

OELWEIN COMPREHENSIVE PLAN

20
23



Acknowledgements

The City of Oelwein

Thank you to the residents of Oelwein that provided input throughout the planning process and helped shape this plan. Your ideas have provided incredible value for the future of the City.

Mayor and City Council

Brett DeVore, Mayor
Matt Weber, Council Member, 1st Ward
Dave Lenz, Council Member, 2nd Ward
Lynda Payne, Council Member, 3rd Ward, Mayor Pro Tem
Dave Garrigus, Council Member, 4th Ward
Karen Seeders, Council at Large
Tom Stewart, Council at Large

Comprehensive Plan Steering Committee

Brett DeVore
Barb Schmitz
Deb Howard
Shawn Bently
Faye Stewart
Josh Ehn
Keisha Kane
Matt Weber
Matt Baerg
Sarah Scheel
Tracy Kerns

Planning and Zoning

Carol Tousley
Roger Boleyn
Savannah DeJong
Dave Gearhart
Terry Hull
Peggy Sherrets
David Kral

City Staff

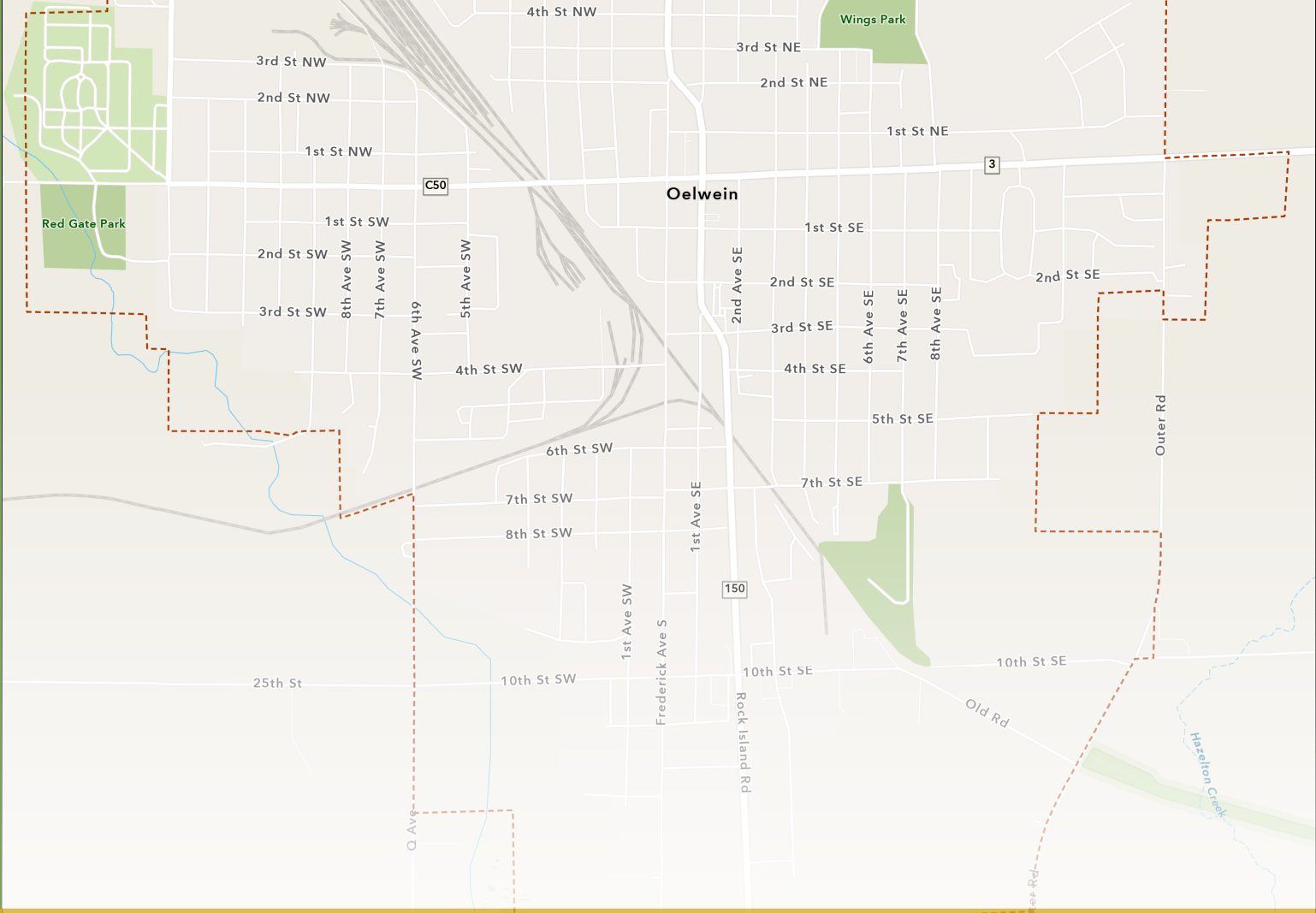
Dylan Mulfinger, City Administrator
Sam Castro, Community Development Administrative Assistant

Table of Contents

Chapter 1 Introduction	Page 1
Chapter 2 Engagement & Planning Process	Page 11
Chapter 3 Community Profile	Page 23
Chapter 4 Community Elements & Goals	Page 37
Chapter 5 Downtown Oelwein	Page 59
Chapter 6 Land Use & Growth	Page 79
Chapter 7 Strategic Plan & Implementation	Page 101
Appendices Appendix A - Outreach Results	Page 121

Adoption Resolution

Hold for Adoption Resolution



Chapter 1: Introduction



Plan Overview

Oelwein is a historic city rich with heritage and culture. People enjoy its natural beauty, rural character, and location in the region. As residents and businesses come and go, and economic trends rise and fall, changes will continue to occur. Oelwein continues to place value on long-range planning to ensure the community of today effectively evolves to meet the anticipated needs of the future.

The purpose of the 2043 Comprehensive Plan is to establish a shared vision for the community, to guide future decisions and actions, and to assist in projecting and managing growth patterns, public improvements, and development in the community. This guidance provides predictability and consistency over time to help Oelwein act and react to internal and external changes with the interest of residents health, safety, and wellbeing at the forefront of decision-making.

The difference between this Comprehensive Plan and a zoning ordinance is that the former sets forth the objectives and goals of the community with respect to land use, while the latter is a regulatory device through which the plan's goals and policies are carried out or achieved. Other ordinances, such as subdivision regulations, are also utilized to carry out the goals of a Comprehensive Plan.

This plan is an active part of the community's efforts to attract people and businesses to the City's unique small town feel and development opportunities. The content within this plan sets to create the best version of Oelwein for future generations to live, work, play, and learn.

The 2043 Comprehensive Plan is organized into six chapters plus relevant appendices. The process that shaped the plan can be found in Chapter 2, with full results of community feedback reported in Appendix A.



Chapter 1: Introduction – This chapter discusses the role of the plan and indicates plan utilization strategies.

Chapter 2: Engagement & Planning Process – The Engagement and Planning Process chapter provides an outline of the timeline, public participation methods, plan guidance, and summaries of community input.

Chapter 3: Community Profile – The Community Profile identifies key indicators including demographic and geographic features. It also provides brief historic and regional contexts of the City.

Chapter 4: Community Elements & Goals – The community elements and goals, which are explained on the following page, coalesce into the physical and cultural formation of Oelwein. This chapter outlines the goals and strategies for each of the community elements defined in the Iowa Smart Planning Guide.

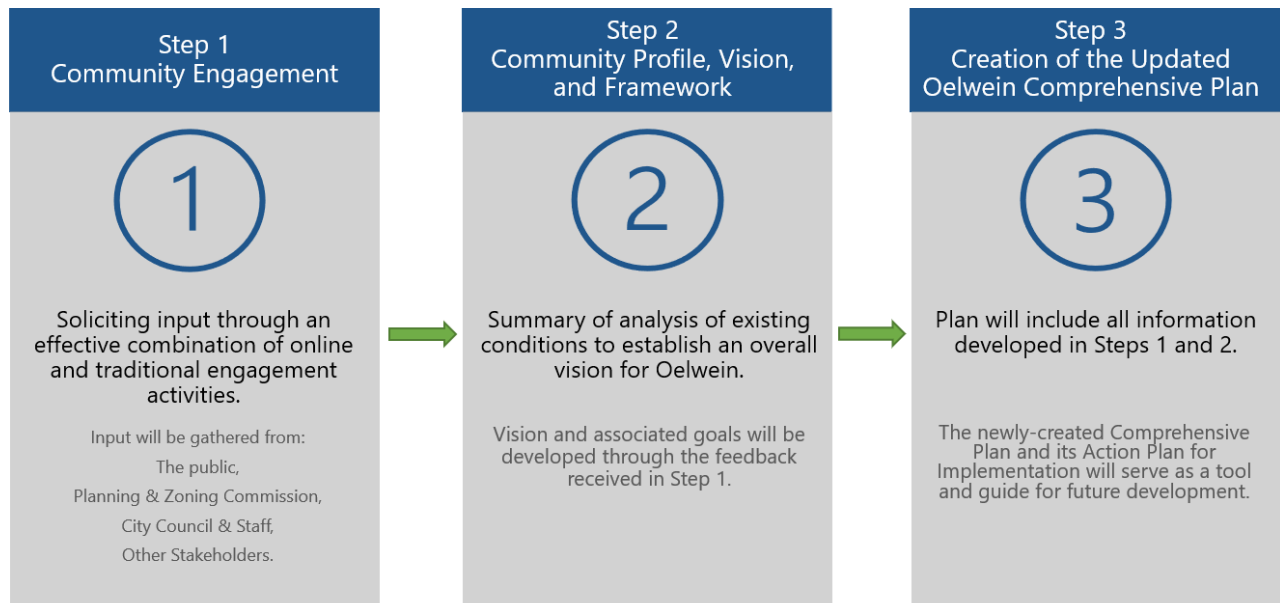
Chapter 5: Downtown Oelwein – Downtown Oelwein provides unique opportunities for business, recreation, and culture. This chapter defines the boundaries of Downtown, identifies trends and opportunities, and outlines distinguished goals for the area.

Chapter 6: Land Use & Growth – This chapter examines the existing land use, growth forecasts, and future land use strategies for the City of Oelwein. This chapter includes existing and future land use maps, design recommendations, and development guidelines for the City.

Chapter 7: Implementation and Strategic Plan – The Strategic Plan and Implementation chapter provides strategies and action items for the goals identified in Chapter 4 including guidance on priority action items, budgeting, and the review and amendment process.



The Plan Process



A transparent public participation process is the foundation to a successful plan. To create a vision and establish goals for growth and improvement, the planning process of the 2043 Oelwein Comprehensive Plan actively engaged residents, business owners, and various stakeholders throughout the community. Great engagement is essential to creating a plan and gathering support for a successful implementation of the plan's goals and actions.

The development of the 2043 Oelwein Comprehensive Plan included the following engagement activities to help develop a vision, establish goals, and develop actions for implementation:

- Comprehensive Plan Steering Committee
- Public Workshop with (SWOT) Strengths, Weaknesses, Opportunities, Threats Analysis
- SWOT Community Survey
- Pop-Up Meeting At Oelwein Public Library
- Key Stakeholder Interviews
- Draft Plan Review Open House

Period	Tasks and Meetings
August – September 2022	<ul style="list-style-type: none"> Existing Conditions, Website, Survey, & Crowdsourc Mapping Steering Committee Meeting #1
October – November 2022	<ul style="list-style-type: none"> Stakeholder Interviews & Focus Groups Public Input Meeting Steering Committee Meeting #2
December 2022 – January 2023	<ul style="list-style-type: none"> Complete City Profile, Goals, & Strategies Housing Study Engagement (December) Steering Committee Meeting #3
February – June 2023	<ul style="list-style-type: none"> Revise Future Land Use Map Steering Committee Meeting #4
July – August 2023	<ul style="list-style-type: none"> Complete Draft Plan Revise Future Land Use Map Draft Plan Open House
September 2023	<ul style="list-style-type: none"> Planning & Zoning Commission Review and Recommendation for Adoption City Council Review and Adoption



Element Descriptions & Icons



Community Vision & Character

This element provides an overall vision for the future of Oelwein and identifies characteristics and qualities that make Oelwein unique and that are important to Oelwein’s heritage and quality of life.

Community Facilities



This element provides an inventory and guidance to assist future development of educational facilities, cemeteries, health care facilities, childcare facilities, law enforcement and fire protection facilities, libraries, and other governmental facilities that are necessary or desirable to meet the projected needs of Oelwein. It also includes goals for the future development of public utilities such as sanitary sewer service and storm water management.

Housing



This element guides the enhancement of new and established residential neighborhoods while ensuring sufficient housing supply to meet current and future demands. It includes analyzing the local housing stock, identifying programs that promote new housing development, as well as maintenance and rehabilitation of existing homes. The goal is to provide a diverse range of housing choices that cater to the needs of Oelwein residents.

Land Use



This element identifies current land uses and guides future development and redevelopment in Oelwein. It includes information on the amount, type, intensity, and density of existing land use, trends in land use, and plans for future land use throughout the municipality. The section also covers information on potential redevelopment areas, maps of existing and potential land uses, land use conflicts, and information on soil types, floodplain areas, and City utilities to assess current and future suitability of land uses.

Transportation



This element sets goals and strategies to guide the future development of a safe, convenient, efficient, and economical transportation system. It aligns with state and regional transportation plans, emphasizing the need for diverse transportation modes, accessibility, and seamless connectivity between them.



Parks & Recreation

This element includes an inventory of recreational facilities and provide goals and strategies for addressing Oelwein's future needs for recreational space and activities.



Economic Development

This element sets goals and strategies to guide future economic development in Oelwein. It coordinates with state and regional economic development plans and considers the need for various land uses to create a robust economic condition for Oelwein.



Agricultural & Natural Resources

This element includes objectives, policies, and programs addressing preservation and protection of agricultural and natural resources.



Resiliency

This element addresses various potential hazards that have the greatest likelihood of impacting Oelwein or that pose a risk of catastrophic damage as such hazards relate to land use and development decisions, as well as the steps necessary to mitigate risk after considering the local hazard mitigation plan approved by the Federal Emergency Management Agency.

Intergovernmental Collaboration



This element identifies goals and strategies for joint planning and decision-making with other municipalities, school districts, and drainage districts. It focuses on siting and constructing public facilities and sharing public services. It addresses existing or potential conflicts between Oelwein and other local governments relating to future development and provides recommendations for resolving such conflicts. Additionally, it identifies opportunities for collaboration and partnerships with neighboring jurisdictions and regional entities on mutually beneficial projects.

The Role of the Comprehensive Plan

This Comprehensive Plan update is an effort to reinforce the long-standing planning priorities of the City, while recognizing changing conditions, trends, and new issues. The City's Comprehensive Plan reflects a shared vision for the future Oelwein.

Comprehensive Plans are a general and broad analysis of the interconnections between cultural, geographical, and natural components within the City. They also provide guidelines for continued development. Technology, economic drivers, and demographic changes affect how land is managed and utilized in the City. Although this Comprehensive Plan attempts to address many possible future uses, it may not capture all of them.

As new land uses are introduced, the City will be in a great position to better review land use proposals. This plan will help citizens and local leaders work together more efficiently to facilitate future growth and development within the City by providing broad recommendations that guide and manage growth and development. These recommendations come in the form of goals and objectives which express the community's aspirations for the future.

This planning document is a "living" guide for growth and change in Oelwein. It is intended that the plan will grow and change with the community. Therefore, it should be reviewed and updated regularly. The plan provides specific recommendations that directly manage community growth and development. To utilize the full potential of the plan, it should be used to:

- Guide City officials and staff to assist with a variety of land use planning and growth planning tasks.
- Guide businesses, property owners, and residents in determining potential property use, understanding future land use changes in the surrounding area, and understanding infrastructure improvements.
- Assist developers interested in property acquisition in coordinating development plans with City goals, regulations, and infrastructure plans.
- Assist in coordinating with neighboring jurisdictions on issues and topics of mutual interest.

Goals, Strategies, and Action Items

Each element of the comprehensive plan contains goals, strategies, and action items established during the planning process based on public input and the information contained in Appendix A - Survey Results.

This section defines goals, strategies, and action items as follows:

Goal:

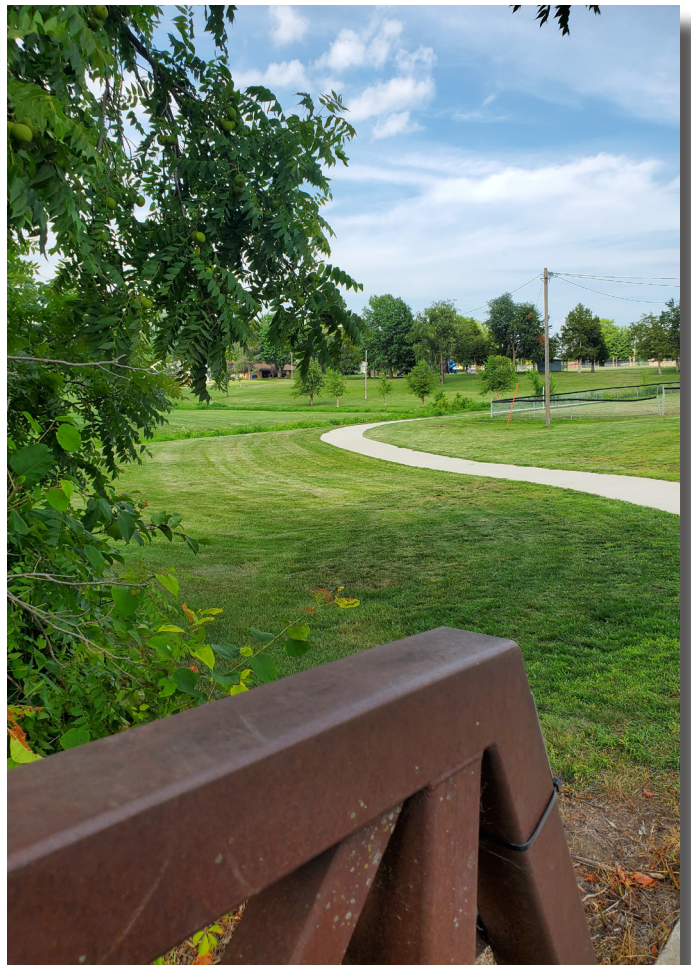
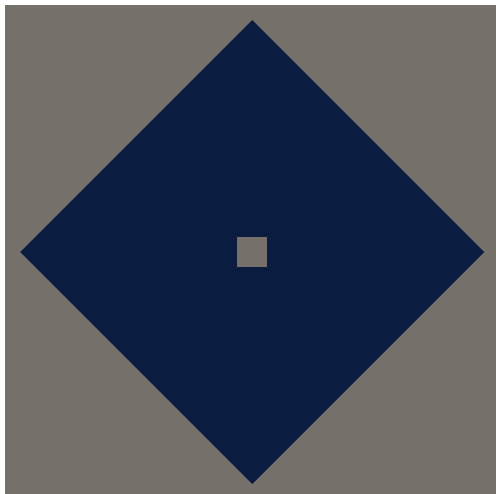
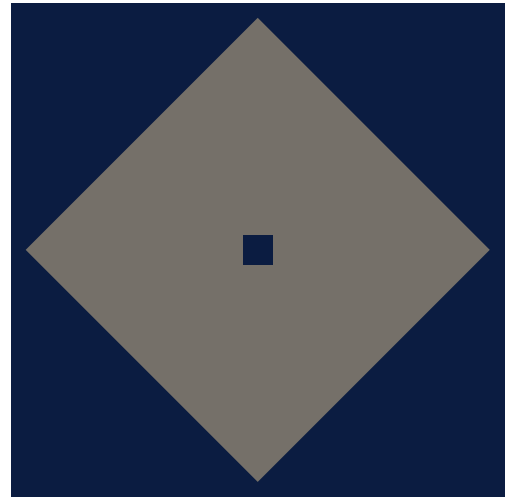
A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.

Strategy:

A strategy is a specific rule of conduct or course of action intended to help the community achieve the goals and objectives of the plan. All future actions and decisions made by the community should be consistent with these strategies, unless unforeseen reasons arise which make following a strategy impractical. Such occasions should be rare and probably indicate a need to amend this plan.

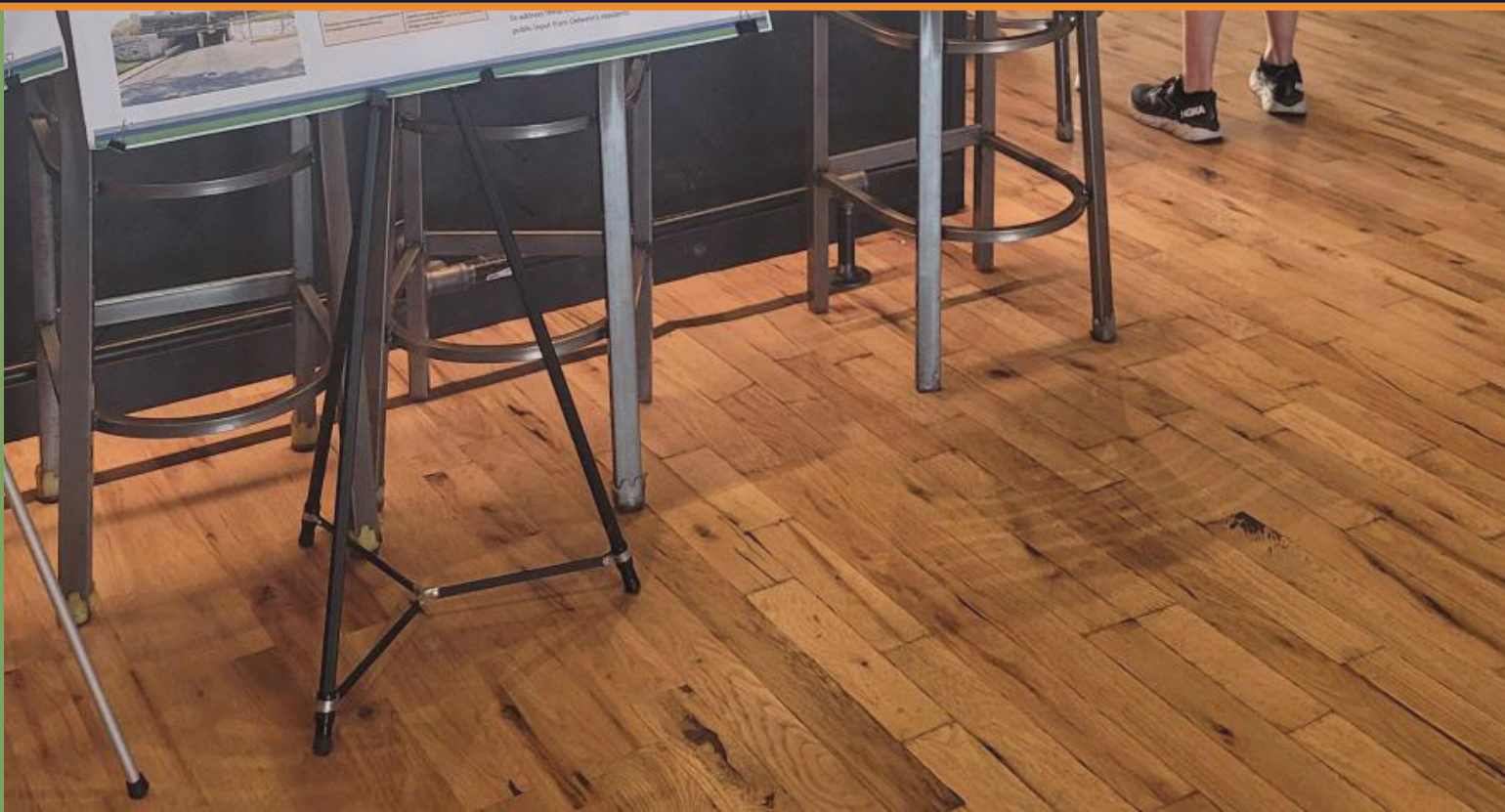
Action Item:

An action item is a single, clearly defined task that must be completed in order to accomplish the more broad goal.





Chapter 2: Engagement & Planning Process



Public Engagement Activities

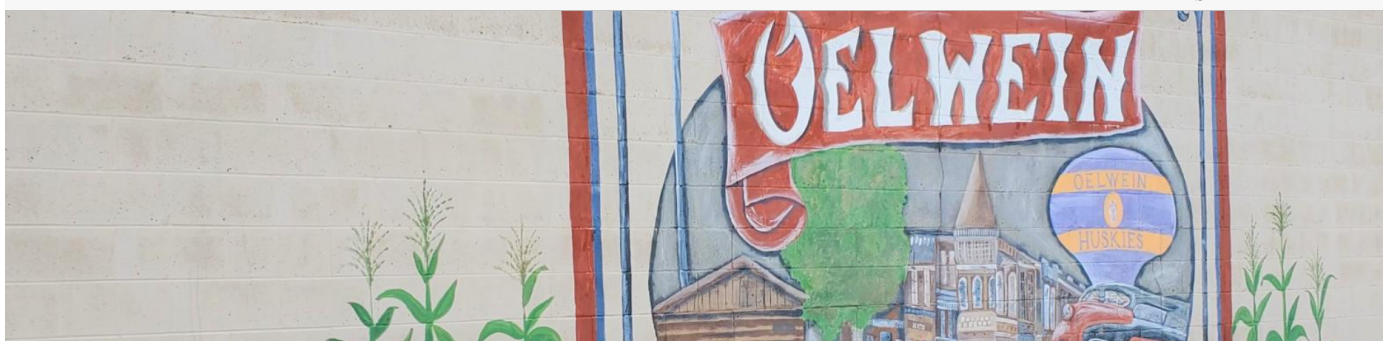
The public engagement process is integral to the results of the plan and guides future implementation of the goals and policies recommended in this document. Various engagement methods were performed to provide multiple opportunities for stakeholders to provide quality feedback online. The methods ranged from an online community survey available to all, in-person meetings, media postings, and online stakeholder focused interviews. There were multiple stages of input varying in type in order to receive quality feedback. In the beginning, word of the project was spread to create awareness and excitement. From that momentum, feedback was gathered in various types to help from the plan's goals and strategies.

Comprehensive Plan Steering Committee

The Comprehensive Plan Steering Committee was established to oversee the process and ensure that the established goals and objectives of the process were being accomplished. The Committee was the primary review and advisory body throughout the planning process. Four Steering Committee meetings were held during the planning process and all were open to the public. All presentation materials were posted on the project website for public access.

Project Website

A project website was developed where posts and feedback were shared such as the project schedule, draft documents, meeting notices, and copies of presentation materials. The website also provided a venue to share comments throughout the planning process, and provide an easy way for citizens to contact the project team with questions. This aspect of the communication and participation strategy was important for transparency, as well as sharing information with stakeholders.



