

Comprehensive Land Use Plan

City of Fruitland, Iowa

November 1999

Prepared in cooperation with the
City of Fruitland
and
Bi-State Regional



Commission

CITY OF FRUITLAND IOWA

Mayor -

William Brockert

City Council -

Jerry Miller

Brian Rankin

Martin Hills

Judy Knouse

Planning Commission -

Kenneth Ahlf

Bill Hansford

Betty Smith

Gene Strause

Ron Strause

Clerk -

John Mc Cormick

Special Thanks to:

Paul Elshoff

TABLE OF CONTENTS

Introduction	1
Land Use Goals and Policies	4
Community Profile	8
Existing Land Use	13
Future Land Use	15
Strategies for Implementation	18
Appendix A - Town Meeting Summary	19
Appendix B - Updates to Socio-Economic Data.....	22

LIST OF TABLES

	<u>Page</u>
Table 1 - Socio-Economic Data for 1980 and 1990 Census	10
Table 2 - Building Permits 1980 - 1998	12

LIST OF MAPS

	<u>Page</u>
Map I - Location of City of Fruitland, Muscatine County, Iowa	2
Map II - Base Map.....	3
Map III - Existing Land Use.....	14
Map IV - Future Land Use	17

INTRODUCTION

The City of Fruitland, Iowa is located south of Muscatine, near Highway 61. Situated near the banks of the Mississippi River, Fruitland embodies a small town atmosphere with accessibility to urban amenities such as shopping, services, restaurants, etc. Map I identifies the location of Fruitland within the region, Map II provides a base map of the corporate limits. The 1998 Bureau of Census population estimate for the City is 672. As the community grows and develops, the importance of well-defined land use policies and planning has been recognized by the citizens and government officials.

The Fruitland City Council created its first Planning Commission in 1998 to develop a comprehensive land use plan. The purpose of the plan is to ensure quality development and safeguard the general health, safety and welfare of its citizens. The comprehensive land use plan is an important tool for guiding new development and future investment decisions in the City limits and areas anticipated for annexation. The plan envisions projected land use based on present data and assumptions for the community's future. All future development will be weighed by its consistency with this plan. Fruitland's Comprehensive Land Use Plan defines the City's land use policies for development in and around the corporate limits.

Elements of this plan include goals and policies, a community profile, existing land use, future land use and strategies for implementation. Fruitland's Comprehensive Land Use Plan will address how land is and will be utilized, where the land uses are located currently and in the future, and what the intensity of these uses will be. A town meeting was held on April 6, 1998 to solicit input into the land use plan. Over sixty people attended this meeting (see Appendix A for Town Meeting Summary). The Fruitland Planning Commission hosted several Public forums in 1998 and 1999 to gain input into plan development. The Planning Commission meetings were and are open to the public. A public hearing was held on February 11, 1999 to solicit comments on the Comprehensive Land Use Plan. City Officials used these public comment opportunities to create the final plan. The remainder of this document will be devoted to outlining the Fruitland of today and how it is envisioned in the future.

LAND USE GOALS AND POLICIES

The goals set forth in this Comprehensive Land Use Plan represent a vision for the City of Fruitland, Iowa. These goals and policies have been created through a public input process of policy makers and citizens. They provide the foundation for decisions on land use, growth and development, and public investment in the City of Fruitland, Iowa.

Goals

- A. To ensure managed growth that preserves the bedroom community image of the City of Fruitland.
- B. To recognize and safeguard the compatibility of land uses in and around the corporate limits.
- C. To provide a safe, healthy, and quality living environment for its citizens, present and future.
- D. To provide efficient, reliable community services and facilities to meet the needs of its citizens.

Policies

The policies identified below establish guidance for future decisions in Fruitland, Iowa on management of growth and development, environmental health, and community services and facilities. As the economy and situation in Fruitland changes, these policies will be reviewed periodically to meet the needs of its citizens.

