



# Le Mars Community Development Plan

*Vision 2045*

**OCTOBER 2023**

# TABLE OF CONTENTS

## INTRODUCTION + PURPOSE // 3

Introduction + Purpose Overview . . . . .	4
Planning Process Overview . . . . .	6
Vision 2045 Overview . . . . .	7
Plan Goals . . . . .	8
Plan Organization + Preferred Concept Overview . . . . .	9

## HOUSING // 11

Housing Overview . . . . .	12
Data + Demographics . . . . .	13
Preferred Concept Overview . . . . .	15
Implementation Recommendations . . . . .	22
Partnership Opportunities . . . . .	23

## ECONOMIC DEVELOPMENT // 25

Economic Development Overview . . . . .	26
Data + Demographics . . . . .	27
Preferred Concept Overview . . . . .	31
Implementation Recommendations . . . . .	36

## QUALITY OF PLACE // 39

Quality Of Place Overview . . . . .	40
Data + Demographics . . . . .	41
Preferred Concept Overview . . . . .	43
Implementation Recommendations . . . . .	48
Funding + Partnership Opportunities . . . . .	49

## TOURISM // 51

Tourism Overview . . . . .	52
----------------------------	----

## DOWNTOWN // 56

Downtown Design Guidelines . . . . .	57
Facade Improvement Program . . . . .	58
Parking Considerations . . . . .	59
Pocket Parks . . . . .	60

## APPENDIX // 61



# ACKNOWLEDGEMENTS

## LE MARS COMMUNITY DEVELOPMENT PLAN STEERING COMMITTEE

**Rob Bixenman**

*Mayor, City of Le Mars*

**Jason Vacura**

*City Administrator, City of Le Mars*

**Mark Gaul**

*Community Development Director, City of Le Mars*

**Mike Donlin**

*City Councilman, City of Le Mars*

**Micah Lang**

*President, American Bank*

**Steve Webner**

*Superintendent, Le Mars Community School District*

**Dustin Wright**

*CEO, Floyd Valley Health System*

**Mike Wells**

*Former CEO, Wells Enterprises*

**Michaela Brown**

*Owner, Browns Century Theater*

**Steve Schuster**

*CEO, Schuster Co.*

**Mike Van Otterloo**

*County Board of Supervisors, Plymouth County*

## LE MARS CITY COUNCIL

Clark Goodchild

Steve Wick

Mark Sturgeon

Brian Bruns

Mike Donlin

## ISG PLANNING TEAM

**Danielle Propst, AICP**

*Planner and Project Manager*

**Danyelle Pierquet, PLA**

*Landscape Architect*

**Steve Watson**

*Development Strategist*

**Justin Heim, PE**

*Civil Engineer*

**Kyle Hannigan**

*Landscape Designer*

**Jakob Sheraden, AICP Candidate**

*Planner*

**Jack Zabrowski, AICP**

*Planner*

**Karee Bless**

*Graphic Designer*

**Gina Cooper**

*Technical Writer*



Community Overview  
Planning Process Overview  
Vision 2045 Overview  
Plan Goals  
Plan Organization +  
Preferred Concept Overview

*Section /*

# INTRODUCTION + PURPOSE

---



## COMMUNITY OVERVIEW

### HISTORY

Le Mars was founded by John I. Blair—a major railroad developer—in 1869 when he traded 240 acres to Captain Betsworth for 160 acres in a location where the town would be developed. The railroad reached the site of the future town in October of 1869. The original plat of Le Mars consisted of 45 blocks and 16 streets.

The arrival of the Iowa Falls and Sioux City Railroad brought a rapid economic growth for Plymouth County and Le Mars. Its arrival brought new investors and entrepreneurs who started businesses to serve the immigrants who moved to the area. In five years, the Le Mars population doubled from 2,199 in 1870 to 5,282 in 1875. Plymouth County moved the county seat to Le Mars in 1872 due to rapid growth of the town, superior railroad connections, and an offer from town leaders to construct a new county building.

**The area's fertile land, easy access to rail trade, and a steady flow of travelers drove commercial growth, leading Plymouth County's population to soar** by over 156% to nearly 22,000 residents by 1895. At the same time, the Le Mars population surged by more than 166%—maintaining around 22% of the county's population despite rural expansion. The late 1890s economic challenges were followed by a period of prosperity in the early 1900s, enabling farmers to purchase tractors and cars, ushering in Iowa's Golden Age of Agriculture. During this era, the state's population also grew substantially, increasing by 10% from 1900 to 1930. In 1913, Fred H. Wells acquired a milk distribution route and raw milk source for \$250, eventually expanding the company to include ice cream, with the iconic "Blue Bunny" name emerging in 1935 following a naming contest.

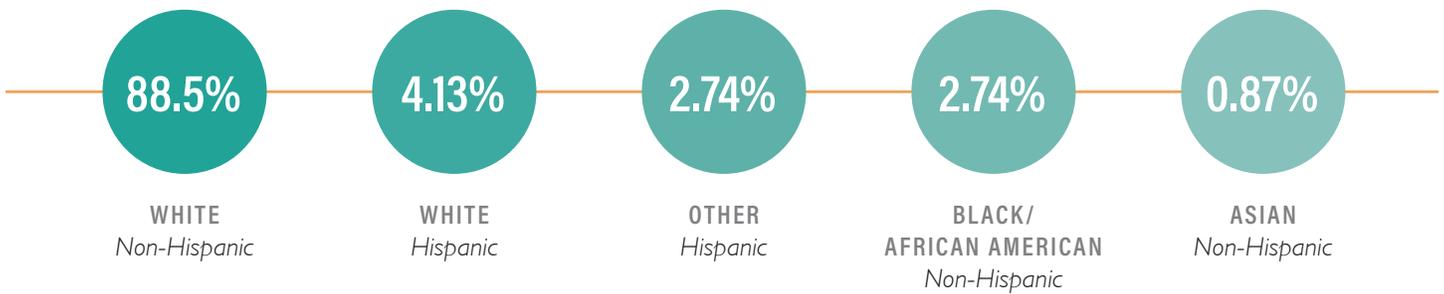
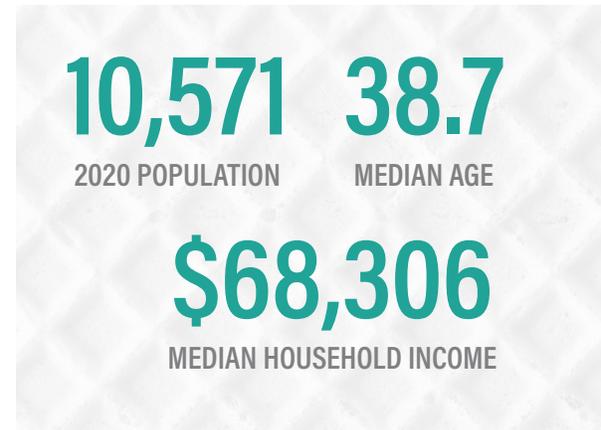
During the 1960s, rural populations in Iowa and Plymouth County declined, and Iowa's rural population dropped from 47% to 42% between 1960 and 1970. Meanwhile, the Le Mars population continued to rise, accounting for over 28% of Plymouth County residents in 1960 and surpassing 33% by the decade's end. The City experienced remarkable growth, with its population increasing by 20% to reach 8,159 residents by 1970, the highest in its history and the fastest growth rate in a single decade. As Le Mars expanded, municipal improvements kept pace with population growth and commercial development, including extensive street paving, lighting projects, and school expansions in the early to mid-1960s.

From 1970 to the present day, Le Mars, Iowa, has continued to thrive as a vibrant Midwestern community. The town has witnessed steady economic growth, particularly in its agriculture and food processing sectors, with companies like BoDeans and Wells Enterprises. It has also seen popular local institutions grow in Bob's Drive-In and Archie's wayside which received the prestigious American Classic Award from the James Beard Foundation, in recognition of their timeless appeal and deeply satisfying food. The community has preserved its rich cultural heritage celebrating its "Ice Cream Capital of the World" title with annual ice cream festivals and fostering a strong sense of community through local events and initiatives.

## COMMUNITY DEMOGRAPHICS

In 2020, Le Mars had a population of 10,571 people with a median age of 38.7 and a median household income of \$68,306. Between 2010 and 2020, the population grew from 9,719 to 10,571 and its median household income grew from \$51,121 to \$68,306.

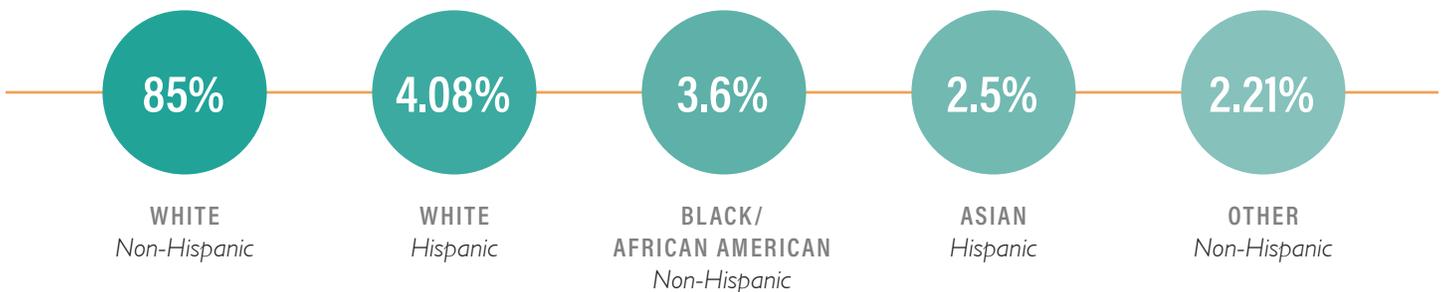
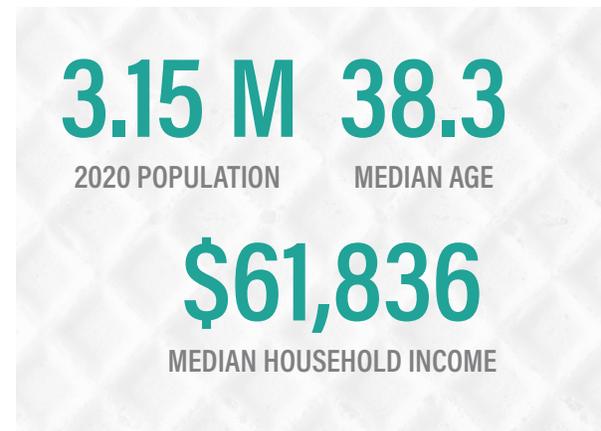
The five largest ethnic groups are White (Non-Hispanic) (88.5%), White (Hispanic) (4.13%), Other (Hispanic) (2.74%), Black or African American (Non-Hispanic) (2.7%), and Asian (Non-Hispanic) (0.87%). This data shows that demographics of Le Mars population is a close reflection of the overall demographics of Iowa.



## IOWA DEMOGRAPHICS

In 2020, Iowa had a population of 3.15 million people with a median age of 38.3 and a median household income of \$61,836. Between 2010 and 2020, the population of Iowa grew from three million to 3.15 million and its median household income grew from \$48,872 to \$61,836.

The five largest ethnic groups in Iowa are White (Non-Hispanic) (85%), White (Hispanic) (4.08%), Black or African American (Non-Hispanic) (3.63%), Asian (Non-Hispanic) (2.50%), and Other (Non-Hispanic) (2.21%).



# PLANNING PROCESS OVERVIEW

## PHASE ONE *|| November 2022–February 2023*

### VISIONING + GOALS

Phase one of the Community Development Plan (Plan) commenced with a half-day visioning charrette with the Steering Committee, which created the guiding vision for the Plan, and culminated in six user group meetings held at the Willow Creek Golf Course on January 25 and 26, 2023. Over 100 community leaders provided their feedback over two days and were encouraged to be ambassadors to the planning project, sharing their experience with their circles of influence and sharing what they heard in the community with project staff. These leaders included representatives from businesses, institutions, and organizations active in the greater Le Mars area.

### EXISTING DOCUMENT REVIEW

The Plan process began with a review of various existing plans including the Le Mars Comprehensive Plan, Le Mars Housing Implementation Plan, Rail Master Plan, Library Assessment, and the Business 75 Corridor Plan. The Planning Team also met frequently with a Steering Committee comprised of community leaders and city officials to discuss initial goals and priorities for the planning process. This Committee continued to meet throughout the process to provide feedback on concepts before public engagement sessions and making sure the plan was in alignment with the City's vision and goals for the next 10–20 years.

## PHASE TWO *|| February 2023–June 2023*

### DRAFT COMMUNITY DEVELOPMENT PLAN

In phase two of the Plan process, ISG incorporated feedback received throughout the first phase into a preferred concept development draft that included nine opportunity sites. Concepts were presented to the community at an open house held at the Le Mars Community Middle School. Approximately 130 people attended during the two-hour event and 105 respondents replied to an online survey in lieu of in-person attendance.

## PHASE THREE *|| June 2023–September 2023*

### FINALIZE COMMUNITY DEVELOPMENT PLAN

Community feedback and information gained throughout phases one and two of the planning process informed the direction of all nine opportunity sites, uses, and strategic improvements. The full set of study areas were refined to reflect the community's direction and desires. A finalized set of preferred concept plans were then displayed at the Plymouth County Fair to give the public an opportunity to review and provide final feedback.

After incorporating feedback received from the public during the Plymouth County Fair, the Planning Team finalized the Plan, which included preferred concept plans, budgetary cost estimates, recommendations, and strategies for implementation. The Steering Committee and Planning Team recommend Le Mars City Council to adopt this plan and use it to guide public and private investment in the community.

## USER GROUP PARTICIPANTS

4 Brothers Bar & Grill  
Bob's Drive Inn  
Brock Auction  
Browns Century Theater  
Catton & Associates  
Community Development Plan Steering Committee  
Floyd Valley Hospital  
Gehlen Catholic School  
Good Sam Society  
Kiwanis  
Knights of Columbus  
Le Mars Arts Center  
Le Mars Betterment Foundation  
Le Mars Business Initiative Corporation (LBIC)  
Le Mars Chamber of Commerce  
Le Mars City Council  
Le Mars City Staff  
Le Mars Community School District (LCSD)  
Le Mars Community Theater  
Le Mars Daycare Taskforce  
Le Mars Historic Preservation Commission  
Le Mars Little League  
Le Mars Public Library  
Le Mars Realty  
Life Skills Training Center  
Northwest Bank  
Optimist  
Park Place Estates Assisted Living  
Plains Area Mental Health  
Plymouth County Board of Supervisors  
Plymouth County Cyclists  
Plymouth County Fair  
Plymouth County Museum  
Plymouth County Sheriff's Office  
Prime Bank  
Rejoice Church  
Rotary  
Schuster Co.  
Sitzmann Real Estate  
The Living Center  
Wells Enterprises  
Willow Creek Golf Course  
YMCA

Greetings from



## VISION 2045 OVERVIEW

### INTRODUCTION + PROCESS

As part of the first phase of the planning process, the Steering Committee met for a half-day visioning exercise to create growth goals and a vision statement to guide Le Mars for the next 20 plus years based on community values, strengths, and opportunities. This community vision statement is known as Vision 2045 and is the guiding principle for this Community Development Plan.

### COMMUNITY VISION STATEMENT: VISION 2045

Le Mars will become the destination community to live, work, play, and visit in the tri-state area by:

- Providing quality of life amenities supporting a family-centric community
- Building 8,500 total housing units in the Le Mars area to support 20,000 residents
- Increasing annual retail sales to \$350 million
- Ensuring infrastructure has the capacity to support growth

### DIVERSITY + INCLUSION CONSIDERATIONS

With the goal of doubling its population in the next 10–20 years, diversity, equity and inclusion should be at the forefront of Le Mars development plans. Being proactive in handling the development of homes, businesses, and infrastructure will help to ensure that residents of all backgrounds will be welcomed and included in the community.



See this example of proactive planning!

🔗 <http://www.morgantownwv.gov/DocumentCenter/View/3269/Diversity-Equity-and-Inclusion-Plan---Adopted-March-3-2020?bidId=>

# PLAN GOALS

In addition to the community vision statement, the following goals were also developed at the beginning of the planning process, guided public engagement initiatives, preferred concept development, and Plan recommendations.

- 1 Brings existing planning goals in alignment and **establishes an actionable 20+ year strategic plan** for community growth and development
- 2 **Maintains a friendly community** that embraces its small-town charm as it continues to grow
- 3 **Enhances** Le Mars as a destination for tourism, community amenities, and events
- 4 **Identifies opportunities** for infill (re)development and adaptive reuse for a variety of locations
- 5 **Guides infrastructure and utilities** investments to support development and growth
- 6 **Suggests strategies** for gateway and corridor improvements
- 7 **Recommends housing opportunities** that vary in type, affordability, and density
- 8 **Promotes a diverse business base** of both old and new establishments
- 9 **Provides a variety of arts and cultural opportunities** for residents and visitors
- 10 **Ensures the community** has the civic facilities and workforce supporting services to maintain a high level of service to Le Mars residents

# PLAN ORGANIZATION + PREFERRED CONCEPT OVERVIEW

Information and feedback gathered during the three phases was organized into three focus areas: Housing, Economic Development, and Quality of Place. Each of these focus areas includes the following components.



## Overview

Provides additional context and community history for the concepts and recommendations outlined in the focus area section. Also includes high level themes taken from the user group meetings and community engagement events that impacted concept development.



## Vision 2045 Connection

Identifies relevant Vision 2045 Strategic Plan goals related to the focus area section. These goals provided the foundation for discussion in the user group meetings and continued to guide concept and recommendation development.



## Data + Demographics

Provides supplemental support for the concepts and recommendations outlined in the focus area section, aside from the input and feedback received from the stakeholder and community led concept development process. Data and demographics information included in this section may utilize U.S. Census data, community retail data, and other sources.



## Preferred Concept Overview

Includes a summary of the preferred concepts, accompanying visualizations or graphics, graphic callouts summarizing the community feedback that influence the preferred concepts, recommendations for phasing, as appropriate, and a budgetary cost estimate for associated public improvements and infrastructure expenses.



## Implementation Recommendations

Outlines public recommendations received throughout the process, and a series of recommendations and strategies for implementing the preferred concepts and goals outlined in Vision 2045.

---

Additional community priorities that arose from Steering Committee and public feedback included Tourism and Downtown. Separate sections explore the feedback received and opportunities for both areas.



Housing  
Data + Demographics  
Preferred Concept  
Implementation Recommendations  
Partnership Opportunities

---

*Section 2*  
**HOUSING**

# HOUSING

## OVERVIEW

The housing focus area assesses existing housing stock and forecasts market demand for various types and price points needed to achieve the City's planned growth and development housing goals. Through the community engagement process, several themes were identified by community members and leaders, including:

### **New Development**

To meet the City's growth goals and add the quantity, quality, and variety of housing types, the City and the Le Mars Business Initiative Corporation (LBIC) will need to continue to acquire property, serve as developers where necessary, and fill gaps currently not fulfilled by private sector developers.

### **Housing Type Demands**

There is a demand for entry-level, workforce housing, 55+ housing, and multi-family housing opportunities, such as apartments, duplexes, and tri-plex units.

