

NORTH END HEALTHY NEIGHBORHOOD PLAN

MASON CITY, IOWA

11/27/2017

SYLVIA BOCHNER

JEREMIAH FETTIG

SADYA ISLAM

JESI LILE

ABDULLAH MOHAMMED

OLLIE YANG

CONTENTS

Location
Neighborhood
Profile

Public
Participation
Key Issues and
Opportunities

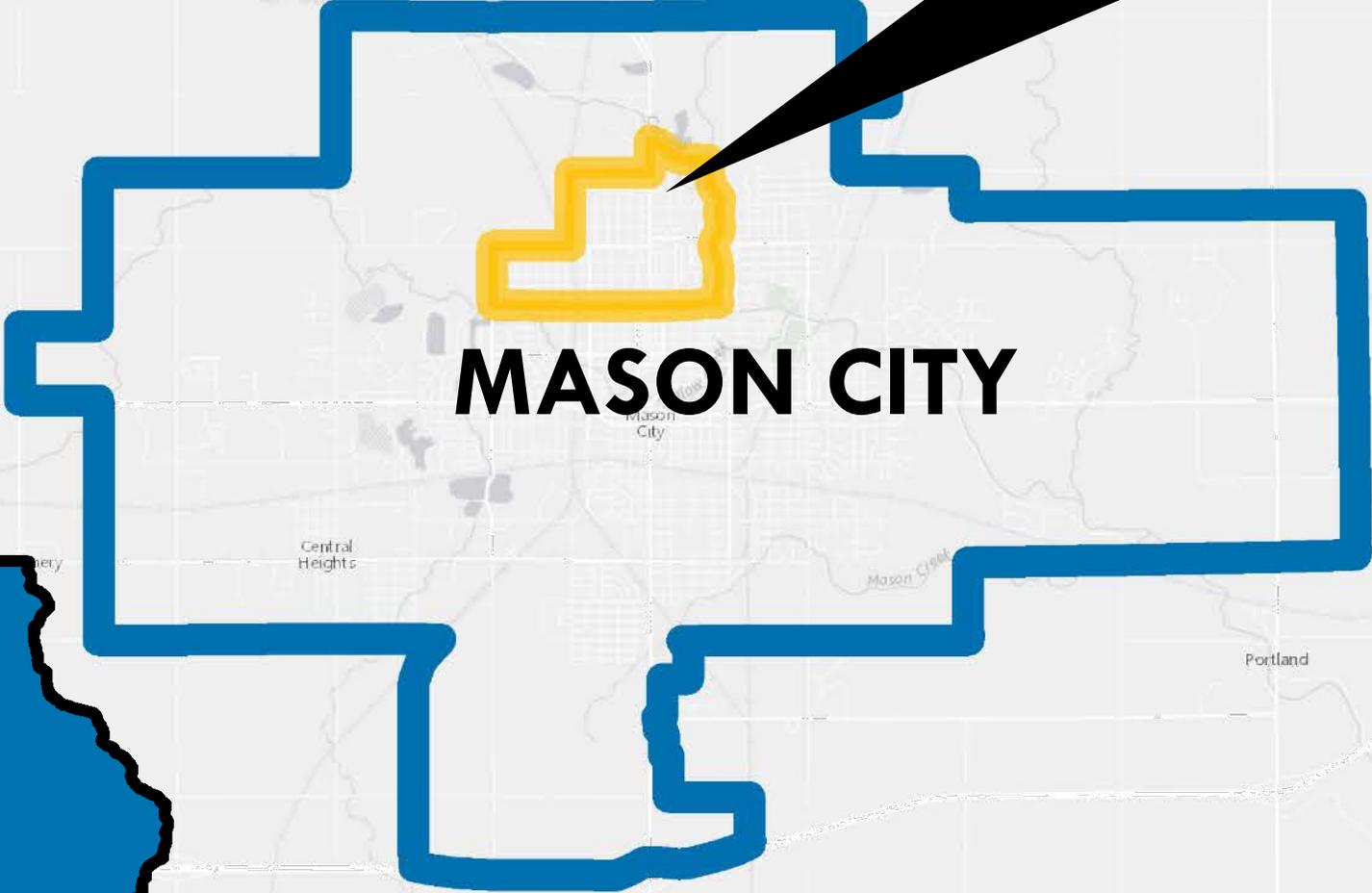
Visions & Goals
Next Steps

UNDERSTANDING ASSESSING PLANNING

An aerial photograph of a city, likely Salt Lake City, showing a dense urban grid, a large stadium, and surrounding mountains. The image is overlaid with a large yellow circle and a smaller yellow circle with a central dot.

UNDERSTANDING

NORTH END



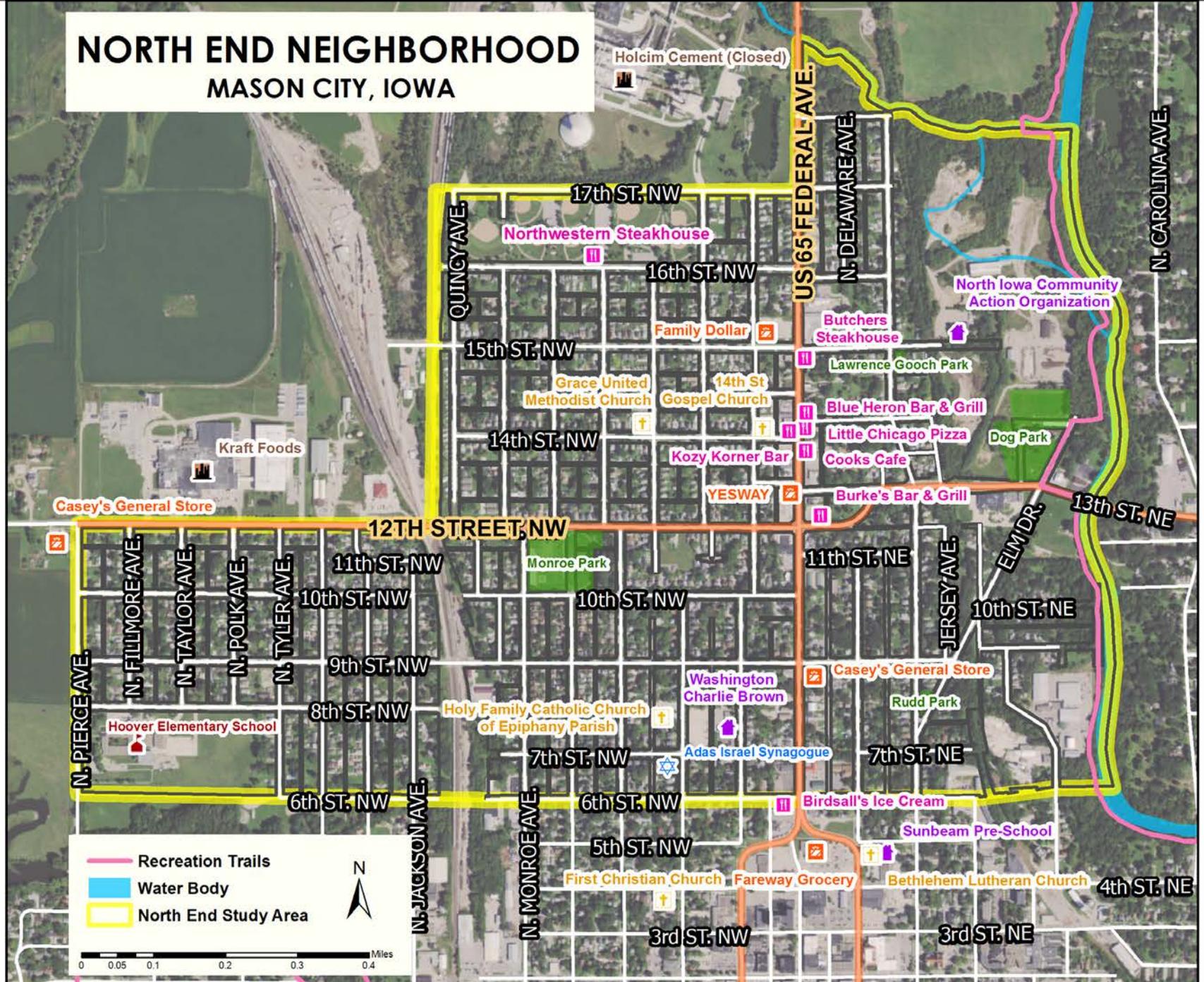
MASON CITY



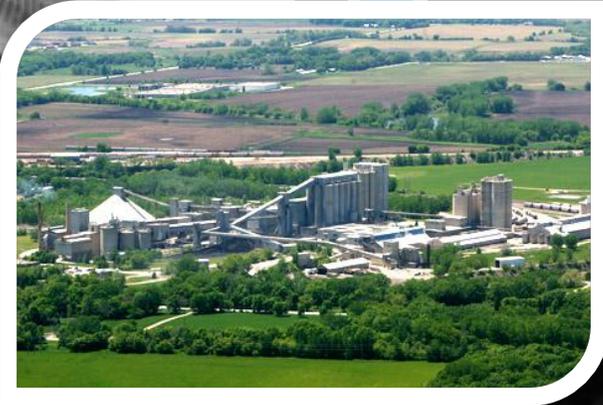
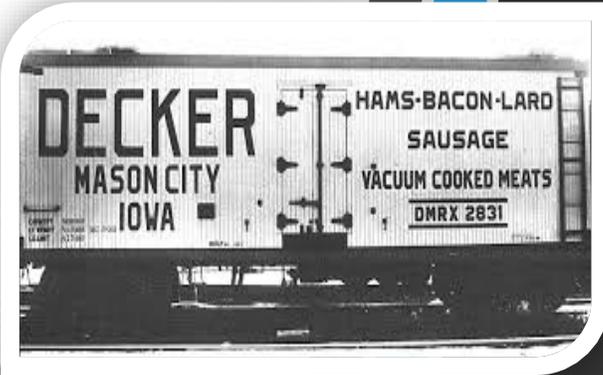
IOWA