A. Management of Growth and Development

General

- 1. Development should be located in areas designated for specific land uses as defined by the future land use map.
- 2. A balance between growth and development and small town image should be maintained.
- 3. Preservation and enhancement of Fruitland's historic and cultural features including structures, monuments, archaeological sites, parks, festivals, etc. are encouraged as contributions to growth and development.
- 4. Sound construction practices and adequate maintenance are encouraged to ensure quality development, instill community pride and provide for the health, safety, and welfare of its citizens within Fruitland.
- 5. As annexations occur, the City may utilize agricultural land and/or open space to buffer itself between bordering communities and incompatible land uses.

Residential

1. Opportunities should be provided for a variety of housing types to serve residential needs of present and future residents.
2. Affordable single-family housing that promotes the small town image of the community will be emphasized in residential development.
3. Residential development should be located in platted subdivisions where public facilities and services can be provided or extended if necessary in the future.
4. Existing neighborhoods should be maintained as new neighborhoods develop.

Commercial

1. Commercial development is encouraged to be located along primary roadway corridors as designated by the future land use map.
2. Neighborhood services, local business needs, and tourism should be the emphasis of commercial development in the City.
3. Commercial development, present and future, is encouraged to reinvest/invest in the community.
4. Clustering commercial uses on primary roads is encouraged, rather than strip development, by locating on controlled access and frontage roads to ensure efficient traffic flow.

Industrial

1. Industrial development is not a community priority and should be discouraged.

B. Environmental Health

Land

1. Greenways should be encouraged within the community to allow for conservation of watersheds, erosion control, wildlife migration, flood plain management, and recreation benefits.
2. Effort should be given to maintaining the land environment and natural beauty of Fruitland, including its mature trees and agricultural areas.

Water

1. Both surface and groundwater supplies should be protected and conserved for present and future use.
2. Effort should be given to maintaining the quality of Fruitland's water resources for

water supply, fire protection, recreation and wildlife.

C. Services and Community Facilities

Emergency Services

Efficient, reliable and responsive emergency services, including law enforcement, fire protection, ambulance service, 911 service, etc., is important and should be routinely evaluated.

Transportation

1. Efforts to maintain and preserve the existing transportation system, including motor vehicle, transit, rail, bicycle and pedestrian modes, in or accessible to Fruitland, should be considered on the basis of transportation investments using short and long range planning activities and implementation of a capital improvement program to set priorities.
2. Improvements to the capacity of the transportation system which accommodates existing and future traffic needs is encouraged.
3. Improving access for pedestrian and bicycle traffic from all areas of the community is encouraged.
4. On-site residential and commercial parking should be provided to discourage parking on public streets.
5. New roads will be considered in relation to access for emergency services, reasonable distance from major roads and efficient traffic flow within and through the community.

Water Supply System

1. The existing water distribution system should be improved to provide adequate pressure and a potable supply.
2. Extension of the water distribution system to new subdivisions should be the responsibility of the subdivision developer.

Sanitary Sewer System

1. The sanitary sewer collection system should be developed to meet the need of its residents and provide for their health and safety.
2. Extension of sanitary sewer collection for new subdivisions should be the responsibility of the subdivision developer.

Waste Disposal

1. The management of solid waste should adhere to the State of Iowa's waste hierarchy, with preference for waste reduction at the source, and recycling rather than land disposal.
2. Efforts toward meeting the State of Iowa's goal fifty percent reduction is encouraged through a multi-system approach through participation in regional waste coordination efforts with the Muscatine County Solid Waste Management Agency.
3. Periodic evaluation of Fruitland's garbage collection system should be reviewed for its efficiency, waste reduction levels and cost for service.

Recreation

1. The enhancement of Fruitland's park is encouraged with its connection to the Muscatine trail network and opportunities for attracting national visitors.
2. Maintenance of the existing park is encouraged.
3. Land acquisition as quality land becomes available should always be a consideration for expanding the park system of the City.