### **Supply**

Many homeowners are staying in their homes instead of cycling up through the housing stock, this limits the supply of more affordable homes on the market for new residents.

### **55+**

There is a need for a full spectrum of housing of all types for 55+ residents, including independent and assisted living facilities and 55+ housing communities.

### **Multi-Family**

There is a high demand for a variety of multi-family/rental housing options including:

- Higher density developments, such as apartments, duplexes, and triplexes
- Medium-density developments, such as townhomes and condos
- Interest in evaluating additional downtown upper-story residential opportunities, both rental and owner-occupied



### *Vision 2045 Connection*

The Vision 2045 community vision statement created growth goals around each of the focus area using community values, strengths, and opportunities. Based on the current number of housing units in Le Mars, 4,231 as of January 2023, and the current population of 10,571 (2020 Census), the Steering Committee established the overarching priority of providing multiple stratified housing opportunities with the preferred concepts in the Plan. Proposed growth goals include an increase of 8,500 total housing units in Le Mars to house 20,000 residents by 2045.

# DATA + DEMOGRAPHICS

## COMMUTING DATA

According to commuting statistics gathered by the Iowa Community Indicators Program from Iowa State University, Le Mars exhibits a higher number of workers commuting in for employment, compared to of the number of workers commuting out of Le Mars. This highlights an opportunity for supplementary workforce housing within the community. It may be that a portion of workers who commute to jobs in Le Mars would prefer to reside in the community, yet they might face challenges in securing housing due to prevailing market conditions and housing accessibility.

### LE MARS COMMUTING PROBABILITIES

WORKPLACES OF LE MARS RESIDENTS	NUMBER	% OF TOTAL	PEER AVERAGE
Working Within the City	2,784	48.0%	18.4%
Working Elsewhere	3,010	52.0%	81.6%
In Sioux City	652	11.3%	
In All Other Areas	2,358	40.7%	

SOURCES FOR LE MARS WORKERS	NUMBER	% OF TOTAL	PEER AVERAGE
Living Within the City	2,784	40.3%	21.0%
Commuting From Elsewhere	4,130	59.7%	79.0%
From Sioux City	1,053	15.2%	
From All Other Areas	3,077	44.5%	



## HOUSING LIFE CYCLE

In the typical housing life cycle, homeowners usually progress upwards in the housing market, selling their homes when they've either outgrown them or desire an upgrade, thereby acquiring higher-value homes. This natural cycle helps free up properties in the lower price brackets, enabling new buyers to enter the market at more affordable levels. In **Le Mars however, a trend has emerged where homeowners tend to stay in their residences for extended periods.** This trend has led to a notable lack of movement within the local housing market, resulting in a limited supply of affordable homes for sale to prospective new homeowners. For instance, 44.7% of homeowners moved into their current homes in 2000 or earlier. This figure aligns with the percentages and averages seen in peer communities, as reflected in the following percentage breakdowns:



## HOUSING SUPPLY

	LE MARS	ALGONA	SIOUX CENTER	SIOUX CITY	ORANGE CITY
<b>2019 or Earlier</b>	532	193	204	3057	170
<b>2015–2018</b>	1060	727	779	9481	451
<b>2010–2014</b>	747	241	796	5507	516
<b>2000–2009</b>	885	655	517	6665	486
<b>1990–1999</b>	430	216	214	3530	290
<b>1989 or Earlier</b>	577	363	174	3811	230
<b>Percentage of people who moved into their homes in 2000 or earlier</b>	<b>44.7%</b>	<b>47.9%</b>	<b>33.7%</b>	<b>43.7%</b>	<b>46.9%</b>

## MEDIAN HOME VALUE

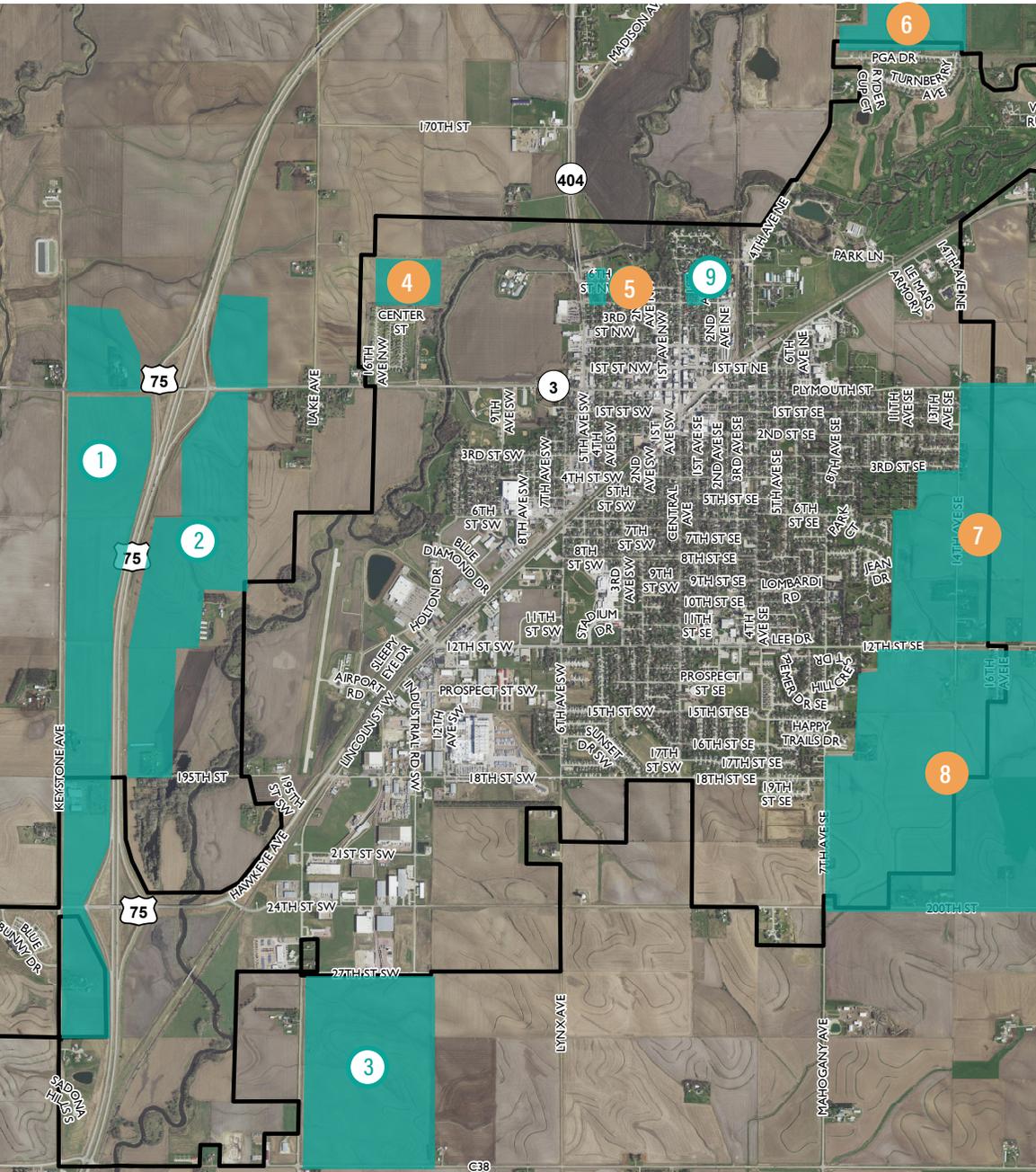
Le Mars median home value of \$167,000 is near the average when compared to the peer communities of Algona, Orange City, Sheldon, Sioux Center, and Sioux City. It is significantly higher than the \$123,100 median home value of Sioux City and slightly higher than the peer community average of \$161,480.



# PREFERRED CONCEPT OVERVIEW

## INTRODUCTION

The five proposed housing sites include low to high-density and 55+ housing options. In Le Mars, low-density development takes the form of single-family homes with smaller lots, typically found on traditional blocks or larger, more spacious lots, while high-density development is characterized by multi-story apartment buildings, rarely exceeding five stories in height. Trails, sidewalks, stormwater amenities with native plantings, and small-scale parks are incorporated into each concept.



### DEVELOPMENT SITES LEGEND

- 1 West Highway 75
- 2 East Highway 75
- 3 Industrial South
- 4 Parkview
- 5 Erdmanville
- 6 PGA Drive North
- 7 East Side Senior Housing
- 8 East Side Housing
- 9 O'Toole Park Improvements

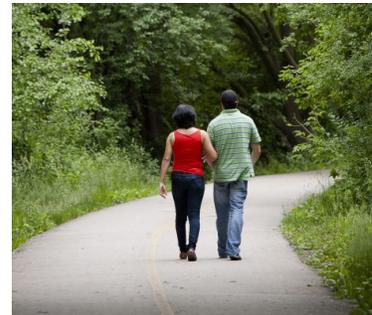


**SITE 4 // PARKVIEW**

- Open Space / Stormwater
- Smaller Lot Single Family Residential
- Pedestrian Trail and Walks

This neighborhood concept includes as a medium density residential development with smaller, more affordable footprints. Increased open space and a green buffer along the riverfront allows for an expanded network of trails to create additional amenities for community gathering and active living.

The cost for public improvements for this development, including utilities and streets, ranges from \$6.1 to \$7.3 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.





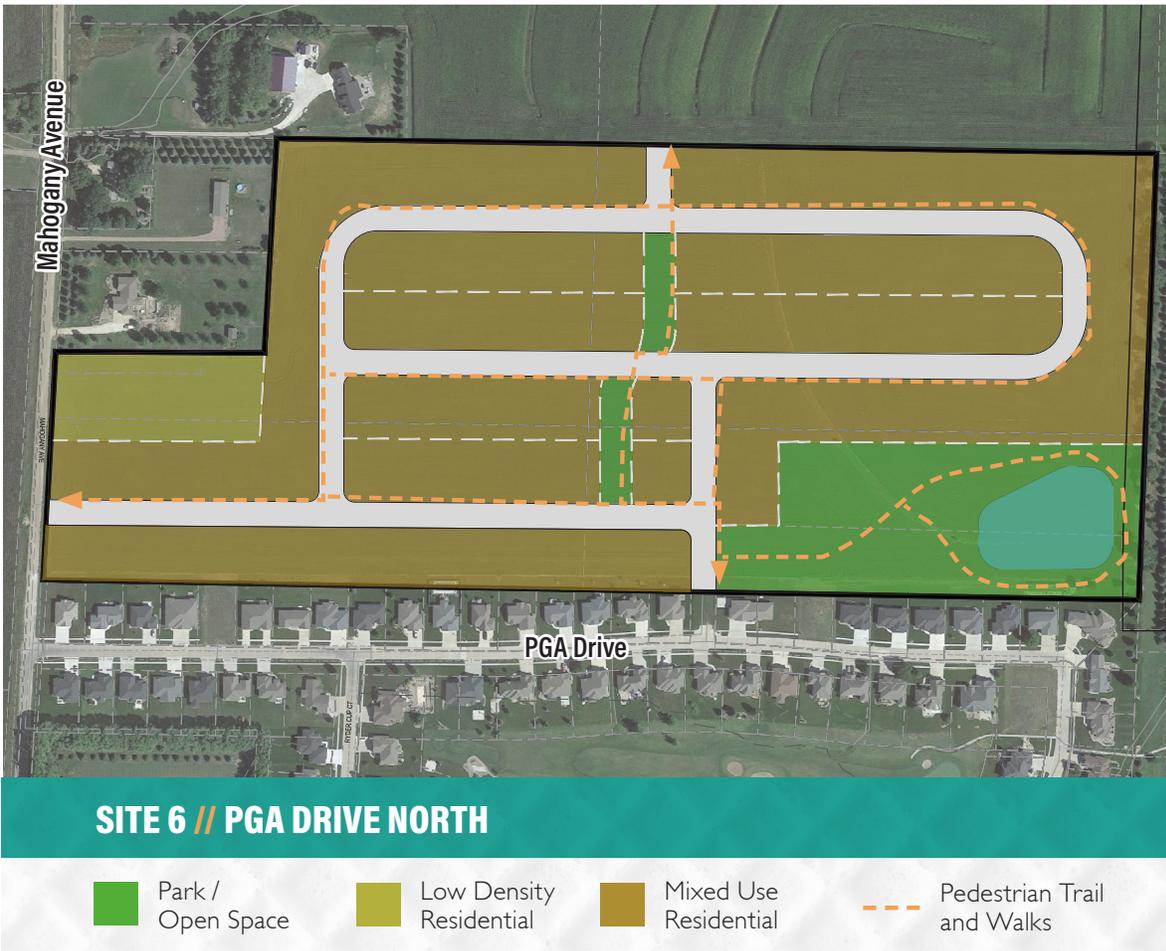
**SITE 5 // ERDMANVILLE**

- Park / Open Space
- Mixed Use Residential
- Higher Density Residential
- Pedestrian Trail and Walks

The proposed concept blends mixed-use and high-density residential developments with the existing housing stock in the neighborhood. The design incorporates ample open spaces, including a large park to the northeast, and pedestrian trails that promote walkability and connectivity to the existing riverfront trail network.

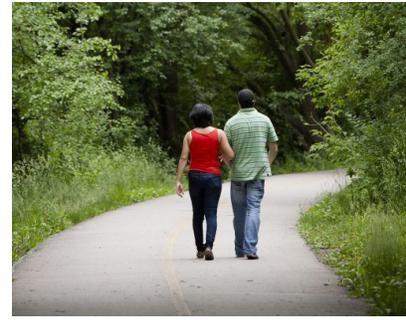
The cost for public improvements for this development, including utilities and streets, ranges from \$1.6 to \$1.9 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.





This neighborhood concept is medium density residential with some low density residential on the west side of the development. A combination of trails, greenways, and a simple road layout help connect the existing housing and the planned park to the southeast.

The cost for public improvements for this development, including utilities and streets ranges from \$5.8 to \$7.0 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.





## SITE 7 // EAST SIDE SENIOR MARKET

The neighborhood concept includes a blend of senior marketed housing to the north and low to medium density housing surrounding it. A simple grid style road network allows for easy access by car. A network of pedestrian trails combined with large open spaces allow for a variety of outdoor recreation activities throughout the planned development. A cemetery expansion is planned along the western perimeter of the site.

The cost for public improvements for the entire development, including utilities and streets ranges from \$35.1 to \$42.1 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.

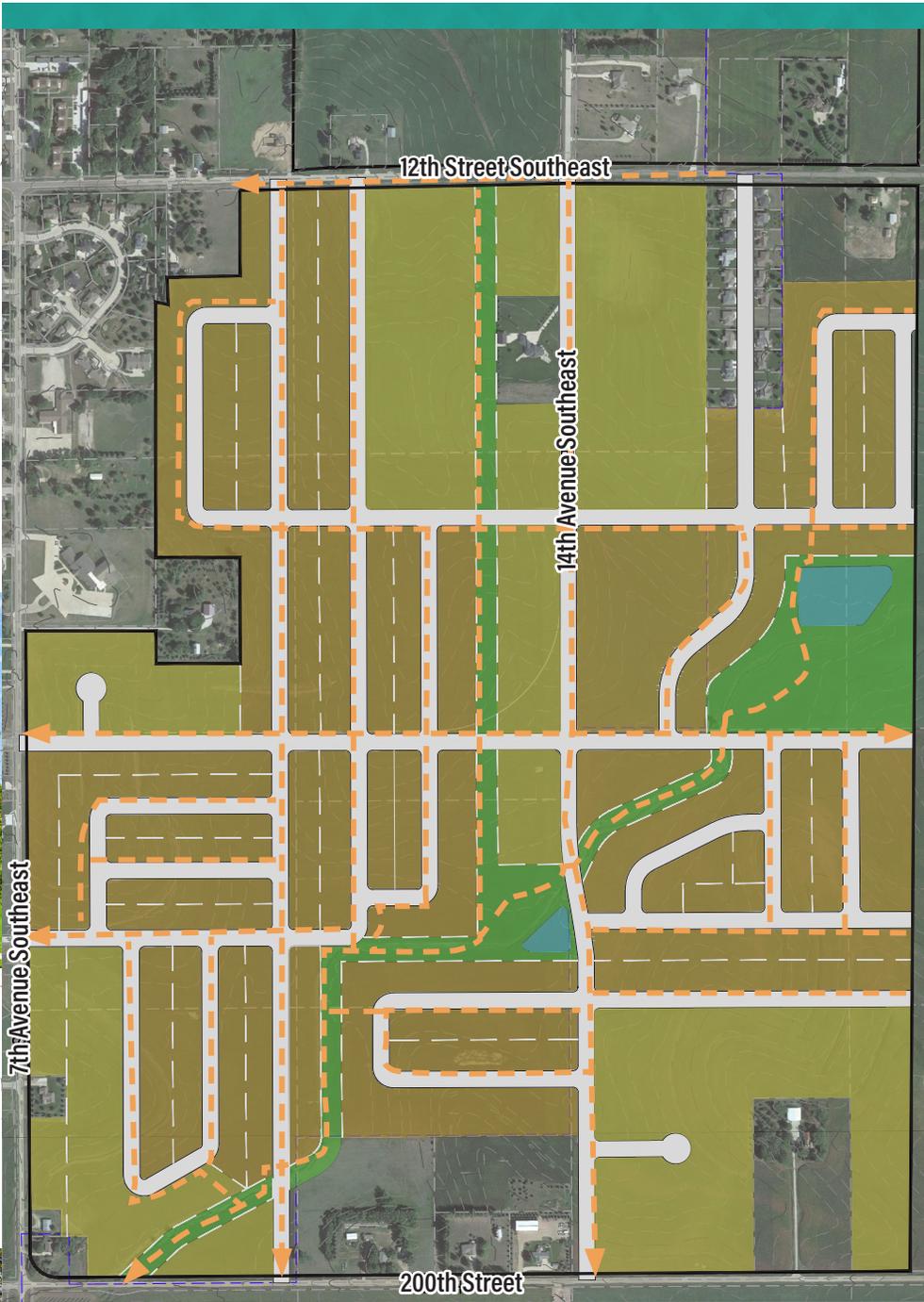
East Side Senior Market Continued



- Park / Open Space
- Low Density Residential
- Medium Density Residential
- Senior Marketed Housing
- Cemetery Expansion
- Pedestrian Trail and Walks



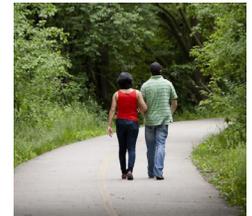
**SITE 8 // EAST SIDE HOUSING**



This neighborhood is a blend of medium and low density residential. Greenways extend from a central open space and run north, east, and west. Trails and walkways area planned throughout the site creating a walkable community that easily connect to existing neighborhoods.

The cost for public improvements for the entire development, including utilities and streets ranges from \$39.5 to \$47.4 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.

- Park / Open Space
- Medium Density Residential
- Low Density Residential
- Pedestrian Trail and Walks



# IMPLEMENTATION RECOMMENDATIONS

## INCLUSIONARY ZONING

Inclusionary zoning is a proactive urban planning policy that aims to promote housing affordability and socioeconomic diversity within communities. By incentivizing real estate developers to include a percentage of affordable housing units within market-rate residential developments, this policy seeks to counteract the challenges posed by escalating housing costs and increasing income disparities. Inclusionary zoning strategies typically require a portion of newly constructed or redeveloped housing units be made available to individuals and families with lower incomes. By integrating affordable housing options into neighborhoods that would otherwise consist solely of higher-priced homes, inclusionary zoning fosters:

- Inclusive urban landscape
- Social equity
- Healthier, well-rounded communities.

