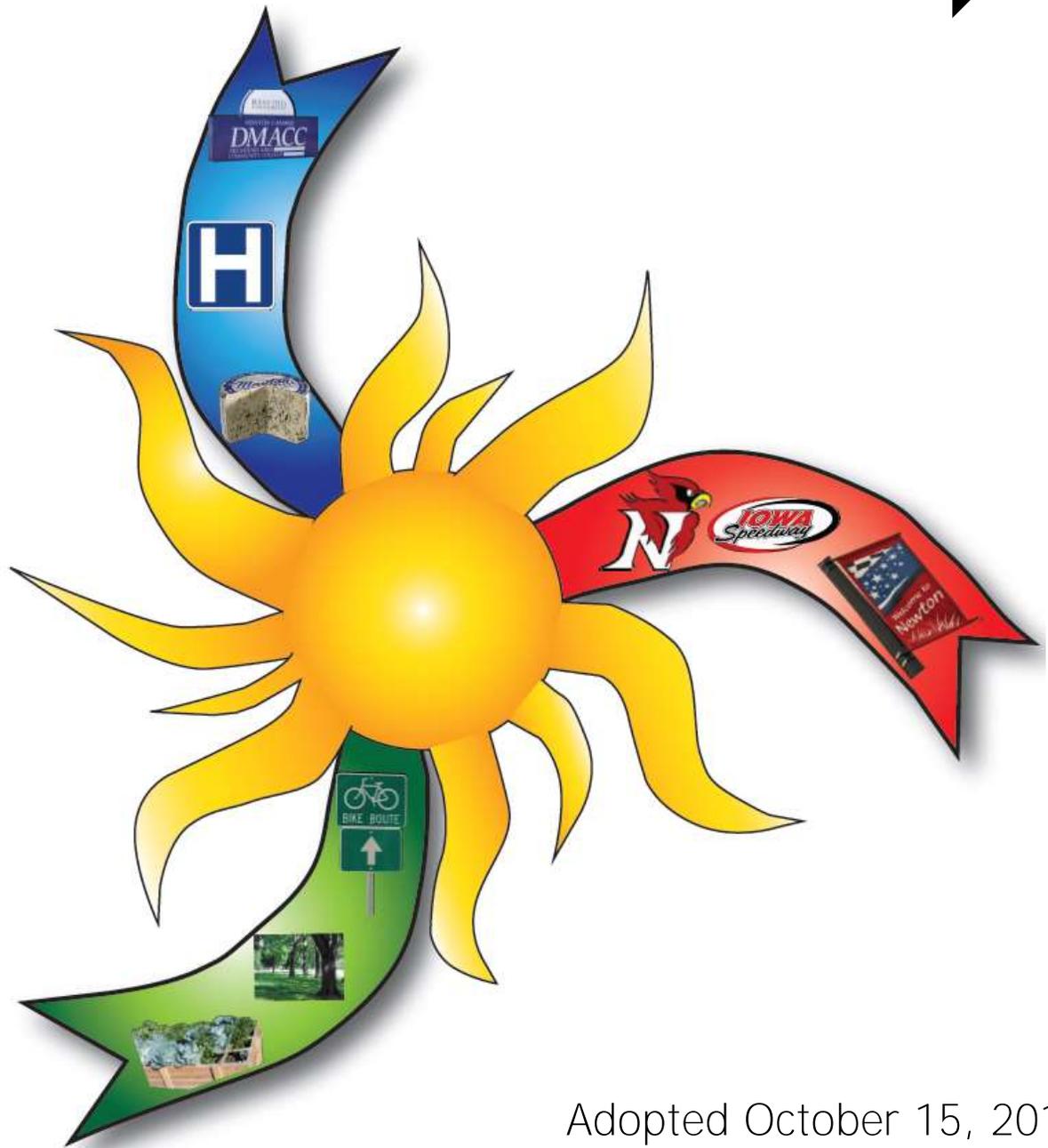


NEWTON'S FUTURE: A COMPREHENSIVE PLAN



Adopted October 15, 2012
Revised September 2014

Newton's Future: A Comprehensive Plan

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Why have a Comprehensive Plan?

The character and future of our community are set by the imagination, vision, and commitment of the people who live and work in Newton. Part of this commitment involves planning for the future.

A community's comprehensive plan serves multiple purposes. First, it provides an essential legal basis for land use regulations, such as zoning or subdivision codes. Secondly, it presents a unified and compelling vision for Newton's future and sets forth actions to fulfill the vision.



The comprehensive plan provides a guide for decision-making so that the decisions we make today do not jeopardize our vision for the future. This enables us to address the needs of the present without compromising the ability of future generations to meet their needs. As we work to improve the quality of life in Newton, the vision and strategic objectives are kept before us by the comprehensive plan. **Newton's Future** is a comprehensive plan built on the foundation of the Iowa Smart Planning Principles, which can be found in the Appendix.

How to Use this Plan

Newton's Future is not only the City of Newton's official policy and strategic approach for future development and growth, but it has also been designed to be the plan for the *community* of Newton. City government officials, non-profit organizations, local businesses, religious organizations, and individuals can all turn to **Newton's Future** for guidance on "things to do" to strengthen, grow, and make Newton the best community in the region, or rather the bright shining star of Central Iowa.



Structurally, the Vision is the broad aspirational statement for the community. All other elements of this plan, upon implementation, will advance **Newton's vision**.

The Strategic Objectives are essentially the four most articulated goals that were conveyed by Newton citizens through the public input meetings, survey, and submitted comments. The Guiding





Principles elaborate on the Vision and Strategic Objectives by **representing the community's** approach to nine specific topics, or building blocks. But most importantly, the Initiatives and "Things to Do" provide specific guidance on projects and activities that can be done to achieve the Vision. The "Things to Do" are intended to serve as a check-list for the community by listing things that can be tackled by the community to achieve the vision.

Citizen Participation & Planning Process

Early in the process, a public participation strategy was established by the Planning and Zoning Commission with the hope of connecting with as many citizens as possible. The goal of the planning process was to have a very inclusive approach and to talk with as many interested citizens as possible.

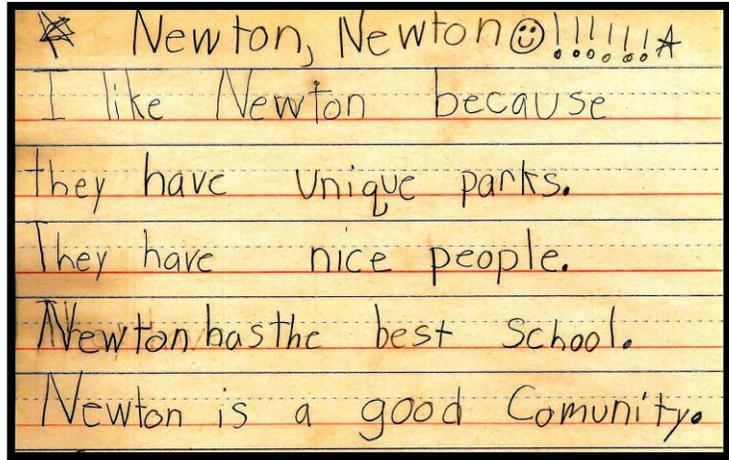
A Steering Committee was formed at the on-set of the planning process. The Steering Committee was comprised of twelve people who each had a unique background and perspective. The role of the Steering Committee was to guide the process, help make sense of the bulk input from the community, assist in the facilitation of public meetings, and review draft plan elements throughout the process.

Many of Newton's citizens took time out of their busy schedules to be involved in the planning process. Their involvement through participation in public meetings and survey responses has been critical in forming the nuts and bolts of the plan. Three community meetings were held in the fall of 2011 and had approximately 200 attendees offering up suggestions for areas of focus, dreams for the future, and suggesting creative techniques to improve the quality of life for Newton.

Working in small groups, Newton residents had focused conversations about Economy, Community Identity, Growth and Development, Demographics and Housing, Community Aesthetics, Education, Community Facilities, and Community Attitude and Approach in separate Topic Team meetings.



In addition to the general community meetings, Newton Community Development Staff and the Planning Consultant conducted similar exercises with high-school government students. The lively student discussions mainly related to youth and young adult activities, volunteerism, perceived community issues, and beloved city amenities and events. Newton second grade students also participated in the planning process through short essays they each wrote about the community.



In the early winter months of 2012, a community wide survey was distributed and collected. A hard-copy of the survey was distributed through the Jasper County Advertiser to every household in Newton. In addition, hard copies were available at and returned to local grocery stores, banks/financial institutions, and City offices. Finally, an on-line version of the survey was also provided. Over 700 responses to the survey were received. The survey provided yet another avenue for citizen voices to be heard while not requiring participation at a scheduled event.

Many comments focused on flat-line population growth, lack of shopping opportunities, housing issues, and community aesthetics.

Finally, in September 2012, the planning team brought the draft plan back to the community through three public presentation/open house meetings. Comments that were received were noted and incorporated into the plan. On October 9, 2012, the Newton Planning and Zoning Commission unanimously voted to recommend approval of **Newton's Future** to the Newton City Council. On October 15, 2012, the Newton City Council unanimously adopted **Newton's Future** as the official comprehensive plan.

The community needs to be more attractive. Streets and sidewalks are in desperate need of repair. There are homes all over town that are falling apart and are eyesores.

Newton is a great town with great people, but we need more retail shopping opportunities uptown. We also need to work on our dilapidated housing.

I'm frustrated that our population has stayed basically the same for the past 50 years, and yet so many other communities like Ankeny, Altoona, Bondurant, Waukee, Norwalk continue to grow. I think we need an aggressive marketing plan to promote what our community has to offer, but first we need to get "our house in order." This means making our community as attractive as possible.

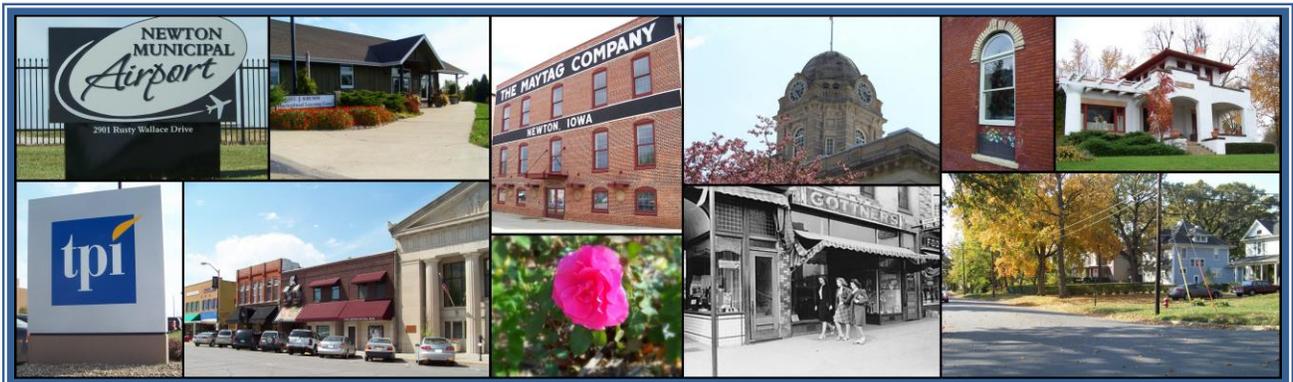
Vision Statement

Newton Shines Bright:

Newton is a progressive, family friendly community, a shining star of Central Iowa, and a place to call home.

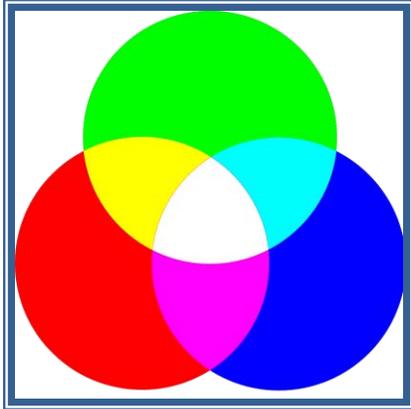
Building and articulating a Community Vision was a priority of this planning process. Without a clear sense of what Newton is and what the community wishes to achieve, the success of this planning effort would have been limited.

What is the Vision for **Newton's future?** In meeting after meeting and in survey after survey, the picture of "Newton" could best be described as a lively mosaic of many distinct elements. There was no single central theme that prevailed. However, it is known that in order to set a **common direction and develop an identifiable "brand" for the community, a single, unified vision is essential.** By being "a little bit of everything", there was no one thing that was unique and distinct enough to rally around.



Being a “little bit of everything” makes the work of building a community vision difficult. First, the planning team turned to the past and explored one of the key discoveries by Sir Isaac Newton (noting the interesting name connection). While he is most famously known for his discovery of gravity, Sir Isaac Newton was also an innovator in the field of optics, inventing the first reflecting telescope and discovering how prisms break light into its rainbow of component colors. It is in **Newton’s** work in colors of light and optics that the answer to the question of **Newton’s Vision was discovered.**

What happens when red light is layered upon blue light and then upon green light?



Interestingly enough, those three colors of light, when combined, form a bright white shining light. The community elements that were most highlighted by Newton residents through the various community input opportunities can be broken into three categories, represented by these three colors- red, blue, and green. It is in the division of all of **Newton’s excellent assets into colorful categories that unified** approach for the future is achieved while still lifting up all of the great community assets. **When all of Newton’s** elements are combined, one on top of the other, the community “shines bright.”

Newton Shines Bright:

Newton is a progressive, family friendly community, a shining star of Central Iowa, and a place to call home.

Colorful Newton Imagery: Red, Blue, Green



Strategic Objectives

As mentioned earlier, four key themes, which have been formed into Strategic Objectives, continued to surface throughout the many citizen input opportunities. The most articulated desire among the thousands of collected comments was to **“Grow Newton’s Population.”**

There is adequate capacity with City infrastructure, community facilities, city services, and available development space so that Newton is able to accommodate population growth without experiencing costly growing pains, such as building a new school or expanding a sewer treatment plant.

While one of the most desired objectives of the community is to increase the population in Newton, it should be noted that many citizens also like and take great pride in the **“small-town feel” of the community.** It is critical that as Newton achieves this goal of population growth special care is taken to maintain that hometown feel.

The second Strategic Objective, Increasing Employment Opportunities, is **deeply connected to growing Newton’s** population. Even though Newton continues to become more and more connected to the Des Moines metro-area and the employment opportunities available there, it is important to continue to work to bring more jobs into Newton, which in turn, draws more people to live in the community.

Citizens also expressed the need to improve the City’s curb appeal. Raising the bar on individual property maintenance, improving the condition of public facilities such as streets and sidewalks, and focusing on City gateways are all important ways to build a positive image of the community. A beautiful City is a desirable place to choose to live.

Finally, citizens want to see vacant buildings throughout the community filled, and specifically, they would like to increase local shopping options. Empty storefronts and un-used industrial buildings thwart efforts to build vibrancy in the community. Focusing on filling empty buildings, especially those that are in highly visible locations, brings employment opportunities, improves curb appeal and helps grow Newton.



1. Grow Newton’s population, specifically targeting young families.

2. Increase employment opportunities.

3. Improve the City’s curb appeal.

4. Fill vacant buildings and increase local shopping options.

Guiding Principles

This plan has nine Guiding Principles, which elaborate on the Vision. These nine principles focus on key elements of the community that need enhancement and serve as the building blocks of **Newton's Future**. Specific choices were made to prioritize and narrow the focus on these areas for the life of the plan.

Red Pride: Newton will be an attractive community with unique character, quality neighborhoods, and a clear sense of place. Newton will promote a high standard of private property up-keep, quality construction, enforcement of property maintenance regulations, and concentration on City gateways.

Newton Community Schools: Newton will support our schools and do whatever it takes to ensure that our children learn to think, innovate, and achieve their full potential.

Tourism Sector: Newton will continue to focus development efforts that encourage the growth of a tourism sector, paying particular attention to the Newton Downtown, attractions like the Jasper County Museum and public art, and the available development area surrounding the world-class Iowa Speedway.

Higher Education: Newton will encourage growth of the Des Moines Area Community College Campus, grow local occupational training options, and build a college campus atmosphere in the community.

Health and Healthcare: Newton will encourage healthy choices and continue to grow recreation opportunities in the community. Newton will support the local hospital and recognizes that maintaining the presence of Skiff Medical Center is of utmost importance for the community.

Local Products: Newton will continue to support and grow locally made products and goods as symbolized by the world-famous Maytag Blue Cheese.

Economic Development: Newton will build on its manufacturing and entrepreneurial heritage and be recognized as a top community in which to open a new business.

Green Community: Newton will be recognized as a cutting edge "green community" through its continual growth of green energy industries and sustainable approach.

Parks and Trails: Newton will be a community where citizens have access to safe, high-quality parks and trails.

Economic development is the process of creating jobs, tax base and general wealth by coordinating physical community development with private or public business ventures to produce marketable goods and services. The Economic Development chapter includes goals, background information, and initiatives for economic development in Newton.



Background

The economic downturn that has been facing the country creates planning challenges. This is not lost on **Newton as it's recovering from the** October 2007 departure of its bedrock employer, Maytag, putting thousands out of work and leaving 450,000 square feet of office space and 2 million square feet of manufacturing space vacant. Nevertheless, in the wake of **Maytag's departure, the City has responded** in innovative ways to expand and diversify its tax base so that it no longer relies on one major employer. Since **Maytag's departure announcement in 2006, this aggressive effort has resulted in the following companies starting or moving into Newton:**

- Springboard Engineering/UL: 60 new jobs
- Trinity Structural Towers (wind towers): 190 new jobs
- TPI Composites (wind blades): 850 new jobs
- Caleris: (technical support) 175 new jobs
- Walter G. Anderson: (cartons) 65 new jobs
- Iowa Speedway: 20 full-time year round jobs; 360 part-time (58 full-time equivalents)
- REG Bio-diesel plant: 30 new jobs

This chapter will provide focus on:

- The employment and economic conditions in Newton
- Identify key Economic Initiatives with Things to Do



These increases may go unnoticed compared to the number of jobs lost in the recent past, but they do represent important steps in the new opportunities the City is creating

to not only stimulate the local economy, bring jobs to Newton but also diversify the **economy so that Newton's future is not so strongly linked a single employer.**

It should be noted that while the Newton has worked hard to fill gaps in the employment sector left by Maytag, there still remains a significant amount of vacant, former Maytag, space that can be filled. These vacant spaces include unique buildings such as the original brick Maytag manufacturing buildings, still in great reuse condition, and the Maytag corporate offices, located immediately adjacent to downtown. In addition to this available space, there is additional warehouse space available for reuse by local and new companies. The City can work with local, county and regional business organizations to market available manufacturing and warehouse space that attracts research and development, green energy technology, value-added agricultural and knowledge-based businesses which provide quality employment and higher wages.

Newton has been successful in utilization of existing space by attracting local companies as well as out of state manufactures to these vacant properties. These efforts need to continue with a focus on existing employers expansion needs plus attraction of new employers to Newton. In the next 10 years, however, the demand for industrial space in Newton will be profoundly affected by the available space related to the closure of the Maytag operation. There is approximately 1,000,000 square feet of vacant manufacturing space, which can also be easily converted to warehouse space. This means that any newly developed industrial space will need to compete with this large inventory of existing space, which is not likely, given that new space is often 30 to 50 percent more expensive than existing space. Therefore, any new industrial development will need to wait until a large proportion of the existing Maytag space is either absorbed or removed from the market. In likelihood, this may take many years. From 2000 to 2010, Newton averaged approximately \$6.5 million per year in the construction of non-residential uses. Assuming 35 percent of this construction valuation was for industrial uses and that it was built at a per square foot cost of \$60, this would translate to about 40,000 square feet of industrial space per year. Given this rate of absorption, it would take over 20 years to absorb the 1,000,000 square feet currently available.

Employers and Employees. Newton's existing employment base includes a variety of industries, with various manufactures leading in overall employee totals as shown in Table 2-1. The largest employer in the community is TPI Iowa with 850 total employees. Other major employers include Skiff Medical Center, Hy-Vee, Wal-Mart, Caleris, and Rock Communications.

According to the Iowa Workforce Development, there were 10,718 employed, non-farm workers in Jasper County as of 4th Quarter 2010. Table 2-2 displays the number of employees per industry for major employers. The industries most heavily represented in

Jasper County are public administration (23%), trade, transportation, and utilities (19%), and manufacturing (16%).

**TABLE 2-1:
Major Employers**

Business	Products/Services	Employees
TPI- Iowa	Manufacturing	850
Newton Community Schools	Public Education	494
Skiff Medical Center	Hospital	390
Hy-Vee Food Stores	Grocery/Retail	283
Wal-Mart	Retail	257
Caleris	Information/Technology	225
Rock Communications	Commercial Printing	200
Vernon Company	Specialty Advertising	179
Trinity Structural Towers	Manufacturing	190
Progress Industries	Rehabilitation Center	165
City of Newton	Government	138
Newton Manufacturing	Specialty Advertising	135
Thombert, Inc.	Advanced Manufacturing	125
Windstream Communication	Telephone & Internet Communication	100
Hanson Directory Service, Inc	Specialty Printing	80
Newton Clinic	Health Care	74

The closure of the Maytag operation during the last decade had a profound impact on Jasper County's employment base. Between 2000 and 2010, employment in Jasper County declined by 4,600 workers, or 30 percent. Although much of the country experienced sharp employment declines between these years, this was a very high percentage of jobs to lose. Furthermore, all industry sectors, not just manufacturing, experienced employment declines during this time as well. Sharp declines were also in trade, transportation, and utilities (-35%), construction (-21%), leisure and hospitality (-19%), financial activities (-16%), and information (-15%).

**TABLE 2-2:
Number of Employees by Industry, 2000 and 2010**

INDUSTRY	Jasper County		Change 01-10		Distribution		Iowa		Change 01-10		Distribution	
	2001	2010	No.	Pct.	2001	2010	2001	2010	No.	Pct.	2001	2010
Goods Producing Domains												
Natural Resources & Mining	126	96	(30)	-	0.8%	0.9%	13,756	18,148	4,392	31.9%	1.0%	1.3%
Construction	627	498	(129)	-20.6%	4.1%	4.6%	66,417	63,095	(3,322)	-5.0%	4.7%	4.4%
Manufacturing	4,558	1,695	(2,863)	-62.8%	29.8%	15.8%	232,445	203,322	(29,123)	-12.5%	16.3%	14.0%
Service Producing Domains												
Trade, Transportation, & Utilities	3,085	2,023	(1,062)	-34.4%	20.2%	18.9%	309,864	301,325	(8,539)	-2.8%	21.7%	20.8%
Information	487	415	(72)	-14.8%	3.2%	3.9%	36,322	28,451	(7,871)	-21.7%	2.5%	2.0%
Financial Activities	440	372	(68)	-15.5%	2.9%	3.5%	93,129	101,257	8,128	8.7%	6.5%	7.0%
Professional & Business Services	652	647	(5)	-0.8%	4.3%	6.0%	105,558	124,671	19,113	18.1%	7.4%	8.6%
Health & Education Services	1,173	1,124	(49)	-4.2%	7.7%	10.5%	175,777	202,885	27,108	15.4%	12.3%	14.0%
Leisure & Hospitality	1,215	981	(234)	-19.3%	7.9%	9.2%	120,978	126,757	5,779	4.8%	8.5%	8.7%
Other Services	370	357	(13)	-3.5%	2.4%	3.3%	39,994	42,072	2,078	5.2%	2.8%	2.9%
Public Administration	2,562	2,510	(52)	-2.0%	16.8%	23.4%	231,822	238,081	6,259	2.7%	16.3%	16.4%
Total, All Industries	15,295	10,718	(4,577)	-29.9%	100%	100%	1,426,062	1,450,064	24,002	1.7%	100%	100%

Source: Iowa Workforce Development

Due to recent economic impacts on Newton, it is important to think about overall economic health of the community in a more sustainable approach in the following ways:

- **Economy-** a sustainable economy means that residents can find employment and afford to live in the community; that a broad spectrum of businesses are able and encouraged to start, remain and expand in the community; and that quality city services and infrastructure are available.
- **Environment-** the overall economic health of a community can be enhanced through emerging business in targeted industry's related to green energy that can provide job opportunities and help diversify the economy.
- **Human-** the overall economic health of the community directly relates to the affordability and ability of residents to be self-sufficient.

Economic Development Initiatives:

Existing Businesses Initiative:

Retain and grow existing businesses and industries in the community and create more local jobs.



Things to Do:



- Mentor small business owners and assist them in making connections with other businesses that have a similar customer base.
- Grow existing manufacturing companies by making connections with local businesses that can produce component parts locally.
- Develop and make available a consolidated web presence for small businesses. Provide technical assistance or training on building a website for local businesses. Encourage all retail shops to have some on-line shopping experience to complement the **brick-and-mortar presence.**
- Grow professional and business organizations that can facilitate networking between different types of businesses.

