

PREMIERING

Bettendorf


COMPREHENSIVE PLAN

UPDATE FOR 2045



Bettendorf IOWA
a premier city

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PREMIERING BETTENDORF

UPDATE ADOPTION DATE: ____, _____, 2024



PREFACE



On behalf of the Bettendorf City Council and the City of Bettendorf planning staff, I want to thank the thousands of individuals who contributed their ideas and feedback by attending meetings, reaching out to city leaders, submitting input to staff, and participating online. Each and every one of you has played a crucial role in the development of the Premiering Bettendorf 2045 Comprehensive Plan Update. Your voices have been heard, and your input has been instrumental in guiding our discussions and shaping the vision for Bettendorf's future.

We recognize the importance of transparency and accessibility, which is why all our City Council's workshops and meetings were streamed online and recorded. This allowed people from all walks of life to participate, learn about the project, and witness firsthand how their contributions influenced presentations, discussions, and ultimately, the comprehensive plan update.

Interwoven with the Comprehensive Plan Update are recently approved City of Bettendorf Strategic Plan, Downtown Master Plan, and the Parks and Recreation Strategic Plan. These plans reflect our collective aspirations for Bettendorf's growth, development, and prosperity.

Through your continued involvement in the community, and active engagement with the planning process, Bettendorf will continue to be a premier city in which to live, work, play, invest, and visit for decades to come.

Respectfully,

A handwritten signature in blue ink that reads "R.S. Gallagher". The signature is written in a cursive, flowing style.

Robert S. Gallagher

Mayor, City of Bettendorf

ACKNOWLEDGEMENTS



Mayor & City Council

- Robert S. Gallagher | Mayor
- Frank Baden | At Large
- Lisa Brown | At Large
- Jerry Sechser | 1st Ward
- Scott Naumann | 2nd Ward
- Gregory Jager | 3rd Ward
- Greg Adamson | 4th Ward
- Nick Palczynski | 5th Ward
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- Downtown Bettendorf Organization
- Quad Cities Chamber of Commerce
- Bettendorf Community School District
- Pleasant Valley Community School District

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An aerial, high-angle photograph of a modern cable-stayed bridge with two prominent white arches. The bridge spans a wide river. In the background, a city with various buildings and green spaces is visible under a clear sky. The entire image has a blue color cast.

Introduction



INTRODUCTION

PREMIERING BETTENDORF

Premiering Bettendorf is an update of the 2015 Comprehensive Plan. It is the foundational document to guide city development decisions.

The updated comprehensive plan identifies current needs and goals for the community, presents a vision for the future, and recommends priorities for new public policy and investments. The Plan looks to the future and covers a wide variety of topics, including the next 20 years of population, and land use growth through the year 2045.

WHY UPDATE THE PLAN?

The State of Iowa requires that cities and counties update their comprehensive plans on a periodic schedule. This is an opportunity to revise population and employment growth forecasts with the most up-to-date data, review existing policies to ensure they continue to make sense for the communities they serve, write new policies that reflect the priorities of Bettendorf, and confirm that all federal, state, and local requirements are met.

ROLE OF PREMIERING BETTENDORF

“Premiering Bettendorf” identifies a shared vision and recommends a set of goals for the community based on a series of public discussions and community needs. Similar to the 2015 Plan, the 2023 Comprehensive Plan update serves three primary roles:

1. A Shared Vision for the Future



Comprehensive planning provides an opportunity for residents to create a shared vision for their community. Residents and city staff identified issues and opportunities for Bettendorf’s land use, infrastructure, public facilities, natural resources, and more. These findings were used to create a vision for Bettendorf and set public priorities.

2. Guidance for Decision-Makers



The Plan serves as a guide for City staff, the Planning & Zoning Commission, City Council, and other City boards and commissions, as they set policy, make public investments, and deliberate land use decisions. Action items are recommendations to meet over-arching goals identified in the plan.

3. Legal Basis for Land Use Regulations



The Code of Iowa allows cities to adopt land use regulations, such as zoning and subdivision ordinances, to promote the “health, safety, morals or general welfare of the community.” These regulations govern how land is developed within a municipality and its extra-territorial jurisdiction. Land use regulations recognize that people live cooperatively and have certain responsibilities to coordinate and harmonize the uses of private property. The comprehensive plan provides a legal basis for these regulations.

COMPREHENSIVE PLAN IN IOWA

In 2010, the Iowa State Legislature passed the “Iowa Smart Planning Act” to guide and encourage the development of local comprehensive plans. The legislation outlines 10 Smart Planning Principles that shall be considered and 13 comprehensive plan elements that Iowa cities shall use to develop comprehensive plans. Though the sets of elements and principles may look similar, they differ in that the 10 Smart Planning Principles are meant to be the overarching values that inform each of the 13 comprehensive plan elements:

1. Public Participation
2. Community Character
3. Land Use
4. Housing
5. Utility Services
6. Transportation
7. Economic Development
8. Natural Resources
9. Community Services
10. Quality of Life
11. Hazard Mitigation
12. Collaboration
13. Implementation

Premiering Bettendorf was created in compliance with the Iowa Smart Planning Act guidelines. The Plan addresses all 13 elements of a comprehensive plan required by the Iowa Smart Planning Act but is organized in a format that fits Bettendorf’s public engagement process and planning needs.

10 IOWA SMART PLANNING PRINCIPLES



Collaboration.

Bettendorf has many stakeholders. Making sure they are involved in the process is embedded into this plan.



Housing Diversity.

Bettendorf will encourage varied housing options to meet the diversity of residents’ needs.



Efficiency, Transparency, and Consistency.

Bettendorf will provide equitable and reliable development guidelines and implementation.



Community Character.

Bettendorf will promote its uniqueness in architecture and culture.



Clean, Renewable, and Efficient Energy.

Bettendorf promotes land use and transportation design that mitigates environmental impact.



Natural Resources and Agricultural Protection.

Bettendorf will balance urban and rural transitions and allow access to natural spaces.



Occupational Diversity.

Bettendorf’s economy will be diverse in response to future economic changes.



Sustainable Design.

Bettendorf will promote sustainable design and development at all scales.



Revitalization.

Bettendorf will reinvest in its current infrastructure.



Transportation Diversity.

Bettendorf will develop systems that allow diverse transportation options that help promote health and reduce greenhouse gas emissions.

BETTENDORF TODAY

OUR STRENGTHS & CHALLENGES



Family-Friendly

Bettendorf is known for its safe neighborhoods and excellent schools.

Recreation

Bettendorf offers numerous recreational opportunities, with great trails and a well-maintained parks system, making it an attractive place for families to live and thrive.

Downtown & the Riverfront

This area is a tremendous asset, but conditions need to be improved to maximize its potential for development.

Enhancing Quality of Life and Community Identity

Bettendorf must not only offer jobs, housing, and good infrastructure but also focus on enhancing quality of life and investing in its community identity to remain a premier place to live.

Leadership

Bettendorf's residents consistently express strong approval for the local government and leadership.

Economy

The city's strategic location and business-friendly environment have attracted a variety of industries, providing residents with stable employment options and contributing to the overall prosperity of the community.

Growth

As Bettendorf's population increases, it will bring significant opportunities for economic development, new housing choices, park system expansions, and more.

Hard To Retain/Attract Young Adults

Bettendorf youth report that there are not enough things to do in Bettendorf. Also, the high cost of housing makes it harder for young professionals to move to Bettendorf.

BETTENDORF TODAY

A GROWING COMMUNITY

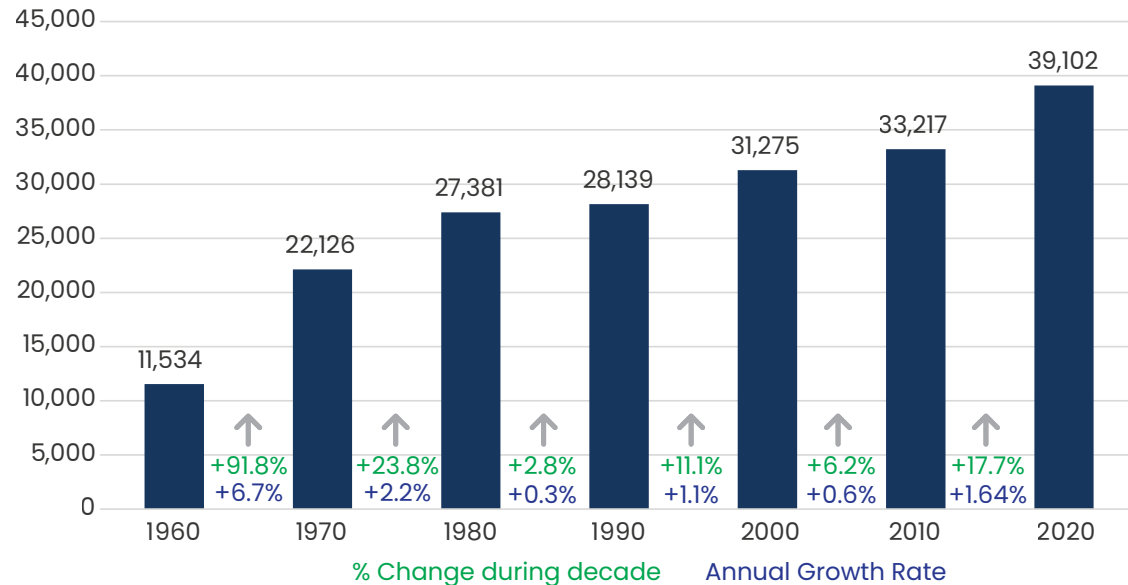
Bettendorf has shown consistent growth since 1960. Beginning with a population of 11,534, the city has more than tripled in size, experiencing a remarkable 239% increase with an average growth rate of 2.1%. By 2020, the estimated population had reached 39,102. Figure 1.0 illustrates the city's population trends.

To accommodate its ongoing growth, Bettendorf is proactively preparing for the future. The city's main goal is to create an adaptable strategy that ensures the highest quality of life for both current and future residents.

Premiering Bettendorf shows three planning scenarios based on historical and current trends. These scenarios allow flexibility for leaders to make decisions based on current trends and development priorities. Figure 1.1 shows population projection scenarios through 2045:

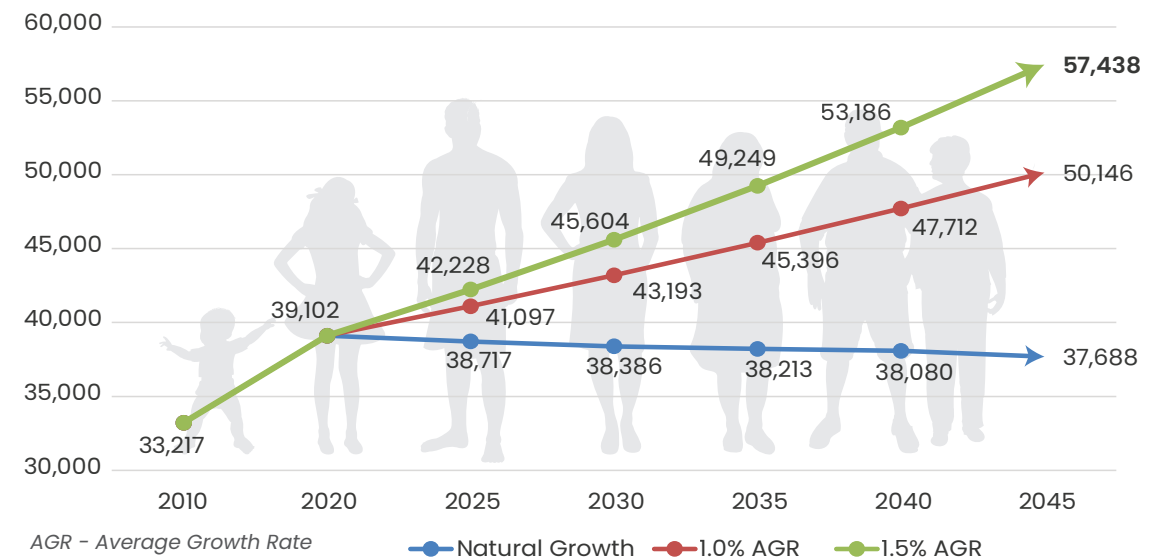
- » **Natural Growth Rate Scenario:** The natural growth rate of birth versus death without people moving to Bettendorf would cause a decline in population
- » **1.0% Annual Growth Rate Scenario:** Bettendorf would increase at the growth rate seen between 2000 and 2020.
- » **1.5% Annual Growth Rate Scenario:** The growth opportunities for Bettendorf remain strong. The city's ability to expand its commercial and housing opportunities will likely support a similar growth rate to what was experienced in the last 10 years (1.64%).

FIGURE 1.0 - BETTENDORF HISTORICAL POPULATION CHANGE (1960-2020)



Source: U.S. Census Bureau, RDG Planning & Design

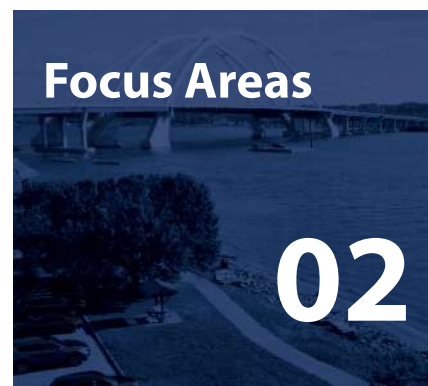
FIGURE 1.1 - POPULATION PROJECTION SCENARIOS FOR BETTENDORF THROUGH 2045



Source: U.S. Census Bureau, RDG Planning & Design

GOALS & PLAN ORGANIZATION

The public has identified priority goals and recommended action items for Bettendorf. The plan is organized into eight chapters based on these priorities. The following page presents all action items and goals for each chapter.



Growth: Land Use and Transportation

01

GOAL: DEVELOP NEW LAND & STREETS

Focuses on establishing a comprehensive plan for land use and transportation, taking into account the city's topography. It aims to accommodate future growth, enhance the quality of existing development, and provide a framework for public and private decision-making and investments. Additionally, this goal serves as the foundation for the city's land use regulations.

RECOMMENDED ACTIONS IN THIS CHAPTER:

1. Preserve sensitive natural areas from development, using the Development Suitability Map (Map 1.6) as a guide.
2. Promote natural stormwater management by promoting best management practices on individual sites and subdivisions.
3. Take a density approach to land use and update the zoning ordinance accordingly.
4. Use the Future Land Use Map (Map 1.7) to guide all land use decisions, including subdivision review or re-zoning.
5. Use the Annexation Map (Map 1.8) and the 7-point annexation strategy to guide annexation decisions.
6. Work cooperatively with Scott County, the City of Davenport, and the City of LeClaire to create annexation agreements.
7. Provide multi-modal, interconnected roads for new development based on the proposed street network shown on Map 1.9 and the four principles described on page 56.
8. Promote street connectivity by proactively designating right-of-way (ROW) for streets ahead of development and align utility connections with street development.

Focus Areas

02

GOAL: REVITALIZE DOWNTOWN & HIGH-POTENTIAL GROWTH AREAS

Revitalize Downtown and other high-potential growth areas within the city by embracing adaptable concepts that allow for responsive actions to evolving conditions rather than adhering to a rigid checklist of mandated improvements.

RECOMMENDED ACTIONS IN THIS CHAPTER:

9. Partner with private landowners to promote reuse of strategic sites in downtown and other focus areas. (Downtown Overlay and others)
10. Maintain connectivity near railway corridors. (Downtown Overlay)
11. Encourage and attract residential development downtown via site selection and enhanced aesthetics. (Downtown Overlay)
12. Promote and improve pedestrian and trail access downtown and improve connectivity to the Riverfront. (Downtown Overlay)
13. Enhance and update Leach Park. (Downtown Overlay)
14. Implement physical design and near-term goals listed in the Duck Creek Heights Action Plan located in the Magnolia-Hawthorne area. (Duck Creek Heights)
15. Conduct a corridor study on Middle Road between Forest Grove Drive and Hopewell Avenue. Consider implementing economic incentives and zoning tools for achieving development goals for the area. (Middle Road Corridor)
16. Master plan the Indiana Avenue – Middle Road corridor, north of I-80. Consider implementing economic incentives and zoning tools for achieving development goals for the area. (I-80 Interchange)
17. Finalize sewer feasibility study and initiate preliminary engineering. Identify funding, alignment, and financial approaches for implementation. (Tier 1A Growth Area)

Economic Development

03

GOAL: ATTRACT & RETAIN BUSINESS & INDUSTRY

Reviews the findings of the economic analysis and recommends strategies to improve commercial areas. Reiterates the economic development recommendations of the Bettendorf Strategic Plan.

RECOMMENDED ACTIONS IN THIS CHAPTER:

18. Implement the recommendations of the Bettendorf Strategic Plan.
19. Invest in infrastructure for Emerging Commercial Areas to provide developable land for industrial and commercial businesses (see Bettendorf Strategic Plan for specific objectives).
20. Encourage redevelopment and reinvestment in Existing Commercial Areas, drawing on the design guidelines on page 88.

Housing

04

GOAL: EXPANDING HOUSING CHOICES & STRENGTHENING NEIGHBORHOODS

Outlines strategies for reinvesting in current housing and introducing new housing options to attract residents, especially housing options that appeal to younger families and professionals. The Plan also responds to the priorities of Bettendorf youth by enhancing recreational activities and the riverfront.

RECOMMENDED ACTIONS IN THIS CHAPTER:

21. Help stabilize older neighborhoods and support reinvestment in housing stock.
22. Revise city codes to allow developers more flexibility to provide quality housing options at reasonable prices.
23. Consider incentivizing housing options that serve the unique needs of seniors.
24. Increase the variety of housing options for residents by establishing incentives that promote the construction of townhomes or smaller lot homes.

Community Character

05

GOAL: ENHANCE COMMUNITY DESIGN & CHARACTER

Focuses on strategies to bolster community identity, enhance aesthetics, improve the design of public spaces and neighborhoods, embrace technological advancements like remote work and the integration of electric vehicles (EVs).

RECOMMENDED ACTIONS IN THIS CHAPTER:

25. Enhance character of streetscapes (“Transportation Character”)
26. Invest in place-making elements for Bettendorf’s activity centers (“Place Character”)
27. Implement the Trails Plan in concert with the Greenway Preservation Plan (“Green Character”)
28. Acquire new park land as Bettendorf grows (“Green Character”)
29. Establish a parks and trails land acquisition plan (“Green Character”)
30. Update the Parks and Recreation Master Plan (“Green Character”)
31. Implement existing parks plans (“Green Character”)

Protect & Maintain

06

GOAL: PROTECT & MAINTAIN INFRASTRUCTURE

Identifies strategies to preserve and enhance the quality of city services and infrastructure in Bettendorf. These strategies are designed to maintain the resilience and functionality of essential services and assets, ensuring that they continue to meet the community’s needs effectively.

RECOMMENDED ACTIONS IN THIS CHAPTER:

32. Continue to evaluate the need for sanitary sewer and water expansion (coordinate with Iowa American Water) as Bettendorf grows, and continue the city’s regular maintenance of the sewer system.
33. Minimize risk of damage from flooding by maintaining and enhancing the stormwater system.
34. Continue to support Bettendorf’s city services and facilities with an annual evaluation and funding plan for short-term and long-term needs.
35. Partner with the local school districts to coordinate school facilities planning and site selection.
36. Consider how to address succession planning for city staff.

Implementation 07

Provides guidance for implementation of 'Premiering Bettendorf,' including instructions on maintenance and evaluation, an implementation schedule, identification of leadership roles, priority levels for each recommendation action, and a list of potential funding sources.

RECOMMENDED ACTIONS IN THIS CHAPTER:

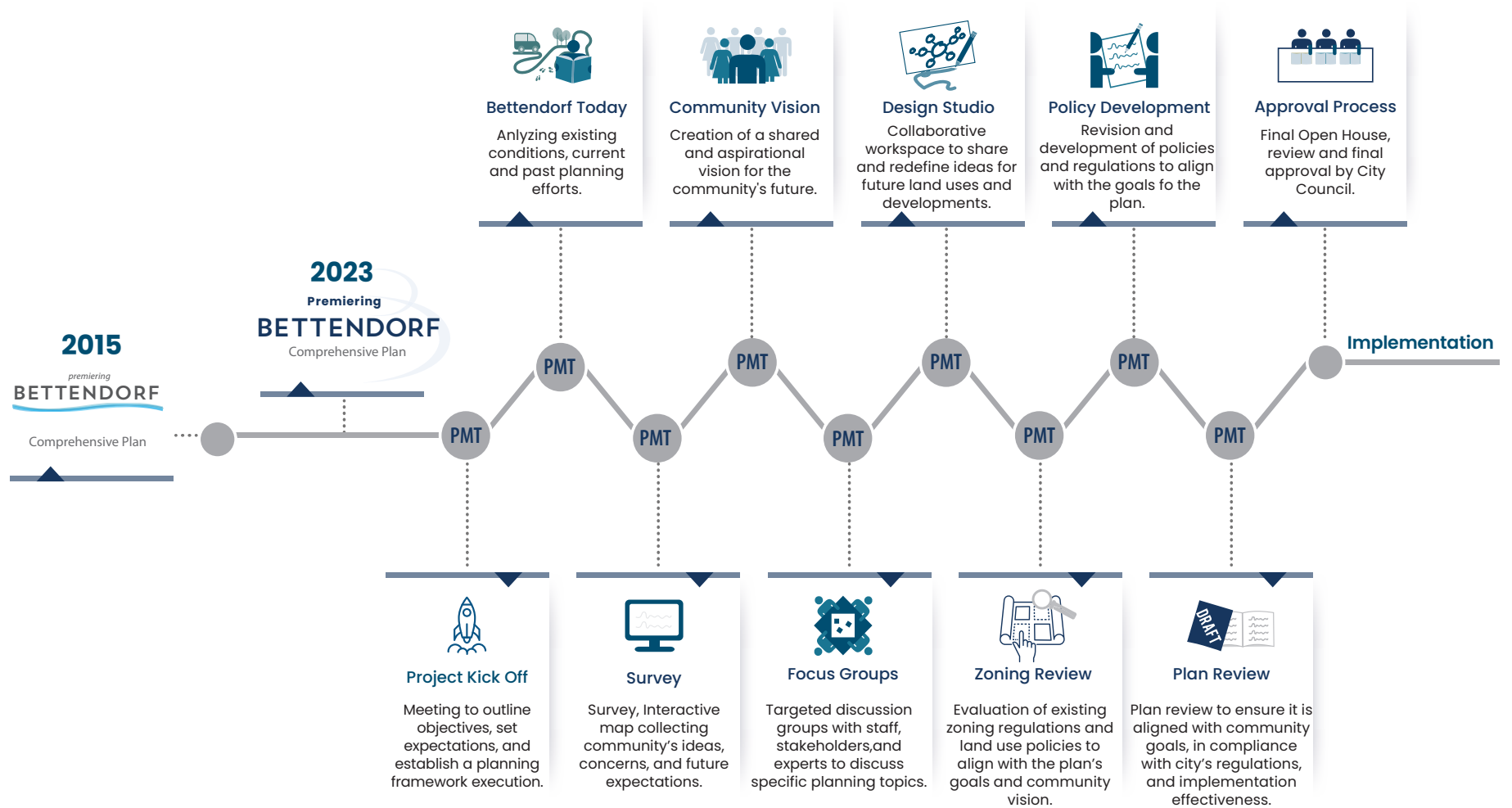
37. Define an annual action and consider aligning capital improvement projects that implement the recommendations of this plan.
38. Undertake an annual evaluation of this plan, with a full update every 6-8 years, or when growth or priorities change..

Appendix 08

Includes supplementary data such as charts, graphs, maps, and other relevant information that serves to reinforce and expand upon the key points presented in the main body of the plan.

PLAN PROCESS

Premiering Bettendorf was developed through a collaborative effort led by a project team consisting of city staff, a consulting team, Bettendorf residents, workers, and elected officials. This comprehensive planning process extended over a 10-month period, as summarized below:



PMT: Planning Management Team Meetings

PUBLIC OUTREACH

The community played an important role in the Comprehensive Plan update. Residents, businesses owners, and employees shared their insights, lived experiences, and dreams for the future of their community during the planning process, which reached 931 people. Activities included:

Listening Sessions. A series of discussions were held with community stakeholders including real estate agents, bankers, business owners, Bettendorf students, and others.

Design Studio. The design studio focused on future land use, development concepts, and beautification efforts. During open houses, the public was invited to drop by, ask questions, and provide feedback on the land use and development drafts.

Joint meeting. This meeting was dedicated to discussing future land use and development concepts. Residents were encouraged to attend, ask questions, and share their feedback on the drafts related to land use and development.

Project Website. Ensured information about the Plan was readily available. The website advertised updates on the planning process and allowed residents to provide insight via an interactive web map.

Draft Plan Open Houses. An open house was hosted after initial land use concepts of goals were drafted. The open house was held at the Waterfront Convention Center, where residents were able to react to the initial concepts and ideas for further refinement.



PREVIOUS PLANNING EFFORTS

Premiering Bettendorf has been enriched by insights derived from a range of past planning initiatives that include but are not limited to:

2023

- » Bettendorf 2023 Strategic Plan
- » Scott County Multi-Jurisdictional Hazard Mitigation Plan
- » Downtown Master Plan Update & Streetscape Plan

2022

- » Bettendorf Strategic Plan

2021

- » Bi-State Comprehensive Economic Development Strategy (CEDS)

2017

- » Bettendorf Parks and Recreation Master Plan

2015

- » Bettendorf Strategic Plan

2013

- » Bettendorf Transportation Plan
- » Bettendorf Comprehensive Trails Master Plan
- » Interstate 74 Reconstruction Plan

2012

- » City of Bettendorf Community Listening Sessions

Growth: Land Use and Transportation

The background features a dark blue gradient with a semi-transparent image of two street signs. The top sign reads 'Middle Rd' with the number '61' and an arrow pointing right. The bottom sign reads 'Hopewell Ave' with the number '50' and an arrow pointing right. The signs are mounted on a metal post.

01

INTRODUCTION

Bettendorf's Land Use Plan is a core component of the Comprehensive Plan document. It establishes a development vision to accommodate future growth, maintain and enhance the quality of existing development, and provide a sound basis for public, and private decisions and investments. It also provides a physical framework that guides the other chapters of the Plan. This chapter provides the foundation for the City's land use regulations (Zoning and Subdivision ordinances).



RECOMMENDED ACTIONS IN THIS CHAPTER

1. Preserve sensitive natural areas from development, using the Development Suitability Map (Map 1.6) as a guide.
2. Promote natural stormwater management by promoting best management practices on individual sites and subdivisions.
3. Take a density approach to land use and update the zoning ordinance accordingly.
4. Use the Future Land Use Map (Map 1.7) to guide all land use decisions, including subdivision review or re-zoning.
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CHAPTER OVERVIEW

PART 1: FOUNDATIONS OF LAND USE

Bettendorf Neighborhood Principles

Describes the desired characteristics for all of Bettendorf's existing and future development.

Current Land Use (Map 1.1)

Shows land uses in Bettendorf as they are today (2023).

Our Growth Potential

Projects the amount of land needed to accommodate expected population and job growth.

Future Growth (Maps 1.4 and 1.5)

Shows the developed and undeveloped lands and identifies desired geographic location for growth.

Environmental Framework (Map 1.6)

Identifies sensitive environmental areas, such as floodplains, steep slopes, and wetlands, that should be conserved for a natural stormwater management system.

PART 2: THE LAND USE PLAN

Land Use Philosophy

Presents the philosophy behind the flexible land use approach presented in the Future Land Use Map.

Future Land Use (Map 1.7)

Presents the land uses and roads in the City of Bettendorf and its growth areas as envisioned for the long-term future. The changes represented on this map will occur gradually, over decades, as property owners voluntarily sell, develop, or change the use of their property.

Descriptions of Future Land Use Categories

Describes the characteristics of future land use categories shown in the Future Land Use Map.

PART 3: IMPLEMENTING LAND USE

Land Use Implementation

Describes how land use strategy will be implemented, including guidelines for the creation of a new zoning ordinance.

Annexation Map & Strategy (Map 1.8)

Provides general guidelines for the city's approach to annexation to help minimize unnecessary conflict and expenditures. Identifies the areas outside Bettendorf city limits to consider for annexation in the long term.

PART 4: TRANSPORTATION STRATEGY

Future Transportation (Map 1.9)

Identifies locations for future streets, discusses characteristics of those streets, and establishes steps for implementation of the streets plan.



PART 1: FOUNDATIONS OF LAND USE

PRINCIPLES: Desired Characteristics For Our Neighborhoods



Connectivity and Walkability

A network of streets, bikeways, sidewalks, and trails that promote efficient travel and walkability. Residents can reach local destinations, such as school or shopping, on foot, by bike, using transit, or by automobile. Connected, walkable transportation networks make travel and public services more efficient, accommodate diverse mobility needs, improve public health (by encouraging active transportation), enhance the recreation system, and contribute to a feeling of cohesion in the community.



Nature

Residents have the opportunity to connect to nature through the parks and trails system. As Bettendorf grows, it will create neighborhood amenities by preserving a network of sensitive natural areas, or “greenways.” These areas protect plant and animal habitats, increase property value for adjacent development, enhance and connect the park system, and reduce flooding by allowing natural stormwater drainage. Refer to pages 21–24 for further detail.



Safety

Our neighborhoods are designed with public safety and hazard mitigation in mind. Preserving floodplains and natural drainage-ways manages stormwater and minimizes the risk of injury and property damage due to flooding. A well-connected, multi-modal transportation network promotes better emergency service provision and evacuation routes in case of large-scale hazards. A mixture of land uses within our neighborhoods enhances security by creating activity and “eyes on the street” throughout the day.



Variety of Uses

A mixture of compatible uses within neighborhoods, such as different housing types, civic uses, and commercial, creates dynamic neighborhoods that provide options for everyday living, reduce travel time, and help improve infrastructure efficiency. Appropriate transitions are made between uses (outlined later in this chapter). By providing a range of housing options, Bettendorf will attract and retain residents at all stages of life and allow residents to stay in their neighborhood as their housing needs change (“aging in place”).



Civic Spaces

Parks, open spaces, schools, and other public places serve as neighborhood focal points that provide a space for neighbors to interact with each other, connect to the community, and develop a sense of attachment to their neighborhood. These civic centers serve as an attraction for potential residents and encourage new development around their perimeter.



Character

Neighborhoods are attractive, engaging, and memorable. Neighborhoods have a unique identity that promotes a sense of belonging and emotional connection among residents and visitors. This is accomplished through aesthetic elements such as improvements to the streetscape (trees, art, signage, lighting, landscaping, etc.) and by supporting community events and programming in neighborhood centers (such as parks or schools). Physical elements, such as the amount of paved surfaces and orientation of buildings in relation to the street, help determine if the neighborhood feels comfortable and inviting.

...Bettendorf Neighborhood Principles Continued

OUR NEIGHBORHOODS TODAY

Many of the characteristics listed on the previous page are embodied in Bettendorf’s existing neighborhoods. Examples of a few of these neighborhoods are described below, along with an explanation of the neighborhood principles they demonstrate.



Civic Centers: Crow Creek Park provides a civic center and gathering place for the neighborhood.



Variety: Shopping and restaurants are easily accessible on the edge of this neighborhood, at the intersection of Tanglefoot Lane and Devils Glen Road.



Connectivity: The streets, while not as inter-connected as older neighborhoods, are fairly well connected and provide multiple entrances and exits to the area.



Civic Centers: Meier Park provides a community gathering space in the center of this neighborhood.



Connectivity: The street system offers good walkability, and the area is within walking distance to downtown.



Nature: The River view provides a natural asset, and Leach Park provides public access to the Mississippi.



Civic Centers: Hoover Elementary and the adjacent park provide a clear civic center for this neighborhood.



Connectivity: Streets are connected and this area is walkable, especially given its proximity to the Learning Campus and Cumberland Square.

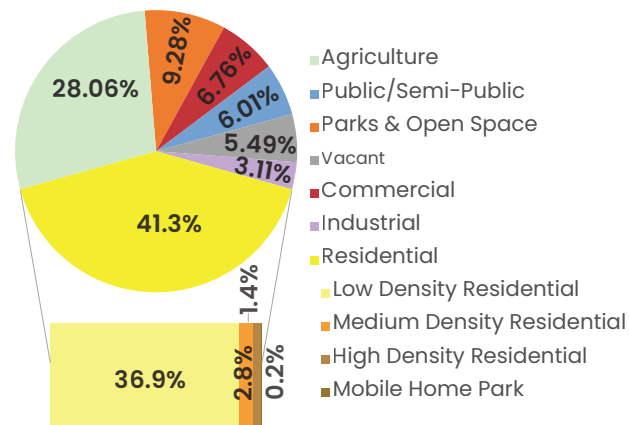
CURRENT LAND USES

The historical development trends in Bettendorf have shown fluctuating levels of demand and pace. Meeting the increasing housing demand necessitates the incorporation of diverse housing options, increased commercial space, employment centers, and expanded recreational options. Anticipating this growth requires a comprehensive understanding of Bettendorf’s current land use composition intertwined with the city’s future requirements.

The Current Land Use Map (Map 1.1) classifies parcels of land in Bettendorf according to their current use. Figure 1.2 shows the amount of land under each classification.

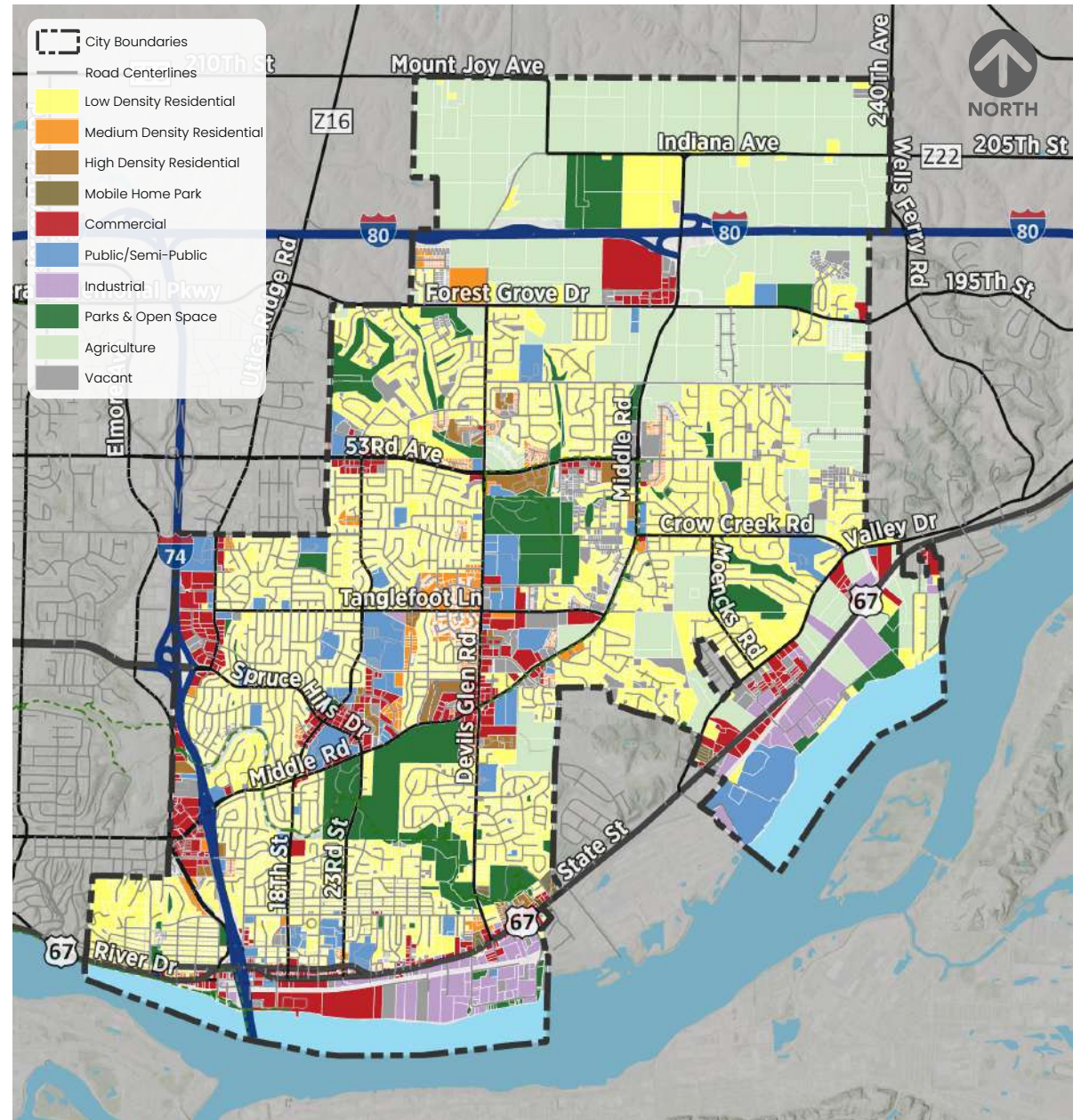
- **Over 41.0% of land is Residential.** Less than 5.0% of that land is Medium and High Density Residential. This includes developments with 2+ attached units.
- **Over 28.0% of land is Agriculture.** This is especially true in the north part of the city.

FIGURE 1.2 – PERCENT OF EXISTING LAND USES



Source: RDG Planning & Design

MAP 1.1 – BETTENDORF 2023 CURRENT LAND USE



Source: RDG Planning & Design

Existing Land Use - Photo Guide For Map 1.1

The Current Land Use Map - Figure 1.1 - classifies parcels of land in Bettendorf according to their current use. A photo-guide of the land use categories is below. A table in the appendix lists the number of acres in each land use category.

Agriculture



Low Density Residential



Civic (School, Church)



Open Space



Medium Density Res. (Duplex, Townhome)



Commercial



Park



High Density Residential



Industrial



OUR GROWTH POTENTIAL

With a 1.5% annual growth rate, Bettendorf is projected to grow in a similar fashion as occurred from 2010 to 2020. At this rate, the projected 2045 population in Bettendorf is 57,438, approximately 18,336 more than the current population. During this time frame, forecasted housing needs are over 8,000 housing units across various densities and arrangements.

FUTURE DEVELOPMENT LAND NEEDS

Population growth must be supported by new places for people to live, work, and play. Therefore, population growth directly correlates to the demand for new development or redevelopment at higher densities.