## DENSITY BONUS

Communities can offer significant incentives to developers to offset the cost of providing affordable housing units. The most common incentive is a density bonus, the ability to build more units than allowed under current requirements.

## ZONING VARIANCES

Another common incentive is to offer other zoning variances, such as a reduction in site development standards, modification of architectural design requirements, and reduction in parking requirements.

## OTHER INCENTIVES

Other less commonly used incentives include waivers, reduction or deferral of development, administrative, and/or financing fees, expedited processing, concessions on the size and cost of finishes of affordable units, tax relief abatement, and direct public subsidy.

## PLANNED UNIT DEVELOPMENT (PUD)

By considering the adoption of a new zoning district classification, such as a Planned Unit Development (PUD) district, there is greater flexibility in land use regulations, thereby affording developers greater room for innovation when deciding the development of land parcels. Adjustments to density requirements, setbacks, and other land use regulations can be explored in conjunction with City staff and regulatory bodies, all in pursuit of fostering development that complements the City's current characteristics. PUDs can further serve as a mechanism to promote the creation of new affordable housing units and leverage the flexibility in land use regulations granted within this district.

## DEDICATION REQUIREMENT

Implementing an ordinance mandating the inclusion of parks, open spaces, and trails as important components of the platting and subdivision process would seamlessly incorporate these amenities, which were highlighted as crucial by Le Mars residents, into the City's land development procedures. This step ensures that as the community expands and grows, Le Mars residents maintain convenient access to parks, trails, and open areas. Along with this ordinance, the City could also stipulate that all multi-family developments integrate a play area or green space as part of their construction, thus providing recreational opportunities near higher density residential development.

## STRATEGIC LAND ACQUISITION

To achieve the growth goal of 8,500 total housing units by 2045, the City and the Le Mars Business Initiative Corporation (LBIC) should consider acquiring properties identified in the study areas as they become available. Additionally, these entities should also consider purchasing strategic land to have available for trade to aid in the development of housing in the study areas.

# LeMars Area Chamber of Commerce



## PARTNERSHIP OPPORTUNITIES

### OVERVIEW

Continuing collaboration and offering incentives to local private developers will remain pivotal in assisting the City in achieving its housing objectives for the next 15+ years. The City should assess its existing incentives tailored for housing development and contemplate introducing supplementary incentives, if necessary, to promote a diverse and adequate housing supply. The City should also consider partnerships with various healthcare providers to assist in the development of 55+ housing communities shown in the preferred concepts to support Le Mars residents aging within the community.



Economic Development

Data + Demographics

Preferred Concept

Implementation Recommendations

---

*Section 3*

# ECONOMIC DEVELOPMENT

# ECONOMIC DEVELOPMENT

## OVERVIEW

The economic development focus area consists of all the existing and future retail, commercial and industrial, establishments in the City of Le Mars. This includes the specialty retail stores downtown, highway-oriented establishments along Highway 75, Business Highway 75, and the areas planned for future expansion of the industrial park on the south side of the City.

Throughout the public engagement process common themes were identified by community members and leaders regarding commercial and industrial development. These themes and community priorities include:



### Workforce

The workforce and industrial base is one of the City's biggest strengths as well as an area of opportunity. The area is known for a high-quality workforce, with the capacity for increased job diversification. All sectors would benefit from an increase in workforce capacity, especially the food service industry.



### Downtown

Downtown is one of the largest assets in the community and should continue to be enhanced, renovated, and restored to create a destination experience, this includes finding a balance between housing options, commercial spaces, and parking accommodations. Respondents expressed their pride in downtown's renaissance and want to see the momentum continue.



### Multi-Generational Activities

Residents are looking for informal, intergenerational spaces that provide activities and opportunities for socializing such as rock climbing, mini golf, ax throwing, arcade settings, wine tasting and breweries, laser tag, and indoor golf simulators.



### Anchor Sites

Opportunities to develop the Highway 75 corridor by leveraging existing community assets such as constructing a multi-use convention center with a hotel and waterpark.



### Tourism + Events

Opportunities to add or expand community events throughout the year to attract tourists while decreasing the population drain that occurs during the summertime due to regional, recreational alternatives.



### Transportation

Identify potential improvements to better manage the needs of both roadway traffic and active railroad corridors.



## *Vision 2045 Connection*

The Vision 2045 community vision statement identified growth goals around each of the focus areas using community values, strengths, and opportunities. Based on current annual retail sales in Le Mars, \$172 million as of January 2023, the Steering Committee established the growth goal of increasing annual retail sales to \$350 million by 2045. Specific opportunities included developing the three Highway 75 bypass exits, fostering the entrepreneurial spirit in the community, and increasing the retail offerings in Le Mars.

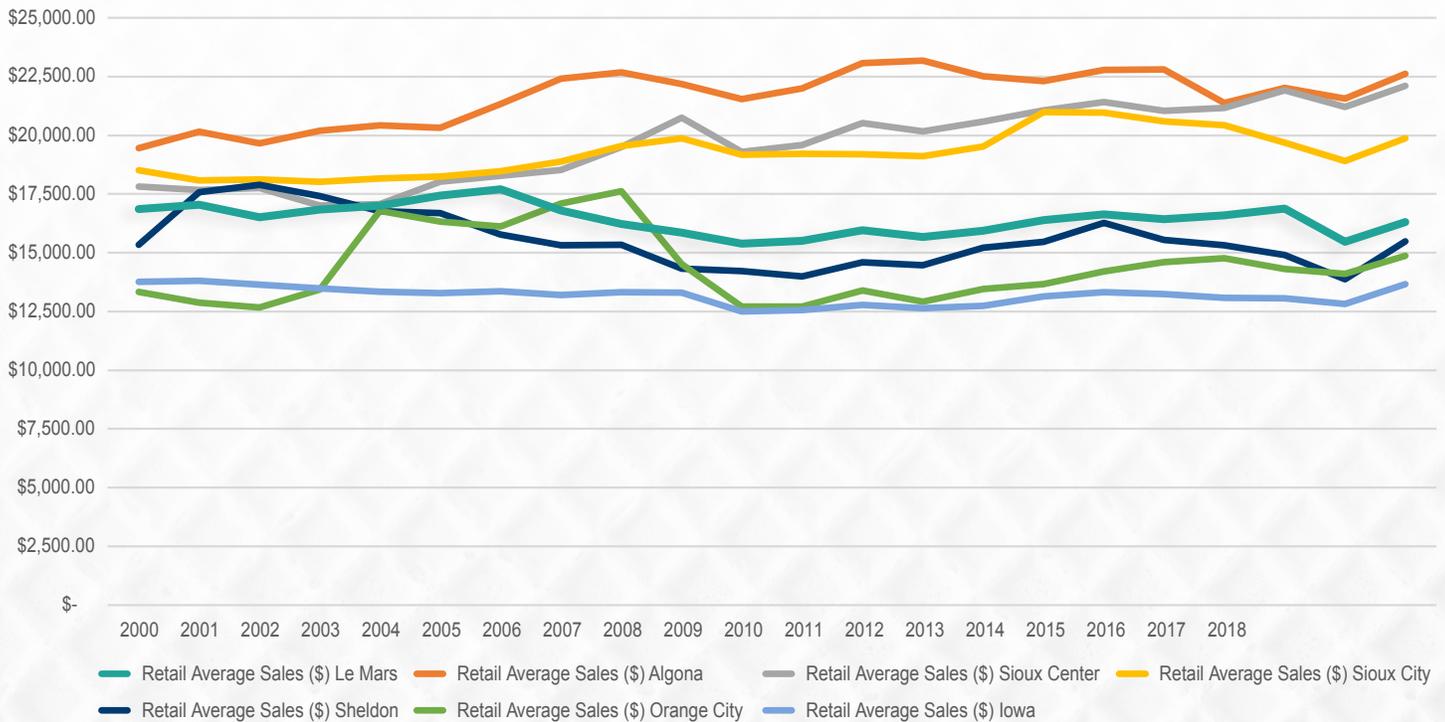
# DATA + DEMOGRAPHICS

## RETAIL STRENGTHS

According to per capita data gathered by the Iowa Community Indicators Program at Iowa State University, Le Mars stands out among nearby communities in the region, ranking near the top in comparison of retail sales. When compared to peer communities as shown in the Iowa State Community Indicators Program, Le Mars surpasses the average per capita retail sales of \$11,550 with a value of \$16,295. This also exceeds the State average of \$13,680.

RETAIL AVERAGE SALES							
	LE MARS	ALGONA	SIoux CENTER	SIoux CITY	SHELDON	ORANGE CITY	IOWA
2000	\$ 16,864.00	\$ 19,427.00	\$ 17,801.00	\$ 18,480.00	\$ 15,321.00	\$ 13,310.00	<b>\$ 13,802.00</b>
2001	\$ 17,065.00	\$ 20,125.00	\$ 17,648.00	\$ 18,053.00	\$ 17,594.00	\$ 12,838.00	<b>\$ 13,833.00</b>
2002	\$ 16,518.00	\$ 19,623.00	\$ 17,737.00	\$ 18,094.00	\$ 17,926.00	\$ 12,638.00	<b>\$ 13,670.00</b>
2003	\$ 16,837.00	\$ 20,181.00	\$ 16,967.00	\$ 17,987.00	\$ 17,432.00	\$ 13,423.00	<b>\$ 13,507.00</b>
2004	\$ 17,010.00	\$ 20,405.00	\$ 17,025.00	\$ 18,136.00	\$ 16,773.00	\$ 16,804.00	<b>\$ 13,358.00</b>
2005	\$ 17,460.00	\$ 20,292.00	\$ 17,998.00	\$ 18,223.00	\$ 16,697.00	\$ 16,347.00	<b>\$ 13,282.00</b>
2006	\$ 17,722.00	\$ 21,327.00	\$ 18,254.00	\$ 18,442.00	\$ 15,774.00	\$ 16,119.00	<b>\$ 13,371.00</b>
2007	\$ 16,795.00	\$ 22,434.00	\$ 18,514.00	\$ 18,859.00	\$ 15,311.00	\$ 17,118.00	<b>\$ 13,205.00</b>
2008	\$ 16,223.00	\$ 22,695.00	19,503.00 \$	\$ 19,542.00	\$ 15,323.00	\$ 17,644.00	<b>\$ 13,321.00</b>
2009	\$ 15,833.00	\$ 22,185.00	\$ 20,765.00	\$ 19,868.00	\$ 14,307.00	\$ 14,498.00	<b>\$ 13,302.00</b>
2010	\$ 15,344.00	\$ 21,547.00	\$ 19,290.00	\$ 19,168.00	\$ 14,199.00	\$ 12,685.00	<b>\$ 12,458.00</b>
2011	\$ 15,484.00	\$ 22,001.00	\$ 19,582.00	\$ 19,202.00	\$ 13,956.00	\$ 12,680.00	<b>\$ 12,522.00</b>
2012	\$ 15,932.00	\$ 23,094.00	\$ 20,521.00	\$ 19,188.00	\$ 14,569.00	\$ 13,366.00	<b>\$ 12,766.00</b>
2013	\$ 15,639.00	\$ 23,216.00	\$ 20,172.00	\$ 19,089.00	\$ 14,443.00	\$ 12,881.00	<b>\$ 12,605.00</b>
2014	\$ 15,922.00	\$ 22,534.00	\$ 20,585.00	\$ 19,521.00	\$ 15,198.00	\$ 13,428.00	<b>\$ 12,717.00</b>
2015	\$ 16,381.00	\$ 22,320.00	\$ 21,068.00	\$ 21,020.00	\$ 15,464.00	\$ 13,640.00	<b>\$ 13,131.00</b>
2016	\$ 16,642.00	\$ 22,794.00	\$ 21,439.00	\$ 20,991.00	\$ 16,275.00	\$ 14,201.00	<b>\$ 13,321.00</b>
2017	\$ 16,419.00	\$ 22,820.00	\$ 21,065.00	\$ 20,622.00	\$ 15,547.00	\$ 14,599.00	<b>\$ 13,244.00</b>
2018	\$ 16,599.00	\$ 21,369.00	\$ 21,179.00	\$ 20,445.00	\$ 15,312.00	\$ 14,770.00	<b>\$ 13,067.00</b>
2019	\$ 16,883.00	\$ 22,016.00	\$ 21,943.00	\$ 19,684.00	\$ 14,889.00	\$ 14,304.00	<b>\$ 13,052.00</b>
2020	\$ 15,426.00	\$ 21,566.00	\$ 21,215.00	\$ 18,893.00	\$ 13,833.00	\$ 14,086.00	<b>\$ 12,812.00</b>
2021	\$ 16,295.00	\$ 22,636.00	\$ 22,140.00	\$ 19,870.00	\$ 15,467.00	\$ 14,869.00	<b>\$ 13,685.00</b>

### AVERAGE RETAIL SALES



## TRADE AREA RETAIL ANALYSIS

A community's trade area estimates annual customer equivalents based on retail sales. When the customer metric surpasses the community's population, it suggests that the city's trade area extends beyond its borders. Le Mars boasts an estimated Trade Area Capture (TAC) of 13,170, while its population is 10,571. This information was used to calculate the city's pull factor ratio by dividing the trade area capture value by the population size. Based on the annual customer equivalents and population, the City holds a pull factor ratio of 1.31. This indicates that the local retailers are successfully attracting shoppers from beyond Le Mars.

## TRADE AREA CAPTURE + PULL FACTOR RATIO

Translating a city's retail sales from dollars into annual customer equivalents enables us to approximate the geographic extent of a city's "trade area." If the estimated number of customers exceeds the resident population, the City's geographic trade area likely extends beyond its borders. If below, the city's trade area likely overlaps or is subsumed by that of a nearby community. The city's pull factor compares the size of its estimated retail customer base to its population size. It is derived by dividing the trade area capture measure by the number of city residents.



## MEALS AWAY FROM HOME

Looking at where Le Mars residents prefer to spend their time and money can provide valuable insights for future developmental endeavors. Utilizing ESRI Business Analyst, which pulls data from Consumer Expenditure Surveys (CEX) conducted by the Bureau of Labor Statistics, **we discover that over the past year, 54% of Le Mars adults have chosen to dine out.** During these dining experiences, they have allocated a monthly average of **\$316 for breakfast and brunch, \$981 for lunch, and \$1,611 for dinner.** Furthermore, our analysis reveals that adult residents of Le Mars frequently visited fast-food establishments, including McDonald's (54% visitation rate), Chick-Fil-A (27% visitation rate), and Taco Bell (30% visitation rate).

**\$316**

2022 BREAKFAST AND  
BRUNCH AWAY FROM HOME

**\$981**

2022 LUNCH AWAY  
FROM HOME

**\$1,611**

2022 DINNER AWAY  
FROM HOME

**\$180**

2022 ALCOHOLIC BEVERAGES  
AWAY FROM HOME

**30%**

BOUGHT TACO BELL  
LAST 6 MONTHS

**27%**

BOUGHT CHICK-FIL-A  
LAST 6 MONTHS

**15%**

BOUGHT STARBUCKS  
LAST 6 MONTHS

**11%**

BOUGHT DUNKIN` DONUTS  
LAST 6 MONTHS

**54%**

BOUGHT MCDONALD'S  
LAST 6 MONTHS

**11%**

BOUGHT CHIPOTLE MEXICAN  
GRILL LAST 6 MONTHS

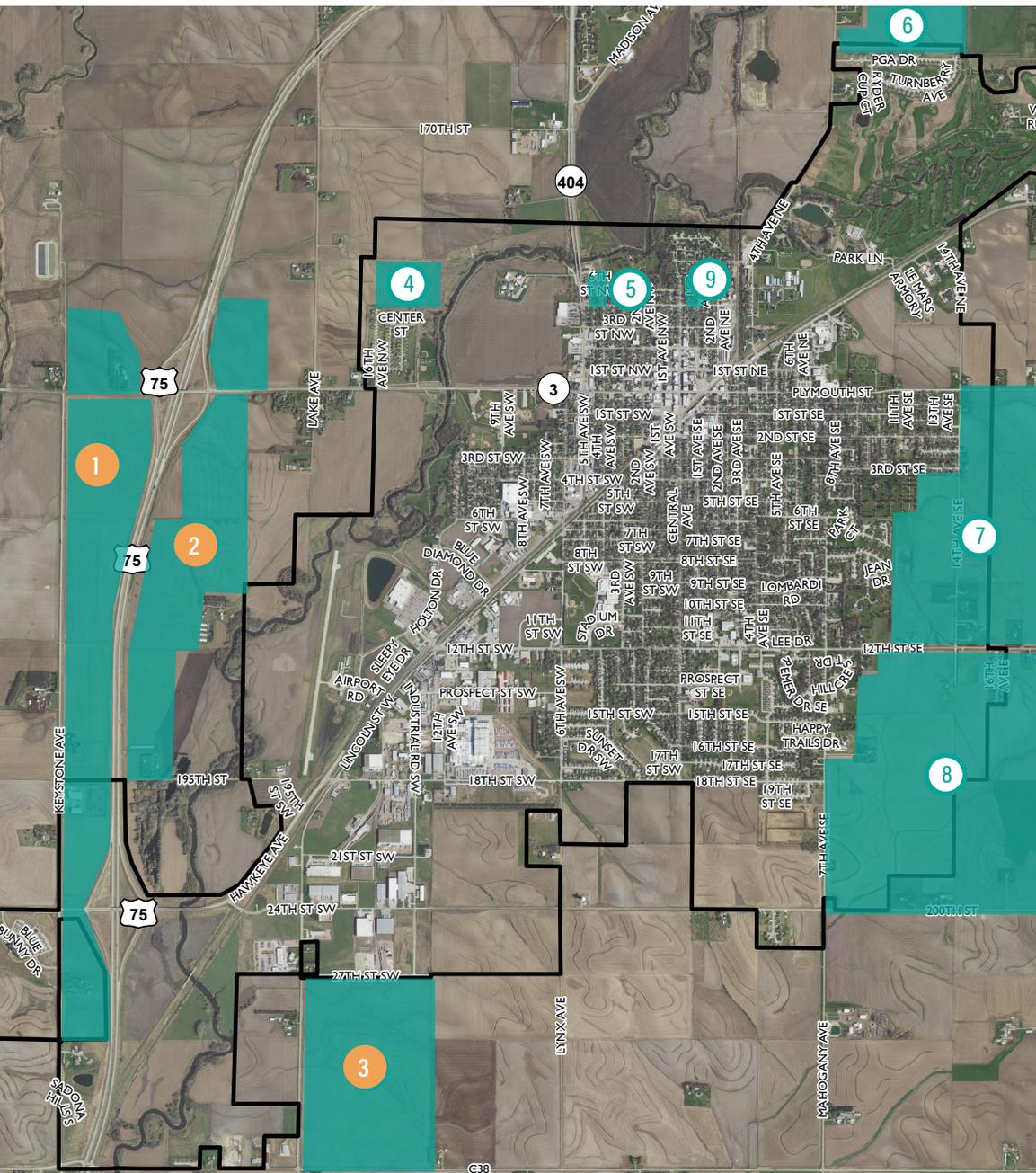
2022



# PREFERRED CONCEPT

## OVERVIEW

The three preferred concepts included in the Economic Development focus area include a mixture of zoning densities and the potential for various commercial and industrial opportunities.



