

HWY 75 Streetscape Planning & Development

Sioux Center, IA

06-25-2020

Council Update - Survey

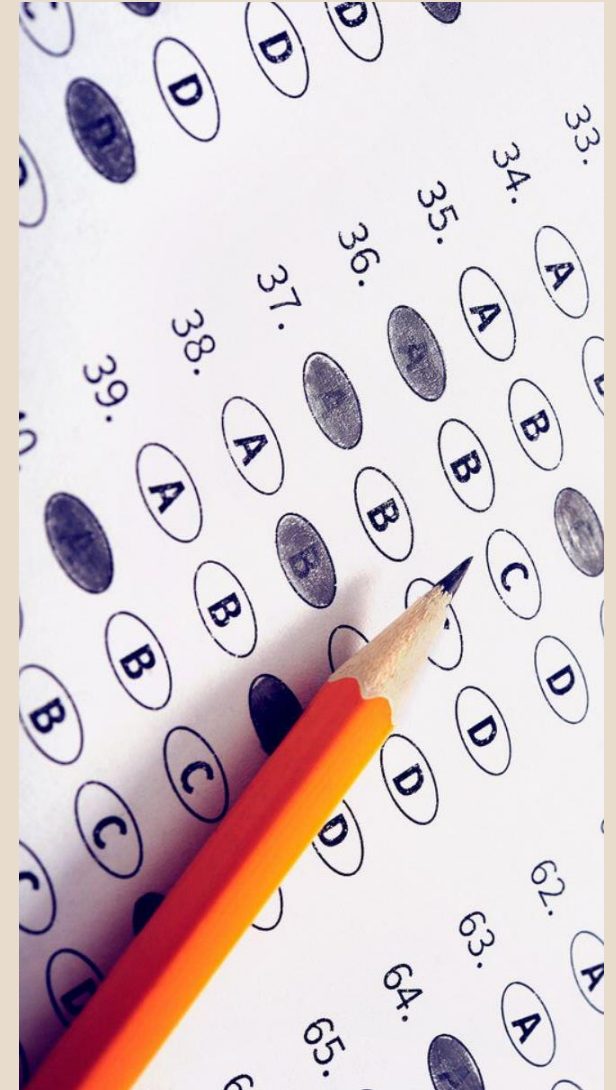
CONFLUENCE

SUBCONSULTANT TO:



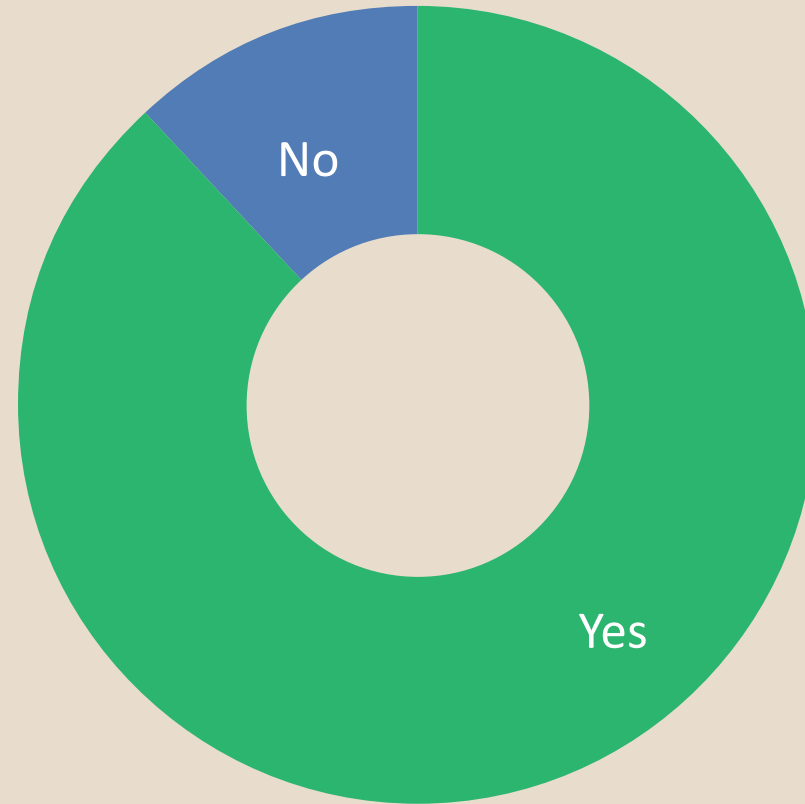
SURVEY RESULTS

- Mailed a paper copy to all residents with May's utility bills and advertised online survey link on social media, at city council meetings, etc
- Incorporated Spanish surveys for inclusivity
- Survey consisted of 10 questions
- 975 total responses
 - 294 paper versions (30% of results)
 - 5 Spanish language responses
- Majority of responses captured in late April and early May



QUESTION 1:

Do you live in Sioux Center?

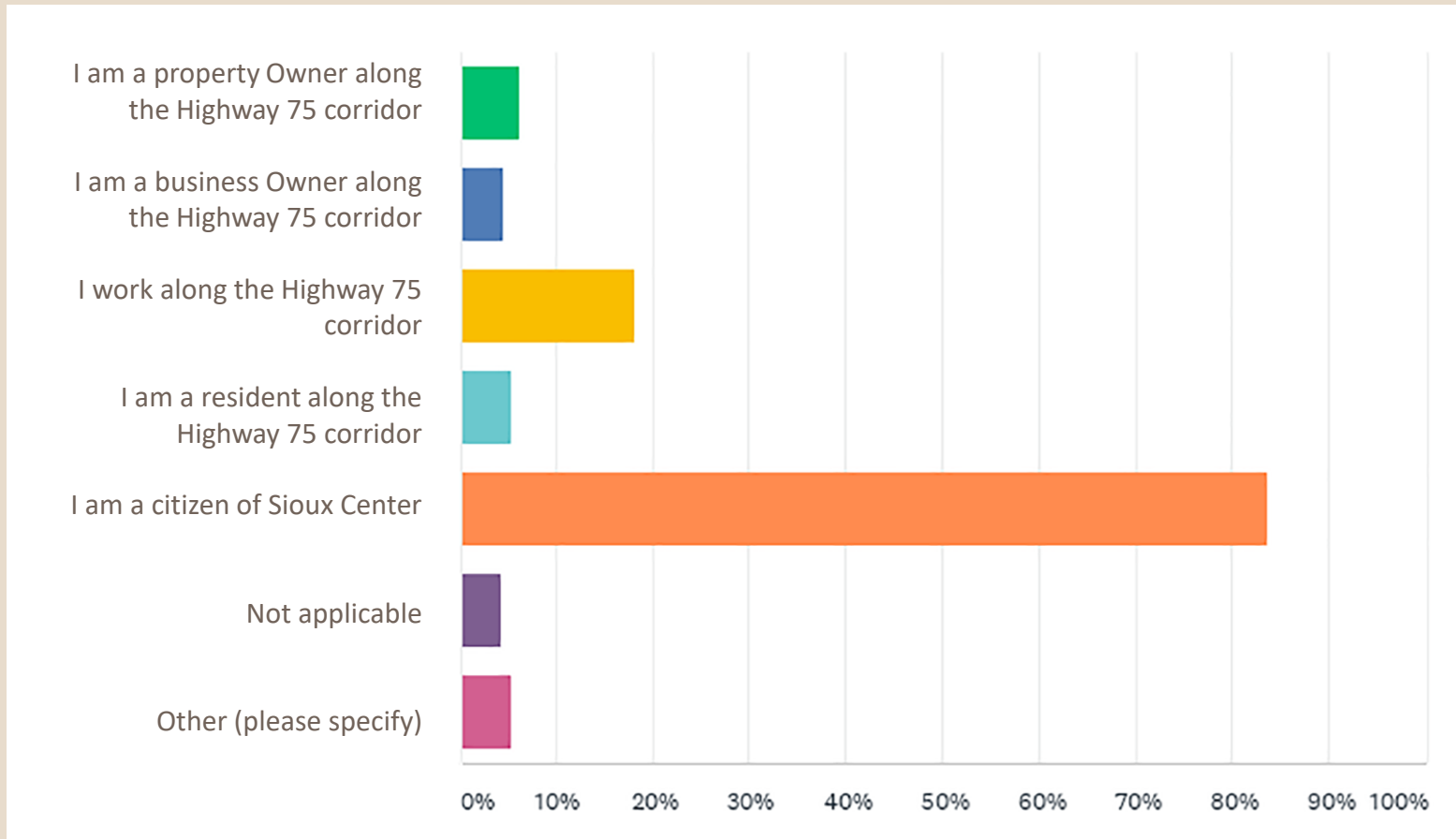


Responses

- Yes (849 responses) 88%
- No (115 responses) 12%

QUESTION 2:

