

2017 MARCUS, IA COMPREHENSIVE PLAN



*Pride in the Past...
Faith in the Future*

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Acknowledgments

Thank you to the following elected officials, staff and community partners that participated in the development of the 2017 Marcus Comprehensive Plan. Thank you to the community members who attended the Comprehensive Plan public meetings and workshops and provided comments.

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TABLE OF CONTENTS

TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION.....	3
CHAPTER 2 COMMUNITY CONTEXT	7
CHAPTER 3 ECONOMIC DEVELOPMENT	20
CHAPTER 4 HOUSING AND NEIGHBORHOODS	32
CHAPTER 5 TRANSPORTATION	45
CHAPTER 6 COMMUNITY FACILITIES AND SERVICES	55
CHAPTER 7: LAND USE AND NATURAL RESOURCES	70
CHAPTER 8: IMPLEMENTATION	81

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CHAPTER I: INTRODUCTION

CHAPTER 1 INTRODUCTION

COMPREHENSIVE PLAN PURPOSE

The purpose of this comprehensive plan update is to provide a current inventory of community resources and a thoughtful statement of the community's vision and goals for the future. This comprehensive plan includes inventory and analysis of the following planning topics and the interconnections between them: Land Use, Housing, Economic Development, Transportation, Community Facilities and Services, Parks, Recreation, and Natural Resources. The comprehensive plan document provides legal justification for community decisions and ensures that local policies are in step with those of state, regional, and federal planning best practices. The plan can inform grant applications and leverage funding for community projects. The plan process incorporated public participation and intergovernmental collaboration through review of neighboring jurisdictions policy and plans. Finally, the comprehensive plan provides goals and action steps for the community to reach the stated community vision.

PLAN CONTENTS

The 2017 Marcus Comprehensive Plan includes inventory and analysis in the following chapters: Introduction, Community Context, Land Use, Housing and Neighborhoods, Economic Development, Transportation, Community Facilities and Services, Parks, Recreation, and Natural Resources, and Implementation.

Chapter	Contents
Introduction	Plan purpose, plan contents, vision statement, plan process, IA smart planning elements
Community Context	Location, history, population trends, fiscal sustainability
Economic Development	Census income and industry data, business and services, tourism, and agriculture
Housing and Neighborhoods	Census housing data, urban areas and districts, housing market and density
Transportation	Census commute patterns, existing and proposed transportation networks (street, pedestrian, transit, etc.)
Community Facilities and Services	Utilities, cultural resources, educational services, health and social services, government buildings, public safety, parks and recreation
Land Use and Natural Resources	Current zoning and land use, future land use, wetlands, watershed, soils, topography, wildlife and greenways, flood plain
Implementation	Goals and action steps

CHAPTER I: INTRODUCTION

MARCUS COMMUNITY VISION STATEMENT

A vision statement is an idealistic or aspirational statement about the community and its direction for the future. The Marcus Community Vision Statement was drafted from the public comment gathered through the community survey (70 responses) and public visioning town hall meeting (45 participants). Survey results from questions one and two were used to draft the following vision statement. Questions from the survey and public meeting were focused on visioning and produced a variety of statements. Major themes were developed from qualitative analysis of the data and used to form the following vision statement. See Appendix A for a summary of the vision statement qualitative analysis.

Marcus, Iowa is dedicated to economic and business development through job creation, a vibrant Main Street, diverse employment opportunities, and livable wages. Marcus is a progressive, affordable community that is committed to providing a variety of stores, restaurants, and businesses for convenient shopping and entertainment.

Marcus values the City's transportation infrastructure and strives to develop a connected, well-maintained, multi-modal transportation system. Marcus is dedicated to providing a safe, connected, dedicated sidewalk and path network throughout town. Marcus is committed to maintaining and developing a high quality street, curb and gutter system with opportunities for biking.

Marcus is an active community with excellent recreational opportunities and parks. Marcus is committed to hosting activities, providing entertainment, and supporting cultural opportunities. Marcus values the City's existing recreational facilities such as the City Park, community pool, golf course, Marcus Fair, gymnasium, historical society, and ball fields. Marcus is dedicated to improving and developing new recreational opportunities and parks to serve its residents, businesses and guests.

Marcus is a friendly, clean, welcoming town with an active religious community and a desire to attract new people and retain existing residents. Marcus's residents, businesses, churches, and service providers work together to create a family friendly, neighborly, caring, cheerful, hospitable, hopeful, personable, inviting community with community pride.

Marcus is a clean, well kept, safe community that offers basic needs and services to its residents, businesses and visitors. Marcus is dedicated to maintaining a clean, attractive town through individual property maintenance and ordinance enforcement. Marcus retains and attracts quality services such as child care, grocery, medical providers, pharmacy, senior services, and social organizations. Marcus maintains public health and safety with maintenance of utilities, police protection, fire department, and emergency services.

Marcus values quality education, housing, government diplomacy, natural resources and historic preservation. Marcus is dedicated to supporting the schools and library in town. Marcus develops new housing and residents maintain their homes and property. Marcus public officials practice diplomacy with respect, communication, and trustworthiness. Marcus ordinances and planning documents are regularly reviewed, amended, and enforced. Marcus supports its natural resources through wind turban research, green space, nice landscaping, and preservation of trees. Marcus values and preserves the historically significant buildings and architectural character of buildings in town.

CHAPTER I: INTRODUCTION

PLAN PROCESS

The City of Marcus contracted services with Siouxland Interstate Metropolitan Planning Council (SIMPCO) to facilitate the Comprehensive Plan process. In February 2017 the Marcus City Council began the process by planning the public visioning session or town hall meeting and approved the community survey. The Marcus City Council held several meetings to review the progress of the comprehensive plan process and draft document (See timeline below).

Timeline Meetings	Date
Introduction Meeting – City Council	Feb. 13, 2017
City Council Comprehensive Plan Committee meeting 1	Mar. 13, 2017
Public Meeting – Vision Session/Town Hall Meeting	April 3, 2017
Collect surveys March 1 – April 21 st - Meeting 2	May 8, 2017
City Council Comprehensive Plan Committee Meeting 3	June 12, 2017
City Council Comprehensive Plan Committee Meeting 4	July 17, 2017
City Council Comprehensive Plan Committee Meeting 5	August 14, 2017
City Council Comprehensive Plan Committee Meeting 6	Sep. 11, 2017
Public Open House	Oct. 3, 2017
City Council Comprehensive Plan Committee Meeting 7	Nov. 13, 2017
Public hearing to adopt final plan – City Council	Dec. 4, 2017

PUBLIC PARTICIPATION

The Marcus community survey was advertised and collected from March 13 – April 14, 2017 both online and paper copies available at City Hall. Survey participants were asked 30 questions related to the comprehensive plan topics including: Community Vision, Land Use, Housing, Economic Development, Transportation, Cultural Resources, Community Facilities and Services, Agricultural Resources, Parks, Recreation, and Natural Resources. Survey results were reported to the City Council on May 8, 2017 and are recorded throughout this document in the corresponding chapters of this plan.

On April 3, 2017 the City of Marcus and SIMPCO facilitated a public town hall meeting to gather public input on the topics in the comprehensive plan including: Community Vision, Housing, Economic Development, Transportation, Community Facilities and Services, Parks, Recreation, and Natural Resources. Approximately 45 citizens participated in the meeting. Public participation results are found in each of the corresponding chapters listed above. On October 3, 2017 the City and SIMPCO hosted an open house to review the draft plan. Public opinions were gathered from the community survey, town hall meeting and open house to inform the community goals in this comprehensive plan.

CHAPTER I: INTRODUCTION

IOWA SMART PLANNING

In 2010, Iowa's legislation passed the Iowa Smart Planning Act that encourages communities incorporate ten smart planning principles when drafting a comprehensive plan. The ten (10) smart planning principles listed below are intended to produce greater economic opportunity, enhance environmental integrity, improve public health outcomes, and safeguard a community's quality of life. All of the Iowa Smart Planning topics are discussed or referenced in this comprehensive plan document.

IOWA 10 SMART PLANNING PRINCIPLES

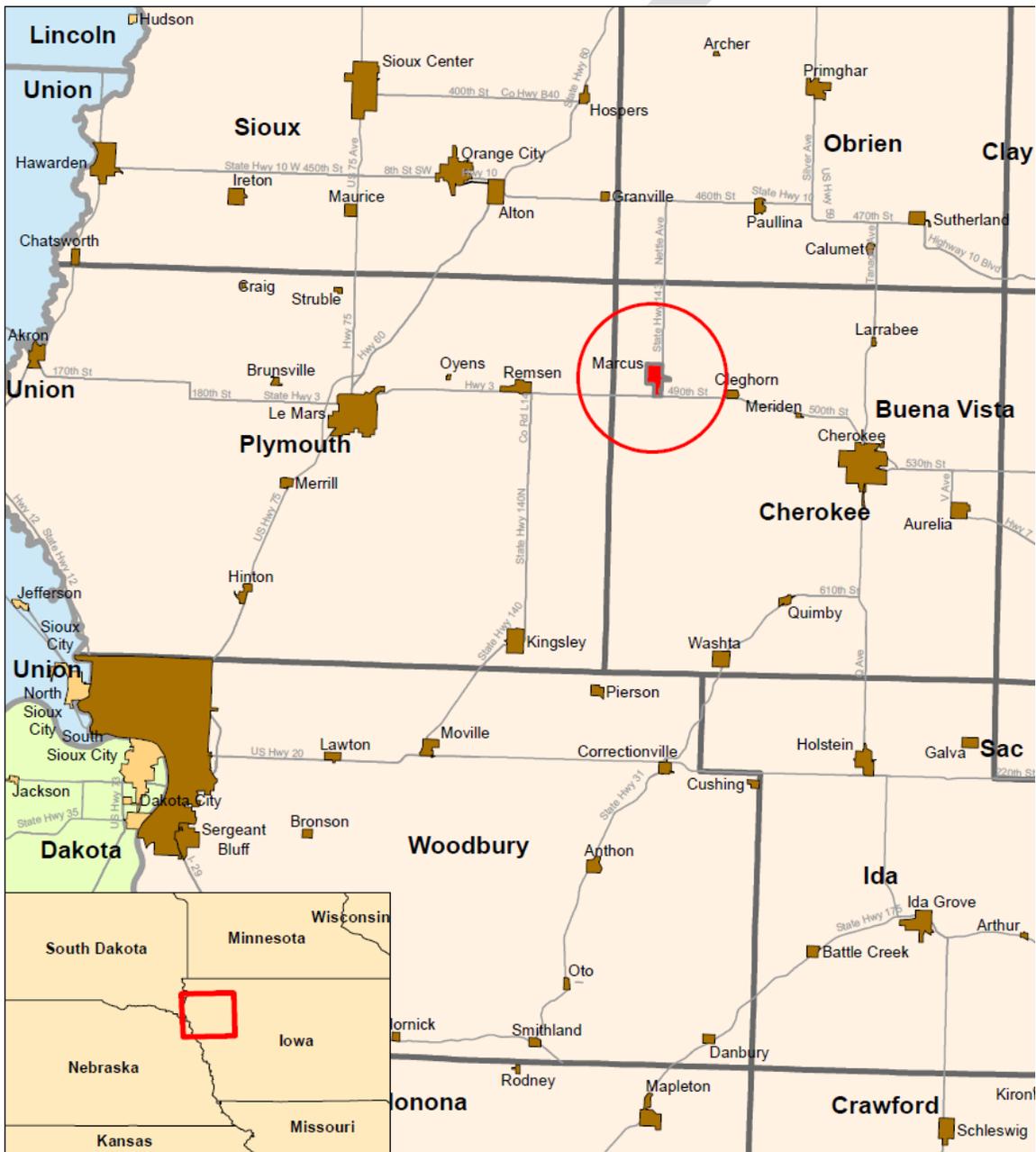
1. **Collaboration:** Governmental, community, and individual stakeholders are encouraged to be involved and provide comment during deliberation of planning.
2. **Efficiency, Transparency, and Consistency:** Planning, zoning, development, and resource management should be undertaken to provide efficient, transparent, and consistent outcomes and promote the equitable distribution of development benefits and costs.
3. **Clean, Renewable, and Efficient Energy:** Planning, zoning, development, and resource management should be undertaken to promote clean and renewable energy use and increased energy efficiency.
4. **Occupational Diversity:** Promote increased diversity of employment and business opportunities, promote access to education and training, expand entrepreneurial opportunities, and promote the establishment of businesses in locations near existing housing, infrastructure, and transportation.
5. **Revitalization:** Facilitate the revitalization of established town centers and neighborhoods by promoting development that conserves land, protects historic resources, promotes pedestrian accessibility, and integrates different uses of property.
6. **Housing Diversity:** Encourage diversity in the types of available housing, support the rehabilitation of existing housing, and promote the location of housing near public transportation and employment centers.
7. **Community Character:** Promote activities and development that are consistent with the character and architectural style of the community and should respond to local values regarding the physical character.
8. **Natural Resources and Agricultural Protection:** Planning, zoning, development, and resource management should emphasize protection, preservation, and restoration of natural resources, agricultural land, and cultural and historic landscapes, and should increase the availability of open spaces and recreational facilities.
9. **Sustainable Design:** Promote developments, buildings, and infrastructure that utilize sustainable design and construction standards and conserve natural resources by reducing waste and pollution.
10. **Transportation Diversity:** Promote expanded transportation options that maximize mobility, reduce congestion, conserve fuel, and improve air quality.

The Iowa Smart Planning Act features recommended elements in a community's comprehensive plan including: Public Participation, Agricultural and Natural Resources, Issues and Opportunities, Community Facilities, Land Use, Community Character, Housing, Economic Development, Hazards, Public Infrastructure and Utilities, Intergovernmental Collaboration, Transportation, and Implementation.

CHAPTER 2 COMMUNITY CONTEXT

MARCUS LOCATION

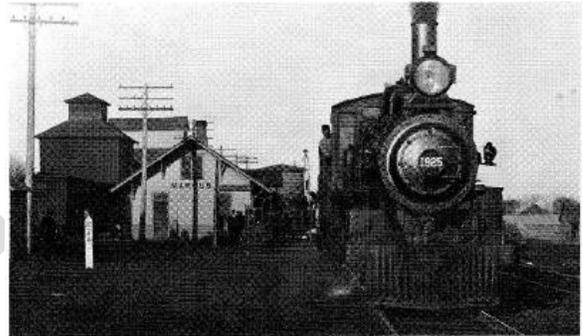
The City of Marcus resides in the northwest region of Iowa, located in the heart of a vast fertile agricultural market in Cherokee County. Marcus is the second largest city in Cherokee County after the City of Cherokee. The intersection of State Highways 3 and 143 is located in the southeast corner of Marcus municipal boundary. Metropolitan areas in close proximity to the City of Marcus include Sioux City being forty-seven (47) miles to the southwest and Sioux Falls being ninety-two (92) miles northwest. Marcus consists of approximately nine-hundred and eighty (980) square-acres or one point five (1.5) square-miles of urban and rural landscape.¹



¹ Marcus consists of approximately 42,700,959 square feet according to GIS IA Incorporated Areas shapefile

MARCUS HISTORY

The community of Marcus was built upon a treeless prairie. In 1869 a railroad depot was erected as the first building in Marcus. Train service through Marcus began in October 1870 and carried passengers and freight from Sioux City to Chicago. Marcus was named after the son of John Insley Blair, the railroad builder. On November 27, 1871 the Town of Marcus was platted and established with four blocks. The first industry arrived in Marcus in 1871 with a lumber and coal yard established by I.M. Jackson, who also purchased the first homestead lot in Marcus. In 1874 Marcus Township was set apart from Liberty Township by the Cherokee County Board of Supervisors. Marcus's first survey assessment was administered in 1875 and the town consisted of: 44 people, 14 families, 620 acres, 19 houses, 50 cattle, and 39 hogs. Marcus experienced a large boom in population, buildings and businesses in 1876 that continued through the end of the decade. By 1880 four churches and faiths had organized in Marcus including: Methodist, Episcopal, Catholic and Lutheran. In June 1882 Marcus was incorporated with a population of 406 residents. ²



BUSINESS AND SERVICE HISTORY

By 1880 the following businesses had established in Marcus: Lumber yard, 3 general merchandising, train station, hotel, 2 grain elevators, 2 hardware stores, furniture store, 2 blacksmiths, wagonmaker, post master, livery, boot shop, 2 drug stores, millinery, and harness shop. In 1881 the Bank of Marcus was organized. The first issue of the Marcus Weekly News was printed September, 1882. In 1887 the first drug store opened in Marcus. Telephone lines connected Marcus to surrounding towns in 1889. In 1903 the first bowling alley was opened in Marcus. In 1906 Marcus installed new cement walkways to replace the boardwalks. The Farmer's State Bank was organized in 1928 in Marcus. From 1927 through the 1950's the Community Cooperative Oil Company served Marcus with quality petroleum products.

In the late spring of 1938, a PWA grant allowed Marcus to pave its streets for the first time. Peoples Natural gas Company was given permission to pipe natural gas into Marcus in 1939; and a Rotary Club was organized. In 1942, a new town hall was built. In the mid-1940's, bond drives and sugar, food, gas and fuel rationing were signs of the times. In 1947, the City drilled a new deep well for municipal use and a new pump house was constructed in 1948. Additional street paving began in 1952. In the late 1950's a new sewage disposal plant was built. The City began a major water improvement program in 1966 which included a 200,000 gallon storage tank, the replacement of 4-inch mains with 6-inch mains, and the purchase of a coin-operated meter to sell water to area farmers.



² Sources of history and photos: 'Marcus Centennial 1871-1971 Pride in the Past ... Faith in the Future, A Centennial History of Marcus, Iowa' Published by the community of Marcus, Iowa 1971 and 'Pride in the Past...Faith in the Future, A Historical View of Marcus 1871-1996' Published in 1996.

CHAPTER 2: COMMUNITY CONTEXT

The Marcus of the 1970's was a thriving community, supporting 106 businesses capable of providing all the necessities and luxuries of life. In 1976, the Marcus Garden Club planted a Liberty Tree on the grounds of the Medical Center in observance of Arbor Day. In the 1980's and 1990's the Marcus Economic Development Corporation (MEDCO) was instrumental in recruiting businesses to Marcus and improving Marcus's public infrastructure.

PUBLIC SAFETY AND HEALTH HISTORY

Cold, wind, grasshoppers, tornadoes, cyclones and fires plagued the early pioneers and the first fire brigade was formed in 1883. The first jail was built in a storm cave in 1883. The first Volunteer Fire Company of Marcus was organized in 1893 and the first chemical engine was purchased. In 1910 the first fire whistle was installed. A fire destroyed the entire east side of the Cedar-Railroad Street block in 1911. In 1915, Marcus installed a new waterworks system which included: 1,300 foot deep well, 75,000 gallon tank, and 26,000 gallon reservoir. In 1911 a great fire destroyed an entire city block. A flu epidemic started in the fall of 1918 and quarantine was placed on the town until January. The national epidemic took thousands of lives. In 1933, during the Depression, black blizzards darkened the sky. Top soil blew free and drifted like snow along farm fences. Weather went from one extreme to the other; intense cold and heat that caused many fires.



After the January, 1911, Fire

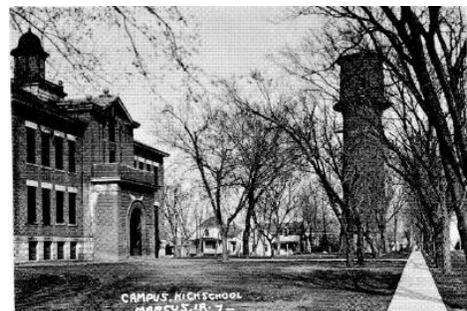


The Brick Water Tower

In 1942, a new Municipal Building was constructed and the Fire Department moved equipment to the new facility. Marcus Fire Department began sponsoring an annual ball in 1943. In 1952, a fire destroyed the Masonic Temple and the Lyric Theatre. Dr. M.F. Joynt retired in 1960. He had served Marcus for 50 years from 1910. In 1963 the Marcus Clinic was built. A new fire rescue truck was purchased in 1967. In 1962, 1965, 1966, and 1975 Marcus suffered through blizzards that paralyzed transportation, telephone, and electricity for days with snow drifts up to 6 feet. The Heartland Care Center opened in 1994 after years of fundraising by local residents.

EDUCATION HISTORY

In the fall of 1873 the first school was established in the home of I.M. Jackson. The first school building was erected in 1874. The first school was badly damaged by a fire and a new school was built in 1908 (pictured right). In 1908 the Marcus Public School was accredited and a graduated student could enter any of the state colleges and universities without taking examinations. In 1926, a \$50,000 school addition was completed in time for graduation. During the depression, home economics classes included such topics as how to make underwear out of flour sacks. In 1958, Marcus voted for school reorganization that consolidated the Marcus and Grand Meadow School Districts. In 1960, the City received funding from the Gund estate for a new library building, dedicated as the W.L. Gund Memorial Library. A new school building was built in 1962.



CHAPTER 2: COMMUNITY CONTEXT

AGRICULTURE AND PRODUCTION HISTORY

Two grain elevators were built in 1876; one which had a 10,000 bushel capacity. Small grain, such as wheat, oats, barley, and flax were the primary crops. The first grain warehouse was built in 1873 and the building later became the west wing of the Western Grain Company's elevator. Hogs and cattle were also raised. In 1875 the town produced and forwarded the following goods: 23 train cars of wheat, 35,700 pounds of produce, 28 cars lumber, 7 cars household goods, 1 car brick, and 32 cars of coal. And 24,555 pounds of merchandise were received. In 1887 a city scale was established. By 1892, Marcus had 3 grain elevators and shipped 2-3 train loads of livestock a week. In 1899, the elevators steam engine was replaced with a gas engine. The elevator was rebuilt with steel siding in 1919. The Marcus Shipping Association operated the elevator and rail shipping from 1887-1938. In the 1930's, during the Depression, farm strikes known as Farm Holidays took place due to the low priced goods. Farmers believed that if cream, milk, and eggs were held off the market for seventy-two hours, prices would rise. Penny auctions were common where a neighbor would bid a penny and give the farm back to the owner. In 1936, more than half the corn crop had been destroyed by draught.³

Agriculture played a large role at the annual County Fair. The Floral Hall contained vegetables and fruit grown at local farms. The stock show included horses, pigs, cows, and fowl. A livestock and industrial show was initiated in 1936 and developed into the Marcus Fair. In the 1940's the Farmers Elevator purchased a corn drier, erected two steel storage tanks, and installed a new coalyard. In 1954-55 the 250,000 bushel concrete elevator was constructed. A 247,000 bushel elevator annex was completed in the fall of 1968.



Threshing grain in 1910, with elevator for stacker instead of blower.

In 1976, Iowa's bicentennial year, the Century Farms Program was inaugurated to honor Iowa families that have owned their farms for 100 years. The annual program is still active and farm families are recognized at the Iowa State Fair. Everyday rural living is honored through the program. Farm families are recognized for keeping and working the land which is a profoundly important role in Iowa's heritage. Several Marcus area farms are recognized by the Iowa Century Farms program and featured in the history book titled 'Pride in the Past...Faith in the Future, A Historical View of Marcus 1871-1996' published in 1996.

"If we care for the land, it will always care for us"

– Century Farms of Iowa

³ Sources of history and photos: 'Marcus Centennial 1871-1971 Pride in the Past ... Faith in the Future, A Centennial History of Marcus, Iowa' Published by the community of Marcus, Iowa 1971 and 'Pride in the Past...Faith in the Future, A Historical View of Marcus 1871-1996' Published in 1996.

CHAPTER 2: COMMUNITY CONTEXT

CULTURE AND ENTERTAINMENT HISTORY

Historical events and sports in Marcus included: Fourth of July celebration, Cherokee County Fair, baseball, skating rink, picnics, reunions, Harvest Home Festival, balls and suppers. The Masonic Lodge and Eastern Star were active in the early days with the first meetings held in the railroad station in 1876. In the 1880's the Marcus City Park was dedicated. From 1886 to 1889, Marcus was noted for its musical talent when a privately financed band made the town famous. Two bands were active in 1890's in Marcus, one was the only ladies' band in the great Northwest (organized in Marcus in 1894). In 1890, the Cherokee County Fairgrounds land was deeded to the County Union Society. In 1907, the Marcus Woman's Club was organized. The first motion picture theater came to Marcus in 1910. The Marcus American Legion was formed in 1920. In the 1930's the Marcus Polo Team played regularly with professional teams from Iowa and Minnesota. In 1932, Marcus celebrated its fiftieth anniversary of incorporation with a Golden Jubilee. The Marcus Flower Garden Club was formed in 1932. In 1936, the Marcus Fair was initiated.⁴



The Harvest Home Festival brought many visitors to Marcus

During the Depression, Marcus citizens formed the 'Playground' which was free to the public and featured a safe place for children to skate and slide on a pasture near town. Later, a toboggan slide was built and the playground committee leased the land for public use. In the summer the playground was graded and used for football, kittenball, tennis and other sports. The first free outdoor movie show was staged by Marcus merchants in 1952. The Marland theater was built in mid-1950's with volunteerism and donated materials after fire destroyed the old building. In 1958, the Marcus pool was completed. The Marcus Golf Course clubhouse was built in 1963 by volunteer workers. Marcus celebrated its Centennial in 1971.



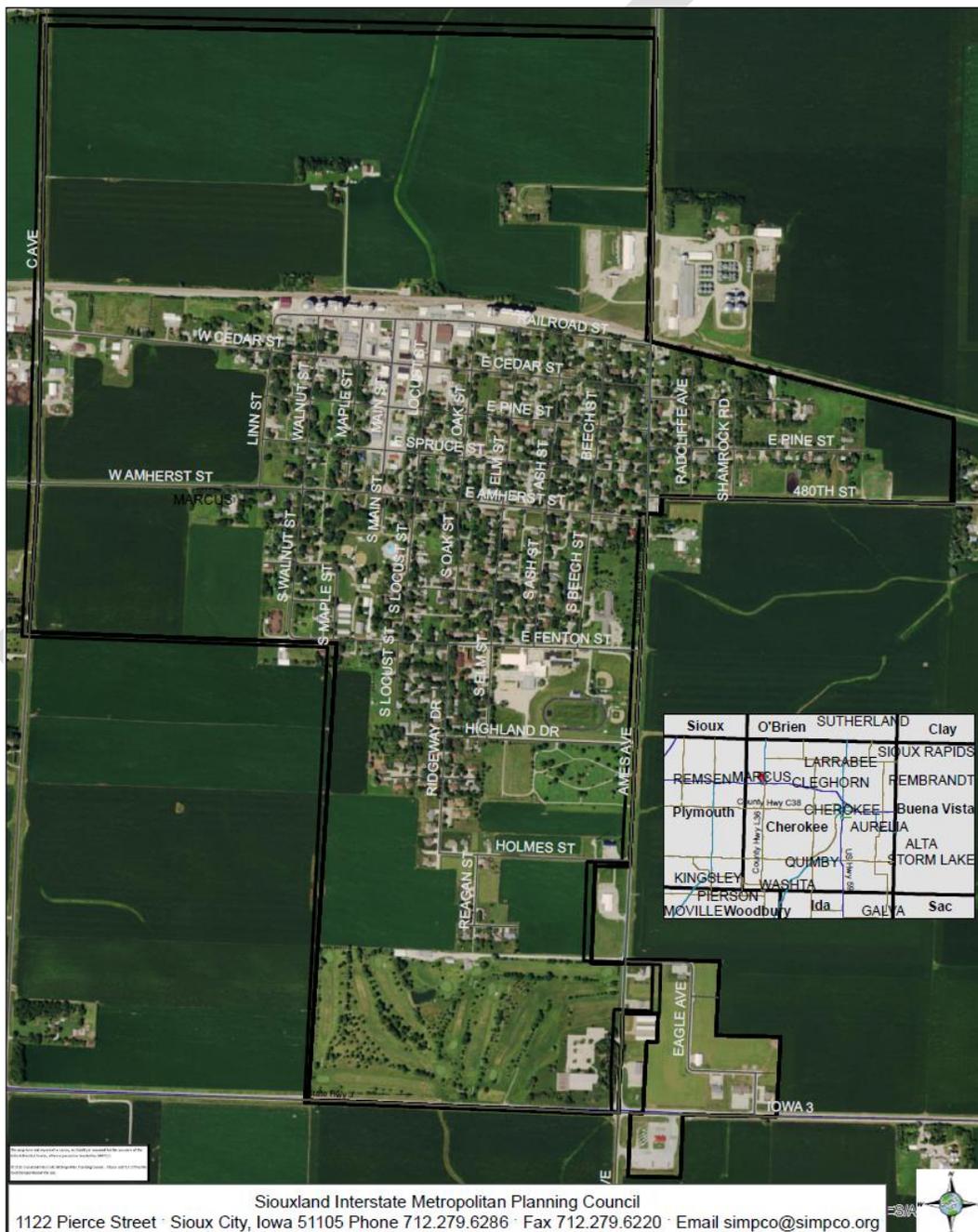
Marcus Playground

⁴ Sources of history and photos: 'Marcus Centennial 1871-1971 Pride in the Past ... Faith in the Future, A Centennial History of Marcus, Iowa' Published by the community of Marcus, Iowa 1971 and 'Pride in the Past...Faith in the Future, A Historical View of Marcus 1871-1996' Published in 1996.

MARCUS POPULATION TRENDS

The Marcus population demographics found in this section were gathered from the US Census Bureau and the American Community Survey. Information in the following categories was collected and analyzed for this Comprehensive Plan update: Marcus population age groups and female-male population, Marcus ethnic make-up, Marcus historic decennial population progression and comparison to Cherokee County.