In Process!

In Process!

- Work with local media for a regular feature of a local business to remind citizens about the services that they can get here.

In Process!

- Update and improve the movie theater located in the Newton Downtown. Look to the neighboring community of Grinnell as a model for renovating an existing local theater. The approach should involve the community, paying particular attention to ideas coming from teenagers.

- Thoroughly share consumer preference and retail leakage information provided by the Buxton Report with local businesses, showing opportunities for growth.



Filling Vacancies Initiative:

Address the vacancy issues found within older industrial and commercial properties, focusing first on highly visible spaces.

With the amount of available industrial and manufacturing space left vacant by Maytag, the City is in great position to market space for existing businesses needing to expand and to attract new industrial and manufacturing industries.

Things to Do:



- Focus filling older industrial and commercial properties that are in highly visible areas- The Downtown, 1st Avenue East and West, and N 19th Avenue East and West.

In Process!

- Target specific types of retail businesses that may be existing in neighboring communities and invite them to open a Newton location. **Seek out businesses that Newton doesn't currently have such as a men's clothing store or a bakery.**

In Process!

- Work with existing businesses on expansion plans, and encouraging them to utilize larger, existing spaces. The smaller space left behind could then be used for start-up companies.

In Process!

- Utilize the Buxton Report findings to actively recruit new retail and restaurant franchises to the community, focusing on specific retailers and sectors identified by citizen surveys and data on retail dollars from Newton leaking out of the community.

Green Collar Businesses Initiative:

Expand and add green collar businesses, and ultimately jobs. Become a "green-energy" hub.

The abundant available manufacturing and warehousing facilities puts Newton in a unique position to attract new industries to Newton due to its available space and raw land. As a response to this availability, Newton has been successful at marketing and promoting itself to attract green energy companies to existing buildings and sites thereby replacing lost jobs, but more importantly, diversifying the economy with a broader range of employers than what has formally existed within the City. Green energy is an ever evolving industry and the location of the I-Green Education and Training Center green energy companies and local DMACC campus puts Newton in the heart of this technology, and even more significantly, the hub of education and training of this growing industry.

Things to Do:



- Support and encourage growth of the I-Green Education and Training Center. Encourage collaboration between DMCC and I-Green local green industries for education and training opportunities.
- Work with green industries to assist them in overcoming hiring obstacles.



Start-up Companies Initiative:

Provide a positive environment for start-up companies.

All businesses begin as start-ups at some point, and there are a lot of direct benefits from encouraging this locally as it will strengthen the employment base. In return, these employees will spend money in the community.

Maytag's success has left a strong legacy for entrepreneurship that the City can build upon. Start-ups and small businesses are a key reason why Newton has been able to replace jobs upon the departure of Maytag and also why it recognizes the deep importance in diversifying its employment base. Creating an environment of entrepreneurship will confirm greater opportunity for Newton to continue rebuilding its job base.

Things to Do:



- Focus on methods for assisting in the financing of start-up companies. Work with new business owners to develop solid business plans and overcome final hurdles.
- Utilize some of the available vacant commercial and industrial space as incubator locations for small start-up companies. Work with owners of the vacant properties to overcome obstacles.
- Work with local organizations and businesses to provide mentoring opportunities to new business-persons. These groups should team up to create a tool-kit for new business owners.



Start-Up Success Story:

UL, formally Springboard Engineering, is an excellent example of a company started by local research and development engineers who chose to stay in the community after Maytag left. UL now occupies two buildings that were vacant, tired-looking, and highly visible along 1st Avenue East. The City of Newton hopes that more start-ups can achieve the success of UL.



Strong Workforce Initiative:

Build a strong, educated workforce that will attract new business and industry to the community.

Things to Do:



In Process!

- Encourage the expansion of DMACC's presence in Newton to meet the occupational education needs of local businesses.

- Emphasize the presence of other secondary education opportunities through other higher education providers located in the community, such as Buena Vista.

In Process!

- Build connections between the ~~Green Education and Training Center~~ Goodwill Career Connection Center, Newton Community Schools, DMACC, and area employers. This action step will require partnership and coordination beyond the City but between the educational institutions, Chamber of Commerce, NDC, other local economic development organizations and the local employers themselves. Successful coordination of these entities will ensure that workforce training is customized to meet the employment needs of current employers as well as meet the changing needs of emerging industries in the community.



Tourism Initiative:

Grow the tourism sector of the economy through a focus on the Iowa Speedway and surrounding area, Newton's History and the Jasper County Museum, and the world renowned Maytag Blue Cheese.

Tourism is an important economic development element for most communities, and Newton has a lot of great things that could draw visitors.



Things to Do:



Almost there!

- Lift up the presence of Maytag Blue Cheese throughout the community and improve way-finding signage from Interstate 80 to the Dairy Farm.

- Create a Downtown Historic District, establish a Main Street program, and continue to promote storefront improvements.

- Focus on bringing a regional-draw retailer and entertainment businesses to the Prairie Fire District.

In Process!

- Continue to promote and grow existing events, such as the Iowa Sculpture Festival or 4th of July Parade. Be supportive of creative ideas for new public events.

In Process!

- Utilize Newton Downtown and Maytag Park as key community event locations.



I've lived all over the US, from Cleveland to California, but I've lived in Newton longer than I've ever lived anywhere - I believe Newton, Iowa, is the best kept secret in the Midwest, but I sort of hope we keep it that way.

~Newton Citizen, Community Attitude Survey

The purpose of the Identity and Marketing Chapter is to provide guidance and direct action items for Newton to create and build a new brand in the post-Maytag environment.

Before further discussion of Newton's Identity, let's remember Newton's Vision, described earlier in this plan.

Newton Shines Bright:

Newton is a progressive, family-friendly community, a shining star of Central Iowa, and a place to call home.

Through all of public input- surveys, community meetings, and student ideas, the notion of "what Newton is" can be described as a lively mosaic of many distinct elements. By being 'a little bit of everything', there was no one thing that was unique and distinct enough to rally around. No longer is Newton the "Washing Machine Capital" or "Home of Maytag." But, Newton has learned lessons from the past. No longer does the community wish to "put all of the eggs in one basket."

In order to set a common direction and develop an identifiable "brand" for the community, a single, unified



This chapter will provide focus on:

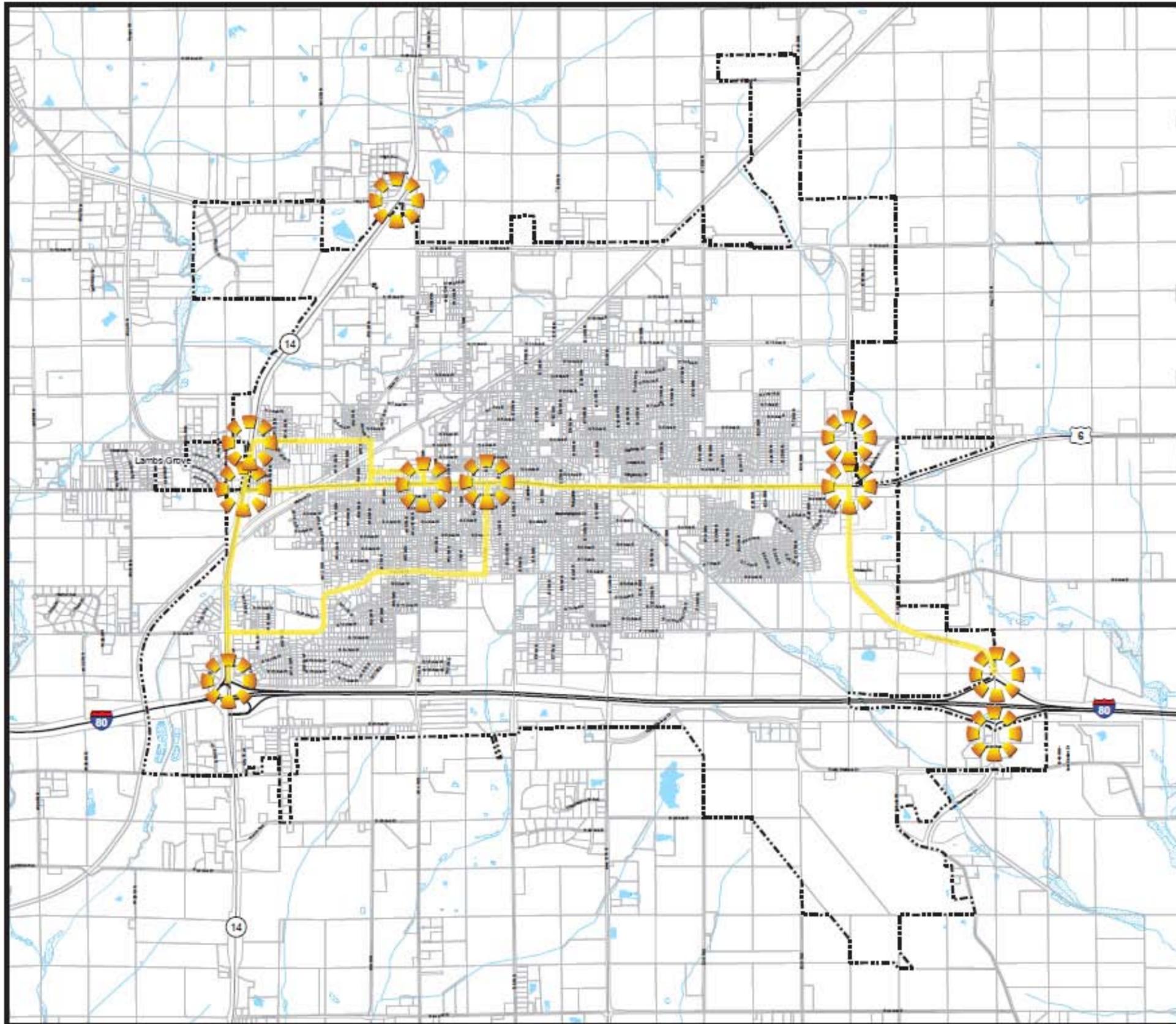
- Review of the Vision
- Discussion on creating a unified identity and a "Sense of Place"
- Discussion of Gateways and Key Intersections
- Creating Gateways into the city



identity is essential. That is where Newton’s vision of “shining bright” comes in. Newton’s vision, which is both reflective and aspirational, is that we are the shining star of Central Iowa and a progressive, family friendly community. The initiatives and things to do that are described in this chapter were drawn from ideas and suggestions Newton citizens made through the public input opportunities and the Community Wide Survey.

In addition to building a positive image of Newton and utilizing an identifiable “brand”, there are also ways in which the community can work together to make Newton a distinctive location both as an Interstate 80 community and as a Des Moines Metro area city. **Cities with a distinctive “sense of place” have strong tourism economies and growing populations. Because** Newton is an easy commute to Des Moines, the community is well-positioned to draw in new residents. However, people choose communities based on the services, experiences offered, appearance of the community, and availability of employment.

The Newton Character and Identity Map, Figure 3-1, is a concept map that graphically **represents Newton’s character elements for the future. There has been special attention made** to making Newton a distinctive City along Interstate 80 that invites visitors to stop in. This map depicts Gateways and Corridors.



Character Map
2012 Comprehensive Plan



0.5 0 0.5 Miles

-  Gateways
-  Key Corridors

September 19, 2012



V:\1938\active\193801169\GIS\Projects\Character Map.mxd

Character Elements

Gateways: Four community entrance points have been recommended for Gateway features. Gateway features can range from signage and small monuments to grand statues and water features. Lighting can also play a key role in welcoming people to our community. The grander Gateways should be reserved for the main entrances into the community:

- Exit 164, North and South of the Interstate: Main entrance into Newton
- Exit 168, North and South of the Interstate: Main entrance into Newton
- Highway 14 & 1st Avenue West Intersection: Main entrance into Newton
- Iowa Speedway Drive & 1st Avenue East Intersection: Main entrance into Newton
- 1st Avenue West & West 4th Street: Western Entrance to Downtown
- 1st Avenue East & East 4th Street: Eastern Entrance to Downtown and key point on the way to the high-school
- Highway 14 North & North 4th Avenue West: Key point leading to Northwest neighborhoods and DMACC to the east as well as the Newton Public Works Facility to the west.
- Highway 14 North & North 23rd Avenue West: Key point leading visitors to the Maytag Dairy Farm and Industrial Area

Key Intersections: Key intersections are defined as intersections that serve as a gateway to a significant community feature or neighborhood. The Character Map does not identify these key intersections as it is important that neighborhoods weigh-in and identify their neighborhood entrances. In addition, Newton should first focus on creating appealing and attractive Gateways before tackling key intersections.

When selecting key intersections, the City or neighborhood/community groups should consider **the following criteria:** **heavily traveled (by vehicles, bikes or pedestrians, the intersection's** prominence as a key point on a route to a community feature or facility (such as Maytag Park or the High School), **the intersection's function** as an entrance point to a neighborhood or other defined district.

Though not depicted on the Character Map, some examples of key intersections are listed below. These could be a starting point for the community, once Newton has addressed the Gateways. Key intersections that could include some special attention in landscape and hardscape, though in a smaller way than the gateways, include:

- Iowa Speedway Drive & Rusty Wallace Drive: Key intersection in Prairie Fire Development District
- East 4th Street South & South 8th Avenue East: Entrance into the high-school
- West 3rd Street South & South 8th Avenue West: Key intersection leading to Maytag Park
- East 31st Street North/Northeast Beltline Road & North 4th Avenue East: Key intersection leading to the Northeast neighborhoods and Newton Arboretum



Way-finding Signage: Being able to get around the community easily is one way that Newton can be a warm, friendly, and welcoming place for visitors. In addition, way-finding signage can provide some unity among the community.

Identity and Marketing Initiatives:

Community Marketing Initiative:

Achieve consistency in visual design and the projected imagery of Newton so that both residents and visitors can have an understanding about the community.

Things to Do:



Work with a graphic designer or marketing specialist who can create a Community Logo that symbolically captures the essence of Newton. ~~The Community Logo should be simple, powerful, and appealing.~~

~~It should be embraced and used by the City, Community Organizations, non-profit groups, and other entities in Newton. The Community Logo would be separate and distinct from the City of Newton logo, used by the local government. However, City of Newton should update its logo to coordinate and compliment the Community Logo.~~

- Build the “Get to Know Newton Brand” through coordinated public and private marketing efforts.** Any entity which promotes Newton, directly or indirectly, through their advertising should utilize similar visual cues that will further reinforce the “Get to Know Newton Brand”.
- Continue to establish a positive regional reputation for Newton focusing on community assets such as Maytag Blue Cheese, Green Energy Industries, Parks, Local Hospital, etc.** Encourage all citizens to be regional ambassadors.

In Process!

A Unique and Distinctive Community Initiative:

Be more than “just another town along Interstate 80” by establishing a strong, positive image to invite interstate travelers into the community and by building on public art and historic preservation efforts.

Things to Do:



Establish the Newton Downtown as a Historic District on the National Register of Historic Places. Utilize the designation in promotional material. The designation can also encourage new investment in the older downtown properties through available tax credits and grant funds.

In Process!



Support Public Art and encourage the placement of new pieces throughout the community. In addition, do not allow existing public art pieces to fall into disrepair.



Increase the public art at the Interstate Intersections.



Establish a Sculpture Park in Newton. A possible location would be near the DMACC campus.



Create significant gateways at the two Newton Interstate Exits that encourage travelers to come into Newton. These gateways should be noticeable as cars approach either exit.



Create an inviting unique entrance to the community at both the east and west ends of 1st Avenue through new streetscape projects at the intersections.

Identify and enhance key intersections throughout the community with special landscaping or a unique, entry feature.

Establish a way-finding signage program that makes Newton easier to navigate for visitors and draw them further into the community.

In Process!

Grow Historic Preservation by nominating and placing more of the **community's** treasured, historic buildings and neighborhoods on the National Register of Historic Places. Creating self-guided historic walking tours and establish a program which encourages owners of historic buildings to place bronze plaques on their properties.

In Process!

Build on the excellent performing arts opportunities in Newton, such as the Bowl full of Blues. Expand marketing of existing events and add new performing arts events.

Continue promote the Iowa Speedway and expand the tourism opportunities around it. Newton is unique from other Iowa communities because it is home to this facility. The Iowa Speedway brings national recognition and large crowds to the community, which provides the unique opportunity to show the community off.

First Avenue West Corridor Concept Narrative

First Avenue West is one of the major entryways to the City of Newton. It should be welcoming to visitors as well as the residents of Newton and should look inviting and encompass and **advertise Newton's future development plans.** Current issues with First Avenue West can be summarized as having empty and old buildings in poor conditions, under-utilized deep lots and general lack of investment.

For this case study, a "blank slate" was assumed. Elements of the concept could be altered, rearranged, or realigned to fit real-world constraints and community desires. The purpose of this case study is to encourage local creativity and visioning for this corridor. The following is one vision for the area:

Concept: The proposal is to develop 1st Avenue West as a welcome plaza that will provide **Newton's residents their own community space and also attract outside businesses and families** to the city of Newton. Large open plazas, interesting shop-fronts and businesses will greet visitors into the City of Newton. They will provide visitors a glimpse of Newton's vision – **'Newton's Future' by showing them the direction where Newton wants to move towards in the future.**

The proposal is to make 1st Avenue a large open plaza which has commercial buildings interspersed with small community plazas along the length. To the immediate north and south of the 1st Avenue West will be the commercial areas with office buildings and lofts/apartments. Plazas and play areas for children will make the area inviting to families and visitors.

As one drives into the 1st Avenue West, they will be greeted by large visible 'Newton' signs. These will open up to a large open plaza on the right. The paving will change from asphalt/concrete to more pervious paving. This will notify the visitor that there is a change from being a drivable street to a more pedestrian friendly street. This will also use for environment friendly materials. Pervious paving conserves water by preventing runoffs. The plaza and its surrounding area will act as a **model street** which will also educate the residents on how they can adopt more environment friendly designs in their homes as well as businesses. The City will lead by example to encourage green development.

PLAZAS – The plazas will act as spaces to interact. They will have kiosks and/or amenities such as small coffee shops. This plan encourages public art and the plaza could also serve as a space display the artwork. The plaza will be visible to visitors from highway 14. It will have large paved area with water fountains and trees with seats and children's play areas. Small shopping areas will have the visitor center, coffee shops.

Amphitheatre – A strategically placed Amphitheatre (which could be replaced with another type of gathering space) will function to bring citizens to a space that was an unattractive space for citizens to gather within.

Streets - First Ave West will be widened to accommodate a turning lane for traffic entering the plaza as well as the business area. The street will stay the existing width near the rail road bridge and continue to be the same after that as one travels eastward.

Business District - North of 1st avenue will mainly be commercial and the deep spaces will be used to divide the commercial spaces with parking at the backside and the buildings in the front. 'Through block plazas', will be small plazas between the commercial buildings. A new street to enter the business blocks will be from the 1st Avenue North. Each business unit will have roads through it and the parking will be at the back. The current bus parking for the school district will be relocated. If any of the existing buildings/ structures fit into the plan, they will be retained.

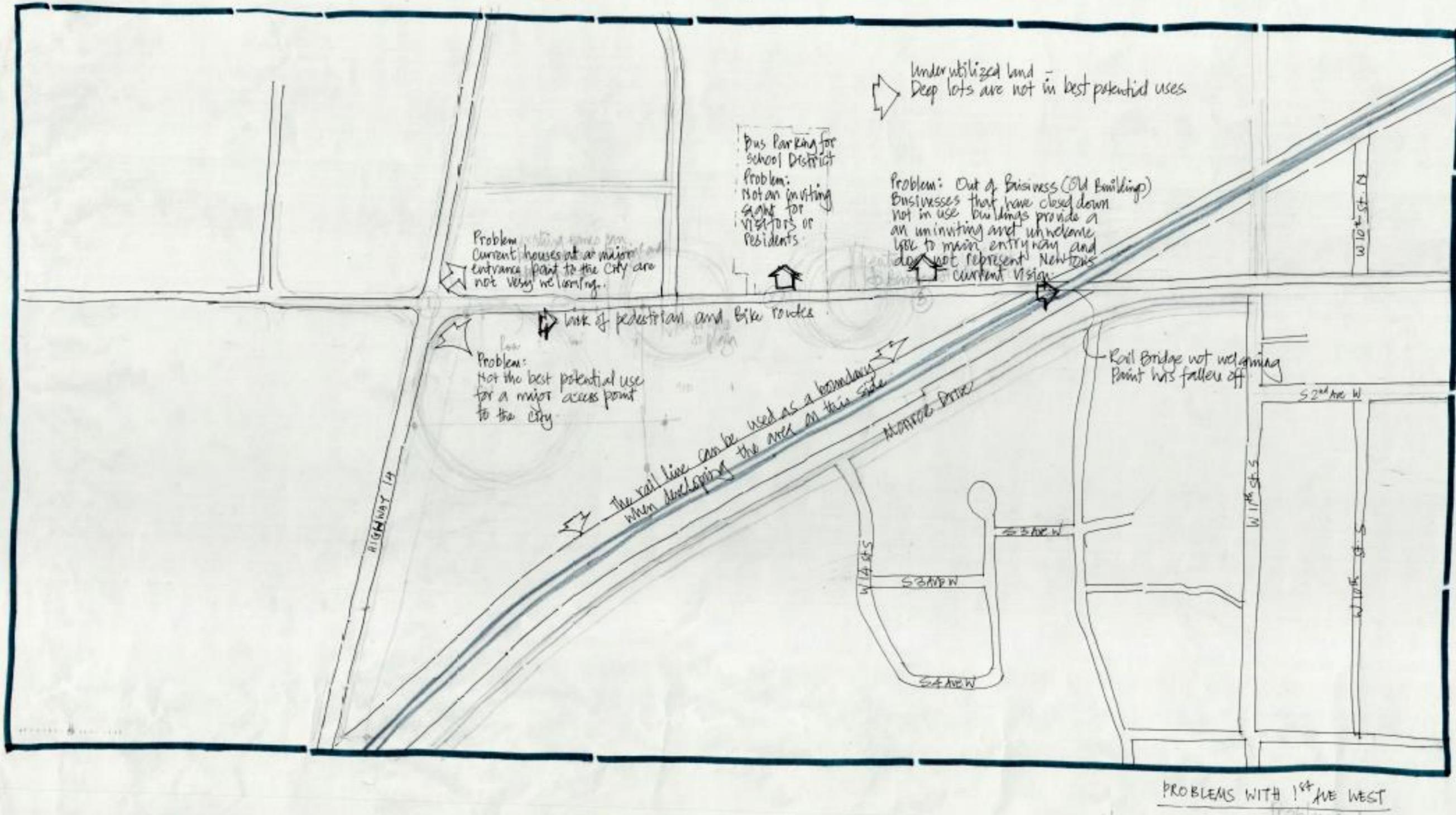
Bridge – Vegetation in the form of large trees or ivy will be used to beautify enhance the look of the bridge. Regular maintenance of the bridge columns will ensure a positive visual.

Bike and walking trails – Will run parallel to the 1st avenue though out the length from Highway 14 to West 10th Street and beyond. The plazas/public open space will also have some trails running through it.

