



Chapter 4: Community Elements & Goals



Elements Overview

This chapter presents a vision for the future of Oelwein. It also contains goals and strategies to achieve the vision. The goals and strategies described throughout the chapter were established through the planning process, public engagement activities, Steering Committee input, and the Community Profile.

The goals and strategies have been divided into the following categories:

- Community Vision & Character
- Community Facilities
- Housing
- Transportation
- Parks & Recreation
- Economic Development
- Agricultural & Natural Resources
- Resiliency
- Intergovernmental Collaboration

This section defines goals and strategies as follows:

Goals:

A long term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition through implementation.

Strategies:

A strategy is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation through direct action.

An overview of the goals are listed on the following page. Each goal has at least two strategies for achieving the goal, these are listed throughout this chapter. For action items that can be used to implement these goals and strategies, please refer to Chapter 7, Strategic Plan & Implementation.

These goals and strategies are designed to facilitate the implementation of Oelwein's vision of health, safety, sustainability, and development.

Community Vision & Character

Goal 1: Continue to improve the health, safety, and well-being of all Oelwein residents.

Goal 2: Encourage participation in community-based opportunities.

Community Facilities

Goal 1: Maintain reliable, quality services, utilities, and facilities to encourage growth and reinvestment.

Goal 2: Enhance communication procedures for residents to continue improving the public services and quality of life for all residents.

Housing

Goal 1: Plan for safe, attractive, and accessible housing (physically and financially) to meet existing needs and forecasted housing demands of all residents of the community.

Goal 2: Support a range of housing options to retain and continue to attract people at various life stages including young professionals, families, and the aging population.

Transportation

Goal 1: Support a comprehensive transportation system that provides accessibility to traditional and alternative modes of transportation effectively throughout Oelwein.

Goal 2: Identify and address primary transportation infrastructure needs to reduce barriers across the City of Oelwein.

Parks & Recreation

Goal 1: Provide a robust recreation system to all residents and visitors.

Goal 2: Develop and support a comprehensive system of safe, aesthetically pleasing, and useful open spaces and trails that serve the entire community.

Economic Development

Goal 1: Encourage diverse economic opportunities for business development and commerce to support job opportunities and amenities for Oelwein residents and the region.

Goal 2: Support strategic economic growth within the Downtown area and provide additional retailers, businesses, and services for the community.

Agricultural & Natural Resources

Goal 1: Manage, enhance, and preserve land and water resources by preserving the natural environment through development mitigation strategies in pertinent natural areas including wetlands and floodplains.

Goal 2: Support the protection and enhancement of natural features native to Oelwein and the region.

Resiliency

Goal 1: Encourage sustainable practices throughout the community including development and infrastructure methods.

Goal 2: Participate in development and implementation of local emergency plans including the Fayette County Hazard Mitigation Plan.

Intergovernmental Collaboration

Goal 1: Coordinate with Fayette County, neighboring counties, and neighboring municipalities to optimize regional planning efforts.

Goal 2: Partner with local, state, and federal agencies to enhance the culture and resources of Oelwein.

Community Vision & Character

Background

An overview of the goals are listed on the following page. Each goal has at least two strategies for achieving the goal, these are listed throughout this chapter. For action items that can be used to implement these goals and strategies, please refer to Chapter 7, Strategic Plan & Implementation.

These goals and strategies are designed to facilitate the implementation of Oelwein's vision of health, safety, sustainability, and development.



Community Vision & Character Goals & Strategies

Goal 1:

Continue to improve the health, safety, and well-being of all Oelwein residents.

Strategy 1a:

Enhance safety throughout the City of Oelwein.

Strategy 1b:

Improve access to healthcare services and promote a healthy lifestyle.



Goal 2:

Encourage participation in community-based opportunities.

Strategy 2a:

Foster a strong sense of community culture.

Strategy 2b:

Continue to offer community-wide communication opportunities.

Community Facilities

Background

Public and private utilities are a fundamental need for growing and sustaining a community, and important to the residents of Oelwein. Without comprehensive public and private infrastructure, facilities, and services, the continued growth of the community would stall. The following page contains goals and strategies to help overcome these challenges and others related to the community's infrastructure.



Community Facilities Goals & Strategies

Goal 1:

Maintain reliable, quality services, utilities, and facilities to encourage growth and reinvestment.

Strategy 1a:

Explore development incentives that prioritize infill development/redevelopment and utilize existing public infrastructure.

Strategy 1b:

Explore alternative parking space requirements that reduce the need for large parking lots.

Strategy 1c:

Evaluate opportunities to make improvements or relocate City facilities located in floodplain areas.

