Winterset in one word

The first question was open ended and write-in, which asked respondents to describe Winterset in one word. Words such as beautiful, picturesque, and friendly were commonly found in the responses as shown in Figure 3.1.

### What are the reasons you live in or near Winterset?

Figure 3.2 shows the results of the second question, which revealed most lived in Winterset for a combination of the size of community, work proximity, family presence, and the school quality.

### How would you rate the quality of life in Winterset on a scale from 1 (very low) to 10 (very high)?

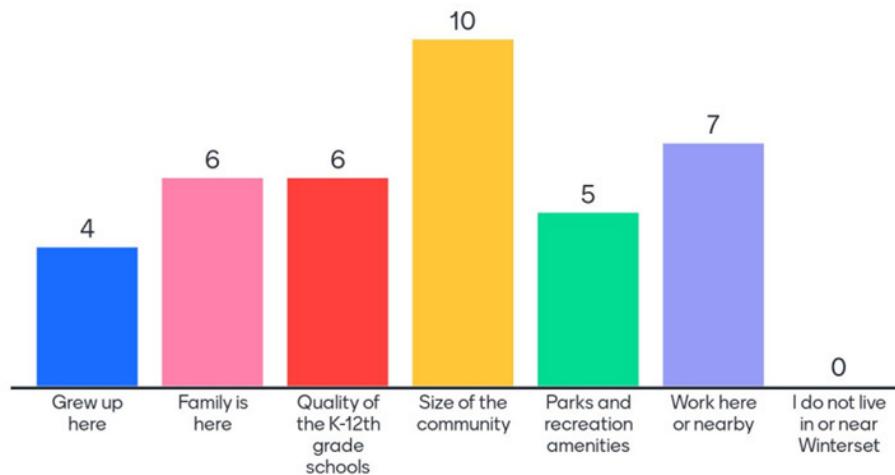
The overall average quality of life rating from the audience poll was 8.1, indicating an overall high quality of life.



**Figure 3.1** / Please describe Winterset in one word results

community  
authentic  
clean  
entertaining  
traditional  
inviting  
fun  
**small town feel**  
**beautiful**  
picturesque  
conservative  
**friendly** historic  
small  
unique  
safe  
quaint

**Figure 3.2** / What are the reasons you live in or near Winterset results



# PUBLIC WORKSHOP

## Visioning Exercises

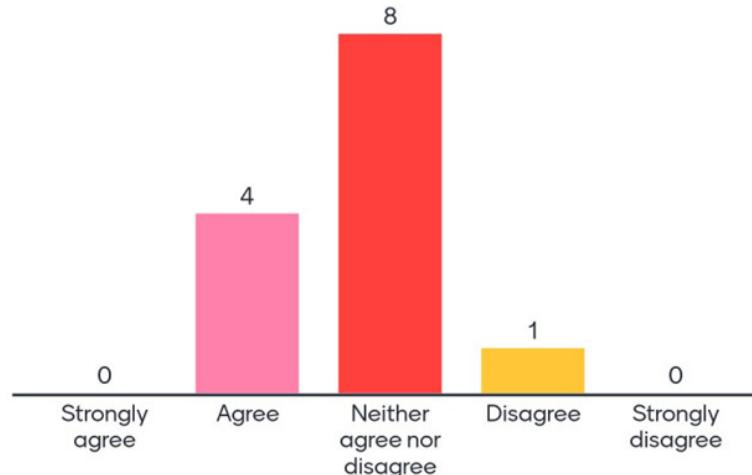
### Over time, the quality of life in Winterset will continue to improve.

Attendees were asked their degree of agreement with the statement that quality of life will continue to improve over time. As shown in Figure 3.3, most were not sure, however, several agreed with the statement overall.

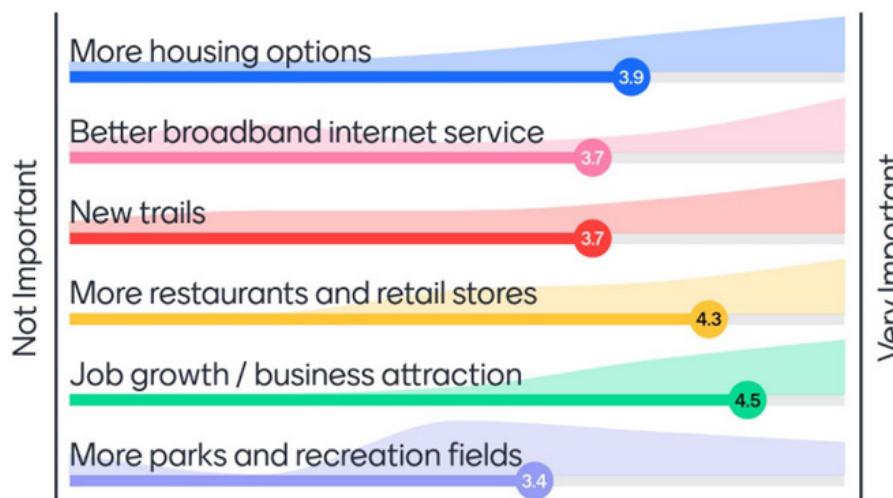
### Please rank the following as to their level of importance for Winterset

Attendees were asked to rate a series of objectives from not important to very important. Figure 3.4 summarizes the results. The most important objectives were job growth / business attraction and more restaurants and retail stores. More housing, better broadband, and new trails were middle range importance followed closely by more parks and recreation fields, which was the lowest rated objective.

**Figure 3.3** / Over time, the quality of life in Winterset will continue to improve results



**Figure 3.4** / Please rank the following as to their level of importance for Winterset results



# PUBLIC WORKSHOP

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## Visioning Exercises

### **Biggest Opportunities for Winterset**

- ▶ Tourism. Remote work
- ▶ Tourism
- ▶ Continue to grow tourism. Big picture: become a little Galena. Airbnb's. Indoor Pool / Swim
- ▶ Great schools, restaurants, downtown
- ▶ Youth sporting events (tourism)
- ▶ Growth without losing uniqueness
- ▶ Modern growth
- ▶ Great schools and hospital, tourism
- ▶ Easy commute
- ▶ Great schools with successful extracurriculars
- ▶ Elderly care
- ▶ Tourism - local employment - retail
- ▶ Tourism
- ▶ Storm-shelter for low income single-family housing
- ▶ Trails and outdoor recreation
- ▶ Sustainable growth that recognizes and enhances what we already have
- ▶ Downtown square. Thriving
- ▶ Year-round recreational activities
- ▶ Academic progress
- ▶ Need good elderly care options
- ▶ Continue to grow and improve while still being a special community

### **Biggest Challenges for Winterset**

- ▶ Lack of affordable single-family homes to purchase
- ▶ Lack of good paying jobs
- ▶ Gap between "Winterset has always done it that way" and progress forward

- ▶ Childcare
- ▶ Need indoor options for elderly
- ▶ Cost of utilities - much higher for water / power than others
- ▶ Be the town our kids are always proud to call their hometown
- ▶ Getting more industry
- ▶ Lack of recreational opportunities for families, young people
- ▶ Need good elderly care options
- ▶ Winter activities / indoor activities
- ▶ Commercial and industrial development to drive tax base
- ▶ Infrastructure seems tired
- ▶ Engagement of younger population, older generation relinquishing some control
- ▶ Housing, jobs, family friendly opportunities, rec center
- ▶ Recreation for youth and adults
- ▶ YMCA
- ▶ Group rental options
- ▶ More industry to increase tax base

### **One Big Dream for the Future**

- ▶ Slow and steady growth while maintaining the small-town charm
- ▶ Keep our hometown feel as we continue to grow
- ▶ Small-town feeling community that attracts new businesses, best on state academics, and a tourism location for Des Moines
- ▶ Continue to have families desire to live here
- ▶ For this to be a place where young people want to stay and raise their

- ▶ families
- ▶ Attract young families - growing steadily, no declining enrollment in schools
- ▶ Steady growth and continued incremental improvement without losing small town feel
- ▶ Be the town our kids are always proud to call home
- ▶ Not be able to support our small businesses, closing / leaving
- ▶ Young families get involved in town & volunteer to give back

### **One Big Fear for the Future**

- ▶ Stuck in the past
- ▶ People will leave. Declining enrollment - new families choose options with better housing / tax abatement
- ▶ That we become so big we melt into Des Moines
- ▶ Overrun by West Des Moines sprawl
- ▶ Be run by people that don't live here in the community
- ▶ New families will choose other small towns with tax abatement
- ▶ Stuck in the last with no vision for the future
- ▶ With Des Moines reaching Van Meter, De Soto, and Adel, I'd hate to see Winterset become a part of the metro and lose our small town
- ▶ High population growth with limited tax base growth
- ▶ Decline in education
- ▶ Can't support small businesses, stores close / leave

# PUBLIC WORKSHOP

## Image Voting Exercise

The first engagement exercise type included a series of image voting boards in which attendees were given green and red sticker dots to place on the images they most and least preferred for Winterset, respectively.

Each board had a theme to the types of images shown, including:

- ▶ Housing - Single Family
- ▶ Housing - Multi-Family
- ▶ Streetscape Enhancements
- ▶ Downtown Enhancements
- ▶ Parks & Recreation

The following pages show the results of the image voting exercises.

On the bottom of each image voting board, participants were also asked to rank how needed each housing type, enhancement, or improvement was needed in Winterset on a ranking between 1 and 5.

**Figure 3.5 / Image Voting - Single Family Results**

### Engagement Visual Preference Exercise

#### DEFINING WINTERSET

*Please place a GREEN dot on the amenity or feature Winterset should prioritize and a RED dot on the amenity or feature that is a lower priority.*

##### HOUSING - SINGLE FAMILY



CONFLUENCE

# PUBLIC WORKSHOP

**Figure 3.6** / Image Voting - Multi-Family Results

## Engagement Visual Preference Exercise

### DEFINING WINTERSET

#### HOUSING - MULTI FAMILY



How needed are multi-family homes in Winterset?  
1 = low priority 5= high priority



CONFLUENCE

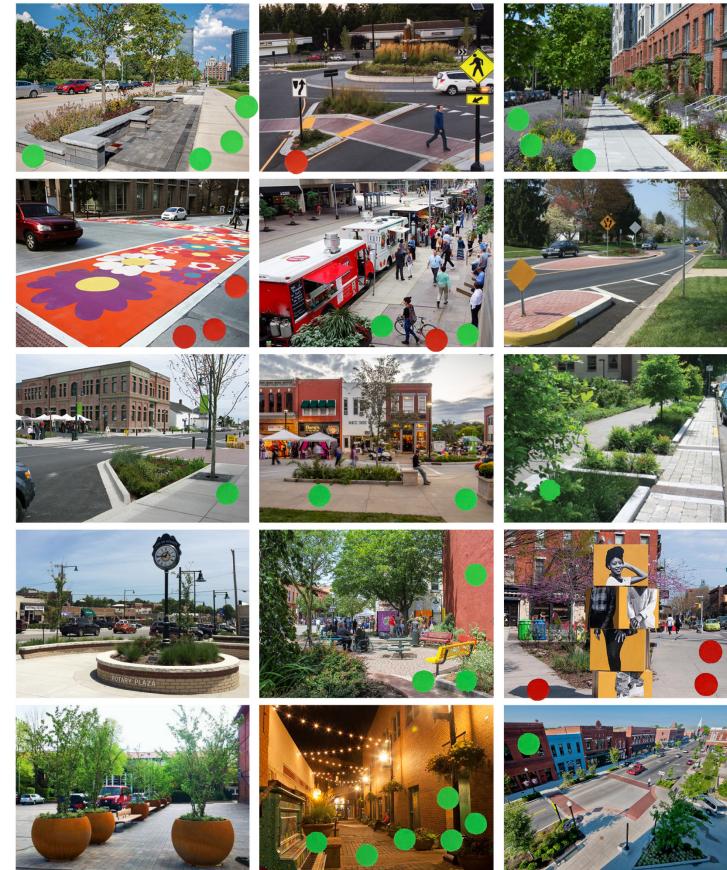
**Figure 3.7** / Image Voting - Streetscape Enhancements Results

## Engagement Visual Preference Exercise

### DEFINING WINTERSET

Please place a **GREEN** dot on the amenity or feature Winterset should prioritize and a **RED** dot on the amenity or feature that is a lower priority.

#### STREETSCAPE ENHANCEMENTS



How needed are streetscape improvements in Winterset?  
1 = low priority 5= high priority



CONFLUENCE

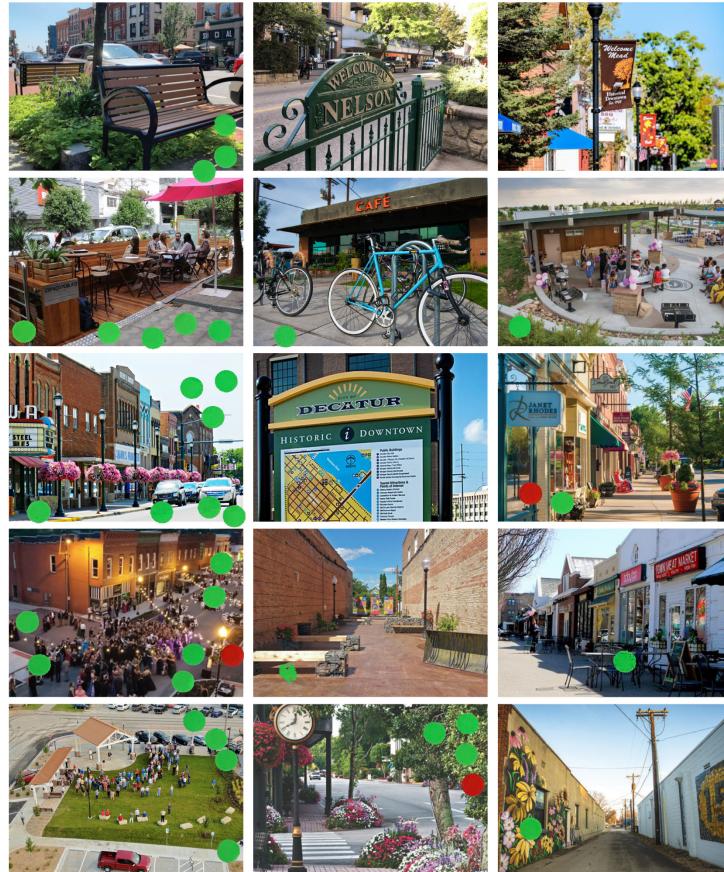
# PUBLIC WORKSHOP

**Figure 3.8** / Image Voting - Downtown Enhancements Results

## Engagement Visual Preference Exercise

### DEFINING WINTERSET

#### DOWNTOWN ENHANCEMENTS



How needed are downtown  
enhancements in Winterset?  
1 = low priority 5= high priority



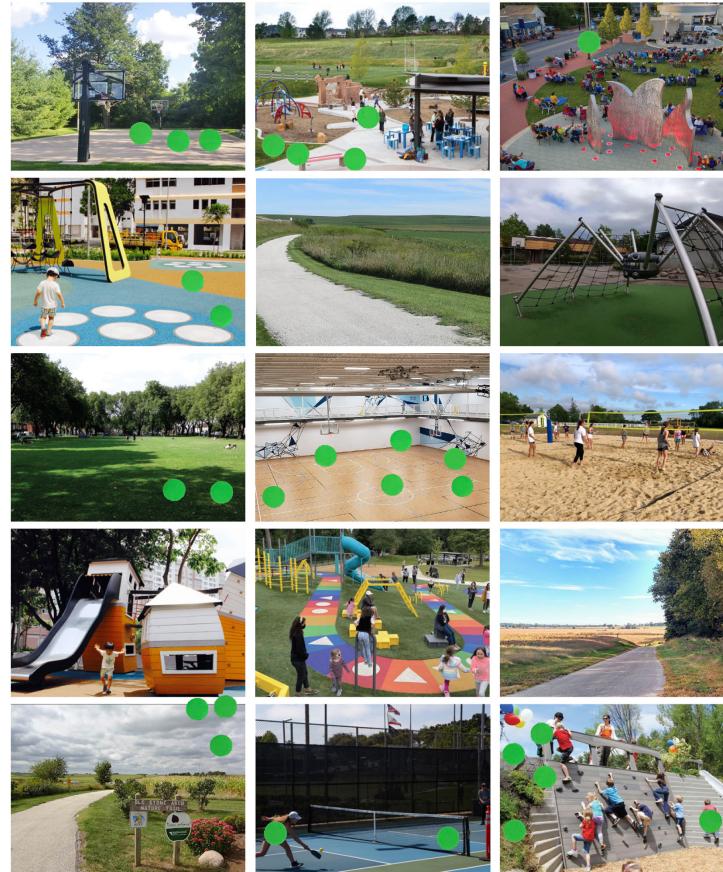
CONFLUENCE

**Figure 3.9** / Image Voting - Parks & Recreation Results

## Engagement Visual Preference Exercise

### DEFINING WINTERSET

#### PARKS & RECREATION



How needed are parks +  
recreation enhancements in  
Winterset?  
1 = low priority 5= high priority



CONFLUENCE

# PUBLIC WORKSHOP

## Preference Scales

The second engagement board had a series of preference scales, which asked respondents to indicate with a sticker dot where they fell between two viewpoints. Typically, one end will support the status quo and the other will indicate a need for improvement for different topic areas.

**Quality of Life** - most responded that there is a high quality of life in Winterset.

**Walkability / Bikeability** - most feel very safe walking or biking in Winterset.

**Downtown Winterset** - many love Downtown just as it is, however, other fell somewhere in the middle.

**Growth + Development** - strong agreement about the need for more growth and development in Winterset.

**Transportation** - there were mixed views on the need for multi-modal transportation.

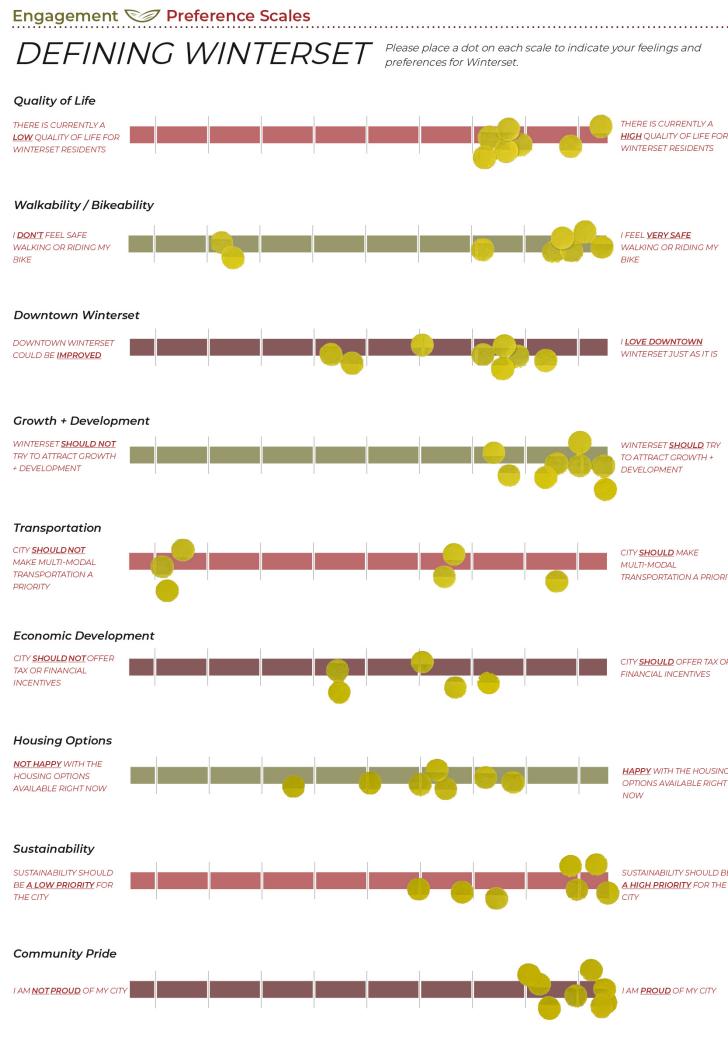
**Economic Development** - most fell somewhere in the middle regarding the use of tax or financial incentives.

**Housing Options** - most fell somewhere in the middle regarding overall happiness with available housing in Winterset.

**Sustainability** - generally high support for making sustainability a high priority.

**Community Pride** - strong community pride among meeting attendees.

**Figure 3.10 / Preference Scales - Results**



CONFLUENCE

# PUBLIC WORKSHOP

## Priority Ranking

The third engagement board had a series of priority ranking exercises, which asked respondents to indicate with a sticker dot the highest priority for different topic areas. Respondents were asked to only pick one option or to write-in their own ideas in one of the open spaces.

**Housing** - highest priorities were entry and mid-level single-family homes along with some votes for apartments or condos, townhomes, and a home improvement fund.

**Parks & Trails** - highest priority for indoor recreation space, splash pad, and outdoor gathering spaces. Indoor pools were added to the list and received support.

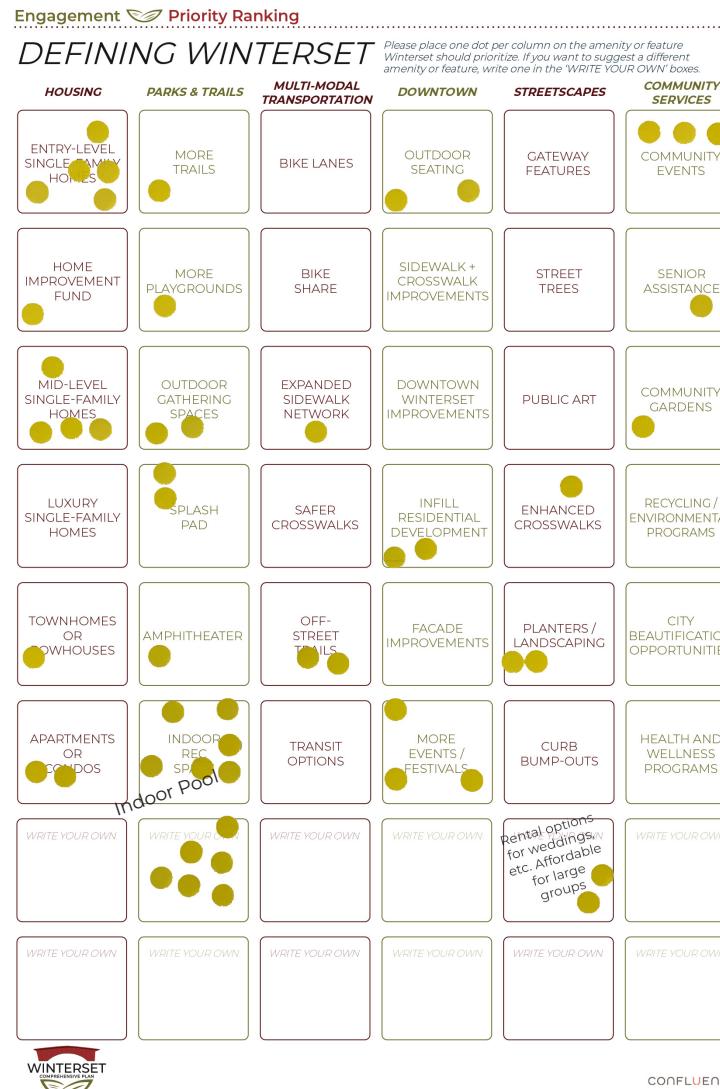
**Multi-Modal Transportation** - little support but a few votes for off-street trails and an expanded sidewalk network.

**Downtown** - more events / festivals received the most votes along with infill residential and outdoor seating.

**Streetscapes** - write-in response of rental options for weddings received support along with planters / landscaping and enhance crosswalks.

**Community Services** - community events received the most votes with some support for senior assistance and community gardens.

**Figure 3.11 / Priority Ranking - Results**



## INTERACTIVE ENGAGEMENT WEBSITE

### Interactive Engagement Website

An interactive engagement website was created to help attract feedback from a wide audience of Winterset residents. Not everyone wants or will have time to attend an in-person meeting and the website provides an alternative means of providing detailed input on the future of Winterset.

The website launched at the end of March 2022 and was open for input through the end of April 2022.

**Figure 3.12** / Interactive Engagement Website Front Page + Results Summary

2448

Total Visits

511

Unique Users

1:30

Avg Time (min)

151

Unique Stakeholders

64

Comments

144

Survey Responses

269

Budget Responses

# Welcome!



This is the project website for the Winterset Comprehensive Plan Update. Find out more information about the plan, project updates, as well as opportunities for engagement here.

[What is a Comprehensive Plan?](#)

[How else can I get involved?](#)

# INTERACTIVE ENGAGEMENT WEBSITE

## Step 1 - Take a Short Survey

Engagement was spread across four main steps. Step 1 asked respondents to take a short survey.

### 1. How long have you lived in Winterset?

A majority of respondents indicated they have lived in Winterset for 10+ years. This is not unusual as long-term residents are often more likely to become engaged in planning efforts. A decent amount of 5-9 years and 2-4 year residents also participated. Relatively few very new (0-1 year) residents participated. Approximately 6 responses came from people not living in Winterset currently.

### 2. What are the three most important reasons you choose to live in Winterset?

There was wide variety in the responses; however, the most common responses were the size of the community, general quality of life in Winterset, and work. Other reasons receiving a fair share of votes were the k-12 schools, nearby family, or they grew up in Winterset.

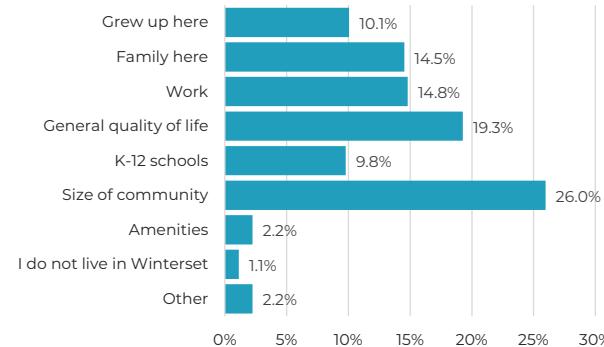
### 3. Winterset needs more of the following. Select all that apply.

Again, there were a wide variety of responses with the most common response being more sidewalks and trails. This was followed by both more parks and recreation and more retail, shopping, and entertainment. A more broad range of housing options received quite a few votes also.

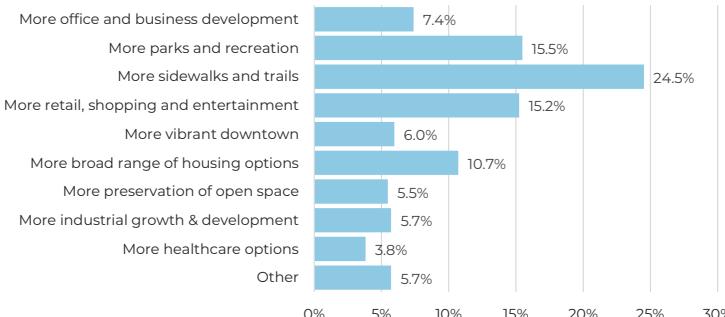
### 1. How long have you lived in Winterset?



### 2. What are the three most important reasons you choose to live in Winterset?



### 3. Winterset needs more of the following. Select all that apply.



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 1 - Take a Short Survey

### 4. How high would you rate the quality of life in Winterset?

Generally, quality of life was rated very high in Winterset based on the survey responses with an overall average of ADD NUMBER HERE. Most respondents selected either 7, 8, or 9.

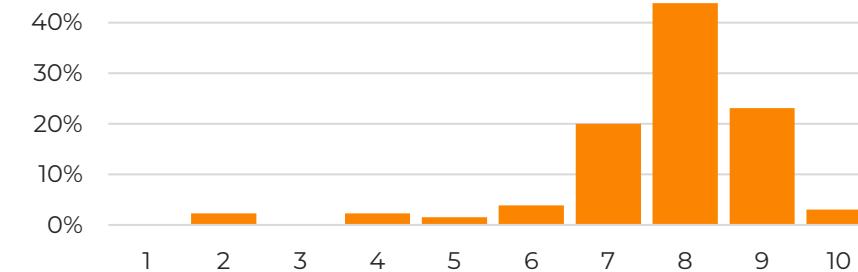
### 5. Over time, you expect the quality of life in Winterset to?

The vast majority of respondents indicated they believe quality of life will improve in Winterset over time. Another large number of respondents believe it will stay the same, which considering the high rating also can likely be viewed as a positive or optimistic outlook on Winterset's future.

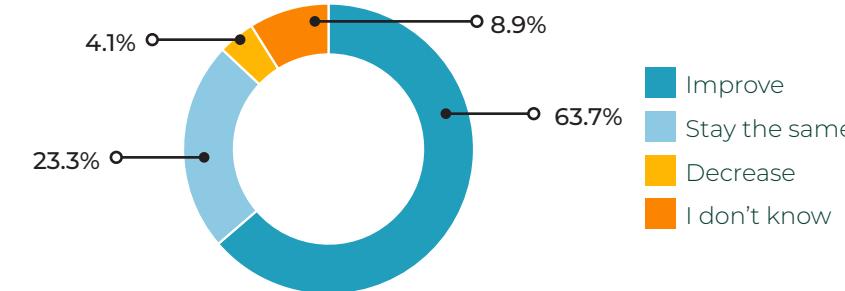
### 6. Please indicate the changes you think would improve the quality of life in Winterset. Select up to three.

The top responses about what would positively improve quality of life in Winterset include improved bike and pedestrian trails, offer more community events / things to do, and more outdoor recreation opportunities.

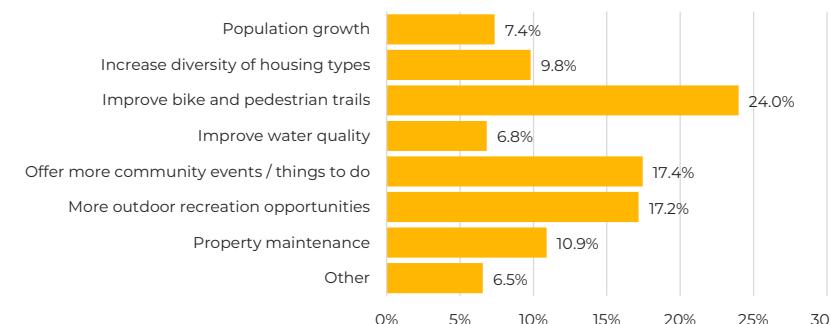
### 4. How high would you rate the quality of life in Winterset?



### 5. Over time, you expect the quality of life in Winterset to?



### 6. Please indicate the changes you think would improve the quality of life in Winterset. Select up to three.



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 1 - Take a Short Survey

### 7. What type of housing is most needed in Winterset?

When asked what type of housing is most needed the two most common answers were consistent with feedback received in other engagement activities in this process: entry-level and mid-level single-family homes. There was also considerable support for apartments / condominiums.

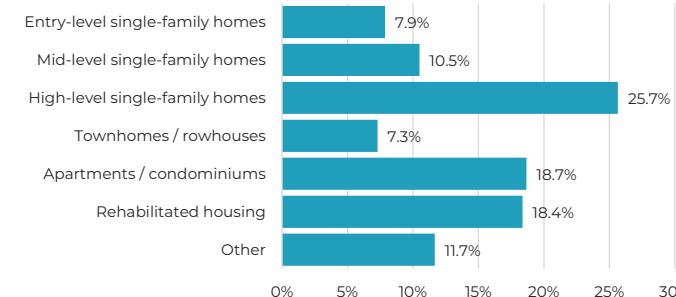
### 8. Winterset needs more of the following recreational amenities. Select all that apply.

The top recreational amenity desired by survey takers was more trails. Water play, natural areas, and courts (including basketball, tennis, and pickleball) were also fairly common selections. This answer had quite a few write-in "other" responses, most of which indicated a desire for an indoor facility, which is consistent with recreation feedback heard throughout this planning process.

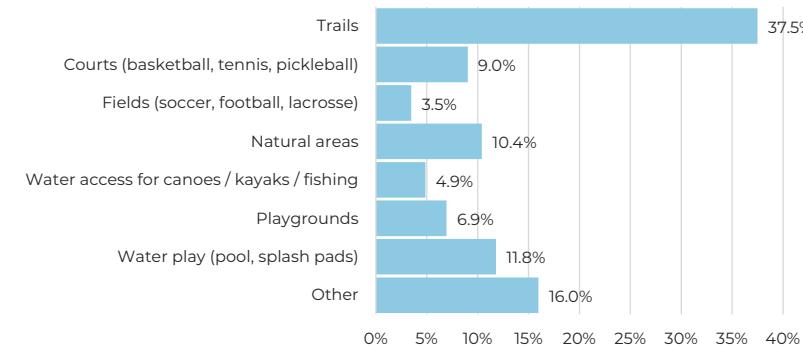
### 9. In the next 0-5 years, Winterset will need more of the following transportation changes:

When asked specifically about future transportation changes, four answers were dominant choices: multi-use trails, sidewalks, stop lights, and public transportation / bus service.

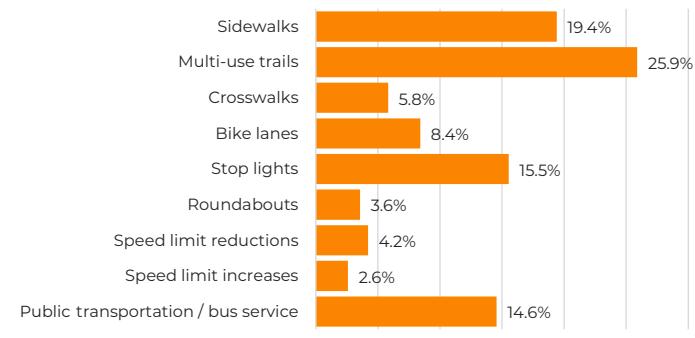
### 7. What type of housing is most needed in Winterset?



### 8. Winterset needs more of the following recreational amenities.



### 9. In the next 0-5 years, Winterset will need more of the following transportation changes:



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 1 - Take a Short Survey

#### 10. What retail / commercial options does Winterset need most?

When asked to write-in the retail / commercial options most needed in Winterset, most respondents desired more overall variety in options available with specific mentions of clothing, restaurants, and things to do such as bowling, entertainment, or recreation. The top image to the right shows a word cloud created based on the responses.

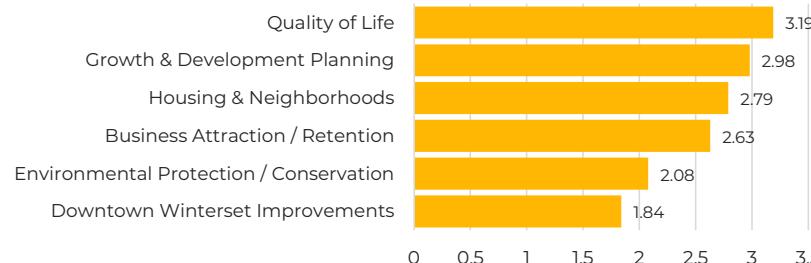
11. Please rank the following priorities by how important they should be to Winterset

Question 11 asked respondents to rank a set of priorities for Winterset from most to least important. The graph to the right summarizes the rankings. In first place was quality of life followed shortly by growth and development planning. Despite earlier calls recognizing the need or importance of tourism in the community, downtown Winterset improvements was consistently ranked lowest. Housing and neighborhoods and business attraction / retention received middling ranking.

10. What retail / commercial options does Winterset need most?



11. Please rank the following priorities by how important they should be to Winterset



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 1 - Take a Short Survey

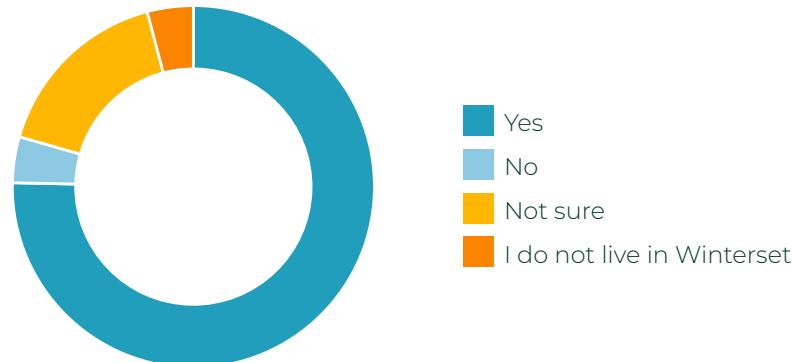
12. Five years from now, do you still plan on living in Winterset?

When survey takers were asked whether they plan to still live in Winterset in five year's time, the vast majority said yes. There were several who were not sure and a handful of people who did not plan to live here in the future. The pie graph to the right shows the breakdown.

13. What is your favorite thing about Winterset?

The final question was another write-in, open response type of question. When asked what their favorite thing about Winterset was, small-town feel, sense of community, and the people were the most popular answers. The word cloud to the right summarizes the feedback received.

**12. Five years from now, do you still plan on living in Winterset?**



### 13. What is your favorite thing about Winterset?



## INTERACTIVE ENGAGEMENT WEBSITE

### Step 2 - Image Voting

Step 2 was a budget tool where participants could select from a long list of options their top 5 most preferred images by different themes. The themes included:

- ▶ Low-Density Housing
- ▶ Multi-Family Housing
- ▶ Parks & Recreation
- ▶ Downtown
- ▶ Streetscape

### Low-Density Housing

The most and least preferred low-density homes are shown on the right. Many of the most preferred images were on small or medium lots and did not have prominent garages. Each of the top four had some sort of front porch component and gable roofs. The least preferred options had very narrow lots or prominent garages.

#### Most Preferred Low-Density Housing



#### Least Preferred Low-Density Housing



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 2 - Image Voting

### Multi-Family Housing

The most and least preferred multi-family housing options are shown to the right. Townhomes or duplexes were the most preferred multi-family housing option. The top two townhome options each had walk-up porch components and posterior driveways or garages. The preferred duplex images had the look and feel of large traditional single-family detached homes. The least preferred multi-family housing options were the more modern looking apartment buildings.

### Most Preferred Multi-Family Housing



### Least Preferred Multi-Family Housing



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 2 - Image Voting

### Downtown

The most and least preferred downtown images are shown on the right. The most preferred images included a parklet with outdoor seating / dining and a traditional downtown streetscape with large hanging flower baskets and lighting. Overhead catenary lighting with outdoor events and general cafe seating were also preferred. The placemaking fence element and the streetscape without flower baskets on the light poles were the least preferred options.

### Most Preferred Downtown Images



### Least Preferred Downtown Images



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 2 - Image Voting

### Streetscapes

The most and least preferred streetscape images are shown on the right. The most preferred images include a lighted and activated alley, green infrastructure flower beds, vegetated and marked crosswalk, and outdoor seating with street trees and planters. The least preferred images depicted a chicane traffic calming measure and a curb bump out for pedestrian crossings.

### Most Preferred Streetscapes Images



### Least Preferred Streetscapes Images



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 2 - Image Voting

### Parks & Recreation

The most and least preferred parks and recreation images are shown on the right. The most preferred images were for indoor recreation and rural trails. The highly programmed community park image also received a lot of votes. The least preferred images were of the basketball courts and the modern climbing structure.

### Most Preferred Parks & Recreation Images



### Least Preferred Parks & Recreation Images



## INTERACTIVE ENGAGEMENT WEBSITE

### Step 3 - Priority Ranking

The third engagement activity on the interactive website was a priority ranking widget, which had respondents "fund" priorities based on an imaginary budget of \$1,000,000. The most commonly budgeted priority was Downtown Events followed closely by Park Improvements and Trail Expansion. Middle of the road priorities were Street Improvements, Housing Rehabilitation, and Broadband Expansion. The lowest priority was Infrastructure Improvements; however, this was also the costliest item, which may have impacted people's decision-making.



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 4 - Mapping Activity

Step 4 was an interactive mapping activity that allowed participants to drop comments directly on a map of Winterset. There were six comment types available and a total of 55 comments were made. The figure below shows the breakdown by comment type. An overview of comments by type is included in the following pages.

