

CITY OF WILTON

HIGHWAY 38 CORRIDOR DEVELOPMENT STUDY



Adopted: xxx

City of Wilton, Iowa

Acknowledgments

Wilton City Council

Bob Barrett, Mayor
Wayne Budding, City Council Member
Steve Owens, City Council Member
Ted Marolf, City Council Member
Keith Stanley, City Council Member
Sheryl Lenker, City Council Member

Planning and Zoning Commission

Dorothy Green
Jane Kreimeyer
Fred Grunder
Nancy Dunston
Laurie Maurer
Corey Freeman
Bill Sterner

Hwy 38 Corridor Study Steering Committee

Becky Allgood
Chris Ball
Stephanie Miene
Cheri Monahan
Dave Mohr
Steve Agne
Mark Peterson
Keith Stanley
Don Roth
Dwight Watkins
Rod Ness

MSA Professional Services, Inc.

Shawn O'Shea, Project Planner
Kevin Bailey, Project Engineer
Chris Janson, QA/QC

Thank you to the following organizations that made this study possible!

City of Wilton
CIPCO
Cedar County Economic Development
Eastern Iowa REC
Wilton Economic Development Corp
WTC Communications

Table of Contents

Chapter 1: Introduction	1-2	Chapter 5: Corridor Concept Plan	5-2
Study Purpose and Need		Future Land Use & Development	
Planning Process		Corridor Character	
Project Area		Infrastructure	
Demographics		Transportation, Access, and Mobility	
		Design Considerations	
Chapter 2: Existing Conditions Analysis	2-2	Chapter 6: Implementation and Action Plan	6-2
Existing Plans		Guiding Daily Decisions	
Zoning & Development		Guiding Annual Decisions	
Transportation & Mobility		Action Plan	
Infrastructure & Utilities		Amending the Plan	
Environmental Features			
Chapter 3: Community Input	3-2	Appendix A: Complete Public Input Data	A-2
Overview of the Process		Stake Holder Interview Results	
Feedback from the Committee		Community Survey Results	
Feedback from the Survey		Property Owner Survey Results	
Focus Group Feedback			
Public Open House			
Key Concerns and Outcomes			
Chapter 4: Market Analysis	4-2		
Inventory and Opportunity Analysis			
Economic Development Incentives Analysis			
Economic Development Report			

Welcome Home!

WILT

NESPER

WELCOME
WILT



TON →

**WELCOME TO
TOWN!**



Introduction

Study Purpose and Need	1-2
Planning Process	1-3
Project Area	1-4
Demographics	1-5

Study Purpose and Need

The City of Wilton, Iowa (pop. 3,237) is located three miles south on Highway 38 of Interstate 80 and within easy driving distance of Muscatine, the Quad Cities and Iowa City. The City is bisected by Historic US 6 that runs coast to coast.

The purpose of this study is to develop a comprehensive guidebook for the continued development of the Highway 38 Corridor between Wilton and Interstate 80. This document will be used as a guide to help City officials and economic development professionals attract and direct investment along the Highway 38 corridor. The study will also establish an overarching vision for the area. The Highway 38 Corridor Study will serve as the framework for future development along this vital gateway into the City of Wilton.

As Wilton continues to grow, future commercial, industrial, and residential opportunities will benefit from the access and daily travelers along Interstate 80. There has already been a large investment along the study area portion of the Highway 38 corridor with the installation of water and sewer services that run to the Iowa Department of Transportation (DOT) rest areas west of the I80 interchange. Due to this investment and some of the current Iowa DOT plans to make improvements to the I80 interchange, the City of Wilton wanted a plan that will establish goals and actions for this area to plan for future development and transportation needs along this corridor as development discussions take shape over the coming years.



Planning Process

The planning process is a seven-step approach, designed to deliver the insight, specificity, implementation and forward thinking that is necessary to position the Highway 38 Corridor for success.

More specifically, the Highway 38 Corridor Development Study set out to:

- Assess the businesses located within the study area.
- Identify dynamics of the trade area including its customers and competition.
- Address specific factors that impede the progress of economic development efforts.
- Identify the appropriate future land use mix that maximize the area’s potential based on identified market opportunities and community input.
- Create specific implementation/marketing recommendations.
- Identify entry way and streetscape amenities.
- Provide design guidelines for new buildings in the project area.
- Assist with the beginning steps of pre-annexation assistance.

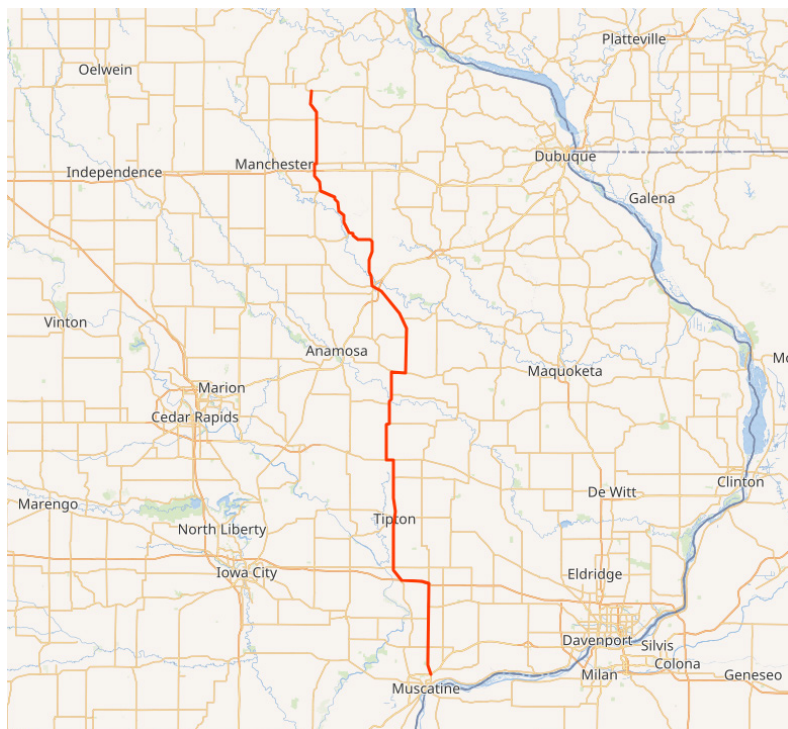
Month	Task/Steps
April - November 2020	Beginning through Adoption Ongoing Tasks/Steps provided by MSA <ul style="list-style-type: none"> • Press Releases, Notice and Newsletter Articles • Project Website • Social Networking Updates
May	Step 1: Project Initiation <ul style="list-style-type: none"> • Project Team Meeting • Project Initiation Workshop
April - July	Step 2: Community Outreach <ul style="list-style-type: none"> • Press Releases, Notices and Newsletter Articles (ongoing) • Stakeholder Interviews • On-line Corridor Survey for Residents & Businesses Step 3: Market Analysis and Economic Development Opportunities Assessment <ul style="list-style-type: none"> • Inventory and Opportunity Analysis • Economic Development Incentives Analysis • Preliminary Recommendations and Economic Development Report Step 4: Existing Conditions Inventory and Analysis <ul style="list-style-type: none"> • Past Studies, Plans and Reports • Zoning and Development Controls • Future Land Use and Development • Transportation and Mobility • Infrastructure, Utilities, Environmental Features and Open Space • Corridor Character/Urban Design Assessment
July - August	Step 5: Corridor Alternatives & Framework Plan <ul style="list-style-type: none"> • Corridor Framework Concept Plan • Project Team Review
August - September	Step 6: Corridor Plan Components & Recommendations <ul style="list-style-type: none"> • Future Land Use & Development Plan
September - November	Step 7: Highway 38 Development Corridor Study Document Draft – Adoption and Final Document <ul style="list-style-type: none"> • Complete Draft Study Document • Community Open House and Plan Commission Workshop – September • Staff Team Review Meeting via Skype – September • Final Plan Review via Skype – October • City Staff Presents Final Plan to Plan Commission and City Council for Adoption – October/November 2020 • MSA provides digital version of Final Plan Document to City of Wilton after adoption

Project Area

The identified project area for this study is the gateway to the City of Wilton for residents and visitors coming from Interstate 80 and other surrounding transportation corridors. The future look, feel and function of the corridor will establish the corridor character. An appealing character for the corridor, at first impression, is crucial for the community as it seeks to continue supporting viable economic growth and providing robust opportunities for residents, visitors, businesses, and workers.

Highway 38

Iowa Highway 38 is a 98 mile long State Highway that runs from Iowa Highway 92 in Muscatine, IA to Iowa Highway 3 near Greeley, IA.



Project Area

The primary area of focus for this study is the section of Highway 38 that exists between W 5th Street in the City of Wilton to the interchange of Interstate 80. The map to the right is of the utilities that are in place along the corridor. The focus of this study is of the properties touching Highway 38 along the routed utilities because this area is best suited for development in the near future. The area in the periphery is also examined in this study specifically where swaths of land are desired for larger scale land development opportunities.



Demographics

Over the last decade the City of Wilton has continued to make gradual gains in population. Some key benchmarks for Wilton is a median age of 38.7 which is inline with Muscatine County 38.2 and the State of Iowa 38.0, also the Median Household Income is higher than the County \$57,583 and the State of Iowa \$56,354. A Household Affordability Index of 182 is a good indicator that owning a home is very affordable in Wilton. An index above 100 signifies that family households earning the median income (\$61,627) has more than enough income to qualify for a mortgage loan on a median-priced home (\$142,244) assuming a 20 percent down payment. These are all attractive key indicators that make Wilton a great place to live and work.

POPULATION TRENDS AND KEY INDICATORS

Wilton, Iowa

3,237	1,333	2.43	38.7	\$61,627	\$142,244	71	182	13
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$9,320

Avg Spent on Mortgage & Basics



11.3%

Percent of Income for Mortgage

POPULATION BY GENERATION



7.2%

Greatest Gen:
Born 1945/Earlier



22.6%

Baby Boomer:
Born 1946 to 1964



19.7%

Generation X:
Born 1965 to 1980



23.8%

Millennial:
Born 1981 to 1998



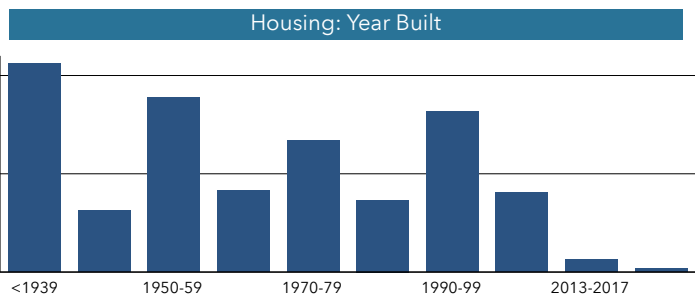
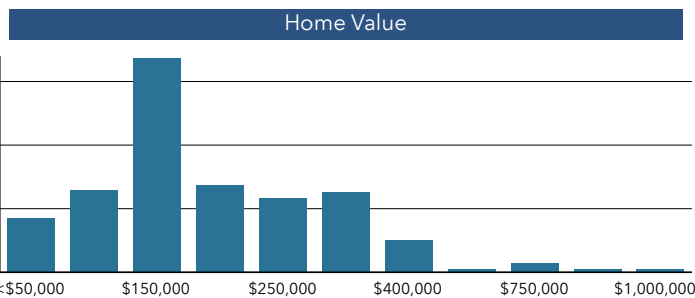
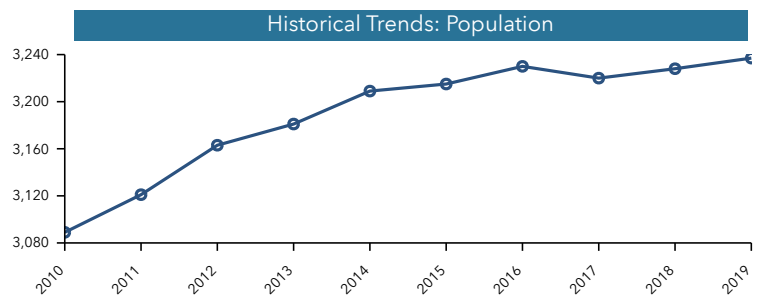
23.1%

Generation Z:
Born 1999 to 2016



3.6%

Alpha: Born
2017 to Present



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2019, 2024. © 2020 Esri





Existing Conditions Inventory & Analysis

Existing Plans	2-2
Zoning & Development	2-4
Transportation & Mobility	2-6
Infrastructure & Utilities	2-8
Environmental Features	2-10

Existing Plans

There have been many planning efforts over the last two decades that address a variety of topics in the City of Wilton. The documents from these planning efforts are acknowledged here. This section highlights the importance of each plan to the Highway 38 Corridor Study. The plans included:

- Wilton Connections Study 2018
- Wilton Crossroads of Growth - Housing Needs and Solutions 2017
- Wilton Downtown Revitalization Plan 2015
- Cedar County Land Use Plan 2006



Wilton Connections Study (2018)

The Wilton Connections Study focuses on non-motorized transportation (bicycle and pedestrian) within the city. The study assesses Wilton's organization and pedestrian connections, particularly sidewalks, to identify issues and opportunities that the City of Wilton is facing and recommends strategies and policies to address these issues. Some of the major findings that came out of this report are as follows:

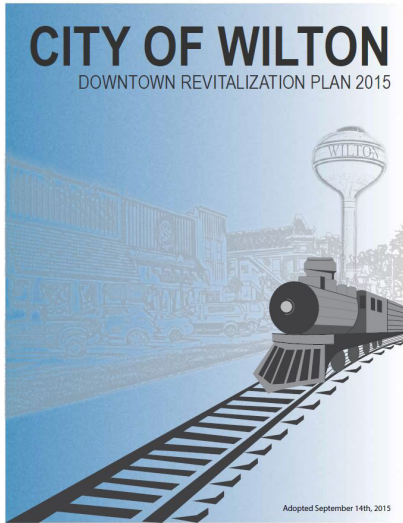
- Sidewalks are discontinuous and in poor condition.
- Current city ordinances are outdated and should be updated to reflect pedestrian and cyclist safety.
- Way-finding signage is incomplete and out of scale for intended users.



Crossroads of Growth (2017)

The Wilton Crossroads of Growth Housing Needs and Solutions study assesses the housing stock to identify issues and opportunities that the City of Wilton is facing. Some of the major findings that came out of this report are as follows:

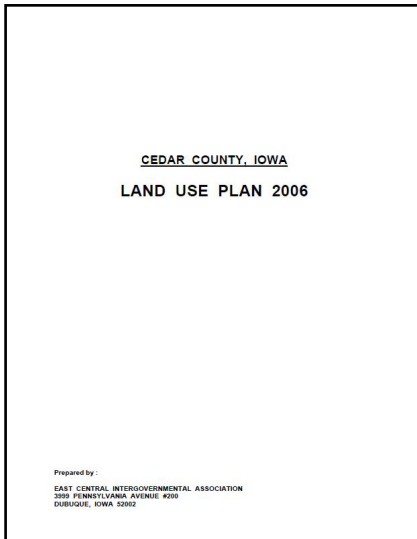
- A large portion of Wilton's workforce is commuting from other areas.
- Wilton is an attractive community for people of all ages.
- Wilton has a low vacancy rate for both rental and owner-occupied properties.



Wilton Downtown Revitalization Plan (2015)

The Wilton Downtown Revitalization Plan was completed to help create an identity for the downtown by building on the strengths and finding opportunities to address deficiencies. Some of the major themes that came out of this plan:

- Create a unique downtown district that will establish a destination for visitors to find reasons to linger and explore more.
- Improve access to attract pedestrians to the downtown and provide easy access which is essential to create a vibrant downtown.
- The success of the downtown is dependent on the success of the businesses in the downtown. To allow for future business growth, every opportunity to improve commercial space in the downtown should be taken.



Cedar County Land Use Plan (2006)

The Cedar County Land Use Plan is a combination of the 2006 Cedar County, Iowa Land Use Plan with the County's 1994 Community Builder Plan (which does not contain a land use element), the 2000 Housing Needs Assessment, the 2001 Hazard Mitigation Plan and 2005 Pre-disaster Mitigation Plan, and other County reports and data, the County is providing a revised version of the 1980 Comprehensive Plan. These combined documents (or planning elements) shall act as the Comprehensive Plan for the Cedar County, and used as the official guidelines in making decisions and recommendations for rural development.



Cedar County Comp Plan 2038 (2018)

The 2018 Cedar County Initiative Comprehensive Plan serves as a guide to enhance the social, economic, and physical development of Cedar County, Iowa. The plan's mission is to enhance the County's rural character while supporting development that strengthens the economy and improves quality of life. The foundation of the Plan was created using a combination of extensive public and stakeholder input and planning best practices outlined by the Iowa Smart Planning Act and American Planning Association's Comprehensive Plan Standards. Since agriculture is pivotal to Cedar County's economy and identity, maintaining and enhancing the County's rural lifestyle is a key component of the Comprehensive Plan.

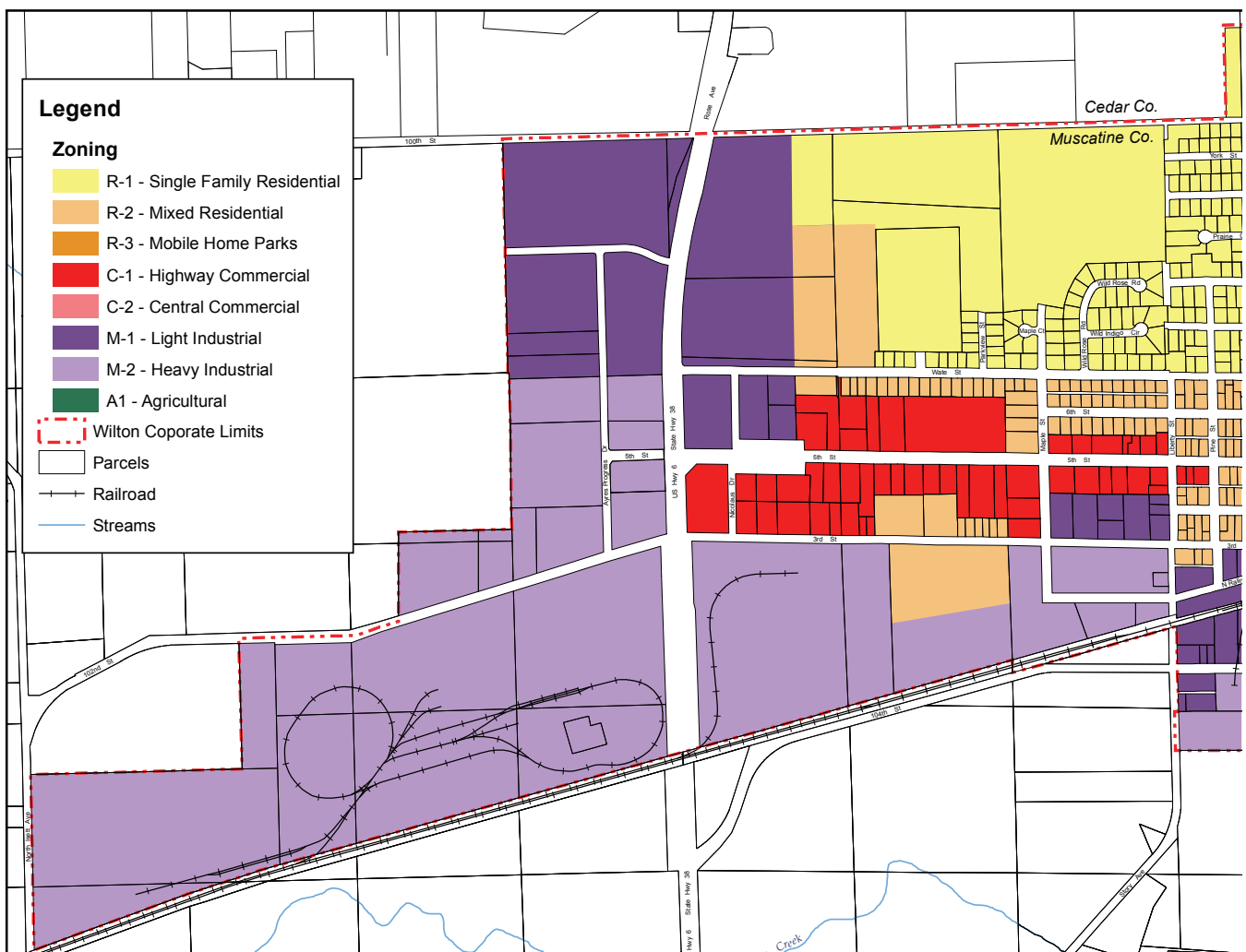
Zoning & Development

The Zoning along highway 38 within the City Limits of Wilton is primarily Light and Heavy Industrial Uses with a small portion of Highway Commercial. Most of the industrial area has been filled but there is about 13 acres available for development. There has been some additions to the industrial park, most recently Hy-Line came to the City of Wilton in 2016. There has been some interest in larger tracts of land to accommodate industrial land in the Wilton area. Wilton's workforce is commuting from other areas into Wilton with 85% of the City's 1,199** employees commuting into Wilton from other towns.

There is undeveloped, residentially zoned property east of the light industrial area along Highway 38 that has room for development. In total, there is about 74 acres that could potentially development within the current city limits. Wilton has seen some residential growth with a jump in housing units from 1,247 (2000) to 1,352 (2010) and estimated currently at 1,423 (2019)*.