Oelwein, Iowa Comprehensive Plan

Learn, Contribute, and Champion a Plan for Oelwein's Continued Growth and Development

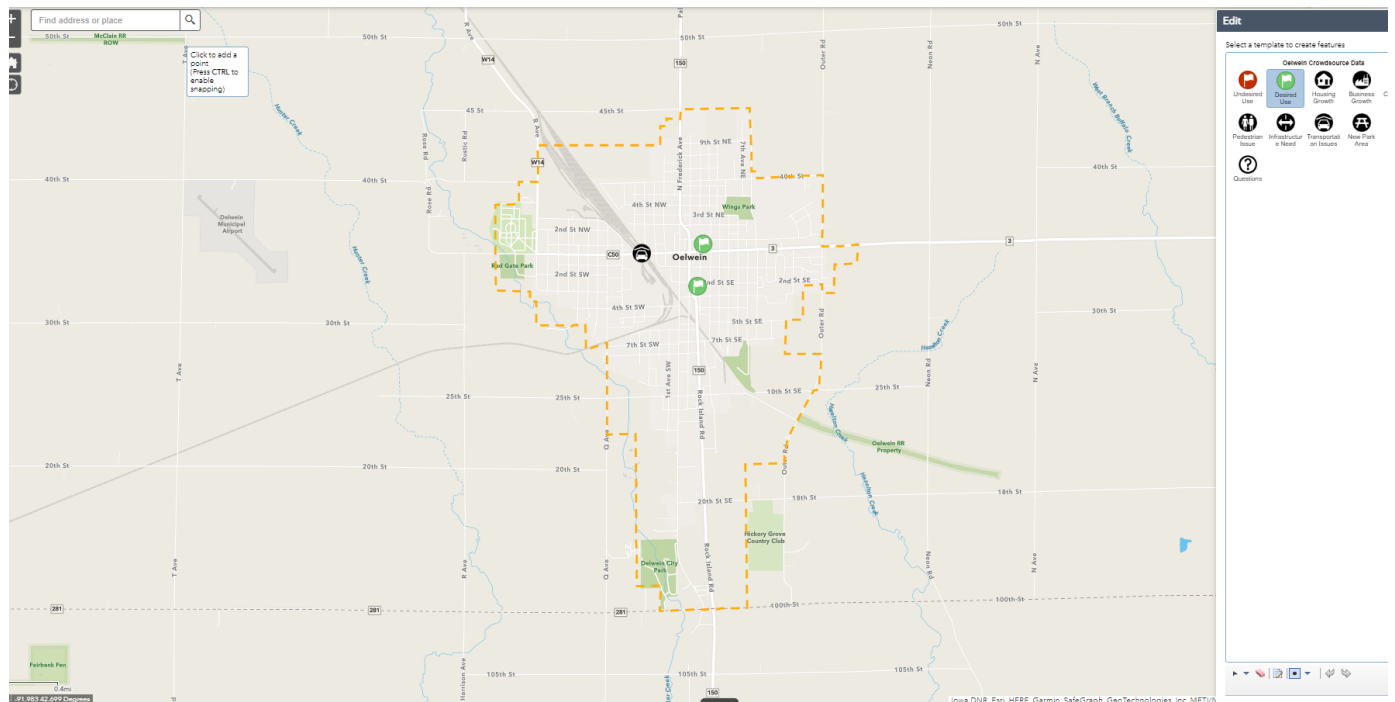
City of Oelwein and MSA Planning+Design Studio

Community Survey

A community survey was created and available to community members early in the planning process. The survey was one of several tools used to gather the information from the community related to perceived Strengths, Weaknesses, Opportunities, and Threats; also know as a SWOT Analysis. The broadness of the questions allowed us to analyze big and small picture information about the City and community members views and thoughts of it in the three categories of Development, Mobility, and Beautification. This was administered through ESRI's Survey 123, which is formatted to allow users to take via computer, tablet, or smartphone. Participants were invited to respond via a link through the project website.

Crowdsourcing Mapping

A cooperative map is a unique mapping application that allows a community to collaboratively map assets, issues, opportunities, and questions related to the community and its growth. This application was useful for this process as Oelwein was looking for areas that it may expand as the population grows and more housing is needed. Many residents gave feedback on ideas where new development could go in the community.



Public Engagement Activities


Pop-Up Meeting

In September 2022, MSA hosted a Pop-Up meeting booth in downtown Oelwein during Fall Fling to gather feedback from attendees. Attendees were asked about issues and opportunities concerning the future growth of Oelwein. Maps were also available to help identify where future growth could occur and what that growth would entail.



Public Input Meeting

In October 2022, MSA hosted a public input meeting at the Oelwein Public Library, aiming to exchange ideas and gather input from residents regarding the Oelwein Comprehensive Plan's development. The meeting consisted of an informative session, SWOT analysis, and a demonstration of various online engagement tools, such as a crowdsource map, website, and survey. Participants were equipped with maps to aid in pinpointing potential areas for future development and were encouraged to discuss their perspectives on the opportunities and challenges associated with Oelwein's growth.



Join us

to plan and improve
Oelwein!


When:
Tuesday, October 4th
5:30 pm

Where:
Oelwein Public Library
(201 E Charles St, Oelwein, IA 50662)

Who:
*YOU! - We want to hear from Oelwein
Citizens about the future of your city!*

The City of Oelwein is updating the Comprehensive Plan, which will guide the development of the City and Downtown for years to come!

The City wants to hear your experiences with Oelwein through our Community Input Workshop. You can also check out our project website to participate in a public survey and crowdsource map:



Draft Plan Open House

In late July 2023 an Open House event was held at the Ampersand Taproom in Oelwein to present a draft of the Comprehensive Plan. The event garnered a significant turnout and featured several stations where the public could review information related to the planning process, overall comprehensive plan's goals and strategies, the main project priorities, the Five Year Strategic Plan, land use and growth management, plans for the downtown area.

The Open House was designed so that attendees could explore the various stations, engage with MSA staff to gain a better understanding of the comprehensive and strategic planning processes, share their thoughts on the materials, and contribute their suggestions to the City for implementing ideas. Additionally, there were copies of both the draft comprehensive plan and draft strategic plan for attendees to read through and annotate.

Attendees raised significant concern regarding the adequacy of transportation infrastructure, particularly focusing on the state of local streets and sidewalks and the need to improve and maintain existing residential and downtown commercial buildings. Additionally, residents aspire to draw in new, high-quality housing projects and businesses, while also safeguarding that new development and the broader future land use map aligns with the community's character and values.



City of Oelwein Draft Comprehensive Plan Open House

What We Heard - Engagement Overview



Offer More Diverse Housing Options

Residents expressed concern regarding affordable housing options for the local workforce in addition to the presence of substandard rental properties with negligent landlords. Fortunately, there is abundant space for residential development, presenting an opportunity to create a diverse range of housing options that cater to different needs and price points.



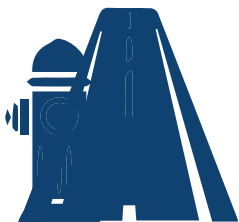
Improve the Overall Maintenance and Attractiveness of the City

The overall maintenance and image of the community were highlighted as crucial factors in shaping its character. During the engagement process, there was a consistent emphasis on the importance of maintaining clean and attractive residential buildings and properties. Furthermore, many participants expressed a desire for exterior and facade improvements for downtown buildings.



Enhance and Grow Recreation Opportunities

Oelwein's residents highly appreciate the city's walkable environment and the existing trail network with expressed desire to expand it. Additionally, residents expressed interest in park improvements and city-wide landscaping and beautification efforts.



Improve the Transportation Network and Infrastructure

Transportation and connectivity was a recurring theme in necessary improvements for the City of Oelwein. Residents expressed particular concern about the lack of connectivity between East and West Oelwein including the deterioration of the Charles Street Viaduct. Overall infrastructure improvements and sidewalk expansion were also expressed as necessary improvements.



Maintain A Safe Community

Oelwein is all around a safe place for people to live, work, and play. However, there are challenges that require attention including issues related to loitering, vandalism, and crime. Additionally, the community faces a significant number of blighted properties that should continue to be addressed.



Investment in Downtown

Residents showed support of the proactive approach of local officials in attracting new businesses, generating excitement about the reinvestment in Downtown Oelwein's storefronts, and recognizing the positive impact a thriving and expanding downtown has on the community. However, residents also expressed concern about the rising costs of rents and leases, recognizing the importance of maintaining competitiveness with other communities while ensuring affordability for local businesses.

Public Feedback - SWOT Analysis Summary

SWOT Analysis

The public outreach process defined the opportunities and liabilities important to them through the community survey, SWOT analysis and stakeholder interviews. The community survey results are summarized in the appendix of this strategic plan. The SWOT analysis is broken down into three categories: Development, Mobility, and Beautification. The following section summarizes the feedback received during this process.

A SWOT Analysis examines the strengths, weaknesses, opportunities, and threats that impact a community. The SWOT process for this plan was conducted in-person with the steering committee and at a community open house. It was also available through an online community survey.

SWOT Analysis Breakdown



Public Feedback - SWOT Analysis Summary

SWOT Analysis: Development

Strengths

- Updated school buildings look great
- Strong industries (including the battery factory)
- City officials and residents are generally excited/motivated to make change
- City has been doing great job of bringing in new businesses for job opportunities
- Young professionals/"boomerangers"
- School system
- Activities (camping, restaurants, lake)
- Strong community leadership

Weaknesses

- "Slum lords" ruling rental stock
- Available space/open lots
- Infrastructure is failing and inadequate
- Lack of affordable housing options for people working in Oelwein
- Too many secondhand stores
- Hours of operation of existing businesses
- No big box stores - lack of support for local businesses
- Need support for workforce

Opportunities

- Ample room for new residential, commercial, and industrial development
- Bring in more large employers
- Improve variety of housing options (housing types and price points)
- More large retail stores
- Higher variety of businesses to attract people downtown
- Promote the lake and camping opportunities

Threats

- Rising store leases/rents downtown
- Competition from surrounding communities

Public Feedback - SWOT Analysis Summary

SWOT Analysis: Mobility

Strengths

- Great sidewalks downtown
- Great path/trail network
- Very easy to access downtown and amenities throughout community
- City's location at junction of two highways - lots of pass-through traffic
- Traffic moves smoothly through downtown

Weaknesses

- Roads and sidewalks could use major improvements
- Lack of public transportation
- Lack of sidewalk connections to school buildings

Opportunities

- Expand trail system
- Increase accessibility
- Seek additional funding to improve road system
- Seek additional funding to update viaduct/mobility between east and west sides of town

Threats

- Roads and sidewalks could use major improvements
- Viaduct - there are no mobility alternatives to connect the west side of Oelwein to the downtown and the rest of the City

SWOT Analysis: Beautification

Strengths

- Nice existing parks
- New mural at the quilt shop
- Community library
- Historic buildings
- Holding people accountable for maintaining their properties has been effective
- Downtown streetscape is wonderful, very walkable

Weaknesses

- High number of blighted properties
- Rentals are run down
- Lots of litter throughout community
- Loitering, vandalism, and crime
- Walking paths are too dark
- Empty buildings downtown
- Too many dead trees in right-of-way
- Animals roaming at-large

Opportunities

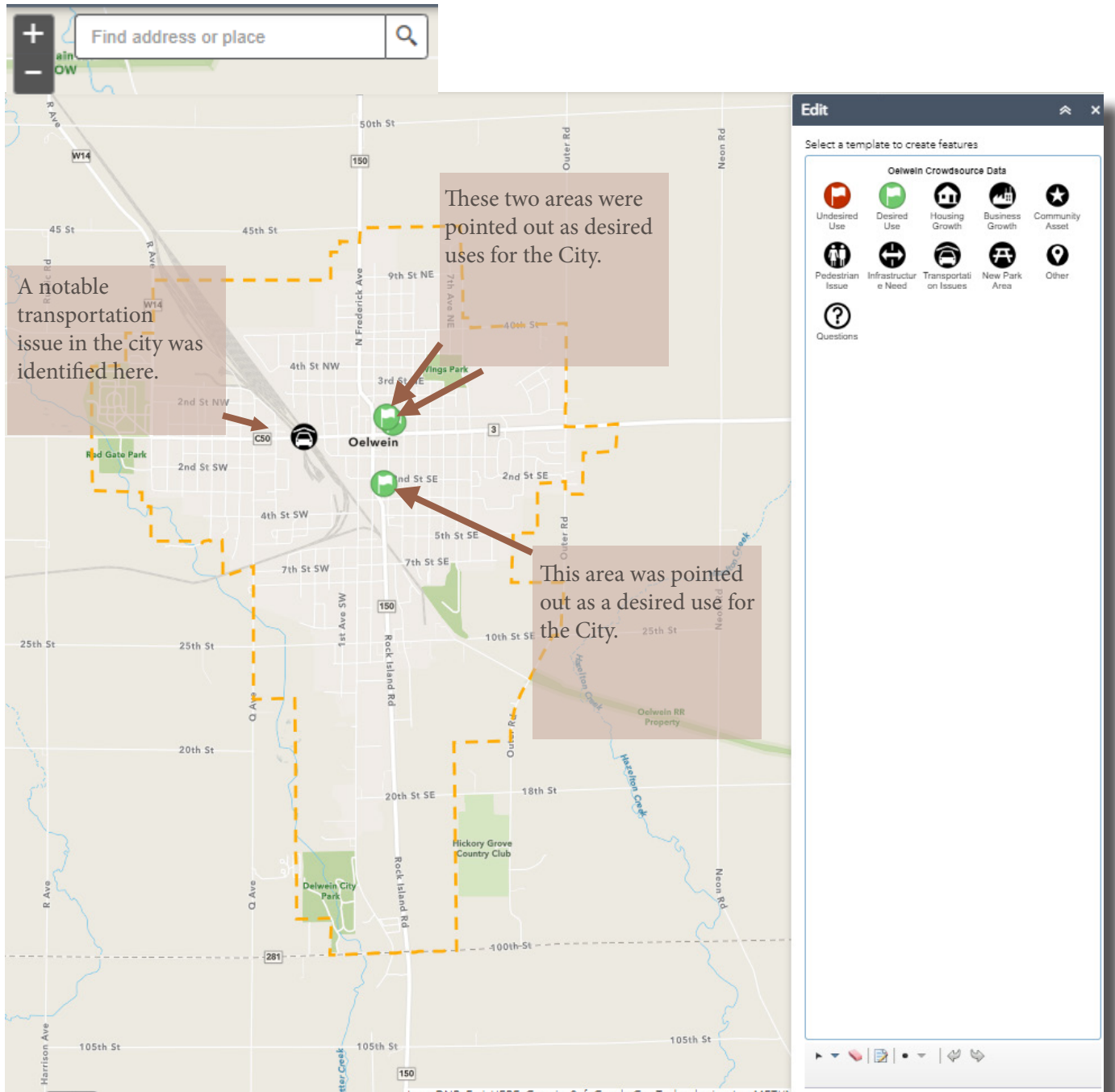
- Upgrade downtown and parks
- Clean up dilapidated buildings/properties
- Increase tourist/destination interest
- Enhance landscaping
- Continue enhancing downtown storefronts

Threats

- Potential cost of change
- Negative attitudes about community
- Vandalism
- Public perception of improvements being "too nice" for Oelwein

Public Feedback - Crowdsourced Map

The project website featured a Crowdsourced Map, which provided an opportunity for residents to map their thoughts online regarding community issues and opportunities. That feedback is summarized below on the map.



Public Feedback - Stakeholder Interviews

Stakeholder Interviews

The public outreach process included individual interviews with fifteen Oelwein stakeholders who provided in-depth information about the needs of the City. Recurring themes of these interviews included road improvements, excellent leadership, and community culture. The primary assets and needs were reported as follows:

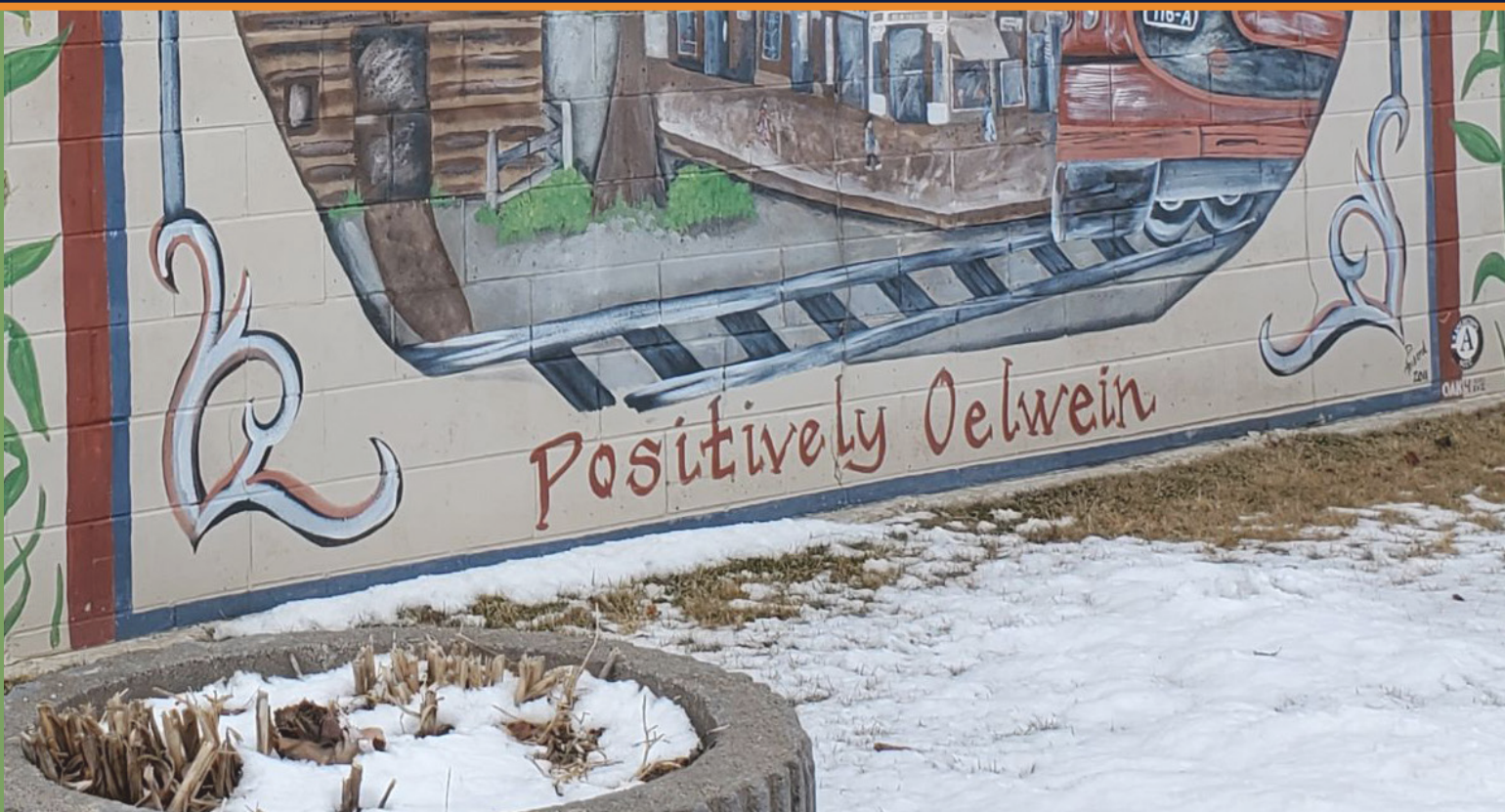
Assets	Needs
Community culture	Infrastructure/road improvements
Public Facilities	Restaurants and retail
Location/proximity	Improved connectivity

Many of the themes that were revealed in the stakeholder interviews include nuances that prevent the overall topic from being categorized into “good” or “bad.” For example, the downtown was reported as an asset, yet opportunities for continued improvement were mentioned in almost every discussion. Below are the primary topics that were mentioned throughout the interviews.





Chapter 3: Community Profile

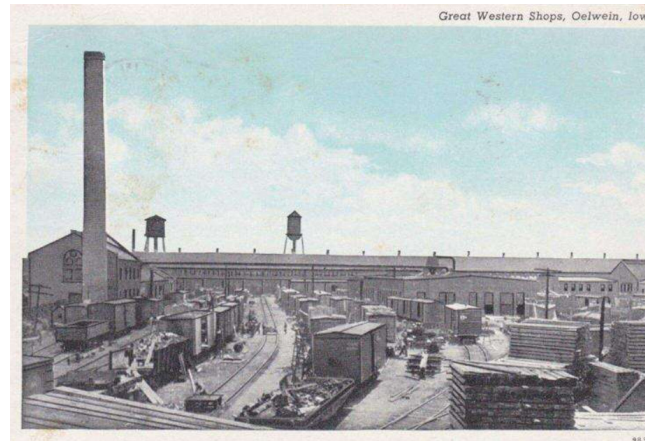


History of Oelwein

Oelwein was incorporated as a town in 1888, approximately 16 years after Gustav Oelwein planned for it on land he had purchased. It was originally the conjunction of the Burlington, Cedar Rapids, and Minnesota Railroad. In 1892, the Chicago Great Western Railway established their locomotive and car repair shop in Oelwein, which opened for operation in 1899, providing the nickname of "Shop City" which would soon evolve to "Hub City."

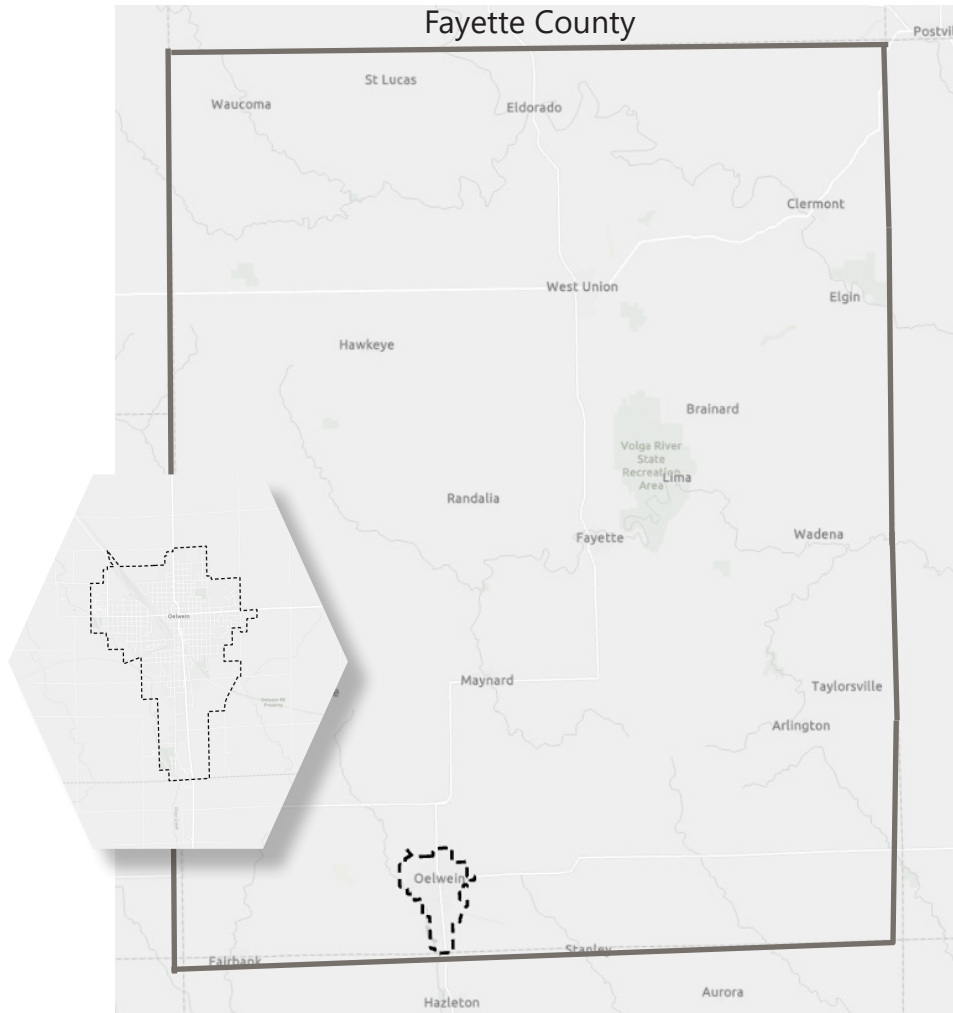
In 1887, Oelwein experienced a catastrophic fire that destroyed the Main Street District in its entirety. The town recovered and one decade later was incorporated as a city with a population of 1,928. Another crisis shook the city in 1968 when an F5 tornado decimated 68 homes (with 732 more damaged), 51 business, 2 churches, and 2 schools while claiming five lives and wreaking \$18 million in damages.

Oelwein perpetuates the tradition of its railroad roots through the Hub City Heritage Museum, although the only remaining rail business is Transco Railway Products which employs approximately 70 people repairing railroad cars.



Community Overview

Within this chapter, a comprehensive overview is presented, shedding light on the past and present trends within the City of Oelwein that have a direct impact on its future development. By closely examining these trends, a solid groundwork is established, laying the foundation for the planning process and subsequent implementation of the plan.



The City of Oelwein is located in southern Fayette County, Iowa, situated in the north-east corner of the state. Oelwein is 4.85 square miles in area.

