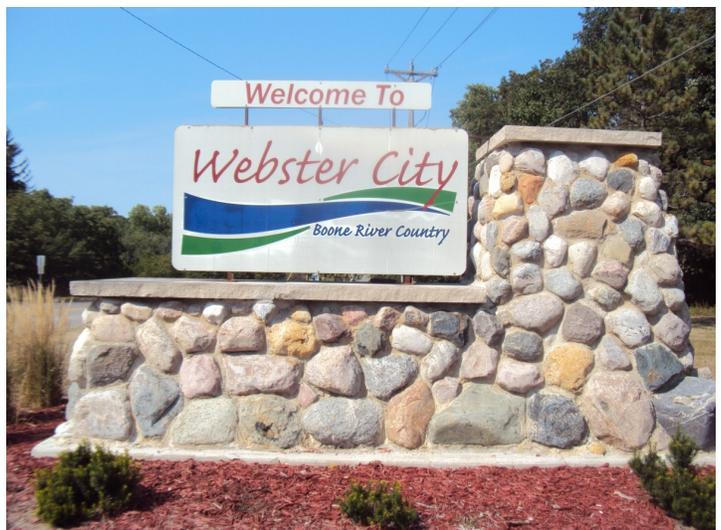




## 2013 Webster City Comprehensive Plan





## City of Webster City Comprehensive Plan, 2013

### Webster City Planning and Zoning Commission:

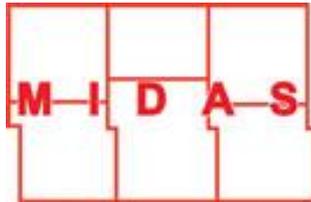
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**RESOLUTION NO. 2013 - 125**

**ADOPTING THE 2013 COMPREHENSIVE PLAN  
FOR THE CITY OF WEBSTER CITY, IOWA.**

**WHEREAS**, the Comprehensive Plan for the City of Webster City, Iowa, has been revised and updated; and,

**WHEREAS**, the City Planning and Zoning Commission has reviewed said Plan and held a Public Hearing on December 9, 2013, and recommends their approval; and,

**WHEREAS**, the City Council of the City of Webster City, Iowa, did hold a Public Hearing on December 16, 2013, and has reviewed said Plan.

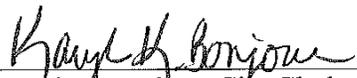
**NOW THEREFORE BE IT RESOLVED** by the City Council of the City of Webster City, Iowa, that the above-described 2013 Comprehensive Plan Update for the City of Webster City, Iowa, is hereby approved and adopted.

Passed and adopted this 16th day of December, 2013.

**CITY OF WEBSTER CITY, IOWA**

  
\_\_\_\_\_  
Janet Adams, Mayor

**ATTEST:**

  
\_\_\_\_\_  
Karyl K. Bonjour, City Clerk



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## Executive Summary

The Webster City Comprehensive Plan outlines existing conditions, establishes future goals, objectives, and implementation strategies, and identifies existing and desired land uses within the community. The plan was developed using existing data, as well as community input through various Planning and Zoning Commission meetings and focus group meetings, which the public was encouraged to attend.

In developing this plan, the Planning and Zoning Commission considered the 13 Smart Planning Elements suggested in Iowa's Smart Planning Legislation, SF 2389. The following list of the 13 Iowa Smart Planning Elements describes how these elements were utilized in the composition of this plan or where they can be located throughout this document.

### THE 13 IOWA SMART PLANNING ELEMENTS USED IN THIS PLAN:

- 1.) **Public Participation** took place through three public input meetings that all residents of Webster City were encouraged to attend. In these meetings, feedback from residents was considered by the Planning and Zoning Commission when formulating future goals of the City.
- 2.) **Issues and Opportunities** were discussed within the public meetings through an analysis of the community's strengths, weaknesses, opportunities, and threats. This Strengths-Weaknesses-Opportunities-Threats Analysis is located in Appendix E of this document.
- 3.) **Economic Development** is discussed in detail in Section 5.1 of this plan.
- 4.) **Housing** is discussed in detail in Section 5.2 of this plan.
- 5.) **Transportation** is addressed within Section 5.3 of this plan, which is called "Public Facilities and Services".
- 6.) **Public Infrastructure and Utilities** are addressed in Section 5.3 of this document.
- 7.) **Community Facilities** are addressed in Section 5.3 of this plan.
- 8.) **Agriculture and Natural Resources** are topics that were considered by the Planning and Zoning Commission when generating goals and implementation strategies for the "Recreation and Conservation" portion of this plan, which is located in Section 5.4.
- 9.) **Land Use** is located in Section 5.5 of this document. The Planning and Zoning Commission considered the City's current zoning map/ordinance, as well as its existing land use situation. With feedback from the general public, a Future Land Use Map was generated to reflect the ways in which Webster City could and should expand in the years to come with regards to its land uses and zoning.
- 10.) **Hazards** were considered as part of the FEMA-approved *Hamilton County Multi-Jurisdictional Hazard Mitigation Plan*. Key components of Webster City's portion of this hazard plan are included in Appendix G.
- 11.) **Community Character** is reflected throughout the entirety of this plan, as it was considered when generating goals and implementation strategies for each of these above-listed elements. Community

Character consists of the characteristics and qualities that make the City of Webster City unique and are important to the City's heritage and quality of life.

**12.) Intergovernmental Collaboration** was demonstrated by inviting representatives from Hamilton County and surrounding counties and communities to attend public meetings in order to receive their input.

**13.) Implementation** of this plan will assist Webster City's governmental figures in making informed decisions on future land use proposals. A complete list of implementation strategies, as well as a guide for who is responsible in implementing these such items, can be found in Chapter 6.

## 1. Introduction and Planning Process

A comprehensive plan is document that presents a vision for the future of the community and is developed by its community members. Also known as a master plan or land use plan, the comprehensive plan includes long-range goals and objectives for all activities that impact growth and development in the community; especially those activities relating to land use.

It is necessary for a community to have a comprehensive plan to assist public officials and City Boards in their decision-making process. The plan provides justification for decisions relating to public and private land development proposals; expenditure of funds for infrastructure and public facilities; and it presents methods to address issues of pressing concern (Iowa State University – University Extension, 2008).

The Webster City Comprehensive Plan outlines existing conditions, establishes future goals, objectives, and implementation strategies, and identifies existing and desired land uses within the community. The plan was developed using existing data, as well as community input through various committee meetings and focus group meetings, which all residents were encouraged to attend. The overall planning process followed the subsequent outline:

1. Obtained plans already established
2. Discussed ideas for data collection with the Planning and Zoning Commission
3. Discussed and considered Iowa Smart Planning Elements
4. Held focus group meetings to receive input regarding this Plan's elements
5. Discussed existing conditions with the Planning and Zoning Commission
6. Identified Strengths, Weaknesses, Opportunities, and Threats of each element with Planning and Zoning Commission
7. Completed windshield survey of the community (existing land use, sidewalks, and roads)
8. Discussed and developed goals and objectives with the Planning and Zoning Commission
9. Developed implementation strategies with the Planning and Zoning Commission
10. Developed Existing Land Use Map and Future Land Use Map with the Planning and Zoning Commission
11. Reviewed the Plan with the Planning and Zoning Commission
12. Planning and Zoning Commission gave recommendation to the Council for adoption of the Plan
13. Allowed the public 30 days to comment on the Plan prior to Council Meeting where adoption was to be considered
14. Held Public Hearing for Plan at the City Council Meeting
15. City Council Approved and adopted Plan

The Webster City Comprehensive Plan consists of the compilation of objectives relating to **Economic Development, Housing, Public Facilities and Services, Recreation and Conservation, Land Use, and Hazard Mitigation**. As the community changes from year-to-year, so too will the needs of Webster City; therefore, this plan may be amended, changed, or revised as needed.

## 2. History of Webster City

The first white men to see the area now occupied by Webster City were the three companies of the United States Dragoons. Commanded by Colonel Stephen W. Kearney, the mounted soldiers first reached the Boone River two miles east of mouth in early June 1835, naming it in honor of a Dragoon officer, Captain Nathan Boone, son of Daniel Boone.

The first settler of the Webster City area was Wilson Brewer, who built a cabin near Brewer Creek. The creek has since been reconstructed; however, the cabin still stands near its original site at the Bonebright Depot Complex and Museum. Mr. Brewer and William Frakes platted the town in October of 1854, originally naming it Newcastle (Visit Webster City, 2013).

Walter C. Willson purchased the entire plat of Newcastle from Wilson Brewer for \$22,000 after he and his brother, Sumler, came to Newcastle in 1855. They then set about building a town. Walter did most of the building and left the operation to Sumler. He built a sawmill, which was converted to a flour mill; and eventually a hotel, which was a log building constructed near the present intersection of the Chicago & Northwestern tracks and Second Street. He also established a post office on October 9, 1855.

Newcastle was originally part of Webster County; however, in 1855, Mr. Willson, who was a state representative at the time, helped to pass an act that divided Webster County into two counties. Upon doing so, Hamilton County was established in 1857, and Newcastle was renamed Webster City and became the county seat.

Willson realized that for the town to succeed, he needed to get a railroad to pass through. He worked tirelessly for many years trying to get the Dubuque & Pacific Railroad to locate within the area. At one point, Willson grew discouraged and went to Chicago to engage in the lumber business.

When Willson returned from Chicago, he met with John I. Blair, who had directed the Dubuque & Sioux City Railroad as far west as Alden. Blair persuaded Willson to direct the construction of his railroad. Willson built the line through Webster City and continued all the way to Fort Dodge, covering the distance in only 30 days; which at the time was an unheard of record for laying track. He intended to stop at Fort Dodge, but Blair convinced him to take the line all the way to Storm Lake. When Willson finished with the railroad, he returned to Webster City and built a fine two-story hotel on the southwest corner of Second Street and Des Moines Street and an opera house on the opposite corner.

Realizing that the area surrounding Webster City was in need of drainage, Willson then decided that there was a need for coal and clay to construct tile. In cooperation with Fred Fuller, Jacob Funk, and S.B. Rosencrans, he went to the Lehigh area and opened a coal company on the banks of Crooked Creek. He then constructed a narrow-gauge railroad from Lehigh to Webster City, which hauled coal and clay to Webster City. This railroad had a stop at the National Sewer Tile Company, which was a company the four men established in order to make the tile. The railroad had the official name of Webster City & Southwestern Railroad, but it went mostly by the name of Crooked Creek Railroad.

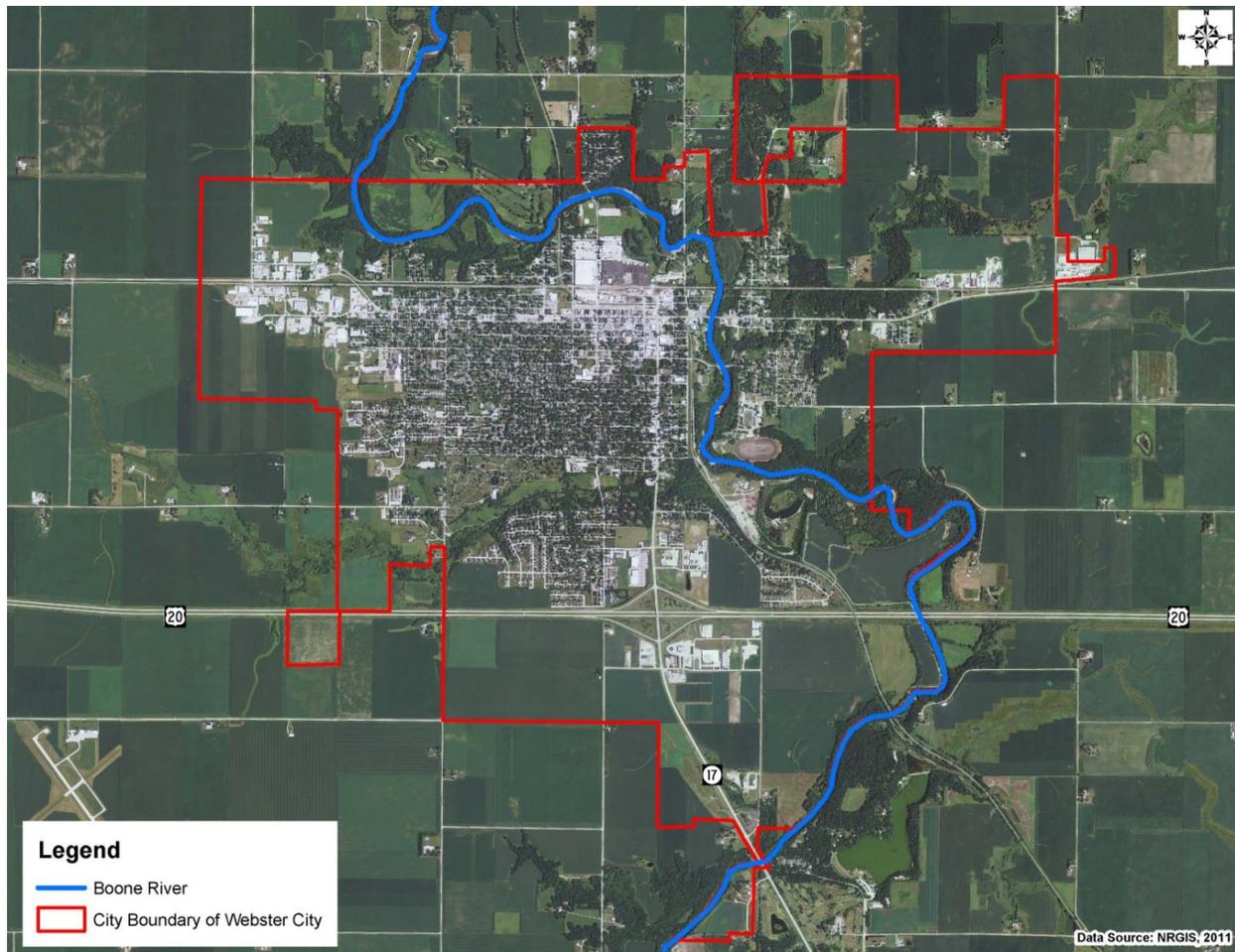
Willson continued to build in Webster City until his death in 1900. Altogether he constructed 133 buildings, four hotels, three railroads, and contributed more to the success of Webster City than any other man. However, while Willson gave the town its life, many others have taken over to supervise its growth;

Jacob Funk, J. D. Sketchley, S. B. Rosencrans, Kendall Young, L. L. Estes, and so many more have given this community so very much.

Also of special note are two men who grew up in Webster City and became the City's famous Pulitzer Prize winning authors. MacKinlay Kantor was born in Webster City in 1904 and wrote over forty novels; *Andersonville* won the Pulitzer Prize for Literature in 1956. Clark Mollenhoff, who wrote for the Des Moines Register and was its Washington Bureau Chief for several years, won the Pulitzer Prize in 1958 for National Reporting. Both men were honored in 1976 with a program dedicating the Kantor-Mollenhoff Plaza in West Twin Park (Carlson, 2011).

The City still exists today as the county seat of Hamilton County and is known as 'Boone River Country', as the Boone River meanders along the eastern side of town.

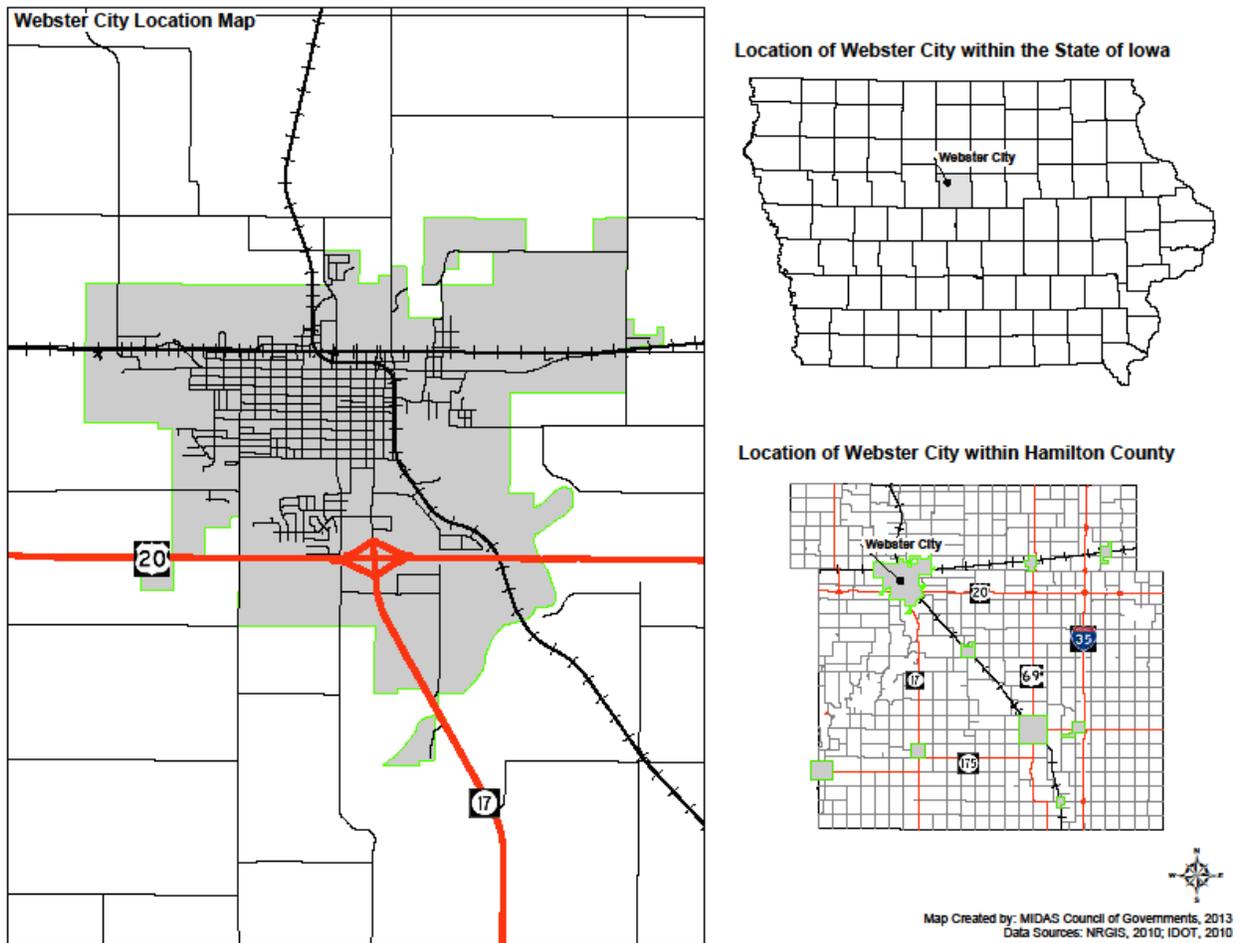
Figure 1: Aerial Image of Webster City



### 3. Physical Description

The City of Webster City is located in north-central Iowa approximately 65 miles north and 10 miles west of the State Capitol of Des Moines. The town is easily accessible with Highway 20 running through the southern portion of the city, Interstate 35 located approximately 13 miles east of the city boundaries, and both the Union Pacific and Chicago Central and Pacific Railroads running through town. Figure 2 displays the location of Webster City in relation to the State of Iowa, as well as its location within Hamilton County. This figure also displays the transportation networks of Webster City.

Figure 2: Webster City's Location



As displayed in Figure 3, Webster City and its surrounding areas are located in the landform known as the Des Moines Lobe, which is often referred to as the Prairie Pothole Region. Historic glacial activity left the area covered in irregular ponds and wetlands (IDNR, 2013), which have since been tilled for agriculture use.

**Figure 3: Map of the Des Moines Lobe**



*<http://iowapolicypoints.org/2011/06/22/more-drainage-and-water-quality-benefits-too-maybe/>*

Webster City is located in the Boone River Watershed. Approximately 60% of the soils in the watershed are poorly drained. The city, which is comprised of approximately 8.6 square miles of land, has elevations that range between 1,100 feet above sea level on the northern boundary to 1,050 feet above sea level in areas of town located along the Boone River.

Outside of the Federal Emergency Management Administration's (FEMA's) designated 100-year flood-prone area along the Boone River and its tributaries, the physical environment places few restraints on future urban development. The flood-prone area generally lies along the northern and eastern portion of the community and is well documented on City maps and within appropriate City ordinances that restrict developments prone to negative impacts by floods. The City has implemented a Greenbelt District within the Zoning Ordinance that closely mirrors the FEMA-designated flood zone. Within this District, the City prohibits urban-type land uses that would not be compatible with floods. The City has initiated a systematic program of acquisition and demolition of structures within the flood hazard area. However, the process is slow as the current policy includes purchases from only willing sellers using funds on an 'as available' basis.

One impact of the flood zone is that concentrated residential developments to the east and northeast would be somewhat isolated from the remainder of the community by the flood-prone barrier and may be more suited for commercial, industrial, and large lot residential developments. In a similar manner, the presence of the four-lane U.S. 20 along the southern border of the community presents both a physical and visual barrier of developments to the south. An industrial/commercial park south and east along Iowa 17 has been provided with city utilities, but expansions to the east and west will require utilities of sewer, water, storm sewer, and street paving before the areas will become attractive to businesses.

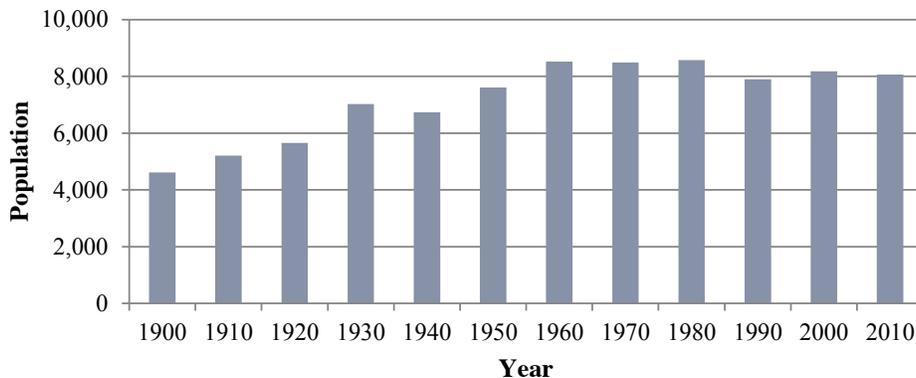
Mining is an important activity within Hamilton County but does not pose restrictions upon further expansion plans. The activity associated with mining largely takes place in gravel pits, which provide construction materials to the local economy. All pits are located sufficient distances away to not adversely affect planning considerations.

The continental climate is characteristic of definite warm and cold periods separated by springs and falls of great temperature fluctuations. Such climate is not overly restrictive to urban development, but can pose seasonal concerns to large buildings that use high amounts of energy for heating/cooling.

#### 4. Demographics

Webster City currently has a population of 8,070 residents, which is a decrease in people from its peak population of 8,572 residents in 1980. Chart 1 shows the population of Webster City for the decades 1900-2010. Webster City experienced a steady increase in population between 1900-1960, and its population has been fluctuating since.

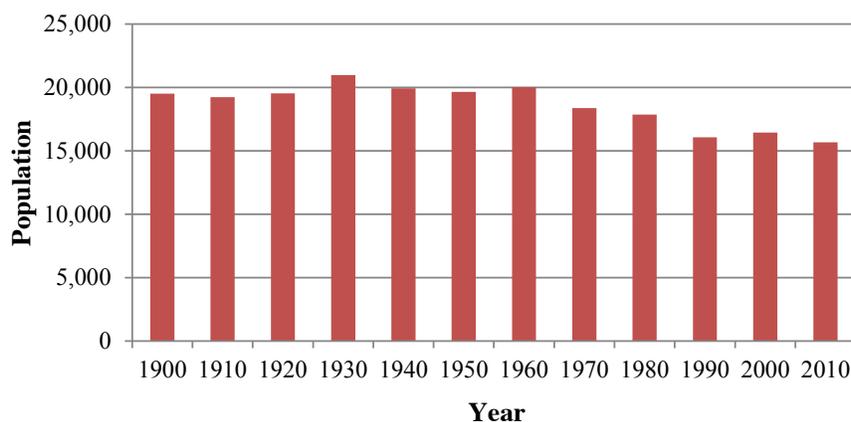
**Chart 1: Population of Webster City, 1900-2010**



*Source: State Data Center of Iowa, U.S. Census Bureau (2010)*

As displayed in Chart 2, Hamilton County reached its peak population in 1930, which was fifty years prior to when Webster City reached its peak population. Since this time, the County has experienced a steady decrease in population, despite slight increases in 1960 and 2000. From 1900-2010, Hamilton County's population decreased by approximately 3,800 persons. The current population of Hamilton County is 15,673 residents, and Webster City accounts for 51.4% of the total population of the County. The next largest city, Jewell, only accounts for 7.8% of Hamilton County's total population (State Data Center of Iowa, 2010).