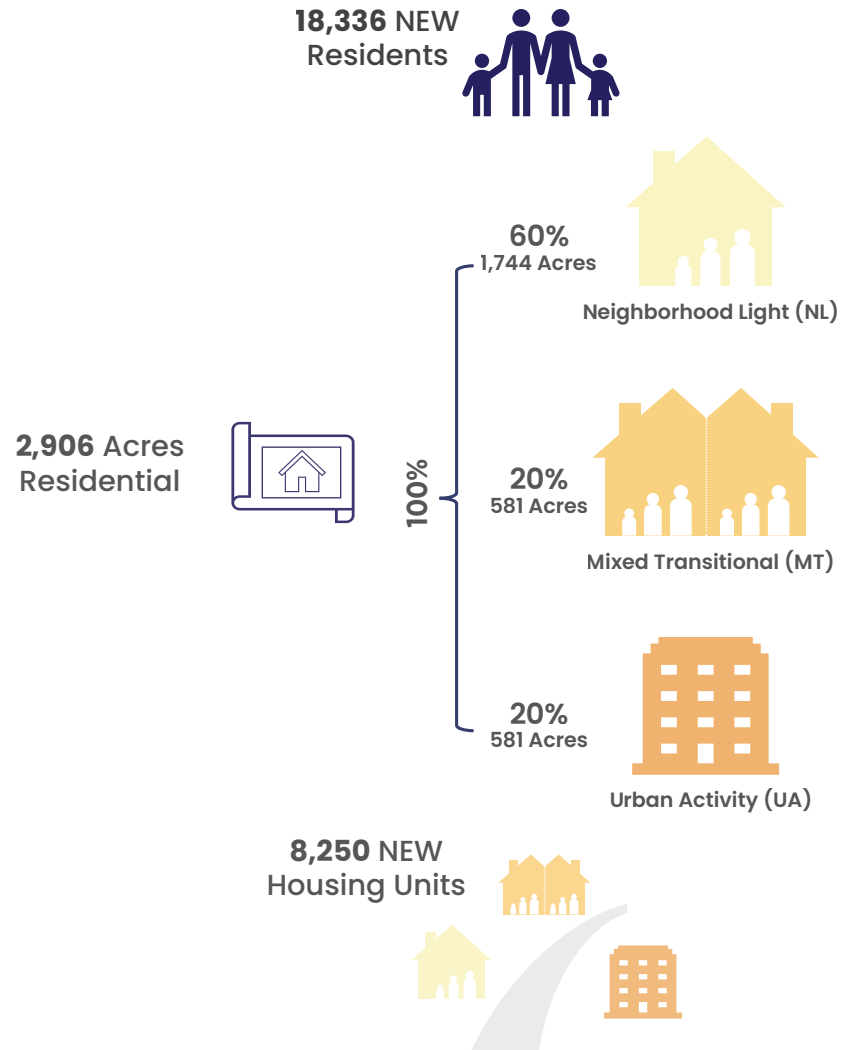
Residential

Estimates of future residential land needs require assumptions about housing preferences. Bettendorf should be planning for and accommodating various housing types for all stages of life. The projected mix of new housing units for planning purposes through 2045 includes the following:

- » 60% Neighborhood Light
- » 20% Mixed Transitional
- » 20% Urban Activity

This mixture of housing density would consume over 2,906 acres of undeveloped land for residential use.

POPULATION & RESIDENTIAL LAND USE DEMAND FROM 2023-2045



Source: RDG Planning & Design

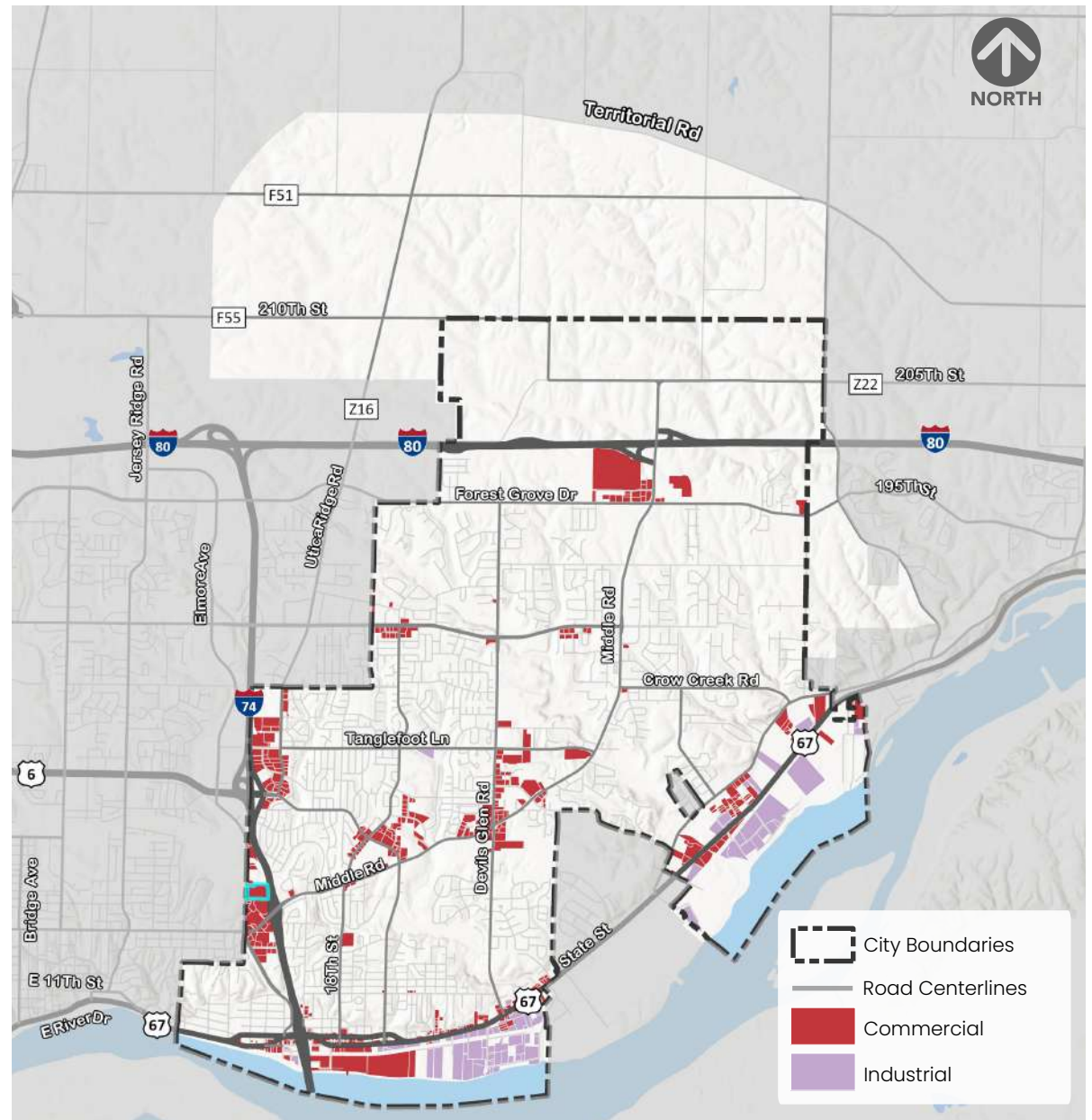
Commercial and Industrial Land

Commercial and industrial land needs are difficult to project accurately because one large business could change the market dramatically. Additionally, Bettendorf's location on key transportation routes may be conducive to larger distribution and flexible space demands. However, in recent years Bettendorf has been more successful with small to mid-size industrial development. Therefore, the forecasts are not meant to stipulate a "destiny" or provide a ceiling on growth. Still, they should be used as a general guideline and a metric to evaluate how Bettendorf grows related to expected trends.

Considering employment trends, the existing commercial land use for the population, and residential land uses, Bettendorf should plan for a minimum of 250-380 acres of new commercial land through 2045.

A similar method to project industrial land needs shows that Bettendorf should plan for a minimum of 150 -244 acres of new Industrial land through 2045.

MAP 1.2 - BETTENDORF COMMERCIAL AND INDUSTRIAL AREAS



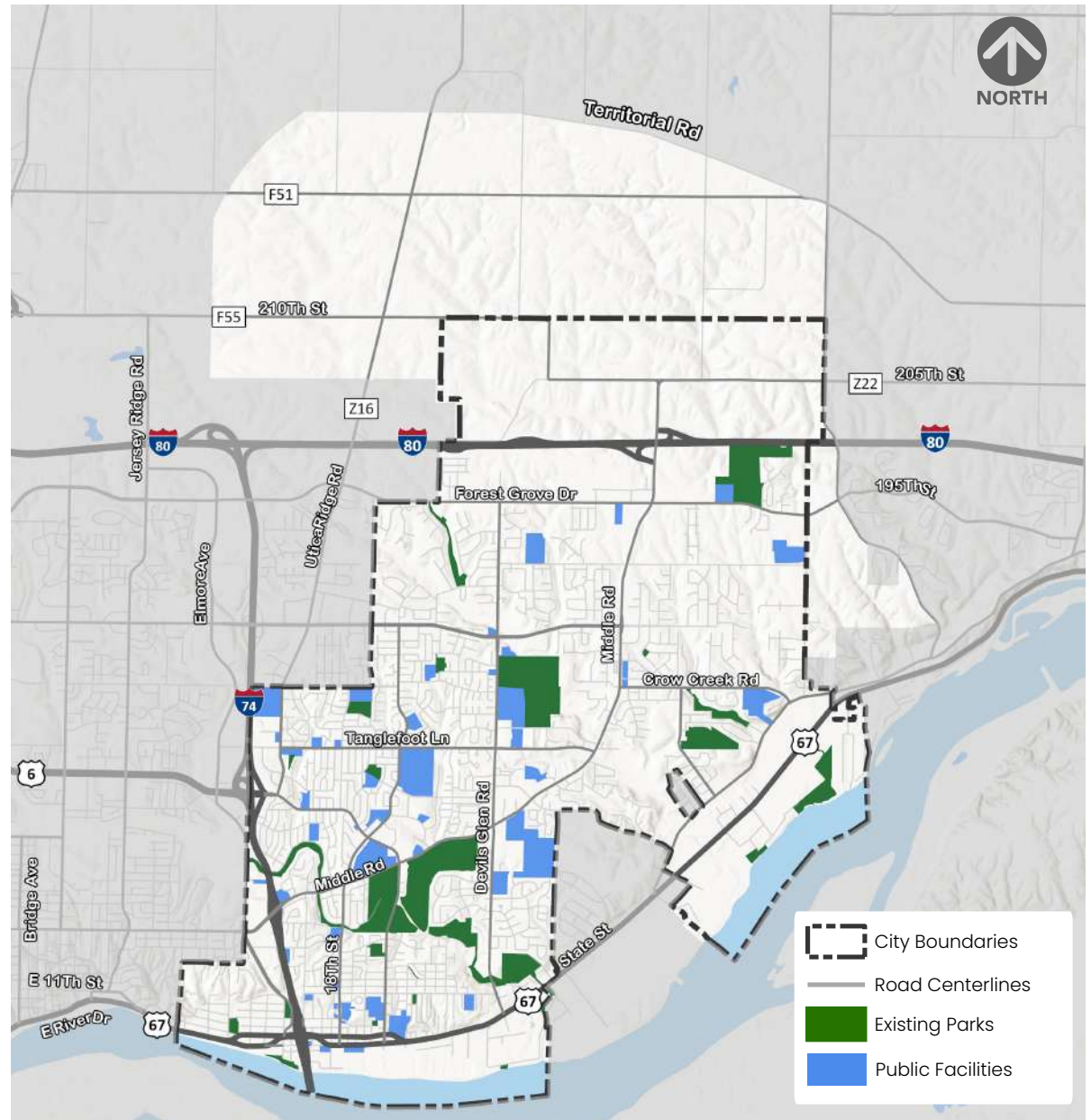
Source: RDG Planning & Design

Parks & Public Facilities

Bettendorf must continue to provide high-quality services as the population grows. These include various public and civic amenities such as police stations, parks maintenance facilities, schools, and churches. While existing facilities can extend services to some extent in new development zones, additional spaces will be essential to maintain the current high standards of living.

The amount of park land provided to residents in Bettendorf surpasses both the state and national standards. However, to maintain excellent parks and recreational opportunities, the city must expand total park land as the population increases. **The Plan recommends the City to incorporate over 115 acres of new park land through 2045 to cater to this need.** It is important to note, this projection does not include greenways or areas primarily allocated for flooding unless accessible for recreational use (see Chapter 5, Section 4 for details).

MAP 1.3 - BETTENDORF EXISTING PARKS



Source: RDG Planning & Design

FUTURE GROWTH

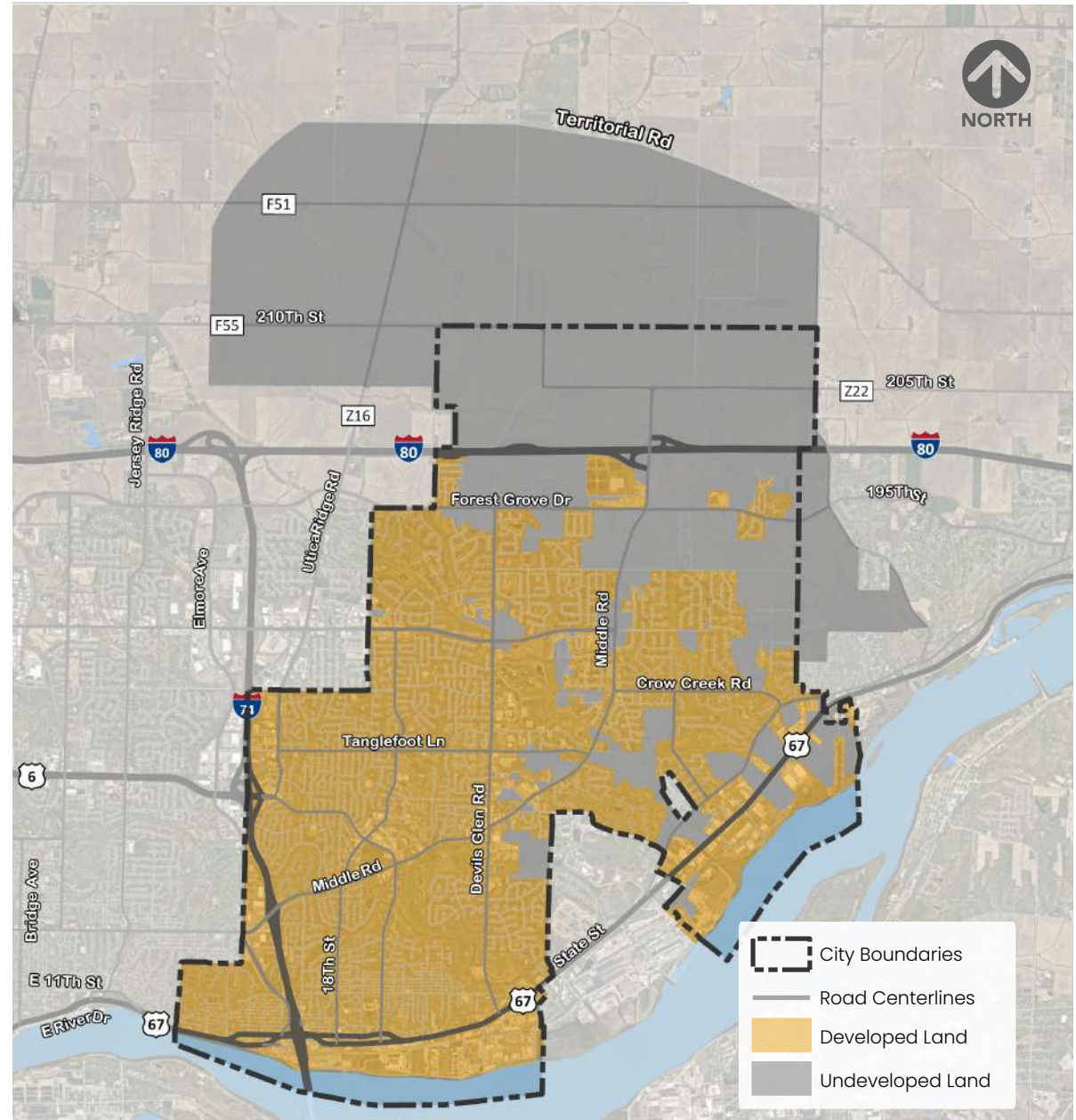
Premiering Bettendorf envisions the city's future and considers how much room is available for growth in order to accommodate the forecasted population for the year 2045. It also looks at recent trends that could offer insights into the city's future expansion.

OPPORTUNITIES FOR GROWTH

Map 1.4 displays the areas for developing the Future Land Use Map. These areas are where city services would be available as a result of future investments in infrastructure **while considering the restraints of fringe area agreements described later in this plan.**

Over 60% of land within Bettendorf's city limits is developed. As shown on Map 1.5, the potential areas for development are concentrated on the northern areas of the city.

MAP 1.4 - BETTENDORF DEVELOPED & UNDEVELOPED AREAS



Source: RDG Planning & Design

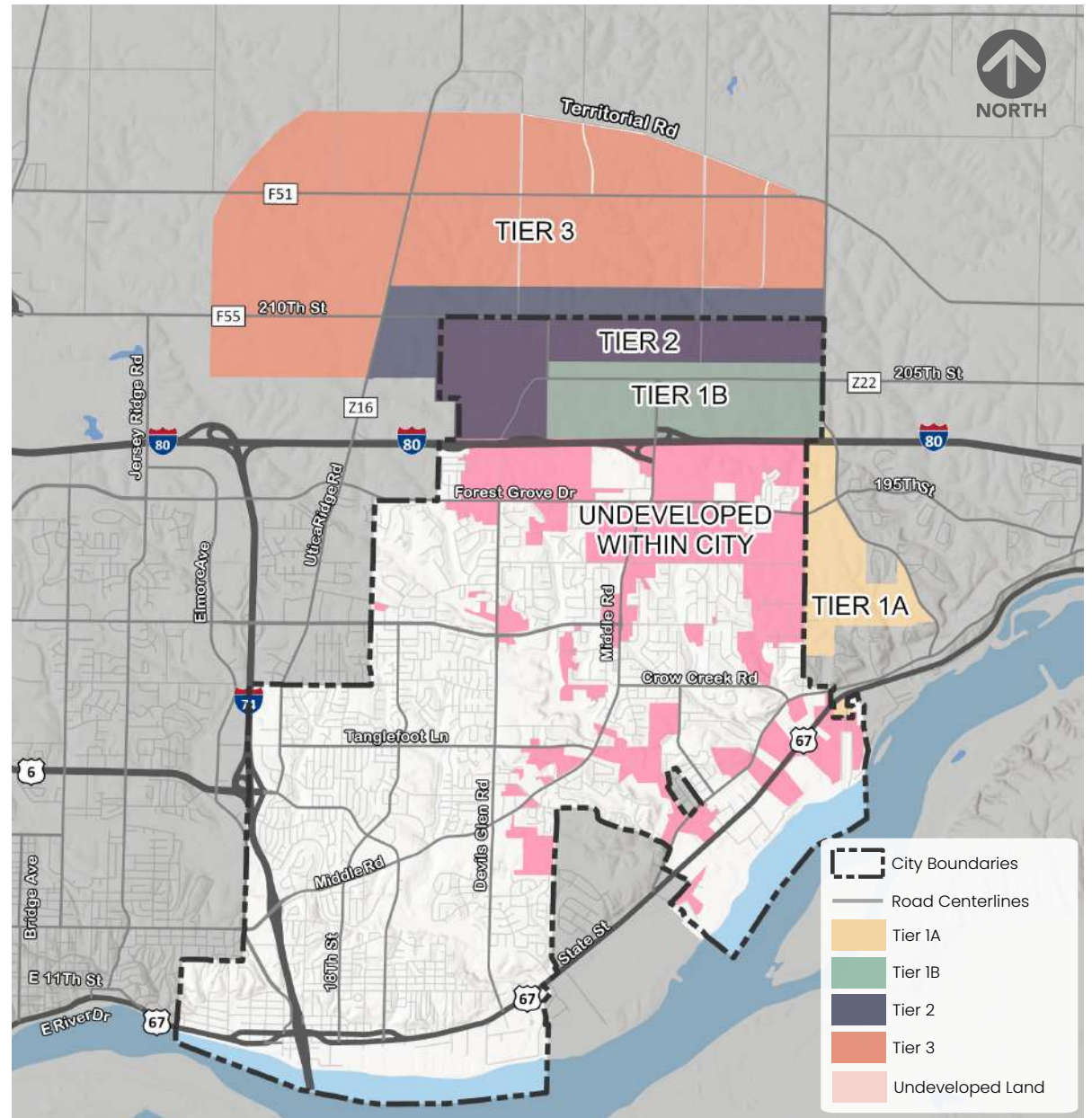
DEVELOPMENT AREAS

Map 1.5 shows the potential areas for future development, including the areas for annexations and the urban fringe. These potential development areas contain a total of approximately 10,618 acres. These areas were split into the following development categories:

DEVELOPMENT AREAS	
Undeveloped Areas within City	2,482 Acres Short-Term Development
TIER 1A	890 Acres Short-Term Development
TIER 1B	890 Acres Short-Term Development
TIER 2	1,807 Acres Long-Term Development
TIER 3	4,549 acres Long-Term: Urban Fringe, currently outside of 2045 planning horizon.

Source: RDG Planning & Design

MAP 1.5 - BETTENDORF FUTURE DEVELOPMENT AREAS



Source: RDG Planning & Design

ENVIRONMENTAL FRAMEWORK & STORMWATER STRATEGY



ACTION 1: Preserve sensitive natural areas from development, using the Development Suitability Map (Map 1.6) as a guide.

Bettendorf's natural environment can be a tremendous asset for future growth, but only if development is sensitive to key environmental features such as floodplains, wetlands, hydric soils, and steep slopes. Preserving natural areas can increase property values of adjacent development, enhance and connect the park system, protect plant and animal habitats, and reduce flood risk by providing natural stormwater drainage. For Bettendorf, environmentally-aware development is especially important since new development will occur upstream of the existing city.

ENVIRONMENTAL FRAMEWORK: Development Suitability

Development suitability considers areas that should be preserved and/or receive special consideration during development. It includes the FEMA 100-year & 500-year floodplain, floodways, wetlands, hydric soils, and steep slopes ($\leq 15.0\%$). Areas with these characteristics are best left undeveloped and reserved for preservation, recreation, or agriculture.

Major Considerations (Red)

Areas within the FEMA 100-year floodplain, floodways, wetlands, and steep slopes ($\leq 15.0\%$) are best left reserved for preservation, greenways, recreation, or agriculture.

Higher Considerations (Orange)

Should consider localized low impact development - includes areas such as the FEMA 500-year floodplain and steep slopes ($\leq 15.0\%$).

Minor Considerations (Yellow)

Can be developed, but developers should be particularly attuned to good stormwater management - includes areas with hydric soils.

Implementation Options

The following policy options, either alone or in combination, can help implement the environmental vision. The city should consider which of these options are right for Bettendorf:

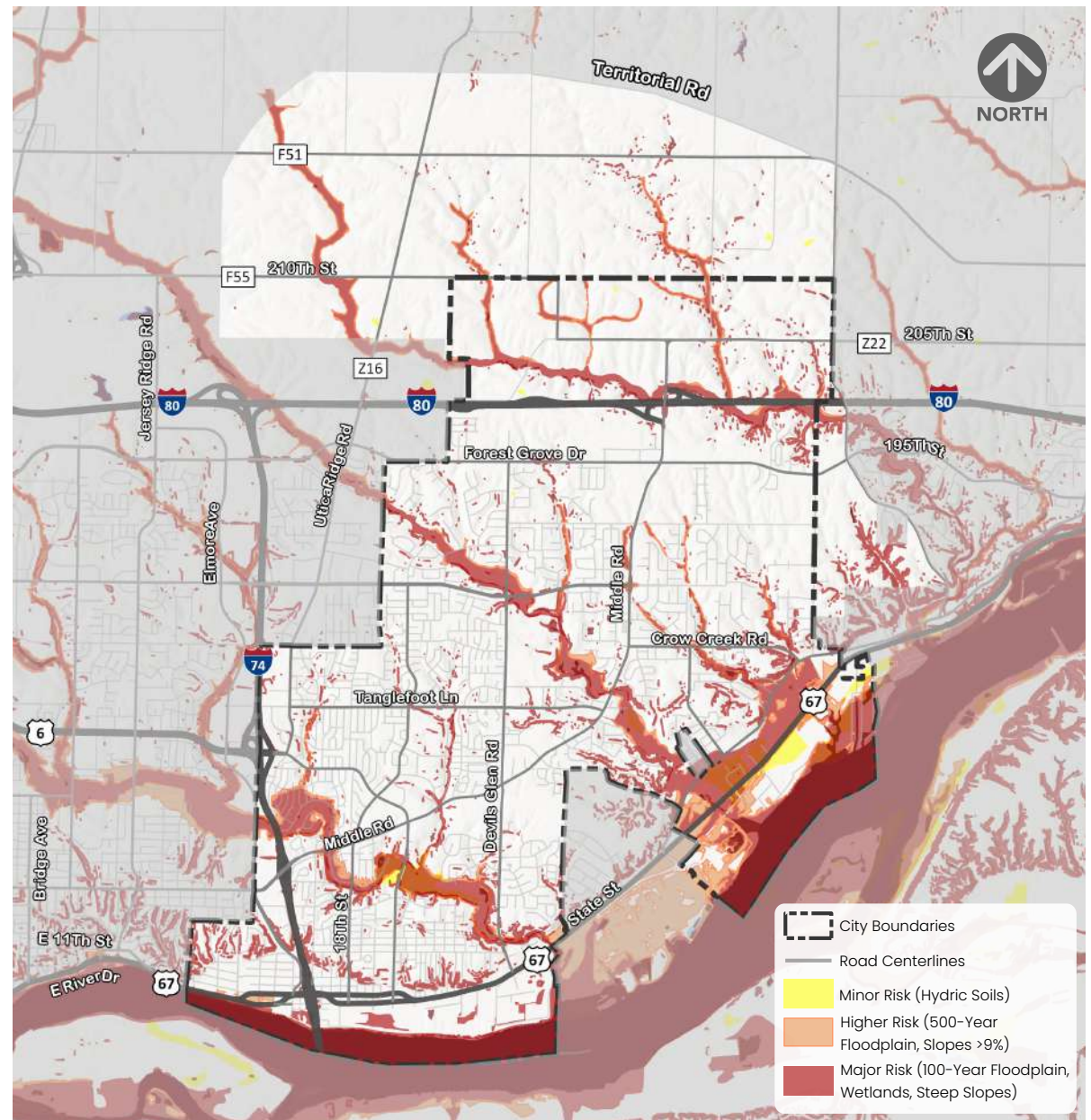
- » Add compensatory storage in the floodplain by limiting the amount of fill allowed in the floodplain.
- » Use Conservation Development Zoning to preserve natural areas.
- » Ban or restrict development in the 100-year floodplain or 500-year floodplain
- » Require developers to consider Stormwater Best Management Practices (See Page 33).

Development Suitability

Map 1.6 generally identifies areas that should be reasonably preserved and/or receive special consideration during development. Major Considerations, shown in red, should be preserved from development and include drainageway, 100-year floodplains, wetlands, and steep slopes. ***It is important to note that this map is a general guide.*** Site specific factors will dictate any future development activity.

- **Most residential neighborhoods have suitable land to expand.** In the near term, most residential neighborhoods are able to be developed while avoiding floodplains and steep slopes. This allows Bettendorf to develop in a compact and congruent way.
- **Floodway and floodplain in the northern and eastern areas of the city.** Development in the eastern and northern portions of the city should be focused on areas outside of the floodplain and floodway.
- **Flatter area to the north.** Long-term development should focus on expanding toward the north.
- **Streams and floodplains.** Streams and floodplains dot the area surrounding Bettendorf. Keeping development outside of the floodplain will help protect property along with allowing space for wetland ecosystems.

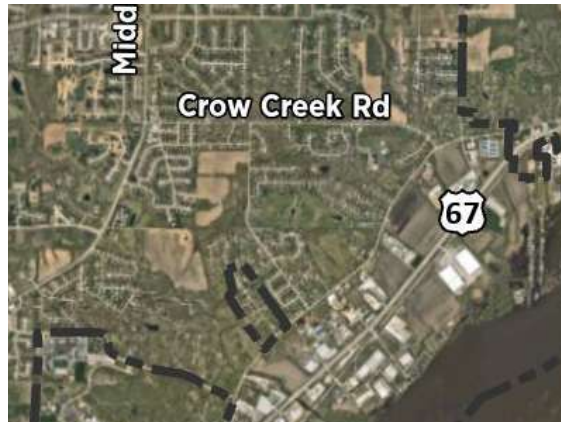
MAP 1.6 – BETTENDORF DEVELOPMENT SUITABILITY MAP



Source: RDG Planning & Design

...Environmental Framework & Stormwater Strategy Continued

Environmental Approach to Development: A Hypothetical Example from Bettendorf



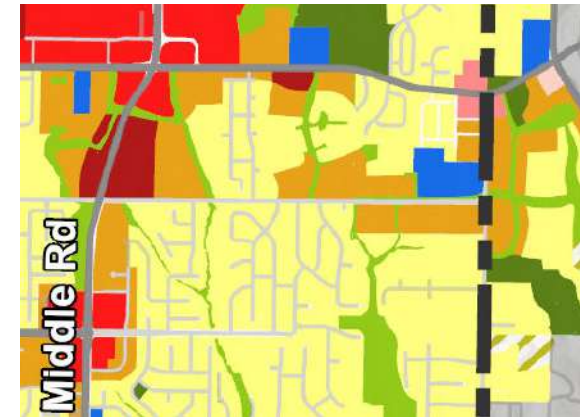
A. Assess Environment

Start with an assessment of the natural environment, including hydrology and topography. The aerial above shows a possible growth area in Bettendorf.



B. Identify Sensitive Areas

Using detailed topographic and environmental data, identify existing drainage patterns and designate sensitive natural areas that should be preserved, such as floodplains and drainageways. The Development Suitability Map (Map 1.6) for this area shows a range of environmental consideration ratings. Areas in red should be preserved from development, or include substantive engineering measures to mitigate potential environmental degradation. These include streambank buffers, stormwater management, and other enhancements.



C. Create a Development Plan

Create a plan for land use, transportation, and stormwater that preserves the sensitive natural areas as open space. In this example, the critical natural areas are preserved as greenways (green color) to allow natural drainage that serves the existing and proposed development uses (yellow and orange colors). Street patterns should not encourage development in sensitive areas. However, the street network must balance the need for environmental preservation with the need for connectivity, and should incorporate collector and arterial streets identified in the Future Transportation Map later in this chapter (Map 1.9).

...Environmental Framework & Stormwater Strategy Cont.

Stormwater Management Best Practices



ACTION 2: Promote natural stormwater management by promoting best management practices on individual sites and subdivisions.

Bettendorf can consider amendments to its regulations, so long as they meet State Code. New policies could require or incentivize best practices for natural stormwater management, such as:

Strategies for Individual Properties

- **Bioswales.** Infiltration trenches planted with native grasses, designed to retain and temporarily store stormwater runoff.
- **Permeable Pavement.** Porous pavement that allows water to pass through to the soil beneath.
- **Other practices.** Green roofs, rain barrels, rain gardens, and native landscaping.

Strategies for Subdivisions

- **Conservation Development.** Site design that preserves natural areas for drainage/detention.
- **Impervious Cover Reduction.** Reducing impervious surface requirements such as streets and parking lots through alternative site design or use of pervious pavement.
- **Naturalized Detention/Infiltration Basins.** Basins with native vegetation on the perimeter which help improve water quality.

City-Wide Policies

- **Conservation Easement.** Allows land owners to place a voluntary conservation restriction on their land.
- **Stream and Wetland Restoration.** Restores deteriorated ecosystems to their natural state to improve stormwater function and habitat.
- **Expand Regional Basin Capacity.** Continue to investigate and take advantage of opportunities to increase overall storage capacity of publicly maintained regional stormwater infrastructure.

Regional Collaboration

Stormwater does not follow jurisdictional boundaries. These stormwater policies will be most effective if all communities in the watershed can collaborate.

Best Practices:



A stream corridor with a preserved natural buffer helps manage stormwater from an adjacent development.



A stormwater detention pond with a native vegetation buffer can manage stormwater and provide an amenity.

A NATURAL APPROACH TO STORMWATER

Stormwater systems have traditionally focused on collecting rainwater into networks of pipes that transport water off-site quickly to detention basins and creeks. These systems can be costly to maintain and have negative side effects such as stream bank erosion and contaminated streams. Traditional development patterns, with a high degree of impervious surfaces, can result in an overwhelming amount of runoff, causing flash flooding during rain events.

Many communities are now taking a more natural approach to stormwater, by preserving natural areas that help mimic pre-development drainage patterns. These preservation areas are located where water already naturally drains. Instead of running directly into the streams or overflowing pipes, stormwater is absorbed into the soil or stored in ponds, then released gradually into waterways. A natural system requires less costly hard infrastructure, and the gradual infiltration results in less erosion and contamination in the waterways.



PART 2: THE LAND USE PLAN

LAND USE PHILOSOPHY: A Flexible Approach



ACTION 3: Take a density approach to land use and update the zoning ordinance accordingly.

The Future Land Use Map is the main guide for zoning decisions. Most Future Land Use designations allow multiple zoning categories which allow compatible uses. A mixed-use approach allows for planners and developers to propose developments using either traditional Euclidean zoning or modern form-based zoning.

Contemporary growth in American cities has tended to occur by separating different land uses through Euclidean zoning. This concept of single-use zoning grew out of a need to separate people's homes from major industries in order to protect their health. Some uses produce so much traffic, noise, odors, or other negative effects, this type of traditional separation remains the most appropriate policy in some instances. Areas developed under the traditional Euclidean-based zoning may best be served by maintaining that approach to land use planning.

Mixing compatible, different uses, however, has been shown to create interesting and attractive areas of a community. A zoning

code based off of form rather than use is allowed in the Development Character Areas (DCAs) zoning. A development pattern that encourages a mix of land uses and activities has a variety of benefits:

- » By promoting activity at various times of day, types of allowable uses, it increases security, vitality, and the number of people using public spaces.
- » Reduces the number of miles that people must travel daily by car, since homes are in close proximity to jobs and services.
- » Opens opportunities to build a variety of housing types. Housing above office and commercial establishments adds vitality to business areas and increases the economic yield on property.

- » Plans and land development policies that provide appropriate use mixing also provide greater flexibility for developers, and avoid unnecessary regulation.

The hybrid approach framework in Premiering Bettendorf retains traditional zoning and establishes three different DCAs allowing varying intensities, each with unique requirements for the following attributes:

- » Types of allowable Uses;
- » Intensity, or density;
- » Compatibility (transitions between uses);
- » Form, or design.

FUTURE LAND USE DESIGNATION DEFINITION

Property throughout Bettendorf's existing and future boundary are given different Future Land Use designations. The designations are categorized by desired primary uses for existing and future developments, as shown in the Future Land Use Map. Each category is compatible with varying Euclidean Zoning Districts or mixed-used Development Character Area (DCA) Zoning Districts.

...Land Use Philosophy Continued

Attributes of a DCA

Use: Integration and mixing of uses

One advantage of the DCA framework is its ability to integrate different land uses. Uses may be integrated in two ways: horizontally and/or vertically. Horizontal integration keeps individual building purposes separate but relates buildings harmoniously to each other. Vertical integration puts more than one use in the same building. In the DCA framework, most of the city’s land is in multiple-use categories, but certain areas, such as industrial, are still kept as single-use areas.

Intensity

The DCA framework designates how much development occurs in an area and how that development affects its neighbors. This is measured by intensity and/or density of development. In residential areas, intensity is measured by dwelling units per acre. For other uses, intensity is measured by a factor called floor area ratio or FAR, calculated by dividing building area by site area. Other factors, like the amount of traffic a project generates or how it affects its neighbors also help determine intensity.

Compatibility

One of the most important concerns in land use planning is the relationship between different uses and their relative compatibility with each other. In areas where densities are low, compatibility is usually achieved using spacing between buildings and by congregating like uses together. This simple method is easy to administer and understand; however, it can lead to some undesirable conditions such as increased commute times, an automobile dependent city, and un-walkable neighborhoods.

Compatibility in multiple-use districts can be attained in a more nuanced way by focusing more on the performance (effects) of various uses and designing regulations that allow for more integration of uses. If carefully done, the integration of uses can be achieved so that commute times become shorter, and neighborhoods become more walkable and interesting, all while preserving privacy, security, and aesthetics.

The DCAs described in this plan exist on a continuum of intensity and therefore have a continuum of compatibility methods. As DCAs

become more intense and uses become more integrated, compatibility methods focus less on spacing and congregating of similar uses, and more on performance-based methods that directly address issues such as noise, traffic, air quality, privacy, and aesthetics.

It is important to remember that while the intensity-based concept proposes mixing uses, **it does not mean that every land use is appropriate everywhere.** Location standards and compatibility requirements for higher impact uses are an important part of the land use system proposed in this Plan.

Form

Form relates to how the DCA is laid out, including the street pattern, the type of infrastructure required, how buildings relate to each other (e.g., are buildings close together or separated?) and the relation of buildings to the street. Form also includes the scale of the buildings - the length, width, and number of stories. The degree to which the buildings in an area are similar to each other in terms of these “form” characteristics impacts the perceptions of compatibility, and therefore market value.



CAVEATS TO THE DEVELOPMENT CONCEPT AND FUTURE LAND USE MAP

The development concept and Future Land Use Map are based on environmental analysis, economic projections, population trends, and public input. As explained on page 29, the amount of land that is planned for is much more than the projected need. This provides market flexibility, avoids creating a false land shortage, and aids long-term planning. This means that **many areas shown in the maps may not develop in the 2045 time horizon.**

Three important points about the Future Land Use Map:

1. Property Owners Decide

The development concept and Future Land Use Map depict new land uses for privately-owned properties. The transition of these properties from their current use to the depicted use is expected to occur slowly over time in response to market demands as property owners voluntarily sell, develop, or change the use of their land.

2. Generalized Map

The Future Land Use Map should be interpreted generally and is not intended to provide the specificity or the rigidity of a zoning map or engineering document. The map should provide guidance for the zoning map and is meant to show:

- » Generalized land use locations and transitions: The boundaries between land uses on the map are “fuzzy” lines and are meant to show approximate areas for transition, rather than rigid boundaries. The exception to this is the environmental conservation areas which are meant to be more precise boundaries.
- » Collector and arterial street connections: Critical arterial and collector street connections are specified on this map, though the exact routes will depend on detailed engineering studies. Local streets will be determined as development occurs.
- » Natural Resource Preservation Areas: Environmental conservation areas on the map are based on the Development Suitability Map in Map 1.6. The boundaries of these areas should be given significant weight in decision-making.
- » Future park and civic locations, especially in undeveloped areas, are conceptual only and should not be viewed as precise site locations for these areas of development. So long as sufficient park and civic space is contemplated in the overall map, these areas should not be viewed as restricted to these land uses only. Bordering future land uses are appropriate for consideration in these locations given the stated parameters.



ACTION 4: Use the Future Land Use Map to guide all land use decisions, including subdivision review or rezoning.

3. Basis for Land Use Decisions

The Future Land Use Map should provide the basis for decisions of the Planning & Zoning Commission, the City Council, and private developers. The map is a critical part of the approval process for development proposals and zoning decisions.