COMMUNITY PROFILE

Existing Socio-Economic Data

Population. With its rich history and location on the Mississippi River, the City of Fruitland, in Muscatine County, has a variety of amenities, its most valuable resource being the citizens. The 1998 population estimate amounts to 672 people. This is a 23.5% increase in population in 16 years when the population in 1980 amounted to 461. Since 1980, The City of Fruitland has experienced population growth. Table 1 outlines the socio-economic data of Fruitland for the 1980 and 1990 Census.

The median age of City residents based on the 1990 Census was 29.2 years. Forty-nine percent of the population was between 25 and 59 years of age. In 1990, residents 60 years or older comprised 7.4% of the population compared to 43.4% of the population 19 years or younger. Statistics in the 1990 Census indicate 86.3% of the population was born in their state of residence and 52 people were identified as foreign-born. (other State in U.S.) The 1990 Census reported a total of 11 ancestries, with the highest concentration being German (51.5%), Irish (7.2%) and English (5.5%). Educational attainment of those 25 years and older shows 73% of the population had graduated from high school or better. The population by gender was 47.9% male and 52% female in 1990.

Housing. The number of households increased by 30 from 1980 to 1990 based on Census data. There was an increase of 27 housing units between 1980 and 1990, according to the Census. In 1990, there were 165 housing units. In owner occupied housing, the persons per unit was 3.24 in 1990. Of the 162 occupied housing units in 1990, 141 were owner occupied. Between 1980 and 1989, there were 20 building permits for single family dwellings issued in Fruitland. Between 1990 and 1997, there were 9 building permits issued for single family dwellings. No building permits were issued for multi-family dwellings during these periods. The median value of owner occupied housing increased from \$48,800 in 1980 to \$57,000 in 1990, according to the Census. Table 2 illustrates the building permit data from the U.S. Department of Commerce and Census Bureau. The average cost of units built in 1998 was \$93,800 and has shown an increase over the last twelve years.

Employment and Income. The 1990 Census reported the number of persons 16 years and older in the labor force amounted to 275, with 152 males (55.3%) and 123 females (44.7%). The percent unemployed amounted to 5.0%. The most common occupations for residents in Fruitland included administrative support including clerical (15.6%); machine operators, assemblers and inspectors (15.3%); precision production, craft and repair occupations (12.4%); sales occupations (10.5%); transportation and material moving occupations (7.6%).

In Fruitland, the percentage employed in the following categories amounted to: manufacturing (42.9%); wholesale and retail (21.5%); and professional services (12.4%). Table 1 illustrates this information. Employment by industry shows 54 people in manufacturing of durable goods in 1990.

The income per capita rose from \$6,726 to \$11,931 between 1980 and 1990. The median house-hold income increased \$14,700, from \$21,607 in 1980 to \$36,307 in 1990. Of 144

households with wage and salary incomes, the mean income was \$39,542. Fifteen and nine-tenths percent

of the population was considered below poverty level. Seventy-one percent of these individuals were between the age of 5 and 34.

Future Socio-Economic Trends

Future Population and Housing Trends. Based on trends for Muscatine County, the population is expected to grow through 2005, then level off as projected by Woods & Poole Economics and the State of Iowa. Based on a limited trend line analysis using decennial census data since 1980, the population of Fruitland by 2020 is projected to reach 880 (+/- 25 standard deviation.) This scenario would be considered the very best case scenario, since relying on historic trends does not consider birth and death rates or migration rates.

Housing development increased in the early 1990's, compared to the slow growth in the 1980's. With a relatively moderate population growth projected through 2020 and the emphasis on retaining a small town image, residential development will increase gradually with the population growth. From the town meeting input, provisions for moderately priced owner-occupied housing were favored. Emphasis was also given to maintaining existing neighborhoods with the development of new ones.

Future Economic Trends. In Muscatine County, the total employment is expected to increase from 27,270 in 1999 to 32,520 by 2020, according to Woods & Poole Economics (1999). As a bedroom community of the urban center, employment opportunities will remain limited within the City. Very little retail development has occurred in the 1990's within Fruitland predominately serving the motorist. The results of the City meeting input indicate a preference for residential and small commercial.