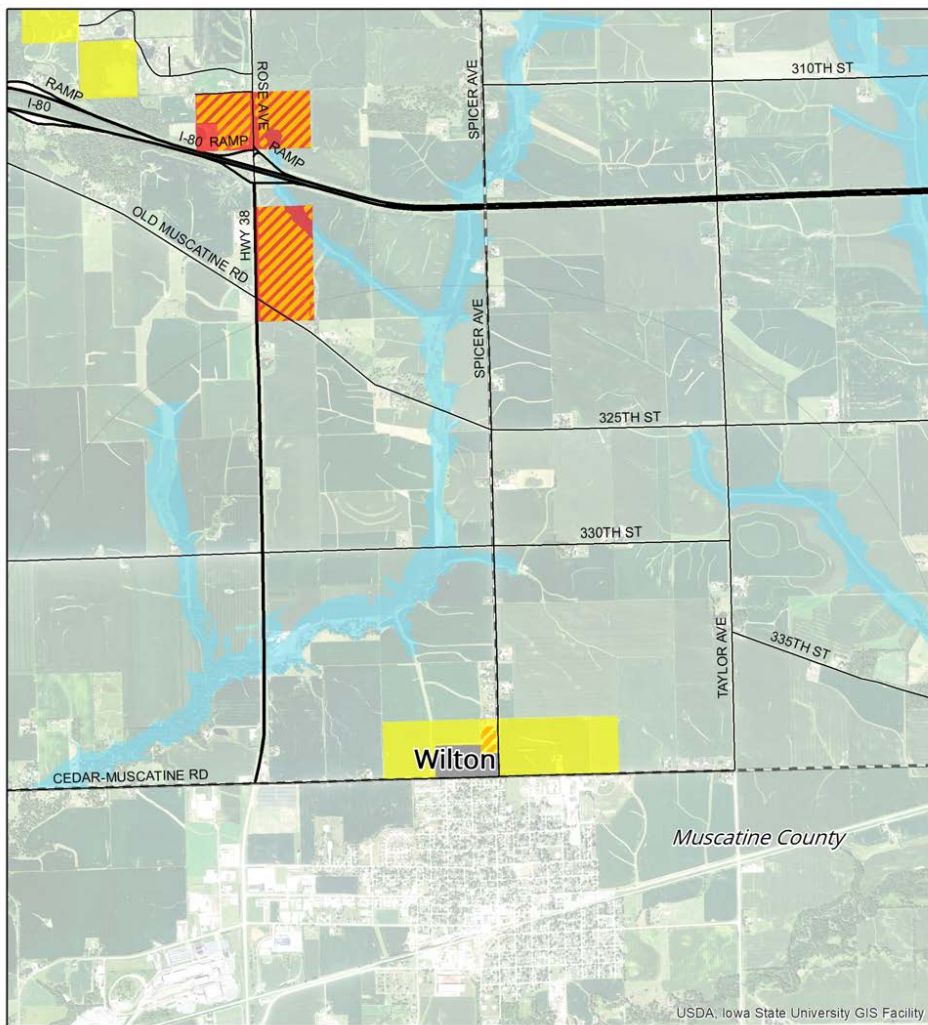
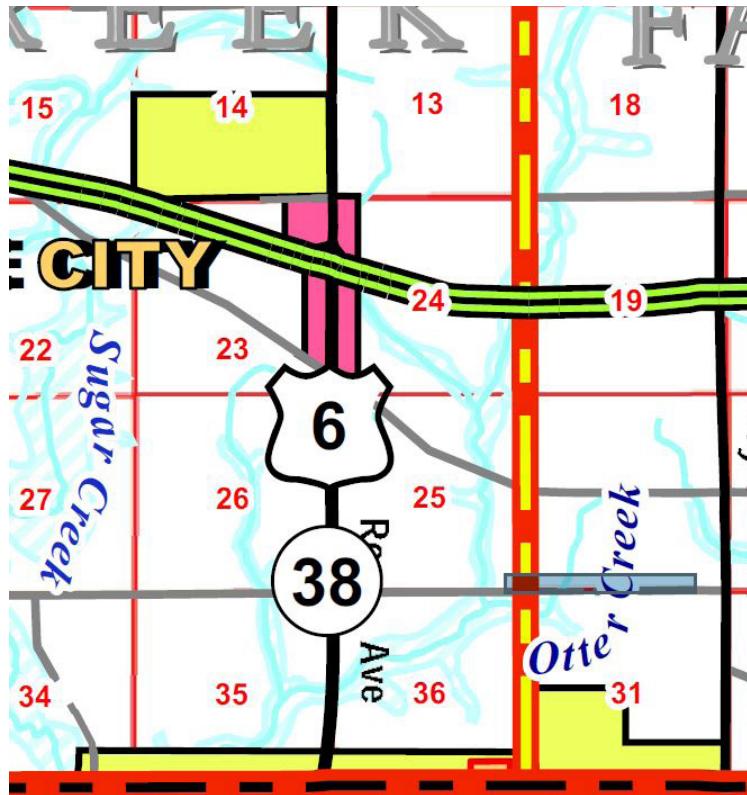
*2019 estimates are based on U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

**Crossroads of Growth Housing Needs and Solutions in Wilton, Iowa (2017)



Land Use Studies

There have been various past studies that have addressed plans for growth around Wilton in Cedar County along Highway 38. In both the Cedar County Land Use Plan (2006) shown on the right and the Cedar County Comprehensive Plan (2018) shown below, illustrate Wilton growing north into Cedar County with the use primarily being residential. Primary commercial growth is shown to be centered around the interchange. The area outside of the residential (yellow) and commercial (red) area along Highway 38 is designated as Agricultural Area.



**Future Land Use Map
Wilton
Growth Area
May 2018**

Land Use

-  Primary Growth Area
-  Commercial
-  Industrial
-  Residential
-  100-year Floodplain

Political Boundaries and Roads

-  Incorporated Areas
-  Unincorporated Towns
-  Major Roads
-  Roads



Transportation & Mobility

The City of Wilton is in close proximity to Iowa City Metro (population 152,586), Cedar Rapids (population 126,326), the Quad Cities Metro (population 383,681), and Muscatine (population 22,886). This close proximity has many benefits for the City of Wilton, one is access to and from the community. Wilton is surrounded by well traveled and historic traffic routes: Interstate 80, Historic Highway 6, Highway 927, and Highway 61. There is on average 36,500 vehicles on Interstate 80 that pass by Wilton on a daily basis.

Highway 38

In the project area there is on average 3,610 vehicles that pass through this section of Highway 38 on a daily basis. Highway 38 is currently a two-lane, rural cross-section, State Highway.

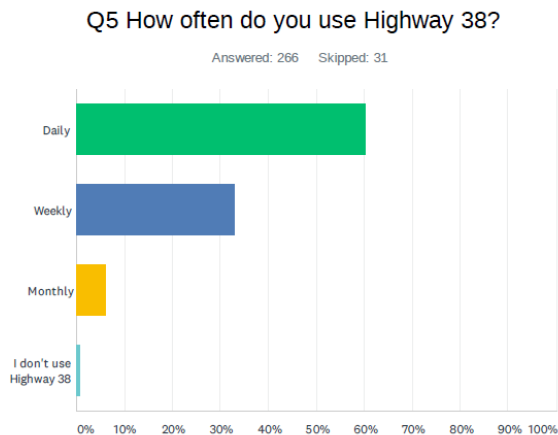
Bicycle and Pedestrian Facilities

There is an existing network for sidewalks in Wilton but there is a lack of bicycle trails in Wilton or along Highway 38. There could be an opportunity to establish an area trail along this corridor.

The Important Role of Highway 38

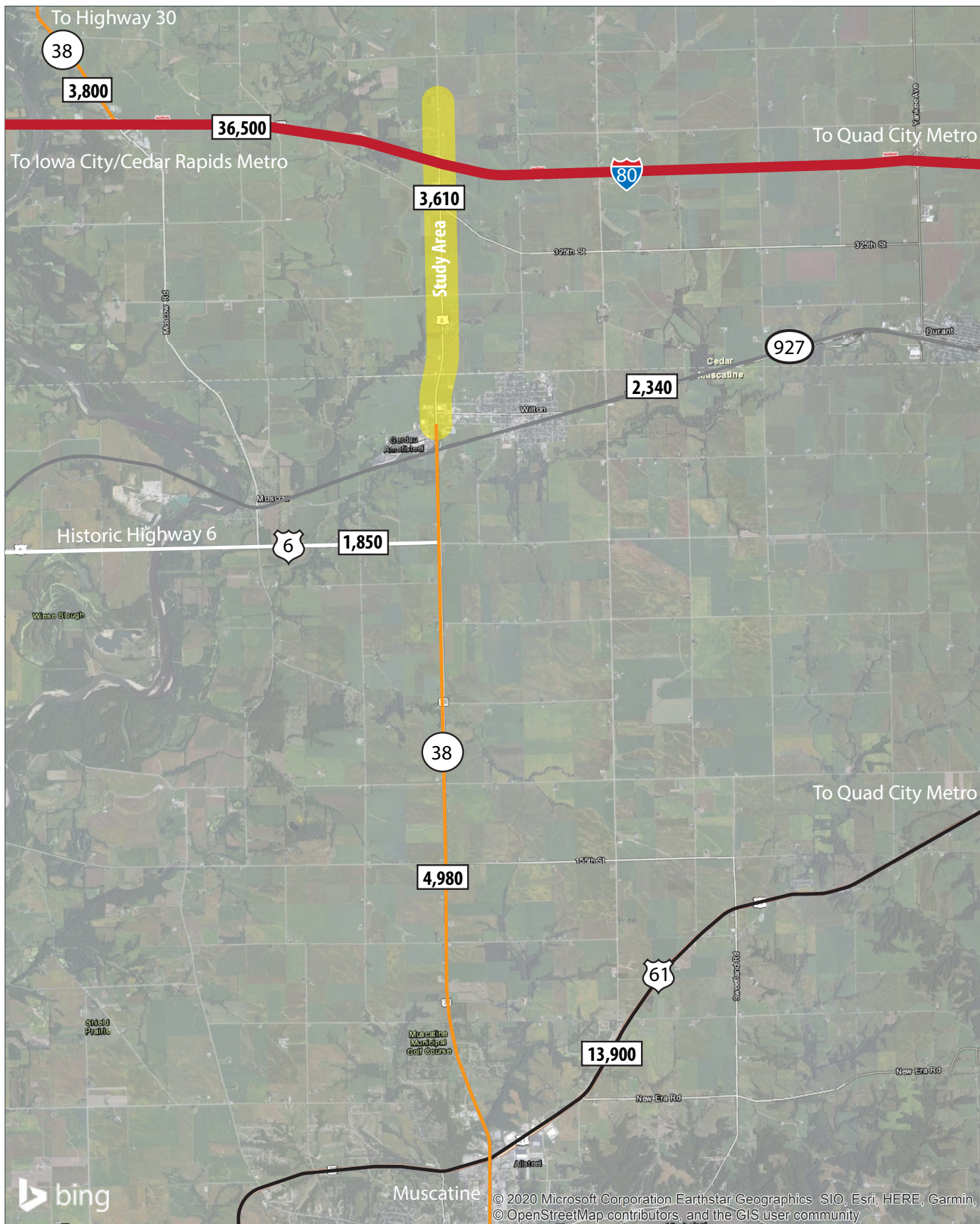
Data from the Wilton Community Survey shows that Highway 38 is being used on a daily and weekly basis by most residents in town.

ANSWER CHOICES	RESPONSES	
Daily	60.15%	160
Weekly	33.08%	88
Monthly	6.02%	16
I don't use Highway 38	0.75%	2
TOTAL		266



Highway 38 is the primary route that is used for residents commuting to and from work. It is also the main route for commercial traffic to provide materials and goods that service the residents and businesses in Wilton.

This corridor is the access point many visitors continue to use to visit and explore Wilton. This corridor would benefit greatly from graphic way-finding signage to help visitors navigate from I80.



0 2,000 4,000 8,000 Feet
 Data Sources: Cedar County GIS
MSA

AAADT Iowa DOT Average Annual Daily Traffic Counts 2018

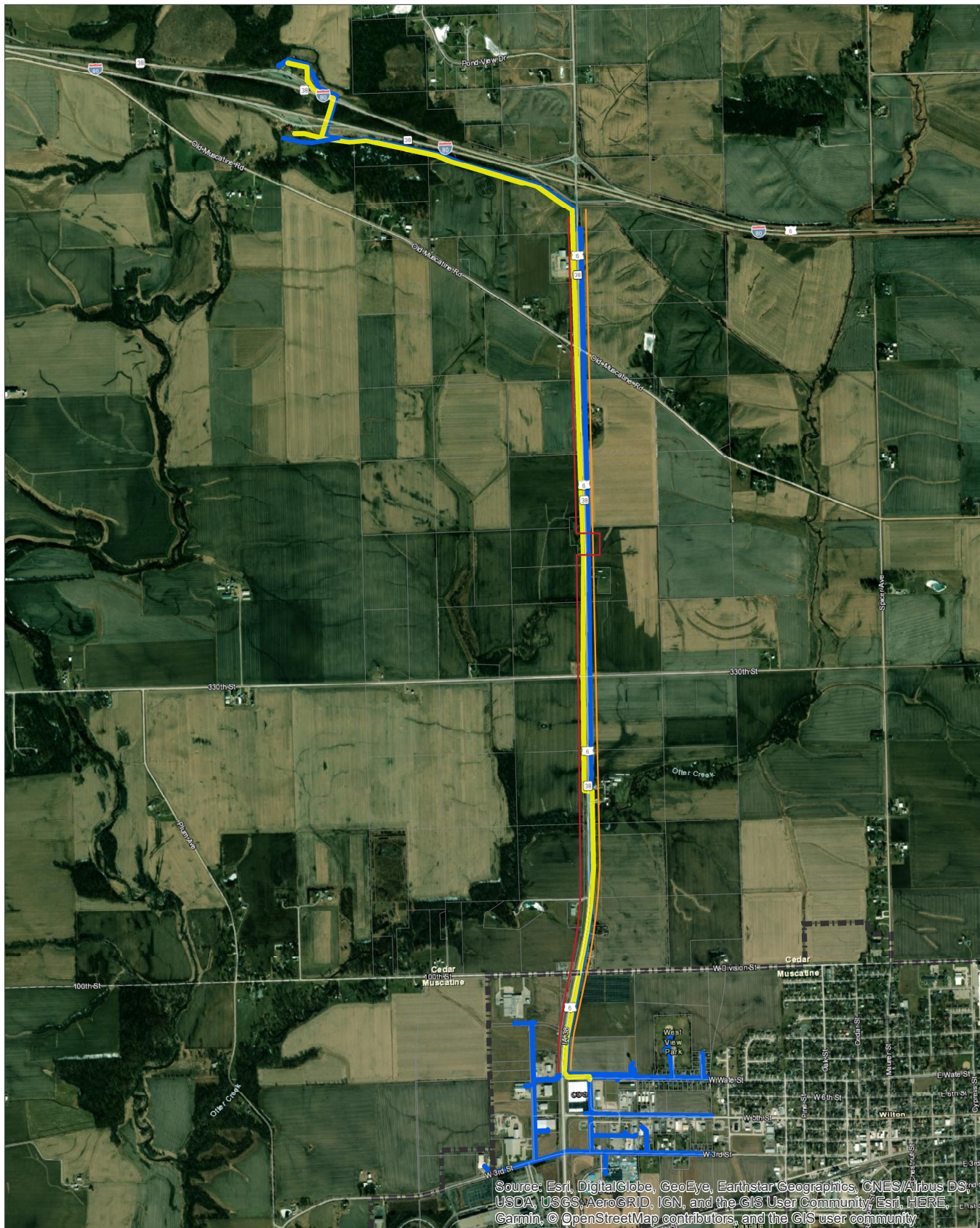
Regional Significance Map
 Wilton Highway 38 Corridor Study

Infrastructure & Utilities

In 2014, the Iowa DOT, in coordination with the City of Wilton, began a project to run City water and sanitary sewer services to the Interstate 80 rest areas northwest of the city. This project was a large investment that ran over 9 miles of combined piping along Highway 38 and Interstate 80. The water main is 6” and the sanitary sewer main is 8” along the majority of Highway 38.

The majority of the land that runs along Highway 38 is farm production land with a few homesteads that access Highway 38. There are several culverts that run under Highway 38 and one bridge between 330th Street and Division Street. Electricity runs along the highway on overhead lines and the power comes from the Eastern Iowa REC. Central Iowa Power Cooperative (CIPCO) is one of the few businesses currently located in the study area on Highway 38 just south of the I80 interchange. The development within the current northern portion of the Wilton City Limits along Highway 38 is Hy-Line North America and the Eastern Iowa Solar Acres owned by a partnership between the REC and CIPCO.





0 550 1,100 2,200 Feet
 Data Sources: Cedar County GIS



- City Limits
- Sewer
- Water
- Electric 3-Phase
- Fiber

Utility Location Map

Wilton Highway 38 Corridor Study

Environmental Features

Physiography

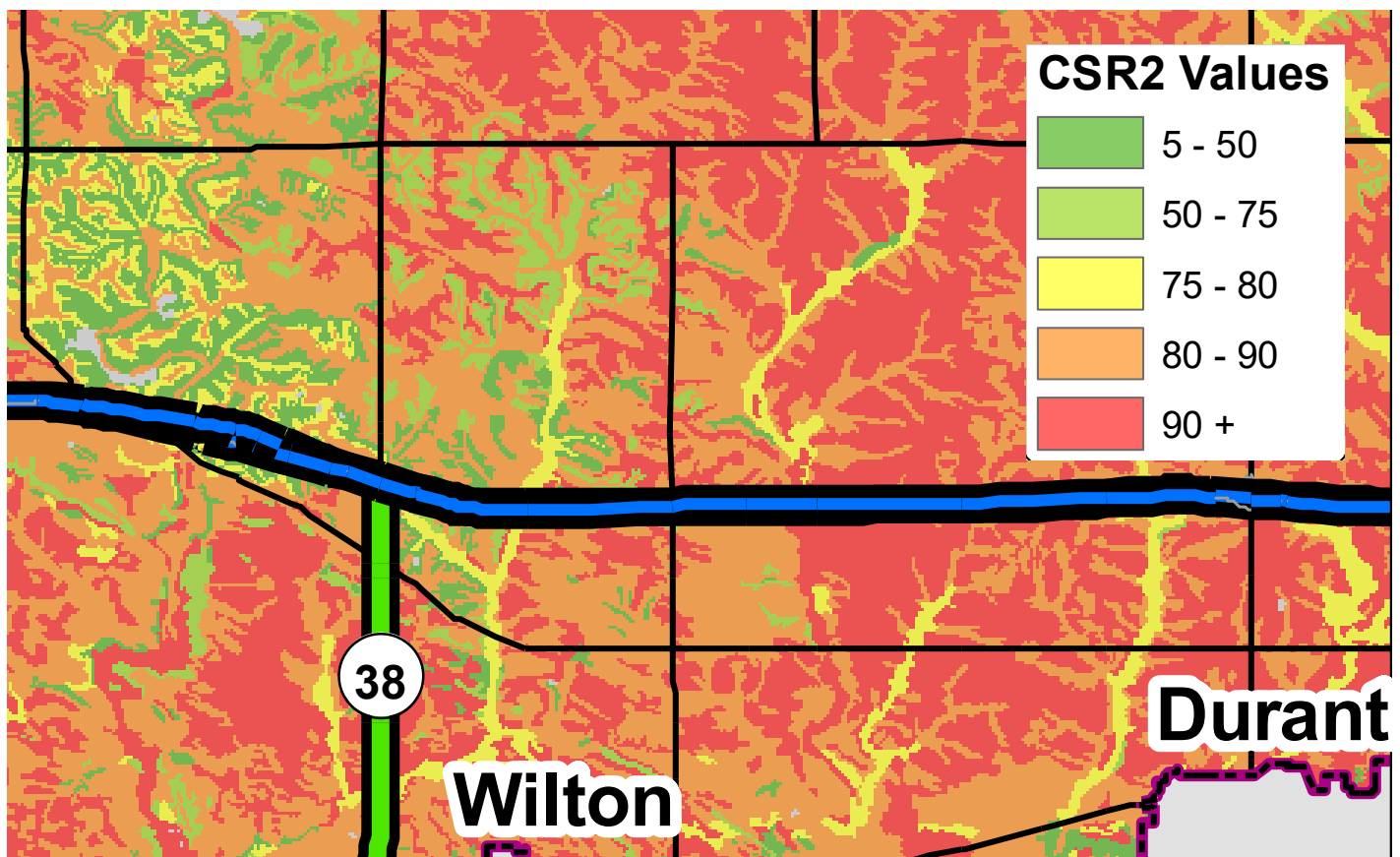
The City of Wilton, Iowa (pop. 2,839) is located three miles south of Interstate 80 and within easy driving distance of Muscatine, the Quad Cities and Iowa City. The topography of Wilton is mostly flat to gently rolling. Areas to the north of the City are gently rolling to hilly. Areas of steep slopes within the planning area are shown on the Development Limitations Map (refer to page 2-11).

Agricultural Land

The majority of the land use that is within the study area is agricultural land. CSR or Corn Suitability Ratings measures how productive the soil maybe. The CSR map below shows in red and orange (80-90+) the highest CSR rating along the Highway 38 corridor.

Floodplains

Floods are the nations most common natural disaster and therefore require sound land use plans to minimize their effects. Benefits of floodplain management are the reduction and filtration of sediments into area surface water, storage of floodwaters during regional storms, habitat for fish and wildlife, and reductions in direct and indirect costs due to floods. Federal Emergency Management Agency (FEMA) designated 100-year and 500-year floodplains within the planning area. The Development Limitations Map (on the next page) displays the 100-year and 500-year floodplain in the planning area.





0 625 1,250 2,500 Feet
 Data Sources: Muscatine and Cedar County

Slopes
 5-9% Gentle Slope
 9-14% Moderate Slope
 14-18% Moderate/Strong Slope
 18-25% Steep Slope
 25-45% Sleep Slope

Elevation
 High
 Low

100 Year Flood Plain
 Wilton City Limits

© 2020 Microsoft Corporation © 2020 Maxar © CNES (2020) Distribution Airbus DS, Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

Development Limitations Map

Wilton Highway 38 Corridor Study

Environmental Features

Karst Terrain and Alluvial Soils

Alluvial soils and karst areas may be vulnerable to flooding or groundwater contamination. According to the Iowa DNR Alluvial soils are formed from materials deposited by running water, thus a site located in alluvial soils may be in a floodplain. Karst terrain refers to areas where soluble bedrock lies close to the ground surface. Karst areas are often characterized by sinkholes and losing streams. Water and contaminants in these areas can travel quickly through underground passageways to wells, springs, and streams. Some land uses could be a risk to these areas such as Animal Feeding Operations. A proper investigation should be made to determine these factors prior to decisions on land uses and operations in these areas.

Surface Water

Section 303(d) of the Federal Clean Water Act requires states to develop a list of impaired waters, commonly referred to as the “303(d)” list. This list identifies waters that are not meeting water quality standards, including both water quality criteria for specific substances or the designated uses, and is used as the basis for development of Total Maximum Daily Loads (TMDLs). Mud Creek south of the Highway 38 project area is listed as an impaired waterbody by the Iowa DNR.

Groundwater

Groundwater is a critical resource, not only because it is used as a source of drinking water, but also because rivers, streams, and other surface water depending on it for recharge. Groundwater contamination is most likely to occur where fractured bedrock is near the ground surface, or where only a thin layer of soil separates the ground surface from the water table. Groundwater can be contaminated through both point and non-point source pollution (NPS). The most common NPS pollutants are sediment (erosion, construction) and nutrients (farming, lawn care). No data was available for monitored wells or susceptible the groundwater supply in the Wilton area.