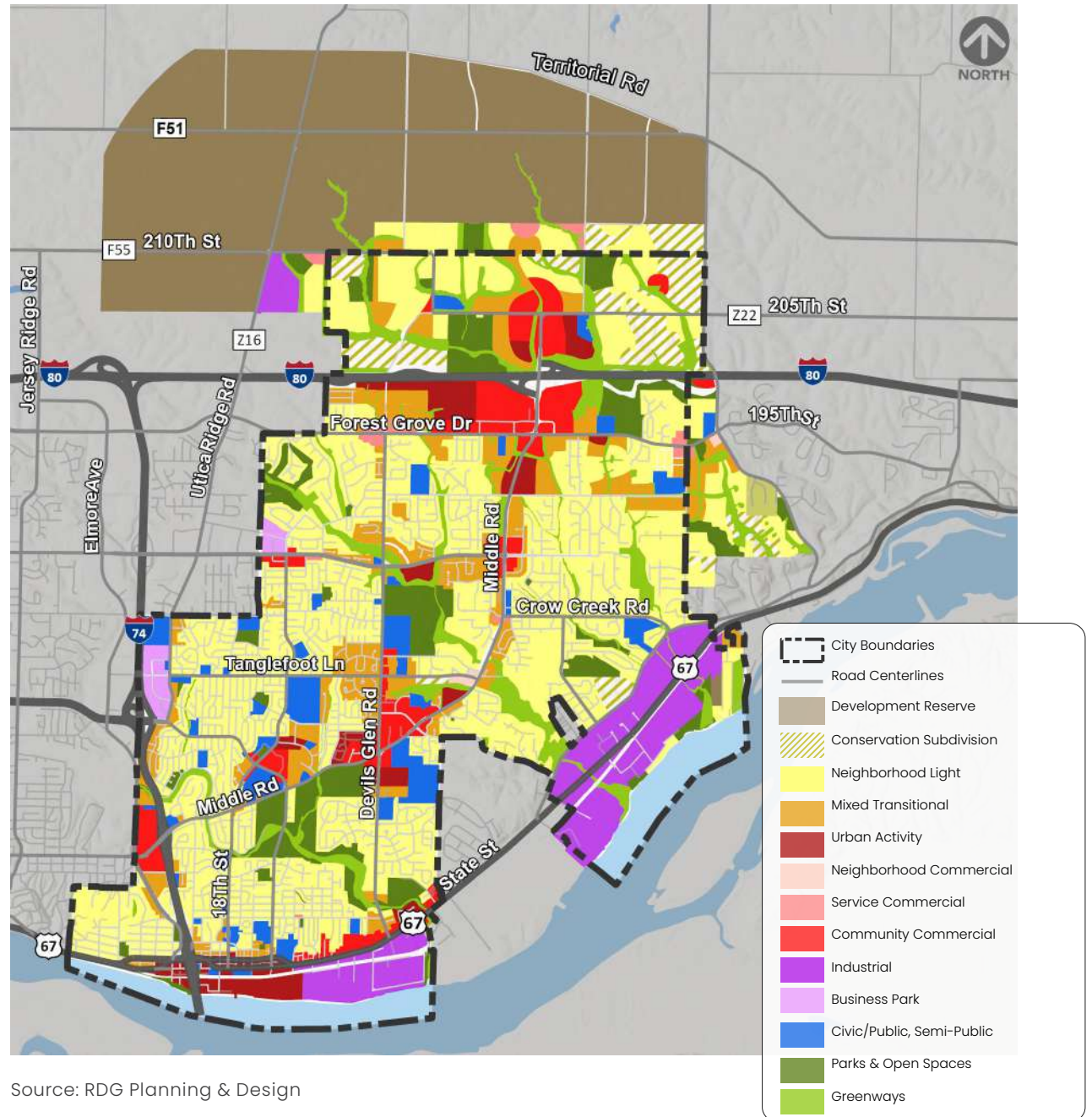
Future Land Use Districts

Growing efficiently and in a way that contributes to a higher quality of life requires interconnected land uses that complement each other and allow a variety of housing and transportation choices. A proven market-based land use planning model directs growth through land use intensity rather than single-use districts.

Land use intensity districts are the framework that classifies different areas of Bettendorf and the types, forms, and intensities of development allowed in each area. District descriptions provide a sequential framework of land use designations with increasing levels of intensity. It is appropriate to compare them to each other when reading descriptions. For example, medium-intensity is more intense than low-intensity. Additionally, there are some areas that warrant more restrictive use requirements because of location, environmental protection, or pre-approved developments.

The following section shows the types of land uses compatible with each designation.

MAP 1.7 - BETTENDORF FUTURE LAND USE MAP










Source: RDG Planning & Design

DESCRIPTIONS OF FUTURE LAND USE DESIGNATIONS

Overview

The table below describes the range of land use categories in the Bettendorf Future Land Use Map. The majority of the city's land falls into three multiple-use categories: NL, MT, and UA. These three designations are conceived to align with form-based DCA zoning, but can also align with euclidean zoning.

LAND USE CATEGORY	DESCRIPTION	RESIDENTIAL DENSITY RANGE: (DWELLING UNITS/ACRE)	NON-RESIDENTIAL INTENSITY RANGE: FLOOR AREA RATIO (FAR)
NL Neighborhood Light	Areas which largely contain relatively low-density residential, portions of medium density residential, and isolated neighborhood commercial service uses. Not intended for uses which contain significant externalities.	2-7	0.25-0.50
MT Mixed Transitional	Areas with a mixture of some urban services, including medium-density residential, neighborhood and community commercial, office, and service uses. Not intended for lower density residential.	7-12	0.30-1.0
UA Urban Activity	Areas with a mixture of urban services, including medium- and high-density residential, major commercial, office, service uses, and limited industrial in suitable locations. Not intended for industrial or developments sensitive to urban noise, lighting, and traffic.	12+	0.80 and up
DR Development Reserve	Areas to remain working agricultural ground or large estates until urbanization occurs. These areas are unlikely to be served by urban infrastructure during the planning period but will be feasibly served and needed for urban development in the long-term. Not intended for any substantial development.	>40 acres per unit	NA
NC Neighborhood Commercial	Normally located near intersections of local, collector, and/or arterial streets, is relatively small in size, and has bulk standards comparable to the bulk standards for low-density residential. Not intended for commercial uses with more intense externalities such as gas stations, car washes, or drive-through based businesses.	NA	0.30 and up
SC Service Commercial	Areas with everyday shopping, services, or entertainment needs serving one or more neighborhoods. May also contain offices or boutique shops/restaurants that are regional draws. Typically located at intersections of collector and/or arterial streets. May include some medium-density residential. Not intended for primary residential.	7-12	0.30 and up

	LAND USE CATEGORY	DESCRIPTION	RESIDENTIAL DENSITY RANGE: (DWELLING UNITS/ACRE)	NON-RESIDENTIAL INTENSITY RANGE: FLOOR AREA RATIO (FAR)
	CC Community Commercial	Areas dominated by major community and regional commercial development that are both large in scale and have high traffic impact. May include some high-density residential use. Typically located at intersections of arterial streets. Not intended for a majority of residential uses.	12+	0.3 and up
	I Industrial	Areas dominated by large-scale industrial uses. Not intended for uses which are incompatible or unsafe near manufacturing uses.	NA	Varies
	BP Business Park	Areas with major employers, large office uses, and/or light industrial/warehouse uses. Not intended for primarily after-hour uses.	NA	Varies
	P Civic/Public, Semi-Public	Areas with major public, semi-public, or other civic uses.	NA	Varies
	OS Open Space and Parks	Areas will be maintained as park or open space. May include accessory uses such as recreation buildings/shelters or trails. Not intended for commercial uses.	NA	NA
	GW Greenways	Areas designated for nature, habitat, and drainage. Greenways can support recreation pathways. Not intended for structures.	NA	NA
	CS Conservation Subdivision	A conservation subdivision, from a land use perspective, is a development approach that aims to balance residential development with the preservation and protection of natural features and open spaces. It typically involves clustering homes on smaller lots while setting aside larger areas of land as protected green spaces such as parks, wetlands, or wildlife habitats. This design encourages environmental sustainability, promotes biodiversity, and enhances the overall quality of life for residents by providing access to nature.	1-15	NA

NEIGHBORHOOD LIGHT (NL)

PURPOSE:

An efficient, walkable pattern of low density development. As compared to denser areas, NL has more space and separation of uses, with farther distances between destinations and fewer shared amenities.

USES:

- » A mix of complementary uses, including mostly single-family housing, with some single-family attached, townhomes, schools, small parks and churches, and neighborhood retail.

INTENSITY:

- » 2-7 dwelling units per acre or Floor Area Ratio (FAR) 0.25-0.5 (Non-residential);

FORM:

- » Uses are integrated so that residents can access them by walking or biking. NL areas use a high-connectivity grid street pattern to expand viable locations for low intensity commercial;

COMPATIBILITY

- » Will be achieved through gradual increases of intensity transitioning from one land use to another. A cross-section of this area may show large lot single-family next to medium lot single-family, next to small lot single-family, next to townhomes, next to small commercial. Although the focus is on gradual changes in intensity, these changes should occur at a small enough scale to ensure inclusion of a range of land uses within roughly a quarter square mile (160 acres) in order to encourage walking, biking, and the reduction of auto trips.
- » Different intensity uses are positioned to create a smooth transition from lower to higher intensity uses.
- » Not intended for uses which contain significant negative externalities.

NEIGHBORHOOD LIGHT (NL)



MIXED TRANSITIONAL (MT)

PURPOSE:

Vibrant, urban areas that draw customers and employees from outside the immediate area. Increased intensity (compared to NL) improves opportunities for economic activity and social interaction.

USES:

- » A mix of complementary uses, including single-family townhomes, multi-family housing, schools, mid-sized parks, churches, commercial, and mixed-use. Amenities such as parks, plazas, and quality streetscapes should be more prevalent than in NL areas.

INTENSITY:

- » 7-12 dwelling units/acre, Floor Area Ratio (FAR) of 0.3-1.0 (non-residential)

FORM:

- » A high-connectivity grid pattern expands viable locations for commercial land uses and allows multiple access points and route choices between uses. As compared to NL, MT encourages closer proximity between transportation, housing, and shopping choices.

COMPATIBILITY

- » Land uses and intensities should be integrated at a finer grain than within the Neighborhood Light designation. As compared to NL areas, compatibility should be achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations.
- » Land uses are sometimes mixed vertically, resulting in complementary and alternating times of use and the ability to share parking areas.
- » Different types of land use are positioned to create a smooth internal transition from lower to higher intensity uses; however, this transition happens over a shorter distance than within the NL designation.
- » Not intended for lower density residential.

MIXED TRANSITIONAL (MT)



SINGLE-FAMILY DETACHED



TOWNHOMES & ROW HOMES



COMMERCIAL MIXED-USE



NEIGHBORHOOD RETAIL



URBAN ACTIVITY (UA)

PURPOSE:

These areas improve economic performance and opportunities for social interaction by locating diverse and complementary uses in close proximity.

USES:

- » A mix of complementary uses, including multi-family residential, large offices, medical buildings, regional commercial, limited industrial, and institutional uses such as churches, schools, hospitals, and other regional attractors. Residential uses range from townhomes/rowhouses up to apartment towers. Parking garages or public parking lots may be found in these areas. Higher levels of urban amenities are used to offset the area's intensity level.

INTENSITY:

- » 12+ dwelling units/acre; Floor Area Ratio (FAR) of 0.80 and higher.

FORM:

- » Good access to freeways, highways, arterials, and transit, yet still designed around pedestrians. A high-connectivity grid pattern provides viable locations for higher intensity land uses and allows multiple access points.

COMPATIBILITY

- » Land uses and intensities should be fully integrated and mixed. Compatibility should be achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations.
- » Different land uses can be close together because design and amenities take into account these juxtapositions and make appropriate accommodations.
- » Form and design rules and performance regulations address aesthetic and functional compatibility.
- » Light industrial uses may be allowed with requirements that they mitigate any anticipated negative impacts on adjacent land uses. Not intended for heavy industrial uses. Also not intended for developments sensitive to noise, lighting, and traffic existing in a normal urban environment.
- » Land uses should be fully integrated horizontally and mixed vertically, resulting in complementary and alternating times of use and the ability to share parking areas.

URBAN ACTIVITY (UA)



... Descriptions of Development Character Areas Continued

SERVICE COMMERCIAL (SC)

PURPOSE:

While Neighborhood Commercial (NC) areas are ideally integrated within Neighborhood Light (NL) and Mixed Transitional (MT) future land use categories, Service Commercial (SC) are identified on the Future Land Use Map so that these locations can be reserved for commercial development and not developed exclusively for residential. This is necessary because Service Commercial development typically occurs after residential areas have developed.

USES:

- » Commercial mixed development provides everyday shopping, service, restaurant, and entertainment needs of neighborhood residents. Townhouses and low- to moderate-density multi-family uses can be mixed in with commercial, but commercial should be the dominant use.

INTENSITY:

- » Approximately 7-12 dwelling units/acre; Floor Area Ratio (FAR) of 0.30 and higher.

FORM:

- » Very pedestrian-oriented, with sidewalks along a grid street system providing excellent area connectivity. Buildings frame streets, with vehicle parking to the sides or rear of buildings. Horizontal and vertical mixture of uses is employed. [See also Mixed Transitional]

COMPATIBILITY

- » Land uses and intensities should be integrated at a finer grain than within the Neighborhood Light or Mixed Transitional designations. As compared to NL and MT areas, compatibility should be achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations.
- » Land uses are sometimes mixed vertically, resulting in complementary and alternating times of use and the ability to share parking areas.
- » Different types of land use are positioned to create a smooth internal transition from lower to higher intensity uses; however, this transition happens over a shorter distance than within the NL and MT designation.
- » Not intended for primary residential use.

SERVICE COMMERCIAL (SC)



COMMUNITY COMMERCIAL (CC)

PURPOSE:

While Community Commercial (CC) areas are ideally integrated within Mixed Transitional (MT) and Urban Area (UA) categories, they are identified on the Future Land Use Map so that these locations can be reserved for commercial development and not developed exclusively for residential. This is necessary because Community Commercial development typically occurs after residential areas have developed.

USES:

- » A broad range of retail services, including large-scale stores and services, auto related services, and large offices. Shopping and commercial uses total at least 150,000 square feet. Multi-family uses can be mixed in with commercial, but commercial should be the dominant use. Community Commercial serves larger areas than compared to Service Commercial.

INTENSITY:

- » 12+ dwelling units/acre; Floor Area Ratio (FAR) of 0.30 and higher.

FORM:

- » While accommodating the automobile, planned developments also provide good pedestrian accommodation and amenities. Horizontal and vertical mixing of uses are employed. [See also Urban High Intensity]

COMPATIBILITY:

- » Land uses and intensities should be fully integrated and mixed.
- » Different land uses can be close together because design and amenities take into account these juxtapositions and make appropriate accommodations.
- » Form and design rules and performance regulations address aesthetic and functional compatibility.
- » Light industrial uses may be allowed with requirements that they mitigate any anticipated negative impacts on adjacent land uses. Not intended for heavy industrial uses. Also not intended for developments sensitive to noise, lighting, and traffic existing in a normal urban environment.
- » Land uses should be fully integrated horizontally and mixed vertically, resulting in complementary and alternating times of use and the ability to share parking areas.

COMMUNITY COMMERCIAL (CC)



BUSINESS PARK (BP)

PURPOSE:

Preserve sites most suitable for large industrial and business development. Protection of these areas is an important part of economic stability and future growth, as they provide a competitive advantage for attracting new companies and retaining companies that need to expand. Large acreages should be maintained to maximize clustering for specialization, synergy, transportation efficiency, and knowledge exchange.

USES:

- » Manufacturing, warehousing, distribution, office, office/industrial flex spaces. Non-industrial/non-office uses should be limited to services or commercial uses that are needed to support the primary employment generators. Fragmentation by small-scale development or incompatible uses is discouraged.

INTENSITY:

- » Varies.

FORM:

- » Require a higher standard for industrial infrastructure, urban design, access, and other factors.
- » Transportation improvements should enhance connectivity, efficiency, and capacity.
- » Do not allow subdivisions that result in an inefficient street layout, poor parcel configuration, or otherwise limit future development in BP areas.
- » When new BP areas are designated, the factors listed under the Industrial category should be considered.
- » Not intended for primarily after-hour uses.

BUSINESS PARK (BP)



COMPATIBILITY:

- » Do not allow incompatible uses to locate within BP areas (e.g., single-family residential or K-12 schools.)
- » Ensure development adjacent to BP areas is compatible with and will not compromise viability of land used for employment centers.
- » Apply special design controls. These controls could be implemented through Planned Unit Developments (PUDs) or design guidelines. Encourage industrial park design which includes style and placement of buildings, screening or prohibiting outdoor storage, parcel sizes which allow for long term expansion for individual users, special landscaping requirements, and buffering mechanisms for truck access and loading facilities. Design standards should mitigate negative aesthetic, traffic, and other impacts.
- » Development abutting a BP boundary, whether inside or outside the boundary, should be held to higher design standards to ensure compatibility between BP uses and possible adjacent residential uses.
- » In cases where transportation infrastructure has been installed with the purpose of providing capacity for BP areas, rezoning or subdivision of property outside of the BP area must not reduce the transportation capacity of the BP area below the level intended.

PUBLIC/SEMI-PUBLIC (P)

PURPOSE:

To provide space for educational, institutional, assembly, and other public uses, including hospitals, major campuses (high school, college, and university), cemeteries, airport, landfills, water treatment plant, and major utilities.

USES:

- » Educational: Public, private, and parochial institutions at K-12 and post-secondary level, or trade/business schools and their accessory uses.
- » Institutional and Assembly: Community or cultural facilities, religious institutions, public health care centers, human services facilities and their accessory uses.

FORM:

- » The following factors should be considered when determining Public/Semi-Public area: regional transportation coverage, multi-modal accessibility.

COMPATIBILITY:

- » Many Public/Semi-Public uses are compatible with residential areas but some are more intense or have externalities which may require a location within or adjacent to commercial or industrial areas.

INTENSITY:

- » Varies from neighborhood user coverage to regional use coverage depending on the proposed use.

PUBLIC/SEMI-PUBLIC (P)

SCHOOLS



RECREATION COMPLEXES



PUBLIC BUILDINGS



OPEN SPACE AND PARKS (OP)

PURPOSE:

Areas intended to remain undeveloped and natural or recreational in character.

USES:

- » Parks are designated areas for active and passive recreation consisting of public parks. Open spaces are areas reserved limited uses, primarily natural.

FORM:

- » The following factors should be considered when determining Open Space and Parks: regional transportation coverage, multi-modal accessibility, preservation of environmentally sensitive areas.

COMPATIBILITY:

- » Parks are compatible with most other areas, but some can attract many visitors which require proper buffering and location planning. Open spaces are compatible with all other uses.

INTENSITY:

- » Varies from neighborhood parks to larger regional parks. Open spaces have limited associated development and infrastructure and therefore are considered low intensity. Not intended for commercial uses.
- » Not intended for commercial uses.

OPEN SPACES (OP) AND PARKS (P)



INDUSTRIAL (I)

PURPOSE:

Allow for a broad range of industrial uses from small to large employers.

USES:

- » All types of industrial: manufacturing, warehousing, distribution, and office/industrial flex space. Uses in this area can be smaller in size than in the Business Park areas, and aesthetic standards are less stringent.

INTENSITY:

- » Varies.

FORM:

- » When new industrial areas are designated, the following factors should be considered: freeway and rail access, availability and capacity of water and sewer service, proximity to existing employment centers, environmental factors (floodplain, slope, etc.), compatibility of neighboring land uses, and Brownfield status.

COMPATIBILITY:

Developments within industrial areas will be similar in nature, so compatibility is less difficult to manage. In areas where industrial abuts other land use categories, however, the following should be considered:

- » Design standards: including land buffers, architectural and site design standards, and other appropriate standards implemented through PUDs, new codes, or guidelines.
- » Operational standards that consider traffic, noise, lighting, and air quality.
- » Not intended for uses which are incompatible or unsafe near manufacturing uses.

INDUSTRIAL (I)



DEVELOPMENT RESERVE (DR)

PURPOSE:

Urban reserve areas are not planned for development in the foreseeable future. The appropriate land use for property in this designation should be determined closer to the development horizon so that future market forces and trends can be taken into consideration. Development proposals, including agricultural operations, should be reviewed for compatibility with future urban uses.

Areas are to remain working agricultural ground or large estates until urbanization occurs. These areas are unlikely to be served by urban infrastructure during the planning period but will be feasibly served and needed for urban development in the long-term.

FORM AND FEATURES:

- » Minimal infrastructure (rural arterials, no transit, water, or sewer).
- » DR land should not be permitted to develop at urban or rural residential densities until such land is designated for residential development through a Future Land Use Map amendment.
- » Adjacent developments should be designed to facilitate future expansion of streets, sewers, and other infrastructure facilities and should be configured in a manner that allows contiguous growth areas without configurations that require future growth to leap-frog development areas.
- » Not intended for any substantial development. A Future Land Use Map amendment should be made for any development proposals.

DEVELOPMENT RESERVE (DR)



NEIGHBORHOOD COMMERCIAL (NC)

PURPOSE:

Areas designated Neighborhood Commercial are intended to provide surrounding residential areas with goods and services.

USES:

- » Small shops, limited seating restaurants, and other low-intensity businesses that are compatible with residential neighborhoods are ideal for this designation.

FORM:

- » These developments should be well connected to trails and sidewalks and should include service walks to promote walking from nearby residential neighborhoods. Lighting, signage, noise, and other externalities should minimally impact adjacent developments.

COMPATIBILITY:

- » Small-lot commercial uses which have limited externalities located near residential development and local streets.

INTENSITY:

- » Low intensity uses which have smaller building footprints, occupancy, vehicle use areas, and limited hours of operation are intended for this designation.
- » Not intended for commercial uses with more intense externalities such as gas stations, car washes, or drive-through based businesses.

NEIGHBORHOOD COMMERCIAL (NC)



CONSERVATION SUBDIVISION (CS)

PURPOSE:

The Conservation Subdivision seeks to balance residential development with the preservation and protection of streams, natural features, open space, and historic areas, especially where sloped terrain makes development costly and would require large scale grading and filling.

USES:

- » The allowed uses will include only residential and low intensity commercial uses similar to those found in R-1, R-2, and R-3 zoning districts. Conservation Subdivisions will contain large areas of open space, not intended for development or agricultural use and not subject to regular mowing. Floodplain development will be strongly discouraged in these areas.

FORM:

- » As a guide, at least 40 or 50 percent of the original tract must be preserved as undeveloped space. To meet this requirement, homes will be allowed to locate on smaller lots and closer together than in traditional residential developments. Flexibility in building height restrictions may help developers afford the loss of developable land. Parks and open space dedicated to and accepted by the City will count toward the non-developed total area. However, it is not the City's intention to acquire significant amounts of park space through the creation of Conservation Subdivisions. Nearly all of the open space preserved in these subdivisions will be privately held. If applicable, the City will consider support of environmental tax exemptions available through the State of Iowa, such as the Forest Covers Exemption, Open Prairie Exemption, and the Rivers and Streams Exemption.

INTENSITY:

- » Because natural areas and sloped land will be preserved in Conservation Subdivisions, development of the buildable areas may be more compact than in traditional neighborhoods. The units per acre and FAR might be more similar to what is found in R-4 and R-5 zoning districts, but this will be offset by the preservation of natural areas.

CONSERVATION SUBDIVISION (CS)

SINGLE-FAMILY DETACHED



TOWNHOMES/APARTMENTS



MIXED-USE



NATURAL PRESERVATION



PART 3: IMPLEMENTING THE LAND USE PLAN

The Land Use Plan will be largely implemented through private decisions and public review. When a project is submitted for approval, the City’s staff and approving bodies (e.g. the Planning & Zoning Commission) determine whether the project complies with the City’s Comprehensive Plan.

Updating the Zoning Ordinance

Until 2017, Bettendorf, like most cities, used a Euclidean zoning ordinance that primarily designated single-use areas, such as all-residential or all-commercial zones. While this system helps separate incompatible uses, and is relatively straightforward to administer, it has significant shortcomings. A Euclidean ordinance can be inflexible - it encourages decentralized development and is often unable to accommodate mixed-use development. In recent years, planners have proposed and experimented with a number of alternatives to Euclidean zoning, most of which focus more on building form and site design, and less on specific uses.

With the adoption of “Premiering Bettendorf” in 2017 and the subsequent update to its zoning ordinance in 2017, Bettendorf moved to hybrid land use development that allowed for both Euclidean and form-based zoning. As described in the preceding pages, the new land use approach allowed incorporation of a wide variety of uses within a certain level of “intensity,” or density. The primary philosophical reasons for moving to this approach include:

- » When measuring impact on a property and its neighbors, intensity (or density) of a development is more influential than the specific type of use.
- » It is impractical for a land use plan to anticipate specific land uses for each parcel in the city. Attempting to do so leads to comprehensive plan amendments that dilute the message of the plan and slow down the approval process.
- » Nationally, there is a growing preference for neighborhoods that mix uses together. This creates better walkability and bikeability, and can create infrastructure efficiencies (such as shared parking).

Over the last several years, the City has identified areas for improvement in both its Euclidean-based zoning districts and form-based Development Character Areas (DCAs). These improvements include:

- » Updating the defined use types to keep up with emerging uses.
- » Providing more concise and clear language related to DCA regulations.
- » Allowing a DCA development to occur on smaller tracts of land.
- » Create a more readable and organized code for enhanced usability by administrators, elected officials, developers, and the general public.



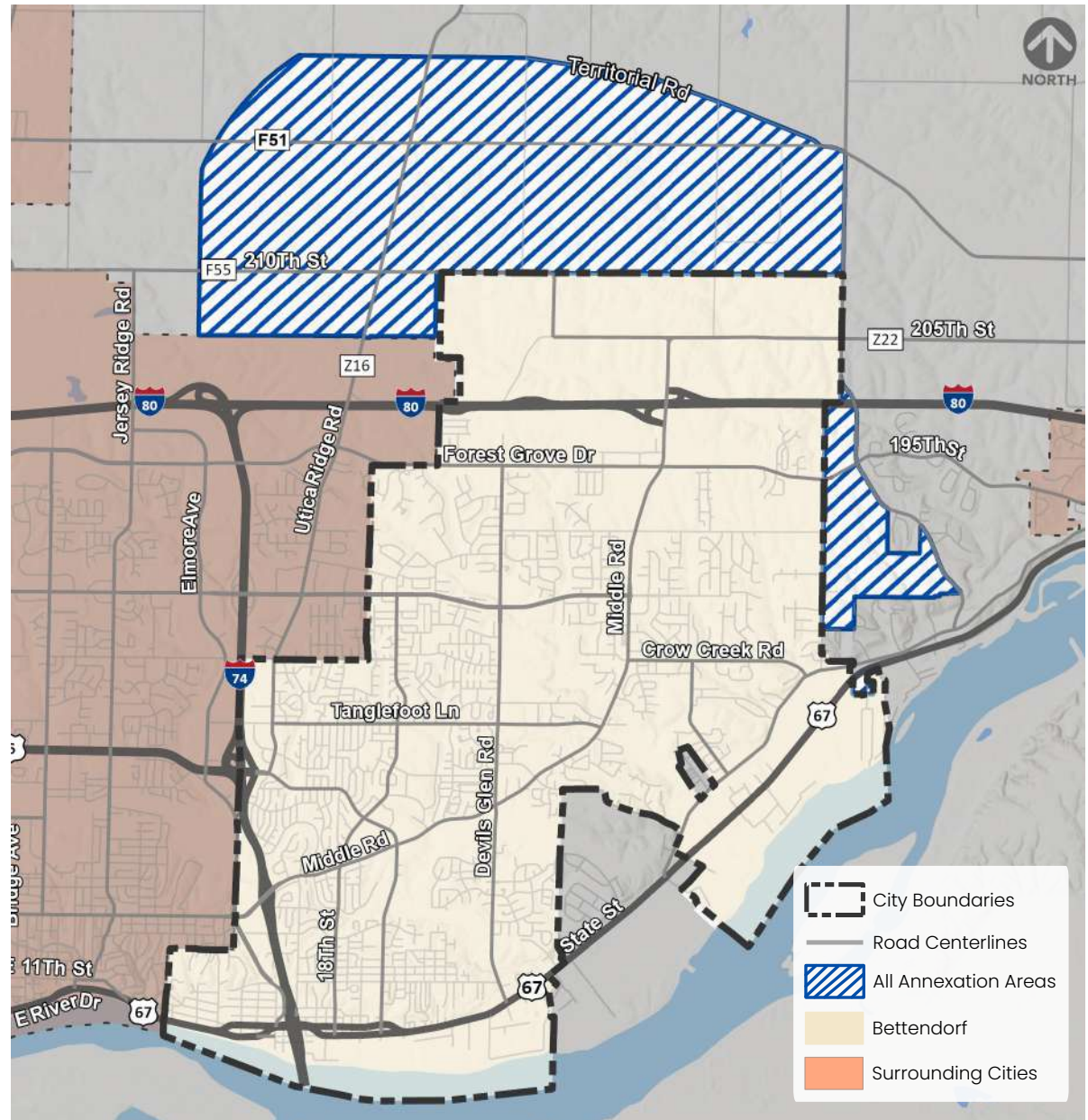
*Compliance with zoning ordinance must be determined independently.

Annexation

The Annexation Map shows potential long-term future annexation areas for the City of Bettendorf. The City should continue to work with its neighbors, Scott County, City of Davenport, City of Eldridge, and City of LeClaire, to establish/update annexation agreements.

Changes from the previous Annexation Map published in past plans include a large addition west of Utica Ridge Road and undeveloped areas located east of Criswell Street. Each of these areas have the potential to be served by sanitary sewer based on topography present and align with future development trends outlined in this plan.

MAP 1.8 - ANNEXATION MAP



Source: RDG Planning & Design



ANNEXATION STRATEGY



ACTION 5: Use the Annexation Map (Map 1.8) and the 7-point annexation strategy to guide annexation decisions.

Map 1.8 identifies Bettendorf's potential long-term annexation area. Bettendorf currently has more than enough land to accommodate growth in the next 20 years (about 6,000 acres are available and approximately 4,500 are needed for planning purposes). Therefore, these areas represent long term interests and should not be annexed until the need for additional land is more imminent.

When the need for additional land arises, the city should use the following annexation strategy:

1: Pursue Voluntary Annexation

Bettendorf should use the "voluntary annexation" provisions of Iowa annexation law (including the 80/20 rule, see below) and avoid annexing areas under "involuntary" procedures. The drawbacks of involuntary annexations include:

- » More complex annexation process
- » Confrontation with land owners
- » Susceptibility to court challenges
- » Costly extension of city services mandated within a short time period, even if development is not imminent

The benefits of voluntary annexation are:

- » Allows city to promote areas for development without having to install costly infrastructure ahead of that development. The annexation/ infrastructure extension plan becomes a negotiated process between the property owner, developer, and the city.
- » Does not require the city to pick "winners and losers" among potential annexation areas. Instead, the private market determines development timing and location.
- » Simpler process, less controversial.

To make the voluntary annexation approach work the city must:

- » If necessary, use the 80/20 rule for voluntary annexation, which allows up to 20% of the total annexed area to be included without consent from property owners. This allows for the "squaring off" of annexation areas to logical boundaries to avoid the creation of unincorporated "islands", which are not permitted by state law. While full consent from property owners is ideal, there may be situations where the 80/20 rule is necessary to follow state laws, and achieve long term city goals.
- » Enact Parts 2-7 of this strategy.

2. Only Annex as Needed

Bettendorf should annex land only as the need arises. (As of the writing of this plan, Bettendorf has enough land in city limits to accommodate the next 20 years of projected land need.) By only annexing what is needed, when it is needed, the city avoids unnecessary maintenance of infrastructure and potential conflicts with land owners. This approach must be coupled with the creation of annexation agreements (see following page), in order to protect the city's long-term growth areas.

3. Initiate Outreach to Property Owners

Initiate ongoing communication with owners of properties in the long-term annexation areas (Map 1.8). Communicate the potential benefit of annexation: The extension of city services/infrastructure greatly enhances the development potential of the land and maximizes its sale value.

4: Negotiate Development Agreements

Development opportunities in the annexation priority areas should be pursued on a "negotiated development agreement" basis, with zoning, infrastructure extensions, and any applicable development incentives as part of the negotiation process. The Future Land Use Map should serve as the guide for uses within the annexation areas.



5. Wait to Zone

Annexation areas should not be zoned for future uses until the areas are voluntarily annexed and a negotiated development deal is accomplished. Discussion of appropriate zoning, consistent with the Future Land Use Map, should be a part of the negotiation process.

6. Prioritize Contiguous Parcels

Annexation priority should go to parcels contiguous to current city boundaries. It is not recommended to annex property that is not contiguous to current city property, and would not be permitted by state law in most circumstances.

7. Create Annexation Agreements



ACTION 6: Work cooperatively with Scott County, the City of Davenport, and the City of LeClaire to create annexation agreements.

An annexation agreement establishes future annexation boundaries between neighboring municipalities. The benefits of an annexation agreement include:

- » Establishes common understanding between municipalities and avoids future conflicts.
- » Identifies which areas can be best served with infrastructure by each municipality.

- » Discourages cities from annexing property prematurely, before development is imminent. Without an annexation agreement, cities might annex property solely to protect their long-term interests. The downfall is that the city is now required to maintain streets and land that may not experience urban development for decades to come. This results in an inefficient use of city resources.

Annexation agreements are established as an intergovernmental agreement, as allowed in Chapter 28E of the Code of Iowa.

This strategy also requires working with the County to ensure that the County Land Use Plan discourages inappropriate uses in the city's growth areas. The city may also wish to seek development review authority for unincorporated land in the city's long-term growth area.

PART 4: FUTURE TRANSPORTATION STRATEGY

BASIC PRINCIPLES FOR STREETS

As Bettendorf grows it will need to extend the street and trail system. Map 1.9 shows the proposed transportation network that will accommodate Bettendorf's preferred growth areas. As the proposed streets are constructed, four basic principles should guide the process:

1. Enhance Connectivity

New streets should line up with existing streets and connect new development to existing neighborhoods using multiple entrances. Single access cul-de-sacs should be avoided unless environmental factors preclude other options. Route efficiency is a key component to enhanced connectivity. Intersection alignment and level of service (LOS) should be considered when planning new roads in the city.

2. Context

Street design should consider the context around it - is the street in a residential neighborhood or commercial center? This affects decisions like the width of the street, landscaping, or design of pedestrian features. Street design should keep traffic at an appropriate level, using calming devices such as landscaped islands, crosswalks, and pavement variation.

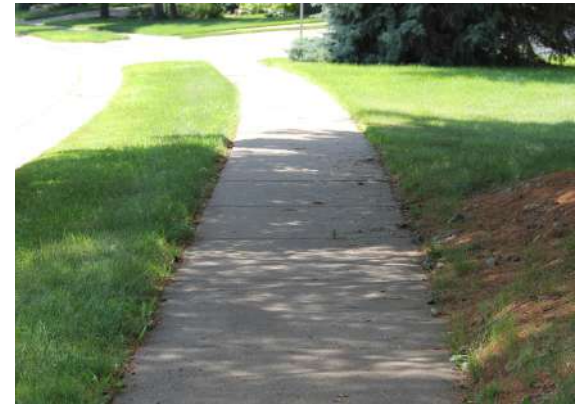
3. Build Complete Streets

Streets should accommodate multiple modes of transportation, including public transit, walkers, and bikers. While not every street will be appropriate for all features, consideration will be given to streets with multi-modal features such as: sidewalks, bike lanes, bike pavement markings, bike signage, or traffic calming. Sidewalks should be provided on both sides of all streets.

Future streets should accommodate bus service for Bettendorf Transit (both existing routes and potential future routes), with adequate space for bus travel and bus stops/shelters. Street design should support safe access to bus stops via sidewalks and crossings and allow space for waiting areas.

4. Promote Character

Streets are Bettendorf's largest public space, and should be designed to reflect the pride that residents feel in their community and highlight Bettendorf's identity. Streets provide the first impression for many visitors and have a daily impact on how residents view their community. Landscaping, street furniture, public art, green boulevards and other attractive street features should be considered an investment in community character and a tool for economic development.



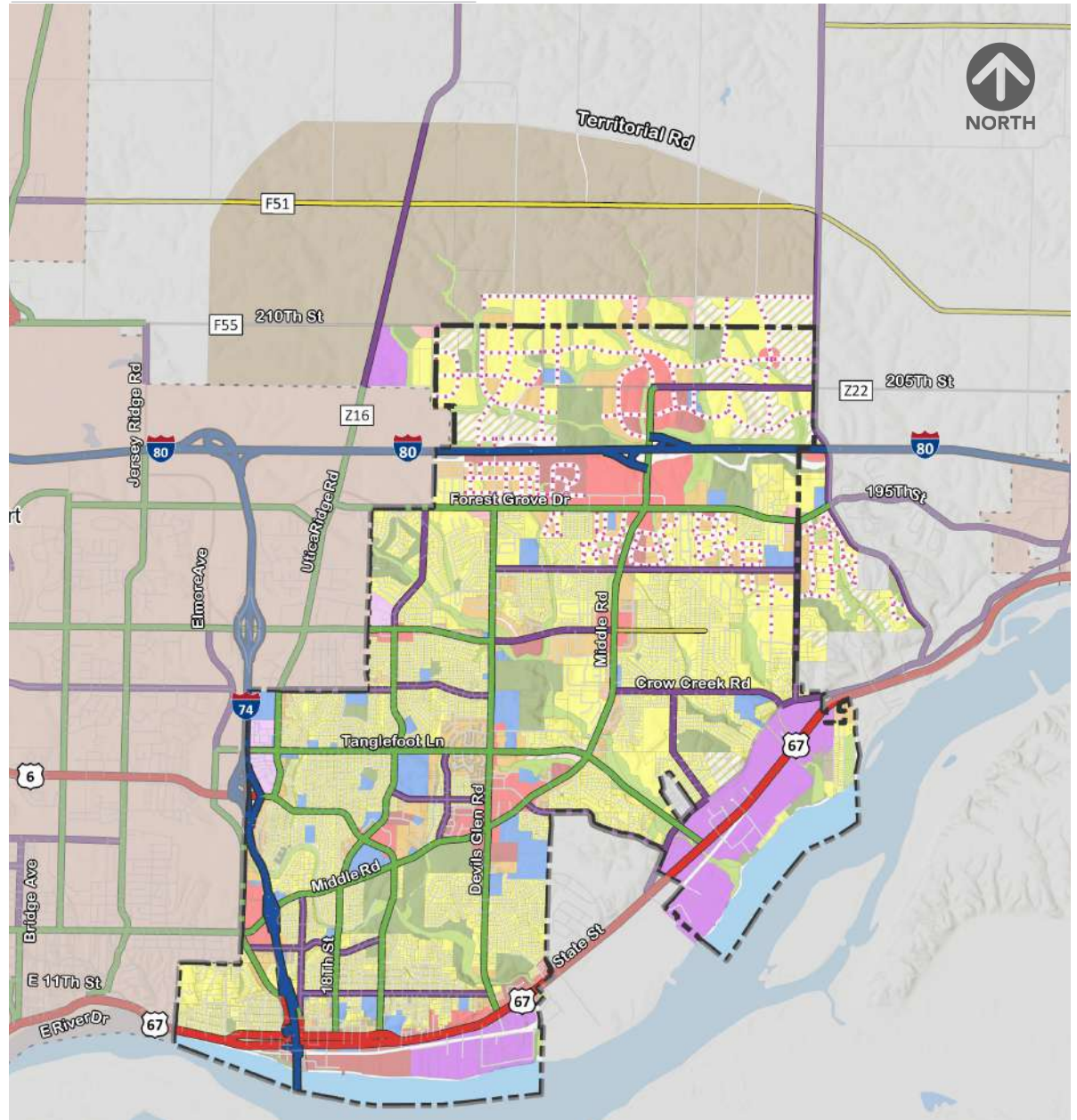
Future Transportation



ACTION 7: Provide multi-modal, interconnected roads for new development based on the proposed street network shown on Map 1.9 and the four principles described on page 56.