What is your connection to the Highway 75 streetscape corridor? (select all that apply)



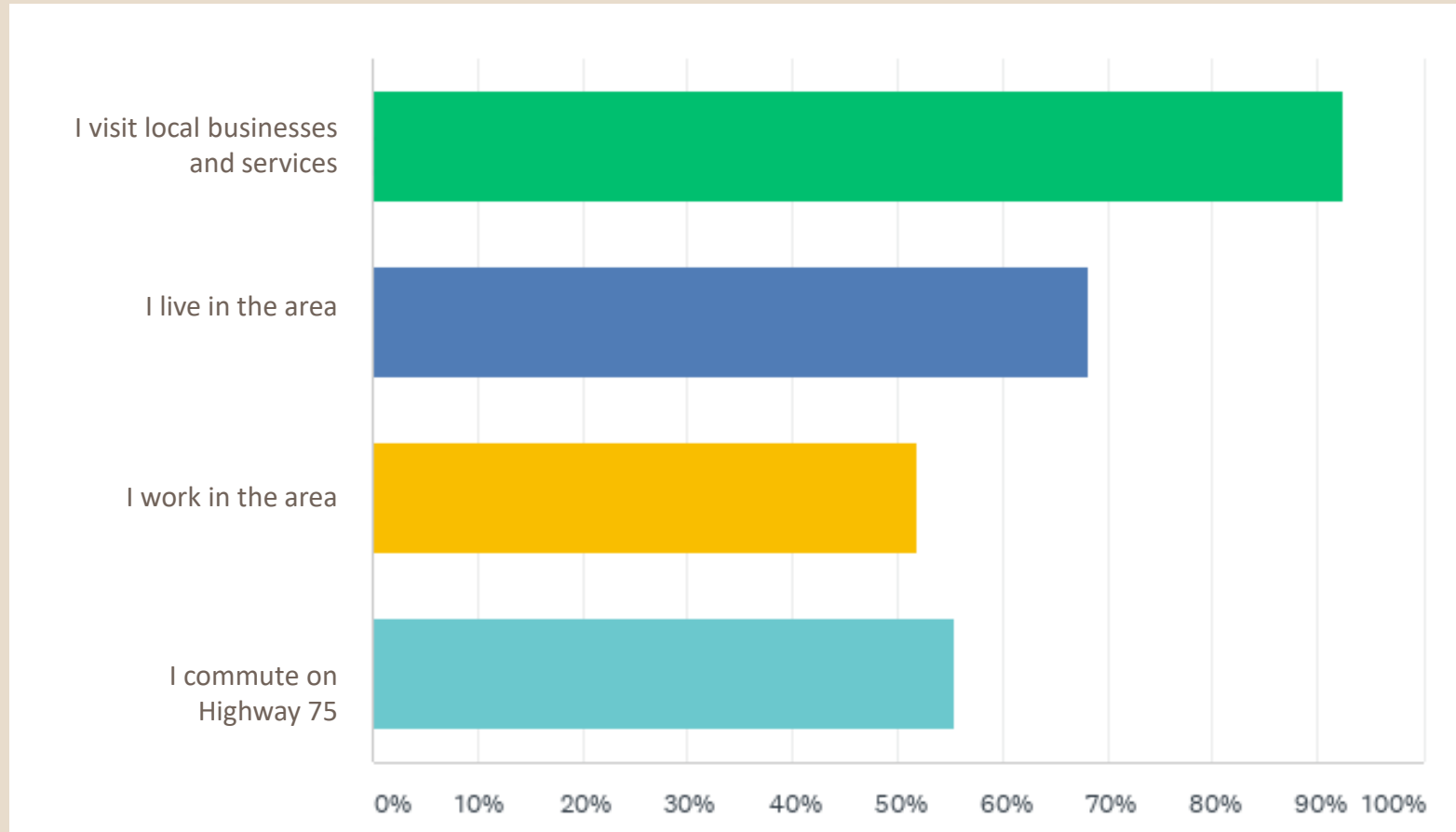
QUESTION 2: Comment Responses

Comment Summary (53 total)

- **Commute to work** (15)
- Resident of **nearby community** or rural resident (12)
- **Shop** along the corridor (6)
- Former resident (5)
- Travel to visit **family** (4)
- **Trucking** business/trucker (2)
- Soon to be resident
- Own rental properties in Sioux Center
- **Fire department member**
- Moved from living on the highway because of its projected encroachment on property

QUESTION 3:

Why do you use the Highway 75 corridor? (select all that apply)



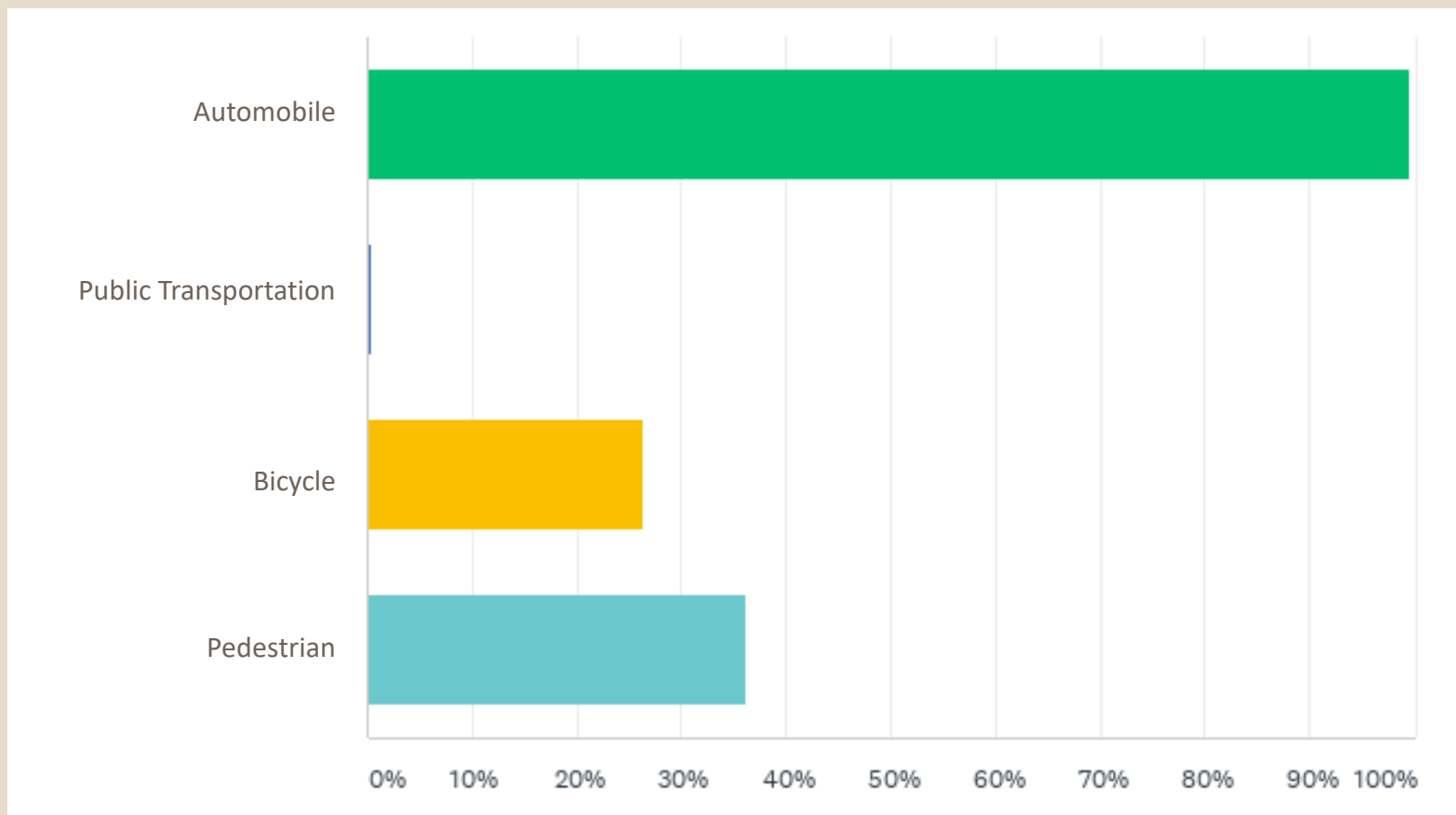
QUESTION 3: Comment Responses

Comment Summary (27 total)