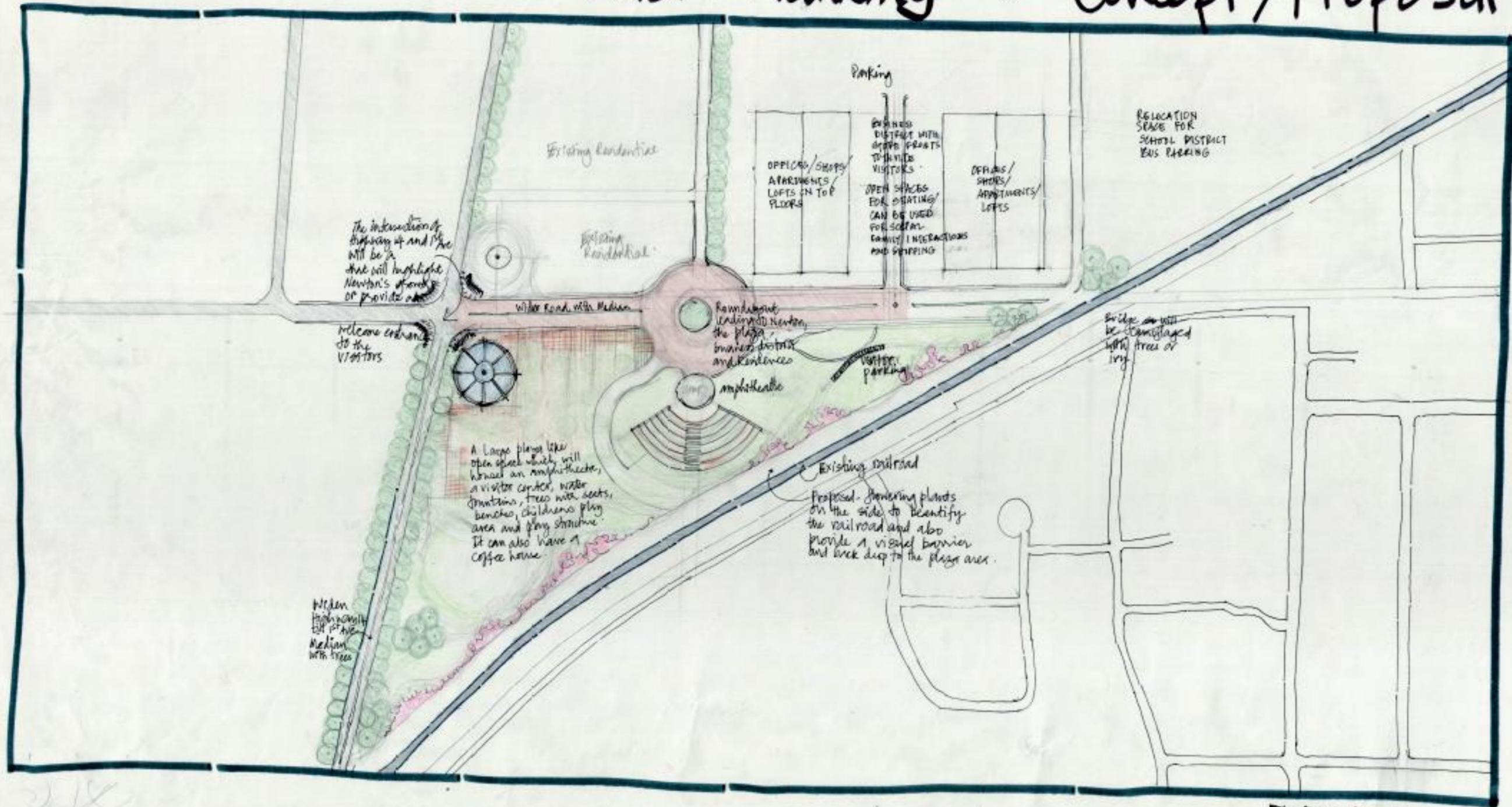
Existing Residences – May remain as they are from the bridge to the West 10th Street. The sloped lawns may be stepped with plants and flowers.

Parking will be to the rear so as to not obstruct any views to the plazas.

First Avenue West Corridor Planning - Problems



First Avenue West Corridor Planning - Concept/Proposal



Community Aesthetics

4

"If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places."

~ Fred Kent, Project for Public Spaces

The appearance and aesthetics of the community are of concern and interest to many residents of Newton. Early in the planning process of **Newton's Future** update and community survey efforts residents identified a need to enhance and beautify the City, expand and improve the amount of landscaping throughout the City, utilize funding resources to improve gateways and enforce zoning standards. This plan focuses on the following to create a more beautiful Newton:

- Public Character/Public Realm
- Public Art
- Design Character

These facets of the built environment each have an effect on the character and aesthetic quality of the city and embrace both public and private responsibilities. The following were developed from input received from many sources in the community.



This chapter will provide focus on:

- The City's initiatives with respect to community aesthetics.
- Describe specific "things to do" the City, arts organizations, businesses and other organizations can commit to.



Community Aesthetics Initiatives

Main Corridors Initiative:

Improve the Newton's aesthetic along major corridors and at the City's gateways in order to shine bright and put the best face forward as visitors come to the community.

Things to Do:



In Process!



Prioritize ~~main arterial~~ heavily travelled streets, such as Highway 14, 1st Avenue East and West, South 12th Avenue West, South 8th Avenue East and West, North 4th Avenue East and West, Union Drive, Beltline Drive/Iowa Speedway Drive with the limited nuisance enforcement capacity.



In Process!

Implement a way-finding signage program that is consistent in appearance, easy to read, and stylish. Way-finding signage gives visitors a positive impression about the community, makes it easier to navigate, and can further reinforce a community's brand.



Create specialty corridors with specific landscaping and hard-scaping. Examples of specialty corridors could include the Newton Downtown or the area around Skiff Medical Center.



The public realm can strongly influence the city's character and aesthetics. The public realm consists of the city's streets, sidewalks, parks, trails, urban spaces and gateways. ~~The public realm includes a large portion of Newton's land area~~ and represents a substantial public investment. The design of these elements plays a major role in defining the character of Newton, and the overall aesthetic quality of the neighborhoods, and the city overall.

The public realm also includes places that are important contributors to the city's overall character. These are important due to their historic role in the city, their visibility, and their role in the everyday life of residents. One important civic area is downtown, not only for its historic and architectural significance, but also because it serves as a gathering place and employment center of the city. Vacant Maytag office facilities and original manufacturing buildings provide an excellent opportunity to expand on the employment and service base downtown. In addition,

Maytag Park and the Newton Arboretum are just two more examples of important civic places in Newton.

Major commercial corridors and gateways play a contributing role in the city's character. Having well-defined edges and gateways into a city are important because they communicate the city's image and create a clear sense of arrival and departure. Newton's edges and entryways are defined by roadways, and as such, demand attention to design and aesthetics. Newton's major commercial corridors that are highly visible including the following:

- First Avenue:
 - West End
 - Downtown
 - Central
 - East End
- Highway 14 – Interstate-80 to First Avenue
- Interstate-80 from Exit 164 to 168
- Iowa Speedway Drive:
 - Interstate-80 to Lincoln Street
 - Interstate-80 to First Avenue

First Avenue is the major east-west corridor of the City that serves as a major entryway on both the west end at Highway 14 and the east end at Iowa Speedway drive. This roadway also serves as the major commercial corridor linking neighborhood and major shopping areas, downtown, and these visible gateways into the City. The character of this corridor can benefit from improved streetscaping, refined signage and building standards, and improved pedestrian-scale facilities. This corridor can also be improved with the installation of entryway signage and landscaping features welcoming visitors to Newton at both the east and west entrances.

Other entryways include South 12th Avenue West, which connects to Highway 14 just north of Interstate 80 and the adjacent highway commercial area. This area is often the first impression for visitors coming to Newton. Another important corridor is North 4th Avenue West, just north of the entryway of Highway 14 and First Avenue, which contains a mixture of older residential and some neighborhood commercial but is an important corridor as it leads to the original Maytag facilities and DMACC. These areas can become more important and attractive through regulatory tools, enforcement and refined building design standards as well as the design, installation, and maintenance of entry signage, landscaping, and other features.



Installing entry signage and way-finding signage is a critical step in communicating the identity of Newton. Attractive signs at the Newton's entryways with way-finding elements would allow

Newton to identify important community businesses and places. Such signs should be consistent in appearance with other way-finding elements directing visitors to destinations and attractions once inside City limits. As public art is increasing prominence in Newton, consideration for inclusion of art elements into the city's signs might just be the right component to create unique signs.

Community Art Initiative:

Growing the presence of arts, public and performance in the community provides creative stimulation, encourages citizen interaction, and improves the appearance of the community.

Things to Do:



- Consider expansion of the development requirement trade-off, which includes public art.
- Support events and festivals that highlight public art and performance art.
- Encourage the placement of new public art and maintenance of existing art.
- Grow the First Avenue of Art and Sculpture (Rent-a-Sculpture) Program.**

In Process!



Public art is art that is displayed in the city's public realm. Public art is an asset that can transform public spaces in Newton, create an identifying characteristic for Newton, encourage creativity, and increase public gathering and interaction. Public art should reflect Newton's unique identity and enhance the image of the city. As Newton develops and looks for opportunities for renewal and redevelopment, it will continue to seek ways to effectively promote public art in the city. Newton will explore a range of options for funding public art and will implement the combination of programs and policies that best accomplish this goal.

Public art is an identifying element and amenity in Newton that has an extraordinary opportunity to expand as a major tourism attraction. The City will work cooperatively with art organizations to increase the presence of public art and access to art, cultural events, performance opportunities and education. The City will look towards creative ways to promote local art and events, such as the Iowa Sculpture Festival, and to expand art as



a tourism component so that Newton becomes the arts destination in Iowa.

Red Pride Initiative:

Revive the “Newton Red Pride” concept citywide to promote a positive community attitude and encourage property up-keep.



Things to Do:



In Process!

Continue community wide support of the Newton High School Red Pride Service Day.”

Address dilapidated structures through requiring up-keep by property owners or demolition of building beyond repair.

Review nuisance regulations to determine if they are adequate, and prioritize enforcement of nuisance laws.

In Process!

Promote compliance with all codes and utilize effective enforcement strategies and follow through directly with property owners.

Identify specific properties of nuisance and prepare action plans in cooperation with property owner to achieve compliance.

Promote establishment of neighborhood associations, through city supported efforts, as a mean of promoting neighborhood maintenance, safety and reinvestment.

Address the condition of the City streets. Not only does their condition impact drivability, but it also impacts the aesthetic of the community.

Community aesthetics is a city wide issue and responsibility by all to up-keep and maintain properties whether privately or publicly owned. Properties that detract from or are contrary to the established desired image for Newton can have a significant impact, particularly if located in a highly visible location. Additionally, a single or handful of blighted properties can have a

negative effect on a whole block or neighborhood thereby fostering a pattern of poor property maintenance.

The City can serve as the leader in encouraging city clean up and through maintenance of its own buildings and public spaces including streets, parks, sidewalks and other facilities. The City can also lead by effective enforcement for those properties that are not maintained, thus affecting neighboring properties. Good maintenance of homes and yards often has a contagious effect in a neighborhood.

Design Character

Residents of Newton are interested in quality of life, including the quality of design that surrounds their lives. During community engagement sessions and through community survey results significant concern was expressed over unattractive buildings and places. High quality design and materials create lasting value for property owners and the community.

Discussion in this section addresses the benefits of quality design in general terms. It will be important to consider updating zoning and other regulatory tools to implement quality design. Design standards are one such tool to carry out the city's vision. Design standards influence the public realm (streets, sidewalks, plazas, streetscaping) and private (building architecture). Design standards apply to more than just the building architecture but to the site, street, parking, amenities, signage, open space and storm water treatment. Each land use and subsequent zoning district is unique so the standards can be created to respond to the needs of that district.



Guidelines that should be considered for any district:

- Create a compact and diverse critical mass of activity
- Create an identifiable symbol for the City and focus for civic and cultural activities
- Define a framework of open spaces and linkages
- Balance the need to move vehicles safely with aesthetics and the needs of the pedestrian.
- Promote high quality architecture

Design Guideline Elements

Streetscapes: Usually includes streets, sidewalks, street furniture, lighting and decorative elements to lighting.

Street Types: Treat Streets as Part of the Open Space System, not as Barriers.



- Accommodate Alternative Forms of Transportation
- Define a Hierarchy of Treatments for Approach Routes Commercial and Residential Streets
- Balance Vehicular and Pedestrian Needs



Entrance Monuments: Are gateways to the community are important location for entry monuments.

Parking: Should be based on need and design. Are their opportunities for shared parking or a need for a ramp to serve multiple uses? Design of parking lots is also critical to minimize the presence of parked vehicles. Appropriately screening the areas, use of landscape islands to break up the expanse of parking areas can improve the appearance of parking lots.



Setbacks: Depending on the location, setbacks or build-to lines can be an important tool in creating a more traditional or compact mixed use design. Allowing setbacks to be tighter and buildings up the sidewalk reinforces the pedestrian scale of downtown design.



Building Architecture and Design: It is essential to encourage high quality architecture. Promote visual interest through proper alignment, proportion, and materials. Placement of buildings should reinforce streetscapes and open spaces. Design requirements may differ between districts or areas. High quality design can be required of any use in any location.



Signage: Building signage provides a great way to be creative and distinctive. Signs are also an important architectural element for any business. However, since signs influence the overall character and appearance of the streetscape, they should be designed to complement the architecture. Overhanging or projecting signs are very pedestrian friendly.



Open Space - Public Spaces and Amenities: Often pockets of open space within developments or redevelopment areas can be used for public gathering areas to relax, enjoy the outdoors or even hold small gatherings. These areas should be designed to support this goal with minimal amenities necessary.



Stormwater Treatment: There are many innovations for new stormwater treatment that provide design amenities, including improved ponds or rain gardens. These can be used in multiple locations and types of developments.



Things to Do:



Work with Newton Main Street to establish downtown design guidelines and an implementation program consistent with the Secretary of Interior's Standards for Rehabilitation of Historic Properties.



Create gateways along First Avenue East and West for the Historic Downtown/Main Street District Area



Establish a Stormwater Detention Basin program that establishes a City easement over the area, establishes the long term maintenance responsibilities of the basins, and establishes some aesthetic guidelines for the facilities.

Sustainable development is development that "meets the needs of the present without compromising the ability of future generations to meet their own needs".

For Newton, sustainability means not over-burdening future generations through over-consumption of resources and leaving Newton in a better condition for future generations. Newton will make future decisions on land use, natural resources, and energy usage with this understanding of sustainability.

Climate change is also a reality that Newton should recognize and be able to adjust to as the community, like the rest of the state, experiences more extreme weather.

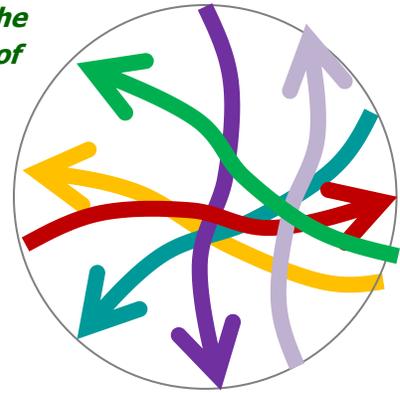
Developing and using community resources in a sustainable way impacts multiple systems. For example:

- Land use affects energy use and water systems
- Water systems affect land use and health
- Air quality affects health and the economy
- Economic issues affect land use and energy use
- Waste handling affects land use and health and so forth

Sustainability Initiatives:

This chapter discusses how various sustainability efforts will help Newton achieve its goal of becoming a "green community"

Development creates a significant impact on the land in terms of how it is used (efficiently or inefficiently), if natural resources are protected and if impacts to water are minimized. In order to implement this action step, the City will need to explore expanded policies and regulatory tools to ensure that land development practices are completed in a manner that reduces impacts to storm water and the larger watershed.



This chapter will provide focus on:

- The City's initiatives with respect to sustainability
- Describe specific "things to do" the City, developers, businesses and organizations can commit to;
- Describe the benefits of these initiatives



Examples could include the addition of natural storm water management techniques into the zoning ordinances for all new development. This would include a range of best management practices as no single solution works for every site. Options would include on-street or on-site rain gardens that soak up and clean stormwater runoff before it enters the storm sewers and retention areas. Other ideas can include the following:

- Increase minimum percentage of required open space in business, industrial districts thereby reducing the amount of impervious surface
- Require low water-use landscaping and plants.
- Adopt an approved species list that is based on native and drought resistance
- Require use of green infrastructure such as rain gardens, drainage swales and rain barrels
- Allow gray water use for landscaping
- Require more trees and landscaping including within parking areas

Green Land Use Practices Initiative:

Improve impact of land development practices on the natural environment, reduce impact on the watershed, and utilize green practices for public infrastructure.

Things to Do:



- Incorporate natural storm water management techniques in all developments. **Develop a storm water detention easement program to protect their existence in the long term.**
- Reduce Newton's impact on the South Skunk Watershed through a reduction in impervious surface and retaining water run-off through natural systems, such as rain gardens, and infiltration.



Green Community Initiative:

Newton aspires to be recognized as a green community.

Things to do:



- Continue to grow existing and promote the location of green industries and businesses within the community.
- Promote the Farmer's Market and local food options.
- Support and grow the emerging Community Garden Program. Expand purpose statements to support food production, community and public park gardens where appropriate.
- Encourage and promote a standard landscape aesthetic that is more native and natural rather than heavily manicured, watered, and fertilized. City of Newton will model this aesthetic on City owned land when appropriate.
- Utilize new technologies that reduce energy consumption and have a lower impact on the environment, such as LED bulbs for lighting projects.
- Promote energy efficiency and local, renewable energy production.
- Create incentives for developers, such as a density bonus or reduced building permit fee, if green technologies, such as a green roof, are utilized.



This second initiative is boarder in scope and touches on elements that city can employ and promote to build Newton's reputation as a green community. From an economic development standpoint, encouraging green industries and technologies is a sustainable choice not only in how these companies operate and what they produce, but to the increased diversification of jobs these employers provide.

Other action steps on this list include elements the City can serve in a leadership capacity to other public and private entities such as embracing building energy reduction in all City owned facilities, streets and lighting. Action steps also include activities that the City can promote and educate its citizenry to conserve energy and resources. Many cities across the country address the goal of sustainability in this manner, by providing education to residents on a range of small but effective ways they can reduce energy consumption.

Finally, these action steps, or rather “things to do” identify opportunities for Newton to become “greener” by promoting healthy living. Planning can have a great impact on improving the health of residents. For instance, people are healthier if they live close to an active park or trail system.

Incorporating sustainability into city planning practices and city procedures may seem daunting; yet, many of the ways the City can expand these efforts is to serve as a role model, promote and educate and allow more sustainable development practices.

Access to quality healthcare and striving to be a healthy community contribute to the notion of Newton “shining bright.” In this plan, we’ve analyzed Healthy Living Infrastructure in a number of other chapters. Healthy Living Infrastructure can be a park, playground, open space, a public school-yard, sports fields, or trails. We recognize that having spaces where children and adults can be physically active in a safe, beautiful, and entertaining environment encourages all to “get moving” and live a more active lifestyle.

In 2011, the State of Iowa launched its Healthiest State Initiative. Iowa ranks as the 16th healthiest state in the Nation with regards to physical, mental, and emotional health. The Healthiest State Initiative strives to place the State of Iowa as the #1 healthiest state in the nation by 2016. The “Things to Do” will guide individuals, families, non-profit organizations, faith-based groups, businesses, and the public sector on ways that Newton can work as a community toward the state wide goal.

Healthcare is another piece of the healthy community equation. While we can seek to provide opportunities for citizens to be active and make healthy lifestyle choices, it is recognized that no matter what life-stage a person is in access to healthcare is critical. Skiff Medical Center, Newton Clinic, other physical and mental healthcare providers, eye doctors, dentists, and more serve Newton and the surrounding area with high quality healthcare services. As a community, we seek to support these local healthcare providers and work with them to continue to offer citizens with high quality care close to home.

Throughout the public participation sessions, it became apparent that Newton does a great job of meeting the needs of citizens at any life-stage. Examples of further accommodating people as they age could include making sure the sidewalk system is free of tripping hazards, meeting ADA requirements throughout the community, or encouraging volunteerism to help people with basic yard-work when they are not physically able to do it anymore.



This chapter will provide focus on:

- Building a healthy community
- Supporting local healthcare providers

Skiff Medical Center is a City of Newton owned hospital and is identified as a “treasured community asset.” Skiff’s main campus in Newton has 48 beds and about 200,00 square feet of space, with an additional 50,00 square foot medical office building attached. In addition to providing Newton and the surrounding area with hospital care, Skiff is also the third largest employer in Jasper County.

Finally, social health is also of importance to the community. In 2009, the United Way of Jasper County conducted a needs assessment for the county. The 2009 County Needs Assessment serves a resource and a catalyst for action. Building up the social capital and improving social health is critical as Newton moves forward and achieves the strategic objectives of this plan.

Health Initiatives:

Local Healthcare Providers Initiative:

Support and grow the local hospital and the number of local healthcare providers in the community.

Things to Do:



Encourage the residents of Newton and Jasper County to use Skiff, whenever possible, rather than hospitals in surrounding communities.

Work with the hospital to accommodate way-finding signage needs and improve hospital signage along the interstate.

In Process!

Ensure that public infrastructure around the hospital is adequate to meet their needs.

In Process!

Overcome hurdles not only for doctor recruitment but also for new doctors choosing to live in Newton. Build a team of local healthcare experts, City officials, Economic Development partners, and others to identify the specific hurdles and create an action plan for overcoming them.

Eat Locally Initiative:

Increase citizen access to locally grown and produced foods.

Things to Do:



- Grow the fledgling community garden program on vacant land throughout town.
- Support and grow the Summer Farmer's Market by increasing both the number of vendors and the number of patrons each year.



Walking and Biking Initiative:

Expand non-motorized transportation opportunities in Newton.

Things to Do:



- Continue to build onto the existing Newton Hike and Bike Trail system.
- Systematically address gaps in the sidewalk infrastructure around town.
- In Process!*
 Create a grant program that can assist homeowners who are unable to repair the sidewalk in front of their home.
- Identify roadways that are appropriate for bike lanes.



Social Health Initiative:

Improve the social health of the community, paying close attention to addressing health issues for and meeting the needs of struggling youth and elderly.



Things to Do:



- Support systems that allow seniors to stay in their homes as long as possible. Build up and support community or neighborhood programs which connect Newton professionals and volunteers with aging neighbors who may need help with everyday living, such as lawncare or getting groceries.
- Promote and grow social activities for seniors to encourage our older residents to remain active citizens in the community.
- Maintain and improve reliable transportation systems for seniors.
- Establish neighborhood associations that Newton citizens can plug-into to offer support to each other.
- Grow the number of volunteer opportunities in the community, especially connecting with youth looking for things to do.



Education is of the utmost importance to Newton's future. There is inherent value in learning, and Newton strives to have that hunger for knowledge instilled in all of its residents. However, education's benefits also go beyond learning for the sake of its own intrinsic worth. Education is also a key catalyst in economic development, population growth, crime prevention, physical and mental health, and community connections. With this wide array of benefits, it is easy to see why this plan places such a major emphasis on education.

Two of the guiding principles, or building blocks, of the overall Newton's Future Plan focus on education. One addresses the growth of the Des Moines Area Community College and the other mainly addresses the Newton Community School District.

The Community should involve itself in enhancing the public school system since schools influence economic development, community marketing, the health of neighborhoods, and the ways in which communities grow.

Education Initiatives:

Higher Education Initiative:

Encourage an increased college-level education presence in the community.

A strong post-secondary education system has a multiplier effect within communities by drawing or retaining young adults to the community, supporting local businesses and industries with local training opportunities, and encouraging an educated population.

This chapter will provide focus on:

- Higher Education
- Newton Community Schools

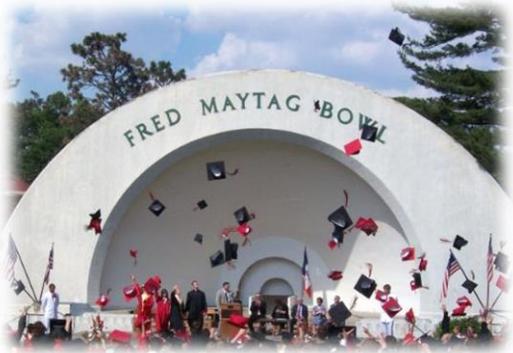


Things to Do:



- Encourage the development of new, on-campus housing options that specifically target students. The college presence in Newton will grow if future students are able to have the student living experience that can be found at other nearby college campuses.
- Work cooperatively with DMACC, ~~the I-Green Learning Center,~~ other post-secondary institutions, and the business community to provide local job skill training.
- Further build connections with the high school students of the area and the DMACC Career Academy and other DMACC courses.

Increasing Student Enrollment Initiative:



Draw more Pre-Kindergarten through Twelfth Grade students to Newton by encouraging families to live in Newton.

Growing the enrollment numbers to previously seen numbers will lead to district efficiencies, which have land-use and economic impacts for the community as a whole.

Things to Do:



In Process!

- In a regional marketing campaign, emphasize the distinctive programs and opportunities that set a Newton education apart. Continue to develop and fund such differentiators.
- Create partnerships and fund-raising opportunities with the purpose of preserving programs that other school districts in the area seem to be cutting so as to draw students from the surrounding areas who seek out particular education opportunities.
- Build ties to private schools and home school populations. Foster communication between public and private educators and seek out simple and specific win-wins for all involved.
- Increase the number of club programs and co-curricular opportunities.

Community-Supported Education Initiative:

Encourage continued excellence in Newton's public school system and support further enhancement of the school curriculums, programs and facilities.