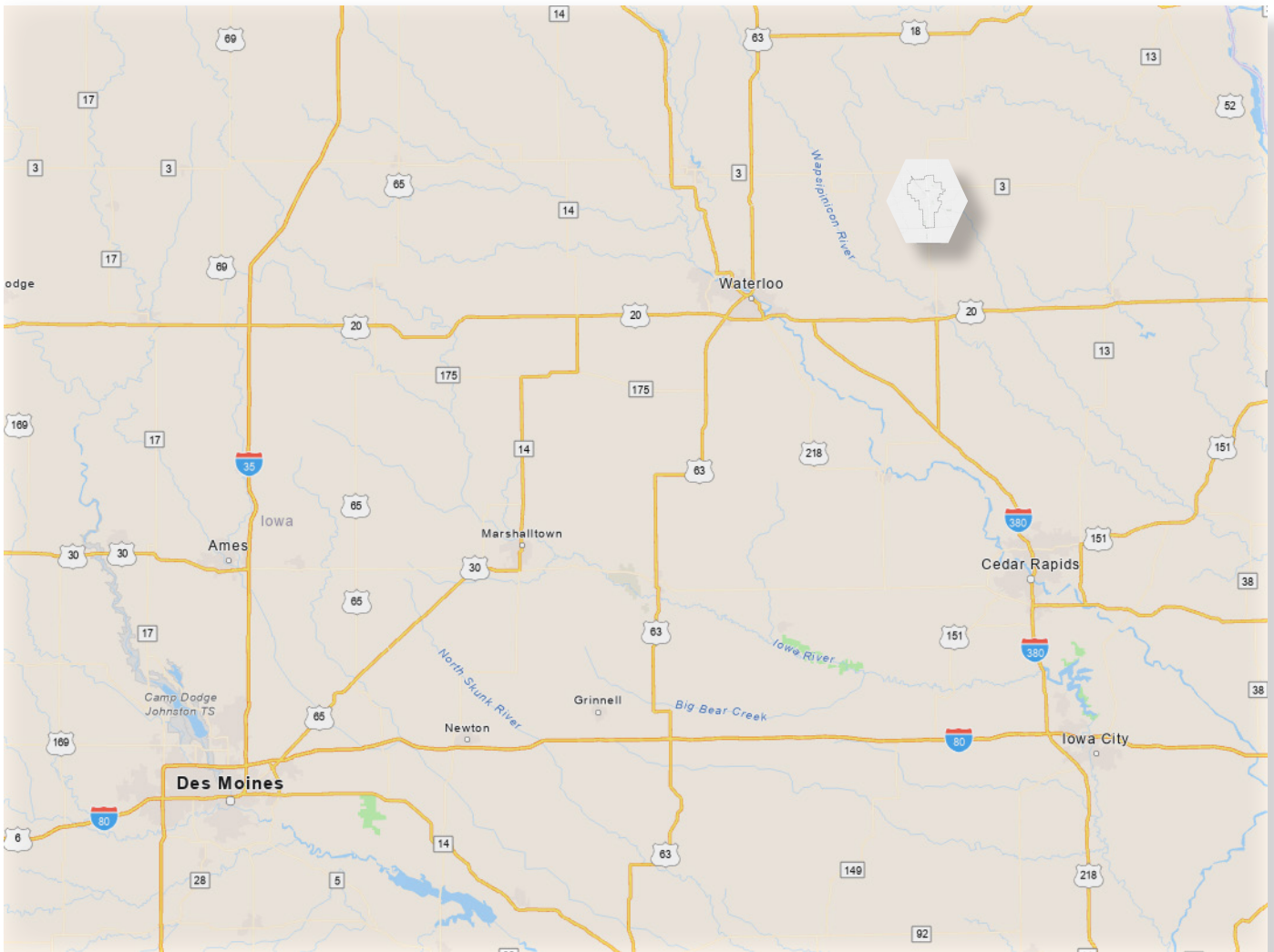
Oelwein is in a great location for residents who want a rural feel and an easy commute to nearby larger communities for work, leisure, entertainment, and services. Oelwein strives to provide a high quality of life and remain a safe and attractive community.

The community will continue to be a vibrant, safe, and healthy environment that evokes community pride and supports a prosperous life for those who chose to make Oelwein their home.

The planning area for this Comprehensive Plan includes all lands in the City and is outlined in the map.

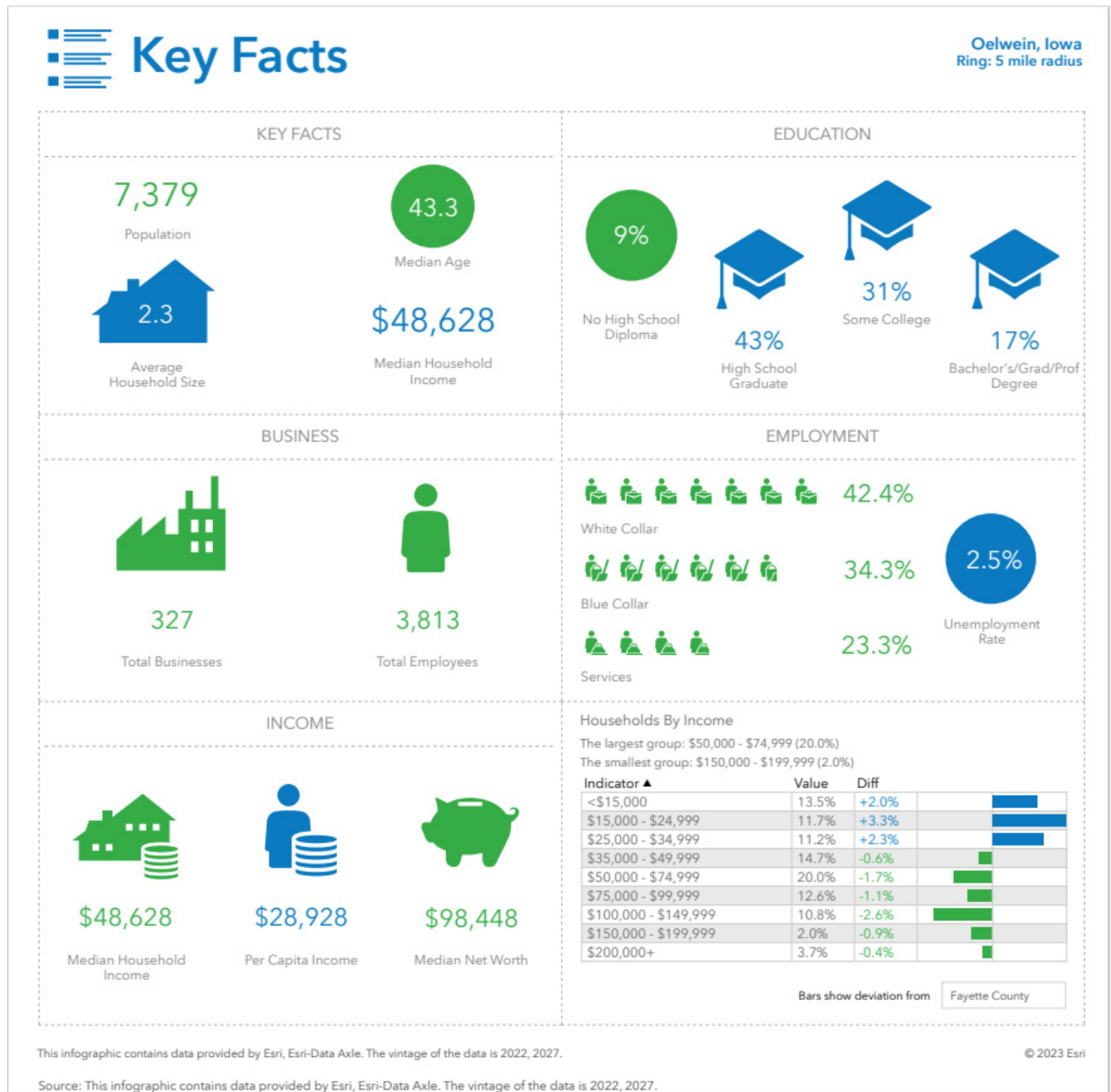
Regional Context

The City of Oelwein is located in southern Fayette County, Iowa, situated in the northeastern corner of the state. It covers an area of 4.85 square miles, extending towards Buchanan County in the south. Nearby towns include Hazleton, Fairbank, and Maynard. Oelwein holds a central position with respect to three metropolitan areas. The closest metropolitan area is Cedar Falls/Waterloo, located approximately 35 miles southwest. Cedar Rapids is situated about 55 miles to the south, and Dubuque is approximately 75 miles to the east.



Key Community Indicators

A comprehensive plan typically includes key community indicators that help assess the overall well-being and progress of the community. These indicators provide a snapshot of various aspects that are important for the City of Oelwein's development. Some of the key community indicators include, but are not limited to, Population, Employment, Housing, Education, Health and Wellness (i.e., the accessibility and quality of public facilities).



Population

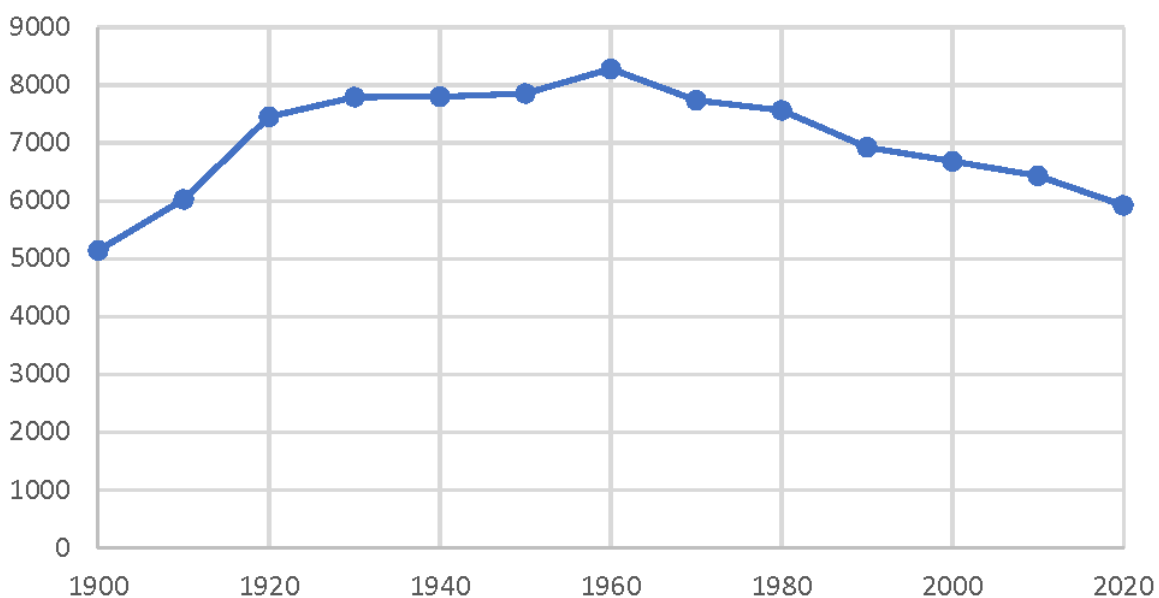
This section analyzes current population trends for the City of Oelwein. Examination of these trends provides a foundation for the planning process and implementation of the plan.

Historic Population Growth

As evidenced in the graph below, the population of City of Oelwein increased drastically (53%) in the first half of the 20th century. However, in the latter half of the same century, the population underwent a decline of approximately 20 percent. This trend has persisted over the past two decades, although the rate of decline has slowed to an average of 11% during this period with the 2020 population of Oelwein being 5,920 people.

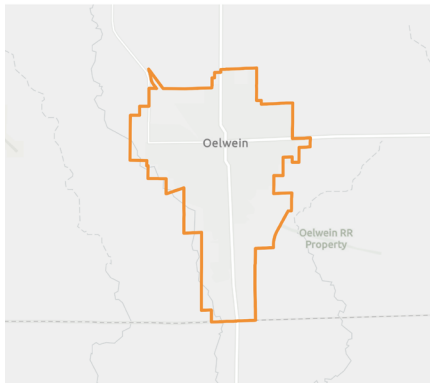
With the rate of population decline slowing, it is possible for Oelwein to revisit a growth phase in the upcoming decades. The factors influencing this growth or decline are likely to be closely tied to economic opportunities and community culture, as these elements have a significant impact on the relocation decisions of young adults and families.

Oelwein Population 1900 - 2020



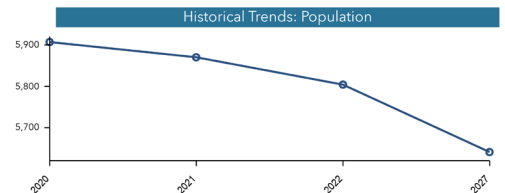
POPULATION TRENDS AND KEY INDICATORS

Oelwein City, IA
Geography: Place

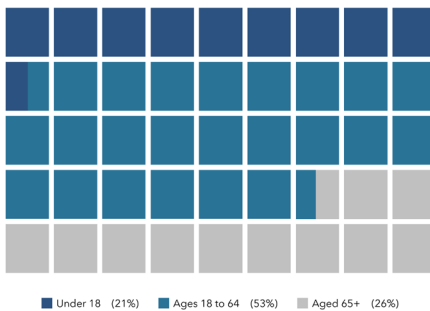


5,804	2,489	2.27	44.6	\$46,119	\$103,867	53	187	24
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

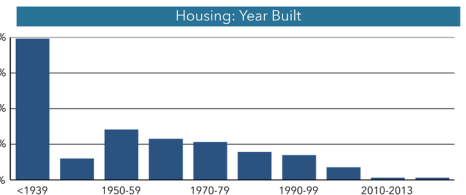
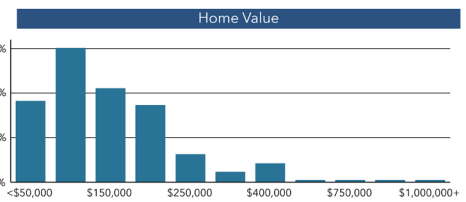
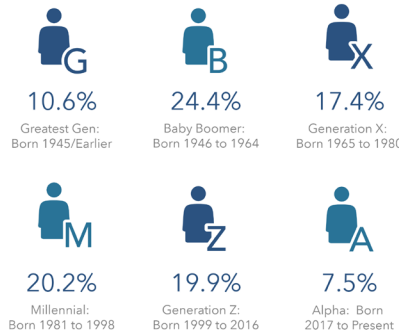
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION



esri THE SCIENCE OF WHAT MATTERS
Source: Esri, Esri-U.S. BLS, ACS
Esri forecasts for 2022, 2027, 2016-2020
© 2023 Esri

Source: This infographic contains data provided by Esri, Esri-U.S. BLS, ACS. The vintage of the data is 2022, 2027, 2016-2020.

The chart above “Population by Age” shows the distribution of Oelwein’s population into three age cohorts: those under 18 years old, those between 18 and 64 years old, and those over 65 years old. The largest age cohort is between 18 to 64 years old, indicating there are likely more working age adults and families.

A healthy distribution of both young adults and families supports a community’s ability to continue supporting existing businesses, schools, and organizations. Additional economic and household growth can also be supported by a healthy distribution of ages.

Furthermore, a median age of 44.6 suggests that Oelwein has a relatively older population, as it is closer to the middle age range. This may imply that the current and/or future infrastructure caters to middle-aged and older populations.

Chapter 6, Land Use, delves into the elaboration of population growth predictions and future forecasts, as well as the development and expansion of land use within the City of Oelwein and the area that surrounds it.

Public Facilities

This section provides insight into the existing state of public facilities within the City of Oelwein and are essential in formulating goals and strategies to meet the community's evolving needs.



Oelwein Water Tower

Regarding public utilities, Oelwein has a reliable water supply system that meets stringent quality standards. The wastewater management and stormwater infrastructure have been modernized to mitigate environmental impacts and protect public health. The city also has a well-equipped police department and fire station, in addition to accessible healthcare facilities and amenities such as high-speed Internet and a few libraries.



Oelwein High School

The Oelwein Community School District contains the following public schools; Oelwein High School, Oelwein Middle School, Parkside Elementary, Wings Park Elementary, and Little Husky Learning Center. Oelwein is also home to the Regional Academy for Math and Science (RAMS), an educational facility that strengthens area high schools and serves courses offered by Northeast Iowa Community College (NICC).



Oelwein Lake

Oelwein has several parks and recreational amenities that contribute to the town's vibrant community life including, but not limited to, the Oelwein City Park, Wings Park, the Oelwein Family Aquatics Center, a network of trails and nature areas, and sports complexes that cater to various athletic activities. The City Park is frontage property to a 55-acre artificial lake named Lake Oelwein and is known for its modern and primitive campground that overlooks the lake.

The City of Oelwein Housing Rehabilitation Program was launched by the city in 2020 to assist residents in financing necessary home repairs and enhancing the overall livability of single-family homes. Administered by the Upper Explorerland Regional Planning Commission, it offers low-interest loans to eligible residents, aiming to ensure stable, decent, and affordable housing for the entire community.

The program's significance becomes apparent when analyzing the following data on Oelwein's housing stock, including current property values, structure age, and types, as well as tenancy patterns. This information serves as a crucial foundation for defining the housing-related goals and strategies outlined in this plan and provides a clear understanding of the rationale behind these efforts.

City of Oelwein

Home Rehabilitation Program

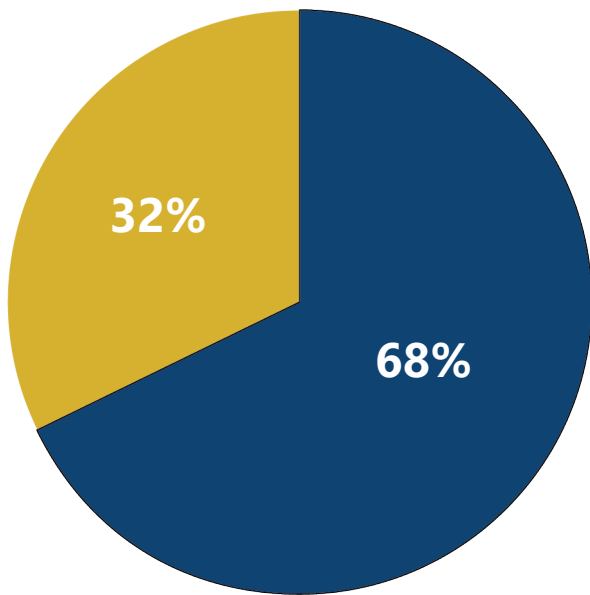


Revolving Loan Fund

ADMINISTRATIVE GUIDELINES

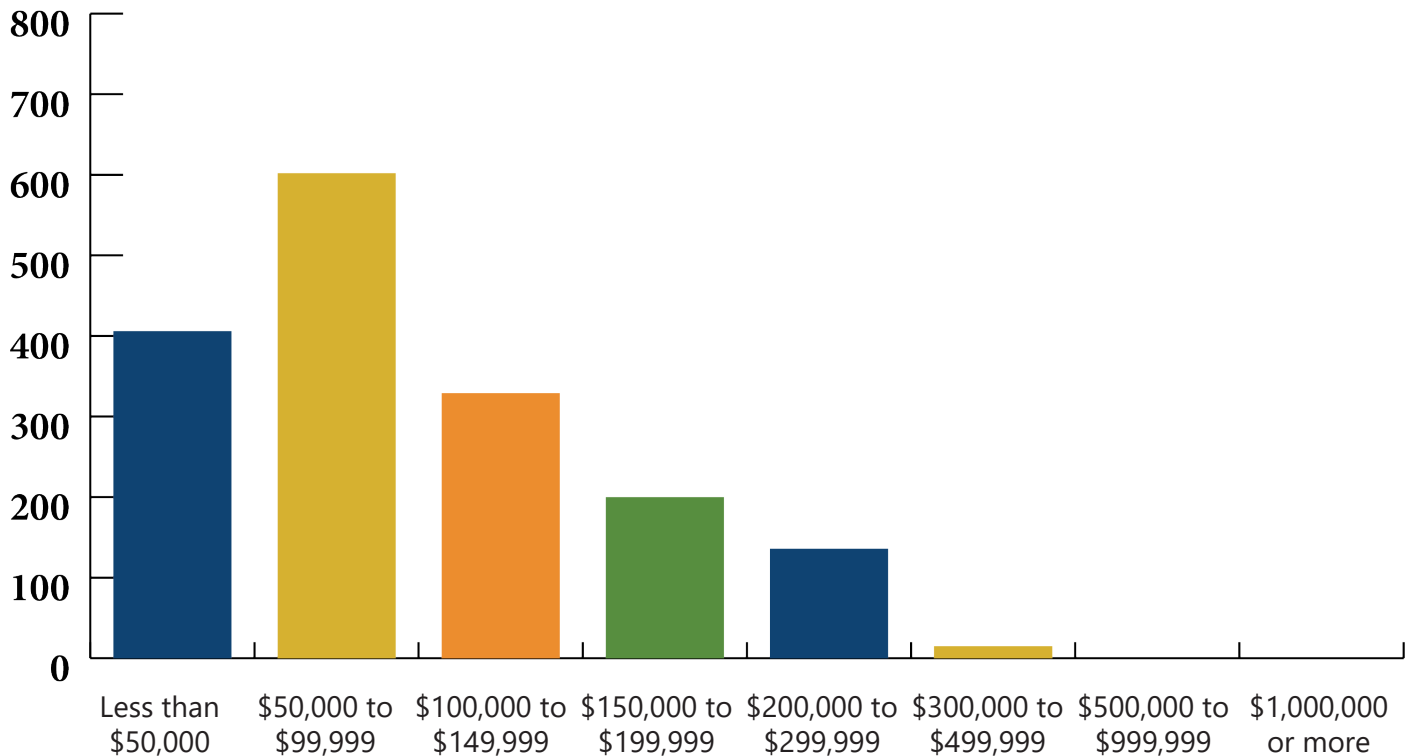
Housing Demographics

Owner vs. Renter



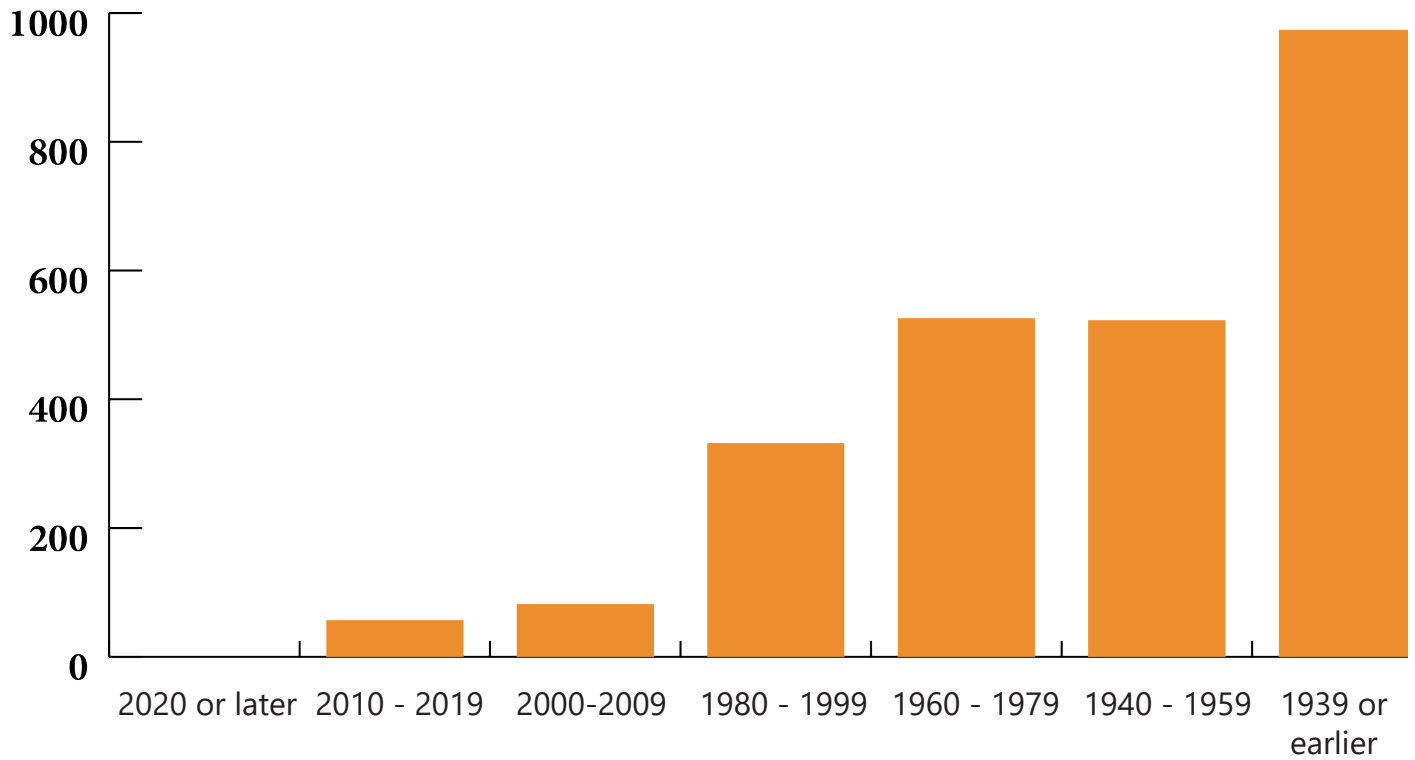
Oelwein’s housing stock predominantly consists of older single detached dwelling units, dating back to 1939 or earlier. The community’s tenancy patterns reveal 32% of the city’s tenants are renters and 68% are homeowners. Additionally, a significant portion of the city’s households valued at \$50,000-\$99,999. All of this data suggests that addressing affordable housing and socioeconomic opportunities is critical for fostering stability and growth in the City of Oelwein.