- I bike/walk on or across the corridor (4)
- Visit family who live along the corridor (3)
- Use it for ag production transportation and transport of grain (3)
- I live along or near the corridor (3)
- Visit friends and acquaintances who live along the corridor (2)
- My church is on Highway 75 (2)
- EMT access or fire department response use (2)
- Drive it every day to get to & from daycare (2)
- Only way out of the neighborhood is to go to 75

QUESTION 4:

How do you access businesses or services along the Highway 75 corridor? (select all that apply)

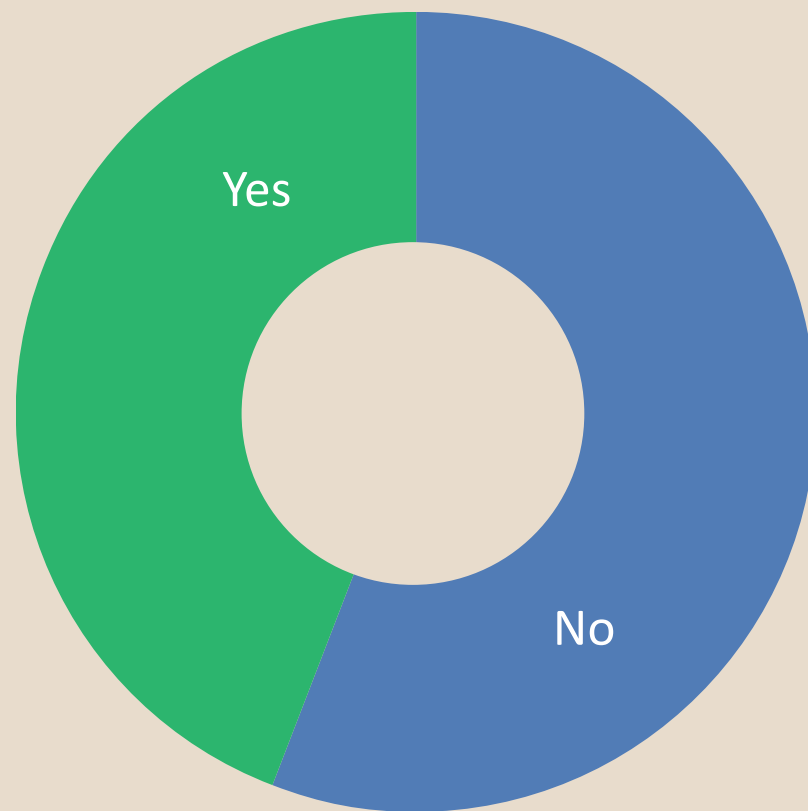


Comment Summary (8 total)

- Truck (5)
- It is almost impossible to do this efficiently other than by car
- Walk
- I'm scared to have my family cross Highway 75, so we don't usually bike or walk across

QUESTION 5:

Do you feel that the existing streetscape and landscape development along the Highway 75 corridor is a good reflection of Sioux Center?



Responses

- Yes (417 responses) 44%
- No (529 responses) 56%

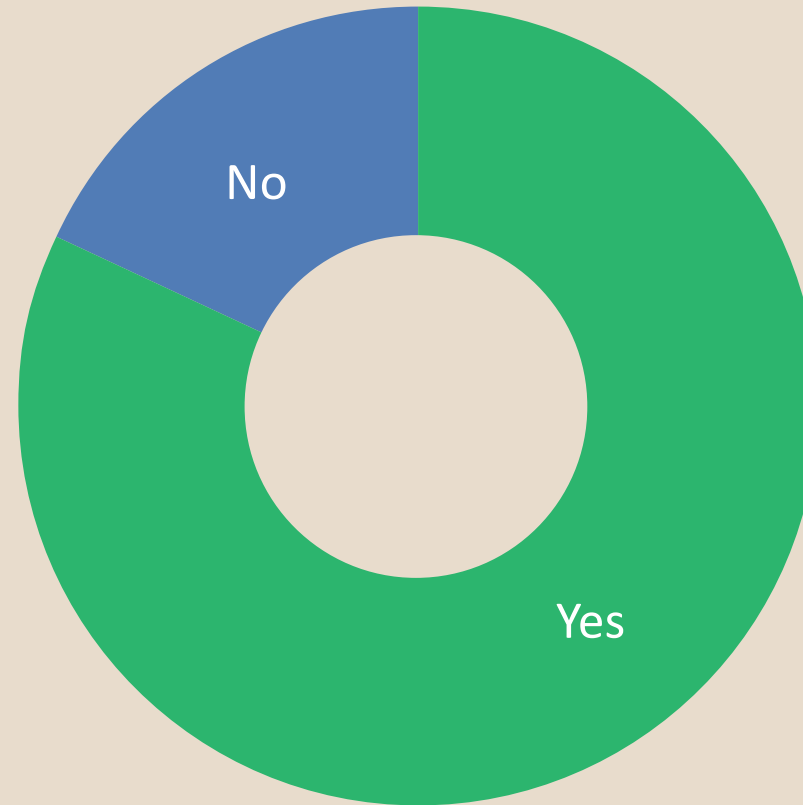
QUESTION 5: Comment Responses

Comment Summary (214 total)

- Could be [more inviting and appealing](#); make more attractive; needs updated appearance, needs charm, organization; create a [welcoming vibrant atmosphere](#) (62)
- Rough road, need to [fix potholes](#), repave (25)
- Highway has heavy traffic, high speeds, difficult crossings – fragments downtown (25)
- Love flower plantings, need more [landscaping and flowerpots](#) (23)
- Keep the trees; beautiful and speak to longevity of town and corridor; add more trees (16)
- Needs good [cleanup](#) in areas; some parts aren't good (13)
- Needs to be safer – slow down traffic, improve conditions for bikes and pedestrians, kids playing nearby (12)
- Too many [rundown houses](#), need code enforcement at residential properties (11)
- Neither, don't know any different, [like it as is](#) (10)
- Too vehicular centric, need bypass around town, remove highway from downtown (6)
- Could add [art](#), banners (2)
- 75 is currently a [‘get there’ or ‘get through’](#), not a [‘come here’](#) message

QUESTION 6:

Do you feel that the streetscape and landscape development of the Highway 75 corridor is an important part of the proposed Highway 75 reconstruction?

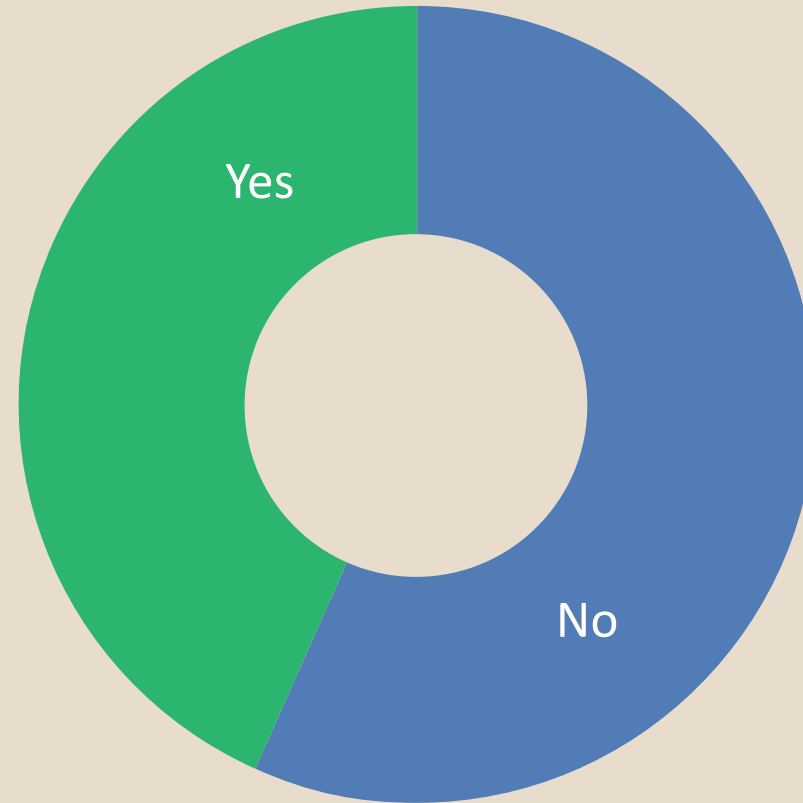


Responses

- Yes (780 responses) 82%
- No (169 responses) 18%

QUESTION 7:

Do you feel safe crossing Highway 75 as a pedestrian?