**Chart 2: Population of Hamilton County, 1900-2010**



*Source: State Data Center of Iowa, U.S. Census Bureau (2010)*

Table 1 displays the population trends of all incorporated cities of Hamilton County for the years 1980-2010. During this time period, 6 of these 9 cities lost population, including Webster City. The 3 cities that have increased in population between 1980-2010 are Ellsworth, Jewell, and Randall, all of which are located in the southeastern portion of the County near Interstate 35 and have reasonable commute times to the Ames Metropolitan Statistical Area.

**Table 1: Population Trends of Communities in Hamilton County, 1980-2010**

Community	1980	1990	2000	2010	1980-2010 % Change
<b>Webster City</b>	<b>8,572</b>	<b>7,894</b>	<b>8,176</b>	<b>8,070</b>	<b>-5.9%</b>
<b>Blairsburg</b>	288	269	235	215	<b>-25.3%</b>
<b>Ellsworth</b>	480	451	531	531	10.6%
<b>Jewell</b>	1,145	1,106	1,239	1,215	6.1%
<b>Kamrar</b>	225	203	229	199	<b>-11.6%</b>
<b>Randall</b>	171	161	148	173	1.2%
<b>Stanhope</b>	492	447	488	422	<b>-14.2%</b>
<b>Stratford</b>	806	715	746	743	<b>-7.8%</b>
<b>Williams</b>	410	368	427	344	<b>-16.1%</b>

Source: U.S. Census Bureau (2010), State Data Center of Iowa

RDG Planning and Design conducted a series of population projection scenarios in their document titled *Housing Assessment and Strategy Plan for Webster City*. Table 2 displays two population projection scenarios for Webster City through the year 2030 that RDG deemed to be realistic population forecasts. The first scenario, which shows that the City’s population will decline slightly through 2020 and then start increasing slightly in 2025, uses a 2% migration rate based off of past population trends of the city; the second, which is a more optimistic scenario, uses the 2% migration rate but also takes into account potential population growth due to the regional jobs that will be created over the course of the next decade. For a full description on population projections conducted by RDG Planning and Design, please refer to their *Housing Assessment and Strategy Plan for Webster City*, which was composed in 2013.

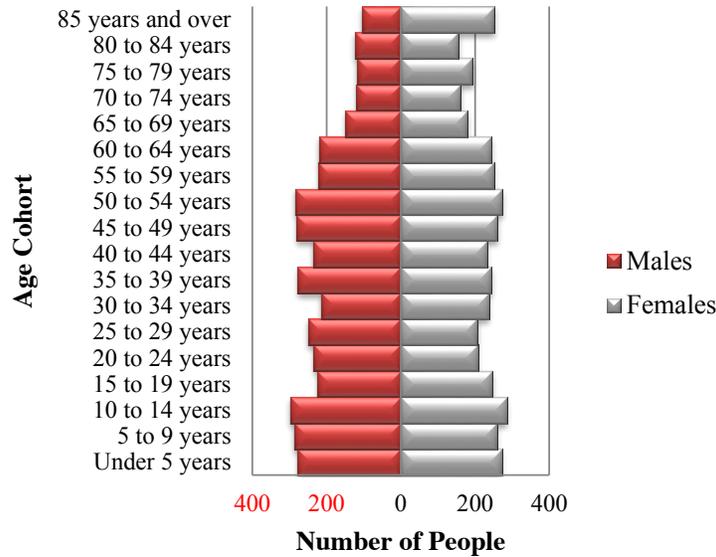
**Table 2: Population Projections of Webster City through 2030**

	2010 Actual Population	2015	2020	2025	2030	2010-2030 Net Increase
<b>2% Migration Population Projections</b>	8,070	7,974	7,948	7,979	8,029	<b>-41</b>
<b>2% Migration Rate + Added Employment Population Projections</b>	8,070	8,092	8,242	8,363	8,483	413

Source: A Housing Assessment and Strategy Plan for Webster City (2013)

Chart 3 shows the distribution of age and sex in Webster City as of 2010. The red pillars represent the male population, while the grey pillars represent the female population in each age group. The male-to-female ratio of the city is relatively equal; there are 3,912 males (48.5% of city’s residents), while there are 4,158 females (51.5% of city’s residents).

**Chart 3: Webster City Age Distribution, 2010**



Source: U.S. Census Bureau (2010)

According to the 2010 Census, Webster City has a median age of 40.2 years, which is up from the median age of 38.9 years in 2000. The 2010 median age of 40.2 years for Webster City is slightly lower than Hamilton County at 42.3 years, but is higher than the State at 38.1 years and the Nation at 37.2 years. Table 3 displays the age distribution trends of Webster City for the years 2000 and 2010. The age group that made up the largest percentage of the city’s population in 2000 was the 35-44 age group, and this trend is reflected in the 2010 data because the 45-54 age group makes up the largest percentage of Webster City’s current population. All-in-all, almost half of the population is 45 years and older.

**Table 3: Age Distribution Trends of Webster City, 2000 & 2010**

	2000	2000 % of Total	2010	2010 % of Total	2000-2010 Net Increase/Decrease
Under 5 years	565	6.9%	549	6.8%	-16
5-9 years	515	6.3%	545	6.8%	30
10-14 years	554	6.8%	582	7.2%	28
15-19 years	543	6.6%	470	5.8%	-73
20-24 years	456	5.6%	442	5.5%	-14
25-34 years	1,017	12.4%	906	11.2%	-111
35-44 years	1,168	14.3%	988	12.2%	-180
45-54 years	1,011	12.4%	1,097	13.6%	86
55-64 years	739	9.0%	936	11.6%	197
65-74 years	745	9.1%	609	7.5%	-136
75-84 years	592	7.2%	590	7.3%	-2
85+ years	271	3.3%	356	4.4%	85
<b>Total Population</b>	<b>8,176</b>	<b>100.0%</b>	<b>8,070</b>	<b>100.0%</b>	<b>-106</b>

Source: U.S. Census Bureau (2000 & 2010)

Table 4 displays Webster City’s population by race for the years 2000 and 2010. This table also shows the overall percentage by race for these years as well. As of 2010, 90.8% of Webster City’s population is white alone; this percentage is a decrease from the year 2000, when 95.4% of the population was white alone. As of 2010, the community also has 32 African Americans, 15 American Indian or Alaskan Natives, 273 Asians, 141 persons that are some other race, and 282 persons that are two or more races.

**Table 4: Race of Webster City Population, 2000 & 2010**

<b>Race</b>	<b>2000</b>	<b>2000 % of Total Pop.</b>	<b>2010</b>	<b>2010 % of Total Pop.</b>
<b>Total Population</b>	8,176	100.0%	8,070	100.0%
<b>White</b>	7,801	95.4%	7,327	90.8%
<b>Black or African American</b>	27	0.3%	32	0.4%
<b>American Indian and Alaska Native</b>	21	0.3%	15	0.2%
<b>Asian</b>	200	2.4%	273	3.4%
<b>Native Hawaiian and Other Pacific Islander</b>	1	0.0%	0	0.0%
<b>Some Other Race</b>	39	0.5%	141	1.7%
<b>Two or More Races</b>	87	1.1%	282	3.5%

*Source: U.S. Census Bureau (2000 & 2010)*

Data from the 2000 and 2010 Censuses also show that a higher amount of people in Webster City now identify as being Hispanic/Latino (of any race). In 2000, there were a total of 108 Hispanic/Latino individuals in the community, while in 2010, this number increased to 601 residents.

***Summary of the Demographics in Webster City***

Accounting for 51.4% of the County’s total population, Webster City is by far the largest city of Hamilton County. Population trends happening in Webster City itself will have a direct impact on population trends at the county-level. Webster City, with a current population of 8,070 residents, reached its peak population of 8,572 residents in 1980. However, there is optimism that the City can draw in additional families relocating the area due to the jobs that have been created, and will be created, in and around the region during the next decade. Consistent with the national trend of an aging population, Webster City’s median population age is becoming older; in 2000, the median age for the city was 38.9 years, and this median age is now at 40.2 years. Webster City is becoming a more diverse community as well, which is something that should continue to be embraced in the years to come. The following chapter of the plan will consider the existing demographic situation of Webster City when exploring various components of the community’s local economy, housing stock, public facilities and services, recreation and conservation areas, and land uses.

## **5. Planning Elements**

Chapter 5 of this document focuses on generating goals, objectives, and implementation strategies based on the existing conditions of Webster City's economy, housing stock, public facilities and services, recreation and conservation areas, and land uses. The goals, implementation strategies, and objectives target the community's desired physical, social, and economic environment. The goals set the tone for the development decisions in terms of the citizens' desired quality of life, the objectives are the stepping stones to achieving each goal, and the implementation strategies are even more specific approaches yet to accomplishing the desired goals. The overall purpose of a comprehensive plan is eventual implementation, so these goals, objectives, and implementation strategies set forth in the following sections are crucial for this plan's overall effectiveness in achieving a thriving community in the decades to come. The subsequent sections are as follows:

### **Sections of Chapter 5:**

#### **Section 5.1: Economic Development**

#### **Section 5.2: Housing**

#### **Section 5.3: Public Facilities and Services**

#### **Section 5.4: Recreation and Conservation**

#### **Section 5.5: Land Use**

## 5.1 Economic Development

Economic development is a long-term planning element that works toward sustaining and/or increasing population and providing a good standard of living for individuals through employment, industry, and local goods/services. Many communities of Iowa have experienced some major hits to their local economy in recent years. Today, more than ever, communities must strive to use their distinctive assets to provide a basis for economic development activities.

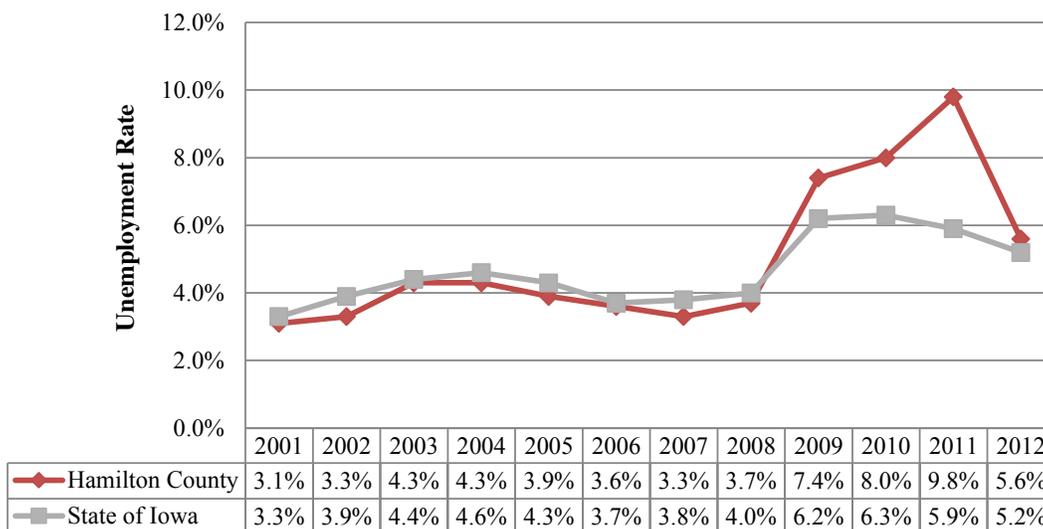
### Existing Conditions

Unemployment rates, employment sectors, major employers of the city, earnings, educational attainment, commerce, commuting patterns, and area development organizations of Webster City are all discussed in the following paragraphs.

### Unemployment Rates

As previously mentioned in Chapter 4 of this document, Webster City currently accounts for over 50% of Hamilton County’s total population; thus, any significant changes that may impact Webster City’s economy will likely have a direct impact on the County’s economic well-being, too. Chart 4 displays the unemployment rate for Hamilton County and the State of Iowa for the years 2001-2012. Hamilton County had a lower unemployment rate than the State from 2001 to 2008. The unemployment rate for Hamilton County then jumped from 3.7% in 2008 to 7.4% in 2009, largely due the national economic downturn and the announcement of the closing of the Electrolux Plant in town. Hamilton County reached its peak unemployment rate of 9.8% in 2011, when a total of 710 residents were unemployed. In 2012, this unemployment rate declined to 5.6% for Hamilton County, which is just slightly higher than the State of Iowa’s rate at 5.2% (Iowa Workforce Development, 2013).

**Chart 4: Unemployment Rates for Hamilton County and the State of Iowa, 2001-2012**



Source: Iowa Workforce Development (2013)

Table 5 shows the unemployment rates for Hamilton County for the beginning portion of 2013. This rate was highest in January of 2013, with an unemployment rate of 8.2% and lowest in May of 2013, with a rate of 5.2%. This lower rate in May of 2013 is due to seasonal trends in employment.

**Table 5: Hamilton County Unemployment Rates by Month, 2013**

Hamilton County	January	February	March	April	May
	8.2%	7.3%	6.4%	5.7%	5.2%

*Source: Iowa Workforce Development (2013)*

**Employment Sectors**

According to the U.S. Census Bureau’s 2011 5-Year American Community Survey, the most prominent employment sector of Webster City is that of the manufacturing field, as 30.5% of employed residents work within this industry. It should be noted that this data may have been estimated prior to or not long after the full shutdown of Electrolux. Educational services, health care, and social assistance and retail trade are also major employers of the community; together, these two sectors comprise 28.0% of the total workforce of Webster City. Table 6 shows the amount of employees per industry for Webster City.

**Table 6: Employment Sectors of Webster City, 2011**

INDUSTRY	Estimate	Percent
<b>Civilian employed population 16 years and over</b>	3,852	
<b>Manufacturing</b>	1,174	30.5%
<b>Educational services, and health care and social assistance</b>	617	16.0%
<b>Retail trade</b>	463	12.0%
<b>Finance and insurance, and real estate and rental and leasing</b>	324	8.4%
<b>Other services, except public administration</b>	266	6.9%
<b>Arts, entertainment, and recreation, and accommodation and food services</b>	257	6.7%
<b>Construction</b>	123	3.2%
<b>Agriculture, forestry, fishing and hunting, and mining</b>	120	3.1%
<b>Transportation and warehousing, and utilities</b>	113	2.9%
<b>Professional, scientific, and management, and administrative and waste management services</b>	113	2.9%
<b>Wholesale trade</b>	105	2.7%
<b>Public administration</b>	103	2.7%
<b>Information</b>	74	1.9%

*Source: U.S. Census Bureau’s 5-Year American Community Survey (2011)*

For reasons of comparison, Table 7 displays the breakdown of employment by industry for Hamilton County. Quite similar to Webster City, the top three industries in terms of employment are manufacturing; education, health care and social assistance; and retail trade. Those that do not employ a

large number of individuals include wholesale trade, public administration, and information, which is true of Webster City as well.

**Table 7: Employment Sectors of Hamilton County, 2011**

<b>INDUSTRY</b>	<b>Estimate</b>	<b>Percent</b>
<b>Civilian employed population 16 years and over</b>	7,726	
<b>Manufacturing</b>	1,819	23.5%
<b>Educational services, and health care and social assistance</b>	1,396	18.1%
<b>Retail trade</b>	881	11.4%
<b>Agriculture, forestry, fishing and hunting, and mining</b>	594	7.7%
<b>Construction</b>	489	6.3%
<b>Arts, entertainment, and recreation, and accommodation and food services</b>	434	5.6%
<b>Other services, except public administration</b>	431	5.6%
<b>Finance and insurance, and real estate and rental and leasing</b>	414	5.4%
<b>Transportation and warehousing, and utilities</b>	310	4.0%
<b>Professional, scientific, and management, and administrative and waste management services</b>	283	3.7%
<b>Wholesale trade</b>	278	3.6%
<b>Public administration</b>	239	3.1%
<b>Information</b>	158	2.0%

*Source: U.S. Census Bureau's 5-Year American Community Survey (2011)*

**Major Employers of Webster City**

The largest employer of Webster City is Van Diest Supply Co., which is a crop-protection manufacturing plant that is located just west of city limits. Van Diest Supply Co. employs 476 local employees. Table 8 displays the 13 largest employers of Webster City in 2012.

**Table 8: Largest Employers of Webster City, 2012**

<b>Employer</b>	<b>Total Employees</b>
<b>Van Diest Supply Co.</b>	476
<b>Webster City Community Schools</b>	254
<b>Van Diest Medical Center</b>	220
<b>Mary Ann's Specialty Foods</b>	170
<b>Hamilton County</b>	125
<b>Vantec</b>	88
<b>Electrolux Fabric Care Tech Center</b>	80
<b>Tasler Inc.</b>	80

<b>City of Webster City</b>	69
<b>Land O' Lakes Answer Farm</b>	50
<b>Seneca Foundry</b>	50
<b>Daily Freeman Journal</b>	47
<b>Webster City Custom Meats</b>	37

Source: Mid-Iowa Growth Partnership, Webster City Economic Development (2012)

### Earnings

Table 9 displays the median household incomes for all of the incorporated cities of Hamilton County, the County as a whole, and the State of Iowa. Webster City has the 6<sup>th</sup> (out of 9) lowest median household income when compared to all other incorporated cities in Hamilton County. Webster City's median household income is lower than both Hamilton County as a whole and the State of Iowa's median income.

**Table 9: Median Household Income for Select Communities, 2011**

<b>Community</b>	<b>Median Household Income</b>
<b>Webster City</b>	\$39,771
<b>Blairsburg</b>	\$58,750
<b>Ellsworth</b>	\$51,528
<b>Jewell</b>	\$43,942
<b>Kamrar</b>	\$30,833
<b>Randall</b>	\$61,750
<b>Stanhope</b>	\$44,464
<b>Stratford</b>	\$39,395
<b>Williams</b>	\$36,250
<b>Hamilton County</b>	\$46,603
<b>State of Iowa</b>	\$50,451

Source: U.S. Census Bureau's 5-Year American Community Survey (2011)

### Educational Attainment

Trends in the overall educational attainment levels of a community have a direct impact on the types of existing jobs in the area, as well as what types of jobs may be attracted in the future. According to the U.S. Census Bureau's 2011 5-Year American Community Survey, 87.0% of Webster City residents ages 25 and over have at least a high school diploma; this percentage for Webster City is slightly lower than Hamilton County's percentage (89.0%) and the State of Iowa's percentage (90.3%). Education levels and their total percent of the population are displayed in Table 10 for Webster City, Hamilton County, and the State of Iowa.

**Table 10: Highest Educational Attainment Level for Population 25 Years and Over, 2011**

<b>Educational Attainment Level</b>	<b>Webster City</b>	<b>% of Pop.</b>	<b>Hamilton Co.</b>	<b>% of Pop.</b>	<b>State of Iowa</b>	<b>% of Pop.</b>
<b>Population 25 Years and Over</b>	5,498	100.0%	10,846	100.0%	1,999,820	100.0%
<b>Less than 9th grade</b>	268	4.9%	390	3.6%	77,112	3.9%
<b>9th to 12th grade, no diploma</b>	449	8.2%	703	6.5%	116,675	5.8%
<b>High school graduate (includes equivalency)</b>	1,893	34.4%	4,125	38.0%	675,865	33.8%
<b>Some college, no degree</b>	1,250	22.7%	2,540	23.4%	433,072	21.7%
<b>Associate's degree</b>	693	12.6%	1,285	11.8%	199,574	10.0%
<b>Bachelor's degree</b>	788	14.3%	1,475	13.6%	344,314	17.2%
<b>Graduate or professional degree</b>	157	2.9%	328	3.0%	153,208	7.7%

*Source: U.S. Census Bureau's 5-Year American Community Survey (2011)*

### **Commerce**

Webster City initially developed as an agricultural service center; however, much of this changed with the introduction of manufacturing to the community. Manufacturing has historically been, and still is, a significant industry to the community, which is evident when examining the city's retail sales per capita from 1976-2012. It was not until the 1980's to 1990's that expansions within the manufacturing sector began to significantly impact the local economy. In 1991, as many as 2,000 persons worked at the Webster City Plant known as Electrolux, which produced a range of washers and dryers (Curtis, 2011). It was also between 1980 and 1990 when surrounding communities began to see regional retail sales increase, while retail sales remained the same and even saw a slight decrease in Webster City (Iowa State Extension, 2012).

According to Chart 5, since 2003, leakage of retail sales has decreased in Webster City; however, based on the chart, it is evident that there is still some major leakage of local residents' retail spending to other communities; an issue that is later expanded upon in the goals, objectives, and implementation strategies portion this section.

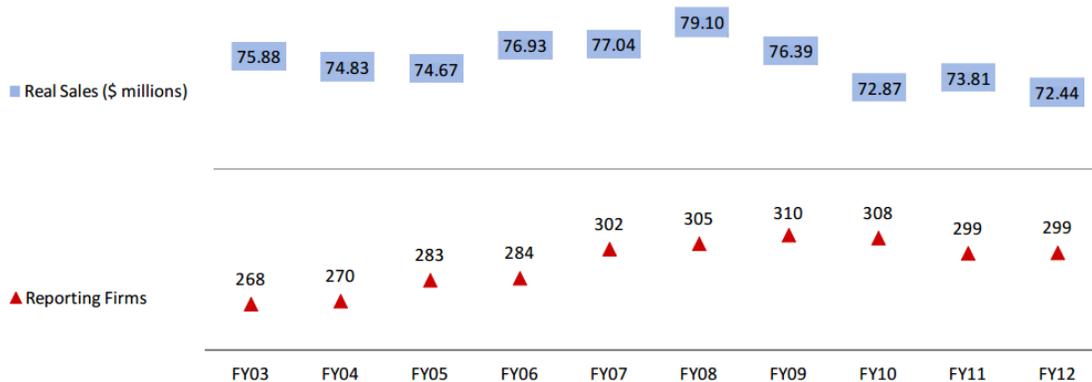
**Chart 5: Estimated Sales Leakage of Webster City, 2003-2013 (\$ Millions)**



Source: Iowa State University- Department of Economics (2012)

Reporting firms and retail sales began to swing upward around Fiscal Year 2007, as displayed in Chart 6 below; however, this trend was interrupted when news of the closing of Electrolux was announced in 2009. This data also expands on the evidence of the impacts of manufacturing on the community, as the amount of retail sales and the number of reporting firms dropped after the closing of the Electrolux Plant.