Household Value

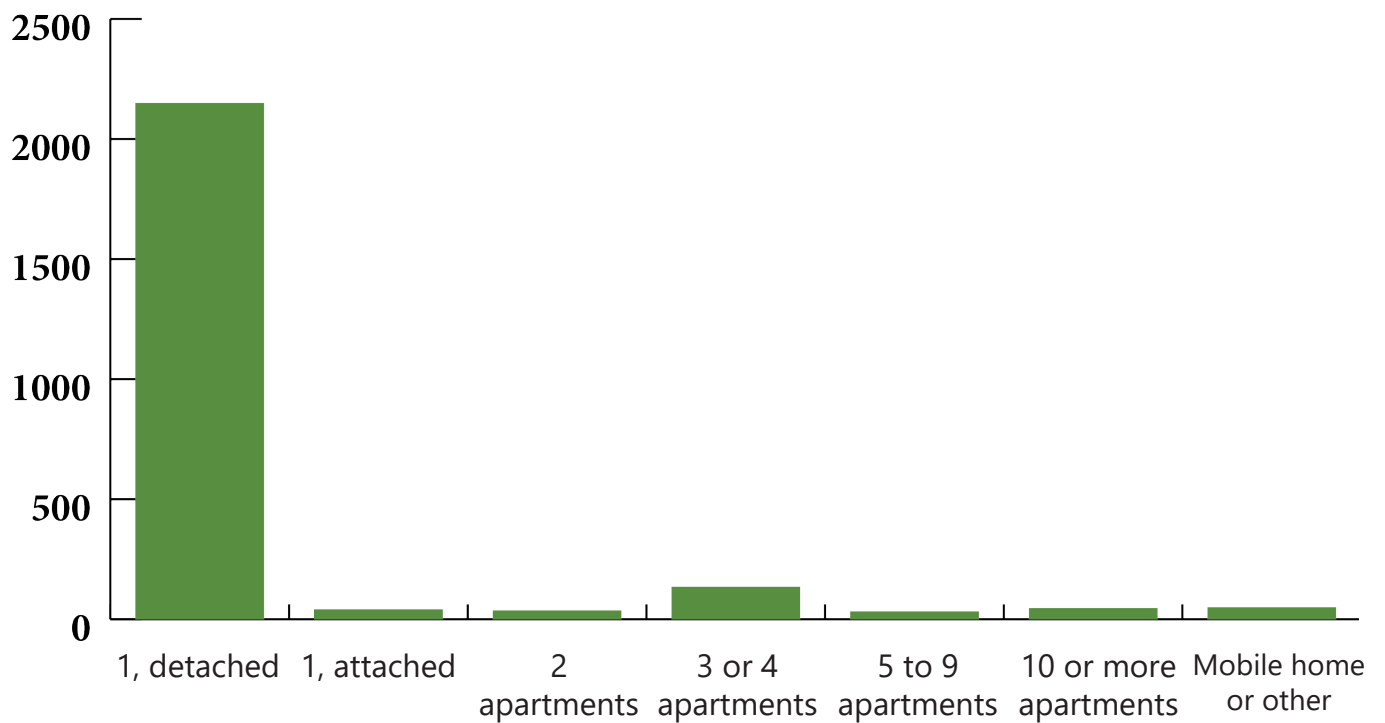


Housing Demographics

Year Structure Built

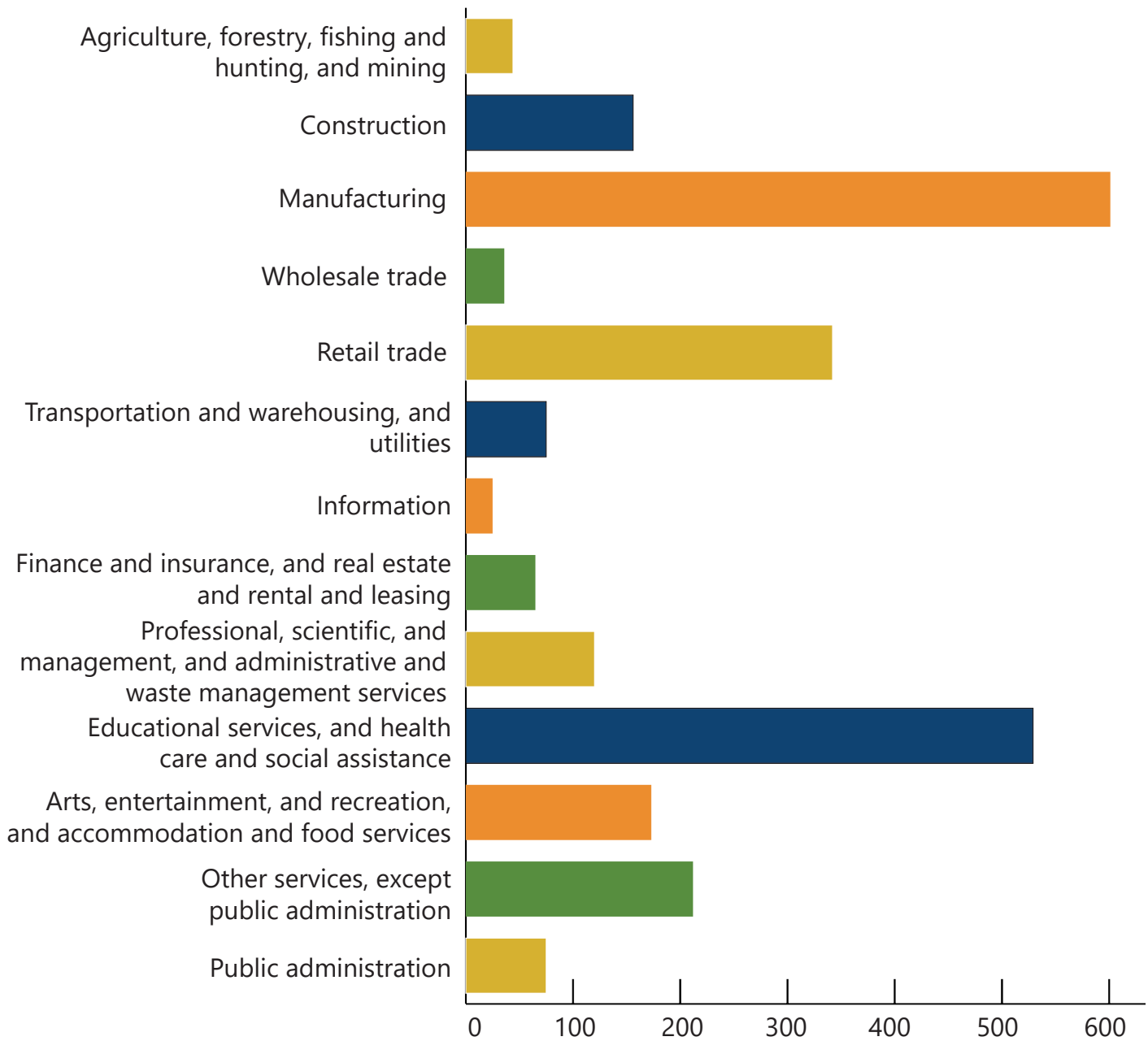


Structure Type

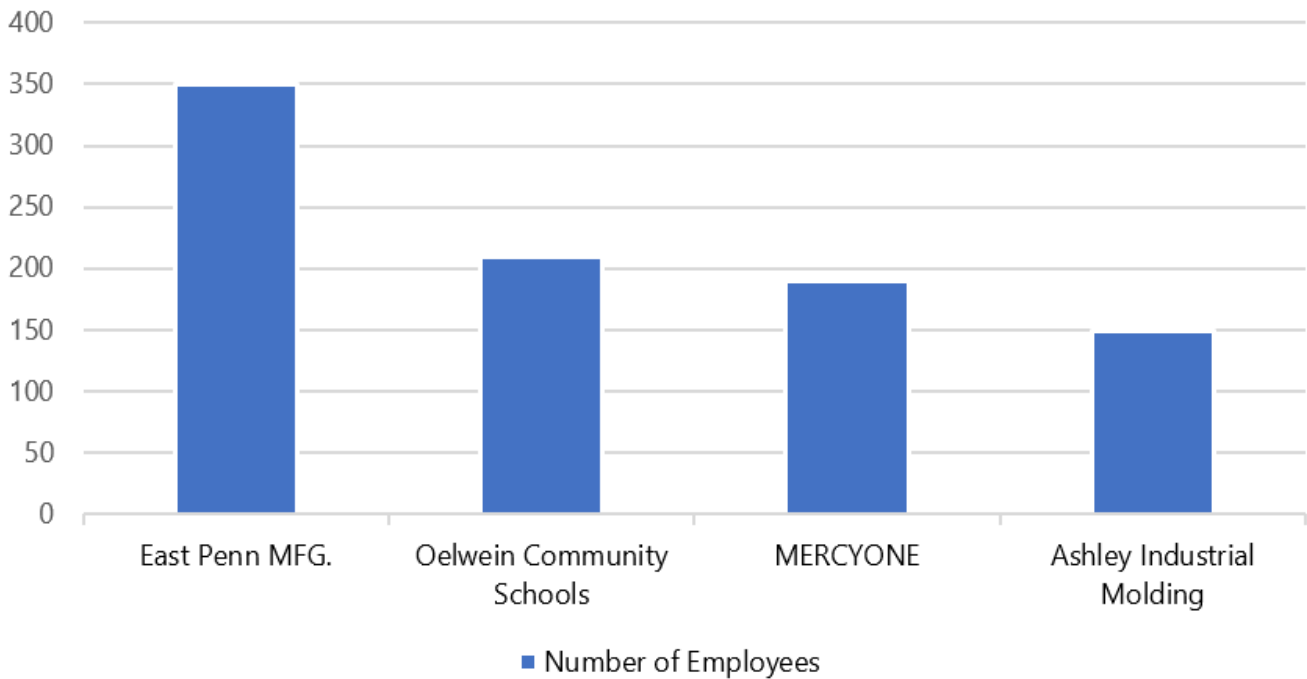


Top Industries

Employment information is an important indicator of economic conditions and potential economic growth opportunities for the residents and businesses of Oelwein. The majority of Oelwein's residents have jobs in the manufacturing, retail trade, and educational services, and health care and social assistance industries.



Top Employers of Oelwein



Employer	# of Employees
East Penn MFG.	350
Oelwein Community Schools	210
MercyOne	190
Ashley Industrial Molding	150
Grandview Healthcare & Rehab Center	110
Transco Railway Products Inc	100
Oelwein Care Center	80
Bertch Cabinet, LLC	70

As evidenced on the previous page, the top employers in Oelwein mostly align with the top industries as East Penn MFG. represents the manufacturing sector, Oelwein Community Schools represents the education sector, MercyOne represents the healthcare sector, and Ashley Industrial Mining represents the mining industry.



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.

Transportation

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:

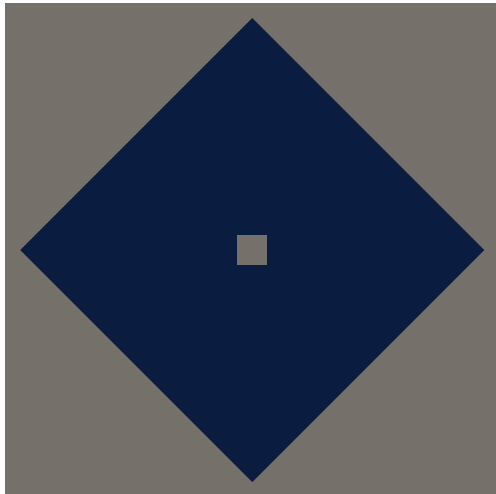
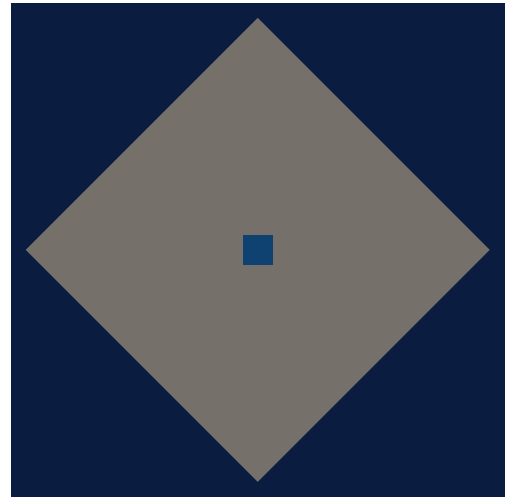
Partner with local, state, and federal agencies to enhance the culture and resources of Oelwein.

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.





Chapter 5: Downtown Oelwein



Introduction to Downtown



A city's downtown is an essential part of its character. This section contains goals, objectives, and concepts to identify characteristics and qualities that make Downtown Oelwein unique and that are important to the district's character and quality of life

Even before the term "downtown" was coined in the 1830s, downtowns have served as the heart of small towns and provided a strong sense of place, which is vital to the health and prosperity of a community. Downtowns have also experienced continuous change and have remained in flux. In recent decades, many downtowns, especially those in the Midwest, have experienced an outpouring due to changes in the markets, changes in family structure, changes in culture, and changes in lifestyles.

A distinctive place embodies a character, look, flavor, and heritage that are not found in other locations, especially within the surrounding region. By being distinctive, a Downtown district can provide a viable alternative to its competition. To best enhance its distinct qualities, a Downtown should build upon its historic, economic, natural, and cultural amenities. It should also strengthen, integrate, and promote the following six elements, few of which are found in other commercial settings. Through these six elements, Downtown Oelwein will hone in on its unique identity in the region and (re)establish itself as a cultural center for the City.

Character Area



Tapestry Segments

Oelwein’s community is made up largely of three tapestry segments: heartland communities, traditional living, and small town sincerity. Heartland communities represent residents who often embrace traditional community values centered on family and faith. Meanwhile traditional living comprises of residents who prefer a more conventional and stable lifestyle and may lean toward conservative, traditional values. Lastly, small town sincerity includes residents who appreciate the simplicity and authenticity of a close-knit, small-town environment.

Understanding the type of people that reside in a city is an important factor, as it can help guide decisions in regard to new business and development opportunities. Knowing what appeals to residents will help to maintain them, as well as attract new residents by forming an understanding of what the community may be lacking.

ANNUAL LIFESTYLE SPENDING



\$1,760

Travel



\$52

Theatre/Operas/Concerts



\$57

Movies/Museums/ Parks



\$44

Sports Events



\$5

Online Games



\$75

Audio

Tapestry Segments



Heartland Communities
1,420 households

44.9%
of Households



Traditional Living
566 households

17.9%
of Households



Small Town Sincerity
550 households

17.4%
of Households



Heartland Communities
953 households

38.3%
of Households

Household Type: Married Couples	Median Age: 43	
Employment: Svc; Prof	Education: HS Diploma Only	
Income: \$49,800	Race / Ethnicity: White	

[View full segment profile](#)

Small Town Sincerity
545 households

21.9%
of Households

Household Type: Singles	Median Age: 41	
Employment: Svc; Prof	Education: HS Diploma Only	
Income: \$36,600	Race / Ethnicity: White	

[View full segment profile](#)

Traditional Living
533 households

21.4%
of Households

Household Type: Married Couples	Median Age: 36	
Employment: Svc; Admin; Prof	Education: HS Diploma Only	
Income: \$44,500	Race / Ethnicity: White	

[View full segment profile](#)



Market Profile

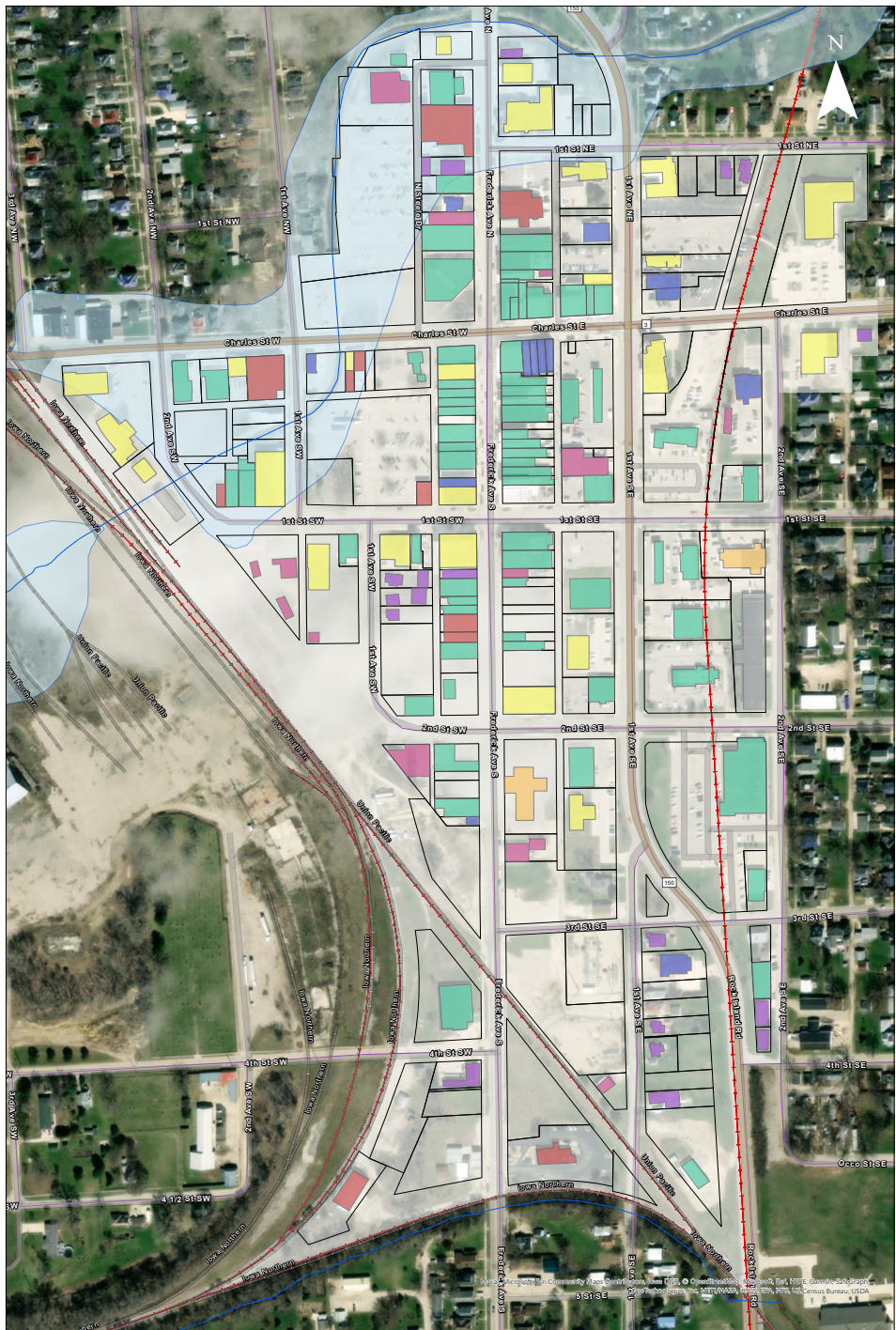
Oelwein, Iowa
Rings: 5, 20, 45 mile radii

Prepared by Esri
Latitude: 42.67798
Longitude: -91.91199

	5 miles	20 miles	45 miles
Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Heartland Communities (6F)	Prairie Living (6D)
2.	Traditional Living (12B)	Prairie Living (6D)	Salt of the Earth (6B)
3.	Small Town Sincerity (12C)	Salt of the Earth (6B)	Heartland Communities (6F)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,943,933	\$31,663,214	\$273,445,653
Average Spent	\$1,562.06	\$1,898.73	\$2,048.99
Spending Potential Index	65	79	85
Education: Total \$	\$3,275,711	\$20,796,321	\$193,143,679
Average Spent	\$1,034.98	\$1,247.08	\$1,447.27
Spending Potential Index	53	64	74
Entertainment/Recreation: Total \$	\$8,545,327	\$56,091,656	\$456,201,261
Average Spent	\$2,699.95	\$3,363.62	\$3,418.42
Spending Potential Index	74	92	93
Food at Home: Total \$	\$13,931,984	\$90,033,311	\$741,922,879
Average Spent	\$4,401.89	\$5,398.98	\$5,559.39
Spending Potential Index	71	87	90
Food Away from Home: Total \$	\$8,771,235	\$56,035,703	\$482,678,119
Average Spent	\$2,771.32	\$3,360.26	\$3,616.81
Spending Potential Index	64	78	84
Health Care: Total \$	\$17,291,013	\$113,497,920	\$912,952,865
Average Spent	\$5,463.20	\$6,806.06	\$6,840.96
Spending Potential Index	77	96	97
HH Furnishings & Equipment: Total \$	\$5,341,886	\$34,511,325	\$294,915,374
Average Spent	\$1,687.80	\$2,069.52	\$2,209.87
Spending Potential Index	66	81	86
Personal Care Products & Services: Total \$	\$2,143,317	\$13,834,956	\$118,210,034
Average Spent	\$677.19	\$829.63	\$885.77
Spending Potential Index	66	81	87
Shelter: Total \$	\$44,213,943	\$283,291,944	\$2,483,131,050
Average Spent	\$13,969.65	\$16,988.00	\$18,606.64
Spending Potential Index	61	74	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,856,514	\$40,591,401	\$335,364,970
Average Spent	\$1,850.40	\$2,434.12	\$2,512.96
Spending Potential Index	68	90	93
Travel: Total \$	\$5,571,265	\$36,987,040	\$320,717,482
Average Spent	\$1,760.27	\$2,217.98	\$2,403.21
Spending Potential Index	61	77	84
Vehicle Maintenance & Repairs: Total \$	\$2,930,342	\$19,002,009	\$156,370,023
Average Spent	\$925.86	\$1,139.48	\$1,171.71
Spending Potential Index	74	90	93

Oelwein's Market Profile provides insights into the spending habits of consumers within the community. This valuable data serves as an indicator of the potential types of future development that might attract residents to Oelwein.

Existing Conditions



Existing Land Use By Parcel

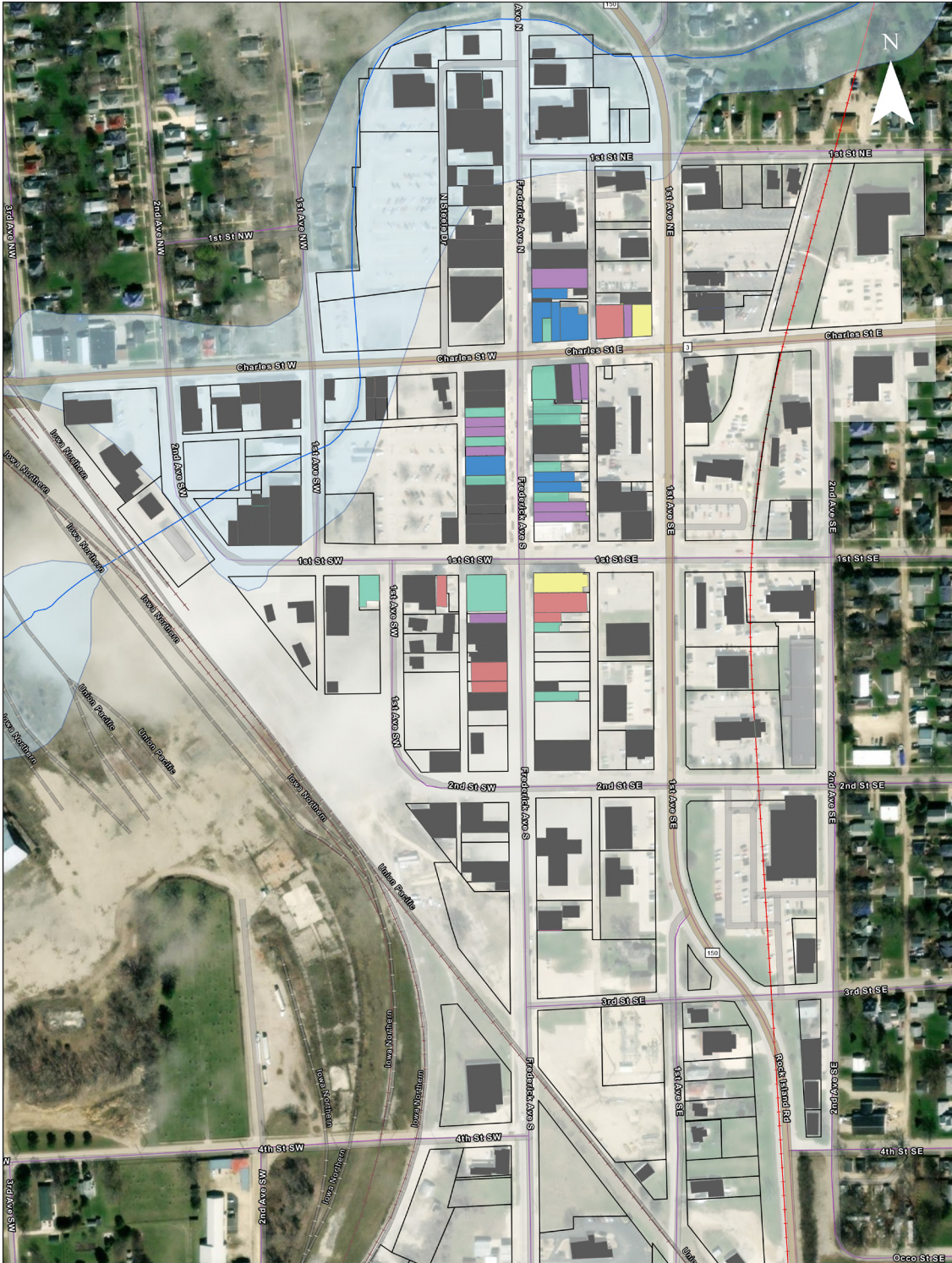
City of Oelwein Iowa

Legend

- Stream Centerlines
- Downtown District Parcels
- 100yr. flood
- Active Rail Lines
- Historical Rail Lines
- Road Network
- Downtown District
- Commercial
- Vacant
- Institutional
- Financial Institutions
- Residential
- Storage
- Office
- Industrial

Individual buildings/parcels can have a lasting impression on a person’s perception of a place, both positively and negatively. Examples of a building/parcel that can leave a negative impression would be poorly designed or empty public spaces, a dilapidated building, and a large vacant parcel. Downtown Oelwein has many buildings that are in good condition, but it is important to know where improvements can be made.

Existing Conditions



Existing Land Use By Parcel

City of Oelwein Iowa

Legend

- Stream Centerlines
- Downtown District Parcels
- 100yr_flood
- Active Rail Lines
- Historical Rail Lines
- Road Network
- Downtown District
- Commercial
- Vacant
- Institutional
- Financial Institutions
- Residential
- Storage
- Office
- Industrial

Not all structures in downtown Oelwein have upper floors, but that those do provide the unique opportunity for mixed use development. Mixed use development in the downtown is shown through commercial development on the ground floor - street level, and any upper floors being home to multi-family housing such as apartments or condos. By encouraging this type of development downtown, it helps to ensure that all buildings with an upper level are being utilized to their full potential, instead of being left vacant or for storage.