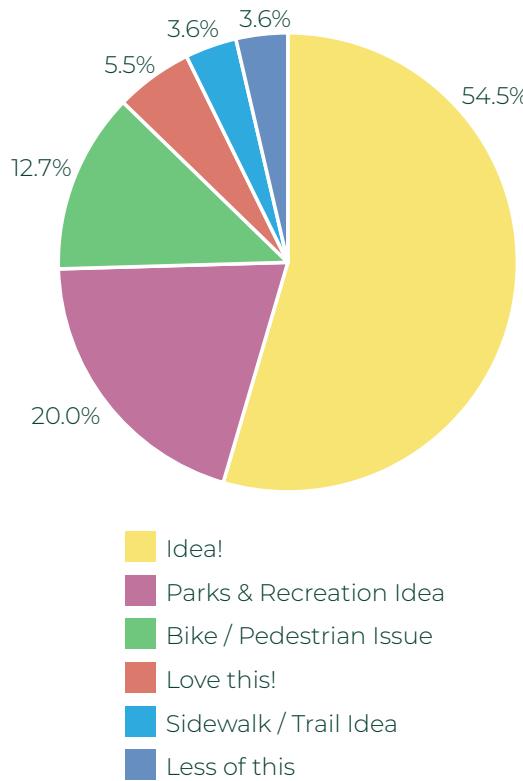
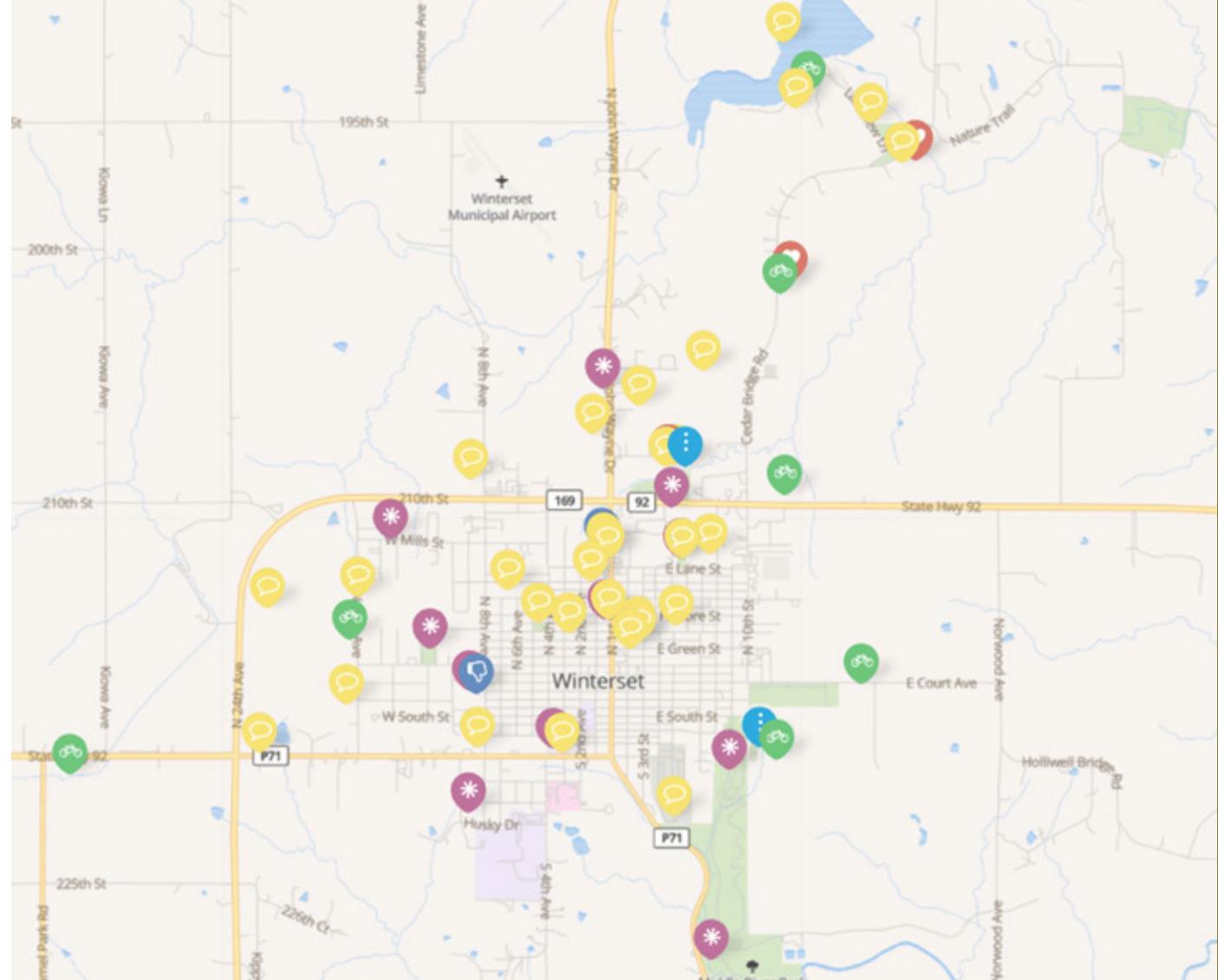


Figure 3.13 / Mapping Activity - All Comments



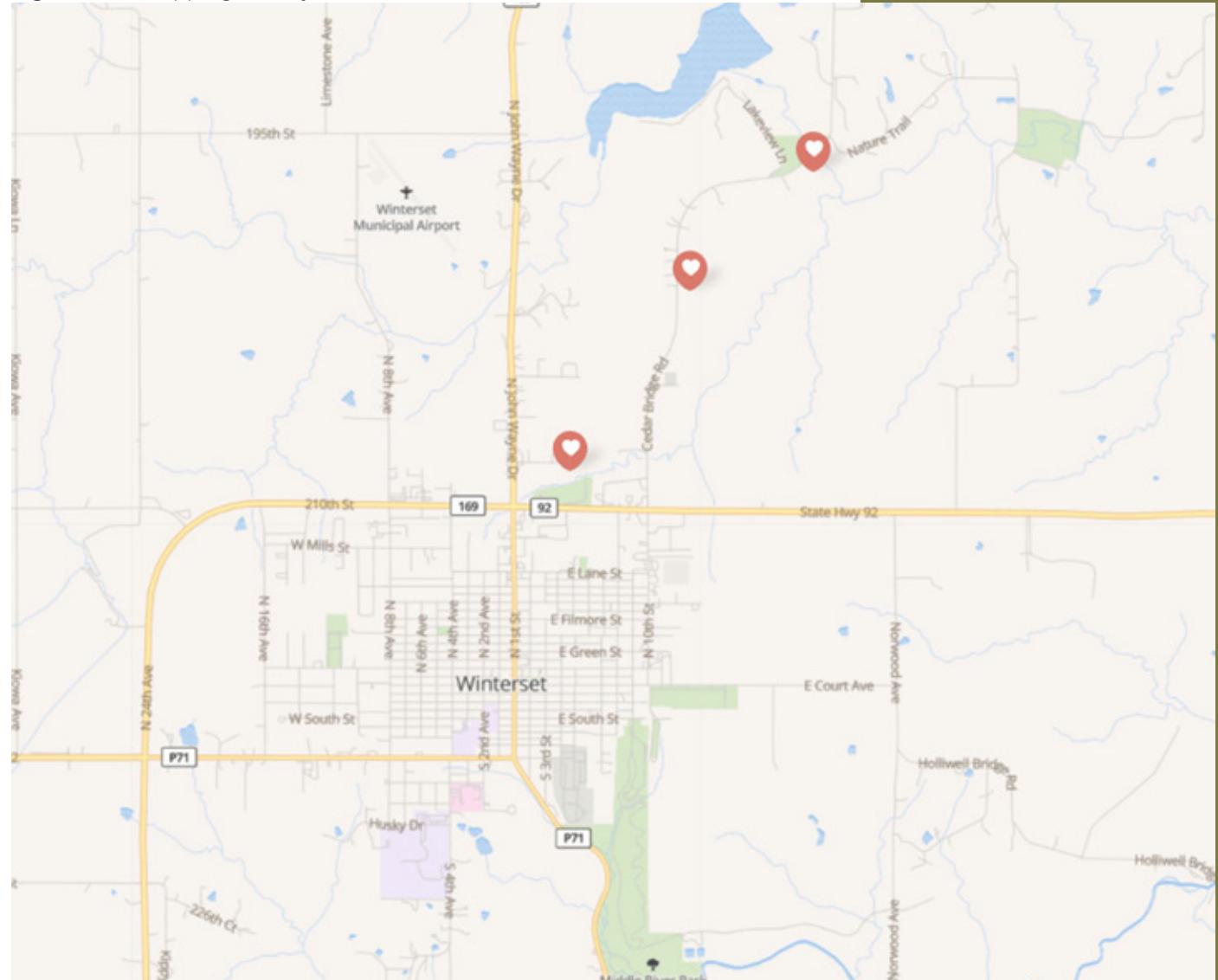
# INTERACTIVE ENGAGEMENT WEBSITE

## Step 4 - Mapping Activity

### Love This! Comment Summary

- ▶ Trail from the City of Winterset connecting to Cedar Lake
- ▶ Community Garden to expand the Library's fruit trees

Figure 3.14 / Mapping Activity - Love This! Comments



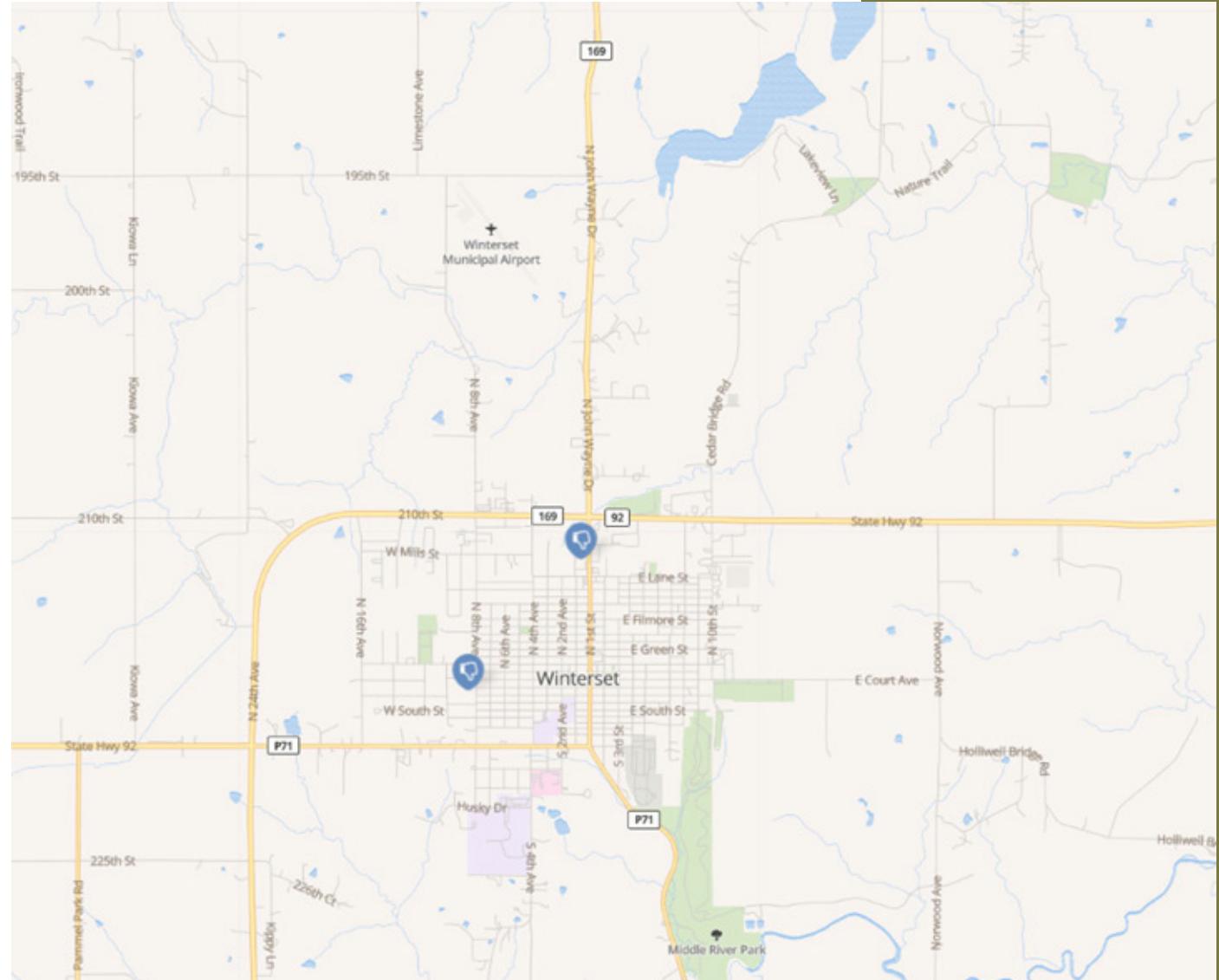
# INTERACTIVE ENGAGEMENT WEBSITE

## Step 4 - Mapping Activity

## Less of this Comment Summary

- ▶ Make the vacant building across from Hy-Vee a 3-4 building strip mall
- ▶ “There are many playgrounds already throughout town” (9 down votes)

### Figure 3.15 / Mapping Activity - Less of this Comments



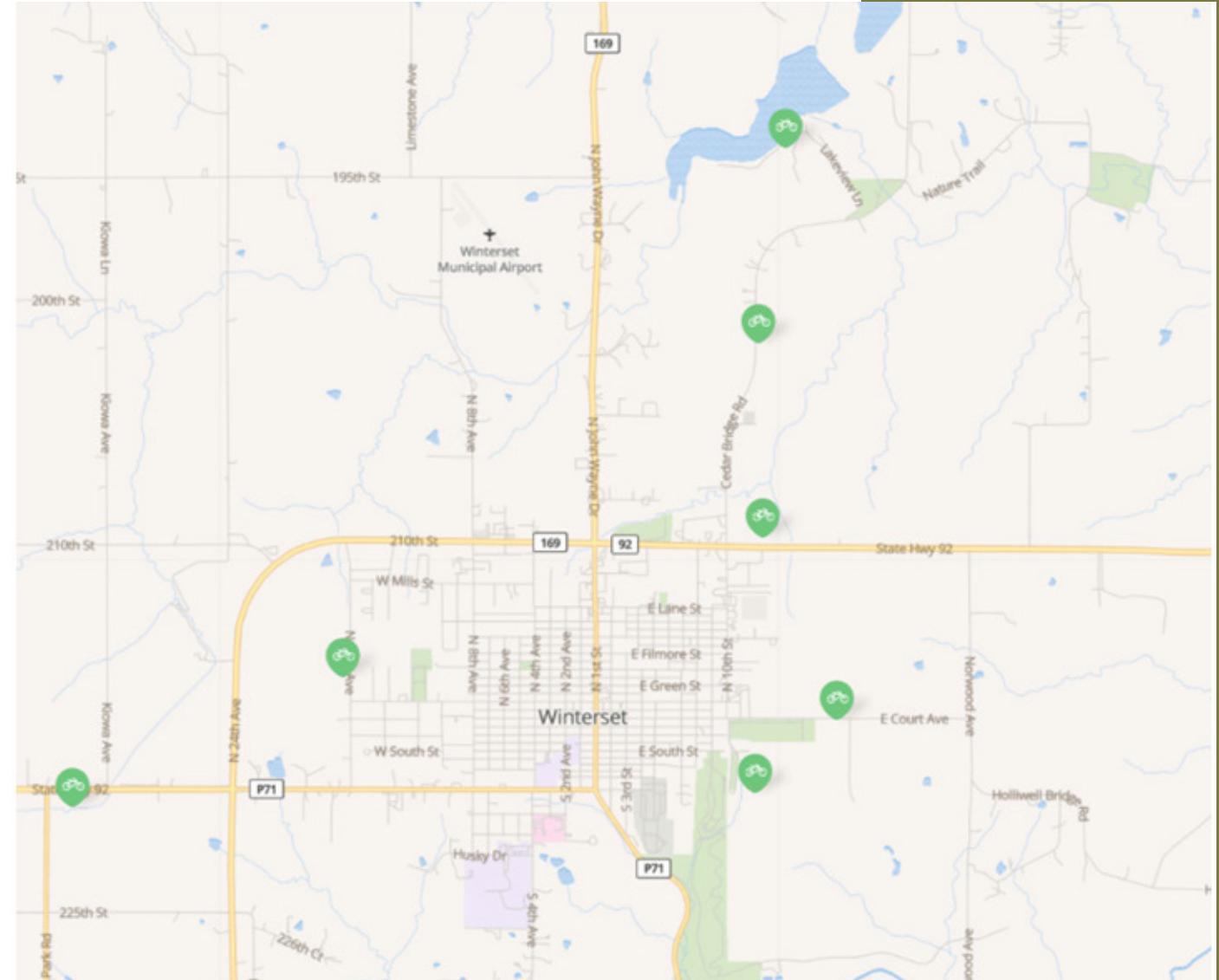
# INTERACTIVE ENGAGEMENT WEBSITE

## Step 4 - Mapping Activity

### Bike + Pedestrian Comment Summary

- ▶ Make Cedar Lake Trail bicycle-accessible
- ▶ Provide a separated bike lane to protect bicyclists from car traffic
- ▶ Regional trail connections for surrounding rural towns
- ▶ Connect to Great Western Trails System by buying the rail right-of-way
- ▶ Connect a trail to Pammel Park

Figure 3.16 / Mapping Activity - Bike + Pedestrian Comments



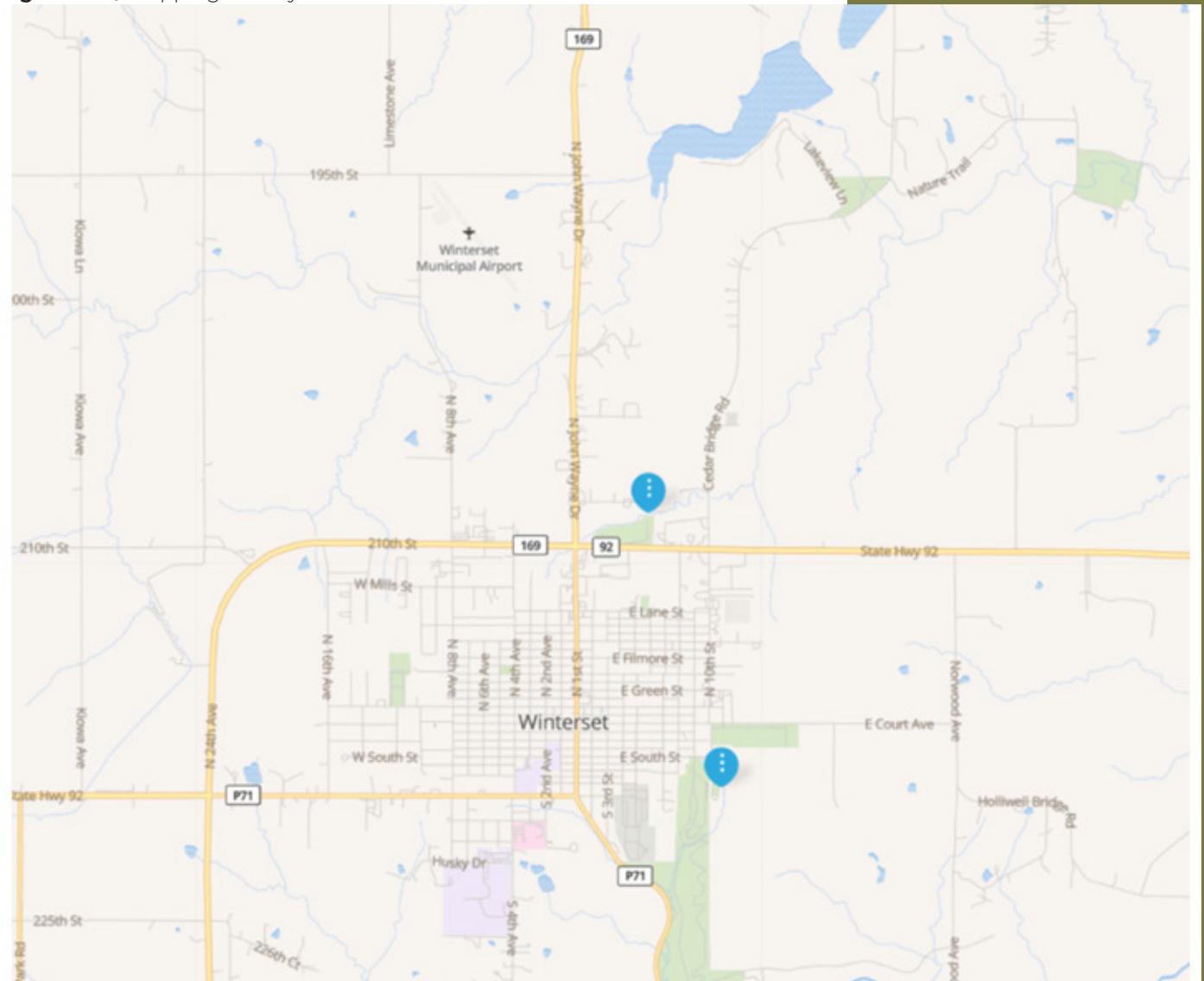
# INTERACTIVE ENGAGEMENT WEBSITE

## Step 4 - Mapping Activity

### Sidewalk + Trail Idea Comment Summary

- ▶ Add a walking trail around Giffin Fields and some picnic areas
- ▶ Connect City Park to the athletic fields with a trail

Figure 3.17 / Mapping Activity - Sidewalk + Trail Idea Comments



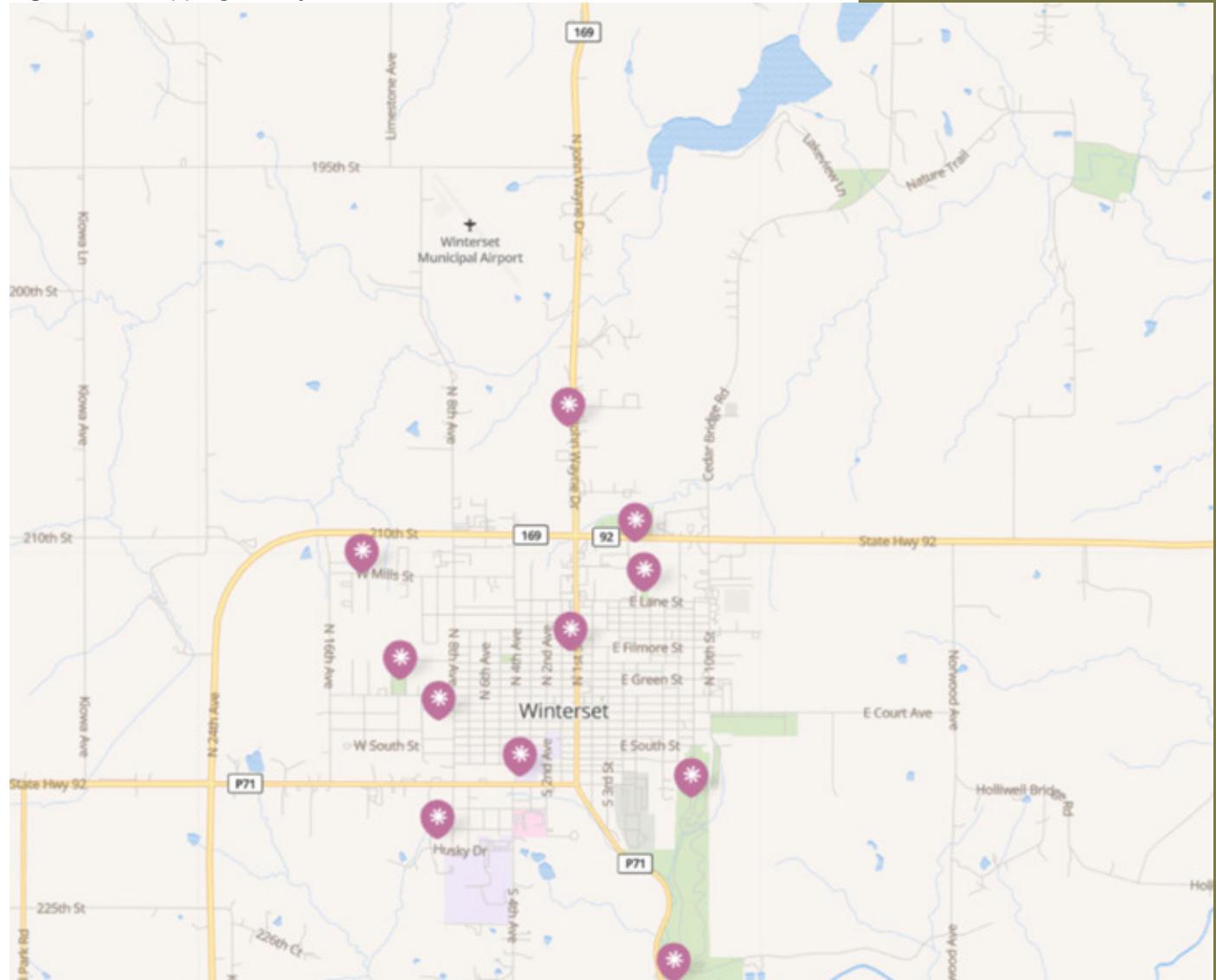
# INTERACTIVE ENGAGEMENT WEBSITE

## Step 4 - Mapping Activity

### Parks + Recreation Idea Comment Summary

- ▶ Indoor Recreation Facility
- ▶ Large bike park and expand skate park
- ▶ Update Memory Lane Park
- ▶ Add a playground at the Aquatic Center
- ▶ Need park space for families that live on northwest side of town
- ▶ Add a pedestrian trail at City Park instead of using the road

Figure 3.18 / Mapping Activity - Parks + Recreation Comments



# INTERACTIVE ENGAGEMENT WEBSITE

## Step 4 - Mapping Activity

## Idea! Comment Summary

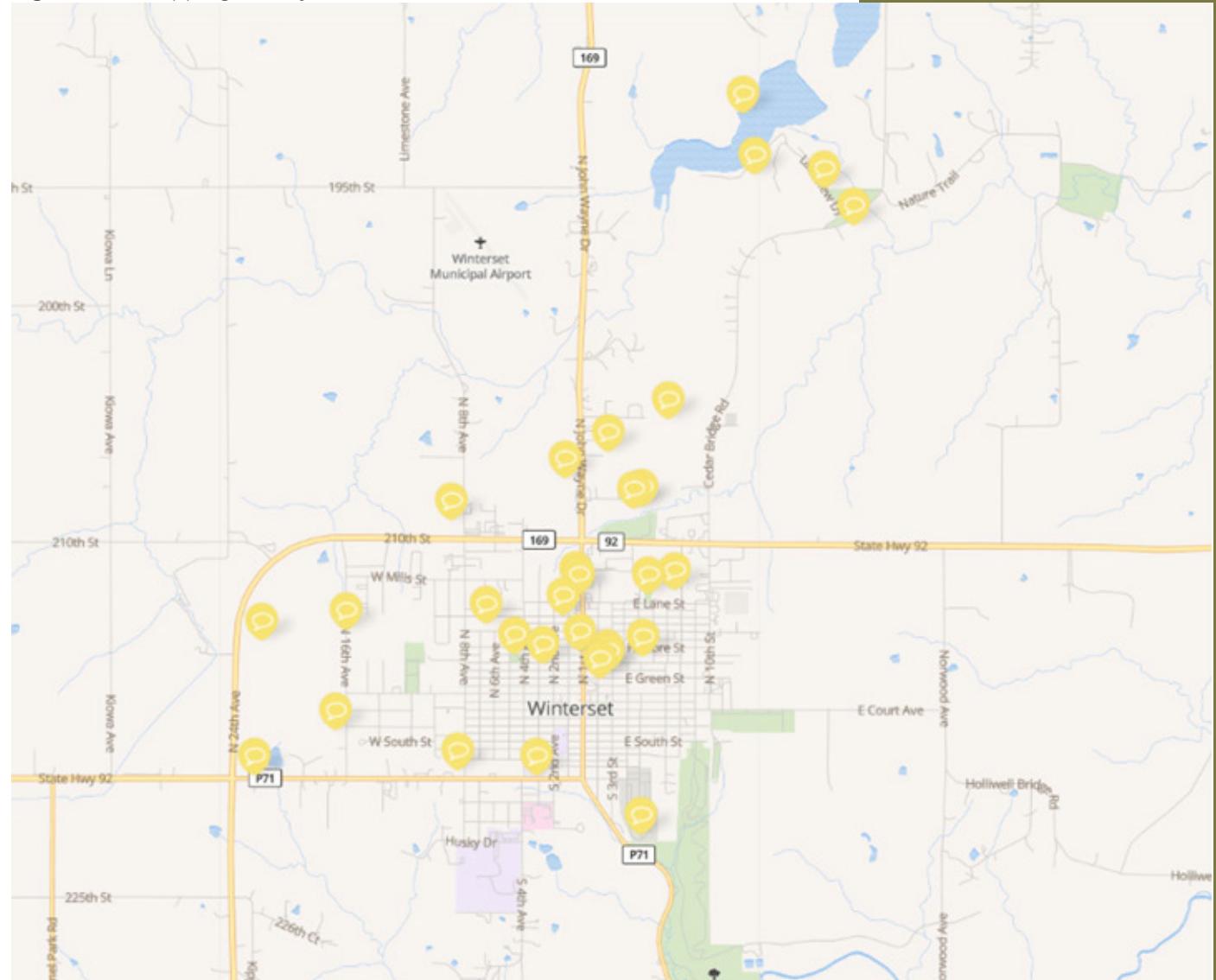
## Cedar Lake

- ▶ Pave Lakeview Lane up to Cumming Road to draw more people to the sites here (golf, lake, trail)
- ▶ Add campsites on southside of Lakeside Lane and around lake
- ▶ Connect a trail from town to the lake

## Giffin Fields

- ▶ Add pedestrian bridge and a parking lot to alleviate parking off Hwy 92
- ▶ Indoor recreation facility is needed
- ▶ Remove vacant building and parking lot across from Hy-Vee
- ▶ Renovate Memory Lane Park to have a splash pad
- ▶ Plant fruit trees and ask master gardeners to maintain
- ▶ Pave N 16th Avenue and all other gravel roads in town
- ▶ Need better broadband connection in town
- ▶ Public restroom at Whistle Stop Park

**Figure 3.19 /** Mapping Activity - Ideal! Comments





## CHAPTER FOUR

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# LAND USE + DEVELOPMENT



# LAND USE

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## Land Use Chapter Overview

Chapter 4 - Land Use covers a variety of land use related topics including the important Future Land Use Plan. This chapter is designed to understand and incorporate key factors that will impact the long-term physical growth of Winterset including residential growth demand estimates and natural features. Key components of this chapter include:



Review of existing land uses in Winterset



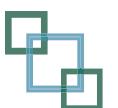
Planning Boundary + Future Land Use Key Considerations



Population Projections & Residential Demand Estimates



Future Land Use Categories



Future Land Use Plan



Land Use Goals & Strategies

# LAND USE

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## Existing Land Use

The existing land uses within Winterset were identified using parcel data and aerial analysis. The land use were divided into the following categories:

### **Agriculture / Undeveloped**

All areas with existing farming / agricultural activities, undeveloped areas, or areas with significant tree cover not owned by a public entity were categorized as Agriculture / Undeveloped. This is the dominant land use category. Some of this land will be assigned a future land use but others will likely remain as agriculture or undeveloped due to floodplain or tree cover.

### **Low-Density Residential**

Low-Density Residential includes traditional neighborhoods with detached single-family homes. This is a dominant land use category in Winterset.

### **Medium-Density Residential**

Medium-Density Residential includes parcels with attached single-family residential units such as townhomes or rowhouses. Some duplexes were also included in this category. This is not a major land use within Winterset today.

### **High-Density Residential**

High-Density Residential includes parcels with multi-family housing units such as apartments or condominiums. This is not a dominant land use within Winterset.

### **Parks + Recreation**

Parks + Recreation includes all city or county-owned land used for recreational purposes including traditional neighborhood parks or larger natural areas such as Cedar Lake.

### **Public / Semi-Public**

Public / Semi-Public land uses are those parcels owned by a public entity such as the city, county, state, or federal government. It can also include quasi-public parcels such as schools, churches, or fraternal organizations. Common examples of public land include city hall or elementary schools.

### **Commercial**

Commercial land use was assigned to parcels with retail sales and services such as grocery stores, clothing stores, offices, specialty stores or gas stations. Within Winterset, these parcels are mainly found Downtown or along Highway 169 or John Wayne Drive.

### **Light Industrial**

Light Industrial includes parcels where manufacturing, processing or logistics typically take place. They are a more intense land use and make up a small portion of Winterset today.



## LAND USE

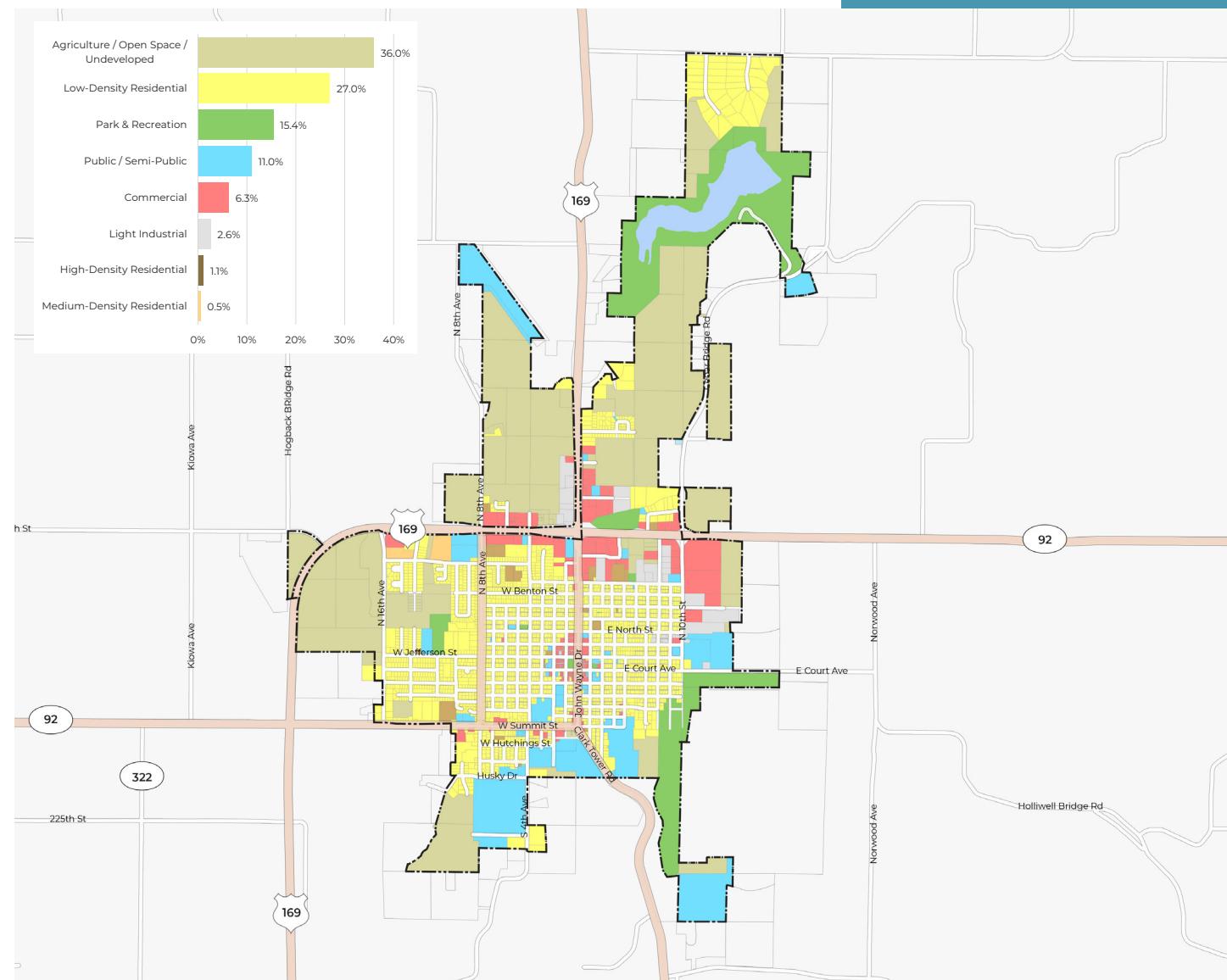
Figure 4.1 shows the existing land use in Winterset and also includes a chart showing the percentage breakdown by land use type.

The most dominant land use is open space, agriculture, or undeveloped land, which accounts for approximately 36% of the existing city limits. The second major land use category in Winterset is low-density residential, which is shown in yellow on the map and typically includes mainly detached single-family homes. This land use accounts for 27% of the city today. It is not uncommon for a smaller town like Winterset to have a high amount of residential land.

As a county seat, Winterset also has a high amount of public / semi-public land, which accounts for 11% of the total land today. Parks and recreation, including both city and county-owned parkland, makes up over 15% of the community as well.

While there is limited commercial and industrial land in Winterset, these land use combined account for nearly 9% of the land. The least significant land use today is medium- and high-density residential, which combined equal less than 2%.

**Figure 4.1 / Existing Land Use, Winterset**



# LAND USE

The existing land use pattern in Winterset today is defined by several key features: its' historic downtown, low-density residential neighborhoods, the highways, and its numerous natural features.

## Historic Downtown

Winterset is a historic community with a well-preserved downtown square. While many county seat communities have a historic square few are as well-maintained as Winterset's. The downtown is a source of pride, commerce, and tourism for Winterset.

## Low-Density Residential

By far, detached single-family at low densities are the defining housing trait for Winterset. As a county seat, there is slightly more concentrations of affordable multi-family than in a similarly sized community elsewhere in a rural area. However, low-density neighborhoods, many with historic homes are the main housing typology.

## Highway 169 and Highway 92

Winterset has developed around the location of two main roadways: Highway 169 and Highway 92. These roadways create the main commercial corridors of Winterset and are the connection to major interstates nearby to the north and east.

## Natural Features

Winterset is nestled into the rolling hills of Madison County. There is more tree cover near to Winterset than many other communities in Central Iowa. These natural features provide beauty and barriers to growth.





## LAND USE

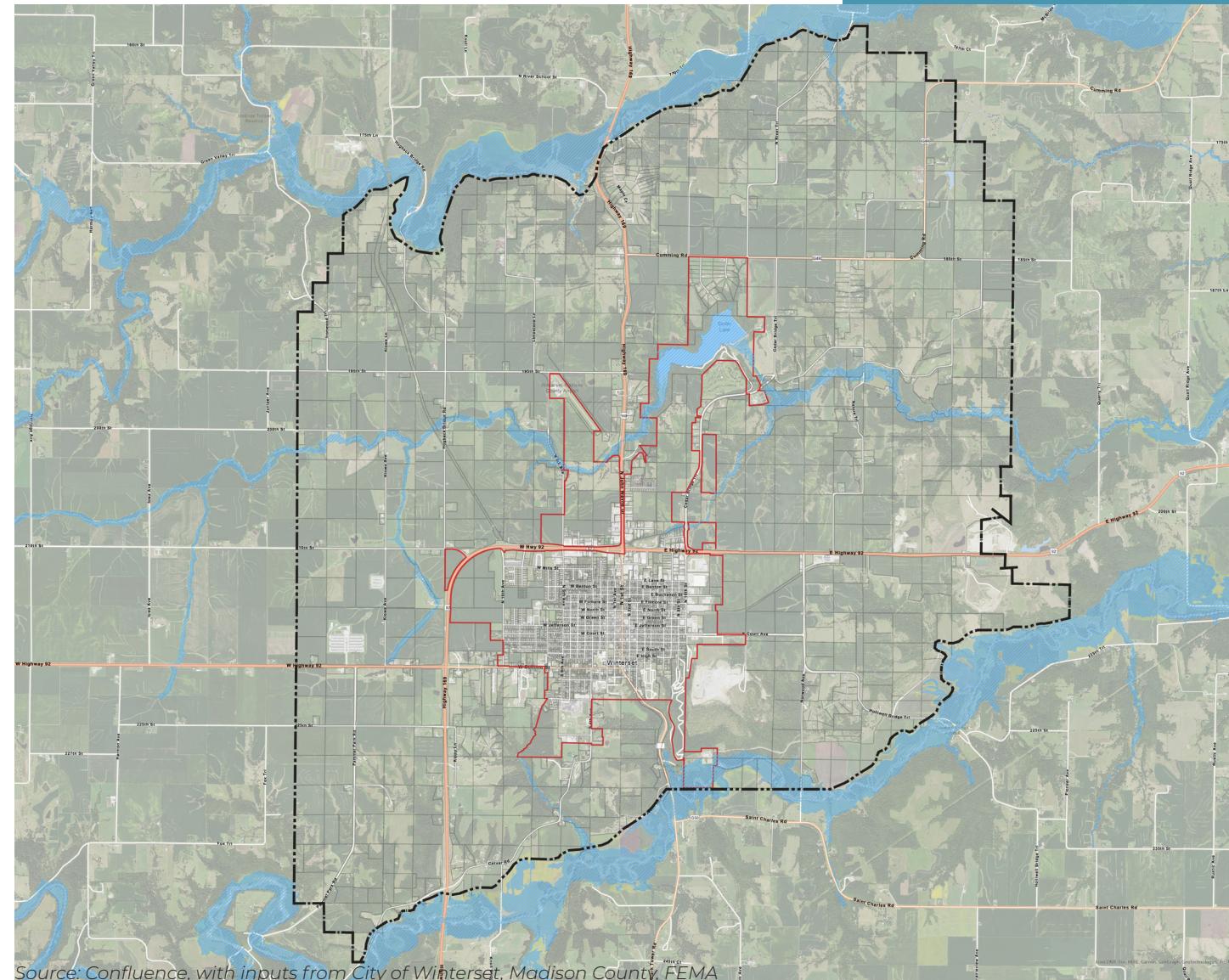
### Planning Boundary

Figure 4.2 shows the planning boundary created for the Winterset Comprehensive Plan. Future Land Use will be provided for the entirety of this land area. The planning boundary is intentionally much larger than the land area Winterset will reasonably expect to grow into during the plan horizon year. This is because flexibility in the location of different land uses will be provided. The second reason it is larger than needed is to protect Winterset's boundaries from county or other municipal development that is inconsistent with the vision for Winterset created in this plan.

The Winterset Comprehensive Plan's plan boundary can be described roughly as:

- ▶ North to the North River floodplain
- ▶ East and west to roughly the edge of the City's two-mile extra-territorial review area
- ▶ South to the Middle River floodplain

**Figure 4.2 / Natural Features, Winterset**



# LAND USE

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## What is a Future Land Use Plan?

A Future Land Use Plan is a physical guide for growth and development within a community. The map lays out the preferred development pattern and is composed of a series of Future Land Use categories. The Future Land Use category definitions will be reviewed on future pages. Many factors go into the creation of a Future Land Use map, which are discussed in detail on the following pages.

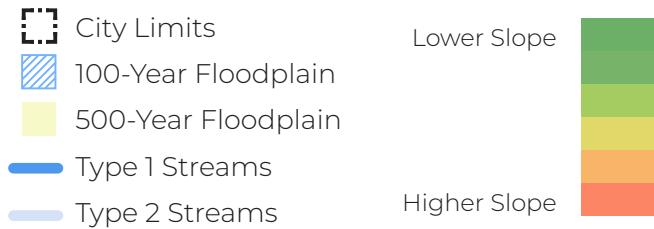
## Relationship to Zoning

Future Land Use Plans serve as the basis for determining the appropriate zoning for property being developed or annexed into a community. Chapter 414 of the Code of Iowa grants cities the authority to enact city zoning regulations and requires zoning regulations, "...be made in accordance with a comprehensive plan..." The Winterset Comprehensive Plan should be consulted whenever a city zoning code regulation is amended and every time a property is rezoned to ensure that the action is consistent with both the goals and policies included in the plan and with the land use classifications as shown in the Future Land Use Map.

Included within this chapter is a Zoning Compatibility Matrix to provide guidance on zoning districts that are compatible or partially compatible with each future land use classification.

## When to Amend

The Future Land Use Plan for the Winterset Comprehensive Plan represents the ideal future land use layout for the community. However, the land use plan does not need to remain stagnant or unchanging. If circumstances change and reveal a conflicting land use, the Future Land Use Plan should be amended appropriately to reflect the updated conditions of the community. If Winterset feels it is justified and appropriate to rezone a property in a manner that is not consistent with the Future Land Use Map or any related policies, the Future Land Use Plan and Comprehensive Plan should be amended as a part of the rezoning action to ensure consistency. The City should carefully document the justifications for an amendment to this plan and findings adopted as part of the official record.



## LAND USE / KEY CONSIDERATIONS

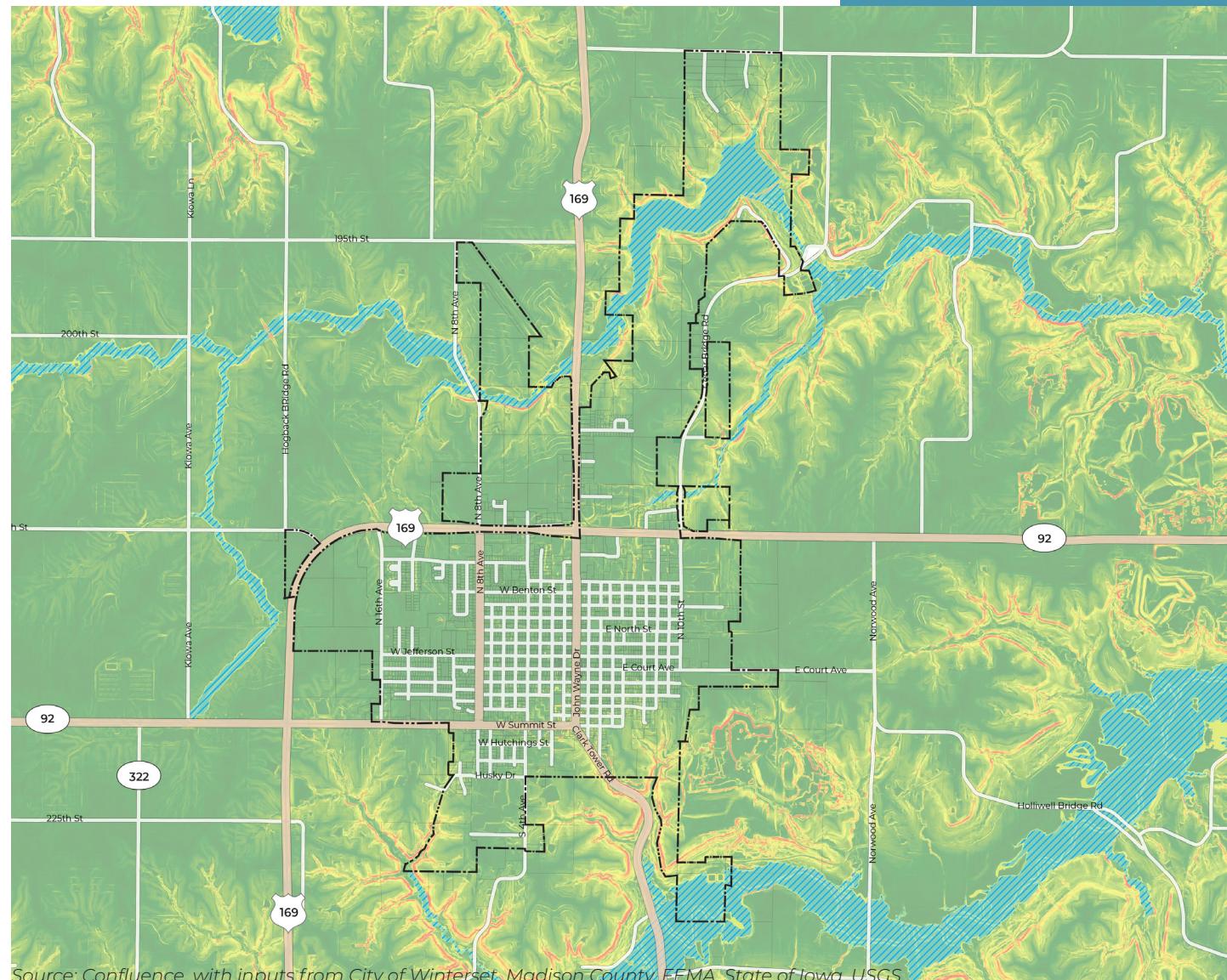
### Natural Features

Winterset is surrounded by rolling trees, historic farms, streams, and tree cover. These natural features provide beautiful scenery for residents and visitors; however, each of these natural features impacts the development potential of the community as it grows. Figure 4.3 identifies the location of steeper slopes (shown in yellow, orange, and red), floodplain and streams in Winterset.

Generally, areas within or near the floodplain should not be developed. Similarly, a buffer of between 50 and 100-feet should be left on either side of major streams. Steep slope areas should be exposed to limited degrees of development because of the risk of erosion and changes to the water drainage system.

As Winterset grows outward to accommodate any future growth, the location of these natural features will be influential in the determination of appropriate land uses. Each topic will be discussed in greater detail in Chapter X - Natural Features.

Figure 4.3 / Natural Features, Winterset



# LAND USE

## Population Growth

Table 4.1 summarizes the average population projection and added population for Winterset for 2020-2040 in ten-year increments. Based on the 2020 average household size, this added population was translated into demand for number of households in 2020 through 2050 in 10-year increments.