Responses

- Yes (407 responses) 43%
- No (537 responses) 56%

QUESTION 7: Comment Responses

Comment Summary (398 total)

- Cars **don't always stop for people in crosswalks**; one lane will yield but not the other (124)
- Traffic **only stops at traffic lights**, this is only safe location for crossing (55)
- **Traffic too fast** and not aware of pedestrians; it's scary to cross with kids (54)
- Add more **clearly marked crosswalks** and traffic lights (w/walk lights) for safer crossings (44)
- I never cross the road; the entire corridor is **unsafe for crossing and dangerous** (30)
- Uncontrolled heavy traffic volume; **busy road** (27)
- Lack of law enforcement for **speeding, jaywalking, or yielding to crosswalks** (20)
- Feel **unsafe** crossing at the Library/Post Office/W 1st Street (13), at the Walmart stop light (10), at Centre Mall/3rd Street N (9), at Co-op/2nd Street N (8), at Ground Effects/Pizza Hut/410th Street (7), at downtown crossings (6), at Central Park/Fire Station/between 5th and 4th Street (4), at B+B Plumbing/4th Street N (3), S 10th Street (1), at 9th St S, at Bethel Church/4th Street S (1)
- Large **trucks drive too fast**, run stoplights (11)

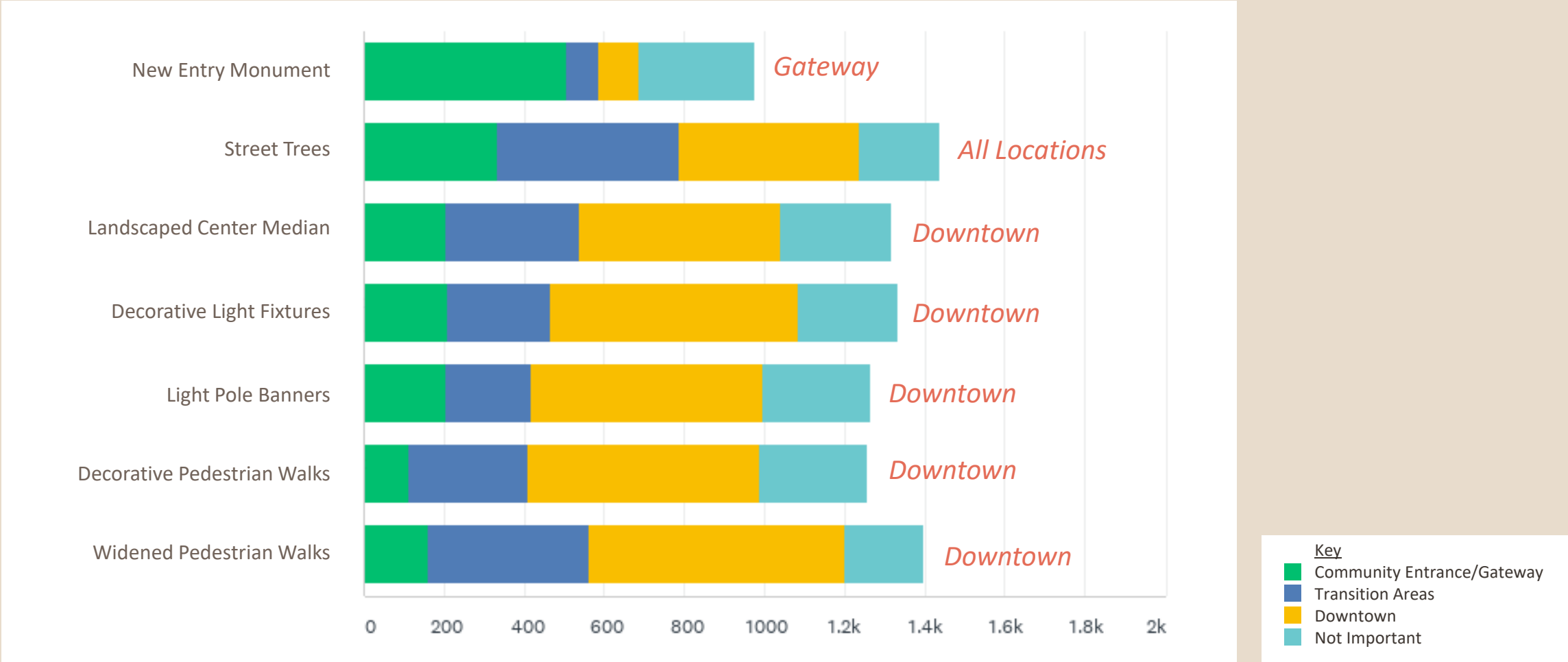
QUESTION 7: Comment Responses Cont.

Comment Summary Cont. (398 total)

- Expanding to four or five lanes of traffic will make road crossings more **dangerous** (11)
- Speed limit and street width don't promote cautious driving; **add center island for safer crossing** (10)
- Stop light crossing time is **too short** (10)
- Depends on the **time** of day (7)
- I've been **hit/nearly hit** by a car crossing Highway 75 (6)
- As a senior, **I wouldn't try** (5)
- **Bad visibility** when crossing Parking on 75 in downtown is dangerous; hard to walk to downtown stores; parallel parking is dangerous (3)
- Need **bypass around the town**
- Add **bike racks** at reasonable locations

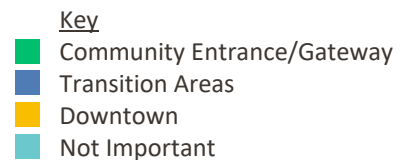
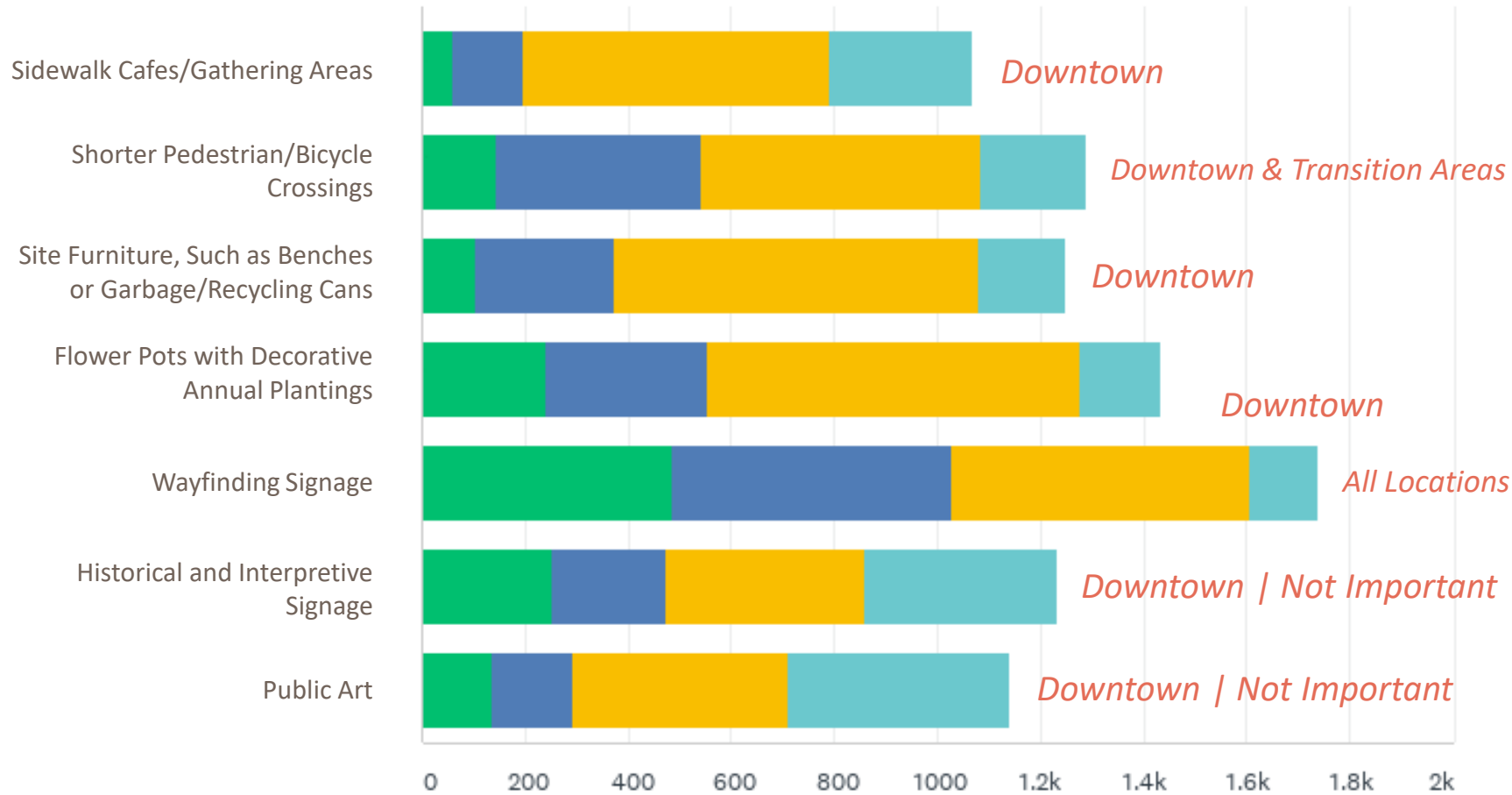
QUESTION 8:

Please evaluate the streetscape amenities listed below for inclusion along the Highway 75 design corridor. Which locations would the amenity be most appropriate for?