Existing Conditions



Property Value Ratio

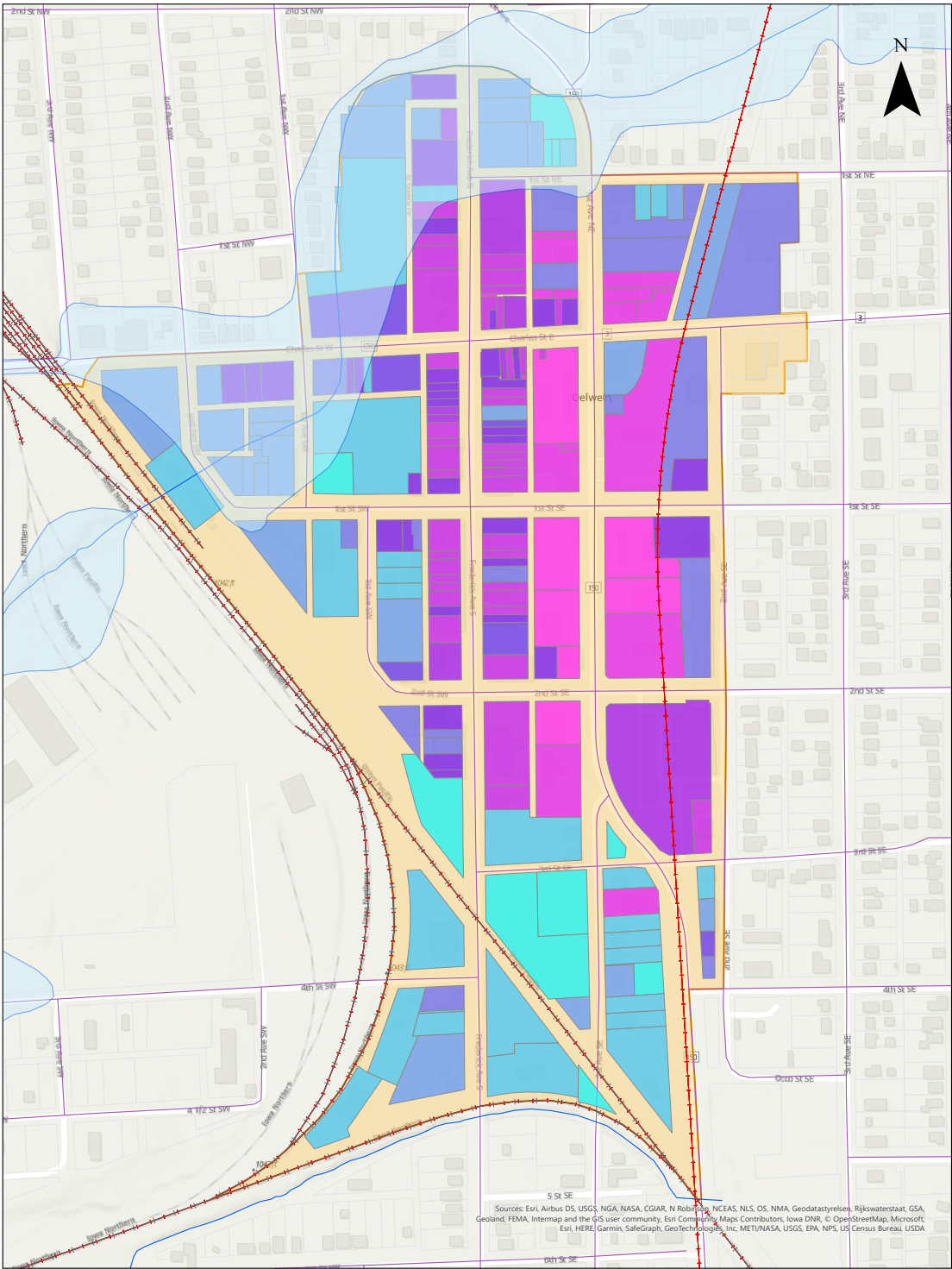
City of Oelwein
Iowa

Legend

- Downtown Building Footprints
- Stream Centerlines
- Downtown District Parcels**
- Property Value Ratio**
- 0.00 - 1.33
- 1.34 - 4.57
- 4.58 - 8.33
- 8.34 - 18.63
- 18.64 - 44.64
- 100yr_flood
- Active Rail Lines
- Road Network
- Oelwein Parcels
- Downtown District

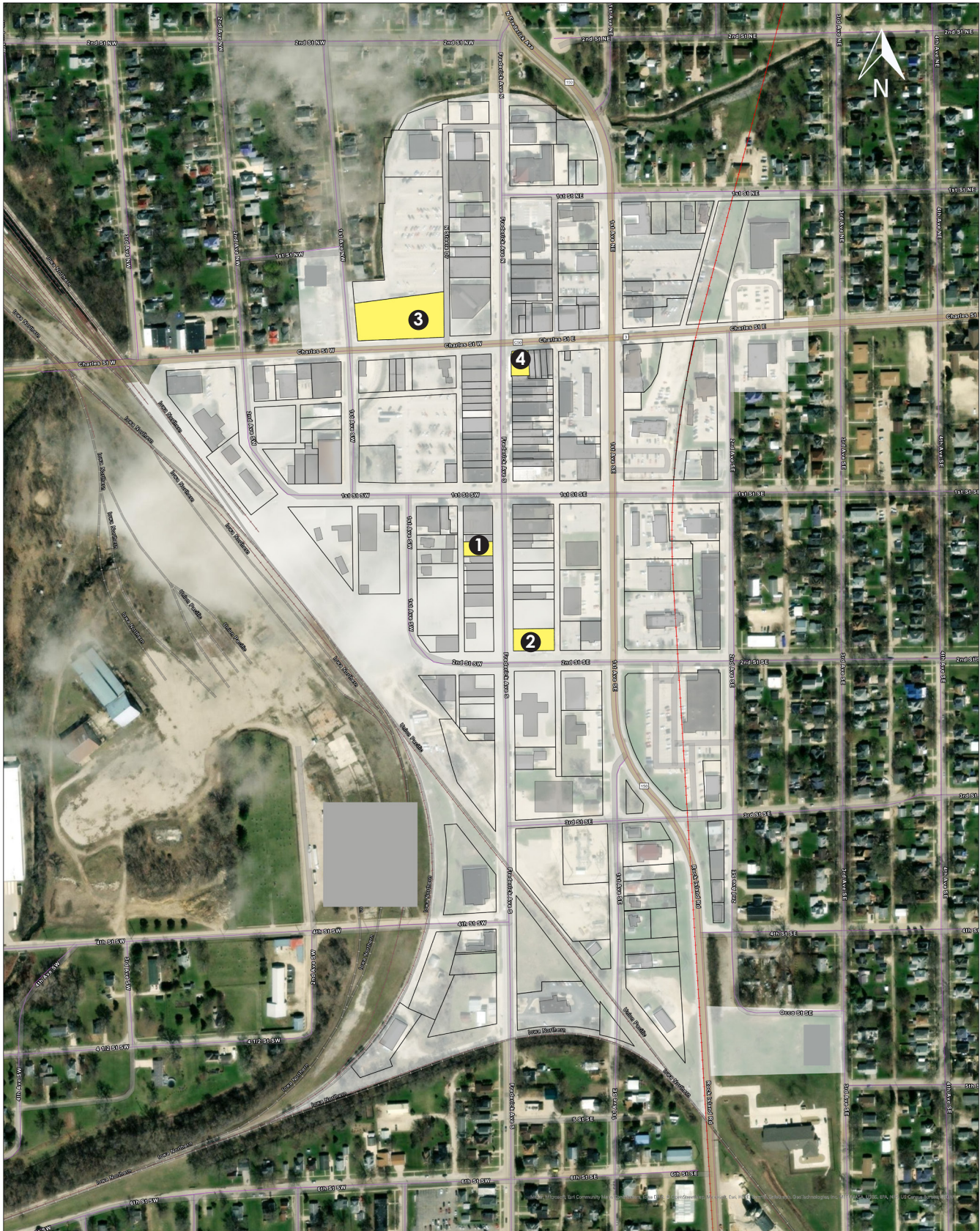
Darker colored parcels are those considered to have more value and to more likely have had money put into them for development and reinvestment. Light parcels on the map are those that currently have a low value and would be less expensive to buy initially, when considering reinvestment and development opportunities. When looking at the map, it is also important to recognize the parcels located within or near the floodzone, as they may look like a strong contender for development, but water could be a hazard later on down the road.

Existing Conditions



The land value per square foot map shows that properties in the middle of the downtown district are more valuable than those on the perimeter. Parcels to the south of the downtown district are lower in value as a lot of this area is more industrial focused or does not have a commercial building located on it. The same can be said for a lot of the lower value properties to the west. There are a number of larger parking lots to the west as well, which lower the land value.

Transformative Projects



Transformative Projects

1



Ampersand Tap Room

The beer establishment launched in the spring of 2022 and has brought about a positive influence on both the downtown area and its vicinity.

2



Community Center

The City of Oelwein is preparing to close and demolish the Oelwein Community Plaza at 25 West Charles Street and renovate a building downtown at the old Dollar General (137 South Frederick Avenue) to replace it. It will have a meeting area and a spot that can hold over 450 people for events.

3



Plaza Park Expansion

Plaza Park will be expanding into the neighboring lot where the old Community Center was located. The park design will include improvements ranging from new landscaping, paving and walking paths, shading devices, lighting and utilities, and a play area.

4



Apartments

Apartment development and improvement has been taking place throughout downtown Oelwein. Utilizing the upper floors of downtown structures for housing is a win for the community and is an easy way to combat residential shortages within the community.

Design Guidelines

Design Guidelines for Buildings & Sites

Street Relationship

Design the building such that the primary building facade is orientated towards the street and built to the front property line. Minor setbacks may be allowed if space created provides an outdoor seating area, a hardscape plaza, or similar pedestrian space. Provide a public entrance on the primary facade.



Lighting

Pick fixtures that complement the character of the building. Illuminate parking lots and pedestrian walkways uniformly and to the minimum level necessary to ensure safety. Lighting should be energy efficient and should render colors as accurately as possible. Preferred light types include: LED, fluorescent, and high-pressure sodium.



Parking

Place parking on the side or back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.



Landscaping

Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots.



Design Guidelines



Stormwater

Use rain gardens and bioretention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible. Consider using permeable surfaces, pervious asphalt, pervious concrete, and/or special paving blocks.



Building Projections

Canopies and awnings should be provided along facades that give access to the building.



Signage

Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awnin. Signs should not be excessive in height or square footage.



Colors & Materials

Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials and paint colors as used on the front facade.



Service Areas

Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with surrounding architecture and other site features.

Design Guidelines

Streetscape Character

A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptables, banners/flags, benches, and green spaces within the public right-of-way. A balanced mix of these components can lead to continued success and revitalization of the downtown. Guidelines in this section are intended to assist in the design concrete, and/or special paving blocks.

MOBILITY

Clear path:

- No obstructions within areas of travel.

Accessible to all citizens:

- ADA-compliant sidewalks and building entrances.

Clear connections:

- Pedestrian pathways to building entrances.

COMFORT

At human scale:

- Establish a 1:3 - 1:2 street width to building height ratio.

Soften the urban hardscape:

- Add planters, street trees, landscaped spaces, etc.

Well-maintained infrastructure:

- Well-maintained sidewalks, streets, street fixtures, and street trees.

Limit automobile/truck traffic issues:

- Lower vehicle speed limits
- Provide traffic calming devices

Provide pedestrian amenities:

- Add benches, table and chairs, bike racks, etc.

Building designed with pedestrian friendly features:

- Awnings, large and clear windows
- (70% of ground floor), building entrances, view of products/activities, etc.

SAFETY

Adequate height clearance:

- Well-maintained landscaping
- Adequate awning heights

Good sight distance:

- Limit obstructions at crossing (newspaper/advertising & electrical boxes, over vegetation, etc.)

Pedestrian visibility:

- Minimum adequate lighting

Limit crossing distances:

- Provide bump outs
- Reduce corner radii
- Provide refuge medians at pedestrian crossings

Separation & buffering from other modes of travel:

- Wide sidewalks
- Parking areas
- Sidewalk terrace
- Limit cut-cuts

Streetscape Improvements

1



Decorative Fencing

Due to the industrial parcels in the middle of downtown, to preserve the character of the commercial the area, decorative fencing or barriers could be used to help conceal some of the lots that may not fit with the aesthetic of the rest of the area and are not possible redevelopment opportunities.

2



Alleyway Improvement

Resurfacing the alleyway located running north-south between 1st Avenue SW and 2nd Avenue SW would provide a more inviting connection between the parking lot and businesses that provide access to it.

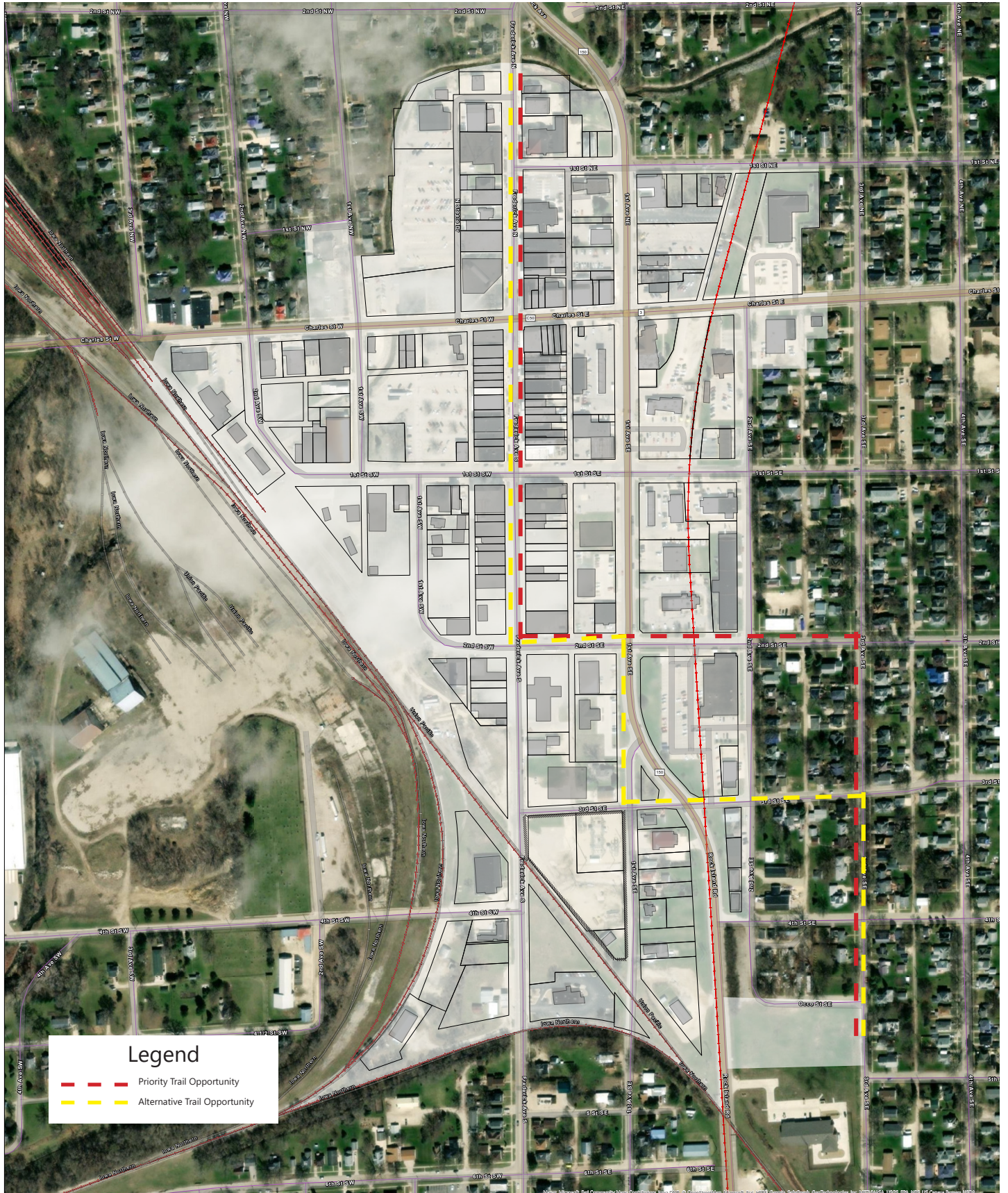
3



Signage

Introducing signage along the proposed trail would benefit the community greatly. Not only would it direct those utilizing the trail, but it would also help visitors to be more aware of what Oelwein has to offer in its commercial areas.

Trail Improvements



Commercial Development Opportunities



Housing Development Opportunities



Downtown Goals

HOUSING

Goal: Promote, encourage, and support housing opportunities and growth throughout the downtown area.

Strategy #1: Support the maintenance and expansion of housing downtown.

Strategy #2: Support medium and higher density housing infill.

COMMERCIAL BUSINESS

Goal: Support retail, office, and service uses downtown.

Strategy #1: Focus ground floor commercial development along N Frederick Avenue, Charles Street, and 1st Avenue.

Strategy #2: Diversify entertainment and retail opportunities downtown, including expansion of utility needs for outdoor vendors to support community events.

Strategy #3: Require quality redevelopment and regular maintenance of commercial properties in the downtown area.

BUILT ENVIRONMENT

Goal: Promote and develop efforts toward strengthening and enhancing the character of the downtown area.

Strategy #1: Consider setting design standards for signage and new and existing building facades.

Strategy #2: Improve and maintain the streetscape (including parking lots) and support community art opportunities in the downtown



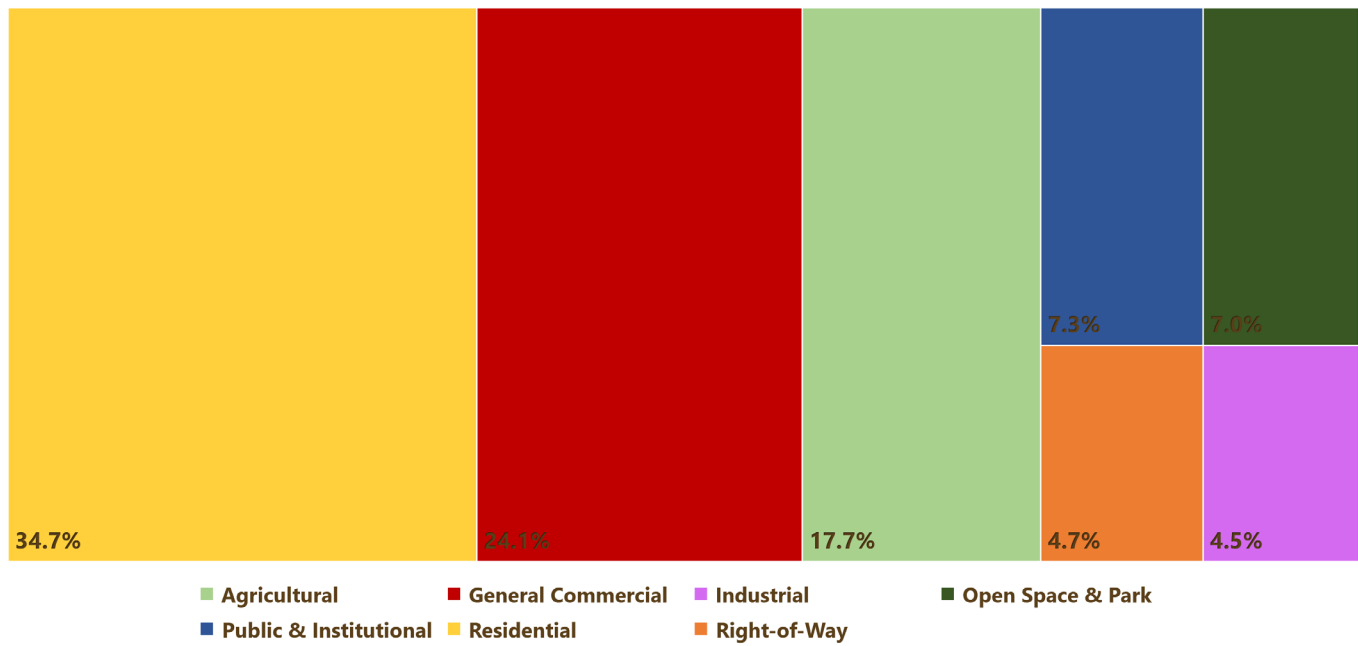
Chapter 6: Land Use & Growth



Existing Land Uses

Land Use Category	Total Acres	% of Total Acres	Acres/100 People
Agricultural	551.75	17.70%	9.32
General Commercial	752.99	24.10%	12.72
Industrial	141.17	4.50%	2.38
Open Space & Park	220.23	7.00%	3.72
Public & Institutional	228.95	7.30%	3.87
Residential	1084.29	34.70%	18.32
Right-of-Way	146.44	4.70%	2.47
City Limits	3125.82	100%	Estimated 2020 Population - 5,920

Oelwein 2023 Existing Land Use



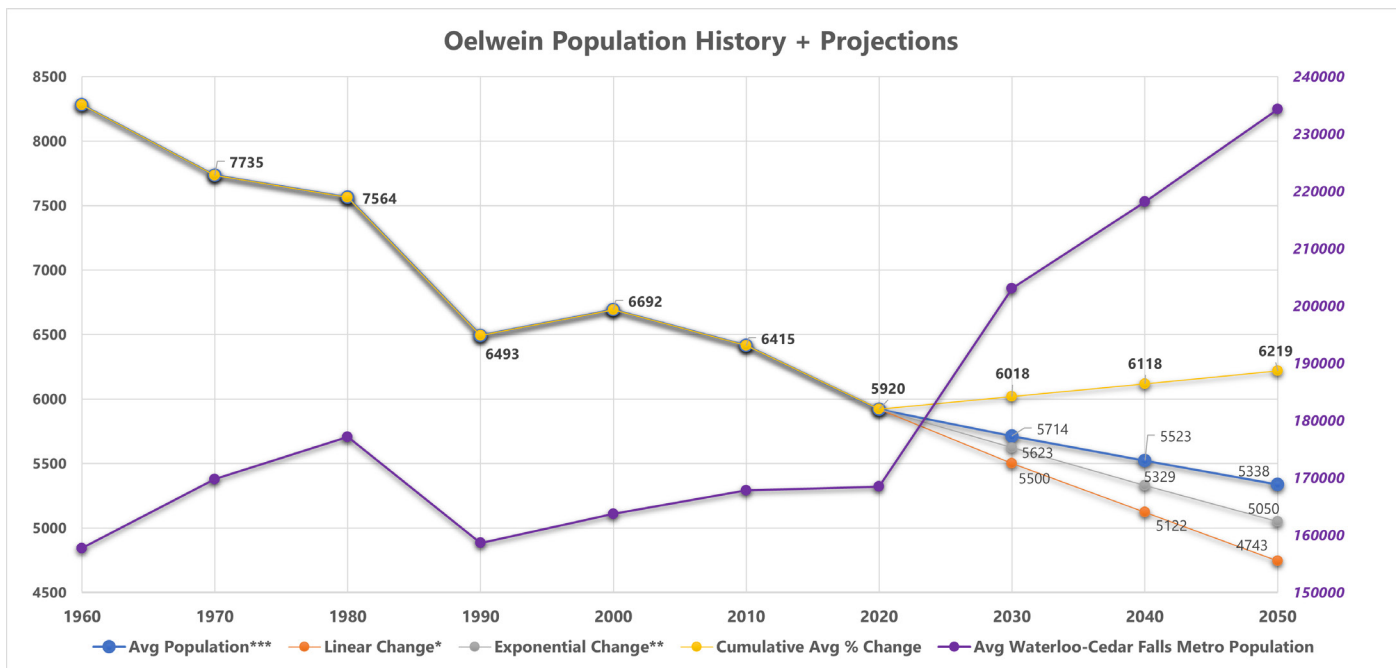
Population and Growth Forecasts

The information provided in this section may be utilized to determine future land use needs. Growth forecasting predicts outcomes of when, where, and how much population and household growth Oelwein can expect in the next 20 years.

Oelwein Population Projections

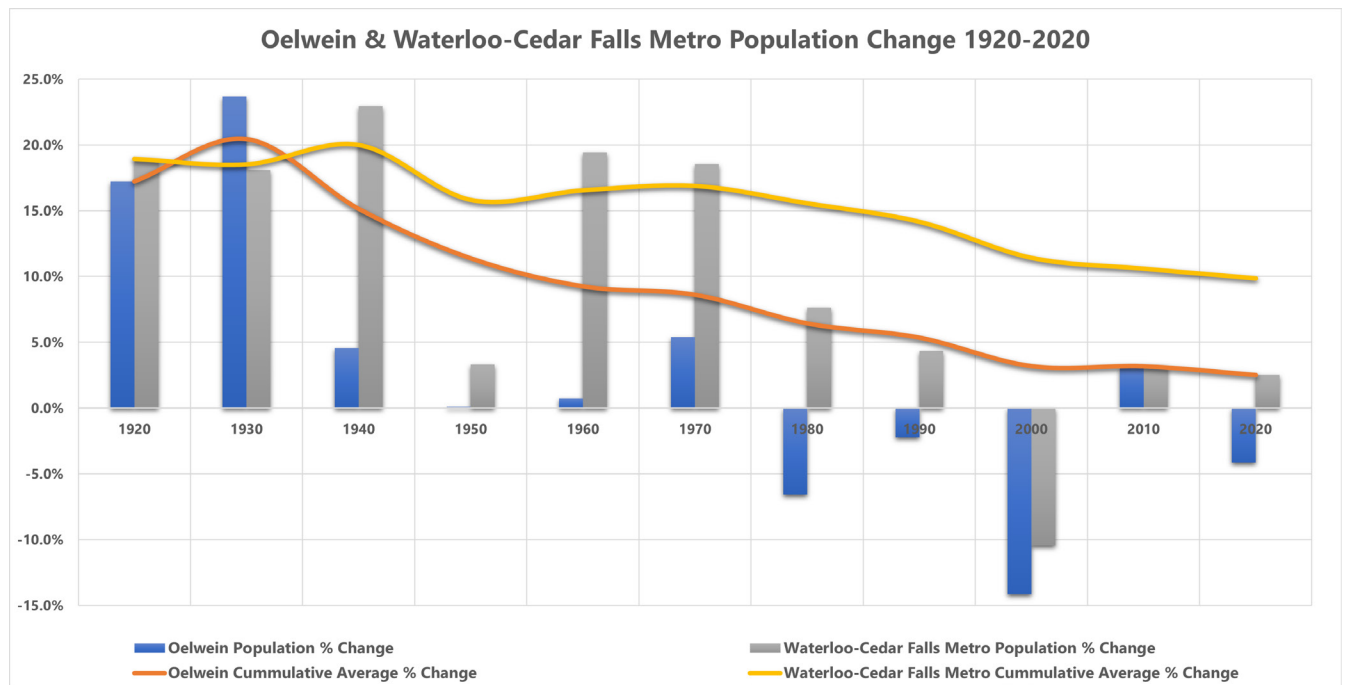
According to the United States Census, between 2010 and 2020 the population of Oelwein decreased by approximately 8%. Historically, the cumulative annual growth rate of the community is 1.7%.

To assist in future land use planning, this plan used the average of the linear growth projections, exponential growth projections, and the cumulative annual growth rate of 1.7%. The table below shows that the City of Oelwein has a projected population of 6,018 in 2030 and 6,118 people in 2040.



Regional Population Projections

The chart below shows the observed and projected growth of Oelwein and the Waterloo-Cedar Falls Metropolitan Area from 1940 through 2040. The City's rate of historical and projected growth tracks the metro area's historical and projected rate of growth, but at a slightly lower rate.



The Demand for Land

The Oelwein Comprehensive Plan promotes good development and reinvestment of property that will contribute to the overall quality of life of the community. Within the community, urban development is encouraged that supports Oelwein's small town character and takes advantage of regional commerce, access to Highways 3 and 150, and available infrastructure.