NORTH END NEIGHBORHOOD

MASON CITY, IOWA

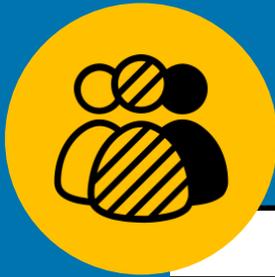
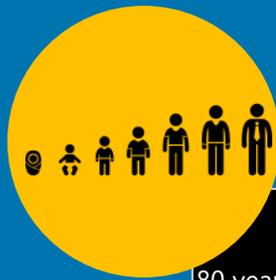


History

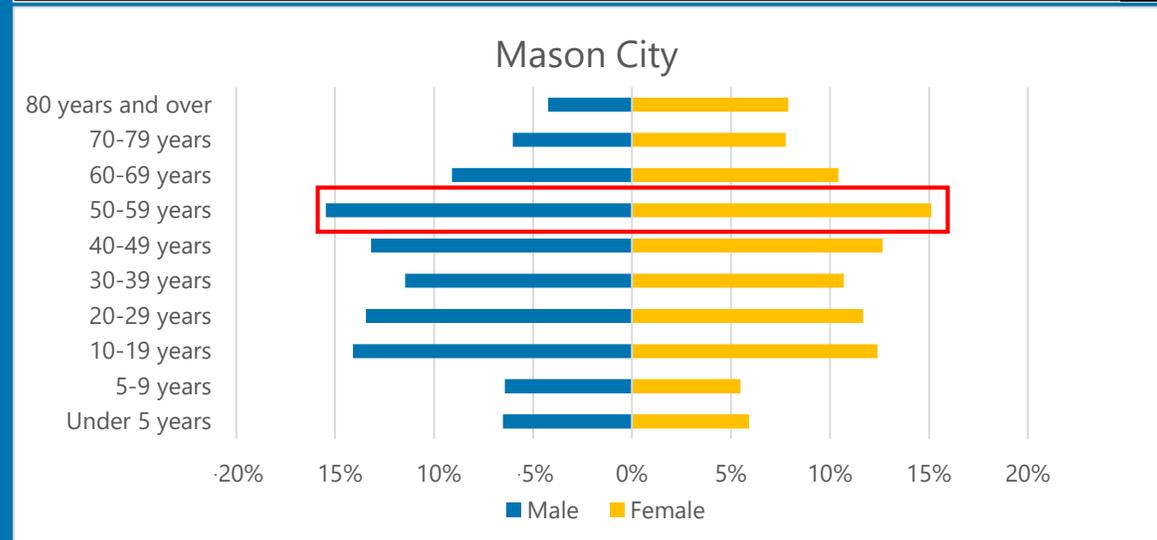
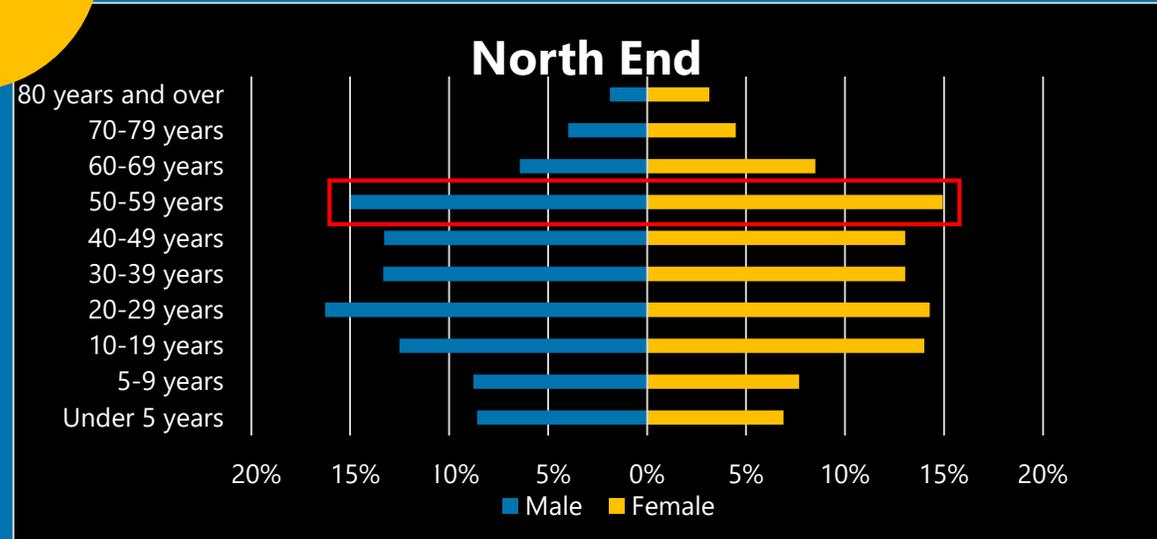


- Decker (later Armour) meat packing plant until 1975.
- Holcim and Lehigh cement plants – Holcim closed in 2009 (160 layoffs), Lehigh still in operation.
- North End residents worked and shopped in North End.

RACE & AGE



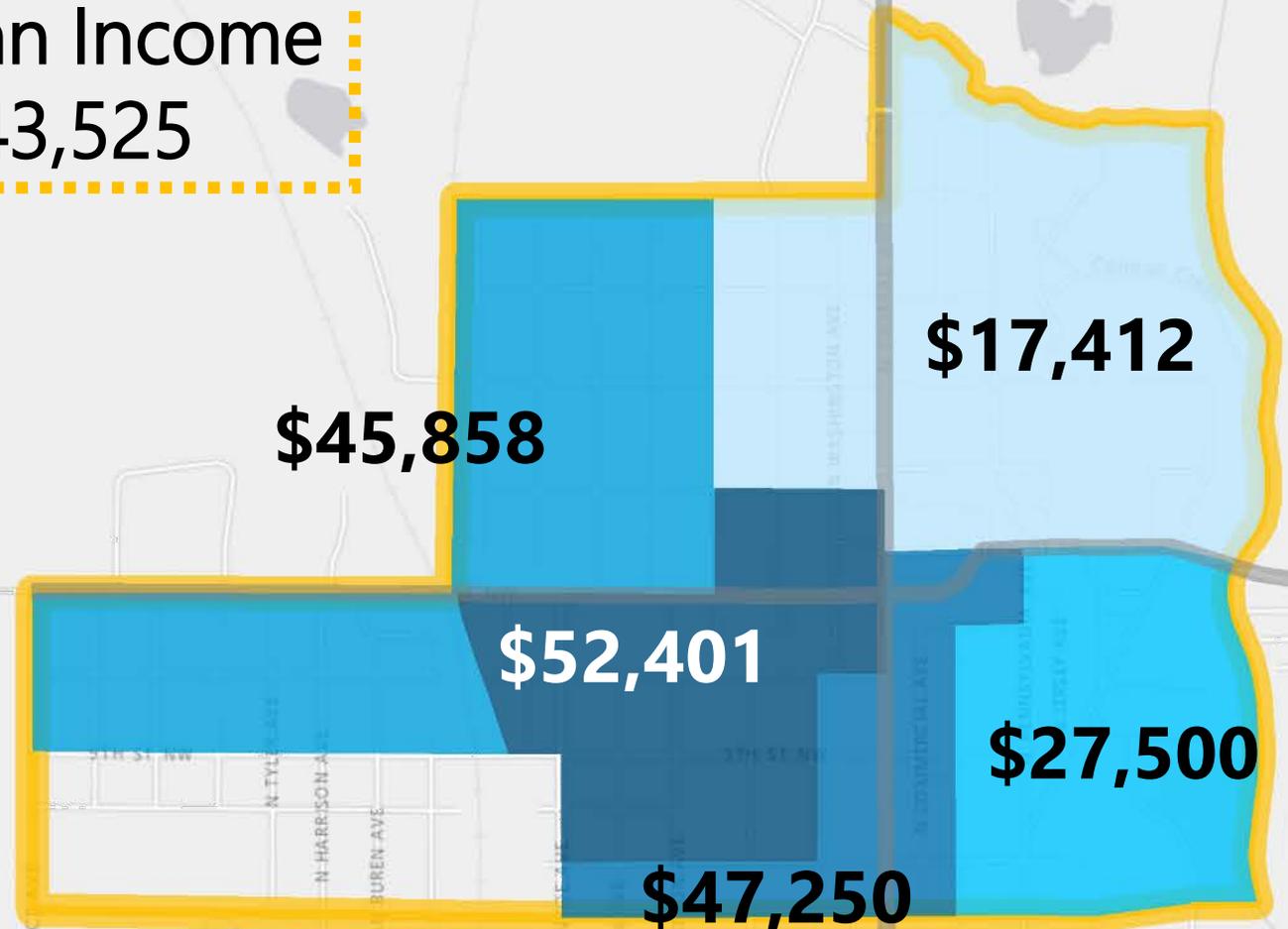
	North End	Mason City
Total Population	4,384	27,643
White/Caucasian	91.30%	94.10%
Black/African American	0.80%	1.30%
Native American	0.60%	0.30%
Asian	0.70%	1.40%
Two or More Races	4.50%	2.10%
Hispanic/Latino (any race)	6.60%	4.90%