**Chart 6: Total Taxable Retail Sales and Number of Reporting Firms in Webster City, 2003-2012**



Source: Iowa State University- Department of Economics (2012)

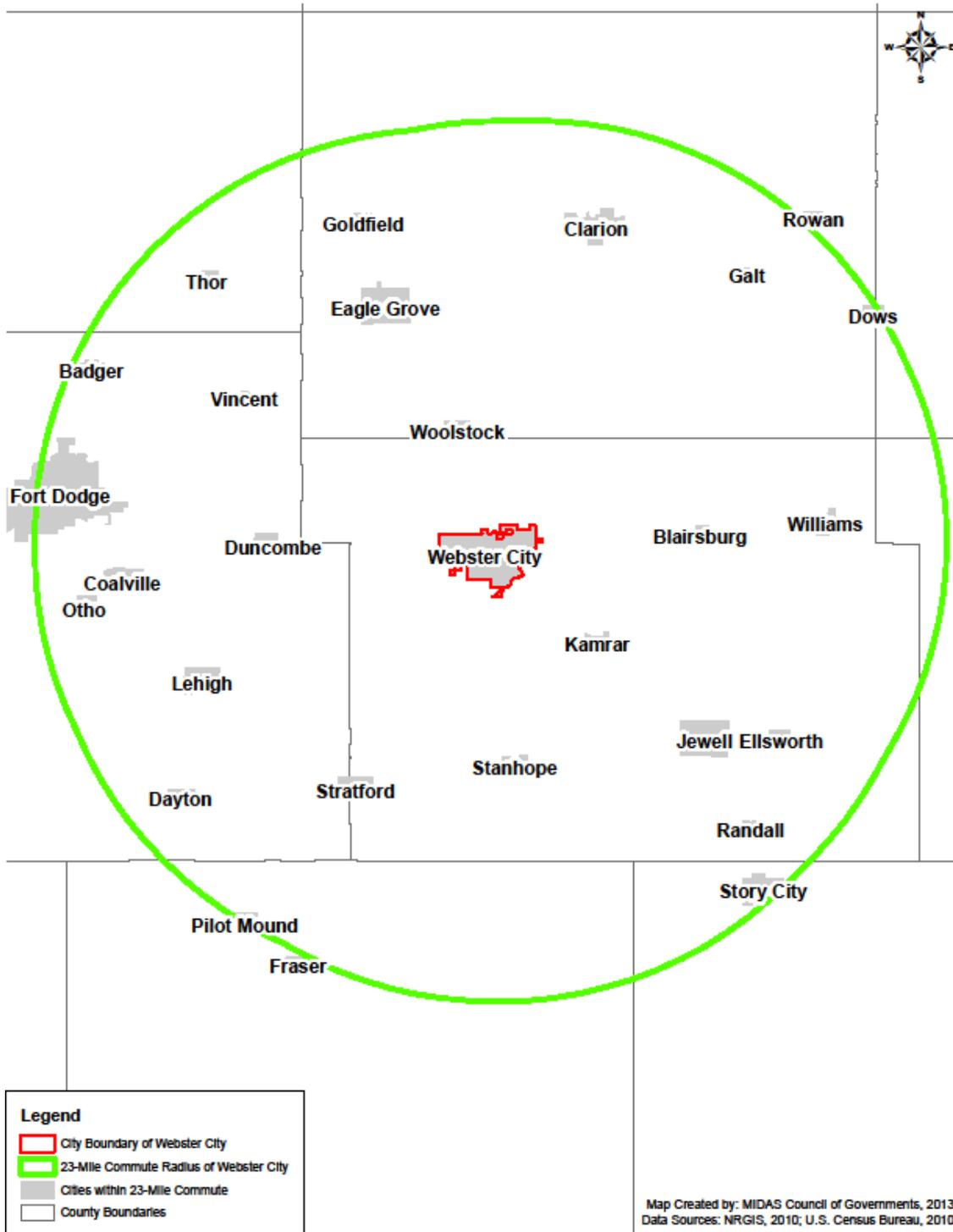
As of 2012, the community had 299 reporting firms, which are retail firms who reported their taxable sales of goods and services; this number has remained unchanged since 2011. Those business groups that had the highest number of reporting firms in Webster City include: service establishments, which include auto repair, hotels, finance, entertainment, etc.; followed by specialty retail stores, which include sporting goods, health and beauty, books, hobby, etc.; and miscellaneous retail firms, which include plumbing and

heating contractors, agricultural production, general contractors, etc. (Iowa State University – Department of Economics, 2012).

***Commuting Patterns***

Approximately 54.3% of Webster City residents work in the city itself; however, many workers commute from surrounding areas, too. According to the Laborshed Analysis conducted by Iowa Workforce Development, “those who are willing to change/accept employment in the Hamilton County Laborshed Area are willing to commute an average of 23 miles one way for employment opportunities” (2013). Figure 4 displays a 23-mile radius around the City of Webster City and acts as a visualization of what communities lie within this 23-mile average commute distance for workers of the Hamilton County Laborshed Area.

Figure 4: 23-Mile Commuting Radius around Webster City



Area Development Organizations of Webster City

### **Webster City Area Development Chamber of Commerce**

Webster City’s Chamber of Commerce is an active group of local business and industry leaders that promote Webster City and its businesses. The Chamber’s mission is “to promote, support, and conduct activities for the purpose of bettering Webster City businesses and our community. The Chamber is responsible for providing networking opportunities, encouraging retail development, promoting tourism, and producing brochures and other publications that market Webster City. The Chamber offers financial assistance for qualified members in the form of a revolving loan fund and a design grant program” (Webster City Area Development Chamber of Commerce, 2013).



### **Business & Industry Group**

The Business and Industry group also works to assist in the retention, expansion, and attraction of businesses. Additionally, this group manages local revolving loan funds that can provide financing assistance to new or expanding companies (Webster City Area Development–Business & Industry, 2013).

### **Webster City’s Economic Development Department**

The City of Webster City has staff dedicated to helping businesses succeed within the city. The Webster City Economic Development helps provide technical and financial assistance to area businesses. For further information on services, please visit <http://buildwebstercity.com/>

### **Hamilton County S.E.E.D**

Hamilton County Support for Enriching Economic Development (S.E.E.D.) is an economic development organization that provides resources and services to the entire Hamilton County area. Hamilton County S.E.E.D. provides information on travel and tourism, commercial and industrial business, housing, and much more in Hamilton County (Hamilton County S.E.E.D., 2013).



### **Mid Iowa Growth Partnership**

The Mid Iowa Growth Partnership was formed to help businesses, business development centers, utility providers, educators, and others network in a 9-county region. Such networking assists in serving businesses and people by encouraging business startups and expansions, which can be done through expanded marketing, increased services, and by providing a proper workforce. The partnership can point potential or existing businesses to resources that may be available in the area (Mid Iowa Growth Partnership, 2013).



### **Summary of Webster City's Economy**

Webster City has experienced some challenges to its economy in recent years due to the economic recession of the late 2000's; proof of this economic downturn is evident as the Electrolux Plant in town closed up shop a few years ago. Although unemployment rates in Hamilton County reached a peak rate of 9.8% in 2011, these rates stabilized to 5.6% in 2012. While the field of manufacturing still employs the largest amount of Webster City employees (30.5%), educational services, health care, and social assistance employs 18.1% of the community's employed population, and retail trade employs 11.4% of the employed population. Since the closing of Electrolux, the City has focused on providing jobs appropriate for the existing and available workforce. The City will continue to maintain existing businesses and recruit new businesses that will encourage long-term, economic growth.

Webster City is the largest city of Hamilton County and, because of this, residents from surrounding areas come to the community to shop and eat. However, residents of Webster City shop and eat elsewhere as well, which is evident when examining the estimated amount of sales leakage in millions of dollars for Webster City in Chart 5 of this section. Although it is unrealistic to think that residents of the City should shop solely locally, local spending should be encouraged and promoted as much as possible to help ensure community growth and an improved quality of life for Webster City residents; this idea is expressed through the economic goals, objectives, and implementation strategies immediately following this page.

## **Economic Development Goals, Objectives, and Implementation Strategies**

Below is a set of goals, objectives, and implementation strategies for the Economic Development Element of this Comprehensive Plan. The lead responsible entity(ies) for supporting each implementation strategy is listed in parentheses after each strategy. For a comprehensive list of goals, objectives, and implementation strategies of *all* elements of this Comprehensive Plan, refer to Chapter 6.

**Goal: Encourage economic growth throughout the city and region by locating funding, building community networks, and establishing specific goals to improve and expand upon the commercial and industrial sectors of Webster City.**

**Objective E.1.** Promote expansion of all sectors in Webster City by locating funding and building community relationships.

### **Implementation Strategies**

**E.1.1.** Communicate financial incentives to existing and potential businesses and research alternative methods to finance economic development activities. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

#### *Existing Funding Alternatives Include:*

- Mid-Iowa Development Association Council of Governments Business Development Revolving Loan Fund- Gap Financing
- Hamilton County Support for Enriching Economic Development (S.E.E.D.) Revolving Loan Fund- Gap Financing
- Tax Increment Financing (TIF)
- Enterprise Zones
- Webster City Chamber and City of Webster City Revolving Loan Fund - Gap Financing

**E.1.2.** Strengthen networks and partnerships with all area entities. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*) Such networks/partnerships include:

*Mid Iowa Growth Partnership, Webster City Area Development, Support for Enriching Economic Development, Mid-Iowa Development Association, Hamilton County, Hwy 20 Association, etc.*

**Goal: Increase the retail and commercial capacity of Webster City to encourage a quality of life that takes into consideration the values of the city's residents and employers.**

**Objective E.2.** Provide resources for business start-up and expansion.

### **Implementation Strategies**

**E.2.1.** Research and develop mentor programs to help new businesses achieve desired knowledge and results. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*Mentor programs are used to accelerate the performance of their business and employees within. Mentor programs can be implemented online, using software that matches up mentors with "mentees"; formally, where a mentor is identified by an outside source; or informally, where the mentee finds their own mentor. Ideally, in a mentor program,*

*mentors and mentees write down their goals for the relationship and monitor the progress of such throughout the weeks, months or years (Klein, 2008).*

**E.2.2.** Establish an Entrepreneurial Development Center that would use the existing resources of local professionals to assist business start-ups and expansions, hold workshops, and other trainings. **(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)**

*An Entrepreneurial Development Center should provide services such as development of business plans, manufacturing assistance, financial packages, procurement packages, and much more (Small Business Administration, 2013). Some available sources that provide such services are SCORE and the North Central Iowa Small Business Development Center, both of which are located in Fort Dodge.*

**E.2.3.** Encourage entrepreneurs to participate and invest in business improvement tools. **(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Residents)**

*Business improvement tools, such as weekend boot camps for aspiring entrepreneurs, annual venture conferences, monthly “PubTalks” featuring successful entrepreneurs and early companies seeking capital, could prove to be an asset to businesses located in Webster City.*

**E.2.4.** Encourage regional initiatives in developing venture capital funds. **(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)**

*Venture capital funding may be beneficial to those businesses looking to expand, but lack the technical expertise or capital to invest in the expansion. By developing regional venture capital funds, businesses would be able to expand and venture capitalists would be able to profit once the business had additional funds coming in.*

**E.2.5.** Develop entrepreneurial groups to finance new businesses in the gap area identified. **(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Residents)**

*Gap financing is generally a loan granted for the purpose of fulfilling a financial obligation in the meantime, while the borrower is in the process of securing sufficient funds. By establishing entrepreneurial groups to finance such funding, businesses can get that last boost they need to get their business moving.*

**Objective E.3.** Encourage a stable and active downtown through improved aesthetics and cooperation amongst downtown businesses.

#### **Implementation Strategies**

**E.3.1.** Continue to encourage the Chamber Retail Committee to plan retail events, establish hours, and design promotions. **(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)**

*Ensuring that businesses are working together by creating activities such as “Ladies Night Out”, coordinating hours, and using training and workshops, such as “From How to Wow”, can spur movement and growth in the downtown.*

**E.3.2.** Improve rear entrances to stores in the downtown. (*Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department, Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*Improving rear entrances would encourage the use of rear parking lots and improve overall aesthetics of the downtown. Improvements can be made by first locating funding to provide low-interest loan funds for rear façade renovations, parking lots improvements, and additional landscaping.*

**Objective E.4.** Ensure commercially-zoned spaces are established and adequately maintained to provide a desired commercial use.

**Implementation Strategies**

**E.4.1.** Encourage investments to the maintenance of commercial property. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Planning Department, Webster City Inspection Department*)

*Maintaining the essence of commercial property will require the City to establish guidelines and/or policies for commercial land uses. A tool for such implementation could include the development of a commercial property maintenance program (exclude fines); this generally takes place in the form of an ordinance that requires certain landscaping, signage, parking, etc. for commercial sites; also downtown master plans and downtown revitalization tools such as visioning programs may be useful. Implementing the above initiatives either singly, or in coordination, can help to improve the visual character of the downtown.*

**E.4.2.** Research alternative methods to fund the development of plans for an aesthetically pleasing downtown, commercial building renovations, and construction of new buildings. (*Lead Responsible Entity(ies): Webster City Planning Department, Webster City Planning and Zoning Commission, Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*Some potential funding options to improve upon the downtown or other areas include, but are not limited, to the following:*

*-Main Street Mortgage Loan Program provided by the Iowa Finance Authority to rehabilitate upper-floor housing or commercial properties or for new construction on infill lots in downtown areas of communities that participate in the Main Street Iowa program.*

*-The State Historic Preservation Offices administers the State Historic Preservation Tax Incentive Program, participates in the certification process for the Federal Historic Preservation Tax Incentive program, and participates in the County Historic Property Tax Exemption Program. All of these programs encourage the reuse of historic properties while retaining their character-defining features. Ultimately, each of these programs contributes to the revitalization and preservation of historic properties.*

*-Iowa's Community Development Block Grant Downtown Revitalization Fund provides grants to communities for a variety of projects and activities contributing to comprehensive revitalization in historic city centers.*

**Objective E.5.** Encourage all businesses to hold an online presence and ensure that each have the resources necessary to do such.

### **Implementation Strategies**

**E.5.1.** Embrace internet technology and participate in educational seminars. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*The web is becoming increasingly important with today's available technology, so it is important that the City of Webster City and the businesses within continue to utilize this technology in the years to come.*

**E.5.2.** Develop and maintain a working, up-to-date website. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*An up-to-date City website will serve as a source where residents, potential visitors, and potential businesses can go in order to gain insightful knowledge of the community.*

**E.5.3.** Participate in small business and tourism trainings (on or off-line) (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*A healthy small business community is vital to economic successes of the City of Webster City; thus, these workshops will serve as a networking and informational opportunity for those with small businesses and those looking to draw in tourists to the area.*

**Objective E.6.** Develop a plan to establish design themes throughout the community.

### **Implementation Strategies**

**E.6.1.** Utilize recreational, environmental, and other attractions that the community has to encourage people to travel to the community for shopping. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Parks and Recreation Department*)

*Webster City has a great network of recreational, environmental, and other attractions that can draw in visitors to the area. Some examples of such attractions include: Canoeing along the Boone River and the various golf outings that the community has to offer.*

**E.6.2.** Develop promotions tied to destination events, such as the 'Boone River Country' theme. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*The City of Webster City has developed a slogan and a logo that symbolize the importance of the Boone River to Webster City. This idea of 'Boone River Country' should be utilized in marketing the city during destination events in the area.*

**E.6.3.** Build upon existing promotions/outings that encourage an overnight stay within the community. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*Current promotions/outings that encourage an overnight stay in Webster City include: the Boone Bash River Dash, the Briggs Woods Golf Outing, the Doodle Bug Convention, various fairground activities, events associated with the Saddle Club, and the Iowa Games.*

**E.6.4.** Work with Trees Forever to add landscaping to critical corridors. (*Lead Responsible Entity(ies): City of Webster City*)

*By adding trees to the corridors of the main entrances in town, this will help beautify the overall appearance of the main entrances of the community.*

**Objective E.7.** Establish and implement studies and policies to ensure proper commercial development and use.

**Implementation Strategies**

**E.7.1.** Facilitate the demolition of dilapidated buildings. (*Lead Responsible Entity(ies): City of Webster City, Webster City Inspection Department*)

*Although this is not currently a major issue in the commercial areas of the city, there is always a possibility that it may need to be enforced in the future.*

**E.7.2.** Aggressively pursue Nuisance Abatement. (*Lead Responsible Entity(ies): City of Webster City, Webster City Inspection Department*)

*There is currently an ordinance relating to nuisance abatement in Webster City. The City should continue to enforce this ordinance to help promote the general health, safety, and welfare of its citizens.*

**E.7.3.** Identify appropriate locations for a business incubator. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*This will allow for low lease rates and shared expenses so that companies can establish themselves and ideally expand in Webster City in the future.*

**E.7.4.** Conduct surveys to determine type of goods/services desired by the general population. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*This will increase the general public's input on city-related matters so that decision makers are well-informed when considering actions related to goods/services that Webster City has to offer.*

**Goal: Support existing industries, recruit new businesses, and assist in the creation of new industries to improve the local tax base, increase employment, and build wealth.**

**Objective E.8.** Develop a locally-driven recovery strategy.

**Implementation Strategies**

**E.8.1.** Assist Webster City Area Development in its program of industrial recruitment. (*Lead Responsible Entity(ies): Webster City Economic Development Department, Webster City Planning Department, Webster City Planning and Zoning Commission*)

*City Staff, specifically the Economic Development Director, will aid in this assistance to help promote a thriving industrial economic situation in the city.*

**E.8.2.** Assist area businesses to complete the Synchronist Database. (*Lead Responsible Entity(ies): Webster City Economic Development Department*)

*This is a survey of area businesses made available online to help increase knowledge on the existing industrial situation of Webster City.*

**Objective E.9.** Build partnerships and interaction to ensure regional economic vitality.

**Implementation Strategies**

**E.9.1.** Encourage local and regional CEO interaction. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Residents*)

*Initial efforts to build a network of regional CEOs to focus on information exchange and opportunities have begun, but refinement is necessary.*

**E.9.2.** Maintain existing partnerships between the business community, the City, and Webster City Area Development. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, City of Webster City, Webster City Residents*)

*This implementation strategy is an ongoing effort.*

**E.9.3.** Continue to work actively with Mid Iowa Growth Partnership, Mid-Iowa Development Association, Hamilton County, U.S. 20 Association, 20/20 Connection, and the Professional Developers of Iowa, all key support groups for their efforts. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department*)

*All of these groups are key support groups of Webster City, so it is necessary to maintain an active relationship with these entities.*

**E.9.4.** Actively participate with Hamilton County to develop an agricultural business park near Williams. (*Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Hamilton County, Webster City City Council*)

*As this location is in close proximity to Webster City, this agricultural business park can help boost the economic situation of the City itself, as well as Hamilton County.*

## 5.2 Housing

“Housing is the largest consumer of land in our communities and is one of the most important factors in peoples’ lives” (Kelly, 2010). Because of this, a community’s existing housing stock can be a major draw or deterrent for potential residents of the area. An adequate supply of housing stock, coupled with a healthy economy, sound infrastructure, and quality schools, is crucial in retaining Webster City’s current population and attracting new families to the area in the future.



*Images Obtained from: A Housing Assessment and Strategy Plan for Webster City, RDG Planning and Design*

### Existing Conditions

The following portion of this section concentrates on housing data for the City of Webster City, including the number of housing units, type of housing units, age of housing structures, and other data relating to housing.

### Occupancy Status

Table 11 displays the total number of housing units in Webster City, Hamilton County, and the State of Iowa for the years of 2000 and 2010. Additionally, this table displays the occupancy status of these units. As the table shows, all three entities experienced an increase in the total number of housing units between 2000 and 2010. The number of vacant units increased for Webster City, Hamilton County, and Iowa over the 10-year span. Webster City had the lowest vacancy rate in 2000 when compared to Hamilton County and the State but had a slightly higher vacancy rate when compared to those two entities in 2010. The increase in the amount of vacant houses in Webster City is likely a result of the economic downturn that took place in recent years coupled with the fact that the city’s population declined by 106 residents during this decade.

**Table 11: Housing Occupancy Status, 2000 & 2011**

OCCUPANCY STATUS	2000			2010		
	Webster City	Hamilton County	Iowa	Webster City	Hamilton County	Iowa
<b>Total housing units</b>	3,679	7,082	1,232,511	3,800	7,219	1,336,417
<b>Occupied housing units</b>	3,502 (95.2%)	6,692 (94.5%)	1,149,276 (93.2%)	3,433 (90.3%)	6,540 (90.6%)	1,221,576 (91.4%)
<b>Vacant housing units</b>	177 (4.8%)	390 (5.5%)	83,235 (6.8%)	367 (9.7%)	679 (9.4%)	114,841 (8.6%)

*Source: U.S. Census (2000 & 2010)*

### Vacancy Status

Over half of the vacant housing units in Webster City are vacant due to the fact that these units are either for rent or for sale. Table 12 displays the vacancy status of housing units in Webster City and the State of Iowa in 2010.

**Table 12: Vacancy Status of Housing Units, 2010**

Vacancy Status	Webster City	Percent of Total Vacant	State of Iowa	Percent of Total Vacant
For Rent	133	36.2%	38,812	27.7%
Rented, not occupied	14	3.8%	1,803	1.6%
For sale only	65	17.7%	18,405	16.0%
Sold, not occupied	14	3.8%	5,555	4.8%
Seasonal, recreational or occasional	18	4.9%	21,020	18.3%
For migratory workers	0	0.0%	87	0.1%
Other vacant	123	33.5%	36,159	31.5%

Source: U.S. Census Bureau (2010)

### Owner-to-Renter Ratio

In Webster City, 68.2% of all occupied housing units are owner-occupied, which is a lower percentage than both the County and the State. Webster City experienced an increase in the overall percentage of renter-occupied housing units (as a total of all occupied units) between 2000 and 2010. Table 13 shows renter-to-owner ratios of Webster City, Hamilton County, and the State of Iowa for the years 2000 and 2010.

**Table 13: Owner-to-Renter Ratios, 2000 & 2010**

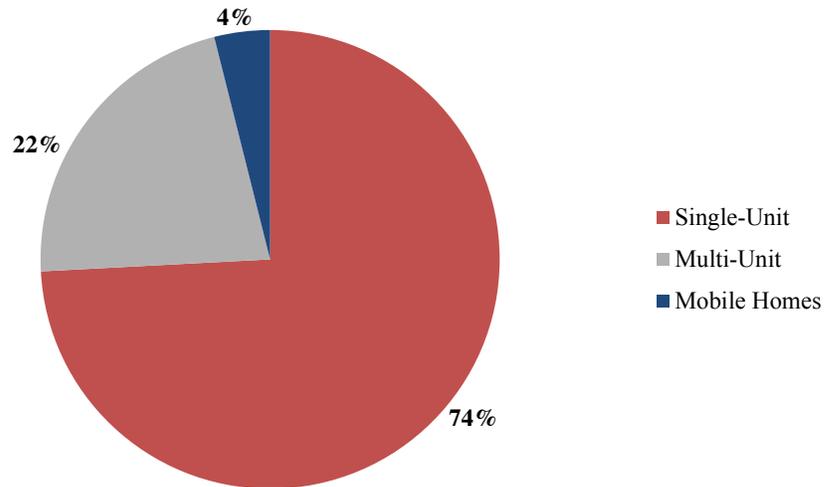
TENURE	2000			2010		
	Webster City	Hamilton County	Iowa	Webster City	Hamilton County	Iowa
Owner-occupied housing units	70.0%	72.8%	72.3%	68.2%	73.7%	72.1%
Renter-occupied housing units	30.0%	27.2%	27.7%	31.8%	26.3%	27.9%

Source: U.S. Census (2000 & 2010)

### *Types of Housing Units*

One-unit structures are the dominant type of housing unit in Webster City, as they account for 74% of all of the housing units in town. The chart below gives a breakdown of the housing stock in Webster City.

**Chart 7: Types of Housing Units in Webster City, 2011**



*Source: U.S. Census Bureau's 5-Year American Community Survey (2011)*

### *Housing Unit Values: Owner-Occupied Units*

The median housing unit value for owner-occupied units in Webster City is \$84,400; in comparison, the County's median value is \$89,700, and the median value for the State is \$121,300. Webster City's median housing value of \$84,400 in 2011 is up from \$68,500 in 2000, which is a 23.2% increase in value during this time period. Table 14 displays the breakdown of the values of the owner-occupied housing units for Webster City for the years 2000 and 2011. The \$50,000-\$99,999 range is the most common housing value for both the years 2000 and 2011, but this \$50,000-\$99,999 range only saw a net increase of 8 units in this time period. The \$200,000-\$299,999 price range saw the highest net increase in structures, with a total increase of 149 units between these years.

**Table 14: Owner-Occupied Housing Unit Values of Webster City, 2000 & 2011**

Value	2000		2011		Net Increase
	Number	Percent	Number	Percent	
<b>Less than \$50,000</b>	491	21.8%	426	17.0%	-65
<b>\$50,000 to \$99,999</b>	1,321	58.6%	1,329	53.1%	8
<b>\$100,000 to \$149,999</b>	327	14.5%	319	12.8%	-8
<b>\$150,000 to \$199,999</b>	43	1.9%	189	7.6%	146
<b>\$200,000 to \$299,999</b>	40	1.8%	189	7.6%	149
<b>\$300,000 to \$499,999</b>	25	1.1%	36	1.4%	11
<b>\$500,000 to \$999,999</b>	6	0.3%	13	0.5%	7
<b>\$1,000,000 or more</b>	0	0.0%	0	0.0%	0
<b>Total:</b>	2,253	100.0%	2,501	100.0%	248

*Source: U.S. Census Bureau (2000) and U.S. Census 5-Year American Community Survey (2011)*

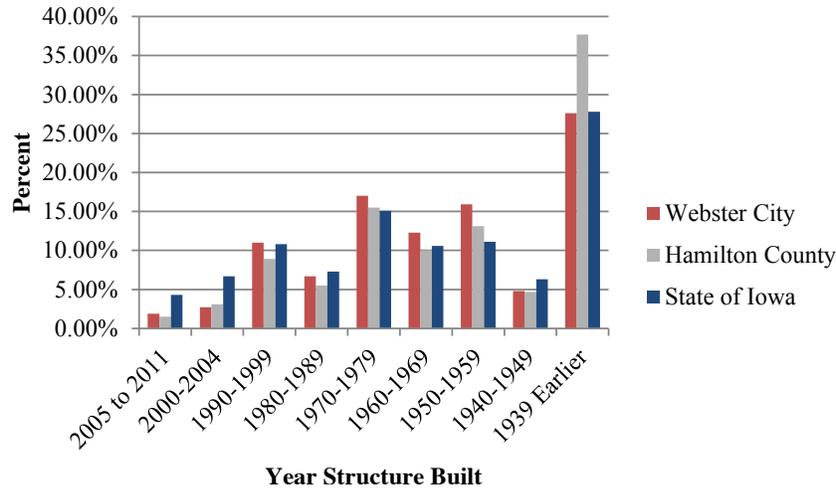
***Gross Rent: Renter-Occupied Units***

According to the U.S. Census Bureau’s 2011 5-Year American Community Survey data, the median gross rent in Webster City is \$591, which is slightly less than Hamilton County as a whole at \$593 and significantly less than the State of Iowa’s at \$637. The median gross rent paid in 2000 for Webster City was \$413. There has been a 43.1% increase in the median gross rent paid for renters between 2000 and 2011 for Webster City (U.S. Census Bureau, 2000; U.S. Census Bureau’s 5-Year American Community Survey, 2011).