Things to Do:



- Enhance pedestrian routes to schools through sidewalk improvements and handicapped ramps at intersections. Utilize "Safe Routes to School" program when possible.
- Build a "walking bus" program for students who live too close to school to qualify for school-provided bussing, but too far for parents to be comfortable with their child walking alone. A neighborhood representative, parent, or community volunteer) could escort a group of children to school.
- Recruit local businesses to sponsor or support innovative programming for the schools. Students will have the opportunity to learn about real-world career possibilities and work place expectations, while the businesses may gain possible employees and will help train the next generation of innovative, responsible workers.
- Create a problem-solving team to have frank community discussions about the educational attainment and propose new approaches to remedy any deficiencies. If the community values education and has some resistance to outside imposed mandates from the State and Federal government, it should be able to come together at the local level and figure out a path to improvement.
- Libraries are excellent repositories of knowledge, and Newton has great library resources. Utilize all libraries in the community towards coordinated educational goals. Continue to foster more collaboration and co-ordination between libraries at public and private schools and the City and region.



Newton has a diverse inventory of quality housing, including pre-World War II housing; single-family neighborhoods from a number of development periods; duplexes and townhomes; rental development including substantial apartment complexes; and innovative development like Chancery Court in the western part of the city.

~Newton CHAT Study

Housing serves as shelter from the elements, as both object and source of investment, as economic driver and employer, and as an essential part of the fabric of neighborhoods and the community. High quality housing is the life-blood of a strong, lively, and enduring community. Newton is a community with many attractive welcoming neighborhoods, which can offer a variety of housing types to meet the varying needs of the community. However, like all communities, there are some housing issues that must be addressed and can be over-come through a concerted effort. This chapter seeks to provide ways in which housing and neighborhoods can be central to growing Newton's population in the years to come.

In December 2011, a Community Housing Assessment Team (CHAT) Study was conducted through some grant and private funds. The CHAT study examined Newton demographics, growth trends, and current housing stock. In addition, focus group meetings were held to talk about the housing needs of the community.

Housing initiatives and things-to-do found in this comprehensive plan reflect and complement the recommendations of the Newton Chat Report by Martin H. Shukert (RDG Planning and Design) and citizen input.

As stated earlier, the first strategic objective, identified through community input, is to "Grow Newton's population, focusing on young families." Newton has both an aging population and stagnant population growth. It is interesting to note that around 30% of all owner-occupied houses in Newton are headed by a person 65 and older. By focusing on housing options desired by young families, Newton will reverse the current



This chapter will provide focus on:

- Growing Newton's population
- Improving Newton's housing stock
- Creating neighborhood curb appeal
- Focus on housing needs

demographic and population trends, grow the number of students in Newton's schools, and increase the community's vitality.

Newton's population has remained essentially the same since the 1960's. In 1960, Newton had a population of 15,381. Similarly, Newton's population for 2010 was around 15,250. Because of Newton's older population demographics, deaths are projected to exceed births over the next ten years. Therefore, without in-migration, Newton's population will decline moderately over the next ten years or so. (Source: Newton Chat Report).

Newton has adequate capacity to accommodate population growth without experiencing the growing pains that many of the closer-in Des Moines Metro communities are dealing with. There are undeveloped, though platted, residential subdivisions as well as adequate residentially zoned properties that could be easily divided. In addition, there is opportunity to improve Newton's housing stock by removing old, dilapidated housing and assemble nice development lots by combining multiple small lots which would be able to accommodate modern homes. Based on growth trends and the background analysis, it isn't likely that Newton would need to annex any significant pieces of land to accommodate new residential growth. Likewise, the Newton School system's facilities can easily handle additional student enrollment.

Recognizing that housing is a critical element of economic development, the community has rallied to begin addressing gaps in the housing stock. Newton is fortunate to have a non-profit entity, Newton Housing Development Corporation that focuses on improving housing in Newton. In 2012, the Newton Housing Development Corporation has been working on the twelve recommendations found in the Newton CHAT Report.



The Housing Chapter of this comprehensive plan reflects and compliments the Newton CHAT Report. In addition, the following initiatives and things to do reflect the comments heard from citizens during the public input sessions and survey conducted in the Fall and Winter of 2011-2012.

Housing Initiatives:

Neighborhood Curb Appeal Initiative: Address property maintenance issues, encourage neighborhood pride, and assist citizens who have personal challenges in basic home maintenance.

Things to Do:



In Process!

- Develop a minimum property maintenance code.
- Focus on the removal of unlivable housing units throughout neighborhoods.
- Start a Neighborhood Association Program to build social capital in the neighborhoods and provide neighborly accountability among homeowners.
- Focus on the revitalization of the Near-Northeast/Emerson Hough neighborhoods.
- Use historic preservation as a means for revitalization of older neighborhoods and growing citizen interaction.

For example, add historic markers in neighborhoods that tell Newton's story. In addition, tap into available grants and tax credit programs to assist owners of historic properties with improvement or repair projects.



Housing Options Initiative: Improve housing options by addressing gaps in housing types and developing niche housing styles.

Things to Do:



In Process!

- Attract young families through the provision of desired housing and neighborhood styles.



- Encourage the development of student housing and build a college campus atmosphere.

- Develop a plan for Downtown with housing as a key component.

In Process!

Improving housing options in the Newton Downtown will bring vitality to the area that hasn't been experienced for a long time. In addition, it would increase the value of the Downtown buildings by making the upper stories viable again. Of course, attention should be paid to handicapped accessibility and covered, off-street parking for people living Downtown are two issues that should be addressed.

- Enhance western housing options to support the portion of the Newton population that commutes to Des Moines for employment by **completing the build-out of the Fountain Hills Subdivision.**

In Process!

For many young families, the reality is that both parents work outside the home, and in this dynamic, it is often the case that at least one of those adults works in another community. In focusing on drawing young families to Newton, it would likely be beneficial to see housing development toward the western side of Newton to accommodate easy access to I-80 and Des Moines.

- Conduct a housing needs survey of large employers to determine what housing options are not provided for, seek developers to provide those housing options, and provide assistance in overcoming final hurdles for those projects.

Low-Income Assistance Initiative: Improve living conditions for low income populations and address housing instability issues.

- Remove unlivable units from the Newton Housing Stock through demolition or rehabilitation.
- In Process!* Help Newton citizens and local landlords better understand and access housing assistance programs already available to them. Increase Newton's presence in the work of the Central Iowa Regional Housing Authority.
- Make connections with local service groups and religious groups to assist those low-income households that own their home with the upkeep of the owner-occupied properties.
- Assist residents living on Bungalow Court and Cardinal Court to better address the maintenance and condition of their privately owned streets.
- Support a citizen action group formed to help with community homelessness issues.

"It's not the strongest species that survives, nor the most intelligent, but the one most responsive to change."

~Charles Darwin

The Land Use Chapter provides an overview of how the city anticipates land will be used and developed in the future – either new development or redevelopment of existing buildings and property – with maps and policy directives. In addition it offers a number of initiatives and things to do, which will further the goals of this plan as articulated through the Strategic Objectives and Guiding Principles.

Land Use Inventory

The purpose of the land use inventory is to identify existing development in the city. From this inventory, and other background information that is compiled, areas of potential development or redevelopment can be analyzed. The inventory can also help classify areas, revealing development patterns, densities and trends that can provide direction for future development and redevelopment.

Existing Land Use

Table 9-1 identifies the current land uses within the City and the percentage of the overall land which is dedicated to that specific use. The table gives the gross acreage of each land use, which includes wetlands and right-of-ways. The table also gives the net acreage of each, which excludes water, wetlands and right-of-way. The current acreage of the City is 7,101 gross acres. These existing land uses are illustrated on Figure 9-1, Existing Land Use Map. Acreages are shown in gross and net. Gross refers to the total acreage, including water and wetlands whereas net excludes these features thus representing what is considered buildable.



This chapter will provide focus on:

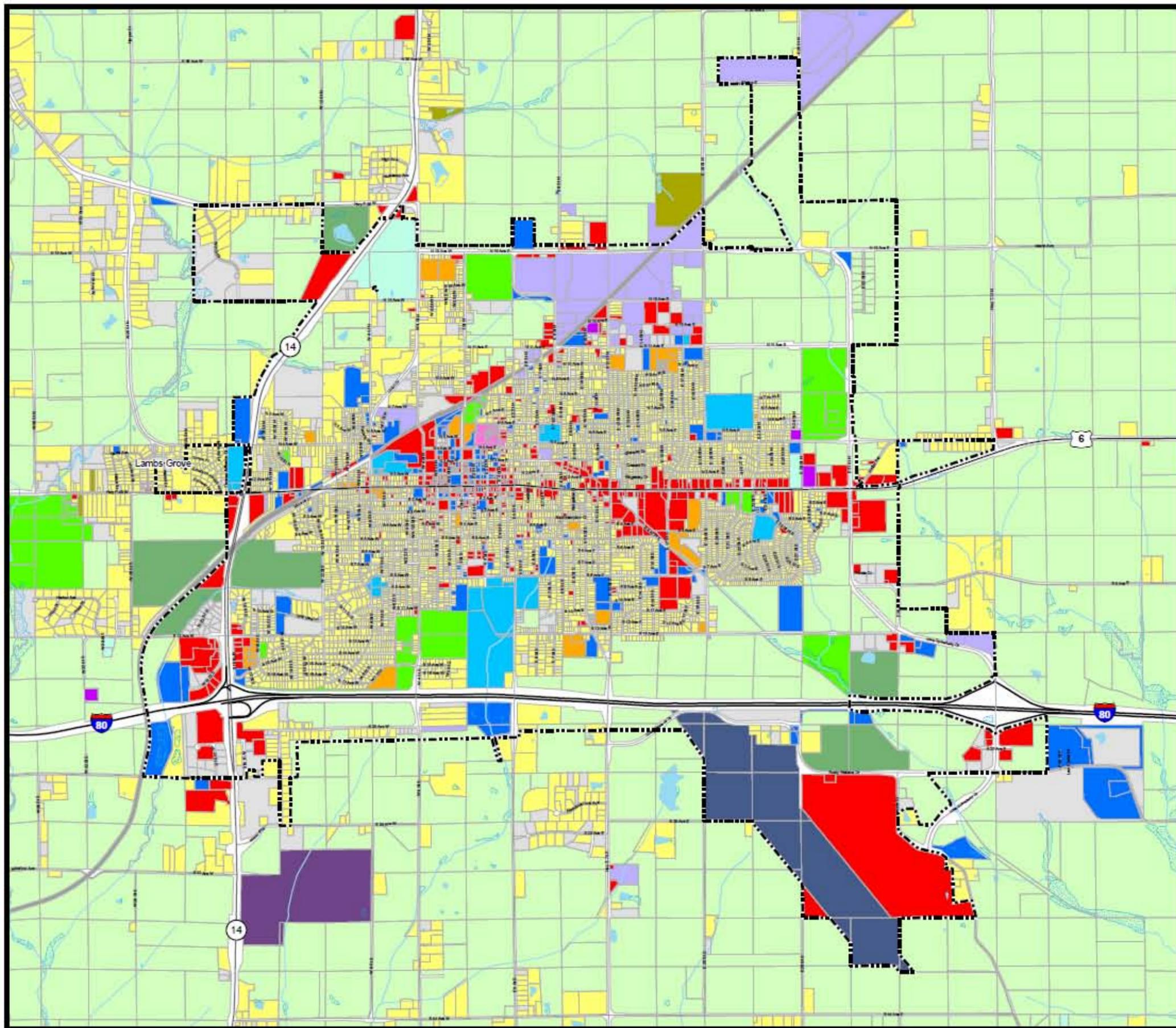
- Provide an overview of existing land use and describe land use policies
- **The City's Land Use Initiatives and Things to Do**
- Case Studies of Redevelopment projects
- Analysis of Parks



**TABLE 9-1:
Existing Land Uses**

Existing Land Use	Gross Acres	Net Acres	% Gross	% Net Acres
Generally Single Family Residential	1,623.6	1,619.7	22.9%	22.8%
Multi-Family Residential	89.5	89.5	1.3%	1.3%
Commercial	695.6	695.6	9.8%	9.8%
Medical	9.9	9.9	0.1%	0.1%
Industrial	250.1	250.1	3.5%	3.5%
Utility	9.3	9.3	0.1%	0.1%
Airport	388.2	388.2	5.5%	5.5%
Public/Semi-Public	291.1	284.0	4.1%	4.0%
School	157.4	157.4	2.2%	2.2%
Cemetery	73.0	73.0	1.0%	1.0%
Agricultural	1,827.8	1,817.2	25.7%	25.6%
Park	227.2	219.9	3.2%	3.1%
Recreational Commercial	227.8	226.9	3.2%	3.2%
Railroad	34.7	34.7	0.5%	0.5%
Vacant	423.1	416.0	6.0%	5.9%
Right-of-Way	761.3	760.8	10.7%	10.7%
Open Water	11.5	11.5	0.2%	0.2%
Wetland		37.7	0.0%	0.5%
Total City	7,101.3	7,101.3	100.0%	100.0%

The table shows that agriculture and residential land uses make up the largest land use category at 25.6% and 24.1% respectively. Commercial follows at 9.8%, public/semi-public at 4% and industrial at 3.5%. Currently, there are 416 net acres of vacant land located primarily along I-80 and scattered vacant sites at the perimeter of existing development. **Newton's Future** will guide the future land use for all properties in Newton. This will include making recommendations on all vacant and agricultural land uses in a manner that the City anticipates and desires new development to occur. The purpose of the future land use plan is to identify the location and intensity of all land uses and future development within the City and establishes a framework in which future development will occur.



Existing Land Use
2011 Comprehensive Plan



0.5 0 0.5 Miles

- Municipal Boundary
- Interstate Highway
- Federal Highway
- State Highway
- County Road
- Local Street
- Generally Single Family Residential
- Multi-Family Residential
- Mobile Home Park
- Commercial
- Medical
- Industrial
- Utility
- Landfill
- Airport
- Public/Semi-Public
- School
- Cemetery
- Agricultural
- Park
- Recreational Commercial
- Railroad
- Vacant
- Open Water
- NWI Wetland

August 19, 2011



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Newton's Future is intended to guide redevelopment of the existing developed or urbanized areas of the City as well as future development and growth to achieve the **community's objectives for balanced and efficient** growth and protection of natural resources.

If land uses are inconsistent with surrounding properties or if redevelopment is anticipated, the future land use plan will reflect these desired changes on the future land use plan. By doing so, the future land use plan serves as the guide as to how land will be used when property turns over or redevelopment occurs. It is important to remember that the land use plan is different from zoning. Land use *guides* the City on future use of land whereas zoning regulates the use, providing specific rules on what can and cannot be done on a particular property. Simply guiding land use does not guarantee development will immediately follow or that a specific use will be built, as that is regulated by zoning. However, guiding land in a range of land use types provides supply to support growth and development.

Future Land Use

Future land use is broken down into various categories as described in Table 9-2. These descriptions and colors correspond to the colors on Figure 9-2, Future Land Use Plan.



The Future Land Use Plan was prepared based on discussion and meetings with the Citizens of Newton during the public input sessions, the Comprehensive Plan Steering Committee, and City Staff. The intent of this future land use plan is to provide a generalized guide for future land use for all areas within the current city limits and areas intended for growth. The **City's Zoning Ordinance, which provides the more specific guidance as to the uses allowed in** particular areas of the community, should be based upon the Future Land Use Map. Following adoption of **Newton's Future**, the City should examine its Zoning Map and make any necessary revisions.

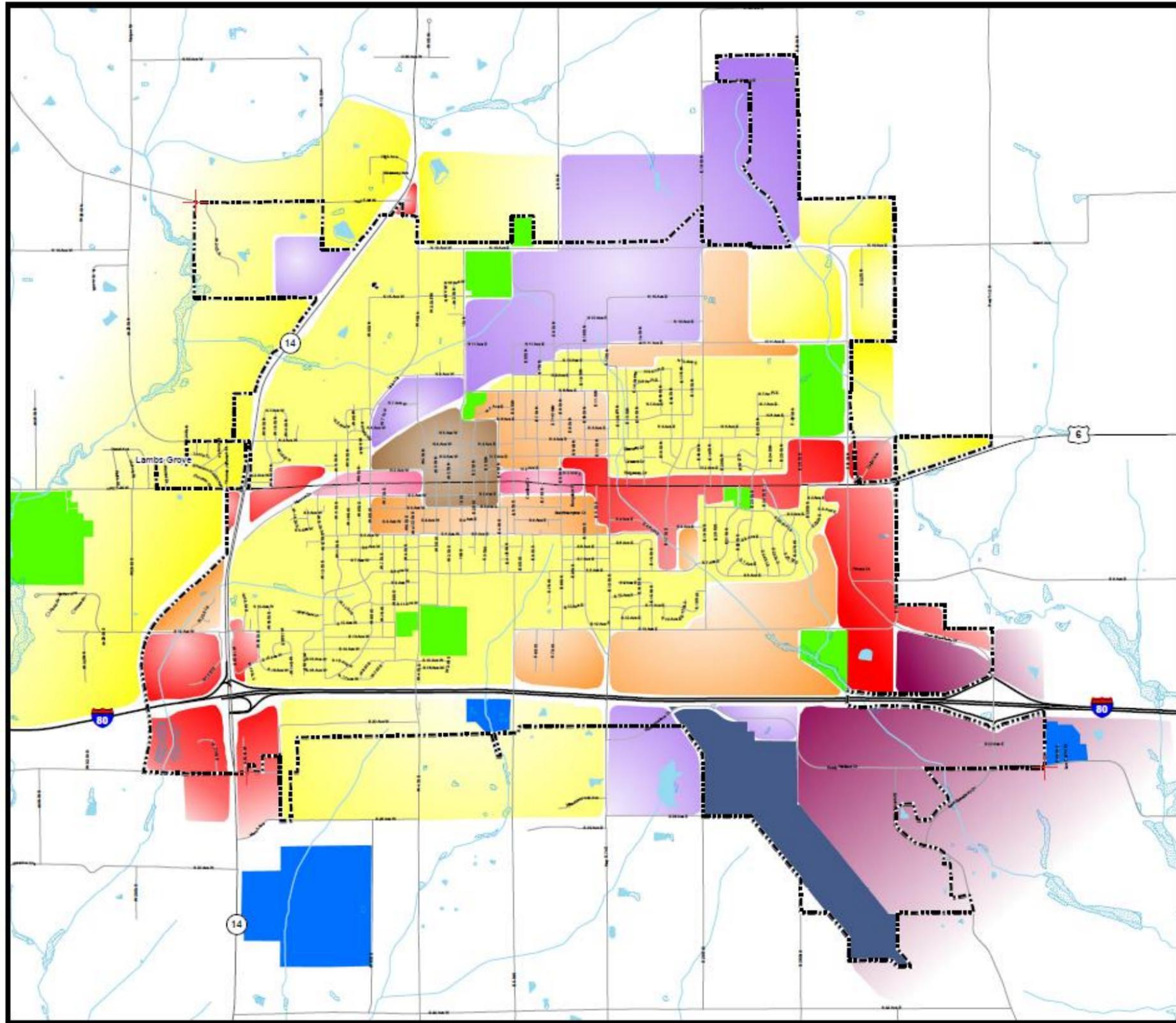
A new Mixed Use land use category has been created for the downtown, Maytag facilities and DMACC. This land use category can become one of the most flexible for the city as it is intended to support a broad range of uses including residential, commercial, office and even public uses. The former Maytag facilities and DMACC can benefit with this category to attract a range of uses that will ultimately increase the amount of businesses, employment and residents living in downtown. Neighborhood and General Commercial land use categories serve as the main land uses to support existing commercial areas, infill and redevelopment within corridors and new development. A Tourist Commercial category has been created and applied to areas of the Iowa Speedway, existing campgrounds and beyond to the interchange at I-80 to capitalize on the presence of the

speedway and additional tourist types of development that may be attractive while also benefitting from easy access and visibility to I-80.

The Low Density Residential category represents the largest area of current residential development and new residential growth. Between the current city limits and potential growth boundary, there are existing large lots that accommodate those desiring a rural lifestyle in close proximity to Newton. These lots are built upon private septic and water systems. The City understands that there is a desire and market for this rural lifestyle and encourage those living just beyond the city limits of Newton to be active members of the community. However, as the City continues to develop, within its limits and beyond, future low density development shall be within densities guided in this plan and as required by zoning. The city does not support large lots in areas that can be and are planned to be served by municipal sewer and water as connections to these lots is inefficient and not cost effective. Any future subdivision of rural large lots (outside city limits and future municipal service areas) should also be planned in areas compatible with existing rural development and not in a location that would become an impediment to future urbanize development.

**Table 9-2:
Future Land Use Categories**

Land Use Category	Description
General Commercial	General Commercial supports auto and highway oriented businesses such as fast food, convenience and general retail, gas stations, and big box retail. Office and services uses are also appropriate.
Downtown Mixed Use	Mixed office, retail, medical, institutional, educational and residential uses including the downtown and immediately surrounding area.
Neighborhood Commercial	Office and retail serving the immediate neighborhood and designed to be compatible with residential properties and scale.
Tourist Commercial	Supports the existing Iowa Speedway and adjacent tourist land uses including hotels, restaurants, retail, etc. with access and visibility to I-80.
Industrial	Industrial related businesses including manufacturing, warehousing, automotive, trucking, rail, office and other related industrial uses.
Low Density Residential	Single-family detached and two-family residential development at a density of 3-5 units per acre.
Multi-Family Residential	Attached and detached townhome developments and stacked multi-family (apartments, condominiums) at a density of 6-12 units per acre.



Land Use Concept Plan
2012 Comprehensive Plan



0.5 0 0.5 Miles

- Municipal Boundary
- Interstate Highway
- Federal Highway
- State Highway
- County Road
- Local Street
- Low Density Residential
- Mixed Residential
- Downtown Mixed Use
- Neighborhood Commercial
- General Commercial
- Tourist Commercial
- Industrial
- Airport
- Public Facilities
- Cemetery
- Park
- Railroad
- Open Water
- NWI Wetland

October 8, 2012



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Annexation Policy

The projected growth scenarios do not suggest a pressing need for Newton to aggressively expand its boundaries in the next decade. Therefore, the City will be guided by the following annexation policies:

1. In general, the City will not pursue involuntary annexations.

Note, however, that annexations that take in smaller pieces of property in conjunction with larger voluntary pieces (in at most an 80-20 ratio) are classified by the State as voluntary annexations, even if the smaller pieces are opposed to the annexation. Secondly, circumstances may dictate that the City does not always follow this guideline. An immediate opportunity or threat may cause an involuntary annexation to be considered.

2. Annexations should be guided by the current and projected availability of infrastructure, including roads, sanitary sewer, and water.
3. The City should be strategic about its acceptance of voluntary annexations, seeing these as ways to protect and promote future growth areas, but not to get over-extended or create responsibilities in areas that would be inefficient to serve.

Dealing with Non-Conformities

Newton contains numerous properties that do not fit with their zoning designation. These **properties are classified as "legal non-conformities"**. The City's regulations currently allow these uses to continue and to be transferred. The uses can even be converted to other non-conforming uses, as long as there is not an intensification of the use.

1. The City will continue to take an accepting, accommodating stance towards legal non-conformities. Generous **'grandfathered' rights are consistent with the expectations that** have been established in neighborhoods for these properties.
2. **Any changes that are beyond what 'grandfathered' rights allow will be handled on a case-by-case basis, guided by the principle of compatibility, as determined by an inclusive neighborhood process.**

Industrially Zoned Neighborhoods

The northern half of Newton has several residential neighborhoods that exist in industrial districts, according to the zoning map. Through processes that extensively involve the residents of neighborhoods, the City should work on figuring out the future of these areas in more detail. The property owners would help answer the question whether the future land use is industrial or residential. The current mismatch of uses and zoning creates conflicts, whereby, as an example, a legally permitted industrial use like semi-trailer storage and material stockpiling is incompatible with a neighboring house. The City should strive to set a long-term path for reducing these conflicts.

Adult Uses

Cities around the country struggle with the proper regulation of adult uses. Potential damaging impacts, such as increased crime and lower property values, have led to communities placing severe limitations on the placement of such uses. However, court rulings have established the adult uses cannot be banned completely from communities. Newton currently regulates adult uses as part of the Zoning Ordinance. The City should analyze and update its regulations in order to ensure that they continue to be legally unassailable and reflective of the community's values.

Land Use Initiatives

Downtown Initiative:

Improve and enhance Downtown Newton in its role as the heart of the City. Downtown is an important historical and commercial core of the City that provides a unique setting and community identity.



Things to Do:



- Invest in the public realm. Including, but not limited to, streetscape, lighting, paving, seating, landscaping, boulevard plantings, pocket parks, plazas, public art, on-street parking. Eliminate over-head wiring.
- Encourage infill development on vacant underutilized parcels. Enhance connections to and within downtown for pedestrians and bicycles.
- Promote special events, fairs, and gatherings downtown.