Future Community Facilities and Services

Preservation of the existing facilities will be emphasized in the future by maintaining the existing roadways, community buildings, and parks. No major roadway expansions are planned except in conjunction with new subdivisions. Fruitland participates in rural transportation planning, both short and long range, via the Region 9 Planning Area. The City participates in regional Solid Waste Management as part of the Muscatine County Solid Waste Management Agency and Bi-State Regional Comprehensive Solid Waste Management Plan - Iowa Region Update of 1999. Fruitland is a member of the Bi-State Regional Commission, who assists in a variety of planning efforts.

Concerns regarding water and sewer upgrades will need to be addressed as residential development continues. Considerations will need to be given to private vs public options and/or intergovernmental vs individual community options. Water is available from Muscatine Power and Water at any time. Sewer service can be initiated by a connection to the City of Muscatine. Recreation facilities, specifically a new park site, will need to comply with the park and recreation plan of Fruitland. Emphasis was given by the community to construct a new City Hall over the next few years. Continuing to improve community services as needed by Fruitland residents will be emphasized.

TABLE 1
SOCIO-ECONOMIC DATA
1980 AND 1990

POPULATION				
<u>Population Trends</u>		<u>Gender</u>		
1980	461	1980		
1990	511	Male	223	(48.4%)
		Female	238	(51.6%)
<u>Number of Households</u>		1990		
1980	132	Male	245	(47.9%)
1990	163	Female	266	(52.1%)
<u>Number of Families</u>		<u>Age-Group Distributions (1990)</u>		
1980	115	Under 5 Years	25	
1990	133	5 to 19 Years	149	
		20 to 24 Years	22	
		25 to 44 Years	173	
		45 to 54 Years	65	
		55 to 59 Years	19	
		60 to 64 Years	21	
		65 to 74 Years	13	
		75 Years and Over	6	
		Median Age	29.2	
<u>Persons Per Household</u>		<u>Race and Hispanic Origin</u>		
1980	3.49		<u>1980</u>	<u>1990</u>
1990	3.15	White	454	504
		Black	0	0
		American Indian	0	3
		Asian	1	2
		Hispanic Origin*5		12
		* Can be of any race		
EMPLOYMENT 1990 (Persons Ages 16 to 64)				
<u>Labor Force</u>	<u>City</u>		<u>% of County</u>	
	<u>1980</u>	<u>1990</u>		
Male	150	152	1.3	
Female	99	123	1.4	
<u>Not In Labor Force</u>				
	28	20	0.9	
Male	48	67	0.9	
Female				
<u>Occupation</u>	9	15	0.9	
Executive, Administrative, Managerial	12	14	0.8	
Professional Specialty	5	7	1.4	
Technicians	10	29	1.7	
Sales Persons	12	43	1.7	
Administrative Support, including Clerical	0	0	0.0	
Private Household Workers	2	8	1.1	
Farming, Forestry, Fishing	31	34	1.4	
Precision Production and Craft	52	42	1.6	
Machine Operators	23	21	2.1	
	20	15	1.1	

TABLE 1 (Continued)