QUESTION 8 Cont.:

Please evaluate the streetscape amenities listed below for inclusion along the Highway 75 design corridor. Which locations would the amenity be most appropriate for?



QUESTION 8: Comment Responses

Comment Summary (67 total)

- Enhanced crosswalks at each crosswalk, add stop lights - **Safety needs to be the first priority** (9)
- Save the money, lower taxes and build a bypass; quit increasing taxes, my income is not changing (8)
- Want road improvements to **fix potholes and rough spots**; don't spend on decorations (6)
- Incorporate **bike lanes/paths** (3)
- **Include adequate parking** for stores along Highway 75 (3)
- Inappropriate to have cafes/benches/furnishings along the busy highway (3)
- Wrong to have a landscaped median – **further obstruct view of traffic and pedestrians**, unsafe (2)
- Wide, clear intersections for semi trucks and tractors hauling grain and items to be able to turn/navigate; easy access for **emergency access response** (3)
- Needs to be nice but not destructive. Drivers need to be alert, slower speeds coming into town (2)
- Roundabouts – safer than 4 lane intersections, keeps traffic moving at moderate speeds (2)
- Install a **minimal amount of landscape** and flowers to keep costs low (2)
- Need a newer **Sioux Center sign** at both ends of town to match surrounding towns (2)
- Include Spanish signage (1), Do not put Spanish on any of the signs (1)

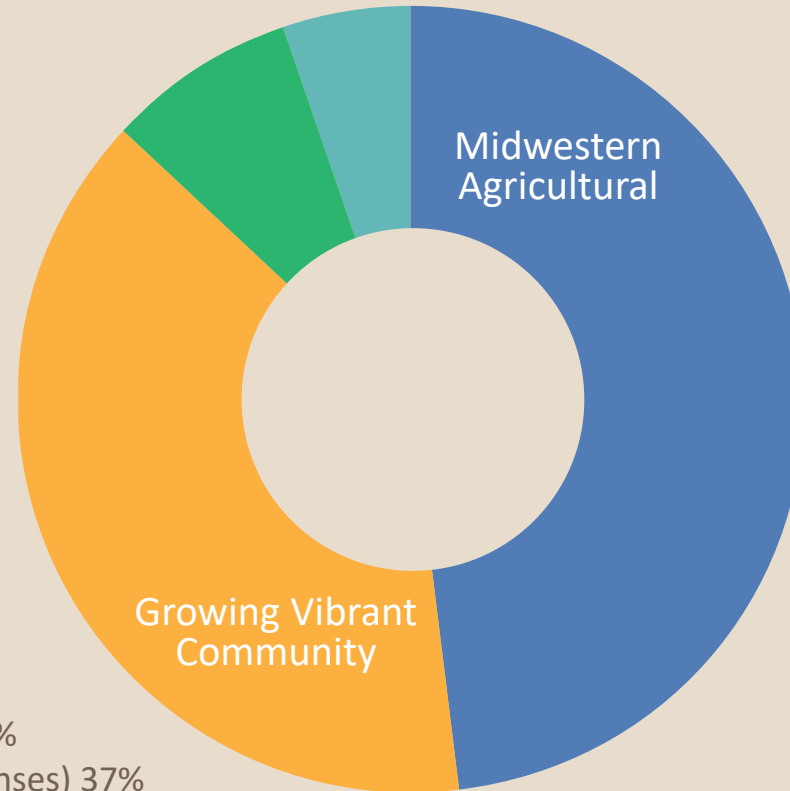
QUESTION 8: Comment Responses Cont.

Comment Summary (67 total)

- Keep the trees
- Fewer intersections with smaller side streets
- Have schools educate pedestrians on how to use crosswalks
- Public art that shows our agricultural and religious heritage
- Downtown doesn't feel like a place that encourages gathering right now. I think this would be a step in the right direction in building a space downtown for people to come together and unite as a community on a regular basis.
- Variety of awnings, not size defined by code, gives downtown character!
- Spencer Main Street road – very attractive – something like that would be great
- The City should put in a garden/pond area for the community to enjoy where the old hospital used to be
- Need left turn arrows
- Hanging baskets downtown and banners elsewhere. Anything that will make it more attractive and have a friendly home-y feel

QUESTION 9:

What do you think the character should be of the streetscape development?



Responses

- Traditional/Historic – Dutch (72 responses) 8%
- Traditional/Historic – Midwest Ag (348 responses) 37%
- Contemporary – Vibrant Community (434 responses) 47%
- Modern – Artistic (45) 5%

QUESTION 9: Comment Responses

Comment Summary (134 total)

- **Midwestern Agricultural + Vibrant Community** (28)
- Sioux Center has a **diverse, growing population** with many ethnicities, cultural ancestries, and employment sectors – find a way to incorporate a representation for all, not just Dutch (21)
- **Different from Orange City**, need own identity (15)
- **Dutch + Midwestern Agricultural** (11)
- **Vibrant Community + Modern – Artistic** (10)
- Leave as is (9)
- Combination of all options (8)
- **Timeless** (7)
- I just want a better, wider road in good condition; **fix potholes** (4)
- **Safety**; safe for all (3)

QUESTION 9: Comment Responses Cont.

Comment Summary (134 total)

- Save the money, lower taxes (2)
- Save the Chamber building (2)
- Clear multi-lane markings and clear high curbs in residential and parking areas
- Honor individual aesthetic on private property
- A theme is good, but shouldn't be the **driving factor for decisions**
- Contemporary + traditional historic buildings
- **Functional and open**. Think industrial and agriculture friendly, not an inner city!
- Still keep within Christian values
- Industrial Farm + Rustic + New Agriculture + Rural
- **Contemporary modern** or garden park theme
- Prairie style
- No big rocks in the landscape
- **Plain**

QUESTION 10:

Do you have any additional comments?

Comment Summary (381 total)

- **Safety** is the most important issue, for both pedestrians and bicyclists (26)
- Excited to see what is to come, for improvements to occur; let's do this quickly (17)
- Sioux Center is a fast-growing community. We need to keep it **beautiful and safe**, and to portray that to people visiting or passing through; **first impressions** are important (14)
- Concerned about home values dropping with new road improvements, taxes rising (14)
- Add a bypass for truck traffic, this will reduce traffic in downtown (13)
- Don't spend excessively on improvements (11)
- Losing parking in downtown would be bad for businesses; add parking (10)
- Need clear and safe **access to grain elevator** and businesses, and efficient residential access (10)
- Medians and streetscape improvements need to be maintained; medians require lots of maintenance (9)
- Increasing lanes on Highway 75 is not going to make it safer – it will be worse (8)
- Add stoplights so it's safer to cross, and this will help with traffic speeds (7)
- Excited to see potholes fixed (7)
- Leave it as is, keep it clean (7)
- Safety first; accessibility second, aesthetics third (7)
- **Limit impacts to residential personal property** (yards + trees) (6)

QUESTION 10 Cont.:

Do you have any additional comments?