MEDIAN INCOME VARIES



Mason City
Median Income
\$43,525



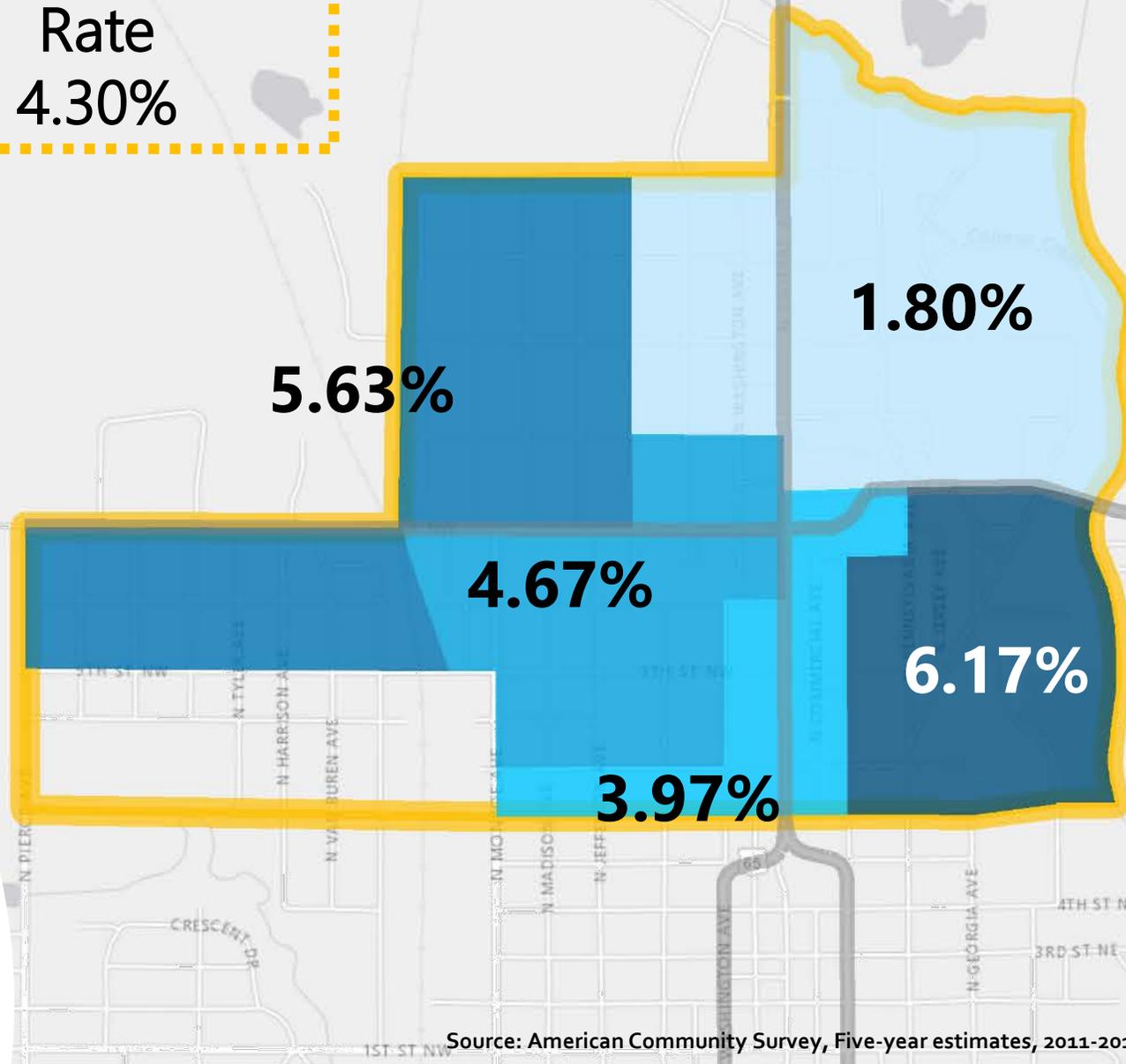
UNEMPLOYMENT RATE



EMPLOYMENT BY INDUSTRY

-  Retail Trade: 22%
-  Manufacturing: 19%
-  Health Care / Social Assistance: 16%
-  Accommodation / Food Services: 11%

Mason City
Unemployment
Rate
4.30%

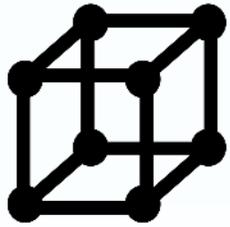


ASSESSING



APA

NEIGHBORHOOD PLANNING GENERAL POLICIES



Comprehensive plan provides framework



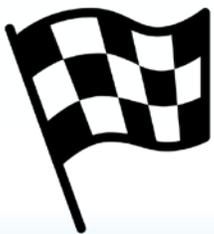
Neighborhood-based coalitions articulate the vision



Keep the communities needs in forefront



Advocacy planning should be accepted

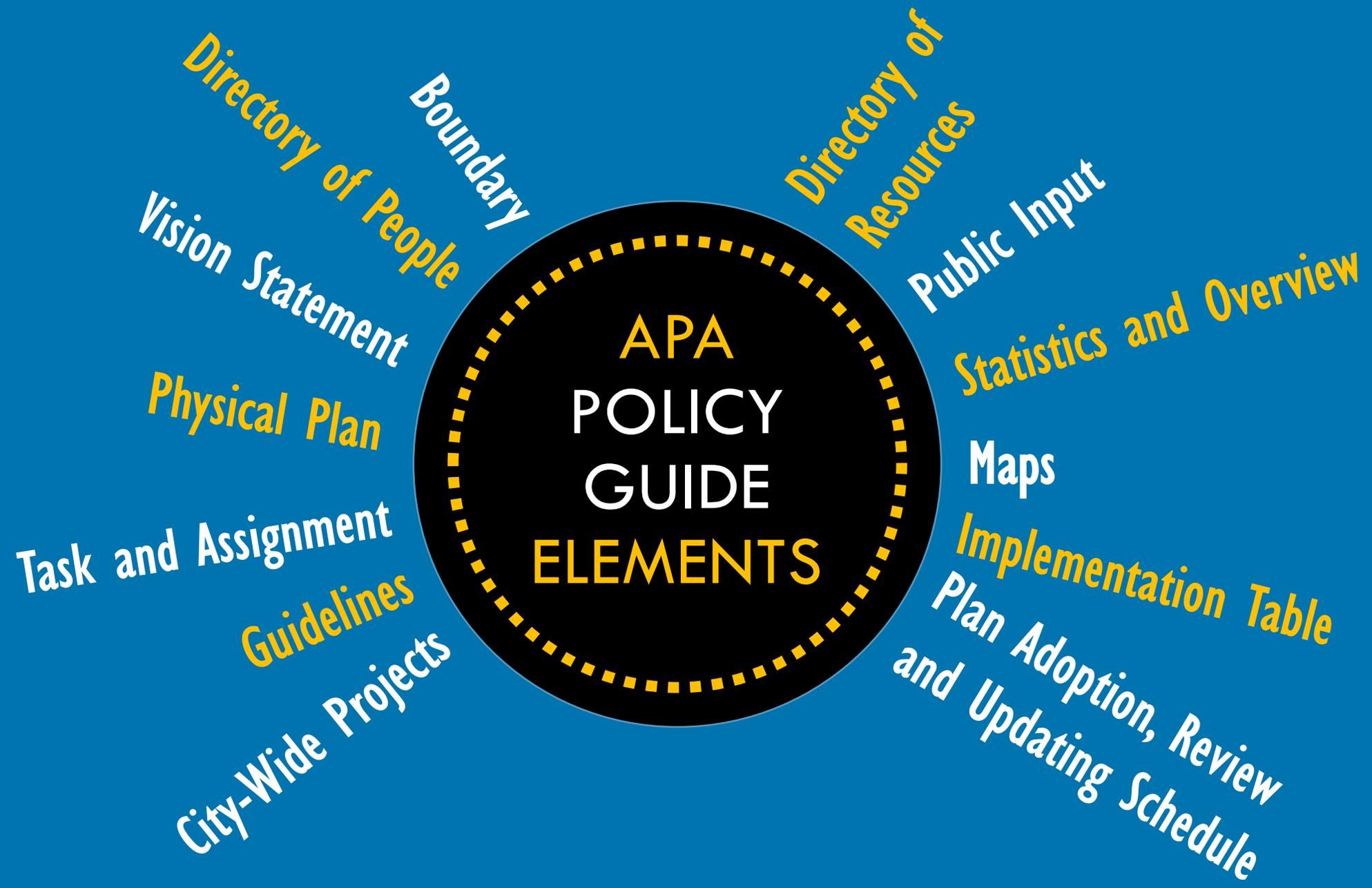


Organize to achieve their goals and objectives



Examine issues beyond physical conditions





Planning Process



08/14
FIRST TRIP TO
MASON CITY

Problem Identification

- Stakeholder
- Officials
- Mason city residents

09/15&16
GREAT RIVER CITY
FESTIVAL

APA
Guideline

Previous
Focus
group
result

10/26
TASTE OF THE
NORTH END

Residents opinion on issues
Residents' willingness in reviving North End partnership

04/09
Planning Event

Prioritization of Solution
Providing information package to revive NE partnership

FIRST VISIT IN AUGUST



- Project partner meeting to identify key issues in the North End Area

GREAT RIVER CITY FESTIVAL



- Staffed a booth on 9/15 and 9/16. Talked to community members about **perceptions** of the North End.

Positive

Diverse

Blue Collar Workers

Historic Buildings

Safe

Good Schools

Negative

Slum Lords

Bad Properties

Crimes and Drugs

Housing Stock

Less Jobs

Federal Ave

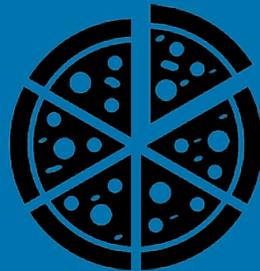
No Accessible
Parking

Previous Focus Group

- In 2015, focus group with 40 participant
- Recommended streetscape improvement for enhancing the aesthetic of the Corridor
- So far have paved parking lot and added lighting



TASTE OF THE NORTH END



OCTOBER

26

TASTE OF THE NORTH END

Burke's Bar & Grill @5:30pm | Blue Heron Bar & Grill @6:30pm
Little Chicago Pizza @7:00pm | 1341 N. Federal Ave. @7:30pm

Are you a North End resident passionate about improving your neighborhood?