Focusing on downtown is an important objective for Newton as the downtown and surrounding area serves as the center of activity for the city. Newton residents indicated a strong desire to create lively, vibrant, and busy downtown area. Special events, along with bringing more residential units to the area, are key to building a lively atmosphere.

Corridors Initiative:

Focus on key corridors of opportunity to spark revitalization and improve the tax base.

Things to Do:



- Improve the aesthetic of First Avenue West from Highway 14 to W 4th Street.
- Address paint and other aesthetic issues with the Railroad Bridge over 1st Avenue West and surrounding area.
- Create a pleasing community “entry” at Highway 14 and 1st Avenue W.
- Continue to improve the Exit 164 area.

In Process!



Redevelopment Initiative:

Increase Newton’s tax base through development and redevelopment of existing infill lots in the City that area already served by City Services.

Things to Do:



- Re-Use “Old Hy-Vee West” on 1st Avenue West.
- Perform normal maintenance on a strategic schedule to ensure **Newton’s public infrastructure not only functions well, but is visually appealing** along the focus corridors.
- Work with DMACC to determine future space needs, expansion areas, and ideal student housing location

First Avenue is the main commercial corridor for Newton and the area at Highway 14 and First Avenue is a main entry point into the city from I-80. This area, up to West 4th Street, contains a mixture of public, neighborhood commercial and residential uses and serves as the westerly gateway to the DMACC and downtown. The western corridor of First Avenue could benefit from consistent land use, zoning and design standards aimed at improving overall aesthetics.

Utilizing sites with municipal infrastructure versus expanding development to adjacent **"greenfields" is a primary goal of this plan. Reuse of existing vacant or underutilized sites is also a** the most cost effective approach to increase the tax base and expand jobs in Newton rather than relying on extension of new infrastructure. Communities and property owners can become overwhelmed at the aspect of creating a redevelopment plan. A simple solution is to consider how a site could be reused, appropriate building sizes and locations, parking and overall layout configurations and example building types can be created and serve as a marketing piece necessary to promote redevelopment. Case studies later in this chapter offer some examples of **commercial redevelopment sites. While these are on a larger scale than the "Old Hy-Vee" location** they do provide an example of detail that can be prepare to communicate the desired product.

Finally, to improve the quality of new development in mixed use, commercial and industrial districts, regulatory tools are necessary that support quality building and site design, compact and pedestrian friendly development pattern.

- Encourage higher quality, attractive building materials, such as brick, stone, glass, and decorative block; discourage plain block, wood, and corrugated metal.
- Encourage two-story buildings or taller in the downtown and key commercial nodes.
- Encourage parking to the side and rear, not the front of commercial buildings.
- Encourage windows and door openings on the street level of commercial area; discourage long windowless façades.
- Encourage landscaping on boulevards, parking areas, and entries.
- Eliminate overhead wiring in all areas of the community. New developments should have all wiring underground.

Additional discussion of design standards is included in the Community Aesthetics Chapter.



Growth Initiative:

Provide for a range of land uses to support residential, commercial and industrial uses in growth areas. Respond quickly and remain flexible so that the community is able to respond to opportunities that cannot be predicted.



Things to Do:



- Plan future development consistent with city vision.
- Encourage sustainable development that utilizes green infrastructure and sustainable materials, and integrates complete streets. Provide **development "trade-offs" or "incentives" for projects that incorporate sustainable design.**
- Rural subdivisions located just outside the City limits should be reviewed by the City of Newton. Large-lot, estate style developments could be approved in the review area as long as barriers for future development are not created.
- Work with DMACC to determine future space needs, expansion areas, and ideal student housing location

Case Studies

Redevelopment of aging areas and adaptive reuse of older buildings is an opportunity that Newton may take advantage. Below are some examples.

Silver Lake Village, St. Anthony, MN

An aging suburban shopping center was razed and the surrounding area was redesigned to include a new park, intense housing, a new Main Street connecting to a new Wal-Mart and an existing grocery store and existing apartments. The entire area was master planned to function as an urban villa.



Columbia Heights, MN former K-Mart

Redevelopment of a former K-Mart store and surrounding commercial uses on a busy arterial – 20-acre site.

New development will include residential units four stories tall, each a mix of 1-level flats and 2-level condo units. The first phase condo building is built with a roof top viewing area and underground parking. There is a new central roadway, a new park and commons building, and potential for more residential and commercial uses.



Adaptive reuse of older buildings is an opportunity that Newton may take advantage. Below are two examples of public buildings that have been adapted for reuse as commercial businesses.

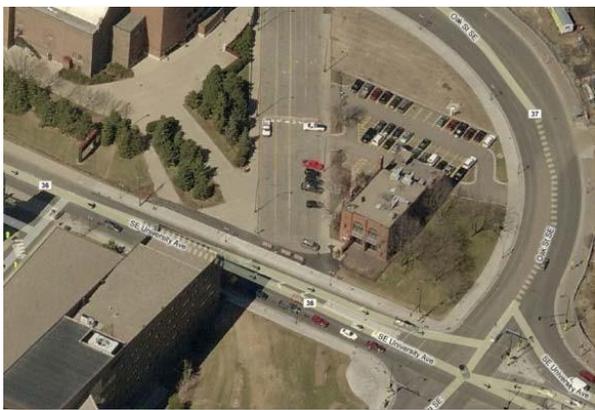
University Technology Center, Minneapolis

Marshall University High School was built in 1922 and converted into an 180,000-square-foot office building in the 1980s. Tenants consist mostly of small technology-based start-up firms. It is located within three blocks of the University of Minnesota.



Historic Fire Station 19, Minneapolis

Minneapolis Fire Station 19 was built in 1900 and converted to commercial space in 1978. Recent uses have included an architecture firm and a fast casual restaurant, Buffalo Wild Wings.



Park Facilities



Newton's park and trail system is an important element of the community's life. The system offers residents recreational opportunities, while it preserves and makes accessible unique natural resources that are part of the City's identity. Parks and trails can be essential in unifying the City's neighborhoods and building a sense of common identity and interest among existing and new residents

The Parks and Recreation Department manages over 250 acres of land around the city. These areas include historic Maytag Park, Agnes Patterson Park, Aurora Park, Sunset Park,

Woodland Park, four smaller neighborhood parks, and a 1.5-acre dog park. In addition to the parks, the department oversees many recreational facilities including Maytag Pool, Westwood Golf Course, hike and bike trails, a disc golf course, and several athletic fields.

Recreation Trends

Recreation interests and participation levels are influenced by many factors. Access to local facilities, age, income, amount of leisure time, interest levels, and social trends all have impact on recreational participation. In general, residents are looking for quality recreation close to home, but are willing to travel to obtain higher quality or more specialized activities.

Current Trends

Trail use has exploded (walking, running, biking and in-line skating) as people are looking for convenient form of exercise.

- Non-contract recreation activities are growing
- Interest in arts and natural areas is growing
- Participation in some traditional team sports has plateaued or in some cases declined
- New team sports are on the rise (i.e. Lacrosse, Rugby)
- More youth are specializing in one sport and training year-round
- Soccer participation has increased
- Golf has increased in popularity
- **Women's sports have increased**
- Off-leash dog parks are popular

Access to Parks & Trails Initiative:

Newton will be a community where citizens have access to safe, high-quality parks and trails.

Things to Do:



- Match park and recreation facilities to the demographic and age characteristics of the community. However, also seek to enhance the facilities to meet the needs of young families, as we focus on drawing that demographic to the community.
- Provide trail and sidewalk connections to all park facilities and other destinations, such as schools and shopping, paying close attention to smooth connections, easy access, surface types, and a looped system.
- Continue implementation of the recommendations of the 2008 Sidewalk, Trail and Bikeway Plan.

There is a direct link between health and exercise. A citywide trail loop offers recreational riders another option for both exercise and transportation. Populations that have access to safe and comfortable trail systems are far more likely to use such a system as either part of their exercise routine, or for special outings.



A looped route with multiple “jumping off” points at eating, resting, and shopping destinations ensures that the route will be attractive to all ages and levels. Connections to trails and bike lanes along the city street system will provide users with the assurance they need that they can cut their route short if they choose not to complete the entire trail loop.

In addition, it will be important that future commercial and residential development and re-development of properties within Newton include sidewalks, hike-and-bike trail connections, and bike routes where appropriate and planned. The code also requires developers to provide pedestrian access or networks in all subdivisions via sidewalks. The City should ensure during the subdivision approval process that these provisions of the ordinance are satisfactorily met by every developer. Waivers of sidewalk requirements should be avoided. Newton should also seek the acquisition of land or easements for trail corridors in the subdivision approval process. Language regarding land dedication for trails should be introduced into the **subdivision ordinance. Further, the adoption of a “Complete Streets” policy would ensure that future road projects have funding secured for the inclusion of pedestrian and bicyclist facilities prior to construction.**



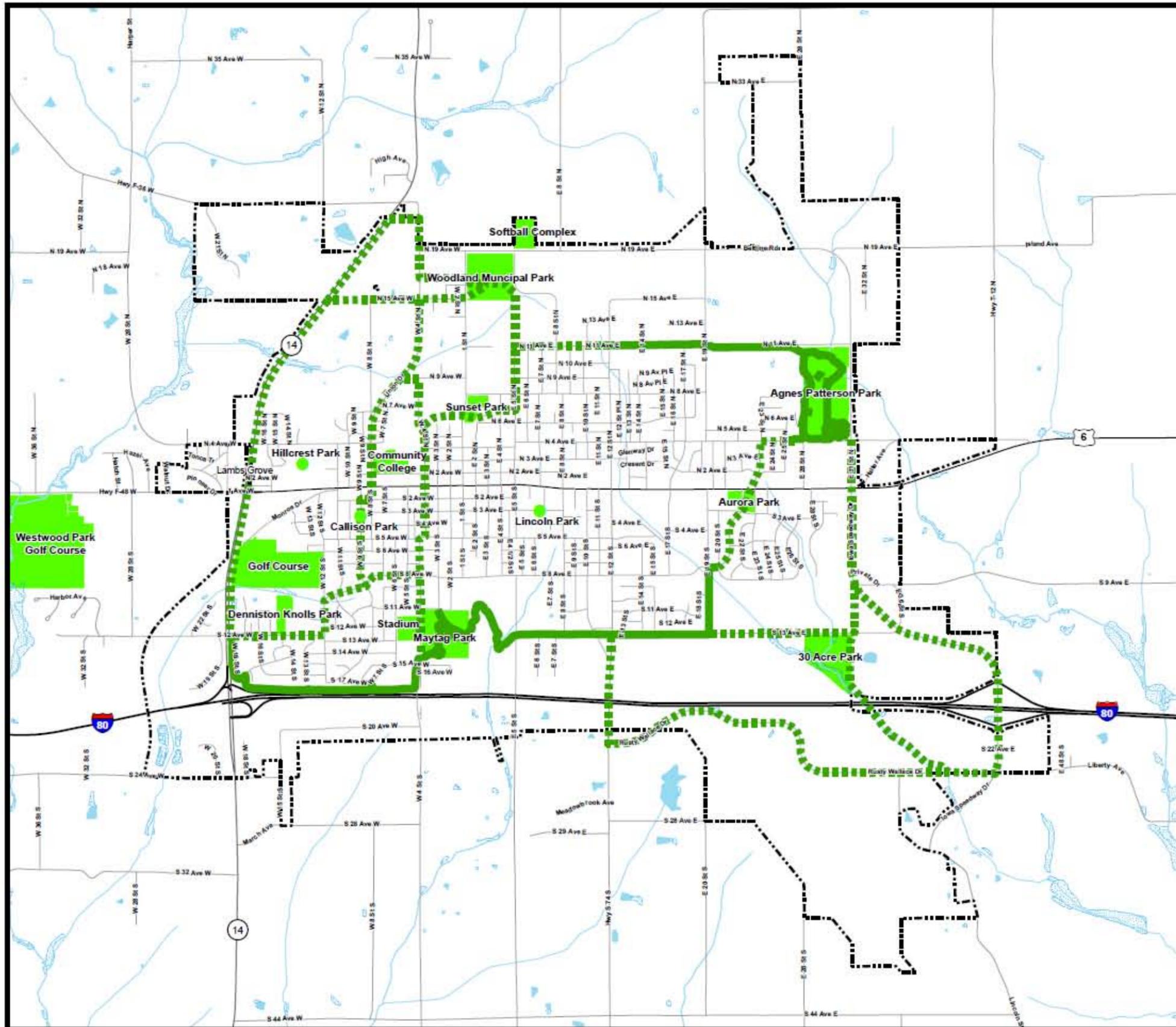
Parks and Trails

2012 Comprehensive Plan



0.5 0 0.5 Miles

- Municipal Boundary
- Interstate Highway
- Federal Highway
- State Highway
- County Road
- Local Street
- Existing Trail
- Potential Future Trail
- Park
- Open Water
- NWI Wetland



May 25, 2012



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Since Newton is located in the heart of Iowa, it is no surprise that agriculture and natural resources are strong assets for the local area. With some of the most fertile land on earth and a deep respect for nature, the people of Newton want to be great stewards of our natural resources.

Newton rose from mining and manufacturing more than agriculture, but the agricultural economy is still a big driver for **area commerce**. It presents 'growth' opportunities for the local economy.

Land Use Planning & the Environment

The type of land use that results in an uncontrolled or open land market depends upon such factors as accessibility, land economics and the physical characteristics of the land itself. In the past, accessibility and land economics dominated land use determination in most communities. In areas where the physical characteristics did not "fit" the land economics, developers went to great lengths to modify the landscape. Wetlands and natural drainage ways, therefore, were drained or filled; and hills and woodlands were bulldozed and flattened to make room for tract development. Soils were seldom considered in analyzing sites for development.

Bulldozing and large-scale modifications of the natural resources, however, produced a number of problems and increased costs (both direct and indirect) to the homeowners. Building in these areas often resulted in wet or flooded basements, cracked foundations, improperly functioning septic tank systems, washed out roads, and polluted lakes and rivers. Thus, urban planners and some developers started to become increasingly concerned over the problems caused by the indiscriminate modification of the natural landscape. In addition, the environmental movement has helped to point out that natural resources are indeed limited and that every attempt must be made to protect such natural resources as wetlands, woodlands, prime agricultural land, and lands containing unique and endangered species of plants and animals. Following are some ways in which the physical characteristics of land can be used as a basis for land use planning.

This chapter will provide focus on:

- Land use planning & the environment
- Water bodies, flood plains and wetlands
- Groundwater recharge areas
- Steep slopes
- Forest & woodlands
- Lands containing unique species of plants & animals
- Production lands
- Costs associated with land use decisions



Water Bodies, Flood Plains, and Wetlands

These are areas of open water or with a permanently high water table. They serve an important function in the hydraulic cycle as a means of storage and movement of water, especially during times of flooding. These areas also serve as wildlife habitat. Building on these areas is likely to cause damage to buildings, increase the flood stage elsewhere and destroy wildlife habitat. Therefore, little or no development should be allowed in these areas through the enactment of flood plain and wetland zoning. Newton revamped its Flood Plain Ordinance in recent years, which required detailed study of the impact of development within designated flood plain areas.



Groundwater Recharge Areas

These are areas where water is added to major groundwater aquifers which supply water for consumption. Development should be controlled in these areas to avoid pollution from sewage systems or industrially generated toxic and hazardous waste.

Steep Slopes

The steepness of these lands make erosion and associated problems a potential hazard to development. The soil type and moisture content of the soil will affect the angle at which the slope becomes steep in terms of erosion and building problems. In addition, septic tank systems will not function properly on steep slopes thereby increasing pollution problems. These areas can be protected through steep slope and erosion control zoning. Formal site plan review should prohibit disruption of problem slopes and require development to be responsive to the natural characteristics of the land.

Forest and Woodlands



These lands are characterized by the predominance of trees, other wood vegetation and related wildlife. Such areas can be protected through the enactment of tree removal ordinances or, again, through formal site plan review prohibiting the removal and recognizing the value of wooded lands within the Newton area. Studies clearly show the numerous benefits of trees/vegetative growth within an urban environment (i.e., reduction of CO₂ and production of O₂, wind and noise reduction, heat retention in winter and heat moderation in summer, wildlife habitat, etc., as well as the aesthetic value to a community's residents).

Lands Containing Unique Species of Plants and Animals

These are areas which may be a remnant of ecological communities and which are unique natural resources. These areas should be protected through acquisition or zoning. Newton is one of two cities in Iowa which have a native prairie (South East - 30 Acre Park) within their corporate limits. Particular care should be taken to preserve this resource for current and future generations.



Production Lands

These lands include prime agricultural land or sites with commercially valuable mineral deposits such as sands, gravel, shale, dolomite or limestone. In view of the worldwide shortage of food, it is very important to attempt to preserve prime agricultural land from urban encroachment. These areas can be protected through exclusive agricultural zoning or low density residential zoning (large lots).

Costs Associated with Land Use Decisions

One of the least understood, but often most controversial items dealing with land use decisions, is the revenue produced by and the service costs associated with the different types of land use in a community.

With the exception of open land or agricultural land, most types of land use requires a variety of services such as sanitary sewers and water, highway maintenance, etc. Thus, every land use decision will affect the financing of services and local property taxes. Land use decisions, however, are seldom properly analyzed in terms of their effect on services. Part of this problem is because the cost of services depends a great deal on both the quantity and quality of services, and there is a great deal of variation in the types of services each local community provides. Furthermore, developers have at times made some inordinate and exaggerated claims of the "economic benefits" to the community to their proposed development while at the same time down playing the service costs.

For various reasons, different land uses require different types of services. For example, most industrial parks and commercial developments require a full range of services including good highway access, sanitary sewers and water, police and fire protection and road maintenance. On the other hand, small residential developments in rural areas must "get by" with fewer services. If a full range of services are provided in a community including police and fire protection, and a full maintenance program (highways, parks, etc.), the cost to the individual property owner can be very expensive.

Natural Resource & Agriculture Initiatives:

Trail Connections Initiative:

Use existing corridors and build trails and connections. Undeveloped timber and drainage areas can form a connected network of natural areas.

Things to Do:



- Explore utilizing drainage ways to connect with trails the part of Newton south of I-80 to the main part of the City.
- Make connections with the regional trail system leading to other areas of Central Iowa.

Stormwater Management Initiative:

Improve stormwater management in the City and reduce the amount of water that is piped elsewhere.

Things to Do:



- Encourage the use of rain gardens throughout the City to reduce the amount of stormwater sent to the existing storm sewer system.
- Review the adopted engineering standards and explore ways to incorporate natural systems, such as rain gardens, into the standards.



Clean Energy Initiative:

Promote geo-thermal, solar, wind, and other sustainable energy. Encourage the installation of alternative energy sources on small and large scale levels.

Things to Do:



- Review and adjust zoning regulations to accommodate clean energy devices on individual, private properties in Newton.
- Create an incentive, such as a reduced building or electrical permit fee, for projects that utilize a type of on-site energy production system.

Agricultural Initiative:

Preserve farmland on fringes of town in support of local agriculture.

Things to Do:



- Be cautious when reviewing subdivisions located in the County, but within the 2-mile review period. Land outside the City limits with a high Corn Suitability Rating should remain in agriculture production unless it is contiguous with developed land.
- Encourage urban agriculture, when it is appropriate. Urban agriculture would not be appropriate on properties less than 1 acre in size.



Newton has a diverse, well-connected transportation system to serve its residents and the commerce and visitors that travel through the community. The City's inter-connected, predictable grid layout makes navigation easy. Plus, Interstate 80 that runs through the community, along with air and rail connections, links Newton with the rest of the world.



Maintaining and improving its transportation network is a key catalyst for community success for Newton. The ease of movement of people and goods is an essential part of a growing, well-functioning community. The various elements of this transportation network for Newton are described in the following sections

Transportation in Newton is safe, direct, and inclusive of multiple means of getting people and goods from place to place. While the main type of travel will continue to be in personal automobiles, other modes, including buses, freight trucks, airplanes, trains, bicycles, and by foot, will be accommodated in a well-connected transportation system.

The City should not jump on board with trendy, rhyming policies like "Complete Streets" but should instead take a practical look at what it would take to have a safe, connected, maintainable network for all users.

This chapter will provide focus on:

- Street and thoroughfare system
- Street classifications
- Capacity Improvement
- Street extensions
- Airport facilities
- Railway system



Streets, Highways, and Bridges

Newton should continue to utilize the basic grid framework for its street network. This provides predictability and connectivity to the public. It allows for a diverse number of route alternatives in comparison to a hierarchical network that funnels traffic into a more limited number of congested main routes. However, even with Newton's grid, there are still gaps and missing links that could be filled to improve the flow of traffic

and the connectivity of the community. There is a lack of continuous north-south and east-west cross-town routes.

Street maintenance was highlighted by the public as an area in which the City needs to improve. The condition of streets has deteriorated in many places, hindering smooth travel. The City needs to develop a sustainable long-term maintenance and improvement plan for its road network, coupled with a dependable, designated funding stream.

Many of Newton's existing residential streets are narrower than current standards would require. These legacy streets do a good job of keeping vehicles at safe speeds, but they may hinder emergency vehicle access, especially when there are multiple parked cars in an area. A systematic approach to parking regulation changes across the community is recommended. Limiting parking to one side of a street or away from intersections could be a solution in many cases. Other situations, especially on more heavily-traveled collector streets, could warrant the construction of new bump-outs in the roadway to accommodate parking spaces.

To accommodate the safe and efficient flow of people, vehicles, and goods, there should be limited driveway access points on collector and arterial streets. These prioritized main routes should also be protected with controlled intersections in all cases. An important traffic issue facing the Newton area today is improving the traffic operations on existing facilities without building entirely new roads. Better management of the system can lead to more efficiencies without major investments.

Transportation System Initiatives: **Hazardous Intersections Initiative:**

Focus on hazardous intersections with sight distance issues.

Things to Do:



- Identify the top eight hazardous intersections in Newton utilizing engineering and police data. Design potential fixes to these intersections and prioritize the implementation for future years.

- Eliminate uncontrolled intersections.

In Process!

- Increase the radii of intersections with excessive vehicular curb crossing.

Cross-Town Connections Initiative:

Improve cross-town through routes.

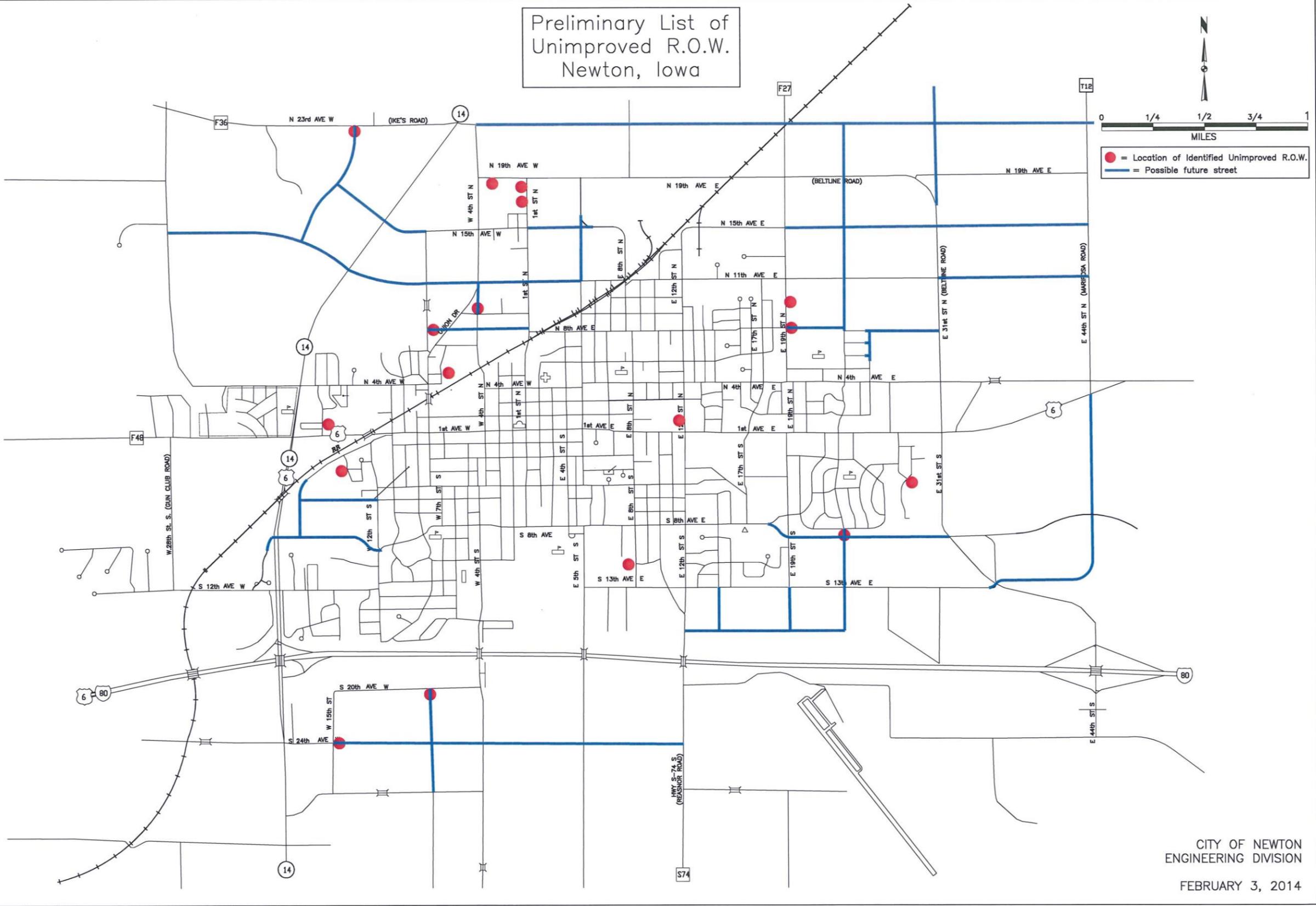
Things to Do:



- Identify the top two gaps in both the north-south and east-west street network. Scope potential projects that would fix these issues.