***Age of Housing Structures***

The largest portion of Webster City’s housing units were built in 1939 or earlier, which is shown in Chart 8; this is true for both the State of Iowa and Hamilton County, too. The second largest portion of homes in Webster City were constructed between 1970 and 1979, which makes sense because Webster City reached its peak population of 8,572 residents in 1980. The State of Iowa has a higher percentage of units that were built between 2000 and 2011 due to the fact that the State’s population experienced a positive percent change of 4.1% in total residents during this time period, while Hamilton County and Webster City both saw a decline in their populations during these years.

**Chart 8: Age of Housing Structures- Webster City, Hamilton County, and the State of Iowa**



Source: U.S. Census Bureau's 5-Year American Community Survey (2011)

The following table displays the amount of single-family building permits issued for the years 1997-2012 in Webster City. Since 1997, there have been a total of 178 single-family homes constructed within the community. The average number of building permits issued per year between the years 1997-2012 equals 11 units. As the table shows, the number of single-family permits issued in recent years has been well-below average, which is evidence of the economic downturn and the fact that Webster City saw a decrease of 106 residents between 2000 and 2010.

**Table 15: Number of Building Permits Issued and Average Cost, 1997-2012**

Year	Number of Single Family Permits Issued	Average Cost
1997	11	\$66,300
1998	25	\$114,500
1999	15	\$76,500
2000	27	\$135,500
2001	12	\$162,400
2002	17	\$128,000
2003	19	\$124,100
2004	25	\$115,800
2005	5	\$151,100
2006	9	\$204,100
2007	6	\$198,800
2008	2	\$107,500
2009	2	\$329,500
2010	0	--
2011	1	\$180,000
2012	2	\$230,000

Source: A Housing Assessment and Strategy Plan for Webster City (2013)

### ***A Housing Assessment and Strategy Plan for Webster City- Conducted by RDG Planning and Design***

RDG Planning and Design created a document called, *A Housing Assessment and Strategy Plan for Webster City*, in 2013 that highlights key housing trends of the city. This plan then uses those trends to forecast housing needs for Webster City in the years to come. Policies are then recommended to help address some of the housing concerns of Webster City. The following bullets highlight key findings of RDG’s report; for the full document, contact City Staff.

- RDG suggests that there will be a need of 155 new housing units over the next 10 years in Webster City, which represents 15.5 units per year. This is more than the city has been experiencing in its recent past. RDG recommends that approximately 101 of these units should be owner-occupied, while 54 of these units should be renter-occupied.
- RDG’s findings suggest that there is an abundance of housing units that are priced within the \$50,000-\$100,000 price range, while there is a shortage of housing units on both ends.
- By 2020, a demand will exist for about 80 new units of independent living-style housing units for the elderly in Webster City. This is due to the fact that the senior population is projected to increase in the coming decades, and over 80% of the County’s senior population currently lives in owner-occupied housing units.

The following bullets are key strategies recommended by RDG to help address the housing needs of Webster City:

- **Creating a community infrastructure to develop housing for targeted population groups-** RDG believes that the Brewer Creek Project will be successful due to the fact that it recognizes the need to maintain a number of housing units in town that meets the need for the current and future population of the city. There are risks associated with this project though because the City is the guarantor of sales. The Brewer Creek Project, as with any future housing projects of the community, should be “community-based, but also should involve private sector resources in key ways” (RDG Planning and Design, 2013).
- **Developing alternative housing resources for older adults currently residing in affordable, owner-occupied housing-** RDG’s findings suggest that over 3 out of every 4 of senior household is an owner-occupied housing unit. Many of these households fall in the “affordable” price range. Since Webster City has the ability to draw in elderly individuals of the area due to its amenities and services, the elderly population is projected to grow in the following years. Because of this, RDG research shows that there is a need for an additional 80 independent-living style units over the next 10 years.
- **Implementing effective rehabilitation and housing preservation programs-** The City of Webster City currently has housing rehabilitation and housing preservation programs, which include: a low-interest rehabilitation loan program, a façade rehabilitation program for the Superior Street Corridor, and a property maintenance code. RDG recommends that a new program should be established that makes the existing housing stock attractive to first-time homebuyers.
- **Expanding the capacity for development and the available land supply-** RDG suggests that the City should start planning for the western portion of the Brewer Creek Project. “Development of buildable, proved lots remains a major role for the City, and should complement a private

sector focus on financing specific projects built on that land”. RDG also recommends that the site of the former hospital would be a viable location for future housing development.

- **Creating and implementing a Downtown Development Program-** Along with the existing commercial capacity of downtown Webster City, this area also has the potential to house additional households.
- **Establishing Webster City as a community of choice for young households-** RDG recommends that the City should utilize its assets to the fullest to attract young households to the community. If marketed effectively, young families will locate in the area and help combat population loss that has occurred in recent years.

### **Summary of Webster City’s Housing**

Between 2000 and 2010, the vacancy rate for Webster City increased from 4.8% to 9.7%. As of 2010, 31.8% the total housing units in Webster City are renter-occupied; this percentage is higher than the County and State’s percentages. Single-unit housing units comprise 74% of the total units in town. As of 2011, the median value of owner-occupied housing units for Webster City is \$84,400. The city’s median home value is lower than Hamilton County’s median value of \$89,700 and the State of Iowa’s median value of \$121,300. However, almost 3 out of every 10 housing units in town were constructed in 1939 or earlier; meaning that, even though housing units may be less expensive to purchase in Webster City, required renovations and maintenance costs may add up quite quickly. The average number of single-family homes constructed in the community since 1997 is 11 units per year. However, the number of housing permits issued in recent years has been well-below average due to the downturn of the housing market.

As previously mentioned, RDG Planning and Design composed *A Housing Assessment and Strategy Plan for Webster City* in 2013 that provides the City with an understanding of its current housing stock and suggested policies to meet future demands. RDG’s findings suggest that Webster City has the ability to expand in the years to come largely due to its ability to attract new families that may be locating in the area because of regional job creation. Webster City also has the ability to attract the elderly population of the rural area because of the amenities and services that that City has to offer. With this potential for growth, RDG suggests that Webster City will need an estimated 155 new housing units over the course of the next 10 years, with almost half of these units being aimed towards independent-style living for the elderly population. RDG’s findings also suggest that there is currently an abundance of housing units in the \$50,000-\$100,000 price range, while there is a shortage in both higher-priced homes and lower-priced homes.

With the available Census data and RDG’s Housing Assessment taken into account, the Planning and Zoning Commission formulated goals, objectives, and implementation strategies to help meet the housing needs of the community.

## **Housing Goals, Objectives, and Implementation Strategies**

Below is a set of goals, objectives, and implementation strategies for the Housing Element of this Comprehensive Plan. The lead responsible entity(ies) for supporting each implementation strategy is listed in parentheses after each strategy. For a comprehensive list of goals, objectives, and implementation strategies of *all* elements of this Comprehensive Plan, refer to Chapter 6.

**Goal: Improve and expand on existing housing stock, while enhancing the quality of life to support existing residents and to draw additional residents into Webster City.**

**Objective H.1.** Create desired housing that is compact and unique, which offers security, freedom of choice, and social interaction.

### **Implementation Strategies**

**H.1.1.** Encourage developers to construct affordable, owner-occupied housing. (*Lead Responsible Entity(ies): City of Webster City, Webster City City Council*)

*Housing development can assist in attracting new business and industry to a community, as well as increase the local property tax base. The City should continue to encourage development for a variety of income markets. Ideally, this can be done through a public-private partnership that utilizes federal, state, and local funding sources.*

**H.1.2.** Encourage construction of alternative housing for empty nesters and older adults. (*Lead Responsible Entity(ies): City of Webster City, Webster City City Council*)

*In RDG Planning and Design's document titled A Housing Assessment and Strategy Plan for Webster City, findings suggest that there will be a demand of approximately 80 independent-style living options for the elderly of the community over the course of the following decade.*

**H.1.3.** Encourage construction of multi-family housing. (*Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department*)

*This strategy should help meet the housing demand of both the low-income households and higher-end households of the community. By encouraging multi-family housing units in properly-zoned districts in town, this will also limit the impacts of sprawl.*

**H.1.4.** Identify areas for infill development (*Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department, Webster City Planning and Zoning Commission*)

*Infill development is an ideal type of development, as infill lots already have access to existing utilities and infrastructure within the community. Through this planning process, it has been pointed out by both the public and the Planning and Zoning Commission that the site of the former hospital would be an ideal location for future housing development efforts. Specific strategies relating to infill development encouragement should be researched and considered to help put infill development into action at the former hospital site and at other lots in town as they become available in the future.*

**H.1.5.** Establish areas for new building (*Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department, Webster City Planning and Zoning Commission*)

*In order for Webster City to grow and expand like it wishes to in the following years, it is important that an adequate amount of residential lots remains available for potential*

buyers. In the City's 2013 Housing Assessment and Strategy Plan, findings suggest that there is currently an adequate amount of residential lots available in town, as the Brewer Creek Development, the Home Subdivision, and the Gourley Subdivision all have available space. However, if the City does grow and finds that these subdivisions are filling up, efforts should be made to ensure that there are enough residentially-zoned lots in town.

**Objective H.2.** Preserve the existing housing stock through more effective rehabilitation programs.

### **Implementation Strategies**

**H.2.1.** Implement effective rehabilitation and housing preservation programs. (*Lead Responsible Entity(ies): Webster City City Council, Webster City Inspection Department*)

*Existing rehabilitation and housing preservation programs include: a low-interest rehabilitation loan program, a façade rehabilitation program for the Superior Street Corridor, and a property maintenance code for rental properties. A potential new program that should be researched more fully is a program that makes the existing housing stock more attractive to first-time home buyers. This potential new program could become increasingly important to Webster City's population growth, as an influx of first-time homebuyers will be moving to the area due to the regional job creation that has taken place recently and is expected to occur over the following decade.*

**H.2.2.** Build awareness of rental maintenance program. (*Lead Responsible Entity(ies): Webster City Inspection Department*)

*The City of Webster City currently has a rental maintenance program that currently operates on a complaint-basis. This program should continue to be enforced effectively to help ensure that the rental units in Webster City remain habitable and attractive for residents and future residents of the community.*

**H.2.3.** Encourage rehabilitation efforts of upper-floor housing units in the City's Central Business District. (*Lead Responsible Entity(ies): Webster City City Council*)

*The Central Business District of Webster City is unique to the City itself, and efforts should continue to be made to protect/enhance the integrity of this District. The Economic Development Element of this Comprehensive Plan addresses implementation strategies to help create a viable commercial atmosphere in this District, but the commercial component alone will not fully rejuvenate Webster City's Downtown; housing is another important factor of a downtown revitalization. "Downtown Webster City has many excellent development opportunities that in turn can address such issues as rental scarcities" (RDG, 2013).*

**Objective H.3.** Establish groups to concentrate on housing efforts

### **Implementation Strategies**

**H.3.1.** Create a community housing committee/focus group. (*Lead Responsible Entity(ies): Webster City City Council*) This housing committee/focus group will consider the following issues through public input forums:

- *Establish development that would enhance rather than replace private sector initiatives, by establishing incentives for such development.*

- *Encourage a housing market that concentrates on the attraction of young “professional” families to the community because of a “quality of life” and recreational attributes.*
- *Consider city implementation of site plan and building quality ordinances to maintain a pleasing image for the community.*
- *Create incentives for redevelopment of second-story buildings in the Central Business District focusing on middle and upper scale units.*
- *Address development regulation impediments to flexibility in housing type, size, cost, location, and reduction of the builders’ risk for construction in a low market environment. Examples are:*
  - *Use of smaller lots in a Planned Unit Development format;*
  - *Review options for common maintenance as an attraction to a growing number of retirees;*
  - *Use of “zero lot line” development;*
  - *Reduction in street width with parking prohibited on one side of street;*
  - *Review of the current regulatory climate to determine if it is appropriate for competition in Northcentral Iowa.*
  - *Review innovative financing that helps produce strategic products while managing the risk to any individual lender*
- *Consider various options for the best use of limited tax incentive financing that becomes involved in projects that, for various reasons, are unattractive to private builders.*

**H.3.2.** Establish a housing partnership (private sector/city government/community development/lending institutions) working together to further housing initiatives. (**Lead Responsible Entity(ies): Webster City City Council**)

*This implementation strategy is further expanded upon in RDG Planning and Design’s Housing Assessment and Strategy Plan for Webster City. In RDG’s document, the idea of a lending consortium is explained and potential projects that the lending consortium could address are also listed. A lending consortium involves “pooling resources of lenders active in the local market to finance untested or high-risk projects” (RDG, 2013). This lending consortium could help tackle demands in the City’s housing market that are not currently being met by the private sector alone, such as construction lending to buildings of affordable housing.*

### 5.3 Public Facilities and Services

The public facilities and services element of the plan addresses those components of community life relating to the educational, governmental, and social well-being of the residents of Webster City. The focus of this section is on the physical facilities and infrastructure present within the community, as well as services provided by these facilities. The facilities and services are first explained and then expanded upon through the goals, objectives, and implementation strategies developed by the Planning and Zoning Commission, who had feedback from the general public.

#### Existing Conditions

Webster City's current facilities and services, its available utilities, and the transportation network are all described in the following paragraphs of this section; these aspects of a community are critical for the day-to-day operations of the municipality and play a key role in drawing residents to the area.

#### Facilities and Services

**Kendall Young Library:** Located at 1201 Willson Ave., Kendall Young Library has a variety of collections and databases to ensure that as many resources as possible can be available to its users.

#### *Kendall Young Library*



*Image Obtained from: <http://www2.youseemore.com/KendallYoung/contentpages.asp?loc=53>*

**Educational Facilities:** The City of Webster City is located in the Webster City Community School District. As of the 2012-2013 school year, this School District has a total K-12 enrollment of 1,572 students. According to the Iowa Department of Education's enrollment projections, the Webster Community School District is expected to grow by approximately 40 students through the 2017-2018 school year. This School District consists the following schools: Webster City High School, Webster City Middle School, Sunset Heights Elementary School, and Pleasant View Elementary School. In addition to the Webster City Community Schools, a private school, St. Thomas Aquinas of Webster City, provides education to those in grades preschool-6<sup>th</sup> grade. As for higher learning educational facilities, Iowa Central Community College has a satellite campus in Webster City. There are no four-year universities in Webster City.

The images below from left to right are as follows: Sunset Heights Elementary School, Pleasant View Elementary School, Webster City Middle School, and Webster City High School.

*Schools of Webster City Community School District*

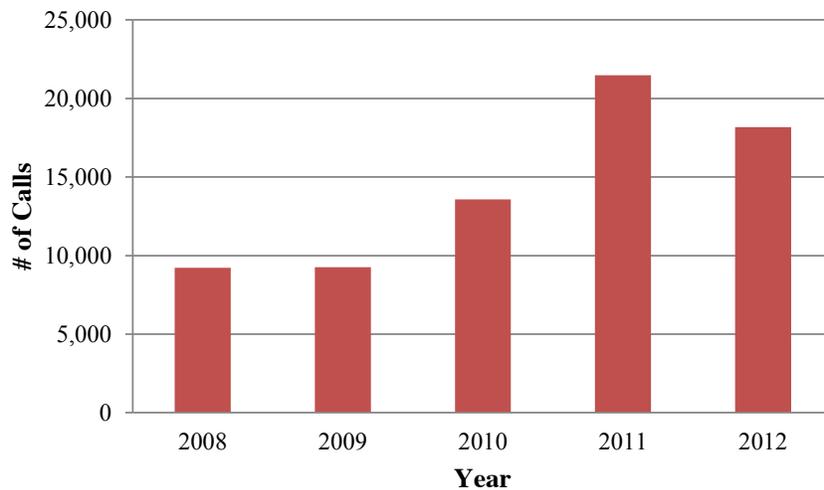


*Images Obtained from: <http://www.webster-city.k12.ia.us/index.php>*

**Webster City Fire Department:** The Webster City Fire Department has more than 5 fire rescue trucks, 3 of which are pumpers. This Department also has approximately 30 members, 4 of which are full-time. The Fire Department responded to approximately 86 calls in 2012, and 72 of these calls were within Webster City’s city limits (Fire Department Annual Report, 2012).

**Webster City Police Department:** The Webster City Police Department is located in downtown Webster City. In 2012, the Webster City Police Department received 18,168 calls for service. The following chart gives the number of call for service for the years 2008-2012 in Webster City.

**Chart 9: Webster City Police Department Calls for Service, 2008-2012**



*Source: Webster City Police Department (2013)*

**Municipal Building:** The City Manager’s Office, Planning Department, Inspection Department, Police Department, Public Works Department, and Utility Department all conduct work in this structure. The Municipal Building houses council meetings of the 5-member City Council in its Council Chambers. Webster City is a council-manager form of government with a full-time City Manager hired by the City Council.

### *Utilities*

Electric, sewer, street, and water are all municipal utilities of Webster City. Natural gas and telecommunications/internet service/cable service are all non-municipal utilities.

**Electric:** The Municipal Electric Cooperative serves the entire urban area of Webster City and some surrounding rural areas. The Cooperative operates and maintains the combustion turbine and all three 20-MW substations, which include the Sweazey Sub (located east of the light plant), the Passwaters Sub (located at the south end of Bicentennial Court), and the Bowman Sub (located in the west part of the town) (City of Webster City, 2003).

**Sewer:** Sanitary Sewer and Storm Sewer services of Webster City are described below.

**Sanitary Sewer:** The Wastewater Treatment Plant is designed to treat domestic and industrial wastes with a design flow of 2.3 million gallons per day. Wastewater sludge is stored for annual subsurface application on area farm ground (City of Webster City, 2003).

**Storm Sewer:** Underground or channeled storm drainage is available to all of the urban area of Webster City (City of Webster City, 2003).

**Street:** The Street Department is responsible for maintenance of the streets, water mains, sanitary sewer, and storm sewer, which includes approximately 63 miles of streets, 67 miles of water mains, 425 fire hydrants, and 80 miles of sanitary sewer (City of Webster City, 2003).

**Water:** There is currently one 1-million gallon storage tank and two 500,000-gallon water towers in Webster City that provide safe, clear, and high quality drinking water to all of the community's residents. Raw water is pumped from the Jordan Aquifer into three wells that are each 2,000 feet deep. The water is then softened before being pumped into the distribution system. Approximately 1,300,000 gallons are treated each day. Lime sludge from the softening treatment is spread on farm ground in the area (City of Webster City, 2003).

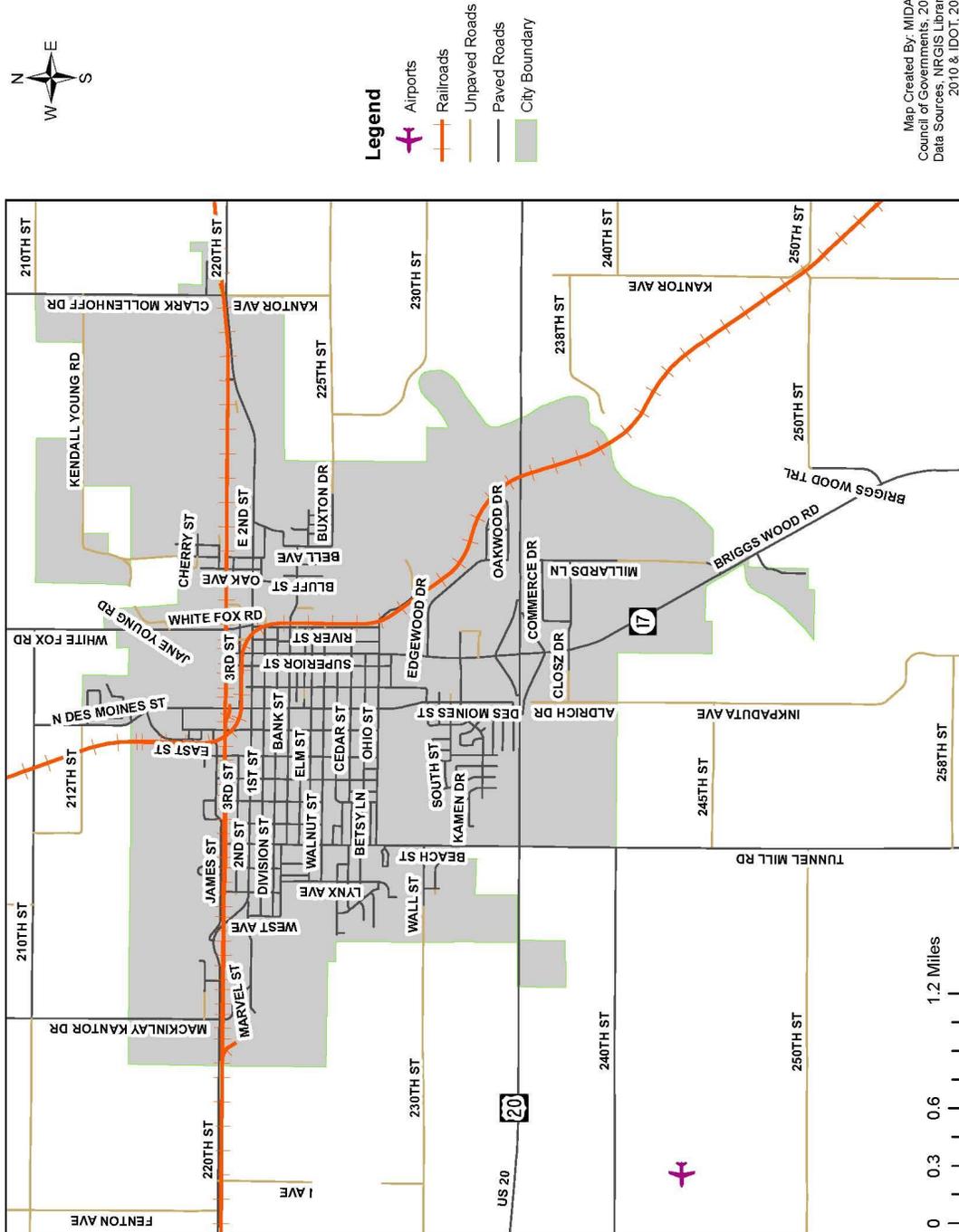
**Natural Gas:** Natural Gas is a non-municipal utility that is supplied by Black Hills Energy.

**Telecommunications/Internet/Cable Services:** Telephone companies of Webster City include: CenturyLink, Windstream, and Woolstock Mutual Telephone Co. Internet and cable providers include the following companies: Prairie Inet, Mediacom, DirectTV, Dish, Verizon Wireless, and U.S. Cellular (Webster City Area Economic Development, 2013).