Services Agencies Social

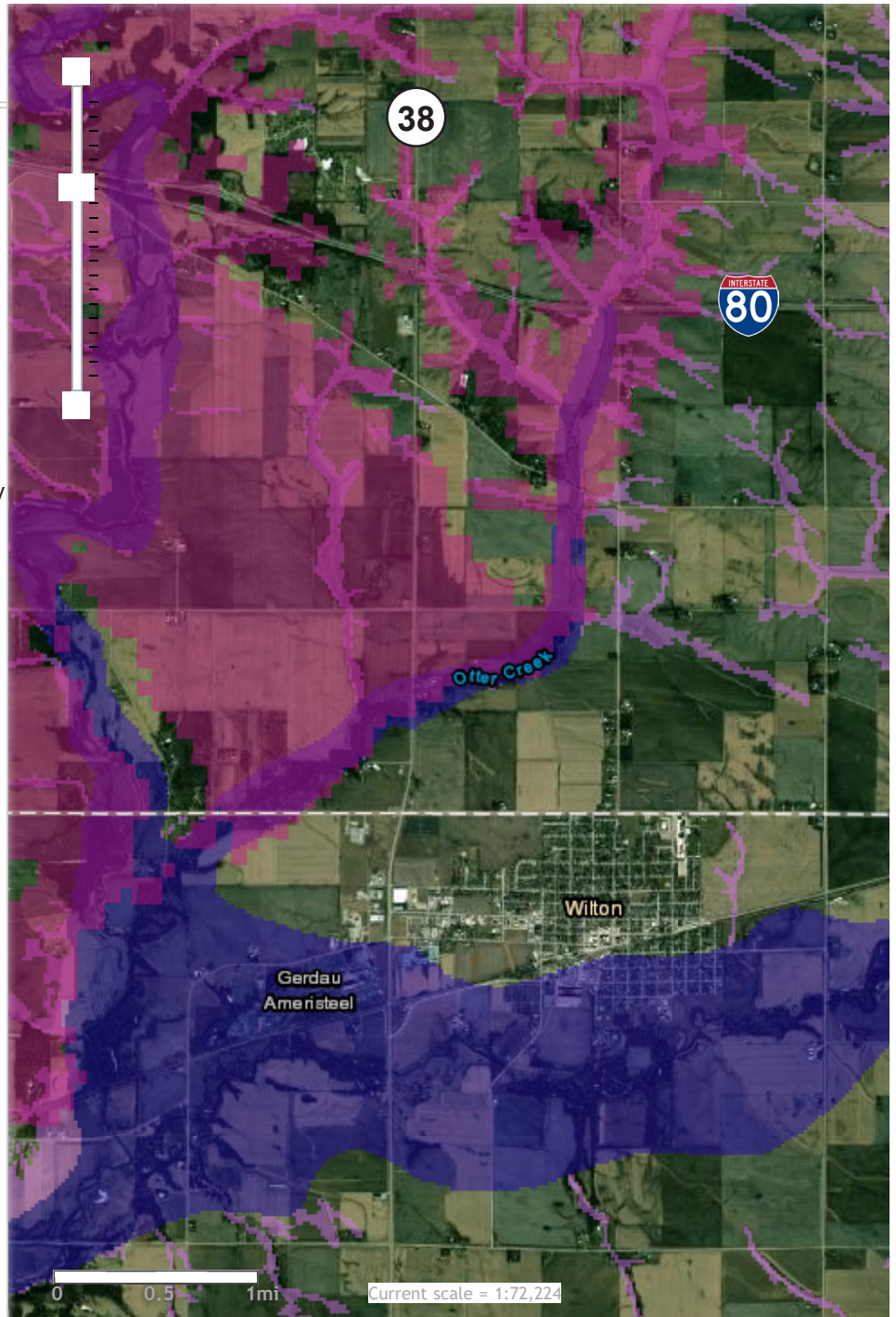


Basemaps Measure Bookmarks Mail Map Info

Map layers Legend

AFO Siting Data

- Sinkholes
- Ag Drainage Well
- Wells
- Animal Feeding Operation
- Public Drainage Infrastructure
- Drainage Districts
- High Qty Wtr Resource (Rivers)
- High Qty Wtr Resource (Waterbody)
- Major Water Source (Rivers)
- Major Water Source (Lake)
- Surface Water
- Public Land
- Public Land Survey (PLSS)
- Designated Wetland
- Sinkhole or Potential Karst
- Sinkhole w/ 1000 ft radius
- Karst and Potential Karst
- 100 Year Flood Plain
- Alluvial Soils
- Alluvial Aquifer
- Alluvial Soils



Environmental Features continued

Soils

The thematic map is color coded based on the composition of hydric components. The five color classes are separated as 100 percent hydric components, 66 to 99 percent hydric components, 33 to 65 percent hydric components, 1 to 32 percent hydric components, and less than one percent hydric components.

In Web Soil Survey, the Summary by Map Unit table that is displayed below the map pane contains a column named 'Rating'. In this column the percentage of each map unit that is classified as hydric is displayed.

Hydric soils are defined by the National Technical Committee for Hydric Soils (NTCHS) as soils that formed under conditions of saturation, flooding, or ponding long enough during the growing season to develop anaerobic conditions in the upper part (Federal Register, 1994). Under natural conditions, these soils are either saturated or inundated long enough during the growing season to support the growth and reproduction of hydrophytic vegetation.

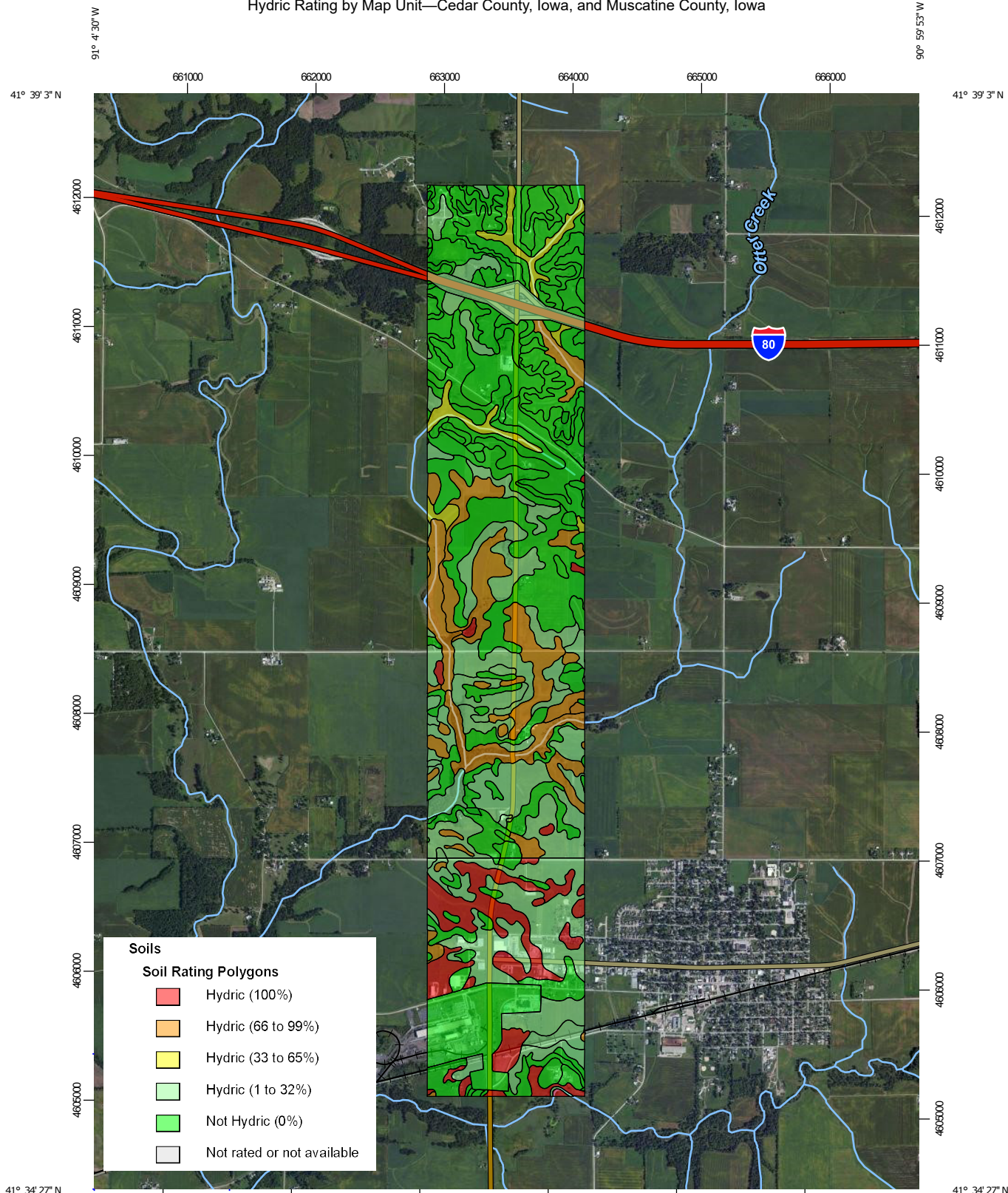
The NTCHS definition identifies general soil properties that are associated with wetness. In order to determine whether a specific soil is a hydric soil or nonhydric soil, however, more specific information, such as information about the depth and duration of the water table, is needed. Thus, criteria that identify those estimated soil properties unique to hydric soils have been established (Federal Register, 2002). These criteria are used to identify map unit components that normally are associated with wetlands. The criteria used are selected estimated soil properties that are described in "Soil Taxonomy" (Soil Survey Staff, 1999) and "Keys to Soil Taxonomy" (Soil Survey Staff, 2006) and in the "Soil Survey Manual" (Soil Survey Division Staff, 1993).

If soils are wet enough for a long enough period of time to be considered hydric, they should exhibit certain properties that can be easily observed in the field. These visible properties are indicators of hydric soils. The indicators used to make onsite determinations of hydric soils are specified in "Field Indicators of Hydric Soils in the United States" (Hurt and Vasilas, 2006).

Reference:

USDA Natural Resources Conservation Service Web Soil Survey National Cooperative Soil Survey 08/14/2020

Hydric Rating by Map Unit—Cedar County, Iowa, and Muscatine County, Iowa



Soils

Soil Rating Polygons

■	Hydric (100%)
■	Hydric (66 to 99%)
■	Hydric (33 to 65%)
■	Hydric (1 to 32%)
■	Not Hydric (0%)
■	Not rated or not available

Map Scale: 1:41,400 if printed on A portrait (8.5" x 11") sheet.

0 500 1000 2000 3000 Meters

0 2000 4000 8000 12000 Feet

Map projection: Web Mercator Corner coordinates: WGS84 Edge tics: UTM Zone 15N WGS84





Community Input

Overview of the Process	3-2
Committee/Council Feedback	3-3
Community Survey Feedback	3-6
Property Owner Feedback	3-12
Public Open House	3-16
Key Concerns and Outcomes	3-17

Overview of the Process

This planning process incorporated different opportunities for engaging the community. The involvement of residents, business owners, property owners and other stakeholders is the foundation of a successful plan. We understand that not everyone has the time to attend city meetings or is comfortable voicing their opinion in front of others in a public setting. Providing different strategies and tools for receiving input allows everyone a chance to become actively involved in the discussion. Public input was gathered through a community wide survey, stakeholder interviews, a project website, steering committee meetings and a public open house.

Council & Committee Workshop

The committee workshop was a virtual meeting held on May 28, 2020. This meeting was a kickoff to the study and consisted of the Highway 38 Corridor Study Steering Committee. This meeting allowed us to introduce the project to them and determine next steps in the process based on their guidance. During this meeting we reviewed the project website and community survey and completed a SWOT analysis of various topics. The Wilton City Council had a work session on June 8, 2020 and provided feedback through this same format.

Community Survey

A community-wide survey was created in coordination with the project team and the steering committee. This was available online through SurveyMonkey and was advertised on the City website, social media pages and the project website.

Property Owner Feedback

Feedback and opinions from the property owners in the study area along Highway 38, is vital to this corridor study. A separate online survey was sent to a mailing list made up of property owners inside of the planning area. There were 27 responses online and a few of the owners reached out to have a further conversation regarding their property and the corridor as a whole.

Stakeholder Feedback

With the assistance of the Steering Committee, a few key stakeholders were identified and interviewed to discover and explore specific issues related to their area of expertise. This was valuable feedback that allowed for a more in depth view on specific matters.

Community Open House

On **November xx** a public open house was held at the Wilton Council Chambers. This event was open to the public and it featured the work that had been completed on the plan to that point. This included informational posters on public engagement process and methods, and the outcome and data summarized for attendees.

WILTON HWY 38 CORRIDOR STUDY

COMMUNITY SURVEY



Your Input is Needed!



For more information on this process, project updates and a link to this survey please visit the Wilton Highway 38 Corridor Study Website at: <https://wiltonhighway38study.wordpress.com/>



Committee/Council Feedback

During the Highway 38 Corridor Study Committee Workshop the members of the Steering Committee participated in a SWOT Analysis. This exercise covered the Strength, Weaknesses, Opportunities and Threats of the various categories. The topics covered are represented below: Zoning and Development Controls, Existing Land Use and Development, Transportation and Mobility, Infrastructure, Utilities, Environmental Features and Open Space, and Corridor Character/Urban Design. The Wilton City Council provided feedback through this same format. The results of both sessions are below.

Zoning & Development Controls

Opportunities

- The Hwy 38 Corridor Study planning process and the future land use map and actions that come from it
- Work on Division Street in the future, bus traffic on this street
- There is an opportunity to have residential uses closer to town so they feel like part of the community
- There is a 35 unit Senior Housing facility that will be developed (strength) could build on this on Hwy 38
- No known issues to address currently with existing zoning ordinance that they have

Issues

- As the corridor develops more traffic will create a change in mobility needs and this should be planned for with development

Existing Land Use & Development

Opportunities

- Opportunity for hotels on Hwy 38
- There is an opportunity to add housing close to the water tower north of W. Wate Street
- Large Company Jobs in town
- Opportunity for a sports complex on Hwy 38 to create a regional draw
- Could see commercial/highway commercial, hotel/motel, gas station as uses along Hwy 38
- Opportunity to play off of the success of some of the businesses and landmarks in town now, such as Candy Kitchen, Wilton Freedom Rock, Historic Highway 6
- There is a need for Housing
- Housing Study has been done and the workforce housing project in town has been a success
- There are 13 acres available currently in the Wilton Industrial Park
- Opportunities for large industrial sites have been seen in the 25-50 acre range, there is a need for areas along corridor that could accommodate a site this size
- Opportunity for single Family homes near/on Division Street
- Opportunity near I80 interchange could be good area for multifamily land use
- Opportunity for more industrial uses/development along corridor

Issues

- Getting the land use right between single and multifamily verses where to put industrial and how to make that transition the right way

Transportation & Mobility

Opportunities

- Bike path and pedestrian access along this route to offer a motor vehicle alternative to this corridor for employees and residents alike
- A connection study has been done in Wilton and will be reviewed for this corridor as part of the planning process

Issues

- Concern for turning traffic as corridor develops
- Added turning traffic on the road from new development is a threat
- Putting work and money into Division Street too early before the understanding of what kind of development might go in that area of town

Infrastructure, Utilities, Environmental Features & Open Space

Opportunities

- Utilities (water, sewer, electric) are already on this corridor
- Review sewer and water capacities and make plans to adjust for development types
- Opportunity to look at capacity of the system with a future phases

Issues

- Ag land is a sensitive topic for some in the community
- Some areas of the corridor has a high water table level limiting development
- High CRS ground will make development more challenging
- Some of the corridor has topography not conducive to certain types of development

Corridor Character/Urban Design

Opportunities

- Setting the tone for the first impression of anyone coming through the gateway from outside of Wilton
- Getting the right mix of uses along this corridor is important in this study
- There is a great opportunity to address and create wayfinding signage along the corridor
- Work with DOT on plans on the front end rather than changing things later
- Catching the attention and interest of visitors from I80 and surrounding transportation network to come to Wilton
- Grinnell developing from the highway is a good example of development
- Bike trail/path along corridor
- Need for pedestrian vehicle separation (bridge/underpass) Opportunity
- Opportunity to create a good mix of uses/businesses along the Hwy 38 corridor
- Amana Colonies is a good example of what design standards can do
- Galena façades is also a good example of what design standards can do
- Stricter façade standards is a good opportunity to set the standard
- Good opportunity to have design standards that complement the historic district downtown

Issues

- Having mainly car dealerships would be a threat to the corridor
- West Branch development is a bad development example
- Current infrastructure is limited
- Deciding the purpose of the park
- Park must be unique in order to attract people to travel that far to a park



OLD MUSCATINE R D

HWY 38

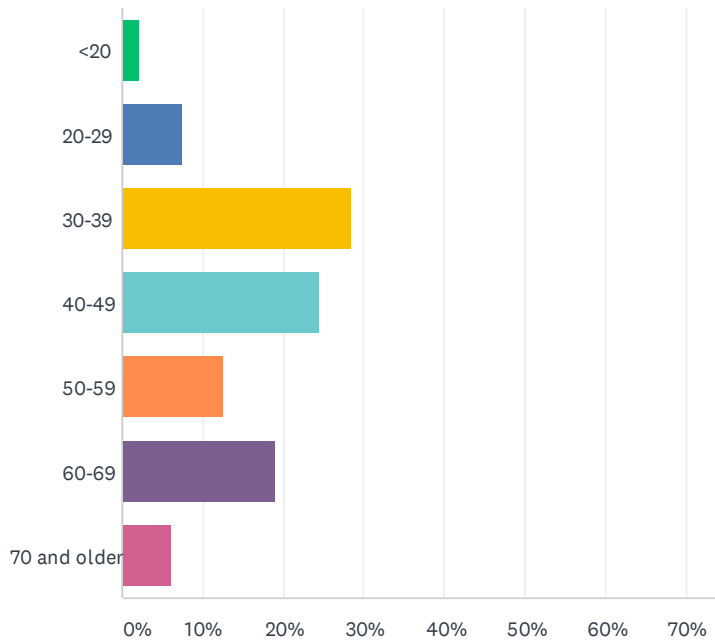
Community Survey Feedback

Overview

The community survey was open to all community members and was open from 06/05/2020 to 08/07/2020 collecting 301 responses to the survey questions. The overall findings gathered from the survey provide guidelines and a framework for the overarching themes and opinions of various categories focused along Highway 38 and the community as a whole. This input is essential to help the City determine the next steps for the Highway 38 Corridor.

Who Took the Survey?

Age of the Respondents



Wilton Highway 38 Corridor Study

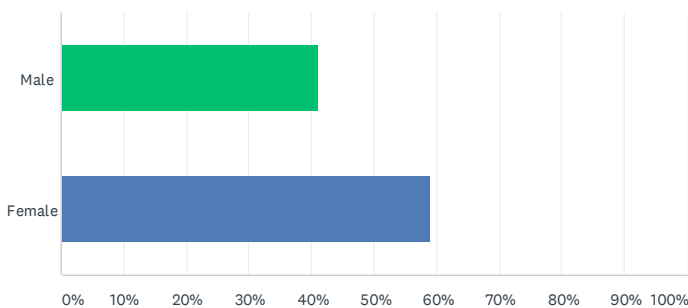
Introduction

The City of Wilton is working on a development study for the Highway 38 corridor. The plan will serve as the framework for future development along this vital gateway into the City of Wilton. The focus of this study is to create a vision that will help future development discussions. This survey is designed to get feedback from business owners, property owners, and the general public to direct the goals and objectives of this plan. Please take the time to fill out this survey to help impact the future of this corridor and our community.

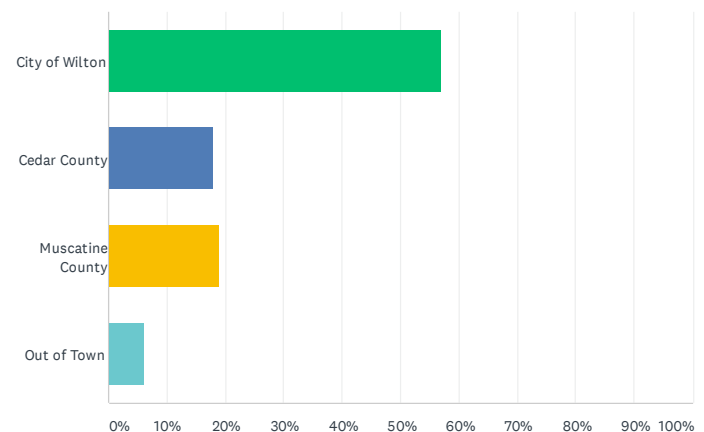
[Next](#)

Powered by **SurveyMonkey**
See how easy it is to create a survey.

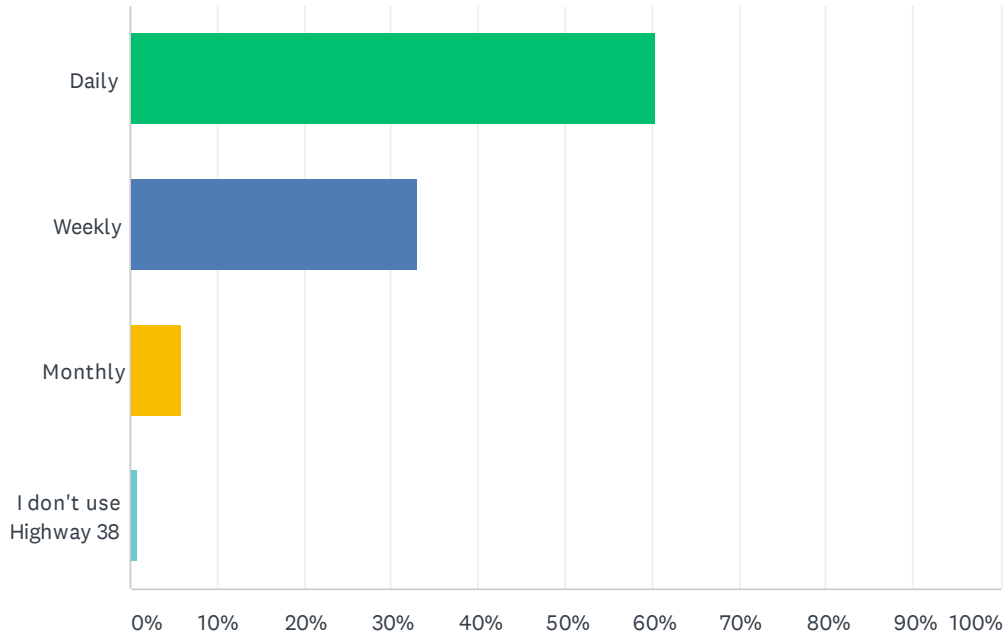
Gender of the Respondents



Where Respondents are From

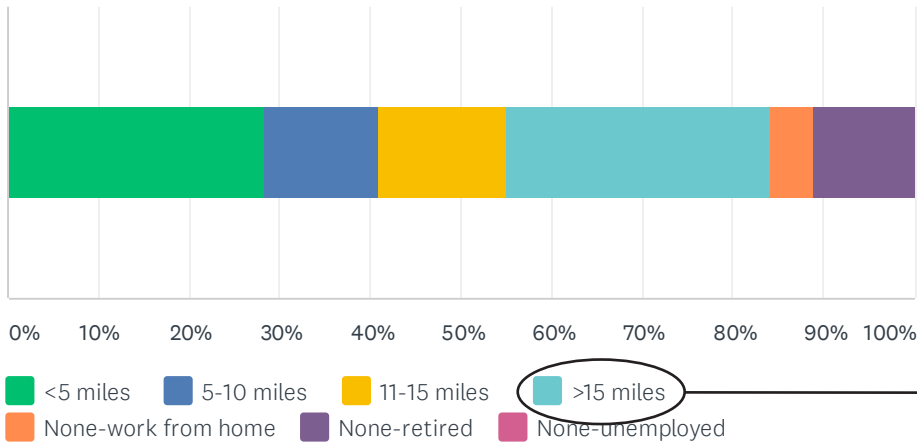


How Often are People Using Highway 38?



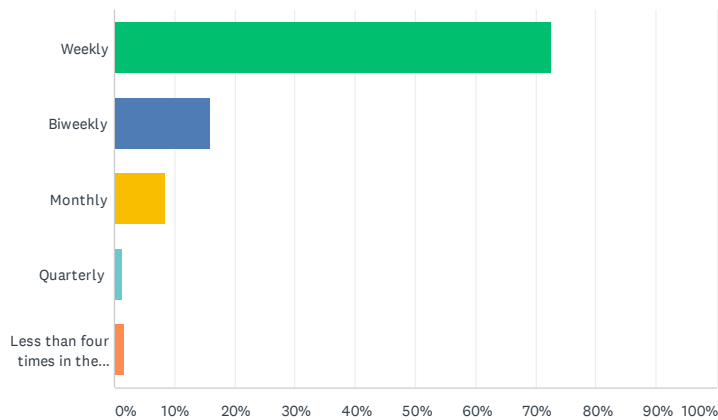
What are They Traveling For?