Join us for a **FREE** progressive dinner to discuss issues in your neighborhood and envision ideas for a brighter future. Small plates will be served at each stop, followed by dessert at an available commercial space next to Little Chicago.

40 **FREE** tickets available to North End residents. No ticket necessary for kids under 10. Pick up your tickets from Little Chicago Pizza Tu-Th 11AM—9PM, or Fr-Sa 11AM—10PM before Tuesday, Oct 24.

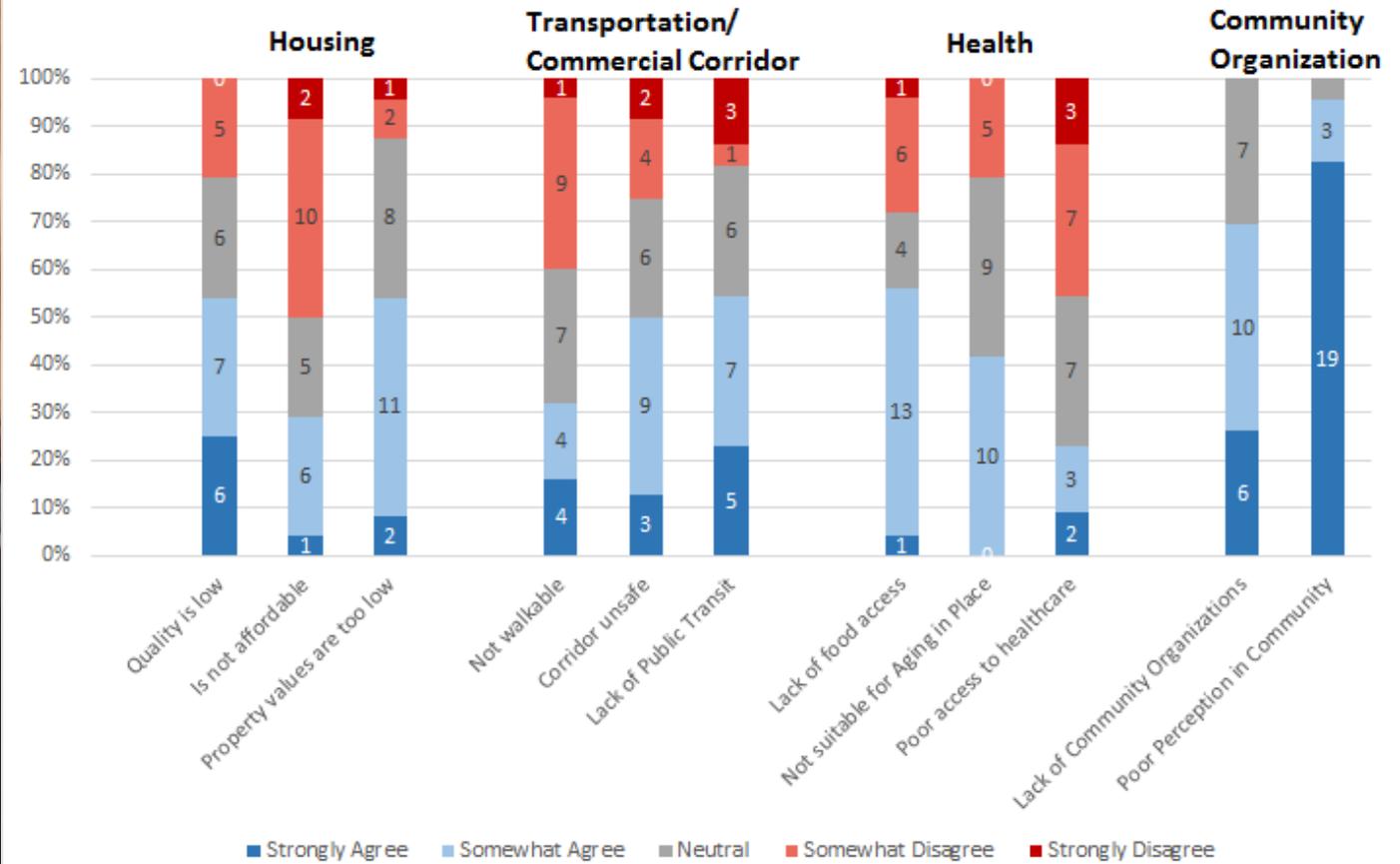
For questions or concerns, please contact masoncitynorthend@gmail.com



TASTE OF THE NORTH END



Residents' Opinion on Issues



Final Planning Event





PLANNING

ISSUES

Key Issues Needed to be Addressed



Housing

- Lower Property Values
- Lead Hazard
- Cost-Burdened Renters and Owners
- Old Housing Stock (Maintenance, Energy Efficiency, etc.)



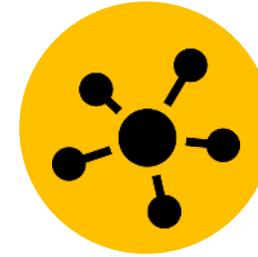
Transportation

- Active Transportation Infrastructure to be Improved
- Limited Transit Access
- Traffic Safety



Economy

- Vacant/Dilapidated Storefronts
- Unappealing Commercial Corridor



Community

- Lack of Community Organization
- Poor Perceptions



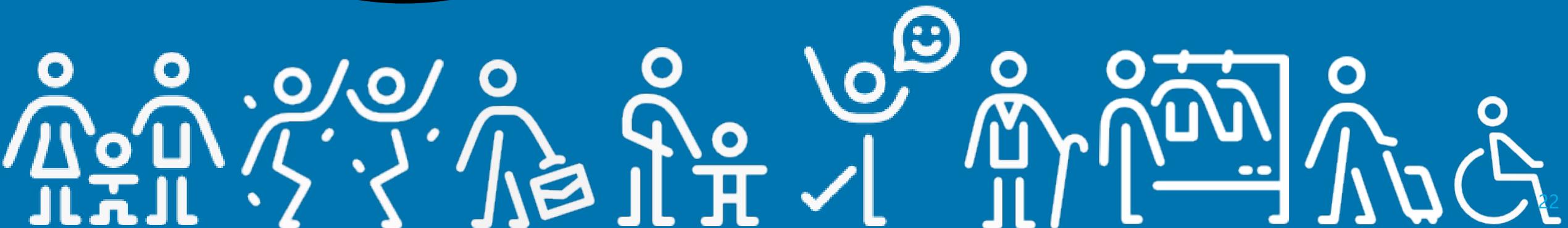
Health

- Food Access
- Aging in Place
- Walkability

VISION STATEMENT

The North End will be a vibrant and healthy place for residents and visitors alike.

Going back to its roots, the neighborhood will be inclusive and allow for people to live, work, and shop within the neighborhood and be involved in their community.



PLANNING GOALS



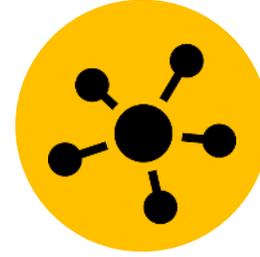
Offer safe and affordable housing for all residents.



Provide safe and efficient transportation choices that incorporate many modes.



Revitalize commercial corridor to create an environment conducive to economic opportunities



Build a strong community that is active in improving their neighborhood.



Encourage a healthy lifestyle and provide healthy options.





Offer safe and affordable housing for all residents.

1

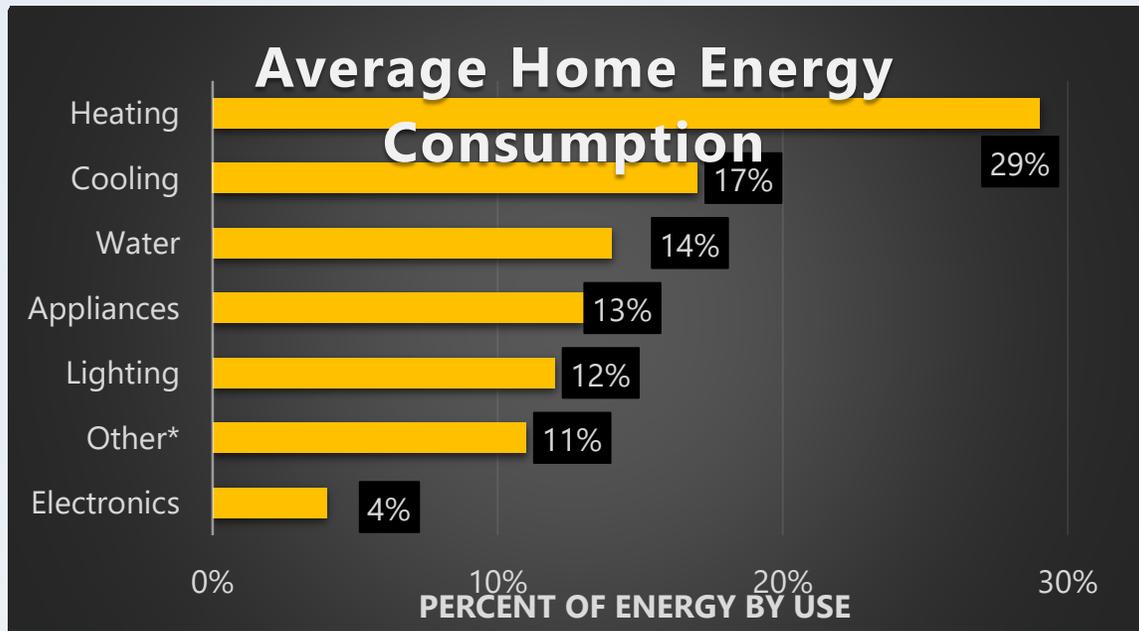
Problem:

- Aging Housing and Energy Efficiency

Solutions:

- Energy Company Rebates
- Provide Sources/Programs

Rationale





Offer safe and affordable housing for all residents.