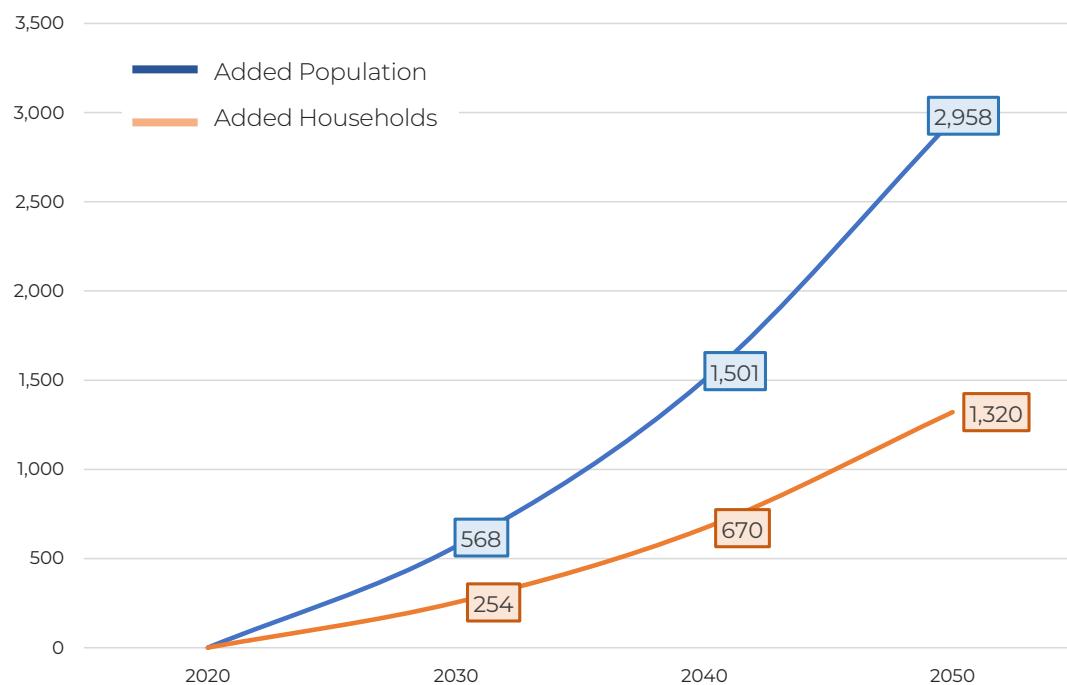
By 2050, Winterset population growth may lead to demand for 1,320 households to serve the estimated 8,267 residents.

**Table 4.1 /** Population Projection Average / Added Population

Year	Average Growth	Average Added Population	Average Added Households
2020	5,309	-	-
2030	5,877	+ 568	+ 254
2040	6,810	+ 1,501	+ 670
2050	8,267	+ 2,958	+ 1,320

Source: Confluence, with inputs from U.S. Census Bureau

**Figure 4.4 /** Added Population + Households by Decade 2020-2050



Source: Confluence, with inputs from U.S. Census Bureau

**By 2050:**



2,958 net new residents  
about 99 per year



Generating demand for:



1,320 net new households  
about 44 per year

# LAND USE

## Housing Typologies

Households can fall into one of three typical categories or typologies. Below are definitions for each alongside representative imagery.



### Detached Single-Family

Detached single-family dwelling units are separated individual housing units. Each dwelling unit, typically a single-family detached home is completed separated by open space on all asides.



### Attached Single-Family



### Attached Single-Family

Attached single-family homes are dwelling units that are typically horizontally attached along an exterior wall. Common examples include townhomes, rowhouses, and duplexes. Individually families typically occupy each dwelling unit under separate ownership.



### Multi-Family



### Multi-Family Units

Multi-Family Units are dwelling units that are typically both horizontally and vertically attached, where multiple separate housing units are contained within one building, structure or complex. Common examples include apartments or condominiums.



# LAND USE

## Residential Mix

By 2050, the average population growth scenario for Winterset may provide demand for an additional 650 households. Figure 4.5 summarizes the target housing mix. The target mix for Winterset based on size, location and regional context could aim for the following target mix:

- ▶ Detached Single-Family - 80% of units
- ▶ Attached Single-Family - 15% of units
- ▶ Multi-Family Residential - 5% of units

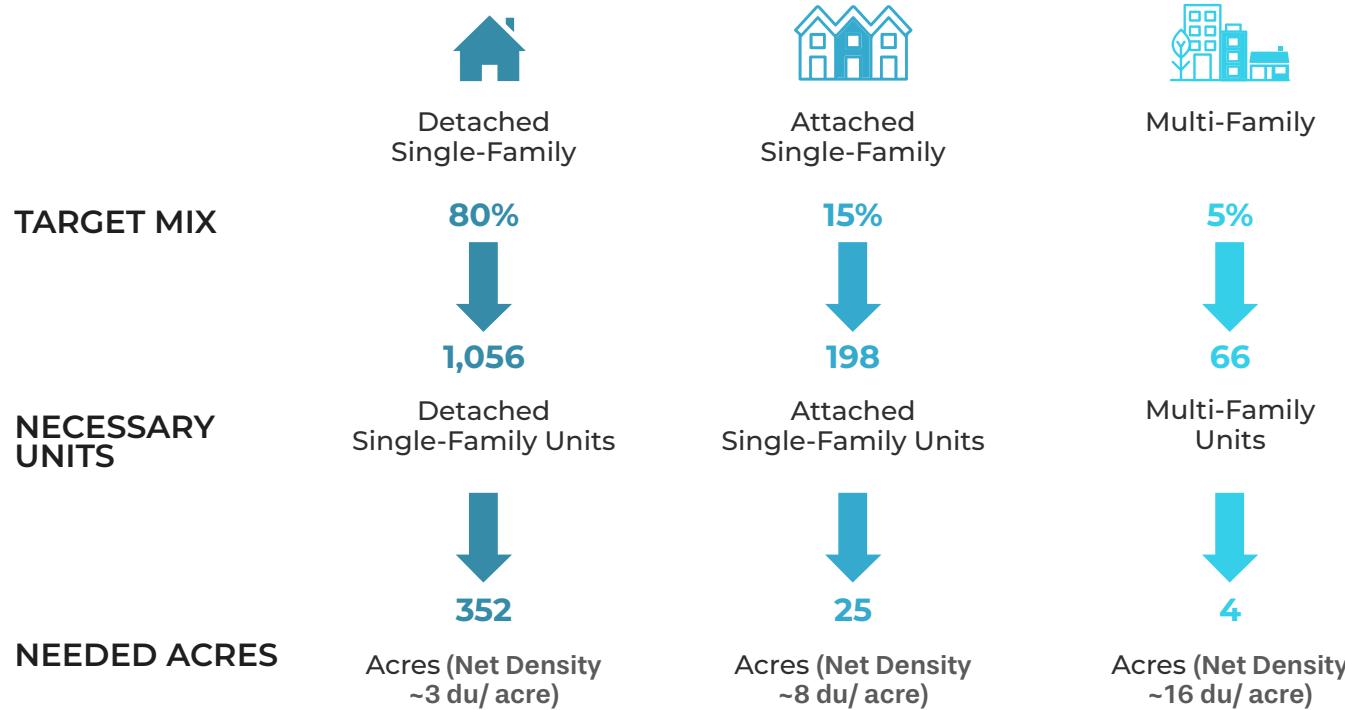
By 2050, Winterset could require approximately 1,056 detached single-family homes, which equals out to about

44 per year through 2050. Based on a gross density of 3 dwelling units / acre this would require a minimum of just over 350 acres.

By 2050, Winterset could require approximately 198 attached single-family housing units. Based on a gross density of 8 dwelling units / acre this would require a minimum of approximately 25 acres.

By 2050, Winterset could require 66 multi-family housing units. Based on a gross density of 16 dwelling units per acre, this would require a minimum of around 4 acres.

**Figure 4.5** / Residential Demand Estimates by Housing Typology

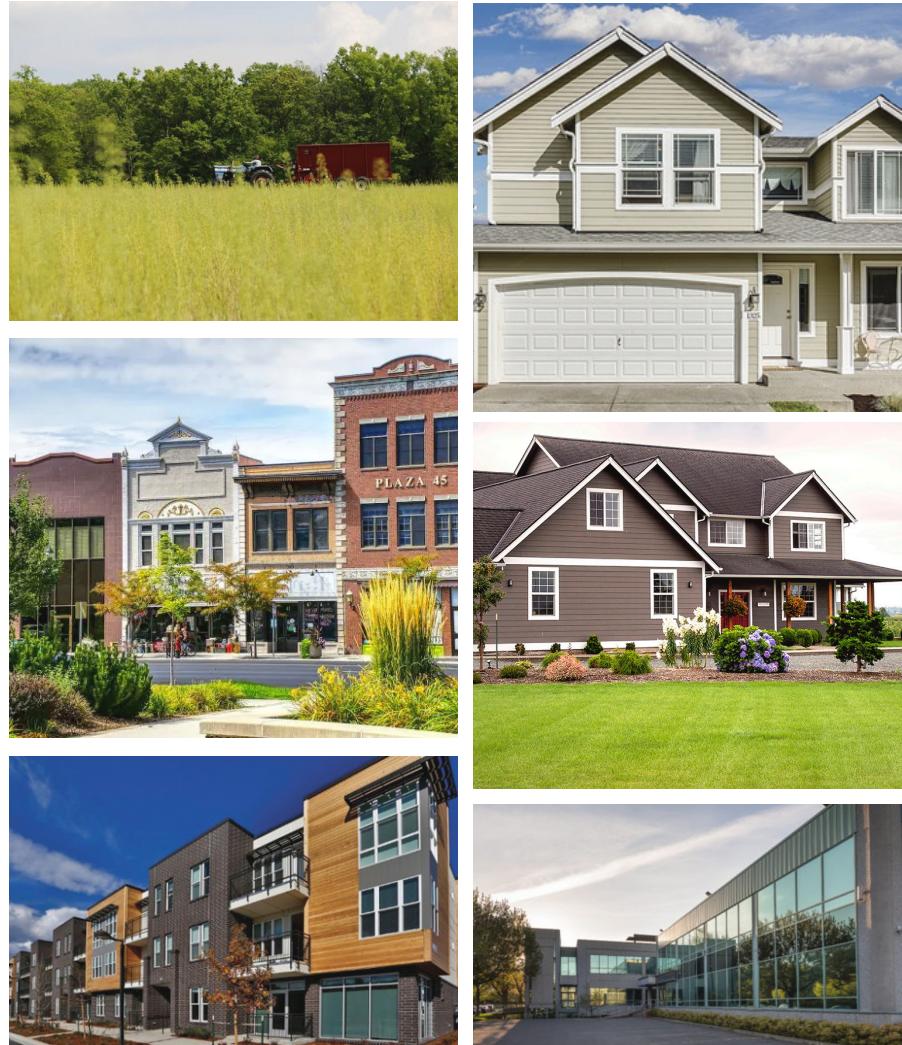


# LAND USE

## Future Land Use Categories

Several new Future Land Use categories and definitions were created to help make the Future Land Use Plan for Winterset. The categories include:

- ▶ Parks + Recreation (PR)
- ▶ Agriculture + Open Space (AOS)
- ▶ Estate Residential (ER)
- ▶ Low-Density Residential (LDR)
- ▶ Medium-Density Residential (MDR)
- ▶ High-Density Residential (HDR)
- ▶ Public / Semi-Public (PSP)
- ▶ Downtown Mixed-Use (DMU)
- ▶ Commercial (COM)
- ▶ Business Park (BP)
- ▶ Industrial (IND)



## LAND USE DEFINITIONS

### Parks + Recreation (PR)

*City and county-owned parks, trails, and recreation facilities*

The Parks and Recreation land use category is set aside for public, private and semi-private recreational land such as parks, trails, golf courses, greenways, and recreational fields



### Agriculture + Open Space (AOS)

*Ag land, undeveloped land, floodplain, significant tree cover*

The Open Space land use category is set aside for agricultural land, undeveloped land, floodplain, and significant tree cover. Winterset's floodplain primarily borders the city's southern limits, encouraging farm practices, but limiting development. Some of the land in this category, excluding the floodplain, may be suitable for future development and the Future Land Use plan should be amended to accurately reflect these changes.



## LAND USE DEFINITIONS

### Estate Residential (ER)

*Large-lot single-family residential. Minimum lot size of 1 acre*

The Estate Residential land use category includes low density, large lot residential developments. The typical density level of this land use category is no more than 1 dwelling unit per acre. These developments may be located in areas with steep slopes or significant tree cover that could be an obstacle to other residential developments.



### Low-Density Residential (LDR)

*Typical minimum 60-foot-wide, 6,500 square feet detached single-family homes*

The Low-Density Residential land use category is designed for areas with traditional low-density, single-family with lot sizes ranging from 1 to 5 dwelling units per acre. This land use will be predominantly single-family detached homes with some duplexes and single-family homes with accessory dwelling units. Developments within this category may also include religious, educational, institutional uses, manufactured housing developments, child daycare centers, and public and private recreational areas.



## LAND USE DEFINITIONS

### Medium-Density Residential (MDR)

*Townhomes, rowhouses, or cottage home developments*

The Medium-Density Residential land use category includes townhomes, rowhouses, and cottage home developments. Occasionally, single-family homes with accessory dwelling units will be included in this land use category. Medium-Density Residential experiences a variety of densities from 5 to 12 dwelling units per acre. Development within this category may also include religious, educational, institutional uses, manufactured housing developments, child daycare centers, and public and private recreational areas. This land use can serve as a transitional land use from low-density residential to more intense uses such as commercial or industrial.



### High-Density Residential

*Apartments or condos*

The High-Density Residential land use category is set aside for areas with densities of 12 or more dwelling units per acre. The category will likely see apartments and condominiums as the primary development, with some townhomes or rowhouses where appropriate. This housing type provides alternatives to residents of all ages and life stages. Development within the category may also include religious, educational, institutional uses, manufactured housing developments, child daycare centers, and public and private recreational areas.



# LAND USE DEFINITIONS

## Public / Semi-Public (PSP)

*City, County, institutional, or school-owned properties*

The Public/Semi-Public land use category includes land owned or operated by a public or semi-public entity or institution. This could include city-owned properties such as city hall, the police department, library, or public works storage. It also includes similarly held land from the county. This land use category also covers any land owned by the school district. Lastly, the Institutional land uses include airports, colleges/universities, schools, libraries, landfills, communication and utility facilities, transit centers, water/sanitary sewer plants, police and fire facilities, cemeteries, post offices, hospitals, government offices and civic centers.



## Downtown Mixed-Use (DMU)

*Courthouse Square, mixed-use development and redevelopment*

The Downtown Mixed-Use land use category is set aside for mixed-use uses in and around Courthouse Square. The uses should consist of multi-story buildings and be exclusively first-floor retail or restaurant with limited amount of other commercial or office uses to encourage all-day activity. The upper floors of these buildings should be reserved for residential or office uses.



## LAND USE DEFINITIONS

### Commercial (COM)

*Retail, office, and commercial services*

The Commercial category is designed to include a variety of retail, office and commercial services at a variety of scales. These uses can include daycares, assisted living, small office, convenience stores, car washes, car dealerships, hotels, banks, and auto repair stores. In its application, the commercial land use should be built at a suitable scale so as not to negatively impact surrounding land uses.



### Business Park (BP)

*Office complexes and light industrial*

The Business Park land use category is set aside to include business park office complexes and very light industrial uses. Business Park uses include larger office complexes and corporate campuses. Light industrial uses include warehouse and distribution facilities and activities such as testing, fabrication, manufacturing, assembly or processing of materials that in refined form and do not require transformation that creates smoke, odor, dust vibrations, soot or other noxious elements. All activities are contained within the buildings with no outdoor storage. Limited support retail or commercial activities would be allowed including gas stations, convenience stores, or coffee shops.



## LAND USE DEFINITIONS

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### Industrial (IND)

*Manufacturing, shipping, distribution, and wholesale operations*

The industrial land use category is set aside to include industrial uses such as manufacturing and assemble, shipping, distributions, and wholesale operations and may include outdoor storage. Sensitive land uses should be buffered from this land use category.



# LAND USE

## Zoning Compatibility Matrix

The zoning compatibility matrix shows the relationship between the Future Land Use categories and Winterset's existing zoning districts. Zoning districts have been listed as either compatible ("C") or partially compatible ("PC") within each of the corresponding land use categories.

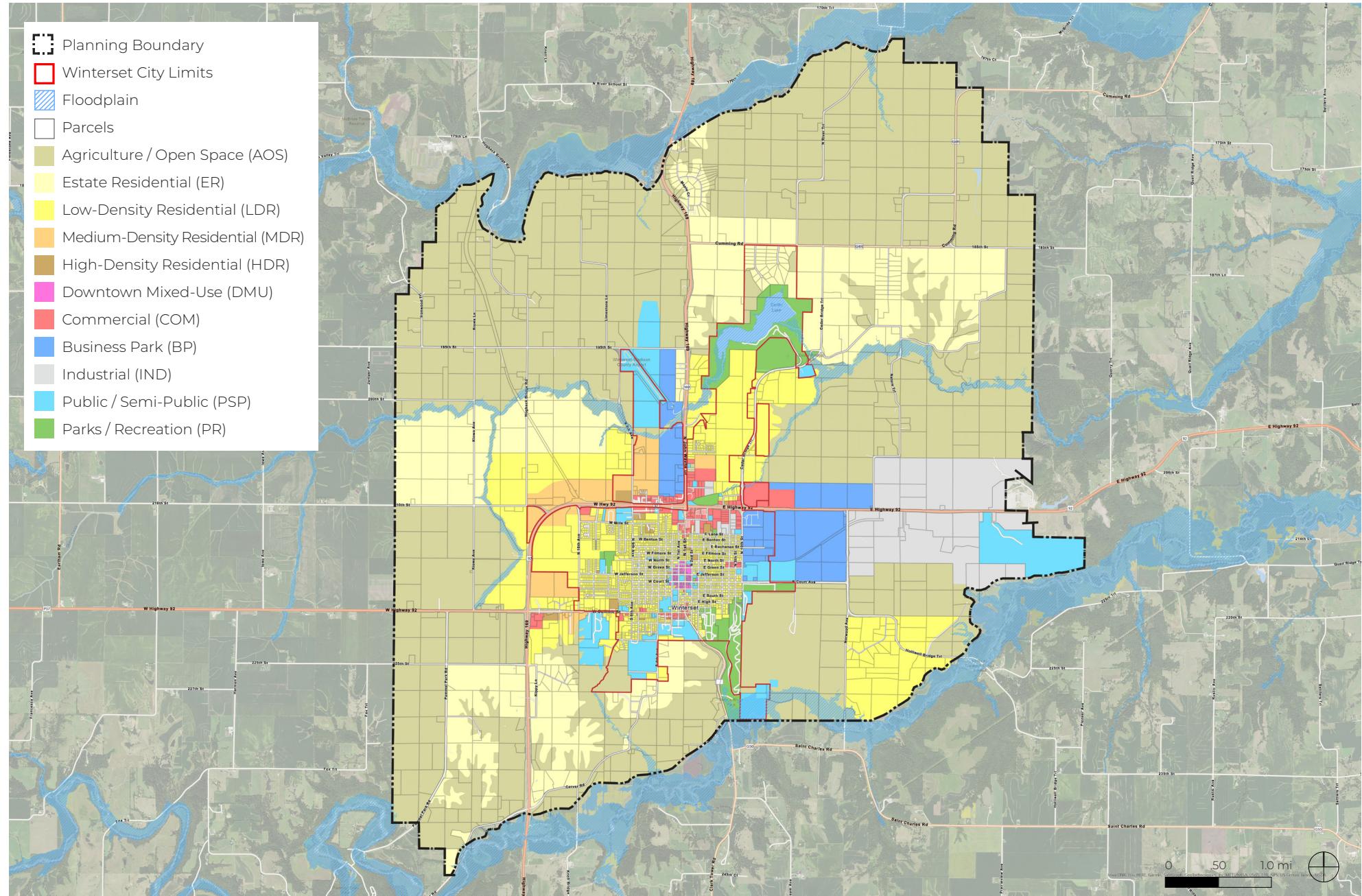
This matrix should be used as the basis for determining the appropriate zoning district(s) for land that is annexed into the City or as a property rezoning is being considered. If the zoning desired for a given property is incompatible with its land use designation, the designation on future land use map should be first amended accordingly. In certain situations, an update or amendment to this matrix may be warranted to address changes in development patterns or revisions to the City's zoning code regulations.

**Figure 4.6 / Zoning Compatibility Matrix**

		Zoning Districts										
		Zoning Districts										
Future Land use Category	Future Land use Category	Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
		Zoning Districts										
C = Compatible		Zoning Districts										
PC = Partially Compatible		Zoning Districts										

# FUTURE LAND USE PLAN

Figure 4.7 / Future Land Use Plan



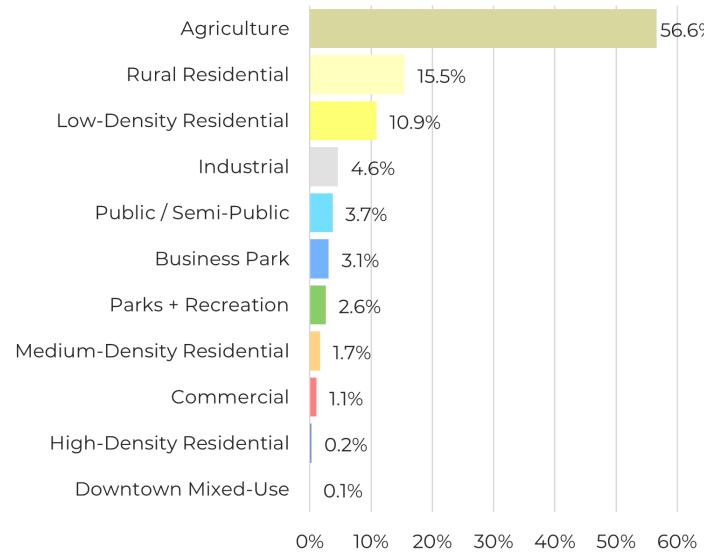
# LAND USE

## Future Land Use Percentages

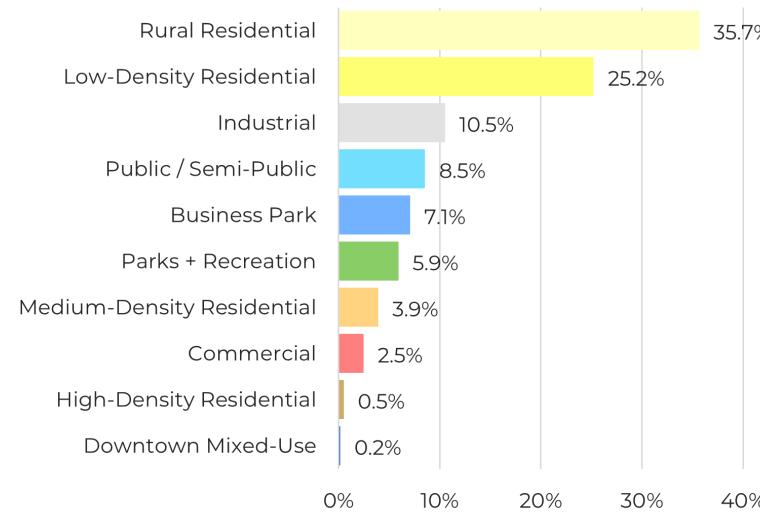
The percentage breakdown by acres is shown for the Future Land Use Plan in Figures 4.8-4.9. Figure 4.8 shows the breakdown for all land use categories, including Agriculture / Open Space, which accounts for over half the planning boundary. Figure 4.9 shows the breakdown for all the developed land use categories (excludes Agriculture / Open Space) to give a better understanding of proposed future built environment conditions.

Overall, the land use profile on the Future Land Use Plan is not hugely different from the existing land use breakdown. Agriculture and Low-Density Residential remain dominant land uses. The main difference in the Future Land Use Plan is to provide expanded opportunities for employment (Commercial / Business Park / Industrial) land as well as additional housing choice (medium and high-density residential).

**Figure 4.8** / Future Land Use Breakdown (All)



**Figure 4.9** / Future Land Use Breakdown (excluding AOS)



# LAND USE

## Goals, Policies, & Action Items

A series of goals, policies, and action items have been created for Chapter 4 - Land Use.

### Goal

Goals are objectives or aims which may be broad or specific.

### Policies

Policies represent on-going principles by which the City should adhere when approving new development or planning future investments.

### Action Items

Action items are specific steps and activities the City should take.

These goals, policies, and action items were created to further promote the guiding principles of the Winterset Comprehensive Plan.

In Chapter 10 - Implementation, a series of matrices will be provided that include each chapter's goals, policies, and action items. In this later chapter, the guiding principle(s) being supported by each policy or action item will be highlighted. Additional items such as priority or potential partners will also be added.



# LAND USE

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## Goal 1

Provide a balanced and diverse mix of land uses that improves the community's quality of life and is long-term financially sustainable

### Policy 1A

Maintain low-density as the dominant housing typology while also supporting development of medium and high-density housing in key locations throughout the community

### Policy 1B

Preserve areas for new commercial, business park, and industrial growth by discouraging low-density residential development along the relatively flat undeveloped land east of town along Highway 92

### Policy 1C

Expand commercial and industrial development opportunities in key areas of the planning boundary through strategic annexation, favorable zoning, and the extension of infrastructure

### Policy 1D

Consult the Comprehensive Plan when reviewing rezoning requests and development proposals (including subdivisions within the City's 2-mile extra-territorial review area) to determine if they are consistent with the Comprehensive Plan's Future Land Use Plan and related goals and strategies

### Policy 1E

Promote infill development and the rehabilitation or reuse of existing properties and vacant lots within Winterset

### Policy 1F

Discourage the unnecessary conversion of agricultural land to the built environment in those areas listed as Agriculture on the Future Land Use Plan

### Policy 1G

Preserve sensitive natural features within the Winterset planning boundary such as floodplain, stream corridors, areas with significant tree cover, and areas with steeper slopes

# LAND USE

---

## Goal 1

Provide a balanced and diverse mix of land uses that improves the community's quality of life and is long-term financially sustainable

### Action 1A

Update the city's zoning and subdivision regulations to support the Future Land use Plan and any goals, policies, or action items included in the Comprehensive Plan

### Action 1B

Review zoning code to identify code requirements that may be discouraging new development and redevelopment / infill projects

## Goal 2

Follow best practices for growth and development

### Policy 2A

Discourage leapfrog development by promoting growth and development in areas adjacent to existing city limits or previously developed areas, not approving single-family rural subdivisions in areas designated as Agriculture in the Future Land Use Plan, and by requiring new development to be responsible for the costs of constructing street and utility extensions necessary to serve the development

### Policy 2B

Require new development connect and extend street, water, and sanitary sewer infrastructure necessary to both serve their project and allow for future development of the neighboring properties

## LAND USE

---

### Goal 2

Follow best practices for growth and development

#### Policy 2C

Require new developments and subdivisions (including rural development within the City's 2-mile review area) have public streets built to City design standards and have at least one access point to a paved street network

#### Policy 2D

Require any proposed development that cannot connect to sanitary sewer and/or water provide dry sewer mains, easements, plans, and agreements to connect at some point in the future when service is available, if located within an area that can be served

#### Policy 2E

Avoid development within or near sensitive environmental areas to preserve open space, provide a tranquil environment, and protect people and property

#### Action 2A

Adopt buffer regulations for incompatible land uses such as low density residential and industrial uses

## LAND USE

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### Goal 3

Prioritize proper connectivity and mobility in new development

#### Policy 3A

Require new development construct sidewalks and trails and connect these trails and sidewalks to existing developments or trail systems

#### Policy 3B

Limit the use of cul-de-sacs and dead-end streets and require arterial or collector streets connect through proposed developments

#### Policy 3C

Limit development along gravel roads by requiring new rural development be accessed by at least one paved street

#### Policy 3D

Limit the number of single-purpose driveways along major roadways such as Highway 169 and Highway 92

#### Policy 3E

Connect new and existing areas of the community by requiring through streets and pedestrian connections between new and existing developments to encourage a cohesive community character and sense of place

#### Policy 3F

Require sidewalk or multi-purpose trails for all new developments and expand sidewalk or trail connections in key areas where missing segments exist in the system

#### Action 3A

Review and update subdivision regulations to promote multi-modal circulation in new neighborhoods and between new and existing neighborhoods



## CHAPTER FIVE

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# NATURAL RESOURCES



# NATURAL RESOURCES

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## Natural Resources Chapter Overview

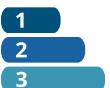
Chapter 5 - Natural Resources provides an overview and description of the natural resources in and around Winterset that will impact development and growth in the future. Included in this chapter is a discussion about efforts to balance conservation with development in order to achieve environmentally responsible economic growth.



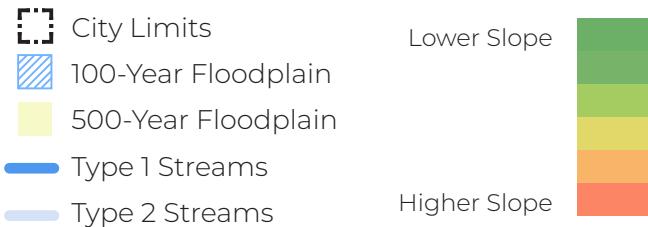
Summary of public input received on natural resources



Review of natural resources in Winterset today



Natural Resource Goals, Policies & Action Items



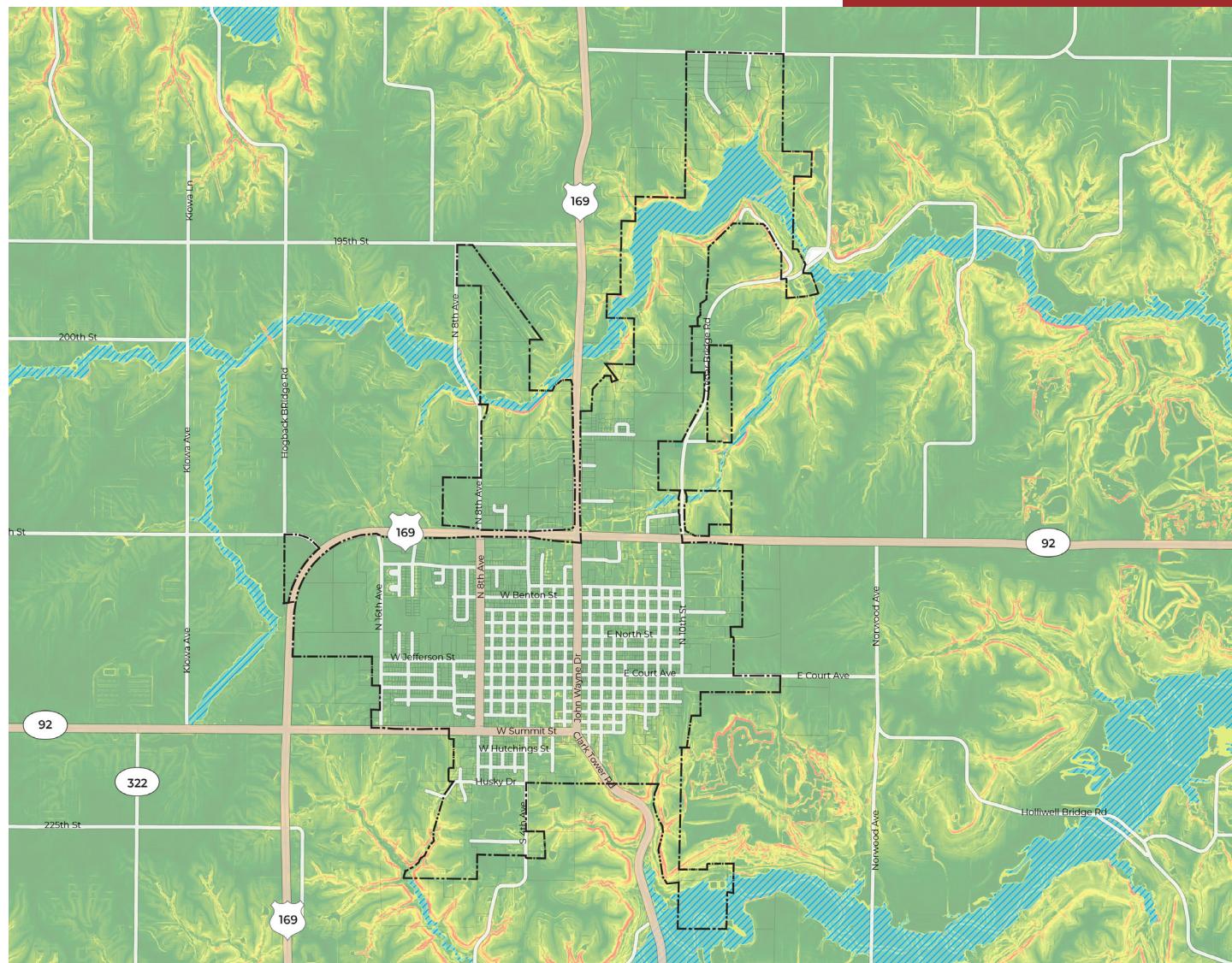
## NATURAL RESOURCES / KEY CONSIDERATIONS

### Natural Features Overview

Winterset is surrounded by rolling hills, historic farms, streams, and tree cover. While these natural features provide beautiful scenery for residents and visitors, they also impact the development potential of the community as it grows. Figure 5.1 summarizes the location of steeper slopes (shown in yellow, orange, and red), floodplain and streams in and around Winterset.

As Winterset grows outward to accommodate any future population increase, the location of these natural features will be influential in the determination of appropriate land uses. Each topic will be discussed in greater detail in throughout this chapter.

Figure 5.1 / Natural Features Winterset



Source: Confluence, with inputs from City of Winterset, Madison County, FEMA, State of Iowa, USGS



## NATURAL RESOURCES / KEY CONSIDERATIONS

### Winterset's Floodplain

Figure 5.2 illustrates Winterset's 100- and 500-year floodplain boundaries. Floodplain refers to the low-lying areas near streams or other water bodies that will become inundated with water during heavy rain or snowmelt events. Three main water bodies and their associated floodplains traverse through Winterset: North River, Cedar Creek and Middle River.

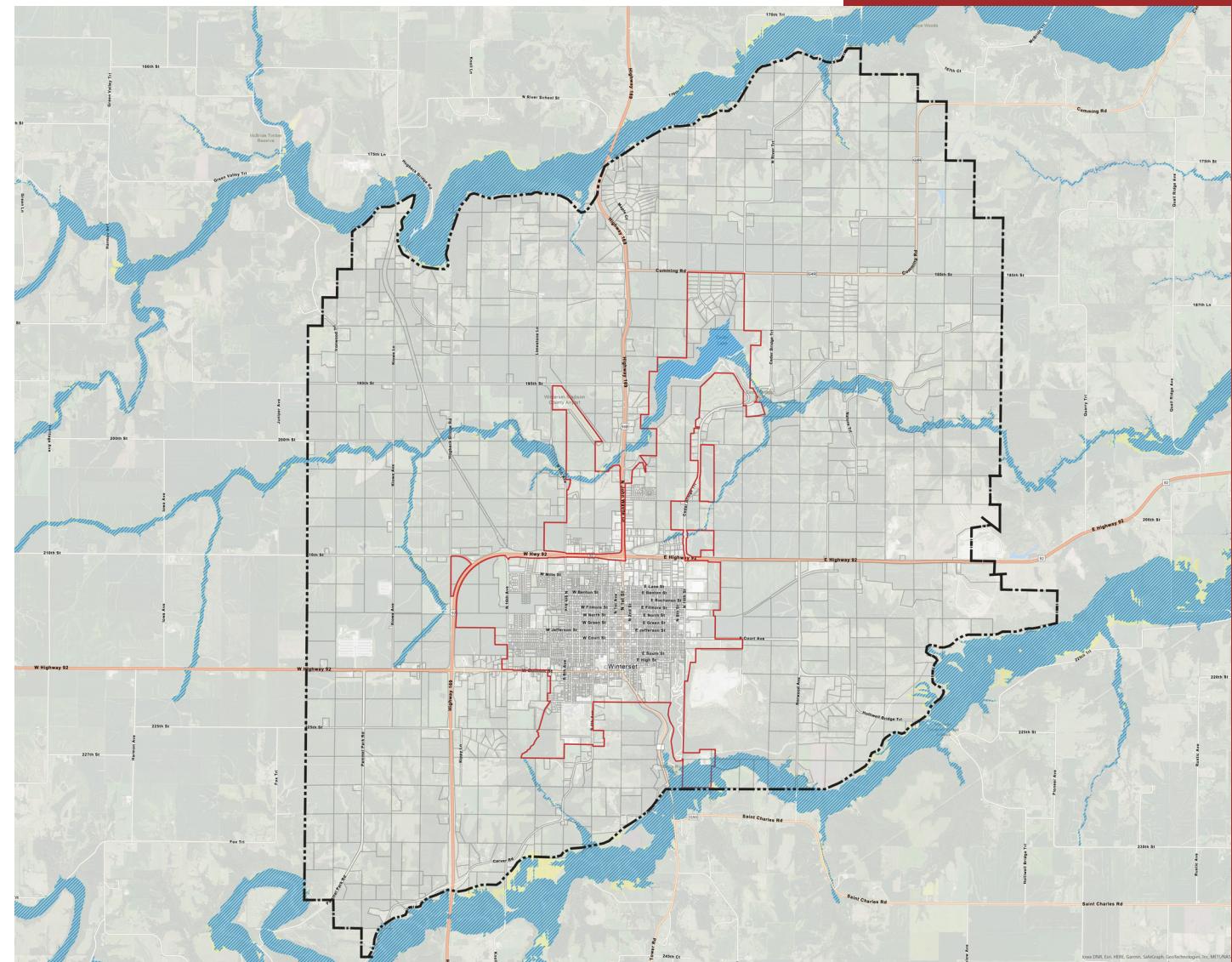
Floodplains should have minimal to no development within them to keep the area around the streams and rivers natural and allow for filtration of water back underground. Undeveloped, permeable floodplain allows for natural processes and reduces the severity and duration of flooding.

The 100-year floodplain refers to the land that has an estimated 1% chance of flooding in a given year. The U.S. Geological Survey further illustrates flood risk for a home in the floodplain, which over the course of a 30-year mortgage will have a 26% chance of being flooded at least once.

The 500-year floodplain are areas with a moderate flood risk, meaning the area has a 0.2% chance of flooding in a given year. This area is shown in yellow in Figure 5.2.

The planning boundary was heavily influenced by the presence of floodplains to the north and south of Winterset.

**Figure 5.2** / 100- and 500-year floodplain, Winterset



Source: Confluence, with inputs from City of Winterset, Madison County, FEMA, State of Iowa, USGS

- █ City Limits
- █ Planning Boundary
- █ Type 1 Streams
- █ Type 2 Streams

## NATURAL RESOURCES / KEY CONSIDERATIONS

### Streams + Wetlands

As mentioned on the previous page, there are several rivers, creeks and tributaries that travel the extent of Winterset's current city boundary and planning boundary. Cedar Lake, fed by Cedar Creek, is significant body of water located just north of downtown Winterset. Figure 5.3 shows and labels these water bodies.

Three mainstream types identified by the United States Geological Service (USGS) are types 1, 2 and 3, which are also referred to as perennial, intermittent and ephemeral streams. Figure 5.3 shows the location of type 1 and 2 streams within the Winterset planning boundary.

#### Type 1 - Perennial Streams

Perennial streams are the most permanent type and include those streams with continuous flow throughout the year except for in the case of extreme drought.

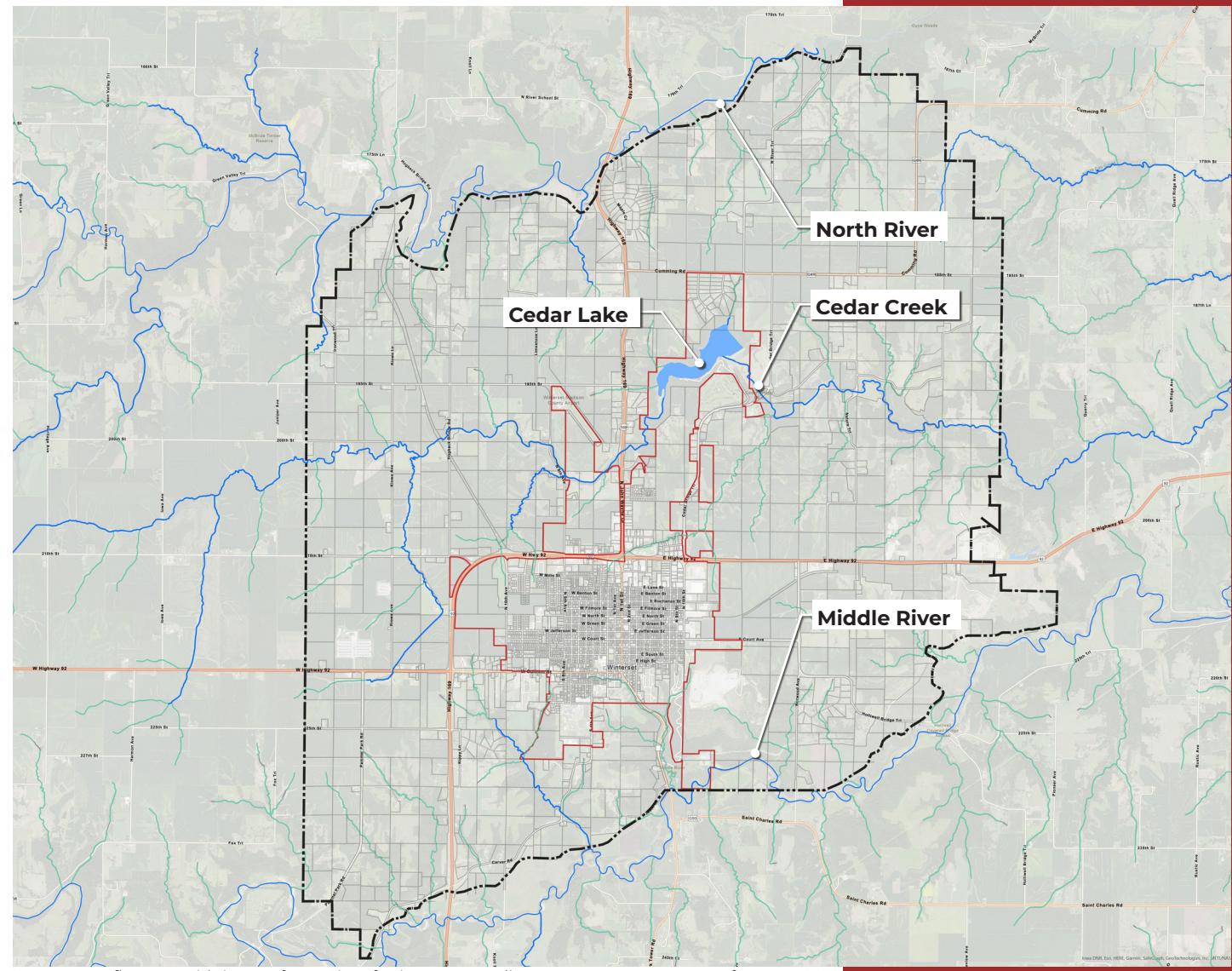
#### Type 2 - Intermittent Streams

Intermittent streams contain water flow during the wet seasons of the year.

#### Type 3 - Ephemeral Streams

Ephemeral streams are channels formed by water during or immediately after precipitation or snowmelt.

Figure 5.3 / Streams and Tributaries, Winterset



Source: Confluence, with inputs from City of Winterset, Madison County, FEMA, State of Iowa, USGS

## NATURAL RESOURCES / KEY CONSIDERATIONS

### Stream Buffer Ordinance Guidelines

In order to help reduce the impact from flooding and erosion, the City should consider adopting a stream buffer ordinance to ensure new homes and structures are not built near streams and waterways. In addition to periodic flooding, streams and waterways can experience streambank erosion and stream channels can move impacting structures and site improvements. Providing a minimum setback or buffer from streams and waterways can lessen these risks while also preserving open space and natural greenways. Stream buffers may be privately owned or dedicated to the City as a public greenway.

### Buffer Standards

Streams with floodways as identified by FEMA Flood Insurance Rate Maps (FIRM) should have a buffer that is 50-ft wide on each side of the floodway boundary.

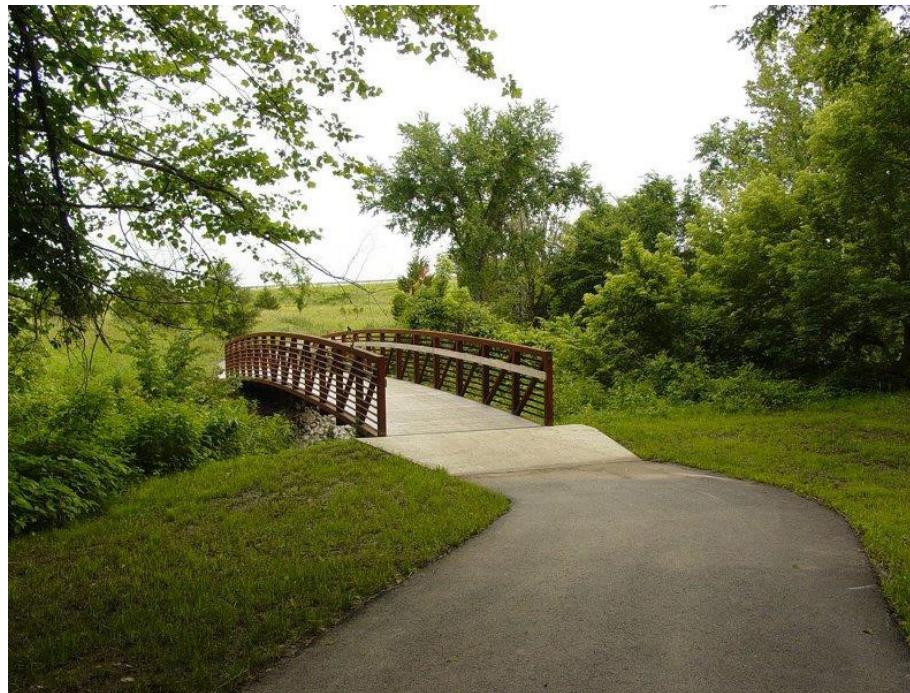
USGS identified Type I and Type II Streams with no identified floodway should have a buffer that is 50-ft wide on each side of the stream's total width.