Commuter Distance to Work (each way)



30% of respondents are traveling more than 15 minutes for work each way

To Shop Outside of Wilton



Community Survey Feedback continued

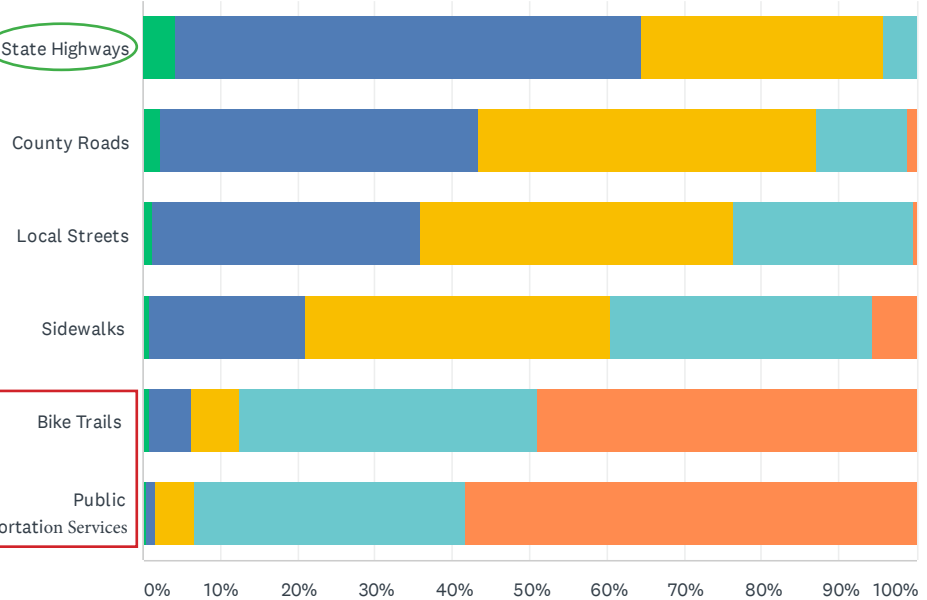
Transportation

Q6 Rate the following in Wilton:

Answered: 267 Skipped: 34

High Opinion of State Highway Conditions

State Highways



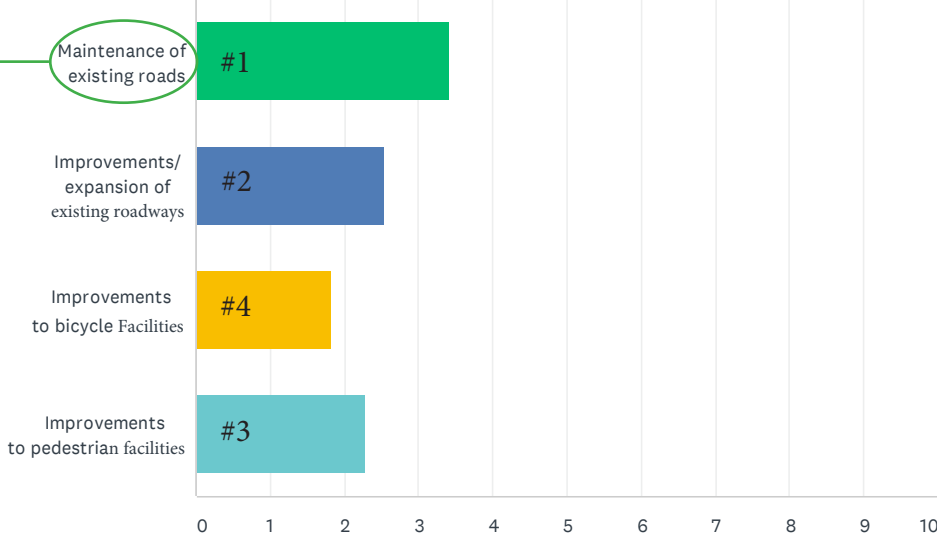
Bike Trails and Public Transit Regional Services might be amenities to look to add in the future.

Excellent Good Fair Poor Not Sure

Q7 Please indicate the importance to you of the following transportation investments in the next 10 years. Please rank the investment most important to you FIRST, and the investment least important to you LAST.

Answered: 269 Skipped: 32

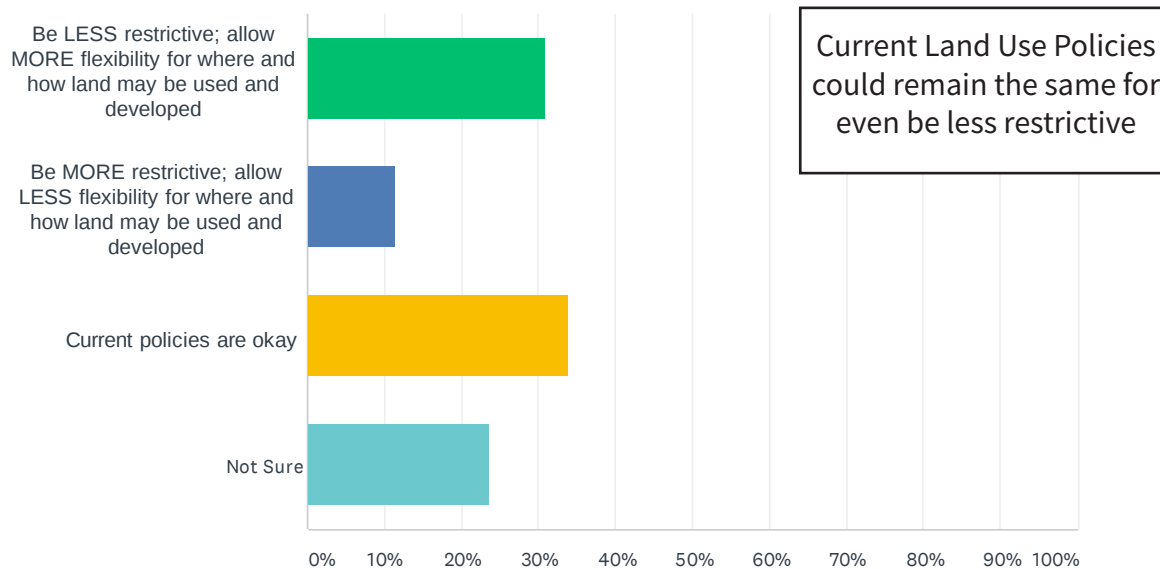
Maintain Existing Streets is Most Important



Land Use and Development

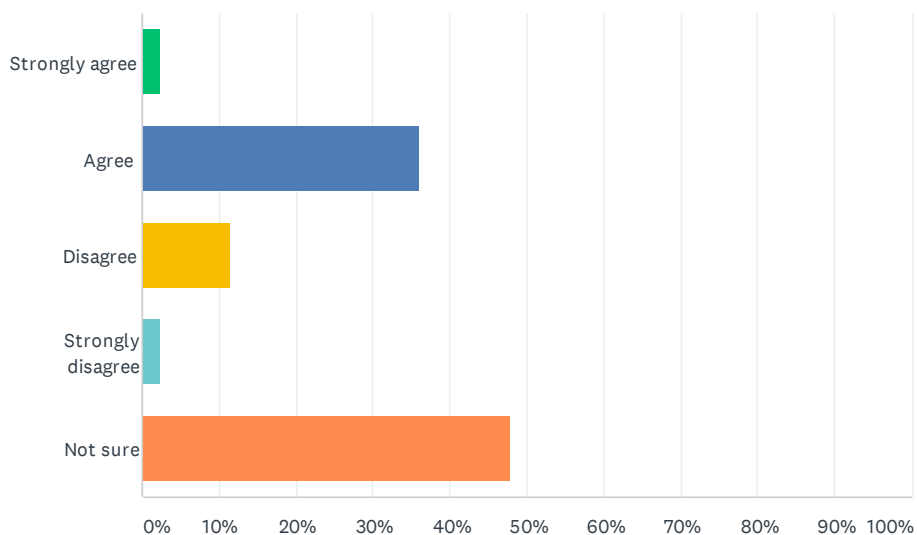
Q22 How would you direct your city leaders regarding land use policies and regulations?

Answered: 216 Skipped: 85



Q23 Current land use regulations have done an effective job in minimizing land use conflicts in Wilton.

Answered: 217 Skipped: 84

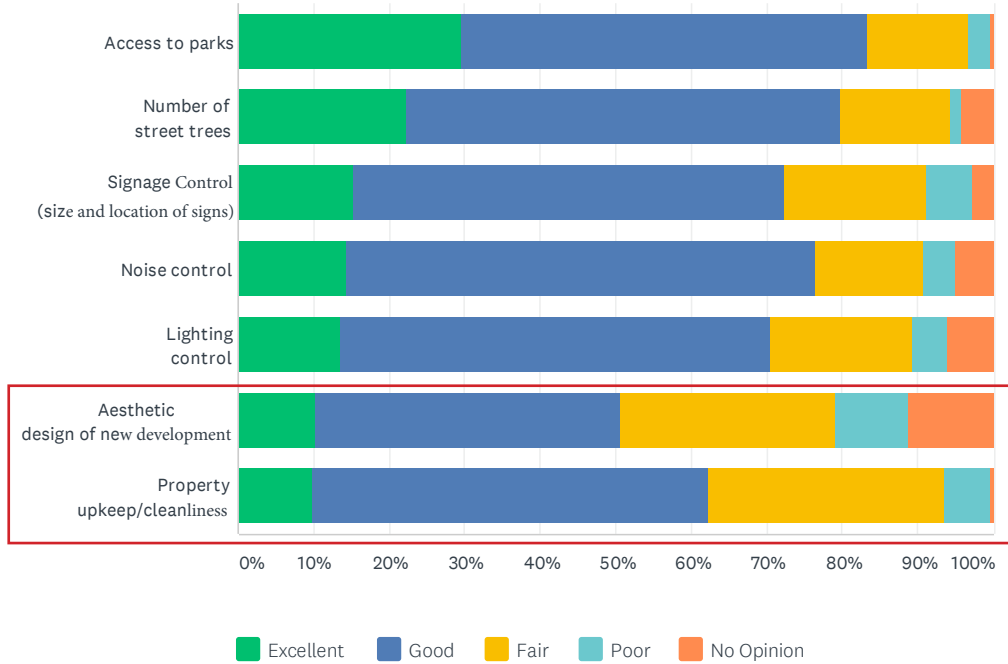


Community Survey Feedback continued

Character and Identity

Q20 How do you rate the following aspects of Wilton?

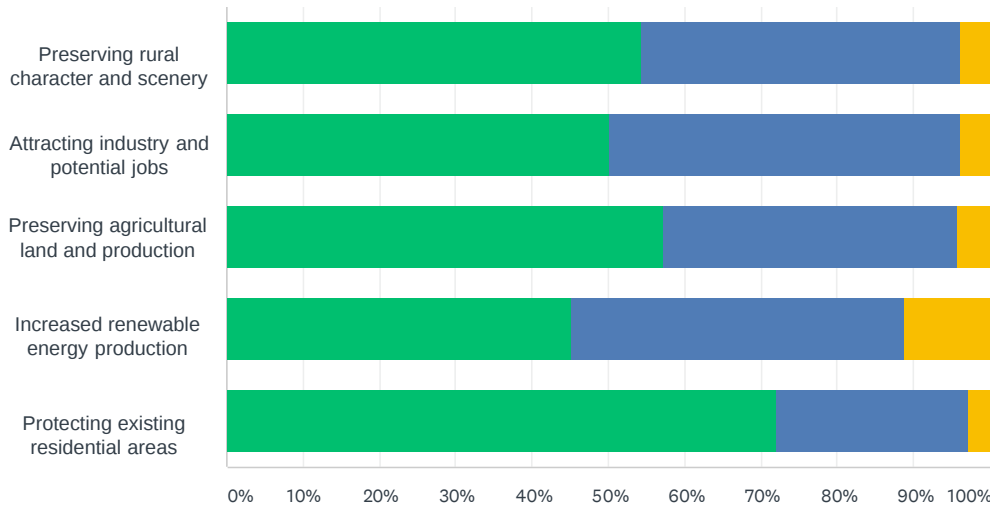
Answered: 217 Skipped: 84



Aesthetic design of new developments and property upkeep/cleanliness might be areas for future improvement

Q24 Whenever a development project is proposed, be it new homes, new commercial or manufacturing uses, or mining or energy uses, city leaders must balance competing interests. Please indicate the importance of each of the following to you:

Answered: 215 Skipped: 86

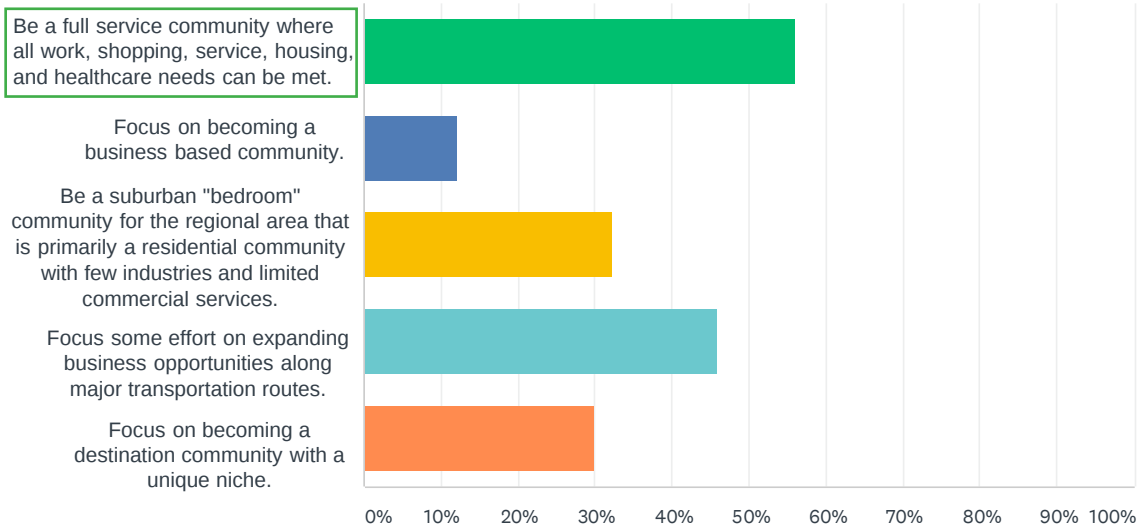


By far (72% very important) feel protecting existing residential areas is most important.

Majority of respondents see Wilton as a full service community where all work, shopping, services, housing, and healthcare needs can be met. This response will help to identify a Vision and Identity for the City of Wilton as a whole.

Q25 From the following list, what type of development would you support and want Wilton to focus upon? (Select all that apply)

Answered: 214 Skipped: 87

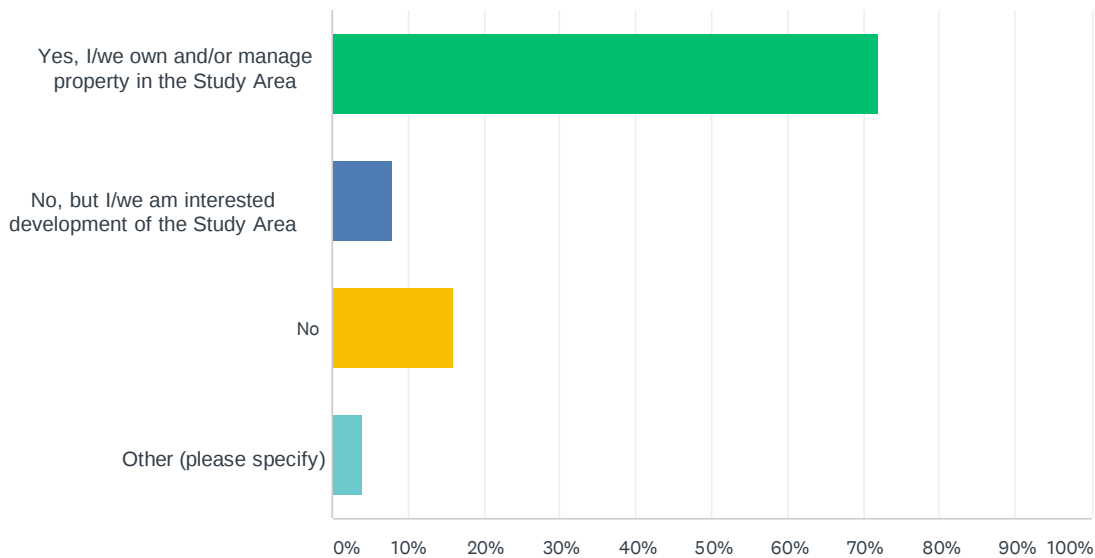


Property Owner Feedback

The Highway 38 Corridor Study Area is owned by private property owners that encompass this area. The feedback and opinions of these owners are vital to any future planning efforts. A separate online survey was create and a post card was sent to all identified owners in the project area. There were 27 respondents and two participated in a phone interview to further discuss the process and their opinions.

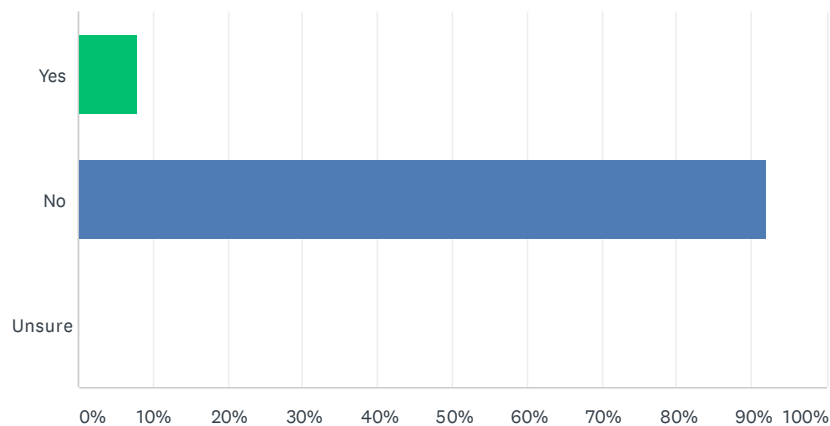
Q1 Do you or your group have an interest in property along Highway 38 North of Wilton in the Study Area shown above?

Answered: 25 Skipped: 0



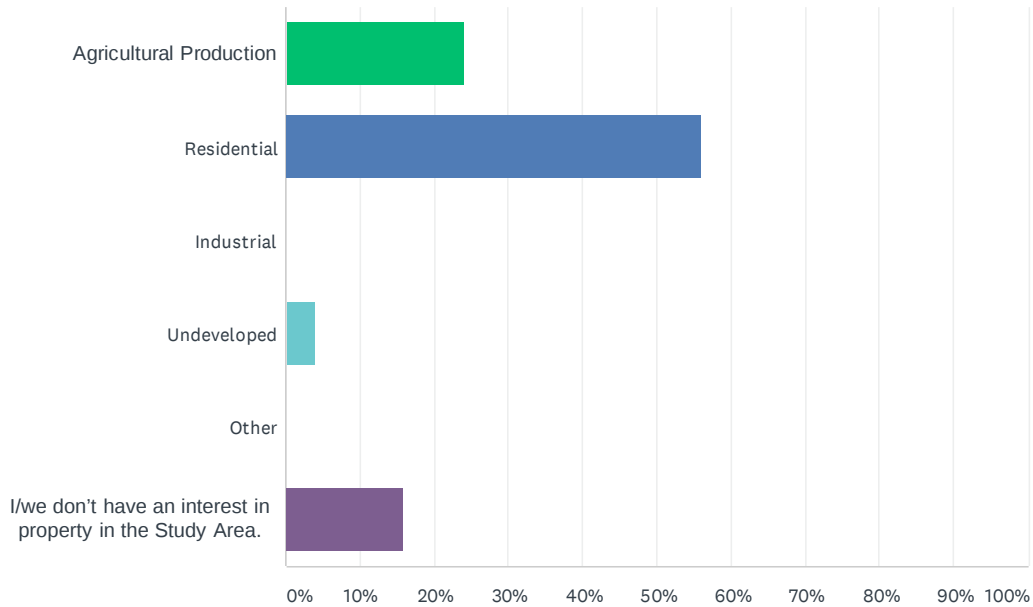
Q3 Do you or your group intend to develop and/or intensify the use of property in the Study Area over the next 20 years?

Answered: 25 Skipped: 0



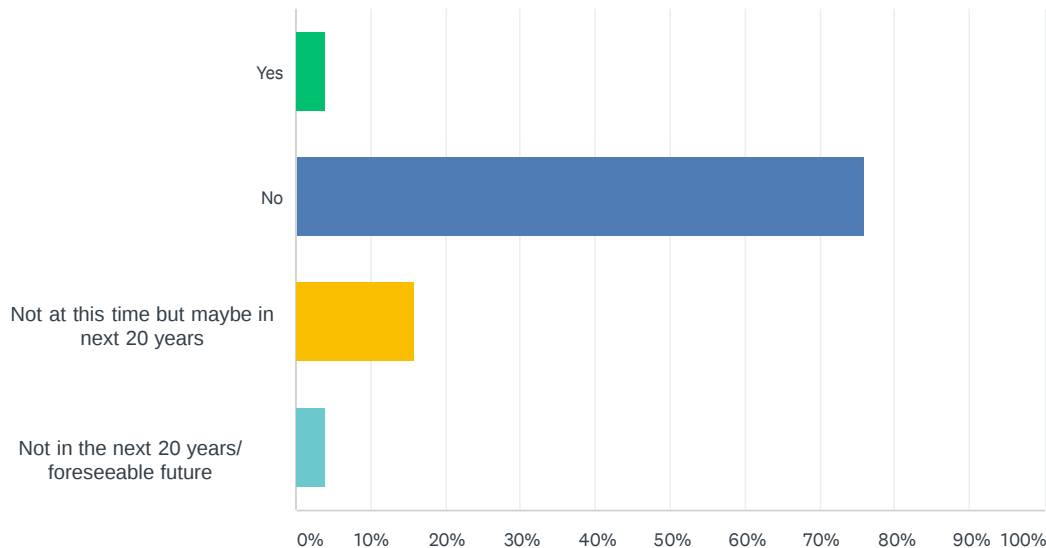
Q2 How is the majority of the property you have an interest in being currently utilized?

Answered: 25 Skipped: 0



Q7 Would you like to have access to City of Wilton drinking water for your property?