EMPLOYMENT 1990 (Persons Ages 16 to 64) - Continued			
<u>Industry</u>	<u>City</u>		<u>% of County</u>
	<u>1980</u>	<u>1990</u>	
Agriculture, Fisheries, Mining	2	8	0.9
Construction	10	9	1.1
Manufacturing - Durable Goods	63	54	1.9
Manufacturing - Non-Durable Goods	54	64	1.9
Transportation	9	8	1.3
Communication/Utilities	0	4	0.9
Wholesale Trade	10	13	1.4
Retail Trade	20	46	1.5
Finance, Insurance, Real Estate	2	2	0.3
Business and Repair Services	7	11	1.6
Recreation/Entertainment Services	8	0	0.0
Health Services	6	12	1.0
Educational Services	10	7	0.5
Other Services	14	15	1.5
Public Administration	5	5	1.1
<u>% Employed In</u>			
Manufacturing	45.2		
Wholesale and Retail	22.6		
Professional Services	13.0		
HOUSING			
<u>Number of Housing Units</u>		<u>Median Value Owner-Occupied Housing Units</u>	
1980	138	1980	\$48,800
1990	165	1990	\$57,000
<u>Occupancy (1990)</u>		<u>Median Monthly Mortgage Payments</u>	
Occupied Housing Units	162	1980	\$371
Owner Occupied	141	1990	\$569
Percent Owner Occupied	87.0	<u>Median Monthly Rent Payments</u>	
Renter Occupied	21	1980	\$217
Vacant Housing Units	3	1990	\$278
<u>Persons Per Unit</u>		<u>Year Structure Built</u>	
Owner Occupied Units	3.24	1980 to 1990	36
Renter Occupied Units	2.57	1970 to 1979	73
<u>Units In Structure</u>		1960 to 1969	23
1-Unit, Detached	146	1950 to 1959	8
1-Unit, Attached	0	1949 or Earlier	17
2 to 4 Units	4	<u>Year Householder Moved Into Unit</u>	
5 to 9 Units	0	1989 to March 1990	23
10 or More Units	0	1985 to 1988	32
Mobile Home, Trailer	15	1980 to 1984	26
<u>Selected Monthly Owner Costs as a</u>		1970 to 1979	61
<u>Percentage of Household Income in 1989</u>		1960 to 1969	9
Specified Owner-Occupied Units	115	1959 or Earlier	6
Less than 20 Percent	85		

20 to 24 Percent	16	
25 to 29 Percent	2	
30 to 34 Percent	0	
35 Percent or More	9	

TABLE 2
FRUITLAND, IOWA
BUILDING PERMITS 1980 - 1998

YEAR	NUMBER	COST	AVERAGE COST
1998	15	1,407,000	93,800
1997	13	1,212,632	93,279
1996	13	1,231,764	94,751
1995	13	1,148,412	88,339
1994	4	226,666	56,667
1993	4	226,666	56,667
1992	3	170,000	56,667
1991	3	170,000	56,667
1990	1	59,017	59,017
1989	1	59,017	59,017
1988	3	172,500	57,500
1987	3	172,500	57,500
1986	2	115,000	57,500
1985	0	0	0
1984	0	0	0
1983	0	0	0
1982	0	0	0

Sources: U.S. Department of Commerce, Census Bureau
Fruitland City Hall, City Clerk

EXISTING LAND USE

The City of Fruitland is located southwest of the City of Muscatine in close proximity to the Mississippi River in Muscatine County, Iowa. U.S. Route 61 runs along the north side of the Community. Based on the existing land use map for 1998 (Map III), the land area is equivalent to approximately 1.78 square miles or 1,141 acres.

Residential

This category includes all land associated with dwelling units, including one-family, two-family and multiple family units, either renter or owner occupied. The predominated land use in the City is residential development and accounts for approximately 23% of the land area. Residential land use accounts for approximately 262 acres in the community. Development is a combination of a traditional grid pattern of streets and conventional subdivision pattern of cul-de-sacs.

Commercial

Commercial land use includes activities involving the sale of goods or services. This type of land use reinforces urban development and provides for a sustainable community. Commercial development accounts for approximately five acres in the community or less than 1/2% of the land area. It is primarily concentrated along Muscatine Avenue. Businesses are of a service nature.

Industrial

Activities related to manufacturing or technically productive enterprises are categorized as industrial land use. These include steel, fertilizers, explosives, cement, etc. or packing plants, stockyards, petroleum refineries, quarries, electric substations, barge terminals, etc. There is one industrial area in Fruitland. It is located along the I & M Rail Link right-of-way in close proximity to residential areas. The land is being used for storage. Existing industrial land accounts for approximately 10 acres in the community.