### DEVELOPMENT SITES LEGEND

- 1 West Highway 75
- 2 East Highway 75
- 3 Industrial South
- 4 Parkview
- 5 Erdmanville
- 6 PGA Drive North
- 7 East Side Senior Housing
- 8 East Side Housing
- 9 O'Toole Park Improvements



## SITE 1 // WEST HIGHWAY 75

This site is a mixture of uses that can take advantage of the high visibility and access of Highway 75. Envisioned as a potential regional shopping and recreation destination, this site master plan arranges commercial uses to the north and south with new low and medium density residential in between. A combination of open space to the east and pedestrian trails running north and south which connect to nearby recreational opportunities are planned amenities.

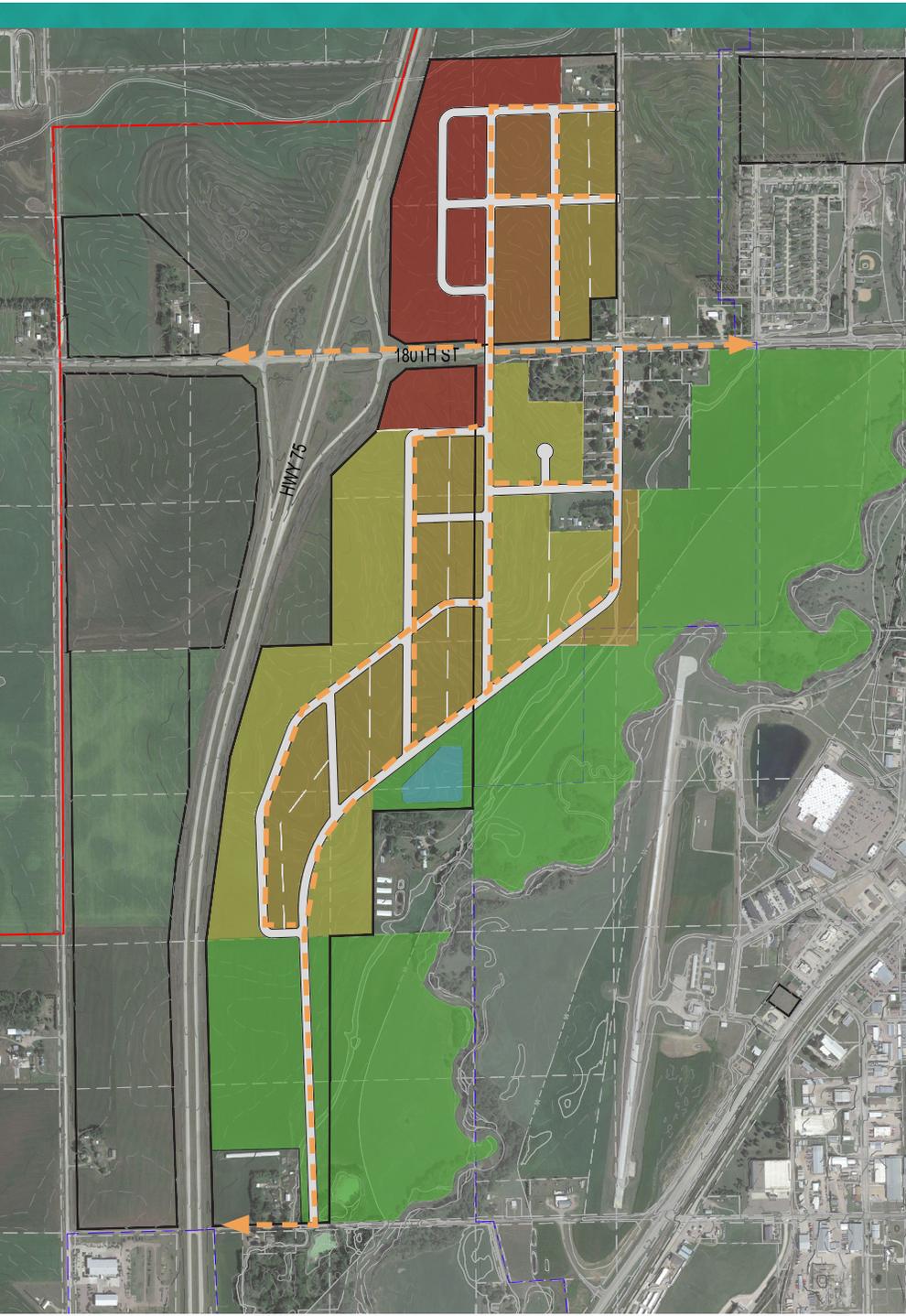
The cost for public improvements for the entire development, including utilities and streets ranges from \$14.7 to \$17.6 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.



- Park / Open Space
- Commercial
- Mixed Use Residential
- Medium Density Residential
- Low Density Residential
- Pedestrian Trail and Walks



**SITE 2 // EAST HIGHWAY 75**



This site is a blend of uses to merge the high visibility and access of Highway 75 with commercial on the north side and housing on the south side. This site's master plan envisions a large park with open space along the eastern side to utilize the low, wet floodplain of the Floyd River for passive recreation and nature trails. A combination of low and medium density housing to the south with some commercial and mixed-use housing to the north is planned. Pedestrian trails connect the entire development allowing for increased walkability and access.

The cost for public improvements for the entire development, including utilities and streets ranges from \$29.1 to \$34.9 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct are in the Appendix.

- Park / Open Space
- Commercial
- Mixed Use Residential
- Medium Density Residential
- Low Density Residential
- Pedestrian Trail and Walks





**SITE 3 // INDUSTRIAL SOUTH**

- Open Space / Stormwater
- Light Industrial
- Industrial

With connections to both the Business Highway 75 corridor and adjacent rail, this site has great access and visibility for future industry. A regional stormwater pond on the west side and a simple road network provides efficient use of land for industrial purposes.

Costs for public improvements for this development, including utilities and streets ranges from \$11.2 to \$13.5 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct can be found in the Appendix.



# IMPLEMENTATION RECOMMENDATIONS

## SUCCESSION PLANNING

### BUSINESS SUCCESSION

Effective business succession planning involves developing a comprehensive strategy to transfer ownership and management responsibilities to a capable successor(s), ensuring the continued success and longevity of the business after the current owner retires. Iconic restaurants like Archies Wayside and Bob's Drive Inn serve as destinations for visitors and locals alike, and their legacy strengthens the image of Le Mars. Ensuring the lasting presence of these establishments for future generations necessitates the implementation of succession planning.

### CHAMBER OF COMMERCE

By collaborating with the local Chamber of Commerce, the community can identify and prioritize businesses that are not only integral to Le Mars' economy but also hold sentimental value as beloved landmarks. This strategic partnership will ensure the continued prosperity of these institutions, allowing them to remain treasured fixtures in the community for generations to come. The Chamber and other economic development interests can work with local small businesses to identify succession planning needs and identify, cultivate, and support future small business owners and leaders to ensure the long term viability of select small businesses in Le Mars. For more in-depth information about succession planning, please refer to the link provided below.



#### **Small Business Succession Planning**

<https://wpeveraccounting.com/small-business-succession-planning/>

## MENTORING PROGRAM + BUSINESS START-UP

Along with maintaining the businesses that already exist, finding ways to foster the development and growth of new ones is vital to reaching the goals Le Mars has set out to achieve. During the community engagement process some ideas that were mentioned included a mentoring program, business classes, and start-up assistance.

Developing stronger partnerships with the Le Mars Chamber of Commerce and various businesses in the area could include a mentorship program to help entrepreneurs increase their business knowledge and learn new skills for starting, growing, and maintaining a business in Le Mars.

A regional business plan competition that would provide start up capital, rent subsidies, mentorship and other technical assistance could be used to drive activity in specific retail sectors (i.e. boutique clothing, restaurant, golf simulators, etc.). The Le Mars Chamber of Commerce is a valuable asset for those looking to start or grow their business. Another source of information that can help those seeking to start or grow their business is the Iowa Economic Development Authority.



#### **Iowa Economic Development Authority**

<https://www.iowaeda.com>

## PLYMOUTH COUNTY FAIRGROUNDS

The City of Le Mars, in collaboration with the Plymouth County Fair Board, can utilize the Plymouth County Fairgrounds as a **versatile hub for community events and growth**. With its large open spaces and existing facilities, the fairgrounds can host a diverse range of events:

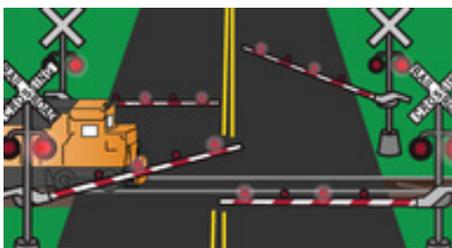
- Agricultural fairs + exhibitions
- Cultural festivals
- Concerts
- Recreational activities

By strategically partnering with local organizations, businesses, and schools, **the City can transform the fairgrounds into a place for education and entertainment**. Renovating or constructing multi-purpose venues can attract regional events, boosting tourism and supporting local businesses. Moreover, the fairgrounds can serve as an open-air market for farmers' markets, craft fairs, outdoor art exhibits, and food festivals, fostering a strong sense of community and promoting local artists. By maximizing the fairgrounds' potential and activating the space year round, Le Mars can create a dynamic destination that enriches the lives of its residents and strengthens its position as a vibrant and inviting city.

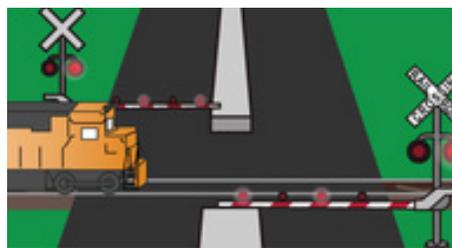
## QUIET ZONES

Throughout the community engagement process residents consistently talked about how they would like to have quiet zones for the railroad to keep noise disturbance down especially at night. Quiet zones also contribute to improved public safety by promoting consistent traffic flow at intersections, which can reduce the likelihood of accidents and improve pedestrian safety. Additionally, the implementation of quiet zones can have positive economic implications, as the reduction in noise disturbance can lead to increased property values and promote community development. By embracing quiet zones, communities can strike a balance between efficient transportation and the well-being of their residents, creating a more serene and livable urban environment for everyone. It is recommended that Le Mars further investigate the feasibility of implementing quiet zones including the construction of required safety measures in coordination with impacted railroads and the Federal Railroad Administration.

### EXAMPLES OF THE FEDERAL RAILROAD ADMINISTRATION'S APPROVED QUIET ZONE SAFETY MEASURES Source: GAO-18-97



Four Quadrant Gate System



Gates With Medians



Gates With Channelization Devices



Find out more about quiet zones here!

🔗 <https://bit.ly/QuietZones-FRA>



Quality Of Place  
Data + Demographics  
Preferred Concept Overview  
Implementation Recommendations  
Funding + Partnership Opportunities

---

*Section 4*

# QUALITY OF PLACE

# QUALITY OF PLACE

## OVERVIEW

The quality of place focus area is aimed at enriching the fabric of a community—the places, groups, and programs that make Le Mars the vibrant community it is and strives to be. Throughout the course of the community development planning process, leaders and community members demonstrated pride in current arts, cultural, civic, and parks and recreation programming, while expressing interest in maintaining, updating, and developing existing components with an overarching goal of improving connectivity throughout the community.

As Le Mars looks to the future, many themes emerged during the user group meetings and community engagement events to inform quality of place investments. These themes guided the development of the following preferred concepts and recommendations:

### **Youth Athletics + Partnerships**

Explore opportunities to bring youth athletic events, sports programs, tournaments, training centers and other related facilities to Le Mars. Residents are currently traveling out of Le Mars to nearby facilities in other communities seeking skill development, training, and to participate in tournaments. Additionally, partnership opportunities should be explored to enhance youth athletic programming in the community and utilize shared resources. Potential partners include Le Mars Little League, YMCA, and City of Le Mars, and Le Mars Community Schools.

### **Indoor Recreation**

Residents requested intergenerational indoor recreational opportunities including play areas for kids, sport facilities, social gathering areas, and fitness spaces.

### **Trail Network**

Complete the planned trails project and provide a variety of experiences along the trail network by incorporating natural areas, for example. Explore opportunities to expand the trail network inside the community, not just around the perimeter of the urban area.

### **Outdoor Recreation**

Expand local outdoor recreational opportunities, such as splash pads and nature experiences in parks, to include a wider variety of educational and programming opportunities.

### **Library + Programming**

Explore opportunities to modernize the library and expand programming beyond the family-oriented programming currently provided. Consider introducing new programs, such as business support resources and collaborative coworking spaces.



## *Vision 2045 Connection*

The Vision 2045 community vision statement created growth goals around each focus area using community values, strengths, and opportunities. Top opportunities identified by the Steering Committee included trail expansion, enhanced school facilities, creating an arts and cultural destination, and fostering an economically and culturally diverse community. The Steering Committee established the overarching priority of providing quality of life amenities to support a family-centric community.

# DATA + DEMOGRAPHICS

## 2017 COMPREHENSIVE PLAN

Community support regarding investments in Quality of Place is shown in the City's 2017 Comprehensive Plan with goals of establishing new housing developments near parks and trails, expanding the off-street network of recreational trails, and investing in updating and maintaining amenities such as parks, trails, recreation spaces, cultural places, and community spaces to make Le Mars a choice for businesses and residents.

As part of the community planning process, the community was asked what neighborhood improvement they would like to see with the community stating they would like to see more recreational trails and parks, including trees and a city garden.

## AARP LIVABILITY INDEX

The AARP livability score rates the overall livability of a selected area on a scale of zero to 100 with 50 being average. Communities are scored in seven categories:

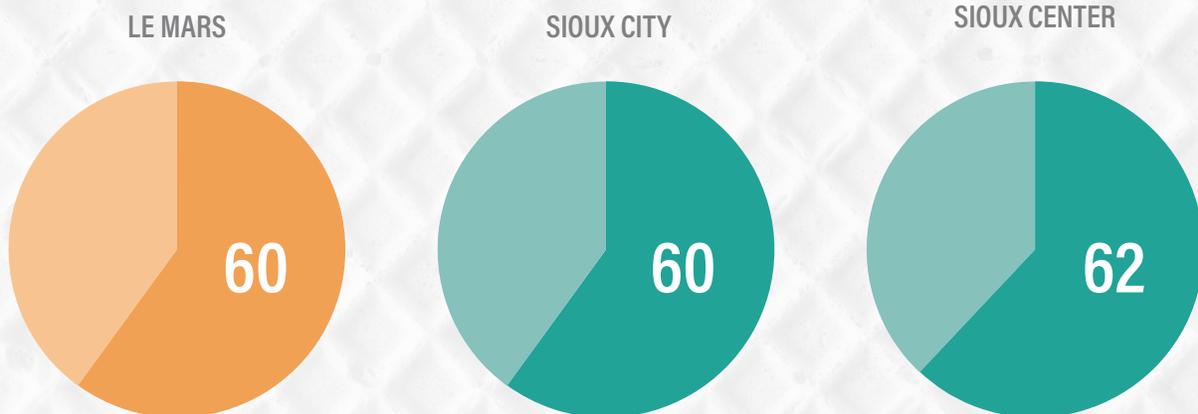
- Housing
- Neighborhood
- Transportation
- Environment
- Health
- Engagement
- Opportunity

Learn More Here!

<https://livabilityindex.aarp.org/search/Le%20Mars,%20Iowa,%20United%20States>



With a score of 60/100, Le Mars ranks in the top half of all communities in the United States. When compared to nearby communities Sioux City and Sioux Center with scores of 60 and 62, Le Mars overall is similar. The data indicated that Le Mars has twice the access to parks than Sioux City and nearly three times more than the national average.



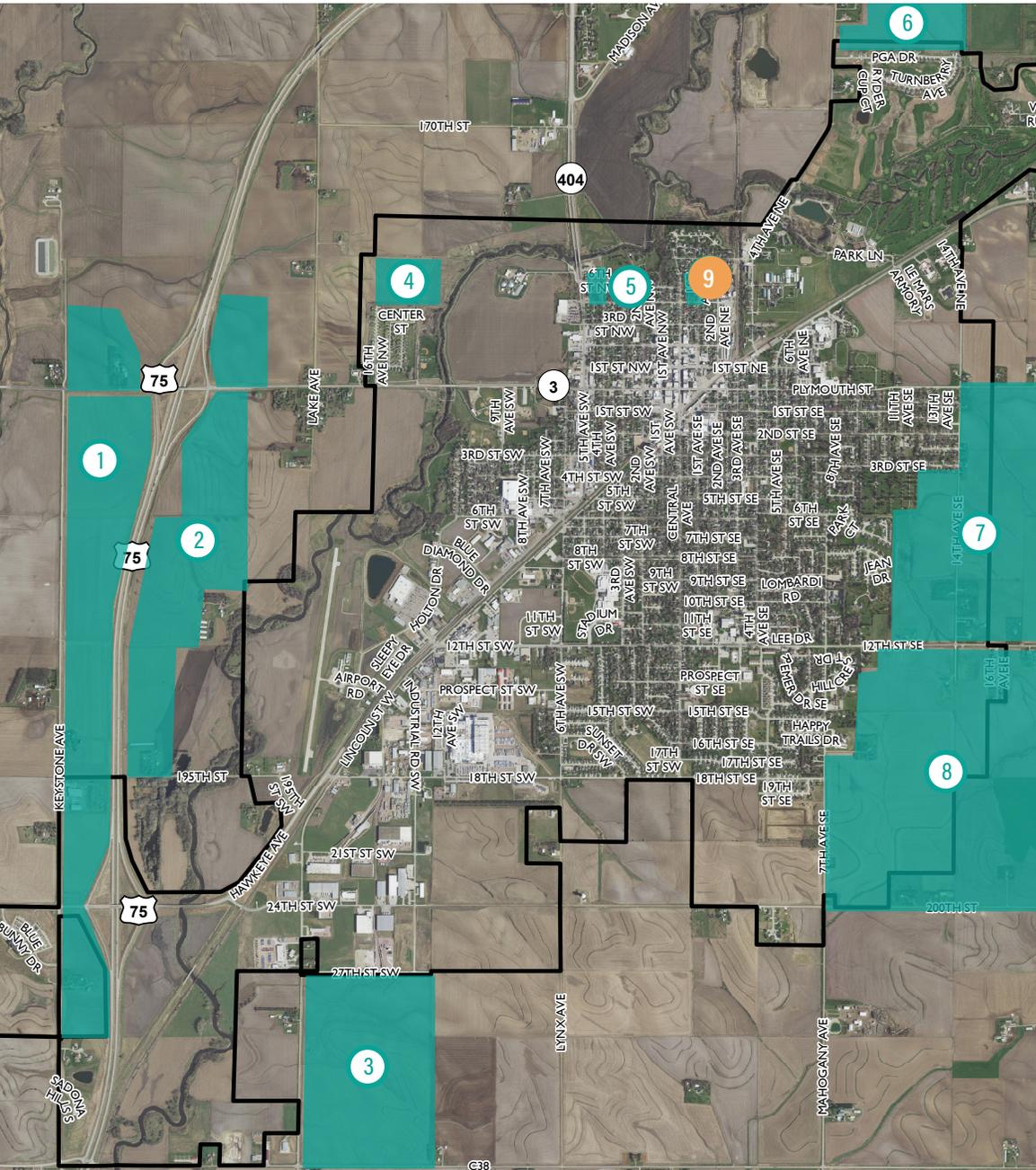
AARP Livability Score



# PREFERRED CONCEPT

## OVERVIEW

The three preferred concepts included in the Quality of Place focus area include a mixture of zoning densities and the potential for various commercial and industrial opportunities.