- When approving developments, consider the future streets map and how future roads need to connect through. A permanent structure (such as a new building) should not be placed in a location that would block a future through street. As property becomes available in future street corridors (as shown on Future Streets Map) consider acquisition.

Preliminary List of
Unimproved R.O.W.
Newton, Iowa



CITY OF NEWTON
ENGINEERING DIVISION
FEBRUARY 3, 2014

Current Traffic Patterns Initiative:

Specific Maytag commuting patterns locally are gone. Make sure the placement of traffic control devices reflects the new reality. Let today's traffic counts steer priorities.

Things to Do:



- Identify the remnants of prior traffic patterns and re-evaluate the current network. Changes could include the relocation or removal of stop signs or traffic lights.

The Basics Initiative:

Don't forget the basics. The current grid system of streets and avenues should be retained, and the City should continue to strive for a high level of service in the maintenance and plowing of roads.



Things to Do:



- Approach road maintenance and capital improvement projects systematically.
- Adopt a snow plowing policy so that residents understand the City's approach and know their role in ensuring their street is fully plowed.
- In striving to be a high-performing organization, the City should always seek for ways to improve service level with regards to the basic maintenance and services related to the street system.
- Eliminate gravel streets and driveway approaches in Newton.



Airport Initiatives

The City of Newton has one of the best municipal airports in the country. This high-quality facility experienced substantial upgrades in the past decade, with a new terminal, new hangars, and upgrades to the runway, taxiways, and parking areas for planes. With the large amount of air travel that is associated with the adjacent Iowa Speedway, the Newton Municipal Airport will continue to be an important front door the community.

Initiatives for the Airport are delineated in the Airport Master Plan. Special attention should be paid to the land use impacts of a potential future cross-wind runway.

Maintain the Airport Initiative:

Continue to maintain and enhance the Newton Municipal Airport to allow it to accommodate more planes and bigger planes.

Things to Do:



- Encourage local business and industry to utilize the Newton Airport.
- Conduct regular market analyses to determine existing need and predict future need.

Bicycle and Pedestrian Initiatives

Sidewalks play an important pedestrian safety and fitness role. In recent years, bike trails have also become an expected community amenity for attractive, growing towns. Sidewalks and trails are especially necessary in areas where there is expected to be high pedestrian, bicycle, and automobile traffic.

Pedestrian Safety and Connections Initiative:

Promote pedestrian safety and neighborhood connections, a front sidewalk in good repair is the default expectation and responsibility for all properties. If you don't have one, don't think that is the way it should be or will be.



Things to Do:



- Using priority area maps from the 2008 Sidewalk, Trails, and Bikeways Plan, implement a micro-grant program to facilitate voluntary sidewalk repair or installation projects through partial public subsidies.
- Continue to follow other recommendations for sidewalk and trail connectivity in the 2008 Sidewalk, Trails and Bikeways Plan.

Bike Safety Initiative:

Improve the safety of bikers and make sure citizens know bike safety basics. Make sure bike safety is thoroughly taught in school and enforced.

Things to Do:



- Work with the local elementary schools, law enforcement officials, and bike vendors to find creative, pro-active ways to teach bicycle safety.

Handicapped Accessibility Initiative:

Continue to improve accessibility for the disabled for sidewalks and parking lots.

Things to Do:



In Process!

- Systematically address intersections where the standard handicapped accessibility panel is not installed. Refer to the 2008 Sidewalk, Trails, and Bikeways Plan and work through the identified priorities.



Commuting Initiatives

Newton has an interesting mix of thousands of people commuting away from the community to work in neighboring counties and thousands of others commuting to Newton for work. This commuting cross-traffic will likely continue into the future, and the community should look for ways to facilitate these patterns to its advantage.

Park and Ride Initiative:

Recognizing that convenient access to jobs in other communities will be an important part of Newton's economy, regional commuting amenities such as safe and convenient Park and Ride lots should be a high priority.



Things to Do:



Work with the Iowa DOT to establish at least one official Park and Ride lot in Newton.

In Process!

Work with regional transit agencies to increase the opportunities for ride sharing and group transportation to and from work.

In Process!

Rail Initiatives

Newton is served by the Iowa Interstate railroad, which crosses the community from the southwest corner to the northeast corner. The railroad tracks intersect with eight grade crossings throughout the city. Additionally, there are four non-grade intersections, allowing for alternative routes when trains are passing through. The number of trains has diminished in recent years, but they still play an important role in freight movement, facilitating industrial growth. Passenger travel is also a future possibility for the rail system, as a passenger route from Chicago to Omaha is being proposed, with the routing scoped to run through Newton.

Passenger Rail Initiative:

Advocate for Newton to be a stop on any passenger rail service through the community in the future.

Things to Do:



- Have a Newton representative participate in State of Iowa planning-processes for passenger rail service leading from Chicago to Omaha.

- Work with the owners (private) of the historic rail depot to secure a potential passenger rail stop and ticket kiosk somewhere on the property if a service should ever come through Newton. If a location cannot be secured at the historic depot site, identify other locations for a passenger rail stop.



This chapter will provide focus on:

- Recommendations from the Jasper County Hazard Mitigation Plan
- Disaster Response
- Post-disaster recovery



In 2011, City of Newton adopted the Jasper County Multi-Jurisdictional Hazard Mitigation Plan which was developed following recommended methodology by both FEMA (Federal Emergency Management Agency) and Iowa Homeland Security and Emergency Management Division. *Newton's Future* uses the adopted Jasper County Multi-Jurisdictional Hazard Mitigation Plan as a base for the initiatives found in this section to maintain consistency with hazard mitigation efforts occurring throughout the county.

In an effort to coordinate hazard mitigation efforts with Jasper County and other neighboring communities, Newton will focus hazard mitigation efforts on the goals that the Jasper County Multi-Jurisdictional Hazard Mitigation Plan sets forth.

The cooperative and county-wide approach to hazard mitigation is critical given that communities impact territories, such as watersheds, which are beyond their recognized corporate limits line. Throughout the planning process, ten natural hazards were identified as potential threats specific to Jasper County. Then, a mitigation strategy to reduce the impacts of those hazards were developed.

The ten identified threats for Jasper County were:

- Dam Failure
- Drought
- Extreme Heat
- Flood
- Hailstorm
- Lightning
- Tornado
- Wildfire
- Windstorm
- Winter Storms

While the City of Newton is not immediately under threat from dam failure, the other nine identified hazards could very well happen in Newton. Reducing the effects of natural disasters, as well as man-made hazards, protects families, businesses, and public facilities. It also makes clear economic sense.

Building a disaster resistant community is an initiative that challenges Jasper County to undertake actions that protect families, businesses, and public facilities by reducing the effects of natural disasters. Reducing the effects of natural disasters makes economic sense, and it is good public policy because it protects the citizens and the future of the community.

Initiatives:

Public Safety Initiative:

Minimize injuries and loss of life due to the impacts of natural hazards.

This initiative emerged as a priority through the hazard mitigation planning sessions that took place in advance of the completion of the Jasper County Multi-Jurisdictional Hazard Mitigation Plan. Public Safety is a key City Government function, and proper planning can minimize loss of life and prevent injuries of citizens during hazardous events. As climate change contributes to more volatility in weather, proper planning for natural hazards becomes more and more important.

Things to Do:



- Establish and maintain a hazards and mitigation section at the Public Library.
- Continue and strengthen building code enforcement and building inspections. Structural integrity is particularly critical for high-wind and tornado hazards.
- Continue regular review of storm notification and siren system.
- Develop a continuity plan for operations in the case of a disaster. Establish a practice schedule for the plan once in place.

In Process!

Property Preservation Initiative:

Reduce or eliminate damages to property, public and private, due to natural hazards.

Things to Do:



- Evaluate infrastructure, including sanitary sewer system, storm sewer system, detention basins and set a strategic plan to address areas in need of improvement.

In Process!

Continue enforcement of flood plain ordinance. Review and update, as necessary.

In Process!

Continue with the Inflow and Infiltration Program until the entire City has been covered.

Maintain participation in the National Flood Insurance Program (NFIP).

In Process!

Post-Disaster Recovery Initiative:

Help ensure timely resumption of business operations and return to pre-disaster conditions in a timely and pre-planned manner so that the event's impact to the community is minimized.

Things to Do:



Create an emergency response plan for each of the Jasper County identified hazards that are most likely to occur in Newton so that a quick and coordinated response will take place if a threat were to occur.

The City of Newton government is the main adopter, keeper, and implementer of the Plan. While it is hoped that many community partners will play major roles, the City will most definitely be a key to the success of the Plan. As such, this Chapter will address three key concepts in regards to City government: maintaining quality services for the public, focusing on continuous improvement, and seeking opportunities to work with other governments.

Newton has a long tradition of excellence in City governance, truly shining bright among its peers in Iowa and around the country. The City will continue to approach its governing responsibility with transparency, co-operation, and a positive attitude of service.

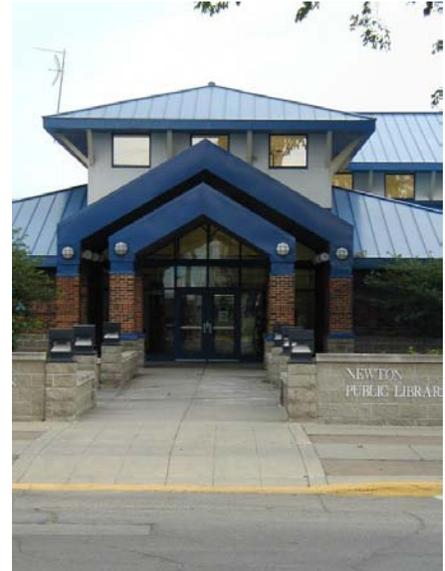
High Performing Organization

In September 2012, the Newton City Council worked through the visioning exercises of a mission building process. In September of 2014, Newton City Council will work again on another two-year action plan. ~~While the mission has not been fully developed to date, a number of key themes emerged in the preliminary drafts:~~

Mission Statement:

The Mission of the City of Newton is to be the best provider of excellent services through a professional, innovative team dedicated to high quality performance and fiscal responsibility.

~~The mission of the City of Newton is to be the best provider of excellent services through a professional, innovative team dedicated to high quality performance and fiscal responsibility. We provide leadership and support to create and maintain a thriving community.~~



This chapter will provide focus on:

- Always Strive to Be a High Performing Organization
- Collaborate and Cooperate with other Governments
- Maintain Basic Services



~~Vision~~ **Value** Statement:

We provided leadership and support to create and maintain a thriving community through these values:

- We act with honesty and integrity;
- We are accountable and dependable; **and**
- We serve ~~with pride and~~ **through** collaboration **and teamwork**.

We serve with Pride.

This is our commitment to those we serve.

Government Initiatives: **Maintain Basic Services Initiative:**

Prioritize and find a sustainable funding stream for infrastructure maintenance, repairs, and upgrades.

Things to Do:



Annually adopt a **Community Investment Plan**. ~~Capital Improvement Plan and Capital Equipment Program.~~



Explore the application of a franchise fee to be utilized for streets.



Analyze all City buildings for maintenance issues and safety provisions. For example, establishing a employee safety plan for a tornado event and/or installing a tornado shelter for the Public Works building maybe be necessary. Explore grant opportunities for improving employee safety at this location.

Collaborate and Cooperate with other Governments Initiative:

The City of Newton should seek ways to find win-win scenarios with other local governmental entities. These include school districts, counties, other cities, community colleges, state agencies, townships, and others. With an open **attitude, current "silos"** can be broken down for the sake of efficiency and effectiveness of government as a whole. The City should be intentional and innovative as it seeks out inter-governmental agreements. Public-private partnerships should also be in the mix.

Iowa Code Chapter 28E gives governments the legal means to enter into agreements to cooperate, collaborate, and share resources. Budgetary pressures, as well as technological advances, will drive the trend for increased inter-governmental collaboration forward in the upcoming years.

Things to Do:



- Work with the City of Lambs Grove on planning and zoning, infrastructure, or education issues.
- Coordinate with Jasper County to identify opportunities for providing services in a more efficient way.

High Performing Organization Initiative:

Continually improve and innovate so that services can be provided in an efficient and effective manner.

Citizens rightfully demand a great deal from their City government. If Newton’s government is going to shine bright, it cannot be afraid to take risks to lead to innovation. Being a leader sometimes leads to trial and error mistakes, but it can also lead to extraordinary breakthroughs.

Things to Do:



- In Process!** Improve the City’s use of technology to provide services more effectively and efficiently.
- Have online payments available for all City transactions.
- In Process!** Implement new financial/payroll software in all departments.
- Improve data storage in all departments, ensuring that digital files are stored in a safe, efficient manner.
- Have credit card payments available to be made at all City offices.



Newton is a community of just over 15,000 residents located 35 miles east of Des Moines. The City of Newton has seen many changes, especially in terms of growth, jobs and development and the departure of Maytag since the adoption of the last Comprehensive Plan in 1997. This planning effort help reaffirm a new vision for Newton while focusing efforts on diversifying the economy. Newton is a community with excellent educational opportunities, significant employment growth potential and strong work ethic and enthusiasm to Renew Newton.



Newton was settled in 1843, the same year the City of Des Moines was settled. Settlement was stimulated by the federal government signing an Indian Treaty the previous year. Adam Tool and William Highland, John Frost and John Vance were the first four men to reside in Newton. Tool and Highland each staked out a 320-acre land claim, while Frost and Vance remaining awaiting an expected wagon load of provisions. Before Tool's home on his claim was completed, he was being asked for room and board by numerous incoming settlers and westward travelers. Tool took advantage of the demand and become a tavern keeper.

In 1846, some months before Iowa became the nation's 29th state, Jasper County was established. Both Newton and Jasper County were named after Revolutionary War sergeants who served under General Francis Marion.

In the 1880's, the Mississippi and Missouri Rivers came to the area bringing tools and products from the east. This stimulated further settlement. Most settlers of the area were farmers, while a smaller number started businesses to serve the farming community.

By 1880, the growth in the rural area around Newton began to slow substantially. All of the land in the surrounding area worth farming was in use. At this time manufacturing began to play a larger role in Newton's economy.

F.L Maytag came to Iowa as a small farm boy in a covered wagon. He, along with three associates, started the Maytag Company. The original product was not washing machines, but automatic self-feeders and band cutters for threshers. The four men equipped with \$2,400 in capital, a workable idea, and an abundance of confidence in the future laid a foundation for the

This chapter will provide focus on:

- History of Newton
- Planning History
- Recently Completed Plans
- Planning Process
- Public Participation

Maytag home laundry appliance company. The first Maytag washer was made in 1907 as a sideline to the farm equipment line called the "Pastime" washer.

From 1900 to 1930, Newton's population grew erratically. Industrial growth coupled with favorable farm prices made Newton a very attractive community in which to settle. By 1925, a phenomenal industrial boom was being felt by the City. Workers poured into Newton, rent and real estate skyrocketed, and the cost of living soared higher and higher. From 1925 to 1929, three million dollars was spent in the building of homes. Most of the homes were modest cottages built for incoming workers and were located along Highway 6. Then in 1929, Newton was hit hard by the depression and the population declined by over ten percent between 1930 and 1940.

Following World War II, Newton's economy recovered quickly as the Maytag Company prospered. Production could not keep up with demand. People continued to relocate in Newton as the success of Maytag encouraged other manufacturing companies to set up their operation in town. The population continued to grow at an average annual rate of 2 percent between 1940 and 1970. Since this time growth has stabilized and until recently Newton was able to rely heavily on its manufacturing. In October 2007 the City lost its bedrock employer, Maytag, putting thousands out of work and leaving 450,000 square feet of office and 1 million square feet of manufacturing space vacant. In the wake of Maytag's departure, the City has responded in innovative ways to expand and diversify its tax base so that it no longer relies on one major employer. Since 2007 this aggressive effort has resulted in the following companies starting up or moving into Newton:



- Springboard Engineering, A research and development testing firm
- Trinity Structural Towers, A wind tower manufacturing company
- TPI Composites, A wind blade manufacturing company
- Walter G. Anderson, A box printing company
- Iowa Speedway, A state-of- the art motor-sport racetrack

Many of these new companies are moving into vacant warehouse and manufacturing space as a result of Maytag's departure. The City will continue to seek out additional companies that can utilize this available office, warehouse and manufacturing space.



Comprehensive Plan

A Comprehensive Plan is a long range plan for the entire City. The document identifies the goals, objectives, and strategies for growth and development in the City. The Comprehensive Plan serves as a guideline for the City Council, Commissions and City staff for use in decision making relating to land use, park development, public facility planning and much more. The Comprehensive Plan guides the location, timing, and intensity of the various types of development in the City such as residential, commercial, industrial, parks, and more. It is important that the Comprehensive Plan remains current to address new challenges and the evolving needs of the community. Updating the plan allows the community the opportunity to set a new vision and goals for the future, and prepare new plans to guide and accommodate for new growth.

This chapter will provide focus on:

- Land Use
- Community Facilities
- Demographics
- Economic Overview
- Market Analysis
- Transportation

The purpose of this background report is to understand existing community characteristics and challenges facing the City of Newton. This information will steer the comprehensive planning process and provide a guide for **making decisions concerning the community's future**. To facilitate effective and meaningful planning efforts, it is important to understand current conditions in the City. The following sections will discuss history of planning efforts in Newton, demographics, market analysis and a brief overview of existing land use and community facilities.

Land Use:

The land use inventory identifies existing development in the City. From this inventory, and other background that is compiled, areas of potential development or redevelopment can be analyzed. This inventory can also help classify areas, revealing development patterns, densities and trends that can provide direction for future development and redevelopment.

Existing Land Use

Table 15-1, found below, identifies the current land uses within the City and the percentage of the overall land which is dedicated to that specific use. The current acreage of the City is 7,101 gross acres. Acreages are shown in gross and net. Gross refers to the total acreage, including water and wetlands whereas net excludes these features thus representing what is considered buildable.

**Table 15-1
Existing Land Uses**

Existing Land Use	Gross Acres	Net Acres	% Gross	% Net Acres
Generally Single Family Residential	1,623.6	1,619.7	22.9%	22.8%
Multi-Family Residential	89.5	89.5	1.3%	1.3%
Commercial	695.6	695.6	9.8%	9.8%
Medical	9.9	9.9	0.1%	0.1%
Industrial	250.1	250.1	3.5%	3.5%
Utility	9.3	9.3	0.1%	0.1%
Airport	388.2	388.2	5.5%	5.5%
Public/Semi-Public	291.1	284.0	4.1%	4.0%
School	157.4	157.4	2.2%	2.2%
Cemetery	73.0	73.0	1.0%	1.0%
Agricultural	1,827.8	1,817.2	25.7%	25.6%
Park	227.2	219.9	3.2%	3.1%
Recreational Commercial	227.8	226.9	3.2%	3.2%
Railroad	34.7	34.7	0.5%	0.5%
Vacant	423.1	416.0	6.0%	5.9%
Right-of-Way	761.3	760.8	10.7%	10.7%
Open Water	11.5	11.5	0.2%	0.2%
Wetland		37.7	0.0%	0.5%
Total City	7,101.3	7,101.3	100.0%	100.0%

The table shows that agriculture and residential land uses make up the largest land use category at 25.6% and 24.1% respectively. Commercial follows at 9.8%, public/semi-public at 4% and industrial at 3.5%. Currently in Newton, there are 416 net acres of vacant land located primarily along I-80 and scattered vacant sites at the perimeter of existing development. This Comprehensive Plan update will establish a land use category, for all properties, that will guide the future land use for all properties in Newton. This will include guiding all vacant and agricultural land uses in a manner that the City anticipates for new development.

Ultimately, the Comprehensive Plan is intended guide future development and growth to **achieve the community's objectives for balanced and efficient growth and protection of natural resources**. If land uses are inconsistent with surrounding properties or if redevelopment is anticipated the future land use plan will reflect these desired changes on the future land use plan. By doing so, the future land use plan serves as the guide as to how land will be used when property turns over or redevelopment occurs. It is important to remember that the land use plan is different from zoning. Land use *guides* future use of land whereas zoning regulates the use. Simply guiding land use does not guarantee development will immediately follow, or

that a specific use will be built as that is regulated by zoning. However, guiding land in a range of land use types provides supply to support growth and development.

Community Facilities:

The facilities owned and maintained by the City of Newton and the other public buildings owned by the County, School District, etc. vary greatly in age and condition. Due to the extent and nature of the services that these public facilities must provide to the residents of Newton, sound and functional structures are a necessity. The purpose of this section is to inventory the various public buildings in the City and state their functions.

City Government

Newton City Hall is located at 101 West 4th Street South. City Hall is home to the Administration Department houses the offices of the City Administrator, City Clerk, the City Attorney, and the Mayor.



Public Works and Community Development Divisions are located in the Public Works Building at 1700 N. 4th Ave. W. In addition to housing offices for these divisions, the City Streets Department Garage is also at this location.

Public Works Department manages several functions including:

- Newton Union Cemetery was established in 1854 at its present location. The cemetery grounds cover approximately 40 acres, with 20 additional acres available for expansion. There are over 14,147 burials recorded since 1854.
- Engineering department is responsible for City maps, maintaining records, drawings on past construction projects, locating City-owned utilities, assisting other departments with engineering support, and providing inspection for all work completed in the City's right-of-way.
- Landfill-operations at the sanitary landfill.
- Street maintenance department is responsible for, snow removal and upkeep of storm sewer collection system. It is also responsible for maintenance of City streets, alleys and storm sewer. These duties include snow removal on the streets and City parking lots, trimming of trees in the right-of-way, mowing, traffic striping and maintenance of traffic signals, street lights in the downtown business district, street signs, parking meters and the Civil Defense sirens.

This Division maintains over 100 pieces of City owned equipment ranging from small mowers and trimmers up to large snowplows, motor graders and a street sweeper. Routine maintenance of some other City division vehicles is also performed.

- Water Pollution Control Division is responsible for approximately 87 miles of sanitary sewers. Annually, the Water Pollution Control Plant treats about 950,000,000 gallons of raw sewage, for an average of about 2,600,000 gallons per day. Annually, the Water Pollution Control Plant removes 3,000,000 pounds, or 1,500 tons of contaminants from the wastewater in the treatment process. Annually, the Water Pollution Control Plant land applies about 375 tons of stabilized bio-solids on agricultural land.
- The Parks division oversees a wide range of park and recreational offerings. The Park and Recreation division manages 18 parks ranging from smaller neighborhood parks, larger community parks, and special uses areas in addition to an 18-hole golf course.

Newton Community Development Department is a three person department which oversees, building permits and inspections, land development processes, economic development. The Community Development Department provides support staff to the Building Trades Board, Historic Preservation Commission, Zoning Board of Adjustment, and the Planning and Zoning Commission.

Newton Public Library is located at 100 N 3rd Ave W. The library was established in 1896. Its current location was constructed in 1992 and it includes a 20,000 square foot building with public meeting rooms. The Newton Public Library exists to provide the community with free access to books, information, programs, and related resources and services.

Newton Police Department is headquartered at 101 4th Street South and currently has a total of 23 officers whose primary responsibilities for law enforcement duties include patrol, traffic law enforcement, accident investigation, preliminary investigation of crime, calls for public service, and maintaining the general health, wealth and peace in the community. The Department operates with 6 patrol cars.