Recreational/Open Space

This category includes recreational trails, city parks, county or state parks or preserves, boat access areas, campgrounds, etc. Recreational land use accounts for 3 acres in the community or less than 1/2% of the land area. The Community Park is the only recreational facility currently located in Fruitland. The park has a ball field, playground and shelter.

Institutional

Land in this category is utilized for nonprofit, religious or public use, such as churches, libraries, schools, hospitals, cemeteries, government structures or land used for public purposes excluding recreational areas. This category includes open space owned by the city for drainage and utilities. There is one church in the City. The City Hall is located on North Street near the IML railroad tracks. There is a fire station at North and Sand Run Streets. The post office is located adjacent to the City Hall.

Agriculture and Not Classified

All areas not classified in the categories mentioned above are noted in the category of land use. In 1998, this category accounted for 75% of the land use in Fruitland. Low density or small,

family type farm operations and low density, single-family residential dwellings characterize this land use category.

FUTURE LAND USE

The City of Fruitland is an area in Muscatine County anticipated for future residential growth. The City intends to use the agricultural land between Fruitland and the City of Muscatine as a buffer area to maintain the more rural atmosphere provided in the existing community. The proposed future boundaries of Fruitland will not change from the existing city limits due to sufficient land area for future growth. Based the future land use map (Map IV), the land area is the same as the existing land use (Map III).

Residential

This category includes all land associated with dwelling units including one-family, two-family and multiple family units, either renter or owner occupied. As noted in the existing land use section, the predominate land use in the City is residential development. With the additional land use projected for residential development, this land use would account for the largest land use type in the community.

The residential land use in the future accounts for more than 25% of the land. Given the ability to also utilize the agricultural and not classified land mentioned later in this section, there appears to be sufficient land available for the proposed growth in population, based on a population projection of 880 people by 2020.

Commercial

Commercial land use includes activities involving the sale of goods or services. This type of land use reinforces urban development. Commercial land use provides opportunities for the community to sustain itself. This land use category will continue to be primarily concentrated along Muscatine Avenue. Commercial development accounted for approximately five acres in the community in 1998. Future commercial land use will continue to be concentrated in the existing locations and some new sites along Muscatine Avenue. Maintaining this type of land use will allow Fruitland to retain its small town mix of neighborhood commercial and residential development, while allowing for some revenue opportunities and economic development.

Industrial

Activities related to manufacturing or technically productive enterprises are categorized as industrial land use such as steel, fertilizers, explosives, cement, etc. or packing plants, stockyards, petroleum refineries, quarries, electric substations, barge terminals, etc. There is one industrial area in Fruitland. It is located along the I & M Rail Link right-of-way in close proximity to residential areas. The land is being used for storage. Existing industrial land accounts for approximately 10 acres in the community. Future industrial land is also anticipated along the railroad corridor west of Turkey Road. An additional 35 acres of industrial land use is projected for Fruitland.

Recreational/Open Space

This category typically includes recreational trails, city parks, county or state parks or preserves, boat access areas, campgrounds, etc. The potential for neighborhood tot lots associated with the development of new subdivisions and improvements to the existing Community Park are the only planned changes envisioned at this time.

Institutional

Land in this category is utilized for nonprofit, religious or public use, such as churches, libraries, schools, hospitals, cemeteries, government structures or land used for public purposes excluding recreational areas. The City plans to construct a new City Hall on land currently owned by the community.

Agricultural and Not Classified

All areas not classified in the categories mentioned above are noted in this category. Low intensity or small, family type farm operations and low density residential development characterizes this land use category. In 1998, this category accounted for 75% of the land use, while it will account for slightly less in the future or approximately 820 acres. Land in this category will enable the City to create a buffer area between its boundaries and those of the neighboring community of Muscatine as a means of retaining the small town atmosphere characterizing the City of Fruitland. This category will enable Fruitland to expand and develop within its corporate limits as development pressure occurs without contributing to urban sprawl.