Comment Summary (381 total)

- Lower speed limit when entering/exiting downtown area (6)
- Safe and swift traffic flow is more important than curb appeal (6)
- Don't want medians incorporated (5)
- Increase law enforcement of crosswalk areas, jake braking, running of red lights, speeding (4)
- Make Sioux Center a destination, not a pass through (3)
- Communication is important – continue communication throughout process (3)
- Add more housing to downtown (1); Demolish unkempt houses along Highway 75 (2)
- Save as many trees as possible (3); trees rub on trucks and damage them, don't plant more (1)
- Access to 75 should be minimized downtown, close off intersecting streets for safety, less crossings, and to maintain parking spaces (3); don't close off intersecting streets (1)
- We should develop the east/west streets that intersect with 75 to enhance our downtown
- Extend bike path to west side of town, add pedestrian bridge
- Divert pedestrians off to the side of 75 and create a safe walking path or gathering area
- Improve existing signs before adding new signs
- I don't think we need medians all through town, only in downtown area

SURVEY SUMMARY

- Majority of respondents live in Sioux Center and work along the Highway 75 corridor; use an automobile to visit local businesses and services.
- They feel the streetscape is an important part of Highway 75's redevelopment and would like to see a midwestern agricultural, vibrant community streetscape theme.
- Preferred streetscape amenities include new tree plantings and wayfinding signage throughout the corridor, with a focus on pedestrian amenities like benches in the downtown area, and new gateway entrance signs.
- People do not feel safe crossing the highway today, both because of a lack of safely marked, lighted crosswalks, but also because many drivers fail to yield to pedestrians and travel too fast.





Site Analysis & Inventory: Context Plan

Zoning

City of Sioux Center Zoning Ordinances & Map

- Adopted on November 26, 2019

Recent updates include:

- Modified the standards of the commercial and office zoning districts to better facilitate redevelopment of the smaller, existing parcels along Highway 75
- Changed the zoning of certain properties along Highway 75 in anticipation of future development