- Interstate
- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local Roads
- Proposed Future Roads
- Neighborhood Light
- Mixed Transitional
- Urban Activity
- Development Reserve
- Community Commercial
- Neighborhood Commercial
- Service Commercial
- Public/Civic
- Industrial
- Business Park
- Parks & Open Spaces
- Greenways
- Conservation Subdivision

MAP 1.9 - FUTURE TRANSPORTATION MAP



Source: RDG Planning & Design

IMPLEMENTATION OF STREETS PLAN



ACTION 8: Promote street connectivity by proactively designating right-of-way (ROW) for streets ahead of development and align utility connections with street development.

1. Reserve Right-of-Way in Advance

The city should work with developers and property owners to reserve right-of-way for major streets in advance of development. Developers should leave room to extend streets to future adjacent development by leaving stub streets or empty lots where extensions are planned.

2. Build with Development

Bettendorf should work with developers to extend new roads as development demand arises, in conjunction with development agreements. The city can coordinate with developers to share the cost of street construction.

3. Collaboration

Bettendorf should coordinate with Davenport, Riverdale, Panorama Park, and Scott County on street extensions or changes at municipal boundaries.

UNDERSTANDING THE FUTURE TRANSPORTATION MAP (MAP 1.9)

Big Picture

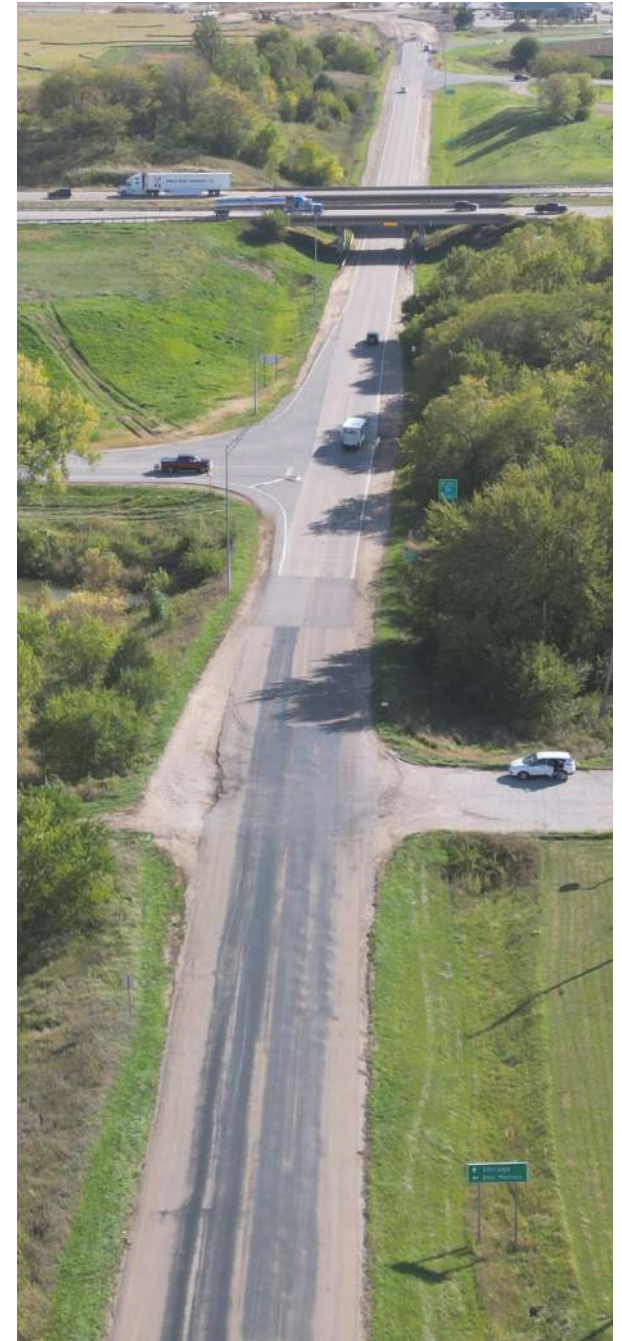
The map does not show every street that would be needed for future development, only major arterial and collector streets. The local street pattern should be determined as development occurs, using the basic principles described on page 56.

Flexible

While the routes in Map 1.9 have been carefully analyzed, the exact path of these streets may vary depending on the details of development as it occurs. The priority is to maintain the principle of connectivity, to provide access to the key connecting points, and to follow the general path shown on the map. Minor modifications can be made as needed, on a case-by-case basis. Detailed engineering studies will be needed before undertaking new road construction.

Working with Property Owners

Many of these new roads run through property that is privately owned, and their implementation will therefore depend on the decisions of the property owners. The city should reach out to property owners in these key areas to discuss plans for the future.





WALKING AND BIKING

Proposed Trails and Sidepaths

Proposed trails and sidepaths are covered in Chapter 5. It is important to recognize trails and bicycle lanes as an integral part of the transportation system, in addition to their recreational value. Bettendorf already has a good network of trails and sidepaths, and should maintain this in new growth areas.

Sidewalks

Sidewalks are the central piece of pedestrian infrastructure. Bettendorf has a fairly well-connected sidewalk network, and this should be maintained as the city grows. New streets should provide sidewalks on both sides of the street, especially collectors and arterials. Bettendorf requires sidewalks in new development as part of its subdivision ordinances.

Existing streets should provide sidewalk on at least one side of the street. Bettendorf should identify existing streets for sidewalk retrofitting and construct new sidewalks over time in conjunction with other street or infrastructure improvement projects. Priority areas for retro-fitting are:

- » Arterial and collector streets
- » Streets within a quarter mile radius of schools and parks
- » The Downtown and Riverfront districts
- » Connections to bus stops



PUBLIC TRANSPORTATION

Today

Bettendorf's transit system, currently consisting of three (3) fixed routes, provides safe, accessible, economical and efficient public transportation service to the citizens of the City of Bettendorf, Iowa. All services are open to the general public, including persons with disabilities. Our service area covers a major portion of the City of Bettendorf, providing access to a variety of schools, shopping centers, hospitals/medical centers, local businesses, park/recreational areas, the library, museum, and various visitor "must see" attractions. We also play an important role in the overall transit network in the Quad Cities by providing connections to the Davenport (Citibus) and Rock Island County (MetroLink) systems which support our local economy and create a vibrant quality of life for our region.

Planning for Transit

Public transportation in Bettendorf enhances access to jobs, shopping, and entertainment while potentially alleviating road congestion and environmental degradation. By bolstering public transit, we not only save on road maintenance costs but also prioritize the convenience and well-being of our residents. To sustain and improve these benefits, Bettendorf Transit should consider expanding bus service, establish new stops in growing areas, analyze current route efficiency, facilitate pedestrian and cyclist access, ensure safe waiting areas, and encourage high-density residential development near transit stops.

Focus Areas

02



INTRODUCTION

One of the priority goals of this plan is to revitalize Downtown and other areas with high growth potential in the city. This chapter includes concepts that should be viewed as an opportunity list that provides the ability to react to changing conditions (as opposed to a checklist of mandated improvements).

Focus Areas included in this chapter:

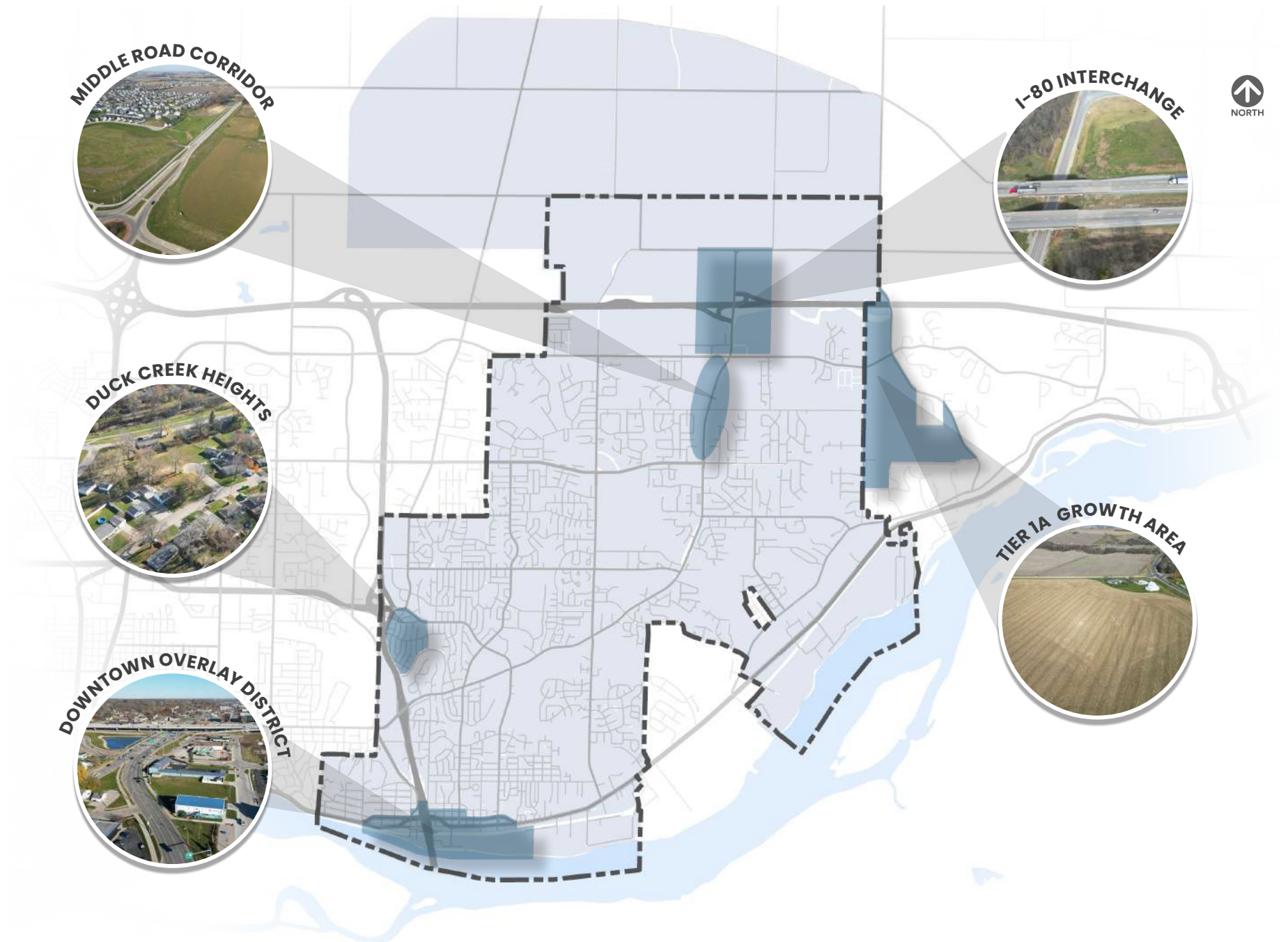
- » Downtown Overlay District
- » Middle Road Corridor
- » Duck Creek Heights
- » I-80 Interchange
- » Tier 1A Growth Area



RECOMMENDED ACTIONS IN THIS CHAPTER

9. Partner with private landowners to promote reuse of strategic sites in downtown and other focus areas. (Downtown Overlay, and others)
10. Maintain connectivity near railway corridors. (Downtown Overlay)
11. Encourage and attract residential development downtown via site selection and enhanced aesthetics. (Downtown Overlay)
12. Promote and improve pedestrian and trail access downtown and improve connectivity to the riverfront. (Downtown Overlay)
13. Enhance and update Leach Park. (Downtown Overlay)
14. Implement physical design and near-term goals listed in the Duck Creek Heights Action Plan located in the Magnolia-Hawthorne area. (Duck Creek Heights)
15. Conduct a corridor study on Middle Road between Forest Grove Drive and Hopewell Avenue. Consider implementing economic incentives and zoning tools for achieving development goals for the area. (Middle Road Corridor)
16. Master plan the Indiana Avenue – Middle Road corridor, north of I-80. Consider implementing economic incentives and zoning tools for achieving development goals for the area. (I-80 Interchange)
17. Finalize sewer feasibility study and initiate preliminary engineering. Identify funding, alignment, and financial approaches for implementation. (Tier 1A Growth Area)

FIGURE 2.1 – FOCUS DEVELOPMENT AREAS





DOWNTOWN OVERLAY DISTRICT: Development Opportunities

Premiering Bettendorf and Bettendorf's Downtown Master Plan are intricately connected, forming a powerful synergy that shapes the future of Downtown Bettendorf. Premiering Bettendorf serves as the overarching vision for the city, outlining its long-term goals, strategies, and priorities, while the Downtown Master Plan focuses specifically on the heart of Bettendorf, with a mission to reinvigorate its core areas.

Within this symbiotic relationship, the future land use map from the Premiering Bettendorf plan plays a pivotal role. It will be seamlessly integrated into the Downtown Master Plan, creating a cohesive and coordinated approach to the city's growth and revitalization.

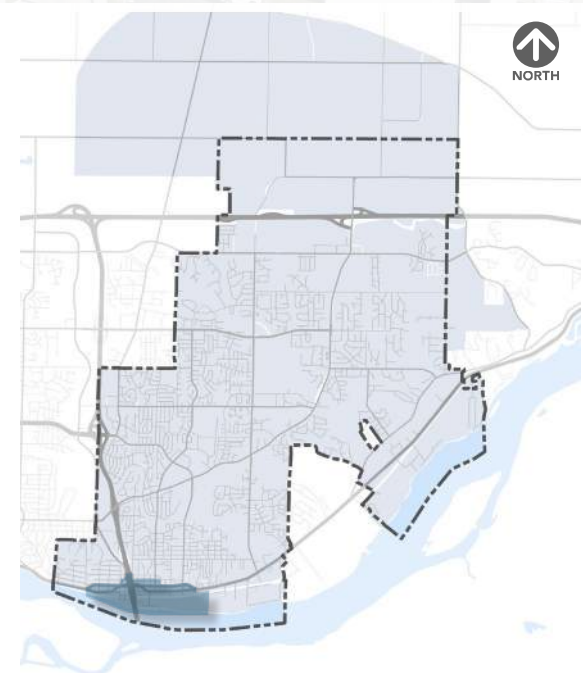
This alignment is more than a mere cartographic fusion; it's a commitment to ensuring that Downtown Bettendorf, its historical and cultural heart, evolves in harmony with the broader goals of the City's comprehensive Plan. The integration of this map within the Downtown Master Plan will provide a visual representation of how the city's long-term vision is intricately tied to the reinvigoration of its Downtown District.

This section provides a brief overview of Bettendorf's Downtown Master Plan goals and framework, highlighting its connection to the Future Land Use Map included in the Premiering Bettendorf Comprehensive Plan.

Overall Plan Intent & Framework Principles:

The plan concept for downtown Bettendorf illustrates site design concepts that are very important to fulfilling the overall vision of the district and the quality of its streets. In the core district, these critical framework principles include:

- » An increasingly walkable, pedestrian-scaled State Street with parallel Grant Street having a stronger but manageable auto orientation.
- » Walkable and unique district opportunities created in part by new traffic patterns generated by the I-74 bridge.
- » The possibility of open space and trail connectivity from the downtown core to the riverfront.



Key Goals of the Plan:

- » Create and maintain Downtown as the focal point of the City;
- » Encourage pedestrian-oriented mixed-use development;
- » Support the creation of a multi-modal transportation network;
- » Maximize connection to the river;
- » Maximize pedestrian connections

DOWNTOWN MASTER PLAN CONCEPT:

The Bettendorf Downtown Master Plan Study Area includes a variety of neighborhood, commercial, and industrial uses and characteristics, each with their own identity. The Master Plan broke the downtown area into five (5) sub-districts, each with their own uses, scales, and characteristics that make up the overall Downtown Master Plan. These boundary lines are intended to be transitional boundary lines, allowing each district to blend into one another, which allow soft transitions between each district throughout the Downtown.

The five sub-districts are identified as follows:

- » **West Bridge District:** 6th Street to the I-74 Urban Park
- » **East Bridge District:** I-74 Urban Park to 26th Street
- » **Riverfront Entertainment District:** State Street to the Mississippi River
- » **Industrial District:** 26th Street to Devils Glen Road
- » **Village District:** Grant Street to Central Avenue

MAP 2.1 -DOWNTOWN MASTERPLAN: CONCEPT



Source: City of Bettendorf Downtown Master Plan Update & Streetscape Plan, July 2023

DOWNTOWN FUTURE LAND USES CONCEPT:

- ① High-density, mixed-use with commercial, office, and vertical residential development.

② Streetscape enhancements.

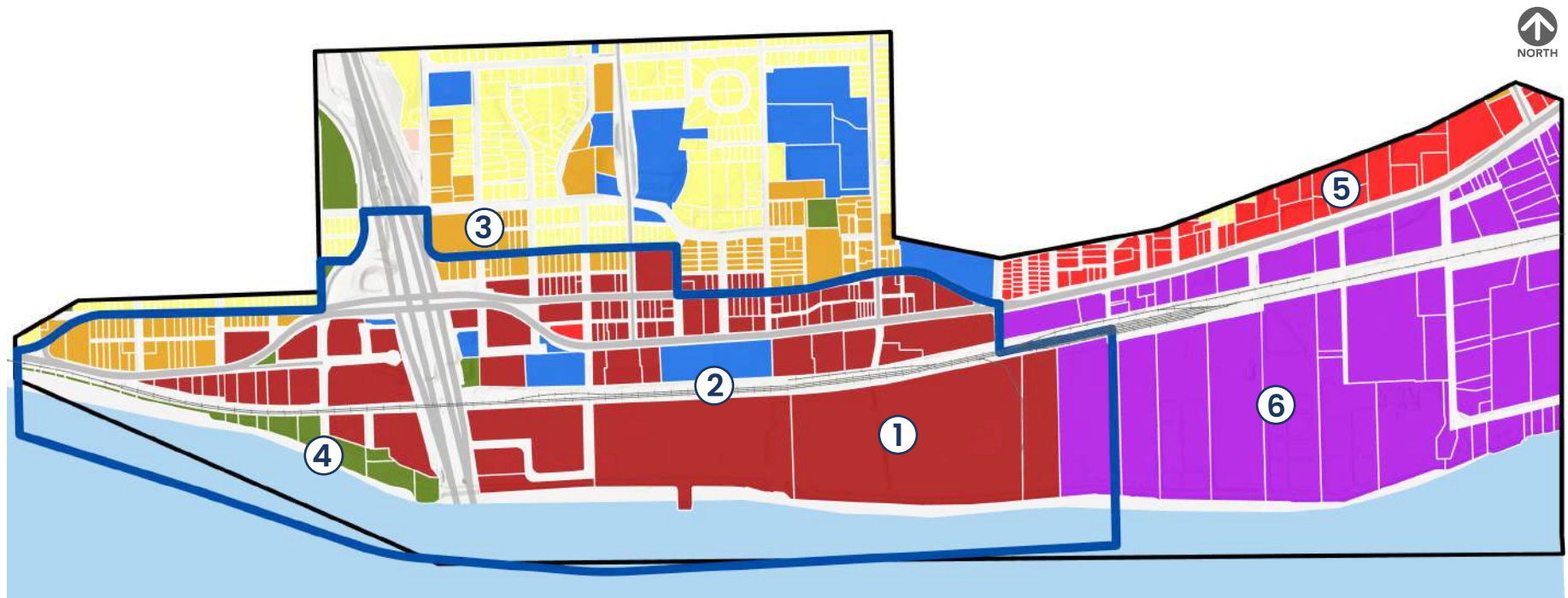
③ Medium-density, mixed-use with commercial, office, and residential development.
- ④ Riverfront Trail and Leach Park redevelopment.

⑤ Continued infill development of mixed-use in downtown area.

⑥ Industrial uses

- Downtown Overlay District
- Downtown Master Plan Area
- Road Centerlines
- Neighborhood Light
- Mixed Transitional
- Urban Activity
- Community Commercial
- Public/Civic
- Industrial
- Parks & Open Spaces

MAP 2.2 - BETTENDORF DOWNTOWN OVERLAY DISTRICT: FUTURE LAND USES



REDEVELOPMENT SITES



ACTION 9: Partner with private land owners to promote reuse of strategic sites in downtown and other focus areas. (Downtown Overlay, and others)

Map 2.3 is a map from Bettendorf's Downtown Master Plan, where strategic areas that could be redeveloped to maximize their potential and connect to the larger fabric of Bettendorf were identified.

The Downtown Master Plan concepts illustrate site design concepts that are very important to fulfilling the overall vision of the district and the quality of its streets. In the core district, these critical framework principles include:

- **An increasingly walkable, pedestrian-scaled State Street with parallel Grant Street having a stronger but manageable auto orientation.** This reflects the traditional development pattern of these two streets when State Street served as downtown's "main street" and Grant Street was the edge of the district, dividing surrounding neighborhoods from the riverfront and central district.
- **The possibility of open space and trail connectivity from the downtown core to the riverfront.** Site design and building configuration of individual blocks can either expedite or obstruct these preferred outcomes. Therefore, this section addresses site specific guidelines to encourage the realization of these patterns.

MAP 2.3 - POTENTIAL REDEVELOPMENT SITES



Source: Bettendorf Downtown Master Plan

...Redevelopment Sites Continued



Bettendorf, Iowa - At grade railway crossing

Railway Corridors

 **ACTION 10: Maintain connectivity near railway corridors. (Downtown Overlay)**

Properties along Bettendorf’s Mississippi Riverfront face limited access due to at-grade railway crossings, causing inconvenience and safety risks when trains obstruct passage. The recent Canadian Pacific and Kansas City Southern merger is projected to increase rail traffic in Bettendorf from 8 to 22 trains daily.

The City currently contains one road overpass and one privately maintained pedestrian skywalk located in the downtown area. In order to mitigate potential safety risks, maintain connectivity, and reduce negative impacts from increased train traffic, the following components are recommended:

Additional overpass. Constructing an additional street overpass between 23rd Street and 42nd Street.

Upgrade railroad crossings. Adding additional crossing arms, lights, and barriers at railroad crossings for increased safety.

Establish quiet zones. Meeting certain Federal Railroad Administration criteria for safety will allow the City to implement no train horn zones. This will reduce negative environmental impacts to neighboring properties, including Downtown Bettendorf.



Bettendorf, Iowa - Downtown Rail Corridor

...Redevelopment Sites Continued

DOWNTOWN RESIDENTIAL DEVELOPMENT



ACTION II: Encourage and attract residential development Downtown via site selection and enhanced aesthetics. (Downtown Overlay)

Residential development can help revitalize Downtown Bettendorf, creating a growing neighborhood on both sides of the river. A stronger residential component will help support a mix of retail uses and services in the downtown, and create a more comfortable and attractive atmosphere to help attract customers from outside the district.

Population projections suggest that Bettendorf's housing demand by the year 2045 will increase for medium-density (townhomes and small-lot single-family) by 1,650 units and high-density (apartments) by 1,650 units. A market share for Downtown Bettendorf at 5% (~83 units) for medium-density housing and 15% (~248 units) for high-density, results in 145 new housing units located in downtown. This projection assumes some assistance from the City through redevelopment financing, site assembly, or other incentives.

Important considerations for downtown residential development include:

- **Amenities.** These units are most marketable if they provide river views and convenient, walkable access to other attractions located in downtown.
- **Use “build-to lines”.** A range of minimum and maximum setbacks that encourage buildings to be located near the street and prevent separation by large parking areas.
- **Demonstration Project.** Future housing developments should mix price-points and occupancy types, and fully use downtown's assets of water, culture, and convenience. Bettendorf needs to have a demonstration project for future residential development to model. The Waterfront Commons site and riverfront site by Leach Park are possible demonstration sites where the city owns the property and can establish criteria for redevelopment.
- **Neighborhood Transition.** Unmanaged transitions from downtowns to residential areas can cause neighborhoods to struggle at the edges, with homes showing signs of disinvestment. Points of vulnerability include the northern edge of downtown. Clear boundaries and buffers should be established along the edges of downtown. The City or neighborhood groups should initiate programs to encourage reinvestment in these areas (see Housing Chapter) and, with neighborhood consent, protective regulations should be adopted.
- **Provide specific landscaping requirements.** Specify guidance for front yards between the building façade and the street property line.
- **Establish downtown-scaled sign and street graphic standards.**
- **Design Standards.** Downtown housing projects should not be designed in a typical suburban style, but should exhibit characteristics that are common to downtown development in comparable cities. The design guidelines should include:
 - Encourage parking locations and designs that limit the amount of parking directly visible to State and Grant Streets, or provide a landscaped edge along the street.
 - Require a clear, safe, and defined path from public sidewalks to the primary entrance of adjacent buildings.
 - Require internal parking lot landscaping and establish maximum impervious surface percentages on a site.



OMAHA, NE - TOWNHOUSES



SMALL-LOT SINGLE-FAMILY



KANSAS CITY, MO - CITY HOMES PROJECT



OMAHA, NE - RIVERFRONT PLACE MULTI-FAMILY PROJECT OVERLOOKING THE MISSOURI RIVER

AESTHETIC IMPROVEMENTS

The reconstruction and realignment of State Street and Grant Street presents an opportunity to enhance downtown's landscaping, public art, benches, signage, gateways and street surfaces. Improvements should be coordinated and consistent throughout the corridor to reinforce a visual theme for downtown.

Potential aesthetic improvements include:

- **Benches, Trash Bins and Bicycle Racks.** Benches provide space for people to sit and wonder, exchange ideas, chat or simply rest. Trash bins should accompany benches to reduce clutter along the street. Each block should have bicycle racks at corners and along the street. The sidewalk should retain an "obstruction free zone" where the placement of street furniture, lighting, and outdoor displays do not interfere with pedestrian movements.
- **Corner Nodes.** Corner nodes (bumped-out sidewalks) calm traffic, protect the edge of diagonal parking, and make streets more crossable for pedestrians. Corner nodes can include planting beds, street furniture, interpretive graphics, and public art.
- **Public Art.** The entrance to the downtown business district should feature a major piece of public art that incorporates a three-dimensional icon and lighting.
- **Planter Baskets.** Attaching planter baskets to street lights adds color and interest to the district. Ongoing maintenance plans must be considered before installation.



BETTENDORF - STREETScape

- **Historic Interpretative Displays.** Interpretative displays can tell the story of Bettendorf's development from a community born on the river, to an oasis for families and opportunities.
- **Street lighting.** The modern fixtures used along State and Grant Streets should be repeated along the entire corridor. Poles are already designed with enough strength to support banners or graphics and other attachments like flower baskets. Intersections should be supplemented with fixtures that provide additional light.
- **Street Trees.** Planting trees transforms a street's appearance and produces great benefits with limited funds. Trees add color and shade to the environment. They separate vehicles from pedestrian pathways, tend to calm traffic, and help the city breathe.



BETTENDORF - STREETScape

- **Street-Side Vertical Features.** Vertical features, such as lighted pillars and art, will not only improve aesthetics, but also encourage motorists to slow down. The plan recommends directing investments to vertical elements, as opposed to horizontal features (such as paving).
- **Street Upgrades.** The realignment of I-74 and its supporting street network provides an opportunity to resurface streets. Streets should be well-maintained throughout the year.



INFORMATION SIGNAGE



STREETScape



STREET LIGHTING & PLANTER BASKETS



ART ON WALLS



HISTORIC INTERPRETATION DISPLAYS



BICYCLE RACKS



PUBLIC ART REPRESENTING THE STREET CAR



STREET-SIDE VERTICAL FEATURES



TRANSPORTATION OPPORTUNITIES

Pedestrian Circulation



ACTION 12: Promote and improve pedestrian and trail access downtown and improve connectivity to the Riverfront. (Downtown Overlay)

Preferred Option for Improvement: Create a Pedestrian Promenade through the alleyway.

State and Grant Streets are one-way pair arterials passing through downtown. The speed and noise of their traffic create conditions that influence a pedestrian's sense of safety and belonging along the corridor. This traffic may deter pedestrians from visiting downtown altogether.

The concept of the pedestrian promenade, shown in image above, redirects the pedestrian experience from State and Grant Streets to the internal area of the block – the alley. The alley provides a refuge from the noise and presents opportunities for outdoor seating, strolling, and public gathering.

Components of the promenade concept include:

- **Trail System.** Bettendorf's alleyways can become part of the citywide trail system if designed appropriately. Defining a clear, continuous pedestrian path parallel to State and Grant Streets using the alley, with the possibility of expanding the pathway to the Riverfront via 16th Street.
- **Tourism and Economic Development.** The path could take pedestrians past art installations, businesses, parking, civic spaces, restaurants, and public open space. Accents to the path could represent the Mississippi River, while brick pavers could recall early 20th century streets. The path draws visitors from downtown to the riverfront area.
- **Art Installations.** Passageways may be adorned by features that represent community themes. River-themed murals and sculptures could be mounted throughout the district to relate downtown to the Riverfront.
- **Safety.** The alley provides pedestrians a parallel route to State and Grant Streets, which is an intimidating corridor to walk with the frequent truck and vehicle traffic. The alley provides a safe pedestrian environment and a short-cut to available parking stalls.
- **Lighting, landscaping, and furniture.** Enhancing the alley environment with features such as overhead lighting, landscaping, and street furnishings would identify and market the alley as a special commercial environment.
- **Green Alley.** The alley can be redeveloped to "green alley" standards, using techniques such as bio-retention basins and permeable pavers, in combination with subsurface drainage systems to reduce the rate and quantity of stormwater runoff. The "green alley" concept could be part of the identity of this area, acting as a demonstration of sustainability practice.

...Transportation Opportunities Continued

CONNECTION BETWEEN RIVER & DOWNTOWN

The railroad largely separates downtown from the riverfront. Current connections for pedestrians and cyclists include the skywalk from the convention center to the casino and the George Thuenen Drive Bridge. To a lesser extent, 12th Street provides access to the riverfront trailhead. Page 71 identifies several possibilities for improving the connections and experience between the riverfront and downtown. Proposed improvements include:

- **12th Street Crossing/Leach Park Entrance.** Upgrading way-finding to Leach Park will improve public awareness of the park and its connection to the Mississippi Riverfront Trail. Resurfacing the street and marking it with bicycle lanes will alert motorists to slow down. Widening the sidewalk and introducing more landscaping and lighting will improve the overall appearance and the entrance to the park.
- **23rd Street Overpass.** Redevelopment possibilities south of the railroad tracks may warrant a new overpass at 23rd Street. The overpass should be designed to accommodate pedestrians and bicyclists, as well as vehicles. Similar to recommendations for George Thuenen Drive, the bridge's design should include ornamental lighting and public art that would make it an attraction, perhaps having an overlook at the railroad, looking toward the new I-74 bridge over the Mississippi River.



HIGH TRESTLE, CENTRAL IOWA

- **Skywalk Way-Finding.** Directional way-finding in downtown will help direct people to the conference center skywalk that connects downtown to the river. The pathway leading to the skywalk, and the skywalk itself, could be enhanced with graphics, lighting, audio, and video monitors to shorten the perceived distance.
- **George Thuenen Drive Bridge Enhancements.** The base of the bridge should convey to pedestrians and motorists that they have arrived to an important place in Bettendorf. While the bridge offers a sidewalk, the walkway is not visually obvious or welcoming



ART-IN-TRANSIT IN NASHVILLE, TN (BY RDG)

- to pedestrians. The bridge base and pedestrian route could be enhanced with lighting, art, furniture, and materials that attract visitors and provide an improved experience that encourages pedestrians to cross. Lane markings could be restriped to include a painted bicycle lane on the west side of the street.
- **I-74 Bridge Pedestrian Letdown Structure/Elevator.** Initial plans for a elevator connecting the I-74 Bridge pedestrian trail to the Mississippi Riverfront Trail have been put on hold due to funding and redevelopment of the West Bridge District in Downtown Bettendorf. Limited alternatives exist which allow connectivity across the railroad barrier. Future opportunities to construct a connection here would benefit the overall Downtown.

...Public Space Improvements Continued

RIVERFRONT TRAIL

The Mississippi River, trail, and its surrounding area present an opportunity for memory-building spaces where people will drive to visit, take photos, and record special moments in life – graduations, reunions, and weddings.

The Mississippi Riverfront Trail through Bettendorf is an opportunity to communicate the quality of life and values shared by people in the city. Trail users arriving to Bettendorf from the west arrive to Leach Park, pass under the I-74 Bridge, pass vacant parking lots, the casino and marina, and then meander through a mix of industrial uses. Where the trail passes by parking lots or industrial sites, the user should be offered relief from the intensity of the experience.

Options to improve the user experience include:

- **Landscaping.** Maintain the trail edge with trees, grasses, rocks, and shrubs.
- **Lighting.** Lighting along the trail would improve visibility and sense of security.
- **Interpretative features.** Leach Park could include interpretative features for flooding. Additional features could include memorials to the old I-74 Bridge, or overlooks and interpretative panels about the history of the Quad Cities and the importance of the Mississippi River.
- **Public Art.** Pedestals for public art could be placed throughout the area



for permanent and consignment art. Locations should be identified for permanent public art that can become a community attraction for residents and visitors alike.

- **Directional information.** Wayfinding should direct people to attractions along the trail and connections to other areas in Bettendorf, particularly to downtown.
- **Screening.** Natural screens, such as vegetation crawling on fencing, could

hide adjacent industrial uses and yards.

- **Theming.** Establishing a pattern of materials for public art pedestals, kiosks, directional information, and interpretative panels along the trail, helps subtly unite the trail to the downtown and convey a consistent design vocabulary.

PUBLIC SPACE IMPROVEMENTS

Leach Park

 **Action 13: Improve Leach Park**

The realignment of the I-74 bridge presents the possibility of strengthening the role of Leach Park in Downtown by expanding its size and programming.

Possible new features for Leach Park include:

- **Art Walk.** A series of public art installations along the River and into Downtown. Installations could be permanent or on consignment.
- **Connection to Riverfront Trail and Promenade.** Leach Park is a trailhead to the Mississippi Riverfront Trail. Installing wayfinding near Grant Street and State Street that directs trail users to the park's entrance will make the park's presence more known and possibly increase the number of visitors.
- **Monuments.** The old I-74 bridge could be memorialized with cantilevered paths over the water or a monument.
- **Programming.** The space could be organized for special events that use the view of the river and new bridge as a backdrop for public gatherings. A farmer's market, outdoor movies, weddings, or other special events are possible programming.
- **Demolition of city-owned building north of park.** Removing the outdated building presents an opportunity to expand programming on the building site.



DES MOINES - BOBBER SCULPTURE ON RIVER-WALK (BY RDG)



MASON CITY - FARMER'S MARKET



BROOKLYN BRIDGE PARK, NY - OUTDOORS AREA

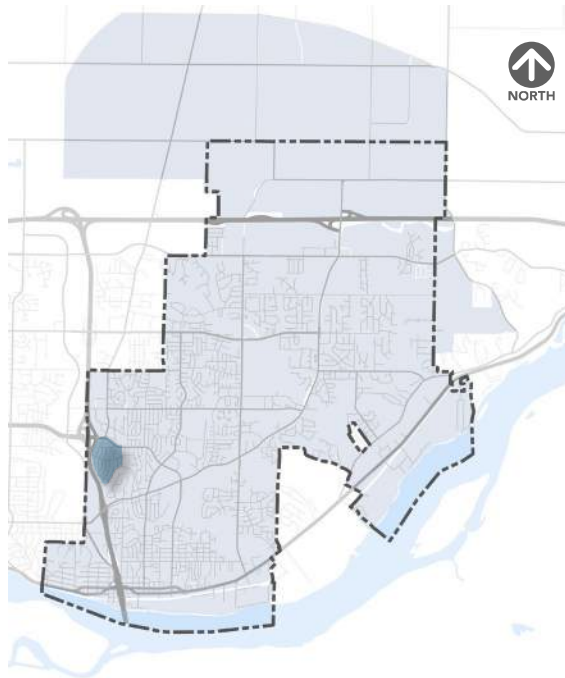


BETTENDORF - 15TH STREET LANDING



DUCK CREEK HEIGHTS: Development Opportunities

 **ACTION 14: Implement physical design and near-term goals listed in the Duck Creek Heights Action Plan located in the Magnolia-Hawthorne area.**



Medium & high-density residential, with commercial, office, and service uses.

Opportunities for street and parking redesign.

Parking improvements.

Common greenway and backyard trail.

New neighborhood parks.

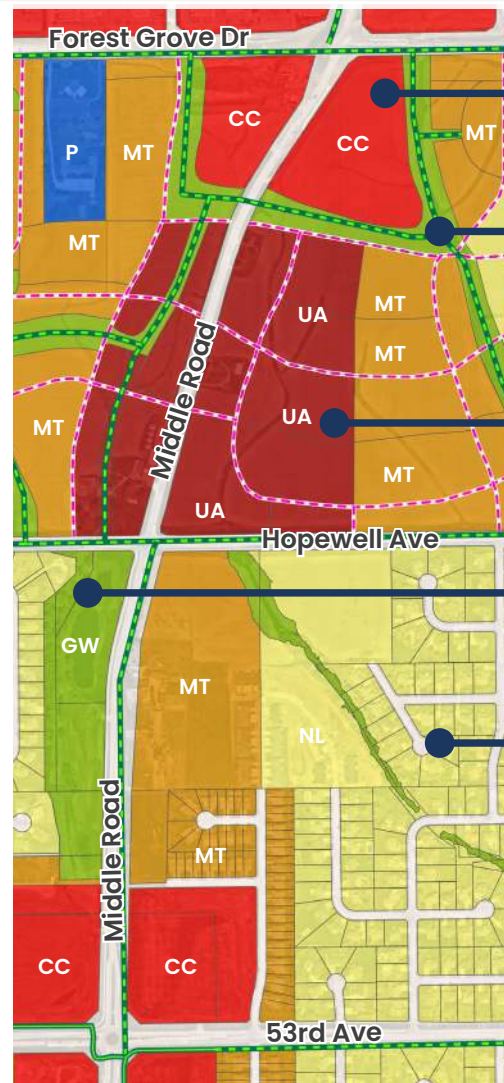
Path to Duck Creek Trail.





MIDDLE ROAD CORRIDOR: Development Opportunities

ACTION 15: Conduct a corridor study on Middle Road between Forest Grove Drive and Hopewell Avenue. Consider implementing economic incentives and zoning tools for achieving development goals for the area.



Mixed-use residential opportunities.

New trails & streets linking to current trail and road networks.

Diversity of housing and access to different types of services.

Greenways and neighborhoods parks.

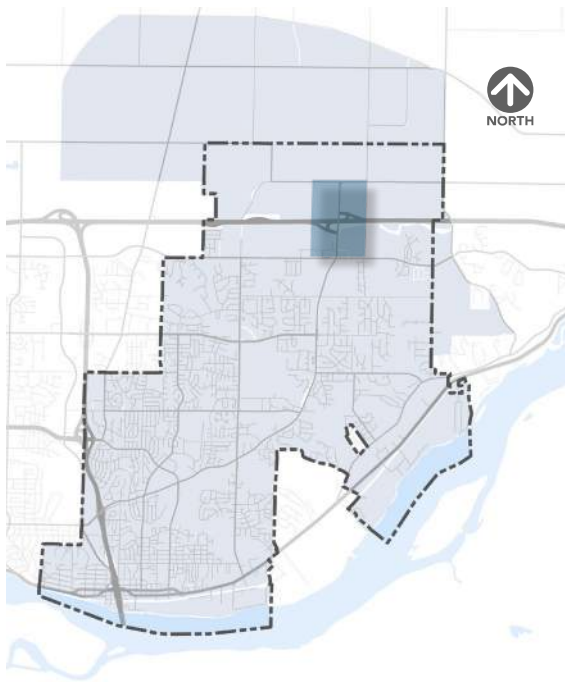
Mixed transitional residential & urban activity, with commercial, office, and service uses.