USGS identified Type III Streams with no identified floodway should have a buffer that is 30-ft wide on each side of the centerline of the stream's channel.

### Buffer Management

As part of establishing any stream buffer, a basic management plan should be developed along with details on ownership (private individual, homeowner's association, or City) and easements or agreements to ensure that it is properly managed and maintained. This may include a plan to armor eroding banks, restoring or preserving natural vegetation, and constructing or planning the construction of trails.

**Figure 5.4** / Example of a trail as a tool for stream buffer management



- City Limits
- Type 1 Streams
- Type 2 Streams

## NATURAL RESOURCES / KEY CONSIDERATIONS

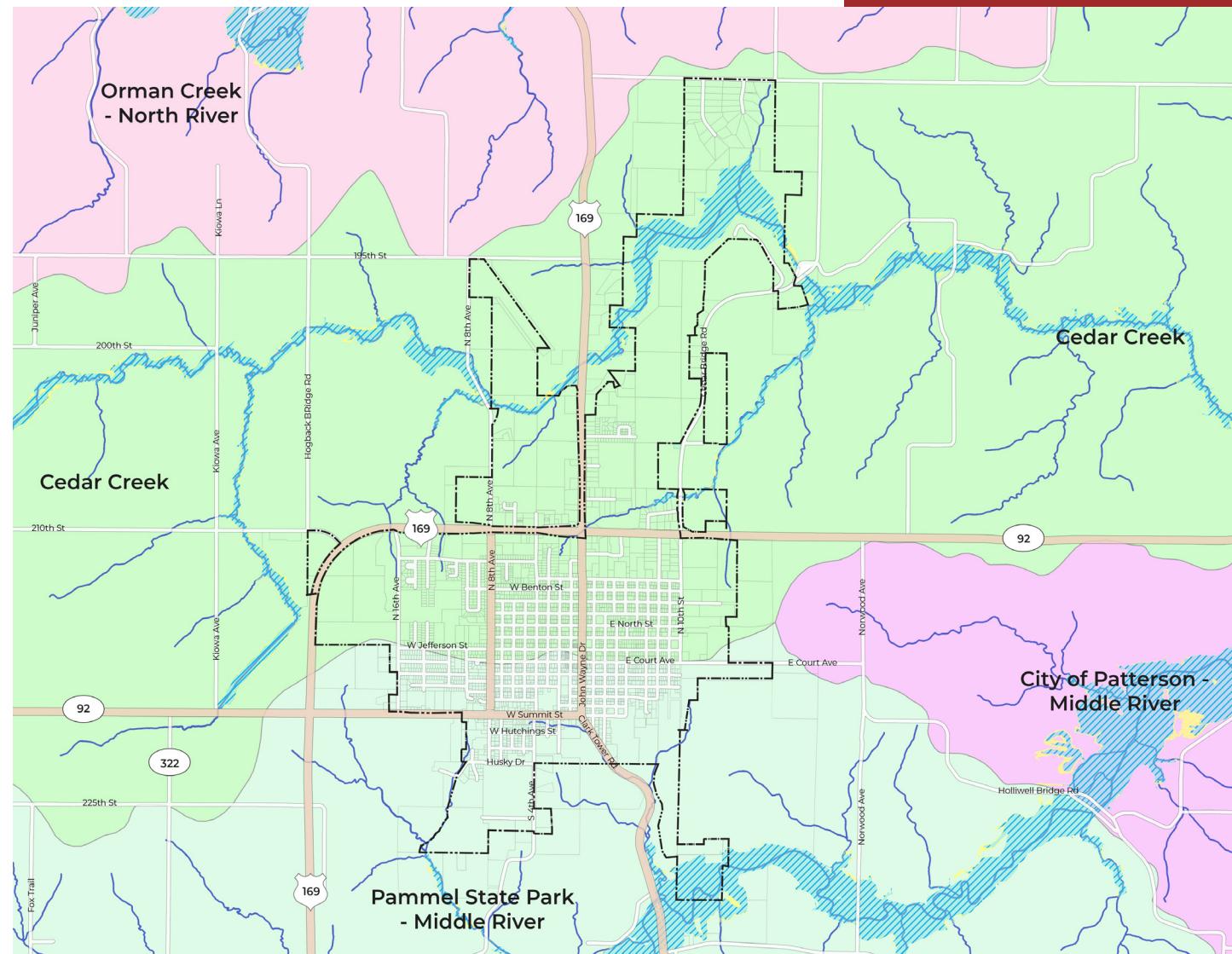
### Watersheds in Winterset

Watersheds are the boundaries in which all water flows to a common source. There are different levels of watersheds identified by the USGS ranging from regional basins (span across several states or countries) to sub watersheds which generally range between 5,000 and 45,000 acres. Winterset is located within the Upper Mississippi Watershed which stretches from Minnesota to Missouri. All of the local streams and tributaries eventually flow into the Mississippi River. Locally, the city is within the North River watershed and the Cedar Creek and Pammel State Park - Middle River sub watersheds. These are illustrated in Figure 5.5.

The protection and management of watersheds is not only important from a local perspective but also from a vast regional perspective. Watershed management includes land use and other strategies to improve water quality across the entire watershed system. Best practices for watershed management include:

- Minimizing pollution from entering waterbodies
- Discouraging certain land uses near waterbodies
- Providing adequate stormwater infrastructure
- Land conservation along waterbodies
- Building local partnerships to increase awareness of the potential harm to watersheds
- Minimizing paved surfaces, especially near sensitive waterbodies

Figure 5.5 / Watersheds, Winterset



Source: Confluence, with inputs from City of Winterset, Madison County, FEMA, State of Iowa, USGS

## NATURAL RESOURCES / KEY CONSIDERATIONS

### Topography

Figure 5.6 shows the topographical character of Winterset and surrounding areas. The darker green color indicates flatter topography while the lighter colors indicate steeper slopes.

The steepest slopes are found along the floodplain boundaries and river/stream basins discussed on the previous pages. Downtown Winterset is situated in a relatively flat area with steeper slopes located immediately to the south and along Cedar Creek and Cedar Lake.

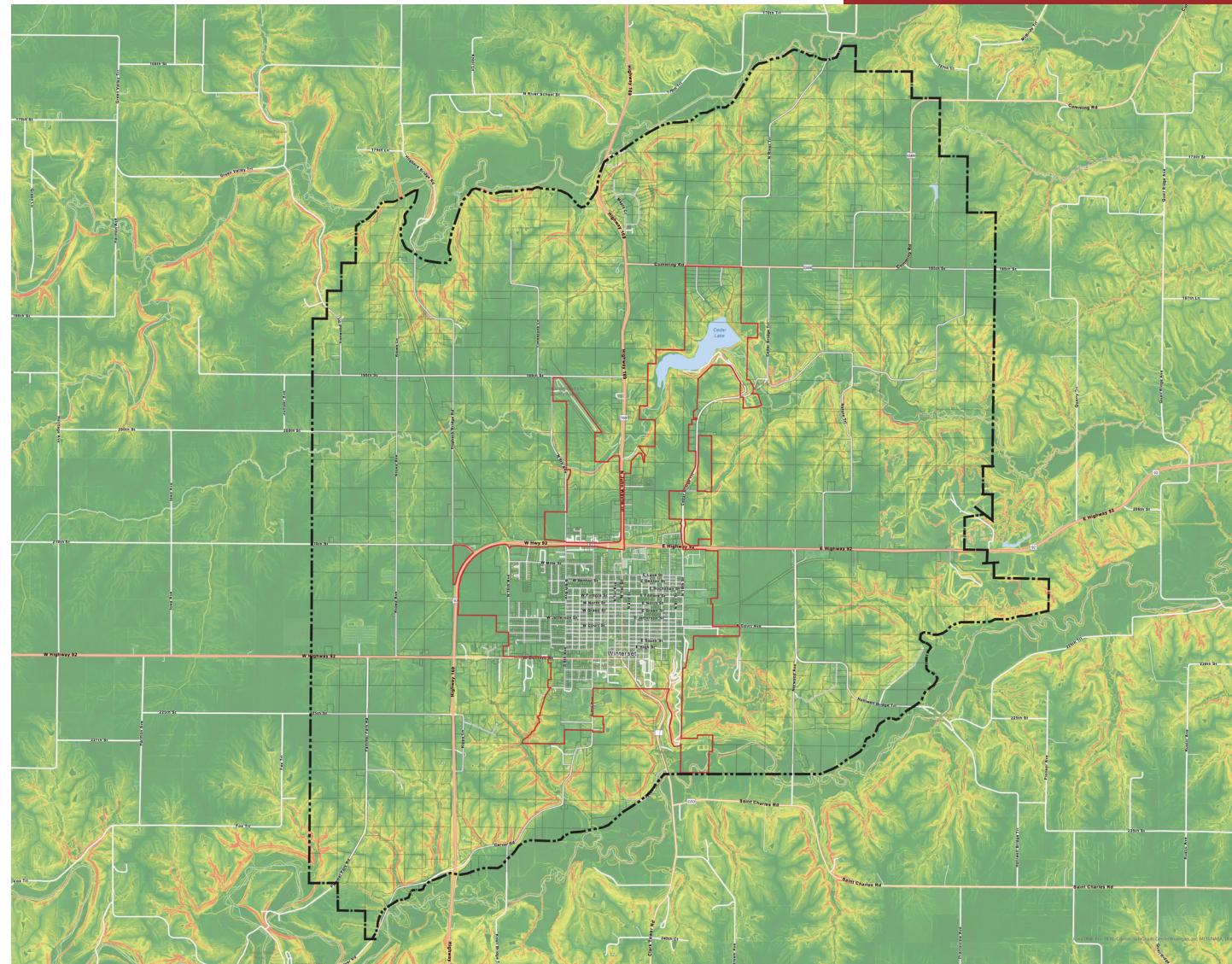
The hilly topography of Winterset helps give the community a sense of identity, adds to the aesthetic quality of the city and performs as an important environmental feature. These areas are especially sensitive due to their risk of erosion if not managed or maintained properly.

When areas of steep slope lose their vegetation, it can speed up the erosion process which can lead to water quality issues, loss of topsoil and the destruction of habitat for local flora and fauna. Drainage patterns can also be impacted, which could intensify flooding in certain areas.

Winterset would benefit from policies that preserve steep slopes within the planning boundary.



Figure 5.6 / Topography, Winterset



Source: Confluence, with inputs from City of Winterset, Madison County, FEMA, State of Iowa, USGS

## NATURAL RESOURCES / KEY CONSIDERATIONS

### Tree Cover

Tree cover in Winterset is the tale of two extremes. As a rural community, Winterset is surrounded by agricultural land and floodplain. In general terms, there is very little tree cover provided by the agricultural land while the floodplains and associated rivers and streams, have substantial tree cover due to the steep slopes and likelihood of flooding.

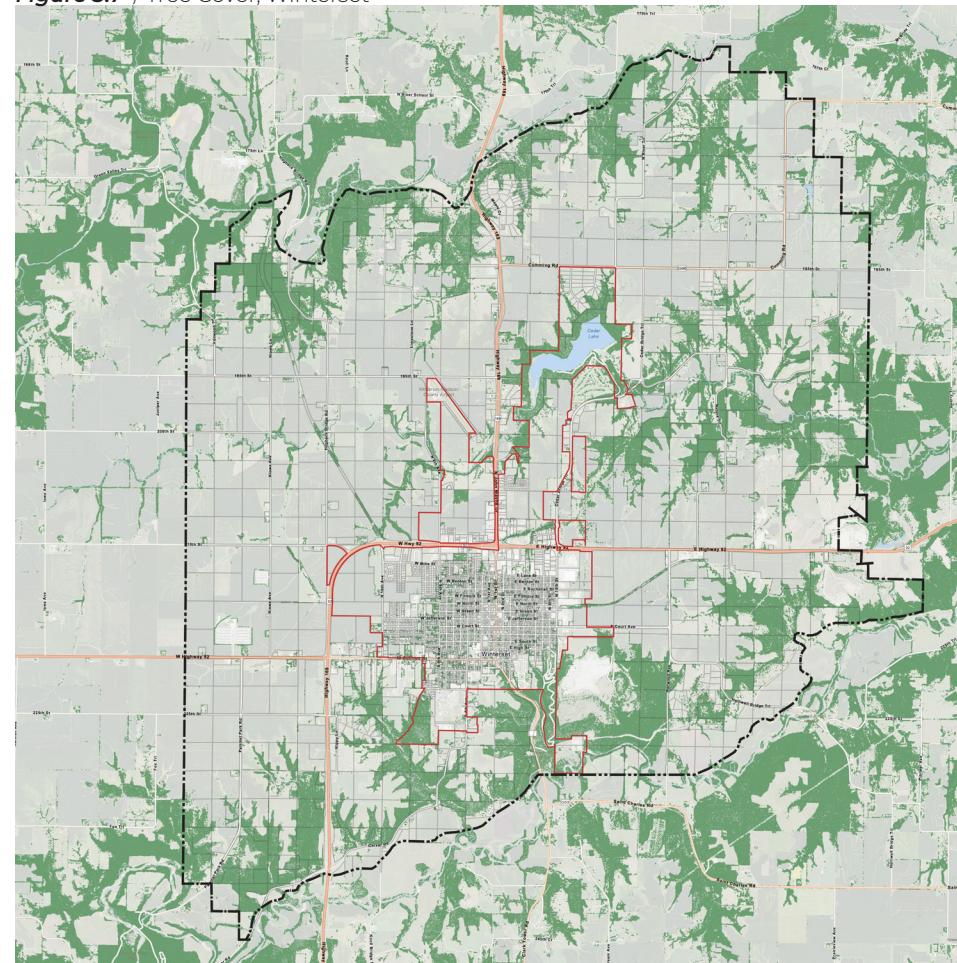
The same dichotomy of extreme tree cover exists within the developed portion of the city as well. The residential neighborhoods that surround the downtown square, have significant tree cover with mature street trees common throughout the city. However, the commercial areas both in the downtown area and to the north along Highways 169/92, have far less tree canopy due to the abundance of pavement.

In downtown Winterset, trees within the courthouse square provide the only tree canopy within the urban core. The main roads through downtown, (W Court Avenue, W Jefferson Street, John Wayne Drive and N 1st Avenue) have virtually no street trees for the 1-block periphery around the square.

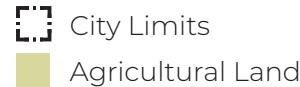
An i-Tree canopy analysis estimates the percentage of tree cover in the community at around 25.5% with a margin of error of +/- 3.08%. This represents approximately 748 acres of tree cover with a margin of error of around 89 acres.

Ordinances to protect tree cover in the established residential and commercial areas and ordinances to add to the existing tree cover both in existing developments and future developments should be explored.

**Figure 5.7** / Tree Cover, Winterset



Source: Confluence, with inputs from Iowa Geo-spatial Data



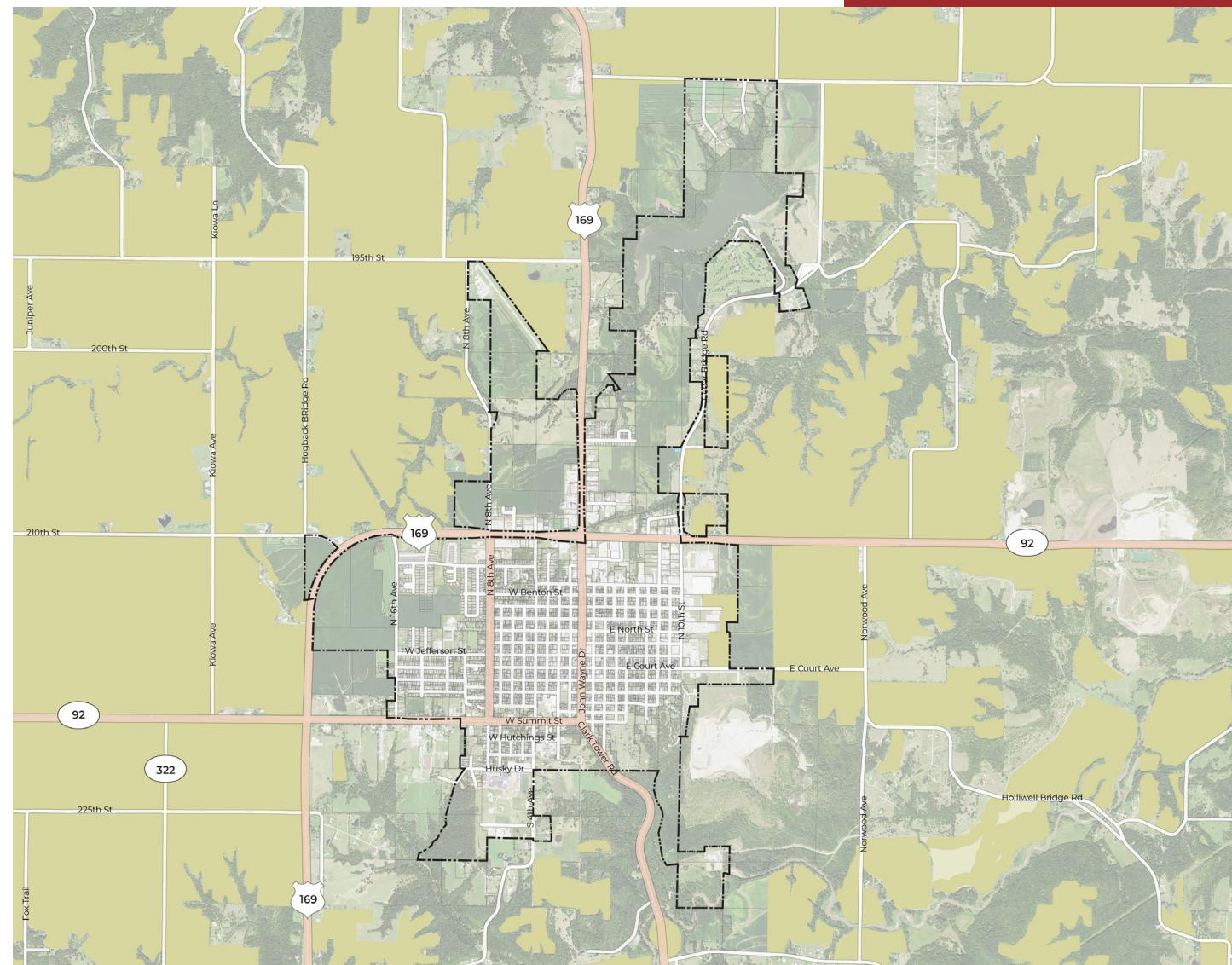
## NATURAL RESOURCES / KEY CONSIDERATIONS

## Agricultural Land

Agriculture represents a large portion of the economy and identity for Winterset. This is supported by the fact that agricultural land uses represent the highest percentage of land use within the city today (Figure 4.8 on page 83). This remains true in the Future Land Use Plan as well (Figure 4.7 on page 82), indicating the community's vision to retain agriculture, and the associated economy and lifestyle, as a fixture of the community.

In order to obtain this vision, agricultural preservation ordinances could be a useful tool to help retain this important land use in Winterset.

**Figure 5.8** / Agricultural land uses, Winterset



Source: Confluence, with inputs from City of Winterset, Madison County, FEMA, State of Iowa, USGS

# NATURAL RESOURCES

## Goals, Policies, & Action Items

A series of goals, policies, and action items have been created for Chapter 5 - Natural Resources.

### Goal

Goals are objectives or aims which may be broad or specific.

### Policies

Policies represent on-going principles by which the City should adhere when approving new development or planning future investments.

### Action Items

Action items are specific steps and activities the City should take.

These goals, policies, and action items were created to further promote the guiding principles of the Winterset Comprehensive Plan.

In Chapter 10 - Implementation, a series of matrices will be provided that include each chapter's goals, policies, and action items. In this later chapter, the guiding principle(s) being supported by each policy or action item will be highlighted. Additional items such as priority or potential partners will also be added.



### Welcoming Community



### Mobility + Connectivity



### Economic Growth + Development



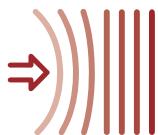
### Parks & Recreation



### Quality of Life



### Neighborhood Development



### Resiliency

# NATURAL RESOURCES

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## Goal 1

### Preserve sensitive environmental features as Winterset grows

#### Policy 1A

Discourage development or impermeable surfaces within the floodplain or designated stream buffer areas

#### Policy 1B

Preserve wetlands within the planning area and utilize high-quality wetlands as amenity features whenever possible

#### Policy 1C

Expand the urban tree canopy within Winterset as well as promote conservation of existing quality tree stands and plantings in established areas of the city

#### Policy 1D

Discourage intense development surrounding key environmental areas within the planning boundary

#### Policy 1E

Discourage the unnecessary conversion of agricultural land to the built environment in those areas listed as Agriculture + Open Space on the Future Land Use Plan

#### Policy 1F

Preserve sensitive natural features within the Winterset planning boundary such as floodplain, stream corridors, areas with significant tree cover, and areas with steeper slopes

## NATURAL RESOURCES

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### Goal 1

#### Preserve sensitive environmental features as Winterset grows

##### Action 1A

Consider adopting a slope preservation ordinance to protect steep slopes within Winterset's planning boundary

##### Action 1B

Update the city zoning code to require more landscaping including overstory trees

##### Action 1C

Adopt a stream, wetland and floodplain buffer ordinance to protect sensitive ecological environs in Winterset

##### Action 1D

Add low-impact trails to city-owned stream buffers to provide the dual benefits of environmental protection and recreation opportunities



## CHAPTER SIX

# PARKS + RECREATION



# PARKS + RECREATION

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## Parks + Recreation Chapter Overview

Chapter 6 - Parks + Recreation provides a condensed look into the Winterset Parks Master Plan. The Winterset Parks Master Plan was completed during the Comprehensive Plan on a parallel track, providing thorough analysis of existing facilities and level of service, future demand, and recommendations. For greater detail and information, please refer to the Winterset Parks Master Plan.



Review of parks, trails and recreation today



Summary of public input received on parks + recreation



Level of service analysis for parks



Future park needs + trends

## PARKS, TRAILS + RECREATION TODAY

For the purpose of this Plan, the parks in Winterset have been categorized on their function and size. These classifications include neighborhood parks, community parks, special use parks, and county-owned parks. Winterset is the county seat for Madison County and as a result, their parks systems are closely intertwined. This overlap and connection is further discussed within this chapter and overall Plan.

### **Winterset Neighborhood Parks**

Neighborhood parks generally range in size from 2 acres up to 15 acres though some will be larger or smaller depending on the community and neighborhood in which they reside. The neighborhood-serving parks act as social and recreational areas for nearby residents and are one of the basic units of a park system. Many include a playground.

### **Winterset Community Parks**

Community Parks are designed to serve the entire community. The service to the community can come from their size, their function, or a combination of both features. They range in size from 16 to 100 acres with a service area of around 1 mile depending on the park amenities. Community parks will often have on-site parking options.

### **Winterset Special Use Parks**

Special Use Parks are areas in which a specialized or single-purpose activity takes place. The areas may be golf courses, amphitheaters, sports fields, or historical areas. Since the designation is based on use and not size, there is no set acreage minimum or maximums as these numbers will vary considerably.

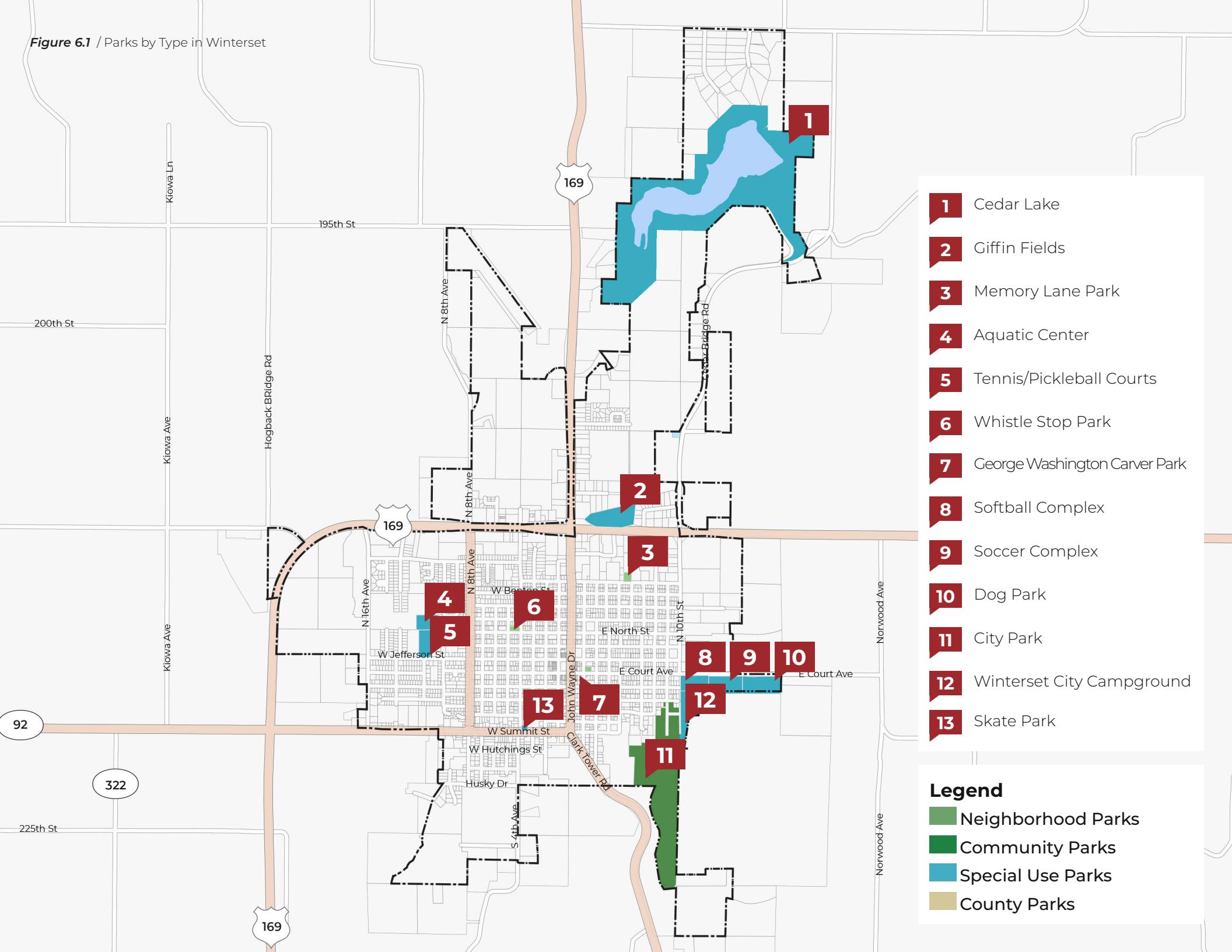
### **County Parks**

County Parks are those owned and operated by Madison County. Their size and service range from park-to-park; however, they contribute to the overall parks service for Winterset residents and are discussed throughout this plan due to this.

Figure 6.1 on the following page identifies these varying park classifications and their locations in Winterset.



Figure 6.1 / Parks by Type in Winterset





## PARKS, TRAILS + RECREATION TODAY

### Existing Shared-Use Paths

#### *Shared-Use Paths*

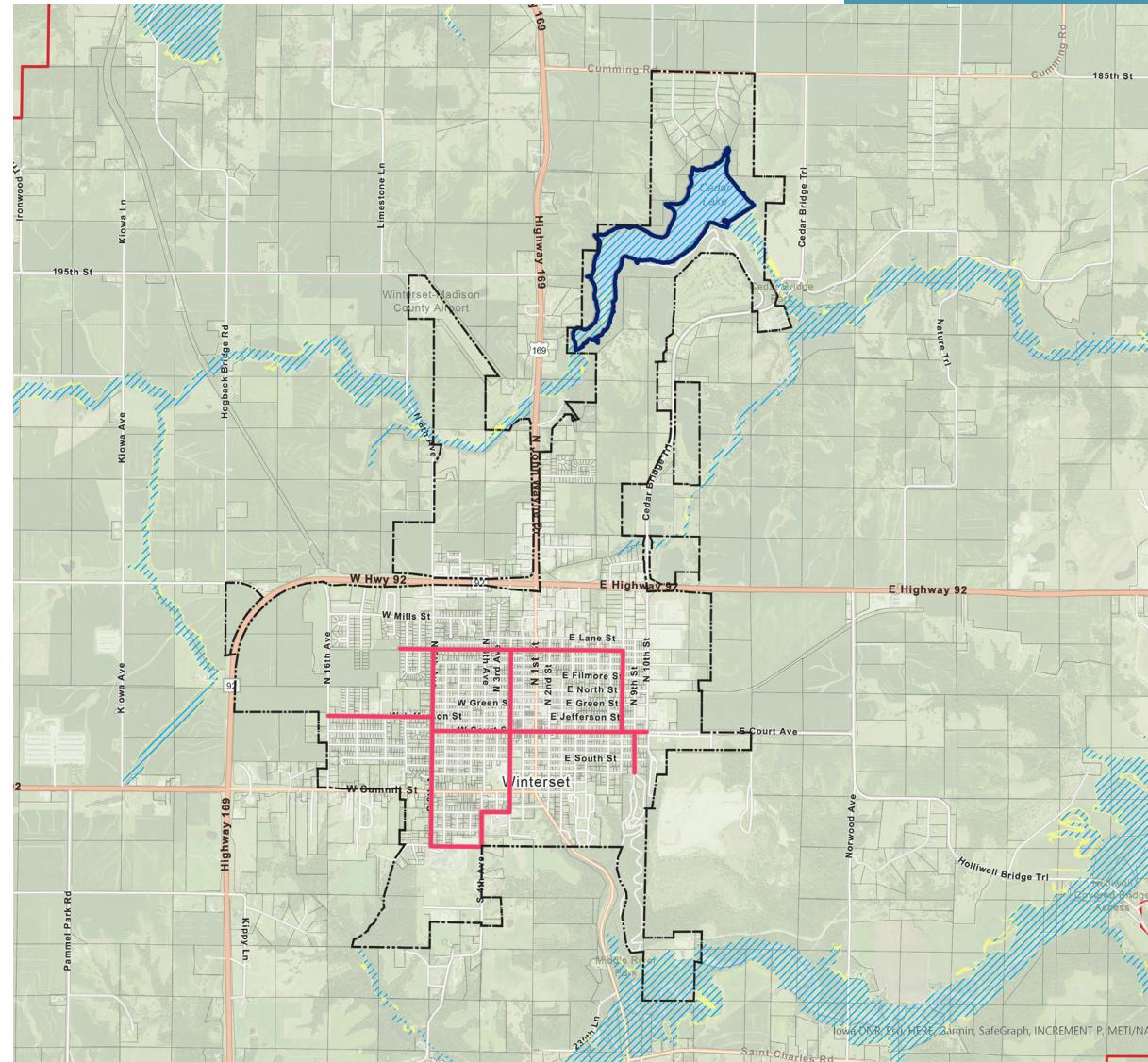
Winterset also has a small, shared-use path network in the core of the community. The pathways connect cyclists and pedestrians to major roadways. The overall shared-use path network is fairly limited, but sets a strong foundation to build a more expansive network.

### Existing Trails

#### *Cedar Lake Nature Trail*

Winterset has made great strides in expanding its trail network. Within the last two years, the City has coordinated with local and County departments to establish a trail around Cedar Lake. Cedar Lake Nature Trail is a 3.2-mile hiking trail that runs the perimeter of the lake. The project began with the relocation of the historic 1911 Jurgenson Bridge across the spillway. From there, the trail was established and is open to the public as weather permits.

**Figure 6.2** / Existing Shared-Use Paths and Trails in Winterset



# PARKS, TRAILS + RECREATION TODAY

## Recreation Program Assessment

Winterset has a wide variety of programs and activities available to residents. The programs, especially in recent years, continue to grow and evolve to better serve the overall community and their desires. For a community of Winterset's size, the recreation programs are very well-utilized. Table 6.1 details each program, age groups served, number of participants, and the season the program is offered.

The higher attended programs for youth groups include:

- ▶ Co-Ed T-Ball
- ▶ Lil Husky Basketball
- ▶ Youth Flag Football

The higher attended programs for adults include:

- ▶ Co-Ed Softball
- ▶ Co-Ed Volleyball
- ▶ Adults Bags League

The higher attended events include:

- ▶ Movies in the Park
- ▶ Father/Daughter Dance
- ▶ Mother/Son Nerf War

**Table 6.1** / Recreation Programs + Events in Winterset

Recreation Program	Age Groups	# of Participants*	Season
<b>Sports Programs</b>			
Lil Husky Basketball	Pre-K / Kindergarten	244	Winter
Youth Flag Football	1st-6th Grade	125	Fall
Youth Volleyball League	3rd-6th Grade	82	Fall
Baseball Clinic	3rd-8th Grade	86	Spring / Summer
Youth Tennis Lessons	Beginner-Intermediate	17	Summer
Co-Ed T-Ball	Pre-K-1st Grade	313	Summer
Co-Ed Adult Softball	Adults	85	Summer
Adult Bags League	Adults	48	Summer / Fall
Women's Volleyball	Adults	8	Fall
Co-Ed Volleyball***	Adults	60	Fall
Indoor Pickleball League**	Adults	24	Winter
Outdoor Pickleball League***	Adults	0	Summer
<b>Special Recreation Events</b>			
Movies in the Park	All	125	Summer
Community Bike Ride	All	12	Summer
Playground in the Park	Youth	23	Summer
Cardboard Boat Races	Youth	8	Summer
Full Moon Hike and S'mores	All	60	Fall
Howl-O-Ween	All	10	Fall
Junior Police + Fire Academy	Youth	12	-
Mother/Son Nerf War***	All	68	Winter
Father / Daughter Dance***	All	110	Winter

\*Total Number of Participants for 2021 and 2022

\*\*Program only offered in 2021

\*\*\*Program only offered in 2022

# PUBLIC INPUT SUMMARY

## Community Interest + Opinion Survey

In 2021, before the Comprehensive or Parks Master Planning process began, the City of Winterset hired ETC Institute to administer a community-wide survey to get a pulse on residents' desired amenities, programs, and priorities for parks and recreation. This survey was intended to analyze resident opinions on facilities, events, programs, and improvements.

### Methodology

The survey packet was mailed to each household in Winterset. The packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. The goal at the onset of the survey process was to gather 300 completed surveys. In the end, a total of 350 completed surveys were collected. Residents who received the packet were given the options to either return the survey by mail or complete it online at [WintersetParksSurvey.org](http://WintersetParksSurvey.org).

Ten days after the surveys were mailed, ETC Institute sent emails and text messages to recipients to encourage participation. The email/text included a link to the online version of the survey. To ensure that survey responses could be filtered to only include Winterset residents, the survey required participants to share their home address prior to submitting. These addresses were then matched to the mailing list provided by the City. If an address did not match any on the list, it was not counted.

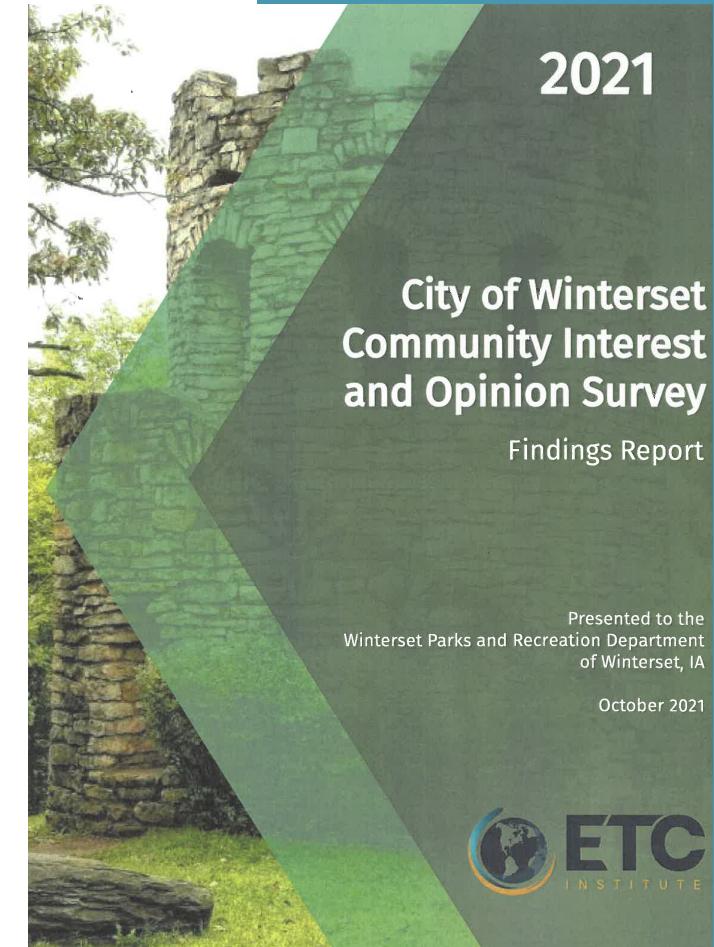
### Results

The survey results have a precision of +/- 5% at the 95% level of confidence. This means that if the same survey was administered 100 times, 95 out of those 100 times we would get the same results within our margin of error.

The full report is broken down into 7 sections:

- ▶ Executive Summary
- ▶ Charts and Graphs: Overall Results
- ▶ Importance-Satisfaction Analysis
- ▶ Priority Investment Rating Analysis
- ▶ Benchmark Analysis
- ▶ Tabular Data
- ▶ Survey Instrument

The following pages summarize the major survey results for facilities, programs, and improvements for parks and recreation in Winterset.



# PUBLIC INPUT SUMMARY

## Facilities

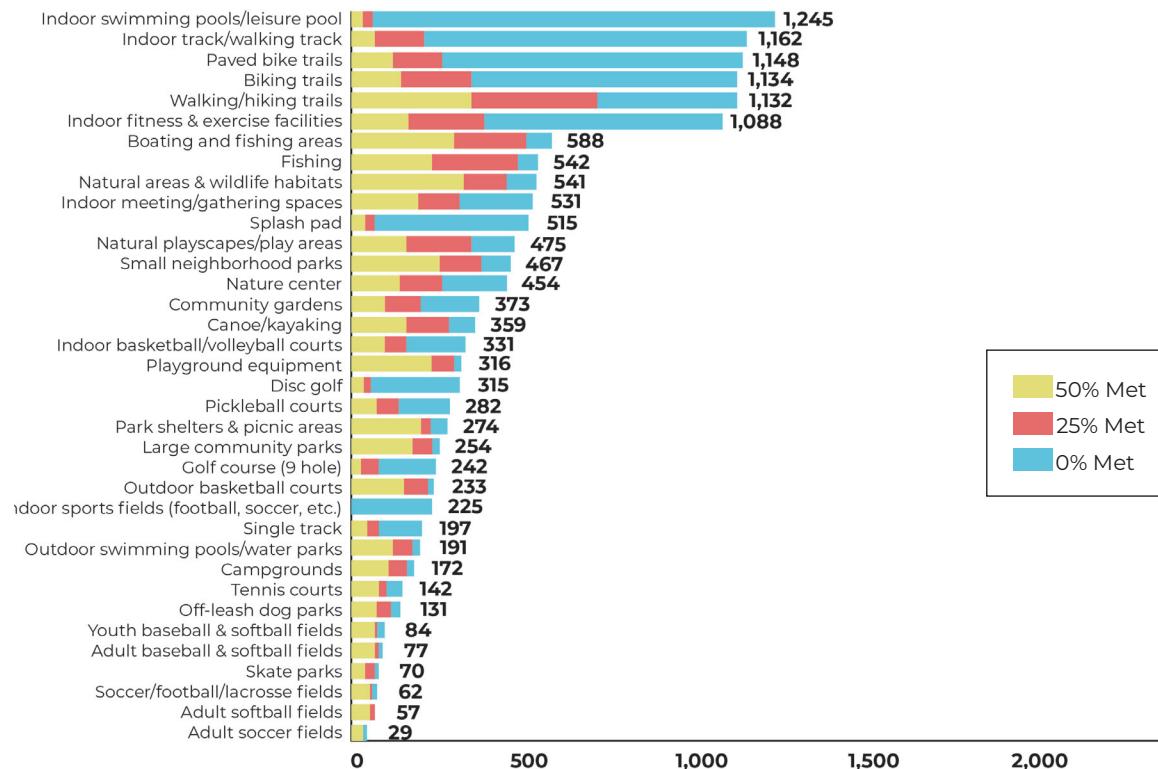
The survey asked a variety of questions regarding facilities in Winterset. Respondents were asked to identify if their household had a need for 36 recreation facilities and amenities and rate how well their needs for each were being met. From these responses, ETC Institute was able to tabulate the number of households in the community that had the greatest "unmet" need for various facilities.

The six highest recreation facilities with the highest percentage of households that indicated a need for the facility were:

- ▶ Indoor swimming pools/leisure pool (55.2%)
- ▶ Indoor running/walking track (51.5%)
- ▶ Paved bike trails (50.8%)
- ▶ Biking trails (50.2%)
- ▶ Walking/hiking trails (50.2%)
- ▶ Indoor fitness and exercise facilities (48.2%)

The estimated number of households with unmet needs for all 36 recreation facilities are presented in Figure 6.3. The top six responses to the follow-up question, asking participants to rank amenities that are most important to them, are presented in Figure 6.4.

**Figure 6.3** / Estimated Number of Households Whose Needs for Amenities Are Being **Met 50% or Less**  
based on number of households in Winterset, Iowa = 2,258



**FIGURE 6.4** Amenities That Are Most Important to Households



Indoor swimming pool/leisure pool  
(33.7%)



Walking/hiking trails  
(31.1%)



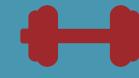
Paved bike trails  
(29.0%)



Indoor running/walking track  
(25.4%)



Biking trails  
(23.2%)



Indoor fitness + exercise facilities  
(20.2%)

# PUBLIC INPUT SUMMARY

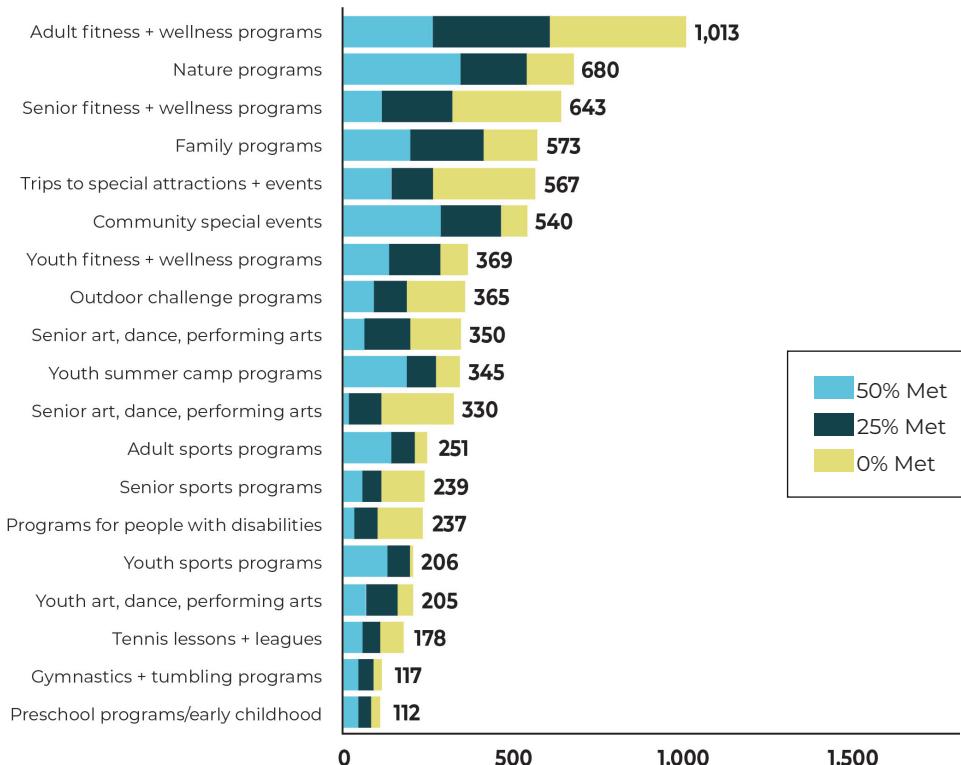
## Programs

Participants were also asked to identify if their household had a need for 19 recreational programs and rate how well their needs for each program were currently being met. Based on the responses, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

Figure 6.4 illustrates these results and identifies the top three unmet programs to be:

- ▶ Adult fitness and wellness programs (44.9%)
- ▶ Nature programs (30.1%)
- ▶ Senior fitness and wellness programs (28.5%)

**Figure 6.4 /** Estimated Number of Households Whose Needs for Programs Are Being **Met 50% or Less**  
based on number of households in Winterset, Iowa = 2,258



**FIGURE 6.6** Programs That Are Most Important to Households



Adult fitness +  
wellness programs  
(36.6%)



Senior fitness +  
wellness programs  
(25.5%)



Nature programs  
(21.7%)



Community special  
events  
(21.2%)



Family programs  
(18.9%)



Youth fitness +  
wellness programs  
(18.6%)

Most Important

# PUBLIC INPUT SUMMARY

## Additional Findings

The survey deployed by the ETC Institute identifies three main desires for the future of parks and recreation in Winterset. These include:

- ▶ An indoor facility with walking/running track, multi-sport courts/fields, and pool
- ▶ Paved and natural biking/walking trails
- ▶ Adult and senior fitness and wellness programs

There are many other opportunities to build upon from the survey findings, the three points above are simply the most frequently mentioned items throughout the entire survey.