Goal 2:

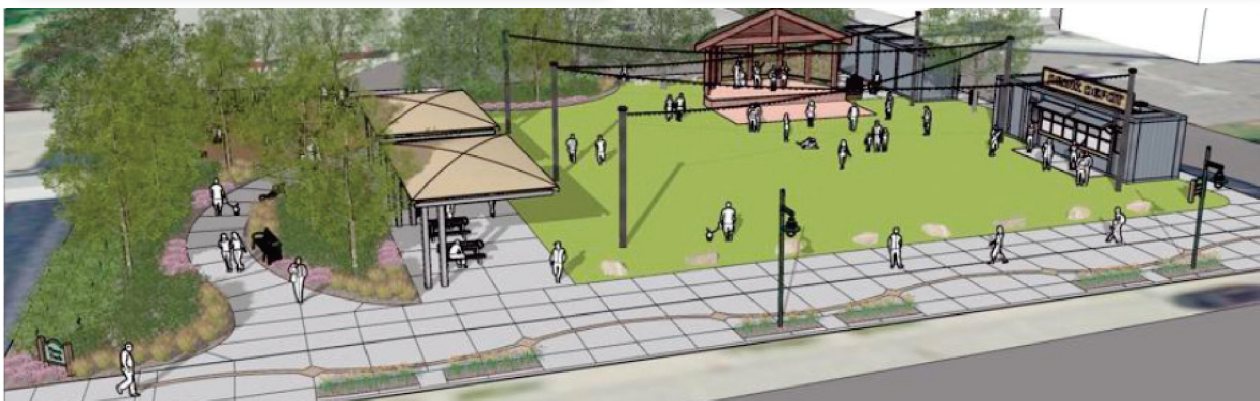
Enhance communication procedures for residents to continue improving the public services and quality of life for all residents.

Strategy 2a:

Adopt a maintenance and replacement schedule into City Code.

Strategy 2b:

Establish regular community outreach processes regarding public facilities and services.



Housing

Background

As Oelwein grows and changes, its housing must change to meet the needs of the population. Housing is included in a comprehensive plan to provide guidance for decision-makers and developers when considering additions to and renovations of the housing stock throughout Oelwein.



Housing Goals & Strategies

Goal 1:

Plan for safe, attractive, and accessible housing (physically and financially) to meet existing needs and forecasted housing demands of all residents of the community.

Strategy 1a:

Produce and maintain community facilities, utilities, and infrastructure that are attractive to developers, current residents, and future residents.

Strategy 1b:

Continue to improve the housing stock of Oelwein through local housing program.



Goal 2:

Support a range of housing options to retain and continue to attract people at various life stages including young professionals, families, and the aging population.

Strategy 1a:

Explore opportunities for mixed-income housing developments to promote socioeconomic diversity.

Strategy 2b:

Continue to maintain a comprehensive assessment of the local housing market to identify gaps in affordable housing options.

Background

A community's mobility network is a vital community feature and should be able to facilitate all modes of movement. Transportation is about the ability to readily and safely gain access to work, school, shopping, recreation, medical care and social gatherings. Oelwein is fortunate to have easy access to Highway 20, Highway 330, Highway 3, Highway 150, Interstate 35, and the greater Des Moines Metro region. The City's future transportation network should anticipate the needs of users of different types of transportation methods and ensure efficiency and safety across the system.



Transportation Goals & Strategies

Goal 1:

Support a comprehensive transportation system that provides accessibility to traditional and alternative modes of transportation effectively throughout Oelwein.

Strategy 1a:

Encourage non-vehicular transportation options and overall connectivity.

Strategy 1b:

Coordinate transportation plans with other city and regional plans.

Goal 2:

Identify and address primary transportation infrastructure needs to reduce barriers across the City of Oelwein.

Strategy 2a:

Prioritize maintenance and improvement of transportation infrastructure.

Strategy 2b:

Prioritize safety in multimodal transportation development.

Parks & Recreation

Background

Oelwein’s recreation ranks very high on the list of contributions towards an improved quality of life. These recreational amenities provide residents and visitors with a higher quality of life and will help keep the county growing and thriving. Additionally, recreational opportunities add economic value and positively affect property value, tourism, and commerce. The following are goals and strategies to support recreation, parks, and trails throughout Oelwein.



Parks & Recreation Goals & Strategies

Goal 1:

Provide a robust recreation system to all residents and visitors.

Strategy 1a:

Diversify recreational facilities to expand opportunities for numerous activities.

Strategy 1b:

Prioritize distribution of adequate green space in future development.