### DEVELOPMENT SITES LEGEND

- ① West Highway 75
- ② East Highway 75
- ③ Industrial South
- ④ Parkview
- ⑤ Erdmanville
- ⑥ PGA Drive North
- ⑦ East Side Senior Housing
- ⑧ East Side Housing
- ⑨ O'Toole Park Improvements



## SITE 9 // O'TOOLE PARK IMPROVEMENTS

Recognizing the community's interest in a splash pad, this plan explores adding a playful water destination with other integrated improvements. The design includes a new and expanded shelter, inclusive playground, picnic seating, and accessible walks while preserving existing mature trees.

Costs for public improvements for this development, likely falls into a range of \$3.5 to \$4.2 million. Cost opinions include 25% contingency, design, permitting, and testing fees. Detailed preliminary opinions of probable cost to construct can be found in the Appendix.

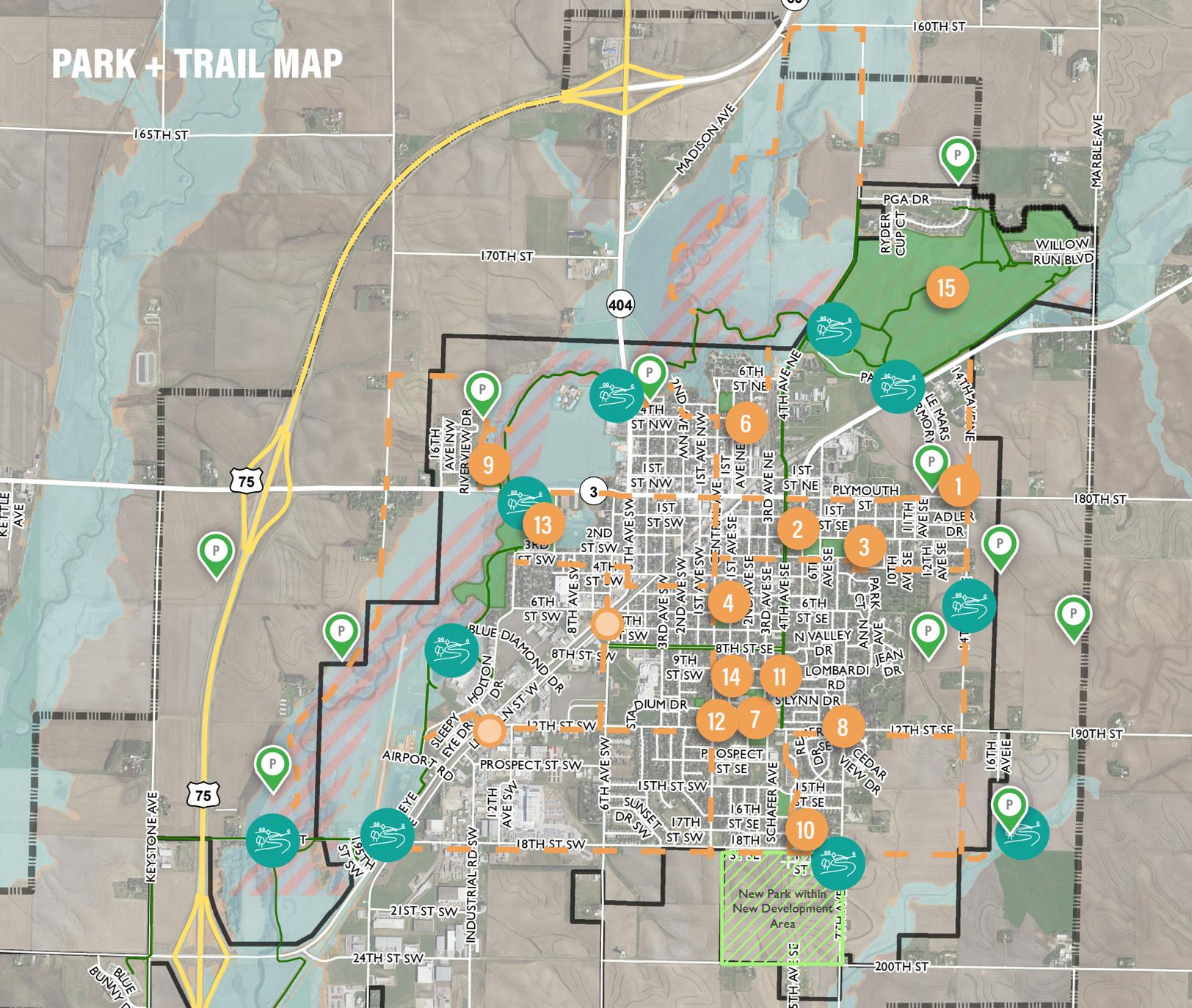




**LEGEND**

- 1 Existing Skate Park
- 2 Three Season Enclosed Park Shelter
- 3 2–5 Year-Old Playground
- 4 Shade Pergola
- 5 Existing Signage
- 6 Proposed Trees
- 7 5–12 Year-Old Playground
- 8 Low Maintenance Native Landscaping with Berms
- 9 2,124 Square Foot Splash Pad
- 10 Accessible Route to Bathroom Building
- 11 Parking Stalls
- 12 Existing Bathroom Building
- 13 Preserve Existing Trees

# PARK + TRAIL MAP



-  Existing Trails
-  Proposed Trail/Pedestrian Enhancement Route
-  Proposed Park Search Areas
-  Proposed Trail Nodes
-  Priority Pedestrian Crossing Enhancements

## EXISTING PARKS + OPEN SPACES

- |                                                                                                                                    |                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
|  1 Adler Park <i>1.64 acres</i>                 |  10 Schafer Park <i>5.09 acres</i>               |
|  2 Bosler Park <i>3.12 acres</i>                |  11 Veteran Memorial Park <i>1.35 acres</i>      |
|  3 Cleveland Park <i>6.79 acres</i>             |  12 Walnut Park <i>1.05 acres</i>                |
|  4 Foster Park <i>2.52 acres</i>                |  13 West Floyd Park <i>54.83 acres</i>           |
|  5 Municipal Park/Campground <i>44.21 acres</i> |  14 Westmar Memorial Park <i>1.46 acres</i>      |
|  6 O'Toole Park <i>2.98 acres</i>               |  15 Willow Creek Golf Course <i>265.52 acres</i> |
|  7 Outdoor Swimming Pool <i>2.86 acres</i>      |                                                                                                                                       |
|  8 Paulin Park <i>0.54 acres</i>                |                                                                                                                                       |
|  9 Riverview Park <i>11.27 acres</i>            |                                                                                                                                       |

## PROPOSED TRAIL + PEDESTRIAN ENHANCEMENT ROUTE

The community has expressed a clear preference for off-street trails rather than on-street trails. However, due to the necessity of expanding the network within the confines of the current street layout, it might be necessary to implement interim solutions to facilitate this alternative mode of travel promptly. In cases where creating off-street trails within the existing right-of-way is not feasible, it could be worthwhile to explore options, such as wider sidewalks, narrower drive lanes, one-side parking in low traffic areas, on-street bike lanes equipped with flexible delineator posts, and other readily achievable enhancements. It is important to note that safety and the success of each project greatly depends on the specific context. Therefore, a case-by-case approach is essential when considering improvements.

## PROPOSED PARK SEARCH AREAS

Creating open spaces and parks within new developments stands as a paramount concern for the community. Consequently, each designated study area incorporates the potential for a passive green space, a scenic greenway, or a more expansive recreational park. These provisions are essential to accommodate the evolving requirements of residents as the community grows. The demarcated park search areas serve as placeholders to fulfill these essential open space requisites. The placement and design of each search area should be approached as a flexible framework, subject to thoughtful consideration and adaptation as development proposals emerge.

## PROPOSED TRAIL NODES

The specified trail nodes represent focal points for contemplation during the expansion of the trail system. These locations serve as pivotal junctures within the trail network, offering opportunities for the integration of amenities such as:



**Clear wayfinding signage**



**Shade structures or overstory trees**



**Access to water sources**



**Provision of seasonal or permanent restroom facilities.**

Additionally, the nodes offer possibilities for strategically placed seating arrangements and other augmentations that enhance the overall trail experience.

## PRIORITY PEDESTRIAN CROSSING ENHANCEMENTS

The Business 75 Study, conducted by the Iowa Department of Transportation, has identified critical locations for pedestrian crossings along the corridor. The two specific locations highlighted on the map are an extension of that overarching objective, seamlessly integrated into the proposed trail system map. This approach ensures a comprehensive and unified strategy that aligns with the initial intentions of the study.

# IMPLEMENTATION RECOMMENDATIONS

## LE MARS COMMUNITY SCHOOL DISTRICT FACILITY STUDY

With the aim of increasing its population from around 10,000 to 20,000 over the next 10 to 20 years, it is recommended to conduct a study of the Le Mars School District facilities. This study will ensure the necessary infrastructure is in place to accommodate the expected surge in school-age children within the City.

## COMPREHENSIVE PARK STUDY

Throughout the engagement process, community members voiced a desire for a more diverse range of recreational offerings within the park system. Ideas put forth included



**Accessible activities**



**Splash pads**



**Nature-based experiences**

To ensure a well-rounded selection of recreational options for residents, it is recommended to conduct a comprehensive park study. This study would serve to enhance the cohesion of Le Mars' park system, fostering a sense of interconnectedness among the various parks, rather than viewing them in isolation.

## YMCA FACILITY STUDY

Throughout the engagement process for this Plan, community members shared a collective vision for an indoor venue that caters to recreation, well-being, and social interaction in Le Mars. For some residents, this envisioned facility would emphasize the social fabric of the City, providing a space for seniors or addressing the childcare needs in the community. Other citizens emphasized a focus on physical activity and wellness and suggested amenities like an indoor track and pool, turf areas, courts, a wellness center, or an indoor play area. A facility study and additional engagement specific to this need is recommended to further develop and refine the community's vision for the YMCA or a comparable indoor center, and explore partnership opportunities with non-profits and major employers.

# FUNDING + PARTNERSHIP OPPORTUNITIES



## Le Mars Area Betterment Foundation

👉 <https://www.lemarsfoundation.com>

The Le Mars Area Betterment Foundation is committed to its mission of enhancing the quality of life for the citizens of the greater Le Mars area for current and future generations. Throughout its history the organization has identified and championed projects that have enhanced the overall quality of life within the community.



## Community Attraction + Tourism Grant

👉 <https://www.iowaeda.com/enhance-iowa/>

Provides funds to assist projects that provide recreational, cultural, entertainment and educational attractions, as well as sports tourism. The funds help communities create transformational projects that enhance the vitality of a region and the state overall. Funds must be primarily used for vertical infrastructure, such as land acquisition and construction, major renovation and major repair of buildings, all appurtenant structures, utilities, site development and recreational trails.



## Sports Tourism Program

👉 <https://www.iowaeda.com/enhance-iowa/sports-tourism/>

Enhance Iowa's Sports Tourism Program will provide financial assistance for projects that market or promote sporting events in Iowa. Eligible sporting events include professional, collegiate, and amateur level sporting events that occur in Iowa. Promotion and marketing activity can occur for up to two years.



## State Recreational Trail Program

👉 [https://iowadot.gov/systems\\_planning/Grant-Programs/-Federal-and-State-Recreational-Trails](https://iowadot.gov/systems_planning/Grant-Programs/-Federal-and-State-Recreational-Trails)

The State Recreational Trails program (SRT) provides funds to establish recreational trails throughout Iowa for the use, enjoyment, and participation of the public. The program is restricted to the acquisition, construction, or improvement of recreational trails open for public use or trails which will be dedicated public use upon completion.



## Federal Recreational Trail Program

👉 [https://iowadot.gov/systems\\_planning/Grant-Programs/-Federal-and-State-Recreational-Trails](https://iowadot.gov/systems_planning/Grant-Programs/-Federal-and-State-Recreational-Trails)

The Federal Recreational Trails program (FRT) provides grant funding for trails and trail-related projects. Funds are intended for recreational trails. They cannot be used to improve roads for general passenger vehicle use or to provide shoulders or sidewalks along roads.



## Land and Water Conservation Fund

👉 <https://www.iowadnr.gov/About-DNR/Grants-Other-Funding/Land-Water-Conservation-Fund>

The Land and Water Conservation Fund (LWCF) Program is a federally funded grant program that provides match funds of 50% for outdoor recreation area development and acquisition.



## REAP Grants, City Parks, and Open Space

👉 <https://www.iowadnr.gov/Conservation/REAP/REAP-Funding-at-Work/City-Parks-Open-Spaces>

Program provides funds to cities through a competitive grant process for projects, including parkland expansion and multi-purpose recreation developments.



## AARP Community Challenge Grants

👉 <https://www.aarp.org/livable-communities/community-challenge/info-2023/2023-challenge.html>

Projects funded through this program should spark change in communities that improve livability for residents of all ages. Projects should focus around areas that improve livability, such as creating inclusive public spaces; increasing connectivity, walkability, or improving transportation and mobility, and other targeted improvements aimed at enhancing livability.



Overview  
Growth Opportunities  
Coordinated Collaboration

*Section 5*  
**TOURISM**

---



## TOURISM OPPORTUNITIES

### OVERVIEW

The City of Le Mars has branded itself as the “Ice Cream Capital of the World.” This moniker and associated branding has brought the community regional and national acclaim. Tourists visit the community annually to experience “Ice Cream Days” and the Wells Visitor Center & Ice Cream Parlor. The City is also home to The Brown’s Century Theatre which features live music, comedians, original musicals and other special events throughout the year. Christmas in Hometown Le Mars is a family friendly event the ushers in the Christmas holidays with face painting, live concerts, ice skating, petting zoos and more. These unique and authentic events and activities contribute not only to the Le Mars identity but the community’s entire ethos.

## GROWTH OPPORTUNITIES

While Le Mars has a robust tourism foundation, there are still opportunities for expanded offerings and collaboration. Specific opportunities may include, but are not limited to, the following:



### Le Mars Golf Course

The Le Mars golf course is considered by many a prized community asset that attracts golf enthusiasts to the community. Can this venue host additional tournaments throughout the year? How can the facility be leveraged to host winter activities (i.e. cross country skiing, indoor golf simulator tournaments?)



### Le Mars Campground

During the camping season, the Le Mars campground is typically fully subscribed. There appears to be an opportunity to expand campground offerings that include water and sewer hookups. Many youth sports tournament participants and their families stay in nearby campgrounds. There may be an opportunity to provide a unique accommodations package that would attract tournament participants to extend their stays and provide a customized experience versus regional alternatives.



### Plymouth County Fairgrounds

Le Mars is home to the Plymouth County Fairgrounds and annual Plymouth County Fair, drawing 110,000+ visitors annually over 5-days in July. The Fairgrounds are also transformed for two weekends in December for Pioneer Village Christmas, an attraction providing seasonal entertainment, treats, and traditional Christmas decor. Opportunities should be explored to leverage the fairground facilities for additional programming and events, such as a indoor livestock shows or cultural festivals.



### Floyd River

Greater promotion of water recreation opportunities on the Floyd River. With improved access points, navigability, and awareness, Le Mars has an opportunity to attract kayak and canoe enthusiasts to the area. Aligning this popular outdoor activity with special events or promotions could drive additional sales tax revenue, particularly on the weekends.



### Baseball Fields

Le Mars boasts six youth baseball fields. There appears to be an opportunity to increase their utilization with a concerted effort to attract traveling teams and youth baseball tournaments to the community. An organization or committee focused on regional tournament attraction could also enhance other youth sports facilities and programs (i.e. basketball, volleyball, soccer, etc.)



### Outdoor Events

Many Le Mars residents leave the community to recreate on weekends during the summer months in particular. Special consideration should be given to outdoor events (i.e. music concerts) that would help keep more residents in town during this period.



### Diversity Festival

Le Mars has a growing minority population. There are ongoing efforts to engage with this important demographic in the community. Building on Le Mars rich music traditions, perhaps there are unique opportunities to facilitate a diversity festival(s) that could be planned and supported by Le Mars' diverse populations using music as the conduit to bring people together.



### Hotels

With increased visitors, it will be important that community amenities are positioned to support and enhance the guest experience. Many participants in the community development planning process identified the need for another quality hotel in Le Mars (i.e. Hampton Inn or equivalent.) Expanded hours and additional restaurant options, including those that may offer unique entertainment opportunities (i.e. Chicken & Pickle) were identified.



### Plywood Trail

Efforts to enhance Le Mars as a regional node for bicycling enthusiasts should continue. The Plywood Trail is an integral component of the broader network of localized and regional trail networks which will provide a bucket list worthy experience for regional biking enthusiasts.



### COORDINATED COLLABORATION

Several organizations are advancing tourism in Le Mars. Primary contributors include:



CONVENTION & VISITORS BUREAU



CITY OF LE MARS



CHAMBER OF COMMERCE



WELLS ENTERPRISES



SIDE BY SIDE FOUNDATION



BROWNS FAMILY

There appears to be an opportunity to form a “Tourism Committee” comprised of the key contributors above, and others as appropriate, that would principally (1) coordinate tourism efforts by defining roles, responsibilities and expectations of key contributors, (2) raise awareness, expand resources and realize planning and event execution efficiencies, and (3) fully leverage external resources (i.e. State tourism resources) by way of a succinct, coordinated and holistic community endorsed tourism strategy.



Downtown Design Guidelines  
Facade Improvement Program  
Parking Considerations  
Pocket Parks

---

*Section 6*  
**DOWNTOWN**



## DOWNTOWN DESIGN GUIDELINES

Throughout the planning process, Downtown Le Mars was identified as one of the largest assets in the community that should be continued to be enhanced, renovated, and restored to create a “destination experience.” Residents and stakeholders felt the momentum behind downtown’s ongoing revitalization could be continued by exploring and implementing the following ideas for downtown Le Mars: downtown design guidelines, façade improvement program, parking considerations, and pocket parks.

### OVERVIEW

Design guidelines provide a clear framework that architects, designers, and developers can follow to ensure that their projects meet aesthetic and technical standards fulfilling a community’s unique vision. Guidelines can include architectural materials, window and door guidance, landscaping and urban frontage standards, and lighting among others. By setting these standards, guidelines help to facilitate consistency in design to ensure that a neighborhood, or even an entire city maintains a unified visual identity. **This not only enhances the overall appeal of the area but also assists in fostering a sense of place and identity among residents and visitors alike.** Moreover, these guidelines can address sustainability and accessibility considerations, promoting the use of eco-friendly materials, energy-efficient designs, and inclusive spaces that cater to diverse populations. The following links provide reference guidelines from other communities for Le Mars to consider as they look toward implementing design guidelines.