- | | |
|---------------------------|--------------------------|
| Existing Roads | Existing Trails |
| Proposed Future Roads | Proposed Future Trails |
| Neighborhood Light (NL) | Public/Civic (P) |
| Mixed Transitional (MT) | Parks & Open Spaces (OS) |
| Urban Activity (UA) | Greenways (GW) |
| Community Commercial (CC) | |



I-80 INTERCHANGE: Development Opportunities

ACTION 16: Master plan the Indiana Avenue – Middle Road corridor north of I-80. Consider implementing economic incentives and zoning tools for achieving development goals for the area.



Mixed transitional residential, with major commercial, office, and service uses.

New trails & streets linking to current trail and road networks.

Diversity of commercial & housing for access to different types of services.



Mixed-use residential opportunities.

Construction of an underpass to connect to the northern areas of the city.

Greenways and neighborhood parks.

Existing Roads

Proposed Future Roads

Existing Trails

Proposed Future Trails

Neighborhood Light (NL)

Mixed Transitional (MT)

Urban Activity (UA)

Community Commercial (CC)

Public/Civic (P)

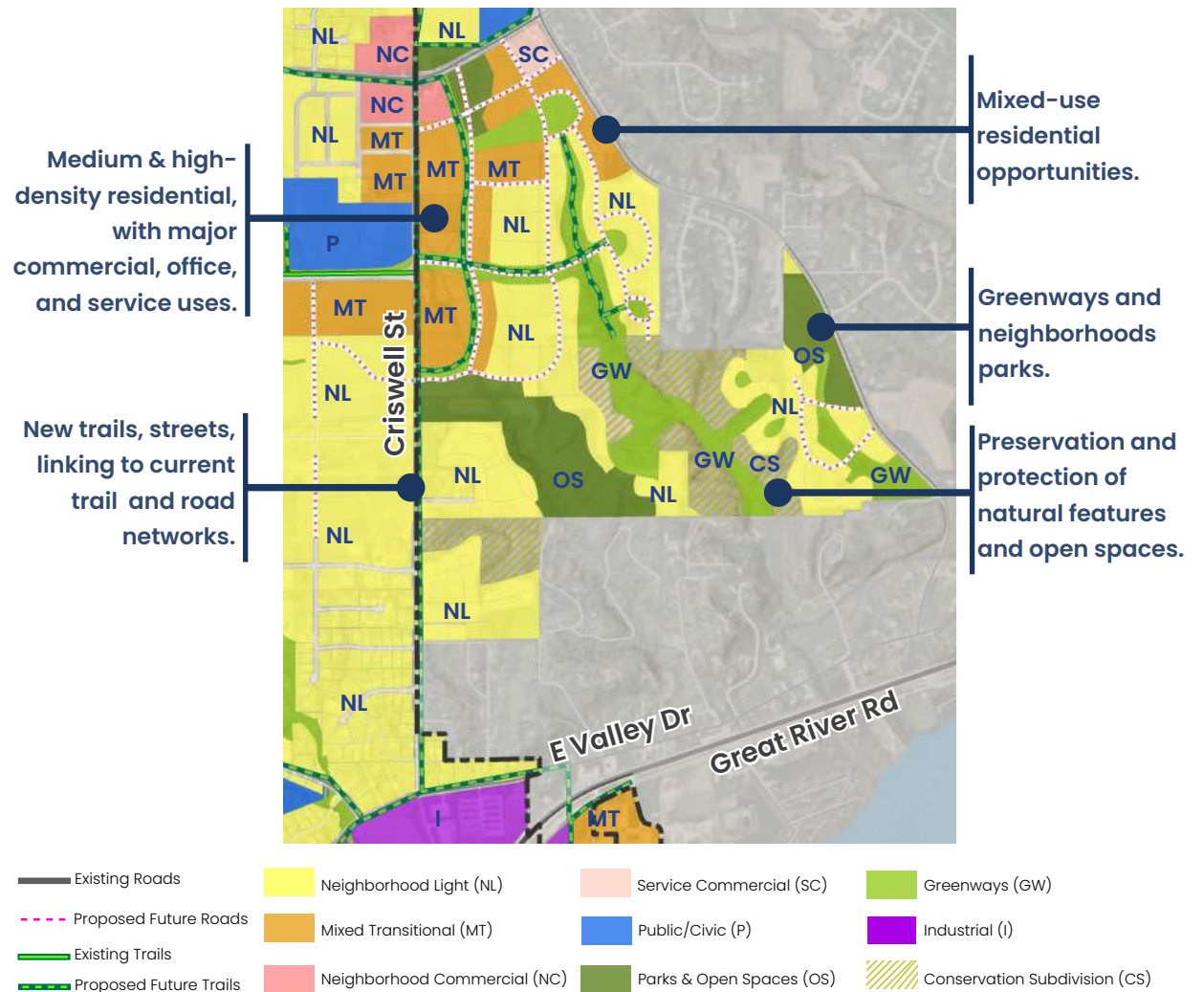
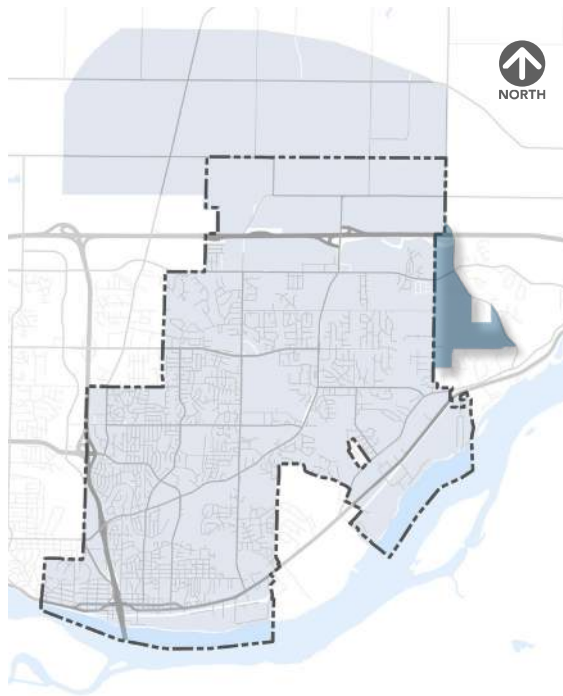
Parks & Open Spaces (OS)

Greenways (GW)



TIER 1A GROWTH AREA: Development Opportunities

ACTION 17: Finalize sewer feasibility study and initiate preliminary engineering. Identify funding, alignment, and financial approaches for implementation.



Economic Development

An aerial photograph of a modern commercial development, overlaid with a semi-transparent blue filter. The scene shows a multi-lane road with a crosswalk, several parking lots filled with cars, and a row of contemporary buildings. Visible storefronts include 'TDC + BANK', 'LA CROISSANT', 'Popeye's SEAFOOD & CHICKEN', and 'VANS'. A white van with 'Schaller' branding is parked in the middle ground. The overall atmosphere is one of a thriving, planned business district.

03



INTRODUCTION

Bettendorf has many economic assets and has grown steadily over the past decades. Looking to the future, Bettendorf can ensure a strong economic position by building on assets such as their positive reputation and interstate access, investing in existing and Emerging Commercial Areas, maintaining a high quality of life, and implementing the initiatives of the Bettendorf Strategic Plan.



RECOMMENDED ACTIONS IN THIS CHAPTER

This chapter proposes a number of new ideas for promoting economic development in Bettendorf and reiterates the economic development recommendations of the Bettendorf Strategic Plan. “Premiering Bettendorf” supports the recommendations of the Strategic Plan and helps build on them throughout the Plan. This chapter’s recommendations include:

18. Implement the recommendations of the Bettendorf Strategic Plan.
19. Invest in infrastructure for Emerging Commercial Areas to provide developable land for industrial and commercial businesses (see Bettendorf Strategic Plan for specific objectives).
20. Encourage redevelopment and reinvestment in Existing Commercial Areas, drawing on the design guidelines on page 88.

ASSETS, CHALLENGES, AND PROJECTIONS

The “Premiering Bettendorf” economic analysis (based on economic and demographic data, surveys, interviews with local businesses, and projection of economic trends) reveals assets, challenges, characteristics, and projections for Bettendorf:

ASSETS

- **Positive Image.** Local businesses report that Bettendorf has a positive image, a business-friendly reputation, and is seen as receptive to business and industry.
- **Quality Workforce.** Approximately 52% of the adult population in Bettendorf holds a Bachelor’s, Graduate, or professional degree. Local businesses report that labor quality and costs are one of Bettendorf’s top assets.
- **Location.** Bettendorf has prime access to Interstate 80 and is close to several major manufacturing operations, such as Arconic (formerly ALCOA) and John Deere (which contributes to a strong labor pool and helps generate spillover activity).
- **Real estate.** Local businesses have stated that Bettendorf’s prime undeveloped real estate and newer building inventory are an important draw for the business community.
- **Good Internal Demand.** Bettendorf is a comparatively affluent community, and its positive patterns of income growth help to reinforce “internal” demand for retail, commercial, and personal services.

CHALLENGES

- **Perceived Lack of Space.** Local businesses perceive Bettendorf as having a lack of building space and a limited number of improved land sites.
- **Air Service.** Bettendorf has limited commercial air service, which could be a drawback for some prospective companies.
- **Aging Workforce.** The average age of Bettendorf’s workforce population continues to trend older. Currently over 20% of the Bettendorf population is age 65 and older. This is higher than the total number of Iowans 65+ (17.5%) and higher than the total number of US residents 65+ (16.8%). This can become a challenge as a large number of workers retire over the coming decades and businesses must find skilled replacements.



ECONOMIC SNAPSHOT

INCOME

Figures 3.0 and 3.1 illustrate the existing characteristics of income in Bettendorf.

- » Bettendorf has a higher median household income (\$89,375) compared to the state and a lower proportion of households making extremely low and high incomes.
- » Bettendorf has fewer households (10.6%) making less than \$25,000 a year compared to the percentage across Iowa.

SOCIOECONOMICS

Figure 3.2 illustrates common socioeconomic indicators for Bettendorf:

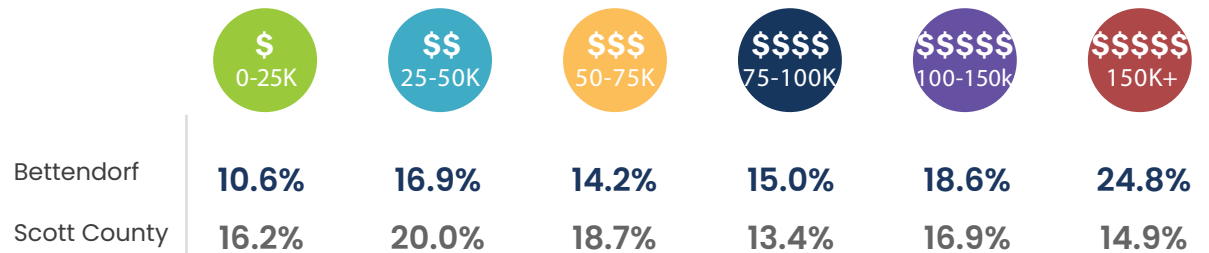
- » A higher percentage of Bettendorf residents have a high school degree or higher compared to Scott County and the State of Iowa.
- » The city has 21.7 percentage points more residents with a Bachelor's degree or higher than the State of Iowa, and 17.5 percentage points more than Scott County.
- » Fewer residents in Bettendorf are living below the poverty level compared to Scott County and the State of Iowa.
- » However, almost 50% of those living below poverty level are within 25 to 44 years of age, which is higher than Scott County and the State of Iowa.

FIGURE 3.0 - MEDIAN HOUSEHOLD INCOME, 2010-2021



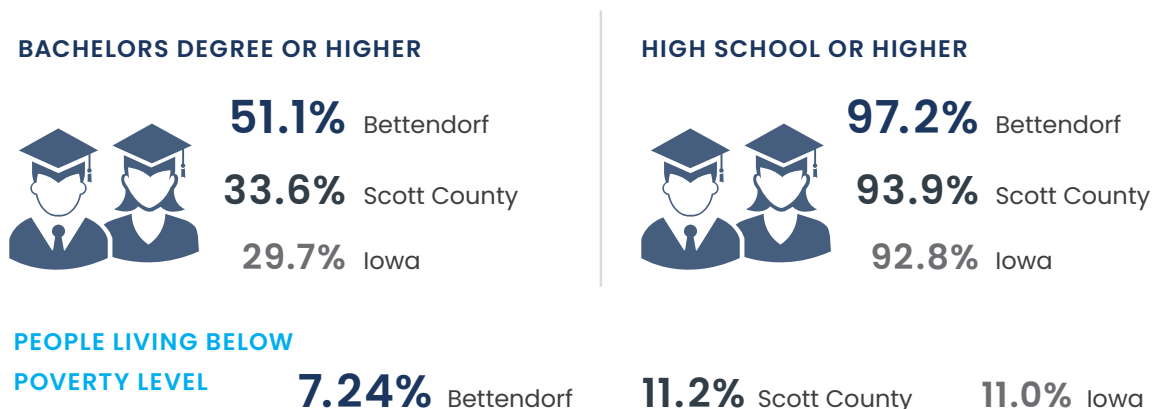
Source: American Community Survey (ACS) 5-Year Estimates

FIGURE 3.1 - ANNUAL HOUSEHOLD INCOME RANGE, 2021



Source: American Community Survey (ACS) 5-Year Estimates

FIGURE 3.2 - EDUCATION ATTAINMENT & POVERTY, 2021



Source: American Community Survey (ACS) 5-Year Estimates

EMPLOYMENT

Figure 3.3 shows characteristics of employment and the top five industries in Bettendorf:

- » Nearly a quarter of working residents are employed in the health care services sector.
- » The second largest sector is manufacturing.
- » Unemployment rates remain steady at just over three percent.

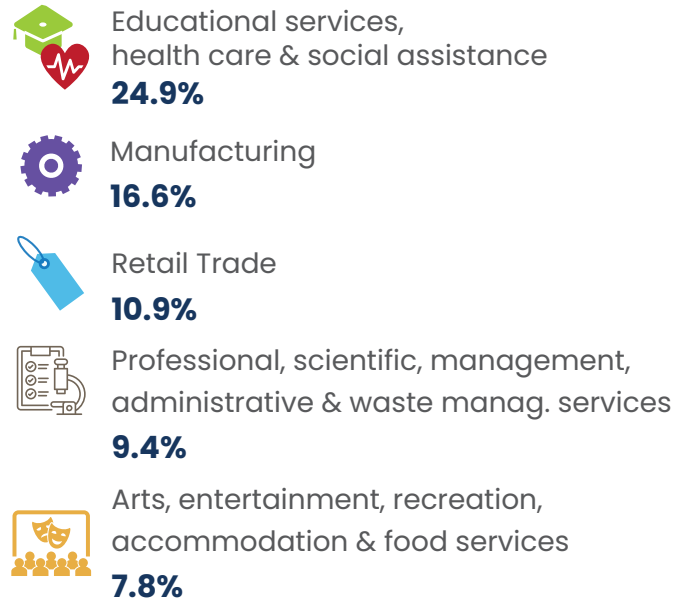
COMMUTING

As seen in Figure 3.4, Bettendorf has almost the same number of workers commuting into Bettendorf and out of the city for work. This reflects the regional nature of Bettendorf’s location with many housing and job opportunities found both within Bettendorf and in surrounding communities.

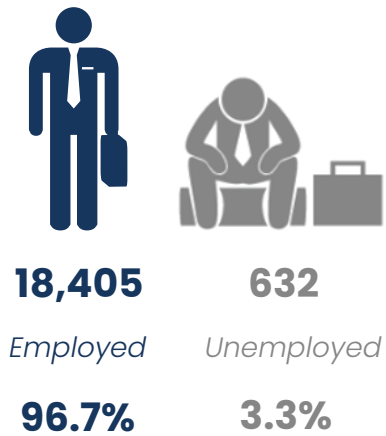
- » Only 15.9% of Bettendorf’s workforce lives in Bettendorf.
- » Of the over 13,000 residents that leave Bettendorf for work, 27.7% are heading to Davenport.
- » 33.9% of Bettendorf’s employees live in Davenport.

FIGURE 3.3 –EMPLOYMENT CHARACTERISTICS

TOP EMPLOYMENT INDUSTRIES

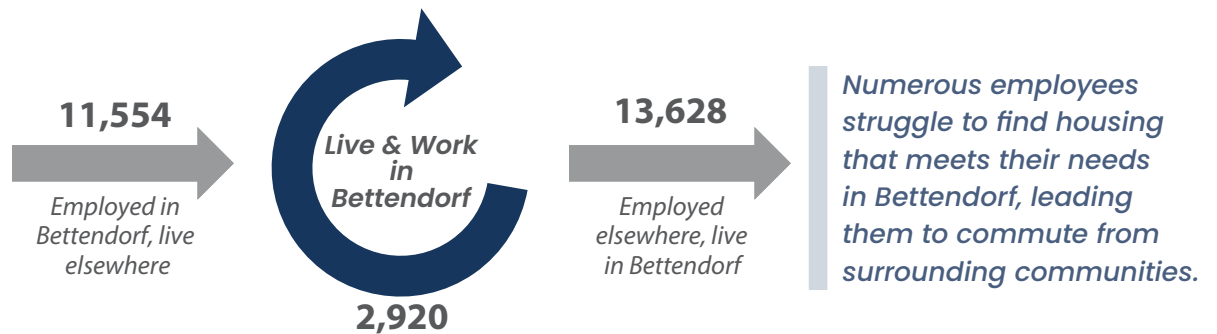


LABOR FORCE
August 2023 **19,037**



Source: 2021 American Community Survey (5-Year Estimates); U.S. Bureau of Labor Statistics

FIGURE 3.4 –COMMUTING PATTERNS



Source: US Census Bureau, OnTheMap 2020

BETTENDORF STRATEGIC PLAN

 **ACTION 18: Implement the recommendations of the Bettendorf Strategic Plan.**

In the summer of 2022, the City of Bettendorf engaged a team of local residents, officials, and staff to create a Strategic Plan for the community that looked out to the year 2038. The Bettendorf Strategic Plan (2022) provides many recommendations for economic development. Rather than reinvent the wheel, “Premiering Bettendorf” supports the objectives of the Strategic Plan and helps advance them. Relevant portions of the Strategic Plan’s goals and objectives are partially summarized below, along with commentary on their connection to “Premiering Bettendorf.”

Provide fully developed land with all infrastructure in place.

- » **Objectives.** Development of the West Bridge District located on the Mississippi riverfront west of the recently completed Interstate 74 Bridge.
- » **Connection to “Premiering Bettendorf.”** The Land Use Plan highlighted in Chapter 1 and the Downtown Master Plan highlights redevelopment opportunities for mixed-use, commercial, and residential in the area.

Assess and address infrastructure needs and desires of Bettendorf residents (and business/industry).

- » **Objectives.** Make improvements to fiber optic, regional sanitary sewer, and the lock and dam system. Create a city-wide Wi-Fi system.



Create a development plan and/or necessary policy to encourage existing industries to thrive.

- » **Objectives.** Support of entrepreneurship and in-fill development. Support for existing businesses through Economic Gardening initiatives and the Business Connection Program.
- » **Connection to “Premiering Bettendorf.”** The Future Land Use Map identifies the State Street Industrial area as the primary area for industrial infill development. The land use approach encourages infill.

Increase the economic impact of tourism

- » **Objectives.** Continue to leverage the growth of the sports and entertainment complexes located near the Interstate 80 and Middle Road interchange by pursuing partnerships and grants.
- » **Connection to “Premiering Bettendorf.”** These initiatives support two primary goals of the Comprehensive Plan: to “Attract Young People,” and “Promote Recreational and Cultural Activity.”

Implement projects from the I-80 & Middle Road Plan

- » **Objectives.** Work with the developer to assess the potential of this project and attract businesses through targeted recruitment and marketing.
- » **Connection to “Premiering Bettendorf.”**
The I-80 & Middle Road plan is integrated into the Land Use Plan.

Continue to focus on the development and redevelopment of commercial in-fill areas minimizing sprawl demands.

- » **Objectives.** Develop/redevelop Cumberland Square, AAA Office Park, Golden Triangle, Kimberly Road Corridor, Utica Ridge Corridor, and the 53rd Avenue Corridor.
- » **Connection to “Premiering Bettendorf.”**
Page 86 of this chapter provides design principles for all commercial areas.

Position Bettendorf as a top choice for business due to its technology advantages, well-educated workforce, and overall community assets.

- » **Objectives.** Develop a marketing plan for business attraction, retain local graduating students, recruit technology-based industries to Bettendorf.
- » **Connection to “Premiering Bettendorf.”**
The comprehensive plan economic analysis (summarized on previous pages) reinforces these items as assets for Bettendorf.

Maintain necessary builder/developer support to construct housing based on current and projected needs.

- » **Objectives.** Determine need for types of housing that are not currently being constructed and work with developers to make them aware of these needs.

- » **Connection to “Premiering Bettendorf.”**
The housing chapter highlights housing products that Bettendorf should encourage in order to help attract young people. It suggests ways to partner with the development community to encourage the construction of these types of homes.



Promote housing development in areas already containing basic infrastructure.

- » **Objectives.** Inventory undeveloped areas where infrastructure is already in place.
- » **Connection to “Premiering Bettendorf.”**
The land use strategy outlined in Chapter 1 promotes contiguous growth in areas with infrastructure capacity.

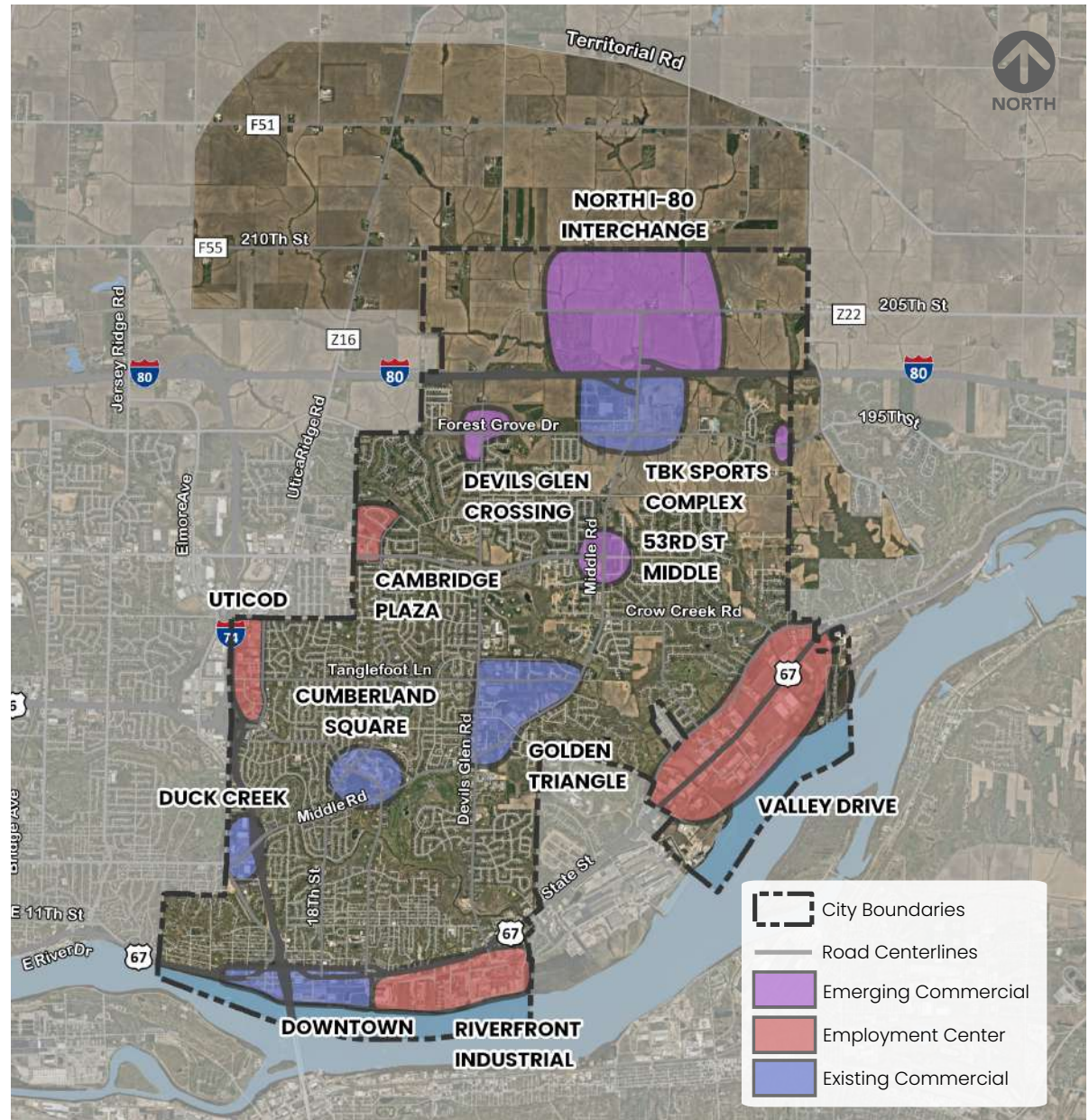


EXISTING AND EMERGING COMMERCIAL AREAS

Map 3.0 shows the existing and Emerging Commercial Areas in Bettendorf. These represent the main commercial assets in the community and identify the primary areas where the City will focus economic development initiatives and investments in infrastructure for business and industry.

-  **ACTION 19: Invest in infrastructure for Emerging Commercial Areas to provide developable land for industrial and commercial businesses (see Bettendorf Strategic Plan for specific objectives).**
-  **ACTION 20: Encourage redevelopment and reinvestment in Existing Commercial Areas, drawing on the design guidelines on page 88.**

MAP 3.0 – EXISTING AND EMERGING COMMERCIAL AREAS



Source: RDG Planning & Design

*Existing and Emerging Commercial Areas Continued...***DESIGN FOR COMMERCIAL AREAS**

Many successful commercial areas share common design characteristics. Investments in Bettendorf's commercial areas should consider the following design objectives:

Cluster Commercial Uses. Concentrated commercial areas increase opportunity for “spillover” traffic from one business to another. Concentration, however, is not enough – the area must also be easy to navigate with a connected street design, good way-finding, pedestrian-friendly spaces, and a mixture of commercial uses. Once in the area, visitors should be able to visit multiple locations in close proximity using internal road circulation and sidewalks. Good internal circulation promotes longer visits and spillover traffic.

Improve Pedestrian Connections. Pedestrian-friendly areas encourage visitors to park once, and then visit several locations in close proximity. This concept is similar to that of a mall, in which a larger anchor store or attraction may bring the shopper in, but smaller, neighboring shops will keep them there. Providing good pedestrian connections to surrounding neighborhoods will help attract business from nearby residents.

Install Way-Finding. Visitors to Bettendorf may be unaware of other attractions or shopping opportunities nearby, or unsure how to reach them. For example, a visitor to the Library may not be aware of the nearby commercial offerings at Cumberland Square. A signage system to help with way-finding could encourage visitors to go to multiple sites within Bettendorf.

Promote Mixture of Uses. Promoting a mixture of office, civic, entertainment, and high-density residential uses in Bettendorf's commercial areas will draw in more potential customers. For example, a person coming to an area for work or a doctor's appointment may then visit retail businesses, particularly if everything is well-linked. The Land Use Plan in Chapter 1 promotes this type of mixture.

Provide Parking, But Don't Over-Provide. Adequate parking is important to commercial areas, but over-building of parking can be detrimental since it takes up valuable land, impedes walkability, and creates a disincentive to “spillover” shopping. The city can help commercial areas strike a good parking balance by providing flexibility on the city's parking requirements, supporting alternative transportation, providing on-street parking (where appropriate), and creating design guidelines for parking lots.

Other parking items to consider:

- » Consider updating parking design standards for modern vehicles.
- » Consider incorporating more permeable pavement to help with stormwater runoff.

Create Plazas and Public Spaces. Public plazas attract activity and encourage visitors to stay longer by providing a resting area.



PEDESTRIAN-FRIENDLY AREAS ENCOURAGE “SPILLOVER” TRAFFIC. (DOWNTOWN BURLINGTON, VERMONT)



WAY-FINDING SIGNS HELP VISITORS FIND NEW DESTINATIONS. (DOWNTOWN DES MOINES)



A VARIETY OF COMMERCIAL USES HELPS PROMOTE ACTIVITY LEVELS. (KANSAS CITY, COUNTRY CLUB PLAZA)

QUALITY OF LIFE IS AN ECONOMIC DEVELOPMENT TOOL

Economic development involves every facet of the community, from housing, to industry, to infrastructure, to quality of life. Bettendorf must attend to all these facets in order to support existing businesses, maintain a quality workforce, attract new residents and customers, and foster new economic ventures. In order to fully support economic development in Bettendorf, the community must implement the other components of “Premiering Bettendorf.” In particular, the following items are critical to economic development:

- » **Room for Growth (Chapter 1).** The Land Use Plan in Chapter 1 identifies strategic growth areas for future commercial and industrial activity.
- » **Focus Areas (Chapter 2).** A vibrant downtown and riverfront will help attract visitors and support commercial activity. A strong downtown district is often important and attractive to potential young professional residents.
- » **Housing (Chapter 4).** A key component of attracting and retaining a good workforce is the availability of quality housing in a variety of types and price ranges. If Bettendorf wishes to attract more young professionals and workers, it needs to consider new housing types that may not be available in our community today, such as townhomes, smaller lot single-family homes, or condos. Bettendorf must also support the continued health of its older neighborhoods.
- » **Community Design and Character (Chapter 5).** Amenities such as parks, trails, and cultural events, along with a unique community character, will help attract and retain residents, especially those who have the greatest amount of choice over where they live. Community amenities and character are part of what helps residents form an emotional bond to a community that compels them to stay in Bettendorf throughout their life.



Housing

An aerial photograph of a suburban housing development, showing numerous houses with gabled roofs, driveways, and trees. The entire image is overlaid with a semi-transparent blue filter. The houses are arranged in a grid-like pattern with winding streets. The trees are scattered throughout the development, providing shade to the houses.

04



INTRODUCTION

It is anticipated that Bettendorf will need to add approximately 8,250 new housing units by 2045. The majority of the housing stock now and in the future will be single-family detached homes, but housing distribution is likely to shift in the coming years, with an increased demand for single-family attached homes such as townhomes or condos.

In recent years, new construction in Bettendorf has been concentrated on high-priced homes, while many of the existing moderately-priced homes are no longer owner-occupied.



RECOMMENDED ACTIONS IN THIS CHAPTER

A priority goal of this plan is to **“Provide Housing Options and Reinvest in Existing Neighborhoods.”** By encouraging a greater range of housing choices and stabilizing our older neighborhoods, the City can also help achieve another priority goal to **“Attract Young People.”** Younger residents are often looking for a lower cost, lower maintenance “starter home,” and are interested in a range of options, from single-family homes to townhomes to condos.

The recommendations in this chapter address these goals:

21. Help stabilize older neighborhoods and support reinvestment in housing stock.
22. Revise city codes to allow developers more flexibility to provide quality housing options at reasonable prices.
23. Consider incentivizing housing options that serve the unique needs of seniors.
24. Increase the variety of housing options for residents by establishing incentives that promote the construction of townhomes or smaller lot homes.

HOUSING TODAY

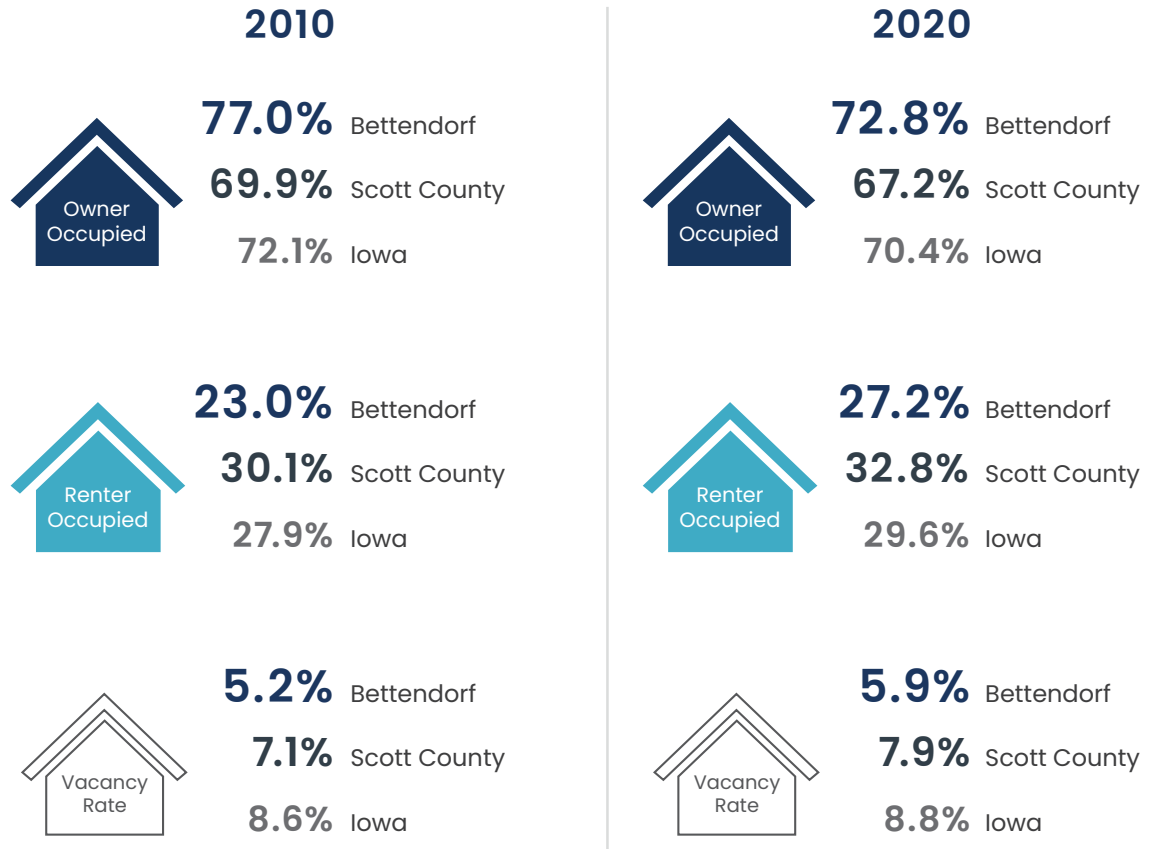
Houses and neighborhoods are the building blocks of the community. Ensuring quality, affordable housing for all is important for a good quality of life. Creating policies, tools, and partnerships to help create and maintain healthy housing and neighborhoods will make Bettendorf a truly welcoming home for residents.

Housing Occupancy

New residents will sometimes choose to rent before buying a home so that they can gain a better understanding of the community and its neighborhoods before purchasing a home. While single-family homes still represent the majority of Bettendorf’s housing stock, the number of multi-family units being constructed has risen in recent years. This increase more closely reflects regional and national trends. Figure 4.0 shows the most recent housing occupancy data.

- » The share of total housing units occupied by renters in Bettendorf has grown by 4.2% since 2010. This increase in the number of renters in Bettendorf is larger than in Scott County and the State of Iowa.
- » The total number of housing units rose by 2,260 between 2010 to 2021 or approximately 226 new units per year.
- » Bettendorf’s vacancy rate in 2020 was 5.9%. It is beneficial for a city to have a vacancy rate high enough to allow movement in the market but not too high so as to lessen the property value of surrounding homes. This healthy vacancy rate is typically between 5-6% surrounding homes.

FIGURE 4.0 – HOUSING OCCUPANCY, 2010–2020



Source: U.S. Census Bureau

Housing Values

Housing affordability is a primary concern for quality of life because it is typically the single largest regular expense. Figure 4.1 shows the median house value in Bettendorf, the region, and the nation.

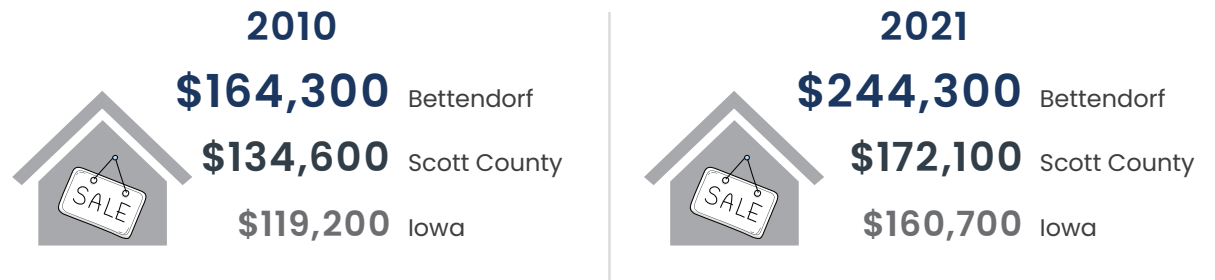
- » Bettendorf’s median home value increased by 32.7% between 2010 and 2021. This increase was considerably higher compared to Scott County (21.8%) and the State of Iowa (25.8%).
- » Median gross rent rose 32.8% from 2010 to 2021. However, this increase is similar to Scott County (28.5%) and the State of Iowa (29.0%).

Mix of Housing Ages

- » About 33.0% of the houses in Bettendorf were built before 1960.
- » Over 40.0% of houses were built between 1980 to 2000.
- » A quarter of Bettendorf’s housing stock was built after the year 2000.

Older housing tends to be some of the most affordable housing in a community. Having a diversity of housing ages helps residents and potential residents find housing that meets their financial and life style needs more easily.

FIGURE 4.1 – MEDIAN HOME VALUES, 2010–2021



Source: American Community Survey (ACS) 5-Year Estimates

FIGURE 3.2 – MEDIAN GROSS RENT, 2010–2021



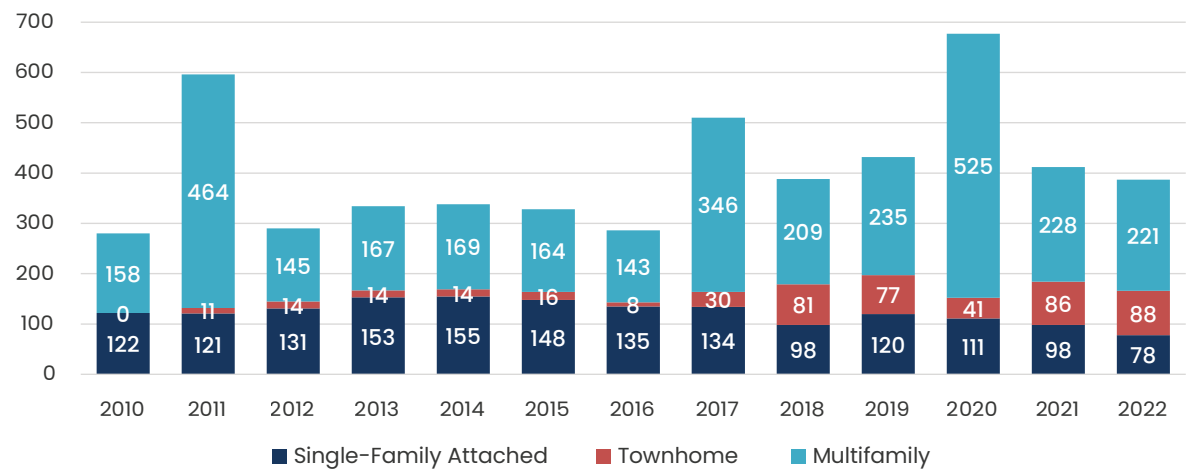
Source: American Community Survey (ACS) 5-Year Estimates

Construction Activity

Bettendorf’s population has been steadily growing over the past decade, resulting in increased demand for housing. The city’s resilience after the 2007–2009 recession has led to strong building activity in the last ten years. Figure 4.3 displays the growth in residential construction since 2010.