STRATEGIES FOR IMPLEMENTATION

Strategies for implementation focus on how to address the policy recommendations as part of this Comprehensive Land Use Plan. This Plan acts as the long range plan for guiding future land use development in the City of Fruitland. Periodic review of this Plan will ensure it meets the needs of the citizens of Fruitland.

The main headings addressed in the policy statements are noted below. Each heading is associated with activities which will guide development within Fruitland.

A. Growth and Development

- Review and revise development (e.g., zoning and subdivision) ordinances to ensure the small town atmosphere of the City and to accommodate buffer areas between the adjacent community.
- Review and modify the municipal code to ensure consistency with development ordinances and their effectiveness in regulating activities within Fruitland.
- Expedite the construction of current developments, e.g. City Hall, or future park development or improvements.

B. Environmental Health

- Examine storm water management and erosion control ordinances to facilitate water flow, prevent ponding and minimize erosion.
- Provide sanitary sewer and water connections to existing and proposed developments in the community. Water connections should be considered within the next five years while sewer connections should be considered from five to ten years of plan adoption.

C. Services and Community Facilities

- Develop capital improvement program for community facilities such as roads, water supply system, sewerage system, parks, etc.
- Seek ways to improve physical features and utilization of existing recreation facilities within the City.
- Investigate opportunities for new community facilities, such as a branch library and/or community center/City Hall in the City.
- Review periodically the efficiency, reliability and effectiveness of Fruitland's emergency services.
- Review periodically the efficiency, waste reduction levels and cost for service of the garbage collection system.

- Monitor technologies related to telecommunication including but not limited to fiber optics, and cellular and cable communications, and the regulation/deregulation of this industry at a state and federal level for the benefit of Fruitland residents.

APPENDIX A

**CITY OF FRUITLAND, IOWA
TOWN MEETING SUMMARY
FOR FUTURE COMPREHENSIVE PLANNING**

April 6, 1998

The City of Fruitland has a number of valuable resources, including its citizens, land and water resources, neighborhoods, school and government. Planning for its future will guide growth and development, public investment decisions and future land use.

The City of Fruitland is considering the creation of a comprehensive land use plan to guide future development, support its development ordinances such as zoning and subdivision regulations and direct public investment decisions. The first step in the process is to gather input from the community through a town meeting. A town meeting was held on April 6, 1998 from 7:00 p.m. to 9:30 p.m. With the assistance of the Mayor and City Council members, Bi-State Regional Commission facilitated the program. Over sixty individuals participated in the town meeting, representing neighborhoods, businesses, school, local government, other communities and the County.

Following a welcoming statement by the Mayor, Bill Brockert, and City Council member, Paul Elshoff, a statement of the meeting purpose was made. Participants were invited to give input on long term comprehensive planning and short term goals, city water system and quality, city sewer options, road improvements, cable television options, other municipal services, etc. The City of Muscatine gave a status report on plans for sewer extensions while Muscatine Power and Water Company reviewed options for extending water service.

Participants were asked to introduce themselves and note strengths of Fruitland. The greatest strengths noted by participants were the friendly people living in the community and the open, peaceful small town atmosphere. The community's affordability, good school system and cooperative forwarding thinking government were also noted as strengths. These characteristics of Fruitland will be important to the community's future, based on comments received at the town meeting. Other commonly mentioned strengths included: well-managed growth; positive changes; good streets; community's ability to work together; low amount of crime/positive safety aspects; mature trees and concern for preserving the environment.

After receiving comments on strengths, participants were asked what they envision for the City of Fruitland through the year 2020 and improvements that might be foreseen. A list of items was developed to improve Fruitland and are listed below. The meeting concluded with a brief overview of the components of comprehensive planning including: goals/policies; existing and future community profile including population and employment; existing and future land use; and strategies for implementation (the community "to do" list). Appreciation was extended to the participants for their input and for the number willing to contribute their thoughts. The City will utilize this information in future planning efforts.