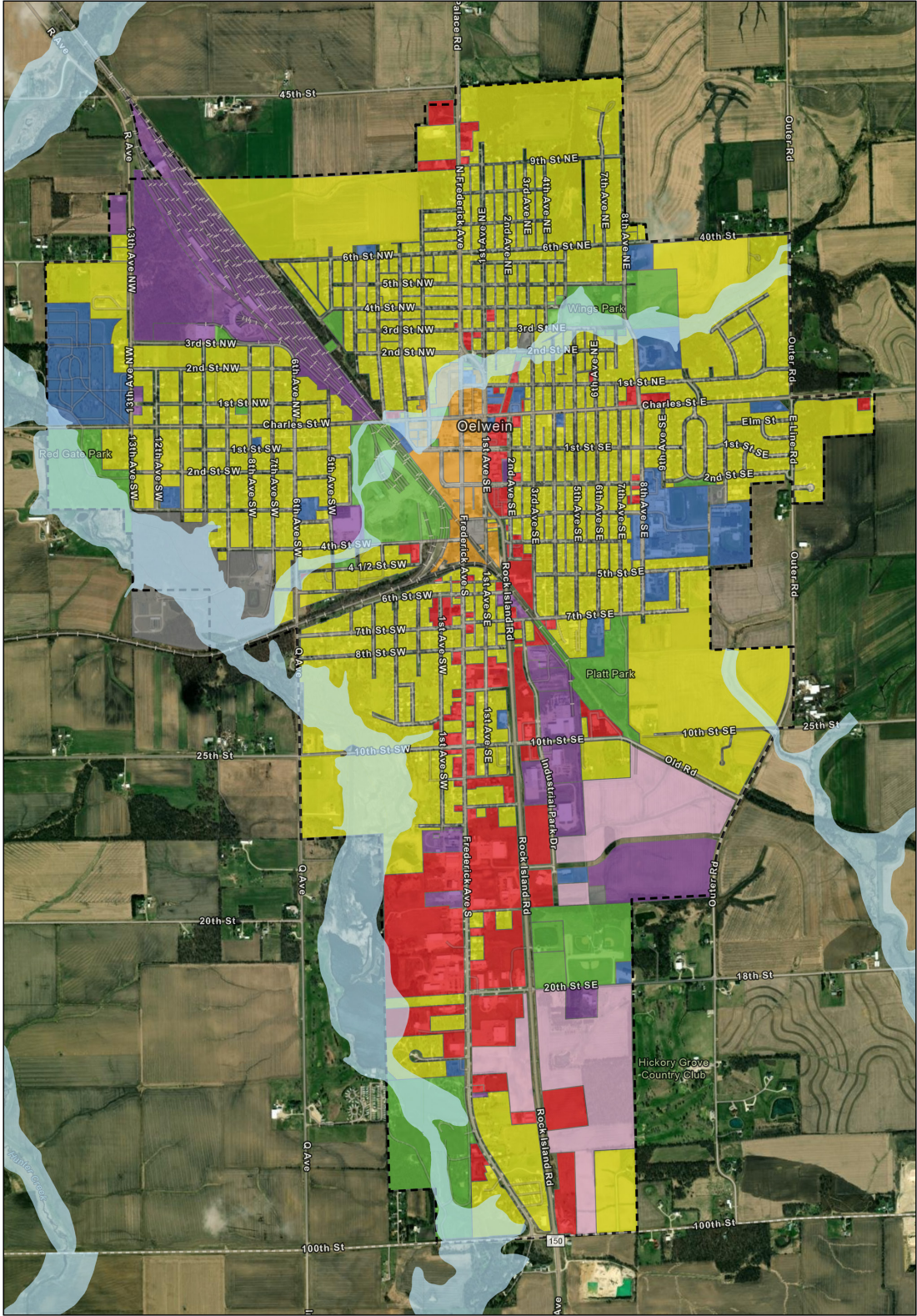
Outside the existing City limits growth will occur where contingent land is available, accessible, and municipal infrastructure can be extended at a reasonable cost. This land use plan, both map and text, provides guidance on both the anticipated and the unknown challenges facing Oelwein as it continues to grow through 2040. The following goals and strategies are focused on future growth of Oelwein and should be reviewed when considering development and reinvestment petitions where use of a property will change or intensify.

Geographic Growth Needs

Determining the minimum amount of land that should be planned for residential, commercial and industrial growth is an important step in identifying potential growth areas for Oelwein. The table above utilizes population projections from 2030 and 2040 (see Populations and Growth Forecasts). The table also identifies the current number of acres per 100 people and number of acres by land use classification (see Existing Land Uses).

Using the projected 2030 and 2040 population for Oelwein, and the acres per 100 people, the table shows the project additional acres that need to be considered for Low Density Residential, Medium Density Residential, Commercial and Industrial development through 2040. The Additional Acres of Land Needed shown above serves as a minimum for guiding future development. These estimates and the projected acres needed by land use classification, shall be reviewed annually to ensure they are in-line with Oelwein's projected needs.

There are a number of land use categories not included in the above projections. The reason for their exclusion is that the amount of acres within each of these categories is not directly dependent and cannot be easily projected from population growth.



MSA

- Residential
- Commercial/Industrial Flex
- Public & Institutional
- Industrial
- Parks & Recreation
- Utility
- Commercial
- Floodzone
- Downtown Flex
- City Limits

FUTURE LAND USE COMPREHENSIVE PLAN

CITY OF OELWEIN
FAYETTE COUNTY, IOWA

Future Land Use

Using the Future Land Use Map

The Future Land Use Map identifies categories of similar use, character, and density. These categories are described in the subsequent pages, including explanation of the City's intent, as well as design and development strategies.

This map, and the corresponding text, are to be consulted whenever development is proposed. Development shall be consistent with the use category shown on the map and the corresponding text.

Where uses in this map differ from the current use, it is not the general intent of the City to compel a change in use. Except in rare instances when the City may actively facilitate redevelopment of a priority site, the City use of this map will be only reactive, guiding response to proposals submitted by property owners and petitioners.

Amending the Future Land Use Map

It may, from time to time, be appropriate to consider amendments to the Future Land Use Map. The following criteria should be considered before amending the map.

Agricultural

The total number of acres of agricultural land may continue to decrease surrounding Oelwein. The population of the City is projected to grow and additional property may be petitioned for rezoning to accommodate the development needed to support the growing population. This anticipated growth must be balanced against the goals of preserving agricultural land for the purposes of resource protection and maintaining agricultural contributions to the region.

Compatibility

The proposed development or map amendment, will not have a substantial adverse effect upon adjacent property or the character of the area, with a particular emphasis on existing residential neighborhoods. A petitioner should indicate approaches that will minimize incompatibilities between uses.

Natural Resources

Proposed development should not include a negative unmitigated impact on important natural features such as wetlands, floodplains, steep slopes, scenic vistas, or significant woodlands. The proposed building envelope is not located within the setback of floodplain zones (raised above regional flood line) or shoreland zone. The proposed development will not result in undue water, air, light, or noise pollution in order to attribute to the small town character. Petitioners shall indicate approaches that will preserve or enhance the most important and sensitive natural features of the proposed site.

Emergency Vehicle Access

The lay of the land will allow for construction of appropriate roads and/or driveways that are suitable for travel or access by emergency vehicle.

Ability to Provide Services

Provision of public facilities and services for new development will not place an unreasonable financial burden on the City. Petitioners may demonstrate to the City that the current level of services in the City, or region, including but not limited to school capacity, transportation system capacity, emergency services (police, fire, EMS), parks and recreation, storm water, and potentially sewer services or water services, are adequate to serve the proposed use. Petitioners shall also demonstrate how they will assist the City with any shortcomings in public services or facilities.

Public Need

There is a clear public need for the proposed change or unanticipated circumstances have resulted in a need for the change. The proposed development is likely to have a positive fiscal or social impact on the City.

Adherence to Other Portions of this Plan

The proposed development is consistent with the general vision for the City and the goals and strategies of this plan.

Future Land Use Categories

The future land use categories identify areas of similar use, character and density. These classifications are not zoning districts - they do not legally set performance criteria for land uses (i.e., setbacks, height restrictions, density, etc.). The strategies listed with each category are provided to help landowners and city officials make decisions during the development review process that are consistent with the intent of the land use category. The significant categories also feature design recommendations.

The categories designated on the Future Land Use Map are:



Commercial

Commercial areas of the community are located along major thoroughfares in Oelwein. The intent of commercial land use is to provide necessities and amenities to the community, allow for robust economic activity, and to attract visitors to the area.



Commercial/Industrial Flex

The Commercial/Industrial Flex areas are found primarily on the undeveloped edges of the community along major thoroughfares. The intent of this designation is to provide a flexible-zoning concept that encourages the market to assist in determining the end use of these future commerce focused development areas.



Industrial

The Industrial areas are intended for industrial, manufacturing, wholesaling, office-industrial, transportation, warehousing, storage and other manufacturing based industrial uses.

Future Land Use Categories

Downtown Flex

This category provides for a mix of medium to higher density housing development and commercial development and infill. In the downtown, commercial businesses will be located on the street level, while upper levels will accommodate residential such as apartments and condos.



Residential

Residential areas are located within Oelwein and are intended for low to higher density housing developments and redevelopment in Oelwein. This allows for both smaller infill residential as well as larger neighborhood developments.



Parks & Recreation

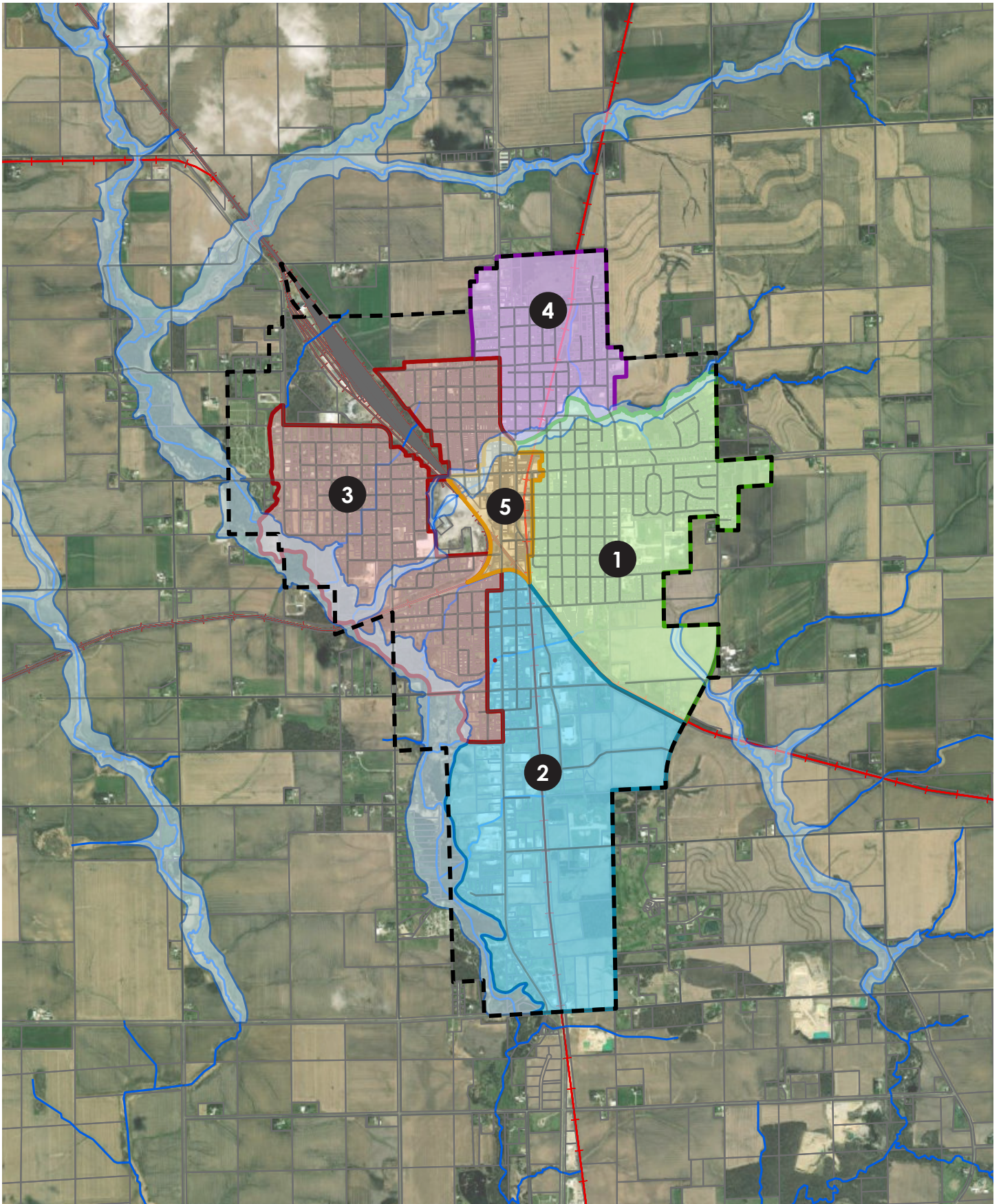
This future land use designation includes active or passive parks such as playing fields, playgrounds, open space, community parks, and other appropriate recreational uses as well as undeveloped lands, trails, water areas and environmentally sensitive areas, including mapped floodplain areas.



Institutional

This land designation includes public or semi-public facilities including but not limited to governmental offices, airport areas, police and fire facilities, medical facilities, community facilities, educational institutions, utility facilities, and places of worship.





Eastern Oelwein

AREA CHARACTER

The eastern character area of Oelwein contains newer single-family residential properties, schools, and the hospital campus. This section of the City provides opportunities for connectivity, natural resources, parks and open space, and resilience efforts.

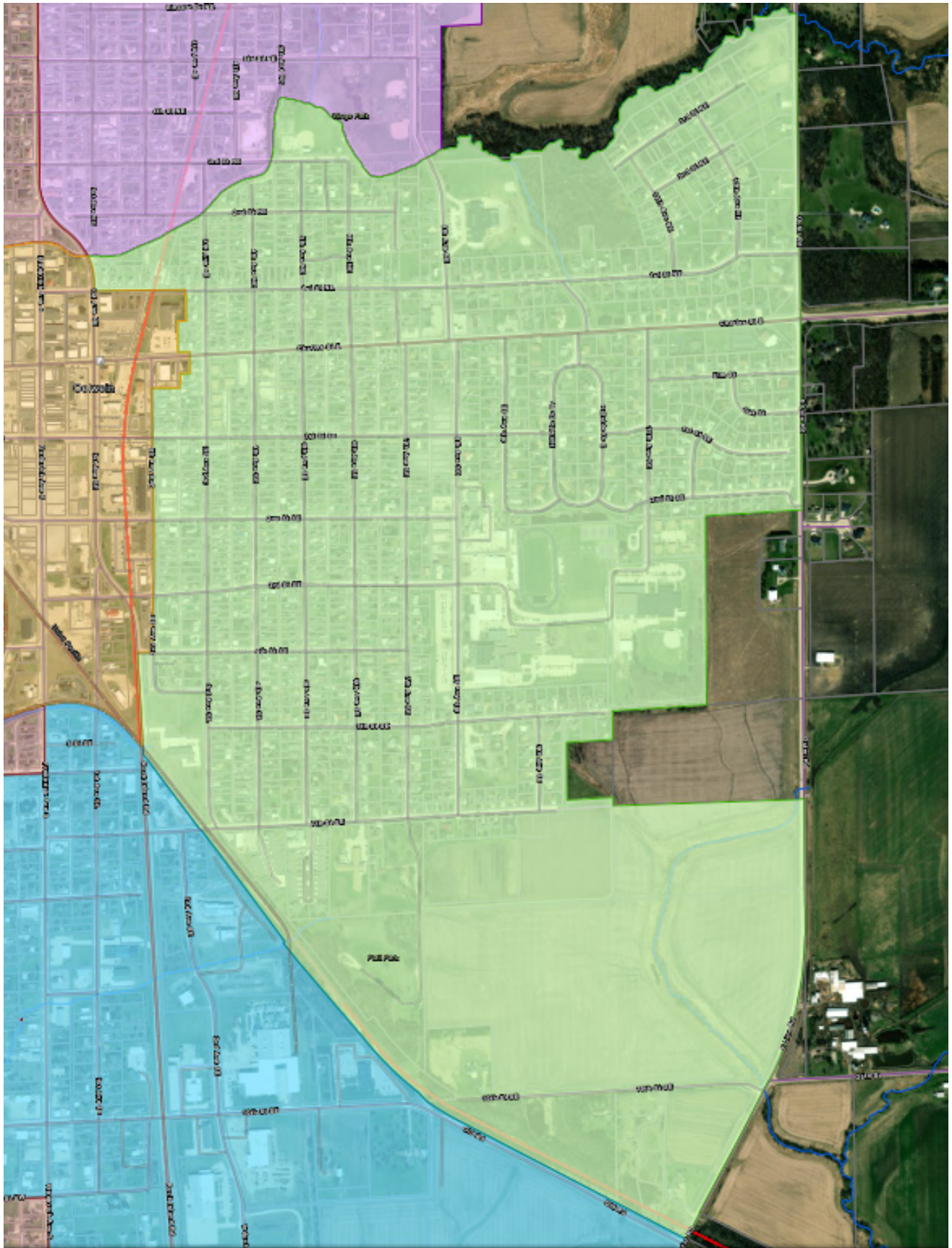
GOALS AND STRATEGIES

GOAL: Continue to improve connectivity to local resources.

STRATEGY #1: Promote sustainable development and new growth in this area.

STRATEGY #2: Connect neighborhoods to schools, hospital, and highways.

Character Areas



Southern Oelwein

AREA CHARACTER

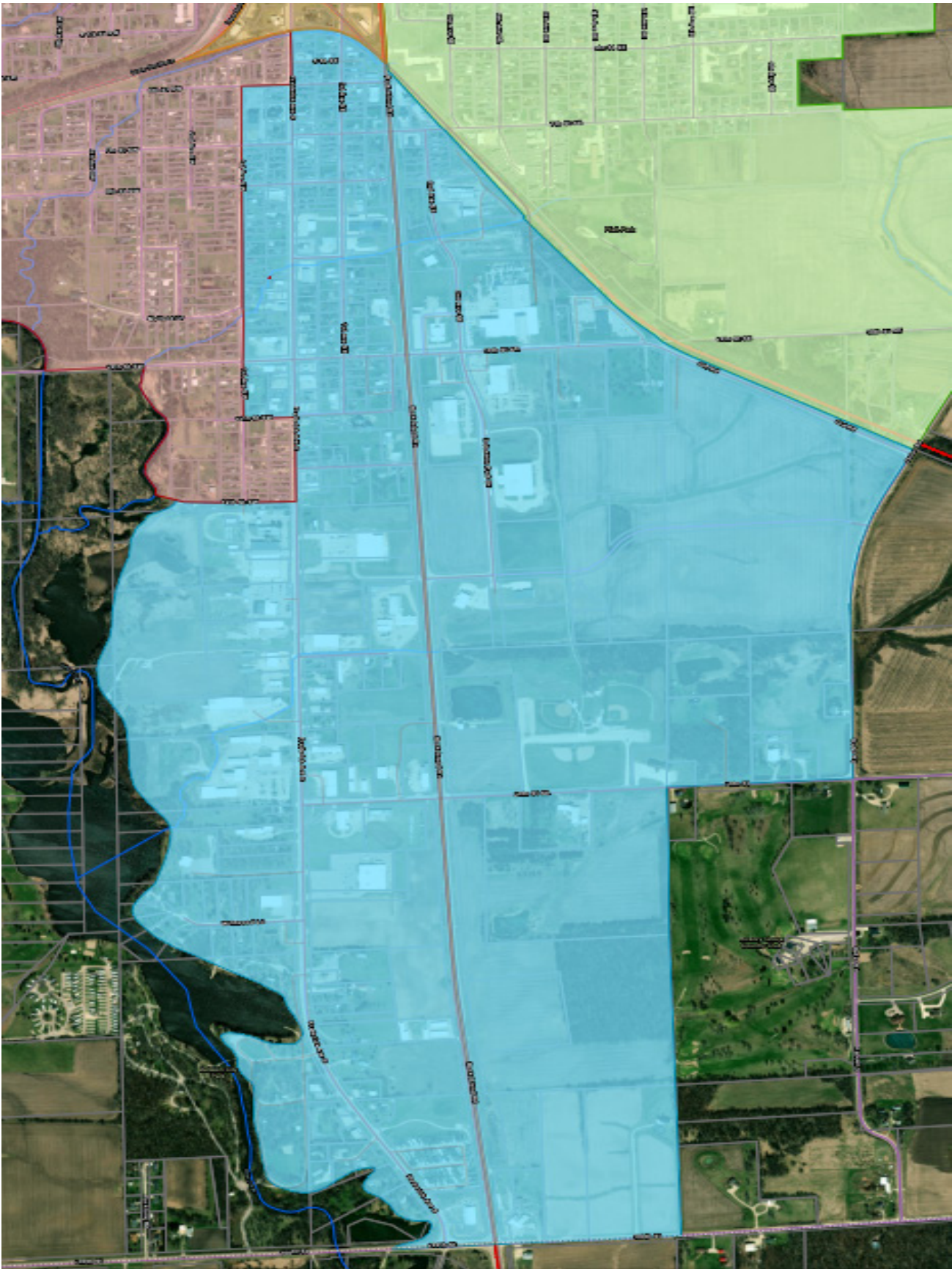
The southern character area of Oelwein is a mixed-use section of the City with emphasis on commercial and industrial uses. This area provides a unique opportunity for transitional commercial development leading into the downtown area. It also provides opportunities to implement goals from all elements of the community with a specific focus on commercial, industrial, and mixed-use development.

GOALS AND STRATEGIES

GOAL: Support economic development and recreational development opportunities that promote quality of life.

STRATEGY #1: Support and seek growth that improves employment opportunities.

STRATEGY #2: Support and seek commercial growth that reinforces the transitional nature of the corridor.



Western Oelwein

AREA CHARACTER

The western charter area of Oelwein is residential in nature. This section of the City has been particularly impacted by housing programs and provides opportunities for redevelopment, mixed-use nodes, and parks and open space. This character area should also have a focus on connectivity.

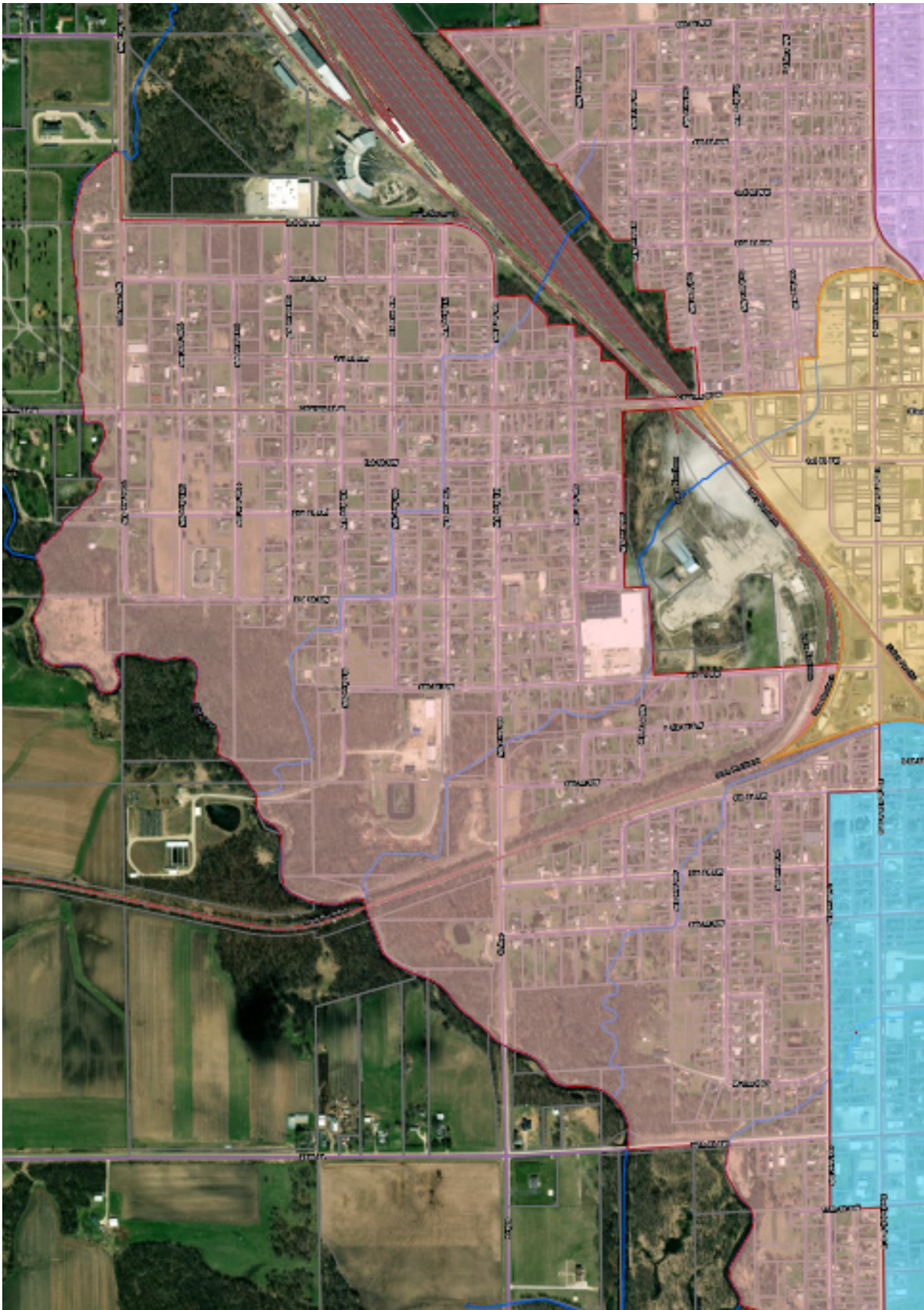
GOALS AND STRATEGIES

GOAL: Improve housing stock by promoting infill opportunities and removing housing structures in poor condition.

STRATEGY #1: Remove dilapidated and depressed housing through the city.

STRATEGY #2: Identify lots for infill and encourage development.

Character Areas



Northern Oelwein

AREA CHARACTER

The northern area of the City of Oelwein's character is residential in nature with nodes of industrial and commercial activity. This section of the City has been particularly impacted by housing programs and provides opportunities for redevelopment, mixed-use nodes, and parks and open space. This character area should also have a focus on connectivity.

GOALS AND STRATEGIES

GOAL: Maintain quality housing and by encouraging the maintenance and improvement of the existing housing stock and properties.

STRATEGY #1: Pursue opportunities to improve existing housing stock.

STRATEGY #2: Improve the local rental process for both renters and tenants.

Downtown Oelwein

AREA CHARACTER

The downtown area of Oelwein is intended to provide mixed-use with ample opportunities for economic development, residential living, parks and recreation, natural resources. Commercial opportunities should be community focused with commercial retail and restaurants, creating a main-street feel. This area is intended to be welcoming, walkable, clean, and safe. A variety of uses along with fostering a sense of diversity will improve the resiliency of the downtown and the City of Oelwein.