Marcus City Boundary - Aerial Photography

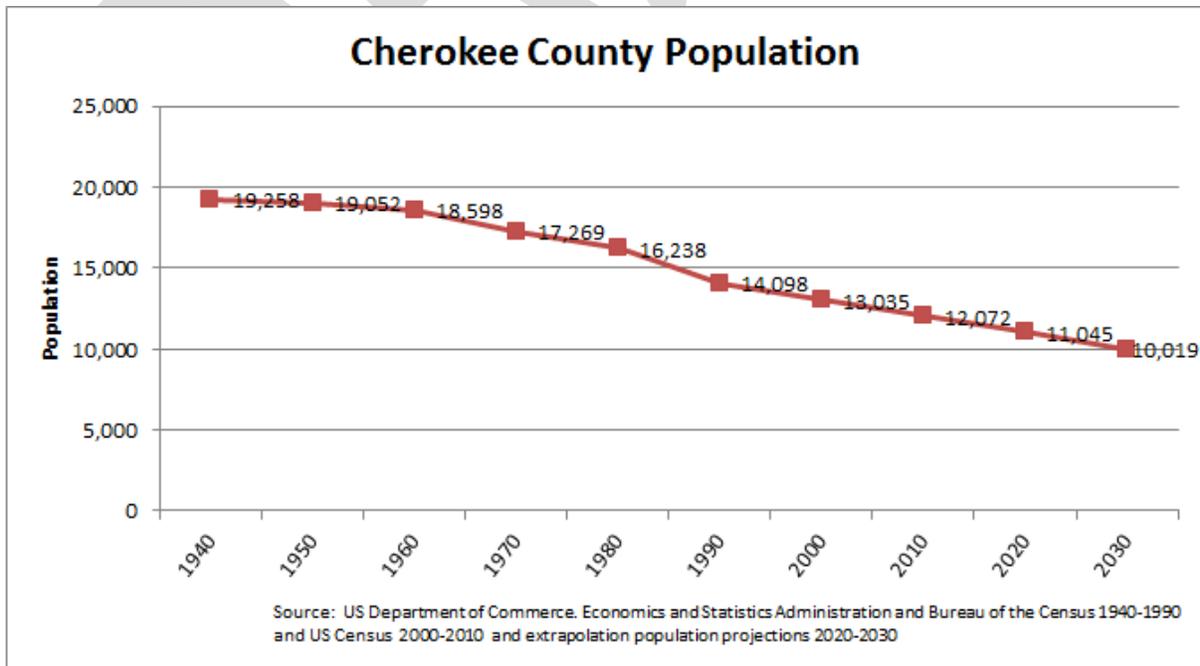
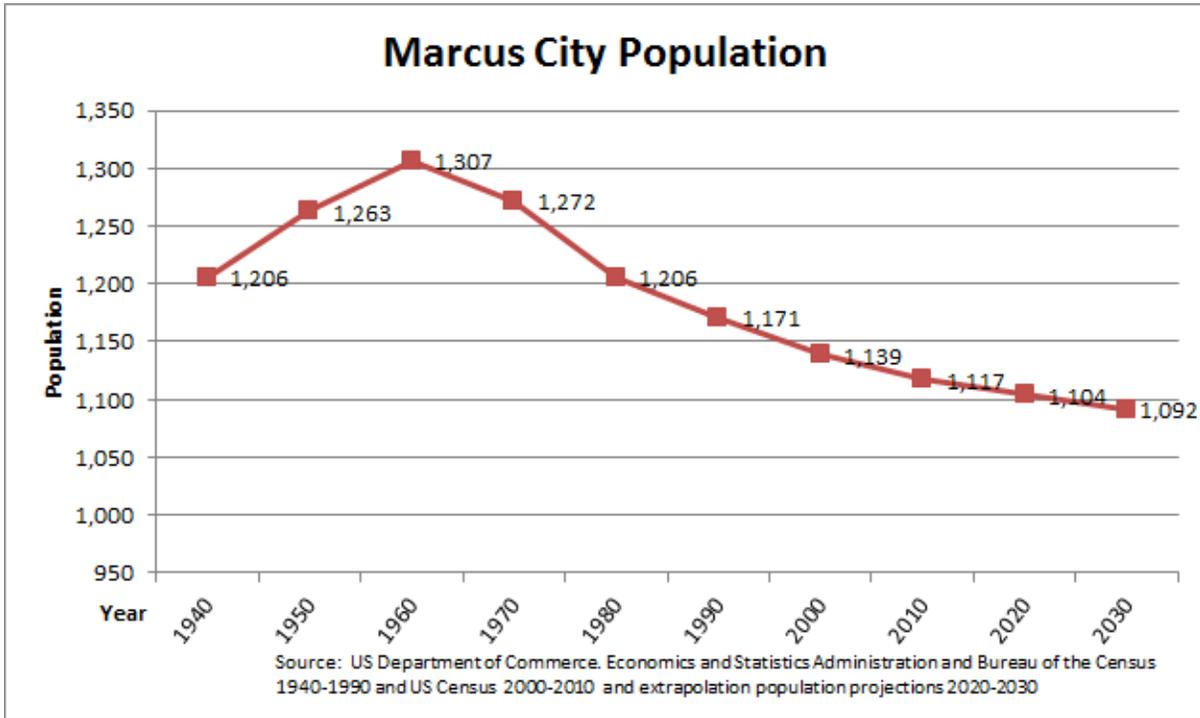


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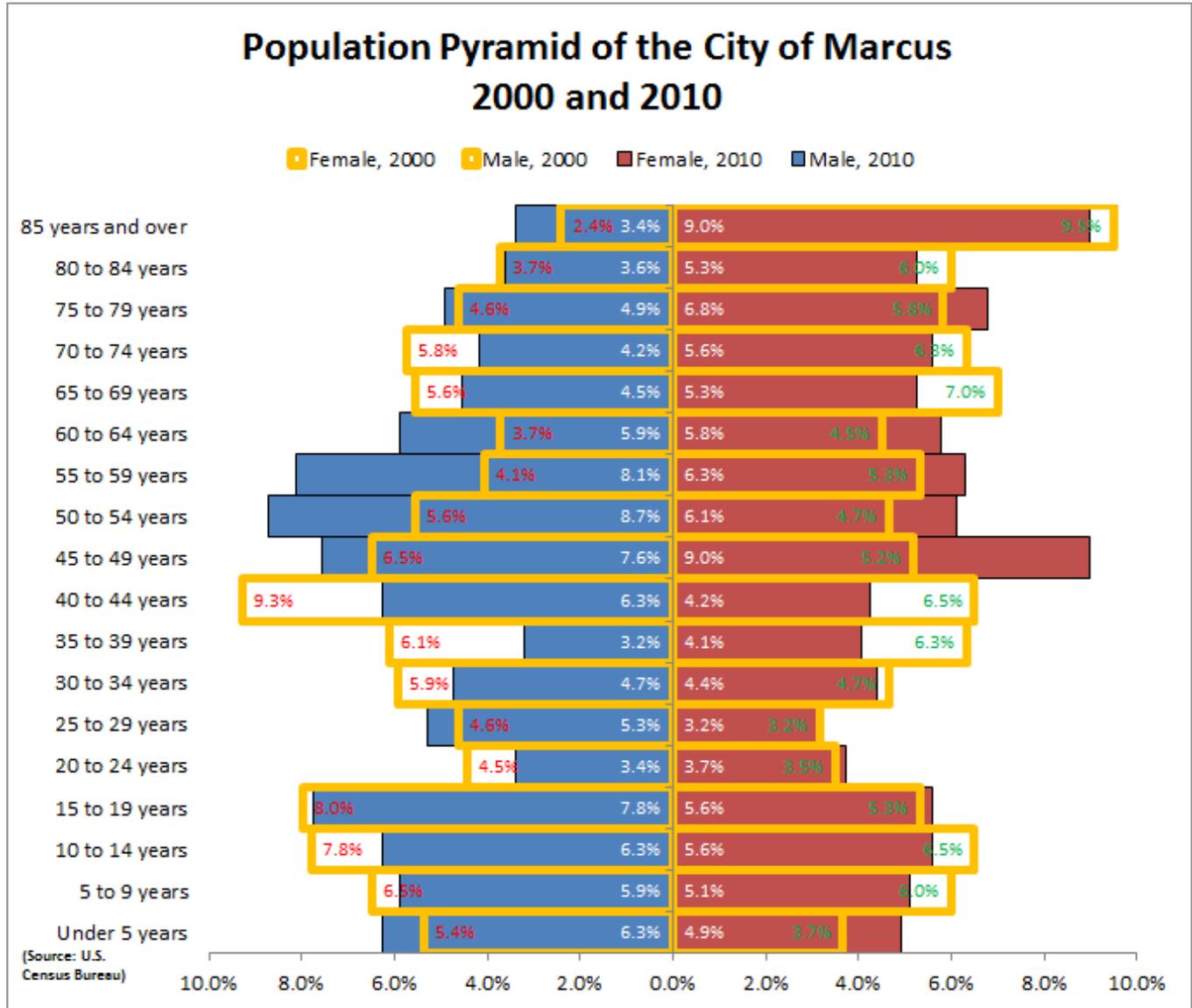
DECENNIAL POPULATION PROGRESSION

The following graphs show population historic progressions and future projections for the City of Marcus and Cherokee County from 1940-2030. The Marcus population graph illustrates the height of Marcus’s population in the 1960’s and the consistent population decline since that time. Cherokee County experienced a similar decline in population over the 70-year period 1940-2010. The population projections 2020-2030 are based on an extrapolation equation whereby the previous decennial populations are used to predict the same progression into the future.



AGE FEMALE – MALE POPULATION

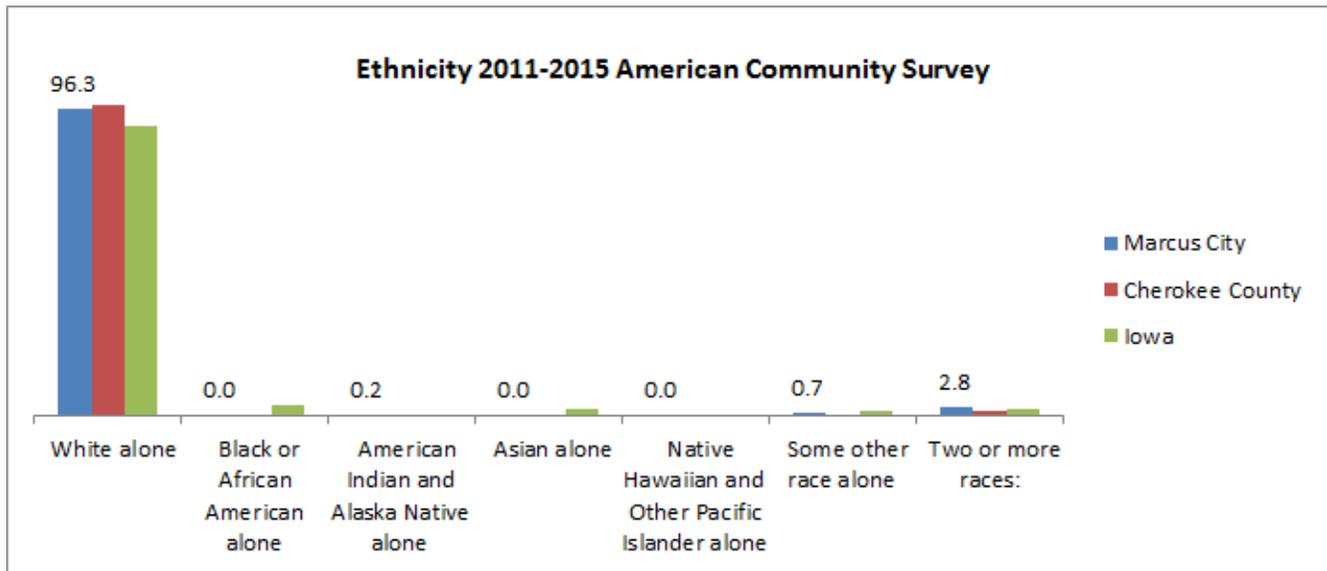
The following population pyramid graph illustrates the percent of females and males in each age group for 2000 and 2010. The graphs compare the changes from 2000 depicted with yellow boxes to 2010 depicted with solid boxes deciphering male population on the left and female population on the right. The graph comparison shows slight increases and decreases in the female and male populations in each 5-year age group over the past decade.



CHAPTER 2: COMMUNITY CONTEXT

ETHNIC MAKE-UP

The ethnic make-up of Marcus is illustrated in the graph and table below. The ethnic percentages are compared to that of Cherokee County and the State of Iowa. Information was gathered from the US Census Bureau, 2011-2015 American Community Survey 5-year estimates. The graph shows that Marcus is slightly more diverse than Cherokee County and less diverse than the State of Iowa. The highest percentage ethnic groups after White is two or more races (2.8%) and some other race alone (0.7%).



Ethnicities	Marcus City	Cherokee County	Iowa
White alone	96.3	97.3	91.2
Black or African American alone	0.0	0.5	3.2
American Indian and Alaska Native alone	0.2	0.4	0.3
Asian alone	0.0	0.1	2.0
Native Hawaiian and Other Pacific Islander alone	0.0	0.0	0.1
Some other race alone	0.7	0.2	1.3
Two or more races:	2.8	1.6	2.0
Two races including Some other race	0.0	0.0	0.2
Two races excluding Some other race, and three or more races	2.8	1.6	1.8

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

CULTURAL AWARENESS

Communities across the nation are experiencing increased diversity. Cultural awareness and sensitivity can be defined as consciousness and understanding of the different morals, standards, and principles of a variety of cultures, ethnic groups or races. Cultural sensitivity skills can include assessing different cultural practices and communication styles and learning how to value cultural differences to increase inclusivity and understanding. The community of Marcus can strive to create a welcoming and inclusive environment through practicing cultural awareness and sensitivity.

CHAPTER 2: COMMUNITY CONTEXT

CITY FISCAL SUSTAINABILITY

The 2012 Comprehensive Plan highlighted fiscal sustainability as a guiding principle. This section includes an assessment of the financial health of Marcus including: City functions and funding sources, property valuations, revenue, and expenditures.

CITY FUNCTIONS AND FUNDING SOURCES

The City develops a budget and Capital Improvement Program (CIP) each year. The budget includes detailed financial information including a list of city functions and expenditures. A city's capital improvement program includes infrastructure projects and is funded by various revenue sources, including property taxes, general obligation bonds, revenue bonds, special assessments, state and federal grant funds, service charges, state road use tax funds and tax increment financing. Each capital improvement need or project is evaluated according to the availability of funding. Normal government operations are financed through the revenue raised by the property tax levy. Taxation has a direct and significant effect on present and future land use since it directly affects the costs of owning property.

FISCAL INDICATORS

The financial health of Marcus can be assessed by examining the following fiscal indicators: property valuations, revenue, and expenditures.

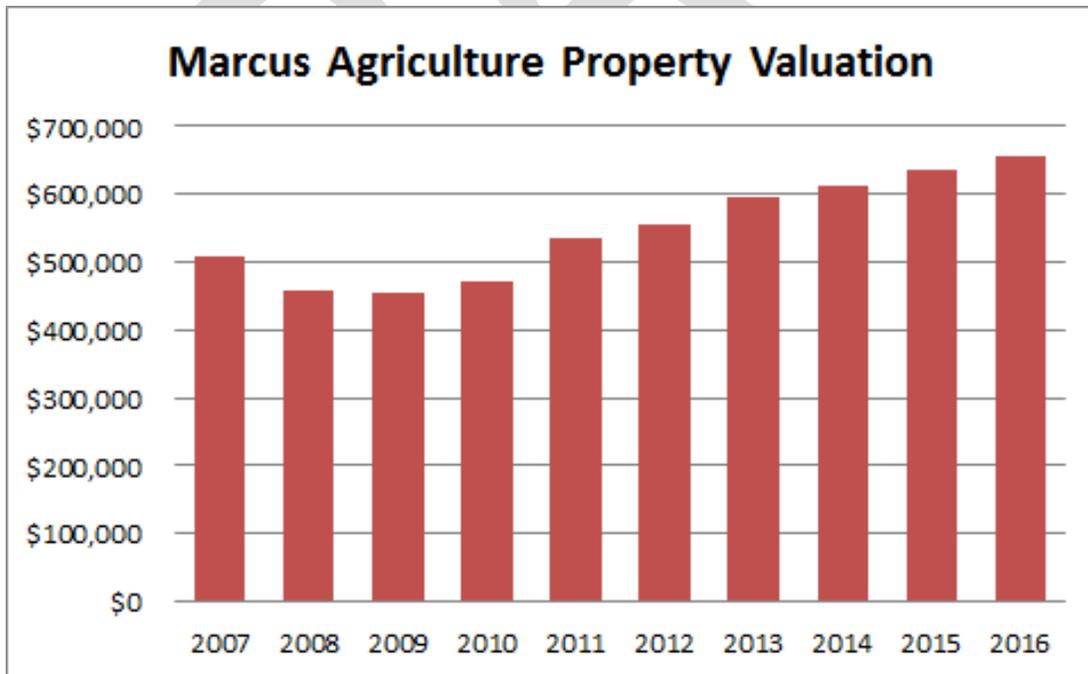
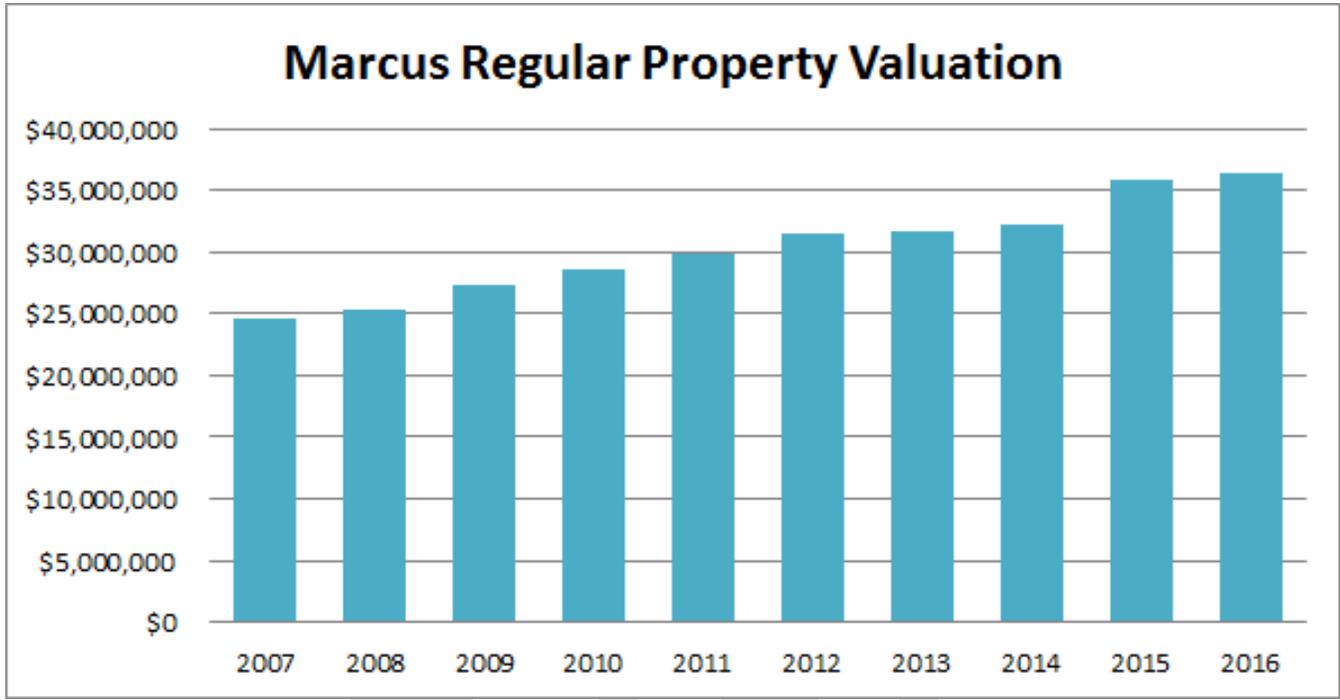
Assessed Property Valuations

The table and graphs below show the ten-year trend in assessed property valuation in Marcus. The data show that regular assessed valuation increased consistently from 2007 through 2016. In contrast, agricultural property values experienced a decline in 2008 and then a steady increase since 2010.

Marcus Assessed Property Valuation 2007 - 2016			
Fiscal Year	Regular	Agriculture	Total
2007	\$24,588,312	\$506,982	\$25,095,294
2008	\$25,236,893	\$456,804	\$25,693,697
2009	\$27,284,479	\$454,319	\$27,738,798
2010	\$28,630,667	\$473,126	\$29,103,793
2011	\$29,890,968	\$533,943	\$30,424,911
2012	\$31,432,939	\$556,142	\$31,989,081
2013	\$31,599,368	\$594,019	\$32,193,387
2014	\$32,143,912	\$611,844	\$32,755,756
2015	\$35,765,065	\$635,788	\$36,400,853
2016	36,456,264	\$654,999	\$37,111,263

Regular and Agricultural Assessed Property Valuations

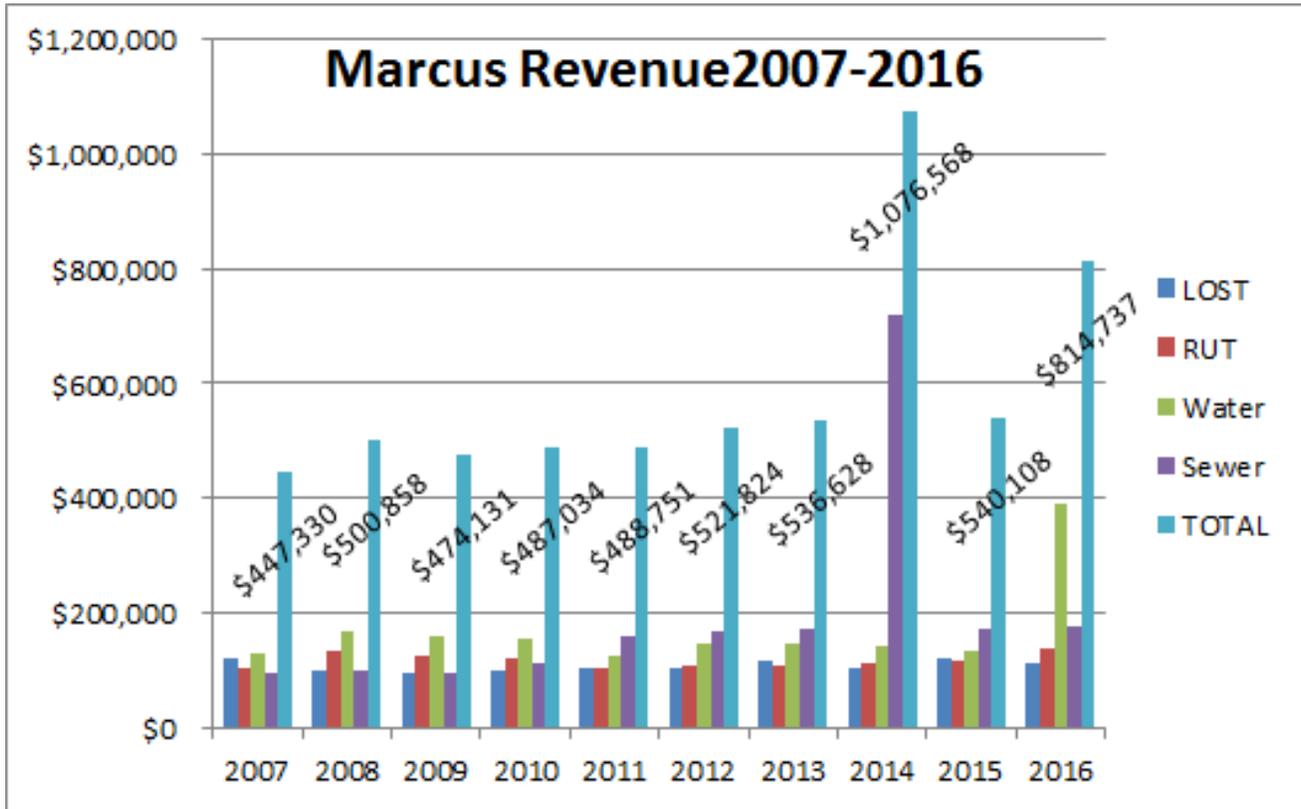
The graphs below show the ten-year trend in assessed property valuation in Marcus. The data show that regular assessed valuation increased consistently from 2007 through 2016. In contrast, agricultural property values experienced a decline in 2008 and then a steady increase since 2010.



CHAPTER 2: COMMUNITY CONTEXT

Revenue

The following graph and table show City of Marcus revenues collected from four major sources including: Local Options Sales Tax (LOST), Road Use Tax (RUT), Water usage fees, and Sewer usage fees. Overall revenue stayed relatively consistent from 2007-2013. Marcus experienced a large increase in revenue in 2014 due to a General Obligation bond for a new sewer line. Total revenues in 2016 increased in the water fund due to a transfer of funds.



Marcus Revenue 2007-2016

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
LOST	\$118,442	\$99,864	\$94,919	\$99,911	\$103,174	\$104,935	\$114,509	\$104,882	\$118,767	\$113,331
RUT	\$104,366	\$134,915	\$123,961	\$121,151	\$103,072	\$105,949	\$106,970	\$111,536	\$116,148	\$138,038
Water	\$129,592	\$168,498	\$160,748	\$155,291	\$123,634	\$144,451	\$144,894	\$141,134	\$132,255	\$389,123
Sewer	\$94,930	\$97,581	\$94,503	\$110,681	\$158,871	\$166,489	\$170,255	\$719,016	\$172,938	\$174,245
TOTAL	\$447,330	\$500,858	\$474,131	\$487,034	\$488,751	\$521,824	\$536,628	\$1,076,568	\$540,108	\$814,737

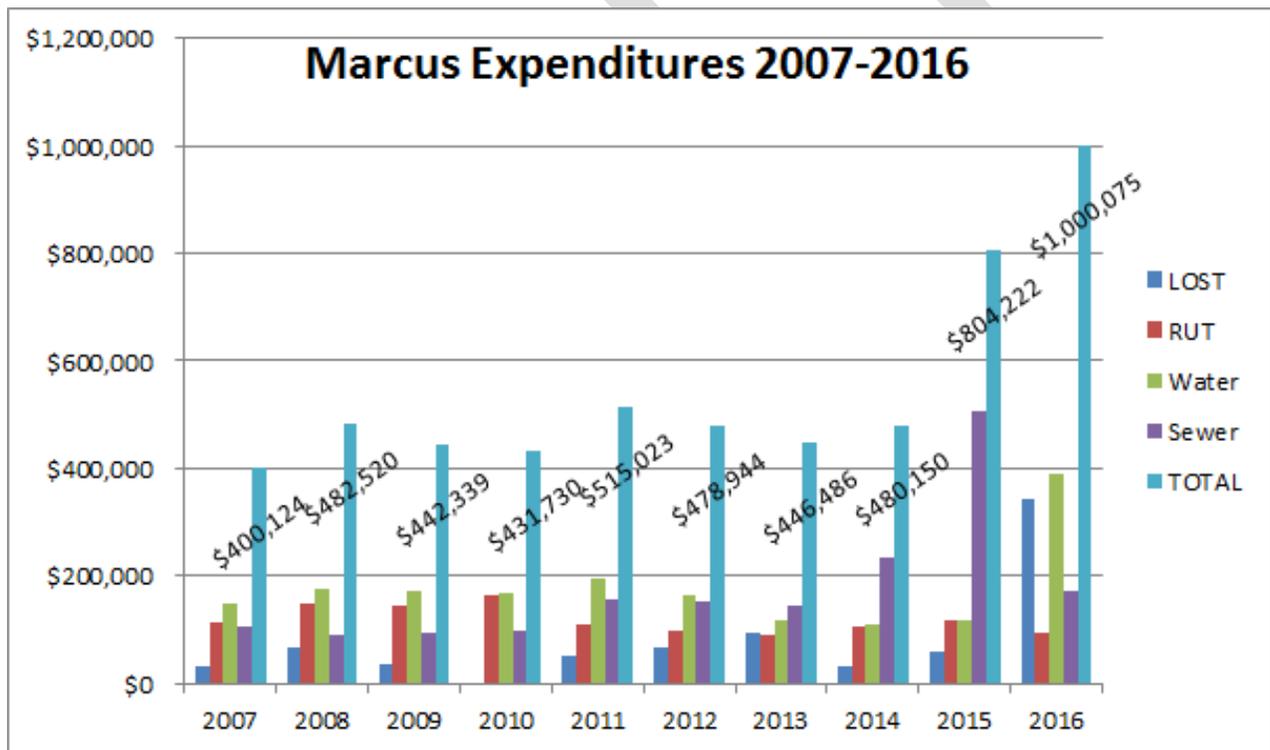
Source: City of Marcus, Local Options Sales Tax (LOST), Road Use Tax (RUT)

CHAPTER 2: COMMUNITY CONTEXT

Expenditures

The following graph and table show City of Marcus expenditures from four major sources including: Local Options Sales Tax (LOST), Road Use Tax (RUT), Water usage fees, and Sewer usage fees. Overall expenditures stayed relatively consistent from 2007-2014; between \$400,000-\$600,000. Marcus experienced a large increase in revenue in 2014 due to increased sewer revenue. Expenditures reflected the increased revenue with greater spending in 2015 and 2016. Some highlighted expenditures from City records include the following.

- 2011 \$95,725 Water Tower Repair's
- 2014 \$49,255 New sewer line
- 2015 \$354,673 New sewer line
- 2015 \$25,000 Streets
- 2015 \$35,630 D.S.
- 2016 \$245,586 Water Tower Expenses
- 2016 \$64,720 Streets
- 2016 \$33,099 D.S.



Marcus Expenditures 2007-2016										
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
LOST	\$32,510	\$66,857	\$34,560	\$0	\$52,710	\$67,843	\$93,828	\$31,465	\$60,630	\$344,299
RUT	\$114,317	\$148,465	\$144,089	\$165,228	\$109,594	\$97,613	\$90,708	\$104,828	\$117,586	\$94,310
Water	\$148,243	\$177,075	\$171,026	\$167,113	\$196,366	\$162,151	\$116,318	\$110,167	\$118,310	\$389,392
Sewer	\$105,054	\$90,123	\$92,664	\$99,389	\$156,353	\$151,337	\$145,632	\$233,690	\$507,696	\$172,074
TOTAL	\$400,124	\$482,520	\$442,339	\$431,730	\$515,023	\$478,944	\$446,486	\$480,150	\$804,222	\$1,000,075

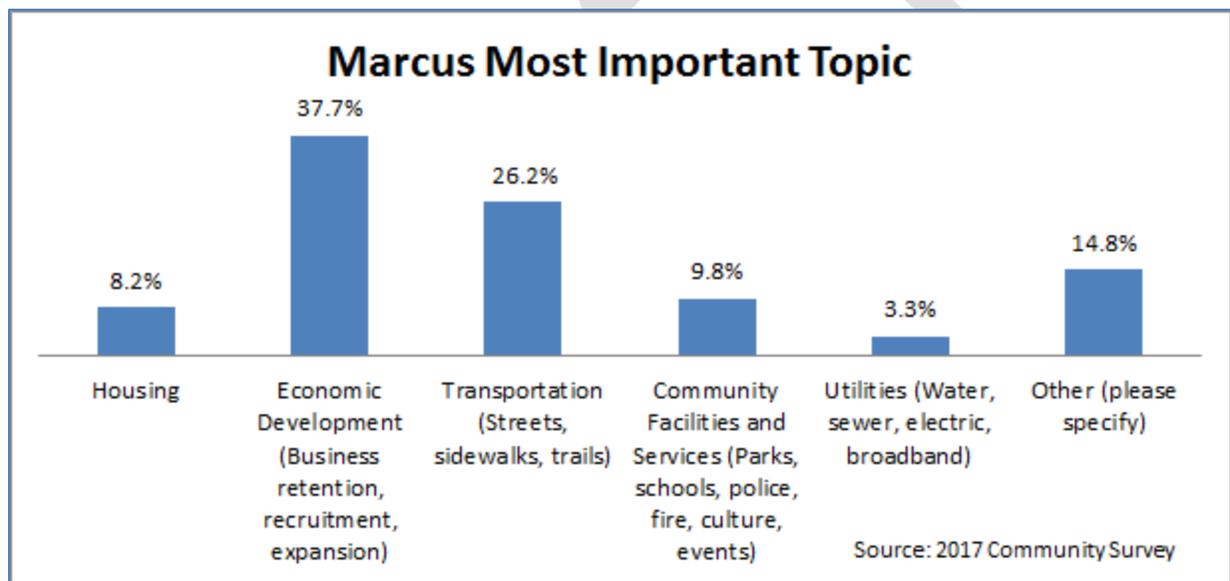
Source: City of Marcus, Local Options Sales Tax (LOST), Road Use Tax (RUT)

CHAPTER 3: ECONOMIC DEVELOPMENT

CHAPTER 3 ECONOMIC DEVELOPMENT

The term economic development varies in definition but often includes business retention, business expansion, and business recruitment. Traditional indicators of a strong economy include analysis of the City's unemployment rate, income levels, wages, and percentage of industry or occupation categories such as manufacturing. This Economic Development chapter consists of the following: Marcus census income and industry data, unemployment data, major employers, and economic development results from the public vision session and community survey.

Economic development is a priority for the City of Marcus. The 2017 Marcus community survey results identified economic development as a top priority, as show in the graph below. Survey results also revealed support for the following economic development concepts: business retention, job creation, and support for the school system, and improve quality of life with amenities such as: trails, schools, parks, churches, safety of neighborhoods, and cleanliness.



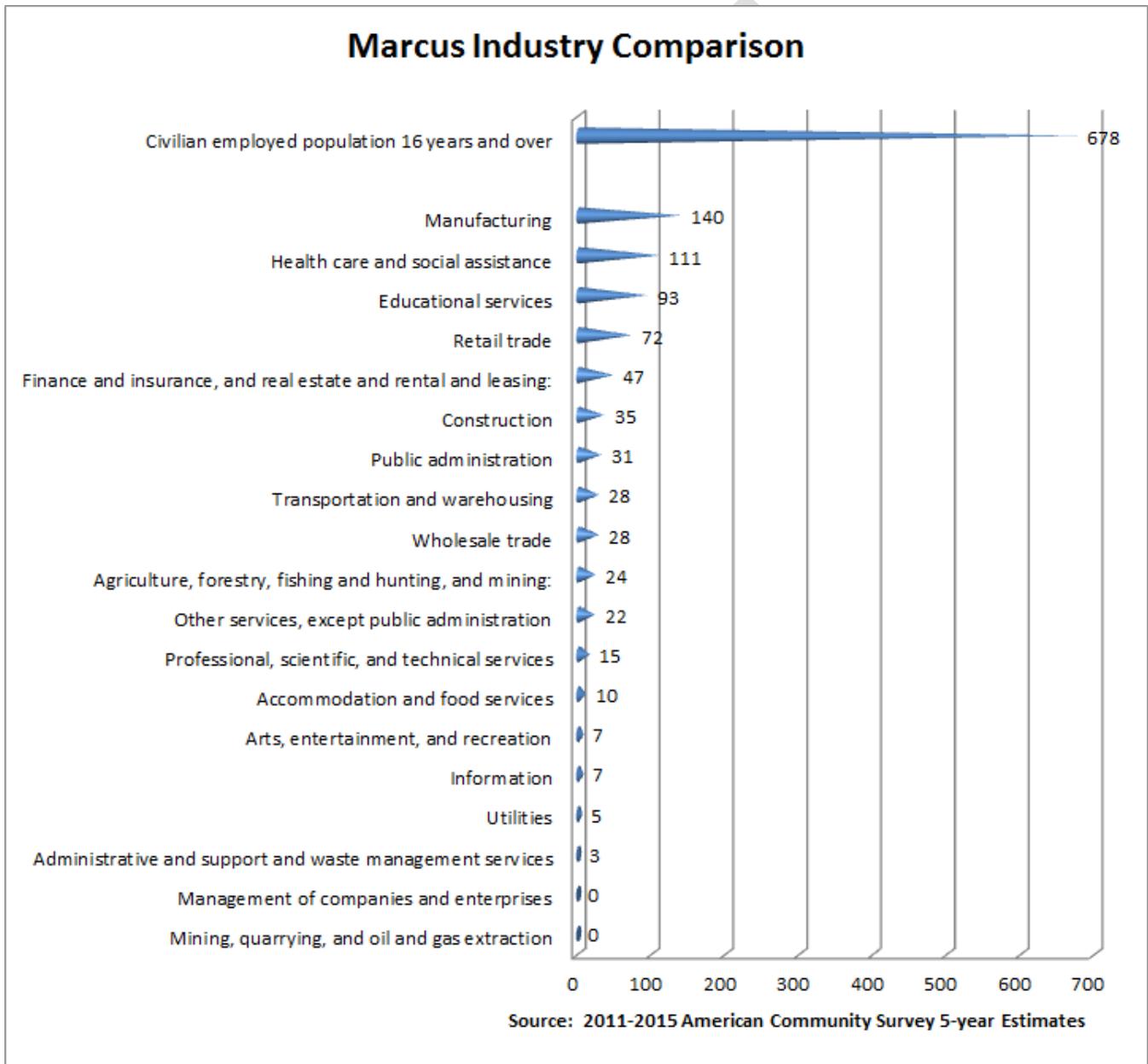
IOWA SMART PLANNING ECONOMIC DEVELOPMENT ELEMENT

The 2010 Iowa Smart Planning Guide states the following in regard to Economic Development and Agriculture. Objectives, policies, and programs to promote the stabilization, retention, or expansion of economic development and employment opportunities. The comprehensive plan or land development regulations may include an analysis of current industries and economic activity and identify economic growth goals for the municipality. The comprehensive plan or land development regulations may also identify locations for future brownfield or grayfield development. The Guide's Agricultural and Natural Resources Element states that objectives, policies, and programs addressing preservation and protection of agricultural and natural resources.⁵

⁵ Iowa Smart Planning Legislative Guide, Updated May 2010.