## Park Usage

91.7% of residents utilize parks and facilities in Winterset today. Generally, residents are overwhelmingly pleased with the condition and quality of existing parks in Winterset, with 93.1% of residents giving an "excellent" or "good" rating.

The survey identified a disparity in available park space for residents in the southwest and northwest portions of town. Residents in these areas have a significantly higher percentage of residents who do not live within walking distance of a park. This is further supported by data identifying park usage is much lower for residents in this area-with residents tending to pay visits on a monthly, rather than weekly or daily, basis.

The most frequently visited parks by residents include City Park, Cedar Lake, the Aquatic Center, and Whistle Stop Park. This is likely due to the active and passive activities available for visitors to explore at the leisure.

## Resident Preferences for Future Facilities

The desired improvements identified in the survey will require long-term investment and prioritization. ETC conducted a Priority Investment Rating (PIR) Analysis to guide the City on areas that should be high priority for improvements. The results by amenity and program investments are below.

### ▶ High Priority Amenity Investments:

- ▶ Indoor swimming pool/leisure pool
- ▶ Walking/hiking trails
- ▶ Paved bike trails
- ▶ Indoor Running/walking track
- ▶ Biking trails
- ▶ Indoor fitness and exercise facilities

### ▶ High Priority Program Investments:

- ▶ Adult fitness and wellness programs
- ▶ Senior fitness and wellness programs
- ▶ Nature programs
- ▶ Community special events
- ▶ Family programs

## Outreach

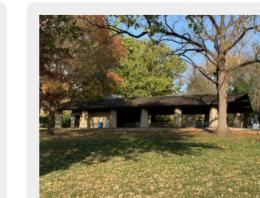
The survey also asked how residents currently learn about programs and activities offered today. Majority of residents, approximately 55%, said they learn about programs and activities through their friends and neighbors. The other top four ways people learned about programs and activities include Facebook, newspaper articles or advertisements, and activity guide program catalog.

When asked how they would like to learn about programs and activities being offered in the future, residents most preferred Facebook, an activity guide catalog, newspaper articles or advertisements, and via the Winterset website.



The Winterset Parks & Recreation Department manages 176 acres of parkland that consists of an aquatic center, tennis/pickleball courts, Martin Marietta soccer complex, full-service campground, five baseball/softball fields, dog park, historic structures, and several playgrounds and shelters while offering over 50 activities for all ages.

[Parks & Rec](#) [Parks & Rec](#) [Parks & Rec](#)



Book a Shelter

[Learn More Here](#)

Reserve Your Camping Space

[Learn More Here](#)

Register for Activities

Register for Swim Lessons

**Winterset Parks and Recreation**  
August 5 at 4:35 PM ·

You have a couple more days to register for Youth Flag Football with the deadline coming up on Sunday! Youth Volleyball's registration deadline is also quickly approaching, so hurry up and get signed up!

Follow the links to get registered!

Flag Football 1st/2nd Grade: <https://tinyurl.com/3tb839pj>  
Flag Football 3rd/4th Grade: <https://tinyurl.com/4bc56rk9>  
... See more

Two overlapping promotional banners for youth sports leagues. The top banner is for "YOUTH FLAG FOOTBALL LEAGUE" with a football icon, showing divisions for 1st & 2nd Grade, 3rd & 4th Grade, and 5th & 6th Grade. It mentions \$30 per participant and a deadline of Sunday, August 7th. The bottom banner is for "YOUTH VOLLEYBALL LEAGUE" with a volleyball icon, showing divisions for 3rd & 4th Grade, 5th & 6th Grade, and 7th & 8th Grade. It also mentions \$30 per participant and a deadline of Aug 21st. Both banners mention volunteer coaches needed and that practice times will be determined by a volunteer coach.

# PUBLIC INPUT SUMMARY

## Public Engagement Summary

The parks related public input is provided in greater detail in the Parks Master Plan. This section will briefly cover the parks and recreation related feedback received during the comprehensive planning process. Figure 6.7 highlights the image voting board for parks and recreation from the public workshop and the key themes identified for parks from the Parks Master Plan stakeholder interviews.



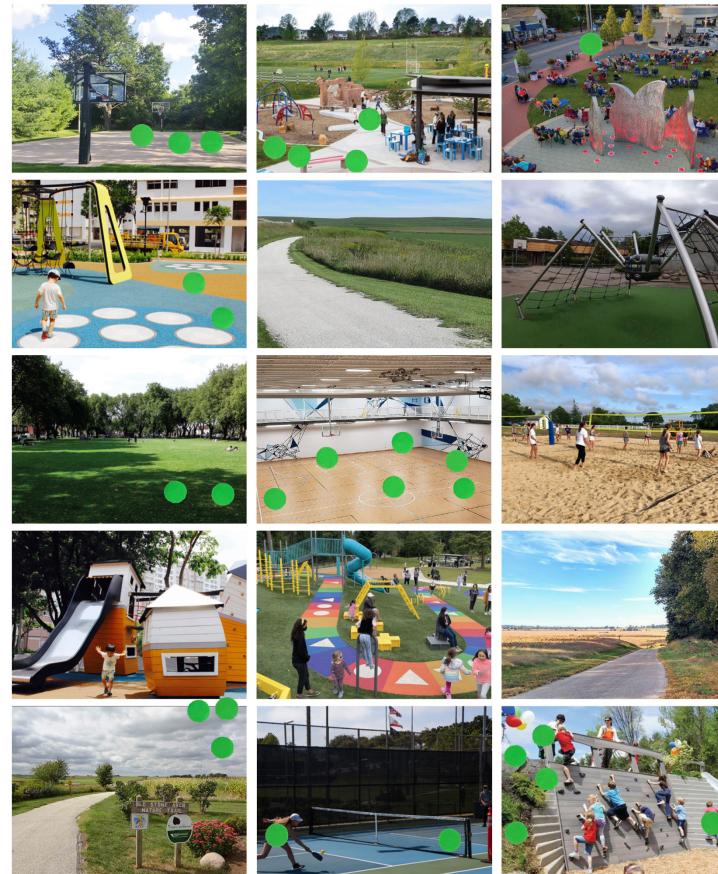
**Figure 6.6 / Stakeholder Key Themes and Image Voting Board**

### Engagement Visual Preference Exercise

#### DEFINING WINTERSET

Please place a **GREEN** dot on the amenity or feature Winterset should prioritize and a **RED** dot on the amenity or feature that is a lower priority.

##### PARKS & RECREATION



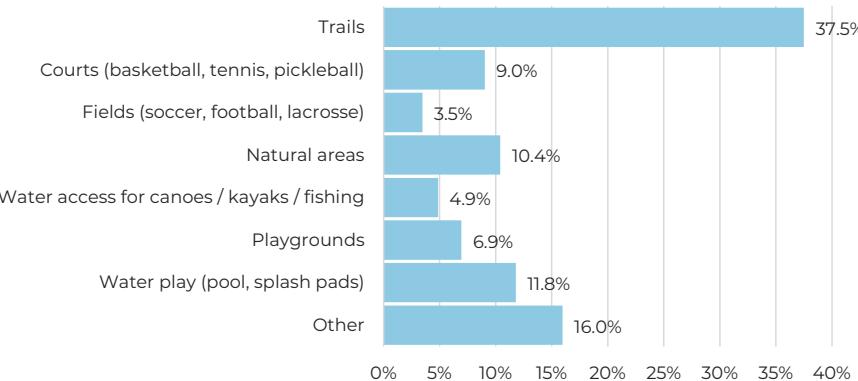
CONFLUENCE

# PUBLIC INPUT SUMMARY

## Interactive Engagement Website

The results of the interactive engagement website expressed a great desire for additional parks and recreation amenities throughout the community. The graph to the right is one of many greatly defining the need for more trails. Below, the images present the most and least preferred parks and recreation amenities for the future of Winterset. Supporting the need identified in the CIOS, majority of participants voted for the indoor recreation center, trails and large park space.

## 8. Winterset needs more of the following recreational amenities.



## Most Preferred Parks & Recreation Images



## Least Preferred Parks & Recreation Images



# LEVEL OF SERVICE ANALYSIS

## Level of Service Analysis

There are several ways to analyze how well a parks system serves the needs of a community. Park level of service analysis should rely on a combination of public input and technical analysis. Public input revealed that people are generally happy with the parks system today but recognize there are opportunities for improvement in the type of amenities featured within the park system.

Three common ways to provide technical analysis of park level of service include:

- ▶ Park Acres / 1,000 Residents
- ▶ Service Area / Buffer Map
- ▶ Walk-Time Analysis

## Technical Level of Service Analysis

The Parks Master Plan uses the following technical analyses to evaluate the Winterset parks + recreation system:



Total Park Acres Per 1,000 Residents



Service Area / Buffer Map by Park Type



Walk-Time Analysis



## LEVEL OF SERVICE ANALYSIS

### Parkland Level of Service

In total, Winterset has approximately 317 acres of parkland throughout the community. A common way to analyze park level of service is by calculating how many acres of parkland exist per 1,000 residents. This is commonly called the level of service (LOS). Table 6.2 shows total park acres and LOS by park type.

The 2020 population estimate for Winterset is 5,353 residents. This places Winterset's overall current LOS for parks at 59.3 acres /1,000 residents. National standards, determined based on reporting from across the country, recommend at least 10.5 acres of park per 1,000 residents. Based on these numbers, Winterset's LOS far exceeds national standards; however, it should be noted that park improvements, per the park inventory assessment, are in need.

This high level of service for parks also provides structure and benchmarks to uphold for parks and recreation services in Winterset, lending spaces to be active, exercise, and explore the natural landscape of Winterset and Madison County.

**Table 6.2** / Parks Level of Service Analysis

Park Name (Existing)	Acres	Category	Level of Service by Type	Acres	Level of Service
Memory Lane Park	1.2	Neighborhood	Existing Population (2020)	5,353	-
Whistle Stop Park	0.8	Neighborhood	Existing Level of Service (LOS)	59.3	-
City Park	77.4	Community	Neighborhood Park	2.0	0.37
Aquatic Center + Tennis/Pickleball Courts	10.2	Community	Community Park	87.6	16.4
Carver Memorial Park	0.03	Special Use	Special Use Park	227.8	42.5
Cedar Lake (excluding waterbody)	183.0	Special Use	Total (Existing)	317.4	59.3
Dog Park	4.5	Special Use			
Giffin Fields	13.1	Special Use			
Skate Park	0.6	Special Use			
Martin Marietta Soccer Complex	9.4	Special Use			
Softball Complex	6.9	Special Use			
Winterset City Campground	10.3	Special Use			
<b>TOTAL</b>	<b>317.4</b>	-			

Level of Service (LOS) Recommendations	Recommended LOS*	Existing LOS*
Neighborhood Park	1.25 to 2.0	0.37
Community Park	5.5 to 8.0	16.4
Special Use Park	-	42.5
<b>TOTAL</b>	<b>10.5</b>	<b>59.3</b>

\* LOS - Level of Services is an attempt at standardizing how well a community is served by parks on a total acre per a certain amount of population. National standards are identified by the National Recreation and Parks Association (NRPA) as well as Planner's Estimating Guides

\* Special Use Parks do not have a standard LOS because the function and size will vary widely based on specific special uses present.

# LEVEL OF SERVICE ANALYSIS

## Existing Park Service Area Analysis

Another way to assess how well-served a community is by parks is to look at service areas, which roughly depict how far of geographic range a park will serve.

### Neighborhood Parks

Neighborhood parks will serve an area of between 1/4 and 1/2 mile, providing the immediately surrounding residents with park amenities. These are illustrated in Figure 6.7 is dark blue. These parks include Memory Lane and Whistle Stop Parks.

### Special Use Parks

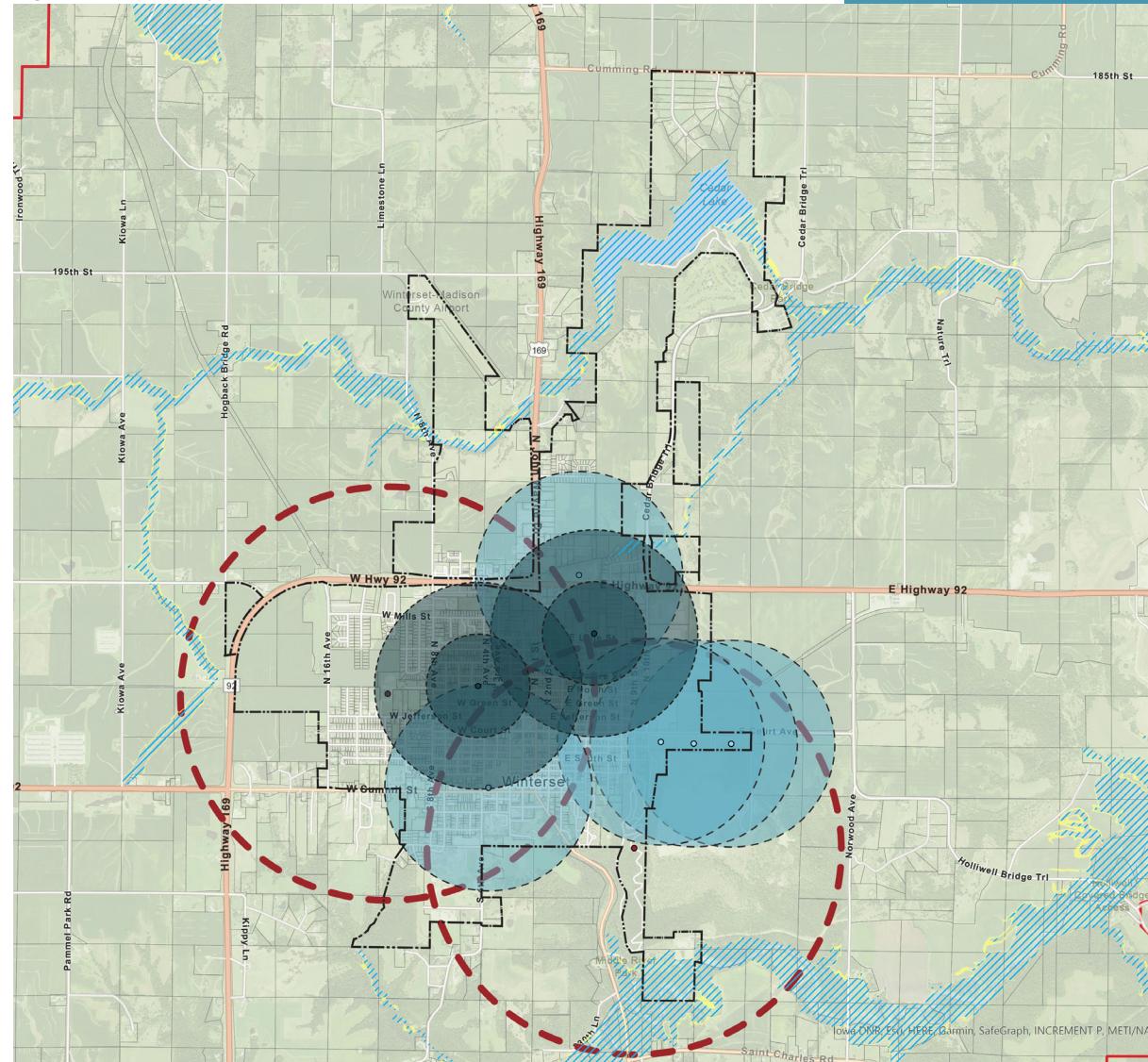
Special use parks are more varied because of the wider range of unique services they provide. For this analysis, they are set at a range of 1/2 mile and include all sports fields in Winterset. In Figure 6.7, these special use parks can be identified by the lighter blue circles.

### Community Parks

Community parks will serve a larger area of typically 1 mile. City Park and the Aquatic Center + Tennis/Pickleball Courts are the two community-level parks in Winterset and illustrated in Figure 6.7 with the red dashed circle.

- City Limits
- 100-Year Floodplain
- 500-Year Floodplain
- Neighborhood Park 1/4-mile and 1/2-mile Buffer
- Special Use Park 1/2-mile Buffer
- Community Park 1-mile Buffer

**Figure 6.7 / Existing Park Service Areas**



- City Limits
- Sidewalks
- Sidewalk Gap
- 10-Minute Walk-Time
- Winterset Playlots

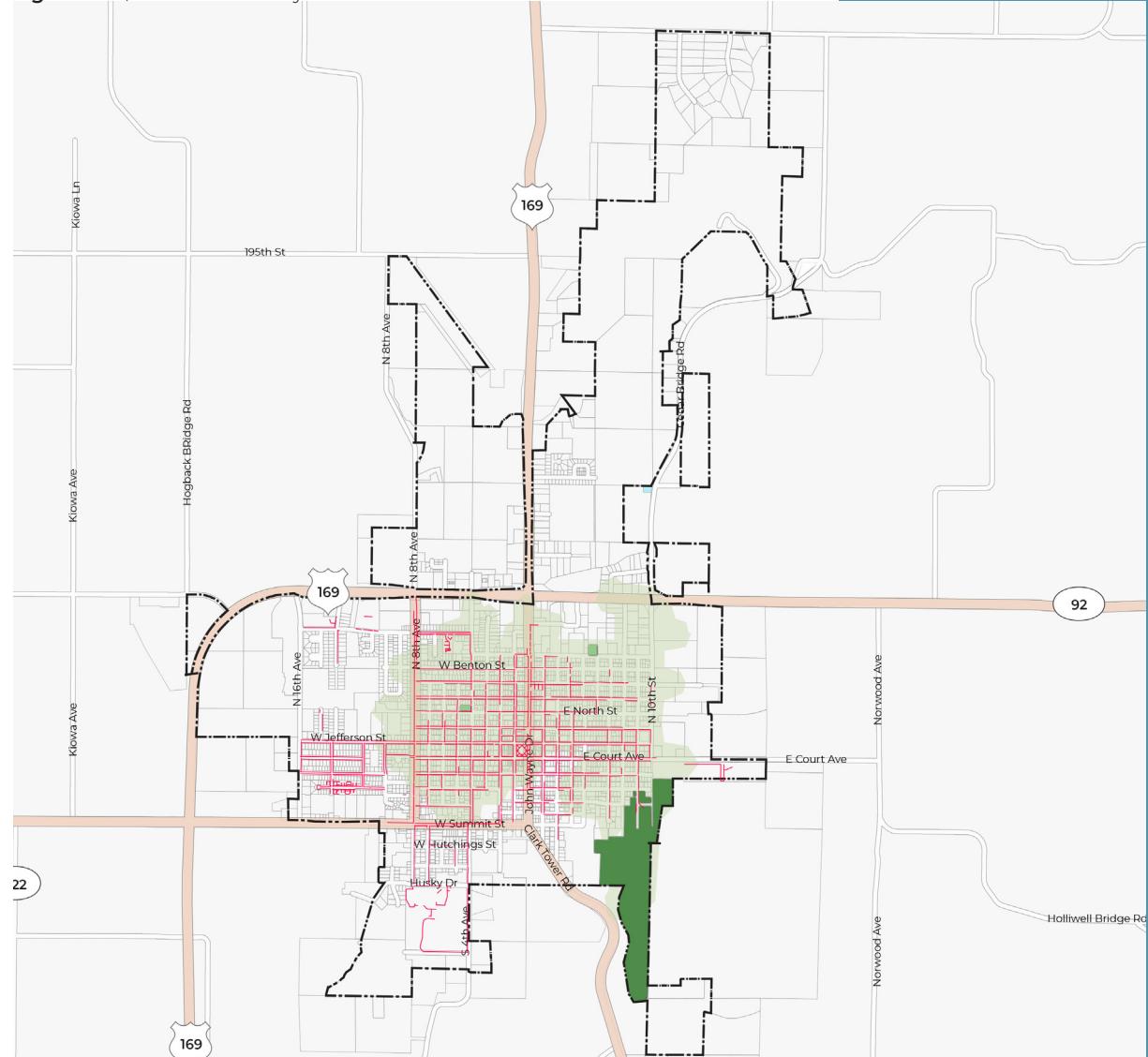
## LEVEL OF SERVICE ANALYSIS

### Walk-Time Analysis

Ideally, all residents would live within a reasonable walk time of a park, which is typically defined as between 5 and 15 minutes. The ability to walk or bike to a park can greatly impact quality of life for residents and is a significant consideration in assessing the quality of a park system.

Figure 6.8 shows the walk-time analysis for parks with playlots in Winterset. This analysis only accounts for playlots after discussion with residents and staff on what a park needs to have to be counted as such. In this case, it was necessary that parks had playgrounds or playlots as key amenities, resulting in Memory Lane, Whistle Stop, and City Park to be eligible for the walk-time analysis. The light green shows the 10-minute walk time in Winterset. While the core of Winterset is well-served by parks, there are several other key residential areas throughout the community that are under-served. One way to address this would be to expand the availability of neighborhood-serving parks with playgrounds in Winterset as the community grows.

**Figure 6.8** / Walk-Time Analysis



# FUTURE PARK TRENDS

## Future Park Key Considerations

There are several nationally recognized parks and recreation trends that Winterset should consider when comprehensive planning for a parks + recreation system. The following big picture themes are discussed:

- ▶ Impact of COVID-19
- ▶ Operations and Budget Issues
- ▶ Health + Human Services
- ▶ Technology Integration
- ▶ Changing Weather Patterns
- ▶ Inclusivity

Some of these trends are more likely than others to impact Winterset, however, all should be kept in mind during park planning for the future.



### Impact of COVID-19

A positive outcome from the COVID-19 pandemic was a resurgence of interest in parks and outdoor space in general. There are many experts that expect this trend to continue in the coming decades, which makes the need for a well rounded and high-quality park system critical to the success of a community.

### Budget Issues

One of the many negative impacts of the COVID-19 pandemic, was the lingering budget issues that are trickling into many parks and recreation departments. Less economic activity meant less tax collected to help fund park and recreation facilities and programs. This could make competition for park funding and grants even more competitive.

### Health and Social Services

The COVID-19 pandemic also brought on a change in the role park and recreation departments are playing across the country. The National Recreation and Park Association (NRPA) Parks Snapshots surveys show that around 60% of park departments helped with food distribution, COVID-19 testing, and other services. As the role and expectations of park and recreation systems evolve, Winterset should consider how its programming may face pressure to change or adapt their roles in the community.

## FUTURE PARK TRENDS



### Technology Integration

For decades, technology has become more intertwined with everyday life including parks and recreation departments. Online scheduling has made facility rentals and youth sport programs more efficient. Other technology integrations in parks that are emerging include the integration of technology into playground equipment. Companies such as Yalp Interactive specialize in playground that have a strong technology component. This may become requested in Winterset parks as these amenities become more widespread.

### Changing Weather Patterns

Climate change has altered many of our weather patterns across the globe making events such as flooding or droughts more frequent and unpredictable. Both extremes can have negative impacts on our parks and recreation facilities. By integrating functional landscapes such as green infrastructure to help manage stormwater and irrigation on-site with natural ecological functions, Winterset can have a more resilient and sustainable park system.

### Inclusivity

More and more, park systems are experiencing demand for park facilities that are inclusive to users of all ages and ability levels. ADA accessible playgrounds and amenities such as Miracle Fields are popping up across the country, state and metro area. Winterset has been proactive in these efforts by already fundraising and constructing a universal playground that is located at City Park. This unique amenity will only increase the number of people City Park can safely serve to play and explore.

# FUTURE PARK DEMAND ESTIMATES

## Future Park Demand Estimates

Table 6.4 shows the projected park acre demand estimates for Winterset based on 2030, 2040, and 2050 population growth scenarios. Park demand estimates were created using the existing Winterset level of service of 59.3 acres/1,000 residents.

### Neighborhood Parks

By 2050, Winterset is projected to have an estimated demand for an additional 10 to 27 acres for neighborhood parks.

### Community Parks

By 2050, Winterset will likely need between 0 to 28 acres in additional community parks. This number is lower than expected due to the size of City Park. However, this should not diminish the need for community parks, especially as residential development north of Highway 92 continues.

### Total Parks

By 2050, Winterset is expected to need between 0 and 62 acres in total park acres to meet park demand.

**Table 6.3** / Population Growth Scenarios

Population Scenario	2030	2040	2050
Low Growth Scenario	5,495	5,717	5,939
Average Growth Scenario	5,877	6,810	8,267
High Growth Scenario	6,801	9,620	14,450

**Table 6.4** / Park Demand Estimates 2020-2050

	Total			
Existing Total Park Level of Service	59.3 acres / 1,000			
Neighborhood Park Level of Service	2 acres / 1,000			
Community Park Level of Service	8 acres / 1,000			
Neighborhood Park	Existing Acres	Acre Demand 2030	Acre Demand 2040	Acre Demand 2050
Low Growth Scenario 2050	2.0 acres	11 acres	11 acres	12 acres
Average Growth Scenario 2050	2.0 acres	12 acres	14 acres	17 acres
High Growth Scenario 2050	2.0 acres	14 acres	19 acres	29 acres
Neighborhood Park Needed Acres by 2050	Between 10 and 27 acres			
Community Park	Existing Acres	Acre Demand 2030	Acre Demand 2040	Acre Demand 2050
Low Growth Scenario 2050	87.6 acres	44 acres	46 acres	48 acres
Average Growth Scenario 2050	87.6 acres	47 acres	54 acres	66 acres
High Growth Scenario 2050	87.6 acres	54 acres	77 acres	116 acres
Community Park Needed Acres by 2050	Between 0 to 28 acres			
Total Park Acres	Existing Acres	Acre Demand 2030	Acre Demand 2040	Acre Demand 2050
Low Growth Scenario 2050	317.4 acres	144 acres	150 acres	156 acres
Average Growth Scenario 2050	317.4 acres	154 acres	178 acres	217 acres
High Growth Scenario 2050	317.4 acres	178 acres	252 acres	379 acres
Total Park Needed Acres by 2050	Between 0 and 62 acres			

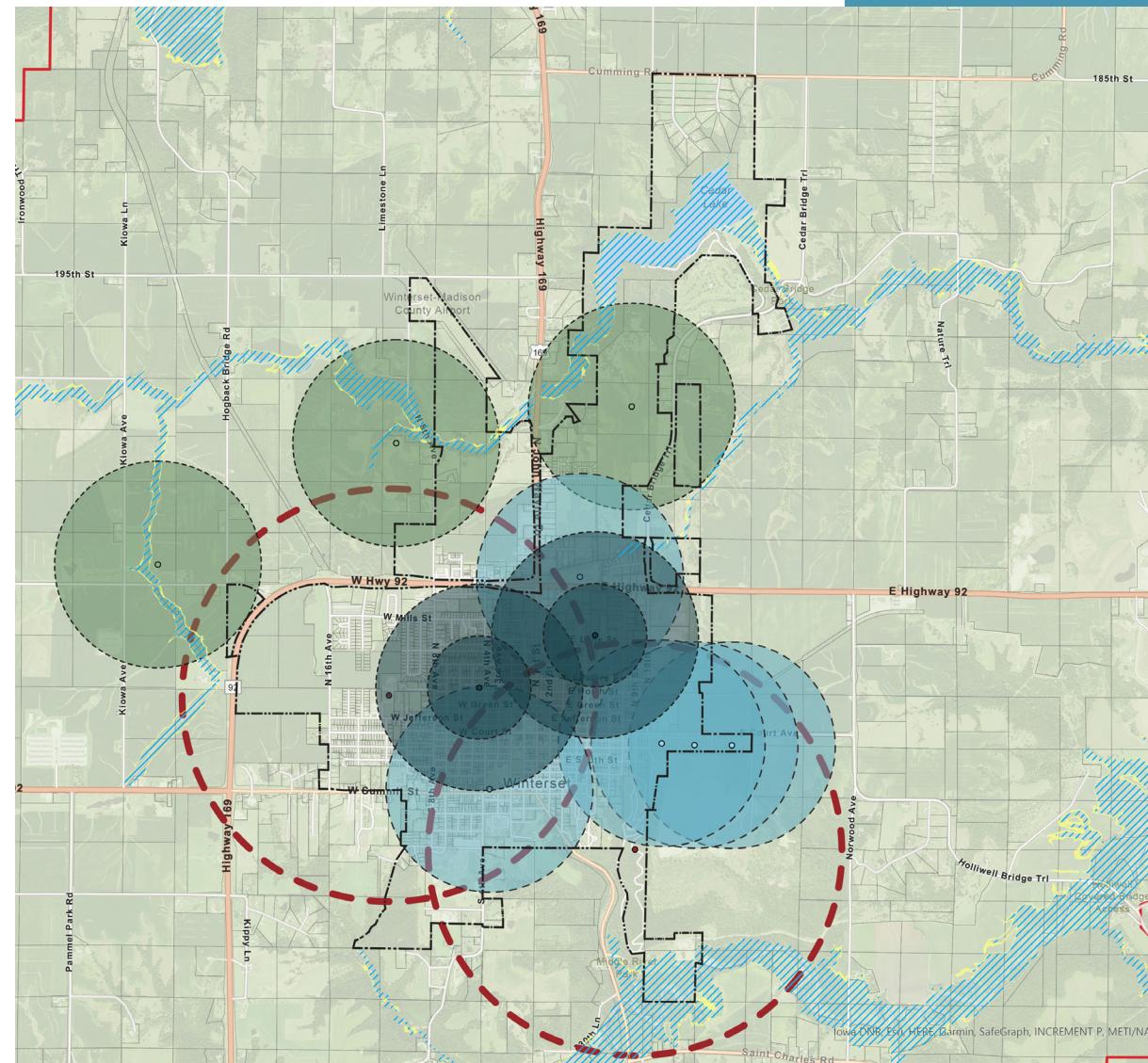


## FUTURE PARK SERVICES AREAS

### Future Park Service Areas

While the exact location of future parks are not generally identified in either a comprehensive or parks master plan, possible future service areas can be shown. Based on the future land use plan outlined in the comprehensive plan, Figure 6.10 assists in identifying potential sites where additional park space would be greatly beneficial. The future land use plan identifies a bulk of future residential development to occur on either side of Highway 169, indicating that there will be additional need for neighborhood park space. Due to this projected demand and identified need discussed on the previous page, these parks are envisioned to be neighborhood-level parks. The buffer for these parks extend for 1/2 mile in their potential service area.

**Figure 6.9 / Future Park Service Areas**





- Shared-Use Paths (red line)
- Proposed Shared-Use Paths (teal line)
- Cedar Lake Nature Trail (dark blue line)
- Proposed Trails (dark green line)
- Proposed Regional Trail Connection (dashed green line)

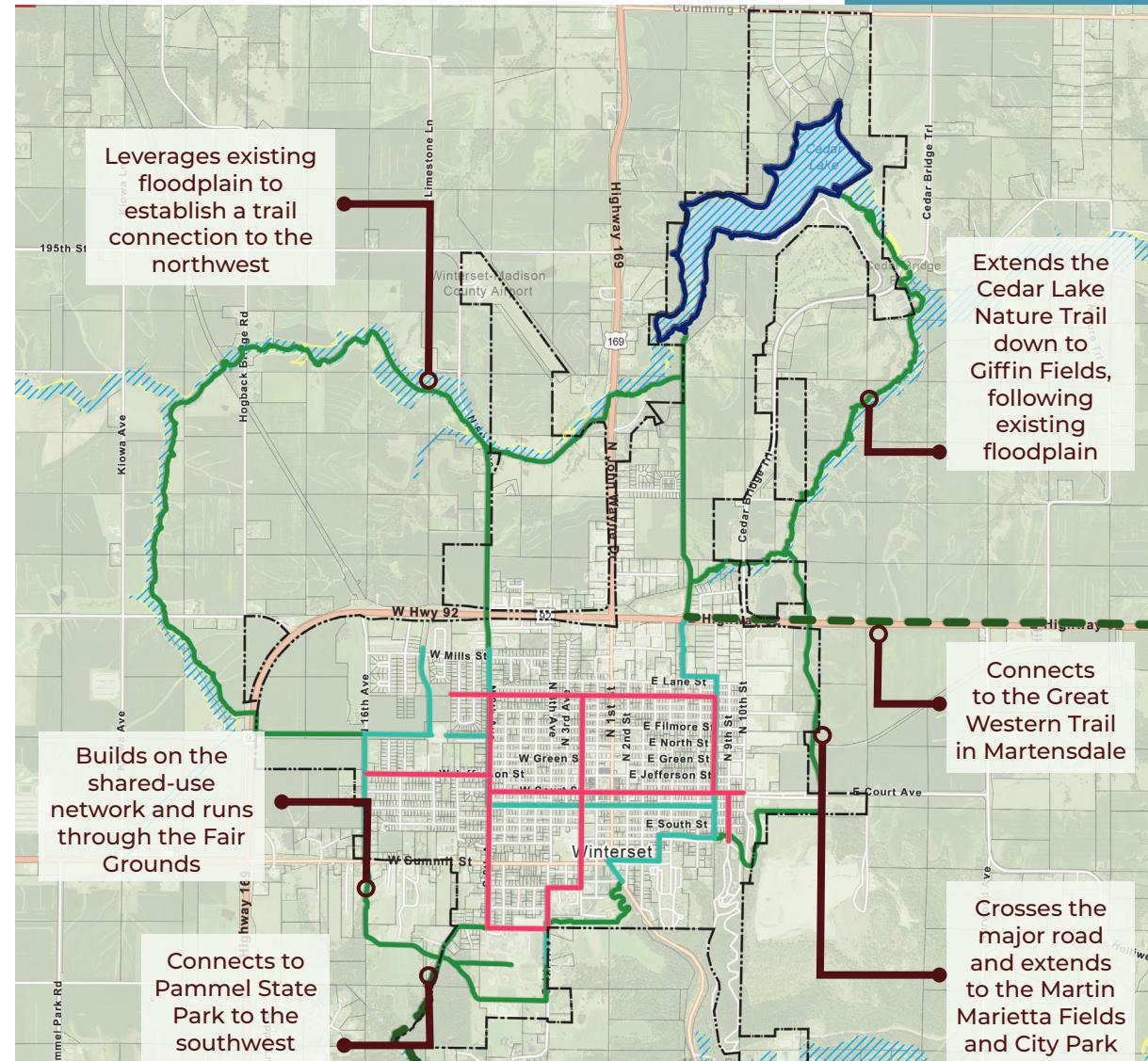
## PROPOSED TRAILS IN WINTERSET

### Proposed Trails

As mentioned in previous pages, the existing trail network in Winterset is limited to the Cedar Lake Trail. The proposed trails, shown in dark green in Figure 6.10, work to connect Cedar Lake Trail to the core of Winterset and establish a robust network for each quadrant of the city. Highways 169 and 92 act as dividing lines, splitting the city into four separate quadrants. Within these quadrants, there is a proposed loop to service the residents of the immediate area that then also connects into the overall trail network. These appear as dedicated trails in the northwest and northeast quadrants due to the lack of development that has taken place here, whereas the southwest and southeast quadrants leverage the existing shared-use paths to establish the resident-focused loops.

In consideration for the broader connections this trail network can make long-term, there are proposed extensions, shown in dark, dashed green, that extend to Pammel State Park to the south, and the Great Western Trail trailhead in Martensdale to the east.

**Figure 6.10** / Existing and Proposed Shared-Use Paths and Trails in Winterset

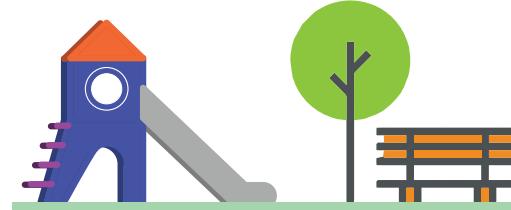


## SUMMARY

The final recommendations and goals for the future of Winterset's parks and recreation system are provided in the overall Parks Master Plan. The greatest priorities, as identified by the community, include providing an indoor recreation center, expanding the trails network both with on-street and off-street facilities, and maintaining a high level of service as residential development continues to occur throughout the community.



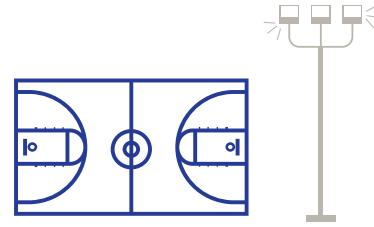
**Winterset Parks Today**



**How do we get there?**



**Winterset Parks Tomorrow**





## CHAPTER SEVEN

# HOUSING + NEIGHBORHOODS



# HOUSING + NEIGHBORHOODS

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## Housing + Neighborhoods Chapter Overview

Chapter 7 - Housing + Neighborhoods provides a guide to the growth and development of Winterset's residential areas. This chapter includes a review of the existing housing stock's characteristics and trends in the development types and styles. A brief overview of the public input related to housing is also provided.



Review of housing in Winterset today



Summary of public input received on housing topics



Analysis of housing characteristics in Winterset



Future residential needs + typologies discussion



Residential design guidelines and best practices to consider



Housing Goals, Policies, & Action Items

# HOUSING + NEIGHBORHOODS

## Housing Today

Housing in Winterset today is primarily comprised of single-family homes with the majority of homes constructed before 1980. A significant percentage of homes were constructed before 1939, which gives Winterset a definable character in the residential areas of the city. An increase in supply occurred between the years of 1990 and 1999 that lingered until 2009, but recent years have seen slower rates of new home construction.

There are 27 parcels in Winterset that are identified as either medium-density or high-density with these land uses comprising less than 2% of the overall land use within the community.

Most of the homes in Winterset are located around the historic downtown with newer construction located to the north and west of the downtown square.

The images to the right show different types of housing currently available in Winterset. Additional housing types, size and styles will be needed to provide additional housing options for new and future residents.

**Figure 7.1** / Existing homes in Winterset



# HOUSING + NEIGHBORHOODS

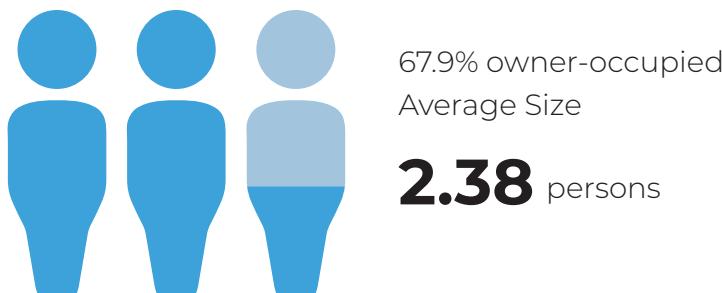
## Housing Today

There are approximately 2,301 households in Winterset as of the 2020 census. The overall average size of households in Winterset is 2.24 persons. Nearly 68% of all households in Winterset are owner-occupied with the remaining 32% are renter occupied.

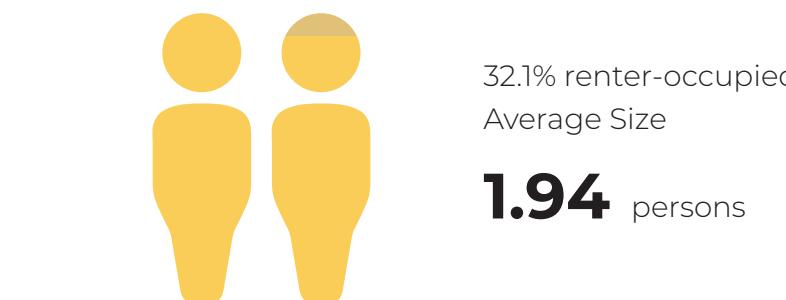
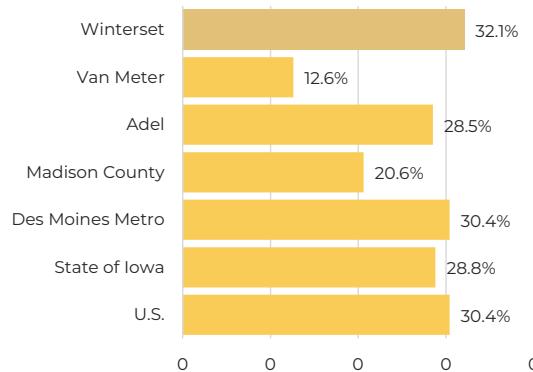
Owner-occupied units typically have a larger household size compared to renter-occupied units and Winterset follows this trend. The average owner-occupied household size is 2.38 persons while for renters, the average household size is 1.94 persons.

Figure 7.3 compares the percentage of renter households in Winterset to other geographies. Overall, Winterset is just slightly higher than the U.S. average but considerably higher than the city of nearby Van Meter.

**Figure 7.2** / Households + Housing Tenure Breakdown (2020)



**Figure 7.3** / Percent Renter-Occupied Comparison



Source: U.S. Census Bureau ACS 2020 5-Year Estimates

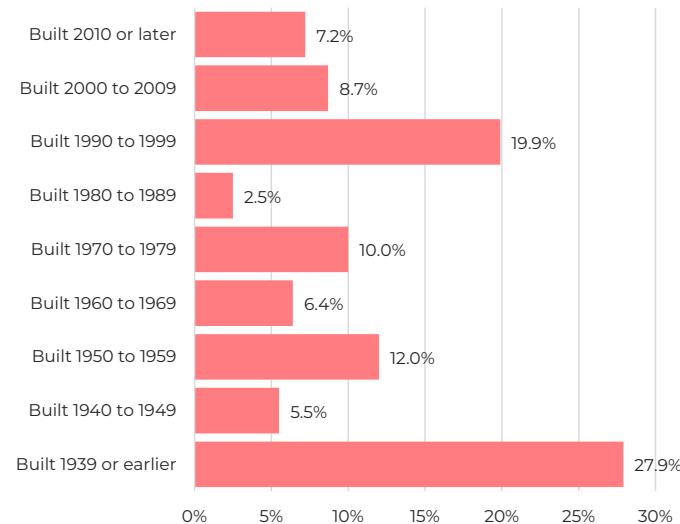
# HOUSING + NEIGHBORHOODS

## Housing Today

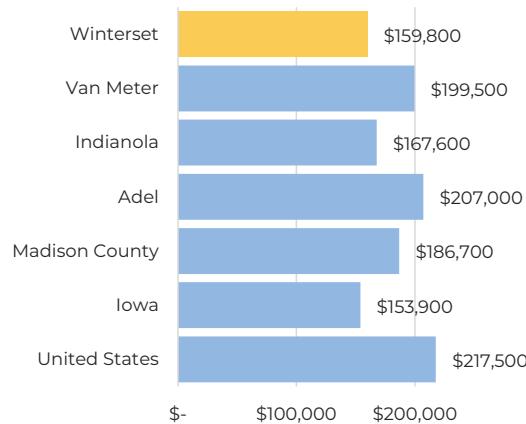
Nearly 30% of homes in Winterset were constructed prior to 1939 with nearly 20% of homes built in the 1990s. In the following decades, there has been additional housing growth, but it does not yet compare to the rate experienced in the 1990s (Figure 7.4).

The majority of owner-occupied homes in Winterset are valued between \$100,000 and \$199,999 (64.2%). The overall median owner-occupied home value in Winterset is \$159,800. Figure 7.5 compares Winterset with other nearby geographies and reveals that this median value is low. Only the State of Iowa has a lower median value.

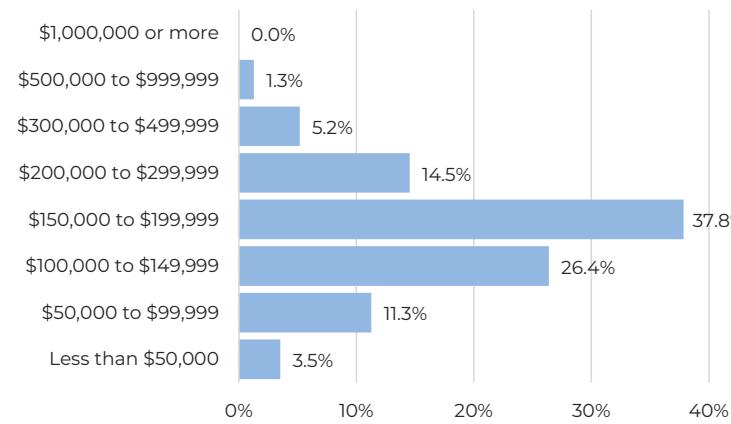
**Figure 7.4** / Year Structure Built



**Figure 7.5** / Median Home Value Comparison (2020)



**Figure 7.6** / Owner-Occupied Home Values (2020)



# HOUSING + NEIGHBORHOODS

## Public Input Themes

Throughout the public engagement process, housing topics were a frequent item of discussion. Details about the housing-related public input can be in Chapter 3 - Public Input.