GOALS AND STRATEGIES

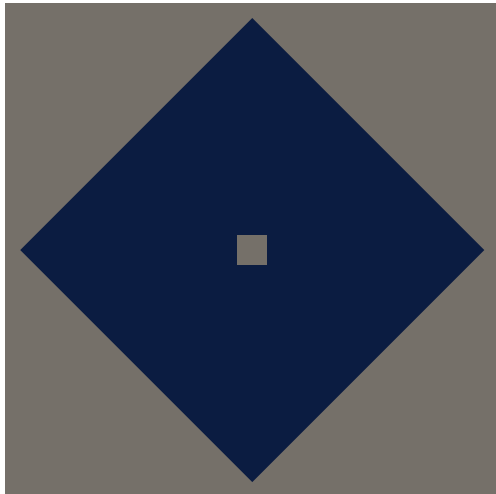
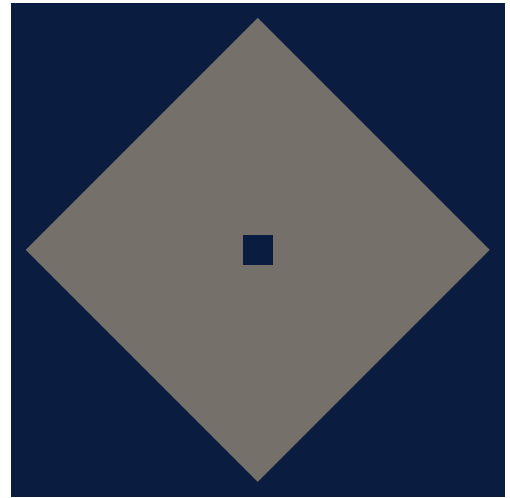
GOAL: Maintain quality housing and by encouraging the maintenance and improvement of the existing housing stock and properties.

STRATEGY #1: Pursue opportunities to improve existing housing stock.

STRATEGY #2: Improve the local rental process for both renters and tenants.

Character Areas







Chapter 7: Strategic Plan & Implementation



Implementation Overview

The Implementation Matrix

The Implementation Matrix is a tool to help the City of Oelwein implement the goals and strategies identified in Chapter 4 of the plan. Each strategy is broken down into action items with a priority rating to indicate an estimated timeline and potential partners to implement the action item (though there may be additional parties of interest). The table below describes the features included in the Implementation Matrix.

Goal: The object of a person’s ambition or effort; an aim or desired result.					
Strategy 1: First strategy to identify a course of action to achieve the overall goal.			Strategy 2: Second strategy to identify a course of action to achieve the overall goal.		
Action Item 1a1: First action item to help implement the goal’s first strategy.	Priority Level: Each action item is provided a priority level.	Partner(s) Each action item is assigned a partner(s) to aid implementation.	Action Item 1b1: First action item to help implement the goal’s second strategy.	Priority Level: Each action item is provided a priority level.	Partner(s) Each action item is assigned a partner(s) to aid implementation.
Action Item 1a2 Second action item to help implement the goal’s first strategy.			Action Item 1b2 Second action item to help implement the goal’s second strategy.		

Potential Partners

- AD:** Oelwein Administration Department
- PZC:** Oelwein Planning & Zoning Commission
- CC:** Oelwein City Council
- BOA:** Oelwein Board of Appeals
- ZBOA:** Oelwein Zoning Board of Adjustment
- CDD:** Oelwein Community Development Department
- CAD:** Oelwein Chamber & Area Development
- CSC:** Oelwein Civil Service Commission
- PR:** Oelwein Parks and Recreation Department
- PRC:** Oelwein Parks & Recreation Commission
- PW:** Oelwein Public Works Department
- ES:** Oelwein Emergency Services (Fire and Police Department)
- PL:** Oelwein Public Library
- LBT:** Oelwein Library Board of Trustees
- WC:** Oelwein (Williams) Wellness Center
- TB:** Oelwein Tree Board
- AB:** Oelwein Airport Board
- IDNR:** Iowa Department of Natural Resources
- IDOT:** Iowa Department of Transportation

Priority Levels

1	2	3	4
Urgent (1-3 years)	Short-term (3-10 years)	Long-term (10-20 years)	Ongoing

Responsibility for implementing this plan lies primarily with the Oelwein City Council, Planning and Zoning Commission, and City Staff.

City Council

The Oelwein City Council sets priorities, approves budgets, and often has the final say on key aspects of public and private development projects. The value and legitimacy of this plan is directly related to the degree to which Councilmembers are aware of the plan and expect City actions to be consistent with this plan. Each Councilmember should have a copy of this plan and be familiar with the major goals and objectives described herein. The City Council should expect and require that staff recommendations and actions both reference and remain consistent with this plan, or that the plan is amended as needed to fit changing conditions.

Planning & Zoning Commission

Land use and development recommendations are a core component of this plan, and the Planning and Zoning Commission has a major role in guiding those decisions. Planning and Zoning Commission members shall each have a copy of this plan and shall be familiar with the content. It is generally the responsibility of the Planning and Zoning Commission to determine whether proposed projects are consistent with this plan, and to make decisions and recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are deemed to be in the best interest of the City, the Planning and Zoning Commission should initiate efforts to amend the plan to better reflect City interests. This reinforces the legitimacy of the plan as an important tool in guiding City decision making.

City Staff

City staff have a significant influence on the selection and completion of all kinds of capital and operational projects. It is imperative that City staff know about, support, and actively work to implement the various strategies and actions in this plan.

Specifically, the following people should consult and reference the Comprehensive Plan during goal-setting processes, annual budgeting, planning for major public projects, and in the review of private development projects:

- City Administration
- Community Development Staff
- Parks and Recreation Staff
- Public Works Staff

These key staff members are expected to know and track the various goals, strategies, and vision laid out in this plan, and to reference that content as appropriate in communications with residents, business owners, and elected and appointed officials. All other staff members should be aware of the plan and the connections between the plan and City projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to City functions and decision making.

Community Vision & Character

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.		
Action Item 1a1 Promote civic resilience through community engagement tactics.	3	AD, CC, PZC, CSC, ES	Action Item 1b1 Conduct mobility and walkability studies to analyze areas to focus efforts for improved access to services.	1	AD, CC, PZC, PR, PRC
Action Item 1a2 Assess areas of interest for improved lighting, infrastructure, and connectivity to improve the safety of residents in public spaces.	1	AD, CC, PZC, CDD, PW, ES	Action Item 1b2 Enhance parks, trails, and green spaces for recreational opportunities.	2	PR, PRC, TB, IDNR

Goal 2:

Encourage participation in community-based opportunities.

Strategy 1a: Foster a strong sense of community culture.			Strategy 1b: Continue to offer community-wide communication opportunities.		
Action Item 1a1 Promote festivals, community events, and recreational opportunities.	2	AD, CC, PL, LBT, PR, PRC	Action Item 1b1 Encourage accessibility of communication practices between residents and City staff and elected officials.	1	AD, CC, CSC
Action Item 1a2 Support cultural and arts initiatives that celebrate Oelwein's heritage and resilience.	2	AD, CC, PL, LBT	Action Item 1b2 Establish a community information or "bulletin board" on the City website to provide pertinent information to residents in an accessible platform.	1	AD, CC, CSC

Community Facilities

Goal 1:

Maintain reliable and high 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.		
Action Item 1a1 Identify areas where infill or redevelopment are feasible.	1	CDD, CAD	Action Item 1b1 Conduct parking analysis for downtown and high-traffic areas.	2	PW	Action Item 1c1 Identify flood-prone facilities and secure funding for the evaluation of needs.	1	AD, CC, PW, IDNR, CAD
Action Item 1a2 Prioritize design standards and development incentives that utilize infill and redevelopment areas.	2	CDD, CAD	Action Item 1b2 Review and revise parking regulations to adhere to EPA and ADA standards.	2	CDD, PW	Action Item 1c2 Make improvements or relocate based on findings from the evaluation.	2	AD, CC, PW

Goal 2:

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

Strategy 1a: Adopt a maintenance and replacement schedule into City Code.			Strategy 1b: Establish regular community outreach processes regarding public facilities and services.		
Action Item 1a1 Identify regular maintenance and replacement needs.	1	AD, CC, CDD, PW	Action Item 1b1 Identify facilities and services that warrant regular feedback.	1	CC, CDD, PW
Action Item 1a2 Develop maintenance and replacement schedule of facilities, services, and infrastructure.	1	AD, CC, CDD, PW	Action Item 1b2 Develop community communication strategy to gather feedback.	1	AD, CC, PW

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.

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.		
Action Item 1a1 Adopt development standards that cohere the community and enhance the built environment.	1	AD, CC, PZC, CDD	Action Item 1b1 Identify ways to optimize impact of funding opportunities to improve quality of owner-occupied housing.	1	AD, CC, CDD
Action Item 1a2 Engage residents in community development plans to align new development with the needs of residents.	1	AD, CC, PZC, CDD	Action Item 1b2 Identify ways to expand the impact of the Rental Inspections program both internally and through funding opportunities.	1	AD, CC, CDD

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 1b: Continue to maintain a comprehensive assessment of the local housing market to identify gaps in affordable housing options.		
Action Item 1a1 Collaborate with local housing authorities, developers, and nonprofit organizations to increase the availability of affordable housing.	2	AD, CC, CDD	Action Item 1b1 Plan for housing studies at regular intervals to remain consistent with housing needs and trends.	2	AD, CC, CDD
Action Item 1a2 Advocate for state and federal funding programs to support affordable housing initiatives.	2	AD, CC, CDD	Action Item 1b2 Identify funding opportunities to conduct housing studies.	2	AD, CC, CDD

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.		
Action Item 1a1 Identify priority nodes for corridor restoration to improve walkability throughout Oelwein.	1	AD, CC, CDD, PR, PRC	Action Item 1b1 Review internal and external plans regarding transportation and identify opportunities for coordination.	2	AD, CC, PW, IDOT
Action Item 1a2 Develop a trails and greenways plan to incorporate pedestrian transportation options between parks, essential services, and points of interest throughout Oelwein.	1	AD, CC, CDD, PR, PRC, ES, PW	Action Item 1b2 Coordinate local and regional needs for infrastructure, funding, and maintenance.	2	AD, CC, PW, IDOT

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.		
Action Item 2a1 Identify solutions to the deterioration of the Charles Street Bridge and Viaduct.	1	AD, CC, CDD, PW	Action Item 2b1 Review traffic incident data and identify crash mitigation strategies.	2	PW, ES
Action Item 2a2 Identify funding opportunities to implement solutions identified for the Charles Street Bridge and Viaduct.	1	AD, CC, CDD, PW	Action Item 2b2 Identify signage needs and implement cohesive signage for vehicular and non-vehicular traffic.	2	AD, CC, PW, ES, PR

Parks and Recreation

Goal 1: Provide a robust recreation system to all residents and visitors.					
Strategy 1a: Diversify recreational facilities to expand opportunities for numerous activities.			Strategy 1c: Prioritize distribution of adequate green space in future development.		
Action Item 1a1 Develop a comprehensive inventory of current and desired recreational facilities and activities.	2	PW, PR, PRC	Action Item 1c1 Identify areas deficient in recreational space.	1	CC, PZC, PR, PRC
Action Item 1a2 Establish a means to fund current and additional recreational opportunities for residents and individuals.	2	AD, CC, PR, PRC	Action Item 1c2 Create development standards to include adequate green space in future land use plans.	1	CC, PZC, PR, PRC

Parks and Recreation (continued)

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 government entities, churches and civic organizations to provide recreation facilities and programs.		Strategy 2a: Improve accessibility of recreation facilities and programs for residents and visitors.		Strategy 2b: Devise a comprehensive park and recreation assessment and plan that evaluates impacts of the Otter Creek tributary on existing parks and potential greenspace.	
Action Item 2a1 Identify opportunities for and encourage involvement in regional trail development.	2	AD, CC, PR, PRC	Action Item 1b1 Evaluate physical and financial accessibility to recreational services for residents and visitors of all socioeconomic situations.	1	AD, CC, PR, PRC, CAD
Action Item 2a2 Coordinate Oelwein's transportation and recreation plans with those of the region to optimize projects and development.	2	AD, CC, CDD, PR, PRC, IDOT	Action Item 1b2 Engage community members to help guide recreational planning and development.	2	AD, CC, PR, PRC
			Action Item 2b1 Identify alternatives for existing parks and potential recreation areas that are impacted by flooding of the Otter Creek tributary, including Wings park.	1	AD, CC, PR, PRC, IDNR
			Action Item 2b2 Consider redevelopment, relocation, and any other feasible flood mitigation tactics to reduce impact on park and recreation areas.	2	AD, CC, PR, PRC, IDNR

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.

Strategy 1a:

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

Strategy 1b:

Provide guidance for future economic growth.

Action Item 1a1

Support the Oelwein Area Chamber of Commerce and provide resources for businesses to engage with the Chamber via the City website and various public spaces.

2

AD, CC

Action Item 1b1

Engage with the Oelwein community to understand economic needs of businesses and residents.

1

AD, CC, CAD

Action Item 1a2

Develop City-sponsored events to increase awareness of local businesses.

3

AD, CC,
CAD

Action Item 1b2

Create a Comprehensive Economic Development Strategy (CEDS) plan to help guide future economic growth.

1

AD, CC, CDD,
PZC, CAD

Economic Development (continued)

Goal 2:

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

Strategy 1a:

Focus on revitalization and accessibility of Downtown Oelwein.

Strategy 1b:

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

Action Item 1a1

Ensure that all land uses are connected by safe and efficient vehicular and non-vehicular transportation infrastructure.

2

CC, PZC,
CDD, PW

Action Item 1b1

Use wayfinding signage throughout the community to direct traffic to local businesses.

2

AD, CC, PZC,
PW

Action Item 1a2

Incentivize beautification methods in Downtown Oelwein (such as plantings, murals, and façade improvements) that create an enjoyable space for residents and visitors to walk.

2

CC, PZC,
CDD, PW,
PR, PRC

Action Item 1b2

Analyze parking regulations to optimize parking availability for customers and employees, minimize unused parking, and promote walkable areas.

2

AD, CC, PZC,
CDD, PW

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.

Strategy 1a: Support healthy watersheds.			Strategy 1b: Enhance existing natural areas.		
Action Item 1a1 Incentivize robust plantings in new development areas.	3	AD, CC, CDD, PR, PRC	Action Item 1b1 Identify unique natural areas for restoration projects.	2	CDD, PR, PRC, IDNR
Action Item 1a2 Preserve the natural character of the watershed through green space acquisition, floodplain regulations, and drainage corridor and buffer protection.	2	CC, PZC, CDD, PR, PRC, IDNR	Action Item 1b2 Apply for funding opportunities for natural restoration projects.	2	AD, CC, PR, PRC, IDNR

Goal 2:

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

Strategy 1a: Conserve and restore natural features such as trees and natural waterways.			Strategy 1b: Support community gardens, farmers markets and other similar community based food projects.		
Action Item 1a1 Identify reasonable means of natural features conservation and restoration during development processes.	1	AD, CC, CDD, PZC, PR, PRC, TB, IDNR	Action Item 1b1 Conduct community needs assessment for local food systems.	1	AD, CC, CDD, PZC, PR, PRC
Action Item 1a2 Establish development regulations that conserve and/or restore of natural features to that comparable to pre-development.	2	AD, CC, CDD, PR, PRC, TB, IDNR	Action Item 1b2 Identify resources such as space, time, and partnerships to establish a robust local food system.	2	AD, CC, CDD, PZC, PR, PRC

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.				
Action Item 1a1 Encourage energy efficiency in buildings, lighting, and infrastructure.	2	AD, CC, PZC, CDD, PW	Action Item 1b1 Establish cost/benefit analysis procedures to determine the most economically sustainable means of public expenditures.	1	AD, CC, PW, CAD	Action Item 1c1 Evaluate patterns of flood occurrences including the impacts and resources necessary for recovery from various perspectives such as personal resources, community resources, and flood insurance, among others.	3	AD, CC, PW, ES, PR, IDNR
Action Item 1a2 Support the development practices that allow for the capture and use of clean energy.	2	AD, CC, PZC, CDD, PW	Action Item 1b2 Utilize CEDS, Oelwein Comprehensive Plan, Long Range Transportation Plan, and other local plans to help prioritize future activities and maximize funding strategies for projects.	2	AD, CC, PZC, CAD	Action Item 1c2 Develop community programs and secure funding based on the findings of a floodplain evaluation to help mitigate challenges for properties that are chronically impacted by flooding of the Otter Creek Tributary.	2	AD, CC, PW, ES, PR, IDNR

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.		
Action Item 2a1 Continually monitor local changes that may affect the Fayette County Hazard Mitigation Plan.	2	AD, CC, PZC, ES	Action Item 2b1 Create safe and inviting spaces for residents to inhabit in their leisure time.	2	AD, CC, PZC, ES
Action Item 2a2 Promote education and awareness regarding hazards and risks in the community.	2	AD, CC, ES	Action Item 2b2 Establish a community communication network that promotes information sharing, especially in emergency situations.	1	AD, CC, ES

Intergovernmental Collaboration

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.		
Action Item 1a1 Identify areas of overlapping or adjacent jurisdiction.	2	AD, CC, PZC	Action Item 1b1 Participate in intergovernmental councils and committees.	2	AD, CC, PZC
Action Item 1a2 Form relationships with necessary partners to develop procedures for coordinating future growth plans.	2	AD, CC, PZC	Action Item 1b2 Identify overlapping needs and work to make Oelwein's plans considerate and beneficial to the region.	2	AD, CC, PZC

Goal 2:

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

Strategy 1a: Support the Oelwein Community School District in their growth and community engagement activities.			Strategy 1b: Partner with the Iowa Department of Natural Resources to advance planning efforts for natural resources, green space and trail development.		
Action Item 1a1 Engage with the Oelwein Community School District regarding development plans and community activities.	1	AD, CC, PZC, PL, LBT, WC	Action Item 1b1 Seek representatives from Fayette County Conservation, Fayette County Soil and Water Conservation District, and other state agencies to help guide planning efforts and implementation.	2	AD, CC, PZC, PR, PRC, TB, IDNR
Action Item 1a2 Promote community activities on the City website and various public spaces.	1	AD, CC, PZC, PL, LBT, WC	Action Item 1b2 Promote local conservation efforts on the City website and various public spaces.	2	AD, CC, PZC, PR, PRC, TB

Northern Oelwein Land Use Goal:

Maintain quality housing and by encouraging the maintenance and improvement of the existing housing stock and properties.

Strategy 1: Pursue opportunities to improve existing housing stock.			Strategy 2: Improve the local rental process for both renters and tenants.		
<u>Action Item 1.1</u>			<u>Action Item 2.1</u>		
<u>Action Item 1.2</u>			<u>Action Item 2.2</u>		

Southern Oelwein Land Use Goal:

Support economic development and recreational development opportunities that promote quality of life.

Strategy 1: Support and seek growth that improves employment opportunities.			Strategy 2: Support and seek commercial growth that reinforces the transitional nature of the corridor.		
<u>Action Item 1.1</u>			<u>Action Item 2.1</u>		
<u>Action Item 1.2</u>			<u>Action Item 2.2</u>		

Land Use

Eatern Oelwein Land Use Goal:

Continue to improve connectivity to local resources.

Strategy 1:

Promote sustainable development and new growth in this area.

Strategy 2:

Connect neighborhoods to schools, hospital, and highways.

Action Item 1.1

Action Item 2.1

Action Item 1.2

Action Item 2.2

Western Oelwein Land Use Goal:

Improve housing stock by promoting infill opportunities and removing housing structures in poor condition.

Strategy 1:

Remove dilapidated and depressed housing through the city.

Strategy 2:

Identify lots for infill and encourage development.

Action Item 1.1

Action Item 2.1

Action Item 1.2

Action Item 2.2

Downtown Oelwein Land Use Goal:

Maintain quality housing and by encouraging the maintenance and improvement of the existing housing stock and properties.

Strategy 1:

Pursue opportunities to improve existing housing stock.

Strategy 2:

Improve the local rental process for both renters and tenants.

Action Item 1.1

Action Item 2.1

Action Item 1.2

Action Item 2.2

Downtown Goals:					
Strategy 1: Promote, encourage, and support housing opportunities and growth throughout the downtown area.		Strategy 2: Support retail, office, and service uses downtown.		Strategy 2: Promote and develop efforts toward strengthening and enhancing the character of the downtown.	
Action Item 1.1 Support the maintenance and expansion of housing downtown.	1	Action Item 2.1 Focus ground floor commercial development along N Frederick Avenue, Charles Street, and 1st Avenue.	1	Action Item 2.1 Consider setting design standards for signage and new/existing building facades.	1
Action Item 1.2 Support medium and higher density housing infill.	1	Action Item 2.2 Diversify entertainment and retail opportunities downtown, including expansion of utility needs for outdoor vendors to support community events.	1	Action Item 2.2 Improve and maintain the streetscape (including parking lots) and support community art opportunities in the downtown.	1
		Action Item 2.3 Require quality redevelopment and regular maintenance of commercial properties in downtown area.	1		

Downtown

Built Environment Goal:

Promote and develop efforts toward strengthening and enhancing the character of the downtown area.

Strategy 1:

Consider setting design standards for signage and new and existing building facades.

Strategy 2:

Improve and manage parking lots in the downtown area.

Action Item 1.1

Action Item 2.1

Action Item 1.2

Action Item 2.2

Commerical Business Goal:

Support retail, office, and service uses downtown.

Strategy 1:

Focus ground floor commercial development along N Frederick Avenue, Charles Street, and 1st Avenue.

Strategy 2:

Diversify entertainment and retail opportunities downtown.

Strategy 3:

Require quality redevelopment and regular maintenance of commercial properties in the downtown area.

Action Item 1.1

1

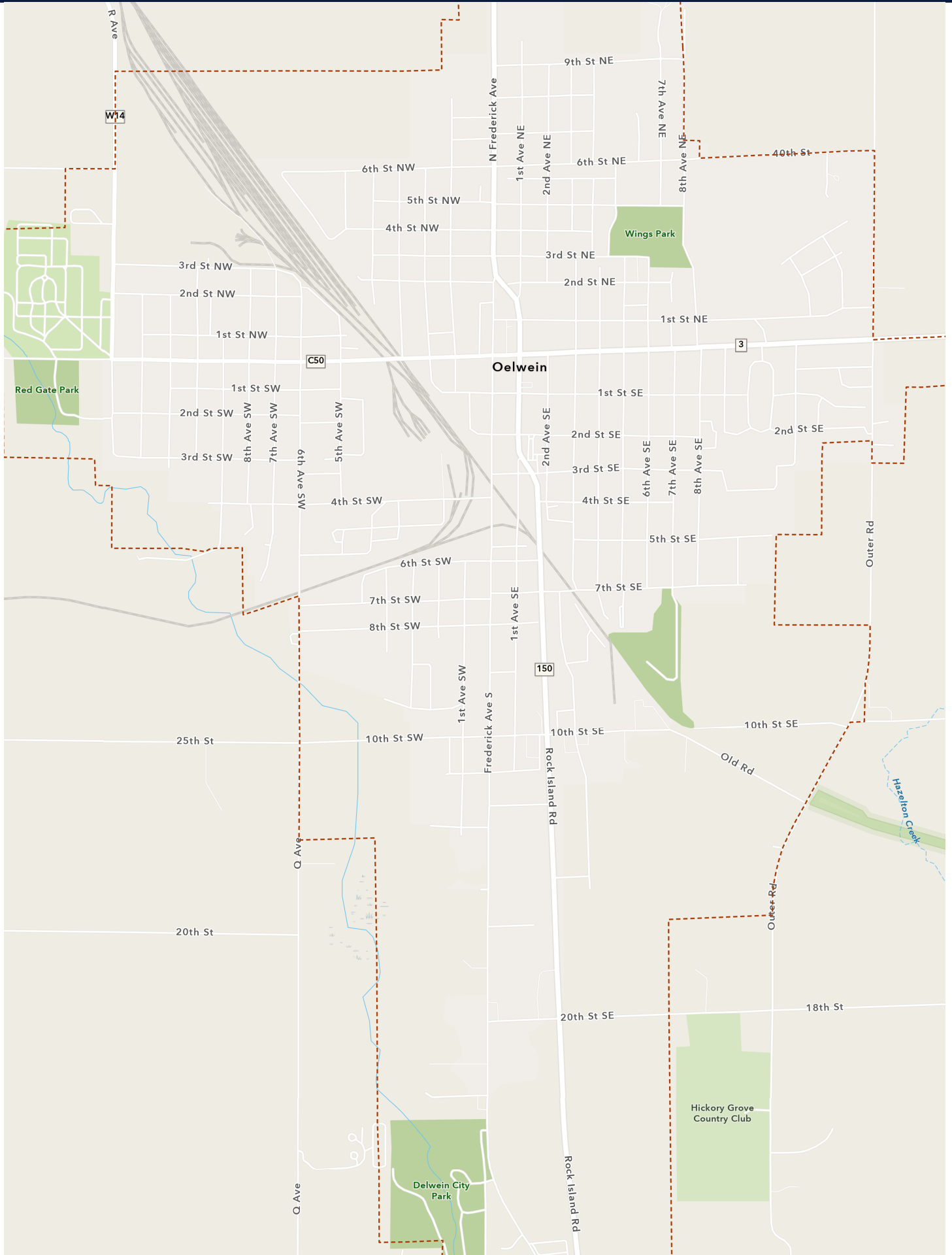
Action Item 2.1

Action Item 3.1

Action Item 1.2

Action Item 2.2

Action Item 3.2



R Ave
W14

N Frederick Ave

9th St NE

7th Ave NE
8th Ave NE

6th St NW
5th St NW
4th St NW

1st Ave NE
2nd Ave NE

6th St NE

40th St

Wings Park

3rd St NW
2nd St NW
1st St NW

3rd St NE
2nd St NE

1st St NE

3

Red Gate Park

1st St SW
2nd St SW
3rd St SW

C50

Oelwein

1st St SE

2nd St SE

8th Ave SW
7th Ave SW
5th Ave SW
4th St SW

2nd Ave SE
3rd St SE
4th St SE

6th Ave SE
7th Ave SE
8th Ave SE

Outer Rd

6th St SW
7th St SW
8th St SW

5th St SE
7th St SE

1st Ave SE

150

Hickory Grove Country Club

25th St

10th St SW

1st Ave SW
Frederick Ave S

Rock Island Rd

10th St SE

10th St SE

Old Rd

Hazelton Creek

Q Ave

20th St

20th St SE

18th St

Delwein City Park

Hickory Grove Country Club

Q Ave

Rock Island Rd

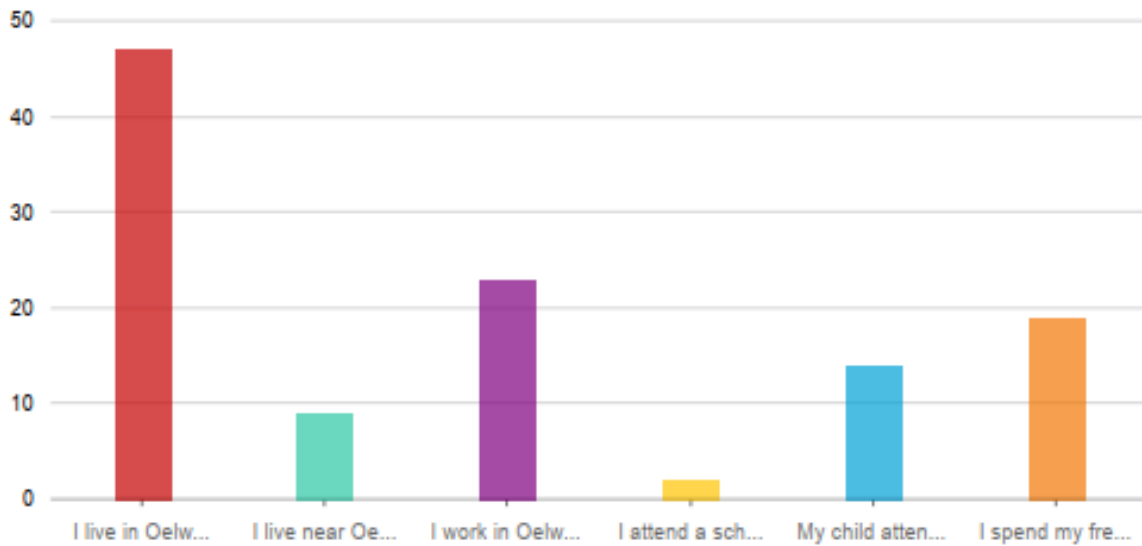


Appendix A: Survey Results



Survey Results

What is your relationship to Oelwein?