Newton Fire Department is located at the City Hall Complex. The facility provides fire, EMS, HAZ-MAT and other general emergency services to a 64 square mile area. The **center's** personnel consist of 22 full-time uniformed employees, 1.8 civilian employees, and 7 volunteers. Eight emergency vehicles are operated by the department including three ambulances and five fire trucks.

Newton Water Works is a municipally owned water utility established in 1903. The utility provides over 1.5 billion gallons of safe water annually to Newton, Lambs Grove and surrounding area. Newton Water Works also provides up to 2.8 million gallons per day to the Central **Iowa Water Association**. **Water Works maintains over 155 miles of 4" thru 16"**

distribution mains, plus two transmission mains, one 16" and one 20" that transport finished water from the Water Plant, located five miles southwest of Newton, to the downtown reservoir.

The Distribution Division operates and maintains the distribution system which includes 138.9 miles of 4" to 16" main and 810 fire hydrants and gate valves and also constructs new water mains.

The **Water Supply and Treatment Division** operates a 9 million per day Water Treatment Plant plus a high lift pump station at the plant and the uptown pump station. Water is supplied from two sources: 1) the Jordan Well, and 2) from 21 shallow wells located near the plant in the South Skunk River Alluvium. The Water Treatment plant is located at 5382 S. 48th Avenue West.

Newton Municipal Airport is a General Aviation facility located immediately west of the Iowa Speedway, consists of a 5,600' long by 100' wide runway, associated taxiways, apron areas, 18 hangars, terminal building and maintenance hangar.

Schools

Newton Public Schools includes four elementary, one middle school and two high schools (one alternative). There is one private school (k-8) also in Newton.

Newton is home to the Des Moines Area Community College (DMACC) which provides undergraduate and graduate level course work and programs. In addition, DMACC provides specialized education/job training programs to meet specific employer needs.

Demographics

The identification of trends in population growth and other demographic data is a very important part of the comprehensive planning process. It can provide clues to future growth patterns and indicate what types of housing and public facilities may be needed in the future. For example, an increase in young couples with children would require starter housing, new parks, and schools, and new or upgraded community facilities; whereas an increase in the elderly population would lessen the need for schools and increase the need for specialized **housing. This section contains information on Newton's population including age and race, as well as household, housing, and economic characteristics.**

Demographic information was collected from the 2000 and 2010 US Censuses and the Iowa State Data Center.

Population and Households

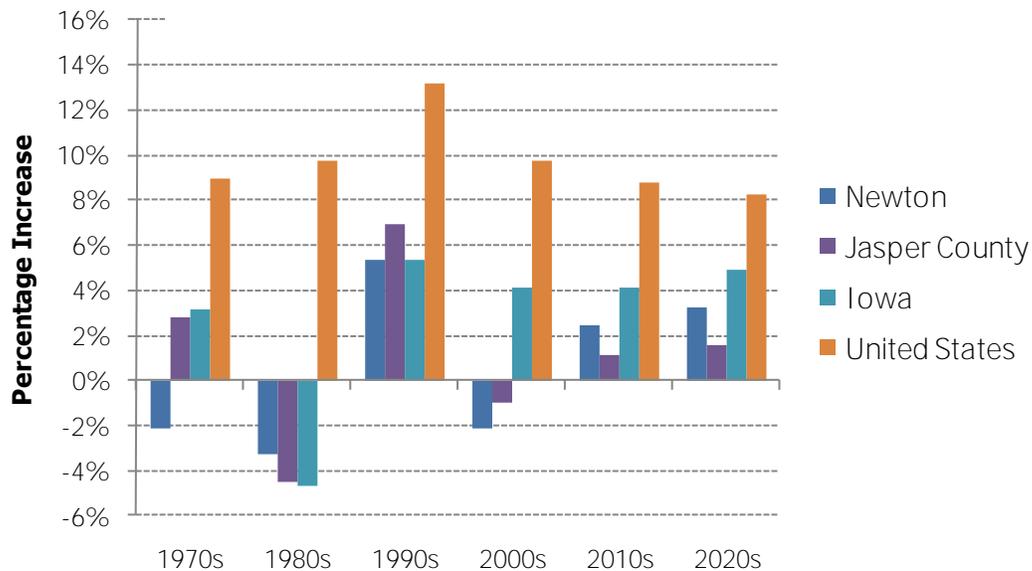
Table 15-2 shows the historical population of Newton from 1970 to 2010 and the most recent projections prepared by the Iowa State Data Center for 2020 and 2030. The table also contains population figures for Jasper County, Iowa, and the United States. These additional figures help put into context the population growth of Newton compared to its surrounding region, the state, and the nation.

Table 15-2: Population history and Projections

Area	Actual					Projection	
	1970	1980	1990	2000	2010	2020	2030
City of Newton	15,619	15,292	14,789	15,579	15,254	15,632	16,141
Jasper County	35,425	36,425	34,795	37,213	36,842	37,273	37,854
Iowa	2,824,376	2,913,808	2,776,755	2,926,324	3,046,355	3,172,237	3,328,308
United States	207,976,452	226,545,805	248,709,873	281,421,906	308,745,538	335,805,000	363,584,000
<i>Percentage Increase</i>							
City of Newton	---	-2.1%	-3.3%	5.3%	-2.1%	2.5%	3.3%
Jasper County	---	2.8%	-4.5%	6.9%	-1.0%	1.2%	1.6%
Iowa	---	3.2%	-4.7%	5.4%	4.1%	4.1%	4.9%
United States	---	8.9%	9.8%	13.2%	9.7%	8.8%	8.3%

Sources: U.S. Census; Iowa State Data Center; Bonestroo

Figure 15-1: Population Growth Rates 1970-2030



Sources: US Census; Iowa State Data Center; Bonestroo

Figure 15-1 helps illustrate how Newton's growth rate compares to other areas. Since the 1970s, Newton, Jasper County, and Iowa have had growth rates well below the nation. In particular, the 1970s, 1980s, and 2000s were decades when Newton actually experienced population decline, which was the result of both micro (e.g., factory closings) and macro (e.g.,

farm foreclosures) economic forces. Although Newton has experienced periods of population decline over the last 40 years, the 1990s was a decade of strong relative growth when the City grew by over five percent fueled, in part, by increased commuting between Newton and Des Moines. **According to the State Data Center, Newton’s growth is projected to rebound once again to around 2% over the next decade, which is an increase of nearly 400 persons.**

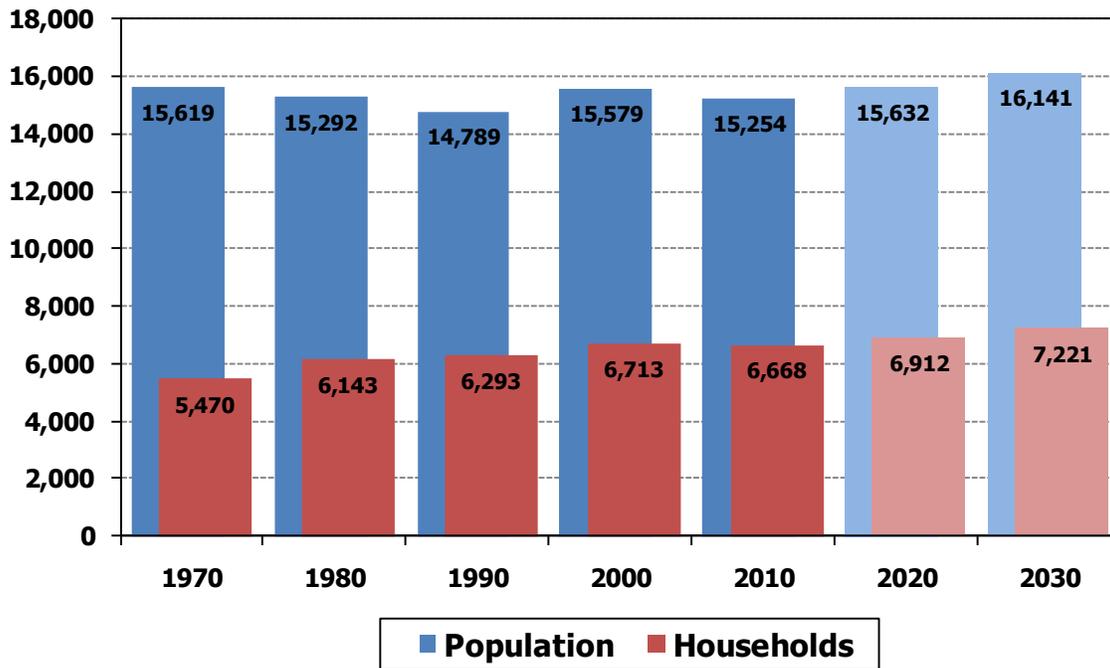
As a complement to Table 15-2, Table 15-3 outlines the historic and projected household growth of Newton. Although Newton has lost population in recent decades, the community has consistently added households. The only exception was during the 2000s when it lost 45 households. Household growth in the presence of population decline suggests that the number of persons per household is rapidly decreasing. Social and demographic factors, such as an aging population and shifting household types, help explain how changes in household size. **It is projected that Newton’s household growth rate will slightly exceed that of the County during the next two decades, but remain behind the state and nation.**

Table 15-3: Household History and Projections

Area	Actual					Projections	
	1970	1980	1990	2000	2010	2020	2030
City of Newton	5,470	6,143	6,293	6,713	6,668	6,912	7,221
Jasper County	11,609	13,564	13,667	14,689	14,806	15,139	15,540
Iowa	899,511	1,053,033	1,065,243	1,149,276	1,221,576	1,299,379	1,378,108
United States	66,873,457	80,467,427	91,947,410	105,480,101	116,716,292	134,173,000	145,906,000
<i>Percentage Increase</i>							
City of Newton	---	12.3%	2.4%	6.7%	-0.7%	3.5%	4.5%
Jasper County	---	16.8%	0.8%	7.5%	0.8%	2.2%	2.7%
Iowa	---	17.1%	1.2%	7.9%	6.3%	6.0%	6.1%
United States	---	20.3%	14.3%	14.7%	10.7%	15.0%	8.7%

Sources: U.S. Census; Iowa State Demographic Center; Bonestroo

**Figure 15-2: City of Newton Population and Household Growth Trends
1970-2030**



Sources: U.S. Census; Iowa State Data Center; Bonestroo

Figure 15-2 shows the relationship between population and household growth in Newton. In 1970, there were nearly 2.9 persons for every household in Newton. By 2030, that ratio is projected to decline to about 2.2 persons per household. This is the result of a variety of factors, including declining birth rates, longer life expectancy, and greater affluence resulting in increased household formation. Regardless of the reasons, it indicates that type of housing that is needed will be an important consideration in light of future population growth and demographic change.

Population by Age

Table 15-4 shows Newton's population breakdown by age for the years 2000 and 2010. Between 2000 and 2010, the City saw its largest population gain in the 55 to 64 year-old range, which increased 484 persons or 35 percent. Significant growth also occurred in persons age 85 and older, which increased by 130 persons or 28 percent. All other age groups, except persons age 45 to 54, declined in population between 2000 and 2010. The lack of growth among younger groups has resulted in a rapidly aging population. Persons age 75 and older accounted for over 11 percent of the population in Newton in 2010. At the national level only six percent of the population is age 75 or older.

Table 15-4: Newton Age Of Population, 2000 and 2010

Age Group	Newton				Change		Iowa	US
	2000		2010		2000-2010		2010	2010
	Number	Percent	Number	Percent	Number	Percent	Percent	Percent
0 - 4	1,019	6.5%	959	6.3%	-60	-5.9%	6.6%	6.5%
5 - 9	1,043	6.7%	984	6.5%	-59	-5.7%	6.6%	6.6%
10 - 14	1,005	6.5%	970	6.4%	-35	-3.5%	6.6%	6.7%
15 - 19	920	5.9%	884	5.8%	-36	-3.9%	7.1%	7.1%
20 - 24	879	5.6%	844	5.5%	-35	-4.0%	7.0%	7.0%
25 - 34	1,941	12.5%	1,846	12.1%	-95	-4.9%	12.6%	13.3%
35 - 44	2,301	14.8%	1,785	11.7%	-516	-22.4%	12.0%	13.3%
45 - 54	2,095	13.4%	2,170	14.2%	75	3.6%	14.4%	14.6%
55 - 64	1,385	8.9%	1,869	12.3%	484	34.9%	12.2%	11.8%
65 - 74	1,396	9.0%	1,252	8.2%	-144	-10.3%	7.4%	7.0%
75 - 84	1,124	7.2%	1,090	7.1%	-34	-3.0%	5.0%	4.2%
85 +	471	3.0%	601	3.9%	130	27.6%	2.5%	1.8%
Total	15,579	100.0%	15,254	100.0%	-325	-2.1%	100.0%	100.0%

Source: 2000 and 2010 U.S. Census

The 20 to 29 year-old age group is typically the group that is starting out on its own and putting stakes into the community. Members of this age group, particularly in the upper end, are beginning to enter the family formation years, thus continued declines in this age group may indicate decreasing school enrollments in the near future. In addition, this is typically the age when many are seeking higher education and broader employment opportunities.

The 30 to 49 year-old age groups are often looked at as the new generation of community leaders and business owners, and their children are found throughout the school system from kindergarten to 12th grade. These ages tend to be active in the community and demand high quality services for their children and families. However, this age group tends to be highly mobile and may move away from a community to find better opportunities. Within this population range, the 30 to 34 year-olds are typically first time homebuyers while the 35 to 49 year olds are typically included in the move-up homebuyer market. **Because the "baby boom" generation is now aging through these age groups, it is not surprising that this age group's numbers declined during the previous decade, though the rate of decline over the past decades was more than twice the rate of decline at the national level.**

Persons in the 50 to 64 year age group tend to be empty nesters and may move to smaller homes while young seniors aged 65 to 74 often seek a variety of housing options. Empty nesters in these age groups begin to abandon homes with several bedrooms and two or more stories in favor of lower maintenance, two-bedroom units, often on one-story. During the 2000s, there was a small decline in the older portions of this age group, which reflects lower birth rates from the 1930s and early 1940s. However, the baby boom mostly comprises the younger portion of this group today, and their numbers have grown significantly since the 2000s.

While persons aged 85 and older comprise the smallest age cohort in Newton, this segment of the population is growing rapidly. This is due partly to the fact that people are living longer than they did previously, but it may also be the result of older residents in surrounding rural areas moving to Newton to be closer to services. A sustained 85+ population has several planning implications for the City. Park and recreational demands of this group tend to be for passive activities rather than ball fields and playgrounds. Also, social services, elderly housing and medical services will be in demand and will likely need to be located near one another. However, it should be noted that the cohorts aging into this group are smaller, which will likely mitigate some of the recent growth until the baby boom gets much older.

Population by Race/Ethnicity

The City of Newton is not as racially and ethnically diverse when compared to the State of Iowa or the nation. In Newton, non-whites comprise 4.4 percent of the population, whereas statewide non-whites comprise 11.3 percent of the population, and, nationally, they are 36.3 percent of the population. The vast majority of the non-white population in Newton is Hispanic or Latino.

Table 15-5: Newton Race and Ethnicity, 2010

Race/Ethnicity	Newton		Jasper	Iowa	United States
	Number	Percent	Percent	Percent	Percent
White, not Hispanic	14,581	95.6%	95.8%	88.7%	63.7%
Hispanic or Latino	262	1.7%	1.5%	5.0%	16.3%
Black or African American	111	0.7%	1.3%	2.9%	12.2%
Asian	95	0.6%	0.4%	1.7%	4.7%
Two or more races/ethnicities	149	1.0%	0.8%	1.4%	1.9%
American Indian and Alaska Native	52	0.3%	0.3%	0.3%	0.7%
Native Hawaiian and Other Pacific Islander	3	0.0%	0.0%	0.1%	0.2%
Some other race/ethnicity	1	0.0%	0.0%	0.1%	0.2%
Total	15,254	100.0%	100.0%	100.0%	100.0%
Total Non-White Population	673	4.4%	4.2%	11.3%	36.3%

Source: U.S. Census

Household Type

Table 15-6 shows the breakdown of households by type for the years 2000 and 2010. The most prevalent household type in Newton is single-person households, which account for nearly 35 percent of all households. This is strong indicator of how an aging population affects overall household composition. Other household types that increased in prevalence during this time were single-parent and other non-traditional families as well as roommate households.

Changes in household composition will impact the demand for certain types of housing. If the number of non-family households continues to increase, this will likely increase the need for multifamily housing. Conversely, if the number of households with children continues to decrease, there will be declining demand for single-family homes with three or more bedrooms.

Table 15-6: Household Type, 1990 and 2000

Area	Total Households		Family Households						Non-Family Households			
			Married w/Child		Married w/o Child		Other Families*		Living Alone		Roommates	
	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010
City of Newton	6,713	6,668	1,394	1,068	2,058	1,908	816	1,071	2,145	2,306	300	315
Jasper County	14,732	14,806	3,622	2,958	5,090	5,197	1,553	1,925	3,836	4,095	588	631
Iowa	1,149,276	1,221,576	274,565	244,753	358,689	380,420	136,430	164,861	313,083	347,479	66,509	84,063
Percent of Total												
City of Newton	100.0%	100.0%	20.8%	16.0%	30.7%	28.6%	12.2%	16.1%	32.0%	34.6%	4.5%	4.7%
Jasper County	100.0%	100.0%	24.6%	20.0%	34.6%	35.1%	10.5%	13.0%	26.0%	27.7%	4.0%	4.3%
Iowa	100.0%	100.0%	23.9%	20.0%	31.2%	31.1%	11.9%	13.5%	27.2%	28.4%	5.8%	6.9%
Change 2000-2010												
Area	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
City of Newton	-45	-0.7%	-326	-23.4%	-150	-7.3%	255	31.3%	161	7.5%	15	5.0%
Jasper County	74	0.5%	-664	-18.3%	107	2.1%	372	24.0%	259	6.8%	43	7.3%
Iowa	72,300	6.3%	-29,812	-10.9%	21,731	6.1%	28,431	20.8%	34,396	11.0%	17,554	26.4%
* Single-parent families, adult children, adult siblings, etc.												
Source: U.S. Census												

Household Tenure

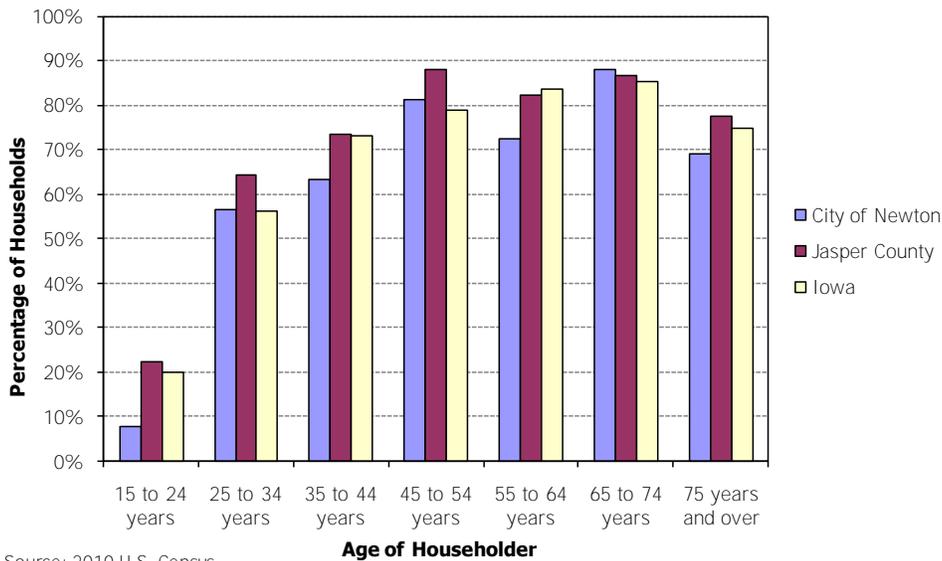
Table 15-7 shows household tenure (i.e., own versus rent) by age for years 2000 and 2010. Homeownership tends to rise rapidly during the early adult years, peaking when one is in their late 50s, and then slightly declining throughout retirement. Newton is no exception. High homeownership can be indicative of a housing market with a variety of ownership options at relatively affordable prices. However, it can also suggest that there is an inadequate supply of rental housing, in which case many persons who work in Newton may not be able to live there because of a lack of housing choice. It should be noted that the recent recession, however, has dampened homeownership rates in Newton.

TABLE 15-7: Household Tenure By Age, 2000 and 2010

Area / Household Age	2000		2010		Change 2000-2010				Ownership Rate	
	Own	Rent	Own	Rent	Number		Percent		2000	2010
					Own	Rent	Own	Rent		
<i>Newton</i>										
15 to 24 years	100	323	46	535	-54	212	-54.4%	65.8%	23.6%	7.8%
25 to 34 years	565	480	465	359	-100	-121	-17.7%	-25.3%	54.1%	56.5%
35 to 44 years	930	414	781	454	-149	40	-16.0%	9.8%	69.2%	63.2%
45 to 54 years	950	250	1,043	240	93	-10	9.8%	-3.9%	79.2%	81.3%
55 to 64 years	660	159	787	297	127	138	19.2%	86.7%	80.6%	72.6%
65 to 74 years	712	176	611	84	-101	-92	-14.2%	-52.5%	80.2%	88.0%
75 years and over	704	290	667	299	-37	9	-5.3%	3.0%	70.8%	69.1%
Total	4,621	2,092	4,400	2,268	-221	176	-4.8%	8.4%	68.8%	66.0%
<i>Jasper County</i>										
15 to 24 years	212	498	254	876	42	378	19.6%	75.8%	29.9%	22.5%
25 to 34 years	1,378	810	1,286	708	-92	-102	-6.7%	-12.6%	63.0%	64.5%
35 to 44 years	2,378	750	1,933	693	-445	-57	-18.7%	-7.6%	76.0%	73.6%
45 to 54 years	2,355	477	2,765	371	410	-106	17.4%	-22.2%	83.2%	88.2%
55 to 64 years	1,742	277	2,108	448	366	171	21.0%	61.8%	86.3%	82.5%
65 to 74 years	1,605	307	1,440	224	-165	-83	-10.3%	-27.1%	83.9%	86.6%
75 years and over	1,453	447	1,317	384	-136	-63	-9.4%	-14.0%	76.5%	77.4%
Total	11,123	3,566	11,102	3,704	-21	138	-0.2%	3.9%	75.7%	75.0%
<i>Iowa</i>										
15 to 24 years	15,311	59,125	14,484	57,638	-827	-1,487	-5.4%	-2.5%	20.6%	20.1%
25 to 34 years	102,001	80,687	107,397	83,407	5,396	2,720	5.3%	3.4%	55.8%	56.3%
35 to 44 years	178,858	62,426	144,288	52,747	-34,570	-9,679	-19.3%	-15.5%	74.1%	73.2%
45 to 54 years	182,590	40,596	194,528	52,041	11,938	11,445	6.5%	28.2%	81.8%	78.9%
55 to 64 years	128,186	21,429	184,322	35,774	56,136	14,345	43.8%	66.9%	85.7%	83.7%
65 to 74 years	113,506	19,069	119,375	20,641	5,869	1,572	5.2%	8.2%	85.6%	85.3%
75 years and over	110,967	34,525	116,241	38,693	5,274	4,168	4.8%	12.1%	76.3%	75.0%
Total	831,419	317,857	880,635	340,941	49,216	23,084	5.9%	7.3%	72.3%	72.1%

Source: U.S. Census

FIGURE 15-3: Homeownership By Age, 2010



Source: 2010 U.S. Census

Education

In addition to the age of the population, the educational attainment level also influences the community. Table 15-8 shows the educational attainment levels in Newton and the state. This information contributes to the local economy, influences economic development and also suggests potential demands of current residents. About 39 percent of the population over age 25 has a high school diploma as the highest level of educational attainment. Approximately 24 percent of the population went on after high school and attended some college, and 6 percent **obtained an associate's degree. Another 14 percent completed a bachelor's degree**, and 5 percent obtained a graduate or professional degree. In sum, approximately 88 percent of Newton residents have a high school degree or higher educational attainment, and 19 have a **bachelor's degree or higher. Comparatively, 35 percent of Iowa** residents have obtained a high school degree as the highest level of educational attainment and 24 percent have obtained **bachelors' degrees or higher.**

Table 15-8: Education Attainment, 2009

Population 25 years and over	Newton		Iowa	
	Number	Percent	Number	Percent
Less than 9th grade	493	4.7%	79,558	4.1%
9th to 12th grade, no diploma	733	6.9%	122,389	6.3%
High school graduate (includes equivalency)	4,162	39.4%	679,024	34.9%
Some college, no degree	2,499	23.7%	411,784	21.1%
Associate degree	652	6.2%	184,457	9.5%
Bachelor's degree	1,489	14.1%	327,470	16.8%
Graduate or professional degree	526	5.0%	143,571	7.4%
Total	10,554	100%	1,948,253	100%
Percent high school graduate or higher	(x)	88.4%	(x)	89.6%
Percent bachelor's degree or higher	(x)	19.1%	(x)	24.2%

Source: U.S. Census, 2005-2009 American Community Survey

Economic Overview

The economic health of a community plays a critical role to encourage and maintain a high standard of living and a desirable place to live for existing residents but even more importantly for attracting new residents. The City has experienced continued growth that is forecasted to continue. The following information and tables identifies current employment trends and other applicable factors.