During the Stakeholder Interviews that were conducted, the subject of housing and rentals was a theme that came from those conversations. The list below summarizes the main takeaways:

- ▶ General desire to provide more diverse housing typologies such as townhomes and entry-level and mid-level homes
- ▶ Very few quality and/or quality rentals for lower-income residents, seniors, empty nesters, and single, young professionals
- ▶ Low inventory of homes for purchase
- ▶ Emphasis should be placed on design/character of the home as well to retain the Winterset identity
- ▶ Opportunity for incentives for developers such as abatement / incentives

When asked what was most important for Winterset to consider in the future, having more housing options was indicated as the third highest priority from attendees of the public workshop (Figure 7.8).

During the public workshop, attendees were asked to list what they thought were the biggest opportunities and biggest challenges were for Winterset as well as

what one big dream and fear they had for their community. Below are the responses that related to the subject of housing and neighborhoods.

## Biggest Challenges for Winterset

- ▶ Housing, jobs family-friendly opportunities, rec center

## One Big Fear for the Future

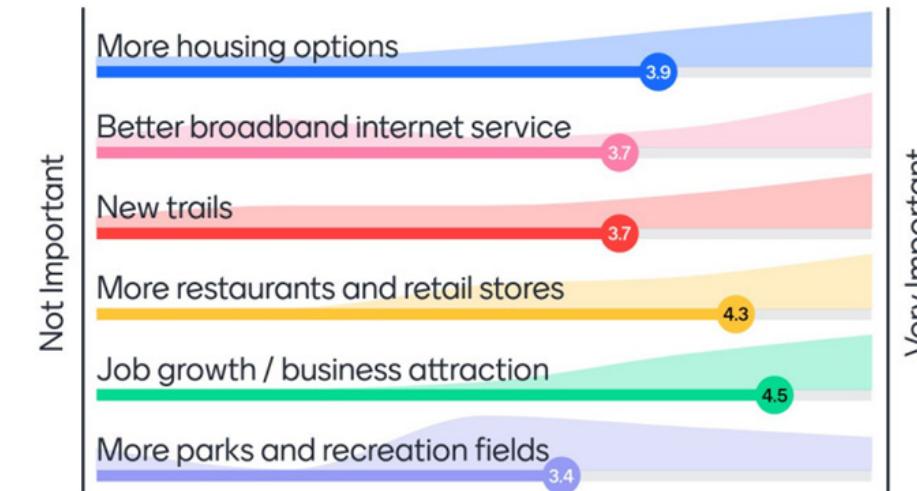
- ▶ People will leave. Declining enrollment - new families choose options with better housing / tax abatement

From these responses, housing is both seen as an opportunity as well as a challenge for the community.

**Figure 7.7** / Views towards housing options in Winterset today



**Figure 7.8** / Housing indicated important for the future of Winterset



# HOUSING + NEIGHBORHOODS

## Public Input Themes

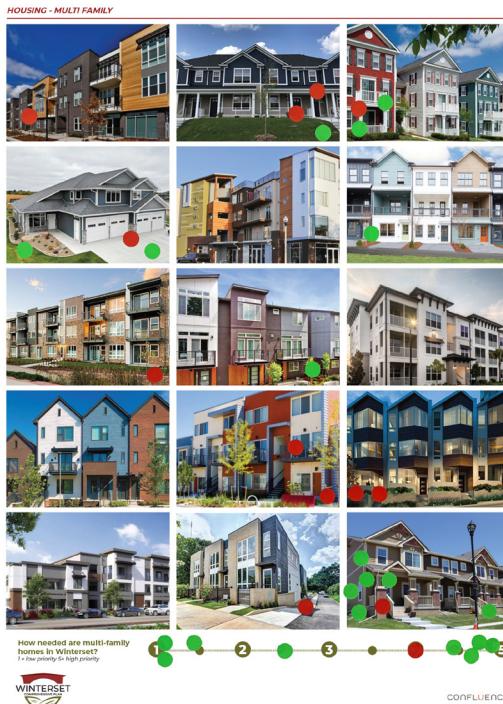
At the public workshop, participants were able to indicate their overall feelings toward housing in Winterset today as well as select their preferred type of single and multi-family housing based on images showcasing different scales, styles and type. The results of those two activities can be seen in Figures 7.9, 7.10, and 7.11.

The bottom of each image voting board asked participants to rank how needed each housing type, enhancement, or improvement was needed in Winterset on a ranking of 1 to 5. As the results show, single-family homes are highly desired by the community with somewhat mixed results in terms of multi-family homes. More specifically, Figure 7.11 indicates that both entry-level and mid-level single-family homes are needed while only a few indicated the need for townhomes / rowhouses or apartments / condos.

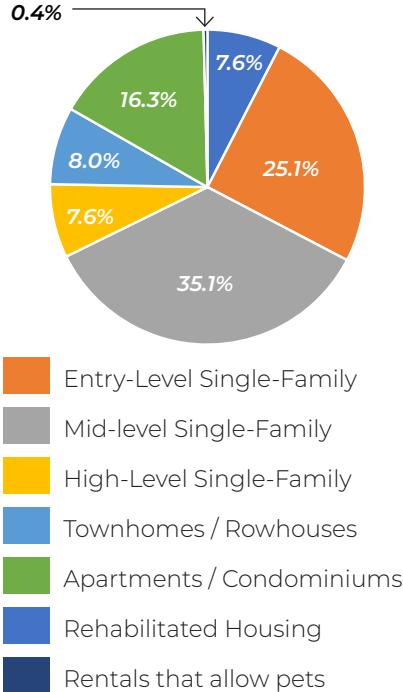
**Figure 7.9** / Preferred single-family homes



**Figure 7.10** / Preferred multi-family homes



**Figure 7.11** / Needed housing types

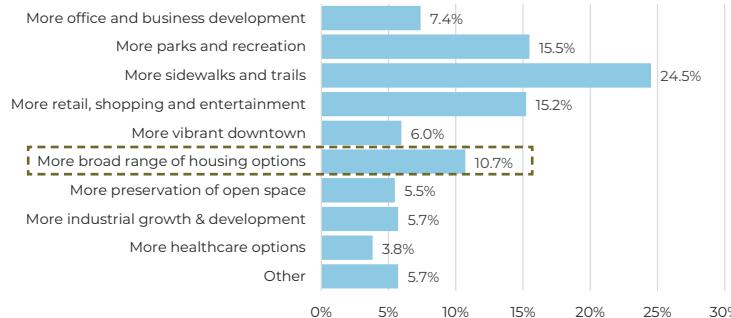


# HOUSING + NEIGHBORHOODS

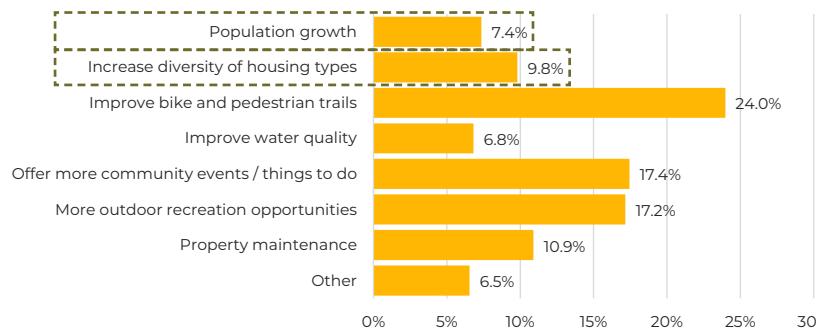
## Public Input Themes

Several of the survey questions administered through the interactive engagement website. The questions and answers that pertained to housing can be found in charts to the right.

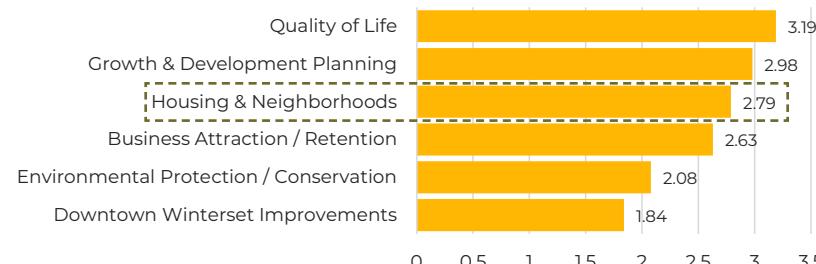
### Winterset needs more of the following. Select all that apply.



### Please indicate the changes you think would improve the quality of life in Winterset. Select up to three.



### Please rank the following priorities by how important they should be to Winterset.



# HOUSING + NEIGHBORHOODS

## Public Input Themes

Similar to the image voting that took place at the public workshop, visitors to the online engagement website were able to view images of single-family and multi-family housing typologies and select their preferred options. The most and least preferred low-density homes are shown in Figure 7.12. Many of the most preferred images were on small or medium lots and did not have prominent garages. Each of the top four had some sort of front porch component and gable roofs. The least preferred options have very narrow lots or prominent garages.

The most and least preferred multi-family housing options are shown in Figure 7.13. Townhomes or duplexes were the most preferred multi-family housing option. The top two townhome options each had walk-up porch components and posterior driveways or garages. The preferred duplex images had the look and feel of large traditional single-family detached homes. The least preferred multi-family housing options were those with a more modern design aesthetic.

**Figure 7.12 /** Most and least preferred single-family homes



**Figure 7.13 /** Most and least preferred multi-family homes



## HOUSING + NEIGHBORHOODS

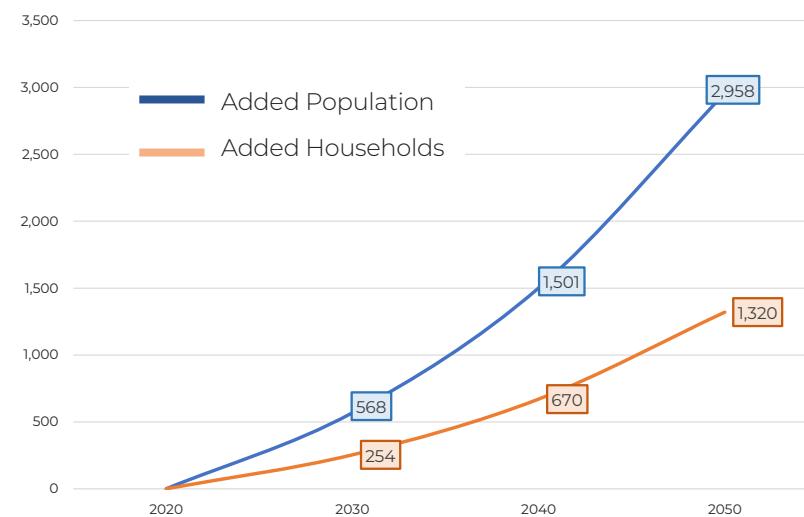
### Future Residential in Winterset

#### *Household Demand*

The average of the population projection scenarios indicates that the population of Winterset will increase by 2,958 by the year 2050. When considered annually, this growth translates into around 99 new residents per years or about 44 new housing units per year for a total of 1,320 new housing units by 2050.

This growth in household units will need to be allocated between different housing typologies to meet the current and future demands of residents in Winterset. The following pages will go into more detail about which types of housing typologies Winterset should focus on attracting.

**Figure 7.14** / Added Population + Households by Decade 2020-2050



Source: Confluence, with inputs from U.S. Census Bureau

**Figure 7.15** / Population + Household Demand Estimates, 2040



# HOUSING + NEIGHBORHOODS

## Future Residential in Winterset

### *Missing Middle Housing*

In communities like Winterset, single-family housing is the predominant type of housing available to existing and new residents.

Similarly, apartments and condominiums are also typically offered but to a much lesser extent. Where cities usually struggle is in providing middle-tier housing options. Housing types such as attached single-family homes, mid-density apartments, townhouses or rowhomes. Often referred to as the 'missing middle', these housing types are an important element in the residential composition of a community because they are often more affordable than detached single-family homes.

Mid-density housing, sometimes called workforce housing, provide the opportunity for home ownership while also modestly increasing density within a community. Through this planning process, the planning team anecdotally was told the high turnover rate of teachers within the Winterset School District due to the lack of housing options for their specific income level. With that in mind, providing middle-tier housing is very much a quality-of-life issue in Winterset.

The Future Land Use Plan for Winterset provides additional areas for this important type of housing in locations that are appropriate for medium-density developments.



# HOUSING + NEIGHBORHOODS

## Future Residential in Winterset

### *Proposed Residential Areas*

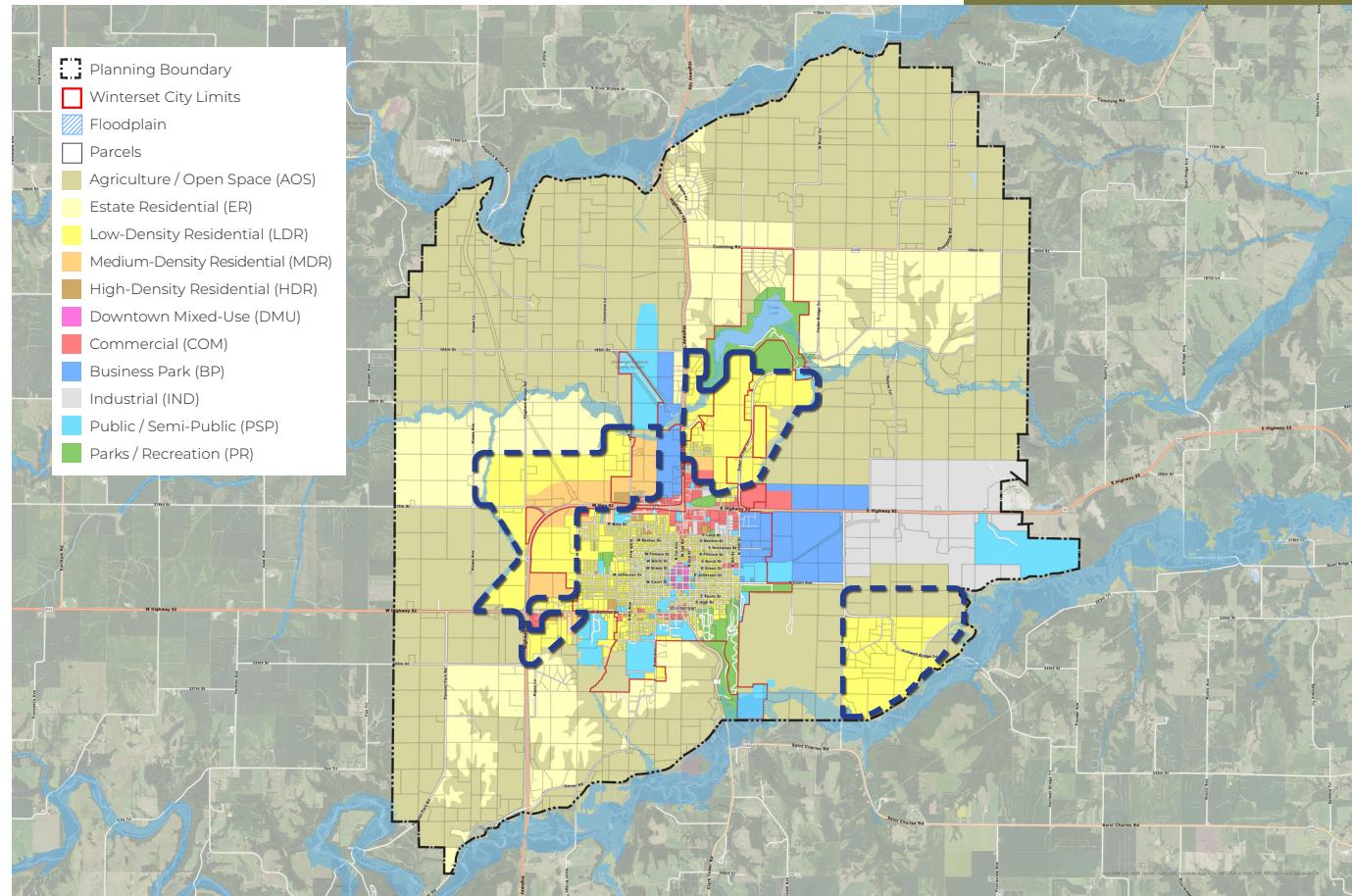
Figure 7.16 demonstrates the areas on the Future Land Use Plan designated for future residential growth. Overall, the character and mix of housing will remain consistent with the community today, with a focus on single-family homes, but this plan does provide additional growth areas for medium and higher-density residential growth. As discussed previously, having a more diverse set of housing options is important to fill that middle-tier of housing and offering a more affordable option for residents looking to move based on lifestyle changes.

The mid-density housing typologies have been placed strategically throughout the community and the greater planning boundary. It is important to consider the scale and design of developments as well to ensure that they meld with the surrounding context. One way to achieve that goal is to implement residential design standards. This idea is discussed further on the following pages.

In several instances, residential subdivisions have been platted but not developed. Winterset should encourage the build-out of those platted developments as a way to initiate this overall process.

Figure 7.16 highlights the general areas of planned low-density, medium-density and high-density residential.

**Figure 7.16 / Future Land Use Plan**



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Single-Family Residential*

Design guidelines are an effective way to ensure that new housing developments fit within the existing character of Winterset. Design guidelines help to support a high quality of life and can reflect the vision received during this and future public input processes.

Overall, design guidelines should simultaneously relate to specific architecture treatments as well as in the creation of neighborhoods. Neighborhoods can and should have a distinct identity that residents can associate with and relate to and design guidelines can be useful in determining and implementing the so-called brand of a place. There are several best practices to consider when developing these guidelines, outlined below.

### **Integrating Open Space**

Access to quality public open space is a key element within a community and within a neighborhood. Important natural features should be preserved in the development of new residential subdivisions and amenities such as centralized open spaces and access to those open spaces should be established. Open spaces should also be designed so that they are accessible and inclusive to all.



### **Appropriate Scale of Development**

Neighborhoods should have a uniform scale associated with them based on the surrounding areas. This applies to both new and existing residential neighborhoods as well. In the event of infill residential development, guidelines related to scale will help prevent new construction that is out of scale with the surrounding homes. Similarly, in new developments, articulating uniform building scale will help in creating a cohesive neighborhood feeling.



### **Neighborhood Entrances**

As mentioned, neighborhoods should have an identity that makes them unique within the community. This identity can take form in the style of the homes, or the character of the street itself. An effective way in which neighborhoods can establish an identity is through gateways and treatments at the entrances. Signage, landscaping and banners are all elements that help provide a unique feel to a place.



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Single-Family Residential*

#### **Pedestrian Connections**

The walkability of a neighborhood is extremely important to consider. For existing neighborhoods, ensuring that all meaningful sidewalk connections are in place and maintained properly is imperative. This includes pedestrian crossings at intersections and ensuring that the crosswalks are visible, ADA ramps are in good condition and any signalized crossings are effective. In new residential neighborhoods, the following items are important to consider:

- Provide a framework for the construction of sidewalks as the development is constructed
- Requiring additional amenities such as trails to add to the quality of life in a neighborhood
- Ensure that pedestrian connections are made to other pedestrian networks within the community including on arterial corridors

#### **Street Width Design**

Residential streets should be designed to reduce vehicular speeds, accommodate parking and encourage pedestrian activity.

#### **Block Length**

In new residential subdivisions, considering the block length is important. The length of each block should be as short as possible to promote connectivity and enhance the pedestrian experience.



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Single-Family Residential*

#### **Planting Strips**

Whenever possible, sidewalks should be separated from vehicular activity utilizing planting strips. Planting strips can be a combination of street trees and turf or enhanced planting beds. To maximize their impact on the overall street, enhanced plantings should be focused near the intersections and gateways into the community.



#### **Cul-de-sacs**

The use of cul-de-sacs should be reduced or avoided completely in the design of residential subdivisions. If the use of a cul-de-sac is needed, a pedestrian connection should be included to connect residents to adjacent streets or trail network.



#### **Gardages**

The design, placement and scale of a garage impacts the overall aesthetic of a home and property greatly. Older neighborhoods and homes typically have detached garages located in the rear of the home and is accessed by an alleyway, shared driveway or the street. Ideally, this configuration should be replicated in any new residential subdivision. However, it is much more likely that new homes will be developed with an attached garage. With that in mind, garages should be setback from the front facade of the house to discourage "snout houses." Garages can also be oriented away from the street, minimizing their visual impact.



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Single-Family Residential*

#### **Exterior Finish Materials**

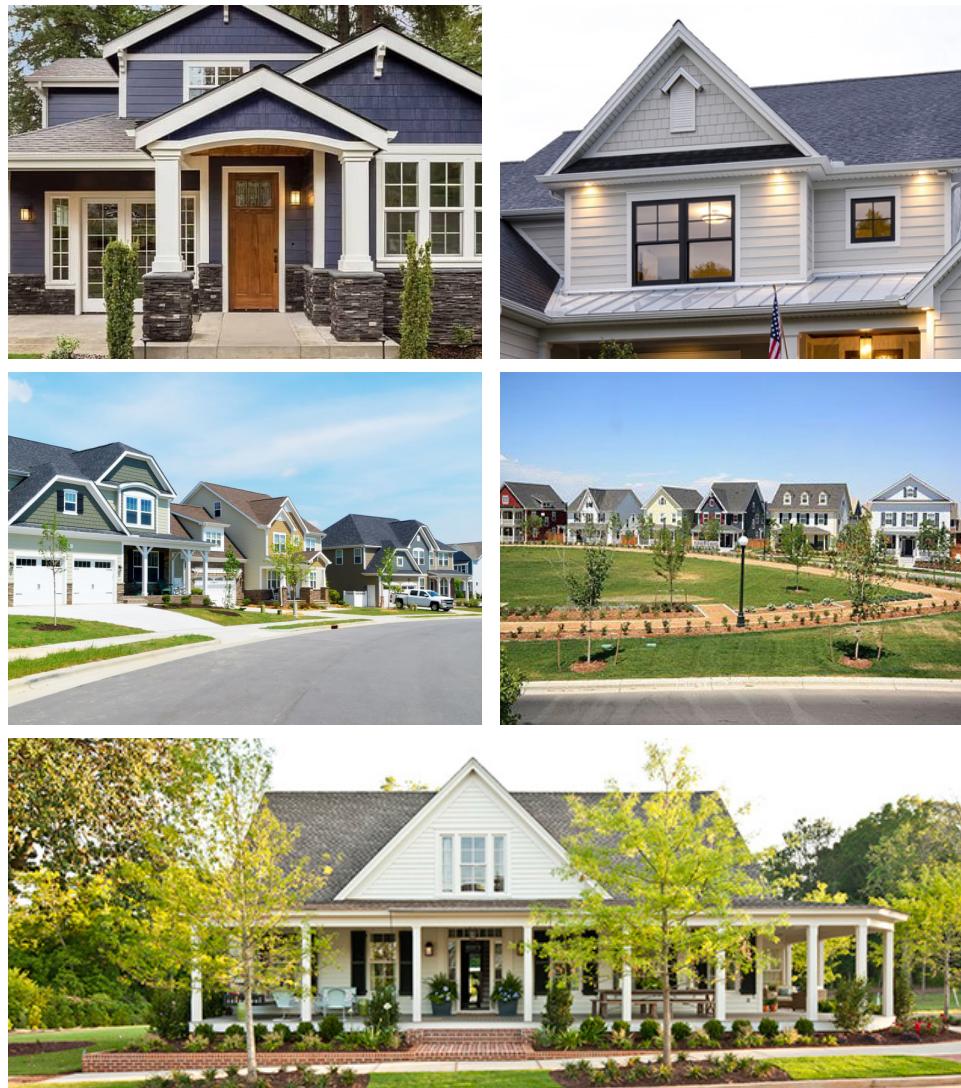
Exterior materials should be durable and low maintenance. A variety of materials within the same color palette also helps in enhancing the overall aesthetic of a home.

#### **Variation of Styles**

Subdivisions should reflect a variety of architectural styles, home size and massing to avoid the monotonous "cookie-cutter" characteristic. It is important that homes reflect that variety while also maintaining the uniform look of the neighborhood.

#### **Primary Entrances**

The primary entrances to homes should be prominent and visible from the street. There should be no mystery on how to enter or approach a home. Additionally, front porches are encouraged to foster a greater sense of community between neighbors.



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Multi-Family Residential*

Multi-family housing options are an important and necessary element within a community. Although not exclusively, multi-family housing tends to be renter-oriented which is needed in Winterset. Rental housing provides many young professionals, empty-nesters or transitioning residents with viable housing in a community of their choosing.

The stigma of low-income multi-family housing that so many communities deal with can be alleviated through proper design guidelines and placement within the community. It is best practice for multi-family housing to perform as a transitional land use between more intense uses such as commercial or industrial to less intense low-density residential. The Future Land Use Plan reflects this strategy.

Multi-family housing is best situated near major intersections or along main arterials, close to amenities such as parks or trails and within downtown or more urban areas of the community.



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Multi-Family Residential*

When poorly designed, multi-family housing can present several challenges to a community. The increased density associated with these types of developments usually results in larger parking lots with leftover open space that doesn't contribute to the quality of life within the community in any substantial way. Fundamentally, multi-family housing developments should be safe, comfortable, pleasant and a valued housing type within Winterset. Properly designed, these developments will be an asset to the community and have reduced negative associations. Similar to design guidelines for single-family homes, guidelines can be established for multi-family housing as well.

### **Matching Setbacks / Scale**

The placement of multi-family housing should consider the existing character of any surrounding residential area. Appropriate heights, scales and massing should also be considered. Taller buildings should require greater setbacks and larger developments should be comprised of groups of smaller structures versus one large structure.

### **Pedestrian Orientation**

The single-family design recommendations encouraged pedestrian-oriented design with a high degree of walkability. Multi-family developments are no different. In fact, it is imperative that multi-family developments be as seamlessly integrated within the community as possible and one way to do that is through the pedestrian network. Multi-family residential should not 'turn its back' on surrounding neighborhoods or streets. Instead, these types of buildings should be designed with individual sidewalk entrances or utilizing a central main corridor that has one significant pedestrian entrance from the adjacent street. Any individual units that front public streets should include a front yard outdoor space with a small porch or patio. Higher-density multi-family units as well as any activity areas associated with the development should be accessible via pedestrian paths or walkways from the street.



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Multi-Family Residential*

#### **Parking and Driveways**

When possible, multi-family units should provide individual closeable garages. An alternative option would be to provide covered carports. If these options are not possible, dispersed parking lots should be adhered to and large, undivided parking lots should be avoided. For larger developments, parking lots should be located interior to the site with the multi-family buildings themselves providing screening from the adjacent streets. Accommodating different modes of transportation is also an important consideration and providing secure bicycle parking is recommended. Any access points to the parking should be enhanced with signage, landscaping and pedestrian connections.

#### **Internal Street Design**

Larger multi-family developments (more than 20 units) that have internal streets, should be designed as if they were public streets with streetscape amenities. Elements such as sidewalks, planting strips, street trees, seating and waste receptacles should be considered.

#### **Aesthetic Quality**

Multi-family buildings should be comprised of high-quality materials and style. Large facades should be broken up utilizing undulation or material differentiation. Any accessory structures should also match the style of the development.



# HOUSING + NEIGHBORHOODS

## Residential Design Best Practices

### *Infill Residential*

With a large extent of existing residential homes and neighborhoods, infill housing is a likely development that will take place in the coming years. As with multi-family residential, poorly executed infill or rehabilitation can negatively impact a neighborhood's character. Infill development should positively replace a vacant, underutilized or outdated property with something new. When done effectively, infill can be a catalyst for additional investment and improvement in the immediate area. Design guidelines for infill development can help ensure that quality housing projects take place in established neighborhoods.

### **Overall Compatibility**

Infill development should be compatible with existing development. The intent of infill should be to promote conservation and reuse of existing buildings whenever possible. Infill should be compatible in scale, siting, detailing and overall character with the adjacent and surrounding neighborhood.

### **Consistency of Design and Materials**

Exterior materials and the design style of infill development should relate to the existing character of a neighborhood. Building heights, setbacks, exterior finishes, materials and color palettes should all contribute a cohesive sense of place.

### **Additions in Older Neighborhoods**

Any additions made to older homes, especially those built prior to 1950, should respect the architectural style, scale and composition of the original building. Renovations should not compromise integrity of historically authentic features, materials, or finishes. This includes roof style, windows, doors, porches, and ornamentation / trim. This approach will help ensure compatibility with the surrounding neighborhood.



# HOUSING + NEIGHBORHOODS

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## Planned Unit Developments

### *When to use and how to improve*

A topic that came up during discussions about housing in Winterset is the use of planned unit developments (PUDs). PUDs are a zoning tool and regulatory process that allows for development that is unique, whose proposal does not exactly fit within the bounds of the zoning code. This designation is used as a floating overlay that does not show up on a zoning map until a designation is requested and approved.

PUDs can be an effective tool to allow for development that is unique and does not fit within the confines of any of the standard zoning districts. For instance, a small home development that is heavily sustainability focused with a shared garden space. This type of development may be better suited for a PUD.

Benefits to PUDs include more efficient site design, preservation of amenities such as open space, lower costs for street construction, and utility extension for the developer and lower maintenance costs for the City.

PUDs should not be used just as a way for a development to skirt the requirements of Winterset's zoning districts. While a thorough review and update to the city's zoning and subdivision requirements is recommended as part of this planning effort, this is not a valid reason to overly rely on PUDs for new residential areas. Zoning districts and possible residential design guidelines can be structured in a way that provides attractive, flexible, and reasonable guidance for new neighborhood development.



# HOUSING + NEIGHBORHOODS

## Goals, Policies, & Action Items

A series of goals, policies, and action items have been created for Chapter 7 - Housing + Neighborhoods.

### Goal

Goals are objectives or aims which may be broad or specific.

### Policies

Policies represent on-going principles by which the City should adhere when approving new development or planning future investments.

### Action Items

Action items are specific steps and activities the City should take.

These goals, policies, and action items were created to further promote the guiding principles of the Winterset Comprehensive Plan.

In Chapter 10 - Implementation, a series of matrices will be provided that include each chapter's goals, policies, and action items. In this later chapter, the guiding principle(s) being supported by each policy or action item will be highlighted. Additional items such as priority or potential partners will also be added.



### Welcoming Community



### Mobility + Connectivity



### Economic Growth + Development



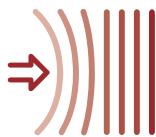
### Parks & Recreation



### Quality of Life



### Neighborhood Development



### Resiliency

## HOUSING + NEIGHBORHOODS

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### Goal 1

#### Expand housing options for current and future residents

##### Policy 1A

Promote a variety of residential housing typologies, including townhomes or rowhouses, entry-level single-family and mid-level single-family, missing middle and apartment style homes

##### Policy 1B

Support additional rental units and sustain a supply of available rentals in Winterset

##### Policy 1C

Follow the Future Land Use Plan for preferred locations of future residential developments

##### Action 1A

Identify vacant or developable land for affordable housing

## HOUSING + NEIGHBORHOODS

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### Goal 2

#### **Attract quality low-density housing options that meet a wide range of community needs**

##### Policy 2A

Actively work with developers to attract a wide range of detached housing price ranges and sizes to Winterset including workforce/affordable, mid-range and higher-end housing

##### Policy 2B

Use Planned Unit Developments (PUDs) as an alternative to conventional development patterns only when use of a PUD will lead to a more creative, unique, or difficult-to-develop housing type

##### Action 2A

Consider implementation of residential guidelines to encourage high-quality housing options that utilize a uniform variety of materials, architectural styles and building orientations

##### Action 2B

Complete a review of the residential zoning districts to better reflect the Future Land Use Plan and the goals, policies and action items included in the Winterset Comprehensive Plan

##### Action 2C

As part of any residential zoning district review and update, consider if, when or where to allow for areas with smaller lot homes, cluster subdivisions, accessory dwelling units (ADUs), and co-housing community concepts

## HOUSING + NEIGHBORHOODS

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### Goal 3

#### Promote strong neighborhoods that create a sense of place and hometown feel

##### Policy 3A

Advertise and educate residents on available housing rehabilitation programs

##### Policy 3B

Ensure residential growth is efficient and sustainable by promoting new residential growth adjacent to existing residential areas in order to be more efficient in the deployment of municipal service expansion

##### Policy 3C

Require new residential development to protect environmentally sensitive areas such as floodplain corridors, stream buffers and wetlands

##### Policy 3D

Preserve areas with significant tree cover and drainage ways in residential areas for trail expansion opportunities

##### Policy 3E

Encourage the incorporation of public open and green spaces into new residential neighborhoods and establish pedestrian connections to those amenities

##### Policy 3F

Discourage the use of cul-de-sacs in new residential developments when possible. Where cul-de-sacs are necessary, ensure a pedestrian connection is made to adjacent roadways or trails

## HOUSING + NEIGHBORHOODS

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### Goal 3

#### Promote strong neighborhoods that create a sense of place and hometown feel

##### Policy 3G

Require residential streets to be pedestrian-focused through appropriate street width, block lengths and the use of planting strips

##### Policy 3H

Require new residential developments, that have common areas under shared ownership, to enact covenants to ensure adequate maintenance of common areas, easements and drainage areas

##### Policy 3I

Strengthen neighborhood relationships and connections throughout the community through effective outreach, engagement and communication

## HOUSING + NEIGHBORHOODS

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### Goal 4

#### Encourage thoughtful multi-family areas throughout the community

##### Policy 4A

Allow for the development of medium and higher-density housing based on locations identified in the Future Land Use Plan

##### Policy 4B

Connect new multi-family housing with dedicated trails or multi-use paths and require multi-family residential developments provide thoughtful and intentional open space for residents

##### Policy 4C

Encourage multi-family residential developments to retain environmentally sensitive areas such as floodplain corridors, stream buffers, tree canopy and wetlands

##### Policy 4D

Work to attract age-restricted, income-restricted, or workforce-oriented multi-family housing options in key areas of Winterset to support diversified residents

##### Action 4A

Adopt residential guidelines for Multi-Family housing incorporating the elements included in this plan

##### Action 4B

Create a rental housing inspection program to ensure multi-family housing remains safe and well-maintained for Winterset renters

## HOUSING + NEIGHBORHOODS

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### Goal 5

#### Encourage residential infill and housing rehabilitation in older parts of the community

##### Policy 5A

Discourage the conversion of older single-family homes into multi-family home units

##### Policy 5B

Discourage creating neighborhoods that contain multiple potentially vulnerable housing characteristics, such as the clustering of small lots, homes without basements, homes with only one bathroom and affordable housing

##### Action 5A

Explore the long-term need for additional housing and/or neighborhood revitalization programs and funding that may be appropriate for possible vulnerable residential neighborhoods in Winterset

##### Action 5B

Monitor the need for a rental housing rehabilitation program to promote, require, or financially assist the renovation or replacement of older rental housing buildings and complexes

##### Action 5C

Conduct a housing assessment of older single-family neighborhoods to develop a baseline of the existing housing conditions, dwelling types, and general maintenance

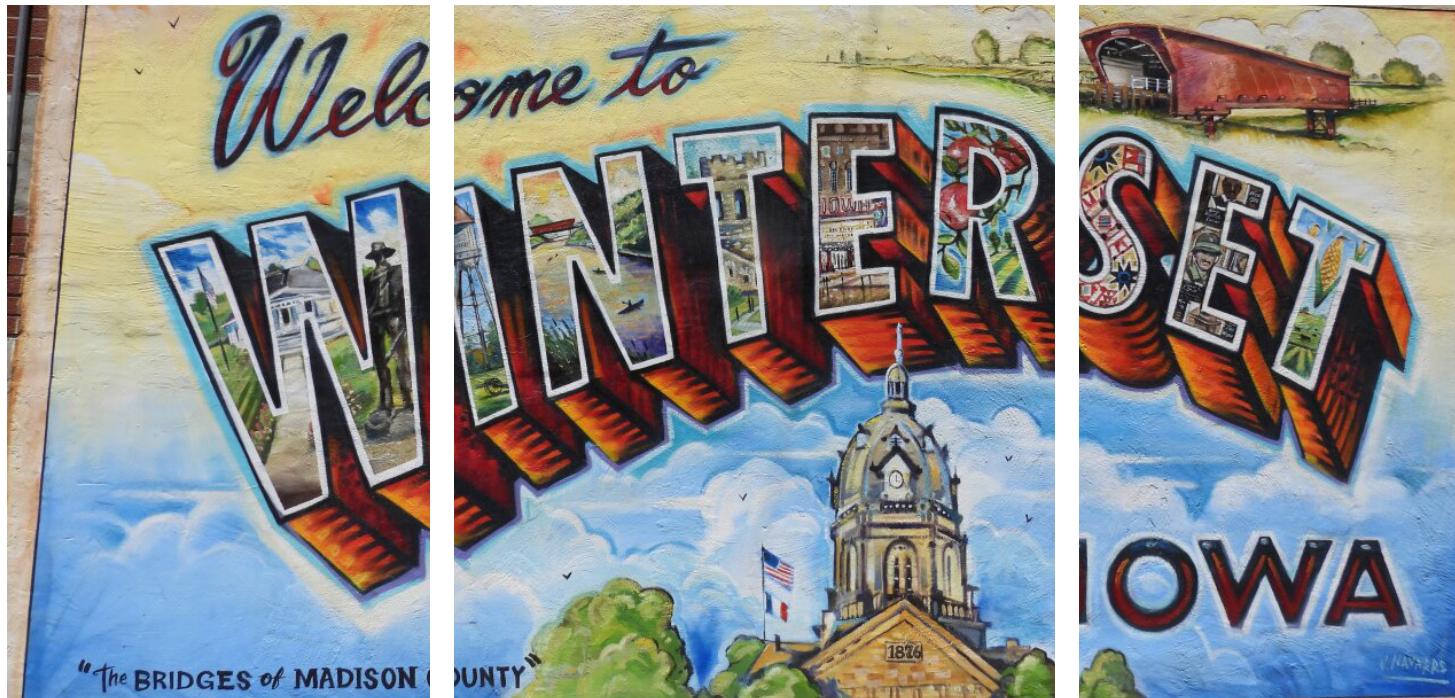
##### Action 5D

Adopt residential guidelines for infill housing incorporating the elements included in this plan



## CHAPTER EIGHT

# COMMUNITY CHARACTER



# COMMUNITY CHARACTER

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## Community Character Chapter Overview

Chapter 8 - Community Character discusses everything from what gives Winterset its identity to the physical structures that comprise the Downtown Square. This chapter focuses on the existing civic organizations and nonprofits that serve the community, public feedback on the dreams for Downtown Winterset, local businesses, and concludes with a series of goals, policies, and action items to guide Winterset on next steps.



Community character today



Summary of public input received on community character



Downtown today and considerations for enhancements



Community Character Goals, Policies, & Action Items

# COMMUNITY CHARACTER TODAY

## Community Character

Community character includes the physical and social elements of Winterset that make it stand apart from the rest of the metro area. For Winterset, these character-defining elements include everything from the various members of the Courthouse Historic District and Covered Bridges to the local organizations that support the citizens in the community. Furthermore, these elements are often a major source of pride for residents. This section identifies opportunities to preserve and enhance these elements to strengthen the sense of community in Winterset.

## Iowa Smart Planning Principles

The Iowa Smart Planning Principles, presented in Iowa Code 18B.1, recognize community character as a principle communities should ensure is incorporated within all planning efforts. They state, "Plans 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."



# COMMUNITY CHARACTER TODAY

## Community Organizations

There are a number of existing community organizations that provide services and support to Winterset and Madison County residents. These organizations actively participate in the community, giving back to the community through their initiatives and events. The list provided following this text highlights just a small portion of the Winterset-based organizations. These groups are instrumental in the efforts to maintain Winterset's small-town feel that the community prides itself on. Additionally, they contribute to the overall community character by providing those events, festivals, and local support needed to draw and retain people to Winterset.

### Winterset Organizations and Nonprofits

AdultLife

Winterset Rotary Club

Winterset Community Band

American Legion Post #184

Winterset Area Soccer Club

Winterset Community Education Foundation

C.R.I.S.P.

Crossroads Behavioral Health Services

Winterset Community Greetings

Winterset Kiwanis Club

Imagine the Possibilities

Madison County Historic Preservation Committee

VFW

Winterset Optimist Club

Winterset Lions Club

Winterset Arts Center

Winterset Public Library

# COMMUNITY CHARACTER TODAY

## Community Events

Community events are a big way Winterset celebrates its identity and gathers as a community. Furthermore, the events are one of the primary ways the community draws people to Winterset to experience its charm and unique city. Their major events include:

- ▶ John Wayne Birthday Celebration + Museum
- ▶ Madison County Covered Bridge Festival
- ▶ Winterset Festival of Lights



## John Wayne Birthday Celebration + Museum

As the birthplace of John Wayne, the community takes great pride in sharing the life of one of their most famous citizens. The complete site features Wayne's restored childhood home and a 6,100 square foot museum to share his life's story and his numerous roles. The museum celebrates Wayne's life each and every day but takes a weekend out of the year to share his birthday with all who want to enjoy.



## COMMUNITY CHARACTER TODAY



### Madison County Covered Bridge Festival

As the Covered Bridge Capital of Iowa, the covered bridges found throughout Madison County are a major tourism factor for both the City and County. Originally constructed to help preserve the integrity of the wooden bridges throughout the late 1800s, these bridges quickly became iconic, made even more famous by the book, "Bridges of Madison County." The Covered Bridge Festival, located around the County Courthouse Square, features a variety of vendors and demonstrators, activities for all ages, and entertainment throughout the weekend-long event.



## COMMUNITY CHARACTER TODAY



### Winterset Festival of Lights

The Winterset Festival of Lights "lights up" the official start of the holiday season with pictures with Santa Claus and his elves, carolers, food and drinks, live entertainment, and a lighted Christmas parade. The finale of the event is the lighting of the Courthouse Square's Christmas Lights for the entirety of the holiday season.

# COMMUNITY CHARACTER TODAY

## Winterset Public Library

The Winterset Public Library plays a very active role in providing residents of all ages activities and events to attend. Outside of reading, there are exercise classes, STEM classes, game nights, jam sessions, and socials for residents to take part in.

Additionally, the Library provides services for exam proctoring, meeting spaces, genealogical research, and wireless computer access. These are priceless amenities available to residents with library cards to take advantage of.

Tables 8.1-8.4 highlight programs and attendance for 2019-2022. It is important to note the impacts the COVID-19 has had on program participation due to required social distancing. Programs are recovering, but will take time to fully return to their previous numbers. Support and word of mouth are imperative as the Library continues to serve the Winterset community.

**Table 8.1** / FY 2019 Library Programs + Attendance

FY 2019 Library Program + Attendance		
Program Type	# of Programs	Attendance
Children	217	6,152
Young Adults	21	469
Adults + Families	146	2,873
<b>Total</b>	<b>384</b>	<b>9,494</b>
<b>Total Door Count</b>		<b>51,631</b>

**Table 8.2** / FY 2020 Library Programs + Attendance

FY 2020 Library Program + Attendance		
Program Type	# of Programs	Attendance
Children	138	1,891
Young Adults	20	165
Adults + Families	196	3,128
<b>Total</b>	<b>354</b>	<b>5,184</b>
<b>Total Door Count</b>		<b>54,421</b>

**Table 8.3** / FY 2021 Library Programs + Attendance

FY 2021 Library Program + Attendance		
Program Type	# of Programs	Attendance
Children	35	1,267
Young Adults	7	75
Adults + Families	38	1,773
<b>Total</b>	<b>80</b>	<b>3,115</b>
<b>Total Door Count</b>		<b>28,891</b>

**Table 8.4** / FY 2022 Library Programs + Attendance

FY 2022 Library Program + Attendance*		
Program Type	# of Programs	Attendance
Children	151	4,245
Young Adults	38	258
Adults + Families	401	3,651
General Interest Programs	72	268
<b>Total</b>	<b>662</b>	<b>10,422</b>
<b>Total Door Count</b>		<b>48,684</b>

\*Incomplete count of FY 2022 attendance

# PUBLIC INPUT SUMMARY

## Community Character Public Input Summary

The various public engagement opportunities throughout the comprehensive planning process allowed residents to share their comments, dreams, and fears for the future of Winterset. The following pages summarize the feedback related to community character and Downtown Winterset.

**From the Key Stakeholder Interviews, we received the following comments related to Downtown Winterset:**



### The Square / Downtown

- ▶ Iconic place and major community draw
- ▶ Façade improvement or design standards
- ▶ Preservation of the Square is a top priority
- ▶ Water pressure for businesses not great
- ▶ Improvements needed for safety and use of the 2nd story in Square buildings
- ▶ Consider a 1st floor occupancy requirement for all Square businesses
- ▶ Improve amenities around the Square (wayfinding, beautification, sidewalks)
- ▶ Opportunities for shared management with county (trash, snow, etc.)