#### City of Dubuque Architectural Guidelines

<https://www.cityofdubuque.org/DocumentCenter/View/26769/City-of-Dubuque-Architectural-Guidelines?bidId=>



#### Coralville Architectural Guidelines

[https://www.coralville.org/DocumentCenter/View/5604/WLUA-Guidelines-08092016-p80\\_93?bidId=](https://www.coralville.org/DocumentCenter/View/5604/WLUA-Guidelines-08092016-p80_93?bidId=)



#### Syracuse City Design Standards Example Guide

<https://syracuseut.gov/DocumentCenter/View/600/Architectural-Standards-Example-Guide>

# FACADE IMPROVEMENT PROGRAM

## OVERVIEW

A facade grant initiative represents a useful and impactful tool for rejuvenating, conserving, and safeguarding downtown structures. Through financial support aimed at refurbishing elements like awnings, windows, facade masonry, or woodwork, a collaborative effort between the City and downtown business proprietors can significantly enhance the overall ambiance of the downtown area.

After an extensive assessment of facade grant programs from six cities, including Sterling, Illinois, and Keokuk, Dubuque, Ames, Knoxville, and Dyersville, Iowa, the planning team identified several commonalities:

- These programs **operate on a reimbursement basis**, necessitating building owners to initially invest in facade renovations based on program criteria and then receive reimbursement upon project completion. Building owners are also required to contribute matching funds alongside any grant funding provided by the city.
- Each program **defines specific eligible construction components**, imposing limitations on what can be covered.
- **Thorough documentation of the construction process**, including receipts of incurred expenses, is mandatory in all these programs.
- **Deadlines for commencing and concluding construction** are in place to encourage timely expenditure of grant resources.

Some cities adopt a tiered approach like Sterling, Illinois, where the potential grant award amount increases in correlation with the project's scale. Signage often plays an integral role in a building's facade, with some cities permitting its inclusion as an eligible expense, while others do not. Typically, these facade grant programs also incorporate design guidelines that focus on preserving and restoring distinctive building features specific to downtown areas.

Aside from city-funded facade grant programs, various state funding options exist for enhancing downtown facades, such as the Community Development Block Grant (CDBG) Downtown Revitalization Fund. The successful execution of a facade enhancement initiative, regardless of scale, hinges on collaboration between the City, downtown business proprietors, and other stakeholders invested in downtown development.



### *Sidewalk Cafes*

Throughout the engagement process, residents consistently expressed their desire to see the inclusion of sidewalk cafes as an addition to the downtown landscape. The current zoning regulations do not permit sidewalk seating. Revising the zoning ordinance to support sidewalk cafes is a quick win that will allow private sector activation of the public realm downtown.



# PARKING CONSIDERATIONS

Parking considerations were consistently raised throughout the engagement process, and as Le Mars continues to expand and invest in its downtown area, parking will assume an increasingly crucial role. In many communities, parking is a perception issue and not a supply issue. Quick wins are listed first in the recommendations and suggest enhancing communication related to navigating downtown and walkability. More costly parking supply tactics will take time and should be studied carefully to avoid unnecessary infrastructure. Below are recommendations for parking enhancements:

- 1 Effective Signage + Wayfinding**

Implementing clear and well-placed public parking signage and wayfinding elements is essential for ensuring a seamless and convenient parking experience in the downtown district. This saves visitors valuable time and effort and enhances their overall satisfaction.
- 2 Unified Signage + Wayfinding Policy**

Establish a unified signage and wayfinding policy system overseen by appropriate City staff or a dedicated committee. This system should align seamlessly with the City's visual character and branding objectives, ensuring consistency and coherence in all signage.
- 3 Utilize GIS-Powered Apps**

Explore the use of third-party or city-based mobile applications powered by Geographic Information Systems (GIS) to help visitors identify available parking spots and their locations in real-time. This technology can greatly enhance the efficiency of parking management.
- 4 Invest in Electric Vehicle (EV) Charging Stations**

Consider investing in Electric Vehicle (EV) charging stations within public parking areas. Numerous federal and state grants are available to support the establishment of EV charging infrastructure, promote sustainability, and accommodate the evolving needs of modern transportation.
- 5 Parking Garage Development**

Explore the feasibility of constructing a parking garage to assess and address future parking demands. Such a facility can efficiently utilize space, providing a multi-level, mixed-use solution to accommodate increasing downtown visitors.
- 6 Parking Study**

Conduct a comprehensive parking study to assess whether the existing parking infrastructure adequately meets the requirements of the downtown area. Engage with the public to gather input on their preferences and suggestions regarding downtown parking. A parking study can help ensure that parking solutions align with the community's evolving needs and aspirations.

---

By implementing these recommendations, Le Mars can effectively address its parking challenges, enhance visitor experiences, support sustainability, and promote the continued growth and vibrancy of its downtown district.

# POCKET PARKS

Downtown pocket parks offer versatile opportunities for enhancement, providing multiple approaches to their utilization. They can serve as interim activation spaces on vacant lots, hosting dynamic pop-up events, facilitating outdoor seating for downtown businesses, and contributing to the overarching greenspace vision of the community. Alternatively, these parks can be purposefully established as permanent fixtures, boasting features such as shade structures, lush greenery, captivating public art, and innovative stormwater management systems. This approach transforms the park into a bustling nucleus of downtown activities, even evolving into a standalone destination that enriches the local experience.

To effectively site and develop a pocket park, the guidance from Project for Public Spaces offers valuable insights on creating an exceptional space: 🌐 <https://www.pps.org/article/grplacefeat>

## Sociability

The key lies in cultivating an inviting atmosphere that encourages interaction among diverse groups throughout the day and into the evening.

## Uses + Activity

A well-designed pocket park should seamlessly complement the needs of downtown businesses, providing sustainable support that bolsters their activities.

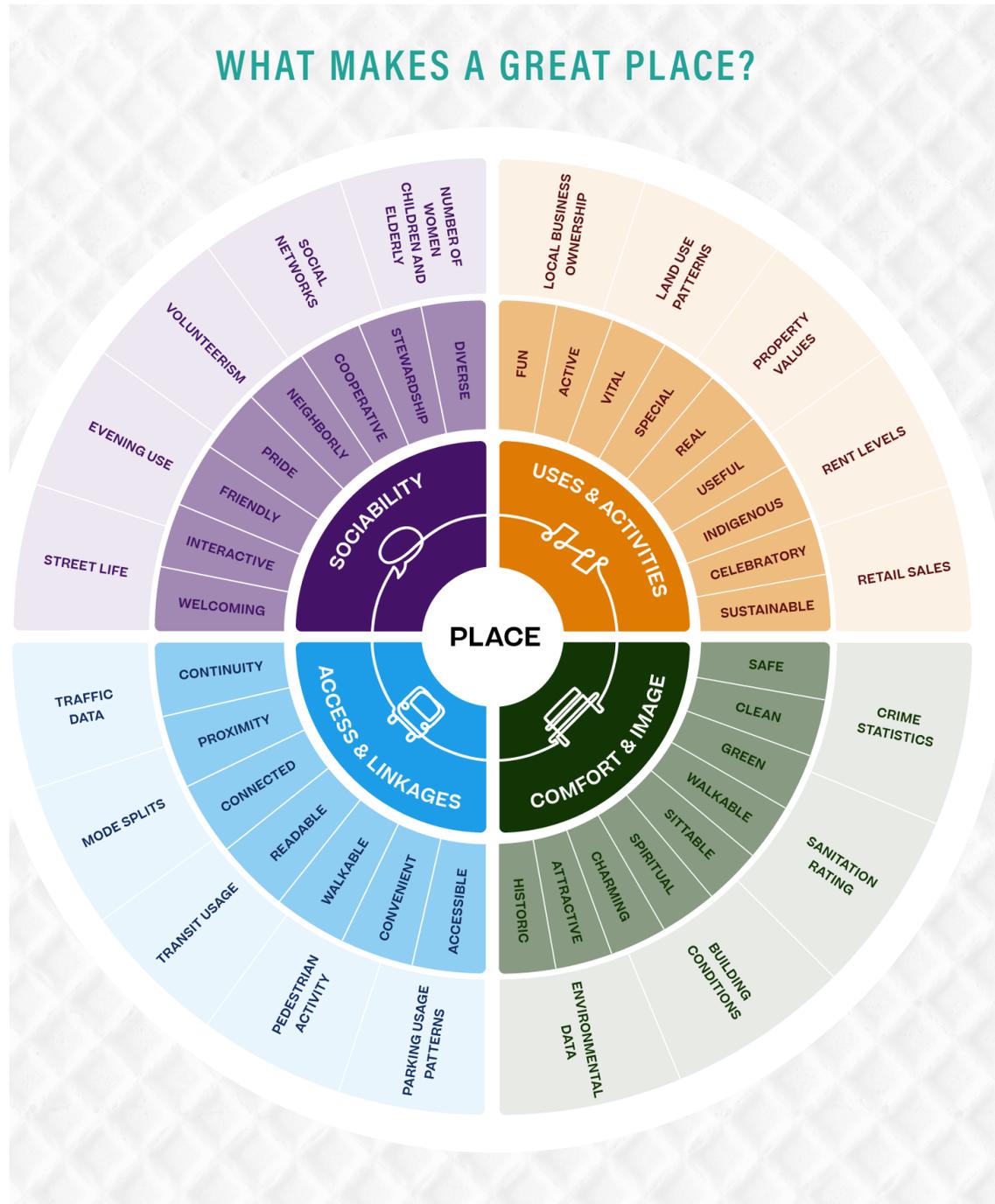
## Comfort + Image

Collaborative efforts are crucial to ensure the pocket park's safety, cleanliness, allure, and charm, making it an appealing and secure space for all.

## Access + Linkages

Careful consideration should be given to accessibility and visibility, ensuring the pocket park is conveniently located, walkable, and easily discoverable. Proximity to other attractions can further enhance its appeal.

In achieving a thriving pocket park, it's essential to thoughtfully incorporate these aspects into the planning process, harmoniously weaving together all considerations to craft a space that resonates with the community's aspirations.





Engagement Results  
Preliminary Opinion of Probable Cost to Construct  
Business 75 Memo

---

*Section 7*  
**APPENDIX**

# ENGAGEMENT RESULTS

## SUMMARY

Throughout the development of the plan, multiple groups of citizens and stakeholders were consulted. The results of these meetings were then compiled into a summary presentation that was displayed at the Plymouth County Fair. Scan the QR code below to learn more.



View the full engagement summary!  
[bit.ly/LeMarsEngagement\\_ISG](https://bit.ly/LeMarsEngagement_ISG)



### STEERING COMMITTEE MEETINGS

7 Steering Committee Meetings Over 8 Months

**11**  
STEERING  
COMMITTEE  
MEMBERS



### USER GROUP MEETINGS

January 2023

**100+**  
ATTENDEES  
OVER 2 DAYS



### OPEN HOUSE

April 2023

**130+**  
ATTENDEES





# PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**West Highway 75 Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$187,000.00	\$ 187,000.00	\$ 224,400.00
1.02	Connect to Existing Sanitary Sewer	11	EA	\$3,500.00	\$ 38,500.00	\$ 46,200.00
1.03	Sanitary Sewer, 8" PVC	11,500	LF	\$70.00	\$ 805,000.00	\$ 966,000.00
1.04	Circular Sanitary Sewer Manhole, 48"	25	EA	\$6,500.00	\$ 162,500.00	\$ 195,000.00
1.05	Connect to Existing Water Main	11	EA	\$2,000.00	\$ 22,000.00	\$ 26,400.00
1.06	Water Main, 6" C900 PVC	12,000	LF	\$65.00	\$ 780,000.00	\$ 936,000.00
1.07	Hydrant Assembly	24	EA	\$6,500.00	\$ 156,000.00	\$ 187,200.00
1.08	Rectangular Single Grate Intake	35	EA	\$5,000.00	\$ 175,000.00	\$ 210,000.00
1.09	Storm Sewer, RCP	9,750	LF	\$75.00	\$ 731,250.00	\$ 877,500.00
<b>Subtotal:</b>					<b>\$ 3,057,250.00</b>	<b>\$ 3,668,700.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 764,312.50</i>	<i>\$ 917,175.00</i>
<b>TOTAL:</b>					<b>\$ 3,821,562.50</b>	<b>\$ 4,585,875.00</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$529,000.00	\$ 529,000.00	\$ 634,800.00
2.02	Pedestrian Trail	5,400	TN	\$145.00	\$ 783,000.00	\$ 939,600.00
2.03	6" PCC Pavement, Integral Curb and Gutter	28,000	SY	\$85.00	\$ 2,380,000.00	\$ 2,856,000.00
2.04	Aggregate Subbase, 6"	16,600	SY	\$25.00	\$ 415,000.00	\$ 498,000.00
2.05	Subgrade Preparation	62,075	SY	\$3.00	\$ 186,225.00	\$ 223,470.00
2.06	Strip, Salvage, and Spread Topsoil	5,755	CY	\$10.00	\$ 57,550.00	\$ 69,060.00
2.07	Common Excavation	350,000	CY	\$10.00	\$ 3,500,000.00	\$ 4,200,000.00
2.08	Seeding	30	AC	\$7,500.00	\$ 225,000.00	\$ 270,000.00
2.09	Deciduous Tree, Furnish and Plant	700	EA	\$850.00	\$ 595,000.00	\$ 714,000.00
<b>Subtotal:</b>					<b>\$ 8,670,775.00</b>	<b>\$ 10,404,930.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 2,167,693.75</i>	<i>\$ 2,601,232.50</i>
<b>TOTAL:</b>					<b>\$ 10,838,468.75</b>	<b>\$ 13,006,162.50</b>

**TOTAL PUBLIC IMPROVEMENTS**      \$ 14,660,031.25    \$ 17,592,037.50



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**East Highway 75 Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$458,000.00	\$ 458,000.00	\$ 549,600.00
1.02	Connect to Existing Sanitary Sewer	6	EA	\$3,500.00	\$ 21,000.00	\$ 25,200.00
1.03	Sanitary Sewer, 8" PVC	29,000	LF	\$70.00	\$ 2,030,000.00	\$ 2,436,000.00
1.04	Circular Sanitary Sewer Manhole, 48"	75	EA	\$6,500.00	\$ 487,500.00	\$ 585,000.00
1.05	Connect to Existing Water Main	6	EA	\$2,000.00	\$ 12,000.00	\$ 14,400.00
1.06	Water Main, 6" C900 PVC	29,000	LF	\$65.00	\$ 1,885,000.00	\$ 2,262,000.00
1.07	Hydrant Assembly	60	EA	\$6,500.00	\$ 390,000.00	\$ 468,000.00
1.08	Rectangular Single Grate Intake	70	EA	\$5,000.00	\$ 350,000.00	\$ 420,000.00
1.09	Storm Sewer, RCP	25,000	LF	\$75.00	\$ 1,875,000.00	\$ 2,250,000.00
<b>Subtotal:</b>					<b>\$ 7,508,500.00</b>	<b>\$ 9,010,200.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 1,877,125.00</i>	<i>\$ 2,252,550.00</i>
<b>TOTAL:</b>					<b>\$ 9,385,625.00</b>	<b>\$ 11,262,750.00</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$961,000.00	\$ 961,000.00	\$ 1,153,200.00
2.02	Pedestrian Trail	7,425	TN	\$145.00	\$ 1,076,625.00	\$ 1,291,950.00
2.03	6" PCC Pavement, Integral Curb and Gutter	75,000	SY	\$85.00	\$ 6,375,000.00	\$ 7,650,000.00
2.04	Aggregate Subbase, 6"	38,600	SY	\$25.00	\$ 965,000.00	\$ 1,158,000.00
2.05	Subgrade Preparation	137,255	SY	\$3.00	\$ 411,765.00	\$ 494,118.00
2.06	Strip, Salvage, and Spread Topsoil	15,400	CY	\$10.00	\$ 154,000.00	\$ 184,800.00
2.07	Common Excavation	472,000	CY	\$10.00	\$ 4,720,000.00	\$ 5,664,000.00
2.08	Seeding	145	AC	\$7,500.00	\$ 1,087,500.00	\$ 1,305,000.00
<b>Subtotal:</b>					<b>\$ 15,750,890.00</b>	<b>\$ 18,901,068.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 3,937,722.50</i>	<i>\$ 4,725,267.00</i>
<b>TOTAL:</b>					<b>\$ 19,688,612.50</b>	<b>\$ 23,626,335.00</b>

**TOTAL PUBLIC IMPROVEMENTS** \$ 29,074,237.50 \$ 34,889,085.00



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**Industrial South Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$161,000.00	\$ 161,000.00	\$ 193,200.00
1.02	Connect to Existing Sanitary Sewer	5	EA	\$3,500.00	\$ 17,500.00	\$ 21,000.00
1.03	Sanitary Sewer, 8" PVC	9,400	LF	\$70.00	\$ 658,000.00	\$ 789,600.00
1.04	Circular Sanitary Sewer Manhole, 48"	25	EA	\$6,500.00	\$ 162,500.00	\$ 195,000.00
1.05	Connect to Existing Water Main	5	EA	\$2,000.00	\$ 10,000.00	\$ 12,000.00
1.06	Water Main, 6" C900 PVC	9,925	LF	\$65.00	\$ 645,125.00	\$ 774,150.00
1.07	Hydrant Assembly	20	EA	\$6,500.00	\$ 130,000.00	\$ 156,000.00
1.08	Rectangular Single Grate Intake	30	EA	\$5,000.00	\$ 150,000.00	\$ 180,000.00
1.09	Storm Sewer, RCP	9,400	LF	\$75.00	\$ 705,000.00	\$ 846,000.00
<b>Subtotal:</b>					<b>\$ 2,639,125.00</b>	<b>\$ 3,166,950.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 659,781.25</i>	<i>\$ 791,737.50</i>
<b>TOTAL:</b>					<b>\$ 3,298,906.25</b>	<b>\$ 3,958,687.50</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$387,000.00	\$ 387,000.00	\$ 464,400.00
2.02	8" PCC Pavement, Integral Curb and Gutter	23,175	SY	\$95.00	\$ 2,201,625.00	\$ 2,641,950.00
2.03	Aggregate Subbase, 6"	10,050	SY	\$25.00	\$ 251,250.00	\$ 301,500.00
2.04	Subgrade Preparation	33,000	SY	\$3.00	\$ 99,000.00	\$ 118,800.00
2.05	Strip, Salvage, and Spread Topsoil	4,800	CY	\$10.00	\$ 48,000.00	\$ 57,600.00
2.06	Common Excavation	335,000	CY	\$10.00	\$ 3,350,000.00	\$ 4,020,000.00
<b>Subtotal:</b>					<b>\$ 6,336,875.00</b>	<b>\$ 7,604,250.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 1,584,218.75</i>	<i>\$ 1,901,062.50</i>
<b>TOTAL:</b>					<b>\$ 7,921,093.75</b>	<b>\$ 9,505,312.50</b>