Goal 2:

Develop and support a comprehensive system of safe, aesthetically pleasing, and useful open spaces and trails that serve the entire community.

Strategy 2a:

Establish and continue partnerships with Fayette County, the State of Iowa, adjacent cities, school districts, churches, and civic organizations to provide recreation facilities and programs.

Strategy 2a:

Improve accessibility of recreation facilities and programs for residents and visitors.

Strategy 2c:

Devise a comprehensive park and recreation assessment and plan that evaluates impacts of the Otter Creek tributary on existing parks and potential greenspace. evaluate opportunities to make improvements or relocate City facilities located in floodplain areas.

Economic Development



Background

Economic development is realized through the expansion and retention of jobs, diversity of businesses, subsequent increases in buying power, and investments in the built environment. Achieving economic prosperity requires collaboration between public and private entities along with community support. Oelwein recognizes that economic success requires collaboration with other public entities and will continue to be an active support for these efforts.



Economic Development Goals & Strategies

Goal 1:

Encourage diverse economic opportunities for business development and commerce to support job opportunities and amenities for Oelwein residents and the region.

Strategy 1a:

Support the development of public and private partnerships that aid existing and potential businesses.

Strategy 1b:

Provide guidance for future economic growth.



Goal 2:

Support strategic economic growth within the Downtown area and provide additional retailers, businesses, and services for the community.

Strategy 2a:

Focus on revitalization and accessibility of Downtown Oelwein.

Strategy 2b:

Create walkable, people-oriented places that are enjoyable to inhabit and that enable people to walk between businesses.

Agricultural & Natural Resources

Background

Oelwein has many natural areas that are vital to the well-being of the community and the health of the regional ecosystems. There is also productive agricultural land throughout the community that provides current and future economic growth and wealth. This section outlines the goals and strategies for preserving, protecting, and restoring agricultural and natural resources. These systems are often interconnected and these strategies address various aspects such as water, land, wildlife, air, vegetation, food systems, and the overall welfare of the city's resources.



Agricultural & Natural Resources Goals & Strategies

Goal 1:

Manage, enhance, and preserve land and water resources by preserving the natural environment through development mitigation strategies in pertinent natural areas including wetlands and floodplains.

Strategy 1a:

Support healthy watersheds.

Strategy 1b:

Enhance existing natural areas.



Goal 2:

Support the protection and enhancement of natural features native to Oelwein and the region.

Strategy 2a:

Conserve and restore natural features such as trees and natural waterways.

Strategy 2b:

Support community gardens, farmers markets and other similar community based food projects.

Resiliency

Background

Resiliency is the ability of a system to respond to, adapt to, and recover from negative events. Resiliency has three major components: social, economic, and environmental. Strong social networks, efficient economies and thoughtful government budgets, and the protection of vital natural resources all have a positive impact on a community's ability to bounce back after unexpected disruptions like natural disasters.



Resiliency Goals & Strategies

Goal 1:

Encourage sustainable practices throughout the community including development and infrastructure methods.

Strategy 1a:

Promote environmental sustainability.

Strategy 1b:

Support economic sustainability.

Strategy 1c:

Provide relocation opportunities for public, private, and residential properties that are chronically impacted by flooding of the Otter Creek Tributary.

Goal 2:

Participate in development and implementation of local emergency plans including the Fayette County Hazard Mitigation Plan.

Strategy 2a:

Engage in maintaining and advertising the Fayette County Hazard Mitigation Plan.

Strategy 2b:

Encourage neighborhood involvement to increase safety through active participation of residents.

Intergovernmental Collaboration

Background

Successful and economically vital communities are built from collaborative efforts among the city, local school district, businesses, and organizations. They also form relationships with regional organizations such as Fayette County, nearby cities, the State of Iowa, and federal agencies. This section helps inform the city's strategy on collaboration with those entities and provides guidance on reaching out to new partners and maintaining existing relationships.



Intergovernmental Collaboration Goals & Strategies

Goal 1:

Coordinate with Fayette County, neighboring counties, and neighboring municipalities to optimize regional planning efforts.

Strategy 1a:

Coordinate with Fayette County and surrounding municipalities to develop mutually beneficial land use plans.

Strategy 1b:

Coordinate with local partners to develop a cohesive, convenient transportation system.

Goal 2:

Partner with local, state, and federal agencies to enhance the culture and resources of Oelwein.

Strategy 2a:

Support the Oelwein Community School District in their growth and community engagement activities.

Strategy 2b:

Partner with the Iowa Department of Natural Resources to advance planning efforts for natural resources, green space and trail development.