**From the Public Workshop, the Mentimeter visioning question results produced these common themes:**



### Please describe Winterset in one word:

community authentic  
clean traditional  
entertaining inviting  
fun small town feel  
**beautiful**  
conservative picturesque  
small friendly historic  
unique quaint  
safe

# PUBLIC INPUT SUMMARY

## Preference Scales

At the Public Workshop, participants were encouraged to place dots on a series of preferencing prompts. A common theme from this interactive exercise highlights the majority positive feedback received from the public. General themes from each prompt are provided below.

**Quality of Life** - most responded that there is a high quality of life in Winterset.

**Walkability / Bikeability** - most feel very safe walking or biking in Winterset.

**Downtown Winterset** - many love Downtown just as it is, however, other fell somewhere in the middle.

**Growth + Development** - strong agreement about the need for more growth and development in Winterset.

**Transportation** - there were mixed views on the need for multi-modal transportation.

**Economic Development** - most fell somewhere in the middle regarding the use of tax or financial incentives.

**Housing Options** - most fell somewhere in the middle regarding overall happiness with available housing in Winterset.

**Sustainability** - generally high support for making sustainability a high priority.

**Community Pride** - strong community pride among meeting attendees.

**Figure 8.1 / Preference Scales - Results**



# PUBLIC INPUT SUMMARY

## Image Voting - Public Workshop

The Streetscape and Downtown Enhancements image voting boards most relate to Community Character. The image voting exercise assists in establishing visual desires to support specific goals, policies, and action items.

**Figure 8.2** / Image Voting - Streetscape Enhancements Results

Engagement  Visual Preference Exercise

### DEFINING WINTERSET

Please place a **GREEN** dot on the amenity or feature Winterset should prioritize and a **RED** dot on the amenity or feature that is a lower priority.

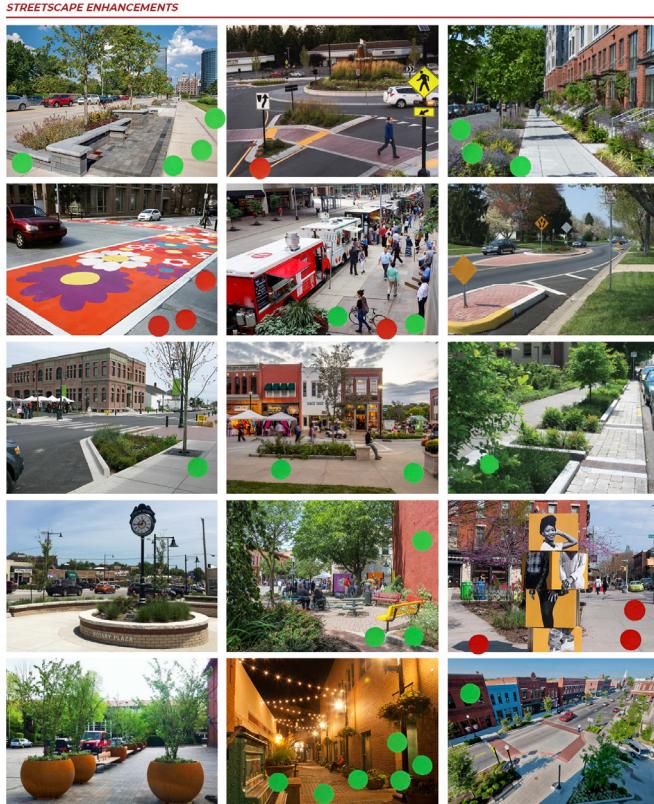


Figure 8.2 presents the results from Streetscape Enhancements. Small-scale, public spaces, dedicated pedestrian zones, and plantings were the most positively voted amenities.

**Figure 8.3** / Image Voting - Downtown Enhancements Results

Engagement  Visual Preference Exercise

### DEFINING WINTERSET

Please place a **GREEN** dot on the amenity or feature Winterset should prioritize and a **RED** dot on the amenity or feature that is a lower priority.

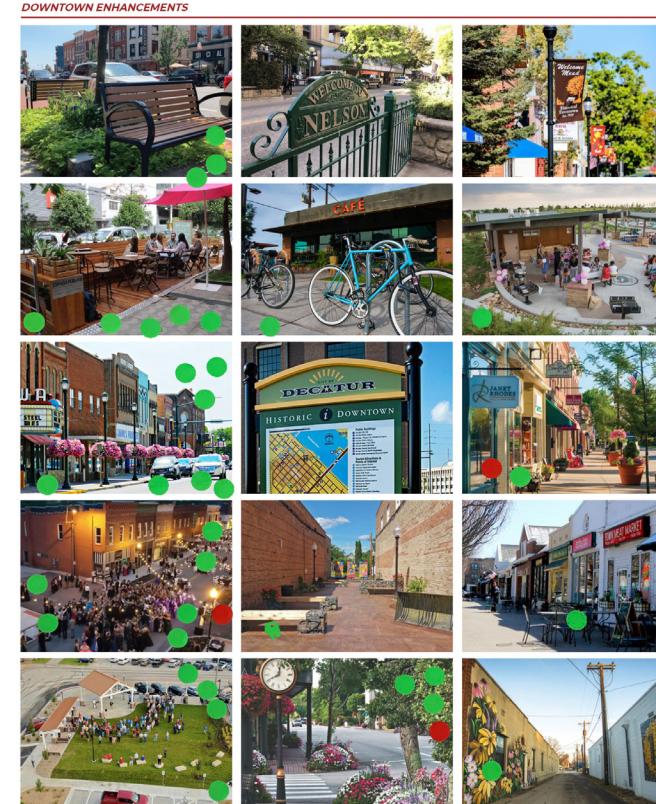


Figure 8.3 presents the results from the Downtown Enhancement board. Event spaces, both indoor and outdoor, streetscaping and plantings, and parklets were heavily voted on images in this category.

# PUBLIC INPUT SUMMARY

## Image Voting - Interactive Engagement Website

The interactive engagement website allowed residents to partake in similar activities to the Public Workshop, including the image voting exercise. The results from the website are consistent with the preferred images from the Public Workshop.

### Most Preferred Downtown Images



26



26



23



18

### Downtown

The most and least preferred downtown images are shown to the left. The most preferred images included a parklet with outdoor seating / dining and a traditional downtown streetscape with large hanging flower baskets and lighting. Overhead catenary lighting with outdoor events and general cafe seating were also preferred. The placemaking fence element and the streetscape without flower baskets on the light poles were the least preferred options.

### Least Preferred Downtown Images



1



4

- Courthouse Historic District Boundary
- Secondary Downtown Boundary

## DOWNTOWN TODAY

### Downtown Boundaries

The core of Winterset's retail and commercial activity is located along the perimeter of the Madison County Courthouse Square. Highlighted in blue in Figure 8.4 is the primary Downtown boundary. This boundary was identified for the immediate services surrounding the Square and the ability to quickly reach any desired destination. The secondary boundary, highlighted in pink, are the periphery businesses that still provide services to the Square's visitors but are not in the immediate vicinity of the area. These boundaries can help identify areas of opportunity for short- and long-term reinvestments into Downtown Winterset, such as crosswalks, streetscape plantings, sidewalk improvements, facade improvement programs, and other related improvements.

**Figure 8.4** / Downtown Boundary Map

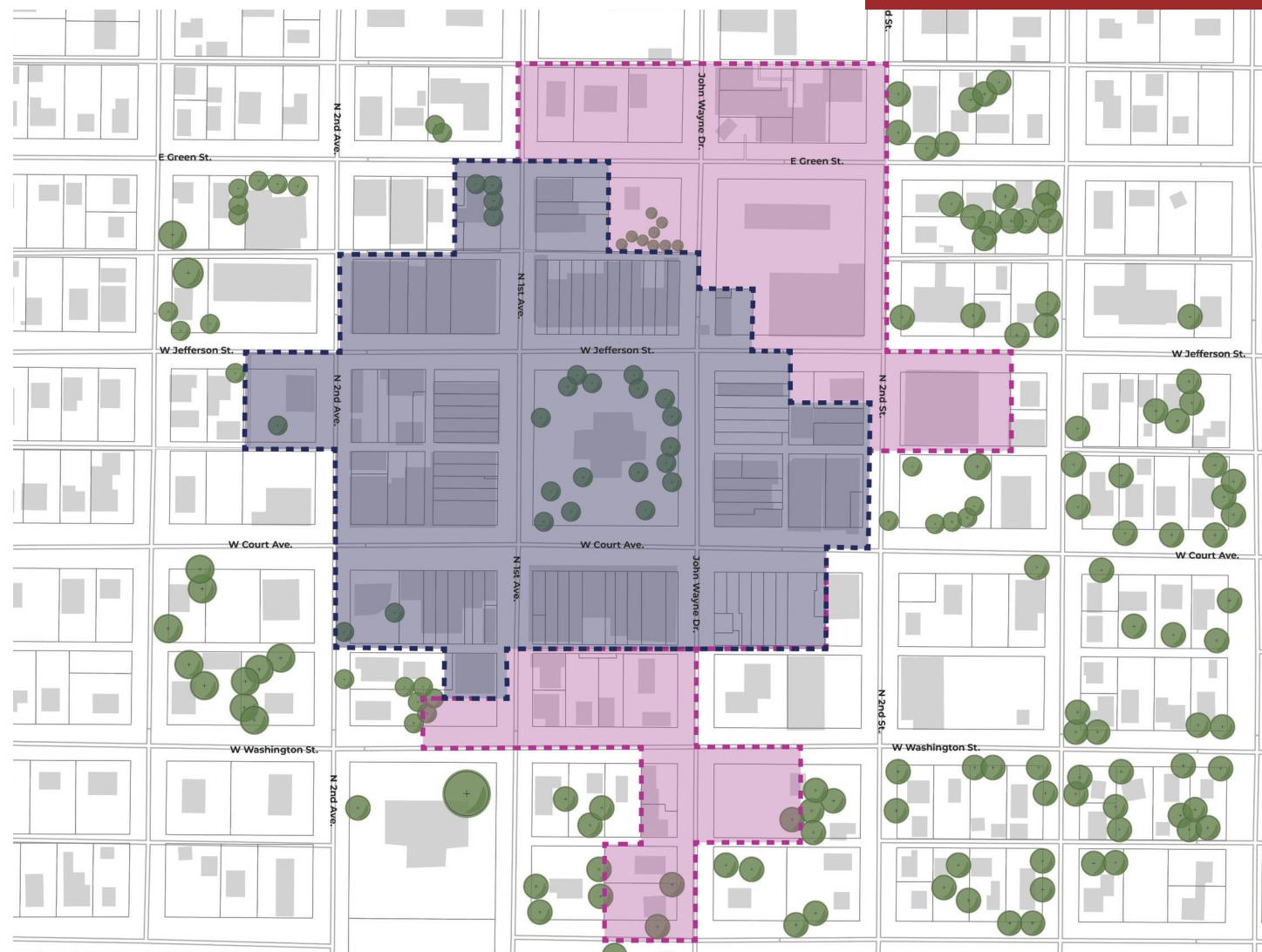
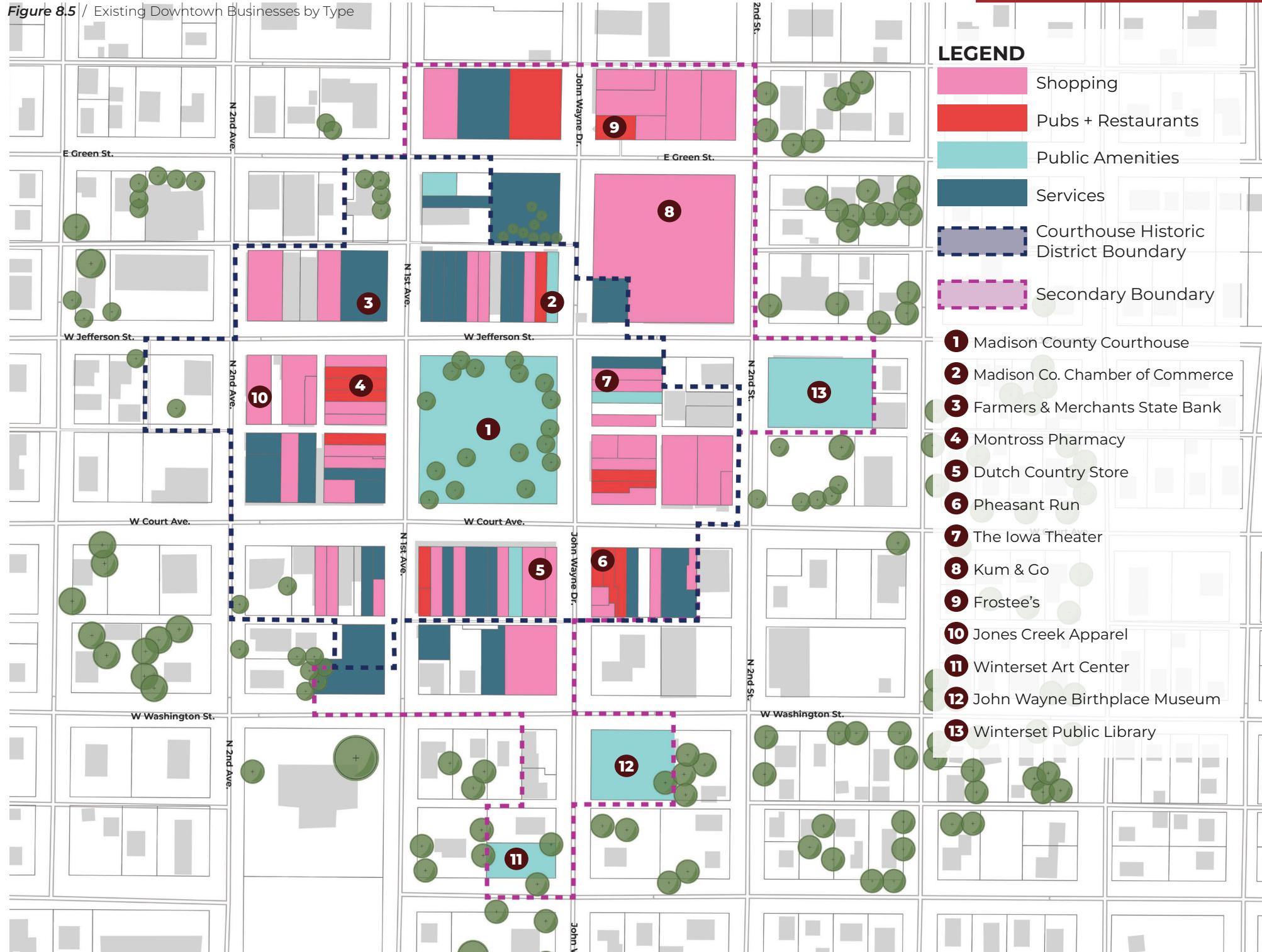


Figure 8.5 / Existing Downtown Businesses by Type



## DOWNTOWN TODAY

### Supporting Local Businesses

The previous page's map helps highlight the types of services and retail that exists throughout Downtown. The bulk of uses are either shopping or services, such as realty or law offices. The variety of businesses support the local economy in Winterset and the greater Madison County area. As the City looks to improve conditions throughout Downtown they should consider the following:

- ▶ Areas ripe for infill redevelopment
- ▶ Maintaining the historical integrity of Downtown through a facade improvement program
- ▶ Identifying opportunities for streetscape improvements to enhance the aesthetic appeal of the area

*What type of  
redevelopments  
and programs  
can Winterset  
consider  
to improve  
Downtown?*

**Infill  
Redevelopment**

**Facade  
Improvement  
Program**

**Streetscape  
Improvements**



INFILL REDEVELOPMENT



FACADE IMPROVEMENT PROGRAM



STREETSCAPE IMPROVEMENTS

## DOWNTOWN TODAY



### INFILL REDEVELOPMENT

Infill redevelopment is a beneficial way to add small amounts of density to already developed areas, such as Downtown Winterset. In this setting, parcels that are underused, vacant, or dilapidated could be redeveloped into a new, public event space, restaurant, or retail space. Taking advantage of existing infrastructure, this redevelopment scheme is cost-effective from a development standpoint and has less of a negative impact on the environment.

Due to the built-out nature of the parcels within the Courthouse Historic District Boundary, it is likely that any infill redevelopment would occur in the secondary boundary. Any infill redevelopment that does take place should be modeled after the District's period of significance.

Additional factors to explore as Winterset looks to consider infill redevelopment include ensuring the development fits the within the design scheme of Winterset's

**Figure 8.6 /** Downtown Boundary Map



Downtown to retain its historical integrity and that the height of the structure meshes with the built environment. City ordinance should include guidelines that support infill redevelopment within the Courthouse Historic District Boundary matching the historical context of neighboring buildings. Opportunities for more modern infill redevelopments should be encouraged and located in the secondary boundary to draw additional interest to the area.

### Things to consider when evaluating if a site is viable for infill redevelopment:

- ▶ Is the site underused?
- ▶ Is the site vacant?
- ▶ Is the site dilapidated?
- ▶ Is the existing infrastructure able to handle redevelopment?

## DOWNTOWN TODAY

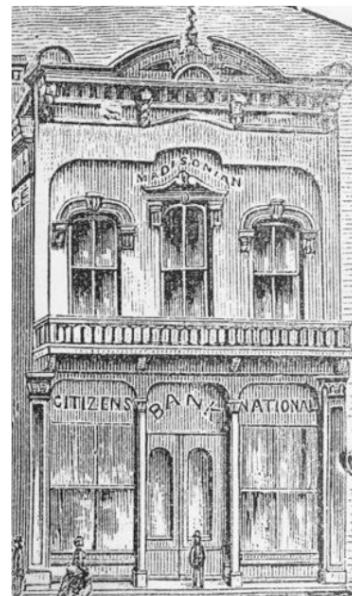


### FACADE IMPROVEMENT PROGRAM

The Winterset Facade Rehabilitation Project was a 2018 initiative funded through Iowa Economic Development Authority. This program assisted the Courthouse and 14 property owners with 17 buildings electing to enter the program to revive their historic structures. Each of the rehabilitation projects were period-specific and retained the character of the district.

These facades are living a new life after this program and it is important to ensure there are funds, whether sourced at a local, county, or state-level, to assist property owners in maintaining their structures as they continue to retain their character in a modernizing world. Additional consideration should be given to the interior conditions of the building, especially the fire sprinkling and water capacity of the structure. Possible block investments could be made by property owners in agreement.

**Figure 8.7 /** Downtown Business Before and After Historic District Facade Project



### *Fire Sprinkling + Water Services in Historic Buildings*

Upperstory re-use and renovations are likely the next big lift for downtown buildings following the Historic District Facade Project. Depending on the building layout and proposed upperstory uses, building renovations and upperstory re-use may require installation of a building fire sprinkler system. Installing fire sprinklers and the necessary larger water service mains can be costly. That being said, building fire codes are absolutely necessary to physically protect the historic integrity of the buildings in downtown Winterset as well as the occupants of the buildings. One of the large costs of a building fire sprinkler system is the special water main connection, fire sprinkler riser, and alarm panel. These main components can be shared among multiple adjoining buildings helping to reduce the overall cost to individual building owners. This plan recommends the creation of a program whereby the City can assist building owners in working together, block-by-block, to construct a shared system and prioritizing the replacement of water mains in the downtown as necessary to support new fire sprinkler.

## DOWNTOWN TODAY



### STREETSCAPE IMPROVEMENTS

Streetscaping related to Downtown can come in a variety of improvement packages. The City recently adopted a new logo during the course of the comprehensive plan. This new brand could be the starting point in establishing an updated signage and wayfinding package for the City. Wayfinding is important, especially in a community with many activities and places to showcase, in assisting the non-locals in navigating the town.

There are many existing street lights and planters throughout Downtown and these should be maintained to preserve the pedestrian experience.

The crosswalks, in both the primary and secondary downtown boundaries, should be evaluated for potential replacements and enhancements to ensure pedestrian safety and comfort.



Gathering spaces were repeatedly mentioned as a desire for Downtown Winterset. Leveraging underused pockets of space, not large enough for a building, but small enough for small clusters of seating, should be reserved for future investments and projects looking to provide gathering spaces Downtown.

# GOALS, POLICIES + ACTION ITEMS

## Goals, Policies, & Action Items

A series of goals, policies, and action items have been created for Chapter 8-Community Character.

### Goal

Goals are objectives or aims which may be broad or specific.

### Policies

Policies represent on-going principles by which the City should adhere when approving new development or planning future investments.

### Action Items

Action items are specific steps and activities the City should take.

These goals, policies, and action items were created to further promote the guiding principles of the Winterset Comprehensive Plan.

In Chapter 10 - Implementation, a series of matrices will be provided that include each chapter's goals, policies, and action items. In this later chapter, the guiding principle(s) being supported by each policy or action item will be highlighted. Additional items such as priority or potential partners will also be added.



## Welcoming Community



## Mobility + Connectivity



## Economic Growth + Development



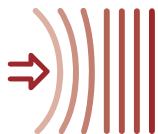
## Parks & Recreation



## Quality of Life



## Neighborhood Development



## Resiliency

## COMMUNITY CHARACTER

---

### Goal 1

Balance Winterset's small-town character with innovation and progress to attract new residents and preserve a high quality of life for existing residents

#### Policy 1A

Follow the recommendations outlined in the Parks Master Plan for park improvements and trail network expansion to maintain and expand the robust parks system

#### Policy 1B

Follow the Future Land Use Plan for proposed developments as they come to the City to encourage organic growth throughout the community

#### Action 1A

Adopt and implement a Wayfinding Master Plan

#### Action 1B

Develop Downtown infill redevelopment guidelines

#### Action 1C

Develop a neighborhood streets plan that focuses on the enhancement and preservation of street corridors and focuses on traffic calming and the pedestrian experience

#### Action 1D

Create a webpage on the City's website for prospective residents showcasing the community's history, school district, events and opportunities unique to Winterset, and organizations to be a part of should they choose to move to Winterset

## COMMUNITY CHARACTER

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### Goal 2

Highlight Winterset's vibrant past by investing in events and programs for current and future residents

#### Policy 2A

Celebrate Winterset's history through events and creative placemaking efforts

#### Policy 2B

Continue to partner with local organizations to promote a variety of events and engage residents of Winterset

#### Policy 2C

Support the Library as program attendance and general foot-traffic continues to increase

### Goal 3

Enhance Downtown Winterset through strategic public projects and programs

#### Policy 3A

Implement key public projects, such as wayfinding or gathering spaces, in a coordinated effort with business growth

#### Policy 3B

Implement streetscaping projects as street construction/reconstruction projects occur

#### Action 3A

Update the City's sign regulations to support quality downtown-style signage

## COMMUNITY CHARACTER

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### Goal 3

Enhance Downtown Winterset through strategic public projects and programs

#### Action 3B

Investigate creating a City-supported program to install shared sprinkler systems between adjoining buildings

#### Action 3C

Prioritize updating water mains Downtown to be able to accommodate water pressure requirements for fire sprinkler systems

#### Action 3D

Identify and pursue infill redevelopment sites throughout the primary and secondary boundaries of Downtown

#### Action 3E

Consider providing or partnering with the county or state to provide additional funding for continued façade improvements or renew the existing program

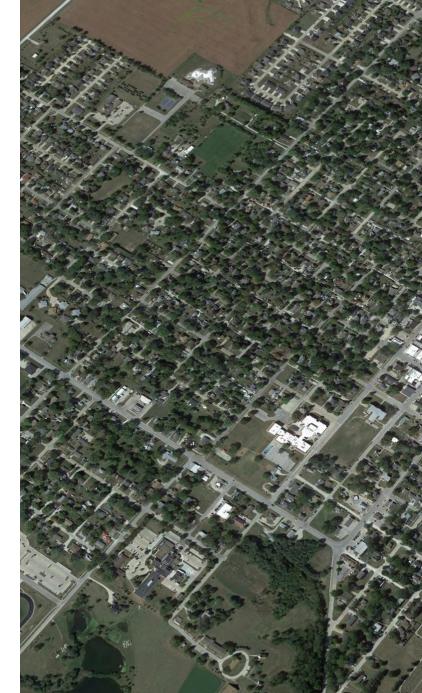
#### Action 3F

Actively pursue and consider financial incentives to support the development of new, sit-down restaurants in Downtown



## CHAPTER NINE

# TRANSPORTATION + MOBILITY



# TRANSPORTATION + MOBILITY

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## Transportation + Mobility Chapter Overview

Chapter 9 -Transportation + Mobility examines mobility at every mode of travel. Analyses of existing sidewalk networks and gaps, existing and proposed trail connections, and existing and future streets will all be discussed in this chapter to provide the City with goals, policies, and action items to guide future decisions for transportation and overall mobility.



Summary of public input received on transportation + mobility



Analysis of the existing sidewalk network and gap identification analysis



Summary of existing trail network and proposed future trails plan



Summary of street types, review of existing streets, and proposed future streets plan



Transportation + Mobility Goals, Policies, & Action Items

## PUBLIC INPUT SUMMARY / PEDESTRIANS + BICYCLISTS

The public workshop, stakeholder interviews, and interactive engagement website assisted in identifying some key concerns and desires for transportation and mobility in Winterset. The following pages break this feedback down pedestrian and bicyclist related input and car-centric feedback.

### Pedestrian and Bicyclist Related Public Input

The preference scale exercise from the Public Workshop asked participants to indicate their sense of safety when walking or biking in Winterset. Majority of responses leaned more towards feeling very safe; however, there were some outlier responses indicating otherwise. These results are shown in Figure 9.1.

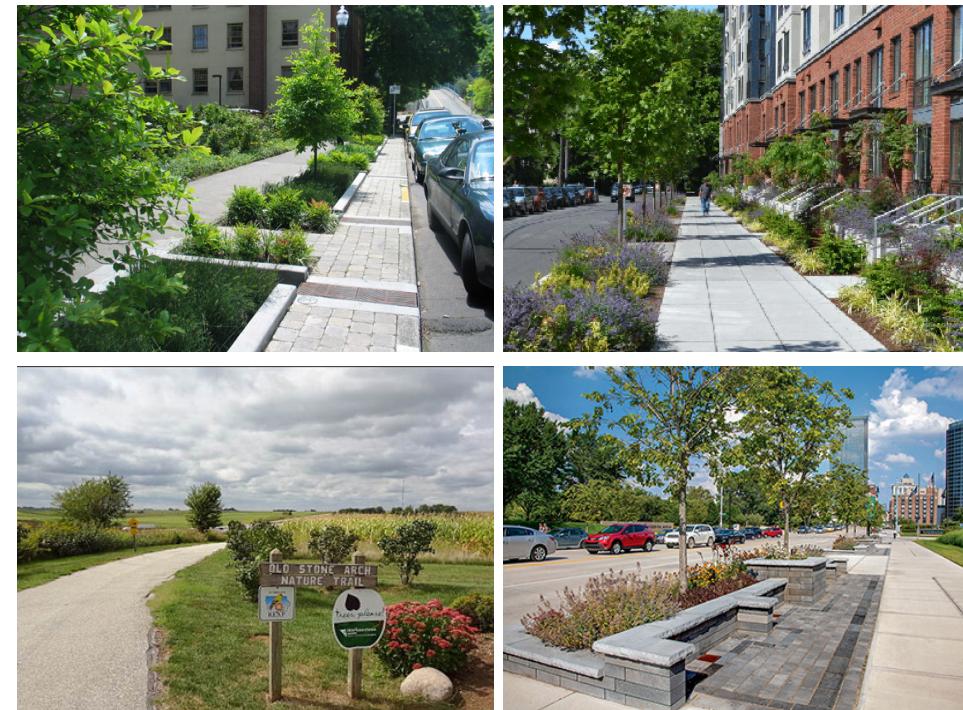
The bulk of the feedback from the image voting exercise revolves around buffered sidewalks, enhanced crosswalks, and paved and gravel trails. Figure 9.2 highlights the public workshop's image voting exercises that works to illustrate these desires.

**Figure 9.1** / Preference Scale Results for Walkability/Bikeability in Winterset

*Walkability / Bikeability*



**Figure 9.2** / Image Voting Results for Walkability/Bikeability in Winterset



## PUBLIC INPUT SUMMARY / PEDESTRIANS + BICYCLISTS

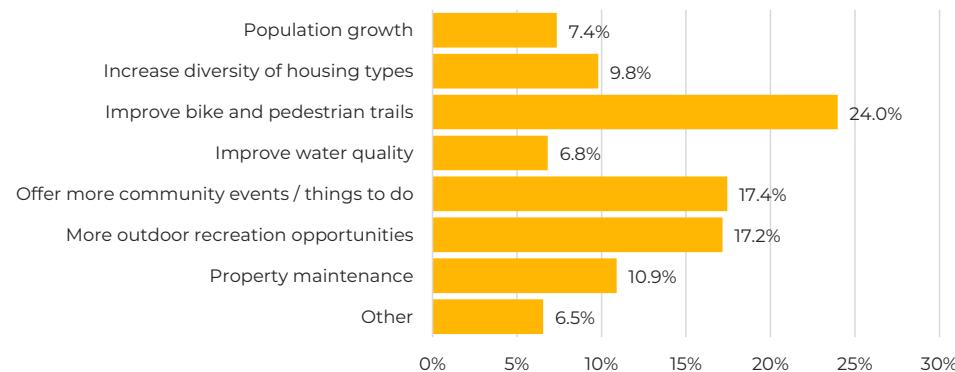
### Survey Feedback

The interactive engagement website included a short survey with questions on a variety of topics. One of the topics included parks and recreation, which resulted in feedback related to pedestrians and bicyclists in Winterset. These results are summarized below and on the following page.

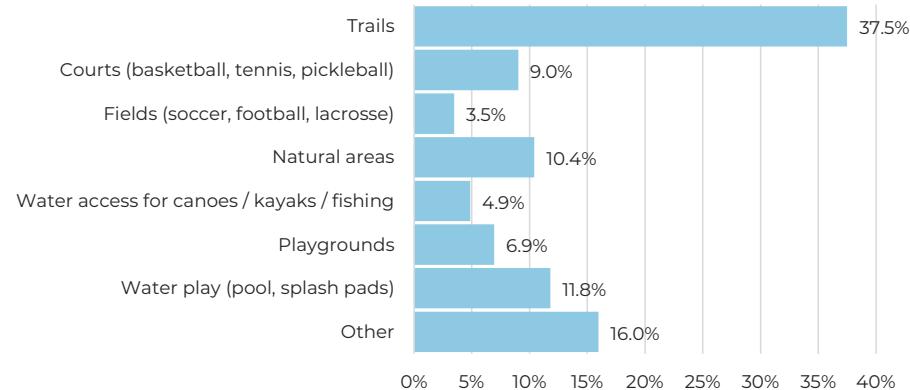
Question #6 asked participants to indicate the changes they believe would improve quality of life in Winterset. "Improve bike and pedestrian trails" received 24% of votes and was the highest selected prompt.

Question #8 asked participants to identify needed recreational amenities. Trails received 37.5% of votes and was the highest selected amenity by over 50%.

### 6. Please indicate the changes you think would improve the quality of life in Winterset. Select up to three.



### 8. Winterset needs more of the following recreational amenities.



# PUBLIC INPUT SUMMARY

## Survey Feedback

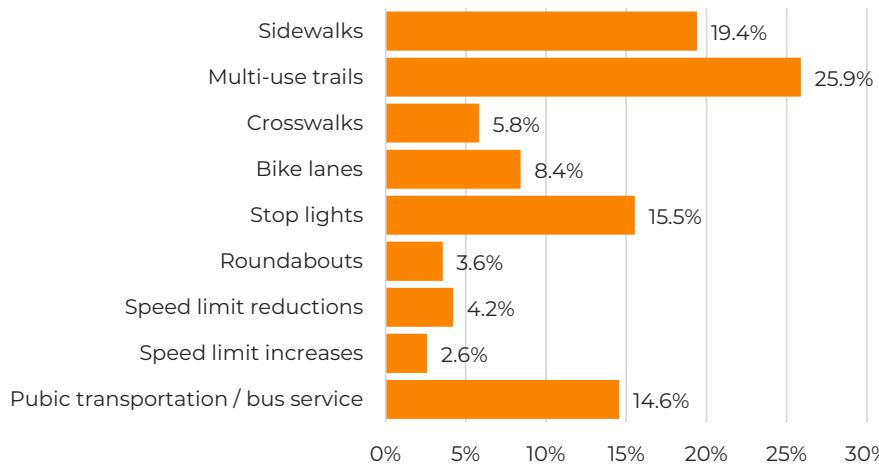
The interactive engagement website's survey asked one question to gauge the preferred short-term improvements for transportation in Winterset. Multi-use trails (25.9%), sidewalks (19.4%), and stop lights (15.5%) were the top three responses. The least favored responses included speed limit increases (2.6%), speed limit reductions (4.2%), and roundabouts (3.6%).

These results, paired with the results presented on the previous page, paint a clear picture of the transportation system Winterset residents want. As it relates to cars, it appears these improvements are lower priority. Based on the employee focus group and priority ranking results, the preferred course of action is to improve and maintain the existing roadway system. The resounding conclusions from the feedback indicate a majority of transportation improvements should go toward expanding the trail and sidewalk networks.

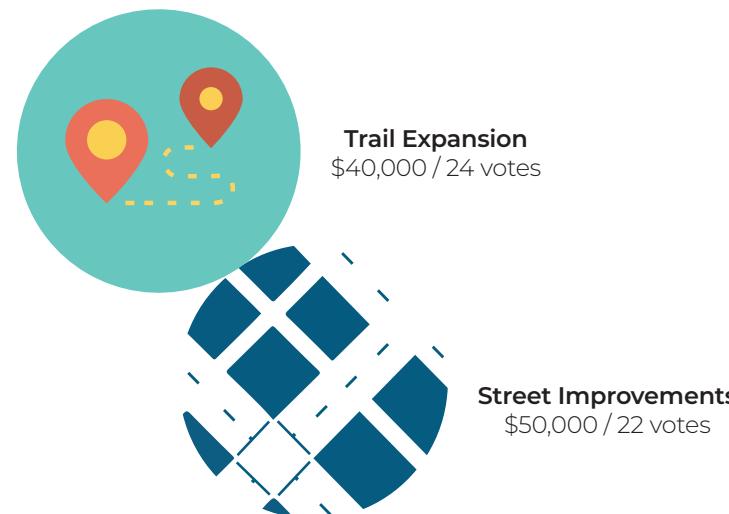
## Priority Ranking

An additional activity on the engagement website that produced pedestrian and bicyclist focused responses was the priority ranking exercise. The exercise had respondents "fund" priorities based on an imaginary budget of \$1,000,000. Trail expansion received 24 votes and was the third highest budgeted item overall, followed by street improvements with 22 votes.

### 9. In the next 0-5 years, Winterset will need more of the following transportation changes:



**Figure 9.3** / Priority Ranking Results for Trail Expansion and Street Improvements





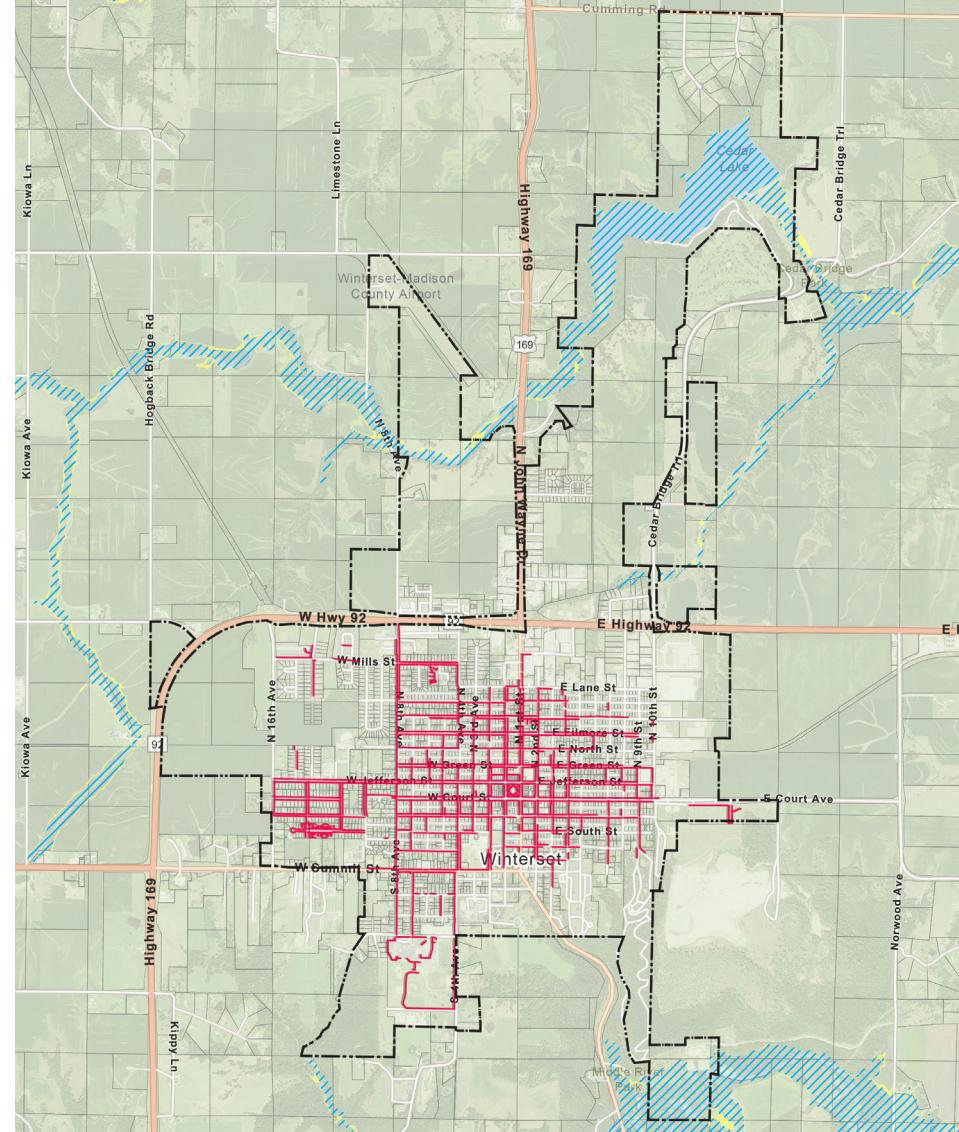
## EXISTING SIDEWALK NETWORK

### Existing Sidewalk Network

Figure 9.4 illustrates the existing sidewalk network in Winterset today. Winterset currently has a good network of sidewalks to service the core of the community. Centered around the Courthouse Square, the sidewalk network disperses out into the local streets and neighborhoods to connect one another. Local streets should provide residents with access to the greater sidewalk network, shared-use paths, and trails. Winterset's trail network is limited to the Cedar Lake Nature Trail and shared-use paths throughout the core of Winterset. The recommendations provided in the Parks Master Plan address these gaps in existing trails and shared-use paths to establish a more well-connected system.

Due to when the homes of central Winterset were constructed, not all sidewalks meet ADA standards. All new and reconstructed sidewalk and trail connections should meet Public Right-of-Way Accessibility Guidelines (PROWAG), and the City should conduct an analysis of the existing facilities to assess their condition and determine if upgrades are needed to bring the entire network into compliance.

**Figure 9.4 / Existing Sidewalk Network in Winterset**





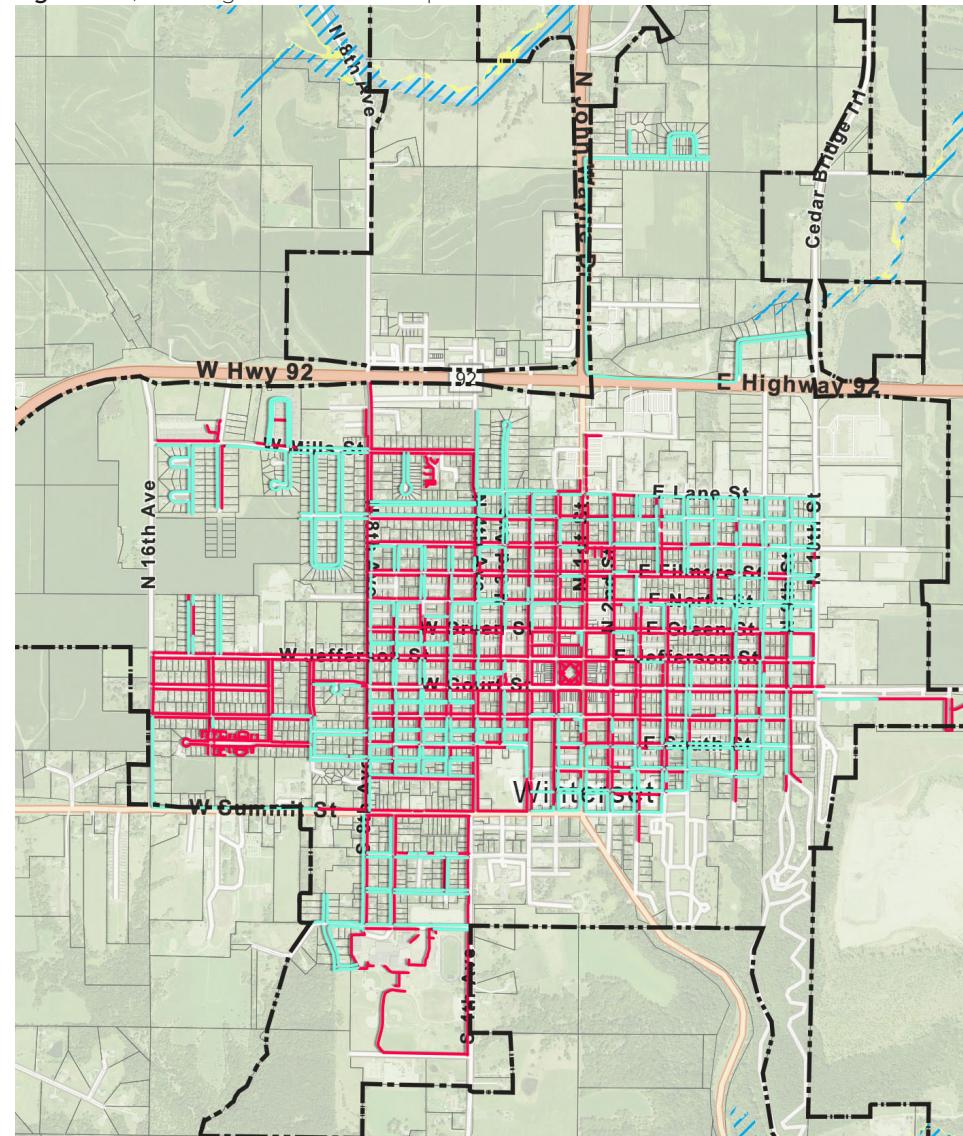
## SIDEWALK GAP ANALYSIS

### Gaps in the Current Sidewalk Network

The current sidewalk network in central Winterset is quite thorough. Figure 9.5 highlights the existing network in red, followed by proposed gap fills in turquoise. These proposed gap fills extend the current sidewalk network to both sides of the street, completes sidewalk paths, and identifies areas for the network to expand into. It is important to make a concerted effort in filling these gaps, otherwise, pedestrians are forced onto the roads and increase chances of pedestrian-vehicle crashes.

The developments that exist north of Highway 92, and on either side of Highway 169, follow more commercial and industrial land use patterns. However, as residential development continues to grow, the City should update their subdivision regulations to require sidewalks on both sides of residential local streets and follow all PROWAG regulations.