- » Between 2010 and 2022, 3,571 housing units were constructed in Bettendorf at an average rate of 383 units per year.
- » Growth in the issuance of multi-family housing permits reflects the growing number of renters in Bettendorf. Over 60% of units built after 2010 were multi-family. The year of 2020 saw the highest number (525) of permits issued for multi-family units since 2010.
- » Between 2010 and 2022, Bettendorf added an average of 37 duplex units per year. This accounts for 9% of total units built during that timeframe.
 - Single-family attached and tri-plex structures are part of a housing style called “missing middle”. These housing styles often offer more privacy and space than apartments, but at a lower cost than single-family detached residential.
- » Housing variety is a concern. The market in the last twelve years (2010–2022) has been dominated by single-family and multi-family structures with very few small, low maintenance options.
 - Why is housing variety important? Variety ensures that people have housing options for every stage of life and price point.

FIGURE 4.3 – CONSTRUCTION ACTIVITY, 2010–2022



Source: City of Bettendorf






Housing Affordability

Comparing median household incomes to median home values is a metric often used to determine the affordability of a housing market. An affordable, self-sustaining housing market, with adequate value and revenues to support market-rate new construction typically exhibits a value to income ratio between 2.5 and 3.0. Ratios above 3.0 present significant affordability issues while ratios below 2.0 are significantly undervalued relative to income. For Bettendorf a few key trends should be pointed out:

- » Bettendorf has a value to income ratio of 2.73, a healthy ratio that indicates an affordable, self-sustaining market. This ratio, however, is reflective of the incomes of people already living in the community. Several community members indicated that there are affordability barriers for some potential new households wishing to move to the community. Table 4.0 illustrates this issue in more detail.
- » 34.7% of renter households in Bettendorf and 15.2% of homeowner households are considered to be “housing burdened” which means that their housing costs are more than 30% of their household income (US Census). This is comparable to rates for the State of Iowa and is somewhat lower than Davenport’s.

TABLE 4.0 - HOUSEHOLD AND COSTS, 2021

	VALUE TO INCOME RATIO	MEDIAN HOUSEHOLD INCOME	MEDIAN HOME VALUE	MEDIAN CONTRACT RENT	% COST BURDENED HOUSEHOLDS
Bettendorf	2.73 	\$89,375	\$244,300	\$891	Owner: 15.2% Renter: 34.7%
Scott County	2.54 	\$67,675	\$172,100	\$729	Owner: 10.2% Renter: 31.9%
Iowa	2.46 	\$65,429	\$160,700	\$689	Owner: 14.9% Renter: 44.6%

Source: 2021 American Community Survey (ACS) 5-Year Estimates; RDG Planning & Design

Defining Housing Affordability

Affordable housing is determined by a household’s income. What is affordable for one income bracket is not affordable for another. Housing cost can also be defined as either market rate or below market rate.

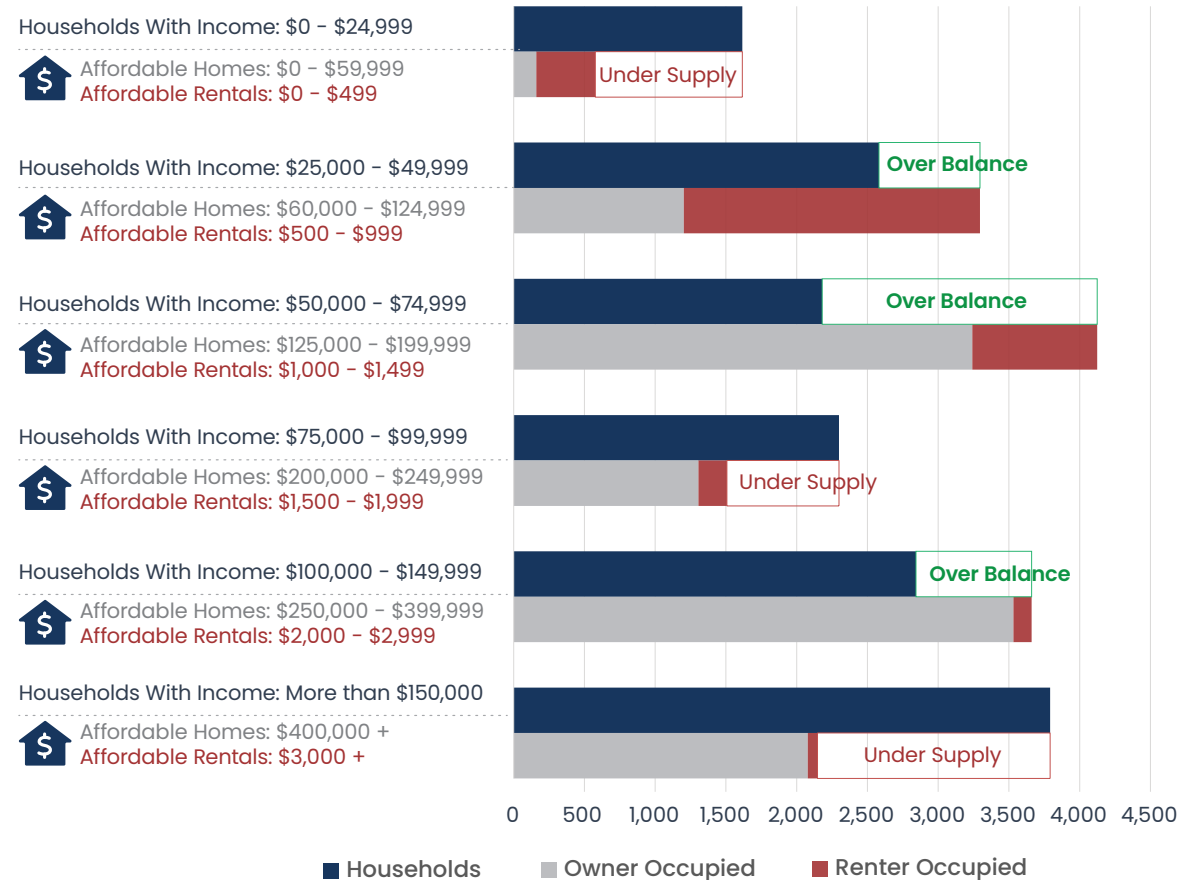
Construction of below market rate housing units requires some financial assistance. The rent or value of these units would be priced lower than the cost of construction; therefore, builders need assistance to cover the cost of development and construction. These types of assistance packages vary, but help to ensure that safe and affordable housing is available for households in the lowest income ranges.

Housing Affordability

Figure 4.4 shows an evaluation of the number of housing units for people in various income ranges and the quantity by home price that are available for households spending 30% of their income on housing.

- » An over balance indicates a surplus of housing within the affordability range for the respective income group. An under balance implies a shortage.
- » Housing shortages affect the lowest income households more because of their limited choices.
- » An affordable housing unit surplus exists for households earning between \$25,000 and \$74,999.
- » An affordable housing unit surplus also exists for households earning above \$150,000.
- » This means many households earning above \$75,000 and over \$150,000 are living in units less expensive than they could reasonably afford (<30% of their income spent on housing). As a result, there is less affordable housing available for households in the lower income brackets which may push them into a lower-valued or lower-quality home or to another community.
- » The data does not take into account the impact of inflation, increased interest rates since 2020, or other household expenses such as transportation.

FIGURE 4.4 – AFFORDABILITY ANALYSIS



Source: RDG Planning & Design

HOUSING TOMORROW

PROVIDE A VARIETY OF HOUSING OPTIONS

Bettendorf’s goal to “Provide Housing Options” means that we want our community to offer a variety of quality housing, including moderately-priced single-family homes, quality multi-family options, and high-end homes, to attract and retain residents at all stages of life. Bettendorf’s current housing mix is shown at right.

Changing Preferences. Across the country, more people, especially members of the millennial and baby-boomer generations, are looking for alternatives to large single-family homes for many reasons: lower costs, reduced maintenance, and the ability to live in a neighborhood where services and entertainment are within walking distance.

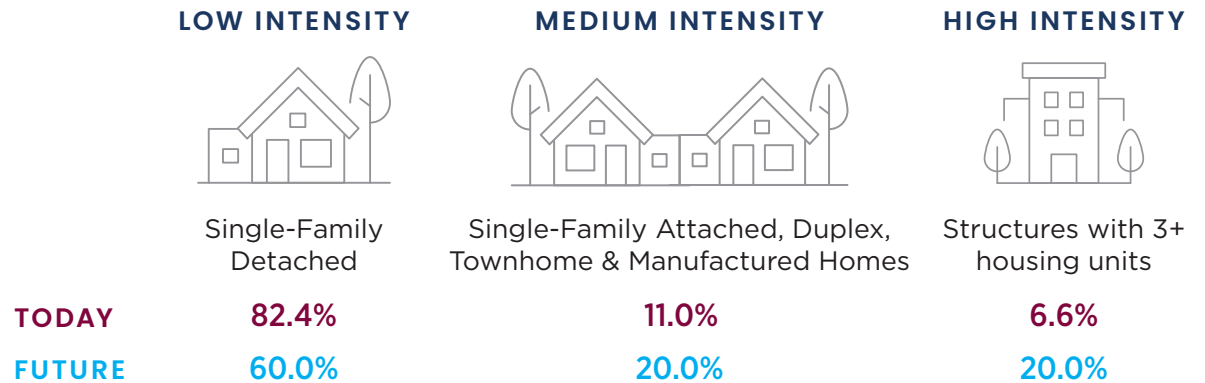
Attract Young Residents and Retain Others.

Construction of additional multi- and single-family attached housing could help Bettendorf attract more young professionals which would allow residents to stay in Bettendorf through all phases of life. For example, a young resident or couple could live in an apartment or townhome when first starting their careers, then move to a single-family house while raising children, and finally transition to a fourplex in retirement, all within Bettendorf.

MIX DIFFERENT HOUSING TYPES

Different housing types should be connected to each other to form cohesive neighborhoods rather than isolated by type (e.g., avoid pods of apartment buildings with only one entrance). Chapter 1 provides the framework for mixing housing types within neighborhoods.

HOUSING MIX TODAY & HOUSING MIX TOMORROW



Source: RDG Planning & Design

CREATE NEIGHBORHOODS

As development occurs, the community should encourage developers to create new neighborhoods, not just new houses. Neighborhoods have focal points such as a park or a school, are interconnected with the rest of the community through streets and trails, preserve important natural areas, and reflect the unique character of the community.

Chapter 1 explains the principles of neighborhood development in more detail.

Projected Housing Needs

The housing demand analysis builds on population projections, housing trends, and community conversations to forecast the demand for additional housing. The model is built on the following assumptions and a 1.55% annual growth rate:

- » The proportion of the household population (those living in households and not in dorms, skilled nursing, or prisons) will remain stable through 2045.
- » The average number of people per household is expected to slightly decline over the next decade as recent mixed-use projects are completed. Some growth may occur as millennials move into their childbearing years, but baby boomer households will also continue to shrink.
- » The vacancy rate will slightly increase from 4.8% to 6.1%. A 6.0% vacancy rate is generally considered to be a healthy rate that allows movement in the market while not causing a reduction of surrounding property values.
- » Replacement need is the number of housing units demolished or converted to other uses. Bettendorf’s housing stock is in good condition and therefore the loss of units will likely be the same as the last decade, an average of 21 units per year.

TABLE 4.1 – HOUSING DEMAND SUMMARY, 1.55% ANNUAL GROWTH RATE

	2020	2025	2030	2035	2040	2045	TOTAL
Population at End of Period	39,102	42,228	45,604	49,249	53,186	57,438	
Household Population at End of Period	38,895	42,004	45,362	48,988	52,904	57,133	
Average People per Household	2.51	2.50	2.50	2.49	2.48	2.47	
Household Demand at End of Period	15,496	16,785	18,181	19,694	21,332	23,108	
Projected Vacancy Rate	4.8%	5.1%	5.3%	5.6%	5.8%	6.1%	
Unit Needs at End of Period	16,281	17,682	19,203	20,856	22,651	24,601	
Replacement Need (total lost units)		127	106	106	106	106	552
Cumulative Need During Period		906	1,628	1,759	1,901	2,056	8,250
Average Annual Construction			326	352	380	411	359

SOURCE: RDG PLANNING & DESIGN

Cumulative need of 8,250 housing units between 2020 and 2045

RECOMMENDATIONS FOR BETTENDORF HOUSING

STABILIZE OLDER NEIGHBORHOODS

Bettendorf's older neighborhoods form the core of the community and provide a wide variety of reasonably-priced housing options. To preserve these vibrant neighborhoods as Bettendorf grows, Premiering Bettendorf recommends a concerted effort to maintain and improve them. While much of the investment necessary for neighborhood stabilization rests with private property owners, there are several actions that the City can take to encourage stabilization:

ACTION 21: Help stabilize older neighborhoods and support reinvestment in housing stock.

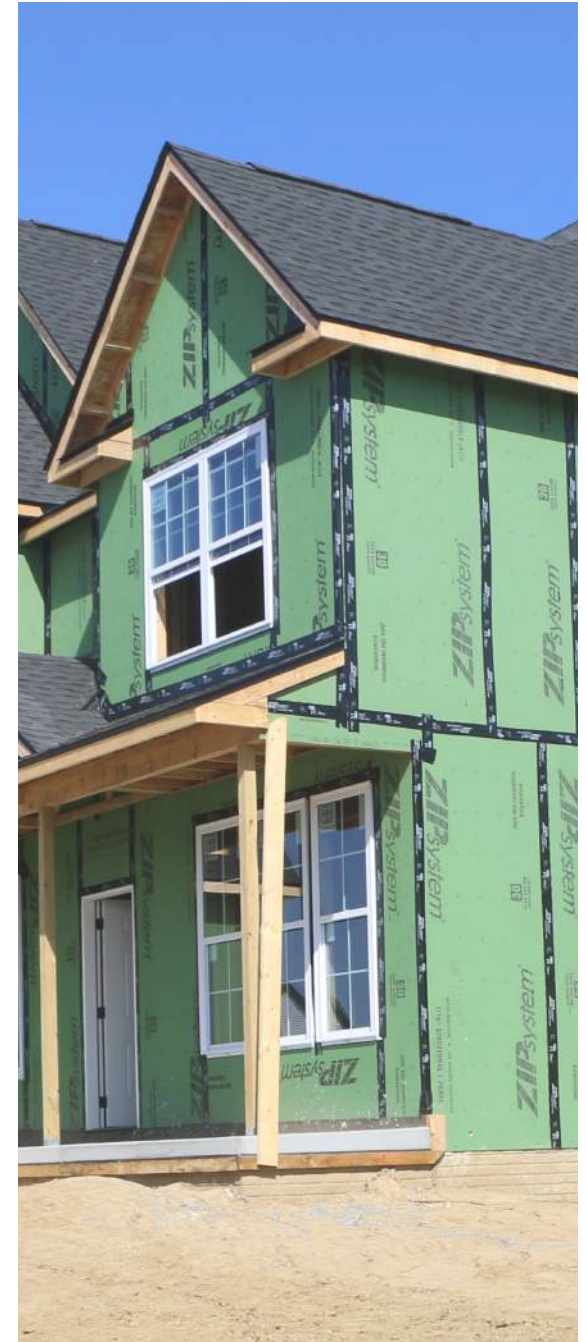
- **21A:** Encourage formation of neighborhood associations.
- **21B:** Continue to direct CIP funds to infrastructure improvements in older neighborhoods with consideration for ways to concentrate investments.
- **21C:** Consider taking advantage of available support from the Bi-State Regional Commission to apply for grants or other programs that help homeowners improve their properties.
- **21D:** Consider incentivizing rehabilitation or infill projects in older neighborhoods by providing expedited review or tax incentives.
- **21E:** Regulate and inspect rental properties to ensure safety and property maintenance compliance.

1. Encourage Formation of Neighborhood Associations

City officials should encourage residents to establish neighborhood associations throughout Bettendorf to promote and sponsor neighborhood improvements and serve as a liaison between the City and residents. These associations are run by residents, and help improve neighborhoods without creating excessive demand for city staff time. If the City is vocal about their support of neighborhood associations, these groups will be more likely to form, knowing they have the "ear" of city staff and public officials.

Purpose and Form of Neighborhood Associations.

A neighborhood association is a way for residents to come together to promote and enhance their neighborhood. Associations take a variety of forms. Some exist primarily to promote identity and neighborhood pride through social events, such as a street festival; others advocate or raise money for improvements to the neighborhood, such as street upgrades, park improvements or clean-ups. Associations might organize a "neighborhood watch" program or make requests to public officials to enact policies or allocate funding for neighborhood projects. Neighborhood associations may also identify residential rehabilitation priorities or promote vacant properties for redevelopment. Associations may have official elected leadership and voluntary dues payments, or they may be more informal.





2. Capital Improvement Plan

The City's Capital Improvement Plan allocates funding for infrastructure improvements in neighborhoods. This funding should continue, and officials should consider the following when making fund allocations:

» **Concentration of investment.**

Neighborhood improvements have the most impact if they are concentrated. Rather than scattering investments randomly, the City should consider a strategic approach, perhaps concentrating several improvements in one area at a time. This concentrated approach is more likely to catalyze private investment. The City can partner with local lending organizations and non-profit organizations to coordinate investments to create the greatest return.

3. Use Support from Bi-State Regional Commission

The City of Bettendorf and its residents already have access to a number of State programs that can help them invest in existing housing stock. The Bi-State Regional Commission offers grant-writing assistance for application to such programs. Bettendorf can take advantage of this assistance to gain access to grant and loan opportunities for private property owners in older neighborhoods.

4. Consider Incentives

The city can consider incentives for rehabilitation of older homes and new infill projects in older neighborhoods. The potential incentives require relatively little staff time and resources to administer, but can have a big impact on encouraging private investment.

- » **Tax Abatement for Rehabilitation.** The city can offer tax abatement to encourage the rehabilitation of older homes. This abatement encourages homeowners to improve their homes by helping to offset the disincentive of higher taxes that comes when improvements raise the value of a property.
- » **Expedited Review.** Bettendorf can offer expedited development review for proposals for expansions or infill projects in existing neighborhoods.

REVISE CITY CODES



ACTION 22: Revise city codes to allow developers more flexibility to provide quality housing options at reasonable prices.

In both new and existing neighborhoods, property owners are restricted in what they can build by the zoning code. While some level of restriction is desirable, the city should consider revisions that would allow greater flexibility in the types of housing options that can be provided.

An update to the zoning code is currently underway. This update should include a study of the following possible revisions:

- » **Allowing smaller lots.** Currently a minimum lot width of 75 feet is required in the R-1 district. The minimum lot width for single-family detached homes varies between 60 and 65 feet in the other residential districts. The minimum lot width could be reduced to 50 feet in some districts. In fact, the lots in many of the older neighborhoods in Bettendorf are between 40 and 50 feet in width. Many communities have had success by allowing construction of quality, desirable single-family homes on 50-foot wide lots as shown in the images. This smaller lot option provides a quality single-family home in a more moderate price range. This option is often attractive to young people who want a lower cost home or to adults who do not want to maintain a large yard.



HOUSING FOR SENIORS



ACTION 23: Consider incentivizing housing options that serve the unique needs of seniors.

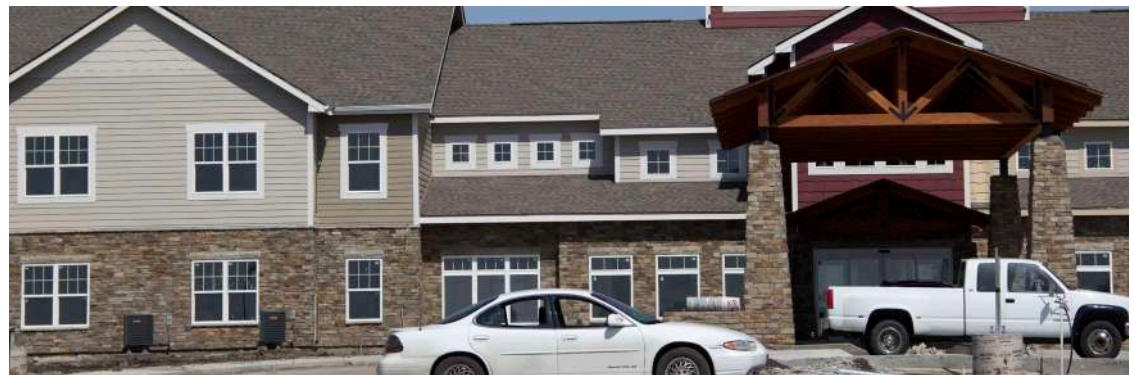
- » **Changing Housing Needs.** As seniors age, their housing needs often change. They may want to move to a home that requires less maintenance or move from a two-story to a one-story home.
- » **Hard to Find Options to “Age in Place”.** Many seniors want to stay in the same neighborhood or same area where they have lived for many years. Unfortunately, locating a new housing option in their neighborhood can be difficult. Senior-friendly options such as 3- or 4-plexes, condos, or senior housing campuses, are often very restricted in where they can locate, due to zoning and other regulations.
- » **Placement of Senior Housing.** Senior housing options are appropriate in Urban Light and Mixed Transitional areas per the Future Land Use Map. More intense uses should be located at intersections and along busier roads. Senior-oriented housing areas typically generate less traffic than other residential uses of similar intensity, making it easier for them to fit into the fabric of lower-density areas.
- » **Freeing Up Older Homes for New Residents.** Filling the housing needs of seniors also serves a secondary purpose. Many seniors may be living in single-family homes in older neighborhoods. While these homes may no longer serve the needs of those seniors, they may be a good, affordable option for young professionals and families looking for “starter homes.” Providing alternate, desirable housing options for seniors may free up their previous homes for new residents.



4-PLEX



CONDOS



SENIOR CAMPUS - PROVIDES INDEPENDENT, SUPPORTED, AND ASSISTED LIVING OPTIONS IN ONE PLACE WITH COMMON AMENITIES AND MEETING SPACES.

PROMOTE UNDER-PROVIDED HOUSING TYPES



ACTION 24: Increase the variety of housing options for residents by establishing incentives that promote the construction of townhomes or smaller lot homes.

Why Incentivize?

Housing to Attract Young People. One of the goals residents of Bettendorf identified is the need to attract more young people. To do this, it is important to offer housing options that appeal to this group in a price range they can afford. Older homes in existing neighborhoods are one good option for this group (see previous section). Bettendorf should consider ways to encourage construction of new housing, such as townhomes and smaller-lot, single-family homes, that provide high-quality housing that is accessible to young professionals and others with mid-range incomes. Currently, the average cost of the newest homes in Bettendorf is \$450,000.

Iowa's Mid-Range Housing Shortage. There is an overall shortage of mid-range housing in Iowa - that is, housing for households that are at or just below the median income. There are often restrictions on where senior-friendly options such as single-story, multi-unit townhouses, condos, or senior housing campuses can be located because of zoning regulations.

HOUSING DEVELOPMENT INCENTIVES:

Examples from other communities

Private homebuilders may not be willing to take the risks involved in building an inventory of moderately-priced speculative homes. The following are examples of programs that other communities have used to offset that higher risk, and thereby encourage construction of these desired housing types. These ideas can provide discussion points for Bettendorf public officials and staff:

- » **Infrastructure Bank.** Provides front-end financing for public improvements by reimbursing the homebuilder or developer for these costs.
- » **Tax Abatement.** Provides incentive for the construction or rehabilitation of under-provided housing types.
- » **Tax Increment Financing (TIF).** Uses the increase in property tax revenue to make improvements on the land. (Should only be used in cases where development would not otherwise occur.)
- » **Expedited Development Process.** Provides "fast track" zoning and building permit processes for development projects that include under-provided housing types.
- » **Land Write-Down.** In areas where land is publicly-owned, offers a reduced land cost for developers who agree to build under-provided housing types.
- » **Lender's Consortium.** Local lenders come together to share the risk of making loans for higher risk or unconventional projects.
- » **Loan Guarantee.** The city partners with homebuilders to guarantee loans for projects that will develop under-provided housing types.

How to Start the Conversation?

Work With Developers and Consider Incentives. Bettendorf should work with developers to identify obstacles that prevent them from building mid-range housing, and explore ways to reduce those barriers. Bettendorf officials should discuss allocating resources to establish programs that encourage the construction of housing that will fill gaps in the market.

Community Character

05



RECOMMENDED ACTIONS IN THIS CHAPTER

The previous chapters discussed the foundation of Bettendorf – land use, transportation, housing, business, industry. But a community is more than a collection of buildings and streets. Quality of life attributes – such as parks and trails, aesthetics, neighborhood design, and public spaces – create that “something more” that makes a community, not just a city. This chapter discusses those attributes and how to enhance them.

25. Enhance character of streetscapes (“Transportation Character”)
26. Invest in place-making elements for Bettendorf’s activity centers (“Place Character”)
27. Implement the Trails Plan in concert with the Greenway Preservation Plan (“Green Character”)
28. Acquire new park land as Bettendorf grows (“Green Character”)
29. Establish a parks and trails land acquisition plan (“Green Character”)
30. Update the Parks and Recreation Master Plan (“Green Character”)
31. Implement existing parks plans (“Green Character”)

CREATING PLACES

Places with character are those that people care about – places where memorable experiences form. They are places we want to visit, to live, to invest in. When a place has a distinct character, people know it. We form a stronger emotional connection to these places – they become an important part of people’s lives, and we want to be there often.

Community character is created through an array of attributes – parks and trails, public events, schools, natural features, public spaces, architecture, streets, aesthetics, and of course, people. However, while some communities have a strong sense of their character, others do not.

Throughout the comprehensive plan update process, Bettendorf residents were positive about the community and its many offerings, yet many felt that Bettendorf’s character was not expressed or celebrated clearly. Some talked about needing a stronger “first impression” while others felt that Bettendorf simply did not have a clear identity.

Having a strong, unique character is not only a quality of life consideration, it is an economic necessity. As with any competitive product, conveying a good image or “brand” will help Bettendorf create a set of expectations for potential “customers,” that is, residents, businesses, and visitors.

Chapter Outline: Components of Community Character

Section 1 identifies the primary attributes of Bettendorf’s unique character. Sections 2-4 address three of the primary components of community character. A fourth component of community character, Neighborhood Character, is covered in the land use chapter (Chapter 1).

- **Transportation Character (Section 2).** Character of the City’s transportation system, including major corridors and gateways.
- **Place Character (Section 3).** Important places in Bettendorf’s private and public environment, and the principles that should guide their development.
- **Green Character (Section 4).** The City’s natural and open space environment, and the connections between city and nature. This topic is also covered in Chapter 1.
- **Neighborhood Character (In Chapter 1).** Character of the City’s residential areas, their relationships to one another, and to the City as a whole.



SECTION 1: BETTENDORF'S CHARACTER TODAY

Throughout the public participation process, Bettendorf residents shared the attributes and places that many believe define their community. The pictures on this page represent the most common responses.

Bettendorf's Top Attributes. Bettendorf is known for being family-friendly, with three quality school districts, a safe environment, and many activities for children. The generous parks and trails system is a draw for many residents, and ranked high in importance among all ages. The Mississippi River is a unique asset, though many residents mentioned a wish to make it a more prominent part of the community.

Favorite Places. When residents talked about their favorite places, they often talked about the Learning Campus which includes the public library and the Family Museum. Parks were another favorite, with the bandshell at Veterans Memorial Park (and associated events) coming to the top of the list, along with Crow Creek Park which was especially popular among teenagers.



QUALITY SCHOOLS



FAMILY-FRIENDLY COMMUNITY



FAVORITE SPOT: BANDSHELL - VETERANS MEMORIAL



PARKS & TRAILS



MISSISSIPPI RIVERFRONT



FAVORITE SPOT: CROW CREEK PARK



FAVORITE SPOT: THE LEARNING CAMPUS



TBK BANK SPORTS COMPLEX

SECTION 2: ENHANCING TRANSPORTATION CHARACTER

 **ACTION 25: Enhance the character of streetscapes with the following strategies:**

- » Establish a visual theme for streetscapes and make improvements along major corridors based on this theme.
- » Continue the city's regular maintenance program for streets and sidewalks.

Why Invest in Streetscapes?

Streets are Bettendorf's largest public space and provide one of the best opportunities to convey a positive, unique character for Bettendorf. Whether people realize it or not, Bettendorf's streets are already projecting a certain character or "brand" of the City. But without a mindful strategy for the appearance of streets, it may not be the desired brand.

The design and visual effect of a street, also referred to as the streetscape, is both a potential amenity and an important economic tool. A positive image helps Bettendorf attract and retain residents, visitors, and businesses.

Elements of Good Streetscape Design

While every street is different, there are a number of common attributes of good streetscape design. These include:

- » A logical use and sequence of trees, landscaping, furniture, paving, lighting, art and other elements that are designed for both character and as pedestrian amenities.
- » Sidewalks or pedestrian paths with clear and comfortable edges between pedestrian and motor vehicle domains.
- » Attractive and functionally appropriate street lighting that reinforces a consistent image.
- » Materials, street furniture and other features that consistently evoke the character of the community.
- » Controlled private signage to avoid visual clutter.
- » Attractive and durable materials that reflect both functional and aesthetic needs.
- » A wayfinding signage system that includes direction for both motorists and pedestrians.

The following page shows examples of streetscapes from other communities around the Midwest and a case study of one community's streetscape improvement program.



A Theme for Bettendorf

Streetscape elements should establish a theme throughout the corridor and the community. The previous section, "Bettendorf Character," provides a starting point for identifying an appropriate theme.

Streetscape Examples



A LOW-TRAFFIC STREET IN CORALVILLE IA USES INTERESTING MATERIALS ON THE SIDEWALK AND STREET WITH TREES AND FLOWER BEDS PROVIDING A BUFFER BETWEEN PEDESTRIANS AND VEHICLES.



BRICK COLUMNS AND LANDSCAPING PROVIDE VISUAL INTEREST ALONG AN ARTERIAL STREET IN DOWNTOWN DES MOINES, AND SERVE AS A BUFFER BETWEEN THE STREET AND ADJACENT PROPERTIES.



A LIGHTED PILLAR MARKS THE ENTRANCE ONTO A BRIDGE IN SPENCER, IOWA.



ON THE SAME STREET AS THE PHOTO ON THE LEFT, ATTRACTIVE STREET LIGHTS HOLD FLOWER POTS.

STREETSCAPE CASE STUDY

Martin Luther King Jr Parkway

Des Moines, Iowa

A streetscape design for MLK Parkway in Des Moines helped turn a utilitarian six-lane thoroughfare into an aesthetically-pleasing experience and catalyst for a developing district. The parkway was of major importance to the City - Downtown Des Moines was on the verge of revitalization, and MLK Parkway formed the southern border of the downtown district. The street was unattractive and difficult to cross, and the southern edge was primarily lined with vacant lots and abandoned industrial buildings.

The City of Des Moines hired RDG Planning & Design to create landscaping elements to unify the corridor and establish an identity. By creating rhythmical plantings along the parkway and emphasizing key intersections with corner developments, the parkway transformed into a unique, pleasurable experience with a more welcoming pedestrian environment.

In the years since the upgrade, vacant and abandoned lots along the Parkway have developed into downtown lofts and townhomes, with multiple mixed-use projects in the works for the coming years. This street is fast becoming an integral part of the downtown, rather than the barrier it once was.



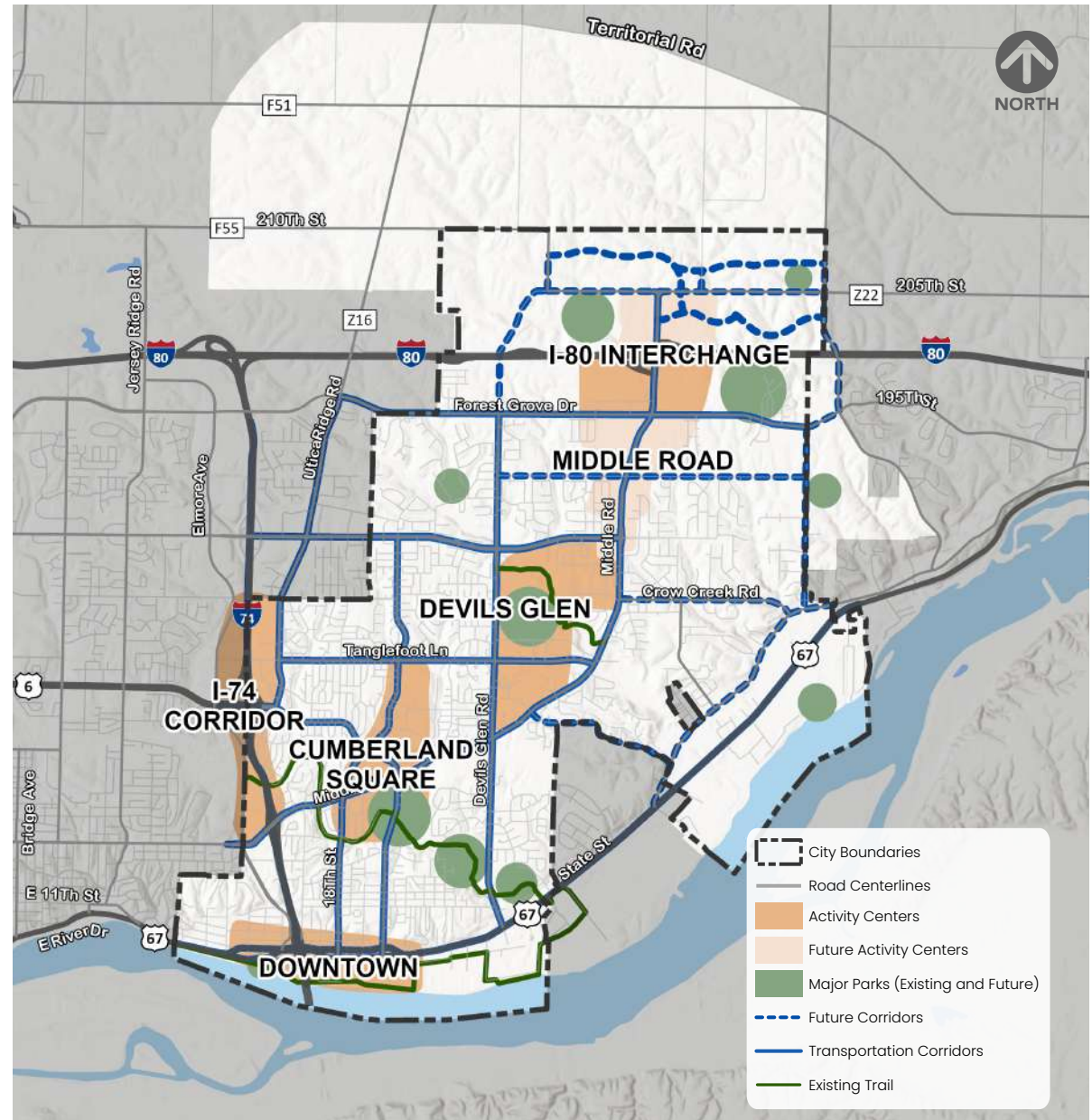
Important Streets in Bettendorf

Bettendorf has several key streets that are important to include as part of a streetscape upgrade strategy. These are the streets that are most well-traveled and connect to some of Bettendorf’s most popular community destinations.

Map 5.0 illustrates these key streets or “corridors.” They include:

- » Middle Road - Main entrance to the City from I-80 and important north-south road.
- » I-74 & I-80: Crucial connections to other cities, states, and regions.
- » State Street/Grant Street: Downtown artery and a primary entrance to the City.
- » Spruce Hills Drive to 18th and 23rd Streets: Entrance from Interstate 74 connecting to the downtown via 18th and 23rd Streets.
- » Tanglefoot Lane: Utica Ridge Road to Middle Road.
- » 53rd Avenue: Entrance from Interstate 74.
- » Forest Grove Drive: East city boundary to west city boundary.
- » Devils Glen Road: State Street to Forest Grove Road. Important north-south arterial.
- » Future: Criswell Street, Wells Ferry Road, Crow Creek Road, Hopewell Avenue, Valley Drive, and unnamed collector streets north of Interstate-80. As Bettendorf grows, these corridors will gain traffic and importance.

MAP 5.0 - BETTENDORF’S ACTIVITY CENTERS AND IMPORTANT TRANSPORTATION CORRIDORS



Source: RDG Planning & Design

SECTION 3: ENHANCING PLACE CHARACTER

Place-Making in Activity Centers



ACTION 26: Invest in “place-making” elements for Bettendorf’s activity centers such as public art, water features, pedestrian amenities, and community events and programming.

What is Place-Making?

“Place-making” is a general concept that relates to how we create vibrant public spaces, including their design, elements, programming, and overall feeling. Place-making helps create memorable places and provides visitors with opportunities for meaningful interaction with their surroundings and with each other. These places almost always have a pedestrian orientation as this allows for those direct interactions.

Priority Place-Making Locations in Bettendorf

Place-making is often most important for key areas or activity centers in a community – these are the spaces that help define the identity of a city. In Bettendorf, for example, this would include the Learning Campus, the Riverfront and Downtown, Crow Creek Park, and shopping areas like Cumberland Square. Figure 5.1 highlights activity centers in Bettendorf.

How to Invest in Place-Making

While each place is different, there are many common elements that communities use to enhance place-making. These include:

- **Water Features.** Interactive water features are a popular draw for children.
- **Public Art.** Sculptures, murals, or interactive art.
- **Pedestrian Amenities.** Street furniture, improved crosswalks, and pedestrian-scale lighting and signage.
- **Community Events or Programs.** These are often done in partnership with local cultural organizations.
- **Nature.** Landscaping and trees and connection to natural features or views.
- **Lighting.** Attractive and/or unique lighting.
- **Architectural Design.** Consistent architectural style can be established through design standards.
- **Site Interpretation.** Signage or informational kiosks that relate to the history or cultural significance of a place.

The photos on the following page show examples of many of these elements.

A Shared Investment: Public/Private Partnerships

Many place-making investments are partnerships between the City and private entities. For example, a nearby business or group of businesses may share cost and maintenance of public art or landscaping. A local arts or historical group may host programs in the space or design informational kiosks to interpret the site. A developer may build a public plaza or highlight a natural feature as part of a new neighborhood.

The conception and design of landmark features should be done in partnership with residents, through neighborhood groups or other avenues.



Place-Making Examples



NATURE. AS PART OF A RESIDENTIAL AREA, A DEVELOPER IN ALTOONA, IA CREATED A CENTRAL PARK AND POND, CIRCLED BY A TRAIL. IT IS NOW ONE OF THE MOST ICONIC AND WELL-USED FEATURES OF THE COMMUNITY.



SITE INTERPRETATION. INFORMATION PANELS ALONG THE IOWA RIVER IN CORALVILLE, IA PROVIDE HISTORIC CONTEXT FOR THE SITE.



WATER. A WATER FEATURE IN A PUBLIC PLAZA IN PAPHILLION, NE IS A POPULAR DRAW FOR FAMILIES WITH SMALL CHILDREN.