Employers and Employees

There are several major employers within the community as shown in Table 8. The largest employer in the community is TPI Iowa with 700 total employees. Other major employers include Skiff Medical Center, Hy-Vee, Wal-Mart, Caleris, and Rock Communications.

TABLE 15-9: Major Employers

Business	Products/Services	Employees
TPI- Iowa	Manufacturing	800
Newton Community Schools	Public Education	494
Skiff Medical Center	Hospital	390
Hy-Vee Food Stores	Grocery/Retail	283
Wal-Mart	Retail	257
Caleris	Information/Technology	225
Rock Communications	Commercial Printing	200
Vernon Company	Specialty Advertising	179
Trinity Structural Towers	Manufacturing	175
Progress Industries	Rehabilitation Center	165
City of Newton	Government	138
Newton Manufacturing	Specialty Advertising	135
Thombert, Inc.	Advanced Manufacturing	125
Windstream Communication	Telephone & Internet Communication	100
Hanson Directory Service, Inc	Specialty Printing	80
Newton Clinic	Health Care	74

According to the Iowa Workforce Development, there were 10,718 employed, non-farm workers in Jasper County as of 4th Quarter 2010. Table 9 displays the number of employees per industry. The industries most heavily represented in Jasper County are public administration (23%), trade, transportation, and utilities (19%), and manufacturing (16%).

The closure of the Maytag operation during the last decade had a profound impact on Jasper County's employment base. Between 2000 and 2010, employment in Jasper County declined by 4,600 workers or 30 percent. Although much of the country experienced sharp employment declines between these years, this was a very high percentage of jobs to lose. Furthermore, all industry sectors, not just manufacturing, experienced employment declines during this time as well. Sharp declines were also in trade, transportation, and utilities (-35%), construction (-21%), leisure and hospitality (-19%), financial activities (-16%), and information (-15%).

TABLE 15-10: Number of Employees By Industry, 2000 and 2010

INDUSTRY	Jasper County		Change 01-10		Distribution		Iowa		Change 01-10		Distribution	
	2001	2010	No.	Pct.	2001	2010	2001	2010	No.	Pct.	2001	2010
Goods Producing Domains												
Natural Resources & Mining	126	96	(30)	-	0.8%	0.9%	13,756	18,148	4,392	31.9%	1.0%	1.3%
Construction	627	498	(129)	-20.6%	4.1%	4.6%	66,417	63,095	(3,322)	-5.0%	4.7%	4.4%
Manufacturing	4,558	1,695	(2,863)	-62.8%	29.8%	15.8%	232,445	203,322	(29,123)	-12.5%	16.3%	14.0%
Service Producing Domains												
Trade, Transportation, & Utilities	3,085	2,023	(1,062)	-34.4%	20.2%	18.9%	309,864	301,325	(8,539)	-2.8%	21.7%	20.8%
Information	487	415	(72)	-14.8%	3.2%	3.9%	36,322	28,451	(7,871)	-21.7%	2.5%	2.0%
Financial Activities	440	372	(68)	-15.5%	2.9%	3.5%	93,129	101,257	8,128	8.7%	6.5%	7.0%
Professional & Business Services	652	647	(5)	-0.8%	4.3%	6.0%	105,558	124,671	19,113	18.1%	7.4%	8.6%
Health & Education Services	1,173	1,124	(49)	-4.2%	7.7%	10.5%	175,777	202,885	27,108	15.4%	12.3%	14.0%
Leisure & Hospitality	1,215	981	(234)	-19.3%	7.9%	9.2%	120,978	126,757	5,779	4.8%	8.5%	8.7%
Other Services	370	357	(13)	-3.5%	2.4%	3.3%	39,994	42,072	2,078	5.2%	2.8%	2.9%
Public Administration	2,562	2,510	(52)	-2.0%	16.8%	23.4%	231,822	238,081	6,259	2.7%	16.3%	16.4%
Total, All Industries	15,295	10,718	(4,577)	-29.9%	100%	100%	1,426,062	1,450,064	24,002	1.7%	100%	100%

Source: Iowa Workforce Development

Commuting

Table 15-11 identifies the mode of transportation that Newton workers use to access their jobs. A majority of residents (78%) travel to work alone by car, truck or van. Because Newton is an important employment center, a significant number of residents regularly commute to work by carpooling (16%). Additional modes of commuting to work include walking (3%) and bicycling (0.4%). Another 2% of residents work from home. This is in contrast to Iowa, which has lower rates of carpooling, but higher rates of walking and working from home.

Table 15-11: Means of Transportation to Work, 2009

Means of Transportation	Newton		Iowa	
	Number of Workers	Percent	Number of Workers	Percent
Car, truck, or van - drove alone	5,301	77.7%	1,189,600	78.7%
Car, truck, or van - carpoled	1,088	16.0%	155,042	10.3%
Walked	190	2.8%	58,939	3.9%
Worked at home	146	2.1%	71,405	4.7%
Bicycle	28	0.4%	6,960	0.5%
Public Transportation	0	0.0%	15,674	1.0%
Other means	67	1.0%	13,027	0.9%
Workers age 16 and over in 2000	6,820	100.0%	1,510,647	100.0%

Source: U.S. Census, 2005-2009 American Community Survey

Table 15-12 demonstrates the travel time of Newton residents who do not work at home. Many of Newton’s residents work in the City, resulting in considerably shorter commute times than residents in neighboring communities. The average worker spends less than 12 minutes commuting to their place of employment. More impressive is that 44 percent of Newton residents spend less than 10 minutes commuting to work. This is in contrast to the State in which roughly 26 percent of residents spend less than 10 minutes commuting to work. Although a lot of Newton residents have short commute times because they work in the City, there is a significant proportion of resident who commute longer than 40 minutes to work (15%) compared to the state rate (9%). This is presumably due to persons who commute to Des Moines for work.

Table 15-12: Commute Time, 2009

Travel Time to Work	Newton		Iowa	
	Number of Workers	Percent	Number of Workers	Percent
Workers who did not work at home	6,674	100.0%	1,439,242	100.0%
Less than 5 minutes	705	10.6%	109,727	7.6%
5 to 9 minutes	2,205	33.0%	270,516	18.8%
10 to 14 minutes	1,465	22.0%	271,037	18.8%
15 to 19 minutes	416	6.2%	238,913	16.6%
20 to 24 minutes	245	3.7%	195,529	13.6%
25 to 29 minutes	71	1.1%	77,417	5.4%
30 to 34 minutes	425	6.4%	120,467	8.4%
35 to 39 minutes	170	2.5%	26,218	1.8%
40 to 44 minutes	241	3.6%	28,698	2.0%
45 to 59 minutes	540	8.1%	53,791	3.7%
60 to 89 minutes	136	2.0%	29,113	2.0%
90 or more minutes	55	0.8%	17,816	1.2%
Mean travel time to work (minutes)	11.5	(X)	16.4	(X)
Source: U.S. Census, 2005-2009 American Community Survey				

Household Income

The following tables describe the income levels of households in Newton as of 2009. As shown in Table 15-13, approximately 45 percent of households in Newton make less than \$35,000 a year, 37 percent make between \$35,000 and \$75,000, and 18 percent make more than \$75,000 a year. The proportion of middle income households is similar to the State. However, the proportion of lower income households is higher in Newton and, conversely, the proportion of **higher income households is lower, suggesting that despite Newton's position as an important center for employment it tends to lack higher paying jobs.**

Table 15-13: Household Income, 2009

Income	Newton		Iowa	
	Households	Percent	Households	Percent
Less than \$10,000	589	8.5%	78,921	6.5%
\$10,000 to \$14,999	589	8.5%	73,103	6.0%
\$15,000 to \$19,999	505	7.3%	69,744	5.7%
\$20,000 to \$24,999	475	6.8%	72,809	6.0%
\$25,000 to \$29,999	448	6.4%	71,117	5.8%
\$30,000 to \$34,999	522	7.5%	69,469	5.7%
\$35,000 to \$39,999	398	5.7%	68,173	5.6%
\$40,000 to \$44,999	364	5.2%	67,341	5.5%
\$45,000 to \$49,999	614	8.8%	60,549	5.0%
\$50,000 to \$59,999	516	7.4%	112,802	9.3%
\$60,000 to \$74,999	677	9.7%	140,982	11.6%
\$75,000 to \$99,999	604	8.7%	154,623	12.7%
\$100,000 to \$124,999	288	4.1%	81,227	6.7%
\$125,000 to \$149,999	181	2.6%	37,978	3.1%
\$150,000 to \$199,999	71	1.0%	30,281	2.5%
\$200,000 or more	105	1.5%	26,851	2.2%
Total	6,946	100.0%	1,215,970	100.0%

Source: U.S. Census, 2005-2009 American Community Survey

As demonstrated in Table 15-14, the 2009 median household income in Newton is lower than the median incomes of Jasper County and the State of Iowa. The median household income in Newton is \$39,443, which is 83 percent of the Jasper County median income of \$47,432 and 82% of the Iowa median income of \$48,052.

Table 15-14: Comparison of Median Household Incomes, 2009

	Newton	Jasper County	% of County	State of IA	% of State
Median income	\$39,443	\$47,432	83%	\$48,052	82%

Source: U.S. Census, 2005-2009 American Community Survey

Construction

Table 15-15 shows the annual number of housing units permitted for construction in Newton since 1990. Residential construction has averaged about 57 units per year since 1990, with more than two-thirds of the units being multifamily. Most of the 1990s was characterized by stable levels of single-family construction from year-to-year by averaging about 26 units per year. In the 2000s, however, the pace of single-family construction declined sharply after 2002. Since that year, single-family construction has averaged six units per year.

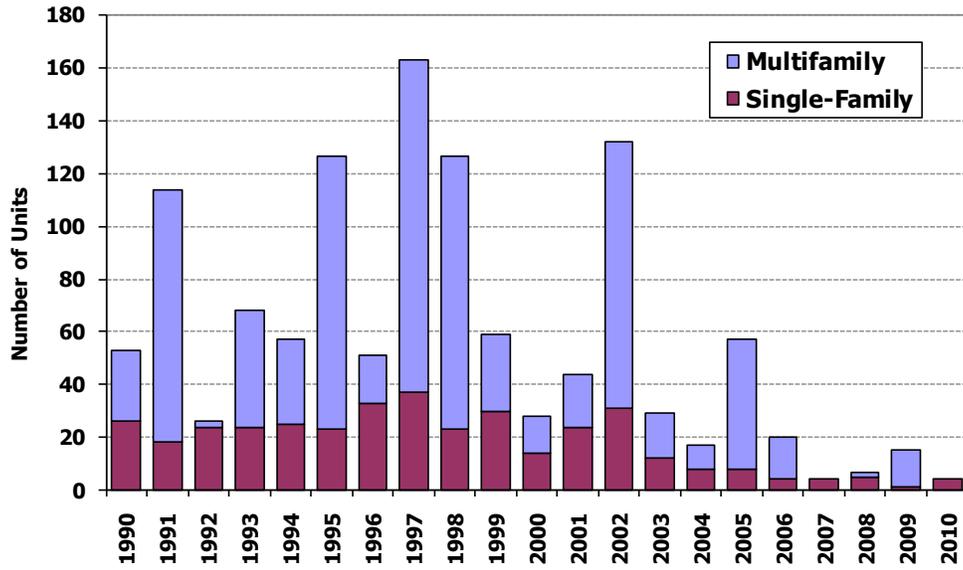
Construction of multifamily housing follows a pattern more characterized by sharp spikes. This is because bigger buildings with multiple units are built at one time and often accommodate several years of demand. Figure 15-4 illustrates the difference between the construction patterns of single-family versus multifamily. Nonetheless, multifamily construction has slowed down considerably since 2002 as well. Prior to that year, construction averaged 33 units per year. Since that time it has been 13 units per year.

**Table 15-15: Housing Units Permitted for Construction
City of Newton 1990-2010**

Year	Single-family Units	Multifamily Units			Total Units
		Bldgs w/ 2 units	Bldgs w/ 3-4 units	Bldgs w/ 5+ units	
1990	26	4		23	53
1991	18		3	93	114
1992	24	2			26
1993	24	4		40	68
1994	25	24		8	57
1995	23			104	127
1996	33			18	51
1997	37	24		102	163
1998	23	8		96	127
1999	30	18		11	59
2000	14			14	28
2001	24	12	8		44
2002	31		6	95	132
2003	12	8	9		29
2004	8		9		17
2005	8	26	23		57
2006	4	16			20
2007	4				4
2008	5	2			7
2009	1	14			15
2010	4	6			10
Total '90-'10	378	162	58	604	1,202

Source: City of Newton

**Figure 15-4: Housing Units Permitted For Construction
City of Newton 1990-2010**



Source: City of Newton

Table 15-16 displays the annual valuation of non-residential construction in Newton from 1990 to 2010. According to the table, Newton has averaged 13 permits per year during the 1990s at an annual average valuation of \$3.4 million in new non-residential construction. The average number of permits per year decreased to nine during the 2000s, but average annual valuation increased to \$6.5 million. The middle years of the 2000s saw some of the largest non-residential construction of the past two decades. In particular, 2006 had 21 permits totaling more than \$23.3 million in valuation. By then end of the decade, though, the number of permits and the total valuation declined sharply.

**Table 15-16: Valuation of New Non-Residential Construction
City of Newton 1990-2010**

Year	Number of Permits	Construction Valuation	Valuation per Permit
1990	15	\$1,385,985	\$92,399
1991	15	\$1,775,022	\$118,335
1992	8	\$308,329	\$38,541
1993	10	\$2,167,135	\$216,714
1994	12	\$3,626,055	\$302,171
1995	16	\$6,011,444	\$375,715
1996	11	\$4,930,468	\$448,224
1997	10	\$1,475,090	\$147,509
1998	10	\$7,999,052	\$799,905
1999	18	\$4,130,363	\$229,465
2000	10	\$3,383,950	\$338,395
2001	11	\$1,842,724	\$167,520
2002	5	\$3,468,500	\$693,700
2003	7	\$2,585,500	\$369,357
2004	6	\$2,887,160	\$481,193
2005	6	\$9,421,000	\$1,570,167
2006	21	\$23,312,377	\$1,110,113
2007	11	\$15,644,688	\$1,422,244
2008	5	\$3,432,583	\$686,517
2009	5	\$1,978,400	\$395,680
2010	7	\$3,527,991	\$503,999
Total	219	\$105,293,816	\$480,794
<i>Ann Avg '90-'99</i>	<i>13</i>	<i>\$3,380,894</i>	<i>--</i>
<i>Ann Avg '00-'10</i>	<i>9</i>	<i>\$6,498,625</i>	<i>--</i>
Note: Valuations are not adjusted for inflation			
Source: City of Newton			

Market Analysis

The two previous sections analyzed the demographic and economic components of Newton, noting recent and projected changes in the population and employment base of the City. This section builds upon these projected changes to create forecasts of the land needed to **accommodate the City's growth and redevelopment goals. Land forecasts, based on market-driven forces**, can help the City capitalize on opportunities to capture future growth or, conversely, avoid overextending resources in anticipation of growth that may never occur.

Land Needed for Residential

Table 15-17 displays the estimated amount of land needed to accommodate new residential development through 2020. Estimating the amount of new development is based on three factors: 1) projected household growth; 2) loss of existing units; and 3) excess capacity in the form of vacant units that can accommodate new household growth. However, land needed to accommodate new residential development depends not only on the amount of housing demanded, but also on the type of housing demanded because not all housing requires the same amount of land.

Based on building trends over the last 20 years and forecasted changes in the age distribution of the population, it is estimated that approximately 50 percent of the new units demanded will be single-family homes and 50 percent will be for multifamily homes. The final step in the methodology is to estimate the number of units per acre by type of housing. In this instance 2.5 units per acre was assumed for single-family housing and 6 units per acre for multifamily housing. This was based on land use ratios developed for an Annexation Report prepared by the City of Newton in 2002.

TABLE 15-17: ESTIMATE OF ACREAGE NEEDED FOR RESIDENTIAL USES THROUGH 2020

Household Growth through 2020	=	244	
Estimated loss of units that need to be replaced between 2010 and 2020 ¹	+	110	
Existing vacant units needed to be occupied to reach equilibrium (i.e., 5%) ²	-	258	
New housing units needed	=		96
			↙ ↘
		Single-Family ^a	Multifamily ^a
	x	50%	50%
Housing Demand by Type	=	48	48
Average Units per Acre ³	÷	2.5	6
Total Gross Acreage Needed by Type	=	19	8

¹ Newton had 7,339 housing units per the 2010 US Census. It is estimated that 1.5% (or 110) of those units will need to be replaced between 2010 and 2020 due to damage, disrepair, redevelopment, and functional obsolescence.

² According to the 2010 US Census 8.5% of all housing units (625) were vacant and available. Assuming market equilibrium is 5%, this means 258 currently vacant units will need to be occupied before reaching equilibrium.

³ Based on Annexation Report prepared by City of Newton in 2002

^a The breakdown of single-family versus multifamily development is based on building trends over the last 20 years and forecasted growth in age groups that have a propensity to live in multifamily housing.

It should be noted that for housing markets to function efficiently, a roughly three- to five-year supply of land should be available for immediate development. This amount of land should prevent a lack of supply that can result in sharp increases in the price of land and ultimately the cost of housing. Conversely, too much supply of land available for immediate development can result in unnecessary infrastructure costs and thus create pressure to develop product that may **not align with the community's** vision.

Senior Housing Submarkets

It has been noted that the age of the population in Newton is significantly older than the State of Iowa or even the nation. For example, 19 percent of the population is age 65 or older, compared to 14 percent for the State and 13 percent for the nation. This suggests that senior housing will be an important housing submarket in the coming years. Currently, there are four senior housing properties in Newton with a combined total of nearly 300 units, including two

properties that feature multiple levels of care with market rate rents (Newton Village and Park Centre) and two affordable properties with limited services (Suncrest Village and Bristol Square).

Although Newton currently has a high concentration of older adults, the key target markets for age-restricted housing (persons age 75 and older) will likely remain flat or even decline slightly over the next 10 years. This is because persons born during the Depression and World War II years (1930-1945) will be aging into these age groups; and these were years when birth rates declined.

The Baby Boom generation, persons born between 1946 and 1964, will start turning age 75 in 2020. This is when we can expect a sharp increase in the demand for senior housing with services. In the interim, though, Baby Boomers will likely be seeking single-level housing, though not necessarily age-restricted with services. However, the transition from traditional single-family homes into single-level townhomes or condominiums will be predicated on the ability of Baby Boomers to sell their existing homes. Given the current depressed nature of the broader housing market, it may be several years before the Baby Boom market will begin to fuel significant demand for new single-level housing.

Land Needed for Commercial

Land needed for commercial development will be strongly tied to household growth because most commercial space in Newton consists of retail and small offices that cater primarily to the local population. A typical household will support about 150 square feet of commercial space. It is projected that Newton will increase by 244 households through 2020. Multiplying 100 square feet times 244 equals a total of 36,600 square feet of new commercial space that could be supported over the next 10 years based on new household growth. Translating these projections into land area needed for commercial uses, yields about 3.8 acres of land. A floor area ratio (FAR) of 0.22 is assumed, which means the floor area of a commercial building is equal to 22 percent of the total lot area.

Table 15-18: Estimate of Acreage Needed for Commercial Uses through 2020

Projected Household Growth through 2020	=	244
Commercial Space Supported per HH (sq ft)	x	150
Total Commercial Space Supported (sq ft)	=	36,600
Typical Floor Area Ratio (FAR) for Commercial Space	÷	0.22
Land Needed for Commercial Uses (sq ft)	=	166,364
<u>Square Feet per Acre</u>	÷	<u>43,560</u>
Acreage Needed for Commercial Uses	=	3.8

It should be noted that the assumptions used in Table 15-18 may likely change over time. For example, historically, each household supports about 150 square feet of commercial space. However, with more Internet shopping and less overall consumer spending due to an aging population and changes in the credit industry, spending at traditional retail stores may likely decline over time. Counterbalancing this, however, is that many Newton businesses serve not only residents of Newton, but also persons living in smaller communities surrounding Newton. Growth in these surrounding communities was not factored into this analysis.

With respect to traditional office space needed to support larger organizations, the former Maytag campus has approximately 450,000 square feet of available office space with 350,000 already finished. This is a large amount of office space that will likely take many years to absorb given typical patterns. Therefore, it is not likely that additional land will be needed to accommodate new office development.

Land Needed for Industrial

Demand for industrial land is closely related to the expansion of existing businesses and the attraction of new businesses. For this reason, it is extremely difficult to forecast industrial land needs with any certainty. Moreover, many businesses that occupy industrial properties often times acquire large acreages with the intent of expanding over time. Therefore, what may **appear to be vacant or underutilized land can actually be part of a business's long-term expansion plans.** Nonetheless, many communities, lured by the tax base potential of industrial development, are often overly aggressive in planning for growth. Although it is somewhat imperfect, a forecast of land need based on rational assumptions can provide the City at least a modicum of direction in how best to plan for the future.

In the next 10 years, however, the demand for industrial space in Newton will be profoundly affected by the available space related to the closure of the Maytag operation. There is approximately 1,000,000 square feet of vacant manufacturing space, which can also be easily converted to warehouse space. This means that any newly developed industrial space will need to compete with this large inventory of existing space, which is not likely given that new space is often 30 to 50 percent more expensive than existing space. Therefore, any new industrial development will need to wait until a large proportion of the existing Maytag space is either absorbed or removed from the market. In likelihood this may take many years. From 2000 to 2010, Newton averaged approximately \$6.5 million per year in the construction of non-residential uses. Assuming 35 percent of this construction valuation was for industrial uses and it was built at a per-square foot cost of \$60, this would translate to about 40,000 square feet of industrial space per year. Given this rate of absorption, it would take over 20 years to absorb the 1,000,000 square feet currently available.

Transportation

This plan provided a detailed analysis of Newton's transportation system and needs. This section is intended to serve as the background analysis of Newton's transportation system.

Roadway System

The roadway system represents a primary section of the plan and seeks to identify issues and opportunities for improvement and enhancement. A key piece of this is the functional classification network.

The Newton street system in conjunction with state and federal highways forms the backbone **of the community's circulation system. Newton has five major entrances: from the North Highway 14, from the south Highway 14, from the west on 1st Avenue (U.S. 6), from the east 1st Avenue (U.S. 6), from the south off Interstate East of 31st Street South.** These entrances **feed into the City's internal transportation network. Within this network,** roadways are designed and designated to function differently. The following described the functional classification of roadways in Newton:

Primary Arterial: these roadways are the highest classification and focus on mobility. Roadways in this category include I-80, Iowa Highway 14, U.S. Highway 6 and the Beltline. These routes are intended to be used for longer trips from one area or region to another. Principal arterials typically have access to Secondary Arterials and Collectors.

Secondary Arterial: these roadways focus on mobility, but allow more access. These routes provide travel across a region as well as to and from principal arterials. Secondary arterials provide a somewhat lower level of mobility than provided by principal arterials and should not penetrate identifiable neighborhoods. They may, however, provide slightly greater access to abutting properties than a principal arterial.

Collectors: these roadways provide balance between mobility and access. Their principal function is to carry short trip lengths and to serve adjacent land. Residences and businesses often have direct access to these roads. Collectors also take traffic from local road to the higher order roadways and provide travel for short trips.

Local Streets: these roads focus on direct access for residences and businesses. Local roads serve short trips and connect collectors and other local roads in most cases.

Pedestrian and Bicycle System

The pedestrian and bicycle section typically identifies the sidewalks, trails, paths and other amenities associated with non-motorized travel. The Newton Sidewalk, Trails, and Bikeways Plan from 2008 identified areas of need within the sidewalk system. Newton also has some limited off road trails for biking and other recreational purposes. A plan for expanding these trails in a manner that creates connected loops is included in the above referenced 2008 plan.