INDUSTRY COMPARISON

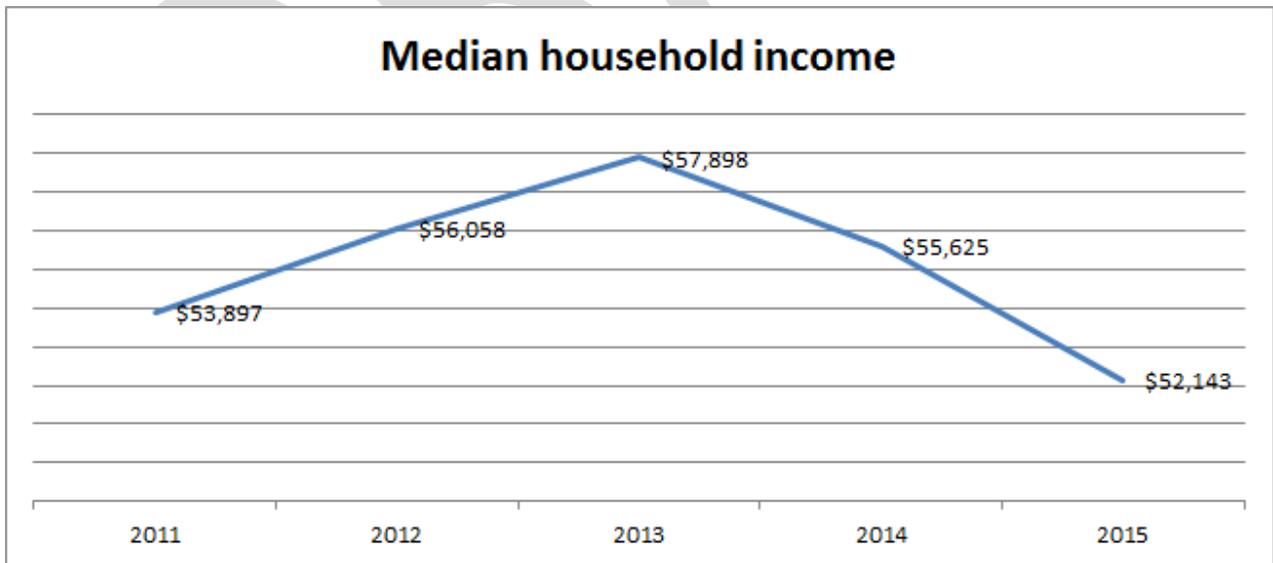
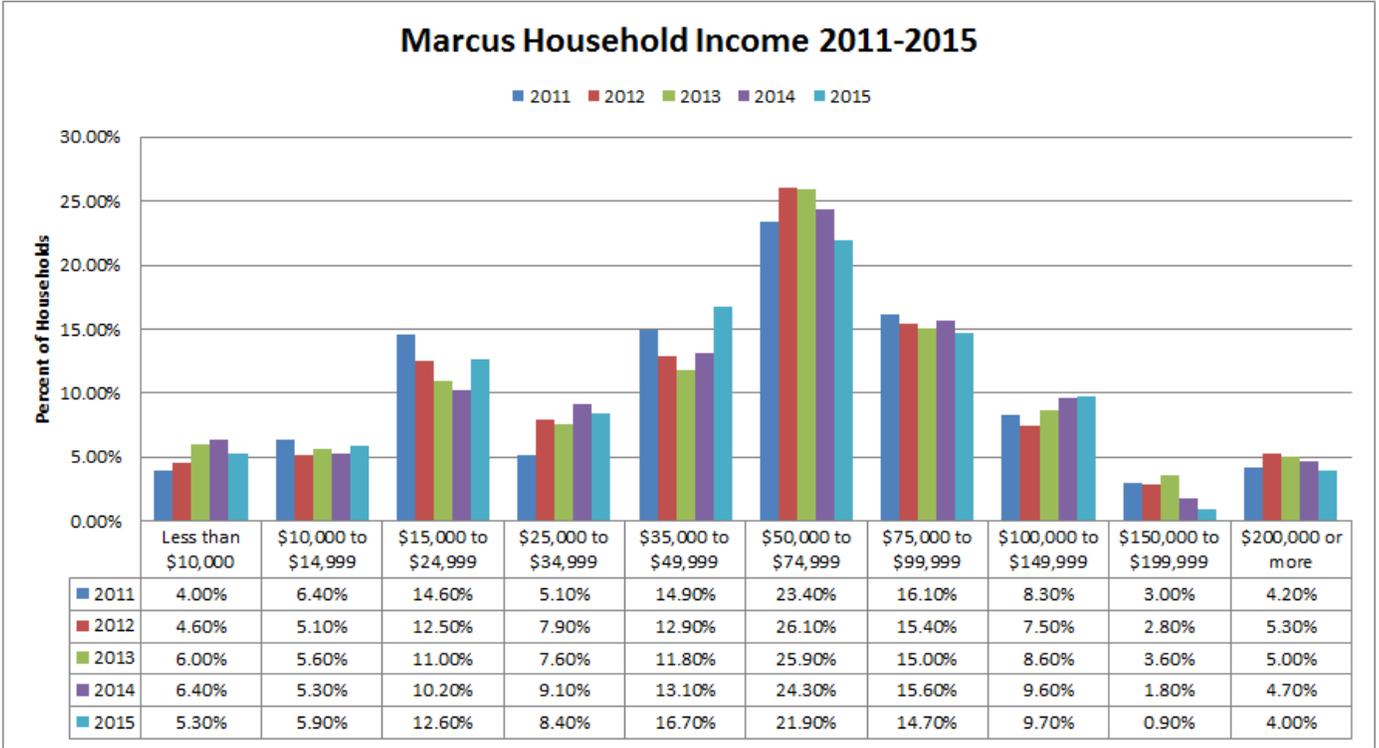
The US Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, gathers data on the number of estimated employees in pre-defined industry categories. According to the 2011-2015 American Community Survey, Marcus has a total civilian employed population, over 16, of 678 employees. Of the civilian employed population, the majority of Marcus’s employees work in manufacturing and health care and social assistance. The following graph illustrates the industry comparison in Marcus.



CHAPTER 3: ECONOMIC DEVELOPMENT

MARCUS INCOME

Household income is measured by the US Census Bureau and American Community Survey. Household income includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. The following graphs illustrate the progression of household income from 2011-2015 and the median⁶ household income from 2011-2015.



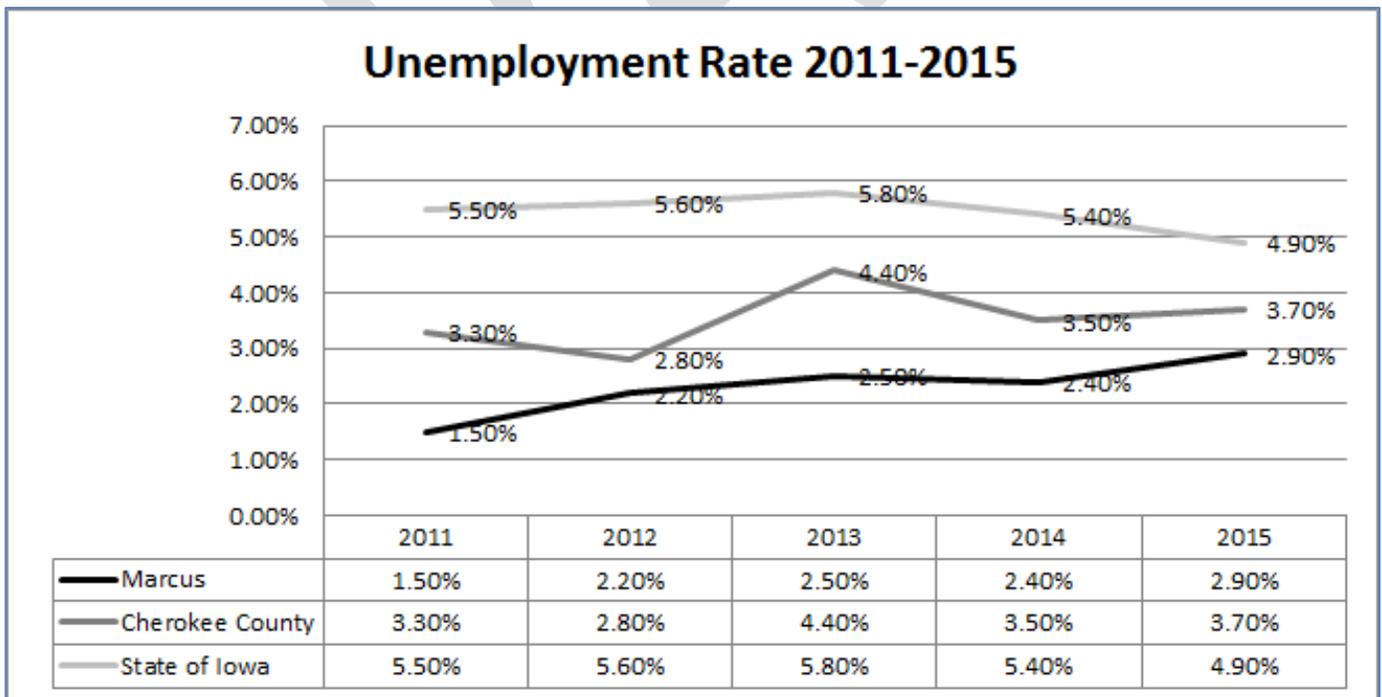
⁶ Median income. The median income divides the income distribution into two equal groups, one having incomes above the median, and other having incomes below the median.

CHAPTER 3: ECONOMIC DEVELOPMENT

Marcus Household Income	2011	2012	2013	2014	2015
Less than \$10,000	4.00%	4.60%	6.00%	6.40%	5.30%
\$10,000 to \$14,999	6.40%	5.10%	5.60%	5.30%	5.90%
\$15,000 to \$24,999	14.60%	12.50%	11.00%	10.20%	12.60%
\$25,000 to \$34,999	5.10%	7.90%	7.60%	9.10%	8.40%
\$35,000 to \$49,999	14.90%	12.90%	11.80%	13.10%	16.70%
\$50,000 to \$74,999	23.40%	26.10%	25.90%	24.30%	21.90%
\$75,000 to \$99,999	16.10%	15.40%	15.00%	15.60%	14.70%
\$100,000 to \$149,999	8.30%	7.50%	8.60%	9.60%	9.70%
\$150,000 to \$199,999	3.00%	2.80%	3.60%	1.80%	0.90%
\$200,000 or more	4.20%	5.30%	5.00%	4.70%	4.00%
Median household income (dollars)	\$53,897	\$56,058	\$57,898	\$55,625	\$52,143
Mean household income (dollars)	\$66,571	\$67,724	\$68,699	\$67,247	\$63,637
Total households	471	495	501	551	580

UNEMPLOYMENT RATE

According to American Community Survey 5-year estimates, Marcus has boasted an unemployment rate lower than Cherokee County and the State of Iowa since 2011. The unemployment rate is a traditional economic indicator. The outstanding low unemployment rate in Marcus is an indicator that people are working and contributing to the local economy in Marcus.



CHAPTER 3: ECONOMIC DEVELOPMENT

LABORSHED WAGE

Iowa Workforce Development (IWD) publishes data on laborshed wage. The laborshed wage data is organized by regions within the state of Iowa. The following laborshed wage tables display the average wages for all occupations within two IWD Regions including Region 12 and Northwest Iowa Balance of State Region.

Marcus City, within Cherokee County, is situated in Iowa Workforce Development (IWD) Region 12, a five-county region comprised of Plymouth, Cherokee, Woodbury, Monona, and Ida County. The following table states the average wage of all occupations in the five County region as \$19.03 an hour. This average wage includes the wages experienced within the City of Sioux City.

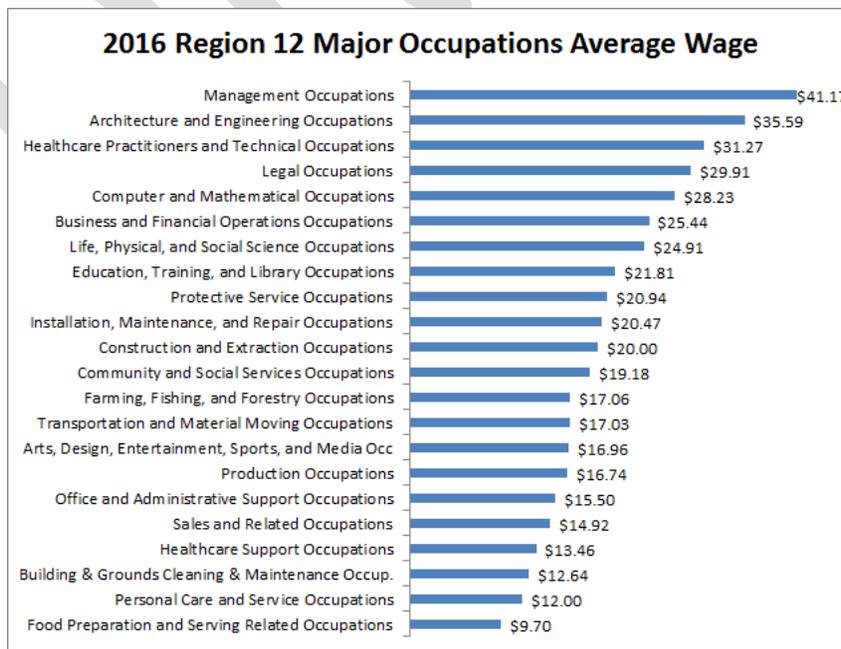
Region 12 2016 Occupational Title	Mean (Avg) Wage	10th Percentile Wage	25th Percentile Wage	50th (Median) Wage	75th Percentile Wage	90th Percentile Wage	Entry Wage	Experienced Wage
All Occupations	\$19.03	\$8.65	\$10.88	\$15.67	\$22.87	\$31.84	\$9.55	\$23.77

Source: Iowa Workforce Development (IWD) Wage Report Region 12 includes: Plymouth, Cherokee, Woodbury, Monona, and Ida

Marcus City, within Cherokee County, is situated in the Iowa Workforce Development (IWD) Occupational Employment Statistics (OES) Balance of the State (BOS) Northwest 21-County Region including: Lyon, Osceola, Dickinson Emmet, Kossuth, Winnebago, Hancock, Sioux O'Brien, Clay, Palo Alto, Cherokee, Buina Vista, Pocahontas, Humboldt, Wright, Ida, Sac, Calhoun, Webster, and Hamilton. This average wage does not include the Metropolitan Statistical Area of Sioux City. The mean (average) wage of the Northwest region stated below (\$21.75) was calculated with all occupations where the hourly wage was available.

IWD OES BOS NW Region 2015	Mean Hourly Wage	Percentage Wage Rate				
		10th	25th	50th (Median)	75th	90th
All Occupations	\$21.75	\$14.20	\$16.93	\$20.27	\$24.30	\$28.93

Source: Average calculations from Iowa Workforce Development (IWD) Occupational Employment Statistics (OES) Balance of the State (BOS) Northwest 21-County Region including: Lyon, Osceola, Dickinson Emmet, Kossuth, Winnebago, Hancock, Sioux O'Brien, Clay, Palo Alto, Cherokee, Buina Vista, Pocahontas, Humboldt, Wright, Ida, Sac, Calhoun, Webster, and Hamilton



CHAPTER 3: ECONOMIC DEVELOPMENT

MARCUS ECONOMIC DEVELOPMENT CORPORATION (MEDCO)

Marcus Economic Development Corporation (MEDCO) is an investment corporation and non-profit whose mission is to create opportunity in Marcus through problem solving, capital investment and sweat equity. MEDCO currently consists of eight Board members and a special advisor. Current objectives of MEDCO include the following.

MEDCO Objectives

- Provide leadership and assistance in promoting local enterprises
- Support a community trail system in Marcus
- Invest in vacant or derelict buildings on main street and remodel and lease or sell

Marcus Economic Development Corporation takes pride in the town and is responsible for creating a business friendly community and attract new businesses to Marcus. In the 1980's and 1990's the Marcus Economic Development Corporation (MEDCO) was instrumental in recruiting businesses to Marcus and improving Marcus's public infrastructure. MEDCO continues to improve Marcus through capital improvements and economic development projects such as the following.⁷

MEDCO Successes

- 2015-2016 MEDCO purchased, renovated, and subdivided a building on Main Street
- 2016-2017 Advised and recruited three new businesses to sign leases on Marcus Main Street including TenCorp, Robert Brock Law Office and EDF energy
- Ongoing City and MEDCO partnership in the sign and fascade grant program which has been successful in several main street business investments and improvements in signage and buildings.



MARCUS MAJOR EMPLOYERS

Marcus is home to many successful businesses. A business list was developed to assist MEDCO and Marcus Economic Development staff with business recruitment and tracking. Please find the full 2017 business list in the Appendix. The table below shows Marcus's major employers and estimated number of employees.

Business or Organization	#Employees
MMC-RU School System	90
Staples Promotion Products	83
Heartland Care Ctr*	80
Ethanol plant - Little Sioux Corn Processors	47
Marcus Lumber	32
Schmillen Construction	20
City of Marcus	19
AgReliant Genetics, LLC	10-15
Source: Marcus Economic Development Staff and Cherokee County Economic Development Staff	
*Source: Reference USA, Employer has multiple locations in region including Marcus	

⁷ Reference City of Marcus, Iowa online at: <https://www.marcusiowa.com/medco>. Retrieved May 9, 2017

ECONOMIC DEVELOPMENT PUBLIC COMMENT SUMMARY

Public comment was gathered through the community survey and the public meeting on April 3, 2017. Survey and meeting questions were dedicated to gathering public opinion in regard to economic development to inform this economic development chapter. Results of the public participation are summarized below. Full survey results can be found in the Appendix. Please find below a summary of the main themes derived from the public comments about economic development.

VISION SESSION RESULTS

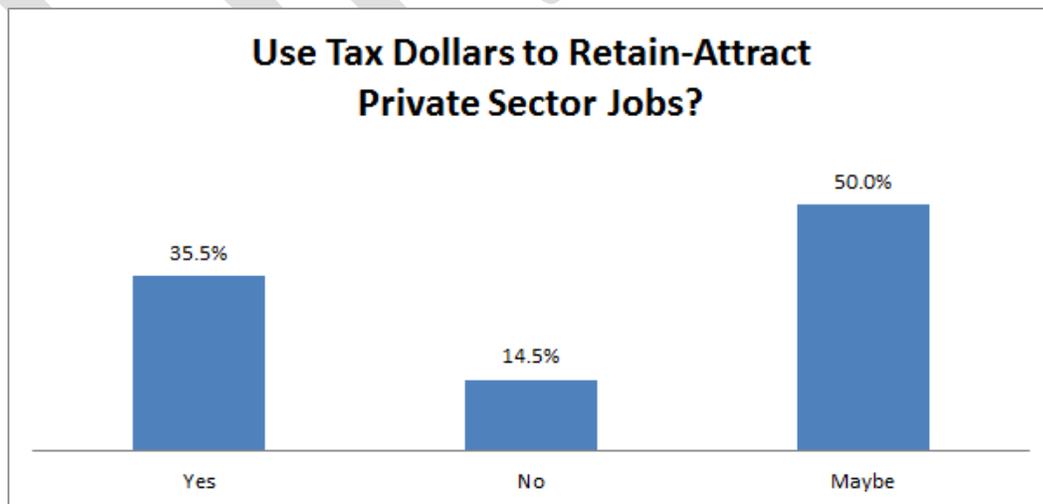
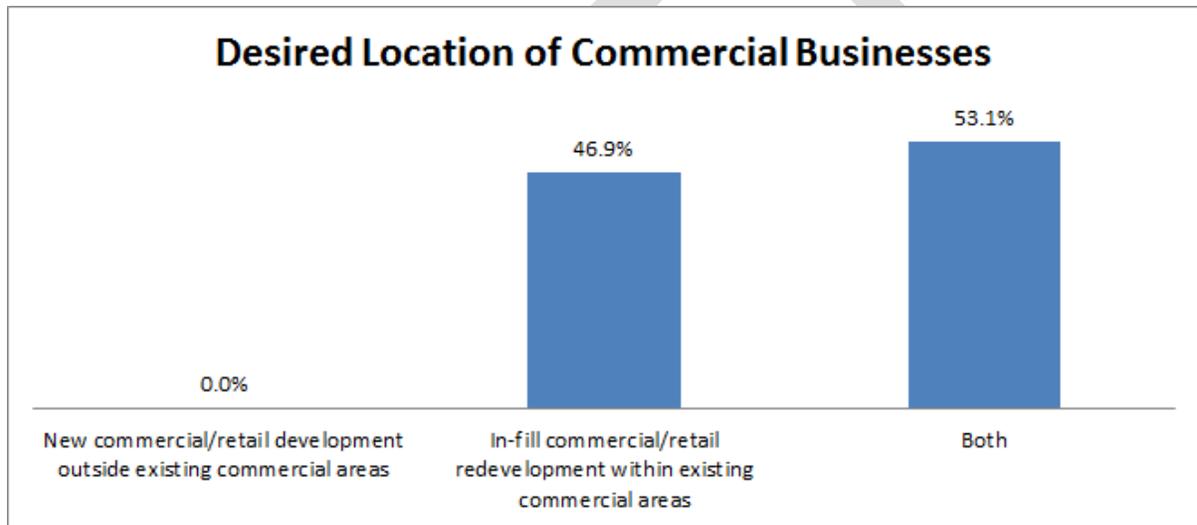
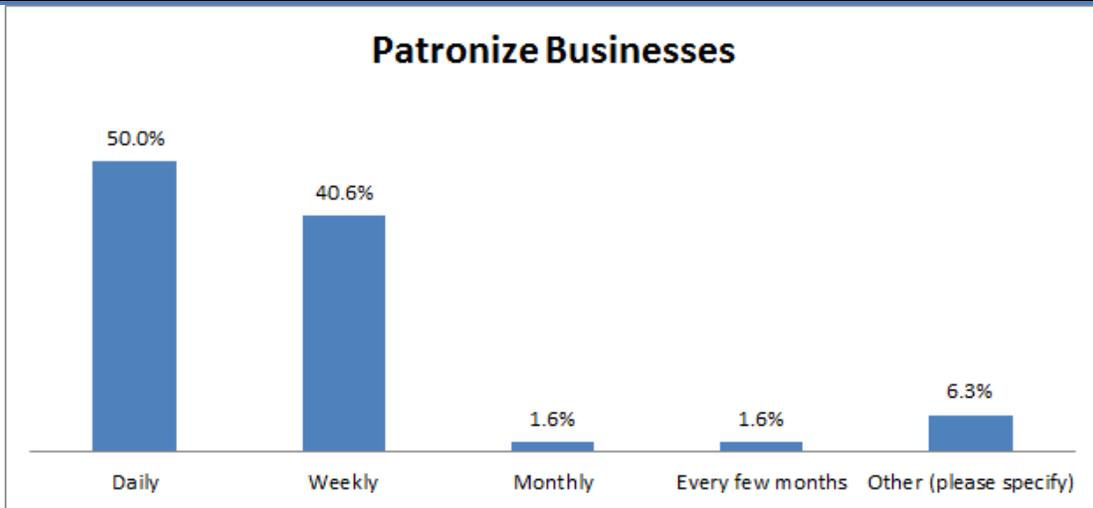
Participants were asked what economic development assets and issues exist in Marcus. The following results were recorded.

- Dry cleaning services
- Daycare center (1)
- Recreation center with activities and work out facilities (1)
- Attract online business people to locate in Marcus (2)
- Driving range (1)
- Restaurant such as Subway
- Eye doctor (6)
- In-home adult care
- Retain grocery store shop local (2)
- Diesel truck repair shop
- Re-open bowling alley (1)
- Movie theater
- Excellent first-responder service – recruit volunteers (free training)
- Archery, rifle ranges
- Amateur radio store
- Dog and pet grooming (6)
- Animal rescue facility (1)
- Youth center (3)
- Enhance swimming pool with swim team and year-round capability
- Manicure and pedicure services (1)
- Massage therapist (5)
- Small hardware including bridal registry and holiday items
- Steakhouse restaurant (2)
- Brewery
- Attract unique businesses (2)
- Public, year-round, inclusionary senior and youth social club
- Value-added agriculture products – research new agricultural technologies like ethanol and develop new agricultural practices in Marcus to create jobs and enhance economy (4)
- Market town on public websites like city-data.com
- Emphasize Marcus gateway sign
- Develop digital sign (2)

ECONOMIC DEVELOPMENT SURVEY RESULTS

Desired Businesses (54)

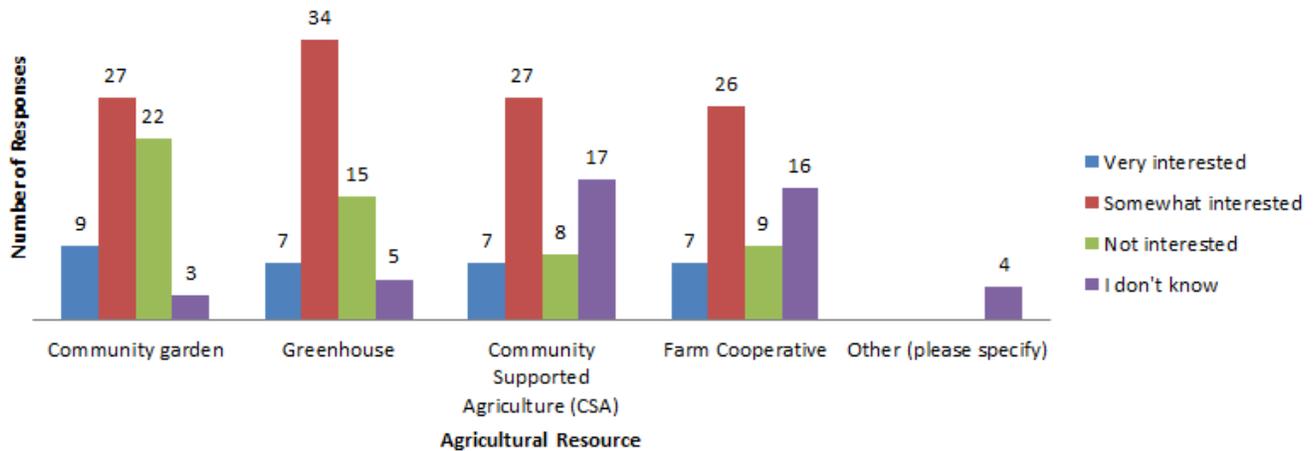
1. **Eating establishments**, restaurants (17), Steak house, breakfast lunch & dinner, family friendly no alcohol, small drive-in for ice cream (3), chain restaurant. Fast food, place that delivers, other than pizza or fried foods, updating Casey's to the newer store which offers subway-style sandwiches and wraps
2. **Childcare** (8) affordable, drop-in
3. **General store** (8) Dollar General, Dollar Tree open later, Wurth Hardware, Shopko
4. **Eye doctor** (7)
5. **Small hardware store** (6) with clothing
6. **Bowling alley** (4)
7. **Movie theater** (2)
8. **Dog groomer** (3), pet sitting services, trail and dog park
9. **Clothing/ retail** (2)
10. **Laundry mat** (2)
11. **More for teens and young people** (2), teen rec center
12. **Lawyer** (2)
13. Core businesses are essential (3); lumber yard, hardware, restaurants, grocery, fuel, Doctor, Dentist, Recreation, bars, pharmacy
14. Need more police to keep our streets safe
15. Bike path
16. Horse boarding
17. After school programs
18. Good marriage therapist
19. Rifle range, archery, radio
20. First response training
21. Gym fitness center; aerobics or other classes with inside pool
22. Adult in home care options/ daycare
23. Value added businesses related to ag.
24. More small businesses
25. Agricultural research, manufacturing, alternative energy, tech services
26. Internet based businesses, construction and manufacturing
27. Full time pharmacy/ with more gift options
28. Brewery computer service
29. Outreach clinic for the orange city area health system
30. Massage therapist



Business Incentive Ideas

1. **Tax incentives for businesses** (9), small businesses, retention & expansion, new businesses
2. **Better pay, competitive wages** and salaries (4)
3. **Provide education on existing programs** (3)
4. **Provide housing** (3), Need more housing before new business. Not enough houses available for employees at this time.
5. **Recruit young families, Incentives to hire young people** to help keep them in town (3)
6. **Free land or lot for business** (2) - no tax abatements
7. **Support from the community and city**, Help from City employees and officials (2)
8. Give businesses help in purchasing existing buildings on our Main Street
9. Daycare center
10. Interest free loans
11. Offer incentives that are fair and enticing
12. Assist with start-up costs
13. A clean, neat town with good streets would go a long way
14. Less taxes
15. Update and renovate existing structures for new businesses to reduce risk
16. Shared risk
17. More jobs

Level of Interest in Agricultural Resources



CHAPTER 3: ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT GOALS

The following goals and objectives were drafted based on public comment, existing documents, and current research. Sources that were reviewed and used to draft the following the goals and objectives include: Marcus community survey and public visioning session, 2012 Comprehensive Plan, Iowa Smart Planning Guide 2010, example plans, and information compiled and discussed in this chapter.

Goal ED1: Promote the stabilization, retention, and expansion of existing employers in Marcus

- ED1.1 Continue existing business expansion programs and research new programs, loans, tax breaks, and grants. Keep a current list of business expansion programs at City Hall.
- ED1.2 Annually meet with local employers to discuss business needs and concerns. Keep a contact list of existing businesses, organizations, and employers for monitoring and networking. Consider an annual survey supporting businesses and asking about current status of business such as number of employees, needs, issues, and opportunities.
- ED1.3 Improve business retention by creating programs that encourage businesses to stay through creative incentives or traditional incentives such as encouraging competitive wages, tax incentives, and property acquisition and improvement.
- ED1.4 Continue partnerships with Marcus Economic Development Corporation (MEDCO) and support MEDCO objectives.

Goal ED2: Promote business recruitment and entrepreneurship

- ED2.1 Identify needed services and businesses and strategically recruit businesses to Marcus
- ED2.2 Research economic development recruitment strategies and employment opportunities
- ED2.3 Continue to support Marcus Economic Development Corporation initiatives
- ED2.4 Develop a network of lenders and investors to provide start-up capital for new businesses and entrepreneurs
- ED2.5 Foster a workforce that can identify and execute on entrepreneurial opportunities.
- ED2.6 Work with area economic development partners, schools, and businesses to identify existing entrepreneurial resources and programs and provide current program information to the public.
- ED2.7 Work with organizations to provide a business start-up toolkit for new entrepreneurs and encourage experienced entrepreneurs to mentor local leaders, local investors, and potential entrepreneurs in how to navigate the entrepreneurial process

Goal ED3: Promote preservation and protection of agricultural and natural resources

- ED3.1 Support preservation of valuable agricultural land and agri-business
- ED3.2 Consider developing agricultural resources such as community garden, farmer's market, greenhouse, community supported agriculture, farm cooperative, and allowing chicken's and bees in the City.
- ED3.2 Support preservation of natural resources such as streams, wetlands, hills, rock outcroppings, etc. and natural resource education.