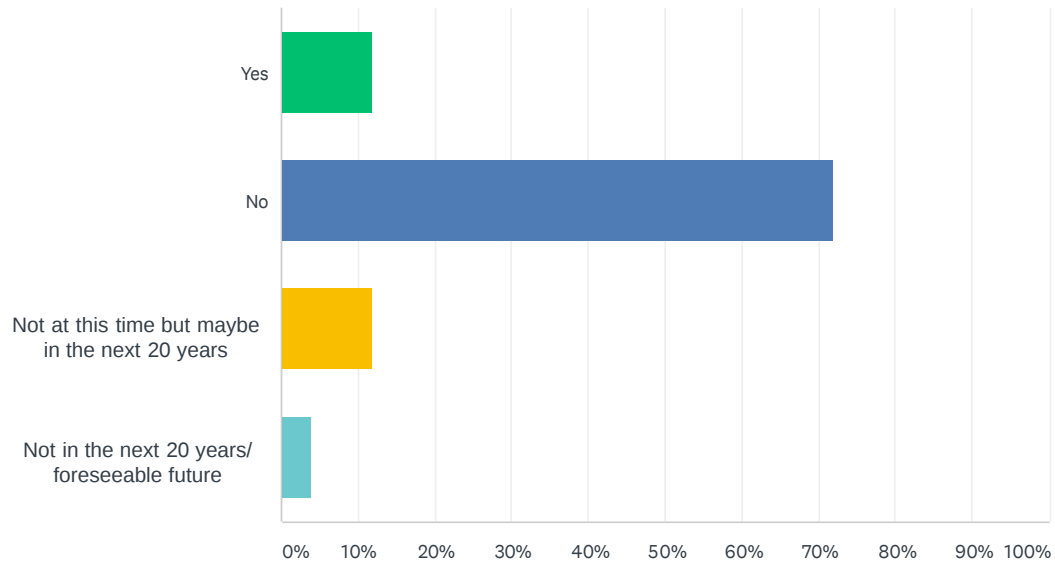
Answered: 25 Skipped: 0



Property Owner Feedback continued

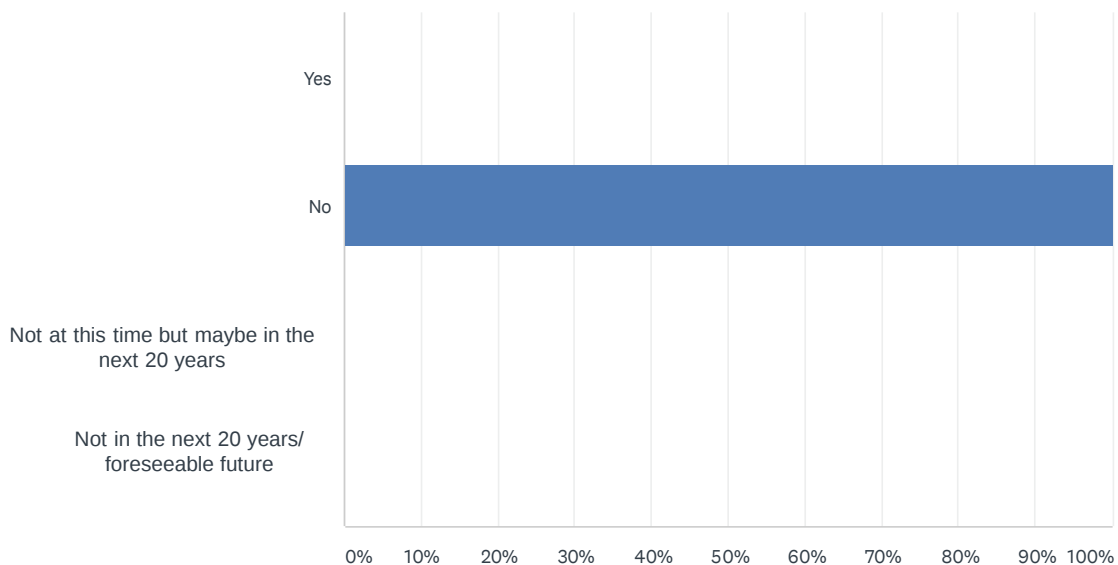
Q8 Would you like to have access to City of Wilton sanitary sewer service for your property?

Answered: 25 Skipped: 0



Q9 Are you interested in petitioning for annexation into the City of Wilton?

Answered: 24 Skipped: 1



Property Owner Comments from Phone Interviews

- Property owners along Highway 38 that were impacted by the sewer & water project were not pleased with the way Wilton handled the project
 - they felt they were not communicated with on the full scope of interference to their land operations
 - this has caused many owners in that area to have negative feelings toward Wilton
 - they see this study as a land grab
 - they were offered utility hookup but the rate with hook up costs was 4 times higher than what they currently see as operating costs.
- There is some 100 year flood plain that would impede development in the study area
- They would like to have a talk with the City on a coherent vision of land use
- There are industrial and residential lots that are sitting empty and the City should fill those before looking outside of the City Limits
- The land in the study area is some of the most productive Ag ground in the world.
- They are a proponent of preserving Ag Land
- They heard that people see Wilton as a Bedroom community and wondered if that was a sustainable model
- They have been living in their home along Hwy 38 for 20 years and has renovated it with blood, sweat and tears
- They do not want to see more truck traffic and noise on Highway 38
- They don't like the word corridor to represent Highway 38
- They support the growth of Wilton and the downtown but would like to see a different route focused on for trucks and visitors
- They thought there was 13 acres available in the Industrial area and felt Wilton should fill that rather than heading towards the interstate
- They love their home and want it to stay the way it is



Public Open House

Public meeting is yet to be set.

Key Concerns

Key Concerns

Yet to be determined based on more public open house feedback.

Key Opportunities

Yet to be determined based on more public open house feedback.





Market Analysis

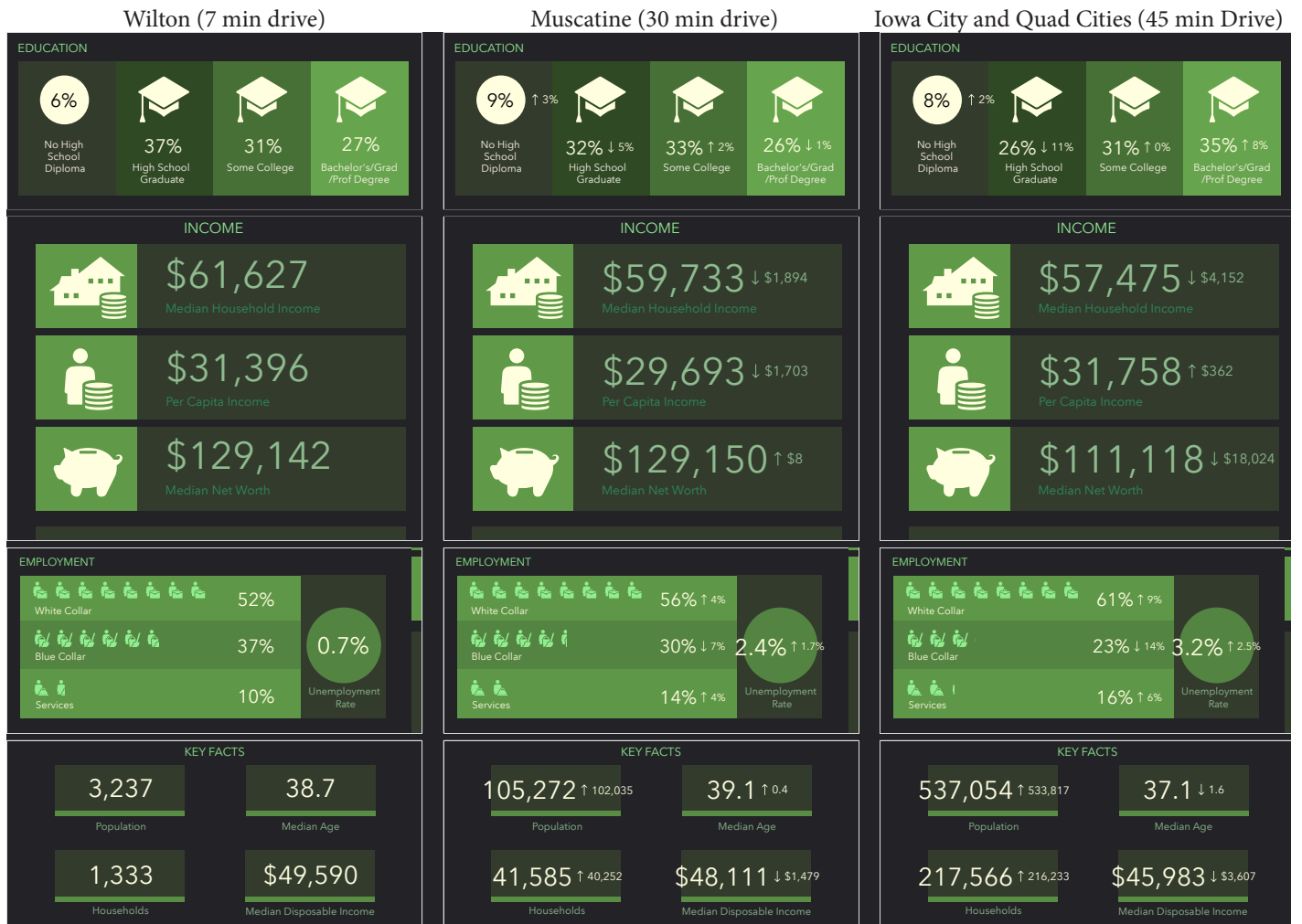
Inventory & Opportunity Analysis 4-2
Econ. Dev. Incentives Analysis 4-12
Economic Development Report 4-14

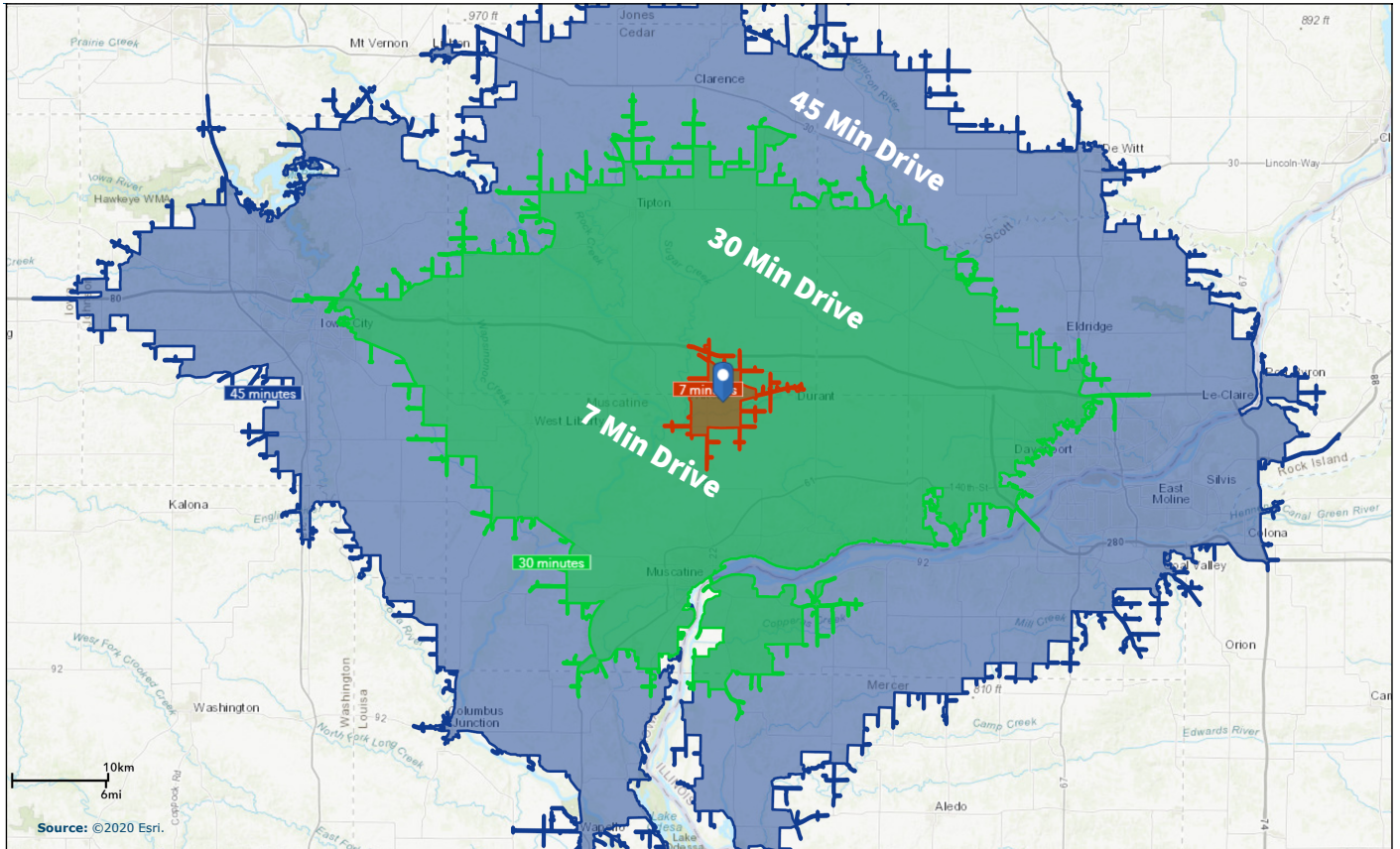
Inventory & Opportunity Analysis

To better understand Wilton’s strategic market position it is important to evaluate the city’s existing marketplace. A portion of the Highway 38 Corridor Study is to evaluate the current and potential economic activity. The following section will evaluate various community and economic factors, as well as survey input from the community through the online community survey. All comparisons are based on statistical areas established through drive time modeling. The times are represented as follows: City of Wilton (7 minute drive time), Muscatine and surrounding communities (30 minute drive time), and Iowa City/Quad City Metros (45 minute drive time). See map on page 4-3.

Community Profile

The City of Wilton is positioned well compared to the rural neighbors and even the more populated metros. A potential challenge that might impact corridor development is the low unemployment rate of 0.7% which could mean new workers and families will need to be attracted from outside Wilton. The Crossroads of Growth (2017) housing study concluded that the City has a need for more housing options which may be an opportunity for affordable and market rate housing developments. **“While the City’s various industries attract plenty of workers, many do not live locally due to the lack of housing options that meet their needs. Nearly 40% of Wilton’s incoming workers earn 50% of the area median income. With a lack of affordable homes and rental options, these workers are forced to live elsewhere. Company executives with higher incomes have also been described as unsatisfied with housing options in Wilton. There are very few large, new homes available and even less available land ready to be developed.”**

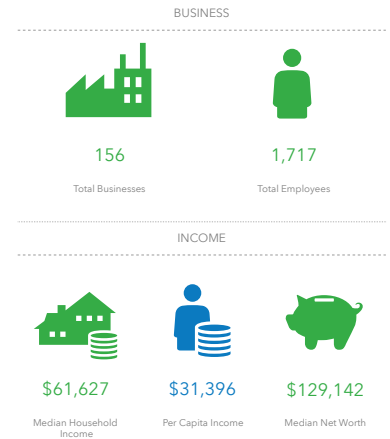
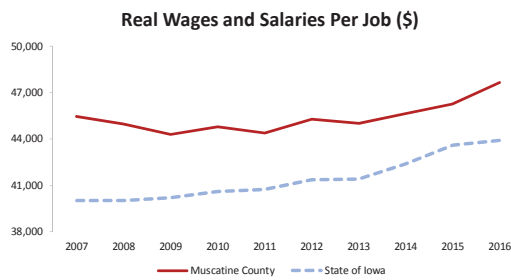




Drive Time Map - All data is based on statistical areas established through drive time modeling. This map shows the geography of those established areas. All data comes from ESRI, GfK MRI, and the Bureau of Labor Statistics.

Local Business Environment

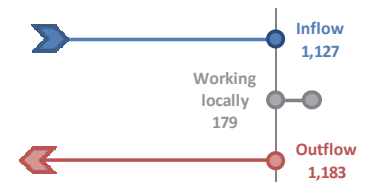
Wages and salaries comprise the majority of personal income and provide the most stable indicator of local conditions. The chart at right illustrates recent, inflation-adjusted average earnings per wage and salary job in Muscatine County and the state.



Real Total Taxable Sales in Wilton



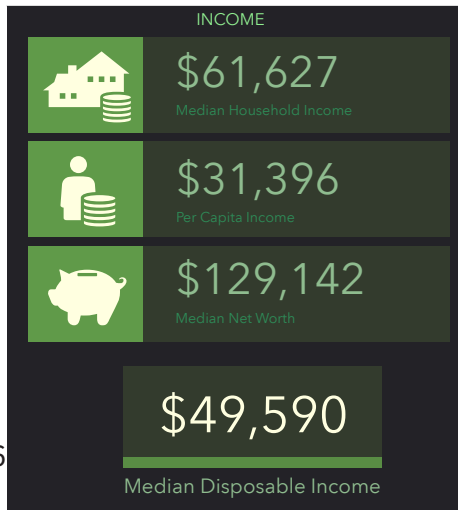
Estimated Worker Commuting Flows To and From Wilton



Note: Values of 5 or fewer are rounded up to 5

Income

The median income is higher in Wilton than in the surroundings areas. Wilton is only slightly behind the larger metros in Per Capita Income (\$31,396 vs. \$31,758).



Households By Income

The largest group: \$50,000 - \$74,999 (21.5%)
 The smallest group: \$200,000+ (2.6%)

Indicator	Value	Difference
<\$15,000	5.5%	-3.8%
\$15,000 - \$24,999	7.1%	-1.7%
\$25,000 - \$34,999	10.4%	+2.7%
\$35,000 - \$49,999	14.9%	-0.8%
\$50,000 - \$74,999	21.5%	+0.5%
\$75,000 - \$99,999	17.7%	+1.9%
\$100,000 - \$149,999	14.2%	-0.3%
\$150,000 - \$199,999	6.3%	+1.7%
\$200,000+	2.6%	0

Bars show deviation from Muscatine County

Spending Habits

There are three main tapestry's or groups of consumers that are spending money in the Wilton statistical area. The top tapestry segments are Rustbelt Traditions, Middleburg, and Green Acres make up the majority of the consumer groups in the Wilton area. These groups are anticipated to grow in the area, of note is the median age looks to be dropping with a younger demographic moving into the area and a median Household Income anticipated to rise from \$61,627 to \$70,624 over a five year period. The Tapestry Segments are explained on the following pages under Tapestry Profile. These groups are who make up the customer base in the Wilton area. There are important traits and habits that can help when projecting or planning for new market types and activities in and around the City of Wilton.

Top 3 Tapestry Segments

1. Rustbelt Traditions (5D)
2. Middleburg (4C)
3. Green Acres (6A)


2019 Consumer Spending

Apparel & Services: Total \$	\$2,481,404
Average Spent	\$1,861.52
Spending Potential Index	87
Education: Total \$	\$1,737,789
Average Spent	\$1,303.67
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$3,831,171
Average Spent	\$2,874.10
Spending Potential Index	88
Food at Home: Total \$	\$6,033,369
Average Spent	\$4,526.16
Spending Potential Index	87
Food Away from Home: Total \$	\$4,322,949
Average Spent	\$3,243.02
Spending Potential Index	88
Health Care: Total \$	\$7,273,775
Average Spent	\$5,456.70
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$2,570,433
Average Spent	\$1,928.31
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$1,081,386
Average Spent	\$811.24
Spending Potential Index	92
Shelter: Total \$	\$20,848,661
Average Spent	\$15,640.41
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,956,715
Average Spent	\$2,218.09
Spending Potential Index	89
Travel: Total \$	\$2,581,263
Average Spent	\$1,936.43
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$1,370,781
Average Spent	\$1,028.34
Spending Potential Index	90

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rustbelt Traditions (5D)	48.6%	Population	3,237	3,309
Middleburg (4C)	46.8%	Households	1,333	1,360
Green Acres (6A)	2.9%	Families	878	891
Salt of the Earth (6B)	1.4%	Median Age	38.7	38.3
Southern Satellites (10A)	0.2%	Median Household Income	\$61,627	\$70,624

Tapestry Profile

The Tapestry Profile gives us an idea of who our community is made up of. This profile breaks down the makeup of the Wilton statistical area and offers an idea on who might make up that area and what is important to them.



LifeMode Group: GenXurban

Rustbelt Traditions

5D


48.6%

of Households

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800



5D

Rustbelt Traditions

648 households

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 5.2%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 31% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

	Housing	77
	Food	78
	Apparel & Services	76
	Transportation	78
	Health Care	80
	Entertainment & Recreation	78
	Education	76
	Pensions & Social Security	77
	Other	79



LifeMode Group: Family Landscapes

Middleburg

4C

46.8%

of Households

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800



Middleburg

624 households

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

	Housing	90
	Food	93
	Apparel & Services	93
	Transportation	95
	Health Care	94
	Entertainment & Recreation	93
	Education	83
	Pensions & Social Security	94
	Other	93



LifeMode Group: Cozy Country Living
Green Acres

6A

2.9%

of Households

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800



6A

Green Acres

38 households

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect *Green Acres*' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

AVERAGE HOUSEHOLD BUDGET INDEX

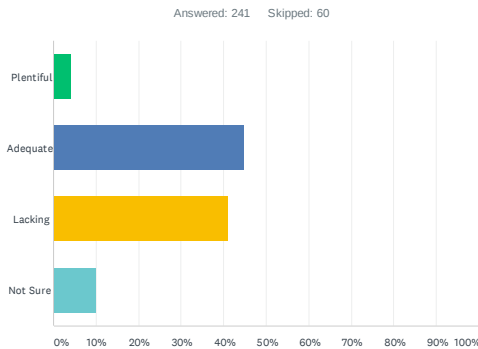
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

	Housing	111
	Food	112
	Apparel & Services	113
	Transportation	113
	Health Care	119
	Entertainment & Recreation	116
	Education	118
	Pensions & Social Security	120
	Other	118

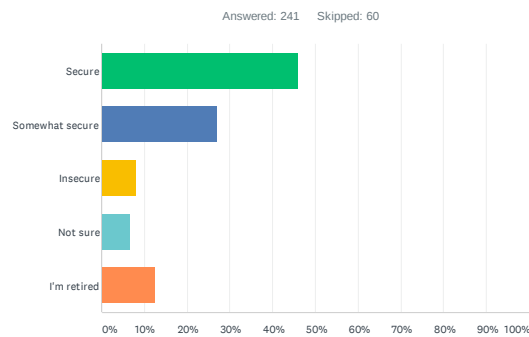
What We Heard From Residents

The majority of respondents (45%) felt the current employment opportunities in Wilton are adequate. However, almost as many (41%) feel the employment opportunities are lacking. The majority of respondents (73%) also felt that their job is secure to somewhat secure, this is a great response considering this survey was taken in the midst of the COVID-19 pandemic.

Q8 In your opinion, how would you describe the availability of employment opportunities in Wilton?



Q9 How secure do you believe your employment opportunities to be over the next 3-5 years?

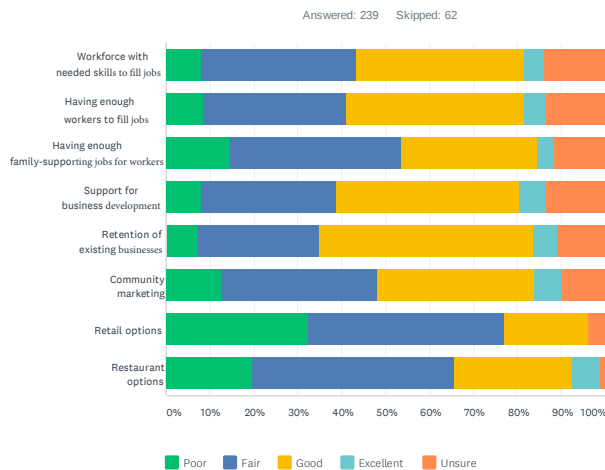


For most people that took the survey, Retail and Restaurant Options are at the top of the list as needing improvement, with retail options being the most important issue. Respondents feel that Wilton does a good job to retain the existing businesses in town. Support for Business Development is important and the majority of people feel that is being done good/excellent (47.9%).