The following pages detail the comments noted in the town meeting.

**CITY OF FRUITLAND, IOWA
TOWN MEETING SUMMARY
FOR FUTURE COMPREHENSIVE PLANNING**

April 6, 1998

Participants of the town meeting were asked to describe the strengths of the City of Fruitland. The strengths are listed directly below. The list is noted in the order the information was received at the meeting and the approximate number of times a thought was reiterated.

Strengths

- Good streets (reiterated by a few people, at least 3)
- City Council and Planning and Zoning Commission forward looking, seeking to improve Fruitland in the future (reiterated by several people, at least 7)
- Community works together (reiterated by a few people, at least 3)
- Good participation at this town meeting with over 60+ people (reiterated by a few people, at least 2)
- Nice, friendly people, neighborly and willing to wave greetings to each other (reiterated by several people, at least 7)
- Louisa-Muscatine School highly praised and reason for living in community (reiterated by many people, at least 12)
- Cooperativeness of City Council for their ability to work with developers and on solving community problems (reiterated by a few, at least 3)
- Positive changes (reiterated by a few people, at least 2)
- Cost of living less expensive, community affordability, lower taxes and more house for the money (reiterated by several people, at least 11)
- Open space and lower density residential development (reiterated by several people, at least 7)
- Low crime rate and feeling of safety/security, e.g. children can walk through town to various locations and parents feel their safety is not a concern (reiterated by a few people, at least 3)
- Concern for preserving the environment, e.g. referencing the preservation of the Island aquifer, etc. (reiterated by at least 1 person)
- Mature trees which add to the character of the area (reiterated by at least 1 person)
- Quiet place with small town country atmosphere (reiterated by several people, at least 6)
- Good community park
- Growth seen as well-managed, positive but concern for being too rapid (reiterated by a few people, at least 2)
- City officials care about the citizens
- Fire Department as a community asset and good first responder, also provides degree of self-sufficiency
- Zip code adds to community identity
- Access to nearby services in Muscatine such as hospital, regional shopping
- Nice little town

Vision of Fruitland Through Year 2020

The meeting continued with participants' vision of Fruitland through the year 2020. Individuals were asked for their views on what the Village requires to meet the needs of its citizens into the next century.

- Consider water supply alternatives (private vs. public options and/or intergovernmental vs. individual community options) for drinking, possible irrigation and fire protection; and list pros and cons of such alternatives including the tradeoffs
- Consider sanitary sewer alternatives (intergovernmental vs. individual community options) for health, safety and welfare of citizens and the environment; and list pros and cons of such alternatives including the tradeoffs
- Attempt to sustain community self-sufficiency (within reasonable cost was noted)
- Emphasize cost-effectiveness in decision-making
- Maintain perspective on environmental issues/impacts of decision-making
- Manage growth for positive benefit of the community; and examine impacts of decision-making, e.g. flood buy-outs and its impact on development
- Examine the impact on the community's infrastructure (water, sewer, streets, police/fire protection, etc.) in relation to growth
- Develop a comprehensive plan to support Fruitland's development ordinances (zoning and subdivision regulations)
- Envision primarily residential growth, not commercial growth
- Make sound decisions for the community (associated with caring aspect noted in strengths)
- Oppose growth (may qualify statement by opposing growth that does not embrace the small town bedroom community atmosphere of the existing community)
- Envision sustaining the bedroom community atmosphere (noted that this may be a tradeoff for higher taxes)
- Retain open spaces
- Keep taxes low
- Discourage over regulation within the community
- Envision commercial development to help sustain growth, e.g. bank, general store, neighborhood commercial services that would help community's viability and sustainability
- Identify/examine the real problems in the community, e.g. need for technical study of water and sewer problems
- Control growth through community input such as this town meeting
- Maintain a clean environment
- Develop a new city hall and/or community center for Fruitland

APPENDIX B