**Figure 9.5 / Existing Sidewalks and Gaps in the Overall Network**





## EXISTING SHARED-USE PATHS + TRAIL NETWORK

## Existing Shared-Use Paths

## *Shared-Use Paths*

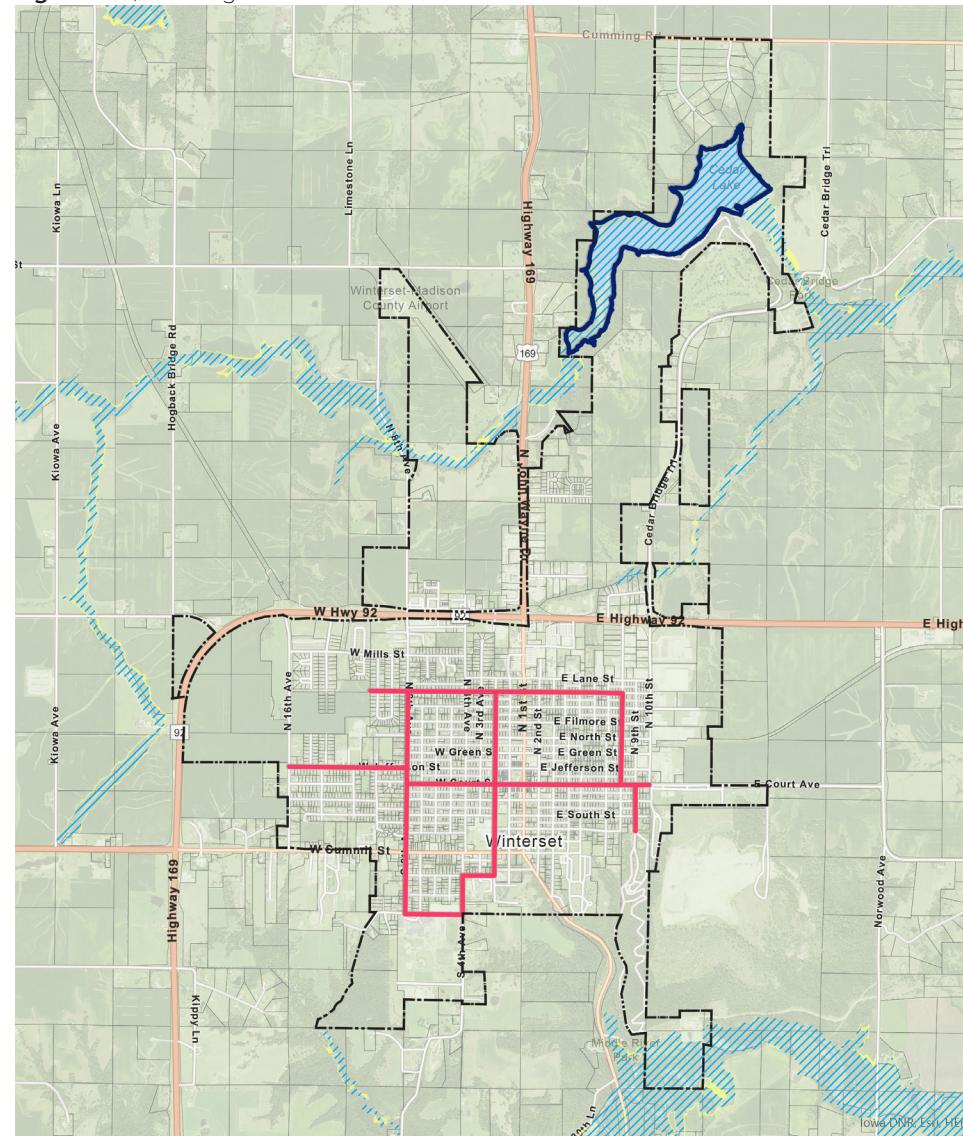
Winterset also has a small, shared-use path network in the core of the community. The pathways connect cyclists and pedestrians to major roadways. The overall shared-use path network is fairly limited, but sets a strong foundation to build a more expansive network.

## Existing Trails

## Cedar Lake Nature Trail

Winterset has made great strides in expanding its trail network. Within the last two years, the City has coordinated with local and County departments to establish a trail around Cedar Lake. Cedar Lake Nature Trail is a 3.2-mile hiking trail that runs the perimeter of the lake. The project began with the relocation of the historic 1911 Jurgenson Bridge across the spillway. From there, the trail was established and is open to the public as weather permits.

**Figure 9.6** / Existing Trail Network in Winterset





## PROPOSED TRAIL NETWORK

### Proposed Trails for Winterset

The proposed trail network works to leverage the existing trail at Cedar Lake and the shared-use paths in the core of the town. Following natural pathways, such as the floodplain or vegetation, the trail network provides each “quadrant” of the city access to shared-use paths and trails, extending into the overall sidewalk network as well.

For further detail on the proposed trails plan, please refer to the Parks Master Plan.

Figure 9.7 / Proposed Trail Network in Winterset

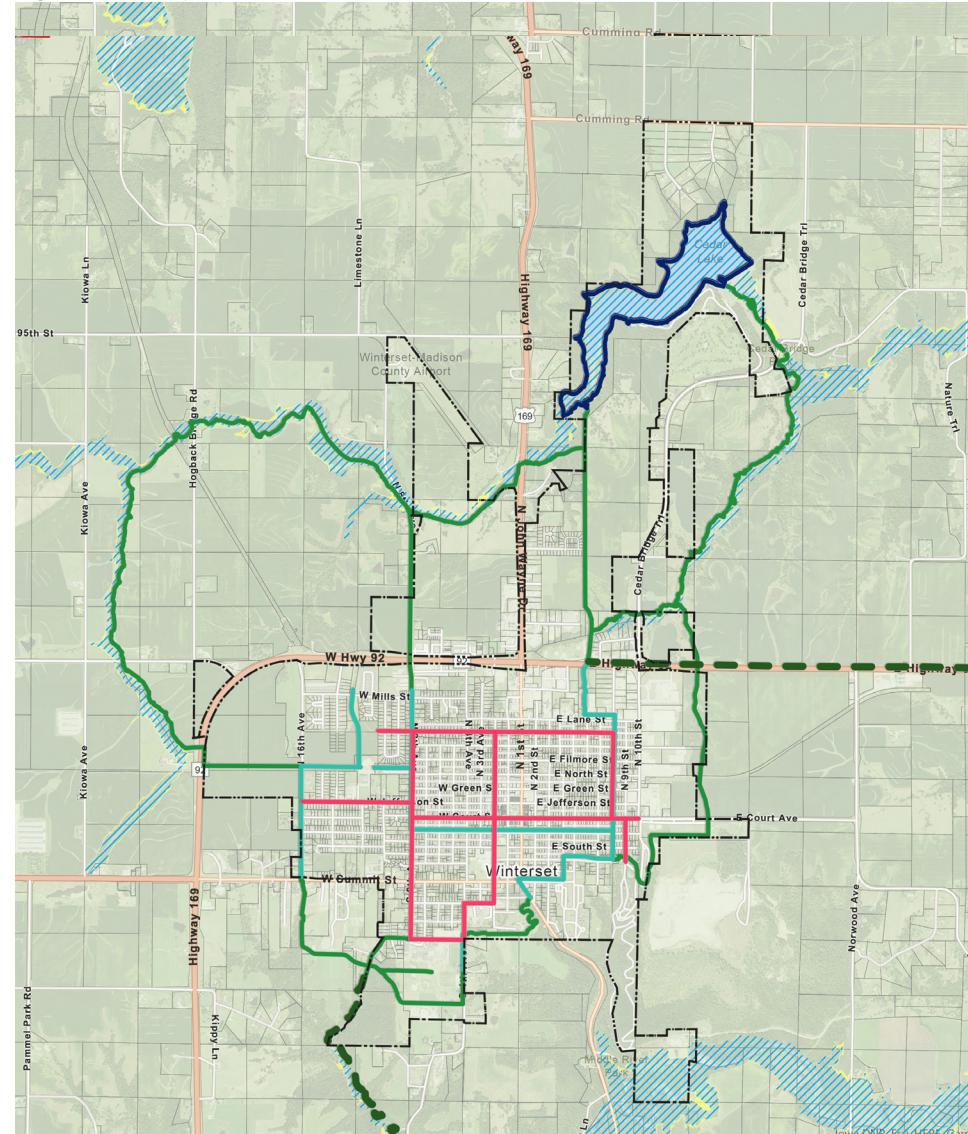
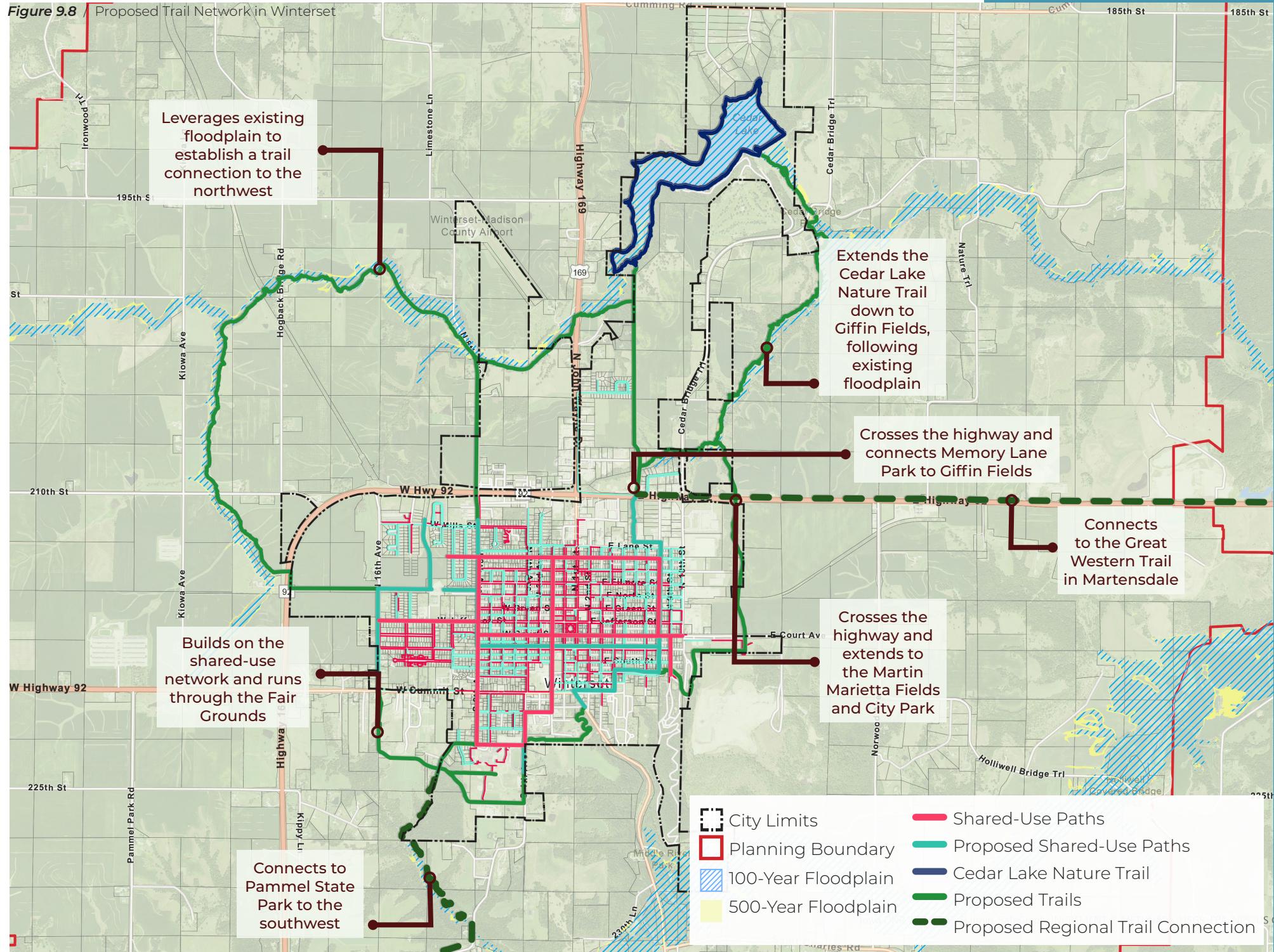


Figure 9.8 / Proposed Trail Network in Winterset



## EXISTING STREET TYPES

The Federal Highway Administration (FHWA) classifies the nation's roadway network into a series of categories based on road function. These classifications assist in providing a robust street network for our communities. There are four major street classifications (in order from greatest traffic intensity to least):

- ▶ Interstates/Highways
- ▶ Arterials
- ▶ Collectors
- ▶ Local Roads

The two to be discussed are collectors and arterials due to their impact on the growth and development of Winterset.

### Collectors

Collector streets serve the purpose of bringing a regional volume of traffic together often in coordination with land uses such as commercial, office, and industrial. Collector streets exist with a larger footprint, reduced access points, and at higher speeds. Collector streets provide the buffer between local roads and arterial roads. Figure 9.9 presents precedent imagery for what a collector road can look like in Winterset.

**Figure 9.9** / Existing Collectors in Winterset



**Collector / N 10th Street**



**Collector / N 16th Avenue**



**Collector / E Court Avenue**



**Collector / N 8th Avenue**

# EXISTING STREET TYPES

## Arterials

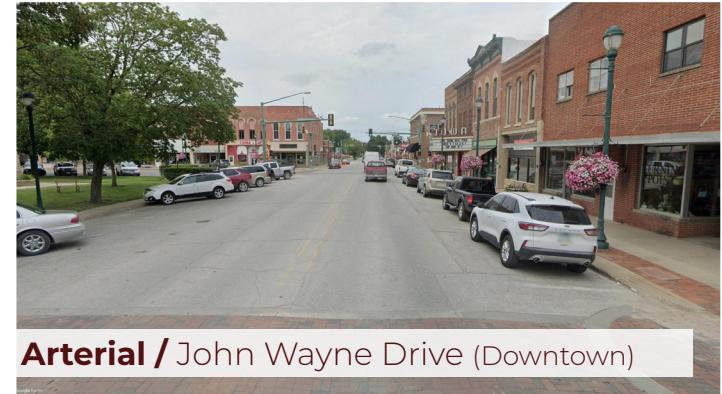
Arterial roads provide the means for regional connectivity within the roadway system. These are the main travel routes within the network, and the focus of the arterial roadway is to move traffic from one network to another. Arterial roadways should include the largest footprint, higher speeds, and access is limited to intersections with other arterial roads and collector roads.

Figure 9.10 shows existing arterial roadways in Winterset today.

**Figure 9.10** / Existing Arterials in Winterset



**Arterial / Clark Tower Road**



**Arterial / John Wayne Drive (Downtown)**



**Arterial / W Summit Street**



**Arterial / John Wayne Drive (at intersection)**



## EXISTING STREETS BY TYPE IN WINTERSET

### Existing Streets by Type

The existing street network in Winterset is primarily composed of local and collector roads. To support travel and commutes, there are highways, such as Highway 92 or 169, and arterials to allow for higher volumes of traffic. Figure 9.11 illustrates these roads by type, presenting collectors in blue, arterials in red, and highways in black.

Winterset's collector network includes:

- ▶ 195th Street
- ▶ Hogback Bridge Road
- ▶ N 8th Avenue
- ▶ Kiowa Avenue
- ▶ N 16th Avenue
- ▶ Pammel Park Road
- ▶ 225th Street
- ▶ S 4th Avenue
- ▶ Cedar Bridge Road
- ▶ N 10th Street
- ▶ E Court Avenue
- ▶ Norwood Avenue
- ▶ Nature Trail Road

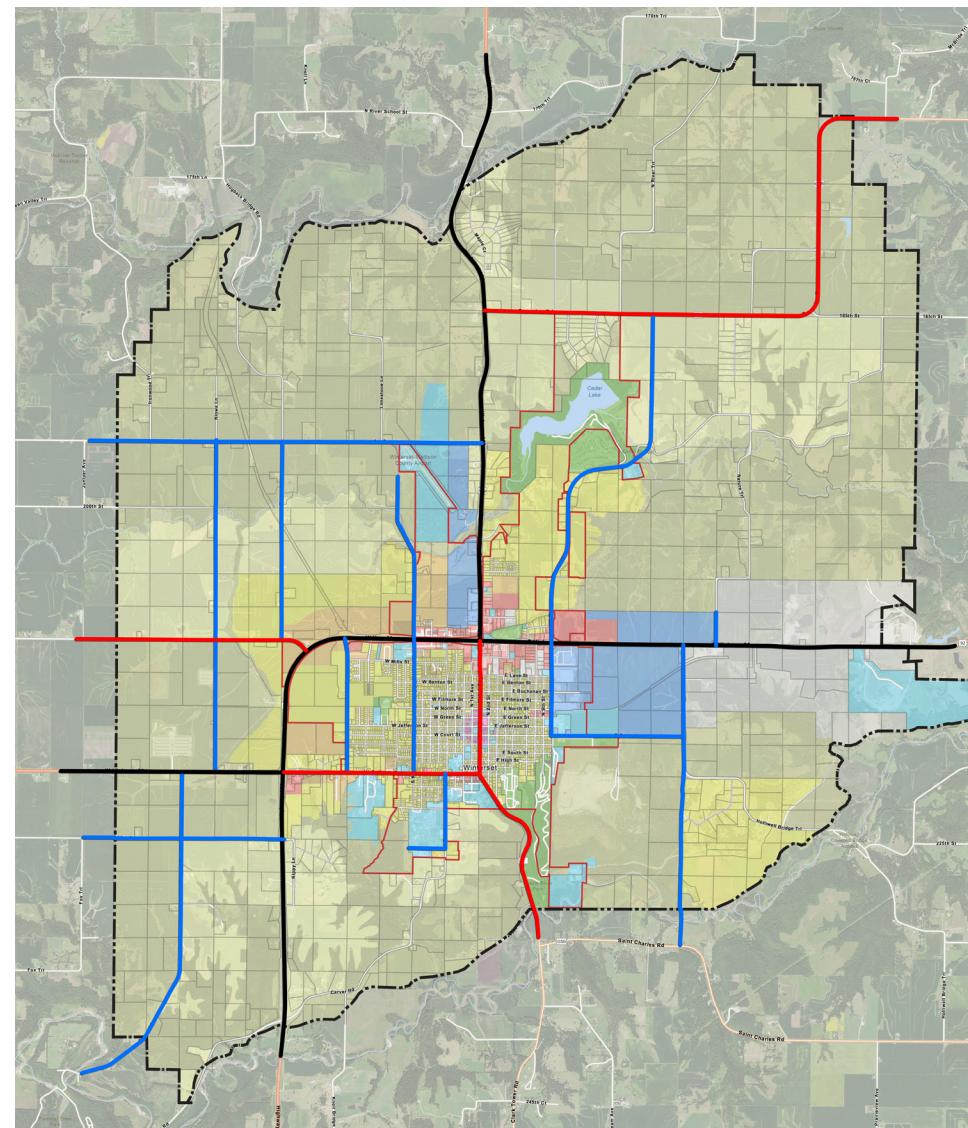
Winterset's arterial network includes:

- ▶ Cumming Road
- ▶ 210th Street
- ▶ W Summit Street
- ▶ John Wayne Drive/ N 1st Street
- ▶ Clark Tower Road

Winterset's highway system includes:

- ▶ Highway 92
- ▶ Highway 169

**Figure 9.11 / Existing Streets by Type in Winterset**





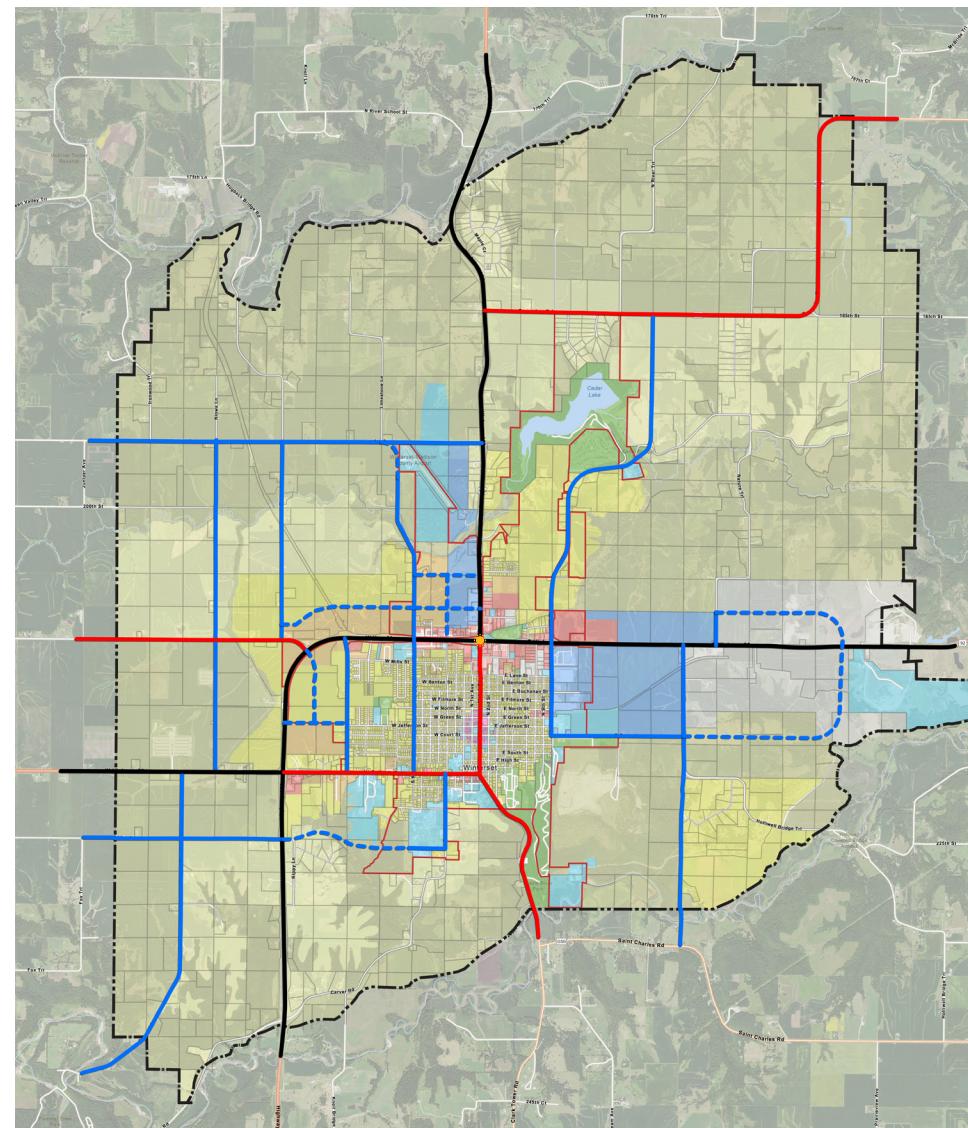
## PROPOSED FUTURE STREETS PLAN

### Proposed Future Streets Plan

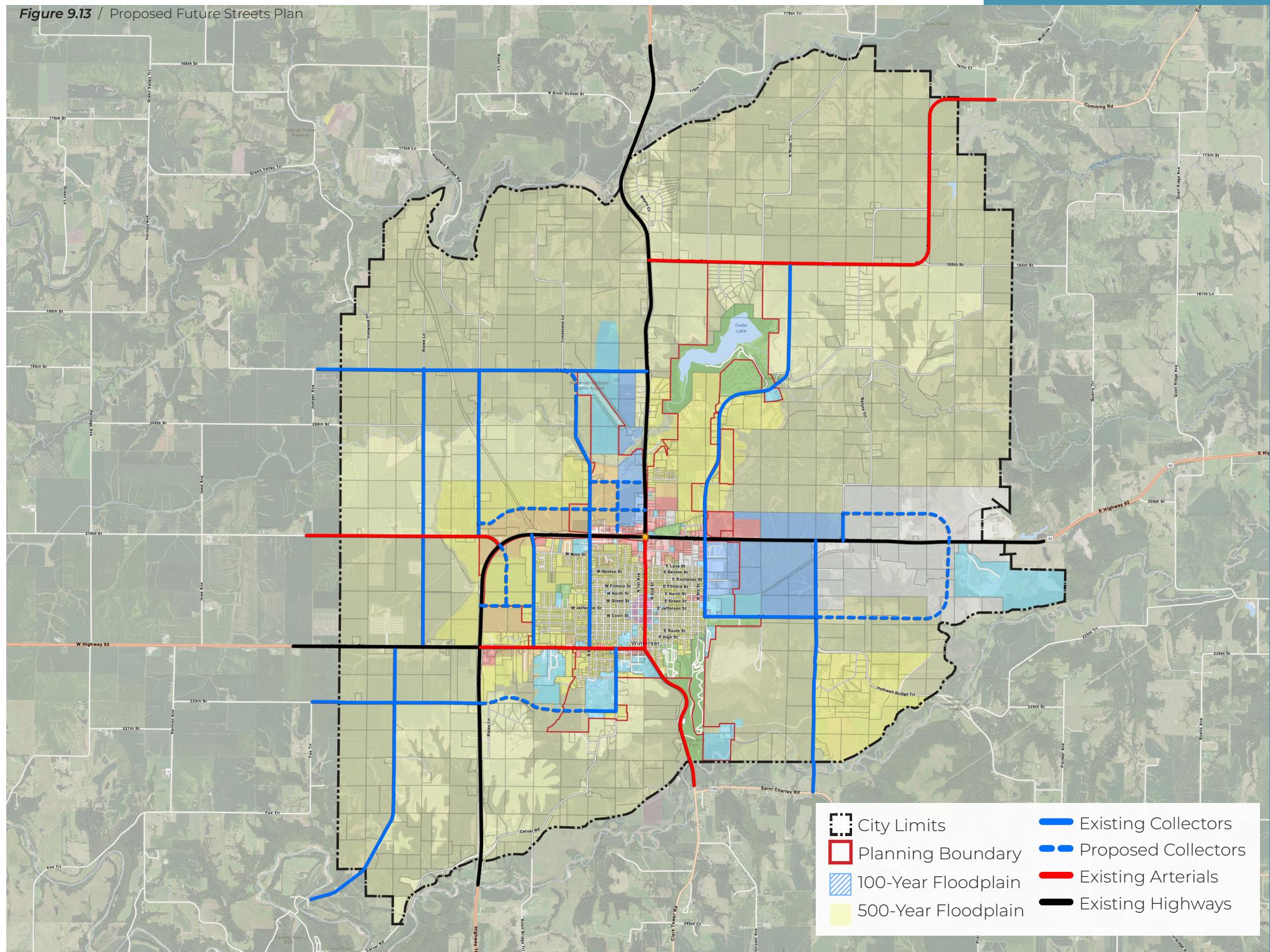
The Proposed Future Streets Plan, shown in Figure 9.12, helps the City of Winterset in identifying areas for street expansion. As additional residential development occurs outside of Winterset's core, there will be need for additional routes within the community.

Although traffic volumes are generally light throughout the community, the intersection of John Wayne Drive/Hwy 169 and Hwy 92/169 experiences significant traffic congestion during peak travel times throughout the day due to being controlled as a four-way stop. The City should continue to press the Iowa DOT to upgrade this intersection with traffic signals to improve flow and lessen stop-and-go traffic.

**Figure 9.12** / Proposed Streets by Type in Winterset



**Figure 9.13** / Proposed Future Streets Plan



# GOALS, POLICIES + ACTION ITEMS

## Goals, Policies, & Action Items

A series of goals, policies, and action items have been created for Chapter 9- Transportation + Mobility.

### Goal

Goals are objectives or aims which may be broad or specific.

### Policies

Policies represent on-going principles by which the City should adhere when approving new development or planning future investments.

### Action Items

Action items are specific steps and activities the City should take.

These goals, policies, and action items were created to further promote the guiding principles of the Winterset Comprehensive Plan.

In Chapter 10 - Implementation, a series of matrices will be provided that include each chapter's goals, policies, and action items. In this later chapter, the guiding principle(s) being supported by each policy or action item will be highlighted. Additional items such as priority or potential partners will also be added.



### Welcoming Community



### Mobility + Connectivity



### Economic Growth + Development



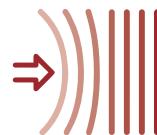
### Parks & Recreation



### Quality of Life



### Neighborhood Development



### Resiliency

# TRANSPORTATION + MOBILITY

## Goal 1

Establish a safe and well-connected multi-modal transportation network

### Policy 1A

Dedicate local funding, or identify County, State, or Federal matching fund programs, to work toward filling sidewalk network gaps as identified in this chapter

### Policy 1B

Follow the Park Master Plan's recommendations for expanding the trail network in Winterset

### Policy 1C

Follow recommendations of the Proposed Future Streets Plan to identify expansion opportunities for collectors

### Action 1A

Investigate opportunities to replace and enhance sidewalks, crosswalks, and streets in Downtown Winterset to improve the pedestrian experience

### Action 1B

Conduct a study to identify sidewalks that are non-compliant with PROWAG standards

### Action 1C

Establish a phasing plan once the sidewalk study is completed to incrementally improve sidewalk conditions as funds are available

### Action 1D

Implement the recommendations for trail expansion from the Parks Master Plan

## TRANSPORTATION + MOBILITY

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### Goal 2

Promote transportation + mobility best practices throughout Winterset

#### Policy 2A

Limit the use of cul-de-sacs and dead-end streets by requiring new developments to construct thru streets

#### Policy 2B

Discourage direct driveway access to identified Collector and Arterial corridors. The only driveways allowed should be for land locked parcels, and consideration to limited access should be given

#### Action 2A

Update the subdivision regulations to require sidewalks on both sides of the street for local streets

#### Action 2B

Coordinate with Iowa DOT to identify opportunities to establish safe over or underpass pedestrian crossings along Highway 92

#### Action 2C

Develop standards for pedestrian crosswalks based on street classification, number of lanes, speed, and volume



## CHAPTER TEN

# IMPLEMENTATION



# HOW TO USE THE IMPLEMENTATION CHAPTER

The implementation section provides a summary of all the Comprehensive Plan policies and action items and identifies the applicable guiding principles and timeframes for each policy and action item.

## Goal

Goals are objectives or aims which may be broad or specific.

## Policies

Policies represent ongoing principles by which the City should adhere to when approving new development or planning future investments.

## Action Items

Action items are specific steps and activities the City should take.

## Guiding Principles

Chapter 1-Introduction provides a set of guiding principles to be used throughout the Comprehensive Plan. These are applied to the implementation tables to identify how each of the proposed policies and action items work to support the principles.

## Timeframe

Each action item has been assigned a timeframe of either Short-Term (0-4 years), Mid-Term (5-9 years) or Long-Term (10+ years). Many of the Long-Term action items may represent long-term, ongoing action items the City will need to keep up with on an ongoing basis.



## Welcoming Community



## Mobility + Connectivity



## Economic Growth + Development



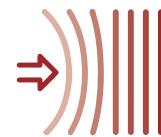
## Parks & Recreation



## Quality of Life



## Neighborhood Development



## Resiliency

## GUIDING PRINCIPLES

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### **Welcoming Community**

Winterset is a welcoming community with a hometown feel



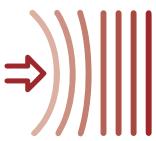
### **Economic Growth + Development**

Winterset strives to attract quality growth and development within its commercial and industrial sectors



### **Quality of Life**

Winterset continues to make quality of life improvements for residents and visitors through its investments and amenities



### **Resiliency**

Winterset is committed to a future that is both sustainable and resilient through investments in infrastructure, thoughtful land use planning, and fiscally responsible growth



### **Mobility + Connectivity**

Winterset takes advantage of its existing connectivity while building new routes to accommodate multi-modal connectivity



### **Parks & Recreation**

Winterset is a leader in parks and recreation planning and provides a system that serves all ages and abilities



### **Neighborhood Development**

Winterset has neighborhoods that make everyone feel at home

## GUIDING PRINCIPLES

The sample table to the right presents a guide to the implementation table used on the following pages.

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G1	Goal X: Goals are objectives or aims which may be broad or specific		
P1	Policies represent ongoing principles by which the City should adhere to when approving new development or planning future investments.		
A1	Action items are specific steps the City should take.		

**Implementation Categories:**

- Welcoming Community** (Icon: Handshake)
- Economic Growth + Development** (Icon: Bar chart)
- Quality of Life** (Icon: People)
- Resiliency** (Icon: Wave)
- Mobility + Connectivity** (Icon: Car, Bike, Pedestrian)
- Parks + Recreation** (Icon: Tree, Bench)
- Neighborhood Development** (Icon: City buildings)

**Timeframes:**

- 0-4 Years
- 5-9 Years
- 10+ Years
- Ongoing

## IMPLEMENTATION / LAND USE

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G1	Provide a balanced and diverse mix of land uses that improves the community's quality of life and is long-term financially sustainable		
P.1A	Maintain low-density as the dominant housing typology while also supporting development of medium and high-density housing in key locations throughout the community		Ongoing
P.1B	Preserve areas for new commercial, business park, and industrial growth by discouraging low-density residential development along the relatively flat undeveloped land east of town along Highway 92	 	Ongoing
P.1C	Expand commercial and industrial development opportunities in key areas of the planning boundary through strategic annexation, favorable zoning, and the extension of infrastructure	 	Ongoing
P.1D	Consult the Comprehensive Plan when reviewing rezoning requests and development proposals (including subdivisions within the City's 2-mile extra-territorial review area) to determine if they are consistent with the Comprehensive Plan's Future Land Use Plan and related goals and strategies	  	Ongoing
P.1E	Promote infill development and the rehabilitation or reuse of existing properties and vacant lots within Winterset	  	Ongoing
P.1F	Discourage the unnecessary conversion of agricultural land to the built environment in those areas listed as Agriculture on the Future Land Use Plan		Ongoing
P.1G	Preserve sensitive natural features within the Winterset planning boundary such as floodplain, stream corridors, areas with significant tree cover, and areas with steeper slopes		Ongoing
A.1A	Update the city's zoning and subdivision regulations to support the Future Land use Plan and any goals, policies, or action items included in the Comprehensive Plan	  	0-4 Years
A.1B	Review zoning code to identify code requirements that may be discouraging new development and redevelopment / infill projects		0-4 Years

## IMPLEMENTATION / LAND USE

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G2	Follow best practices for growth and development		
P.2A	Discourage leapfrog development by promoting growth and development in areas adjacent to existing city limits or previously developed areas, not approving single-family rural subdivisions in areas designated as Agriculture in the Future Land Use Plan, and by requiring new development to be responsible for the costs of constructing street and utility extensions necessary to serve the development		Ongoing
P.2B	Require new development connect and extend street, water, and sanitary sewer infrastructure necessary to both serve their project and allow for future development of the neighboring properties		Ongoing
P.2C	Require new developments and subdivisions (including rural development within the City's 2-mile review area) have public streets built to City design standards and have at least one access point to a paved street network		Ongoing
P.2D	Require any proposed development that cannot connect to sanitary sewer and/or water provide dry sewer mains, easements, plans, and agreements to connect at some point in the future when service is available, if located within an area that can be served		Ongoing
P.2E	Avoid development within or near sensitive environmental areas to preserve open space, provide a tranquil environment, and protect people and property		Ongoing
A.2A	Adopt buffer regulations for incompatible land uses such as low density residential and industrial uses		0-4 Years

## IMPLEMENTATION / LAND USE

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G3	Prioritize proper connectivity and mobility in new development		
P.3A	Require new development construct sidewalks and trails and connect these trails and sidewalks to existing developments or trail systems		Ongoing
P.3B	Limit the use of cul-de-sacs and dead-end streets and require arterial or collector streets connect through proposed developments		Ongoing
P.3C	Limit development along gravel roads by requiring new rural development be accessed by at least one paved street		Ongoing
P.3D	Limit the number of single-purpose driveways along major roadways such as Highway 169 and Highway 92		Ongoing
P.3E	Connect new and existing areas of the community by requiring through streets and pedestrian connections between new and existing developments to encourage a cohesive community character and sense of place		Ongoing
P.3F	Require sidewalk or multi-purpose trails for all new developments and expand sidewalk or trail connections in key areas where missing segments exist in the system		Ongoing
A.3A	Review and update subdivision regulations to promote multi-modal circulation in new neighborhoods and between new and existing neighborhoods		0-4 Years

## IMPLEMENTATION / NATURAL RESOURCES

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G1	Preserve sensitive environmental features as Winterset grows		
P.1A	Discourage development or impermeable surfaces within the floodplain or designated stream buffer areas		Ongoing
P.1B	Preserve wetlands within the planning area and utilize high-quality wetlands as amenity features whenever possible	 	Ongoing
P.1C	Expand the urban tree canopy within Winterset as well as promote conservation of existing quality tree stands and plantings in established areas of the city	 	Ongoing
P.1D	Discourage intense development surrounding key environmental areas within the planning boundary		Ongoing
P.1E	Discourage the unnecessary conversion of agricultural land to the built environment in those areas listed as Agriculture + Open Space on the Future Land Use Plan		Ongoing
P.1F	Preserve sensitive natural features within the Winterset planning boundary such as floodplain, stream corridors, areas with significant tree cover, and areas with steeper slopes		Ongoing

## IMPLEMENTATION / NATURAL RESOURCES

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G1	Preserve sensitive environmental features as Winterset grows		
A.1A	Consider adopting a slope preservation ordinance to protect steep slopes within Winterset's planning boundary		0-4 Years
A.1B	Update the city zoning code to require more landscaping including overstory trees		0-4 Years
A.1C	Adopt a stream, wetland and floodplain buffer ordinance to protect sensitive ecological environs in Winterset		0-4 Years
A.1D	Add low-impact trails to city-owned stream buffers to provide the dual benefits of environmental protection and recreation opportunities		Ongoing

## IMPLEMENTATION / HOUSING + NEIGHBORHOOD

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G1	Expand housing options for current and future residents		
P.1A	Promote a variety of residential housing typologies, including townhomes or rowhouses, entry-level single-family and mid-level single-family, missing middle and apartment style homes	 	Ongoing
P.1B	Support additional rental units and sustain a supply of available rentals in Winterset	 	Ongoing
P.1C	Follow the Future Land Use Plan for preferred locations of future residential developments		Ongoing
A.1A	Identify vacant or developable land for affordable housing	 	5-9 Years
G2	Attract quality low-density housing options that meet a wide range of community needs		
P.2A	Actively work with developers to attract a wide range of detached housing price ranges and sizes to Winterset including workforce/affordable, mid-range and higher-end housing	 	Ongoing
P.2B	Use Planned Unit Developments (PUDs) as an alternative to conventional development patterns only when use of a PUD will lead to a more creative, unique, or difficult-to-develop housing type		Ongoing
A.2A	Consider implementation of residential guidelines to encourage high-quality housing options that utilize a uniform variety of materials, architectural styles and building orientations		5-9 Years
A.2B	Complete a review of the residential zoning districts to better reflect the Future Land Use Plan and the goals, policies and action items included in the Winterset Comprehensive Plan	 	0-4 Years

## IMPLEMENTATION / HOUSING + NEIGHBORHOOD

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G2	Attract quality low-density housing options that meet a wide range of community needs		
A.2C	As part of any residential zoning district review and update, consider if, when or where to allow for areas with smaller lot homes, cluster subdivisions, accessory dwelling units (ADUs), and co-housing community concepts	 	0-4 Years
No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G3	Promote strong neighborhoods that create a sense of place and hometown feel		
P.3A	Advertise and educate residents on available housing rehabilitation programs		Ongoing
P.3B	Ensure residential growth is efficient and sustainable by promoting new residential growth adjacent to existing residential areas in order to be more efficient in the deployment of municipal service expansion	 	Ongoing
P.3C	Require new residential development to protect environmentally sensitive areas such as floodplain corridors, stream buffers and wetlands		Ongoing
P.3D	Preserve areas with significant tree cover and drainage ways in residential areas for trail expansion opportunities	 	Ongoing
P.3E	Encourage the incorporation of public open and green spaces into new residential neighborhoods and establish pedestrian connections to those amenities	 	Ongoing
P.3F	Discourage the use of cul-de-sacs in new residential developments when possible. Where cul-de-sacs are necessary, ensure a pedestrian connection is made to adjacent roadways or trails	 	Ongoing
P.3G	Require residential streets to be pedestrian-focused through appropriate street width, block lengths and the use of planting strips	 	Ongoing

## IMPLEMENTATION / HOUSING + NEIGHBORHOOD

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G3	Promote strong neighborhoods that create a sense of place and hometown feel		
P.3H	Require new residential developments, that have common areas under shared ownership, to enact covenants to ensure adequate maintenance of common areas, easements and drainage areas	 	Ongoing
P.3I	Strengthen neighborhood relationships and connections throughout the community through effective outreach, engagement and communication	 	Ongoing
G4	Encourage thoughtful multi-family areas throughout the community		
P.4A	Allow for the development of medium and higher-density housing based on locations identified in the Future Land Use Plan		Ongoing
P.4B	Connect new multi-family housing with dedicated trails or multi-use paths and require multi-family residential developments provide thoughtful and intentional open space for residents	 	Ongoing
P.4C	Encourage multi-family residential developments to retain environmentally sensitive areas such as floodplain corridors, stream buffers, tree canopy and wetlands		Ongoing
P.4D	Work to attract age-restricted, income-restricted, or workforce-oriented multi-family housing options in key areas of Winterset to support diversified residents	 	Ongoing
A.4A	Adopt residential guidelines for Multi-Family housing incorporating the elements included in this plan		5-9 Years
A.4B	Create a rental housing inspection program to ensure multi-family housing remains safe and well-maintained for Winterset renters	 	5-9 Years

## IMPLEMENTATION / HOUSING + NEIGHBORHOOD

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G5	Encourage residential infill and housing rehabilitation in older parts of the community		
P.5A	Discourage the conversion of older single-family homes into multi-family home units		Ongoing
P.5B	Discourage creating neighborhoods that contain multiple potentially vulnerable housing characteristics, such as the clustering of small lots, homes without basements, homes with only one bathroom and affordable housing		Ongoing
A.5A	Explore the long-term need for additional housing and/or neighborhood revitalization programs and funding that may be appropriate for possible vulnerable residential neighborhoods in Winterset		10+ Years
A.5B	Monitor the need for a rental housing rehabilitation program to promote, require, or financially assist the renovation or replacement of older rental housing buildings and complexes		5-9 Years
A.5C	Conduct a housing assessment of older single-family neighborhoods to develop a baseline of the existing housing conditions, dwelling types, and general maintenance		0-4 Years
A.5D	Adopt residential guidelines for infill housing incorporating the elements included in this plan		5-9 Years

## IMPLEMENTATION / COMMUNITY CHARACTER

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G1	Balance Winterset's small-town character with innovation and progress to attract new residents and preserve a high quality of life for existing residents		
P.1A	Follow the recommendations outlined in the Parks Master Plan for park improvements and trail network expansion to maintain and expand the robust parks system	 	Ongoing
P.1B	Follow the Future Land Use Plan for proposed developments as they come to the City to encourage organic growth throughout the community		Ongoing
A.1A	Adopt and implement a Wayfinding Master Plan	  	5-9 Years
A.1B	Develop Downtown infill redevelopment guidelines	 	5-9 Years
A.1C	Develop a neighborhood streets plan that focuses on the enhancement and preservation of street corridors and focuses on traffic calming and the pedestrian experience	 	0-4 Years
A.1D	Create a webpage on the City's website for prospective residents showcasing the community's history, school district, events and opportunities unique to Winterset, and organizations to be a part of should they choose to move to Winterset	 	0-4 Years

## IMPLEMENTATION / COMMUNITY CHARACTER

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G2	Highlight Winterset's vibrant past by investing in events and programs for current and future residents		
P.2A	Celebrate Winterset's history through events and creative placemaking efforts	 	Ongoing
P.2B	Continue to partner with local organizations to promote a variety of events and engage residents of Winterset	 	Ongoing
P.2C	Support the Library as program attendance and general foot-traffic continues to increase		Ongoing
G3	Enhance Downtown Winterset through strategic public projects and programs		
P.3A	Implement key public projects, such as wayfinding or gathering spaces, in a coordinated effort with business growth	 	Ongoing
P.3B	Implement streetscaping projects as street construction/reconstruction projects occur	 	Ongoing

## IMPLEMENTATION / COMMUNITY CHARACTER

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G3	Enhance Downtown Winterset through strategic public projects and programs		
A3A	Update the City's sign regulations to support quality downtown-style signage		0-4 Years
A3B	Investigate creating a City-supported program to install shared sprinkler systems between adjoining buildings		0-4 Years
A3C	Prioritize updating water mains Downtown to be able to accommodate water pressure requirements for fire sprinkler systems		0-4 Years
A3D	Identify and pursue infill redevelopment sites throughout the primary and secondary boundaries of Downtown		0-4 Years
A3E	Consider providing or partnering with the county or state to provide additional funding for continued façade improvements or renew the existing program		0-4 Years
A3F	Actively pursue and consider financial incentives to support the development of new, sit-down restaurants in Downtown		0-4 Years

## IMPLEMENTATION / TRANSPORTATION + MOBILITY

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G1	Establish a safe and well-connected multi-modal transportation network		
P.1A	Dedicate local funding, or identify County, State, or Federal matching fund programs, to work toward filling sidewalk network gaps as identified in this chapter		Ongoing
P.1B	Follow the Park Master Plan's recommendations for expanding the trail network in Winterset		Ongoing
P.1C	Follow recommendations of the Proposed Future Streets Plan to identify expansion opportunities for collectors		Ongoing
A.1A	Investigate opportunities to replace and enhance sidewalks, crosswalks, and streets in Downtown Winterset to improve the pedestrian experience		5-9 Years
A.1B	Conduct a study to identify sidewalks that are non-compliant with PROWAG standards		10+ Years
A.1C	Establish a phasing plan once the sidewalk study is completed to incrementally improve sidewalk conditions as funds are available		5-9 Years
A.1D	Implement the recommendations for trail expansion from the Parks Master Plan		Ongoing

## IMPLEMENTATION / TRANSPORTATION + MOBILITY

No.	Goal/Policy/Action Item	Guiding Principle(s)	Timeframe
G2	Promote transportation + mobility best practices throughout Winterset		
P.2A	Limit the use of cul-de-sacs and dead-end streets by requiring new developments to construct thru streets		Ongoing
P.2B	Discourage direct driveway access to identified Collector and Arterial corridors. The only driveways allowed should be for land locked parcels, and consideration to limited access should be given		Ongoing
A.2A	Update the subdivision regulations to require sidewalks on both sides of the street for local streets		0-4 Years
A.2B	Coordinate with Iowa DOT to identify opportunities to establish safe over or underpass pedestrian crossings along Highway 92		5-9 Years
A.2C	Develop standards for pedestrian crosswalks based on street classification, number of lanes, speed, and volume		5-9 Years