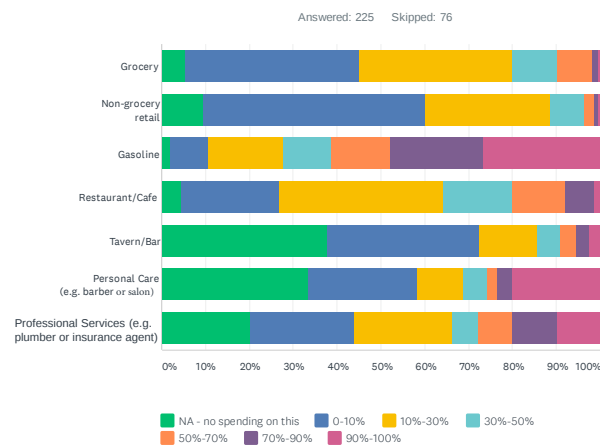
Tavern or Bar was reported as the thing most people didn't spend money on. Gasoline was the thing people spend the most money on in Wilton currently.

All industrial development was supported by the survey respondents. The type of industrial development that had the most opposition was Heavy manufacturing but that was limited to 24.58% and the two with the most support were light manufacturing and high-technology manufacturing.

Q15 How would you rank the quality of each of the following regarding Wilton's economic development/business environment?



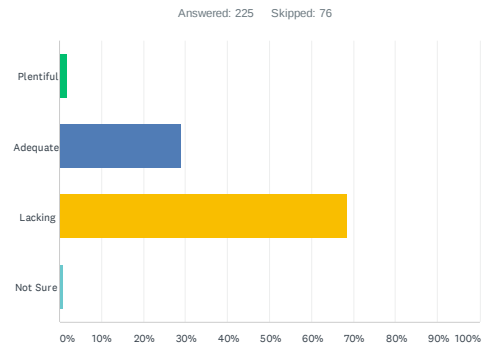
Q19 Please consider your use of the following business types and estimate the percentage of your total annual spending in each category that is spent with Wilton businesses.



Q14 Do you support or oppose the development of the following types of industrial establishments in Wilton?

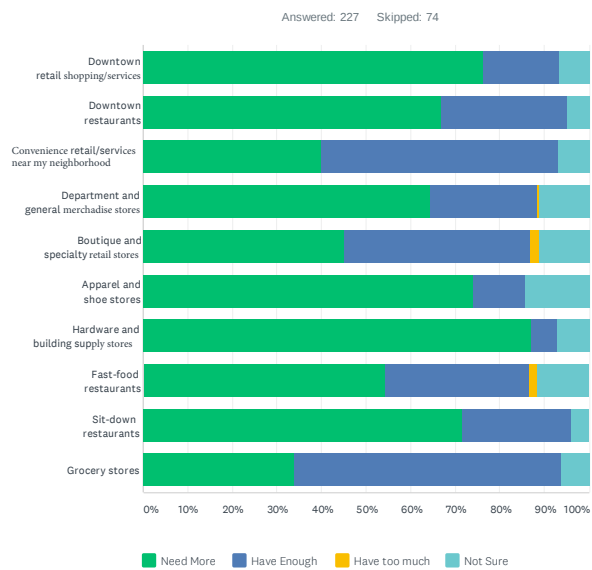


Q16 In your opinion, how would you describe the availability of places to shop or dine in Wilton?



Overall, the majority of people that took the survey feel that Wilton is lacking in shopping and dining options (68%). This would apply to residents and visitors, there needs to be enough variety and reasons for people to visit and stay a while.

Q18 Please share your opinions about the supply of various retail and service businesses in the Wilton area.



Some of the specific business types that were desired from the Community Survey responses: Hardware and Building Supply Stores (87%), Downtown Retail Shopping/Services (76%), Apparel and Shoe Stores (74%), and Sit-down Restaurants (71%) as some of the highest ranking under need more. In contrast, Grocery Stores and Convenience Retail/Services Near My Neighborhood ranked highest at having enough in the community with both over 50% of respondents.

The list below is from the Wilton Housing Needs Survey from December 12, 2018. It is a list of business types and other amenities that were desired by the community. Restaurants, coffee shop, and larger grocery store came up most frequently on this list.

**What additional community amenities and commercial businesses would you like to see?

- More restaurants
- Pet Friendly Rentals
- Outdoor swimming pool/splash pad
- Larger grocery store
- Shopping and restaurants
- Coffee places
- A fast food restaurant – McDonalds
- Restaurants, fitness center
- fast food
- people clean up and take pride in properties
- theater
- walking trails
- more restaurants
- Fitness/REC Center
- coffee shop
- fitness center
- gift shops
- more restaurants
- better sidewalks

- mail home delivery
- better cell phone reception
- more internet options
- dog park
- fast food – McDonalds, HuHot
- Mall
- More restaurants
- Coffee shop
- Added surveys from Gerdau:
- Coffee shop = 3
- Paid EMS service
- Fast Food=2
- More Restaurants=5
- REC Center
- Dog Park
- Movie Theater=2
- Outdoor pool
- Target/WalMart
- Better grocery store=2
- Better roads in rural areas

Retail Market Analysis

Esri’s Retail MarketPlace data was used to measure retail activity by trade area and to compare retail sale to consumer spending by NAICS industry classification. The retail marketplace analysis is based on the same three trade areas of 7-minute, 30-minute, and 45-minute drive times from the middle of Wilton. The 7 minute drive represents Wilton proper, the 30 minute drive time Muscatine and surrounding rural communities and the 45 minute drive is Iowa City and the Quad Cities Metros. Based on this analysis there are some areas of the retail market that have a local demand (customers spending money on that type of retail) that is not met in the area and leaking to other areas of the State (customers going to other areas to spend money on retail).

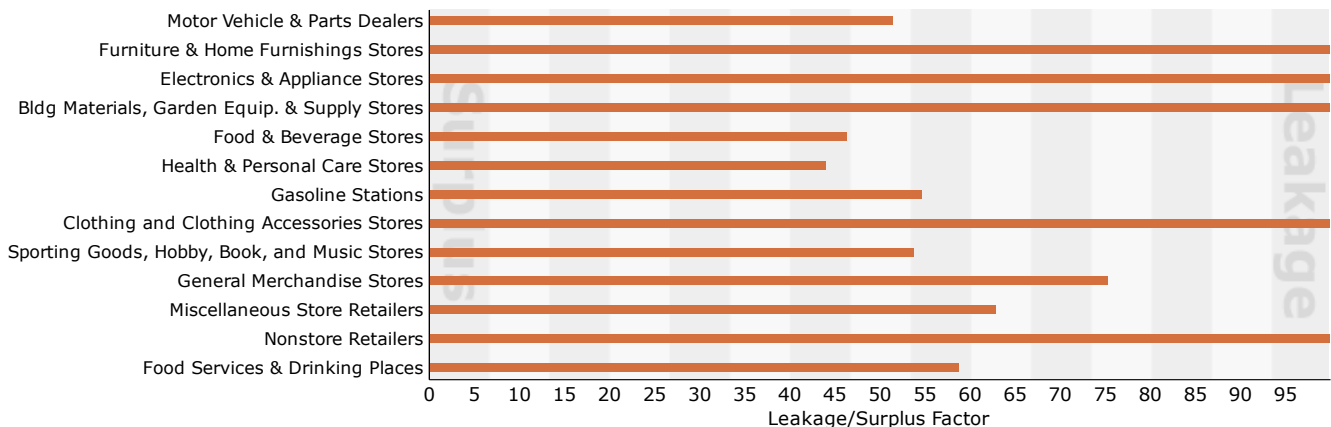
Some examples of retail that is in short supply as shown on page 4-11:

- Motor Vehicle & Parts Dealers (potential retail gap of \$6,055,656)
- Furniture & Home Furnishings Stores (potential retail gap of \$1,185,859)
- Electronic & Appliance Stores (potential retail gap of \$1,387,586)
- Grocery Stores (potential retail gap of \$4,989,090)
- Building Materials, Garden Equipment & Supply Stores (potential retail gap of \$2,510,934)
- General Merchandise Stores (potential retail gap of \$6,123,936)
- Restaurants/Other Eating Places (potential retail gap of \$2,613,242)

There is an overall retail potential (consumers spending money on specific goods in the area) of \$33,586,611 in retail sales that is leaking out from the City of Wilton. This was reinforced in the survey based on the question “On average during the past year, how often did you leave the Wilton area to intentionally shop or visit specific stores or restaurants?” 72% of respondents said they are traveling weekly to meet their needs as a consumer.

These indicators are a good measure of the retail gap in the Wilton, however some indicators do not account for outside factors. An example of this is the leakage of the group Music Stores. The need for a standing music store may not be needed as it once was because of things like iTunes digital buying and selling of music.

2017 Leakage/Surplus Factor by Industry Subsector



Retail Market Analysis Figures



Retail MarketPlace Profile

Wilton, Iowa
 Drive Time: 7 minute radius

Prepared by Esri
 Latitude: 41.58979
 Longitude: -91.01762

Summary Demographics						
2019 Population						3,237
2019 Households						1,333
2019 Median Disposable Income						\$49,590
2019 Per Capita Income						\$31,396
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$44,821,439	\$11,234,828	\$33,586,611	59.9	24
Total Retail Trade	44-45	\$40,779,663	\$10,186,281	\$30,593,382	60.0	17
Total Food & Drink	722	\$4,041,776	\$1,048,548	\$2,993,228	58.8	7
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,911,769	\$2,856,113	\$6,055,656	51.5	5
Automobile Dealers	4411	\$6,992,207	\$1,448,492	\$5,543,715	65.7	1
Other Motor Vehicle Dealers	4412	\$1,027,573	\$0	\$1,027,573	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$891,989	\$1,407,621	-\$515,632	-22.4	3
Furniture & Home Furnishings Stores	442	\$1,185,859	\$0	\$1,185,859	100.0	0
Furniture Stores	4421	\$754,805	\$0	\$754,805	100.0	0
Home Furnishings Stores	4422	\$431,054	\$0	\$431,054	100.0	0
Electronics & Appliance Stores	443	\$1,387,586	\$0	\$1,387,586	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,510,934	\$0	\$2,510,934	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,269,258	\$0	\$2,269,258	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$241,677	\$0	\$241,677	100.0	0
Food & Beverage Stores	445	\$7,806,609	\$2,858,449	\$4,948,160	46.4	3
Grocery Stores	4451	\$7,237,670	\$2,248,580	\$4,989,090	52.6	2
Specialty Food Stores	4452	\$340,317	\$609,869	-\$269,552	-28.4	1
Beer, Wine & Liquor Stores	4453	\$228,622	\$0	\$228,622	100.0	0
Health & Personal Care Stores	446,4461	\$2,432,367	\$942,792	\$1,489,575	44.1	1
Gasoline Stations	447,4471	\$4,292,785	\$1,254,970	\$3,037,815	54.8	1
Clothing & Clothing Accessories Stores	448	\$1,440,215	\$0	\$1,440,215	100.0	0
Clothing Stores	4481	\$926,116	\$0	\$926,116	100.0	0
Shoe Stores	4482	\$191,384	\$0	\$191,384	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$322,715	\$0	\$322,715	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,023,634	\$306,711	\$716,923	53.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$851,919	\$306,711	\$545,208	47.1	1
Book, Periodical & Music Stores	4512	\$171,715	\$0	\$171,715	100.0	0
General Merchandise Stores	452	\$7,120,543	\$996,607	\$6,123,936	75.4	2
Department Stores Excluding Leased Depts.	4521	\$5,831,897	\$0	\$5,831,897	100.0	0
Other General Merchandise Stores	4529	\$1,288,647	\$996,607	\$292,040	12.8	2
Miscellaneous Store Retailers	453	\$1,858,005	\$423,723	\$1,434,282	62.9	2
Florists	4531	\$103,833	\$205,236	-\$101,403	-32.8	1
Office Supplies, Stationery & Gift Stores	4532	\$500,468	\$0	\$500,468	100.0	0
Used Merchandise Stores	4533	\$280,817	\$0	\$280,817	100.0	0
Other Miscellaneous Store Retailers	4539	\$972,887	\$201,602	\$771,285	65.7	1
Nonstore Retailers	454	\$809,356	\$0	\$809,356	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$542,982	\$0	\$542,982	100.0	0
Vending Machine Operators	4542	\$128,130	\$0	\$128,130	100.0	0
Direct Selling Establishments	4543	\$138,244	\$0	\$138,244	100.0	0
Food Services & Drinking Places	722	\$4,041,776	\$1,048,548	\$2,993,228	58.8	7
Special Food Services	7223	\$80,855	\$0	\$80,855	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$299,131	\$0	\$299,131	100.0	0
Restaurants/Other Eating Places	7225	\$3,661,790	\$1,048,548	\$2,613,242	55.5	7

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and InfoGroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 InfoGroup, Inc. All rights reserved.

Economic Development Incentives Analysis

Economic development is realized through the growth and retention of jobs, a diversity of business types, an increase in buying power, investment in the built environment, and a general improvement in the community's quality of life. Creating economic prosperity requires the collaborative efforts of public and private entities, and the support of the community overall.

The City of Wilton recognizes that economic success requires extensive collaboration with other public and private entities - the City will be an active partner in these efforts and will avoid duplication of services. City "support" for these efforts may include staff time, funding, policies, or simply endorsement. This section will focus on the existing and potential future incentives available to help entice and inject new businesses and partners to the Wilton area.

Potential Funding Sources

There are five broad funding sources available to help offset costs to complete the projects listed in this Plan, as described below.

- ▶ **General Municipal Funding** – It is assumed that some general municipal funds/borrowing will be required to assist with the completion of projects or as a matching source for state or federal grants (e.g. wayfinding, signage, or streetscaping projects).
- ▶ **Special Assessments** – Particular projects that benefit individual properties (e.g. water, sewer, or sidewalk installations) could be funded through special assessments whereby the City recoups initial design and construction costs through increased real estate taxes on those properties for a set period of time.
- ▶ **Private Donations, Developers/Impact Fees** – Some of the wayfinding projects (e.g. gateway signs) could be partially or fully funded through private donations or public fund raising. Funding for other infrastructure projects can also be offset by using funds from impact fees the City collects as part of the approval of new development in the corridor.
- ▶ **State and Federal Grants** – There are many different state or federal grants that may be able to offset the costs of future projects.
- ▶ **Tax Increment Financing (TIF)** – Tax increment financing (TIF) is a program where the additional taxes generated from development in a TIF district would go towards specified public improvements in a community. This program helps waylay the impacts of new development on a community while improving the attractiveness of the City. Wilton has designated areas of the town as an Urban Renewal Area and created a TIF District and this area could expand based on future expansion of the City's boundaries.

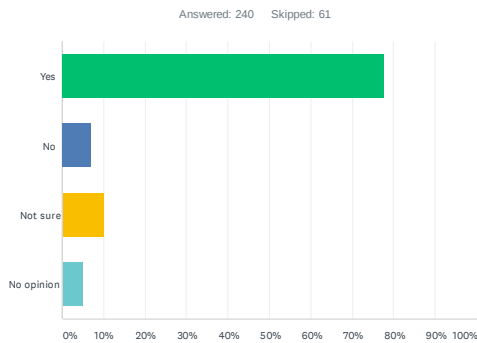
What We Heard From Residents On Incentives

The residents that took the Community Survey showed resounding support for the City of Wilton committing funding to retain, attract or grow the private sector businesses and jobs with 78% affirming this question. Over half of the respondents would like to see incentives spent in the following areas:

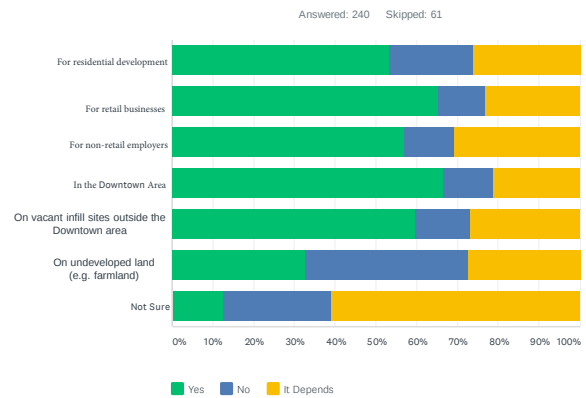
- In the Downtown Area (66%)
- For Retail Businesses (65%)
- On Vacant Infill Sites Outside the Downtown Area (59%)
- For Non-retail Employers (57%)
- For Residential Developments (53%)

The least desired area for incentives was on Undeveloped Land (e.g. farmland) with only 32% in support but 27% felt that it depended on the situation.

Q10 Do you believe Wilton should commit funding to retain, attract or grow private sector businesses and jobs in the community?



Q11 Should Wilton offer financial incentives to encourage private sector development and investment?



What The City Can Use For Incentives And Implementation

The City's key implementation tools include:

Operational Tools

- Annual Goal-Setting Process
- Annual Budget Process
- Capital Improvement Plan (Recommended)

Regulatory Tools

- Land Use Regulations (includes landscape and architectural regulations)
- Site Design Standards
- Historic Preservation Ordinance
- Building and Housing Codes

Funding Tools

- Tax Abatement
- Tax Incremental Financing (TIF) Districts
- State and Federal Grant Programs
- Storm Water Utility (Recommended)

Economic Development Report

The economy plays a central role in maintaining the vitality and quality of life within Wilton. A healthy economy creates good paying jobs, providing economic opportunities to all citizens. The economy also supports the tax base, providing for schools, public safety, fire protection, parks, roads and many other facilities and services.

The economic development component of the Highway 38 Corridor Development Study identifies strategies the community may pursue in the future to facilitate economic development.

The purpose of the Economic Development Report section is to review findings and address some strategies that support and encourage a strong, vibrant economy. While this Chapter focuses on economic development topics, it is important to recognize that the entire Highway 38 Corridor Development Study can be considered as an economic development tool.

Job Creation Strategies

- Support existing businesses in the area to promote growth
- Actively seek new business opportunities to bring in some of the desired/lacking business types
 - Motor Vehicle & Parts Dealers
 - Furniture & Home Furnishings Stores
 - Electronic & Appliance Stores
 - Grocery Stores
 - Building Materials, Garden Equipment & Supply Stores
 - General Merchandise Stores
 - Restaurants/Other Eating Places
- Tax abatement, SBA loans and other incentives to new businesses
- Workforce housing may entice new employers to invest in Wilton if more of the workforce does not have a commute

Job Retention Strategies

- Explore any incentives available to existing businesses in the Wilton Area
- Assure affordable housing is available to employees
- Support beautification efforts to improve and protect commercial value and customer base

Workforce Statistics

There are some key indicators below that show areas for growth in the Wilton Area. Both the Retail Trade and Service industry have room to grow compared to the Muscatine and QC/IC Metro Areas. It is of note that the unemployment rate is much lower in Wilton than the other areas.

	7 minutes	30 minutes	45 minutes
2019 Population 25+ by Educational Attainment			
Total	2,225	71,989	358,866
Less than 9th Grade	0.5%	3.6%	2.9%
9th - 12th Grade, No Diploma	5.2%	5.6%	5.2%
High School Graduate	34.2%	27.1%	22.3%
GED/Alternative Credential	2.3%	4.8%	4.1%
Some College, No Degree	14.7%	19.9%	20.6%
Associate Degree	15.8%	12.8%	10.4%
Bachelor's Degree	20.4%	17.3%	20.5%
Graduate/Professional Degree	6.7%	8.8%	14.1%
2019 Population 15+ by Marital Status			
Total	2,607	84,346	441,625
Never Married	26.8%	28.5%	34.8%
Married	58.8%	54.8%	49.1%
Widowed	3.9%	5.8%	5.5%
Divorced	10.5%	10.9%	10.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	99.3%	97.6%	96.8%
Civilian Unemployed (Unemployment Rate)	0.7%	2.4%	3.2%
2019 Employed Population 16+ by Industry			
Total	1,809	55,271	282,321
Agriculture/Mining	5.4%	2.8%	1.4%
Construction	9.2%	8.0%	6.4%
Manufacturing	21.6%	22.2%	15.7%
Wholesale Trade	3.2%	2.4%	2.2%
Retail Trade	8.5%	10.3%	10.8%
Transportation/Utilities	8.3%	6.0%	5.2%
Information	2.7%	1.0%	1.3%
Finance/Insurance/Real Estate	3.8%	4.6%	5.2%
Services	35.2%	39.4%	48.3%
Public Administration	2.3%	3.3%	3.6%
2019 Employed Population 16+ by Occupation			
Total	1,809	55,271	282,322
White Collar	51.1%	53.6%	58.6%
Management/Business/Financial	9.7%	12.9%	12.9%
Professional	18.3%	18.5%	22.8%
Sales	6.5%	8.6%	9.9%
Administrative Support	16.5%	13.5%	13.0%
Services	11.7%	16.3%	18.3%
Blue Collar	37.3%	30.1%	23.1%
Farming/Forestry/Fishing	2.4%	0.9%	0.6%
Construction/Extraction	7.6%	6.1%	4.7%
Installation/Maintenance/Repair	7.1%	3.4%	3.0%
Production	10.8%	11.0%	8.0%
Transportation/Material Moving	9.5%	8.7%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	3,081	101,134	507,190
Population Inside Urbanized Area	0.0%	36.7%	75.6%
Population Inside Urbanized Cluster	90.6%	34.3%	7.6%
Rural Population	9.4%	29.1%	16.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Key Takeaways From the Economic Data

There is a large retail gap of \$33,586,611 with a variety of opportunities within the Wilton Area which is great potential for new business types. The area is made up of Middleburgs, Rustbelt Traditions and Green Acres, these groups have some common ground; they are mainly middle aged (between 36 and 44 is the median age of these groups) and most in these groups are married and many have children, and they tend to buy American made products. Family oriented entertainment and family dining opportunities would do well with this group. Wilton is projected to continue with steady growth and a steady incline in income for households. Wilton has a very low unemployment rate of 0.7% and some of the workforce lives outside of the community due to low housing availability mainly in the lower end of the housing market.

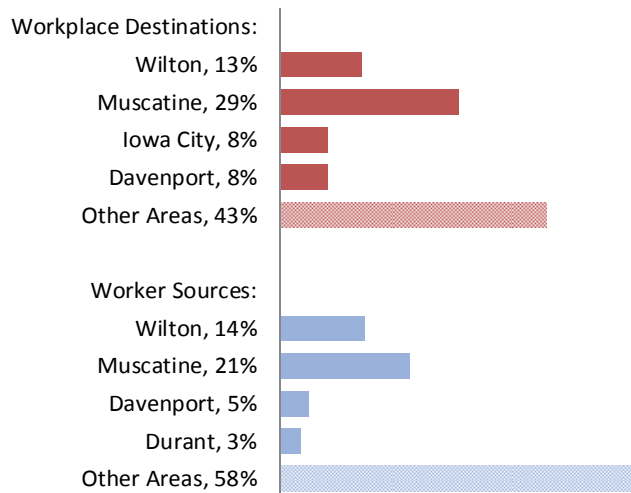
Opportunities Uncovered

- Retail opportunities are targets for recruitment
 - Motor Vehicle & Parts Dealers
 - Furniture & Home Furnishings Stores
 - Electronic & Appliance Stores
 - Grocery Stores
 - Building Materials & Garden Supply Stores
 - General Merchandise Stores
 - Restaurants/Other Eating Places
- Workforce housing (1,127 workers coming to Wilton Daily and only 179 work locally)
- Household Income anticipated to rise from \$61,627 to \$70,624 over next five years
- Wilton has a diverse and skilled workforce
- Per capita income is higher in Wilton than in surrounding areas
- Family restaurants
- Hardware/building materials/gardening stores for the DIY consumers and general needs
- Sport/outdoor activities such as bowling, fishing, hunting, etc.
- Children toys and apparel stores
- Workers are also consumer groups coming from other areas (see chart below)

Key Commuting Relationships for Wilton: Top 3 Sources and Destinations of Workers

Worker commuting patterns also reveal broader regional relationships that influence local economic conditions.