**TOTAL PUBLIC IMPROVEMENTS** \$ 11,220,000.00 \$ 13,464,000.00



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**Parkview Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$127,000.00	\$ 127,000.00	\$ 152,400.00
1.02	Connect to Existing Sanitary Sewer	3	EA	\$3,500.00	\$ 10,500.00	\$ 12,600.00
1.03	Sanitary Sewer, 8" PVC	7,700	LF	\$70.00	\$ 539,000.00	\$ 646,800.00
1.04	Circular Sanitary Sewer Manhole, 48"	20	EA	\$6,500.00	\$ 130,000.00	\$ 156,000.00
1.05	Connect to Existing Water Main	2	EA	\$2,000.00	\$ 4,000.00	\$ 4,800.00
1.06	Water Main, 6" C900 PVC	7,700	LF	\$65.00	\$ 500,500.00	\$ 600,600.00
1.07	Hydrant Assembly	16	EA	\$6,500.00	\$ 104,000.00	\$ 124,800.00
1.08	Rectangular Single Grate Intake	20	EA	\$5,000.00	\$ 100,000.00	\$ 120,000.00
1.09	Storm Sewer, RCP	7,500	LF	\$75.00	\$ 562,500.00	\$ 675,000.00
<b>Subtotal:</b>					<b>\$ 2,077,500.00</b>	<b>\$ 2,493,000.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 519,375.00</i>	<i>\$ 623,250.00</i>
<b>TOTAL:</b>					<b>\$ 2,596,875.00</b>	<b>\$ 3,116,250.00</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$173,000.00	\$ 173,000.00	\$ 207,600.00
2.02	Pedestrian Trail	1,625	TN	\$145.00	\$ 235,625.00	\$ 282,750.00
2.03	6" PCC Pavement, Integral Curb and Gutter	18,000	SY	\$85.00	\$ 1,530,000.00	\$ 1,836,000.00
2.04	Aggregate Subbase, 6"	9,150	SY	\$25.00	\$ 228,750.00	\$ 274,500.00
2.05	Subgrade Preparation	32,350	SY	\$3.00	\$ 97,050.00	\$ 116,460.00
2.06	Strip, Salvage, and Spread Topsoil	3,750	CY	\$10.00	\$ 37,500.00	\$ 45,000.00
2.07	Common Excavation	45,000	CY	\$10.00	\$ 450,000.00	\$ 540,000.00
2.08	Seeding	12	AC	\$7,500.00	\$ 90,000.00	\$ 108,000.00
<b>Subtotal:</b>					<b>\$ 2,841,925.00</b>	<b>\$ 3,410,310.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 710,481.25</i>	<i>\$ 852,577.50</i>
<b>TOTAL:</b>					<b>\$ 3,552,406.25</b>	<b>\$ 4,262,887.50</b>

**TOTAL PUBLIC IMPROVEMENTS**    \$ 6,149,281.25    \$ 7,379,137.50



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**Erdmanville Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$27,000.00	\$ 27,000.00	\$ 32,400.00
1.02	Connect to Existing Sanitary Sewer	2	EA	\$3,500.00	\$ 7,000.00	\$ 8,400.00
1.03	Sanitary Sewer, 8" PVC	1,350	LF	\$70.00	\$ 94,500.00	\$ 113,400.00
1.04	Circular Sanitary Sewer Manhole, 48"	7	EA	\$6,500.00	\$ 45,500.00	\$ 54,600.00
1.05	Connect to Existing Water Main	2	EA	\$2,000.00	\$ 4,000.00	\$ 4,800.00
1.06	Water Main, 6" C900 PVC	1,400	LF	\$65.00	\$ 91,000.00	\$ 109,200.00
1.07	Hydrant Assembly	3	EA	\$6,500.00	\$ 19,500.00	\$ 23,400.00
1.08	Rectangular Single Grate Intake	12	EA	\$5,000.00	\$ 60,000.00	\$ 72,000.00
1.09	Storm Sewer, RCP	1,300	LF	\$75.00	\$ 97,500.00	\$ 117,000.00
<b>Subtotal:</b>					<b>\$ 446,000.00</b>	<b>\$ 535,200.00</b>
25% contingency, design, permitting + testing fees:					\$ 111,500.00	\$ 133,800.00
<b>TOTAL:</b>					<b>\$ 557,500.00</b>	<b>\$ 669,000.00</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$51,000.00	\$ 51,000.00	\$ 61,200.00
2.02	Pedestrian Trail	490	TN	\$145.00	\$ 71,050.00	\$ 85,260.00
2.03	Asphalt Concrete Pavement, 4"	1,500	TN	\$145.00	\$ 217,500.00	\$ 261,000.00
2.04	Aggregate Subbase, 6"	7,250	SY	\$25.00	\$ 181,250.00	\$ 217,500.00
2.05	Subgrade Preparation	10,015	SY	\$3.00	\$ 30,045.00	\$ 36,054.00
2.06	Strip, Salvage, and Spread Topsoil	1,150	CY	\$10.00	\$ 11,500.00	\$ 13,800.00
2.07	Concrete Curb and Gutter	3,000	LF	\$45.00	\$ 135,000.00	\$ 162,000.00
2.08	Pavement Markings	2,000	LF	\$1.00	\$ 2,000.00	\$ 2,400.00
2.09	Common Excavation	7,000	CY	\$10.00	\$ 70,000.00	\$ 84,000.00
2.10	Deciduous Tree, Furnish and Plant	50	EA	\$850.00	\$ 42,500.00	\$ 51,000.00
2.11	Seeding	3	AC	\$7,500.00	\$ 22,500.00	\$ 27,000.00
<b>Subtotal:</b>					<b>\$ 834,345.00</b>	<b>\$ 1,001,214.00</b>
25% contingency, design, permitting + testing fees:					\$ 208,586.25	\$ 250,303.50
<b>TOTAL:</b>					<b>\$ 1,042,931.25</b>	<b>\$ 1,251,517.50</b>

**TOTAL PUBLIC IMPROVEMENTS** \$ 1,600,431.25 \$ 1,920,517.50



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**PGA North Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$106,000.00	\$ 106,000.00	\$ 127,200.00
1.02	Connect to Existing Sanitary Sewer	2	EA	\$3,500.00	\$ 7,000.00	\$ 8,400.00
1.03	Sanitary Sewer, 8" PVC	6,600	LF	\$70.00	\$ 462,000.00	\$ 554,400.00
1.04	Circular Sanitary Sewer Manhole, 48"	16	EA	\$6,500.00	\$ 104,000.00	\$ 124,800.00
1.05	Connect to Existing Water Main	2	EA	\$2,000.00	\$ 4,000.00	\$ 4,800.00
1.06	Water Main, 6" C900 PVC	6,600	LF	\$65.00	\$ 429,000.00	\$ 514,800.00
1.07	Hydrant Assembly	13	EA	\$6,500.00	\$ 84,500.00	\$ 101,400.00
1.08	Rectangular Single Grate Intake	12	EA	\$5,000.00	\$ 60,000.00	\$ 72,000.00
1.09	Storm Sewer, RCP	6,500	LF	\$75.00	\$ 487,500.00	\$ 585,000.00
<b>Subtotal:</b>					<b>\$ 1,744,000.00</b>	<b>\$ 2,092,800.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 436,000.00</i>	<i>\$ 523,200.00</i>
<b>TOTAL:</b>					<b>\$ 2,180,000.00</b>	<b>\$ 2,616,000.00</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$178,000.00	\$ 178,000.00	\$ 213,600.00
2.02	Pedestrian Trail	2,320	TN	\$145.00	\$ 336,400.00	\$ 403,680.00
2.03	6" PCC Pavement, Integral Curb and Gutter	15,400	SY	\$85.00	\$ 1,309,000.00	\$ 1,570,800.00
2.04	Aggregate Subbase, 6"	8,625	SY	\$25.00	\$ 215,625.00	\$ 258,750.00
2.05	Subgrade Preparation	31,550	SY	\$3.00	\$ 94,650.00	\$ 113,580.00
2.06	Strip, Salvage, and Spread Topsoil	3,180	CY	\$10.00	\$ 31,800.00	\$ 38,160.00
2.07	Common Excavation	70,000	CY	\$10.00	\$ 700,000.00	\$ 840,000.00
2.08	Seeding	7	AC	\$7,500.00	\$ 52,500.00	\$ 63,000.00
<b>Subtotal:</b>					<b>\$ 2,917,975.00</b>	<b>\$ 3,501,570.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 729,493.75</i>	<i>\$ 875,392.50</i>
<b>TOTAL:</b>					<b>\$ 3,647,468.75</b>	<b>\$ 4,376,962.50</b>

**TOTAL PUBLIC IMPROVEMENTS**    \$ 5,827,468.75    \$ 6,992,962.50



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**East Side Senior Marketed Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$639,000.00	\$ 639,000.00	\$ 766,800.00
1.02	Connect to Existing Sanitary Sewer	5	EA	\$3,500.00	\$ 17,500.00	\$ 21,000.00
1.03	Sanitary Sewer, 8" PVC	39,000	LF	\$70.00	\$ 2,730,000.00	\$ 3,276,000.00
1.04	Circular Sanitary Sewer Manhole, 48"	100	EA	\$6,500.00	\$ 650,000.00	\$ 780,000.00
1.05	Connect to Existing Water Main	5	EA	\$2,000.00	\$ 10,000.00	\$ 12,000.00
1.06	Water Main, 6" C900 PVC	40,000	LF	\$65.00	\$ 2,600,000.00	\$ 3,120,000.00
1.07	Hydrant Assembly	80	EA	\$6,500.00	\$ 520,000.00	\$ 624,000.00
1.08	Rectangular Single Grate Intake	90	EA	\$5,000.00	\$ 450,000.00	\$ 540,000.00
1.09	Storm Sewer, RCP	38,000	LF	\$75.00	\$ 2,850,000.00	\$ 3,420,000.00
<b>Subtotal:</b>					<b>\$ 10,466,500.00</b>	<b>\$ 12,559,800.00</b>
25% contingency, design, permitting + testing fees:					\$ 2,616,625.00	\$ 3,139,950.00
<b>TOTAL:</b>					<b>\$ 13,083,125.00</b>	<b>\$ 15,699,750.00</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$1,074,000.00	\$ 1,074,000.00	\$ 1,288,800.00
2.02	Pedestrian Trail	8,300	TN	\$145.00	\$ 1,203,500.00	\$ 1,444,200.00
2.03	6" PCC Pavement, Integral Curb and Gutter	93,885	SY	\$85.00	\$ 7,980,225.00	\$ 9,576,270.00
2.04	Aggregate Subbase, 6"	47,675	SY	\$25.00	\$ 1,191,875.00	\$ 1,430,250.00
2.05	Subgrade Preparation	168,350	SY	\$3.00	\$ 505,050.00	\$ 606,060.00
2.06	Strip, Salvage, and Spread Topsoil	19,375	CY	\$10.00	\$ 193,750.00	\$ 232,500.00
2.07	Common Excavation	395,000	CY	\$10.00	\$ 3,950,000.00	\$ 4,740,000.00
2.08	Deciduous Tree, Furnish and Plant	1,400	EA	\$850.00	\$ 1,190,000.00	\$ 1,428,000.00
2.09	Seeding	41	AC	\$7,500.00	\$ 307,500.00	\$ 369,000.00
<b>Subtotal:</b>					<b>\$ 17,595,900.00</b>	<b>\$ 21,115,080.00</b>
25% contingency, design, permitting + testing fees:					\$ 4,398,975.00	\$ 5,278,770.00
<b>TOTAL:</b>					<b>\$ 21,994,875.00</b>	<b>\$ 26,393,850.00</b>

**TOTAL PUBLIC IMPROVEMENTS**    \$ 35,078,000.00    \$ 42,093,600.00



**LE MARS COMMUNITY DEVELOPMENT PLAN**  
LE MARS, IA  
**PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT**

**East Side Housing Cost Estimate**

August 23, 2023

1 Utilities						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$721,000.00	\$ 721,000.00	\$ 865,200.00
1.02	Connect to Existing Sanitary Sewer	6	EA	\$3,500.00	\$ 21,000.00	\$ 25,200.00
1.03	Sanitary Sewer, 8" PVC	45,000	LF	\$70.00	\$ 3,150,000.00	\$ 3,780,000.00
1.04	Circular Sanitary Sewer Manhole, 48"	115	EA	\$6,500.00	\$ 747,500.00	\$ 897,000.00
1.05	Connect to Existing Water Main	6	EA	\$2,000.00	\$ 12,000.00	\$ 14,400.00
1.06	Water Main, 6" C900 PVC	45,000	LF	\$65.00	\$ 2,925,000.00	\$ 3,510,000.00
1.07	Hydrant Assembly	90	EA	\$6,500.00	\$ 585,000.00	\$ 702,000.00
1.08	Rectangular Single Grate Intake	100	EA	\$5,000.00	\$ 500,000.00	\$ 600,000.00
1.09	Storm Sewer, RCP	42,000	LF	\$75.00	\$ 3,150,000.00	\$ 3,780,000.00
<b>Subtotal:</b>					<b>\$ 11,811,500.00</b>	<b>\$ 14,173,800.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 2,952,875.00</i>	<i>\$ 3,543,450.00</i>
<b>TOTAL:</b>					<b>\$ 14,764,375.00</b>	<b>\$ 17,717,250.00</b>

2 Paved/Green Areas						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$1,206,000.00	\$ 1,206,000.00	\$ 1,447,200.00
2.02	Pedestrian Trail	12,200	TN	\$145.00	\$ 1,769,000.00	\$ 2,122,800.00
2.03	6" PCC Pavement, Integral Curb and Gutter	105,445	SY	\$85.00	\$ 8,962,825.00	\$ 10,755,390.00
2.04	Aggregate Subbase, 6"	55,925	SY	\$25.00	\$ 1,398,125.00	\$ 1,677,750.00
2.05	Subgrade Preparation	200,850	SY	\$3.00	\$ 602,550.00	\$ 723,060.00
2.06	Strip, Salvage, and Spread Topsoil	21,760	CY	\$10.00	\$ 217,600.00	\$ 261,120.00
2.07	Common Excavation	548,000	CY	\$10.00	\$ 5,480,000.00	\$ 6,576,000.00
2.08	Seeding	16	AC	\$7,500.00	\$ 120,000.00	\$ 144,000.00
<b>Subtotal:</b>					<b>\$ 19,756,100.00</b>	<b>\$ 23,707,320.00</b>
<i>25% contingency, design, permitting + testing fees:</i>					<i>\$ 4,939,025.00</i>	<i>\$ 5,926,830.00</i>
<b>TOTAL:</b>					<b>\$ 24,695,125.00</b>	<b>\$ 29,634,150.00</b>

**TOTAL PUBLIC IMPROVEMENTS**    \$ 39,459,500.00    \$ 47,351,400.00



LE MARS COMMUNITY DEVELOPMENT PLAN  
LE MARS, IA  
PRELIMINARY OPINION OF PROBABLE COST TO CONSTRUCT

O'Toole Cost Estimate

August 23, 2023

1 General Construction						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
1.01	Mobilization	1	LS	\$7,000.00	\$ 7,000.00	\$ 8,400.00
1.02	Erosion Control Measures	1	LS	\$7,000.00	\$ 7,000.00	\$ 8,400.00
1.03	Earthwork	1	LS	\$25,000.00	\$ 25,000.00	\$ 30,000.00
1.04	Utility Adjustments	1	LS	\$30,000.00	\$ 30,000.00	\$ 36,000.00
1.05	Site Lighting and Electrical	1	LS	\$50,000.00	\$ 50,000.00	\$ 60,000.00
<b>Subtotal:</b>					<b>\$ 119,000.00</b>	<b>\$ 142,800.00</b>
25% contingency, design, permitting + testing fees:					\$ 29,750.00	\$ 35,700.00
<b>TOTAL:</b>					<b>\$ 148,750.00</b>	<b>\$ 178,500.00</b>

2 Features and Building						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
2.01	Mobilization	1	LS	\$133,000.00	\$ 133,000.00	\$ 159,600.00
2.02	Destination Splash Pad	1	LS	\$400,000.00	\$ 400,000.00	\$ 480,000.00
2.03	Poured-in-Place Surfacing	5,858	SF	\$25.00	\$ 146,450.00	\$ 175,740.00
2.04	PCC Subslab, 5" Depth	5,858	SF	\$10.00	\$ 58,580.00	\$ 70,296.00
2.05	6" Modified Subbase	5,858	SF	\$1.50	\$ 8,787.00	\$ 10,544.40
2.06	Destination Playground	1	LS	\$300,000.00	\$ 300,000.00	\$ 360,000.00
2.07	Enclosed Building	1,500	SF	\$600.00	\$ 900,000.00	\$ 1,080,000.00
2.08	Pergola	875	SF	\$270.00	\$ 236,250.00	\$ 283,500.00
<b>Subtotal:</b>					<b>\$ 2,183,067.00</b>	<b>\$ 2,619,680.40</b>
25% contingency, design, permitting + testing fees:					\$ 545,766.75	\$ 654,920.10
<b>TOTAL:</b>					<b>\$ 2,728,833.75</b>	<b>\$ 3,274,600.50</b>

3 Furnishings						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
3.01	Mobilization	1	EA	\$6,000.00	\$ 6,000.00	\$ 7,200.00
3.02	Trash Receptacles	2	EA	\$1,500.00	\$ 3,000.00	\$ 3,600.00
3.03	Bike Racks	6	EA	\$600.00	\$ 3,600.00	\$ 4,320.00
3.04	Picnic Tables	5	EA	\$4,500.00	\$ 22,500.00	\$ 27,000.00
3.05	Seat Walls	252	LF	\$200.00	\$ 50,400.00	\$ 60,480.00
3.06	Shade Umbrellas	3	EA	\$2,885.00	\$ 8,655.00	\$ 10,386.00
<b>Subtotal:</b>					<b>\$ 94,155.00</b>	<b>\$ 112,986.00</b>
25% contingency, design, permitting + testing fees:					\$ 23,538.75	\$ 28,246.50
<b>TOTAL:</b>					<b>\$ 117,693.75</b>	<b>\$ 141,232.50</b>

4 On Street Parking						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
4.01	Mobilization	1	LS	\$5,000.00	\$ 5,000.00	\$ 6,000.00
4.02	Parking Lot - 5" Depth PCC	3,650	SF	\$10.00	\$ 36,500.00	\$ 43,800.00
4.03	Parking Lot 7" Modified Subbase	3,650	SF	\$8.50	\$ 31,025.00	\$ 37,230.00
4.04	Parking Lot Striping	198	LF	\$1.00	\$ 198.00	\$ 237.60
4.05	Concrete Curb and Gutter	210	LF	\$30.00	\$ 6,300.00	\$ 7,560.00
<b>Subtotal:</b>					<b>\$ 79,023.00</b>	<b>\$ 94,827.60</b>
25% contingency, design, permitting + testing fees:					\$ 19,755.75	\$ 23,706.90
<b>TOTAL:</b>					<b>\$ 98,778.75</b>	<b>\$ 118,534.50</b>

5 Sidewalks						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
5.01	Mobilization	1	LS	\$7,000.00	\$ 7,000.00	\$ 8,400.00
5.02	4" Depth PCC Walks	11,150	SF	\$8.50	\$ 94,775.00	\$ 113,730.00
5.03	6" Modified Subbase	11,150	SF	\$1.50	\$ 16,725.00	\$ 20,070.00
<b>Subtotal:</b>					<b>\$ 118,500.00</b>	<b>\$ 142,200.00</b>
25% contingency, design, permitting + testing fees:					\$ 29,625.00	\$ 35,550.00
<b>TOTAL:</b>					<b>\$ 148,125.00</b>	<b>\$ 177,750.00</b>

6 Restoration and Landscaping						
No.	Improvement Item	Quantity	Unit	Unit Price	Cost Range	
					Low	High (+20%)
6.01	Mobilization	1	LS	\$12,000.00	\$ 12,000.00	\$ 14,400.00
6.02	Seeding	0.14	AC	\$7,500.00	\$ 1,050.00	\$ 1,260.00
6.03	Shade Tree	6	EA	\$750.00	\$ 4,500.00	\$ 5,400.00
6.04	Understory Tree	4	SF	\$600.00	\$ 2,400.00	\$ 2,880.00
6.05	Landscaping with Mulch	5,883	SF	\$30.00	\$ 176,490.00	\$ 211,788.00
<b>Subtotal:</b>					<b>\$ 196,440.00</b>	<b>\$ 235,728.00</b>
25% contingency, design, permitting + testing fees:					\$ 49,110.00	\$ 58,932.00
<b>TOTAL:</b>					<b>\$ 245,550.00</b>	<b>\$ 294,660.00</b>

**TOTAL PUBLIC IMPROVEMENTS** \$ 3,487,731.25 \$ 4,185,277.50

# BUSINESS 75 MEMO

## Connection between Business US75 Corridor Plan/Le Mars Community Development Plan



**To:** City of Le Mars, Iowa  
**From:** ISG Inc.  
**Date:** October 3, 2023  
**Subject:** Business 75 Corridor Plan/Le Mars Community Development Plan

### EXECUTIVE SUMMARY

In the process of developing the Le Mars Community Development Plan, ISG was tasked with analyzing a previously completed traffic study for Business 75 and incorporate the findings into the plan. This memo is intended to summarize public input gathered through community engagement, provide understanding on how these comments impact the community as a whole, provide understanding of the interaction between the corridor study & proposed community development plan, and provide recommendations on future studies or considerations.