PUBLIC ART. THIS PUBLIC PLAZA IN MASON CITY, IA PROVIDES A PLACE FOR OUTDOOR DINING AND FEATURES PUBLIC ART THAT MIMICS THE ARCHITECTURE OF AN ADJACENT HISTORIC BUILDING.



COMMUNITY EVENTS AND PROGRAMS. A SCULPTURE PARK IN DES MOINES, IA ATTRACTS VISITORS OF ALL AGES AND IS THE LOCATION OF SPECIAL EVENTS SUCH AS THE ANNUAL ARTS FESTIVAL.



LIGHTING. A LATINO NEIGHBORHOOD IN SOUTH OMAHA, NE CELEBRATES THEIR CULTURE WITH ARTISTIC LIGHTING AND COLORFUL MOSAICS INLAID INTO STREET FURNITURE.

PLACE-MAKING CASE STUDY

South Omaha Historic & Cultural District

Omaha, Nebraska

A historic district on the south side of Omaha used place-making to celebrate its unique cultural heritage. Although this was a festive, nurturing, and welcoming neighborhood, the aesthetics of the area did not do justice to its vibrant spirit.

Representatives of the neighborhood worked with RDG Planning & Design to design streetscape improvements, a town square, and a signature public art piece that reflected the aesthetic of the many folk art traditions and major ethnic groups that had a history in that area (Latino, Czech, Polish, and Croatian). The town square, Plaza de la Raza, includes water features, art, and a bandshell. Colorful textile patterns are incorporated into benches, planters, lighting, and sculptures throughout the district.



BETTENDORF'S YOUTH

What Character Do They Want?

One of the goals of this plan is to “Attract Young People.” To try to understand how to do this, the “Premiering Bettendorf” team met with more than 250 high school students at Bettendorf High School. The students discussed what they liked about Bettendorf and what they would change.

What We Like

Bettendorf students were generally positive about their hometown. The most popular attributes that youth participants liked included:

- » Bettendorf’s cleanliness
- » Safety
- » Crow Creek Park
- » Pedestrian and bike path network



BETTENDORF'S YOUTH

What We Want to Change

More Things to Do

By far, the number one thing that Bettendorf students wanted to change about the community was to add more things to do and places to go. There was a wide range of suggestions, but the most popular suggestions were:

- » Festivals and concerts
- » Entertainment complex
- » Teen hang-out
- » More restaurant variety
- » Shopping
- » Laser tag
- » Water park

Better Use of River, Add a Riverwalk

Bettendorf teens said that Bettendorf's riverfront is tremendously underutilized. Many wanted to see more activities along the River, including boat rental and a Riverwalk with cafes and shops. Others wanted to see a River clean up.

Enhance Community Character & Aesthetics

Many feel that Bettendorf lacks an identity, and changes are needed to make the community unique and memorable. Several suggested more beautification and public art. Others lamented the lack of a defined town center.



Improve the Downtown

"Bettendorf has a downtown?" This question from one of the participants is telling of what most thought of this district. The teens wanted improvements, and several mentioned the recent transformation of LeClaire's downtown as an example.

More Recreation Options

While most participants felt that Bettendorf offered good parks and recreation options, they mentioned several things they wanted to see more of, including trails, basketball courts, and a skating rink.

Growth and Land Use

While not the hottest topic for teenagers, growth and land use did come up with a few groups. Several expressed concern about the pace of growth and the development of farm ground for subdivisions. One group mentioned that uses are too far away from each other and that the town is not walkable. There was limited talk of housing, but a couple of groups mentioned a desire to see more apartments and lofts, while another group identified larger homes with big yards as their preferred option.



SECTION 4: PARKS & RECREATION – ENHANCING “GREEN CHARACTER”

Parks and Trails Today

Bettendorf has many high-quality parks, an extensive trail system, and recreational facilities that provide a range of opportunities for Bettendorf residents (Map 5.1). The City is continually working to maintain and improve this system.

Bettendorf’s Current Park Service and Future Needs

Types of Parks

Parks are typically categorized by their size and function, according to a standard system established by the National Recreation and Park Association (NRPA). Table 5.0 (Page 119) defines these classifications. A balanced park system should have a mixture of community and neighborhood parks.

Good Balance of Park Types: Bettendorf has a good balance of community and neighborhood parks, with approximately 412 acres in 7 community parks and 69 acres in 15 neighborhood parks, along with several special use parks. (See Table 5.1 on page 120, for listing of parks by category and acreage).

Amount of Park Land

High Park Acreage: Bettendorf has a large number of park acres for a city of its size. The city has approximately 710 acres of park land, providing 18 acres per 1,000 residents. There is no one-size-fits-all standard for amount of park land, but a common benchmark is 10 acres per 1,000 people.

Add 115 Acres of Parks by 2035: The projected population of Bettendorf in 2035 is 43,600, or 8,000 more residents (subtracting from 2021 Population Census Estimate). As Bettendorf grows, it should plan to add park land.

To maintain its current level of service (18 acres per 1,000 residents), Bettendorf would need to add at least 14 acres of neighborhood parks, 64 acres of community parks, and provide a total of 115 additional acres of park land (includes specialty parks).

Forest Grove Park will serve the community park need, while the neighborhood parks identified in Map 5.2 will fulfill the neighborhood parks need.



Location and Distribution of Park Land

Some Neighborhoods Under-Served: A few Bettendorf neighborhoods lack access to a nearby park, as shown by the service areas in Map 5.1. A good rule of thumb is that all residential areas should be within a 1/4 mile to 1/2 mile walking distance of a neighborhood park. Neighborhoods that lack a park within that walking distance are:

Hillside Drive Neighborhood: East of Interstate 74, between Spruce Hills Drive and Duck Creek. A park for this neighborhood is particularly important, due to its higher residential density. The Grant Wood Elementary School playground and open space provides some park services.

- » **Possible Solution:** The City has acquired several properties located in the floodplain on the southern end of this area

as a part of a FEMA flood buyout program. Subsequent to the acquisition of these homes, they are demolished, leaving a vacant parcel. The City should consider using contiguous lots to create a park.

Devils Glen Road and Middle Road: Several residential areas around this intersection lack nearby access to a neighborhood park. To the northwest there is a mixture of apartments and single-family homes, to the south are two small subdivisions with medium-density housing, and to the east is a small subdivision with single-family homes.

- » **Possible Solution:** There are many vacant parcels in this area. The city could consider purchasing land for a neighborhood park or mini-park, and/or requiring park land dedication from future developers as part of a park dedication policy (see p. 103).

Crow Creek: Between Crow Creek and Scott Community College, east of Middle Road. The majority of this area is comprised of large lot homes in wooded areas. While a neighborhood park is still desirable, it is less pressing than in higher density areas.

North of 53rd Avenue: New neighborhoods north of 53rd Avenue do not have neighborhood parks. While Forest Grove Park provides good community park service for this area, it is still important to have neighborhood parks.

- » **Possible Solution:** As this area continues to grow, the best way to ensure neighborhood parks will be to enact a park dedication policy (see p. 103).

TABLE 5.0 - PARK CLASSIFICATION DESCRIPTIONS (NRPA)

CLASSIFICATION	FUNCTION	SIZE	SERVICE RADIUS	BETTENDORF'S LEVEL OF SERVICE	BETTENDORF EXAMPLES
Neighborhood	Basic unit of a community's park system, providing a recreational and social focus for residential areas. Accommodate informal recreational activities.	5-10 acres	¼ - ½ mile (walking distance)	13 parks; 64 acres; 1.8 acres per 1,000 residents	Hoover Park, Ed Scheck Park
Community	Meet diverse community-based recreation needs, preserve significant natural areas, and provide space for larger recreation facilities. May include special attractions such as a pool or trails.	30-50 acres	½ - 3 miles	5 parks; 307 acres; 8.6 acres per 1,000 residents	Crow Creek Park, Veterans Memorial Park
Specialty	Meet a niche recreational need for the community, such as a sports park or wilderness area.	Varies	Varies	NA	Duck Creek Parkway, Pigeon Creek Park

Source: NRPA (National Recreation and Park Association)



TABLE 5.1 - PARK TYPES & AREAS

NEIGHBORHOOD PARKS	
PARK NAME	AREA (ACRES)
Eagle's Landing Park	6.8
Edgewood Park	7.5
Friendship Park	1.4
Hoover Park	6.9
Jetty Park	0.4
Leach Park	6.1
Lincoln Park	1.7
McManus Park	3.9
Meier Park	6.0
Optimist Park	2.2
Pat and Jack Bush Overlook	1.3
Scheck Park	5.9
Sunny Crest Park	1.2
Wessel Park	0.8
TOTAL NEIGHBORHOOD PARKS	52.2

COMMUNITY PARKS	
PARK NAME	AREA (ACRES)
Crow Creek Park	135.7
Devils Glen Park	41.2
Forest Grove Park	95.8
Hollowview Park	36.0
Kiwanis Park	13.1
Middle Park	43.6
Veterans Memorial Park	46.9
TOTAL COMMUNITY PARKS	412.4

SPECIAL USE PARKS	
PARK NAME	AREA (ACRES)
Duck Creek Parkway	54.9
Field Sike Park	18.8
Frozen Landing Ice Rink	0.4
McLamarrah Park	19.2
Palmer Hills Golf Course	131.1
Pigeon Creek Park	41.1
Mississippi River Trail	3.3 (Mi.)
TOTAL SPECIAL USE PARKS	265.5

TOTAL AREAS ALL PARKS	
PARK TYPE	AREA (ACRES)
Neighborhood Parks	69.1
Community Parks	412.4
Special Use Parks	248.6
TOTAL AREAS ALL PARKS	730.1

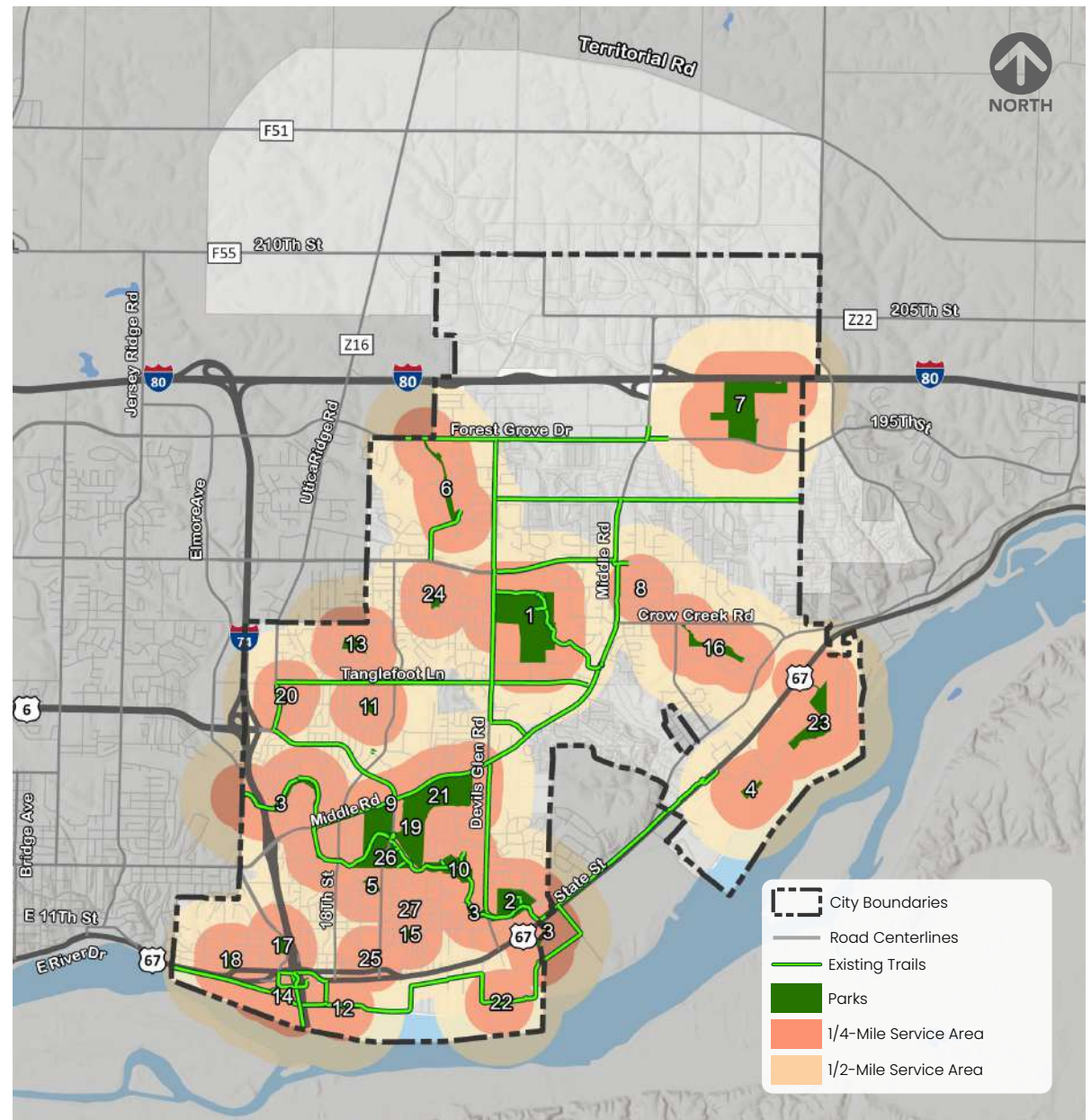
Source: City of Bettendorf; RDG Planning & Design

TABLE 5.2 -PARK TYPES & AREAS

PARK NAME	ACRES
1 Crow Creek Park	135.7
2 Devils Glen Park	41.2
3 Duck Creek Parkway	54.9
4 Eagle's Landing Park	6.8
5 Edgewood Park	7.5
6 Field Sike Park	18.8
7 Forest Grove Park	95.8
8 Friendship Park	1.4
9 Frozen Landing Ice Rink	0.4
10 Hollowview Park	36.0
11 Hoover Park	6.9
12 Jetty Park	0.4
13 Kiwanis Park	13.1
14 Leach Park	6.1
15 Lincoln Park	1.7
16 McLamarrah Park	19.2
17 McManus Park	3.9
18 Meier Park	6.0
19 Middle Park	43.6
20 Optimist Park	2.2
21 Palmer Hills Golf Course	131.1
22 Pat and Jack Bush Overlook	1.3
23 Pigeon Creek Park	41.1
24 Scheck Park	5.9
25 Sunny Crest Park	1.2
26 Veterans Memorial Park	46.9
27 Wessel Park	0.8
TOTAL AREA	730.1

Source: City of Bettendorf; RDG Planning & Design

MAP 5.1 -EXISTING PARKS, TRAILS, AND 1/2-MILE AND 1/4-MILE BUFFER SERVICE AREAS



Source: RDG Planning & Design

Future Parks & Trails

ACTION 27: Implement the Trails Plan in concert with the Greenway Preservation Plan.

Bettendorf already has a strong trail network that should be maintained as the city grows. Map 5.2 shows proposed new off-street trails. Many of these trails were identified as part of the City’s 2015 Comprehensive Trails plan; however, several more were added as part of the “Premiering Bettendorf” process. Like Bettendorf’s current network, the future network will include trails parallel to roadways and trails that run through natural areas and along creeks.

Map 5.2 also shows areas that should be preserved for environmental reasons, to preserve the natural storm drainage network. These environmental conservation areas, or “greenways,” can provide good routes for trails.

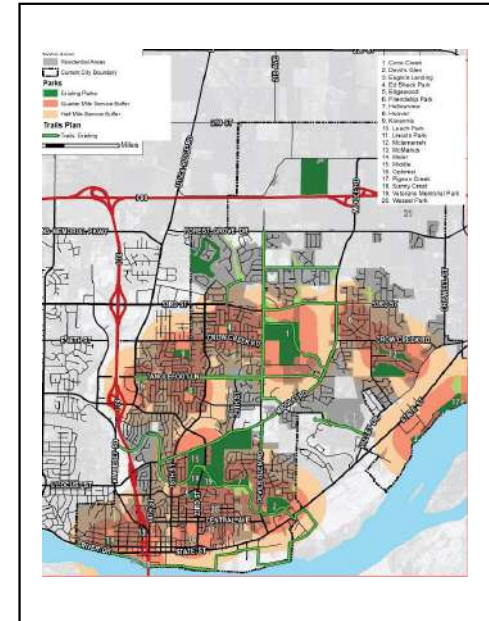
ACTION 28: Acquire new park land as Bettendorf grows.

Forest Grove Park is Bettendorf’s newest large community park. In addition to this feature attraction, Bettendorf must also add smaller neighborhood parks for new residential areas.

Add Neighborhood Parks with Development

Bettendorf should strive to provide neighborhood parks within a 1/4-1/2 mile walking distance of residential areas. These parks should be built concurrently with development as part of a dedication policy (see p. 102).

Map 5.2 shows potential locations for these parks. While the exact locations of these parks will depend on land availability and sequence of development, these proposed locations reflect recommended spacing and relationship to other land uses and the trail system.



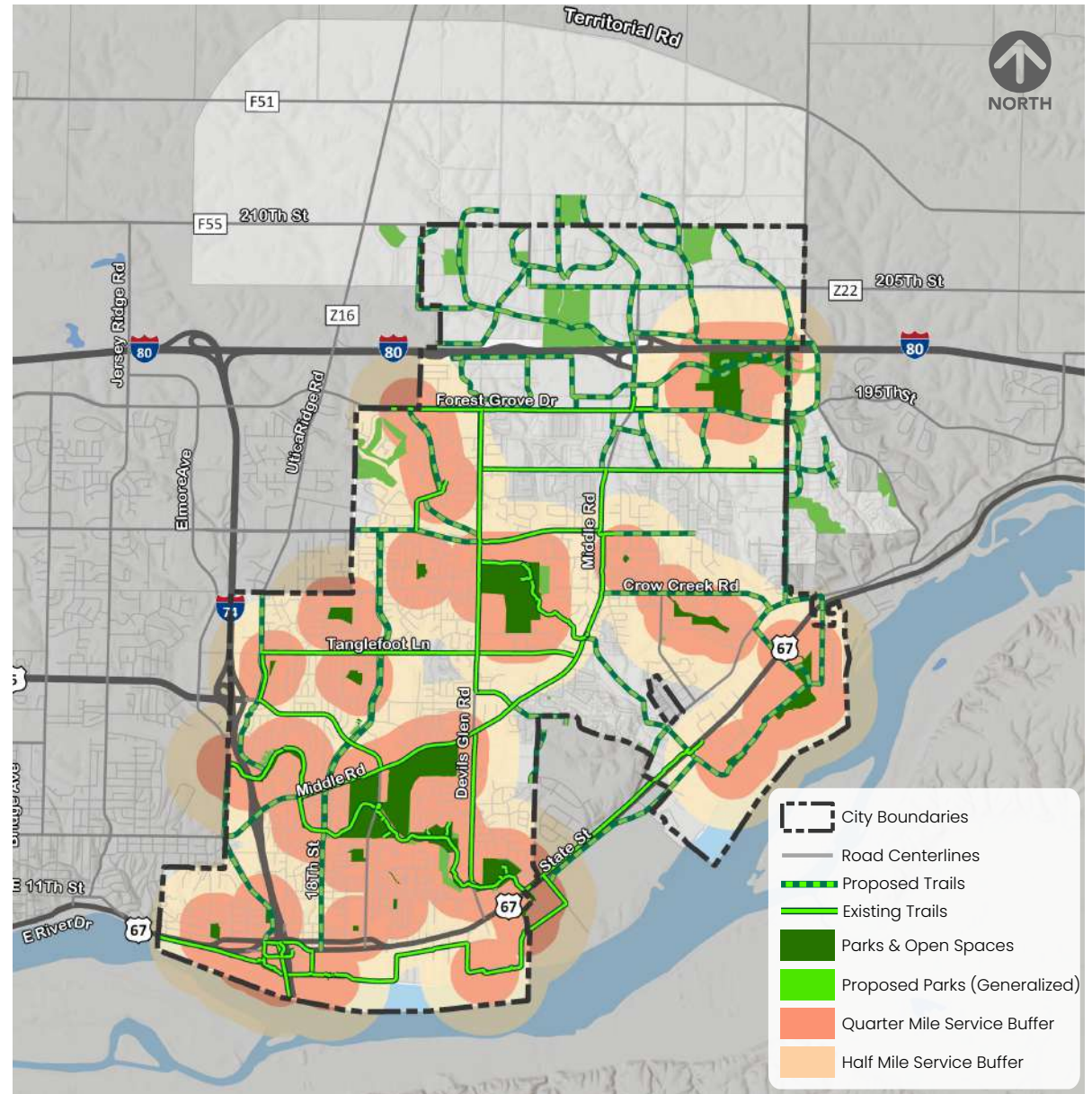
BETTENDORF’S 2015 COMPREHENSIVE TRAILS PLAN SERVES AS THE BASIS FOR THE FUTURE PARKS AND TRAILS MAP ON THE FOLLOWING PAGE (MAP 5.2)

Map 5.2 – Bettendorf Future Parks and Trails

Existing parks and trails have been identified on the map. Future trails mostly consist of additions along future roads. Some off-road trails are cotemplated in areas of the city where the topography or environment are attractive for trails, such as wooded areas and floodplains.

Future parks are generalized and only conceptual. The total future park land shown on the map is relative to forecasted population growth. Specific site locations, configurations, and park types will need to be further analyzed at a appropriate time. Acquiring future park land also needs to be decided by City Council.

MAP 5.2 – BETTENDORF FUTURE PARKS AND TRAILS



Source: RDG Planning & Design

PREMIERING BETTENDORF

...Future Parks & Trails Continued

Park Dedication



ACTION 29: Establish a parks and trails land acquisition plan.

Acquisition of land for new trails and parks is more economical prior to development taking place due to the lower cost of land. Development agreements or acquiring land with low development potential due to topography or floodplain is one strategy for sustaining ample park acres and trail miles per-capita as Bettendorf's population grows.

Other strategies include incentivizing or requiring developers provide private open space and park amenities.

Some other cities in Iowa have implemented a park land dedication policy. These policies need to be analyzed by Bettendorf's City Attorney for compliance with State Code and previous Iowa Supreme Court case law prior to consideration of implementing similar strategies.

Master Plan Update



ACTION 30: Update the Parks and Recreation Master Plan

"Bettendorf's Parks Master Plan was last updated in 2017. The City has just started the process of updating the current plan, with an expected completion date of 2024.

In addition to park and trail upgrades and additions, the Parks Master Plan should consider solutions for providing park service to the under-served neighborhoods identified on page 98.

Implement Existing Plans



ACTION 31: Implement existing parks plans

- Update Bettendorf's recreation facilities as recommended in the facilities plan that is currently underway.
- Continue to implement the Forest Grove Park Master Plan





Protect & Maintain



06




Bettendorf residents are very happy with the services they receive from the City, such as public safety and infrastructure. In the 2022 National Community Survey, 84% of respondents rated city infrastructure as excellent. Similarly, 88% of residents rated police services as excellent, and 91% rated fire protection as excellent. Bettendorf routinely rates higher than its peers in many categories of the National Community Survey. This chapter recognizes the importance of maintaining top quality services by continuing the City's current practice of continual evaluation, improvement, and strategic expansion.

RECOMMENDED ACTIONS IN THIS CHAPTER

32. Continue to evaluate the need for sanitary sewer and water expansion (coordinate with Iowa American Water) as Bettendorf grows, and continue the city's regular maintenance of the sewer system.
33. Minimize risk of damage from flooding by maintaining and enhancing the stormwater system.
34. Continue to support Bettendorf's city services and facilities with an annual evaluation and funding plan for short-term and long-term needs.
35. Partner with the local school districts to coordinate school facilities planning and site selection.
36. Consider how to address succession planning for city staff.

SANITARY SEWER AND WATER SERVICE

 **ACTION 32: Continue to evaluate the need for sanitary sewer and water expansion (coordinate with Iowa American Water) as Bettendorf grows, and continue the city’s regular maintenance of the sewer system.**

EXISTING SYSTEM

The City of Bettendorf maintains sanitary sewer interceptor and water pollution control plant through a 28E Agreement with the Cities of Davenport, Panorama Park, and Riverdale.

Iowa American Water Company owns and maintains the water mains and storage for Quad Cities residents. Water is taken from the Mississippi River and is treated at Iowa American Water Company’s treatment facility on East River Drive in Davenport.

Based on a recent a Iowa Department of Natural Resource’s ruling, Bettendorf does not face any major capacity restraints or quality issues in its sanitary sewer system. No major stormwater capacity or water supply deficiencies are forecasted at this time.

UPGRADES TO SYSTEM

The City plans to continue to conduct improvements to its sanitary and stormwater system, specifically in older areas of the city containing aging infrastructure and development. These areas are prone to inflow and infiltration (I&I), which the Public Works Department plans to monitor.

GROWTH POTENTIAL

The City is well-positioned to expand the sewer and water systems into Bettendorf’s growth areas - the Land Use Plan in Chapter 1 shows new development in areas of Bettendorf that can be served by existing infrastructure or with feasible expansions to the system. The City expects to extend sanitary sewer service north of Interstate 80 within the next 5 years (roughly by 2028), depending on the rate of new development. Map 6.1 shows the planned extension.





SAFETY AND HAZARD MITIGATION



ACTION 33: Minimize risk of damage from flooding by maintaining and enhancing the stormwater system.

Safety is not only provided by our police and fire departments, but also by protecting against flooding and other natural or man-made hazards.

STORMWATER

The City of Bettendorf maintains a system to manage the quantity and quality of stormwater runoff. Stormwater runoff requires effective management in order to minimize flooding and preserve water quality. The City is guided by a Comprehensive Stormwater Study that created a long-term plan for capital improvement projects to improve water quality and decrease flooding include repair of roadside pipes and ditches, replacement of culverts, and routine inspection and maintenance.

ENHANCING THE STORMWATER SYSTEM

The City can increase the effectiveness of its stormwater management policies by supplementing its current efforts with an environmentally-oriented approach. This approach, introduced in Chapter 1, identifies and preserves natural drainage

areas such as creeks. The Land Use Plan in Chapter 1 suggests preservation of these areas from development. Refer to Chapter 1 for full discussion of the natural stormwater system. Chapter 1 recommends the following strategies:

- » Preserve sensitive natural areas from development, using the Development Suitability Map (Map 1.6) as a general guide.
- » Promote natural stormwater management by promoting best management practices on individual sites and subdivisions.

PUBLIC SAFETY - AN INTEGRATED GOAL

In addition to the stormwater recommendations that protect against flooding, many other recommendations in “Premiering Bettendorf” support public safety, even if they are not explicitly oriented for that purpose. A summary of these goals, and how they relate to public safety, is below:

- » Provide multi-modal, interconnected roads for new development (Chapter 1).
- » A connected system allows more efficient provision of emergency services and increases options for evacuation in case of emergency. Sidewalks, trails and

bike routes help keep pedestrians and bicyclists safe.

- » Partner with private landowners and developers to promote re-use of sites in the downtown (Chapter 2).
- » Vacant or abandoned buildings can attract crime or may be structurally unsafe or create a fire hazard.
- » Improve Pedestrian Circulation in the Downtown.
 - » Better pedestrian options enhance safety.
- » Help Stabilize Older Neighborhoods and Support Reinvestment in Housing Stock (Chapter 4).
 - » Reinvestment in housing stock can help make structures safer for inhabitants.
 - » Continue to evaluate needs for sanitary sewer and water expansion as Bettendorf grows, and continue the city’s regular maintenance of the sewer system (Chapter 6).
 - » Protects water sources from contamination.

The following section addresses how to continue support of public safety services in Bettendorf, such as police and fire.



OTHER CITY SERVICES & FACILITIES



ACTION 34: Continue to support Bettendorf's city services and facilities with an annual evaluation and funding plan for short-term and long-term needs.

Some potential additions in order to maintain current service levels as the population of Bettendorf grows, pertaining to key services and facilities are below: these represent general impressions of staff and can be evaluated as part of the aforementioned annual review. City Council will ultimately need to balance requested additions against fiscal implications.

Police. The Bettendorf Police Department has 51 officers who respond to emergency calls and facilitate crime prevention and public education programs.

As the City grows, the Department expects to need more officers to patrol the larger area. Additionally, a new stand alone police station may be necessary to house officers and equipment.

Fire. Bettendorf has a combination volunteer and full-time Fire Department that services 45 square miles out of 4 stations.

The Department has a protection rating of 3 on the ISO scale (10 to 1 scale with 1 being the best) and is a member of the inter-state mutual aid organization, MABAS. The Department responds to calls and promotes fire safety through a school program, property inspections, and other education.

As the city grows, the department expects to need additional staff, upgrades to existing stations, and added service coverage north of Interstate 80.

Learning Campus: Library and Family Museum. In addition to traditional library services, the Bettendorf Public Library provides extensive public programming and special events, offers public meeting space, and serves as a community gathering place. The Family Museum offers educational experiences for families, including exhibits.

Library staff expect that the City's growth will ultimately create a need for future expansion and additional staff, and discussions for how to address this are ongoing.

Solid Waste. The City of Bettendorf offers garbage collection and disposal, recycling collection and processing, and collection for special items. No significant deficits or immediate needs for solid waste are noted at this time.

City Hall. City Hall is an anchor of the downtown. Facility planning for an alternative location for the Police Department is underway. A relocation of Police from City Hall would free up space for growth of staff in other departments.

SCHOOLS



ACTION 35: Partner with the local school districts to coordinate school facilities planning and site selection.

Bettendorf is home to three public school districts, Bettendorf, North Scott, and Pleasant Valley Community School Districts. As Bettendorf grows, the schools are expanding along with it – a number of upgrades and new facilities are expected for the schools within the time frame of this plan.

The schools and the City both benefit when school district planning and city-wide planning are coordinated. In particular, new school facilities and site selection planning should be coordinated with the city's plans for neighborhood development (Chapter 1) and extension of services and infrastructure.



CITY STAFF



ACTION 36: Consider how to address succession planning for city staff.

As the baby boomer generation moves into retirement, organizations and businesses across the country are preparing for how to make that transition. The City of Bettendorf is no exception and has a number of long-time staff members who may be reaching retirement in the time frame of this plan. The City should consider how they will address this challenge to ensure that City services continue to operate at their current high level.



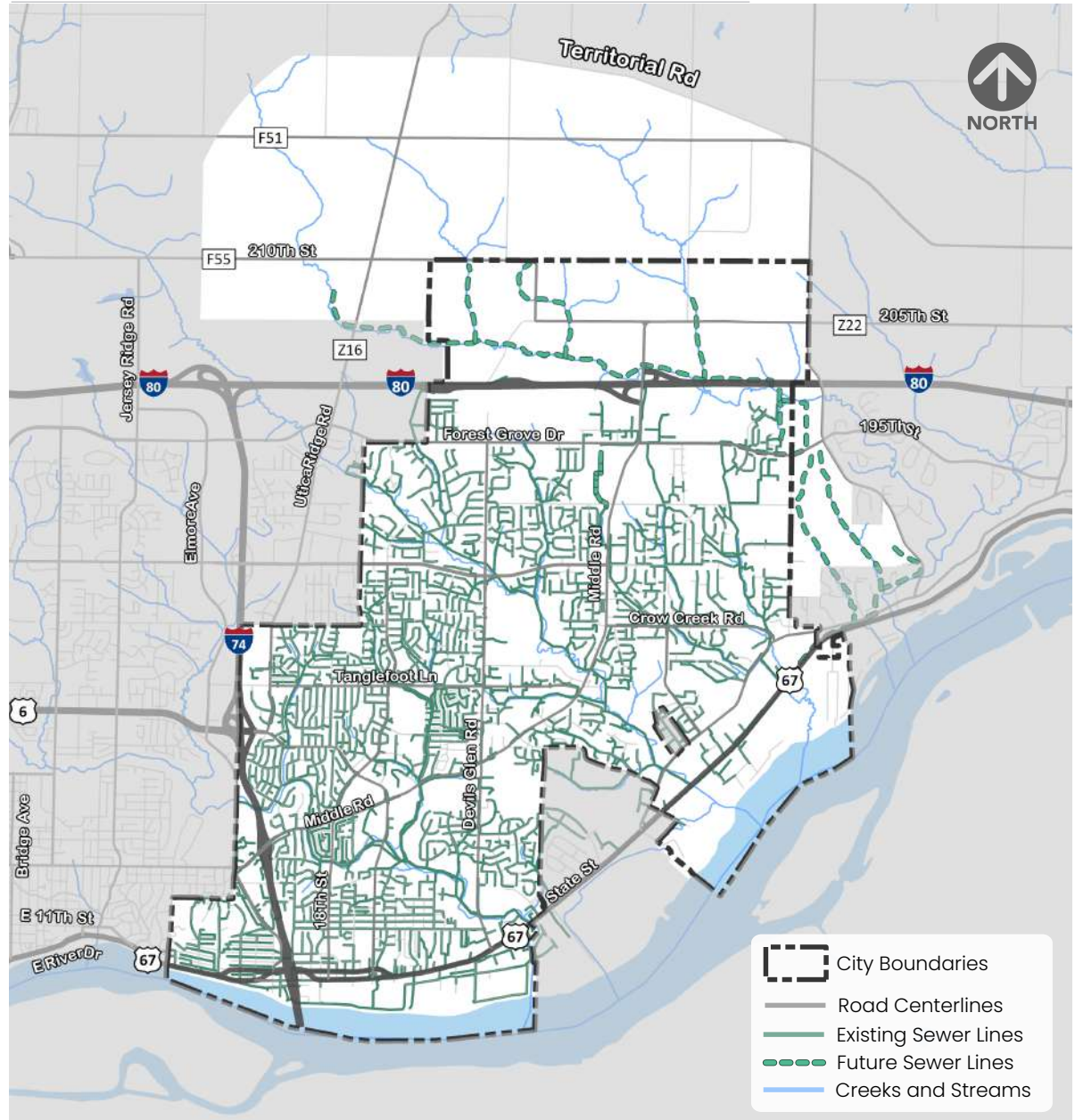
MAP 6.1 - Sanitary Sewer Network, Existing and Proposed

Bettendorf’s existing sanitary sewer and stormwater system is gravity fed to the lowest elevations along the shoreline of the Mississippi River.

Planned projects include the construction of a lift-station near Forest Grove Park, which will allow the removal of smaller lift-stations in Spencer Hollow and Sterling Woods residential subdivisions. The new lift-station will also provide service to most of the area located within current city-limits and north of Interstate 80.

An additional project is planned in the Tier1A Growth Area, located east of Criswell Street. Construction of sewer in this area will allow enhanced urban development.

MAP 6.1 - SANITARY SEWER NETWORK, EXISTING AND PROPOSED



Source: RDG Planning & Design



Implementation

07



“Premiering Bettendorf” is a comprehensive guide for future city decisions, but this document by itself **does not mandate** any policies or actions. Additional action is needed to implement the recommendations of this plan. Fiscal implications may affect the implementation schedule. Ultimately, funding will need to be balanced by City Council against the current budget and other goals. Recommended Action Items may require partnerships among city entities, the development community, private property owners and Bettendorf residents.

RECOMMENDED ACTIONS IN THIS CHAPTER

This chapter provides guidance for implementation of “Premiering Bettendorf,” including how to maintain and evaluate the plan, an implementation schedule, identification of leadership and priority level for each recommendation in this plan, and a list of potential funding sources. Recommendations in this chapter are:

37. Define an annual action and consider aligning capital improvement projects that implement the recommendations of this plan.
38. Undertake an annual evaluation of this plan, with a full update every 6–8 years, or when growth or priorities change.

ANNUAL ACTION PROGRAM



ACTION: Define an annual action and Capital Improvement Program that implements the recommendations of this plan.

“Premiering Bettendorf” is an ambitious and long-range Comprehensive Plan, and its recommendations may require funding and other continuous support.

City staff should work with the City Council to define an annual action and recommend aligning capital improvement projects that implement the recommendations of this plan.

This program should be coordinated with Bettendorf’s existing capital improvement planning and budgeting process, even though many of the plan’s recommendations are not capital items. This annual process should be completed before the beginning of each budget year and could include:

- » A 1-year work program for the upcoming year that is specific and related to the City’s financial resources. The work program will establish which plan recommendations the City will address during that year.
- » A 3-year strategic program that provides for a multi-year perspective, aiding the preparation of the annual work program.
- » A 5-year Capital Improvement Program that is merged into Bettendorf’s current capital improvement program.

ANNUAL EVALUATION



ACTION: Undertake an annual evaluation of this Plan, with a full update every 6–8 years, or when growth or priorities change.

City staff should undertake an annual evaluation of the comprehensive plan. This evaluation should include a written report that:

- » Summarizes key land use developments and decisions during the past year and relates them to “Premiering Bettendorf.”
- » Reviews actions taken by the City during the past year to implement the Plan’s recommendations.
- » Defines any changes that should be made in “Premiering Bettendorf.”

The City should undertake a full update of this plan in 6–8 years, or when growth or priorities change.

CHANGES TO THE PLAN

This Plan should be viewed as a dynamic document that can adapt in response to changing conditions, resources, and opportunities. This Plan was created through a public process, and therefore, any official changes to the Plan should be made through a public process. The City has an established amendment process for its Comprehensive Plan. Approval of an amendment should be based on whether the amendment complies with the spirit of the goals and principles of this Plan, as articulated in the Introduction and in Chapter 1.



IMPLEMENTATION SCHEDULE

Table 7.1 presents a summary of the recommendations of “Premiering Bettendorf.” Recommendations are categorized by their place in the plan. Each recommendation is characterized according to several categories:

TYPE

- » Policy. Continuing efforts over a long time period. In some cases, policies include specific regulatory or administrative actions.
- » Action. Specific efforts or accomplishments by the city or community.
- » Capital. Investments and public capital projects that will implement features of the Plan.

TIMING

- » Ongoing. Most of the recommendations fit into this category. These are matters related to general policy and operations, and have no completion date.
- » Short Term. Implementation within 5 years.
- » Medium Term. Implementation in 5-10 years.

PRIORITY

- » Priority 1: Core Commitments. Priority 1 recommendations are those that the City is committing to through the adoption of this plan. This includes items like the Future Land Use Map, which will be used as presented in this plan, to review development proposals. It also includes recommendations that are already in progress as part of existing city policies.
- » Priority 2: Priority Ideas for Consideration. Priority 2 recommendations are those that will require additional discussion, consideration, and action. The Comprehensive Plan presents these ideas as priorities for the community that the City should address, however, these ideas are not a mandate.

LEADERSHIP & PARTNERS

The primary groups that will implement this plan are the City Council, City Staff, the Planning & Zoning Commission. However, it is important for these groups to partner with other entities who have an interest in implementing the recommendations of the plan. Columns in Table 7.1 recommend which group should take the lead in carrying out the recommendation and who the potential partners are. This designation of “leadership” is not an exhaustive list, and is not intended to exclude any group that would like to take the lead on a project or policy.

The entities named in Table 7.1 are listed below, followed by the abbreviated name used in the table.