The chart at right identifies the top three workplace destinations for Wilton residents and the top three cities supplying the greatest number of Wilton workers in 2015. The chart measures these flows as percentages of the city’s total workforce size and total employment, respectively.



NOTE: The commuting charts on this page are based on 2015 worker commuting flow data published by the U.S. Census Bureau. In cases of small place-to-place commuting flows, the Census Bureau masks the data in order to protect the confidentiality of individual workers and/or business firms. Therefore, the actual size and destinations of the city’s commuting flows may differ slightly from those shown here.

Key Takeaways From the Economic Feedback

We received feedback from stakeholders, property owners, Wilton City Council, the Steering Committee, a public open house and the community as a whole through the online Community Survey. Overall residents would like to see industrial, business and retail development and the majority support the City using funds to help make those developments happen. They see the need to have more opportunities to shop and buy locally. In the community survey, 72% of respondents reported they are traveling weekly to meet their needs as a consumer. Bringing some of these opportunities to Wilton will not only benefit the local residents but also the visitors that bring money from outside of the community and inject that into the local economy. People need a reason to get off of Interstate 80 and use the amenities and establishments in Wilton. The more amenities and reasons they have to stop, the more reason they have to linger and explore this community. The majority of respondents stated they want “Be a full service community where all work, shopping, service, housing, and healthcare needs can be met.” this means a community with various opportunities that meet the needs of residents and visitors.

Opportunities Uncovered

- Community members feel Wilton is lacking in retail and restaurant choices
- People feel pretty secure with their employment
- Employment opportunities in Wilton are adequate
- Industrial development is supported by residents
- Hardware store or building materials store is highly desired
- Coffee shops and a larger grocer were also of importance
- Most of the respondents, 78%, support Wilton committing funds to support new/existing businesses
 - In the Downtown Area (66%)
 - For Retail Businesses (65%)
 - On Vacant Infill Sites Outside the Downtown Area (59%)
 - For Non-retail Employers (57%)
 - For Residential Developments (53%)
- Retail residents are looking for:
 - Hardware and Building Supply Stores (87%)
 - Downtown Retail Shopping/Services (76%)
 - Apparel and Shoe Stores (74%)
 - Sit-down Restaurants (71%)



WILTON HOUSING
PROPERTY EXEMPTION
TAX
15 Years
963-732-5002





CORRIDOR CONCEPT PLAN

Future Land Use & Development	5-2
Corridor Character	5-6
Infrastructure	5-8
Transit, Access & Mobility	5-10
Design Considerations	5-12

Future Land Use

Planning for future land uses allows Wilton to determine the best locations for future growth and development. Good land use planning involves community engagement, wise natural resource management, and accurate projections in relation to where and how growth will and should occur. Furthermore, it is important to establish unique characteristics of the area, themes to implement, and types of land use strategies to help build upon that character.

The Future Land Use Map identifies categories of similar use, character and density. These categories are described on the next page. This map and the designation descriptions should be consulted whenever development is proposed. Development shall be consistent with the use category shown on the map.

Where uses in this map differ from current use, it is not the general intent of the City to compel a change in use. Except in rare instances when the City may actively facilitate redevelopment of a priority site, the City’s use of this map will be only reactive, guiding response to proposals submitted by property owners.

Future Land Use	Interchange Business	Medium Density Residential
Rural Lands	Industrial	Mixed Use
Commercial	Low Density Residential	

The area designated as “Potential Area for Regional Recreation Complex” is an symbolic placeholder. If there is support for a regional recreation amenity, Highway 38 could be a good location based on the access to Interstate 80. A regional recreation complex would provide sports fields, trails and other outdoor programming to not only Wilton residents, but also visitors from across this part of the State of Iowa.



Future Land Use Map and Designations

To facilitate the orderly development, use, and preservation of land, Wilton established a Future Land Use Map with a set of land use designations and strategies specific to each designation. These designations relate to certain zoning districts. The definition and identification of future land use designations shown on the Future Land Use Map are:

Rural Lands

The Rural Lands category is intended to preserve land and rural character in areas deemed unlikely or infeasible for urban development prior to 2040. Preferred uses in these areas include open space, farming, farmsteads, agricultural businesses, forestry, quarries, and limited rural residential on well and septic.

Low Density Residential

Low Density Residential areas are intended for housing with densities that range from two to five units per acre. Neighborhood areas classified as LDR will typically be predominately single-family detached units with the potential for some doubles and other lower density attached housing products.

Medium Density Residential

Medium Density Residential areas are intended for housing at densities exceeding five units per acre. Uses in this category include single-family detached, duplexes, townhouses, row houses, apartment buildings, and senior housing.

Mixed Use

Mixed use areas are intended to provide a mix of smaller scale commercial, residential, public and related uses in a pedestrian-friendly environment. They many include a mix of retail and service commercial, public uses and /or park and recreation uses. Uses can be integrated either vertically or horizontally. It is recommended a mixed use zoning ordinance be created to correspond with this future land use category.

Commercial

Commercial areas are intended for retail, service and office uses that serve neighborhood, community and regional markets. The type and size of use will be determined by location and market forces.

Industrial

Industrial areas are intended for light or heavy manufacturing, warehousing, distribution, wholesale trade, accessory offices, and similar uses.

Interchange Business

Located around the Interstate 80 and Highway 38 interchange, this category was created to accommodate the unique growth and a more urbanized type of development. Properties developed in this area and served by municipal utilities, would need to be annexed into the City, likely through the annexation of Highway 38 ROW, unless other contiguous avenues are available. This district will provide land appropriate for highway-commercial uses, well designed for the capacity of large volumes of traffic. It also provides the opportunity for light industrial business development or a mix of uses within a site or structure. It also provides the opportunity for high density residential units. New development within this district could be developed through the use of Planned Unit Development (PUD) zoning to ensure best use practices of connectivity of land uses, transportation, and utilities.

Development

Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of properties within the city; with the exception of tax exempt properties for which no data exists. The map to the right illustrates the ratio of improvement value to land value within the corridor study area.

Strong candidates for redevelopment are properties with values greater than or equal to the value of the building (illustrated in dark green, 0.0 - 0.1 ratio).

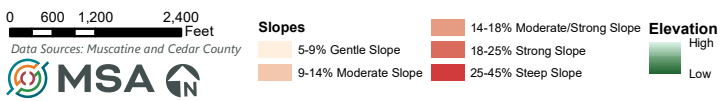
It should be noted that much of the high ratio areas are active farm grounds that do not have structures in place, rather it is valued for the land production. The community survey showed that the citizens in and around Wilton feel it is important to preserve rural character and preserve agricultural land.

The balance of preserving the rural character while supporting development that strengthens the economy should be considered in future land use and development discussions. Environmental restraints is also a factor that will play a role in future development in this area. Soils, floodplains and steep slopes are some examples of considerations that will help determine if a particular development /land use is right for the location or not.



Property Value Ratio





Development Limitations Map

Wilton Highway 38 Corridor Study

Corridor Character

The rural character that so many in Wilton identify with, defines the current landscape along Highway 38. An appealing character for the corridor sets up the framework for the first impression a newcomer has of Wilton. That first impression is crucial for the success in economic growth and providing robust opportunities for residents, visitors, businesses, and workers.

Gateway

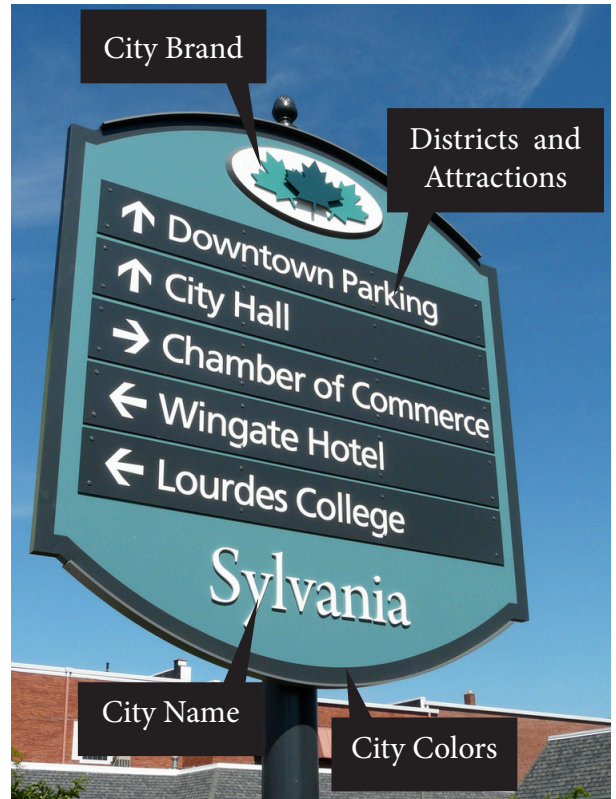
A community gateway sets the first impression to all entering the City. This is a vitally important area to set the tone for the corridor and the community's character and identity. The gateway signage should be constructed of lasting and durable materials, with natural and landscaping elements included. The gateway vision rendering shown on page 5-7, shows a gateway feature that incorporates vegetation, rocks and lush trees that could really make a more positive impact on the initial impression of those entering the community via Highway 38. A next step, on a bit larger scale, would be to establish a gateway landscape/streetscape plan that can be implemented in phases along the corridor.

Branding and Wayfinding

Creating graphic wayfinding signage is vital to help people navigate and encourage them to drive further to explore what is down the road in the City of Wilton. The use of branding on street signs and the wayfinding signs is a nice way to introduce the community to newcomers. The example to the right illustrates the important elements in wayfinding signage. A possible next step should be a branding campaign and wayfinding plan.

Agritourism

Agritourism is “a commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner.” Using the land and character along Highway 38, could be an opportunity to use the existing agricultural uses and blend that with a reason for people to get off the interstate. A few examples of this could be an orchard, tree farm, Christmas tree farm, pumpkin patch etc.





Welcome to the

City of Wilton

Infrastructure

Water System

The DOT, in conjunction with the City of Wilton, constructed a \$3.5M water and sanitary sewer extension project along Highway 38 in 2015 to serve the DOT rest area at the I-80 Interchange. The City of Wilton provides water system pressure by means of elevated water storage. A 500,000 gallon spheroid elevated water storage tank was constructed in 2008 and is located off of West Wate Street near Highway 38. A 16-inch trunk main feeds this tower.

As part of the project to serve the I80 Rest Area, a booster station was constructed near the Wate Street elevated storage tank to provide increased water pressure along the Highway 38 corridor. The booster station is comprised of (1) 30 gpm “jockey” pump, (1) 125gpm “normal duty” pump, and (2) 250gpm “fire flow” pumps and is equipped with a standby generator. The DOT water system extension along Highway 38 was designed assuming 125gpm as the current demand at the I80 rest area and another 125gpm capacity was added to the design to accommodate future development along the corridor. The I80 rest area is served by two pressure-reducing valves (PRVs) since pressures are in excess of 100psi in this location. Future developments within the lower-lying areas near Otter Creek may also require PRVs since boosted system pressures in this area are also well above 100psi.

Branch tees were included as part of this DOT project to accommodate future City expansion. 6-inch PVC water main is the minimum required diameter to serve a fire protection system. Insurance Service Office (ISO) requires a minimum residential available fire flow of 500gpm for 2 hours. This could be provided by the booster station’s (2) 250gpm fire flow pumps. Larger

industrial/commercial buildings may have an increased fire flow requirement. Consideration should also be given to the water system’s ability to accommodate building sprinkler systems. Water system source capacity and treatment should be evaluated to ensure that maximum system demands are comfortably met.

Wastewater System

The DOT, in conjunction with the City of Wilton, constructed a sanitary sewer extension along Highway 38 at the same time the water main was installed in 2015 to serve the DOT rest area at the I-80 Interchange. The 8-inch sanitary sewer extension is lifted twice in this 3-mile stretch with lift stations located at Otter Creek and at the I80 rest area. It is unclear what design assumptions were made for this infrastructure, however it is assumed that additional capacity for future development along this corridor was considered, similar to the water system extension.



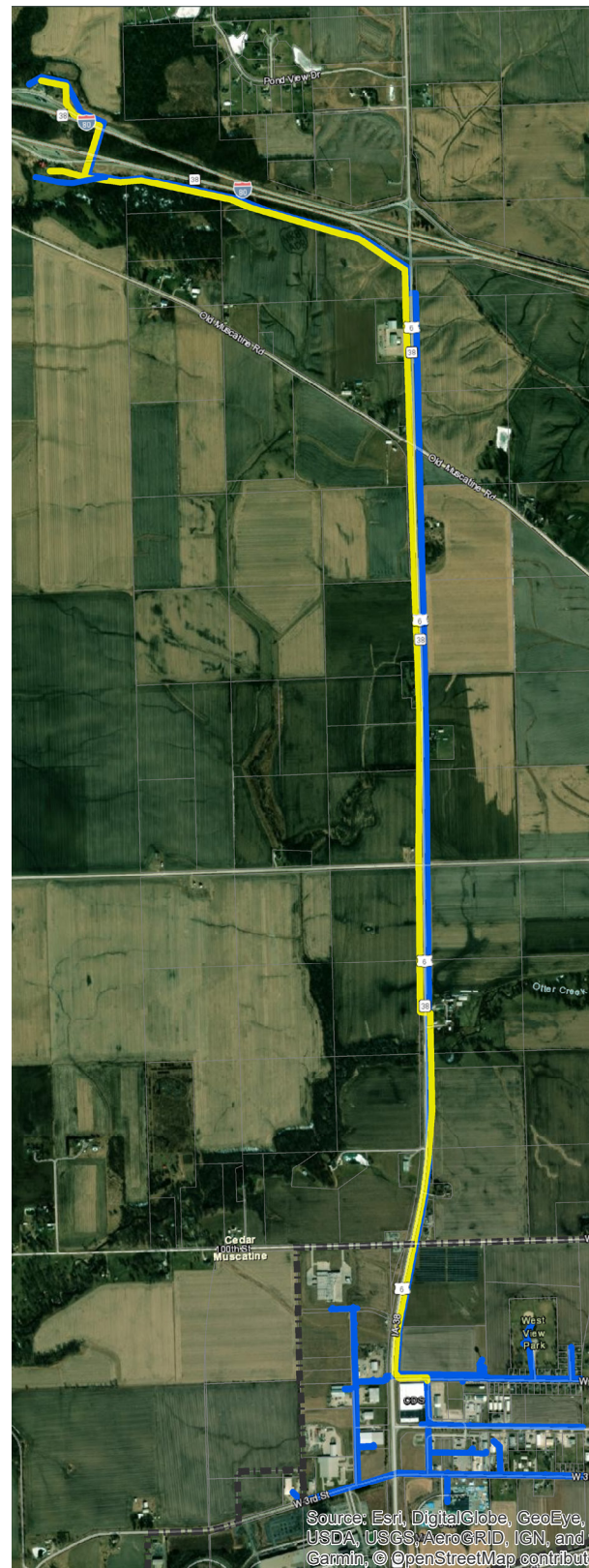
The City of Wilton very recently completed an upgrade to the wastewater treatment facility (WWTF). The old treatment system consisting of spiragester tank, trickling filter, and secondary clarifiers was removed and replaced with a new extended aeration Aeromod package plant, complete with new influent pumps and UV disinfection system. This very extensive upgrade was designed to serve the City of Wilton for the next 20 years.

Of note, the City of Wilton does have two existing Significant Industrial Users (SIUs) with effluent limitations:

- Wilton Steel Processing, Inc. uses an average of 6,240 gallons of water each day, with a maximum daily usage of 38,400 gallons of water.
- Hy-Line North America, LLC uses an average of 21,000 gallons of water each day, with a maximum daily usage of 25,000 gallons of water.

It is assumed that additional capacity was built in to the new WWTF to accommodate future development along the Highway 38 corridor, however SIUs can have a major impact on utility infrastructure. The potential for existing water and wastewater systems to accommodate any future SIUs should be evaluated by the City of Wilton on a case by case basis to determine whether utility improvements may be necessary.

It is recommended for the City of Wilton to continually evaluate the condition and capacities of existing water and sewer utilities as the community grows and develops, replacing aging infrastructure as necessary to accommodate new developments.



City Limits
Sewer
Water

Transit, Access & Mobility

Highway 38 & I-80 Interchange

Traffic projections at this interchange were estimated to grow modestly from 2016 to 2040 with a total growth of approximately 17%. Without significant development along Highway 38, or within the City of Wilton, the ramp terminals are likely to operate with generally acceptable conditions. If conditions change along the corridor, such as development within Wilton, or high volume users are established near the interchange, improvement to the ramp terminals may need to be considered. Improvement may include the addition of new turn lanes, turn lane extensions, or even a significant improvement such as a signal or roundabout.



Highway 38 & I-80 Interchange

Highway 38 between Cedar Muscatine Rd and I-80

The Iowa SUDAS Design Manual includes planning level tables for expected Level of Service for two lane highways. Per the manual, Level of service (LOS) is defined as “a measure of the operating conditions of a roadway facility. LOS is based upon traffic performance related to speed, travel time, freedom to maneuver, traffic interruptions, and comfort and convenience. The LOS ranges from A (least congested) to F (most congested).” In review of the 2040 projections, Average Daily Traffic (ADT) south of the interchange is estimated to be approximately 4,000 vehicles. Based on the planning tables in SUDAS, this section of Highway 38 would operate at LOS B through 2040. This determination confirms that a two lane highway has the sufficient amount of capacity to not only handle the estimated traffic projections, but likely some additional growth.

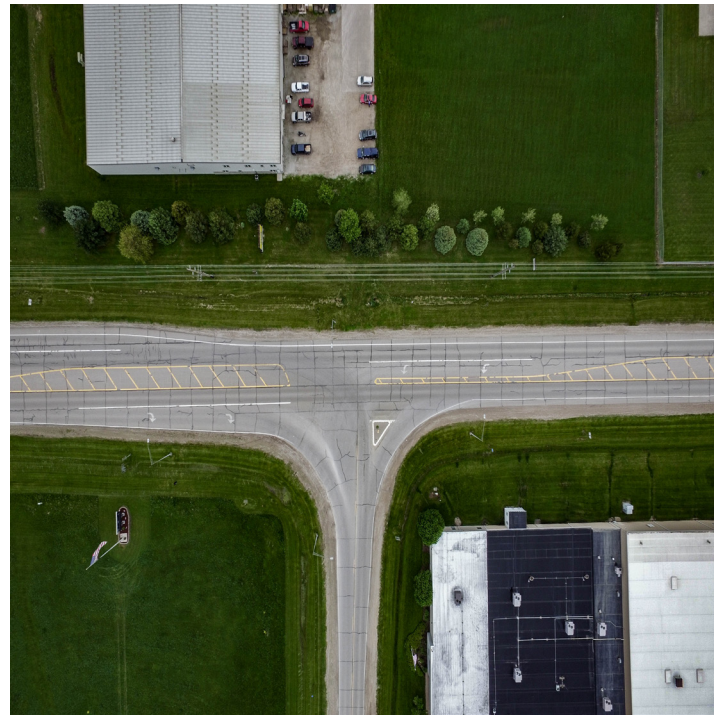


Highway 38 & 330th St. Intersection Looking North

Access Management

Access Management is the management of vehicular access points to properties along a roadway. The goal is to promote safe and efficient use of the transportation network. Access management should be a guiding principle used as the corridor sees development. Good access management principles along this corridor should at a minimum include:

- Minimize the number of driveways per property and provide as much distance between them as possible.
- Dedicated left or right turn lanes should be considered at any high volume driveway. Along highway speed highways, this is a substantial safety benefit for road users.
- Request R/W dedication to provide for potential widening and safe sight distance windows.



Intersection at Highway 38 & W 5th St.

Highway 38 between West 3rd Street and Cedar Muscatine Rd

The existing widening of pavement within this section of the corridor not only increases the expected capacity of the intersections, but also improves the overall safety compared to the north section of Highway 38. Each intersection should continue to be monitored to ensure turn lane lengths are adequate on all approaches to accommodate changes in traffic patterns or fluctuations due to shift changes. The City should continue to limit access directly to the highway and utilize the side streets along this corridor.

If vehicle queue lengths and delay at intersections continue to increase, and documented cases of drivers utilizing unsafe gaps in traffic to make movements is observed, a change in control should be considered. When evaluating intersection control alternatives, warranting criteria should be reviewed as described in the Manual on Uniform Traffic Devices Manual (MUTCD).



Intersection at Highway 38 & W 3rd St. Looking South

Interchange Business Concept

The Interchange Business Land Use Classification/Concept is intended to provide a unique urbanized district with a mix of uses from commercial and light industrial to residential. This area could develop in a variety of ways based on private investment and property owner decisions. The example from Altoona, IA at the 1st Avenue interchange is a good example of design and land use considerations for the area in Wilton along Highway 38 between Old Muscatine Rd and Interstate 80/Highway 6. The development in this area could be developed through the use of Planned Unit Development (PUD) zoning, to ensure best practices of connectivity of land uses, transportation, utilities and design elements.



Hotel example off of the interstate interchange. This is an example of the Holiday In Express & Suites at the 1st Avenue and I80 interchange in Altoona, Iowa. There has been some interest in attracting a hotel chain to the Wilton area due to the proximity to Iowa City and the Quad Cities.