### *Transportation*

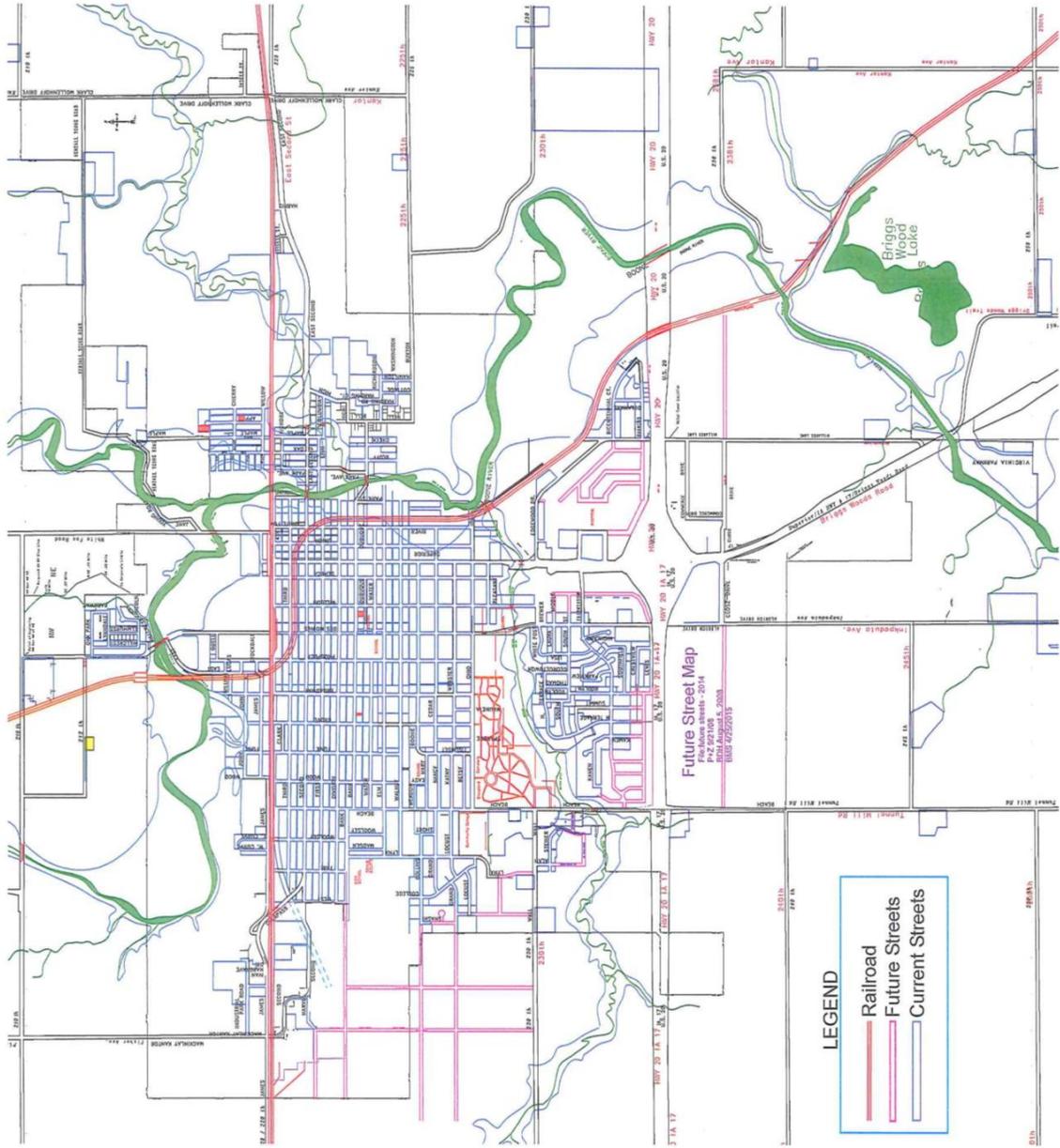
The types of transportation networks of Webster City include: personal vehicle, public transit, rail, air, and trail. Figure 5 displays the paved and unpaved roads, airport, and railroads of Webster City. Figure 6 is Webster City's Official Future Street Map, as determined by the Planning and Zoning Commission and approved by City Council.

Figure 5: Transportation Network of Webster City



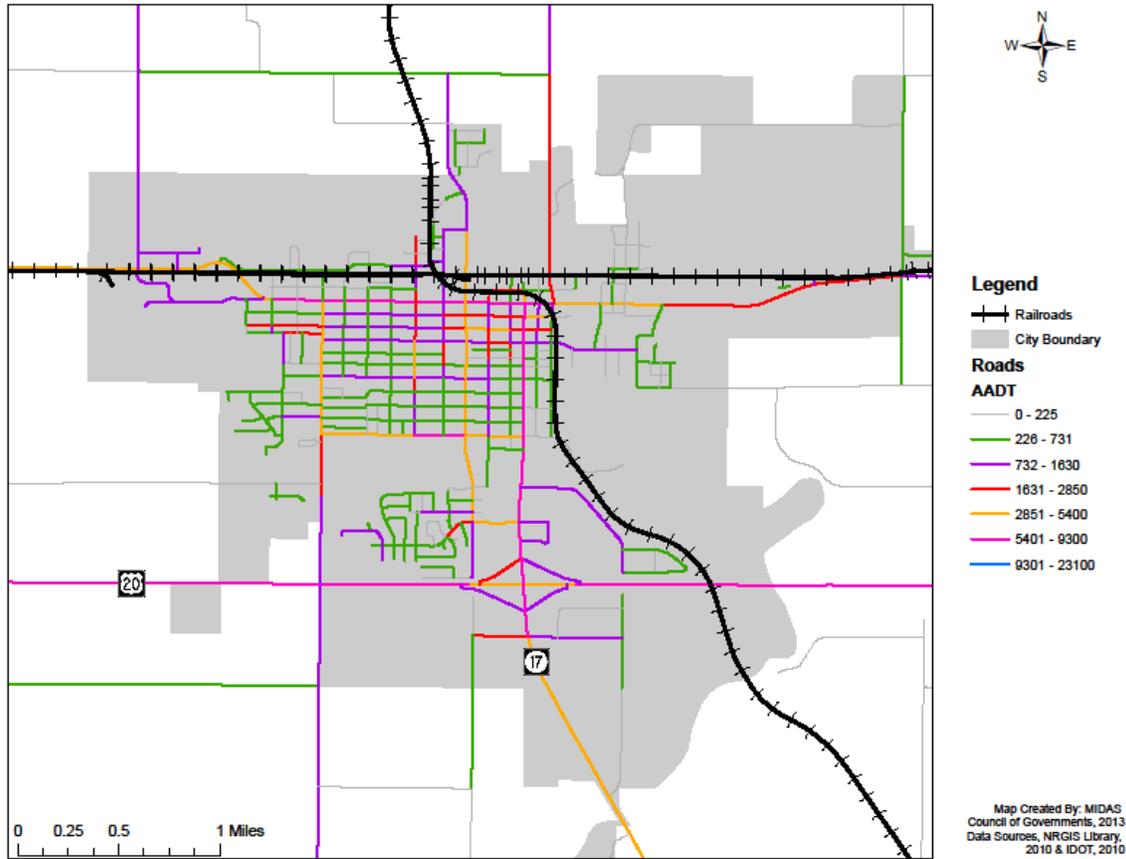
Map Created By: MIDAS  
 Council of Governments, 2013  
 Date Sources: NRGIS Library,  
 2010 & IDOT, 2010

Figure 6: Official Future Street Map of Webster City



**Personal Vehicle:** Approximately 89% of those ages 16 or older who are employed use a vehicle to reach their place of work in Webster City (U.S. Census Bureau’s 5-Year American Community Survey, 2011). The map in Figure 7 shows the Iowa DOT’s 2010 Annual Average Daily Traffic (AADT) counts for roads of Webster City. U.S. Highway 20, which runs east-west along the southern portion of town, and Iowa Highway 17/Superior Street, which runs north-south through town, see the highest amounts of daily traffic, as these roads carry regional traffic throughout the area.

**Figure 7: Webster City Average Annual Daily Traffic (AADT) Counts, 2010**



**Public Transit:** The MIDAS Regional Transit Authority (RTA) is a regional system run by MIDAS Council of Governments that covers Calhoun, Hamilton, Humboldt, and Pocahontas counties.

The RTA provides demand response service to any individual in Hamilton County. The rider is asked to schedule their trip 24 hours in advance, although limited same day service is available. The individual will be picked up where requested and taken to the requested destination within the city/county of origin. Operation hours are 5:30 a.m. – 5:00 p.m., Monday through Friday.

MIDAS RTA also makes transportation services available on a contract basis during nights and weekends. Dispatchers, drivers, mechanics, and administrators are available during the regular transit hours.

**Rail:** Two major freight rail lines are located in Webster City. The Canadian National Railroad runs east-west through the northern part of town, while the Union Pacific runs north-south through Webster City and connects to Union Pacific’s main line in Ames, Iowa (Mid Iowa Growth Partnership, 2013).

**Air:** The Webster City Municipal Airport services private planes off of its 4,007 foot runway. The Fort Dodge Regional Airport, which is approximately 25 miles northwest of Webster City, is a general aviation airport that also has one commercial airline. The Des Moines International Airport is located approximately 81 miles south of Webster City (Mid Iowa Growth Partnership, 2013).

**Trails:** The existing trails of Webster City are described in Section 5.4 of this plan, which is titled “Recreation and Conservation”.

### **Summary of Webster City’s Public Facilities and Services**

Webster City’s public facilities and services play a vital role in creating an environment in which people want to live and do business. These aspects of a community control where future development locates because new houses, new shopping areas, and new industrial areas all need public facilities and services in order to operate. Public facilities and services typically account for a large portion of Webster City’s local tax payer money, so these facilities and services should be planned for as efficiently as possible.

Included on the following page are the public facilities and services goals, objectives, and implementation strategies that the Planning and Zoning Commission generated based off of input from the general public and the City’s Capital Improvement Plan. Webster City’s Capital Improvement Plan is found immediately following these goals, objectives, and implementation strategies. The Webster City Capital Improvement Plan and the Webster City Comprehensive Plan are interdependent of one another, as capital improvements of the City are based on the Capital Improvement Plan, and capital improvements have an impact on the City’s current and future land uses.

## **Public Facilities and Services Goals, Objectives, and Implementation Strategies**

Below is a set of goals, objectives, and implementation strategies for the Public Facilities and Services Element of this Comprehensive Plan. The lead responsible entity(ies) for supporting each implementation strategy is listed in parentheses after each strategy. For a comprehensive list of goals, objectives, and implementation strategies of *all* elements of this Comprehensive Plan, refer to Chapter 6.

**Goal: Maintain and improve upon City Public Facilities and Services in order to provide adequate services to existing and potential residents and businesses of the community.**

**Objective P.1.** Develop and expand the quality and quantity of facilities.

### **Implementation Strategies**

**P1.1.** Improve on technology within the community by using existing lines and establishing cooperation between entities. (*Lead Responsible Entity(ies): As determined by the City's Capital Improvement Plan*)

*Aspects of this implementation strategy are considered in Webster City's Capital Improvement Plan, which is found immediately following the Public Facilities and Services Goals, Objectives, and Implementation Strategies portion of this plan.*

**P1.2.** Encourage improvements to the municipal airport. (*Lead Responsible Entity(ies): Webster City Airport Commission, Webster City City Council*)

*Improvements to the municipal airport will help encourage industrial and commercial growth in and around the Webster City area.*

**P1.3.** Protect watersheds and drainage course. (*Lead Responsible Entity(ies): Webster City Planning Department, Webster City Parks and Recreation Department*)

*This implementation strategy will ultimately ensure that the community's water supply remains to be of high quality. This strategy also aims to reduce the threat of water backups in buildings. It was decided that the Boone River should be the focus of these protection efforts, as this body of water is crucial to the community and its recreational well-being.*

## Webster City Capital Improvement Plan

Table 16: Capital Improvement Plan of Webster City

Project Description	Fiscal Year	Cost Estimate	Source of Funds
Annual Crack & Joint Cleaning & Sealing	2013-2014	\$14,286	Airport Fund & Iowa DOT
AWOS	2013-2014	\$150,000	FAA & State of Iowa
Willson Avenue Bridge over Brewer Creek	2013-2014	\$130,000	Road Use/Willson Bridge
Replace Carpet in Council Chambers	2013-2014	\$5,556	Split-Gen,Elec,Wtr,Swr
Replace Hallway Carpet in City Hall	2013-2014	\$13,191	Split-Gen,Elec,Wtr,Swr
Battery Bank Replacement at Passwaters Sub	2013-2014	\$15,155	Electric Operations
Replace Roof at Brewer Creek Shelter	2013-2014	\$8,500	General Operating Fund
Outdoor Swimming Pool Electrical Repairs	2013-2014	\$10,000	General Operating Fund
Kendall Young Park Improvements (Stone Work)	2013-2014	\$12,000	General Operating Fund
New Gutter at Depot	2013-2014	\$4,000	General Operating Fund
Riverside Park Canoe Access Project	2013-2014	\$12,500	IDNR & Hotel/Motel Grant
2013-14 Sanitary Sewer Slip Lining	2013-2014	\$110,000	Sewer Operations
Primary Digester Cover	2013-2014	\$212,180	Sewer Operations
2013/2014 Street Maintenance	2013-2014	\$500,000	L.O.S.S.T Revenue
Replace Lime Slaker	2013-2014	\$90,000	Water Bond
PLC	2013-2014	\$100,000	Water Bond
Relocate Lime and Soda Ash Controls	2013-2014	\$15,000	Water Bond
Sand Filter Renovation - Year 2	2013-2014	\$700,000	Water Bond
Annual Crack & Joint Cleaning & Sealing	2014-2015	\$14,286	Airport Fund & Iowa DOT
Painting handrails on Willson & Second St bridges	2014-2015	\$50,000	Road Use Fund
LED Street Lights - Superior Street	2014-2015	\$40,000	Electric Operations
Fire Station Carpet Replacement	2014-2015	\$5,834	General Operating Fund
Fire Station Concrete Replacement	2014-2015	\$21,537	General Operating Fund
Outdoor Pool Heater	2014-2015	\$12,000	General Operating Fund
Outdoor Swimming Pool Gutter Decking Replace	2014-2015	\$15,000	General Operating Fund
Outdoor Swimming Pool Plumbing Repairs	2014-2015	\$11,500	General Operating Fund
Overlay of Original Brewer Creek Trail	2014-2015	\$24,000	General Operating Fund
West Twin Parks' Band Shelter Improvement	2014-2015	\$30,000	General Operating Fund
2014-15 Sanitary Sewer Slip Lining	2014-2015	\$117,700	Sewer Operations
Grit Piping - Pretreatment	2014-2015	\$12,299	Sewer Operations
Grit Room Improvements	2014-2015	\$62,724	Sewer Operations
Primary Digester Gas Mixer	2014-2015	\$133,900	Sewer Operations
2014/2015 Street Maintenance	2014-2015	\$600,000	L.O.S.S.T Revenue
Replace Water Plant HVAC System	2014-2015	\$20,000	Water Operations

Annual Crack & Joint Cleaning & Sealing	2015-2016	\$14,286	Airport Fund & Iowa DOT
Fuel System	2015-2016	\$250,000	Airport Fund & FAA
Park Avenue Bridge Deck Repair & Painting	2015-2016	\$130,000	Road Use Fund
Boone River Trail Stabilization Protection	2015-2016	\$7,000	General Operating Fund
Outdoor Swimming Pool Door Replacement Project	2015-2016	\$10,000	General Operating Fund
West Twin Park Enclosed Shelter Remodeling	2015-2016	\$15,000	General Operating Fund
Replace Roof at Outdoor Pool	2015-2016	\$25,000	General Operating Fund
2015-16 Sanitary Sewer Slip Lining	2015-2016	\$116,900	Sewer Operations
Makeup Air Units	2015-2016	\$56,574	Sewer Operations
2015/2016 Street Maintenance	2015-2016	\$600,000	L.O.S.S.T Revenue
East Industrial Area Watermain Improvement-Yr 1	2015-2016	\$81,026	Water Operations
River Street Watermain - Year 1	2015-2016	\$133,904	Water Operations
Annual Crack & Joint Cleaning & Sealing	2016-2017	\$14,286	Airport Fund & Iowa DOT
East Ohio Street Bridge Repairs	2016-2017	\$25,500	Road Use Fund
Replacement of interior doors at entrances	2016-2017	\$16,740	Split-Gen,Elec,Wtr,Swr
69 Kv Loop Project	2016-2017	\$406,500	Electric Operations
Industrial Park Substation	2016-2017	\$2,250,000	Electric Operations
Replace roof at Kendall Young Sun Shelter	2016-2017	\$3,000	General Operating Fund
New Playground Equipment at Twin Parks	2016-2017	\$35,000	General Operating Fund
Asphalt Cemetery Roads	2016-2017	\$50,000	Sewer Operations
2016-17 Sanitary Sewer Slip Lining	2016-2017	\$116,800	Sewer Operations
Electrical Service - Operation Building	2016-2017	\$135,286	L.O.S.S.T Revenue
Final Clarifier Valves	2016-2017	\$12,000	Water Operations
MCC Equipment	2016-2017	\$301,319	Water Operations
2016/2017 Street Maintenance	2016-2017	\$600,000	Water Operations
East Industrial Area Watermain Improve-Year 2	2016-2017	\$157,286	
River Street Watermain Improve-Year 2	2016-2017	\$190,053	
Water Distribution System Improvements - Year 1	2016-2017	\$192,152	
Annual Crack & Joint Cleaning & Sealing	2017-2018	\$14,286	Airport Fund & Iowa DOT
Second Street over Lyons Creek Bridge Repair	2017-2018	\$17,000	Road Use Fund
Land Acquisition for Housing	2017-2018	\$300,000	G.O. Bond
Infrastructure for Land Acquired	2017-2018	\$2,399,955	G.O. Bond
Replace Roof at KY Park Prairie Stone Shelter	2017-2018	\$6,000	General Operating Fund
New Playground Equipment at Nokomis Park	2017-2018	\$35,000	General Operating Fund
Replace Roof at KY Park South Shelter	2017-2018	\$5,000	General Operating Fund
Build new Outdoor Swimming Pool	2017-2018	\$7,000,000	GO Bond
2017-18 Sanitary Sewer Slip Lining	2017-2018	\$112,400	Sewer Operations
Phosphorous & Nitrogen Removal Upgrade	2017-2018	\$6,149,369	Sewer Operations
2017/2018 Street Maintenance	2017-2018	\$600,000	L.O.S.S.T Revenue
Water Distribution System Improvements-2nd Yr	2017-2018	\$272,598	Water Operations

## 5.4 Recreation and Conservation

The recreation element of the plan provides the opportunity to improve Webster City residents' overall quality of life through considering their health and available leisure opportunities. People value activities available to them and may even make the decision to locate in a certain city/area based on the recreational resources available. This aspect of the plan will look at the existing recreational opportunities and will consider goals that seek to strengthen the recreational opportunities available to residents and visitors of Webster City in the future.



*Images Obtained from Webster City City Scene Spring 2013*

### Existing Conditions

Descriptions of Webster City's indoor and outdoor recreation areas are listed below.

#### *Outdoor Recreation*

##### Parks

**Kendall Young Park** is located along the Boone River in northern Webster City. Amenities of this park include: 2 shuffle board courts, 4 shelter houses, a volleyball court, a fishing area, and playground equipment.

**Twin Parks** are located in downtown Webster City. West Twin Park has a shelter house, band shell, playground equipment, and green space. East Twin Park has a skate park, basketball court, 4 tennis courts, and a playground area.

**Nokomis Park** has a picnic area, 2 softball fields, and an ice skating park. This park is situated along the Boone River Recreational Trail in the northern part of town.

**Lions Park** is located in a neighborhood setting in the western portion of town and has a play area, a basketball court, and a picnic area for residents and visitors of town.

**Brewer Creek Park** is located just north of Highway 20 along Brewer Creek. This park consists of a 2.2 mile walking trail, a volleyball court, and a 9-hole Frisbee golf course. In the wintertime, 'Hospital Hill' is host to sledding enthusiasts of the area.

**E.V. Wehrheim Park** is a park that is located in a neighborhood setting in the southern portion of town that features a shelter and a playground area.

**Briggs Woods Park** is a 550-acre County park that is located on the southern outskirts of Webster City. Amenities of this park include: an 18-hole golf course, 81 campsites, 3 shelters, 4 cabins, and a 62-acre lake.

### *Briggs Woods Golf Course*



*Imaged Obtained from: <http://www.briggswoods.com/tournaments/>*

### **Golf Courses**

Webster City has two golf courses to meet the skill levels of all golfers. Briggs Woods Golf Course is a challenging 18-hole course located in Briggs Woods County Park. The second golf course, Webster City Links, is a privately-owned 9-hole course situated along the Boone River in the northern part of the community (Webster City Economic Development, 2012).

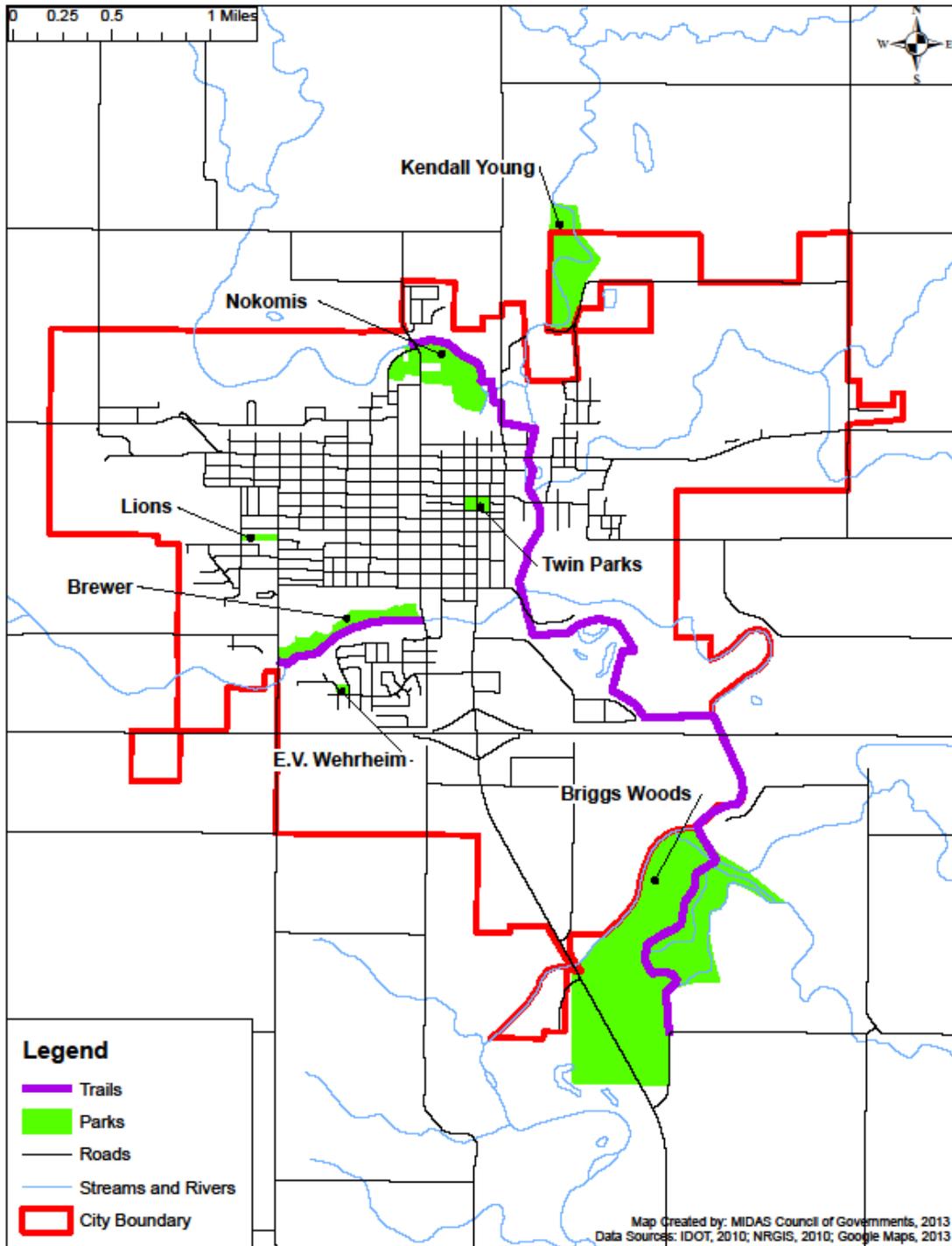
### **Trails**

**Boone River Recreational Trail:** This is a 5.7-mile trail from Links Golf Course in the northern area of town to Briggs Woods Park in the southern part of Webster City. The trail winds along the Boone River and has a 10-foot wide concrete pathway, which is ideal for biking, walking, running, or rollerblading (Webster City Economic Development, 2012).

**Cross-Country Ski Trail:** Webster City has recently purchased a cross-country ski groomer to start grooming ski trails for cross-country skiing. Rental skies are available through Hamilton County Conservation (Webster City Economic Development, 2012).