IMPLEMENTATION

Indicators:

- A List of Housing Units Using Available Programs
- Decreased Utility Costs by >20%



2

Offer safe and affordable housing for all residents.

Problem:

- Rental Housing Quality

Solutions:

- Biennial Rental Inspections (every 2-years)
- Proactive Rental Inspections



Rationales:

- Incremental Repairs and Improvements
- Help Improve Housing Quality
- Improve Health and Livability
- Increase Sustainability





Offer safe and affordable housing for all residents.



IMPLEMENTATION

- Complaints ↓ >20%
- Inspection Report every 2 year

Indicators:

- Complaints ↓ >20%
- Inspection Report every 2 year

Provide safe and efficient transportation choices that incorporate many modes.



1

Problem:

- Few Safe Pedestrian Crossing Points

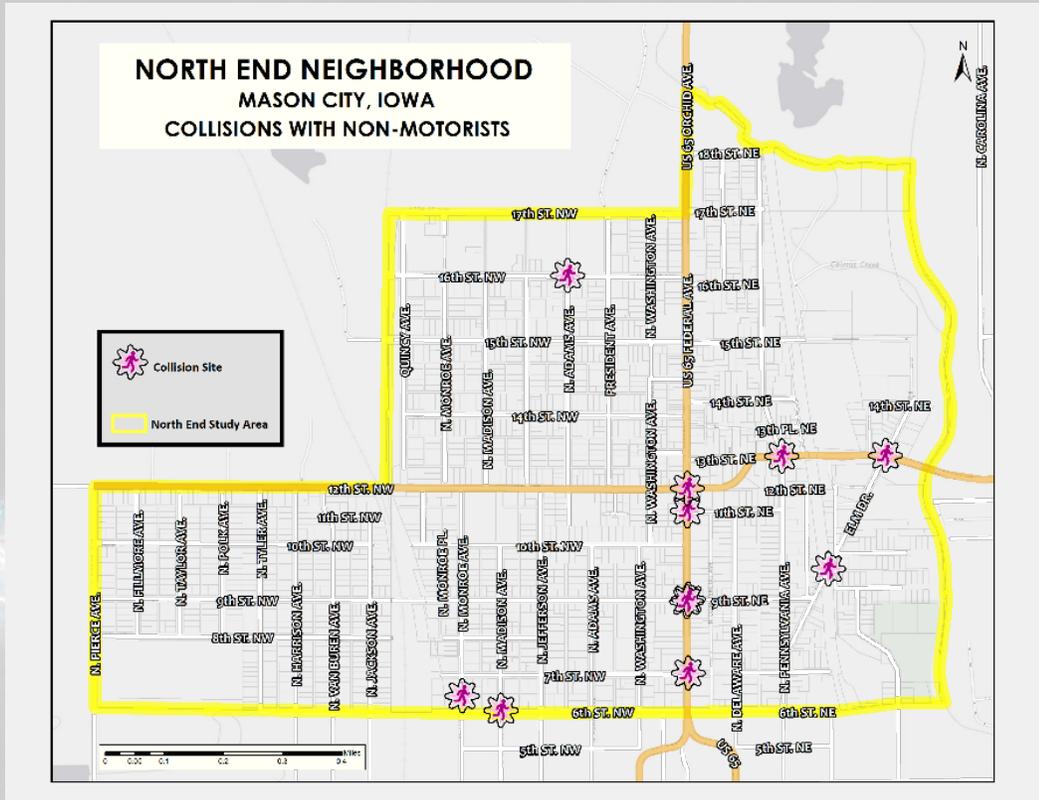
Solutions:

- Pedestrian Crossing Points w/ Flashing Lights or Refuge Islands



Rationales:

- Non-Motorist Accidents
- Residents' Concerns



Indicators:

- Sufficient Crossing Facilities
- Non-Motorist Accident $\downarrow > 50\%$
- Cross without Fear





2

Problem:

- High Crash Rates
- Inadequate Intersection Control

Solutions:

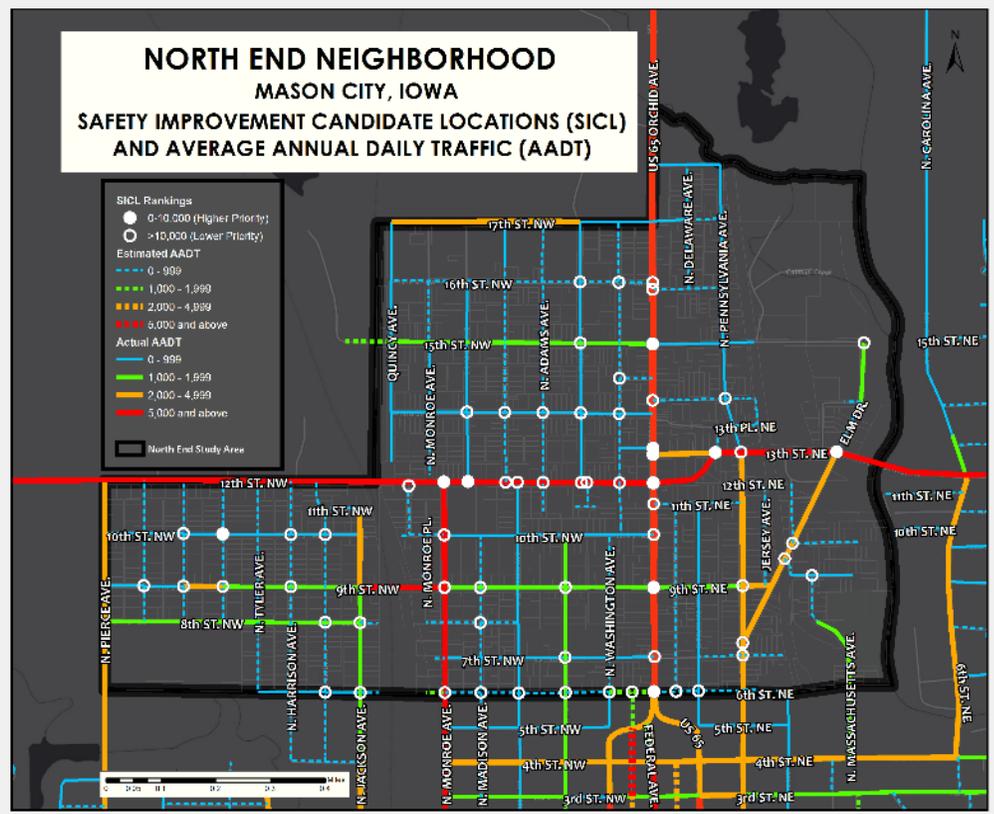
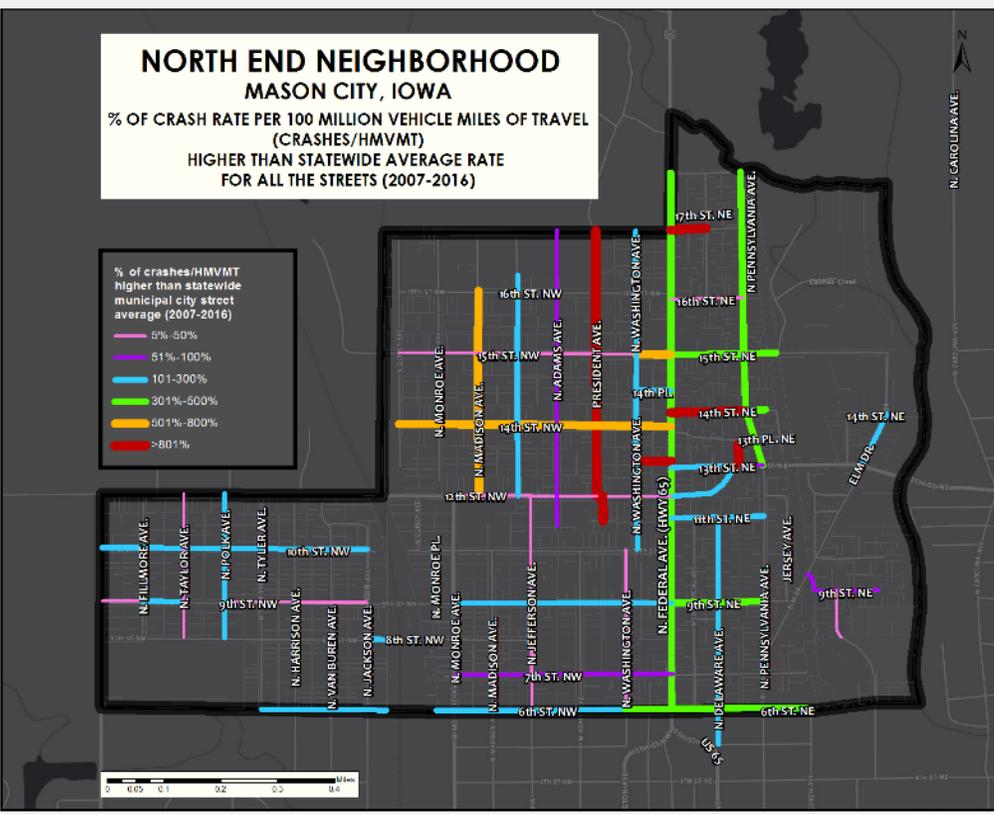
- Traffic Calming
- Appropriate Intersection Control
- Turning Lane

Rationales:

- Broadside and Rear-End: Most Common
- Intersection Control and Speed are Keys
- DOT's Example: N. Fed.