City of Sioux Center, Iowa

Zoning Ordinance

ZONING ORDINANCE

CITY OF SIOUX CENTER, IOWA

Zoning Ordinance

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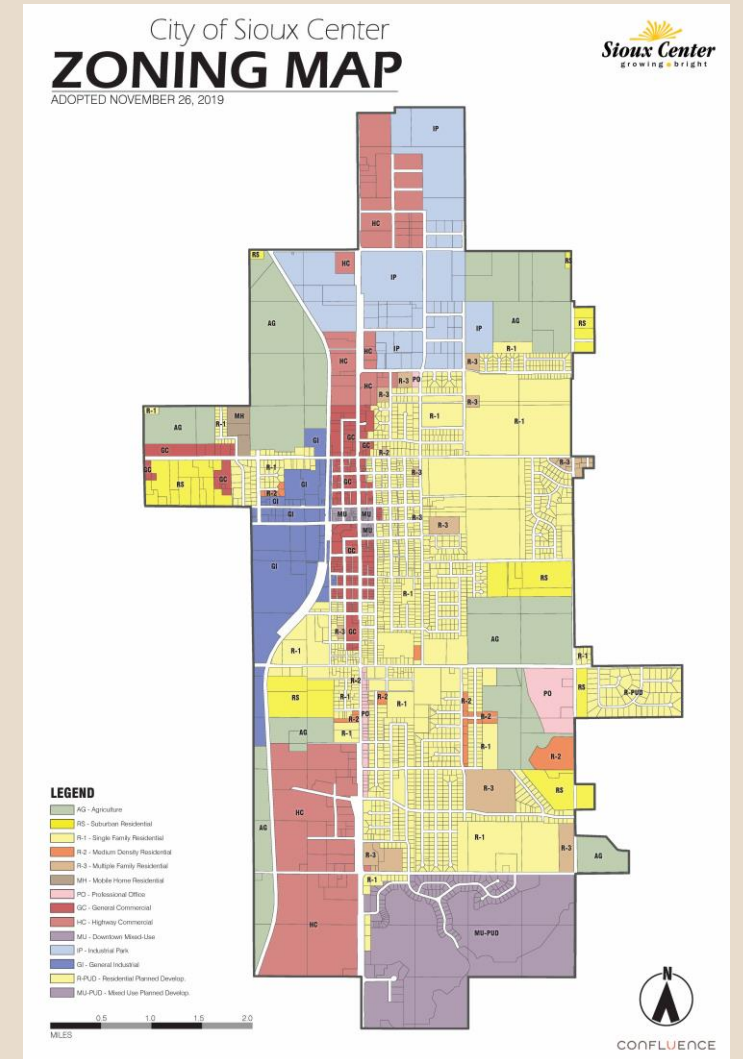
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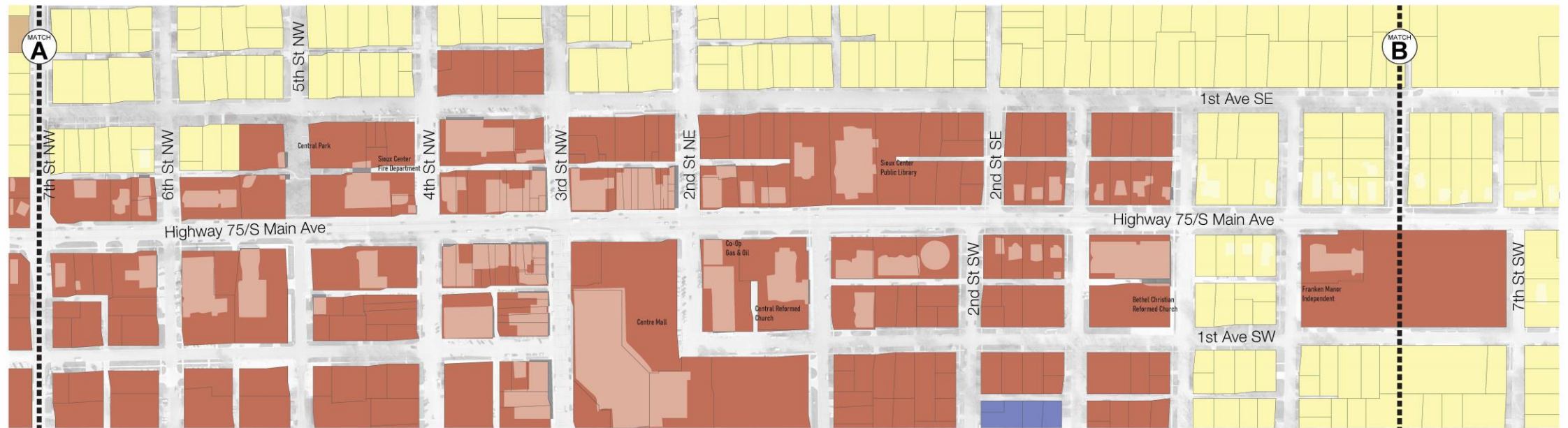
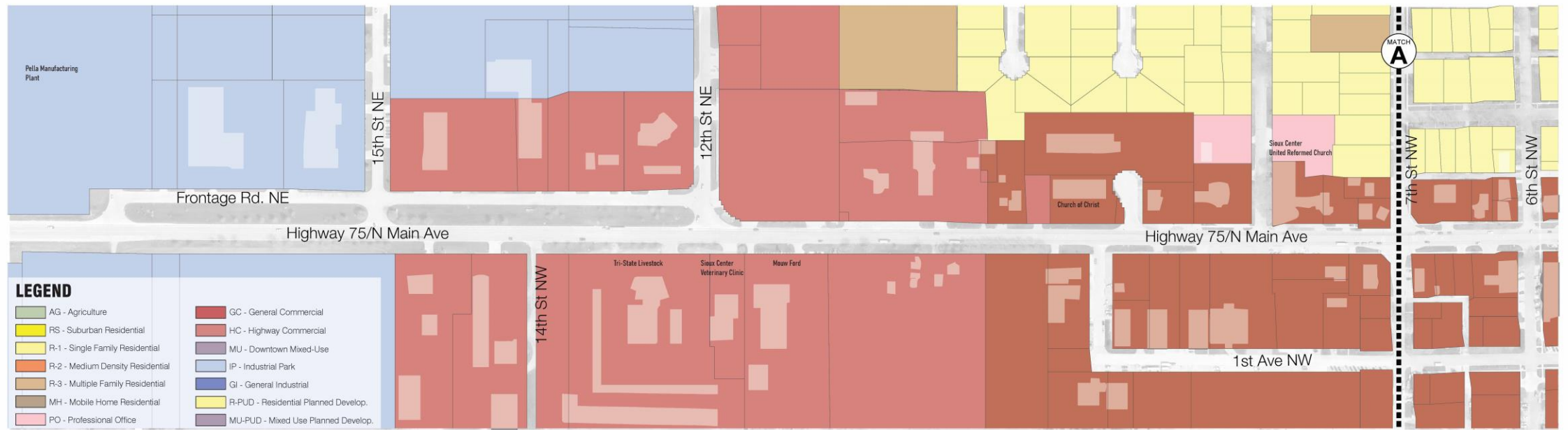
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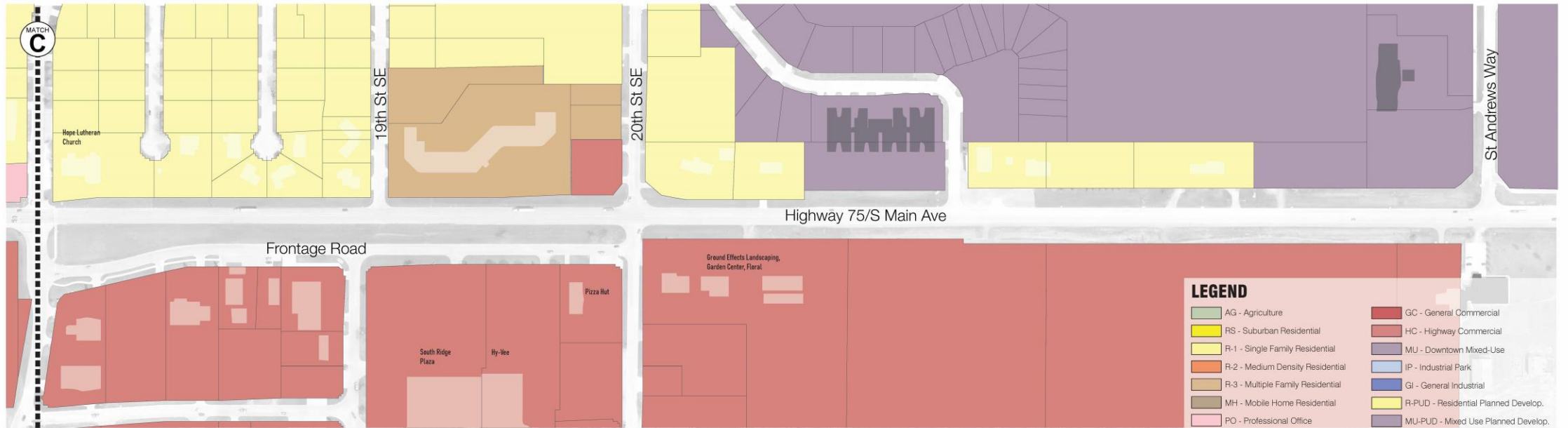
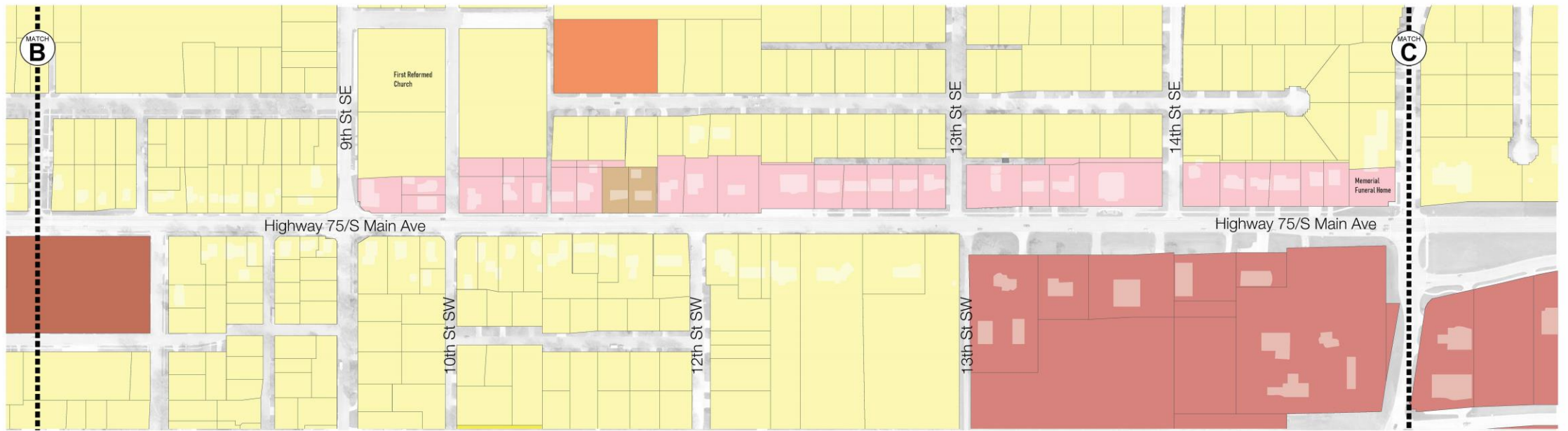
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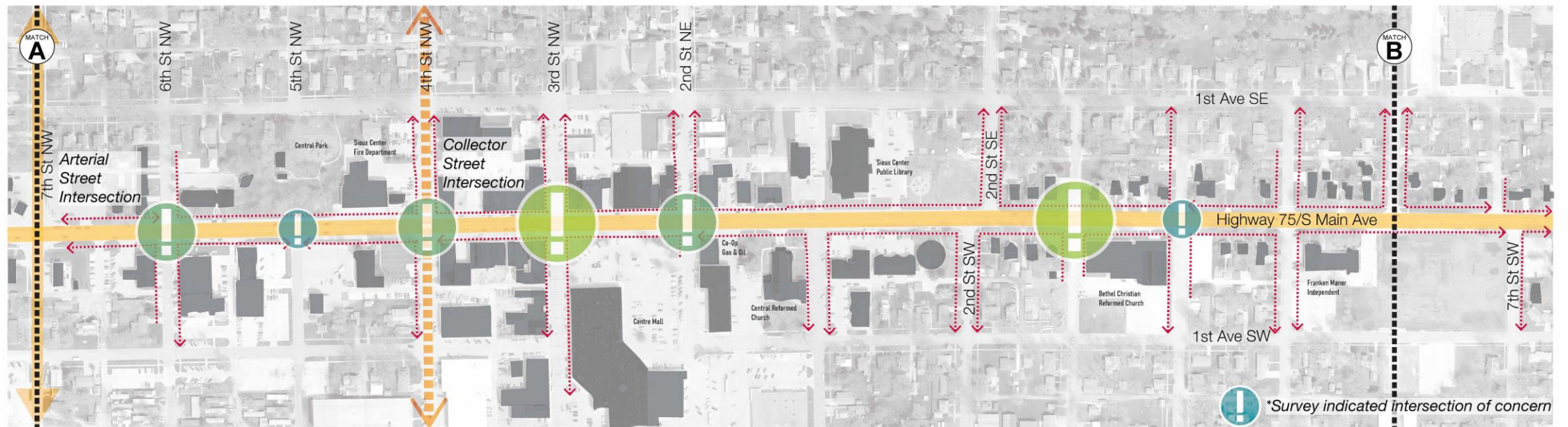
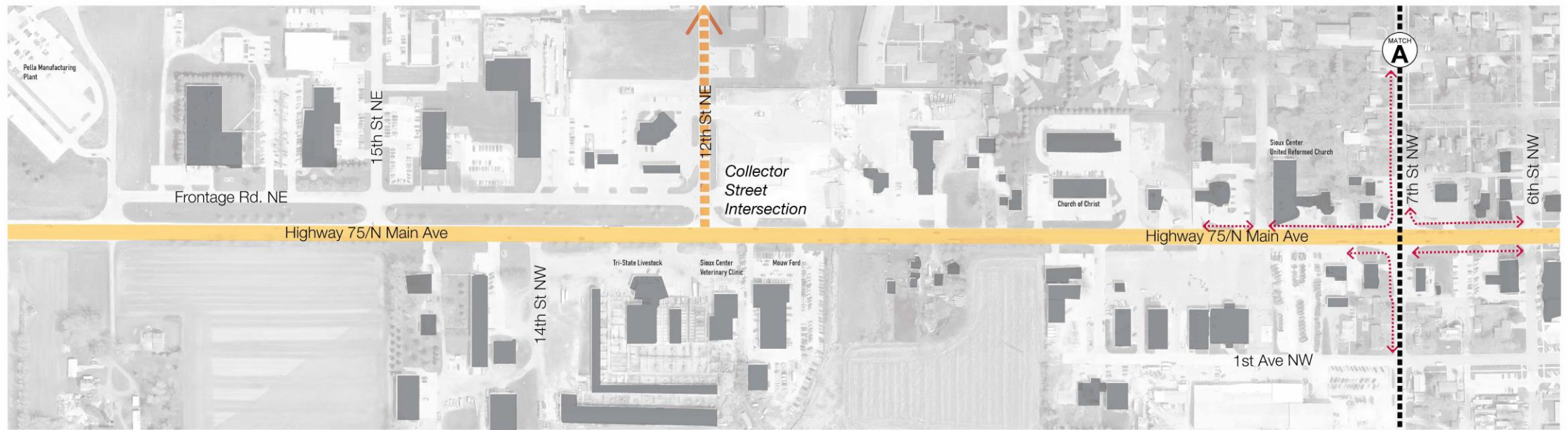