**Brewer Creek Park Trail:** This 2.2-mile scenic trail is located along Brewer Creek in town.

Figure 8: Existing Trails and Parks of Webster City



### **Outdoor Pool**

The Webster City Municipal Swimming Pool is an outdoor pool that has a zero-depth entrance. This pool also has 25-meter lap lanes, diving boards, and a waterslide (Webster City Economic Development, 2012).

*Webster City Municipal Pool*



*Image Obtained from: <http://www.buildwebstercity.com/media/docs/WC%20Park%20Rec%202012.pdf>*

### ***Indoor Recreation***

Fuller Hall Recreation Center has recreational activities for adults, kids, and whole families. “This full service center offers a 25-meter swimming pool, newly remodeled weight room, cardio-vascular fitness room, game room, television lounge, multi-purpose gym, racquetball courts, locker rooms, and a conference room. Examples of recreation programs offered include: indoor park for parents and preschoolers, youth basketball, volleyball, flag football, track programs, tae-kwon-do, aerobic classes, aquacise classes, and swimming lessons (Webster City Chamber of Commerce, 2013).

### **Summary of Webster City’s Recreation and Conservation Areas**

Outdoor spaces, such as the City’s parks, golf courses, trails, and pools, and indoor recreation places, such as Fuller Hall, all provide a place for residents to go to maintain a healthy lifestyle. These assets of Webster City also play an important role in attracting new residents to the area, as leisure/recreation activities have become major attractions for individuals who are considering relocation. Parks and recreation areas also promote a ‘sense of place’ within a city. “Well-maintained parks often provide a point of beauty in the community, something that helps define neighborhoods or whole sections of a community” (Kelly, 2010).

The Planning and Zoning Commission, with input from the general public, agreed that Webster City should focus on maintaining the City’s current parks and recreation system. It was agreed that the City should continue to encourage use of the recreational resources that Webster City currently has to offer. However, it is also important that the City considers its recreational opportunities in a long-term view, too; if the community does grow and expand in the years to come, it is important that parks, recreation facilities, and conservation areas are expanded upon to meet the growing needs of the community. A set of goals, objectives, and implementation strategies with regards to Webster City’s parks and conservation areas is listed and described on the following page.

## Recreation and Conservation Goals, Objectives, and Implementation Strategies

**Goal: Utilize and enhance the existing recreational opportunities in Webster City to support current residents and to draw additional residents and businesses into the community.**

**Objective R.1.** Encourage increased activity/usage of the City's existing parks, all while protecting key conservation areas.

### **Implementation Strategies**

**R.1.1.** Continue to make use of Webster City's 'Boone River Country' slogan to help market the City's recreation areas. *(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Parks and Recreation Department)*

*The Boone River offers the community some unique recreation opportunities that other surrounding towns may not have. Canoeing and kayaking, scenic views of the river, and the Boone River Recreational Trail are a few examples.*

**R.1.2.** Develop a recreation and conservation 'Master Plan' to protect and promote the City's recreational areas. *(Lead Responsible Entity(ies): Webster City Parks and Recreation Department, Webster City Planning Department)*

*Components of this process could include: determining the feasibility of re-establishing western access to Kendall Young Park..*

**R.1.3.** Expand upon Webster City's existing trail network. *(Lead Responsible Entity(ies): Webster City Parks and Recreation Department, Webster City Planning Department)*

*Kendall Young Park is a portion of town in which the trail system could someday be expanded to so that this park area is included within the trail network.*

**R1.3.** Construct basketball courts at another park in town (possibly Nokomis Park). *(Lead Responsible Entity(ies): Webster City Parks and Recreation Department)*

*This strategy will bring more activity to this park area.*

**R.1.4.** Expansion of prairies at Brewer Creek Park in some of the lesser-used green space along the Boone River. *(Lead Responsible Entity(ies): Webster City Parks and Recreation Department)*

*If deemed underutilized, converting some of the lesser used green spaces along the Boone River in the Brewer Creek area can help aid in the City's conservation efforts, all while curbing maintenance costs of those underutilized green spaces.*

## 5.5 Land Use

Zoning policy and land use strategies are important tools that the Planning and Zoning Commission, the Zoning Board of Adjustment, and the City Council use to make informed decisions on proposed re-zonings, variances, and other land use requests. The evaluation of existing and future land uses is a process that requires public input and participation so that decision makers can be well-informed of all views in a land use matter. The following portion of the plan includes a discussion of the City’s current Zoning Ordinance, existing land uses, and proposed future land uses, all of which were developed through a series of meetings that were open to the public to attend.

### Existing Zoning Districts of Webster City

The City of Webster City is currently split into districts, or zones, so that the City can regulate certain uses within these zones, the zone’s specified use intensity, and building height/bulk/setback within these created zones. Webster City currently has the following zoning districts listed below. Webster City’s Zoning Map is found on the following page. Definitions of these districts, as well as their specific regulations, can be found in Chapter 121 of the *Webster City Municipal Code*.

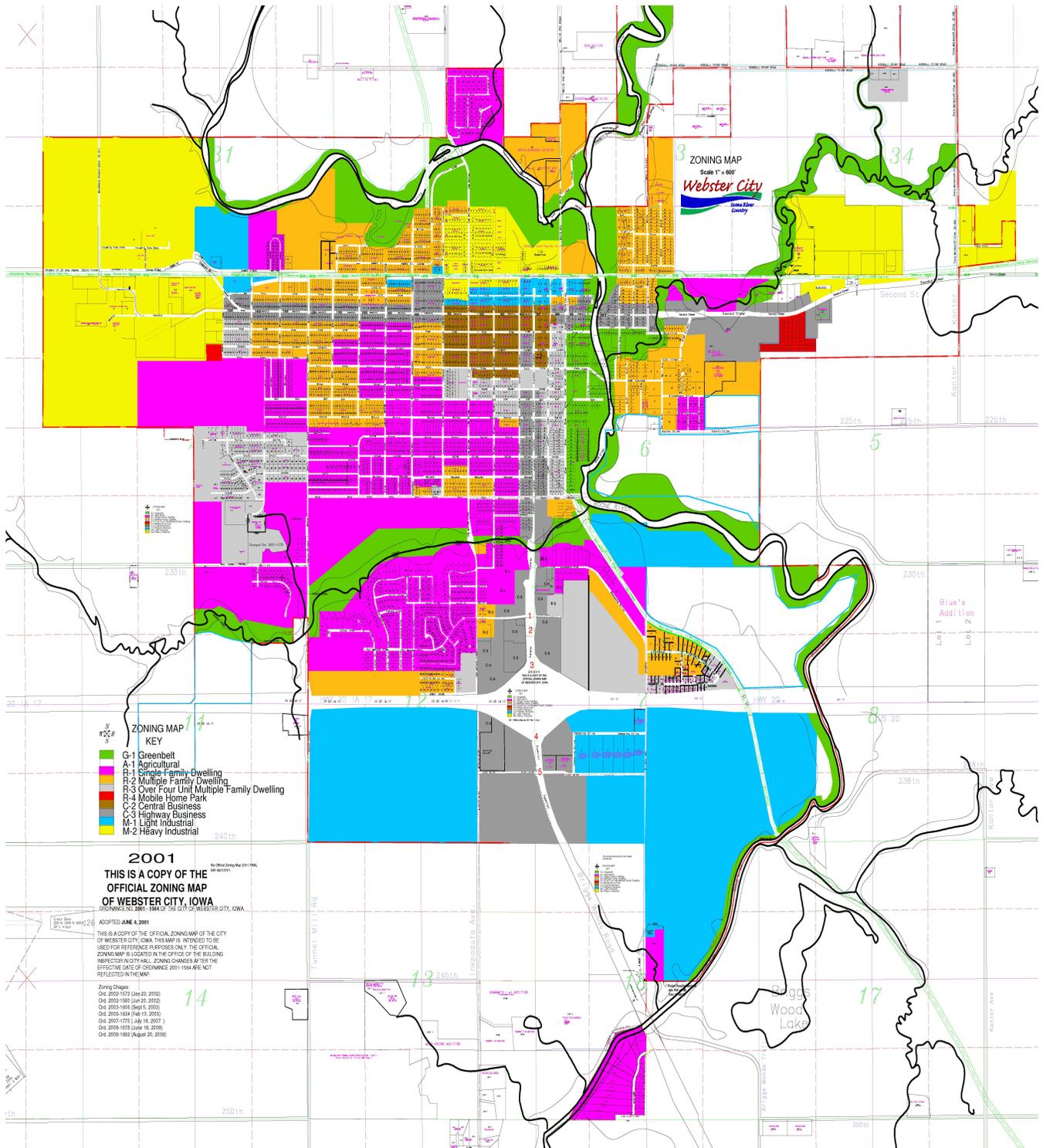
#### Zoning Districts of Webster City

- **“G-1” District:** Greenbelt (open space/flood-prone areas)
- **“A-1” District:** Agriculture
- **“R-1” District:** Single Family Dwelling
- **“R-2” District:** Multiple Family Dwelling
- **“R-3” District:** Over 4 Unit Multiple Family Dwelling
- **“R-4” District:** Mobile Home Park
- **“R-5” District:** Suburban Residential
- **“C-2” District:** Central Business District
- **“C-3” District:** Highway Business District
- **“M-1” District:** Light Industrial District
- **“M-2” District:** Heavy Industrial District

A city regulates zoning regulations to ensure that compatible uses locate next to each other. Additionally, zoning helps protect a community’s visual appearance by creating a sense of consistency throughout an area. Zoning is the law, which means that it should typically be resistant to change so that the intent of each specific district in town is protected for the years to come.

# Zoning Map of Webster City

(To View a larger version of the Webster City Zoning Map, please contact City



### Existing Land Uses of Webster City

In order to understand the nature of the City's physical land use patterns, an Existing Land Use Map was developed. Created through a windshield survey and land use discussion with the Planning and Zoning Commission, the Existing Land Use Map is illustrated on the following page. This map does not fully reflect the existing Zoning Map or Zoning Ordinance, but instead identifies the specific land uses that each parcel is currently and literally being used as. For example, a home that, based on the windshield survey and committee input, houses a single family and does not share a common wall or roof with any other residential unit would be classified as a Single-Family Residential space. An overview of each individual existing land use classification is discussed below (Northwest Iowa Planning & Development Commission, 2006).

**Agriculture:** Land that is being used for crop production, the raising and/or production of livestock, and/or other agricultural-based commodities.

**Single-Family Residential:** Structures occupied for dwelling purposes by a single family unit which does not share a common wall or roof with any other residential unit.

**Multi-Family Residential:** Structures occupied for dwelling purposes by two (2) or more families or containing two (2) or more dwelling units. The multi-family residential land use generally consists of two or more dwelling units located in a common building, sharing a common wall or roof.

**Mobile Home Residential:** Transposable structures, which are at least eight feet in width and thirty-two feet in length, which are built on a permanent chassis and designed to be used as a dwelling unit.

**Commercial:** Structures and/or land used for sale, rental, service, trade, commerce, and distribution of goods such as retail, entertainment, food, and other businesses providing the sale of goods, products, and services; excluding wholesale and manufacturing. Commercial activities do not include extraction of natural resources or production by non-agricultural purposes.

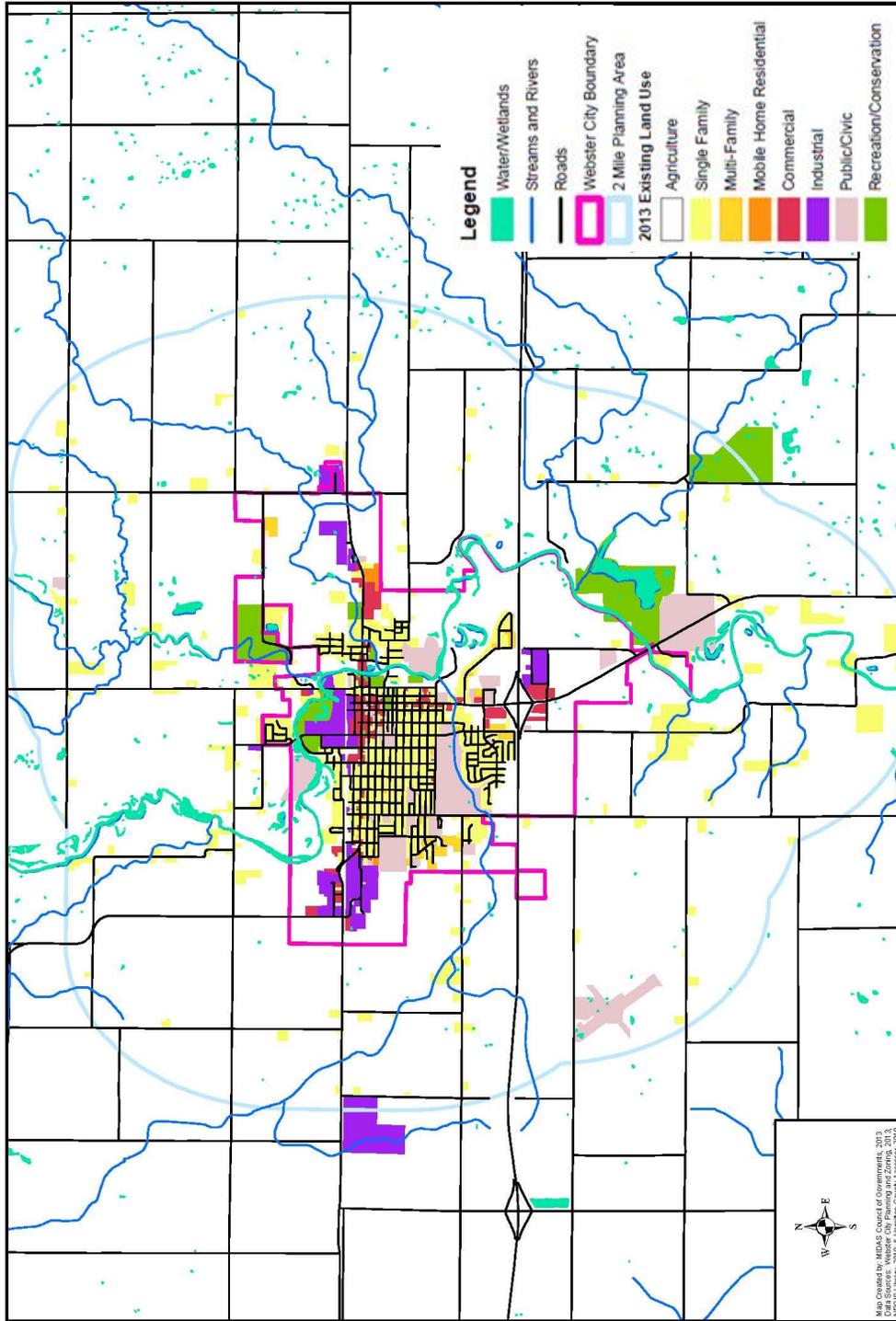
**Industrial:** Structures and/or land used primarily for the manufacturing, packaging, warehousing, or distribution of natural or man-made products, and onsite extraction of natural resources.

**Public/Civic:** Structures and/or land available for use by the general public for non-commercial purposes such as utility, educational, cultural, medical, protective, cemeteries, social clubs, and government uses which are strongly vested with public or social importance.

**Recreational:** Areas devoted to active or passive recreation activities for use by the general public. This includes city, county and state parks, playgrounds, trails and similar uses.

Existing Land Use Map of Webster City

Webster City Existing Land Use Map (Including Extraterritorial) - 2013

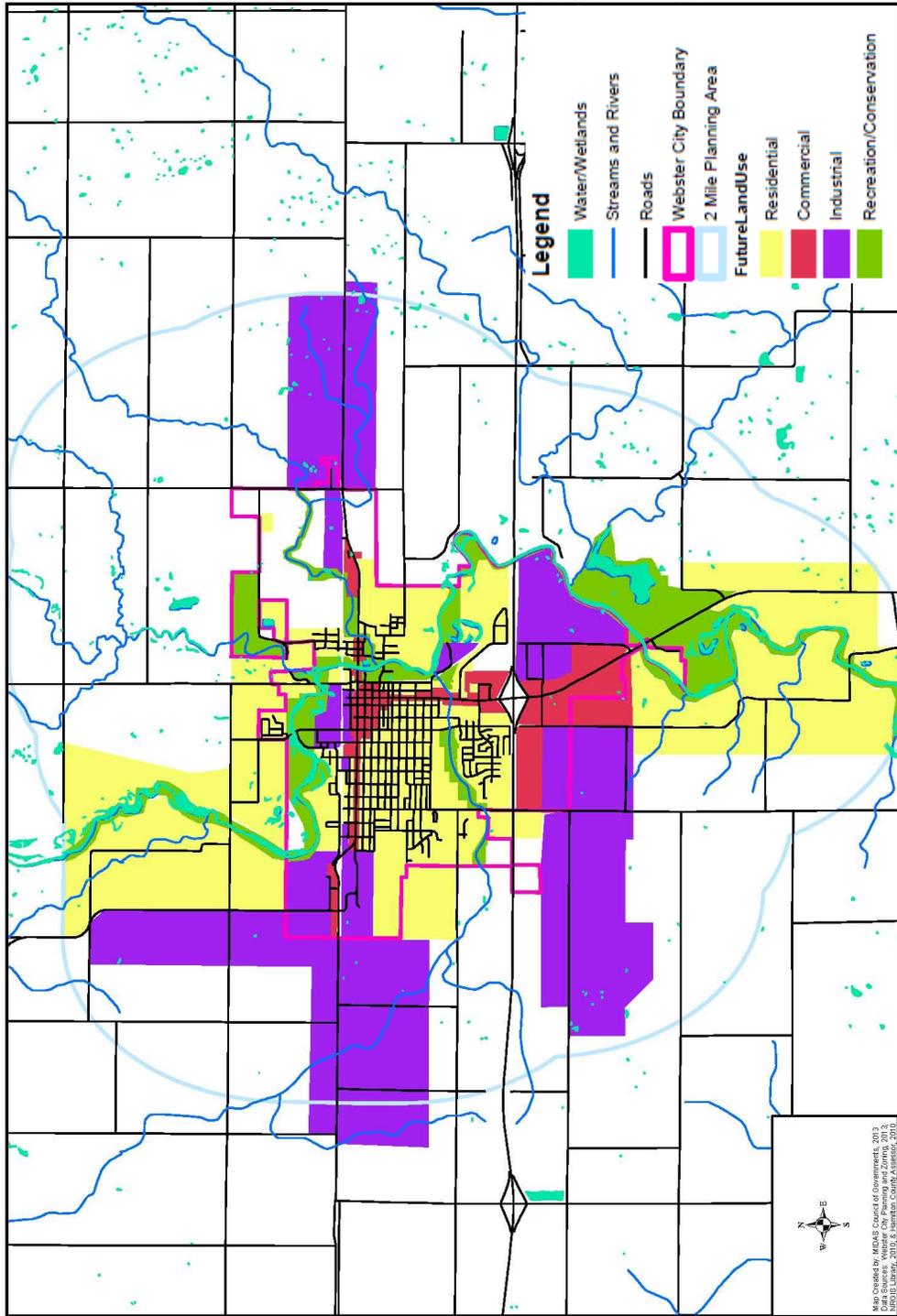


### **Future Land Uses of Webster City**

While Webster City’s zoning districts and existing land uses reflect the *current* developmental patterns of the community, future land uses address concerns for the years to come. The map on the following page is a Future Land Use Map of Webster City that was created from input from the general public and the Planning and Zoning Commission. This map does not contain all current zoning districts of the City or all categories considered when creating the City’s Existing Land Use Map; however, it is a simplified map that contains agricultural, residential, commercial, and industrial areas in which development will ideally locate in the following years. In a sense, Webster City’s designated future land uses are a combination of all goals, objectives, and implementation strategies of this entire Webster City Comprehensive Plan. The Future Land Use Map of Webster City is more than just a map; rather, it should serve as a guide for all future development of Webster City.

Future Land Use Map of Webster City

Webster City Future Land Use Map (Including Extraterritorial) - 2013



Map created by WPAAS Council of Governments, 2013.  
 Data Source: Webster City Planning and Zoning, 2013.  
 MSB Library, 2010. © Hunter County Assessor, 2010.

## 6. Implementation

This portion of the plan discusses implementation of the plan as a whole and how the plan is to be used. The local and surrounding governments shall use the plan as a *guide* in making land use decisions. The plan has been prepared as a representation of the interest of all community residents. Any activities that impact land uses within the City of Webster City should follow the *Webster City Comprehensive Plan*.

The private sector, including developers and land owners, will use this document to educate themselves on the official positions of the City regarding land use and policy issues. The plan will act as an outline for land investments, purchases, or development decisions. With such knowledge, the public and governing bodies will be able to make informed decisions, complimentary to the comprehensive plan, on rezonings, variances, ordinance development, and other land use projects or proposals.

A comprehensive plan is not the law; rather, it serves as an overall developmental guidance for the community's future. Pages 66-72 give a complete list of all of the goals, objectives, and implementation strategies generated for the following elements of this plan: Economic Development, Housing, Public Facilities and Services, and Recreation and Conservation. Recall that a goal is a broad overarching idea, an objective is a more detailed approach of this goal, and an implementation strategy is even more specific yet.

Although the Webster City Planning Department will play a vital role in helping ensure that this plan be properly implemented in the years to come, this is not the only entity that should take responsibility for its implementation. The following list displays groups of the community that can and should help, to some degree, with the implementation of the *Webster City Comprehensive Plan*.

**Webster City Planning Department**  
**Webster City Inspection Department**  
**Webster City Planning and Zoning Commission**  
**Webster City City Council**  
**Webster City City Administration**  
**Webster City Economic Development Department**  
**Webster City Area Development Chamber of Commerce**  
**Webster City Airport Commission**  
**Webster City Police Department**  
**Webster City Fire Department**  
**Webster City Parks and Recreation Department**  
**Webster City Utilities Department**  
**Webster City Community School District**  
**Hamilton County**  
**Webster City Residents**

The lead responsible entity for supporting each implementation strategy is listed in parentheses after each *implementation strategy* on Pages 66-72. It should be noted that there may be multiple entities responsible for an implementation strategy because some strategies may require a multi-faceted approach for proper implementation. Remember, this is just a *guide* to help ensure proper implementation; it is in

no way binding to a certain responsible entity and may be updated as needed. Also, for a more detailed description of each implementation strategy, please refer to their corresponding sections in Chapter 5.

## Implementation Overview of the Webster City Comprehensive Plan

### Planning Element: Economic Development *(Located in Section 5.1 of plan)*

**Goal:** Encourage economic growth throughout the city and region by locating funding, building community networks, and establishing specific goals to improve and expand upon the commercial and industrial sectors of Webster City.

**Objective E.1.** Promote expansion of all sectors in Webster City by locating funding and building community relationships.

#### Implementation Strategies

**E.1.1.** Communicate financial incentives to existing and potential businesses and research alternative methods to finance economic development activities.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**E.1.2.** Strengthen networks and partnerships with all area entities.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**Goal:** Increase the retail and commercial capacity of Webster City to encourage a quality of life that takes into consideration the values of the city's residents and employers.

**Objective E.2.** Provide resources for business start-up and expansion.

#### Implementation Strategies

**E.2.1.** Research and develop mentor programs to help new businesses achieve desired knowledge and results.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**E.2.2.** Establish an Entrepreneurial Development Center that would use the existing resources of local professionals to assist business start-ups and expansions, hold workshops and other trainings.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**E.2.3.** Encourage entrepreneurs to participate and invest in business improvement tools.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Residents)*

**E.2.4.** Encourage regional initiatives in developing venture capital funds.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**E.2.5.** Develop entrepreneurial groups to finance new businesses in the gap area identified.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Residents)*

**Objective E.3.** Encourage a stable and active downtown through improved aesthetics and cooperation amongst downtown businesses.

**Implementation Strategies**

**E.3.1.** Continue to encourage the Chamber Retail Committee to plan retail events, establish hours, and design promotions.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**E.3.2.** Improve rear entrances to stores in the downtown.

*(Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department, Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**Objective E.4.** Ensure commercially-zoned spaces are established and adequately maintained to provide a desired commercial use.

**Implementation Strategies**

**E.4.1.** Encourage investments to the maintenance of commercial property.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Planning Department, Webster City Inspection Department)*

**E.4.2.** Research alternative methods to fund the development of plans for an aesthetically pleasing downtown, commercial building renovations, and construction of new buildings.