Goal ED4: Coordinate economic development efforts within the region

- ED4.1 Collaborate with regional economic development efforts and initiatives to encourage and support entrepreneurship and business start-up programs
- ED4.2 Coordinate goals and economic development initiatives with regional partners such as Cherokee Area Economic Development, Siouxland Interstate Metropolitan Council (SIMPCO), Northwest Iowa Development.

HOUSING PUBLIC COMMENT SUMMARY

Public comment was gathered through the community survey and the public meeting on April 3, 2017. Survey and meeting questions were dedicated to gathering public opinion in regard to housing to inform this housing chapter. Results of the public participation are summarized below. Full survey results can be found in the Appendix. Please find below a summary of the main themes derived from the public comments about housing.

Housing Public Meeting Results

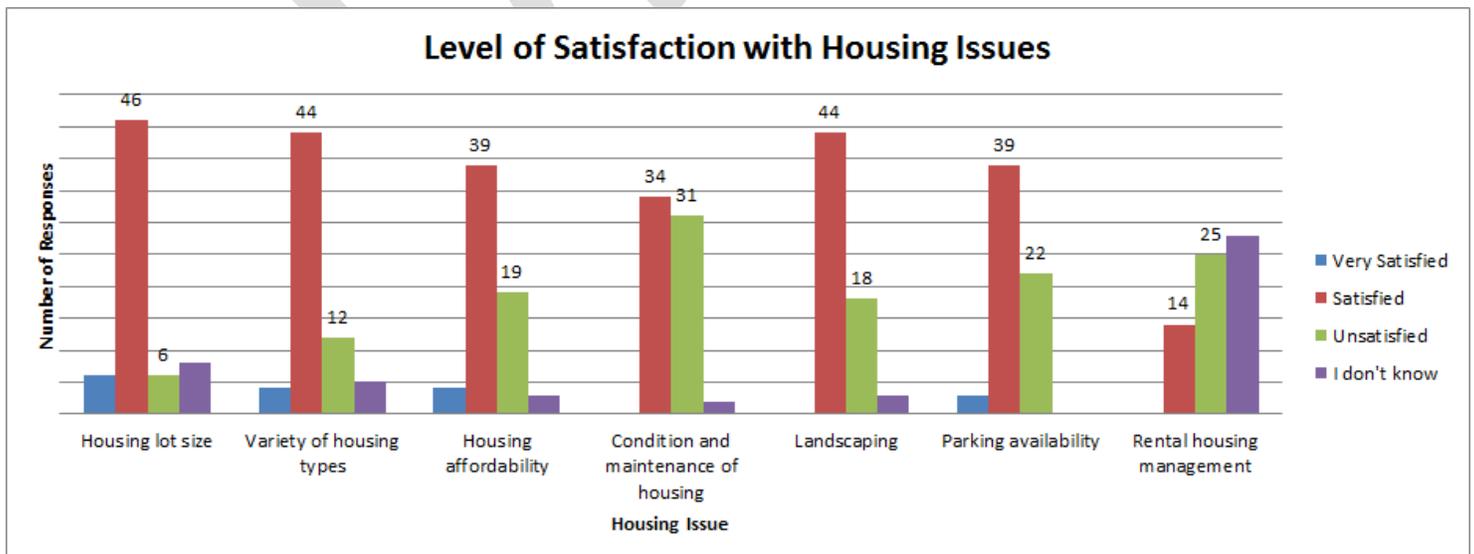
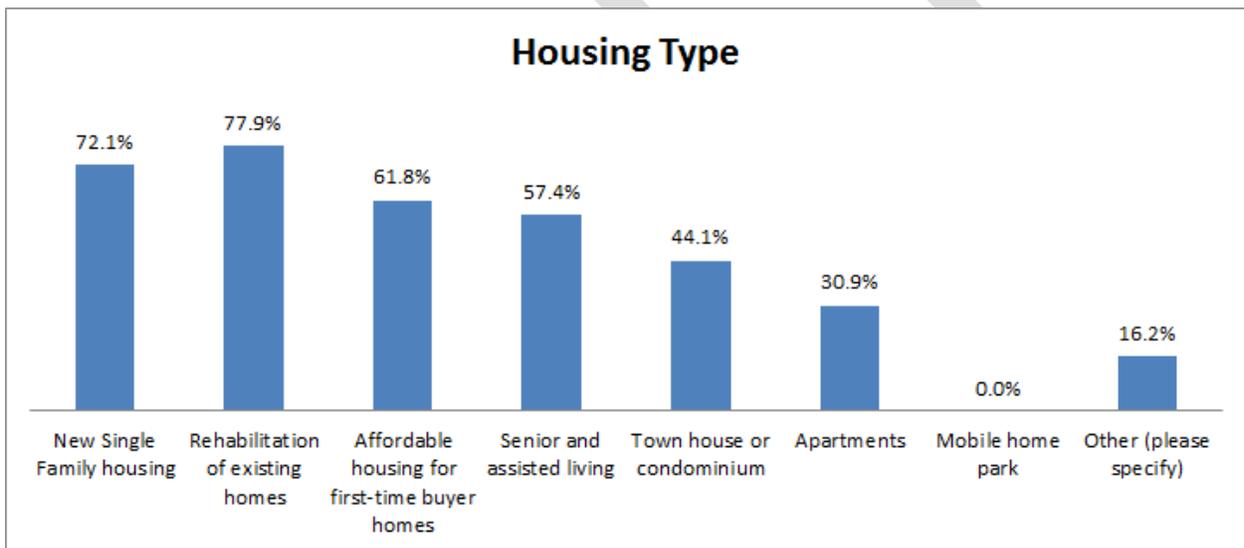
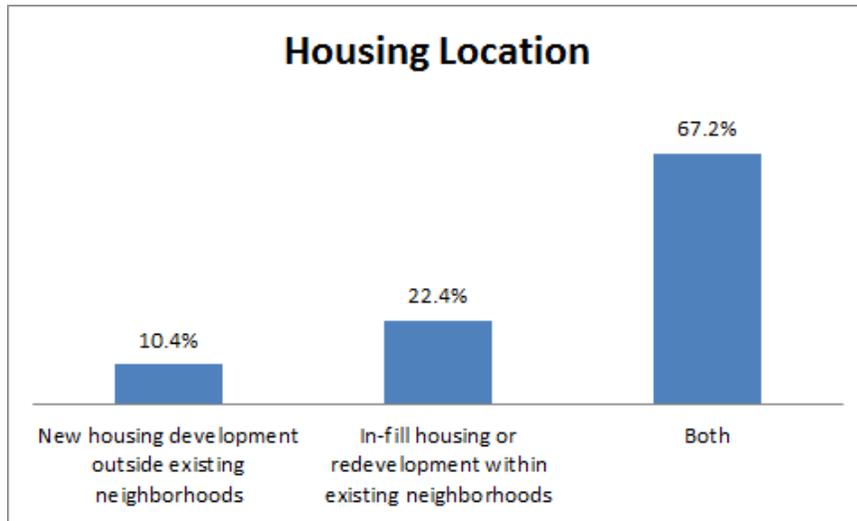
Public meeting results in regard to housing are listed below with the number of votes in parenthesis. On April 3, 2017, SIMPCO staff facilitated a public meeting to gather opinions about the Marcus Comprehensive Plan update. Participants were asked what housing issues exist in Marcus and what improvements they would like to see. At the end of session, participants were given dots to place by their most valued ideas. The number of dots placed by an idea is recorded after the idea in parenthesis.

What housing assets and issues exist in Marcus City...

- Need senior housing or assisted living as an alternative to nursing home (4)
- Affordable housing based on wage
- Lack of apartments and housing rental choices (3)
- First-time home buyer homes
- Older home and vacant home repair and rehabilitation (6)
- Community outreach to identify housing issues and barriers
- No mobile home park
- Explore solutions to vacant home issues
- Housing maintenance assistance for elderly
- Alley art – public art (1)
- Lack of housing multi-unit housing (2)
- Market as military friendly
- Finance housing development and rehabilitation through fundraising and grant writing IEDA, etc

CHAPTER 4: HOUSING

Housing Survey Results



CHAPTER 4: HOUSING

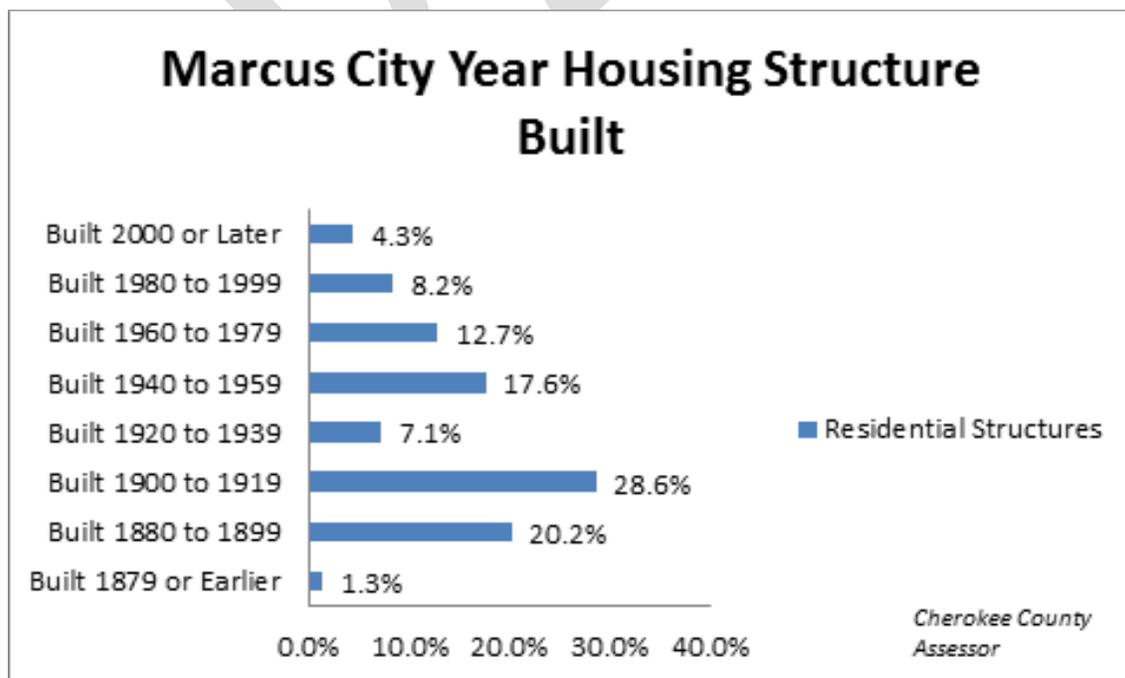
IOWA SMART PLANNING GUIDING PRINCIPLES

The State of Iowa adopted a Smart Planning Guide to assist local communities with the development of comprehensive plans. The guide encourages diversity in available housing, rehabilitation of existing housing, and promotion of close proximity between housing and public transportation and employment centers. Housing objectives and programs should further the vitality and character of both established and new residential neighborhoods and ensure an adequate housing supply that meets both the existing and forecasted housing demand.

In order to follow the guiding principles stated above, this housing section includes: An inventory and analysis on Marcus City's neighborhoods and housing stock detailing the age, condition, type, market value, occupancy, and historical characteristics. This section also identifies goals and objectives that promote the development of new housing and maintenance or rehabilitation of existing housing that meet the needs of the residents of Marcus City.

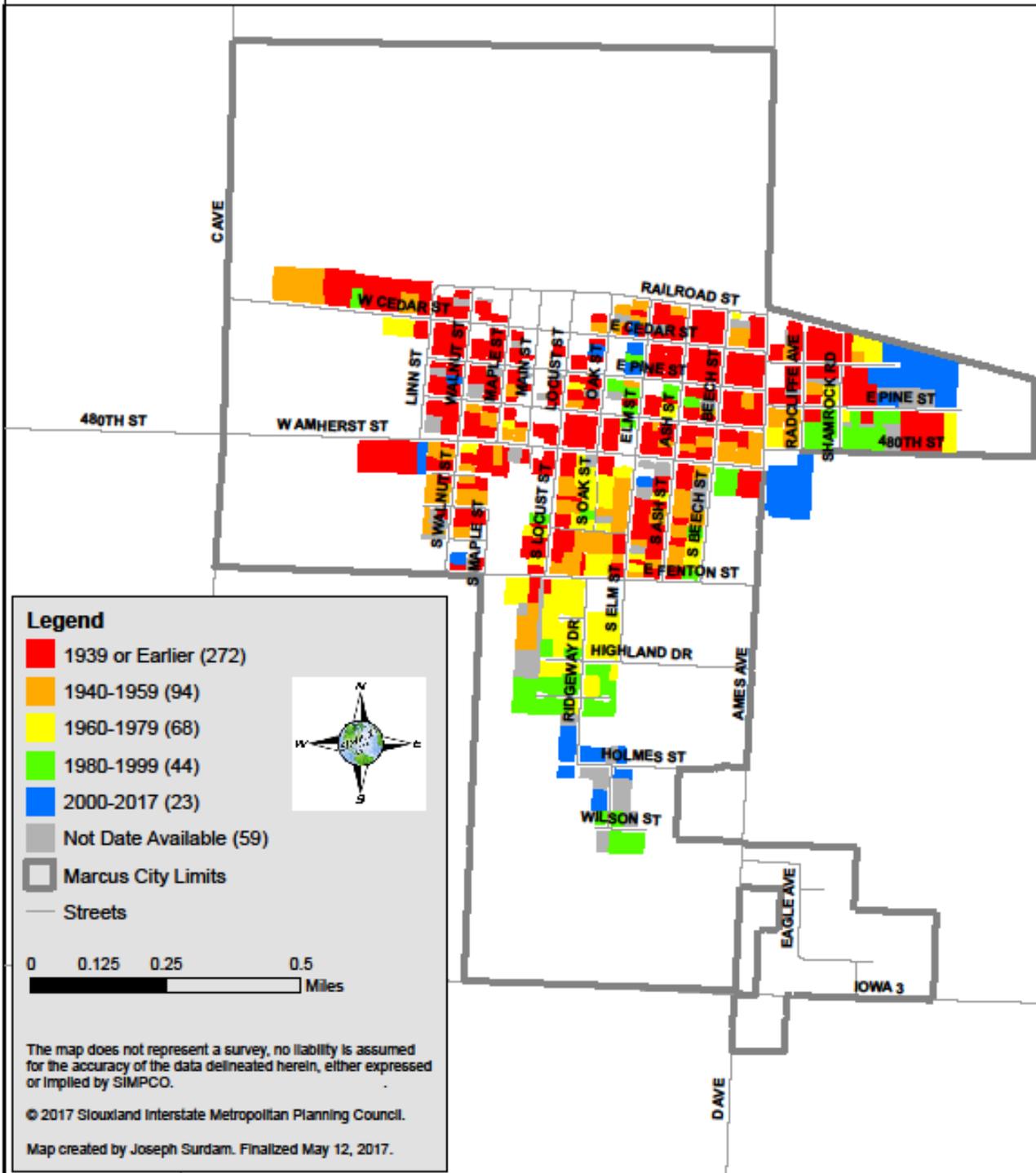
YEAR RESIDENTIAL STRUCTURES BUILT

Marcus's housing can also be studied by the year that the residential structures were built. Below is a graph and map illustrating the historic progression of residential development in Marcus since 1871. The map shows a steady progression of housing development outward from the commercial core or downtown Marcus. Data used to create the map below was gathered from the Cherokee County Assessor. The map illustrates that most housing was built from 1871 - 1939 which is approximately 40% of Marcus's housing stock. The large number of aged residential structures may indicate the need for housing rehabilitation and repair.



MARCUS CITY RESIDENTIAL STRUCTURES YEAR BUILT

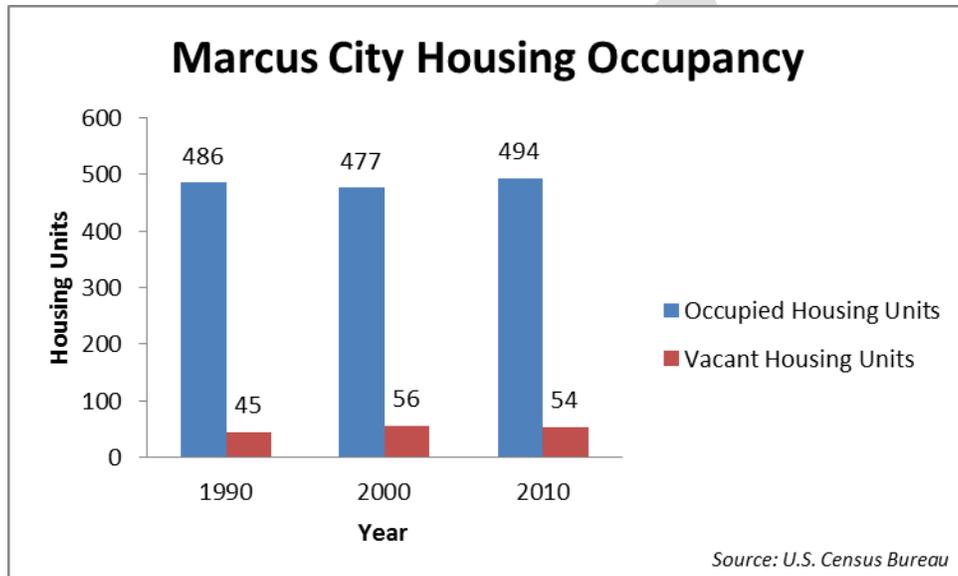
The MARCUS CITY RESIDENTIAL STRUCTURES YEAR BUILT map features the year the City's existing residential structures were built. The year residential structures were built is broken down into five timelines; the chosen timelines to categorize each residential structure include 1939 or Earlier, 1940-1959, 1960-1979, 1980-1999, and 2000-2017. Residential structures with no date of construction available were categorized in a separate classification. Cherokee County's Assessor webpage was used to determine the date of construction for all existing residential properties.



CHAPTER 4: HOUSING

HOUSING OCCUPANCY

Housing occupancy and vacancy rates are measures of housing demand. According to the Iowa Economic Development Authority (IEDA); the authority will consider a vacancy rate for owner-occupied of 1 percent to be low and a vacancy rate of 2 percent to be a typically acceptable rate on a national basis. The authority will consider a rental vacancy rate of 5 percent or less to be a low vacancy rate. The low owner-occupied vacancy rate in 2010 of 1.7% stated in the table below indicate the need for owner-occupied housing units in Marcus. The low vacancy rate indicates high demand for housing in Marcus.



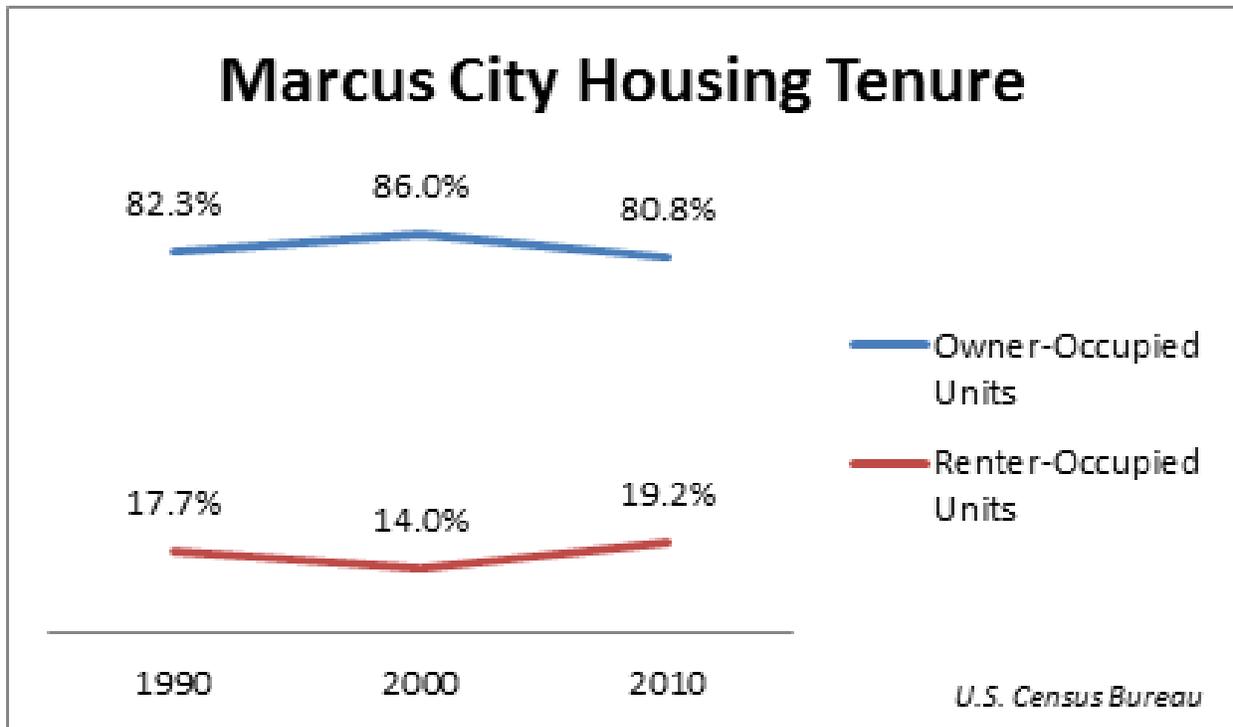
Housing Occupancy								
Marcus City	1990		2000		2010		Change 2000-10	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	531	--	533	--	548	--	15	2.8%
Occupied Housing Units	486	91.5%	477	89.5%	494	90.1%	17	3.6%
Vacancy Housing Units	45	8.5%	56	10.5%	54	9.9%	-2	-3.6%
Homeowner Vacancy Rate	--	--	--	3.8%	--	1.7%	--	-2.1%
Rental Vacancy Rate	--	--	--	16.3%	--	11.9%	--	-4.4%
Cherokee County								
Cherokee County	1990		2000		2010		Change 2000-10	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	5,973	--	5,850	--	5,777	--	-73	-1.2%
Occupied Housing Units	5,514	92.3%	5,378	91.9%	5,207	90.1%	-171	-3.2%
Vacancy Housing Units	459	7.7%	472	8.1%	570	9.9%	98	20.8%
Homeowner Vacancy Rate	--	2.0%	--	1.9%	--	1.5%	--	-0.4%
Rental Vacancy Rate	--	7.3%	--	9.5%	--	9.1%	--	-0.4%

Sources: U.S. Census Bureau

CHAPTER 4: HOUSING

HOUSING TENURE

The total number of owner-occupied and renter-occupied housing units in Marcus is shown in the graph and table below. Census information reveals that there has been little change in the number of units in Marcus City. In comparison, Cherokee County experienced decreases in both types of occupied-units and renter-units during the time-span.



Housing Tenure								
Marcus City	1990		2000		2010		Change 2000-10	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Occupied Housing Units	486	--	477	--	494	--	17	3.6%
Owner-Occupied Housing Units	400	82.3%	410	86.0%	399	80.8%	-11	-2.7%
Renter-Occupied Housing Units	86	17.7%	67	14.0%	95	19.2%	28	41.8%
Average Household Size of Owner-Occupied Units	--	2.46	--	2.36	--	2.26	--	-0.1%
Average Household Size of Renter-Occupied Units	--	2.16	--	1.81	--	1.95	--	0.14%
Cherokee County								
Cherokee County	1990		2000		2010		Change 2000-10	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Occupied Housing Units	5514	--	5378	--	5207	--	-171	-3.2%
Owner-Occupied Housing Units	3906	70.8%	3962	73.7%	3947	75.8%	-15	-0.4%
Renter-Occupied Housing Units	1608	29.2%	1416	26.3%	1260	24.2%	-156	-11.0%
Average Household Size of Owner-Occupied Units	--	2.51	--	2.42	--	2.31	--	-0.09%
Average Household Size of Renter-Occupied Units	--	2.4	--	2.18	--	2.07	--	-0.09%

Source: U.S. Census Bureau

CHAPTER 4: HOUSING

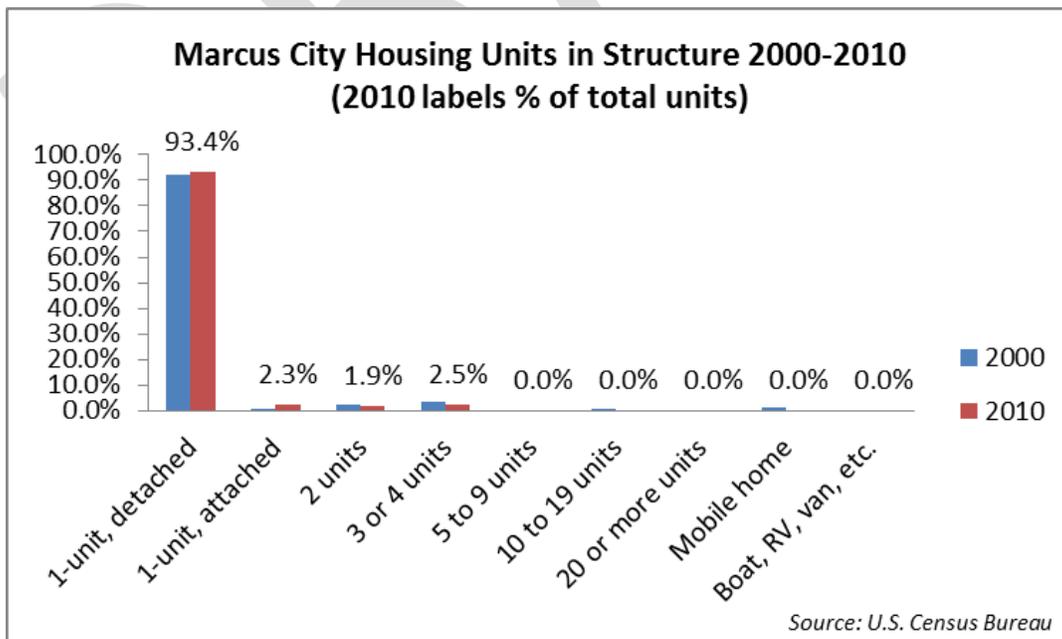
HOUSING VARIETY

An existing diverse housing stock within a community is a vital component in establishing a secure network of assets that support growth in population, households, employment, and community services. Possessing the ability to meet the housing needs of residents concerning proximity to work, affordability, availability, and diversity increases a community's potential in attracting new businesses, families, and individuals.

NUMBER OF HOUSING UNITS IN STRUCTURE

The U.S. Census Bureau collects housing type information including the number of units within a structure. Distribution of the housing units deciphering the housing variety by structure type in Marcus City is illustrated in the following graph and table. A description on the housing structure types is provided in the following:

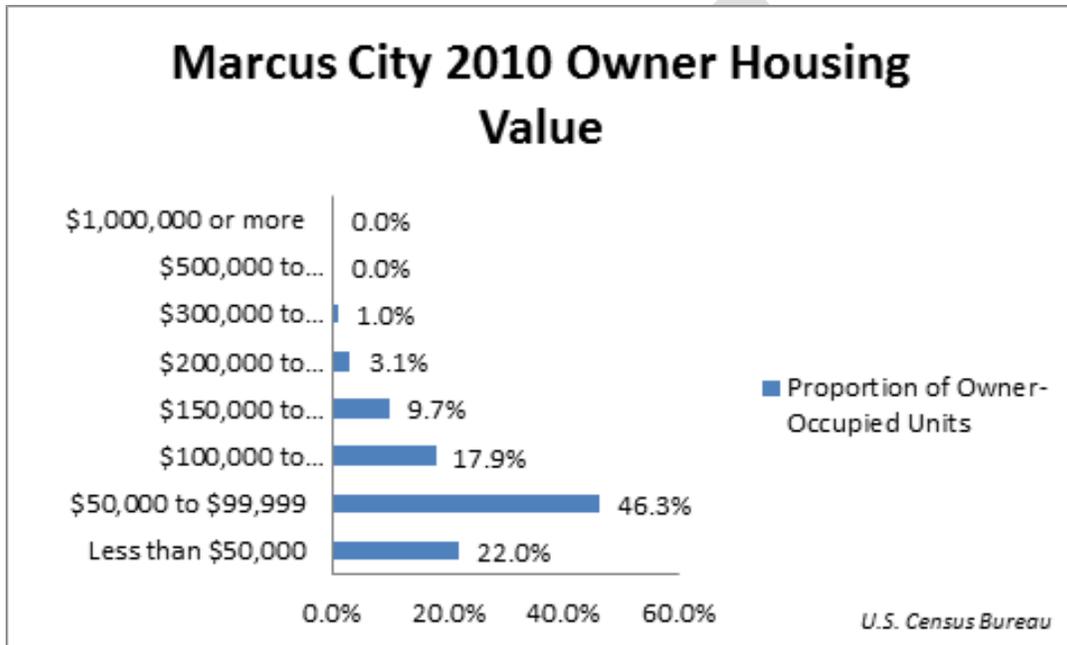
- 1-unit, detached - This is a 1-unit structure detached from any other house, that is, with open space on all four sides. Mobile homes to which one or more permanent rooms have been added or built also are included.
- 1-unit, attached - This is one structure that has one or more walls extending from ground to roof separating it from adjoining [separately owned] units. In row houses, townhouses, double houses, or houses attached to nonresidential structures, each house is a separate, attached structure if the dividing or common wall goes from ground to roof. Ex. condominium is a type of ownership that enables a person to own an apartment in a development of similarly owned units and hold joint ownership in common areas.
- 2 units – Duplex, two-family dwelling. These are units in structures containing 2 units.
- Mobile home - Both occupied and vacant mobile homes to which no permanent rooms have been added are counted in this category. Excludes: used only for business, extra sleeping space, for sale units, or in storage.
- Boat, RV, van, etc. - This category is for any living quarters occupied as a housing unit that does not fit the previous categories. Ex. houseboats, railroad cars, campers, and vans.



CHAPTER 4: HOUSING

HOUSING VALUE AND AFFORDABILITY

An understanding of affordable housing requires obtaining information on multiple housing attributes. In the following section, a thorough analysis on Marcus City’s value of owner-occupied units and gross rents in the year 2000 and 2010 by the number of units within each financial value-range is discussed. The degree of value amid the City’s owner-occupied units ranges from Less than \$50,000 to \$1,000,000 or more. In the following graph and table, statistics reveal that the majority of the housing stock in the City was within the financial value-range of Less than \$50,000 and \$50,000 to \$99,000 in the year 2010.



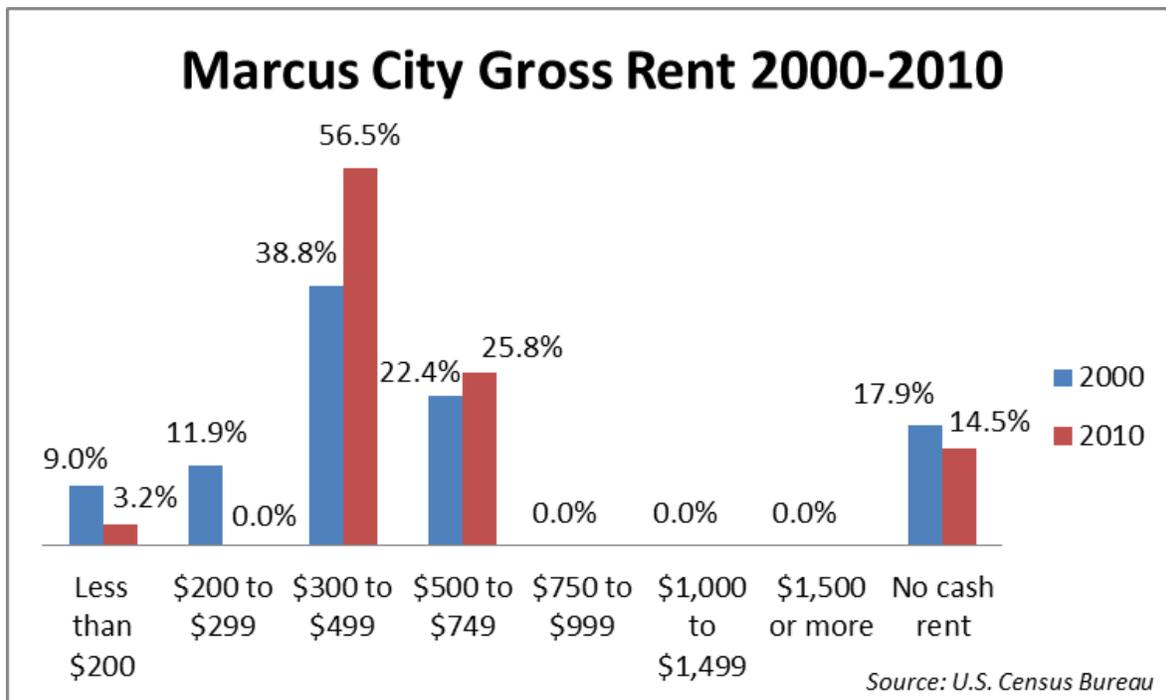
Owner-Occupied Housing Value						
Marcus City Owner-Occupied Units	2000		2010		Change 2000-10	
	Number	Percent	Number	Percent	Number	Percent
Total Units	391	--	382	--	-9	-2.3%
Less than \$50,000	86	22.0%	148	38.7%	62	72.1%
\$50,000 to \$99,999	181	46.3%	158	41.4%	-23	-12.7%
\$100,000 to \$149,999	70	17.9%	56	14.7%	-14	-20.0%
\$150,000 to \$199,999	38	9.7%	18	4.7%	-20	-52.6%
\$200,000 to \$299,999	12	3.1%	0	0.0%	-12	-100.0%
\$300,000 to \$499,999	4	1.0%	0	0.0%	-4	-100.0%
\$500,000 to \$999,999	0	0.0%	2	0.5%	2	200.0%
\$1,000,000 or more	0	0.0%	0	0.0%	0	0.0%
Median (dollars)	85,800	--	62,200	--	-23600	-27.5%

Source: U.S. Census Bureau

CHAPTER 4: HOUSING

MARCUS CITY GROSS MONTHLY RENT

In the following graph and table, the housing value of renter-occupied units in Marcus City is illustrated. Using data published by the U.S. Census Bureau, the degree of gross rent amid the City's renter-occupied units is grouped into one of eight financial values ranging from \$200 or less to \$1,500 or more. Between the years of 2000 and 2010, the City's gross rent primarily underwent minimal changes. Minimal change is evident as the \$300 to \$499 financial value interval accounted for the largest proportion of renter-occupied units in both the year 2000 and 2010; the proportion of renter-occupied units grouped in the \$300 to \$499 financial interval underwent a 34.6% increase between the years of 2000 and 2010.