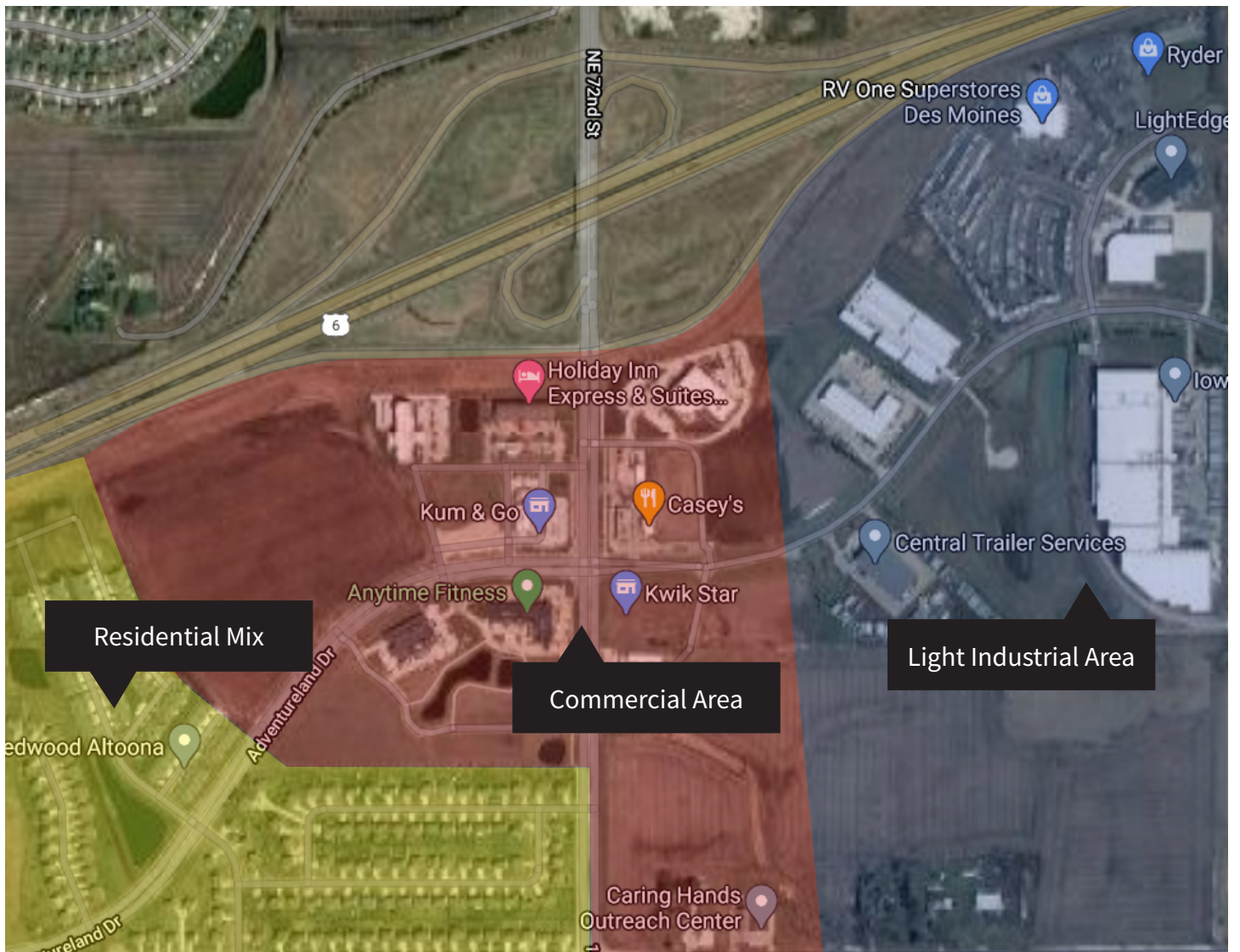


This 1st Avenue example is of how convenience stores have been laid out and some of the aesthetics of the area with some landscaping, pole signs for interstate traffic and monument signs for a more pedestrian scale.



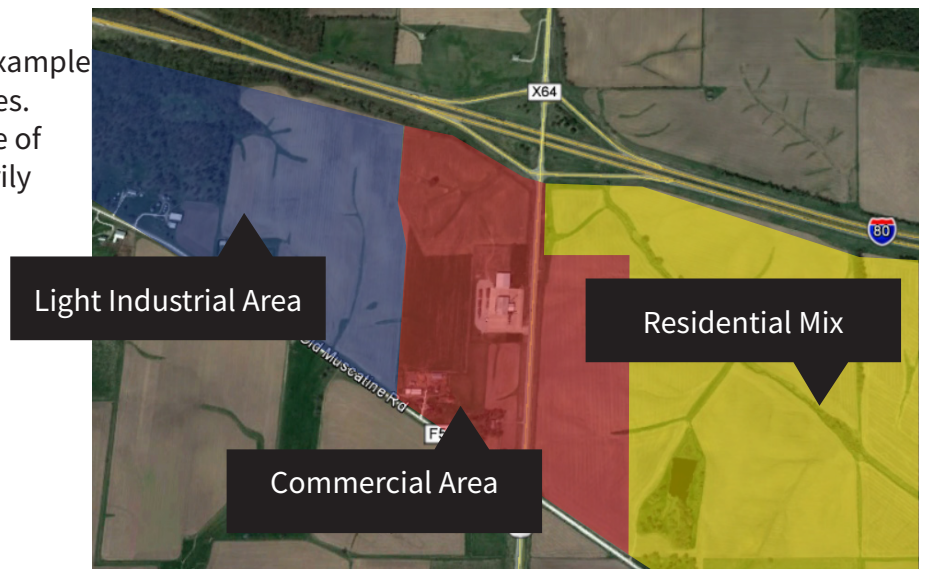
Streetscape and design elements that allow for a nice look and feel. Design elements that are set in place prior to development can provide for a theme or character that is representative of that particular area of Wilton. Ballards and gateway features are nice accents that give a particular look and feel to an area.

Altoona 1st Ave. Interchange Example



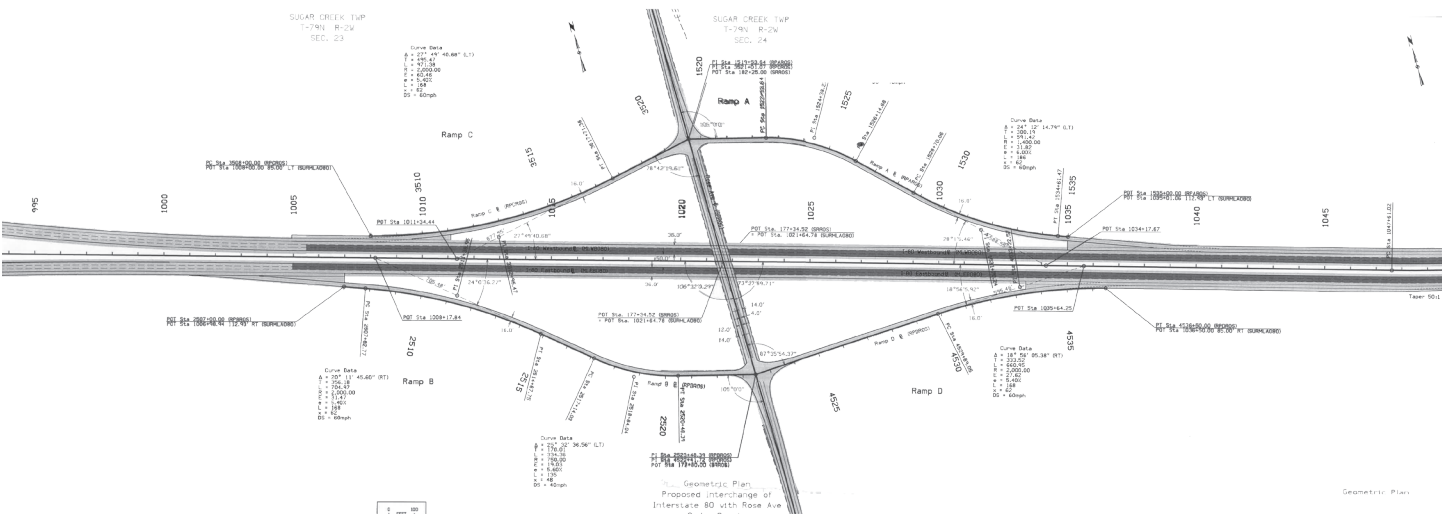
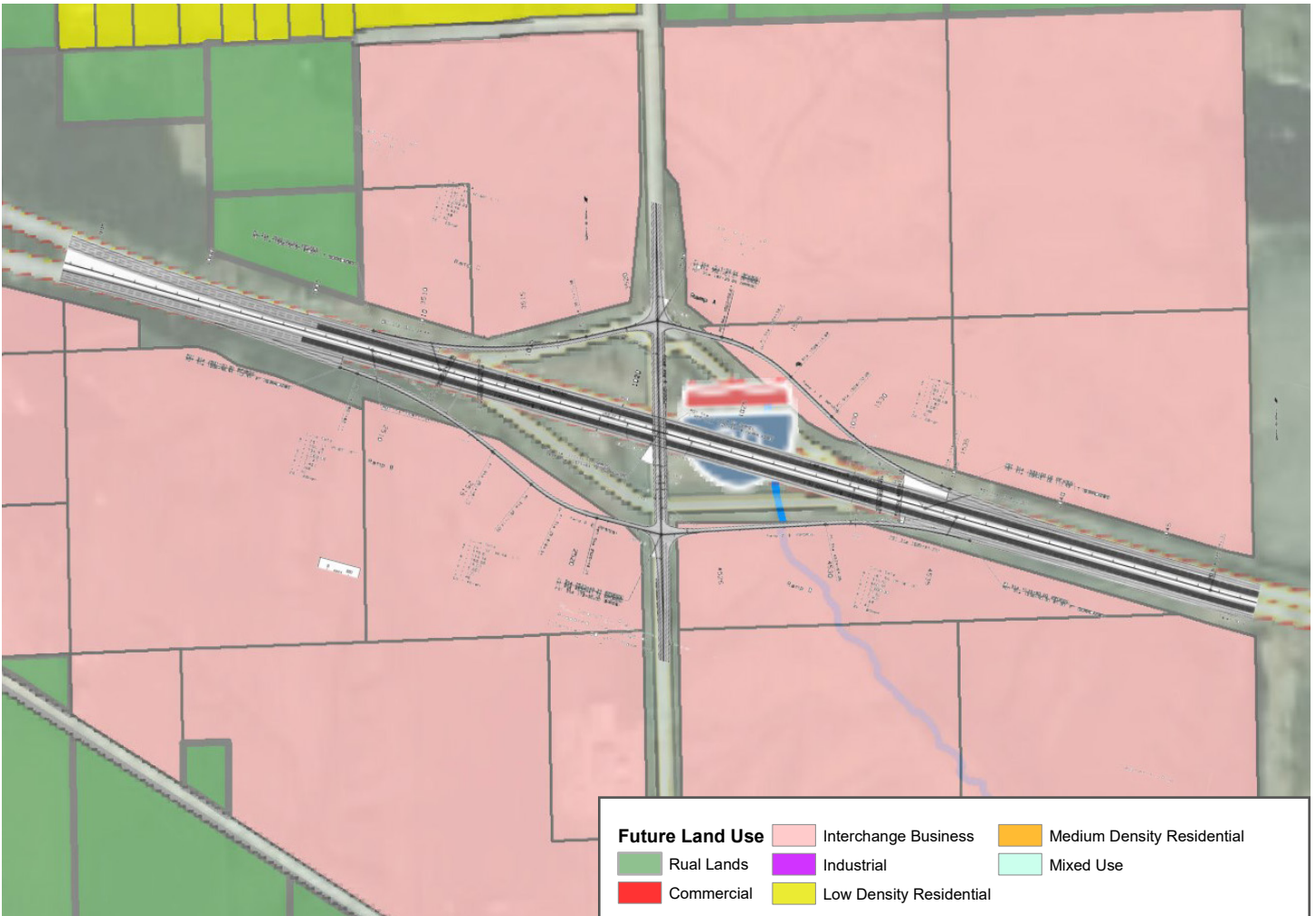
Interchange in Altoona, IA Interstate 80 and 1st Avenue

The interchange at Interstate 35 and Highway 38 is similar to the Altoona example and could provide a variety of land uses. The land use to the right is an example of how this area could be laid out primarily base on topography.



I80 Interchange Proposed DOT Improvements

The Iowa Department of Transportation has preliminary plans for the I-80 ramps at the Rose Ave Interchange. This concept/preliminary plan is not final and could change after the adoption of this plan. The proposed improvements could have some impact on the parcels parallel to the ramps.



Design Considerations

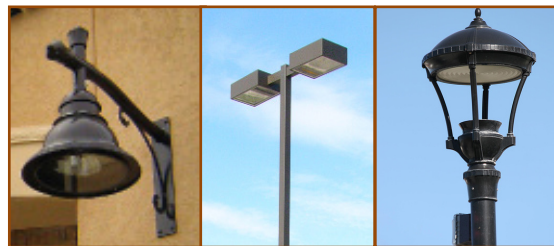
Design Guidelines for Buildings and Sites

This plan recommends the adoption of more detailed design guidelines for the Interchange Business Land Use Category. These pages present the basic categories that should be addressed by any such guidelines and some specific sample guidelines to inform the development of adopted standards.

- **Street Relationship:** Design the building such that the primary building façade is orientated towards the street and built to the front property line. Minor setbacks may be allowed if space created provides an outdoor seating area, a hardscape plaza, or similar pedestrian space. Provide a public entrance on the primary façade.
- **Lighting:** Pick fixtures that complement the character of the building. Illuminate parking lots and pedestrian walkways uniformly and to the minimum level necessary to ensure safety. Lighting should be energy efficient and should render colors as accurately as possible. Preferred light types include: LED, fluorescent, and high-pressure sodium.
- **Parking:** Place parking on the side or back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.
- **Landscaping:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots.
- **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible. Consider using permeable surfaces, pervious asphalt, pervious concrete, and/or special paving blocks.



Portion of the building is set back from the street, allowing extra room for a larger pedestrian zone.



Examples of full cutoff fixtures that minimize glare and light pollution.



An example of parking being shared between two developments with parking limited to the side or rear yards (no front yard parking).

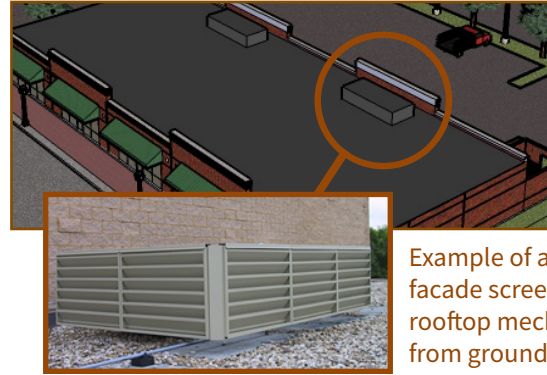


Trees and shrubs within and around parking areas greatly improve the aesthetic appearance and overall pedestrian experience.



Examples of permeable surfaces.

- **Service Areas:** Trash and recycling containers/ dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.



Example of a building facade screening rooftop mechanical from ground view.

- **Scale&Articulation:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood context and the downtown’s overall character.



Desired vertically-proportioned buildings.

- **Windows, Doors & Garages:** Buildings should activate the street by providing significant visibility through the street-level facade to activities/displays within the building. Clearly define door entryways and design garage doors to be screened from street view (i.e. not on street facade, landscaping, walls), to the greatest extent possible.



An example of large windows providing significant visibility into the building.

- **Building Projections:** Canopies and awnings should be provided along facades that give access to the building.



A good example of mounted awnings placed below the horizontal expression line.

- **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.



Free-standing and roof signs are not conducive for a downtown, pedestrian-friendly district.

- **Colors & Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials and paint colors as used on the front façade.



Examples of secondary facades continuing the design quality, material palette, and color palette of the primary facade.





IMPLEMENTATION AND ACTION PLAN

**Guiding Daily Decisions
Guiding Annual Decisions
Action Plan**

**6-2
6-4
6-6**

CHAPTER SIX

Guiding Daily Decisions

City Roles & Responsibilities

Responsibility for implementing this plan lies primarily with the Planning Commission, City Council and City Staff.

City Council

City Council sets priorities, controls budgets and tax rates, and often has the final say on key aspects of public and private development projects. The value and legitimacy of this plan is directly related to the degree to which Council members are aware of the plan and expect City actions to be consistent with this plan. Each Council member should have a copy of this plan and should be familiar with the major goals and objectives described herein. City Council should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

Planning Commission

Land use and development recommendations are a core component of this plan, and the Planning Commission has a major role in guiding those decisions. Planning Commission members shall each have a copy of this plan and shall be familiar with its content. It is generally the responsibility of the Planning Commission to determine whether proposed projects are consistent with this plan, and to make decisions and recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are deemed to be in the best interest of the City, the Planning Commission should initiate efforts to amend the plan to better reflect City interests. This will help to reinforce the legitimacy of the plan as an important tool in City functions.

City Staff

City staff have a significant influence on the selection and completion of all kinds of capital and operational projects. It is imperative that individuals in key roles know about, support, and actively work to implement the various strategies and actions in this plan.

Specifically, the following people should consult and reference the corridor development study during goal setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- Wilton Economic Development Corp
- Public Works Director
- City Administrator

These key staff members are expected to know and track the various strategies and actions laid out in this plan, and to reference that content as appropriate in communications with residents and elected and appointed officials. All other staff should also be aware of the plan and the connections between the plan and City projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to City functions.



Education and Advocacy

Implementation of this plan also depends, to a great degree, on the actions and decisions of entities other than City government. Some responsible parties that the City of Wilton does not control or direct include, but are not limited to:

- City of Durant
- City of Muscatine
- Cedar County
- Muscatine County
- Iowa Department of Transportation
- Iowa Department of Natural Resources

It is necessary to persuade these entities to be active partners in the implementation of the goals, objectives, and strategies of this plan. The following City activities can support this effort:

- Share this plan with each organization, including a memo highlighting sections of the plan that anticipate collaboration between the City and the organization.
- Take the lead role in establishing a collaboration
- Know and communicate the intent of relevant objectives and strategies - partner organizations need to understand and buy in to the rationale before they will act.

Utilization of Existing Tools

Many of the strategies identified in this plan presume the use of existing City ordinances and programs.

The City’s key implementation tools include:

Operational Tools

- Annual Goal-Setting Process
- Annual Budget Process
- Capital Improvement Plan (Recommended)

Regulatory Tools

- Land Use Regulations
- Site Design Standards
- Building and Housing Codes

Funding tools

- Tax Abatement
- Tax Incremental Financing (TIF) Districts
- State and Federal Grant Programs
- Storm Water Utility (Recommended)

Guiding Annual Decisions

Annual Report

To provide lasting value and influence, this plan must be used and referenced regularly, especially during budgeting and goal setting processes. To inform these annual processes, City staff will prepare an annual report with input from the planning commission, including the following information:

- Action items in progress or completed during the prior 12 months (celebrate success!)
- Staff recommendations for action items to pursue during the next 12 months.
- City actions and decisions during the past 12 months not consistent with the plan (if any).
- Staff recommendations for any amendments to the adopted plan.

Link to Annual Goals and Budget

The most important opportunity for this plan to influence the growth and improvement of the City is through the annual goal-setting, budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the City, so it is very important to integrate this plan into those processes every year.

The compilation of actions in the next section is a resource to support decisions about how and where to invest the City's limited resources. The Annual Report should draw from these actions.

Plan Commission should make formal recommendations for Council consideration, identifying those choices and commitments most likely to further the goals and objectives identified in this plan.

The following process and schedule is recommended:

July - Staff completes an annual report.

August - Plan Commission considers Annual Report and makes formal recommendation to Council regarding action items to pursue.

September - Department Directors consider Annual Report and Plan Commission recommendations, complete goal setting exercises.

November - City Council Goal Setting

December to February - Budget preparation process

March - Budget Adopted

Action Plan

The Action Plan is designed as a guide to help City officials, community leaders, and private investors prioritize opportunities and address issues within the City of Wilton and the surrounding area. The desired vision for the Highway 38 Corridor cannot be created over night. However, by incrementally implementing the recommendations within this plan, Wilton can achieve the desired outcomes set forth in this study.

Potential Funding Sources

There are five broad funding sources available to help offset costs to complete the projects listed in this Plan, as described below.

- ▶ **General Municipal Funding** – It is assumed that some general municipal funds/borrowing will be required to assist with the completion of projects or as a matching source for state or federal grants (e.g. wayfinding, signage, or streetscaping projects).
- ▶ **Special Assessments** – Particular projects that benefit individual properties (e.g. water, sewer, or sidewalk installations) could be funded through special assessments whereby the City recoups initial design and construction costs through increased real estate taxes on those properties for a set period of time.
- ▶ **Private Donations, Developers/Impact Fees** – Some of the wayfinding projects (e.g. gateway signs) could be partially or fully funded through private donations or public fund raising. Funding for other infrastructure projects can also be offset by using funds from impact fees the City collects as part of the approval of new development in the corridor.
- ▶ **State and Federal Grants** – There are many different state or federal grants that may be able to offset the costs of some of the identified projects. Only those programs most likely to award funding to Wilton are listed.
- ▶ **Tax Increment Financing (TIF)** – Tax increment financing (TIF) is a program where the additional taxes generated from development in a TIF district would go towards specified public improvements in a community. This program helps waylay the impacts of new development on a community while improving the attractiveness of the City. Wilton has designated areas of the town as an Urban Renewal Area and created a TIF District.

Action Plan for Implementation

Land Use & Development

Recommendation

Industrial Park Expansion Exploration

Explore future opportunities with undeveloped land in the future land use map for residential expansion opportunities specifically along Division Street

Work with FEMA to update flood maps to ensure 100yr floodplain is accurate

Continue to market 13 available acres in Industrial Park

Explore industrial land potential SW of interchange along Old Muscatine Road i.e. soil testing and discussions with owner(s)

Reach out to developers to gauge interest in higher density development in the Interchange Business Dist.

Complete a Water System Source Capacity and Treatment Evaluation for servicing Interchange Business District

Significant Industrial Users or SIUs should be evaluated by the City of Wilton on a case by case basis to determine whether utility improvements may be necessary for any future development.

Corridor Character: Streetscape & Beautification

Recommendation

Develop a Corridor Wayfinding Signage Plan and Design

Add Gateway/Entryway Sign for Wilton on Highway 38 south from I-80

Feasibility study on a Regional Recreation Complex

Establish Design Standards for Interchange Business District

	Target Completion Year	Responsible Parties	Potential Funding Sources
	2023	City, EDC, Owner	RISE, EDA Grants
	2022	City, EDC, Owner	TIF
	2023	City	
	2021	City, EDC, Chamber	
	2022	City/Owner	
	2021	City, EDC	
	2022	City	SRF P&D
	Ongoing	City/Owner	

	Target Completion Year	Responsible Parties	Potential Funding Sources
	2025	City, EDC, Hired Consultant	Private Donations and Private Foundations/ Charities
	2023	City, EDC	Private Donations and Private Foundations/ Charities
	2022	City, Hired Consultant	
	2021	City	

Transportation, Access & Mobility Recommendations

Recommendation

Complete a Traffic Impact Analysis for any proposed new developments

Explore Community Branding Campaign Opportunity

Explore Regional Transit/Ride Share Program

Paving of Division Street

Programming & Economic Development

Recommendation

Workforce housing is a need (85% commuting), continue to explore ways to increase this housing stock

Ensure economic development strategies are meeting the needs of the three tapestry groups of consumers

Explore creating a SSMID district as a future funding source for Interchange Business District

Reach out to small hardware chains to assess interest in coming to Wilton and explore incentives i.e. Ace Hardware, True Value, Do It Best

Reach out to coffee shop chains (and residents that may want to start a franchise in the area) to assess interest in Interchange Business District with high traffic from I80 i.e. Scooters, Starbucks, Caribou Coffee

Actively seek new business opportunities for desired/lacking business types on page 4-14

Explore tax abatement, SBA loans and other incentives to entice new businesses

	Target Completion Year	Responsible Parties	Potential Funding Sources
	Ongoing	City, Owners	U-STEP, RISE
	2021	City, EDC	
	2021	City, EDC, Chamber	ECIA
	2022	City	

	Target Completion Year	Responsible Parties	Potential Funding Sources
	Ongoing	EDC, Chamber	IFA, USDA, TIF, Need a housing study - Rural Housing Needs Assessment Grant
	Ongoing	EDC, Chamber	
	2024	EDC, Chamber	
	Ongoing	EDC, Chamber	
	2023	EDC, Chamber	
	Ongoing	EDC, Chamber	
	Ongoing	City, EDC, Chamber	





Appendix

Plan Maps
Community Survey Results
Property Owner Survey Results

APPENDIX