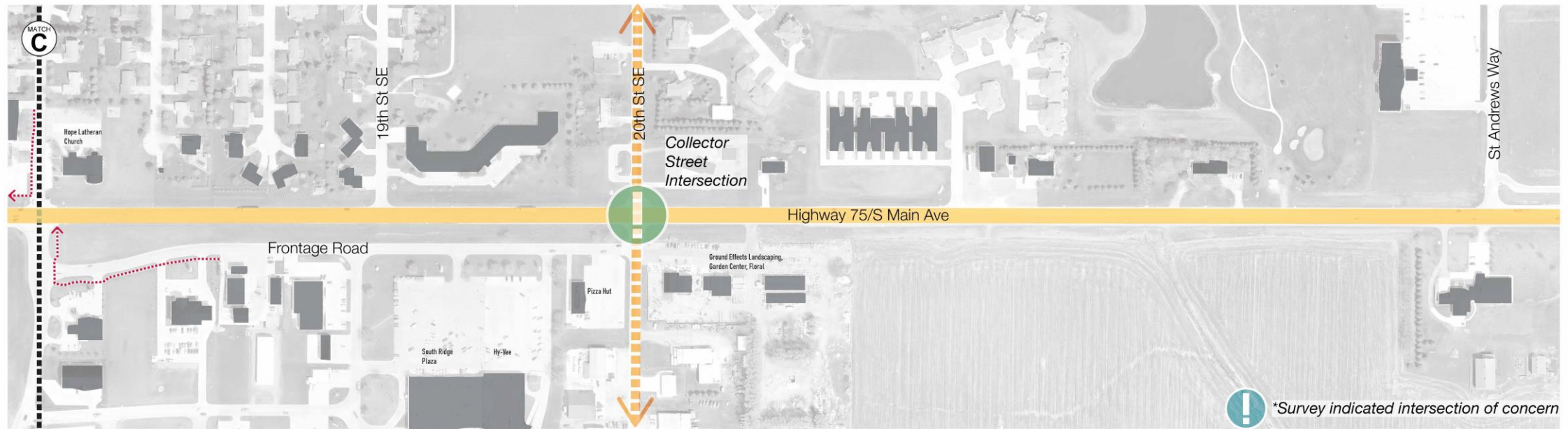






Corridor Plan





! *Survey indicated intersection of concern

Site Inventory & Analysis Summary

The Highway 75 corridor is very diverse and supports a mix of land uses, from industrial park, highway commercial, general commercial, both single and multi-family residential, professional office, and downtown mixed-use.

Major existing intersections could be signed better with additional visual enhancements. These could include the entrance to the industrial park, downtown mixed-use neighborhood, public facilities such as the public library or Central Park, and near amenities such as churches or professional offices.

Downtown Sioux Center is only distinguished by the types of buildings within it, the existing streetscape does not enhance downtown, provide any additional public programming or call any attention to Downtown itself.

Pedestrian pathways along the corridor are broken up and not consistent.

Pedestrian crossings are mixed throughout the corridor but are generally located at the earlier mentioned major intersections. Improved pedestrian crossings with flashing lights, refuge areas and more visible markings could improve these crossings.

Upgrading the existing gateway signage (at 20th Street NE and Riviera Road) could increase visibility with expanded landscape plantings, banners or the incorporation of large annual flowerpots and/or art, etc.

Streetscape Steering Committee

A Streetscape Steering Committee is being created to help guide the development of the plan. In simple terms, the group is a shrunk down version of the broader ‘public’. They will be responsible for giving detailed review and feedback of the proposed plans during development from a detailed public perspective beyond what we are able to achieve in our general public meetings and surveys. They will assist in guiding bigger decisions and help resolve potential conflicts.

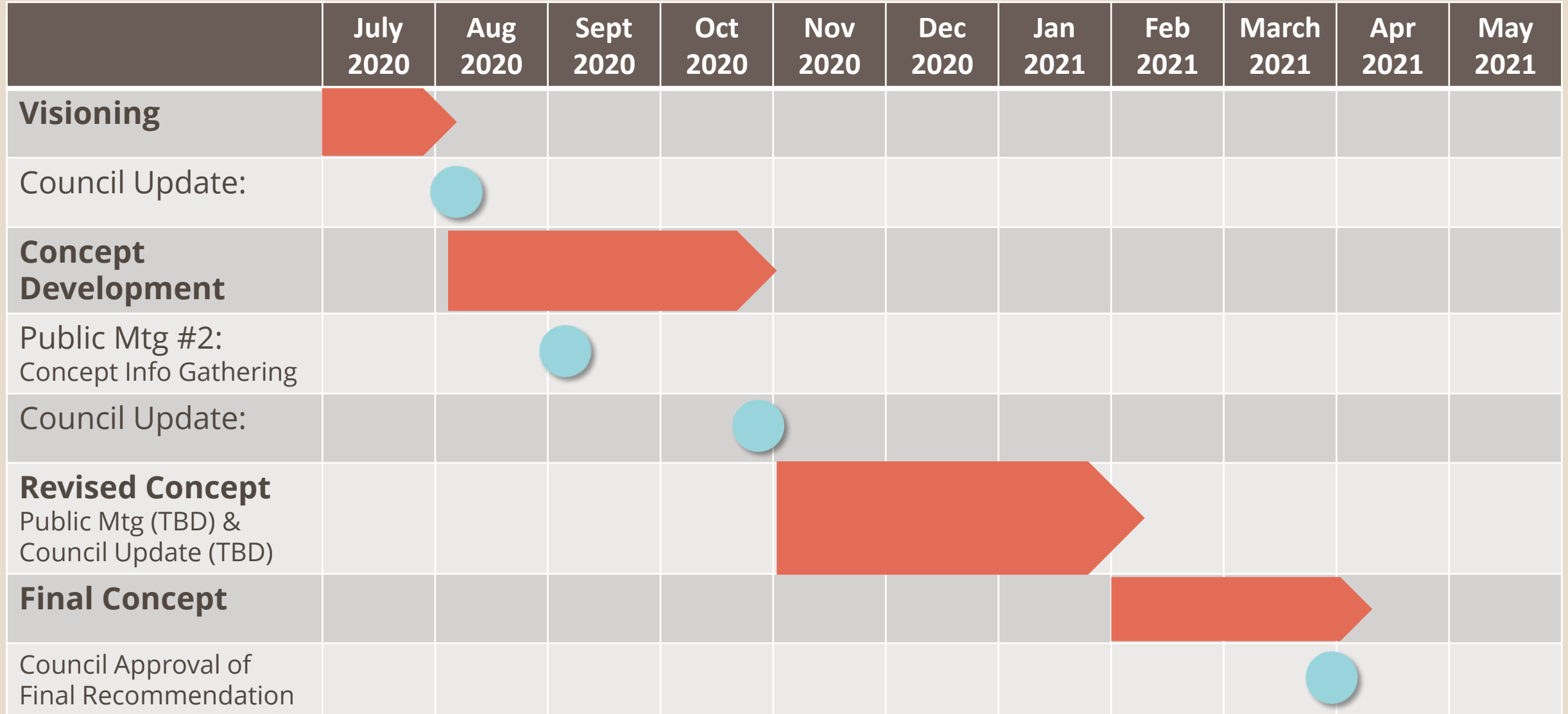
A member’s main duties will be:

1. Attend monthly group meetings (approximately) to receive project updates.
2. Attend Public Meetings to hear general public feedback and concerns. They are another set of ears for the design team.
3. Help us make planning and design decisions when alternatives are given to them.
4. Be supportive of the process and project. They are our “on the ground eyes and ears” for things that they might hear at the coffee shop, etc. Some folks may approach them more comfortably to convey any concerns and feedback as opposed to the City/Confluence/DGR.

Committee members will be made up of community leaders, business owners along corridor and adjacent private residents.

TIMELINE

KEY MEETING: ● TASK PROGRESS: ■





CONFLUENCE