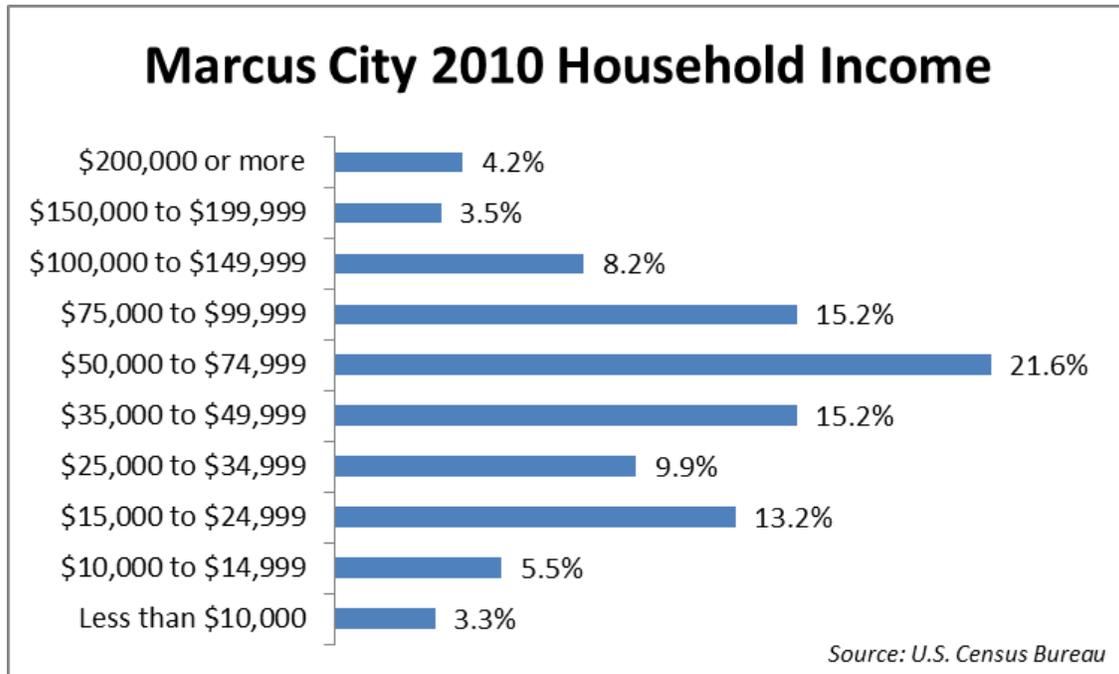
Renter-Occupied Housing Value						
Marcus City Gross Rent	2000		2010		Change 2000-2010	
	Number	Percent	Number	Percent	Number	Percent
Total Units	67	--	62	--	-5	-7.5%
Less than \$200	6	9.0%	2	3.2%	-4	-66.7%
\$200 to \$299	8	11.9%	0	0.0%	-8	-100.0%
\$300 to \$499	26	38.8%	35	56.5%	9	34.6%
\$500 to \$749	15	22.4%	16	25.8%	1	6.7%
\$750 to \$999	0	0.0%	0	0.0%	0	0.0%
\$1,000 to \$1,499	0	0.0%	0	0.0%	0	0.0%
\$1,500 or more	0	0.0%	0	0.0%	0	0.0%
No cash rent	12	17.9%	9	14.5%	-3	-25.0%
Median (dollars)	348	--	428	--	80	23.0%

Source: U.S. Census Bureau

CHAPTER 4: HOUSING

MARCUS CITY HOUSEHOLD INCOME

In both the following graph and table, the proportion of householders per degree of household income in Marcus City is illustrated. Published by the U.S. Census Bureau, the degree of household income is categorized into ten financial values ranging from Less than \$10,000 to \$200,000 or more. In the year of 2010, annual earnings from \$50,000 to \$74,999 represented the highest proportion of total households in Marcus City.



Income	Households	Families	Nonfamily
Total Households	453	278	175
Less than \$10,000	3.3%	0.0%	8.6%
\$10,000 to \$14,999	5.5%	1.1%	12.6%
\$15,000 to \$24,999	13.2%	2.9%	29.7%
\$25,000 to \$34,999	9.9%	7.9%	13.1%
\$35,000 to \$49,999	15.2%	15.5%	16.6%
\$50,000 to \$74,999	21.6%	26.6%	12.0%
\$75,000 to \$99,999	15.2%	23.7%	1.7%
\$100,000 to \$149,999	8.2%	13.3%	0.0%
\$150,000 to \$199,999	3.5%	4.7%	1.7%
\$200,000 or more	4.2%	4.3%	4.0%
Median income (dollars)	53,125	69,500	24,659
Mean income (dollars)	65,823	80,226	42,595

Source: U.S. Census Bureau

CHAPTER 4: HOUSING

AFFORDABLE HOUSING ANALYSIS

Housing serves as more than just shelter. Research has shown that affordable and stable housing can be a platform for families' education, health, and economic wellbeing (Brennan 2011; Brennan and Lubell 2012; Cohen 2011). An adequate supply of housing affordable to all residents contributes to a sustainable and diverse community. Because needs for lower-cost housing generally are not well served by the market, local governments, along with their private-sector and nonprofit partners, play a critical role in building and preserving affordable housing (American Planning Association, Viveiros and Sturtevant, 2014).

HOUSING AFFORDABILITY

The US Department of Housing and Urban Development (HUD) defines the need for affordable housing as families who pay more than 30 percent of their income for housing. Individuals or families that pay more than 30% of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care (US HUD.gov). Using this definition we can estimate the affordable annual housing cost as 30% of Marcus City median income (\$15,938).

- Median or average **household** income in Marcus in 2010 was \$53,125⁸
- Affordable housing cost for most households = Annual \$15,937.50, Monthly \$1,328 (30% median income)

- Median or average **non-family** income in Marcus in 2010 was \$24,659⁸
- Affordable housing cost for most non-family = Annual \$7,397.7, Monthly \$616.47 (30% median income)

- Median or average **family** income in Marcus in 2010 was \$69,500⁸
- Affordable housing cost for most family = Annual \$20,850, Monthly \$1,737.5 (30% median income)

SUBSIDIZED HOUSING

To qualify for most subsidized housing in Marcus City, households must have annual incomes at or below 80 percent for lower and 50% for very low of Cherokee County's median income, depending on household size (U.S. Department of Housing and Urban Development). As of 2017, HUD considers Cherokee County's median income to be \$68,200. Thus, if a household size is four, a resident in Marcus City may be eligible if earning \$54,150 (80% of median income) or \$33,850 (50% of median income). The estimates may vary depending on program availability, household size, and income. A breakdown on households per size qualifying for subsidized housing in Marcus City using HUD's FY 2017 Income Limits Documentation System is listed in the following table.

Cherokee County FY 2017 Income Limit Area Median Income

Median Income	FY 2017 Income Limit Category	Persons in Family							
		1	2	3	4	5	6	7	8
68,200	Very Low (50%)	23,700	27,100	30,500	33,850	36,600	39,300	42,000	44,700
	Low (80%)	37,950	43,350	48,750	54,150	58,500	62,850	67,150	71,500

Source: U.S. Department of Housing and Urban Development

⁸ US Census Bureau 2010 Household, Family, or Non-Family Income. Definition Household Income: This includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Family income: This includes the income of the householder and all other individuals 15 years old and over related to the householder.

CHAPTER 4: HOUSING

DENSITY

Residential housing density is most often calculated as housing units per acre. Using the Marcus City Ordinance, the estimated residential density for each zoning district is displayed in the table below. Marcus ordinance categorizes density by stating minimum lot sizes for new and vacant lots. Residential housing is allowed as mixed-uses or stand-alone structures in some of the business and industrial zoning districts (See table below).

Marcus Density City Zoning Ordinance						
DU = Dwelling Unit, SFD = Single Family Dwelling, MFD = Multi-Family Dwelling						
Zoning District	Density (units per acre)*	Minimum Lot Width	Minimum Floor Area	Lot Area New Lot	Lot Area Vacant	Height
R-1-R-3 Residential	5.4 (5)	150	Based on # DU	8,000	5,000	2 1/2 stories or 35 feet
CB Central Business	Minimum lot area for residential structures or mixed business and residential structures in the CB District - shall remain the same as currently exists for all existing residential structures or mixed business/residential structures or any replacements thereof					
GB & HC Business and Hwy Commerc	Same as CB Central Business District - Recommend clerification in GB & HC language					
M-1 Industrial	Any use permitted in the Highway Commercial District (HC). Highway Commercial District same as CB Central Business District - Recommend clerification in GB & HC language					
*Calculated by dividing acre square footage (43,560) by Marcus minimum lot area						

The following diagram depicts various residential housing densities. The image shows one acre blocks and a range of densities from 1-126 dwelling units per acre. The image is meant to assist in visualizing the different densities in the table above (e.g. 1 dwelling unit per acre is depicted on the far left of the diagram below).



CHAPTER 4: HOUSING

HOUSING AND NEIGHBORHOODS GOALS

The following goals and objectives were drafted based on public comment, existing documents, and current research. Sources that were reviewed and used to draft the following the goals and objectives include: Marcus community survey and public visioning session, 2012 Comprehensive Plan, Iowa Smart Planning Guide 2010, example comprehensive plan housing goals from other communities, and information compiled and discussed in this chapter.

Goal HN1: Encourage diversity in the types of available housing

- HN1.1 Provide a variety of housing types including: Multi-unit, single family, 4-plex, condominiums, 2-3 bedroom, owner and rental housing.
- HN1.2 Provide a variety of attractive housing at prices that are affordable for all income levels.
- HN1.4 Provide affordable lots
- HN1.5 Provide community contact list on website with list of available housing
- HN1.6 Identify land for development or re-development, vacant land and analyze land use/zoning
- HN1.7 Promote construction of energy-efficient housing in partnership with Mid-American
- HN1.8 Consider senior housing or assisted living as an alternative to nursing home
- HN1.9 Annually record and keep record of housing characteristics such as: types of housing, building permits, census housing tenure (rent or own), census number of units in structure. Use the information to create a balance of housing choices and a variety of housing unit types and prices.
- HN1.10 Finance housing development and rehabilitation through fundraising and grant writing IEDA, etc

Goal HN2: Support rehabilitation and maintenance of existing housing

- HN2.1 Enforce City Ordinance for property maintenance and rental housing regulations
- HN2.2 Facilitate community outreach to identify housing issues and barriers
- HN2.3 Explore solutions to vacant home issues
- HN2.4 Support housing maintenance assistance for elderly
- HN2.5 Encourage and support housing rehabilitation programs such as SIMPCO regional Housing Trust Fund
- HN2.6 Finance housing development and rehabilitation through fundraising and grant writing IEDA, etc

Goal HN3: Promote the vitality and character of established and new residential neighborhoods

- HN3.1 Promote the location of housing near employment centers and public amenities
- HN3.2 Promote alley art and public art
- HN3.3 Develop good neighborhood standards
- HN3.4 Continue to implement the Urban Revitalization Plan with tax incentives for rehabilitation
- HN3.5 Promote planned neighborhood development - Ensure that growth occurs within neighborhoods and not separate disconnected developments.

CHAPTER 5: TRANSPORTATION

CHAPTER 5 TRANSPORTATION

This chapter includes information about the Marcus City existing transportation infrastructure and services and a list of transportation goals and objectives for the future. The chapter is broken down into sub-sections that include the following: Modes of Transportation including street, pedestrian and bicycle, railroad, and bus, public comment results, and goals and objectives.

IOWA SMART PLANNING TRANSPORTATION ELEMENT

The Iowa Smart Planning document states the following in regard to transportation: Objectives, policies, and programs to guide the future development of a safe, convenient, efficient, and economical transportation system. Plans for such a transportation system may be coordinated with state and regional transportation plans and take into consideration the need for diverse modes of transportation, accessibility, improved air quality, and interconnectivity of the various modes of transportation.

STREETS

Marcus City has a well-established street network that provides a safe, reliable, and efficient means of transportation. Complementing the City's street network is a well-maintained external transportation system of highways providing easy access to other cities and metropolitan areas in the region. Running along the southern city limits from east to west is Iowa Highway 3, that runs through the heart of Cherokee County. Iowa Highway 3 connects Marcus to the following communities: Le Mars, Remsen, Cleghorn, Meriden, and Cherokee. Perpendicular to Iowa Highway 3 and approximately twenty miles west of Marcus City is U.S. Highway 75, which provides easy access to major metropolitan area of Sioux City. An additional highway is the immediate vicinity is Iowa Highway 143, that runs from north to south along the eastern edges of the city limits as well.

The City's street network is broken down into a hierarchy of street classifications. In general there are three types of street classifications:

- 1) Arterials – Carries traffic into and out of a community and serves as a gateway to a community.
- 2) Collectors – Conduct traffic from local streets to arterials.
- 3) Local Streets – Provide access to property.

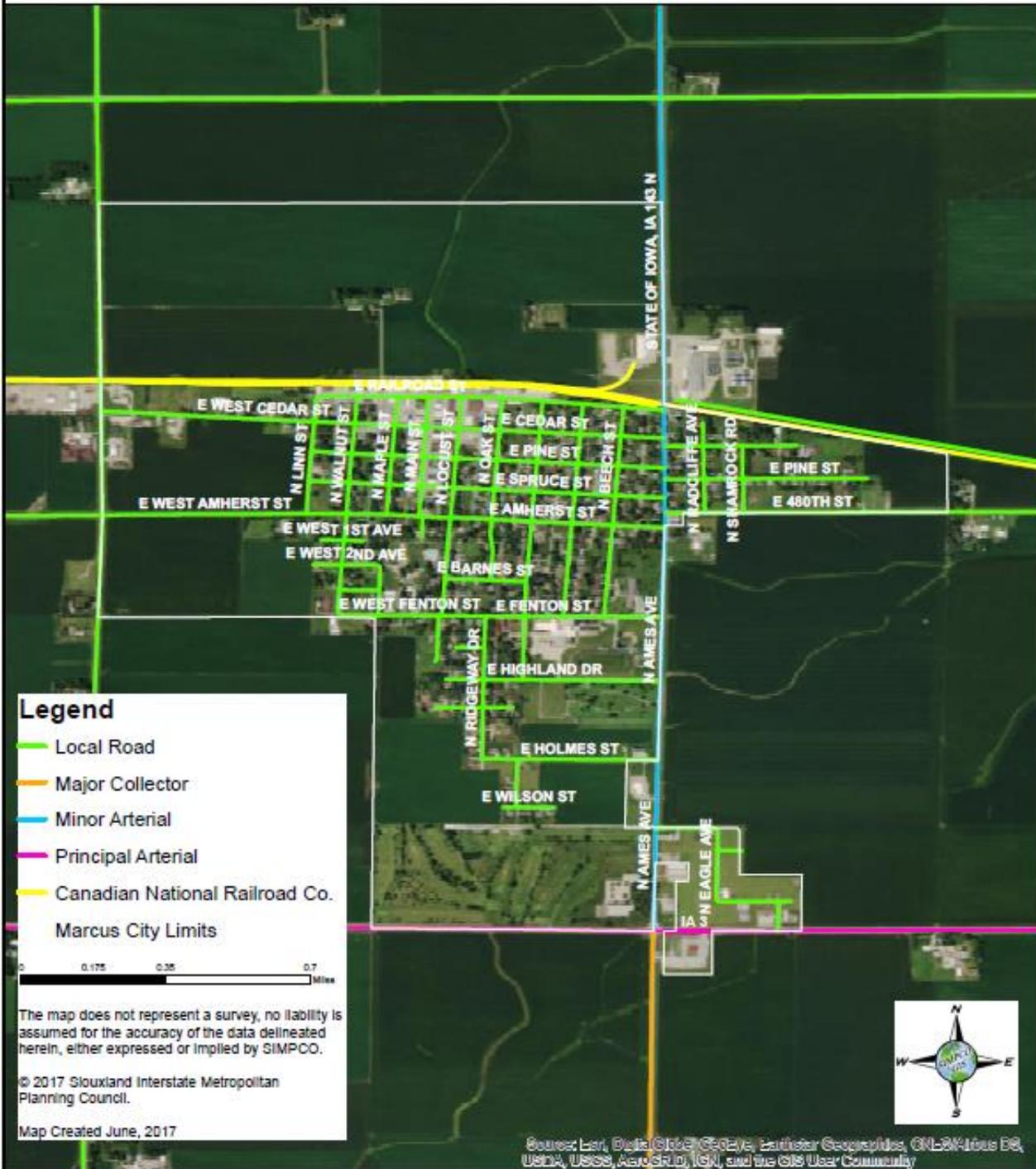
Using data published by the DOT, Marcus City's street network is composed of four different street classifications including Local Road, Major Collector, Minor Arterial, and Principal Arterial. The entirety of the City's street network is approximately measured at 16.6 miles; the local roads amongst Marcus City account for 14.25 miles of the street network. A breakdown on the distribution of street classifications within the City is displayed in the following table. The distribution of Marcus City's street network and condition of streets is detailed in the following Marcus City Street Classification map and Street Condition map.

Marcus City Street Network	
Street Classification	Miles
Principal Arterial	0.5
Minor Arterial	1.75
Major Collector	0.1
Local Road	14.25
Total	16.6



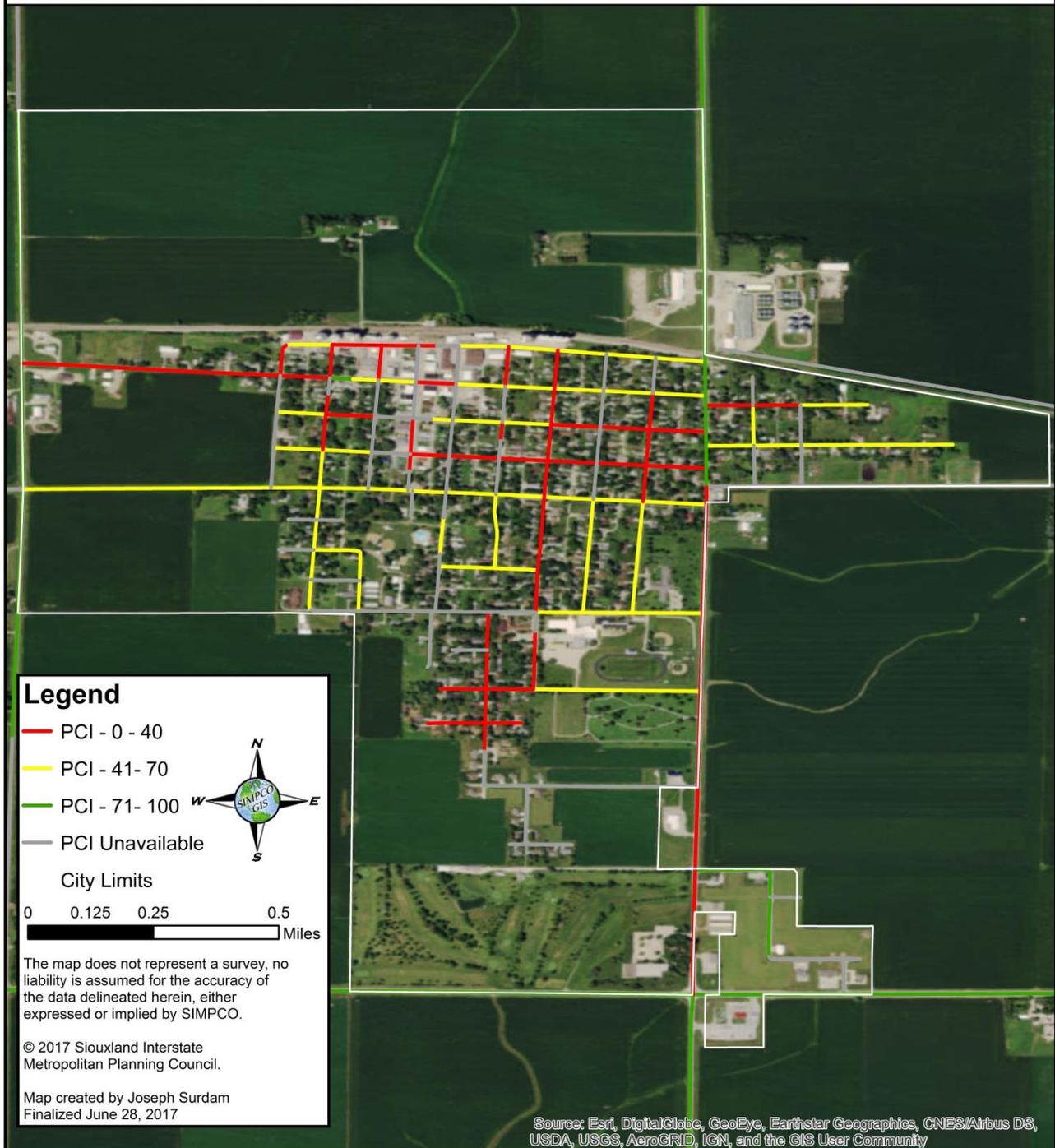
Marcus City Street Classification

The Marcus City Street Classification map uses data published by the Iowa Department of Transportation Office of Systems Planning that features the distribution of roads through their assigned functional classification; a group of roads whom share the same characteristics define a functional classification. The Department of Transportation has defined seven different groups of functional classifications (Interstate, Other Freeway / Expressway, Principal Arterial, Minor Arterial, Major Collector, Minor Collector, and Local Road). Also featured in the map is the Canadian National Railroad stretching through the northern end of Marcus City.



Marcus City Local Street Conditions

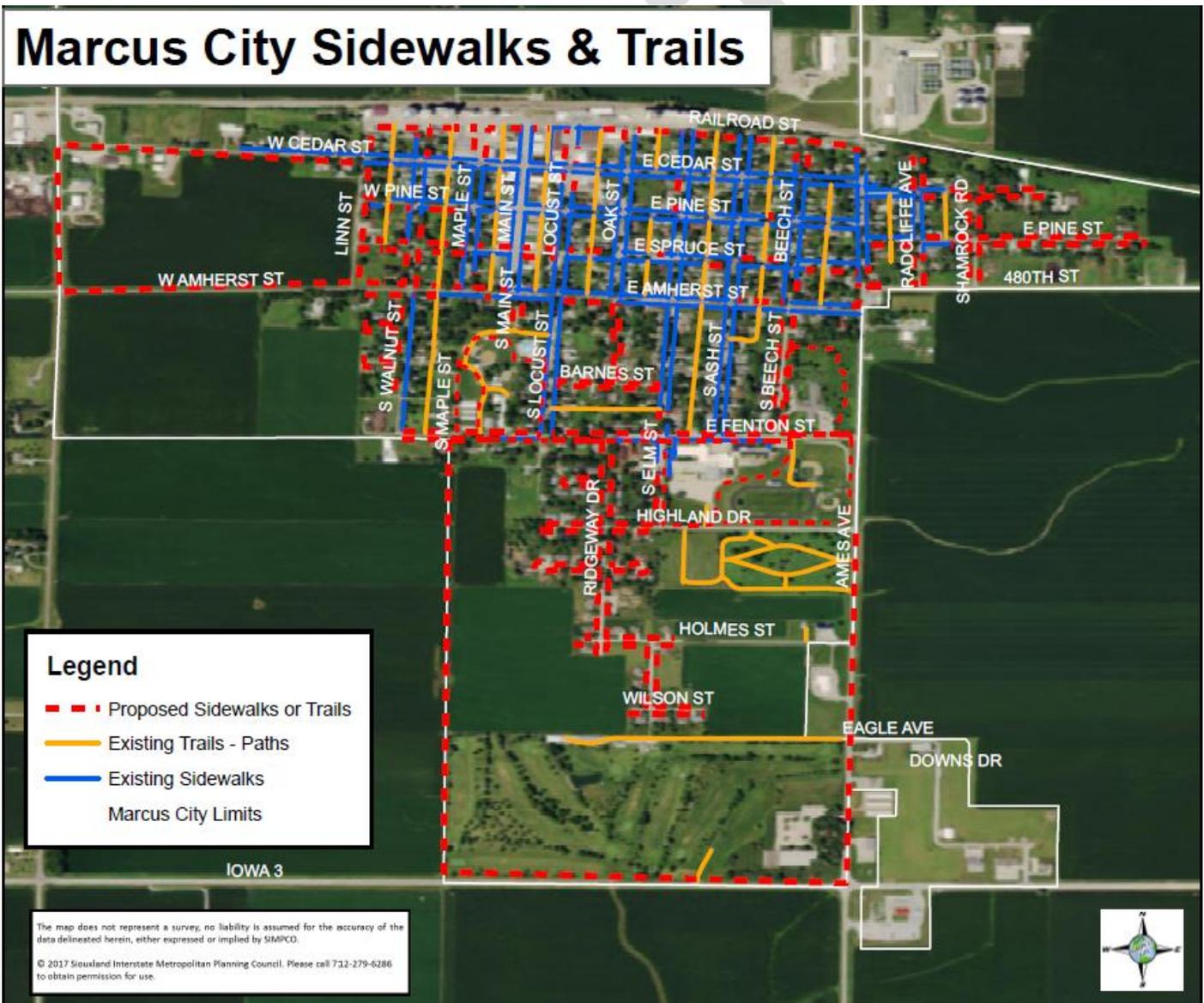
The Marcus City Local Street Conditions map features a rating system on the conditions of the City's street network and primary routes running along the city limits published by the Iowa Department of Transportation [DOT] Performance and Technology Division. The rating system used by the DOT is referred to as the Pavement Condition Index [PCI], using a combination of road measures including roughness, rut depth, faulting, cracking, and other surface distresses to determine the condition of a road. The rating scale ranges from 0 to 100, with 0 being the worst condition and 100 being the best. The assigned condition for a road is based on the three following intervals: 0 - 40 (Poor), 41 - 70 (Fair), and 71 -100 (Good). * Please note the data published by the DOT is from the year 2014 and 2015 and may differ from the actual conditions.



CHAPTER 5: TRANSPORTATION

PEDESTRIAN AND BICYCLE

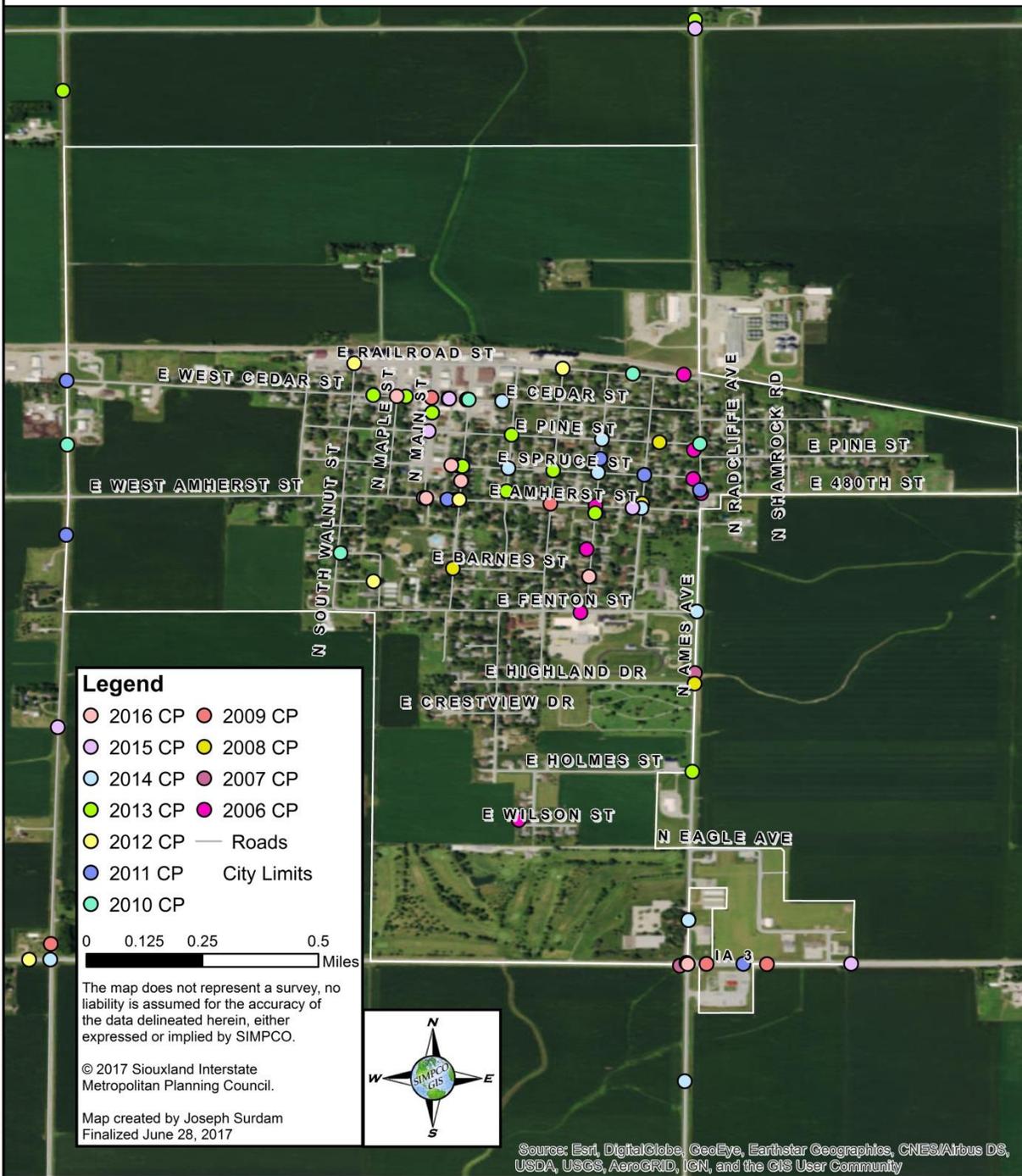
The following map shows existing and proposed sidewalks, trails and paths. Marcus survey results show support for sidewalks and trails in Marcus. Over 85% of Marcus community survey participants stated that sidewalks, trails, and bike paths are very important or important. Additionally, Approximately 80% of survey respondents stated that they were very supportive or supportive of sidewalks in Marcus. The current network of sidewalks in place serves a good portion of residents and commercial areas; however there are several residential areas and strips of commercial parcels not immediately served by a sidewalk or walk-trail. There are currently no existing designated lanes for bicycling in Marcus. Marcus City is currently working towards establishing a network of trails and sidewalks. The City received funding from Cherokee Legacy Foundation in the year 2012 to implement a master trail plan. The layout of the master trail plan is displayed in the following map within the 'Proposed Sidewalks or Trails' layer.



CRASH DATA

Marcus City Crash Points

The Marcus City Crash Points [CP] map features the locations of vehicular crashes in Marcus City and along adjacent primary routes. Published by the Iowa Department of Transportation Office of Traffic and Safety, the data entails specific information on all vehicular crashes that occurred between the years of 2006 and 2016. Please refer to the [NAME OF SECTION] for additional vehicular crash statistics.