Indicators:

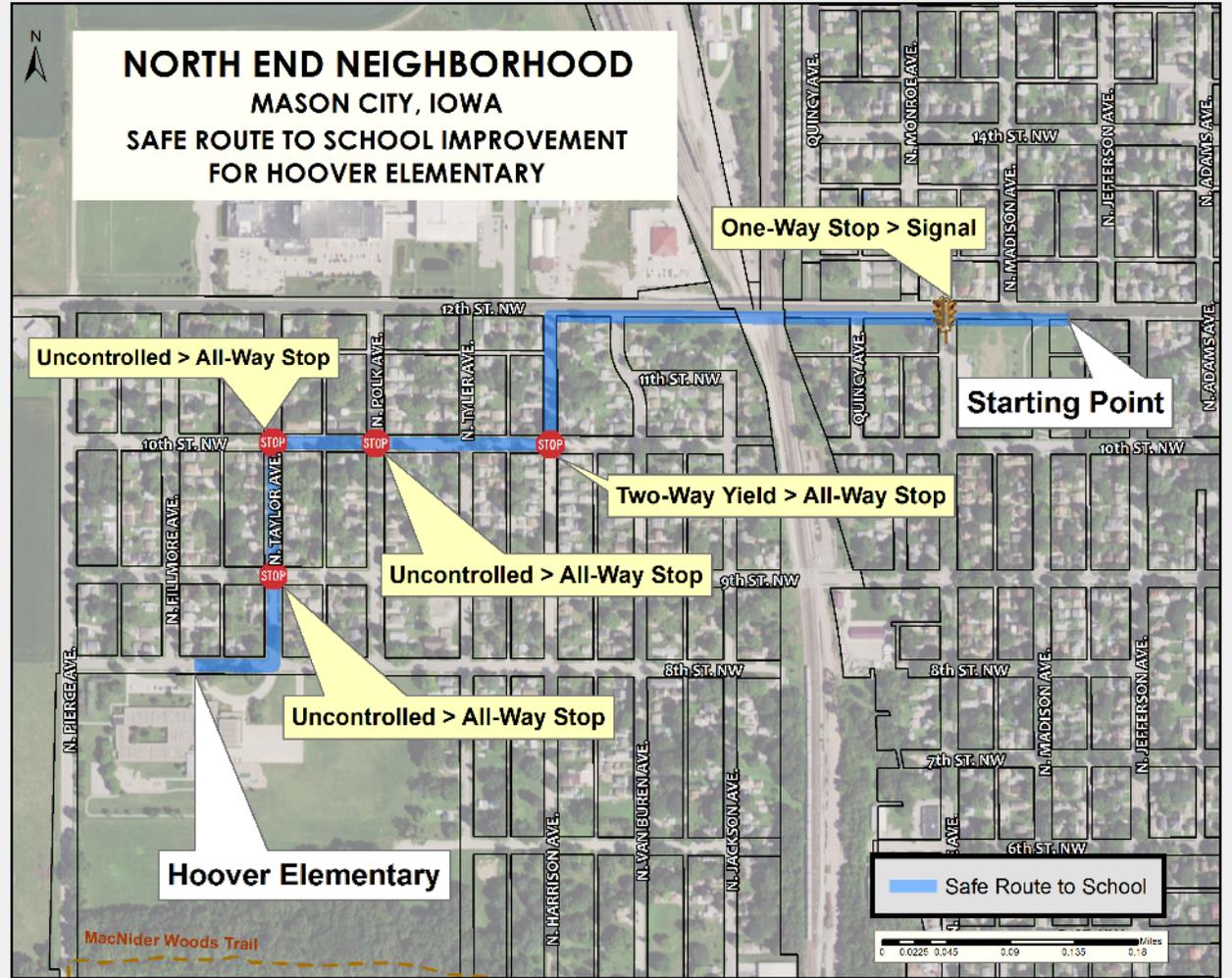
- Decreased Crash Rate by 50% in the Next 5 Years



NORTH END NEIGHBORHOOD, MASON CITY, IOWA
N. FEDERAL AVENUE PEDESTRAIN CROSSING IMPROVEMENT
EXISTING AND PROPOSED CROSSWALKS W/ CONTROLS



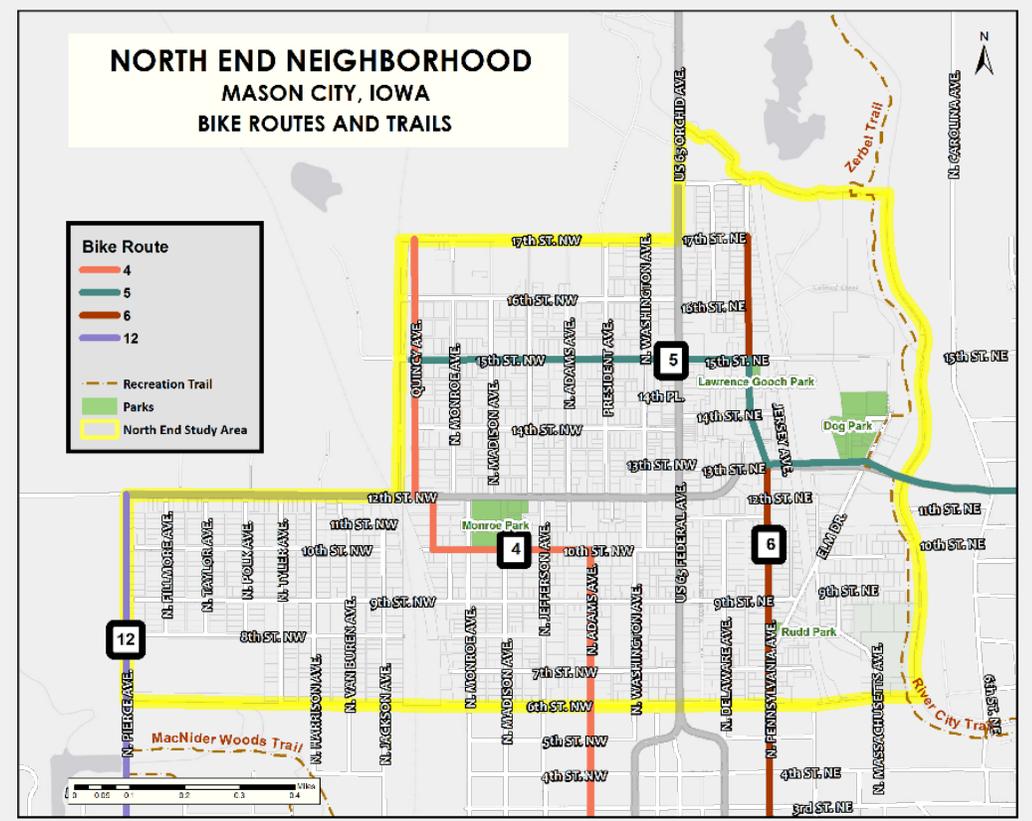
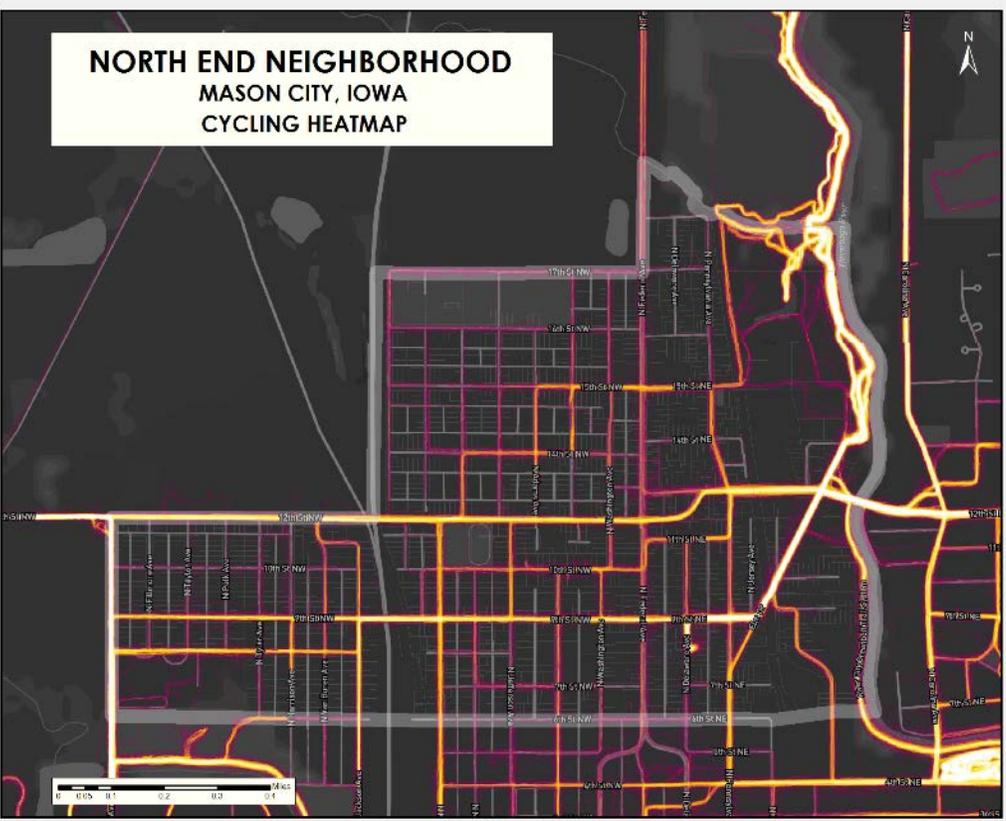
NORTH END NEIGHBORHOOD, MASON CITY, IOWA
12TH/13TH STREET PEDESTRAIN CROSSING IMPROVEMENT
EXISTING AND PROPOSED CROSSWALKS W/ CONTROLS