#### Business 75 Corridor Study (Completed by others)

In 2022, The City of Le Mars made a request to assess the safety and operations of the Business US 75 4-lane corridor within the city, along with studying specific intersections. In response, Snyder & Associates developed a corridor plan for Business 75 that analyzed existing infrastructure, traffic data, and crash history. The following projects and cost estimates were identified:

Recommendations	Cost Estimate	Notes
Reconfigure Business US 75 as a 3-lane corridor from 12 <sup>th</sup> Street SW north to 3 <sup>rd</sup> Street NW	\$260,000 (+ \$40,000-\$60,000 / each for 3 potential corner impacts <sup>3</sup> )	<ul style="list-style-type: none"> <li>Remove and/or Install New Pavement Markings and Signs</li> <li>Signal Cabinet Modificaitons and select mast-arm replacement <sup>4</sup></li> </ul>
Reconfigure Business US 75 & 6 <sup>th</sup> Avenue SW intersection by closing west/'fifth' leg of 6 <sup>th</sup> Street SW	\$70,000	<ul style="list-style-type: none"> <li>West-leg Pavement Removal, Sidewalk Extension and Surface Restoration</li> <li>Signal Modifications</li> </ul>
Construct traffic signal at 24 <sup>th</sup> Street SW	\$300,000	<ul style="list-style-type: none"> <li>Signal warrant dependent on re-routing traffic from 18<sup>th</sup> Street SW intersection</li> <li>Rail preemption likley not necessary due to moderate queue lenghts and 300 ft setback per MUTCD Chapter 8C.09</li> </ul>

The information below provides additional information on the proposed projects:

#### BUSINESS US 75 CORRIDOR LANE CONFIGURATION

- Reconfigure Business US 75 (5th Avenue SW/Hawkeye Avenue SW) as a 3-lane corridor with two-way left turn lane from 12th Street SW to north end urban-to-rural median transition at 3rd Street NW.

## Connection between Business US75 Corridor Plan/Le Mars Community Development Plan

ISG

- The 3-lane could be extended from 24th Street SW to south of 12th Street SW. Potential benefits include traffic calming and left turn lane at 24th. Also, if safety issues occur at 24th Street SW signal with a 4-lane, an upstream southbound lane drop/shift could be striped to develop a left turn lane at the intersection.
- From south of 12th Street SW north to 4th Street SW, due to limited accesses on east side of Business US 75, mark as 3-lane corridor with southbound shoulder serving as right turn lane at public street intersections.
  - Align lanes with existing "joint lines". Specifically, align northbound lane with existing northbound outside lane; align two-way left turn lane with existing northbound inside lane; align southbound lane with existing southbound inside lane; mark existing southbound outside lane as a shoulder with right turn lane at public street intersections.
- From 4th Street SW north to 3rd Street NW, mark as 3-lane corridor with center left turn lane in center of existing roadway.

### BUSINESS US 75 & 6TH STREET SW/6TH AVENUE SW INTERSECTION

- Modify west leg to close 6th Street SW to local traffic only between the 7th Avenue SW and the alley west of Dairy Queen. Restore with grass and sidewalk connection.
  - Operate the Business US 75 & 6th Avenue signal as two-phase signal.
- Local traffic accessing Business US 75 will route to the remaining north signal leg at 6th Avenue SW, or via local streets to 4th Street SW traffic signal. These signals have adequate capacity for additional traffic.

### TRAFFIC SIGNAL AT BUSINESS US 75 & 18TH STREET SW OR 24TH STREET SW

- Do not construct a traffic signal at 18th Street SW due to lack of queue storage between Business US 75 and railroad and Lincoln Avenue frontage road.
- Construct a traffic signal at 24th Street SW, which provides adequate queue storage to railroad and Lincoln Avenue.
  - Strongly consider closing 18th Street SW intersection routing industrial traffic via 24th Street SW and Industrial Road to the traffic signal at 24th Street SW. May also consider maintaining access for fire/emergency, possible with one-way narrowing or gates, convert to gravel, etc.

# Connection between Business US75 Corridor Plan/Le Mars Community Development Plan



## LE MARS COMMUNITY DEVELOPMENT PLAN

### Housing

The Le Mars Community Development Plan has identified seven future residential development expansions primarily located on the east, west and north side of the current housing network. These residential expansions include a mix of density, senior options, and parks. As Le Mars continues to grow outward, it becomes necessary to ensure that the transportation infrastructure can accommodate increased daily traffic and its impact on the functionality of the Business 75 corridor.

Currently, the daily traffic volume on Business 75 varies between 6,500 and 9,400 vehicles. A 3-lane corridor has the capacity to accommodate up to 20,000 daily drivers, indicating the viability of the proposed conversion from a 4-lane to a 3-lane corridor. However, it is essential for the city to conduct further assessments on particular intersections that might experience heightened traffic due to residential growth. As new neighborhoods emerge, it will be important to conduct traffic signal studies and make necessary adjustments to signal timing to ensure the smooth flow of traffic. Particularly, the proposed closure of 6<sup>th</sup> Street SW access to BUS 75 and how it affects intersections altered by the re-route.

Similar to vehicle traffic, bicycle and pedestrian traffic will also increase from additional residential expansions. Connection between new housing developments and businesses on BUS 75 should be considered. Two intersections that the city has observed to be problematic is 12<sup>th</sup> Street SW/Lincoln Street SW and 12<sup>th</sup> Street SW/BUS 75. As more residential sections are built, these intersections will see increased foot traffic to key business located on the west side of BUS 75. The City currently has a strong existing trail network, so connections to new development will be manageable with short trail/sidewalk segments. Also, with the 4-3 lane conversion, additional roadway capacity could be used to establish a protected bike lane.

The identified future residential expansions include:

- West Highway 75
  - This site is a mixture of uses that look to take advantage of the high visibility and access of Highway 75 with existing commercial to the south and east. Envisioned as a potential regional shopping and recreation destination, this site master plan arranges commercial uses to the north and south with new low and medium density residential in between. A combination of open space to the east and pedestrian trails running north and south are planned amenities.
- East Highway 75
  - This site is a blend of uses to merge the high visibility and access of Highway 75 with commercial to the north and housing to the south. This site's master plan envisions a large park / open space along the eastern side to utilize the low, wet floodplain of the Floyd River for passive recreation and nature trails. A combination of low and medium density housing to the south with some commercial and mix used housing to the north is planned. Pedestrian trails connect the entire development allowing for increased walkability and access.
- Parkview
  - This neighborhood is envisioned as a medium density residential development with smaller, more affordable footprints. Increased open space and a green buffer along the riverfront allows for an expanded network of trails to create additional amenities for community gathering and active living.
- Erdmanville
  - This concept is envisioned as a blend of mixed use and higher density residential and ties into existing housing in the area. Open space surrounds the development with a larger open space to the northeast. Pedestrian trails are planned and will allow for increased walkability and a connection to the existing riverfront trail.
- PGA Drive North

## Connection between Business US75 Corridor Plan/Le Mars Community Development Plan



- This neighborhood is largely made up of medium density residential with some low density residential on the west side of the development. A combination of trails, greenways and a simple road layout help connect to existing housing and the planned park to the southeast.
- East Side (Senior Marketed)
  - This neighborhood is envisioned as a blend of senior marketed housing to the north, with low and medium density housing surrounding it. A simple grid style road network allows for easy access by car. A network of pedestrian trails combined with large open spaces allow for a variety of outdoor activities throughout the planned development. An expansion of the cemetery is planned along the western side of the site.
- East Side
  - This neighborhood is a blend of medium and low density residential. Greenways extend from a central open space and run north, east, and west. Trails and walkways are planned throughout the entire site creating a walkable community that easily connects to existing neighborhoods.

### Industrial

The Community Development Plan has also identified a future industrial expansion located between 27<sup>th</sup> Street SW and C38. This area connects to both the Business 75 corridor and rail with adjacent access to Highway 75, this site has great access and visibility for future industry. The proposed 230-acre industrial area is proposed with lots ranging in size from 21.7 acres to 1.4 acres. The proposed traffic signal at 24<sup>th</sup> Street will aid in managing future industrial traffic as it enters and leaves the industrial park.

It will be important to separate freight and local traffic, so each group can function properly. With the proposed 18<sup>th</sup> Street SW closure to access BUS 75, 24<sup>th</sup> Street SW will be the primary truck route to the new and existing industrial zone. The city should consider establishing an alternative route for residential traffic that utilizes 18<sup>th</sup> Street SW to travel to the eastern portion of the City. In addition to the 18<sup>th</sup> Street SW closure, an emergency response study should be conducted due to the elimination of an intersection across the railway.

### Summary of Public Input

During the community engagement process, Le Mars residents shared their thoughts on Business 75 and the recommended proposals recommend by Snyder & Associates in the Business 75 Corridor Study. Several recurring items were noted through the engagement –

- Concern with the interaction between residential traffic and industrial traffic
- Concern with rail system and emergency access
- Concern with additional traffic signals

The proposal to remove the intersection at Business 75 and 18<sup>th</sup> Street SW was widely agreed upon due to the safety concern and past experiences at the intersection. Further conversation on this topic lead to several residents expressing the concern that with this closure, residential traffic would be directed deeper into the industrial park, causing a heavy mix of residential and industrial traffic. In addition, the 18<sup>th</sup> Street intersection provides an access across the railroad tracks for the residents – concerns were expressed that this would limit emergency response options for first responders.

Residents were generally in acceptance of converting the section from a four-lane section to a three-lane section. A small number of residents were not pleased with this proposal, but through conversation, the residents were able to see the benefits this would bring to the corridor. Through proper discussions and community engagement, ISG believes this transition from a four-lane to three-lane section could be successful.

## Connection between Business US75 Corridor Plan/Le Mars Community Development Plan



Overwhelming agreeance on the proposed closure of the western leg of the 6<sup>th</sup> Street SW intersection was provided. Feedback noted that this intersection provides confusion and several of the people noted near accidents.

The addition of a traffic signal at 24<sup>th</sup> Street brought concerns to residents due to perceived indication that the speed limit would be reduced and concern with site distance and reaction time for responding to the signal. The negative comments were combatted with the positive outlook that the signal would allow for necessary access of traffic onto Bus. 75 from 24<sup>th</sup> Street.

### Transportation Goals

During the Community Development Plan planning process, ten goals were identified by the ISG planning team and Le Mars steering committee. These goals align with the proposed changes to the BUS 75 corridor and transportation considerations established from community outreach and steering committee meetings. The four goals relating to transportation include:

1. Bring existing planning goals in alignment and establishes an actionable 20+ year strategic plan for community growth and development.
2. Enhance Le Mars as a destination for tourism, community amenities, and events.
3. Ensure infrastructure and utilities can support development and growth.
4. Suggest strategies for gateway and corridor improvements.

## ISG'S TRANSPORTATION RECOMMENDATIONS

### Traffic Signal Study

Traffic signal studies are crucial when new developments are established because they help evaluate the impact of increased traffic on existing roadways. These studies assess factors such as traffic volume, congestion patterns, and safety concerns. By understanding how the new developments affect traffic flow, signal timing adjustments can be made to optimize the efficiency and safety of intersections. This approach ensures that traffic signals are synchronized appropriately to accommodate the changing dynamics of the area, ultimately contributing to efficient traffic operations and reduced congestion. Future traffic signal studies should be conducted at:

- 24<sup>th</sup> Street SW
  - If 18<sup>th</sup> Street SW access is closed, 24<sup>th</sup> Street SW will be the primary truck route to the industrial park. The proposed traffic signal at the intersection of BUS 75 will need further examination so truck and local traffic can efficiently co-exist.
- 4<sup>th</sup> Street SW
  - With the proposed access closure of 6<sup>th</sup> Street SW to BUS 75, traffic will primarily be re-routed to 4th Street SW. A traffic signal study will ensure that increased traffic at the intersection will not become congested.
- State Highway 3
  - A majority of the residential expansions proposed in the Community Development Plan will collect onto State Highway 3 (East/West Highway 75, Parkview, Erdmanville). This will add additional traffic to the interaction of State Highway 3 and BUS 75. Signal timing will have to be studied to accommodate this heightened traffic.

### Emergency Response Study

Currently, Le Mars has minimal routes across the railway, which is a safety concern for emergency response. Additionally, all crossings are on the same plane as the railway, which results in longer response times when trains are blocking multiple intersections. The proposed closure of access through 18<sup>th</sup> Street SW further complicates the problem. The City should evaluate

## Connection between Business US75 Corridor Plan/Le Mars Community Development Plan

ISG

conducting an Emergency Response Study to find solutions and identify future projects that could benefit emergency response routes.

### Additional Pedestrian and Bicycle Infrastructure

New residential and commercial expansions proposed in the Community Development Plan will increase the need for additional bicycle and pedestrian infrastructure. Incorporating pedestrian and bicycle infrastructure into new housing and commercial developments is vital for active and sustainable communities. These amenities encourage residents to walk and cycle, promoting healthier lifestyles and reducing car dependence, which alleviates traffic congestion. Additionally, this infrastructure enhances accessibility and connectivity, allowing residents access to nearby businesses, schools, and workplaces that are primarily located on the BUS 75 corridor. Intersections that will need should be considered for additional pedestrian infrastructure include:

- Lincoln Street SW/6<sup>th</sup> Avenue SW
  - The City has observed students crossing this high traffic, uncontrolled, angled intersection going to and from school located to the south. Currently, the City has partial sidewalk infrastructure to support a two leg crossing across 6<sup>th</sup> Avenue SW and Lincoln Street SW. However, these crossings could benefit from Rectangular Rapid Flashing Beacons and fresh paint to increase visibility of students. Additionally, a section on the northside of Lincoln Street SW does not have infrastructure to the existing sidewalk to cross the railway and BUS 75. This intersection should be considered a high priority for future infrastructure funding.
- 12<sup>th</sup> Street SW/Lincoln Street SW and 12<sup>th</sup> Street SW/BUS 75
  - Eastern residential development will increase pedestrian and bicycle traffic along 12<sup>th</sup> Street SW to and across BUS 75 to key businesses. Currently, the intersection of 12<sup>th</sup> Street SW and Lincoln Street SW is an uncontrolled, angled intersection that causes problems for pedestrians. Additional pedestrian infrastructure should be considered at this intersection, which could include a Rectangular Rapid Flashing Beacon or HAWK system.

### Business US 75 Protected Bike Lane

The proposed 4-lane to 3-lane conversion will allow space for an on-road protected bike lane. Protected bike lanes offer a community multiple benefits: increased road safety by separating cyclists from traffic, encouraging active lifestyles, reducing congestion, boosting local businesses, and supporting environmental sustainability. The steering committee identified the need for more community amenities and a protected bike lane would give residents an alternative way to work, school, sporting events, etc. With the future development of the Plywood Trail, a protected bike lane on BUS 75 would allow non-local bicyclists access to downtown and businesses, further stimulating the local economy.

### Alternate Route Analysis for local traffic

Considering the future and residential expansion on the eastern side of Le Mars, establishing a route from Highway 75 to the eastern part of the town becomes crucial. A potential re-route for 18<sup>th</sup> Street connection could be east/west on C38 and north/south on K49. The community is concerned about travel times, but this alternative route is faster and less demanding compared to 18<sup>th</sup> Street SW. This redirection would take stress off BUS 75 increasing traffic flow on that corridor as well. C38 and K49 will require wider shoulders to enhance commuter safety.

### Future Intersection Studies

If the City conducts an alternate route analysis and finds a successful re-route, effected intersections will need to be studied. For example, rerouting local traffic to the east side of Le Mars along C38 will add traffic to the intersection of Highway 75 and C38. This intersection is a high speed, divided, 4-lane crossing, which is hazardous to vehicles turning southbound. This

## Connection between Business US75 Corridor Plan/Le Mars Community Development Plan



intersection will need further investigation and will require a special intersection design. A possible alternative design would be a J-turn, where vehicles initially make a right turn in the opposite direction of their intended destination, followed by a U-turn to proceed in the desired direction.

### **C36, K49, BUS 75 (North of 3<sup>rd</sup> St. NW) and State Highway 3 Resurfacing**

As Le Mars experiences ongoing growth and the development of new residential areas, the requirement for resurfacing becomes increasingly imperative, given that these roadways will function as entry points to the community. Ensuring well-maintained and visually appealing road surfaces not only reflects the city's welcoming image but also contributes to the safety and positive experience of both residents and visitors. These roads act as the first impression for newcomers, highlighting the significance of investing in their quality to create a favorable and lasting impression of the community.

### **CONCLUSION**

The Le Mars Community Development Plan will aim to accommodate the city's growth and enhance its transportation infrastructure. Integrating the findings from the Business 75 Corridor Study was an important step in aligning transportation planning with community development goals. The proposed conversion of Business US 75 from a 4-lane to a 3-lane corridor, supported by traffic studies, addresses current traffic needs while accommodating future residential, commercial and industrial expansions.

The set of transportation recommendations, including traffic signal studies, emergency response evaluations, enhanced pedestrian and bicycle infrastructure, and an alternate route analysis, align with the identified Community Development Plan goals. These measures ensure that Le Mars continues to prosper as a welcoming and well-connected community, accommodating growth while maintaining its reputation as a safe and sustainable place to live and work. The proposed resurfacing projects further contribute to the city's image and functionality, making a positive first impression for all who enter the community. This Community Development Plan will reflect a strategic vision for Le Mars' future, aligning its transportation goals with the broader objectives of community growth and development.