TRANSIT - BUS

Marcus City receives public transit services through a membership with Siouxland Regional Transit System (SRTS). SRTS is a leading public transit service that provides transportation throughout the Siouxland Region including cities in Cherokee County. Operating Monday to Friday, SRTS caters to all individuals and needs with an inventory of ADA accessible buses and curb-to-curb or door-to-door pickup service. Since its existence, SRTS has established itself as a safe, dependable, and efficient public transit service throughout all of the Siouxland Region.



RAILROAD

The main line of the Canadian National Railroad skirts the north edge of Marcus. Responsible for the movement of goods and commodities, transportation through rail freight is present in Marcus City. Located in the northern section of the City resides a railroad stretching parallel along Railroad St. Operated by the Canadian National Railroad Company [CN], the existing railroad is part of a vast rail-network that features a heavy influence among the Midwest. Commodities and goods commonly distributed by CN include a wide variety of manufactured and industrial products such as food machinery, electrical equipment, chemical products, and primary metals.



Accompanying the CN railroad in Marcus City is a CN station. In addition to the common distribution of manufactured and industrial products, CN also emphasizes ethanol. The rail-network in Iowa, specifically, is routed along cities where an ethanol plant is present. Outside the Midwest, freight is delivered as far south as the Gulf States to as far north as major cities in Canada.

AIRPORT

The Cherokee Municipal Airport is the nearest airport to Marcus located approximately 18 miles southeast of the City and is public owned. Sioux Gateway Airport is the closest commercial service airport located 60 miles southwest.



TRANSPORTATION MEETING AND SURVEY RESULTS

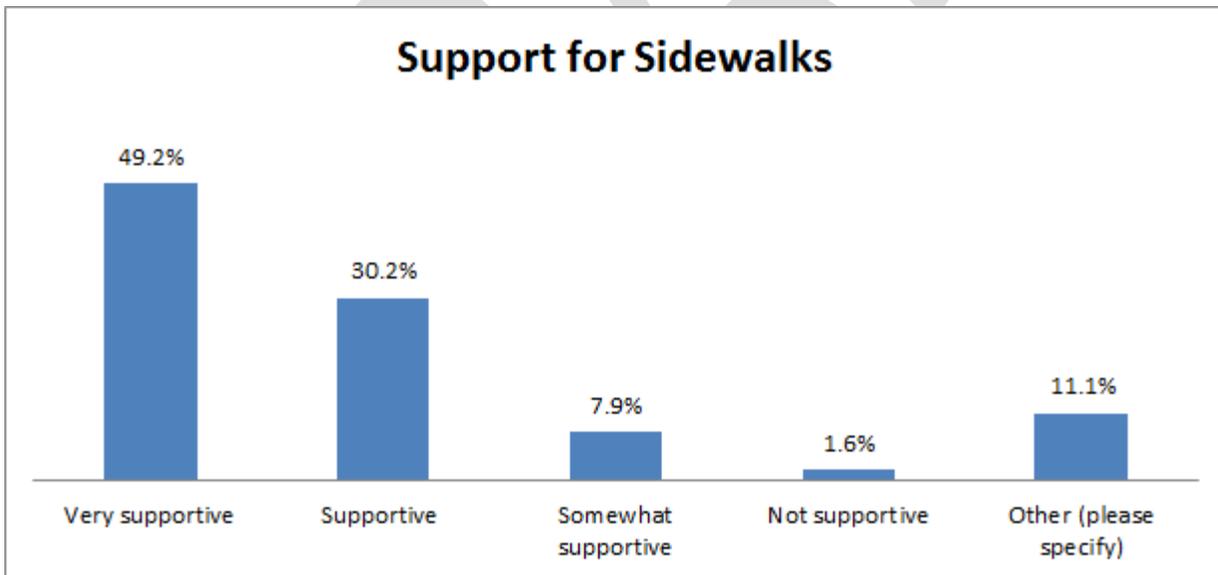
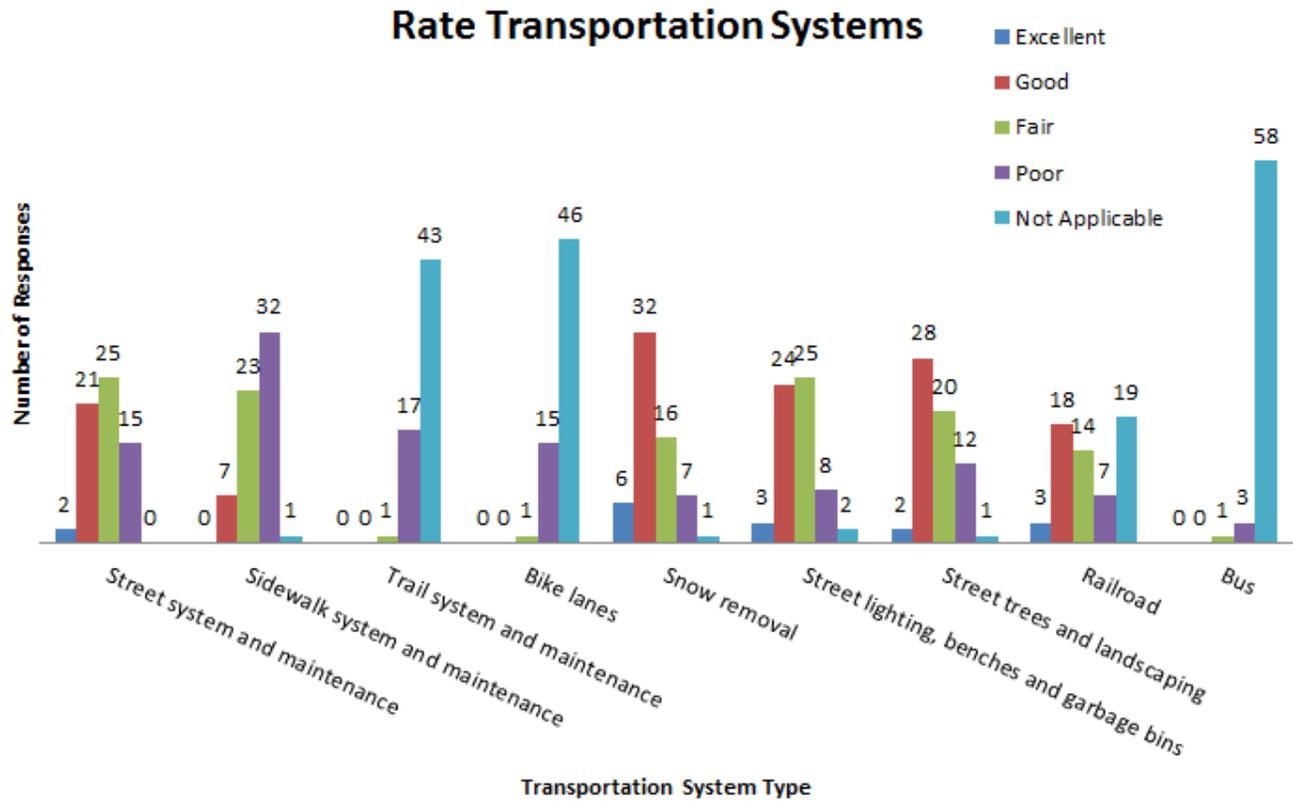
Transportation Public Meeting Results

Public meeting results in regard to transportation are listed below with the number of votes in parenthesis. On April 3, 2017, SIMPCO staff facilitated a public meeting to gather opinions about the Marcus Comprehensive Plan update. Participants were asked what housing issues exist in Marcus and what improvements they would like to see. At the end of session, participants were given dots to place by their most valued ideas. The number of dots placed by an idea is recorded after the idea in parenthesis.

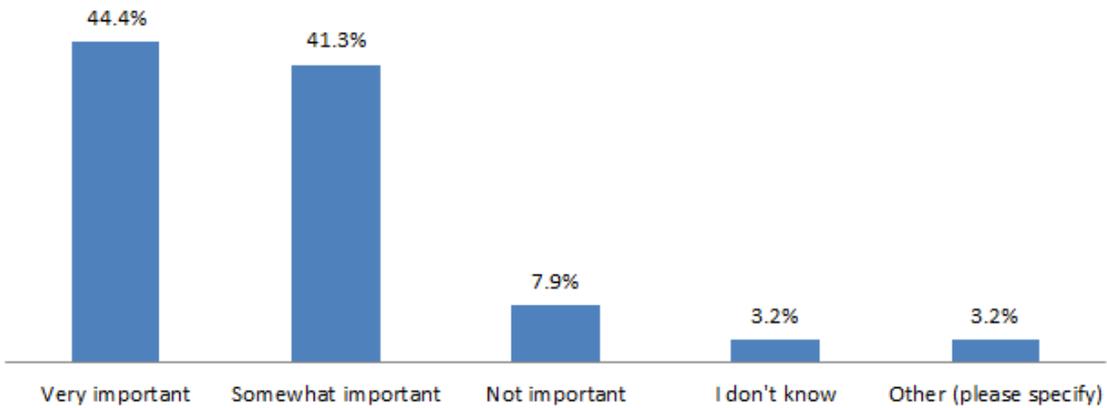
- Like regional but enhance and make affordable Siouxland Regional Transportation System (SRTS)
- Dust issue on Section Street (Ethanol plant)
- Bike lanes and trails work with Remsen and Cleghorn (12)
- Like snow removal
- Develop sidewalk ordinance and enforce sidewalk replacement program (1)
- Improve street maintenance
- Enhance handicap accessibility and ADA compliance on buses, sidewalk curb cuts, etc.
- Develop complete network of sidewalks and walking paths to enhance safety (4)
- Mandate sidewalks for new developments
- Start cab, uber
- Develop a local, volunteer ride-share program for elderly
- Enhance curbs, gutters, streetscape, with updated lights, etc. (6)

Transportation Survey Results

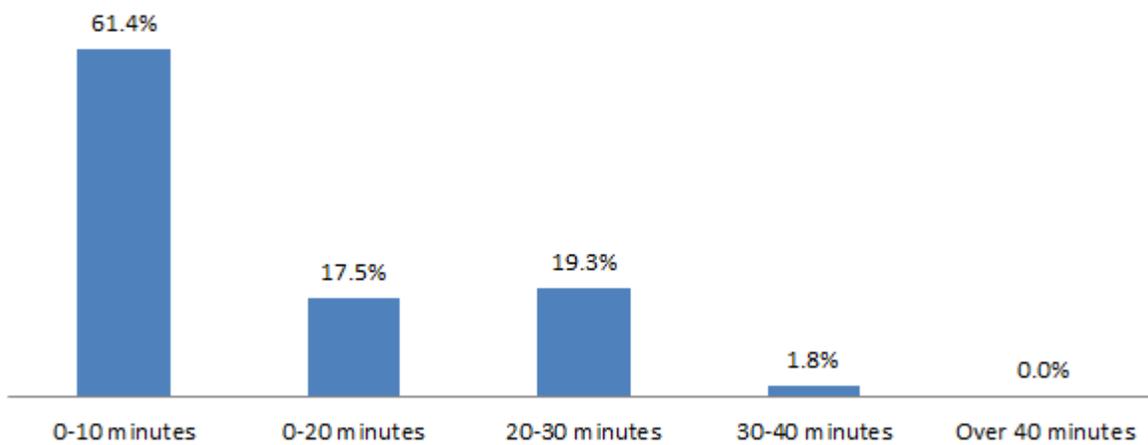
The City of Marcus and SIMPCO collected community surveys to inform the 2017 Marcus Comprehensive Plan. Surveys were collected online and paper copies at Marcus City Hall and Library from March 1 to April 21, 2017. The survey included 30 questions in topic areas including: Vision, Housing, Economic Development, Transportation and Community Facilities and Services. Nearly seventy surveys were collected. A summary of the survey results is provided below in regard to transportation.



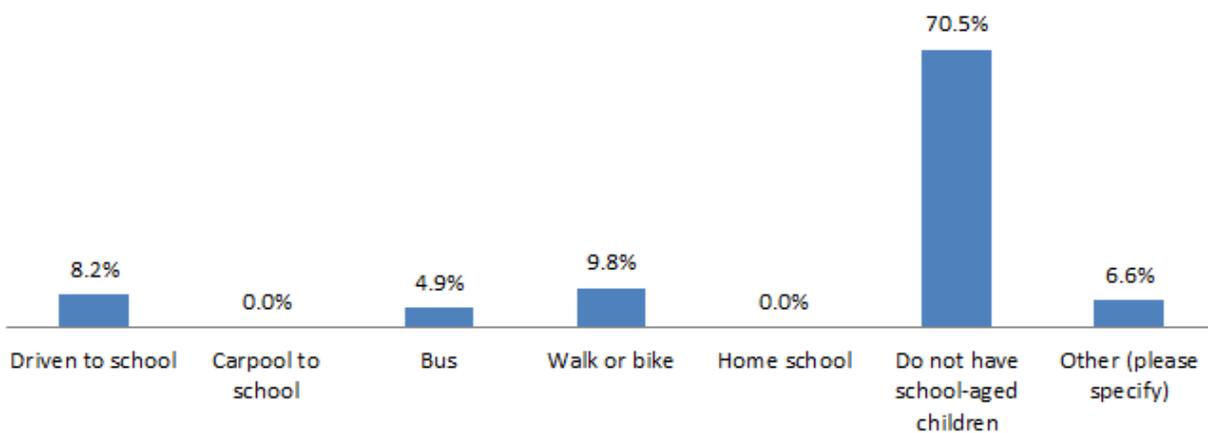
Importance of Sidewalks, Trails, or Bike Paths



Commute Time



Travel Mode to School



TRANSPORTATION GOALS

Goal T1: Maintain and improve existing roadway System

- T1.1 Adopt and implement Roadway Improvement Plan or Transportation Master Plan
- T1.2 Promote resurfacing and renovation of distressed local streets
- T1.3 Obtain federal and state funding to support the maintenance and expansion of streets
- T1.4 Promote connectivity in the local street network
- T1.5 Formulate and adopt complete street policy consistent with the land use plan in the city
- T1.6 Adopt and implement design standards for local street that align with the existing characteristics of the city
- T1.7 Ensure that private streets meet City code requirements
- T1.8 Ensure effective and efficient road signage to promote safety for all road users
- T1.9 Improve snow removal. Clear alleys faster and clear better against driveways and sidewalks.
- T2.10 Provide more street lights
- T2.11 Maintain street trees, trim around street lights
- T2.12 Iowa 3: Continue to work with Iowa Department of Transportation and Cherokee County to improve the intersection of 3 and 143/Ames Avenue with improvements such as a 4-way stop, turning lanes, cross-walks, etc.

Goal T2: Promote and enhance pedestrian facilities and other infrastructure to serve all users

- T2.1 Adopt and implement Sidewalk and Trail Master Plan
- T2.2 Improve, maintain, and expand Sidewalk and trail systems.
- T2.3 Provide a continuous trail system between Cleghorn, Marcus and Remsen
- T2.4 Provide a dedicated trail from down town through fair grounds, Radcliffe property, Leavitt addition, Drefke property, golf course, not through alleys and streets
- T2.5 Provide and maintain pedestrian facilities such as crossing signs, crosswalk improvements, trash cans, and other amenities to encourage walking
- T2.6 Provide information about the Siouxland Regional Transportation System (SRTS) at public locations such as City Hall and Library.
- T2.7 Promote ADA accessibility compliance in sidewalk, path, and trail construction.
- T2.8 Consider a Safe Routes to School policy and addition of trails and sidewalks to the residential neighborhood west and southwest of Marcus-Meriden-Cleghorn Community High School.
- T2.9 Improve railroad crossing by Coop
- T2.10 Continue to work with local, regional and state agencies to improve transportation services in Marcus including: Neighboring towns, Siouxland Regional Transportation System (SRTS), Iowa Department of Transportation, Canadian National Railroad, and Cherokee County.

CHAPTER 6 COMMUNITY FACILITIES AND SERVICES

This chapter focuses on identifying the existing community facilities, utilities, public safety, social services, parks and recreational amenities available in the City of Marcus. The chapter also identifies and assesses the future needs of the city regarding community facilities, parks, and recreational amenities. The chapter outlines appropriate strategies necessary to meet the future needs of the City of Marcus. This section represents an inventory of the existing community facilities, parks, and recreational amenities.

IOWA SMART PLANNING PRINCIPLES

The Community Facilities and Services chapter includes 3 of the Iowa Smart Planning Principles listed below.

Public Infrastructure and Utilities Element

The Iowa Smart Planning document states the following: Objectives, policies, and programs to guide future development of sanitary sewer service, storm water management, water supply, solid waste disposal, wastewater treatment technologies, recycling facilities, and telecommunications facilities. The comprehensive plan or land development regulations may include estimates regarding future demand for such utility services.

Community Facilities Element

The Iowa Smart Planning document states the following: Objectives, policies, and programs to assist future development of educational facilities, cemeteries, health care facilities, child care facilities, law enforcement and fire protection facilities, libraries, and other governmental facilities that are necessary or desirable to meet the projected needs of the municipality.

Community Character Element

The Iowa Smart Planning document states the following: Objectives, policies, and programs to identify characteristics and qualities that make the municipality unique and that are important to the municipality's heritage and quality of life.

UTILITIES

The development and maintenance of public utilities has costs and benefits to the City. Decisions leading to the maintenance or installation of a City's utility services, whether publicly or privately owned, are vital in order for a city to maintain a quality environment, remain in good standing with the Environmental Protection agency and federal laws, and to increase the stability or longevity of services provided. In contrast, an existing inefficient utility system can place a heavy burden on a City leading to the formulation of hazardous sites, a non-cost-effective city budget, and a greater deterrence on new businesses and families. The following subsections provide details on Marcus City's existing utility services including water, wastewater, stormwater, solid waste and recycling, electricity and natural gas, and fiber optics.

WASTEWATER

Marcus' municipal sanitary sewer system is gravity fed and it consists of two lift stations. One of the lift stations was refurbished in 2004 at an approximate cost of \$70,000. The waste water sewage is pumped to a four-cell lagoon. The sanitary sewer system is capable of a peak load of 42,336,000 gallons. The estimated sizes of each lagoon are listed below.

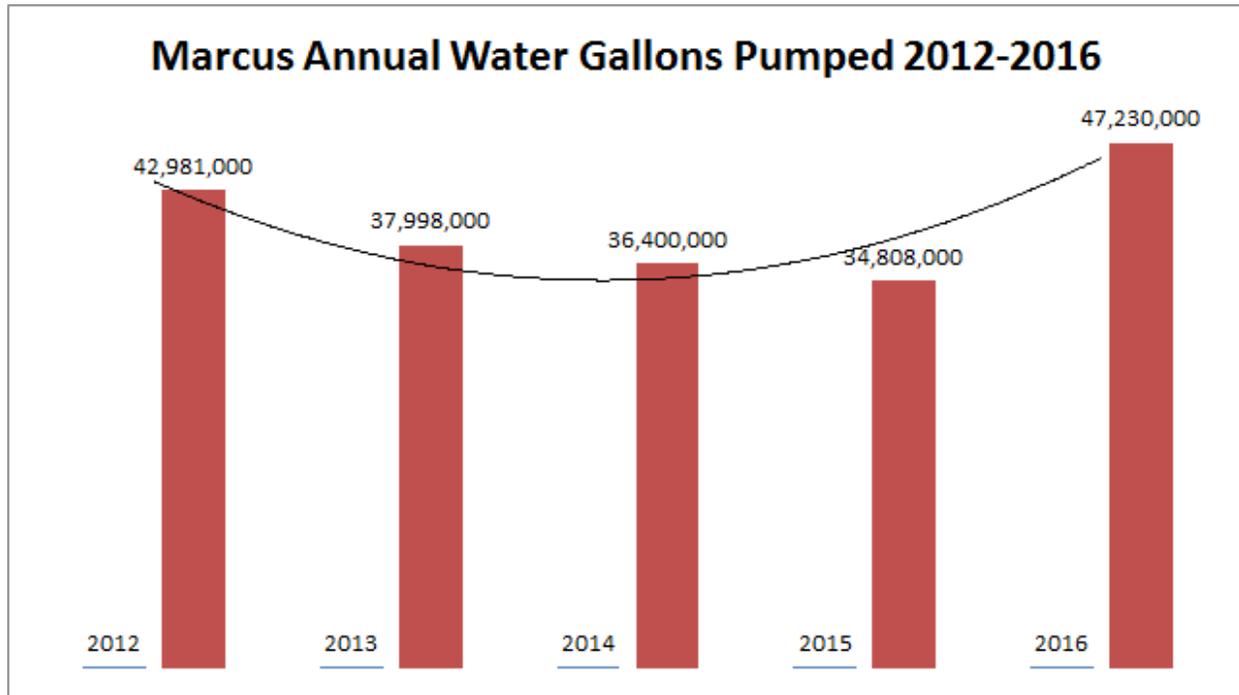
- Lagoon 1 – 7.102 Million gallons
- Lagoon 2 – 7.163 Million gallons
- Lagoon 3 – 13.892 Million gallons
- Lagoon 4 – 14.179 Million gallons

STORMWATER

Most of the storm water is collected by drains and it flows in a westward direction to Fiddle Creek and then to the west fork of the Little Sioux River. Some water runs north of the railroad tracks to the grass waterway. Railroad Street sometimes floods during heavy rains. The north side's system is in bad shape and too small. Railroad Street needs a big pipe and collection boxes. The southern half of the town's system was installed in 1983. Country View drains to a field and the business park to a ditch.

WATER

The municipal water system in Marcus is supplied by two wells. The first well is in the Cambrian/Ordovician Aquifer and was drilled in early 1960s. The second well is the standby well in the Jordan Aquifer, drilled in the 1920s. The water tower elevated maximum water storage capacity for the city is 250,000 gallons, built in the 1970s. The Marcus water tower was repainted in spring 2016. The following graph shows the estimated annual gallons of water pumped in Marcus from 2012-2016. Water tower improvements in 2016 caused the increase in water usage.



The City of Marcus has one water treatment facility located at 409 Ames Street. The filtering facility treats the water with high pressure green sand filters with a maximum capacity of 460,000 gallons per day. To protect groundwater the city follows state and federal groundwater procedures. This includes testing for nitrates, chlorine, iron, manganese daily, lead, copper, combined radium, Gross Alpha, IOCs, SOCs, VOCs, arsenic and sodium. The city funds the testing and improvements by charging the following rates. Rates are adopted by City Ordinance and do not always change annually.

Marcus Water Rates	2012	2013	2016	2017
First 1,300 Gallons	\$8.11	\$8.52	\$9.00	\$9.45
Every 1,000 after first 1,300	\$2.76	\$3.05	\$3.36	\$3.53

The water distribution system is controlled by the city utility company. There are approximately 600 users of city water. The infrastructure consists of cast iron and plastic water mains. The mains are continually updated and replaced, which makes determining the age of the system difficult. There is a bad water main in the Leavitt Addition. Loops need to be made. Some hydrants need to be replaced. Many curb boxes, curb stops and distribution valves need to be changed.

SOLID WASTE

Cherokee County Landfill is responsible for the disposal of solid waste and recycling from Marcus City residents and businesses. The Cherokee County



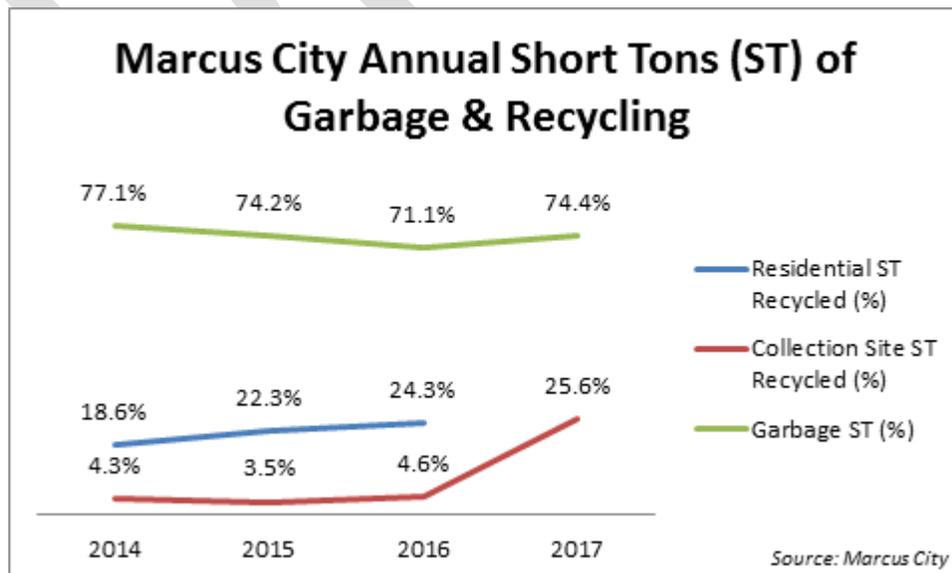
Sanitary Landfill is operated by the Cherokee County Solid Waste Commission. Landfill hours are Monday thru Friday 7:30 – 4:00 Garbage fee is \$42.00 a ton with a minimum charge of \$12.00. The Cherokee County Landfill provides a recycling program and Marcus collects recycled materials at the property on Railroad Street with pick-up every other Thursday.

Cherokee Landfill Recycling Materials Collected

- Glass – rinsed, unbroken, food jars, beverage bottles; any color glass bottles are acceptable; metal lids
- Paper – dry & clean newspapers, computer paper, magazines, mixed paper, junk mail, wrapping paper
- Tin/Aluminum Cans – empty, rinsed, caps, lids, & foil, food and beverage cans, **empty** aerosol cans
- Plastics – rinsed, clear and colored plastics with #1,2,3,4,5, 6 & 7 stamped on bottom, milk and soap jugs, food, beverage, and household cleaning bottles, plastic bags, potato chip bags, icheese wrappers.
- Cardboards – tissue boxes, cereal, shoe and beverage boxes, food boxes without food stains, as in hamburger helper box, cake box, pizza box, laundry soap box.

The following table reflects the percentage of garbage and recycling processed from 2014-2017. Marcus began their recycling program in 2014 and the City has recorded consistent increase in the percent of recycled materials since the program’s inception. The following table and graph show the total solid waste collected and the percentage of garbage, residential curb-side recycling, and collection site recycling.

Marcus City Garbage & Recycling Annual Short Tons (ST)				
	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Total ST	491.99	610.89	613.12	228.77
Residential ST Recycled (%)	18.6%	22.3%	24.3%	-
Collection Site ST Recycled (%)	4.3%	3.5%	4.6%	25.6%
Garbage ST (%)	77.1%	74.2%	71.1%	74.4%



ELECTRICITY AND NATURAL GAS

The primary provider for both the City’s electricity and natural gas is MidAmerican Energy. Renowned as one of the predominant natural gas services across the Midwest, MidAmerican Energy provides services to approximately 733,000 natural gas customers in the states of Iowa, Illinois, Nebraska, and South Dakota. MidAmerican Energy offers a variety of programs and rebates to help customers save money and conserve energy. In Iowa, programs exist for residents and businesses listed below.



FIBER OPTICS

The primary fiber optic provider in Marcus City is WesTel Systems. Originating in the year 1904 in the towns of Remsen, Alton, and Oyens, the fiber company began providing services to Marcus City in the year 1926. Since the company’s first year in operation, WestTel Systems has expanded its services to communities in both western Iowa and eastern Nebraska. Services offered by WesTel Systems include telephone, high-speed internet, cable TV, computer sales, computer repair, and networking and website hosting service.



SOCIAL SERVICES

MID-SIOUX OPPORTUNITY, INC.

Marcus City is one of numerous participating communities that receive services from the regional non-for-profit Community Action Agency, Mid-Sioux Opportunity, Inc. Operating since the year 1965, Mid-Sioux Opportunity, Inc. strives towards reducing local poverty in Northwest Iowa. The area of service includes the counties of Cherokee, Ida, Lyon, Plymouth, and Sioux. Managing fourteen federal, state, and local programs, the programs offered by Mid-Sioux Opportunity emphasize on Children and Families, Community Service, Energy Service, and Health and Nutrition.



HEALTH CLINICS

Marcus features two medical clinics described below, the Heartland Care Center nursing home, two chiropractic centers and a dentist.

Marcus- Cherokee Regional Clinic

The current Marcus Cherokee Regional Clinic was built in 2000. The original clinic on main street started in 1997. Clinic office hours are: Monday, Tuesday, Thursday, Friday 8:00 to 4:30pm. Closed on Wednesdays. The clinic has three full time staff members in Marcus. Services include: Obstetrics, Primary care and health maintenance, Acute care for children and adults, Infant and well childcare, Adult Medicine, Family planning and birth control, Routine physical exams for school, sports, camp or work, Well-women care, Senior health care, Sub-specialty referrals, and Health education.



Marcus-Floyd Valley Clinic

The Marcus Floyd Valley Clinic was built in 1963 as a Sears building and the clinic has been in the building since the 1990's. Clinic hours are Mon, Wed, Thurs 8am-5pm, and Tues, Fri 8am-12pm. The clinic has three full time staff. Services include: Draw Labs and Family Practice. The clinic is currently taking new patients.



CHAPTER 6: COMMUNITY FACILITIES AND SERVICES

CULTURAL SERVICES

MARCUS FAIR

The oldest existing cultural and renowned tradition in the City is the annual Marcus Fair. The summer of 2017 will mark the 81st annual Marcus Fair and the 33rd straight year of free gate admission as well. The City-wide fair provides a family-oriented atmosphere accompanied with a range of activities emphasizing on education, exhibition, and competition to partake in. Great preparation goes into making the Marcus Fair a reality; on a year-round schedule, a 20-member board sacrifices their own leisure time to acquire adequate amounts of fundraising and funding, submitting grant applications, and gaining local support. The annual fair has a wide range of activities available for all ages to partake in such as sand volleyball, 5k race, cookouts, a car show, and a parade.



MARCUS FAIR ARENA AND THE BARNS

The Marcus Fair Horse Arena was established in 2000 and the Barns in 2008. The Arena features horse events during the Marcus Fair and The Barns hold early rural horse drawn wagons, buggies and farm implements.

MARCUS COMMUNITY CENTER

The Marcus Community Center is located in historic downtown Marcus. The Community Center Board oversees the Center's operations. The Center features a large gathering space, stage, kitchen, and bar. The Marcus Community Center is used for events and meetings and provides a great venue for gatherings.



MARCUS HISTORICAL SOCIETY

The purpose of the Marcus Historical Society shall be to preserve for public benefit and education the heritage of our community. The Historical Society Board operates the Historical Center building featuring historic artifacts and stories. Individual and group tours can be arranged by contacting any Board member. The Society sends out newsletters to members, welcomes membership and donations, and maintains the Society website and facebook page.⁹



MARCUS SERVICE ORGANIZATIONS

- Girl Scouts, Boy Scouts
- Marcus Action Club (formerly Jaycees)
- Marcus Chamber
- Marcus Community Center Board
- Marcus Food Pantry/Community Ministry
- Marcus Lions
- Marcus Youth Activity Program
- Philanthropic Educational Organization for Women
- Marcus Economic Development Corporation (MEDCO)

⁹Marcus Historical Society online at: <http://www.marcushistoricalsociety.org>. 2017

EDUCATIONAL SERVICES

MARCUS CITY PUBLIC LIBRARY

The Marcus Public Library has been in existence for over a century, originally operating in Mr. A.H. Dwight's Confectionary Home and founded by the Marcus Woman's Club in the year 1908. Since the Library's founding years, several relocations of the facility have taken place. Two relocations of the library occurred before settling at its current location, which included relocation to the Exchange Bank in the year 1915 and relocation to the City Hall in the year 1932, where the library received official recognition as the Marcus Public Library. Today the Marcus Public Library resides at 106 N. Locust Street, which has been in existence since the year 1962 through a donation from the W.L. Gund family.



The Marcus City Public Library offers its services 36 hours a week, from Monday to Saturday. The library has an extensive inventory, offering over 19,000 books and periodicals and thousands of e-books. Complementing the library's inventory is the variety of services available including five-internet connected computers, a local history research computer, and multiple educational programs offered throughout the year for both children and adults.

HIGHER AND CONTINUING EDUCATION

Marcus City is in close proximity to a series of institutions offering post-secondary education in Siouxland and beyond. Northwest Iowa Community College (NI CC) has an extension office located in Marcus. There are a total of 6 post-secondary institutions within 70 miles of Marcus City. Institutions offering post-secondary education in close proximity to Marcus City include the following.

- Northwest Iowa Community College (NICC) Marcus Extension
- Western Iowa Tech Community College
- Le Mars Beauty College Inc.
- Buena Vista University
- St Luke's College
- Morningside College
- University of South Dakota



MMCRU SCHOOL DISTRICT

Marcus has whole grade sharing with neighboring communities that form the Marcus-Meriden-Cleghorn-Remsen Union (MMCRU) School District. Marcus City is home to two schools including Marcus Elementary and Marcus Meriden Cleghorn and Remsen Union (MMCRU) High School. The school district features a middle school in Remsen serving students in grades 5-8, and an additional elementary school in Remsen. Marcus Elementary is composed of students between grades PreK-4. The school serves students from multiple communities including Marcus, Cleghorn, and Meriden.