1/2



3



Problem:

- Limited Bicycle Infrastructure
- Underused "Routes"

Solutions:

- Bike Lane
- Multi-Use Sidewalk

Rationales:

- Dangerous to Ride on N. Fed.
- No Trail in the Neighborhood
- Support Active Transportation
- Residents' Suggestion

Indicators:

- Mode Share to 2%

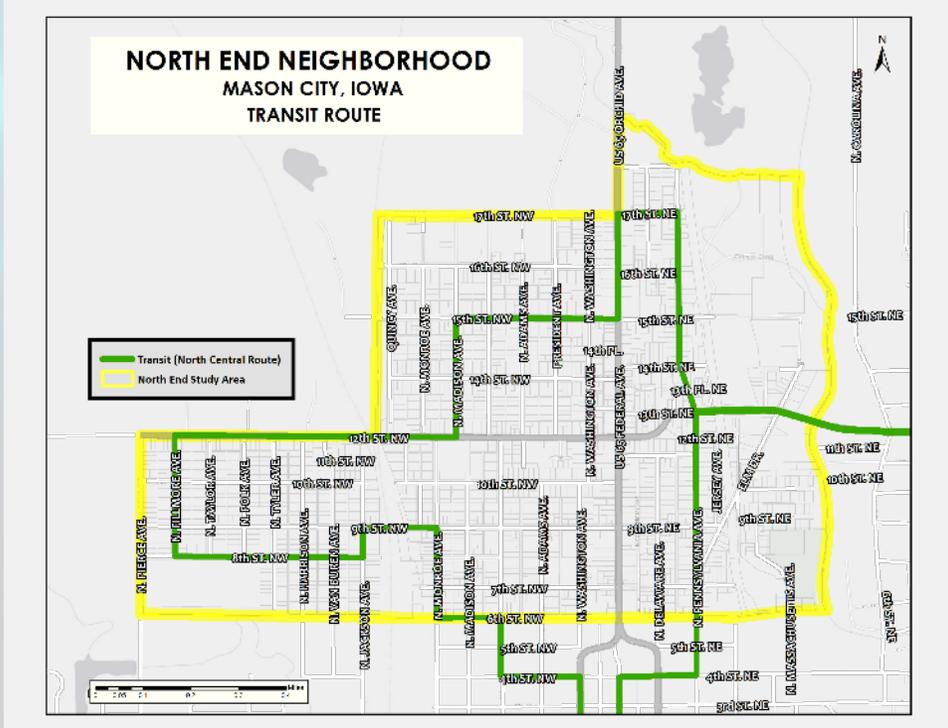


4

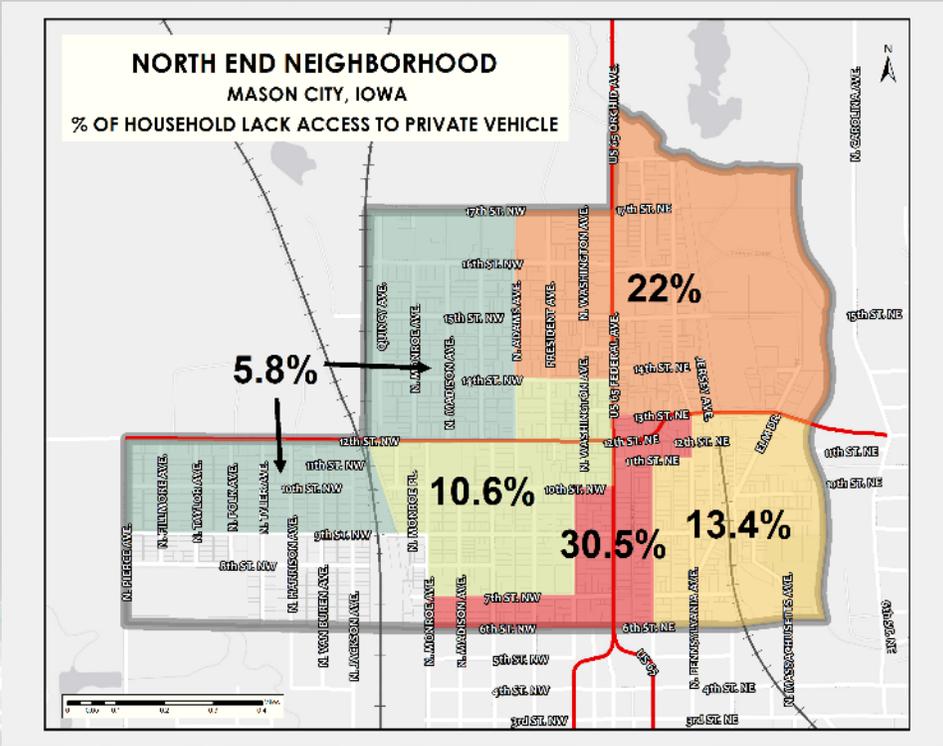
*Mason City Public Transit
Strategic Communications Campaign

Problem:

- Limited Transit Service



- ### Rationales:
- No Information on Night Service / 41% Respondents: Don't Know*
 - Riders: Weekend Service*
 - Disadvantage Population Rely on Transit



- ### Solutions:
- Advertising Night Service
 - Provide Weekend Service

- ### Indicators:
- Extended Service Time
 - Ridership ↑ >10%



1

Problem:

- Vacant Storefronts
- Lack of Business Diversity

Rationale:

- Douglas, GA: Small Façade-Improvement Grants, Development Guide (Resources, Zoning, Policies...).
- Mount Morris, NY: Main Street Program Grants, and downtown development program. It Gave Developers an Inventory Contained Important Information.
- Bend, OR: Business Idea-Sharing Conference

Solutions:

- Advertise Available Funding Sources
 - Corridor Revitalization Loan Program
 - Micro-Enterprise
 - Urban Revitalization Tax Abatement
- Utilization of Outside funding sources
 - Main Street Program
 - Transportation Enhancement Grant
- Development of the entrepreneurial ecosystem
 - Information packages
 - Pub talks
 - Conferences
 - Incubator Space

Implementation:

- More

Indicators:

- 50% Reduction of vacant store within 5 years
- 8-10 entrepreneurs in 5 years
- No. of users of business information packages



Problem:

- Impact of aesthetics of commercial corridor on the neighborhood

Rationales:

- Recommendation from 2015 focus group by the City.
- Douglas, Georgia: a streetscape project funded in part by a federal Transportation Enhancements grant. After: vacancy rate 25% → 6%; 12 new businesses.

Solutions:

- Streetscape and aesthetic improvements, public art.

Implementation:

- More

Indicators:

- No. of murals
- Increasing number of customers
- Improved streetscape (no. of banners, flower pots, trees, etc.)





Mason City N. Fed. Ave





Figure: Examples of Murals

Source: <http://www.muralsinthemarket.com/murals/>

Figure: Possible Location for Murals in N. Federal Ave.



1

Problem:

- No Active Community Organization

Solutions:

- Support and facilitate the revival of the North End Partnership
- City and Planning Team Offer Support

Rationales:

- NE Partnership has maintained 501c3 status.
- In the past, the NE Partnership was successful in holding events and completing projects that benefitted the neighborhood.



Indicators:

- Meeting/Event Frequency: >6 per Year
- Number of members >100
- Goals and achievements



Problem:

- Low Community Engagement

Solutions:

- Regular Community Events

2

Rationales:

- 59% of TNE Participants Reported Minimal Engagement.
- Social Connection is Key to Mental and Physical Health

Indicators:

- 4 Events per Year
- >50 Participants





Problem:

- Lack of Food Option

Solutions:

- City-Owned Vacant Lots: Community Garden
- North Iowa Fresh hub

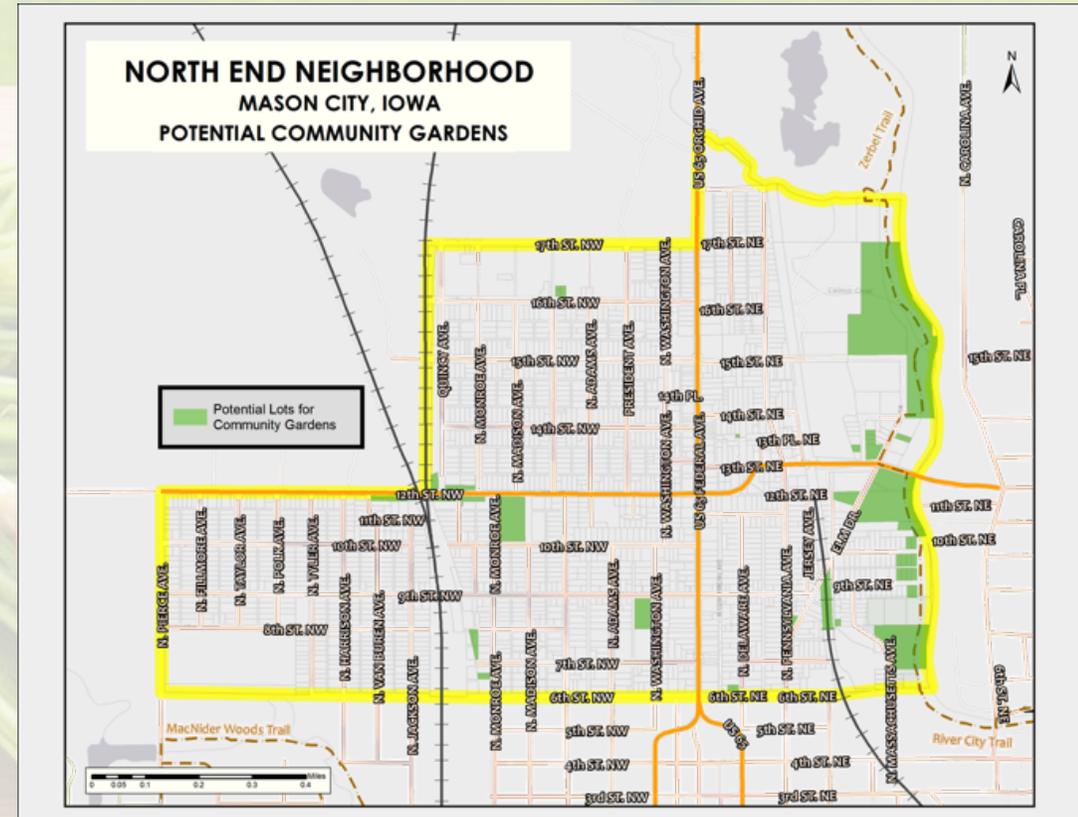
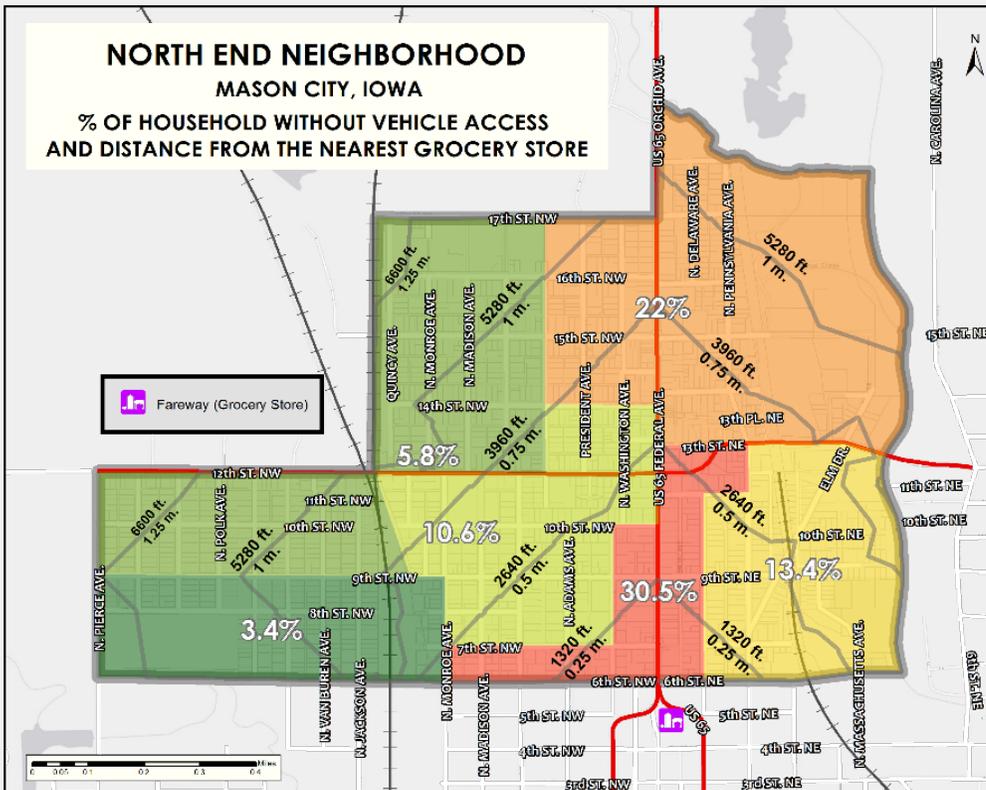
1

Rationales:

- Quasi Food Desert
- No Local Grocery
- Closest Grocery (1 mile away) Closes on Sunday

Indicators:

- Fresh Products and a Community Garden





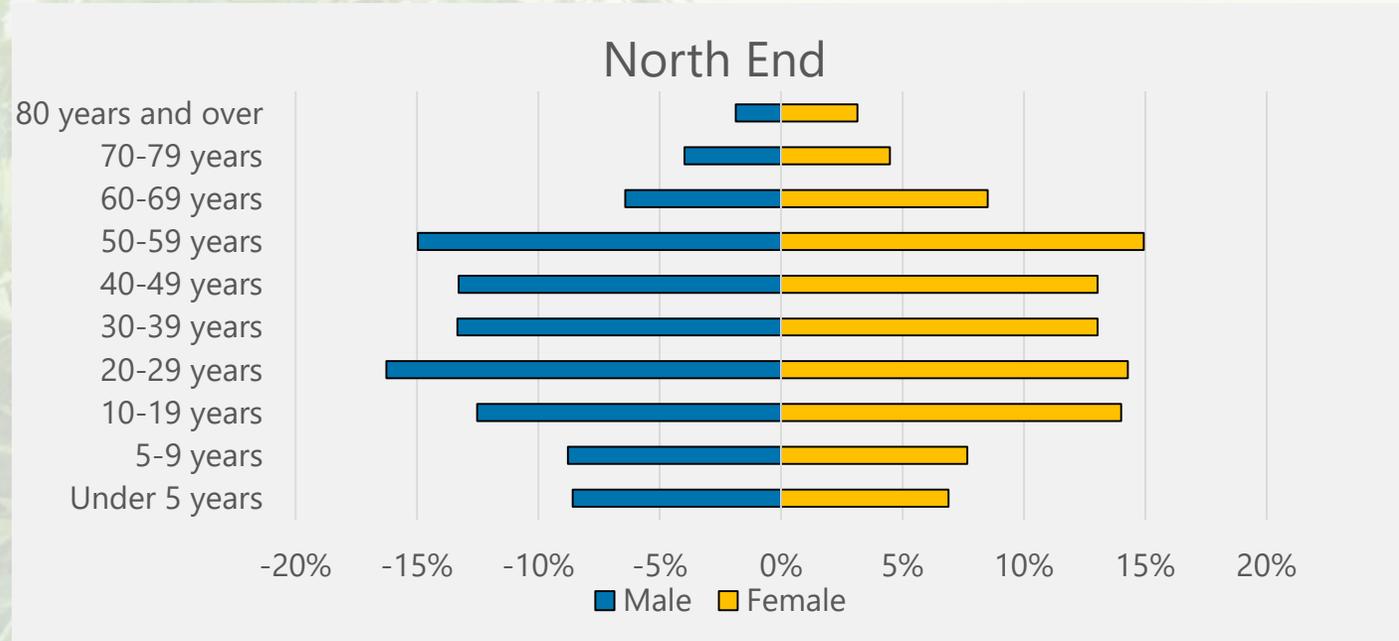
Problem:

- Aging in Place



Solutions:

- Young People to Join a Volunteering Program with NIACC
- Encourage to Region 2 Transit
- Meal Delivery Program



Rationales:

- 16% of the Residents: 15-19 years
- 30% of the Resident: >70 years
- May not be Able to Move Around Freely
- Increase Communication and Cohesion between Community Members



Indicators:

- Older Residents Still Enjoying Staying in Their Places



Problem:

- Lead Contamination

Solutions:

- Cerro Gordo County Lead Paint Hazard Program
- Promote Education

4

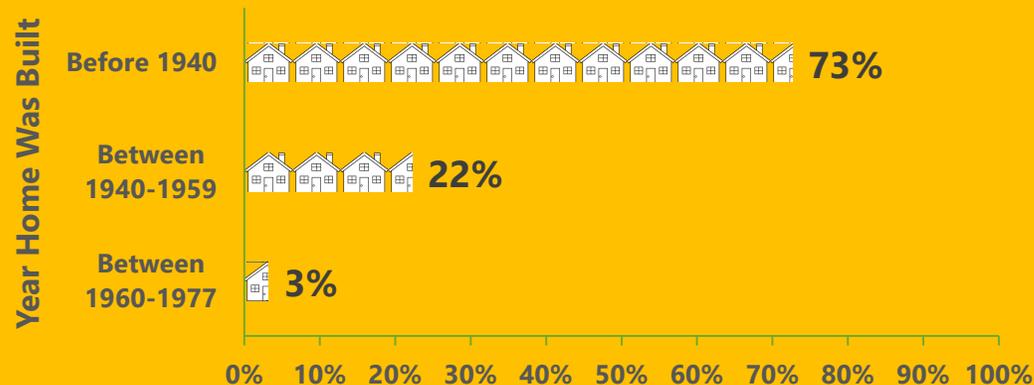
Rationales:

- EPA: Built <1940: Likelihood: 87%
- Lead Banned after 1978
- 73% of the Housing Built <1940
- 2% of the Housing Built >1978
- 15 Homes Inspected; 7 Homes Treated

Older Homes are More Likely to Contain Lead-Based Paint



North End Neighborhood Potential Lead Hazard Housing



Indicators:

- More Remediation Projects Completed
- Decreased Blood Lead Level



Problem:

- Preventive Care Accessibility

5

Solutions:

- Public Health Building to Provide Service

Rationales:

- Low-Income Neighborhood
- Studies show low-income residents lack access to preventative care.



Indicators:

- 100% of NE Residents Has Access to It.



Problem:

- Poor Perceptions of Neighborhood

Solutions:

- Support "This Is the North End" Marketing Campaign
- Couples, Post Cards, Public Art, Wayfinding, Aesthetic Improvements

Rationales:

- Anecdotal Evidence: neither Public Events nor Crime Data Support these Perceptions



Indicators:

- Media Coverage
- Follow-Up Survey



Result of the Dot Exercise

Solutions	Rank

Summary

	Issues	Solution
Housing		
Transportation		
Economic Development		
Community Engagement		
Health		



THANK YOU

QUESTIONS & COMMENTS

 Find us on
Facebook



IISC Mason City Planning Projects
@EnvisionMasonCity