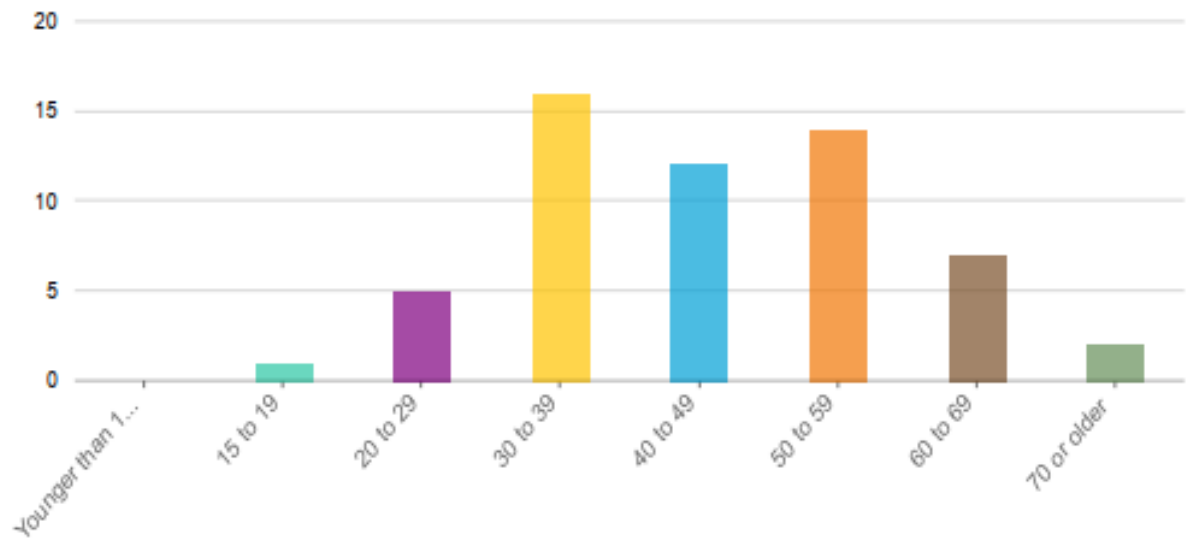


Answers	Count	Percentage
---------	-------	------------

I live in Oelwein.	47	82.46%
I live near Oelwein	9	15.79%
I work in Oelwein.	23	40.35%
I attend a school in Oelwein.	2	3.51%
My child attends a school in Oelwein.	14	24.56%
I spend my free time in Oelwein.	19	33.33%

Answered: 57 Skipped: 0

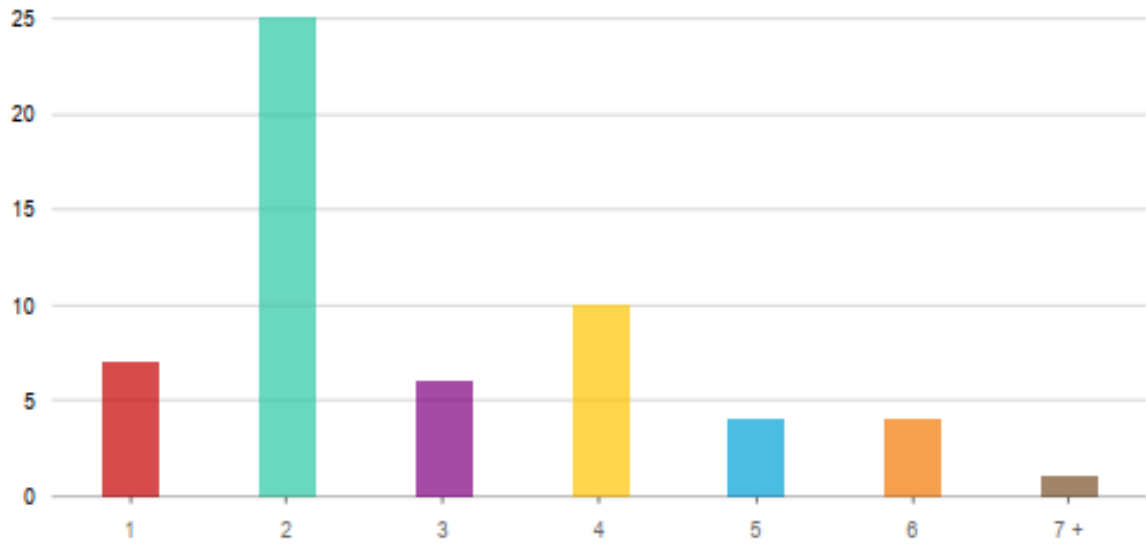
What is your age?



Answers	Count	Percentage
Younger than 15	0	0%
15 to 19	1	1.75%
20 to 29	5	8.77%
30 to 39	16	28.07%
40 to 49	12	21.05%
50 to 59	14	24.56%
60 to 69	7	12.28%
70 or older	2	3.51%

Answered: 57 Skipped: 0

How many people are in your household?

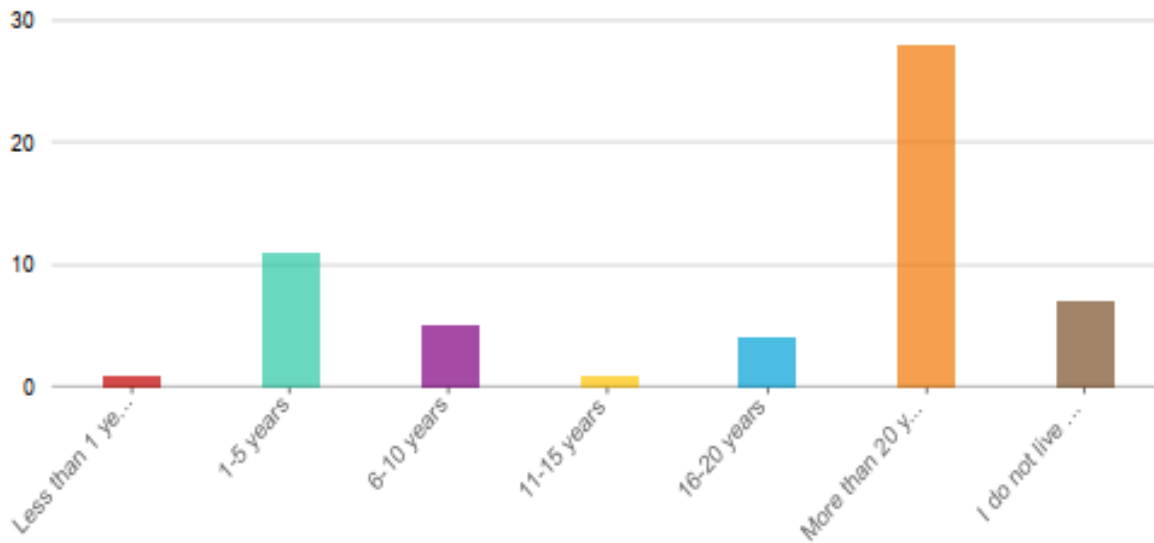


Answers	Count	Percentage
1	7	12.28%
2	25	43.86%
3	6	10.53%
4	10	17.54%
5	4	7.02%
6	4	7.02%
7+	1	1.75%

Answered: 57 Skipped: 0

Survey Results

How long have you lived in Oelwein?

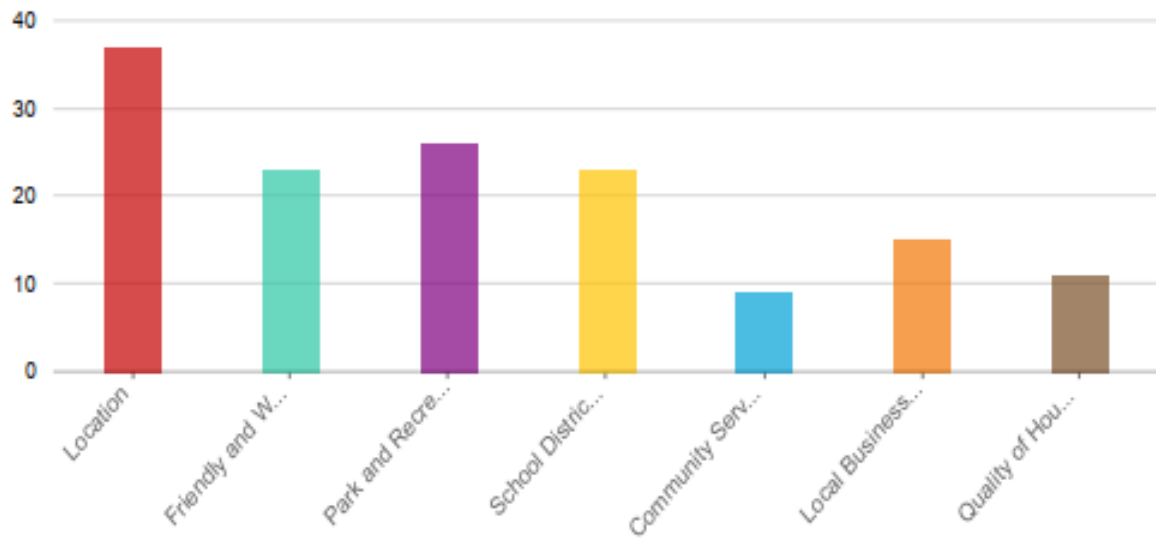


Answers	Count	Percentage
Less than 1 year	1	1.75%
1-5 years	11	19.3%
6-10 years	5	8.77%
11-15 years	1	1.75%
16-20 years	4	7.02%
More than 20 years	28	49.12%
I do not live in Oelwein. (Please specify where you live below.)	7	12.28%

Answered: 57 Skipped: 0

Survey Results

Please select the top three qualities you believe make Oelwein and the surrounding area a great place to live today.

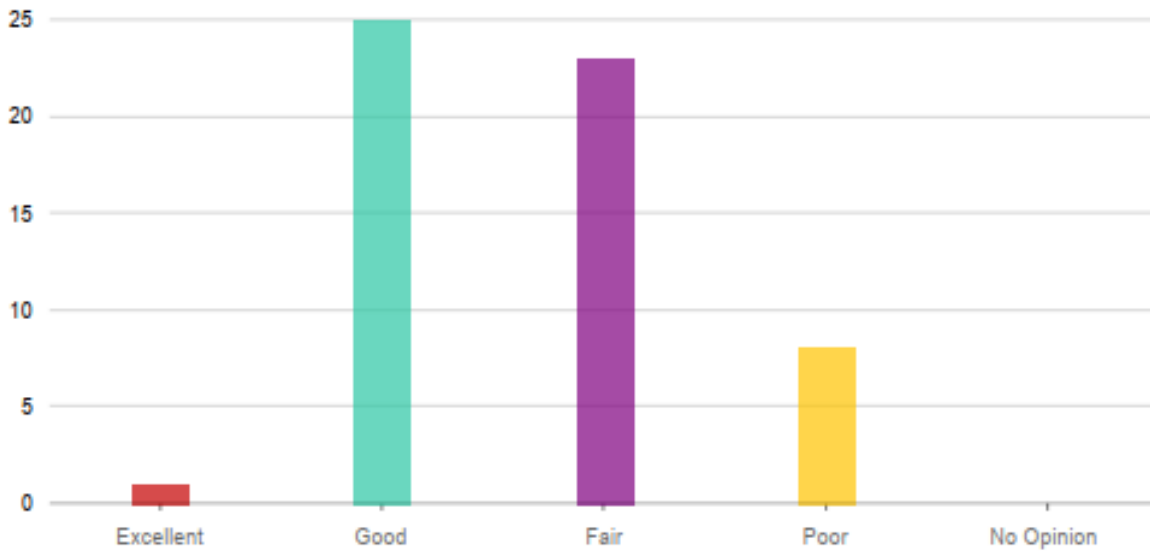


Answers	Count	Percentage
Location	37	64.91%
Friendly and Welcoming Community	23	40.35%
Park and Recreational Opportunities	26	45.61%
School District	23	40.35%
Community Services	9	15.79%
Local Businesses	15	26.32%
Quality of Housing	11	19.3%

Answered: 54 Skipped: 3

Survey Results

How would you rate the overall quality of life in Oelwein?



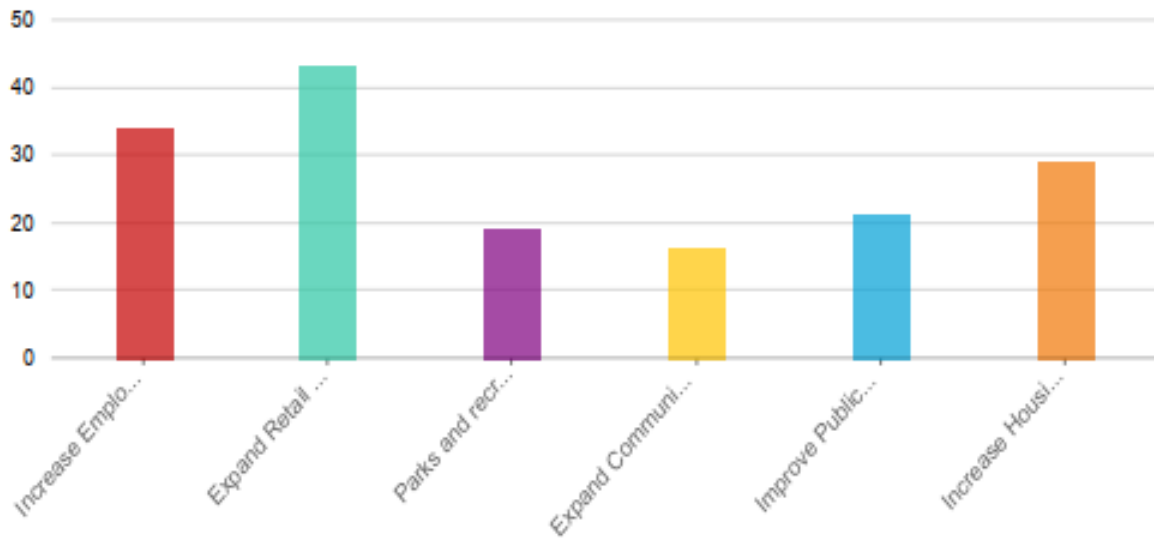
Answers **Count** **Percentage**

Answers	Count	Percentage
Excellent	1	1.75%
Good	25	43.88%
Fair	23	40.35%
Poor	8	14.04%
No Opinion	0	0%

Answered: 57 Skipped: 0

Survey Results

Please select the top three changes that you think would have the greatest impact on improving the quality of life in Oelwein.



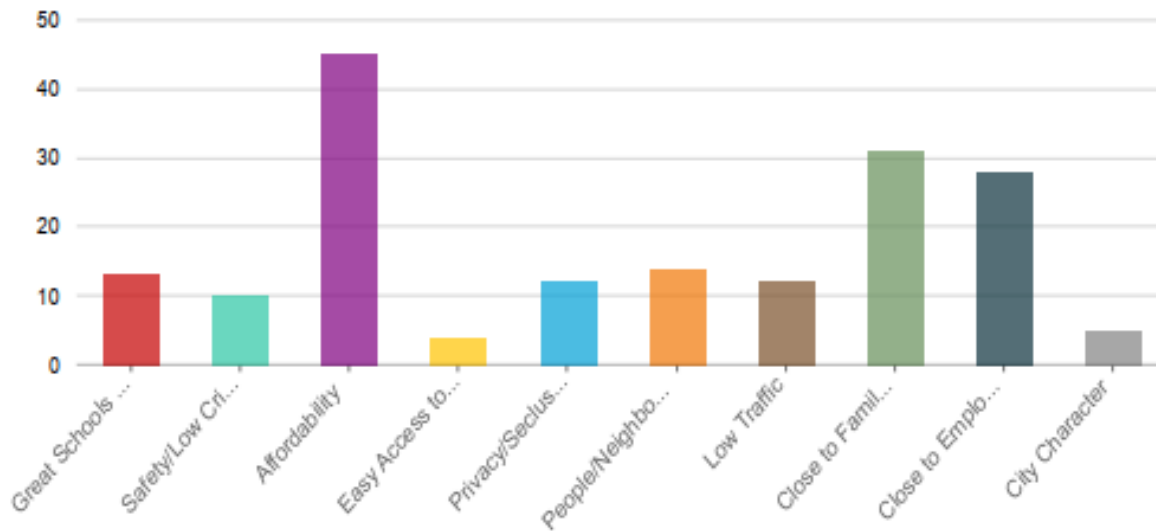
Answers **Count** **Percentage**

Increase Employment Opportunities	34	59.65%
Expand Retail Shopping Options	43	75.44%
Parks and recreation Updating and Expansion	19	33.33%
Expand Community Services	16	28.07%
Improve Public Safety	21	36.84%
Increase Housing Opportunities	29	50.88%

Answered: 57 Skipped: 0

Survey Results

Please select up to four factors that influenced your decision to live where you live now.

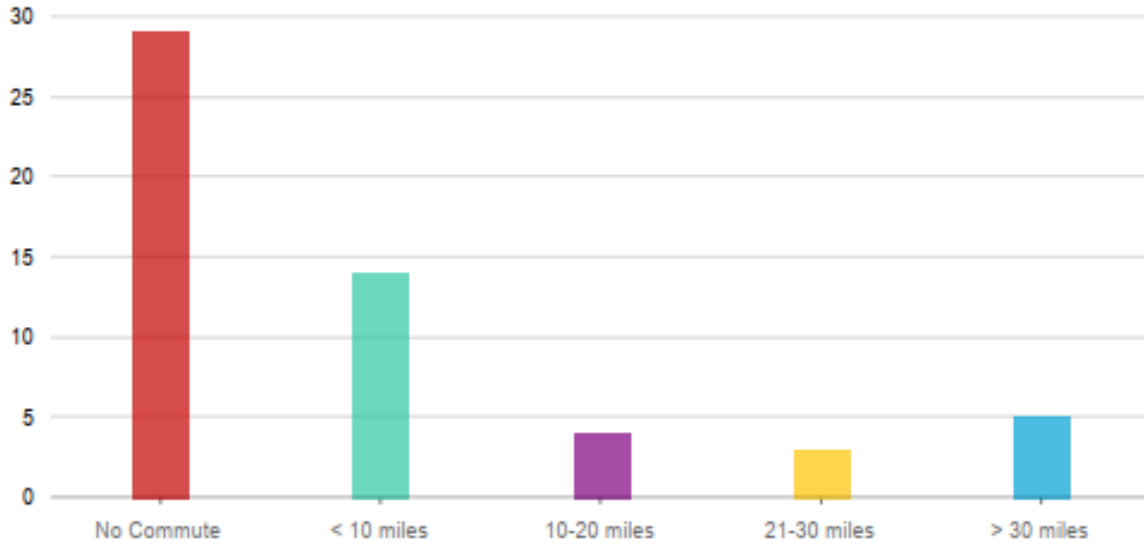


Answers	Count	Percentage
Great Schools and Extracurricular Activities	13	22.81%
Safety/Low Crime	10	17.54%
Affordability	45	78.95%
Easy Access to Recreation	4	7.02%
Privacy/Seclusion	12	21.05%
People/Neighbors	14	24.56%
Low Traffic	12	21.05%
Close to Family	31	54.39%
Close to Employment	28	49.12%
City Character	5	8.77%

Answered: 56 Skipped: 1

Survey Results

If you commute for work, how many miles is your commute (each way)?

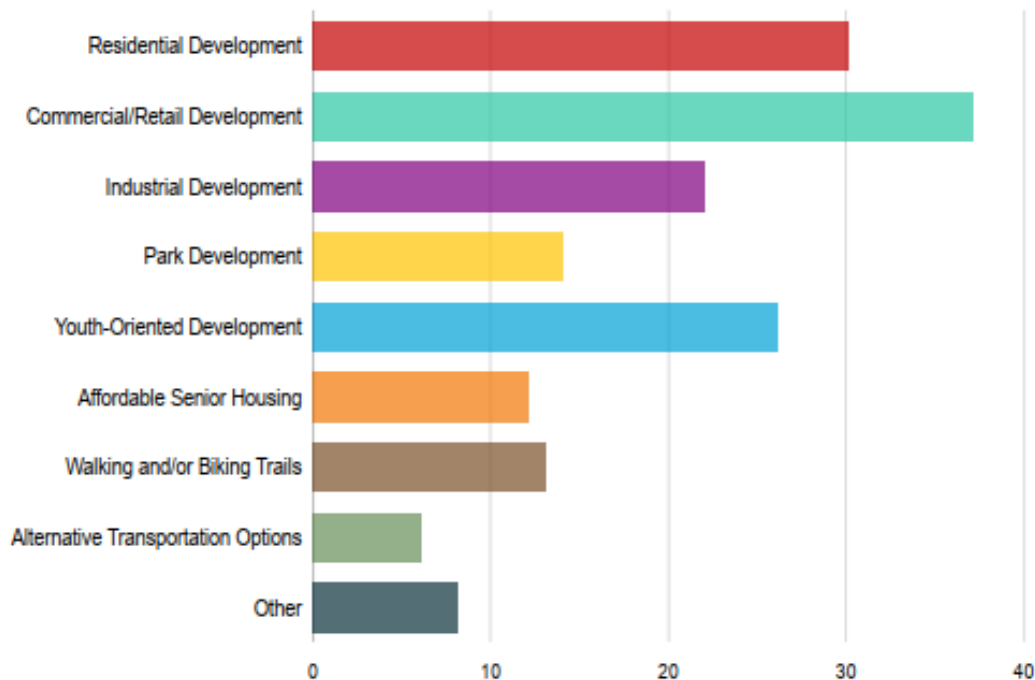


Answers	Count	Percentage
No Commute	29	50.88%
< 10 miles	14	24.56%
10-20 miles	4	7.02%
21-30 miles	3	5.26%
> 30 miles	5	8.77%

Answered: 55 Skipped: 2

Survey Results

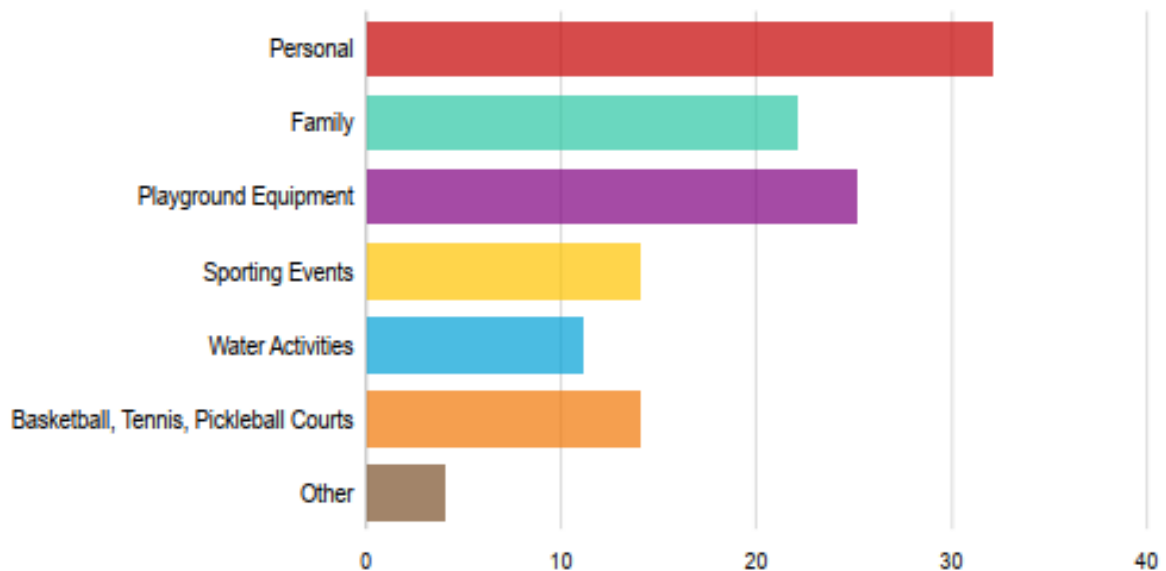
Please select the priorities that are most important to you for the future development in Oelwein.



Answers	Count	Percentage
Residential Development	30	52.83%
Commercial/Retail Development	37	64.91%
Industrial Development	22	38.6%
Park Development	14	24.56%
Youth-Oriented Development	26	45.81%
Affordable Senior Housing	12	21.05%
Walking and/or Biking Trails	13	22.81%
Alternative Transportation Options	6	10.53%
Other	8	14.04%

Answered: 55 Skipped: 2

What activities do you use the parks in Oelwein for?



Answers	Count	Percentage
Personal Exercise	32	56.14%
Family Events	22	38.6%
Playground Equipment	25	43.86%
Sporting Events	14	24.56%
Water Activities	11	19.3%
Basketball, Tennis, Pickleball Courts	14	24.56%
Other	4	7.02%

Answered: 52 Skipped: 5