MMCRU High School is composed of students between grades 9-12. The Marcus High School serves students from the communities of Marcus, Meriden, Cleghorn, Remsen and Union Township. Remsen-Union and Marcus-Meriden-Cleghorn began a whole grade sharing agreement in 2016. Academically, MMCRU High School performed relatively well compared to state averages. According to the Iowa Department of Education, MMCRU High School has recorded a higher average in proficiency of both math and reading than the state of Iowa during the academic years of 2015 and 2016. Academic performances recorded by MMCRU High School and the state of Iowa is detailed in the following table.



	Math		Reading		Math & Reading
	2015	2016	2015	2016	2015-2016
MMCRU High School	89.6%	79.8%	78.4%	76.1%	81.1%
State of Iowa	80.4%	79.8%	78.4%	77.7%	79.0%

Source: Iowa Department of Education



MMCRU Marcus High School

PUBLIC SAFETY

Marcus Police Department

The Marcus Police Department is served by 2 Officers. Both officers are part-time and work on a specific task, on-call basis until the City can find a full-time replacement. One officer is full-time in Aurelia and the other officer is part-time at another occupation. Marcus Police do not have set hours and instead collaborate with neighboring communities and the County Sheriff to provide police protection. The Police officer's time is shared with a neighboring community and based on availability. Dispatch for emergencies is handled through Cherokee County Sheriff's office and all available officers are deployed.

The Marcus Police are active in protecting the safety and welfare of Marcus through the following initiatives. Marcus Police have made many successful arrests over the past year. The Marcus Police Department recently developed and adopted Police Operating Procedures that greatly assist with Police business. Police Operating Procedures are guidelines and standards of conduct that are in compliance with Police Academy policies. Current initiatives of the Police Department include the Chief's Advisory Committee and the Police Facebook page. The Chief's Advisory Committee is meant to build positive relationships with community members that want to learn more about police work. Topics for discussion will include: Previous cases, community concerns, crime solutions, and neighborhood watch. The Marcus Police office is located within the Marcus City Hall and maintain a Marcus Police squad car.

Marcus Police Initiatives

- *Several arrests over the past year*
- *Recently developed and adopted Police Operating Procedures*
- *Currently developing the Chief's Advisory Committee*
 - *Launched Police Facebook page*
- *Awarded traffic enforcement grant to improve police equipment*

Marcus Fire and Ambulance Department

The Marcus Fire and Ambulance Rescue Department has 27 volunteer staff. Staff training levels vary and include the following: Twenty-six Emergency Medical Technicians and one in training, twenty-four Fire Fighter 1, twelve Fire Fighter 2, two fire instructors, and two Emergency Medical Services evaluators. The fire and ambulance station was recently remodeled with an addition in 2014. Current equipment in the department includes: Two ambulances, two fire engines, one tanker and one grass rig pick-up for grass fires. The Department hosts medical and fire training opportunities each year. Volunteers host a fire and ambulance fund drive during National fire safety week in October each year.



City Hall

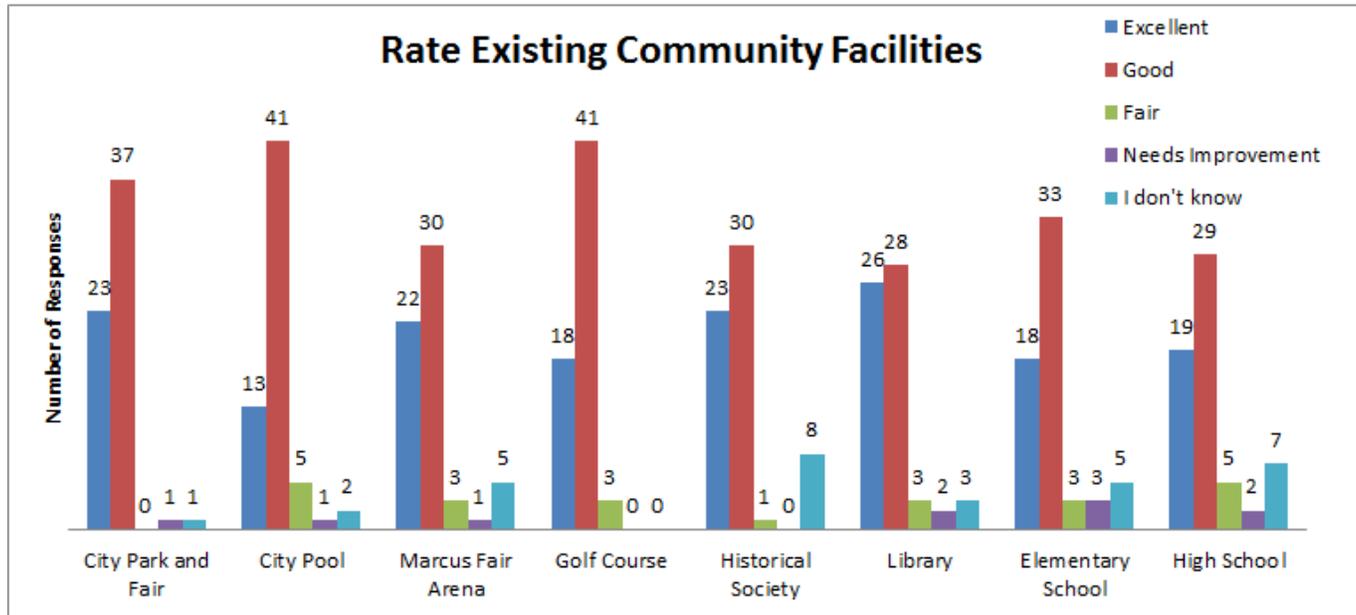
Marcus City Hall is located in historic downtown. Marcus City Hall offices provide work space for the 19 full-time, part-time and seasonal staff. The City Hall has a meeting room downstairs. Marcus Police office is operated out of City Hall. The City of Marcus also features a Cherokee County transportation building on Cedar Street that stores county vehicles such as the road grader.



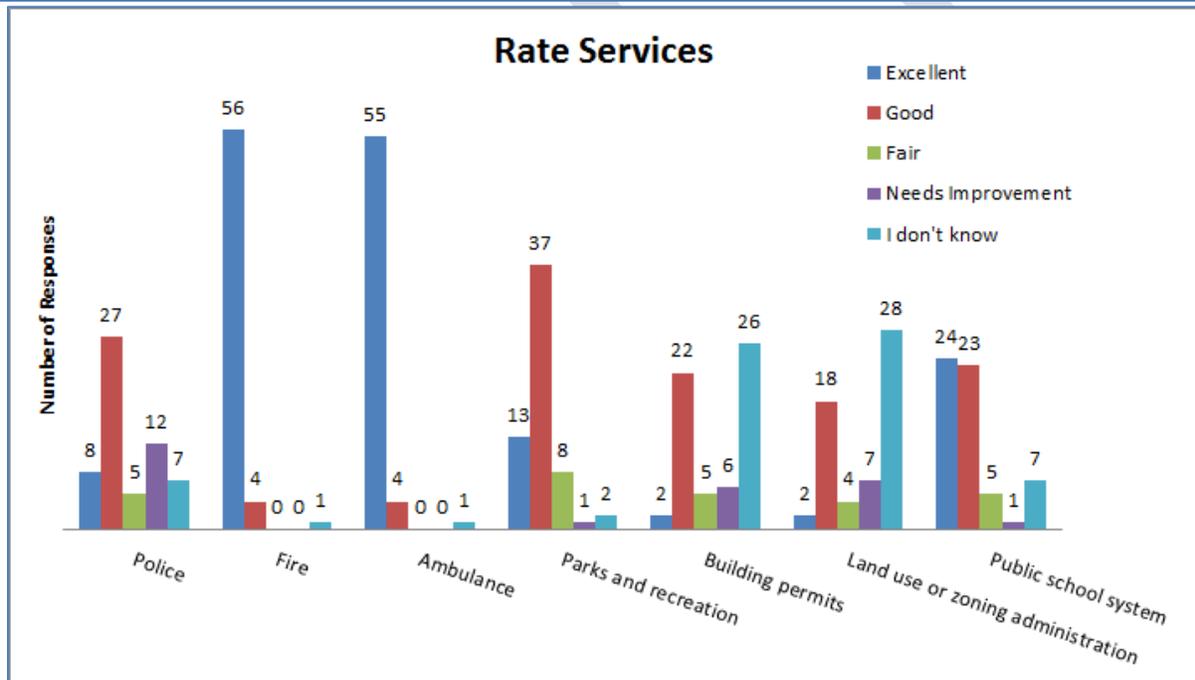
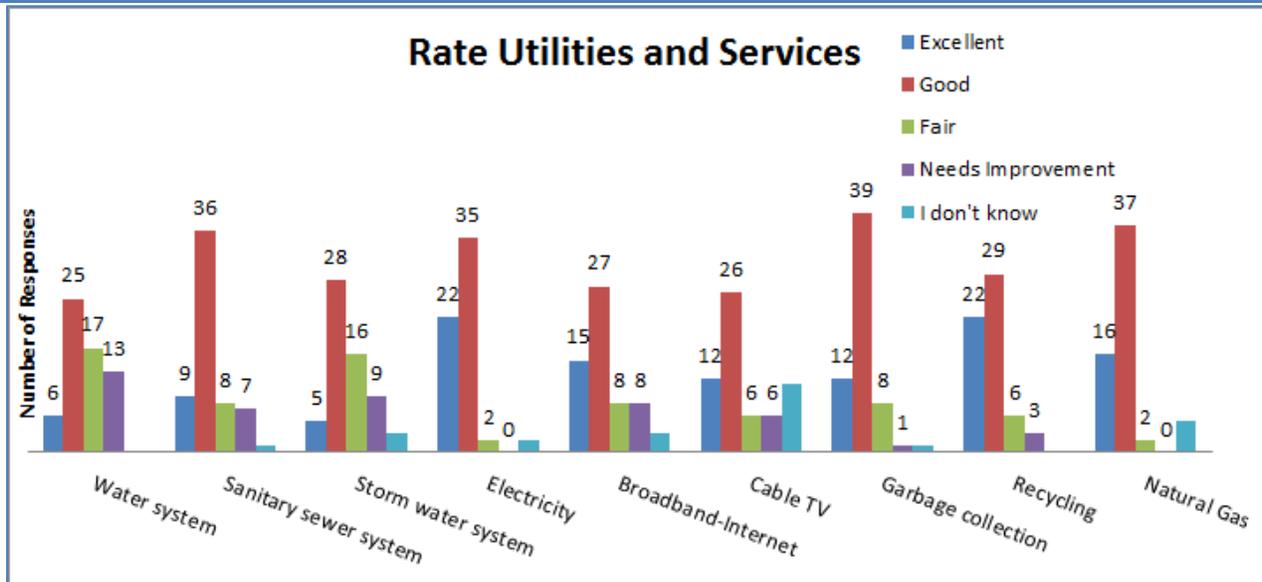
CHAPTER 6: COMMUNITY FACILITIES AND SERVICES

COMMUNITY FACILITIES AND SERVICES PUBLIC COMMENT

On April 3, 2017 a public meeting was hosted by the City to gather the community opinion and a community survey was distributed and collected in March-May to inform this Community Facilities and Services chapter. The full results of the meeting and survey are stated in the Appendix. The following comments were gathered in regard to Community Facilities and Services.



1. Better utilize horse arena (2): Marcus used to have a Colt Show famous throughout the region-start again?, Paint the gate
2. Library is wonderful (2) but needs some updates
3. Retain these services and keep improving and supporting them (2)
4. Improve water quality
5. Update Golf Course club house
6. Improve school – add air conditioning and tornado safe area (Inside a classroom is NOT safe)
7. Community Center needs a new kitchen



1. **Improve water quality** (3), still yellow(2), stinks like sewer when it rains a lot, tastes awful
2. **More options for cable and internet companies** (2), internet goes out and expensive
3. **Improve Sanitary Services** - garbage and recycle pick up (3), inconsistent pick-up (2), trash can is really heavy, Confusing schedule, especially for businesses
4. **More communication from City**, Not just using Facebook. We need a text system. You sign up and get info on changes trash time, water issues, etc.
5. Police track people and know when we don't have anyone working.
6. Golf course has brought many people to the area. Having food offered almost nightly has really made a difference.
 - a. Allow golf clubhouse use year round
 - b. Update clubhouse
 - c. Pave the road to the clubhouse

COMMUNITY FACILITIES GOALS

Goal 1: Supply safe water and ensure effective treatment and disposal of waste water and storm water

- CF 1.1: Develop a master plan for the maintenance of community infrastructure
- CF 1.2: Invest in maintaining and expanding existing potable water, waste and storm water infrastructure
- CF 1.3: Maintain and improve existing procedure for the treatment of potable water to ensure that safe water is supplied to residents
- CF 1.4: Continue to ensure that the treatment of waste and storm water meets and/or exceeds DNR standards before discharging into the environment

Goal 2: Continue to partner with utility companies to sustain quality of life

- CF 2.1: Continue to create an enabling environment to encourage utility companies to improve the existing services provided to residents
- CF 2.2: Continue to provide broadband and Wifi for residents and businesses to connect to the internet and encourage good service at affordable prices
- CF 2.3: Establish educational programs to educate residents on renewable energy
- CF 2.4: Encourage residents to subscribe to renewable energy programs provided by utility companies

Goal 3: Maintain and improve the management of solid waste

- CF 3.1: Improve Sanitary Services including consistent schedule for garbage and recycle pick up, light-weight trash cans
- CF 3.2: Educate residents on innovative ways of solid waste management
- CF 3.3: Create an enabling environment to encourage recycling
- CF 3.4: Research current recycling program and improve services through education and communication
- CF 3.5: Ensure that solid waste is collected and disposed of efficiently
- CF 3.6: continue to maintain the recycling drop-site on Railroad Street.

Goal 4: Maintain and improve educational system and library

- CF 4.1: Invest in improving and expanding the existing library building and services
- CF 4.2: Continue to collaborate and support the School District to provide high-quality education to all
- CF 4.3: Continue to support programs designed to equip high school students for college and job market
- CF 4.4: Collaborate with the School District in introducing programs to enable parents to support their children financially

Goal 5: Enhance public health

- CF 5.1: Maintain and expand existing health infrastructure
- CF 5.2: Create an enabling environment necessary to attract additional health facilities to the city
- CF 5.3: Collaborate with Clinics to expand and improve health service provided to the residents
- CF 5.4: Support programs designed to educate residents on maintaining a healthy neighborhood
- CF 5.5: Continue to provide infrastructure necessary to encourage residents to live an active life
- CF 5.6: Improve communication between City and residents and businesses. Consider text or email messages to subscribers including updates on trash pick-up times, water issues, etc.

Goal 6: Maintain and Improve public safety

- CF 6.1: Support programs designed to reduce crime in the region
- CF 6.2: Continue effective enforcement of County and Municipal laws
- CF 6.3: Fire and Ambulance Rescue goals: Need to replace fire fighter breathing apparatuses within next 10 years
- CF 6.4: Fire and Ambulance Rescue goals: Need to replace one engine and tanker within the next 10 years
- CF 6.5: Police Department goals: Hire a full-time, qualified police chief or full-time, qualified officer
- CF 6.6: Police Department goals: Improve community presence and relations through the Chief's Advisory Committee and online communication through Facebook
- CF 6.7: Police Department goals: Address equipment needs

Goal 7: Maintain, improve and expand park and recreational facilities

- CF7.1: Collaborate with residents to prepare park and recreational master plan
- CF7.2: Invest in maintaining and expanding park amenities such as swimming pool, bathrooms, ball fields and others
- CF 7.3: Ensure new and existing parks provide recreational opportunities necessary to meet the needs of the residents
- CF 7.4: Ensure residents have easy access to park facilities within the city

Goal 8: Invest in providing entertainment options to the residents

- CF 8.1: Invest in the improvement of Marcus Fair, Arena
- CF 8.2: Continue to organize and support community events to stimulate a sense of place in the residents
- CF 8.3: Create an enabling environment necessary to attract entertainment businesses to the downtown area of the city
- CF 8.4: Continue to maintain and improve the Community Center to accommodate a wide range of community events
- CF 8.5: Continue to support the Marcus Historical Society and center
- CF 8.6: The Marcus Golf course has brought many people to the area. Suggested improvements to the golf course include the following:
 - a. Allow golf clubhouse use year round
 - b. Update clubhouse
 - c. Pave the road to the clubhouse

CHAPTER 7: LAND USE AND NATURAL RESOURCES

CHAPTER 7: LAND USE AND NATURAL RESOURCES

This Land Use and Natural Resources chapter explores existing land use regulations and analysis of land use trends to provide an inventory of land use issues and opportunities in Marcus. This chapter was developed with consideration of the information provided in this plan in regard to population, housing, transportation, economic development, community facilities and services, preservation of natural resources, survey of public opinion, review of current zoning and land use maps, and review of zoning regulations.

IA SMART PLANNING LAND USE

IA Smart Planning Guide states the following in regard to Land Use: “Objectives, information, and programs that identify current land uses within the municipality and that guide the future development and redevelopment of property, consistent with the municipality’s characteristics identified under the Issues and Opportunities Element. The comprehensive plan or land development regulations may include information on the amount, type, intensity, and density of existing land use, trends in the market price of land used for specific purposes, and plans for future land use throughout the municipality.”

“The comprehensive plan or land development regulations may identify and include information on property that has the possibility for redevelopment, a map of existing and potential land use and land use conflicts, information and maps relating to the current and future provision of utilities within the municipality, information and maps that identify the current and future boundaries for areas reserved for soil conservation, water supply conservation, flood control, and surface water drainage and removal. Information provided under this paragraph may also include an analysis of the current and potential impacts on local watersheds and air quality.” IA Smart Planning Guide states the following in regard to the Agricultural and Natural Resources Element, “Objectives, policies, and programs addressing preservation and protection of agricultural and natural resources.”¹⁰

LAND USE ISSUES AND OPPORTUNITIES

City of Marcus regulates land use through the Zoning district map and corresponding zoning ordinance that regulates permitted uses, building bulk, and development standards on property within the municipal boundary. The main issue and opportunity in the development of this land use chapter is to discuss and compare the zoning district map and ordinance with the following resources provided in this chapter and compiled for this land use analysis. Other issues that may be considered in land use analysis include: Trends in the market price of land used for specific purposes, identifying property that has the possibility for redevelopment or new development, and current and future provision of utilities within the municipality.

LAND USE CHAPTER RESOURCES

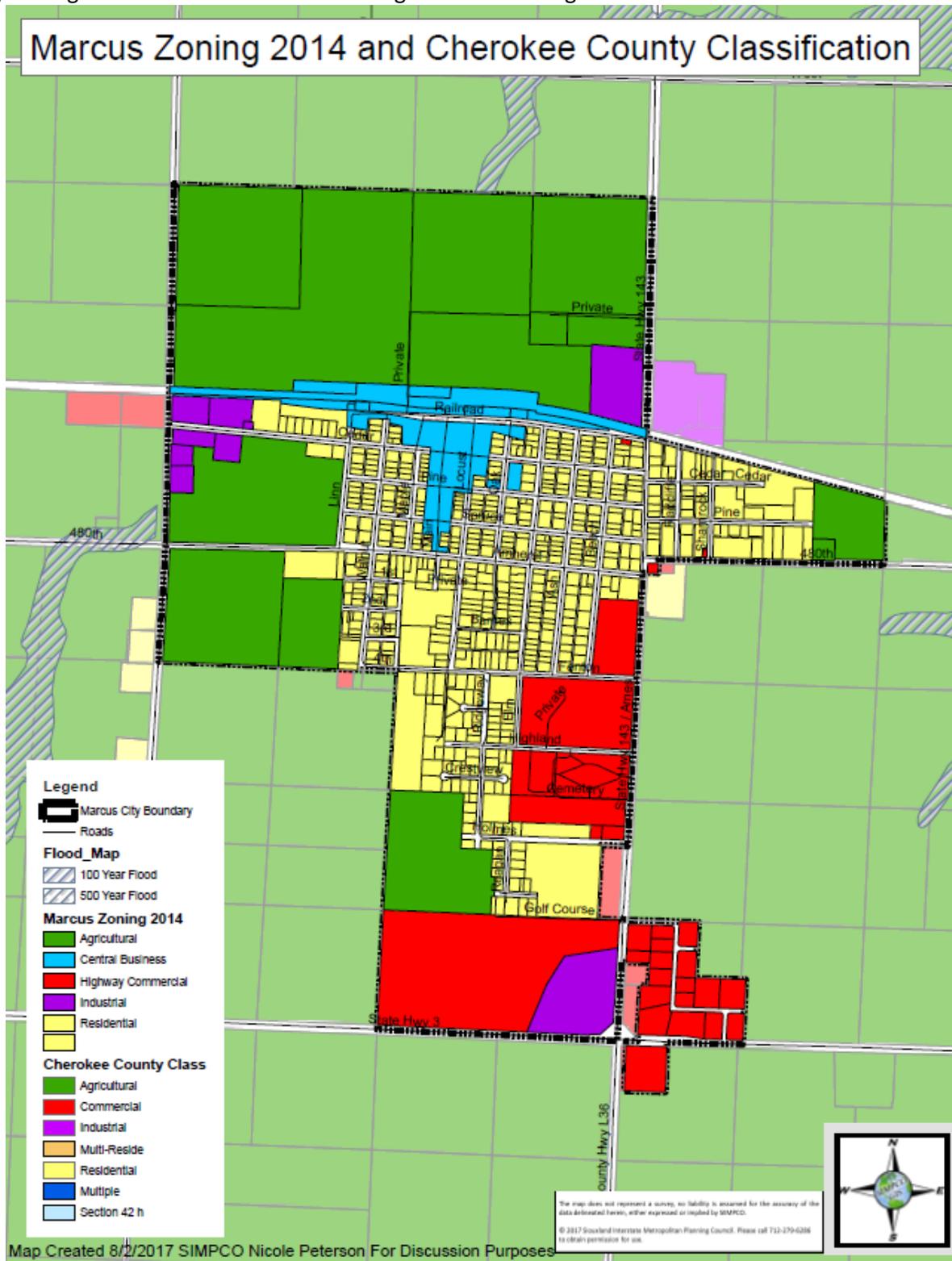
- Marcus Zoning District and Cherokee County Surrounding Land Use Map
- Marcus Zoning ordinance and district summary
- Cherokee County Zoning regulations
- State of Iowa Code Chapter 414 City Zoning
- Marcus Land Use Guide Map
- Watershed and Floodplain Map
- Soil and Topography Map

¹⁰ Iowa Smart Planning Legislative Guide, Updated May 2010. Page 4 of 9.

CHAPTER 7: LAND USE AND NATURAL RESOURCES

MARCUS ZONING DISTRICTS AND CHEROKEE COUNTY LAND USE MAP

The following map was developed for discussion purposes and is neither the official, adopted Marcus Zoning map nor the official Cherokee Land Use map. Consult the Marcus Zoning Administrator and Cherokee County Zoning Commissioner for official zoning and land use regulations in Marcus and Cherokee County.



MARCUS ZONING ORDINANCE AND DISTRICT SUMMARY

The Marcus Zoning map was last adopted in 2014 and is associated with the Zoning Ordinance regulations referenced in the Marcus Municipal Code. The Marcus Zoning map identifies zoning districts including: agriculture, commercial, industrial and residential and further described below. The Marcus Zoning Ordinance sets forth regulations of building and site uses that are permitted, conditional or prohibited and sets forth building bulk regulations such as minimum lot size and building height.

City of Marcus has jurisdiction to change the zoning districts within the municipal boundary. Zoning outside the municipal boundary is regulated by Cherokee County. State of Iowa Code Chapter 414 City Zoning was referenced in the development of the 2017 Marcus Zoning Ordinance update. The following zoning districts are administered through the Marcus Zoning Ordinance and Zoning map.

Agricultural and Conservation District (A)

The purpose of the Agricultural and Conservation District is to preserve the continued agricultural use of land in certain areas so designated that are not expected to be developed for urban usage in the immediate future. A change of zoning from District A to any other classification shall be done in accordance with procedures established under the Zoning Ordinance.

Residential District (R-1/R-3)

The R-1/R-3 Residential District is intended and designated to regulate and control all properties located in the Residential Districts of the City of Marcus, Iowa. This District is intended and designed to allow and permit single and multiple family dwellings along with certain other low density uses in the Residential District known and identified in the Marcus Zoning Ordinance.

Central Business District (CB)

The purpose of the Central Business District to provide for a wide range of retail, service and wholesale establishments and may contain mixed-use buildings that serve Downtown. The Central Business District includes the downtown retail and commercial businesses and contains historic structures that reflect the early commerce district formed during the settlement of Marcus.

Highway Commercial District (HC)

The purpose of the Highway Commercial District is to provide for the location of moderately scaled, more intense retail, office and service uses, generally located along highways, major collectors and arterials. The intent of Highway Commercial District is to provide services of convenience for travelers and goods and services that are associated with automotive transportation and highway commerce.

Industrial District (I)

This district provides for a wide range of commercial and industrial uses, all of which shall be able to meet comparatively rigid specifications as to nuisance-free performance. This district specifically excludes residences.

CHAPTER 7: LAND USE AND NATURAL RESOURCES

MARCUS LAND USE GUIDE

The Marcus Land Use Guide Map below provides a framework for future changes to the official Marcus Zoning map. The Land Use guide map features land use designations with consideration of the land use resources within this chapter. The Land Use Guide Map introduces proposed zoning districts including: Institutional district, mixed use district, and open space preservation or park land district.

The intent of the proposed zoning districts, further described below, is to efficiently regulate the use of land within the City, promote orderly growth of the City, and to promote the health, morals, safety and general welfare with the City. The proposed districts are applied to the land use guide map below including areas that are currently utilized for institutional or government uses and park or open space areas.

The City of Marcus may choose to update the official zoning map with the following proposed zoning districts. The following land use guide map shows some property outside the City boundary that is currently regulated by Cherokee County. Any property outside the City boundary must first be annexed into the City prior to a zoning district amendment. Consult the Marcus Zoning Administrator and Cherokee County Zoning Commissioner for official zoning and land use regulations in Marcus and Cherokee County.

Proposed Zoning Districts

Institutional district (IT)

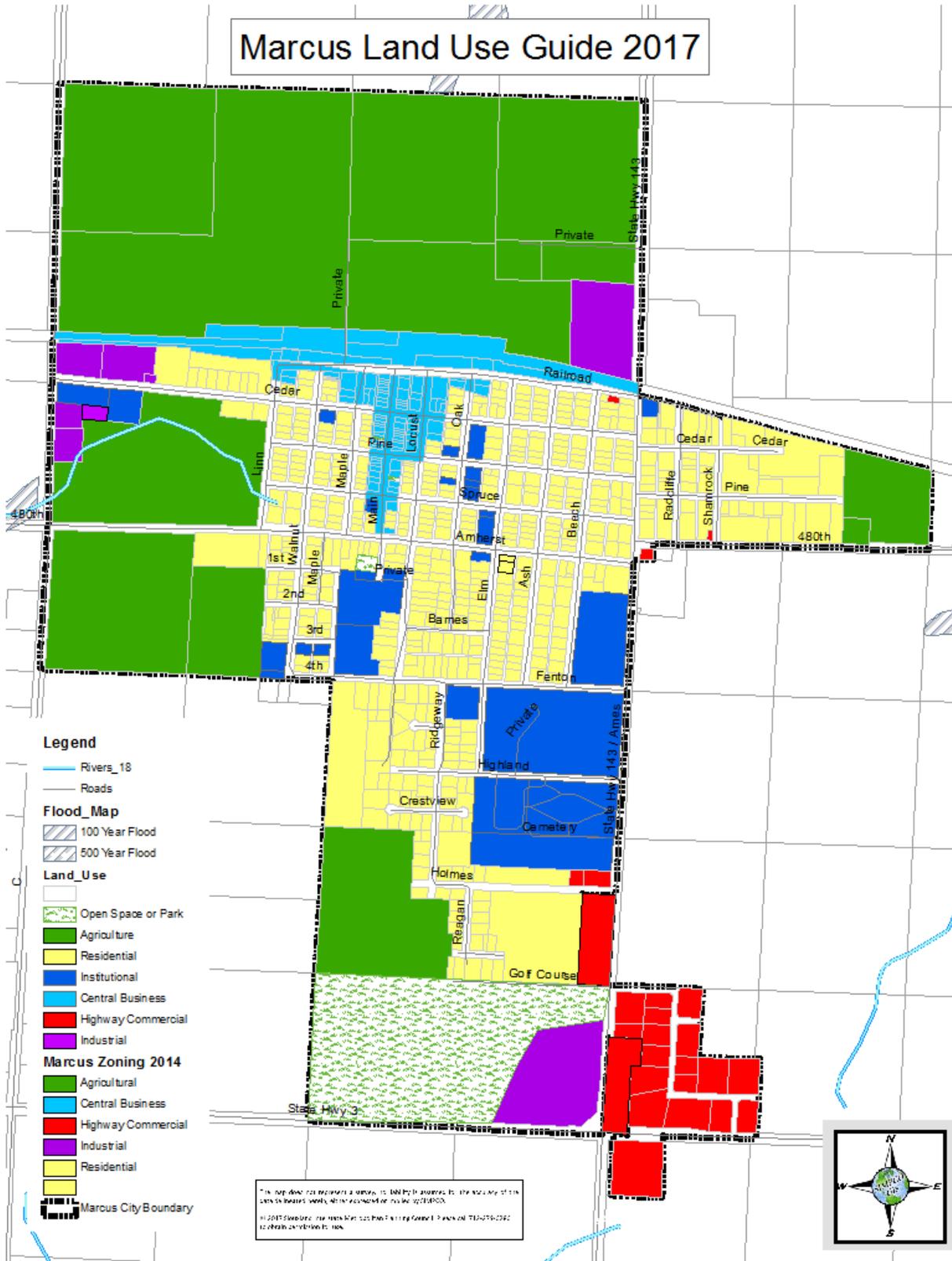
The purpose of the institutional district is to provide for the location of government, utility, school, and other public uses. The intent of the district is to recognize the special design consideration of institutional uses such as frequent public use, transportation accessibility, and parking needs and to appropriately regulate such uses within institutional district.

Open space preservation or park land district (OS)

The purpose of the Open space preservation or park land district is to preserve space for park, recreation, or conservation uses.