*(Lead Responsible Entity(ies): Webster City Planning Department, Webster City Planning and Zoning Commission, Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**Objective E.5.** Encourage all businesses to hold an online presence and ensure that each have the resources necessary to do such.

**Implementation Strategies**

**E.5.1.** Embrace internet technology and participate in educational seminars.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**E.5.2.** Develop and maintain a working, up-to-date website.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

- E.5.3.** Participate in small business and tourism trainings (on or off-line).  
*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**Objective E.6.** Develop a plan to establish design themes throughout the community.

**Implementation Strategies**

- E.6.1.** Utilize recreational, environmental, and other attractions that the community has to encourage people to travel to the community for shopping.  
*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Parks and Recreation Department)*

- E.6.2.** Develop promotions tied to destination events, such as the ‘Boone River Country’ theme.  
*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

- E.6.3.** Build upon existing promotions/outings that encourage an overnight stay within the community.  
*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

- E.6.4.** Work with Trees Forever to add landscaping to critical corridors.  
*(Lead Responsible Entity(ies):City of Webster City)*

**Objective E.7.** Establish and implement studies and policies to ensure proper commercial development and use.

**Implementation Strategies**

- E.7.1.** Facilitate the demolition of dilapidated buildings.  
*(Lead Responsible Entity(ies):City of Webster City, Webster City Inspection Department)*

- E.7.2.** Aggressively pursue Nuisance Abatement.  
*(Lead Responsible Entity(ies):City of Webster City, Webster City Inspection Department)*

- E.7.3.** Identify appropriate locations for a business incubator.  
*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

- E.7.4.** Conduct surveys to determine type of goods/services desired by the general population.  
*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**Goal:** Support existing industries, recruit new businesses, and assist in the creation of new industries to improve the local tax base, increase employment, and build wealth.

**Objective E.8.** Develop a locally-driven recovery strategy.

**Implementation Strategies**

**E.8.1.** Assist Webster City Area Development in its program of industrial recruitment.

*(Lead Responsible Entity(ies): Webster City Economic Development Department, Webster City Planning Department, Webster City Planning and Zoning Commission)*

**E.8.2.** Assist area businesses to complete the Synchronist Database.

*(Lead Responsible Entity(ies): Webster City Economic Development Department)*

**Objective E.9.** Build partnerships and interaction to ensure regional economic vitality.

**Implementation Strategies**

**E.9.1.** Encourage local and regional CEO interaction.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Residents)*

**E.9.2.** Maintain existing partnerships between the business community, the City, and Webster City Area Development.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, City of Webster City, Webster City Residents)*

**E.9.3.** Continue to work actively with Mid Iowa Growth Partnership, Mid-Iowa Development Association, Hamilton County, U.S. 20 Association, 20/20 Connection, and the Professional Developers of Iowa, all key support groups for their efforts.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department)*

**E.9.4.** Actively participate with Hamilton County to develop an agricultural business park near Williams.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Hamilton County, Webster City City Council)*

**Planning Element: Housing** (*Located in Section 5.2 of plan*)

**Goal:** Improve and expand on existing housing stock, while enhancing the quality of life to support existing residents and to draw additional residents into Webster City.

**Objective H.1.** Create desired housing that is compact and unique, which offers security, freedom of choice, and social interaction.

**Implementation Strategies**

**H.1.1.** Encourage developers to construct affordable, owner-occupied housing.  
(*Lead Responsible Entity(ies): City of Webster City, Webster City City Council*)

**H.1.2.** Encourage construction of alternative housing for empty nesters and older adults.

(*Lead Responsible Entity(ies): City of Webster City, Webster City City Council*)

**H.1.3.** Encourage construction of multi-family housing.

(*Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department*)

**H.1.4.** Identify areas for infill development

(*Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department, Webster City Planning and Zoning Commission*)

**H.1.5.** Establish areas for new building

(*Lead Responsible Entity(ies): Webster City City Council, Webster City Planning Department, Webster City Planning and Zoning Commission*)

**Objective H.2.** Preserve the existing housing stock through more effective rehabilitation programs.

**Implementation Strategies**

**H.2.1.** Implement effective rehabilitation and housing preservation programs.  
(*Lead Responsible Entity(ies): Webster City City Council, Webster City Inspection Department*)

**H.2.2.** Build awareness of rental maintenance program.

(*Lead Responsible Entity(ies): Webster City Inspection Department*)

**H.2.3.** Encourage rehabilitation efforts of upper-floor housing units in the City's Central Business District.

(*Lead Responsible Entity(ies): Webster City City Council*)

**Objective H.3.** Establish groups to concentrate on housing efforts.

**Implementation Strategies**

**H.3.1.** Create a community housing committee/focus group.

*(Lead Responsible Entity(ies): Webster City City Council)*

**H.3.2.** Establish a housing partnership (private sector/city government/community development/lending institutions) working together to further housing initiatives.

*(Lead Responsible Entity(ies): Webster City City Council)*

**Planning Element: Public Facilities and Services** *(Located in Section 5.3 of plan)*

**Goal:** Maintain and improve upon City Public Facilities and Services in order to provide adequate services to existing and potential residents and businesses of the community.

**Objective P.1.** Develop and expand the quality and quantity of facilities.

**Implementation Strategies**

**P1.1.** Improve on technology within the community by using existing lines and establishing cooperation between entities.

*(Lead Responsible Entity(ies): As determined by the City's Capital Improvement Plan, located on Page 51)*

**P1.2.** Encourage improvements to the municipal airport.

*(Lead Responsible Entity(ies): Webster City Airport Commission, Webster City City Council)*

**P1.3.** Protect watersheds and drainage course.

*(Lead Responsible Entity(ies): Webster City Planning Department, Webster City Parks and Recreation Department)*

**Planning Element: Recreation and Conservation** (*Located in Section 5.4 of plan*)

**Goal:** Utilize and enhance the existing recreational opportunities in Webster City to support current residents and to draw additional residents and businesses into the community.

**Objective R.1.** Encourage increased activity/usage of the City’s existing parks, all while protecting key conservation areas.

**Implementation Strategies**

**R.1.1.** Continue to make use of Webster City’s ‘Boone River Country’ slogan to help market the City’s recreation areas.

*(Lead Responsible Entity(ies): Webster City Area Chamber of Commerce, Webster City Economic Development Department, Webster City Parks and Recreation Department)*

**R.1.2.** Develop a recreation and conservation ‘Master Plan’ to protect and promote the City’s recreational areas.

*(Lead Responsible Entity(ies): Webster City Parks and Recreation Department, Webster City Planning Department)*

**R.1.3.** Expand upon Webster City’s existing trail network.

*(Lead Responsible Entity(ies): Webster City Parks and Recreation Department, Webster City Planning Department)*

**R1.3.** Construct basketball court at another park in town (possibly Nokomis Park).

*(Lead Responsible Entity(ies): Webster City Parks and Recreation Department)*

**R.1.4.** Expansion of prairies at Brewer Creek Park in some of the lesser-used green space along the Boone River.

*(Lead Responsible Entity(ies): Webster City Parks and Recreation Department)*

**Plan Updates**

To ensure proper implementation of the *Webster City Comprehensive Plan*, this document should be used and reviewed on a regular basis. As the community changes from year-to-year, so too will the needs of the City; therefore, this plan may be amended, changed, or revised as needed. It is suggested that the Planning and Zoning Commission review the plan on an annual basis and recommend any necessary actions or amendments to the City Council in a legal and orderly manner. The Planning and Zoning Commission shall pay special attention to the planning goals, objectives, and implementation strategies within each planning element.

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## Appendix B: Recommended Resources

This resource list has been generated to assist the City with locating potential funds and technical assistance to achieve the implementation strategies addressed within the *Webster City Comprehensive Plan*.

### *Funding Sources:*

Eligibility for each grant, loan, or other form of assistance depends on the project, applicant, required match, availability of funds, and other dealings; therefore the City may not be eligible for all funds listed. Application due dates and additional information can be found on each grants' corresponding website or contact. The City should not rely solely on this list for potential funding and assistance opportunities.

#### **Community Attraction and Tourism Program (CAT) –**

<http://www.iowaeconomicdevelopment.com/CommunityDevelopment/VisionIowa>

Assists communities in the development and creation of multiple-purpose attraction or tourism facilities. Provides funds for vertical infrastructure projects such as museums, theme parks, cultural and recreational centers, recreational trails, heritage attractions, sports arenas, and other attractions.

#### **Community Development Block Grants -**

<http://www.iowaeconomicdevelopment.com/CommunityDevelopment/CDBG>

All incorporated cities and all counties in the State, except those designated as HUD entitlement areas, are eligible to apply for and receive funds under this program. Eligible activities include public facilities (such as water and sewer facilities, and community buildings), housing rehabilitation, economic development and job training. At least 70 percent of CDBG funds allocated to local governments will be used for activities that principally benefit low- and moderate-income persons.

- **Housing** – Provides funds to rehabilitate specified housing in accordance with any locally adopted building or housing codes, standards and ordinances. If locally adopted and enforced building and housing codes do not exist, the Iowa Minimum Housing Rehabilitation standards, including green criteria will be followed.
- **Community Facilities** – Provides funds to communities for a variety of projects including day care facilities, senior centers, vocational workshops and other community services such as stormwater projects.
- **Public Facilities (Water/Sewer)** – Provides funds for sanitary sewer system improvements, water system improvements, water and wastewater treatment facilities, storm sewer projects related to sanitary sewer system improvements, and rural water connections.

#### **FEMA Fire Grants** – <http://www.fema.gov/firegrants/>

- **Assistance to Firefighters Grant Program** – Funds are provided to assist firefighting and emergency response needs of fire departments. Assists in the purchase of critically needed equipment, protective gear, emergency vehicles, training, and other resources.
- **Staffing for Adequate Fire and Emergency Response Grants** – Provides funding directly to fire departments and volunteer firefighter interest organizations in order to help them increase the number of trained, "front line" firefighters available in their communities.

**Hazard Mitigation Grant Program (HMGP) –**

<http://www.iowahomelandsecurity.org/grants/HMA.html>

The Hazard Mitigation Grant Program (HMGP) provides grants for long-term hazard mitigation projects after a major disaster declaration. The purpose of the program is to reduce the loss of life and property in future disasters by funding mitigation measures during the recovery phase of a natural disaster. These funds vary depending on the disasters that impact our communities. As of August 31, 2011 funds are currently available for the construction of tornado safe rooms, minor structural hazard control, or protection projects such as storm water management (e.g., culverts, floodgates, retention basins) and others.

**Iowa Department of Natural Resources**

- **Resource Enhancement and Protection (REAP) –**

<http://www.iowadnr.gov/Environment/REAP/REAPFundingatWork/CityParksOpenSpaces.aspx>

Parkland expansion and multi-purpose recreation developments are typical projects funded under this REAP program. Funds are not available for single or multipurpose athletic fields, baseball or softball diamonds, tennis courts, golf courses, and other organized sport facilities. Swimming pools and playground equipment are also ineligible.

- **Land and Water Conservation Program –**

<http://www.iowadnr.gov/InsideDNR/GrantsOtherFunding/LandWaterConservationFund.aspx>

A federally funded grant program that provides match funds of 50% for outdoor recreation area development and acquisition. This program provides an excellent opportunity to develop a wide range of outdoor recreational projects that are in high demand. Popular projects in recent years have included skate parks, playgrounds, new and renovated swimming pools, sport complexes, campgrounds, and multipurpose trails.

- **State Revolving Loan Fund –** <http://www.iowasrf.com/>

Provides low-interest, forgivable loans for drinking water and wastewater projects. Loans include construction loans, planning and design loans, source water protection loans, and non-point source loans.

**Iowa Department of Transportation Funds**

- **Pedestrian Curb Ramp Construction Program –** Assist cities in complying with the American with Disabilities Act (ADA on primary roads in Iowa cities). Improvements must involve a municipal extension of a primary road, curb ramps must meet ADA standards, and local match is 45 percent. Contact IDOT District Engineer, Scott Dostader, P.E. (515) 239-1635.

**Iowa Economic Development Authority Downtown Revitalization –**

<http://www.iowaeconomicdevelopment.com/CDBG/DowntownFund>

Projects funded through this program must have long-lasting benefits for the downtown area that contribute toward a comprehensive downtown revitalization effort. The projects must take place in the downtown or historic commercial center of the community and are meant to support and demonstrate: innovation; compatibility with and supportive of a local downtown revitalization plan; broad downtown district impact; significant impact on a significant structure(s); sustainable community principles (see [www.smartgrowth.org](http://www.smartgrowth.org)); green, sustainable building practices; historic preservation; walk-ability, bike-ability, transportation choices, complete streets; broad community support and impact; innovative policy

and funding approaches; promote energy conservation, efficiency, and clean renewable energy; and green infrastructure ([www.epa.gov/greeninfrastructure](http://www.epa.gov/greeninfrastructure)).

**Iowa’s Living Roadways Projects Program** – <http://www.treesforever.org>

Aids Iowa’s small communities in funding landscape enhancements to transportation corridors. Goals of the program include beautifying transportation corridors and entryways, improving community landscapes, promoting environmental stewardship, encouraging the use of professional design services, and promoting the use of native plants. Eligible projects include installation of landscape projects that use native grasses and wildflowers and primarily native trees and shrubs in public right-of-ways.

**Keep Iowa Beautiful:**

- **Paint Iowa Beautiful Funds** – <http://www.KeepIowaBeautiful.com>  
Funds the purchase of exterior paint for projects that have high community value, involve volunteers, assist the disadvantaged, or are partnership projects.
- **Keep Iowa Beautiful Community Beautification Grant Program** – <http://www.KeepIowaBeautiful.com>  
Funds community beautification projects with the following purposes; litter prevention, removal, education, implementation and/or awareness; recycling education, implementation and/or public awareness; beautification programs including flower, tree, and shrub planting, painting, landscaping, public nuisance abatement, derelict buildings (asbestos abatement/removal, recycling content materials, etc.).

**United States Department of Agriculture**

Provides a variety of assistance to businesses, organizations, individuals and other entities. For a list of loans, visit the websites listed below.

- Loans - [http://www.rurdev.usda.gov/RD\\_Loans.html](http://www.rurdev.usda.gov/RD_Loans.html)
- Grants - [http://www.rurdev.usda.gov/RD\\_Grants.html](http://www.rurdev.usda.gov/RD_Grants.html)
  - Business and Cooperative Grant Assistance
  - Housing and Community Facilities Grant Assistance
  - Utilities Grants

**Technical Assistance Resources:**

Technical Assistance comes in many forms. Some select resources for technical assistance are provided below.

**Business Resources:**

- IEDA, New Business Resources [www.iowaeconomicdevelopment.com/business/](http://www.iowaeconomicdevelopment.com/business/)

**Downtown Improvement Resources:**

- IEDA, Downtown Resource Center - Training Resources  
<http://www.iowaeconomicdevelopment.com/CommunityDevelopment/IDRC>
- Sidewalk Program Example – Garner, Iowa  
[http://www.garneriowa.org/index.asp?Type=B\\_BASIC&SEC={78986C8E-B71A-4DAF-BE7D-4ACF83CF8B20}](http://www.garneriowa.org/index.asp?Type=B_BASIC&SEC={78986C8E-B71A-4DAF-BE7D-4ACF83CF8B20})

City Government Resources:

- Iowa State University Extension - <http://www.extension.iastate.edu/communities/>
  - Iowa Planning Blog updated by Gary Taylor, ISU Extension Specialist - <http://blogs.extension.iastate.edu/planningBLUZ/>
  - Iowa State Extension Planning and Zoning Workshops for Local Officials - <http://blogs.extension.iastate.edu/planningBLUZ/workshops/>
  - Hamilton County ISU Extension - <http://www.extension.iastate.edu/hamilton/>
- IEDA, Technical Assistance - <http://www.iowaeconomicdevelopment.com/BusinessDev/Regulatory>
- Iowa Land Use Planning Notebook - <http://archive.design.iastate.edu/extension/ialandusenotebook.php>

## **Appendix C: 13 Elements of a Comprehensive Plan from the Iowa Smart Planning Law**

A municipality (meaning a city or county) shall consider the smart planning principles under section 18B.1 and may include the following information, if applicable, when developing or amending a comprehensive plan under Chapter 335 or Chapter 414 or when developing or amending other local land development regulations:

### ***A. Public Participation Element.***

“Information relating to public participation during the creation of the comprehensive plan or land development regulations, including the documentation or the public participation process, a compilation of objectives, policies, and goals identified in the public comment received, and identification of the groups or individuals comprising any work groups or committees that were created to assist the planning and zoning commission or other appropriate decision-making body of the municipality” (Iowa Code, 18B.2).

### ***B. Issues and Opportunities Element.***

“Information relating to the primary characteristics of the municipality and a description of how each of those characteristics impacts future development of the municipality. Such information may include historical information about the municipality, the municipality’s geography, natural resources, natural hazards, population, demographics, types of employers and industry, labor force, political and community institutions, housing, transportation, educational resources, and cultural and recreational resources. The comprehensive plan or land development regulations may also identify characteristics and community aesthetics that are important to future development of the municipality” (Iowa Code, 18B.2).

### ***C. Land Use Element.***

“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 uses 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” (Iowa Code, 18B.2).

### ***D. Housing Element.***

“Objectives, policies, and programs to further the vitality and character of established residential neighborhoods and new residential neighborhoods and plans to ensure an adequate housing supply

that meets both the existing and forecasted housing demand. The comprehensive plan or land development regulations may include an inventory and analysis of the local housing stock and may include specific information such as age, condition, type, market value, occupancy, and historical characteristics of all the housing within the municipality. The comprehensive plan or land development regulations may identify specific policies and programs that promote the development of new housing and maintenance or rehabilitation of existing housing and that provide a range of housing choices the meet the needs of the residents of the municipality” (Iowa Code, 18B.2).

***E. Public Infrastructure and Utilities Element.***

“Objectives, policies, and programs to guide future development of sanitary sewer services, 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” (Iowa Code, 18B.2).

***F. Transportation Element.***

“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” (Iowa Code, 18B.2).

***G. Economic Development Element.***

“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” (Iowa Code, 18B.2).

***H. Agricultural and Natural Resources Element.***

“Objectives, policies, and programs addressing preservation and protection of agricultural and natural resources” (Iowa Code, 18B.2).

***I. Community Facilities Element.***

“Objectives, policies, and programs to assist future development of educational facilities, cemeteries, healthcare 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 to the municipality” (Iowa Code, 18B.2).

***J. Community Character Element.***

“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” (Iowa Code, 18B.2).

***K. Hazards Element.***

“Objectives, policies, and programs that identify the natural and other hazards that have the greatest likelihood of impacting the municipality or that pose a risk of catastrophic damage as such hazards

relate to land use and development decisions, as well as the steps necessary to mitigate risk after considering the local hazard mitigation plan approved by the Federal Emergency Management Agency” (Iowa Code, 18B.2).

***L. Intergovernmental Collaboration Element***

“Objectives, policies, and programs for joint planning and joint-decision making with other municipalities or governmental entities, including school districts and drainage districts, for siting and constructing public facilities and sharing public services. The comprehensive plan or land development regulations may identify existing or potential conflicts between the municipality and other local governments related to future development of the municipality and may include the recommendations for resolving such conflicts. The comprehensive plan or land development regulations may also identify opportunities to collaborate and partner with neighboring jurisdictions and other entities in the region for projects of mutual interest” (Iowa Code, 18B.2).

***M. Implementation Element.***

“A compilation of programs and specific actions necessary to implement any provision of the comprehensive plan, including changes to any applicable land development regulations, official maps, or subdivision ordinances” (Iowa Code, 18B.2).

## Appendix D: Focus Group Meetings

### *Focus Group Meeting #1 Announcement*

"What drives the economy in Webster City?"

"What should Webster City do to expand on the existing economy?"

"What are some of Webster City's economic weaknesses?"

Do you have input on these questions? – Attend the Webster City Public Meeting.



Picture Source: <http://www.buildwebstercity.com>



## Webster City Public Meeting

### Seeking Public Input on Economic Development & Land Use

**Date:**

6/11/2012 at 7:00 p.m.

**Location:**

Webster City City Hall  
400 Second Street  
Webster City, IA

The Webster City Planning and Zoning Commission will hold a public meeting on Monday, June 11, 2012 at 7:00 p.m. in the Webster City City Hall. At this meeting the public will be given the opportunity to provide input regarding economic development and land use issues within Webster City.

The Planning and Zoning Commission is seeking citizen's input on the City's economic strengths, weaknesses and possible economic improvements. This input will help to update the City's Comprehensive Plan, which will guide the future land use patterns and physical development within the City.

Additional public meetings on housing, recreation and public facilities/services will be posted at a later date, following the June 11<sup>th</sup> Public Meeting.

For questions regarding these meetings please contact Carissa Miller at MIDAS Council of Governments: [cmiller@midascoq.net](mailto:cmiller@midascoq.net) or (515) 576-7183 Ext 214

## Focus Group Meeting #2 Announcement

"What are Webster City's housing attributes?"

"What are some issues with Webster City's housing?"

"What can be done to capitalize on the City's housing attributes?"

Do you have input on these questions? – Attend the Webster City Public Meeting.



Picture Source: [http://urbanplacesandspaces.blogspot.com/2009\\_04\\_01\\_archive.html](http://urbanplacesandspaces.blogspot.com/2009_04_01_archive.html)

# Webster City Public Meeting

## Seeking Public Input on Housing & Land Use

**Date:**

7/9/2012 at 7:00 p.m.

**Location:**

Webster City City Hall  
400 Second Street  
Webster City, IA

The Webster City Planning and Zoning Commission will hold a public meeting on Monday, July 9, 2012 at 7:00 p.m. in the Webster City City Hall. At this meeting the public will be given the opportunity to provide input regarding housing and land use issues within Webster City.

The Planning and Zoning Commission is seeking citizens' input on the City's housing strengths, weaknesses and possible improvements. This input will help to update the City's Comprehensive Plan, which will guide the future land use patterns and physical development within the City.

Additional public meetings on recreation and public facilities/services will be posted at a later date, following the July 9th Public Meeting.

For questions regarding these meetings please contact Carissa Miller at MIDAS Council of Governments: [cmiller@midascoq.net](mailto:cmiller@midascoq.net) or (515) 576-7183 Ext 214

## Focus Group Meeting #3 Announcement

"What are Webster City's recreational attributes?"

"What are some issues with Webster City's public facilities?"

"What can be done to capitalize on the City's attributes related to public services?"

Do you have input on these questions? – Attend the Webster City Public Meeting.



# Webster City Public Meeting

## Seeking Public Input on Public Facilities, Services, Recreation & Land Use

**Date:**  
9/10/2012 at 7:00 p.m.

**Location:**  
Webster City City Hall  
400 Second Street  
Webster City, IA

The Webster City Planning and Zoning Commission will hold a public meeting on Monday, September 10, 2012 at 7:00 p.m. in the Webster City City Hall; located at 400 Second Street, Webster City, IA. At this meeting the Planning and Zoning Commission is seeking the public's input on the City's strengths, weaknesses and possible improvements relating to public facilities and services and recreational opportunities. This input will help to update the City's Comprehensive Plan, which will guide the future land use patterns and physical development within the City.

For questions regarding these meetings please contact Carissa Miller at MIDAS Council of Governments: [cmiller@midascoq.net](mailto:cmiller@midascoq.net) or (515) 576-7183 Ext 214

## Appendix E: Strengths-Weaknesses-Opportunities-Threats Analysis

This Strengths-Weaknesses-Opportunities-Threats Analysis is a combination of input received from both the general public during three public input meetings, as well as feedback from the Planning and Zoning Commission during the entire *Webster City Comprehensive Plan* planning process. Webster City's economy, its housing stock, its public facilities and utilities, and its recreation areas are topics that were considered when generating this Strengths-Weaknesses-Opportunities-Threats Analysis. While the listed strengths and weaknesses below refer to Webster City's own, internal characteristics, the opportunities and threats consider external factors that could impact the community.

### Community Strengths: Helpful, Internal Characteristics of Webster City

#### Economic Development Strengths:

- Available labor pool- especially the manufacturing sector
- Good bond rating
- Well-rounded community
- Council and Planning and Zoning Commission have made a solid decision to help the community grow
- Good infrastructure capacity available
- Downtown area is where most of the commercial space is
- High School addition
- Iowa Central Community College satellite location
- Appealing visual appearance of the City
- Local reinvestment (Town & Country, Capital Projects, Hospital)
- Strong agricultural base of surrounding area
- Proximity of Interstate 35, Highway 20, and Rail
- Recreation opportunities to help draw in visitors
- Lots in town available for development
- Chamber is currently working to help promote the City through social media, websites, and advertising

#### Housing Strengths

- Low rent costs in town
- Full-time police and fire staff to help protect area residents
- Available municipal utilities
- Neighborhoods are generally visually appealing
- Available selection of apartment buildings- Stoneridge has rentals that were recently refurbished
- City is proactive and looks out for residents' needs
- New high school gymnasium

- Brewer Creek residential development is an asset to the community
- City has implemented a rehabilitation program for homeowners

**Public Facilities and Utilities Strengths**

- All municipal utilities have expanded their capacity
- The City is drilling wells, while other cities are pumping water
- City has experience in dealing with floods
- Having a fire department on-hand helps reduce insurance rates for homeowners
- Adequate police service
- New gym draws residents to the school system
- Association with Iowa Central Community College
- Available energy efficiency programs
- Top-notch library
- Mental health services are available, which is rare for a community the size of Webster City

**Recreation Strengths**

- Currently a wide variety of parks in the City
- Well-established trail system
- City has the ability to handle recreation programs
- Boone River Dash and Doodle Bugs help promote the community's recreation opportunities
- Basketball courts in some parks in town
- City runs canoe access
- Fairgrounds and Racetrack- draw visitors to the area
- Boone River- unique asset to the community
- Available camping in Briggs Woods Park

## Community Weaknesses: Harmful, Internal Characteristics of Webster City

### **Economic Development Weaknesses**

- Residents shop and eat elsewhere (Des Moines, Ames, Fort Dodge, etc.)
- Some retail space is not move-in ready in town, especially 2<sup>nd</sup>-story spaces in the Central Business District
- Shortage of Class A-type office space
- No follow-through: Programs get started, but involvement deteriorates; need to stimulate next generation of leadership
- Area's media outlets are not being utilized to their fullest capacity to help promote leadership
- Lack of business collaboration
- Too much control from specific groups, rather than community-wide visions
- Some businesses in town are not communicating their store hours

### **Housing Weaknesses**

- Vacancy rates have increased in late 2000's
- May eventually need additional residential land to develop subdivisions
- Fees for water and sewer connection are rather high
- Dilapidated buildings in town due to foreclosures, fires, etc.
- Language barrier between English-speaking landlords and non-English speaking tenants

### **Public Facilities and Utilities Weaknesses**

- Utility fees can be high
- Infrastructure is always aging
- Water treatment plant may be in need of repair
- Sanitary sewer still needs upgrades
- Sump pump enforcement can be a hassle
- Infiltration issues
- Storm sewer replacement in some areas may be necessary
- Drinking water issues in west end of town by Van Diest- no contamination, just breaking lines
- Possible need for an additional eye center
- Childcare facilities are struggling financially

### **Recreation Weaknesses**

- Kendall Young Park is underutilized
- Maintenance of greenspace in the floodplain can be an issue
- Riverside Park was damaged in flooding, closed until the City figures out what to do with this space
- Briggs Woods Park reaches capacity almost too quickly sometimes
- Need for a convention/banquet center in the City

- Need more funding for recreation

## **Opportunities for the Community: Helpful, External Characteristics for Webster City**

### **Economic Development Opportunities**

- Community Development Block Grant (CDBG) Program can help fund necessary improvements
- Trend of online shopping- people who do not live in Webster City can buy goods from the area
- Regional network of business development organizations that can be utilized- Mid Iowa Growth Partnership, Iowa Area Economic Group, etc.
- When compared to larger municipalities, Webster City is considered to be a “quaint” town
- Regional job creation that is taking place in and around the Fort Dodge area- Cargill, CJ Bio America

### **Housing Opportunities**

- People do not like long commute times/congestion of city life- this could draw potential residents to Webster City
- Community Development Block Grant (CDBG) Housing Program provides funds to improve the housing situation in select communities throughout Iowa
- When compared to the Nation and the State, the housing stock of Webster City is quite affordable

### **Public Facilities and Utilities Opportunities**

- City can look to other cities and see what they have done in order to better anticipate water main breaks

### **Recreation Opportunities**

- National trend of living a healthy lifestyle
- National trend of protecting our watersheds
- Increased popularity of biking
- Iowa Games could choose to hold their event in Webster City
- Kayaking/canoeing enthusiasts of the region are drawn to the Boone River

## **Threats to the Community: Harmful, External Characteristics for Webster City**

### **Economic Development Threats**

- City's economy can be impacted by the Nation's economic situation (or the State's)
- Overall trend of young professionals moving to larger municipalities
- Other cities have effective strategies of promoting their communities, too, which may draw potential businesses and residents away from locating in Webster City.
- Des Moines, Ames, and Fort Dodge all have amenities that Webster City may not have. For example, a mall.

### **Housing Threats**

- Housing market is dependent on the City's economy, which is dependent on the State and Nation's economy
- The City has no control as to how much money will be available for certain housing programs, such as the Community Development Block Grant (CDBG) Housing Program
- Those employed in Webster City can commute from elsewhere
- The State's population is aging- will this eventually impact the need for alternative housing choices?

### **Public Facilities and Utilities Threats**

- Infrastructure projects can be quite costly
- Funding is dependent on State and Federal Budget

### **Recreation Threats**

- Lack of recreation funding- dependent on State and/or National programs
- Always the potential of watershed pollution
- Hard to totally prevent littering
- Younger population plays indoor video games, sometimes instead of utilizing a community's outdoor spaces

## Appendix F: Planning Committee Meeting Minutes

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**Webster City Comprehensive Planning Committee  
Meeting #1  
March 12, 2012  
7:00 p.m.  
Webster City, City Chambers**

Reviewed existing Webster City Comprehensive Plan and its elements, which included:

- Physical Characteristics
- Economics
- Population
- Housing
- Recreation and Public Grounds
- Public Facilities and Utilities
- Commercial
- Industrial Development
- Land Use Plan
- Extraterritorial Land Use

Considered the Iowa's 13 Smart Planning Elements, which include:

- Public Participation
- Issues and Opportunities
- Land Use
- Housing
- Public Infrastructure and Utilities
- Transportation
- Economic Development
- Agriculture and Natural Resources
- Community Facilities
- Community Character
- Intergovernmental Collaboration
- Implementation

Discussed ways in which data could be collected for each of the 13 Iowa Smart Planning Elements.

Discussed next meeting date and time.

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**Webster City Comprehensive Planning Committee**  
**Meeting #2**  
**May 14, 2012**  
**7:00 p.m.**  
**Webster City, City Chambers**

Reviewed Focus Group Notice List and discussed posting this notice in the local paper.

Established dates for Focus Group meetings.

Reviewed outline of the Plan.

Discussed next meeting date and time.

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**Webster City Comprehensive Planning Committee**  
**Meeting #3**  
**December 10, 2012**  
**7:00 p.m.**  
**Webster City, City Chambers**

Reviewed results from focus group meetings.

Discussed Webster City's "community character"- the qualities that make this City unique and that are important to the City's quality of life.

Discussed issues related to Land Use and the 2-mile area around Webster City.

Discussed next meeting date and time.

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**Webster City Comprehensive Planning Committee**  
**Meeting #4**  
**January 14, 2013**  
**7:00 p.m.**  
**Webster City, City Chambers**

Reviewed Existing Land Use Map and its classifications- highlighted areas to look into on map, looked at aerial map of the City as an additional reference.

Discussed next meeting date and time.

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**Webster City Comprehensive Planning Committee  
Meeting #5  
April 8, 2013  
7:00 p.m.  
Webster City, City Chambers**

Reviewed/updated goals and objectives of Plan.

Reviewed/updated Existing Land Use Map (including extraterrestrial).

Reviewed/updated Future Land use Map (including extraterrestrial) .

Discussed next meeting date and time.

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**Webster City Comprehensive Planning Committee  
Meeting #6  
May 13, 2013  
7:00 p.m.  
Webster City, City Chambers**

Reviewed and updated Existing Land Use Map (including extraterritorial).

Reviewed and updated Land Use goals/strategies:

- Overall goals
- Residential concerns
- Commercial concerns
- Industrial concerns
- Recreation/Conservation concerns
- Extraterritorial land

Reviewed and updated Future Land Use Map (including extraterritorial).

Discussed next meeting date and time.

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**Webster City Comprehensive Planning Committee  
Meeting #7  
June 10, 2013  
7:00 p.m.  
Webster City, City Chambers**

Reviewed and updated goals/objectives/implementation strategies.

- Public Facilities
- Housing
- Recreation and Conservation
- Economic Development

Reviewed and updated Existing Land Use Map.

Reviewed and updated Future Land Use Map (including extraterritorial).

Discussed next meeting date and time.

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**Webster City Comprehensive Planning Committee  
Meeting #8  
August 12, 2013  
7:00 p.m.  
Webster City, City Chambers**

Reviewed goals, objectives, and implementation strategies of draft version of Webster City Comprehensive Plan.

- Economic Development
- Housing- decided to discuss this element at next meeting because the Housing Assessment is currently being conducted in town
- Public Facilities and Utilities
- Recreation and Conservation

Confirmed the Existing Land Use Map and Future Land Use Maps to be used in the Plan.

Discussed next meeting time and date.

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**Webster City Comprehensive Planning Committee  
Meeting #9  
October 14, 2013  
7:00 p.m.  
Webster City, City Chambers**

Reviewed Webster City Comprehensive Plan.

Discussed goals, objectives, and implementation strategies concerning the Housing Element of the comprehensive plan.

Discussed next meeting time and date.

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**Webster City Comprehensive Planning Committee  
Meeting #10  
November 18, 2013  
7:00 p.m.  
Webster City, City Chambers**

Discussed minor changes/typos to be made to final draft version of Webster City Comprehensive Plan

Confirmed upcoming public input hearing dates:

December 9<sup>th</sup> at 7:00 during Planning and Zoning Commission Meeting

December 16<sup>th</sup> at 7:15 during City Council Meeting

## Appendix G: Hazard Mitigation Plan

The 2010 FEMA-approved, single-jurisdictional *Webster City Hazard Mitigation Plan* was updated to be incorporated into the *Hamilton County Multi-Jurisdictional Hazard Mitigation Plan*, which was approved by FEMA in September of 2014. This multi-jurisdictional plan aims to limit the impacts of potential hazards for all of Hamilton County. Webster City's portion of the multi-jurisdictional plan was created by receiving input from the Webster City Hazard Mitigation Committee and by looking at historical occurrences of hazards that have impacted that area. This appendix does not contain Webster City's entire portion of the *Hamilton County Multi-Jurisdictional Hazard Mitigation Plan*; rather, it showcases the key elements of the document. For the City's complete plan, contact City Staff.

The following list contains hazards that the Webster City Hazard Mitigation Committee determined could have an effect on the City.

- Infrastructure Failure
- Severe Winter Weather
- Hazardous Materials
- River Flooding
- Thunderstorms and Lightning
- Tornadoes
- Windstorms
- Flash Flooding
- Hailstorms
- Extreme Heat
- Transportation Incidents
- Human Disease

## Hazard Goals, Objectives, and Mitigation Actions

To help combat the impacts of the hazards that were determined could have an impact on the community, the Webster City Hazard Mitigation Committee generated a set of goals, objectives, and mitigation actions to help plan for these hazards in advance.

**Goal 1: To reduce or eliminate injury and property damage due to the natural hazards that afflict the City of Webster City.**

**Objective 1.1:** To reduce, or eliminate, injury and property damage due to **Tornadoes**

### Mitigation Actions

*Tornado safe rooms in Webster City Schools*  
*Encourage weather radios for indoor use*  
*Encourage signing up for emergency text messaging*  
*General safety education*  
*Designate a shelter/recovery building*  
*Setup protocol for call-center*  
*Develop a response plan*  
*Bury power lines*  
*Large portable generator*

**Objective 1.2:** To reduce or eliminate, injury and property damage due to **High Winds**

### Mitigation Actions

*General education*  
*Encourage weather radios for indoor use*  
*Encourage signing up for emergency text messaging*  
*Designate shelter/recovery building*  
*Large portable generator*  
*Bury power lines*  
*Continue tree management*

**Objective 1.3:** To reduce, or eliminate, injury and property damage due to **Winter Storm**

Mitigation Actions

*General education*  
*Develop response plan*  
*Encourage weather radios for indoor use*  
*Encourage signing up for emergency text messaging*  
*Continuity of Operations Planning*  
*Designate shelter/recovery building*  
*Large portable generator*  
*Bury power lines*  
*Continue tree management*  
*Encourage family and traveler emergency preparedness*

**Objective 1.4:** To reduce, or eliminate, injury and property damage due to **Severe Thunderstorm and Lightning**

Mitigation Actions

*Large portable generator*  
*Bury power lines*  
*Continue tree management*  
*Designate shelter/recovery building*

**Objective 1.5:** To reduce, or eliminate, injury and property damage due to **Hailstorm**

Mitigation Actions

*General education*

**Objective 1.6:** To reduce, or eliminate, injury and property damage due to **Flooding**

Mitigation Actions

*Continue participating in the NFIP, and continue to update and encourage the floodplain ordinance*  
*Develop response plan*  
*Continuity of Operations Planning*  
*Continue to enforce zoning & building ordinances*  
*Designate shelter/recovery building*  
*Enforce floodplain ordinances*

**Objective 1.7:** To reduce, or eliminate, injury and property damage due to **Extreme Heat Event**

Mitigation Actions

*Large portable generator*

*General education*

*Designate shelter/recovery building*

**Goal 2: To reduce, or eliminate, injury and property damage due to man-made hazards that could affect the City of Webster City**

**Objective 2.1:** To reduce, or eliminate, injury and property damage due to **Hazardous Materials**

Mitigation Actions

*Develop evacuation plan*

*Develop response plan*

*Designate shelter/recovery building*

*General education*

*Continuity of Operations Planning*

**Objective 2.2:** To reduce, or eliminate, injury and property damage due to **Infrastructure Failure**

Mitigation Actions

*Develop response plan*

*Designate shelter/recovery building*

*Large portable generator*

*Bury power lines*

*Continue tree management*

*Continuity of Operations Planning*

*Continue to enforce zoning & building ordinances*

*General education*

**Objective 2.3:** To reduce, or eliminate, injury and property damage due to **Disease**

Mitigation Actions

*Develop response plan*

*General education*

*Promote immunizations against communicable diseases*

**Objective 2.4:** To reduce, or eliminate, injury and property damage due to **Transportation Event**

Mitigation Actions

*Develop response plan*

*Mass casualty preparation*

### Hazard Mitigation Actions

Below is a consolidated list of all the mitigation actions on the previous pages. These mitigation actions are briefly described, list which hazards they address, the priority of the action (Priority I meaning within the following year, Priority II meaning within the next 2-4 years, and Priority III meaning in 5+ years), the responsible party in ensuring that the action is addressed, the potential funding source for the action, and the target completion date.

<b>Bury power lines</b>	
<b>Description</b>	This action is to bury power lines throughout the town of Webster City to reduce the amount of power outages and reduce the costs that come with downed power lines.
<b>Hazards Addressed</b>	Tornadoes, High Winds, Winter Storms, Severe Thunderstorm and Lightning, Infrastructure Failure
<b>Priority</b>	I
<b>Responsible Dept./Party</b>	Line Department
<b>Estimated Cost</b>	\$3,000,000 (High)
<b>Potential Funding Source</b>	Electric Utility Funds
<b>Target Completion Date</b>	Ongoing

<b>Enforce floodplain ordinances</b>	
<b>Description</b>	This action is to enforce the existing floodplain ordinances throughout the City of Webster City.
<b>Hazards Addressed</b>	Flooding
<b>Priority</b>	I
<b>Responsible Dept./Party</b>	City Manager
<b>Estimated Cost</b>	\$0 (Minimal)
<b>Potential Funding Source</b>	N/A
<b>Target Completion Date</b>	Ongoing

<b>Designate a shelter/recovery building</b>	
<b>Description</b>	There are buildings throughout the city that could be used as a shelter during hazardous events such as winter storms or as a recovery building for hazardous events such as tornadoes. This action is to designate a building in town that could be used for either.
<b>Hazards Addressed</b>	Tornadoes, High Winds, Winter Storms, Severe Thunderstorm and Lightning, Flooding, Extreme Heat Event, Infrastructure Failure, Hazardous Materials
<b>Priority</b>	I
<b>Responsible Dept./Party</b>	City Manager
<b>Estimated Cost</b>	\$0 (Minimal)
<b>Potential Funding Source</b>	N/A
<b>Target Completion Date</b>	Ongoing

<b>Develop a response plan</b>	
<b>Description</b>	This action is to develop a response plan for the city as they currently do not have a comprehensive response plan. This plan would help to lay out what needs to be done during any one of the hazards addressed by the plan.
<b>Hazards Addressed</b>	Tornadoes, Winter Storms, Flooding, Hazardous Materials, Infrastructure Failure, Transportation Event
<b>Priority</b>	II
<b>Responsible Dept./Party</b>	County Emergency Coordinator
<b>Estimated Cost</b>	\$5,000-\$10,000 (Minimal)
<b>Potential Funding Source</b>	Grants, General Funds
<b>Target Completion Date</b>	Ongoing

<b>Continue tree management</b>	
<b>Description</b>	This action is to continue trimming trees to reduce the amount of power outages due to branches falling down on top of power lines.
<b>Hazards Addressed</b>	High Winds, Winter Storms, Severe Thunderstorm and Lightning, Infrastructure Failure
<b>Priority</b>	I
<b>Responsible Dept./Party</b>	Line Department/Contract
<b>Estimated Cost</b>	\$0 (Minimal)
<b>Potential Funding Source</b>	N/A
<b>Target Completion Date</b>	Ongoing

<b>Mass casualty preparation</b>	
<b>Description</b>	This action is to prepare a plan that would lay out the steps of how to deal with an event that could cause mass casualties, such as a transportation event or mass amounts of people getting sick.
<b>Hazards Addressed</b>	Transportation Event, Disease
<b>Priority</b>	I
<b>Responsible Dept./Party</b>	Hospital
<b>Estimated Cost</b>	\$5,000-\$10,000 (Minimal)
<b>Potential Funding Source</b>	Grants, General Funds
<b>Target Completion Date</b>	Ongoing

<b>Continue to enforce zoning &amp; building ordinances</b>	
<b>Description</b>	This action is to continue to enforce current zoning & building ordinances to mitigate flooding and structural fire incidents.
<b>Hazards Addressed</b>	Flooding, Infrastructure Failure
<b>Priority</b>	I
<b>Responsible Dept./Party</b>	Building Inspector
<b>Estimated Cost</b>	\$0 (Minimal)
<b>Potential Funding Source</b>	N/A
<b>Target Completion Date</b>	Ongoing

<b>Continue participating in the NFIP, and continue to update and encourage the floodplain ordinance</b>	
<b>Description</b>	The City of Webster City will continue participating in the NFIP and will continue to update and enforce their floodplain ordinance.
<b>Hazards Addressed</b>	Flooding
<b>Priority</b>	I
<b>Responsible Dept./Party</b>	City Manager
<b>Estimated Cost</b>	\$0 (Minimal)
<b>Potential Funding Source</b>	N/A
<b>Target Completion Date</b>	Ongoing

<b>Develop an evacuation plan</b>	
<b>Description</b>	This action is to develop an evacuation plan in the event of a major hazardous material incident that may affect Webster City.
<b>Hazards Addressed</b>	Hazardous Materials
<b>Priority</b>	II
<b>Responsible Dept./Party</b>	County Emergency Coordinator
<b>Estimated Cost</b>	\$5,000-\$10,000 (Minimal)
<b>Potential Funding Source</b>	Grants, General Funds
<b>Target Completion Date</b>	2016

<b>Encourage weather radios for indoor use</b>	
<b>Description</b>	Weather radios are useful tools for people to hear weather alerts and to be able to prepare for approaching weather. This action is to encourage people to purchase weather radios to use for indoor use.
<b>Hazards Addressed</b>	Tornadoes, High Winds, Winter Storms
<b>Priority</b>	II
<b>Responsible Dept./Party</b>	Public Safety
<b>Estimated Cost</b>	\$0 (Minimal)
<b>Potential Funding Source</b>	N/A
<b>Target Completion Date</b>	Ongoing

<b>General safety education</b>	
<b>Description</b>	This action is to provide general safety education for each of the hazards listed in the hazards addressed. This general safety education could come in the form of pamphlets, newsletters, lectures, etc.
<b>Hazards Addressed</b>	Tornadoes, High Winds, Winter Storms, Hailstorm, Extreme Heat Event, Hazardous Materials, Infrastructure Failure
<b>Priority</b>	II
<b>Responsible Dept./Party</b>	Public Safety
<b>Estimated Cost</b>	\$1,000 (Minimal)
<b>Potential Funding Source</b>	Grants, General Funds
<b>Target Completion Date</b>	2016

<b>Continuity of Operations Planning</b>	
<b>Description</b>	This action is to create continuity of operations plans for both businesses and the city during the event of hazards that have the potential to stop day-to-day operations.
<b>Hazards Addressed</b>	Winter Storms, Flooding, Infrastructure Failure, Hazardous Materials
<b>Priority</b>	II
<b>Responsible Dept./Party</b>	City Manager
<b>Estimated Cost</b>	\$5,000-\$10,000 (Minimal)
<b>Potential Funding Source</b>	Grants, General Funds
<b>Target Completion Date</b>	Ongoing

<b>Large portable generator</b>	
<b>Description</b>	This action is to get a large portable generator that would be used where needed throughout the City of Webster City.
<b>Hazards Addressed</b>	Tornadoes, High Winds, Winter Storms, Severe Thunderstorm and Lightning, Extreme Heat Event, Infrastructure Failure
<b>Priority</b>	II
<b>Responsible Dept./Party</b>	Line Department
<b>Estimated Cost</b>	\$50,000
<b>Potential Funding Source</b>	Electric Utility Fund, Grants
<b>Target Completion Date</b>	2016

<b>Encourage family and traveler emergency preparedness</b>	
<b>Description</b>	This action is to encourage family and traveler emergency preparedness to reduce the amount of injuries and health risks that can occur if travelers are stranded during a winter storm.
<b>Hazards Addressed</b>	Winter Storms
<b>Priority</b>	II
<b>Responsible Dept./Party</b>	Public Health
<b>Estimated Cost</b>	\$1,000 (Minimal)
<b>Potential Funding Source</b>	Grants, General Funds
<b>Target Completion Date</b>	2016

<b>Setup protocol for call-center</b>	
<b>Description</b>	This action is to setup a protocol for forming call-centers during hazardous events, such as tornadoes, that could cause an influx of family members wondering if their relatives are alright. It would also help to control the amount of people coming into the city.
<b>Hazards Addressed</b>	Tornadoes
<b>Priority</b>	III
<b>Responsible Dept./Party</b>	County Emergency Coordinator
<b>Estimated Cost</b>	\$5,000 (Minimal)
<b>Potential Funding Source</b>	Grants, General Funds
<b>Target Completion Date</b>	2019

<b>Tornado safe rooms in Webster City Schools</b>	
<b>Description</b>	There currently aren't any tornado safe rooms in any of the schools that are located in Webster City. This action is to build a tornado safe room in each one of the schools so that the students would have a safe place to take refuge in the case that a tornado ever threatens the City of Webster City.
<b>Hazards Addressed</b>	Tornadoes
<b>Priority</b>	III
<b>Responsible Dept./Party</b>	School Board
<b>Estimated Cost</b>	\$11,085,100 (High)
<b>Potential Funding Source</b>	Grants, Bonding (when available)
<b>Target Completion Date</b>	2019

<b>Encourage signing up for emergency text messaging</b>	
<b>Description</b>	This action is to encourage people to sign up for emergency text messaging which is available to everyone. This text messaging is used to alert people of weather, but also can be used for other alerts as well.
<b>Hazards Addressed</b>	Tornadoes, High Winds, Winter Storm
<b>Priority</b>	III
<b>Responsible Dept./Party</b>	Public Safety
<b>Estimated Cost</b>	\$1,000 (Minimal)
<b>Potential Funding Source</b>	General Funds
<b>Target Completion Date</b>	2019

## **Critical Facilities**

The Hazard Mitigation Committee generated a list of critical facilities in Webster City. These critical facilities include:

- **City Hall**
- **The Fire Station**
- **The Water Plant**
- **The Street Department**
- **The Line Department**
- **Fuller Hall**
- **The Wastewater Plant**
- **Webster City Daycare Facility**

## Hazard Map

Figure 9: FEMA Projected Flooding Zone of Webster City

# FEMA Projected Flooding Zone