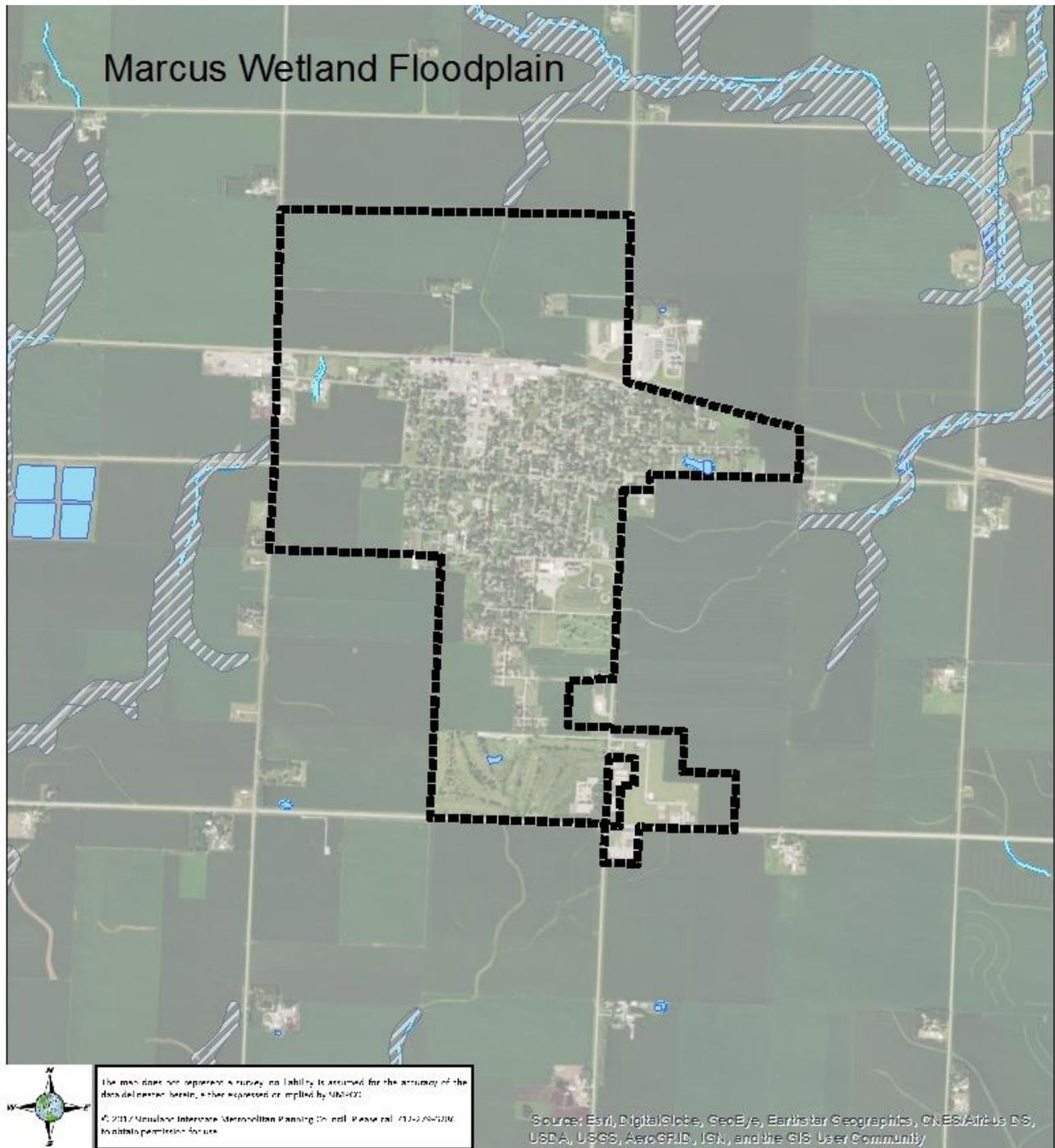
CHAPTER 7: LAND USE AND NATURAL RESOURCES

MARCUS LAND USE GUIDE MAP



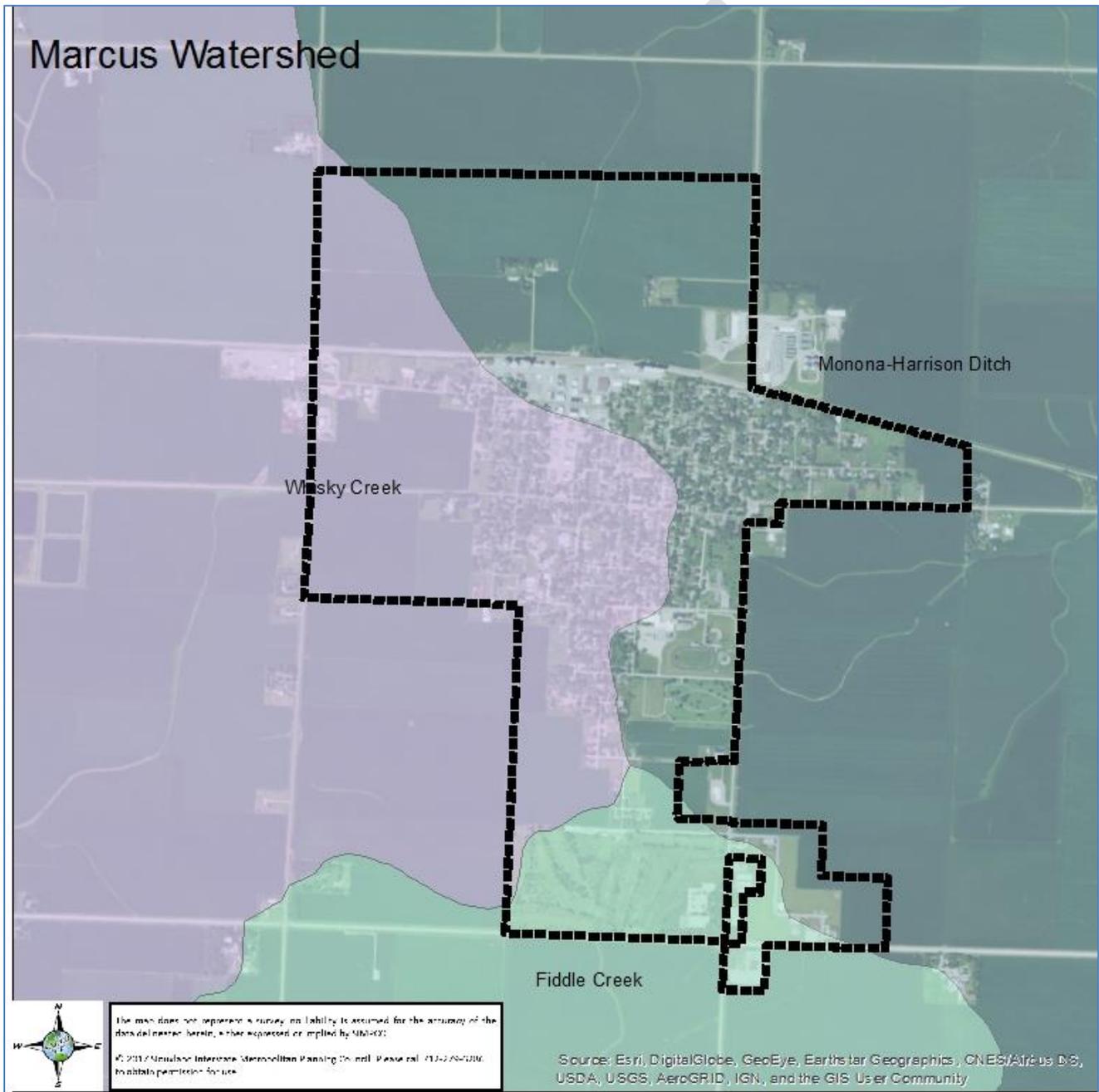
WETLANDS AND FLOOD PLAIN MAP

Surface water drainage, storm water removal, wetlands, and flood control systems are interrelated features. According to Iowa DNR and National Wetlands Inventory data for Cherokee County, Iowa the following wetland or floodplain areas exist within and around Marcus. The following map shows wetland areas where surface water is present for extended periods especially early in the growing season, but is absent by the end of the growing season in most years. The map also shows areas within a basin or channel excavated by man.



WATERSHED MAP

Marcus is located within the Headwaters West Fork Little Sioux River Watershed. Three sub-watershed areas are present in Marcus and depicted in the map below including: Fiddle Creek, Whiskey Creek, and Monona-Harrison Ditch sub-watersheds.¹¹ Watershed management starts at local level. Resources exist for local watershed planning and management from the following agencies: Iowa DNR, Iowa Department of Agriculture and Land Stewardship, USDA Natural Resources Conservation Service. Agencies can help with research, funding, project planning and more.



¹¹ Iowa Department of Natural Resources (DNR) For more information visit www.iowadnr.gov.

CHAPTER 7: LAND USE AND NATURAL RESOURCES

SOIL AND TOPOGRAPHY MAP

The following soil and topography map shows the various soil types in Marcus with data from the Iowa Department of Natural Resources (DNR). Brief descriptions of each soil type found in Marcus are listed below.¹² In consideration of the various soil types, Marcus may consider conservation of fertile soils for agricultural use. The following soils types are deciphered by drainage type, slope, precipitation, and class.

AFTON SERIES

The Afton series consists of very deep, poorly drained soils formed in 100 to more than 200 centimeters of loess and local alluvium and the underlying till. These soils are in upland drainageways on dissected till plains. Slope ranges from 0 to 2 percent. Mean annual precipitation is about 638 millimeters, and mean annual air temperature is about 7 degrees C.

TAXONOMIC CLASS: Fine-silty, mixed, superactive, mesic Cumulic Endoaquolls

TYPICAL PEDON: Afton silty clay loam, on a 1 percent slopes in a cultivated field on an upland drainageway. (Colors are for moist soil unless otherwise stated.)

COLO SERIES

The Colo series consists of very deep, poorly drained soils formed in alluvium. These soils are on floodplains, low stream terraces, alluvial fans, and upland drainageways. Slope ranges from 0 to 5 percent. Mean annual air temperature is about 10 degrees C. Mean annual precipitation is about 775 millimeters.

TAXONOMIC CLASS: Fine-silty, mixed, superactive, mesic Cumulic Endoaquolls

TYPICAL PEDON: Colo silty clay loam, on a slope of less than 1 percent, in a cultivated field, at an elevation of about 275 meters above sea level. (Colors are for moist soil unless otherwise stated.)

GALVA SERIES

The Galva series consists of very deep, well drained soils on uplands and loess covered stream terraces. These soils formed in loess. Slopes range from 0 to 15 percent. Mean annual air temperature is about 8 degrees C (47 degrees F). Mean annual precipitation is about 685 millimeters (27 inches).

TAXONOMIC CLASS: Fine-silty, mixed, superactive, mesic Typic Hapludolls

TYPICAL PEDON: Galva silty clay loam, on a convex slope of 4 percent, in a cultivated field. (Colors are for moist soil unless otherwise stated.)

MARCUS SERIES

The Marcus series consists of very deep, poorly drained and very poorly drained, moderately slowly permeable soils formed in loess on uplands. Slope ranges from 0 to 2 percent. Mean annual air temperature is about 47 degrees F, and mean annual precipitation is about 28 inches.

TAXONOMIC CLASS: Fine-silty, mixed, superactive, mesic Typic Endoaquolls

PRIMGHAR SERIES

The Primghar series consists of very deep, somewhat poorly drained, moderately permeable soils formed in loess on uplands and high stream benches. Slope ranges from 0 to 5 percent. Mean annual air temperature is about 47 degrees F, and mean annual precipitation is about 27 inches.

TAXONOMIC CLASS: Fine-silty, mixed, superactive, mesic Aquic Hapludolls

TYPICAL PEDON: Primghar silty clay loam - nearly level - cultivated. (Colors are for moist soil unless otherwise stated.)

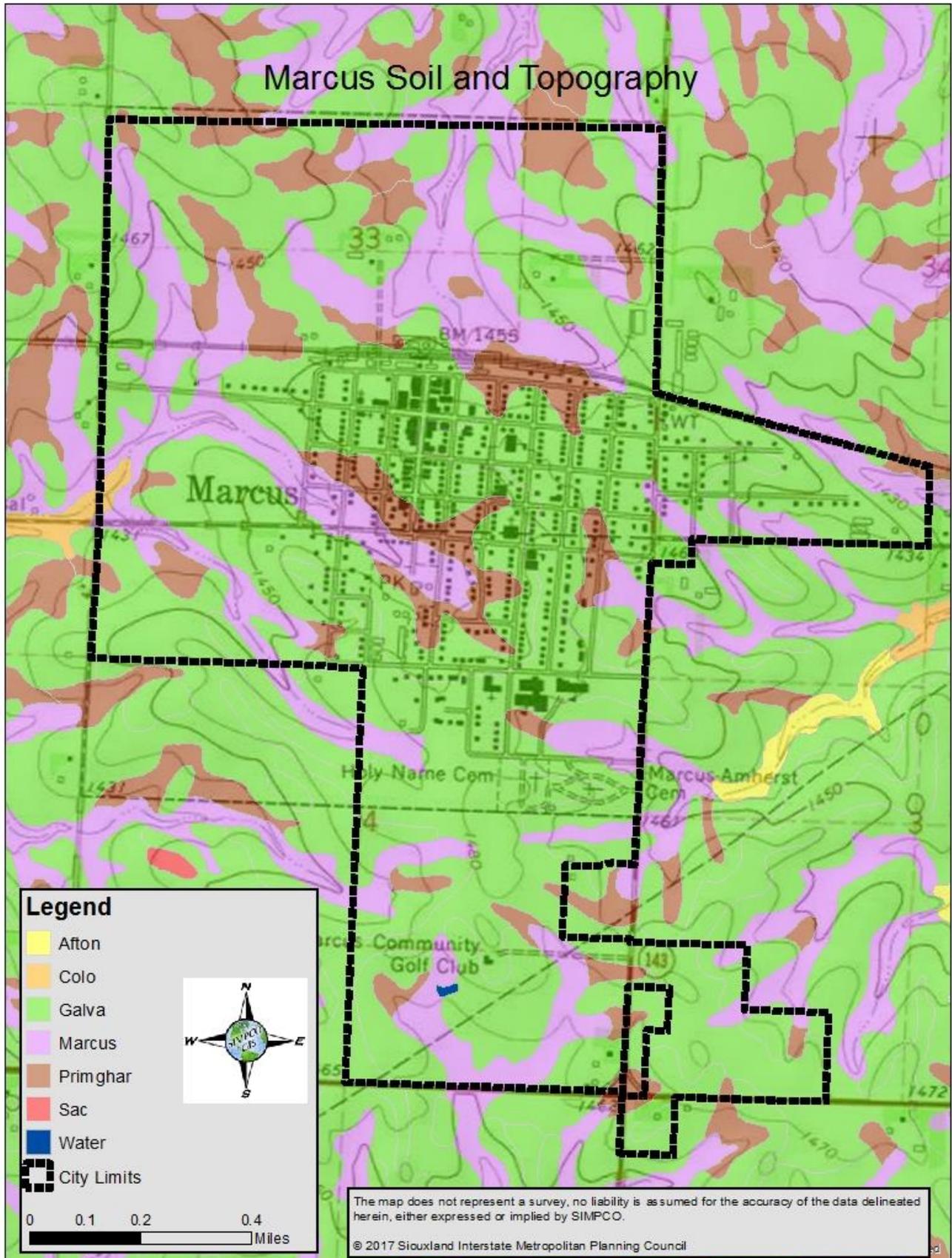
SAC SERIES

The Sac series consists of very deep, moderately well drained soils formed in 50 to 100 centimeters of loess and in the underlying till. These soils occur on ridgetops and convex side slopes on the loess-mantled early Wisconsin (Tazewell) or Kansan till plain. Slope ranges from 0 to 14 percent. Mean annual air temperature is about 9 degrees C. Mean annual precipitation is about 810 millimeters.

TAXONOMIC CLASS: Fine-silty, mixed, superactive, mesic Oxyaquic Hapludolls

TYPICAL PEDON: Sac silty clay loam, on a convex slope of 3 percent, in a cultivated field. (Colors are for moist soil unless otherwise stated.)

¹² Soil Series by US Department of Agriculture online at <https://soilseries.sc.egov.usda.gov>



LAND USE GOALS

Development in Marcus is regulated through the City's zoning code and municipal ordinances. Beyond zoning and municipal ordinances, City decision makers may ask the following questions when considering future land use decisions including new development and redevelopment proposals through applications for building permit, plat, subdivision, site plan, rezone, or variance. The following questions provide criteria for decision making. In answering the following questions about costs and benefits of proposed new development or redevelopment, the City can make more informed decisions affecting the future of the city.

Land Use Decision Criteria/Questions:

1. What costs would the City incur for providing and maintaining City services (Road, water, sewer, storm sewer, police, fire, ambulance, etc.) to the new development or redevelopment?
2. What is the tax profit for the City if the development or redevelopment is implemented?
3. How do the City costs for the development/redevelopment compare to the City profits from the development/redevelopment?
4. Does the proposed development or redevelopment enhance the local economy by supporting and/or complimenting existing businesses?
5. How does the proposed development fit into the existing neighborhood character? What are the abutting and adjacent uses – how will the proposed use interact with the existing uses?
6. How is the proposed development or redevelopment in line with or in conflict with the goals, strategies and action steps set forth in this comprehensive plan?

Land Use Goal 1: Administer, enforce, review and update the City's zoning map and ordinance.

LU1.1: The Zoning Administrator, City staff, Board of Adjustment, Planning Commission and City Council will interpret and administer the zoning map and ordinance as adopted by City Council.

LU1.1.1 The City will use zoning and permitting checklists to ensure a proper and efficient zoning review process is used in interpretation and administration of the ordinance.

LU1.1.2 The City will create checklists for all zoning and permitting processes that will ensure an efficient and accurate procedure for all requests.

LU1.2: The Zoning Administrator, City staff, Board of Adjustment, Planning Commission and City Council will enforce the zoning map and ordinance adopted by City Council.

CHAPTER 7: LAND USE AND NATURAL RESOURCES

LU1.3: The Zoning Administrator, City staff, Board of Adjustment, Planning Commission and City Council will review and update the zoning map and ordinance with reference and consideration of the Comprehensive Plan.

LU1.3.1: In review and update of the zoning map and ordinance, the City will determine the land use sections and address permissible uses in each zone with development standards, minimum setbacks and maximum building coverage along with streets, sidewalks, signs and parking regulations.

Land Use Goal 2: Develop and redevelop land and structures with good neighborhood design principles and develop subdivision regulations

LU2.1: Develop and redevelop land and structures with good neighborhood design principles including the following:

- Avoid developing within the floodplain or near wetlands
- Design accessible and connected neighborhoods that are connected to surrounding neighborhoods and the city center (walkable, bikeable, well-maintained roads sidewalks, grid-pattern)
- Preserve land for recreation and preservation purposes (Greenspace, nearby parks, trails, mature trees, linear parks with recreational trails)
- Provide access to amenities (employment opportunities, a downtown commercial district, strong schools and numerous community facilities and services)
- Provide a safe environment, accessible for emergency services (friendly, low traffic, watch out for each other)
- Support nuisance free neighborhoods (well-maintained, quiet, no odor, compliance with zoning)
- Encourage energy efficient, sustainable building design standards
- Preserve historic character of neighborhoods and local historic districts

LU2.2: Consider the financial sustainability of new developments.

LU2.3: Develop subdivision regulations for new platted developments which include design standards for streets, sidewalks, and trail easements in new developments.

LU2.4: Create a subdivision regulation administration process to ensure an efficient and accurate process.

CHAPTER 8: IMPLEMENTATION

CHAPTER 8: IMPLEMENTATION

The City of Marcus will strive to implement the vision, goals, objectives, and action steps developed in this Comprehensive Plan. Marcus adopted the vision statement stated below that encompasses the overarching image of the City's future. Goals, objectives, and action steps were developed throughout the plan in the following categories: Housing and Neighborhoods, Economic Development, Transportation, Community Facilities and Services, Land Use and Natural Resources.

Marcus Vision Statement

Marcus, Iowa is dedicated to economic and business development through job creation, a vibrant Main Street, diverse employment opportunities, and livable wages. Marcus is a progressive, affordable community that is committed to providing a variety of stores, restaurants, and businesses for convenient shopping and entertainment.

Marcus values the City's transportation infrastructure and strives to develop a connected, well-maintained, multi-modal transportation system. Marcus is dedicated to providing a safe, connected, dedicated sidewalk and path network throughout town. Marcus is committed to maintaining and developing a high quality street, curb and gutter system with opportunities for biking.

Marcus is an active community with excellent recreational opportunities and parks. Marcus is committed to hosting activities, providing entertainment, and supporting cultural opportunities. Marcus values the City's existing recreational facilities such as the City Park, community pool, golf course, Marcus Fair, gymnasium, historical society, and ball fields. Marcus is dedicated to improving and developing new recreational opportunities and parks to serve its residents, businesses and guests.

Marcus is a friendly, clean, welcoming town with an active religious community and a desire to attract new people and retain existing residents. Marcus's residents, businesses, churches, and service providers work together to create a family friendly, neighborly, caring, cheerful, hospitable, hopeful, personable, inviting community with community pride.

Marcus is a clean, well kept, safe community that offers basic needs and services to its residents, businesses and visitors. Marcus is dedicated to maintaining a clean, attractive town through individual property maintenance and ordinance enforcement. Marcus retains and attracts quality services such as child care, grocery, medical providers, pharmacy, senior services, and social organizations. Marcus maintains public health and safety with maintenance of utilities, police protection, fire department, and emergency services.

Marcus values quality education, housing, government diplomacy, natural resources and historic preservation. Marcus is dedicated to supporting the schools and library in town. Marcus develops new housing and residents maintain their homes and property. Marcus public officials practice diplomacy with respect, communication, and trustworthiness. Marcus ordinances and planning documents are regularly reviewed, amended, and enforced. Marcus supports its natural resources through wind turban research, green space, nice landscaping, and preservation of trees. Marcus values and preserves the historically significant buildings and architectural character of buildings in town.

CHAPTER 8 : IMPLEMENTATION

Implementation Table

The table below is an action plan to reach the City’s vision and goals developed within this Comprehensive Plan. It is recommended that the City Staff regularly review and revise the implementation plan and identify priorities, timelines and measure progress.

Housing and Neighborhoods	
Goal HN1: Encourage diversity in the types of available housing	Status
HN1.1 Provide a variety of housing types including: Multi-unit, single family, 4-plex, condominiums, 2-3 bedroom, owner and rental housing.	
HN1.2 Provide a variety of attractive housing at prices that are affordable for all income levels.	
HN1.3 Provide affordable lots	
HN1.4 Provide community contact list on website with list of available housing	
HN1.5 Identify land for development or re-development, vacant land and analyze land use/zoning	
HN1.6 Promote construction of energy-efficient housing in partnership with Mid-American	
HN1.7 Consider senior housing or assisted living as an alternative to nursing home	
HN1.8 Annually record and keep record of housing characteristics such as: types of housing, building permits, census housing tenure (rent or own), census number of units in structure. Use the information to create a balance of housing choices and a variety of housing unit types and prices.	
HN1.9 Finance housing development and rehabilitation through fundraising and grant writing IEDA, etc	
Goal HN2: Support rehabilitation and maintenance of existing housing	
HN2.1 Enforce City Ordinance for property maintenance and rental housing regulations	
HN2.2 Facilitate community outreach to identify housing issues and barriers	
HN2.3 Explore solutions to vacant home issues	
HN2.4 Support housing maintenance assistance for elderly	
HN2.5 Encourage and support housing rehabilitation programs such as SIMPCO regional Housing Trust Fund	
HN2.6 Finance housing development and rehabilitation through fundraising and grant writing IEDA, etc	
Goal HN3: Promote the vitality and character of established and new residential neighborhoods	
HN3.1 Promote the location of housing near employment centers and public amenities	
HN3.2 Promote alley art and public art	
HN3.3 Develop good neighborhood standards	
HN3.4 Continue to implement the Urban Renewal Area plan	
HN3.5 Promote planned neighborhood development - Ensure that growth occurs within neighborhoods and not separate disconnected developments.	

CHAPTER 8: IMPLEMENTATION

Transportation	
Goal, Objective, Action	Status
Goal T1: Maintain and improve existing roadway System	
T1.1 Adopt and implement Roadway Improvement Plan or Transportation Master Plan	
T1.2 Promote resurfacing and renovation of distressed local streets	
T1.3 Obtain federal and state funding to support the maintenance and expansion of streets	
T1.4 Promote connectivity in the local street network	
T1.5 Formulate and adopt complete street policy consistent with the land use plan in the city	
T1.6 Adopt and implement design standards for local street that align with the existing characteristics of the city	
T1.7 Ensure that private streets meet City code requirements	
T1.8 Ensure effective and efficient road signage to promote safety for all road users	
T1.9 Improve snow removal. Clear alleys faster and clear better against driveways and sidewalks.	
T2.10 Provide more street lights	
T2.11 Maintain street trees, trim around street lights	
T2.12 Iowa 3: Continue to work with Iowa Department of Transportation and Cherokee County to improve the intersection of 3 and 143/Ames Avenue with improvements such as a 4-way stop, turning lanes, cross-walks, etc.	
Goal T2: Promote and enhance pedestrian facilities and other infrastructure to serve all users	
T2.1 Adopt and implement Sidewalk and Trail Master Plan	
T2.2 Improve, maintain, and expand Sidewalk and trail systems.	
T2.3 Provide a continuous trail system between Cleghorn, Marcus and Remsen	
T2.4 Provide a dedicated trail from down town through fair grounds, Radcliffe property, Leavitt addition, Drefke property, golf course, not through alleys and streets	
T2.5 Provide and maintain pedestrian facilities such as crossing signs, crosswalk improvements, trash cans, and other amenities to encourage walking	
T2.6 Provide information about the Siouxland Regional Transportation System (SRTS) at public locations such as City Hall and Library.	
T2.7 Promote ADA accessibility compliance in sidewalk, path, and trail construction.	
T2.8 Consider a Safe Routes to School policy and addition of trails and sidewalks to the residential neighborhood west and southwest of Marcus-Meriden-Cleghorn Community High School.	
T2.9 Improve railroad crossing by Coop	
T2.10 Continue to work with local, regional and state agencies to improve transportation services in Marcus including: Neighboring towns, Siouxland Regional Transportation System (SRTS), Iowa Department of Transportation, Canadian National Railroad, and Cherokee County.	

CHAPTER 8: IMPLEMENTATION

Economic Development	
Goal, Objective, Action	Status
Goal ED1: Promote the stabilization, retention, and expansion of existing employers in Marcus	
ED1.1 Continue existing business expansion programs and research new programs, loans, tax breaks, and grants. Keep a current list of business expansion programs at City Hall.	
ED1.2 Annually meet with local employers to discuss business needs and concerns. Keep a contact list of existing businesses, organizations, and employers for monitoring and networking. Consider an annual survey supporting businesses and asking about current status of business such as number of employees, needs, issues, and opportunities.	
ED1.3 Improve business retention by creating programs that encourage businesses to stay through creative incentives or traditional incentives such as encouraging competitive wages, tax incentives, and property acquisition and improvement.	
ED1.4	
Goal ED2: Promote business recruitment and entrepreneurship	
ED2.1. Identify needed services and businesses and strategically recruit businesses to Marcus	
ED2.2 Research economic development recruitment strategies and employment opportunities	
ED2.3 Continue to support Marcus Economic Development Corporation initiatives	
ED2.4 Develop a network of lenders and investors to provide start-up capital for new businesses and entrepreneurs	
ED2.5 Foster a workforce that can identify and execute on entrepreneurial opportunities.	
ED2.6 Work with area economic development partners, schools, and businesses to identify existing entrepreneurial resources and programs and provide current program information to the public.	
ED2.7 Work with organizations to provide a business start-up toolkit for new entrepreneurs and encourage experienced entrepreneurs to mentor local leaders, local investors, and potential entrepreneurs in how to navigate the entrepreneurial process	
Goal ED3: Promote preservation and protection of agricultural and natural resources	
ED3.1 Support preservation of valuable agricultural land and agri-business	
ED3.2 Consider developing agricultural resources such as community garden, farmer’s market, greenhouse, community supported agriculture, farm cooperative, and allowing chicken’s and bees in the City.	
ED3.2 Support preservation of natural resources such as streams, wetlands, hills, rock outcroppings, etc. and natural resource education.	
Goal ED4: Coordinate economic development efforts within the region	
ED4.1 Collaborate with regional economic development efforts and initiatives to encourage and support entrepreneurship and business start-up programs	
ED4.2 Coordinate goals and economic development initiatives with regional partners such as Cherokee Area Economic Development, Siouxland Interstate Metropolitan Council (SIMPCO), Northwest Iowa Development.	

CHAPTER 8: IMPLEMENTATION

Community Facilities and Services	
Goal, Objective, Action	Status
GOAL 1: Supply safe water and ensure effective treatment and disposal of waste and storm water	
CF 1.1: Develop a master plan for the maintenance of community infrastructure	
CF 1.2: Invest in maintaining and expanding existing potable water, waste and storm water infrastructure	
CF 1.3: Maintain and improve existing procedure for the treatment of potable water to ensure that safe water is supplied to residents	
CF 1.4: Continue to ensure that the treatment of waste and storm water meets and/or exceeds DNR standards before discharging into the environment	
Goal 2: Continue to partner with utility companies to sustain quality of life	
CF 2.1: Continue to create an enabling environment to encourage utility companies to improve the existing services provided to residents	
CF 2.2: Continue to provide broadband and Wifi for residents and businesses to connect to the internet and encourage good service at affordable prices	
CF 2.3: Establish educational programs to educate residents on renewable energy	
CF 2.4: Encourage residents to subscribe to renewable energy programs provided by utility companies	
Goal 3: Maintain and improve the management of solid waste	
CF 3.1: Improve Sanitary Services including consistent schedule for garbage and recycle pick up, light-weight trash cans	
CF 3.2: Educate residents on innovative ways of solid waste management	
CF 3.3: Create an enabling environment to encourage recycling	
CF 3.4: Research current recycling program and improve services through education and communication	
CF 3.5: Ensure that solid waste is collected and disposed of efficiently	
CF 3.6: continue to maintain the recycling drop-site on Railroad Street.	
Goal 4: Maintain and improve educational system and library	
CF 4.1: Invest in improving and expanding the existing library building and services	
CF 4.2: Continue to collaborate and support the MMCRU School District to provide high-quality education to all	
CF 4.3: Continue to support programs designed to equip high school students for college and job market	
CF 4.4: Collaborate with MMCRU School District in introducing programs to enable parents to support their children financially	
Goal 5: Enhance public health	
CF 5.1: Maintain and expand existing health infrastructure	
CF 5.2: Create an enabling environment necessary to attract additional health facilities to the city	

CHAPTER 8 : IMPLEMENTATION

CF 5.3: Collaborate with clinics to expand and improve health service provided to the residents	
CF 5.4: Support programs designed to educate residents on maintaining a healthy neighborhood	
CF 5.5: Continue to provide infrastructure necessary to encourage residents to live an active life	
CF 5.6: Improve communication between City and residents and businesses. Consider text or email messages to subscribers including updates on trash pick-up times, water issues, etc.	
Goal 6: Maintain and Improve public safety	
CF 6.1: Support programs designed to reduce crime in the region	
CF 6.2: Continue effective enforcement of County and Municipal laws	
CF 6.3: Fire and Ambulance Rescue goals: Need to replace fire fighter breathing apparatuses within next 10 years	
CF 6.4: Fire and Ambulance Rescue goals: Need to replace one engine and tanker within the next 10 years	
CF 6.5: Police Department goals: Hire a full-time, qualified police chief or full-time, qualified officer	
CF 6.6: Police Department goals: Improve community presence and relations through the Chief's Advisory Committee and online communication through Facebook	
CF 6.7: Police Department goals: Address equipment needs	
Goal 7: Maintain, improve and expand recreational facilities	
CF7.1: Collaborate with residents to prepare park and recreational master plan	
CF7.2: Invest in maintaining and expanding park amenities such as swimming pool, bathrooms, ball fields and others	
CF 7.3: Ensure new and existing parks provide recreational opportunities necessary to meet the needs of the residents	
CF 7.4: Ensure residents have easy access to park facilities within the city	
Goal 8: Invest in providing entertainment options to the residents	
CF 8.1: Invest in the improvement of Marcus Fair, Arena	
CF 8.2: Continue to organize and support community events to stimulate a sense of place in the residents	
CF 8.3: Create an enabling environment necessary to attract entertainment businesses to the downtown area of the city	
CF 8.4: Continue to maintain and improve the Community Center to accommodate a wide range of community events	
CF 8.5: Continue to support the Marcus Historical Society and center	
CF 8.6: The Marcus Golf course has brought many people to the area. Suggested improvements to the golf course include the following:	
a. Allow golf clubhouse use year round	
b. Update clubhouse	
c. Pave the road to the clubhouse	

CHAPTER 8: IMPLEMENTATION

Land Use and Natural Resources	
Goal, Objective, Action	Status
Land Use Goal 1: Administer, enforce, review and update the City’s zoning map and ordinance.	
LU1.1: The Zoning Administrator, City staff, Board of Adjustment, Planning Commission and City Council will interpret and administer the zoning map and ordinance as adopted by City Council.	
LU1.1.1 The City will use zoning and permitting checklists to ensure a proper and efficient zoning review process is used in interpretation and administration of the ordinance.	
LU1.1.2 The City will create checklists for all zoning and permitting processes that will ensure an efficient and accurate procedure for all requests.	
LU1.2: The Zoning Administrator, City staff, Board of Adjustment, Planning Commission and City Council will enforce the zoning map and ordinance adopted by City Council.	
LU1.3: The Zoning Administrator, City staff, Board of Adjustment, Planning Commission and City Council will review and update the zoning map and ordinance with reference and consideration of the Comprehensive Plan.	
LU1.3.1: In review and update of the zoning map and ordinance, the City will determine the land use sections and address permissible uses in each zone with development standards, minimum setbacks and maximum building coverage along with streets, sidewalks, signs and parking regulations.	
Land Use Goal 2: Develop and redevelop land and structures with good neighborhood design principles and develop subdivision regulations	
LU2.1: Develop and redevelop land and structures with good neighborhood design principles including the following:	
• Avoid developing within the floodplain or near wetlands	
• Design accessible and connected neighborhoods that are connected to surrounding neighborhoods and the city center (walkable, bikeable, well-maintained roads sidewalks, grid-pattern)	
• Preserve land for recreation and preservation purposes (Greenspace, nearby parks, trails, mature trees, linear parks with recreational trails)	
• Provide access to amenities (employment opportunities, a downtown commercial district, strong schools and numerous community facilities and services)	
• Provide a safe environment, accessible for emergency services (friendly, low traffic, watch out for each other)	
• Support nuisance free neighborhoods (well-maintained, quiet, no odor, compliance with zoning)	
• Encourage energy efficient, sustainable building design standards	
• Preserve historic character of neighborhoods and local historic districts	
LU2.2: Consider the financial sustainability of new developments.	
LU2.3: Develop subdivision regulations for new platted developments which include design standards for streets, sidewalks, and trail easements in new developments.	
LU2.4: Create a subdivision regulation administration process to ensure an efficient and accurate process.	