ENTITY	ABBREVIATION
Bettendorf City Council	Council
Bettendorf Planning & Zoning Commission	P&Z
Bettendorf Parks Advisory Board	Parks
Bettendorf City Staff (Any Department)	Staff
Scott County - Staff or Officials	County
Bettendorf Residents or Resident Groups	Residents
Private Land Developers	Developers
Private Property Owners	Owners
Chamber of Commerce, Bettendorf Business Network, and/or other Business and Industry Leaders	Business
Community School Districts	Schools
Downtown Bettendorf Organization	Downtown

TABLE 7.1 –IMPLEMENTATION SCHEDULE

Chapter 1 – Land Use and Transportation (P. 18)						
		TYPE	TIMING	LEADERSHIP	PARTNERS	PRIORITY
1	Preserve sensitive natural areas from development, using the Development Suitability Map (Map 1.6) as a guide.	Policy Action	Ongoing	P&Z	Staff, Council, Developers	1
2	Promote natural stormwater management by promoting best management practices on individual sites and subdivisions.	Policy	Ongoing	P&Z	Staff, Developers	2
3	Take a density approach to land use and update the zoning ordinance accordingly.	Policy Action	Short Ongoing	P&Z	Staff, Council, P&Z	1
4	Use the Future Land Use Map (Map 1.7) to guide all land use decisions, including subdivision review or re-zoning.	Policy	Ongoing	P&Z	Staff, Council, P&Z, Developers	1
5	Use the Annexation Map (Map 1.8) and the 7-point annexation strategy to guide annexation decisions.	Policy	Ongoing	Council	Staff, Owners, Developers, County	1
6	Work cooperatively with Scott County, the City of Davenport, and the City of LeClaire to create annexation agreements.	Action	Short	Council	Staff, County	1
7	Provide multi-modal, interconnected roads for new development based on the proposed street network shown on Map 1.9 and the four principles described on page 56.	Capital Policy	Ongoing	Staff	P&Z, Developers, Council	1
8	Promote street connectivity by proactively designating right-of-way (ROW) for streets ahead of development and align utility connections with street development.	Policy	Ongoing	P&Z, Staff	Developers	1

TABLE 7.1 –IMPLEMENTATION SCHEDULE

Chapter 2 – Focus Areas (P. 60)						
		TYPE	TIMING	LEADERSHIP	PARTNERS	PRIORITY
9	Partner with private landowners to promote reuse of strategic sites in downtown and other focus areas. (Downtown Overlay, and others)	Action	Long	Staff	Developers, Owners, Business	1
10	Maintain connectivity near railway corridors. (Downtown Overlay)	Action	Short	Staff	Developers, Business	2
11	Encourage and attract residential development downtown via site selection and enhanced aesthetics. (Downtown Overlay)	Action	Long	Staff	Developers	2
12	Promote and improve pedestrian and trail access downtown and improve connectivity to the Riverfront. (Downtown Overlay)	Capital Action	Short	Staff	Council, Downtown, Business	2
13	Enhance and update Leach Park. (Downtown Overlay)	Capital Action	Medium	Staff	Council, Parks	2
14	Implement physical design and near-term goals listed in the Duck Creek Heights Action Plan located in the Magnolia-Hawthorne area. (Duck Creek Heights)	Capital Action	Short	Downtown	Business, Staff	2
15	Conduct a corridor study on Middle Road between Forest Grove Drive and Hopewell Avenue. Consider implementing economic incentives and zoning tools for achieving development goals for the area. (Middle Road Corridor)	Capital Action	Medium	Council, Parks	Staff	2
16	Master Plan the Indiana Avenue – Middle Road corridor, north of I-80. Consider implementing economic incentives and zoning tools for achieving development goals for the area. (I-80 Interchange)	Capital Action	Medium	Council, Parks	Staff	2
17	Finalize sewer feasibility study and initiate preliminary engineering. Identify funding, alignment, and financial approaches for implementation. (Tier 1-A Annexation Area)	Action	Short	Business/Downtown	Staff	2

TABLE 7.1 –IMPLEMENTATION SCHEDULE

Chapter 3 – Economic Development (P. 80)						
		TYPE	TIMING	LEADERSHIP	PARTNERS	PRIORITY
18	Implement the recommendations of the Bettendorf Strategic Plan.	Varies	Varies	Staff	Business, Council	2
19	Invest in infrastructure for Emerging Commercial Areas to provide developable land for industrial and commercial businesses (see Bettendorf Strategic Plan for specific objectives).	Capital	Ongoing	Staff	Council	2
20	Encourage redevelopment and reinvestment in Existing Commercial Areas, drawing on the guidelines for commercial design on page 88.	Capital Action	Ongoing	Staff	Business, Developers	2

TABLE 7.1 –IMPLEMENTATION SCHEDULE

Chapter 4 – Housing (P.90)						
		TYPE	TIMING	LEADERSHIP	PARTNERS	PRIORITY
21	Help stabilize older neighborhoods and support reinvestment in housing stock. (see subgoals 21a, 21b, 21c and 21d)	Policy Capital	Ongoing	Staff	Residents, Developers	2
21a	Encourage formation of neighborhood associations	Action	Short to Medium	Residents	Staff	2
21b	Continue to direct CIP funds to infrastructure improvements in older neighborhoods, with consideration for how to concentrate investments to achieve maximum impact.	Action	Ongoing	Council	Staff	2
21c	Consider taking advantage of available support from the Bi-State Regional Commission to apply for grants and other programs that help homeowners improve their properties.	Action	Short	Staff	Residents	2
21d	Consider incentivizing rehabilitation or infill projects in older neighborhoods by providing expedited review or tax incentives.	Action Policy	Short	Council	Staff	2
22	Revise city codes to allow developers more flexibility to provide quality housing options at reasonable prices (part of zoning code update).	Policy	Short	Staff	Developers	2
23	Consider incentivizing housing options that serve the unique needs of seniors.	Action Policy	Short	Staff	Developers	2
24	Increase the variety of housing options for residents, by establishing incentives that promote the construction of townhomes or smaller lot homes.	Action Policy	Short	Staff	Developers	2

TABLE 7.1 –IMPLEMENTATION SCHEDULE

Chapter 5 – Community Character (P. 104)						
		TYPE	TIMING	LEADERSHIP	PARTNERS	PRIORITY
25	Enhance character of city streetscapes.	Capital	Short to Medium	Downtown, Staff	Council, Residents, Business	2
26	Invest in place-making elements for Bettendorf’s activity centers	Capital	Ongoing	Downtown, Staff	Council, Residents, Business, Parks	2
27	Implement the Trails Plan in concert with the Greenway Preservation Plan	Capital Policy	Ongoing	Parks	Staff, Developers	2
28	Acquire new park land as Bettendorf grows	Capital Policy	Ongoing	Council, Parks	Staff, Developers	1
29	Establish a parks and trails dedication policy	Policy	Short	Council, P&Z	Staff, Developers,	2
30	Update the Parks and Recreation Master Plan	Action	Short	Staff, Council, Parks	Residents	1
31	Implement existing parks plans (Forest Grove Park Master Plan and Recreational Facilities Plan)	Action	Varies	Parks	Staff	1

TABLE 7.1 -IMPLEMENTATION SCHEDULE

Chapter 6 – Protect & Maintain (P. 126)						
		TYPE	TIMING	LEADERSHIP	PARTNERS	PRIORITY
32	Continue to evaluate the need for sanitary sewer and water expansion as Bettendorf grows, and continue the city’s regular maintenance of the sewer system.	Action Capital	Ongoing	Staff	--	1
33	Minimize risk of damage from flooding by maintaining and enhancing the stormwater system.	Action Policy	Ongoing	Staff	P&Z, Parks, Developers	2
34	Continue to support Bettendorf’s city services and facilities with an annual evaluation and funding plan for short-term and long-term needs.	Policy	Ongoing	Staff	--	1
35	Partner with the local school districts to coordinate school facilities planning and site selection.	Policy	Ongoing	Staff	Schools	2
36	Consider how to address succession planning for city staff.	Action	Short	Staff	Council	2

Chapter 7 – Implementation (P. 134)						
		TYPE	TIMING	LEADERSHIP	PARTNERS	PRIORITY
37	Define an annual action and capital improvement program that implements the recommendations of this plan.	Action	Ongoing	Staff	Council, P&Z	1
38	Undertake an annual evaluation of this plan, with a full update every 6–8 years.	Action	Ongoing	Staff	Council, P&Z	1

FUNDING SOURCES

In order to implement many of the objectives described in the Plan, the City will need to consider outside funding sources. Table 7.2 presents possible funding sources available to the City of Bettendorf for projects recommended in the Comprehensive Plan. This list is not exhaustive and should be reviewed and modified each fiscal year.

Table 7.2 uses the following acronyms: Department of Natural Resources – DNR ; Federal Department of Housing and Economic Development – HUD ; Iowa Economic Development Authority – IEDA ; Iowa Department of Transportation – IDOT ; United States Environmental Protection Agency – EPA; Bi-State Regional Commission (BSRC).

TABLE 7.2 -POTENTIAL FUNDING SOURCES

SOURCE AND ADMINISTRATOR	DESCRIPTION	POSSIBLE USES	DEADLINE	AVAILABLE FUNDS	REQUIRED MATCH
Federal Transportation Enhancement Program; IDOT through BSRC	Funding for enhancement or preservation activities of transportation related projects.	The following projects are funded: facilities for pedestrians and bicyclists; safety and educational activities for pedestrians and bicyclists; scenic or historic highway programs; acquisition of scenic or historic sites; landscaping and scenic beautification; historic preservation; rehabilitation and operation of historic transportation facilities; preservation of abandoned railway corridors; control and removal or outdoor advertising; archaeological planning and research; mitigation of water pollution due to highway runoff; or transportation museums.	Typically October 1 for statewide applications; Check with local BSC for regional deadlines.	Dependent on allocation as part of reauthorization of TEA-21. Funding has historically been \$4.5 million annually statewide. Funds available vary by region.	Varies by region; Contact BSC.
Recreational Trails Program (Federal); IDOT through BSRC	Funding for creation and maintenance of motorized and non-motorized recreational trails and trail related projects.	Recreational trail extension.	Typically October 1	Varies each year	20%
Recreational Trails Program (State); IDOT	Funding for public recreational trails.	Trail projects that are part of a local, area-wide, regional, or statewide trail plan.	Typically July 1	Varies each year	25%
Highway Bridge Program; IDOT	Funds for replacement or rehabilitation of structurally deficient or functionally obsolete public roadway bridges.	Bridge rehabilitation or replacement.	Typically October 1	\$ 1 Million per bridge (one bridge per city per year)	20%

TABLE 7.2 -POTENTIAL FUNDING SOURCES

SOURCE AND ADMINISTRATOR	DESCRIPTION	POSSIBLE USES	DEADLINE	AVAILABLE FUNDS	REQUIRED MATCH
Housing Fund (HOME); IEDA, Iowa Finance Authority	Funds to develop and support affordable housing.	Rehabilitation of rental and owner-occupied homes; new construction of rental housing; assistance to home buyers; assistance to tenants; administrative costs. HOME funds may be used in conjunction with Section 42 Low Income Housing Tax Credits. They may also be used for innovative project approaches, such as rent-to-own development.	Varies - Usually January	Varies annually	NA
Iowa Clean Air Attainment Program (ICAAP); IDOT	Funding for highway/street, transit, bicycle/pedestrian or freight projects or programs which help maintain Iowa's clean air quality by reducing transportation related emissions.	Projects which will reduce vehicle miles traveled or single-occupant vehicle trips; Transportation improvements to improve air quality.	Typically October 1	Approximately \$4 million annually; Minimum \$20,000 total project cost	20%
Land and Water Conservation Fund; Iowa DNR	Federal funding for outdoor recreation area development and acquisition.	Improvements to existing recreation facilities and development of new facilities.	March 15, or closest working day	Varies annually	50%
Living Roadway Trust Fund; IDOT	Implement integrated Roadside Vegetation Management programs (IRVM) on city, county, or state rights-of-way or areas adjacent to traveled roads.	Roadside inventories, gateways, education, research, roadside enhancement, seed propagation, and special equipment.	Typically June 1	Varies	No
Pedestrian Curb Ramp Construction; IDOT	To assist cities in complying with the Americans with Disabilities Action primary roads.	Construct curb ramps to ADA standards.	Accepted all year	Maximum of \$250,000 per city per year	45%
Public Facilities Set-Aside Program (PFSA); IEDA	Financial assistance to cities and counties to provide infrastructure improvements for businesses which require such improvements in order to create new job opportunities.	Provision or improvement to sanitary sewer systems, water systems, streets, storm sewers, rail lines, and airports. For Iowa Cities under 50,000 populations. 51% of persons benefitting must be low or moderate income.	Accepted all year	Varies	50%; Additional points for higher percentage

TABLE 7.2 -POTENTIAL FUNDING SOURCES

SOURCE AND ADMINISTRATOR	DESCRIPTION	POSSIBLE USES	DEADLINE	AVAILABLE FUNDS	REQUIRED MATCH
Transportation and Community and System Preservation Program (TCSP); IDOT	Funding for planning and implementing strategies that improve the efficiency of the transportation system, reduce the environmental impacts of transportation, reduce the need for costly future public infrastructure investments, ensure efficient access to jobs, services and centers of trade, and examine private sector development patterns and investments that support these goals.	Innovative transportation improvements that address stated goals.	Established yearly	Varies annually (have awarded \$50-\$60 million in prior years)	No
Urban-State Traffic Engineering Program (U-STEP); IDOT	Funding to solve traffic operation and safety problems on primary roads.	Extension of a primary road; spot improvements or linear improvements.	Accepted all year	\$200,000 for spot improvements \$400,000 for linear improvements	45%
Watershed Planning Grant; IDNR for EPA (Clean Water Act Section 319)	Watershed planning grants for impaired waters in <50,000-acre watersheds.	Watershed management plan (for addressing TMDLs).	April	\$10,000 to \$50,000 per project	50% local match, with at least 20% in cash
Watershed Implementation Grant; IDNR for EPA (Clean Water Act Section 319)	Funding to put a watershed management plan into action.	Stream improvement projects; natural stormwater system improvements	Typically October	Varies, \$1.7 million for 2013	Not required but encouraged
Five-Star Restoration Program; EPA	Focuses on partnerships to provide environmental education and training through restoration projects; the goal is to engage 5 or more partners	Wetland and stream restoration.	Late fall	Typically \$10,000 to \$40,000 per project	Minimum 50% match suggested
Wetland Program Development Grants (WPDG); EPA	Assists with implementing and accelerating water pollution reduction projects.	Research, investigations, experiments, training, demonstrations, surveys, and studies relating to the causes, effects, extent, prevention, reduction, and elimination of water pollution.	Available every 2 years, starting in 2013; Check with EPA Region 7 office for deadline	Varies according to project needs	Check with EPA, Region 7 office

TABLE 7.2 -POTENTIAL FUNDING SOURCES

SOURCE AND ADMINISTRATOR	DESCRIPTION	POSSIBLE USES	DEADLINE	AVAILABLE FUNDS	REQUIRED MATCH
Historical Resource Development Program; State Historical Society of Iowa	Assists with enhancement of local historical resources	Acquisition and development of historical resources; preservation and conservation of historical resources; interpretation of historical resources; professional training and educational programs regarding any of the above	Typically Spring	\$50,000 maximum request recommended (up to \$100,000 permissible)	For government entities - \$0.50 match per \$1 requested
State Historic Preservation and Cultural and Entertainment District Tax Credit Program; State Historical Society of Iowa	Provides state income tax credit for the rehabilitation of historic buildings	Rehabilitation of properties listed or eligible to be listed on the National Register; rehabilitation of properties designated as a local landmark by city or county ordinance; rehabilitation of barns constructed prior to 1937	Small Projects Fund applications accepted year-round; Other fund applications: Early July	Income tax credit of 25% of qualified rehabilitation costs	NA
General Obligation Bonds ; City of Bettendorf	Allows the City to secure funding by pledging future tax revenues to repay the bond.	Capital improvements, such as street projects	NA	Varies	NA
State Revolving Fund Loan ; Iowa Finance Authority, Iowa DNR	State funding source for low-interest loans for water, wastewater, and stormwater projects	Water, Sewer and Stormwater improvements and planning	Applications taken year-round	NA	NA
Resource Enhancement and Protection (REAP); Iowa DNR	Funding for projects that enhance and protect natural and cultural resources. Grants available in categories such as: City Parks and Open Space, County Conservation and Roadside Vegetation	Parkland expansion, multi-purpose recreation developments, management of roadside vegetation.	Varies by grant category	Varies; authorized for up to \$20 million annually until 2021	Varies by grant category; many require no match

TABLE 7.2 -POTENTIAL FUNDING SOURCES

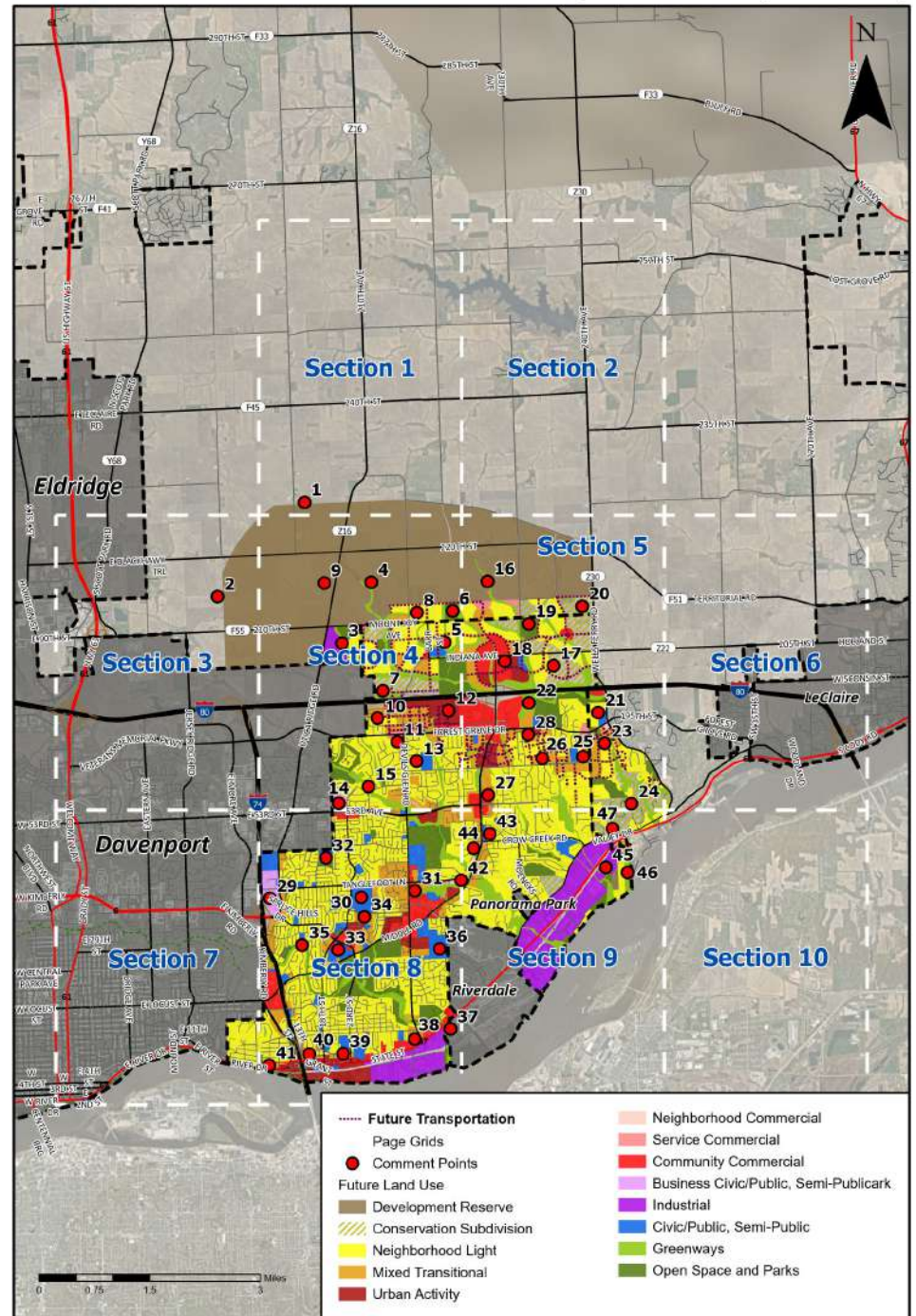
SOURCE AND ADMINISTRATOR	DESCRIPTION	POSSIBLE USES	DEADLINE	AVAILABLE FUNDS	REQUIRED MATCH
Revitalize Iowa's Sound Economy (RISE); IDOT	Funding to promote economic development through construction or improvement of roads and streets.	Construction or improvement of roadways that will facilitate job creation or retention, such as a street system for additional business or industrial development.	Typically Feb 1 and Sept 1 for local projects; Immediate opportunities accepted all year	\$11 million for cities and \$5.5 million counties (annually)	Local Development: 50% Immediate Opportunity: 20%
Safe Routes to Schools; IDOT	Funding for infrastructure and non-infrastructure improvements that will result in more students walking or bicycling to school.	Sidewalk installation and improvements, pedestrian safety improvements.	Typically Oct 1	Varies: In 2013, awarded approximately \$800,000	No
Section 42 Low Income Housing Tax Credit; HUD	Tax credits for affordable housing developers through the State. Developments can utilize either a 4% or 9% credit, depending on the mix of low-income residents.	Multi-family housing development for low and moderate-income families.	NA	NA	No
Self-Supported Municipal Improvement District (SSMID); Local Business/Downtown Association	Contributions by business owners used for various business district enhancements.	Physical improvements to business district, upper-story restoration of downtown buildings.	NA	NA	No
Surface Transportation Program (STP); BSC	Funding for road or bridge projects on the federal aid system.	Road or bridge projects. Trails improvements. Bicycle facilities.	Check with BSC	Check with BSC	Check with BSC

Appendix



BETTENDORF FUTURE LAND USE MAP

Comments on Future Land Use Map amendments from the 2017 to 2024 Plans.



COMMENTS ON CHANGES 2017 TO 2024

1	Development Reserve added west of Utica Ridge Road to align with amended Annexation Map. Previously Urban Reserve or not shown on Future Land Use Map.
2	Development Reserve added west of Utica Ridge Road, extending to the Interstate 74 alignment. This was done for consistency with amended Annexation Map.
3	Area shown as Industrial, Greenway, Parks & Open Space, Neighborhood Light, and Neighborhood Commercial. City Council desired to reserve industrial north of Interstate 80. Area changed from Urban Light Intensity.
4	Greenways were added where there were regulated floodways, floodplain, high slope, or significant environmental features. Greenways were much more limited in the previous map. This is only one example of a reiterative change to the 2024 map.
5	Site changed from Urban Medium Intensity to Public/Civic. The intent for selecting certain areas for public and civic uses in undeveloped areas north of Interstate 80 is for reservation purposes – not necessarily site specific.
6	Site changed from Urban Light Intensity to Parks & Open Space. The intent for selecting certain areas for park uses in undeveloped areas north of Interstate 80 is for reservation purposes – not necessarily site specific. Given the projected population
7	Area has limited sewerability given topography. Designation changed from Development Reserve to Conservation Subdivision.
8	Area is the planning horizon limit for development in 2045. Designation remains low intensity with some medium intensity future land uses along Mount Joy Avenue.
9	Land west of Utica Ridge Road was added to the Annexation Map and is reflected in the Future Land Use Map with the designation of Development Reserve.
10	The development trend in this area has low intensity residential along Forest Grove Drive and medium density near Interstate I-80. This is reflected and continued in the updated map.
11	Southwest corner was amended by property owner in 2023 to UMI
12	Area changed from medium intensity (mixed-use) to Urban Area (mixed-use) based on trends in development and community feedback.
13	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future.
14	Area changed from Commercial and medium intensity (mixed-use) to Business Park due to development trends at this location.
15	An example of added greenways which were not identified in previous map. Floodplain, natural areas, stormwater areas, high slope areas are designed for Greenway due to limited development potential.

16	Areas just north of the current City boundary, aligned with 212th Street, are shown as Development Reserve. This land is located in Tier 3 and is not contemplated for development in the planning horizon year of 2045.
19	Example of an area changed from residential/commercial future land use designation to Parks & Open Space. These park areas are not specific site location but represent a total amount of park acreage needed to keep Bettendorf's current park service level.
20	An example of an area changed from low intensity residential to Conservation Subdivision. Locations, such as this, have steep topography and/or natural areas which can be developed while preserving some of the natural spaces.
18	Previous plan showed this area as a potential business park. The trend of development has switched to commercial and Urban Area (mixed- use), similar to the south side of the I-80 Interchange.
17	Previous plan showed this area as a business park. This was changed to a transitional area, recognizing the topography and limited access present here.
21	Portions of this area were shown on the previous future land use map. This area is currently being annexed by the City and a proposed development is reflected in the new map.
22	Area was shown as commercial in previous plan. New map shows area as Greenway due to floodplain present.
23	Area was not contemplated in previous plan. Areas east of Criswell have been added to the Annexation Map and are shown for various future land uses to Wells Ferry Road. Developed areas have been reflected with their current use and do not require annex.
24	Not shown on previous map, and not shown on updated Annexation Map. Future Land Use in new map reflects the current developed uses and does not require annexation for surrounding undeveloped areas.
25	An example of a Public/Civic use not identified on previous map. Area is developing into a private school and some medium intensity residential development is contemplated nearby.
26	Area shown as low intensity residential development on previous map. This has changed to medium density (mixed-use) use development adjacent to Hopewell Avenue based on input from the public.
27	Corners of Middle Road and 53rd Avenue were shown as lower intensity commercial in previous plan. They are now shown as higher intensity commercial due to the trend of development and increase in traffic along this corridor/intersection.
28	Areas along Forest Grove Drive were shown as mostly low intensity residential in previous plan. The new map increases the intensity based on public input and increase in traffic along this corridor.
29	This area was changed from medium intensity (mixed-use) to business park. This reflects the development trends and the designation of this area as a business park overlay zoning district.
30	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future.
31	Area was entirely shown as medium intensity (mixed-use) in previous plan. New plan shows finer delineations of future land use designations to reflect the trends of development. Greenway has been added and one property which has an EPA issue onsite is DR.

32	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future. Part of this area is a city park.
33	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future. Part of this area is a city park.
34	Area was shown as entirely urban medium (mixed-use) in previous plan. Due to trend in development and based on public input, the area has been changed to Urban Activity Area.
35	Entire Duck Creek waterway was not shown in previous plan. This area is composed of bike trail and stream buffer areas and is shown as Greenway to reflect floodplain and natural amenities.
36	Area was shown as urban medium (mixed-use) on previous plan. This is the site of communication towers and there is no known plan for redevelopment at this time. Due to this, the map has changed the area to Civic/Public designation.
37	Area was shown as medium/low intensity (mixed-use) residential on previous plan. New map shows area as Greenway due to the area not being protected by the flood levee and its location in the floodplain.
38	Area was shown as medium intensity (mixed-use) in previous plan. New map shows area as commercial due to public input and trends in development.
39	Area was shown as low intensity residential on previous plan. New map shows area as medium intensity (mixed-use) (Mixed Transitional) due to the trend of development near the Downtown.
40	Area contained former ROW and low intensity in previous plan. New plan designates the area has higher intensity future land uses due to trends of development near the Downtown area.
41	Area showed a mix of medium and low intensity future land uses in previous plan. New plan shows area as all Mixed Transitional (MT) due to adjacency to major corridors and the Downtown area.
42	Area near Tanglefoot Lane was shown as medium/low intensity residential in previous plan. New map designates this area for potential Neighborhood Commercial (NC), the least intense commercial use due to adjacency to Middle Road intersection.
43	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future.
44	Shown as medium/low intensity residential in previous plan. New map designates this area for potential Neighborhood Commercial (NC), the least intense commercial use due to adjacency to Middle Road intersection.
45	Area shown as medium intensity in previous plan. New map shows area as potential Industrial (I) due to trend in development and adjacency to railroad, highway, and other similar future land uses.
46	Area was shown as light intensity residential in previous plan. New map shows a section as Greenway due to its low elevation and presence of floodplain.
47	Not shown on previous map, and not shown on updated Annexation Map. Future Land Use in new map reflects the current developed uses and does not require annexation for surrounding undeveloped areas.

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COMMENTS ON CHANGES 2017 TO 2024

1	Development Reserve added west of Utica Ridge Road to align with amended Annexation Map. Previously Urban Reserve or not shown on Future Land Use Map.
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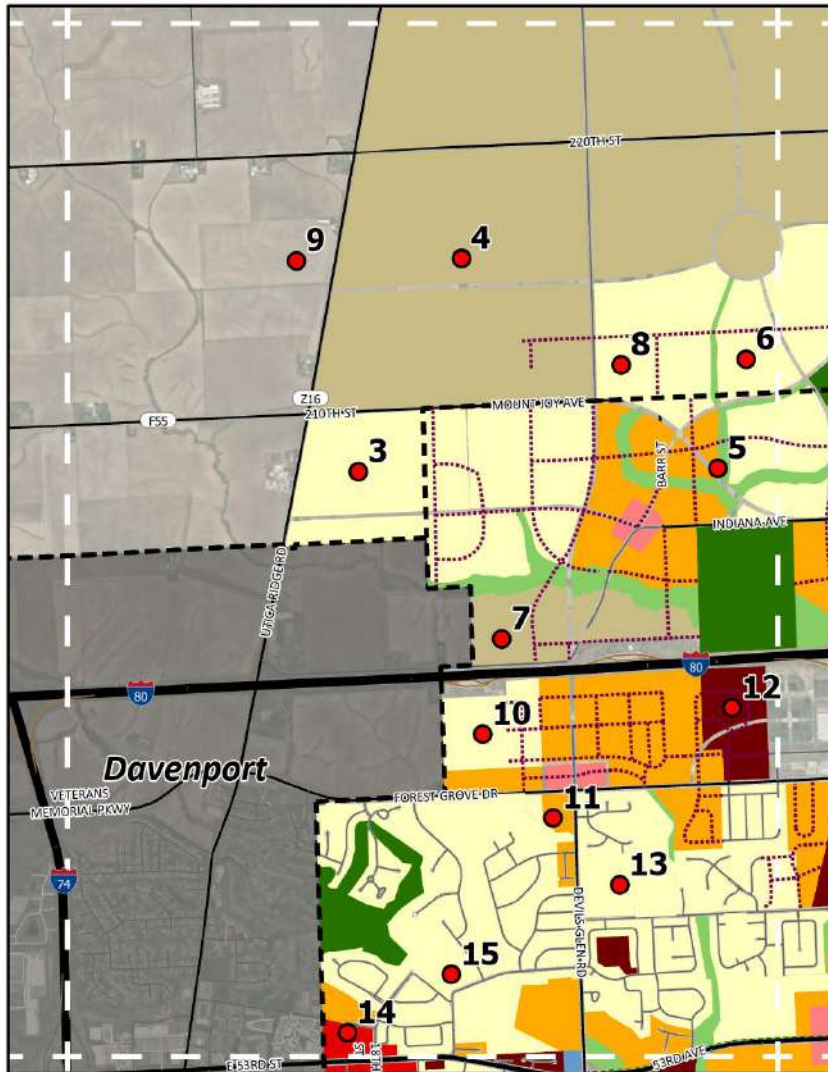


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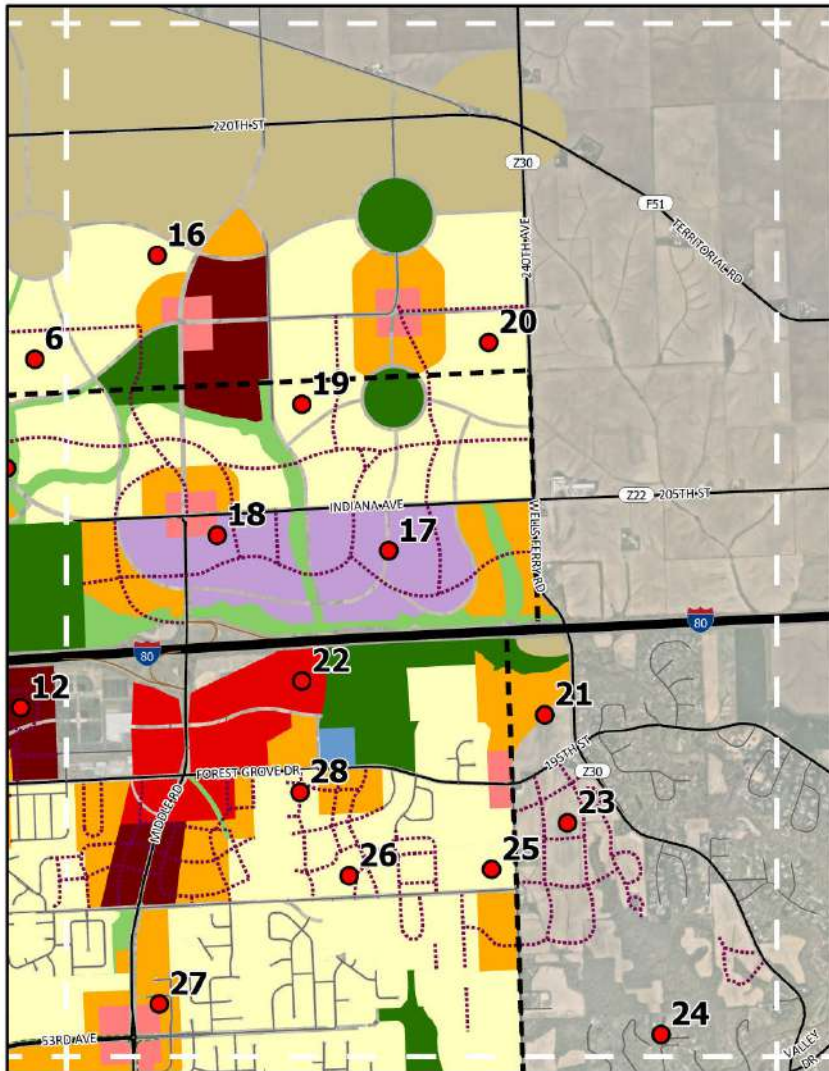
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COMMENTS ON CHANGES 2017 TO 2024

9	Land west of Utica Ridge Road was added to the Annexation Map and is reflected in the Future Land Use Map with the designation of Development Reserve.
10	The development trend in this area has low intensity residential along Forest Grove Drive and medium density near Interstate I-80. This is reflected and continued in the updated map.
11	Southwest corner was amended by property owner in 2023 to UMI
12	Area changed from medium intensity (mixed-use) to Urban Area (mixed-used) based on trends in development and community feedback.
13	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future.
14	Area changed from Commercial and medium intensity (mixed-use) to Business Park due to development trends at this location.
15	An example of added greenways which were not identified in previous map. Floodplain, natural areas, stormwater areas, high slope areas are designed for Greenway due to limited development potential.

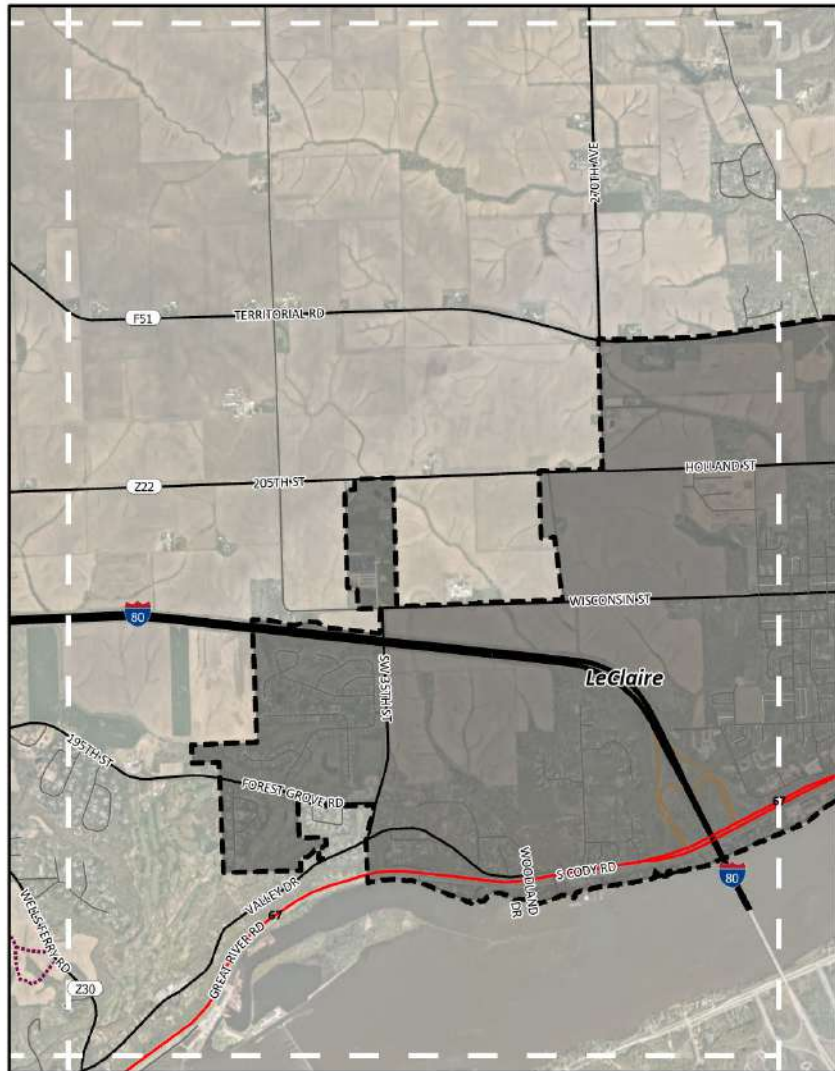


COMMENTS ON CHANGES 2017 TO 2024

6	Site changed from Urban Light Intensity to Parks & Open Space. The intent for selecting certain areas for park uses in undeveloped areas north of Interstate 80 is for reservation purposes – not necessarily site specific. Given the projected population
16	Areas just north of the current City boundary, aligned with 212th Street, are shown as Development Reserve. This land is located in Tier 3 and is not contemplated for development in the planning horizon year of 2045.
19	Example of an area changed from residential/commercial future land use designation to Parks & Open Space. These park areas are not specific site location but represent a total amount of park acreage needed to keep Bettendorf's current park service level.
20	An example of an area changed from low intensity residential to Conservation Subdivision. Locations, such as this, have steep topography and/or natural areas which can be developed while preserving some of the natural spaces.
18	Previous plan showed this area as a potential business park. The trend of development has switched to commercial and Urban Area (mixed-use), similar to the south side of the I-80 Interchange.
17	Previous plan showed this area as a business park. This was changed to a transitional area, recognizing the topography and limited access present here.
21	Portions of this area were shown on the previous future land use map. This area is currently being annexed by the City and a proposed development is reflected in the new map.
22	Area was shown as commercial in previous plan. New map shows area as Greenway due to floodplain present.
23	Area was not contemplated in previous plan. Areas east of Criswell have been added to the Annexation Map and are shown for various future land uses to Wells Ferry Road. Developed areas have been reflected with their current use and do not require annex.
24	Not shown on previous map, and not shown on updated Annexation Map. Future Land Use in new map reflects the current developed uses and does not require annexation for surrounding undeveloped areas.
25	An example of a Public/Civic use not identified on previous map. Area is developing into a private school and some medium intensity residential development is contemplated nearby.
26	Area shown as low intensity residential development on previous map. This has changed to medium density (mixed-use) use development adjacent to Hopewell Avenue based on input from the public.
27	Corners of Middle Road and 53rd Avenue were shown as lower intensity commercial in previous plan. They are now shown as higher intensity commercial due to the trend of development and increase in traffic along this corridor/intersection.
28	Areas along Forest Grove Drive were shown as mostly low intensity residential in previous plan. The new map increases the intensity based on public input and increase in traffic along this corridor.

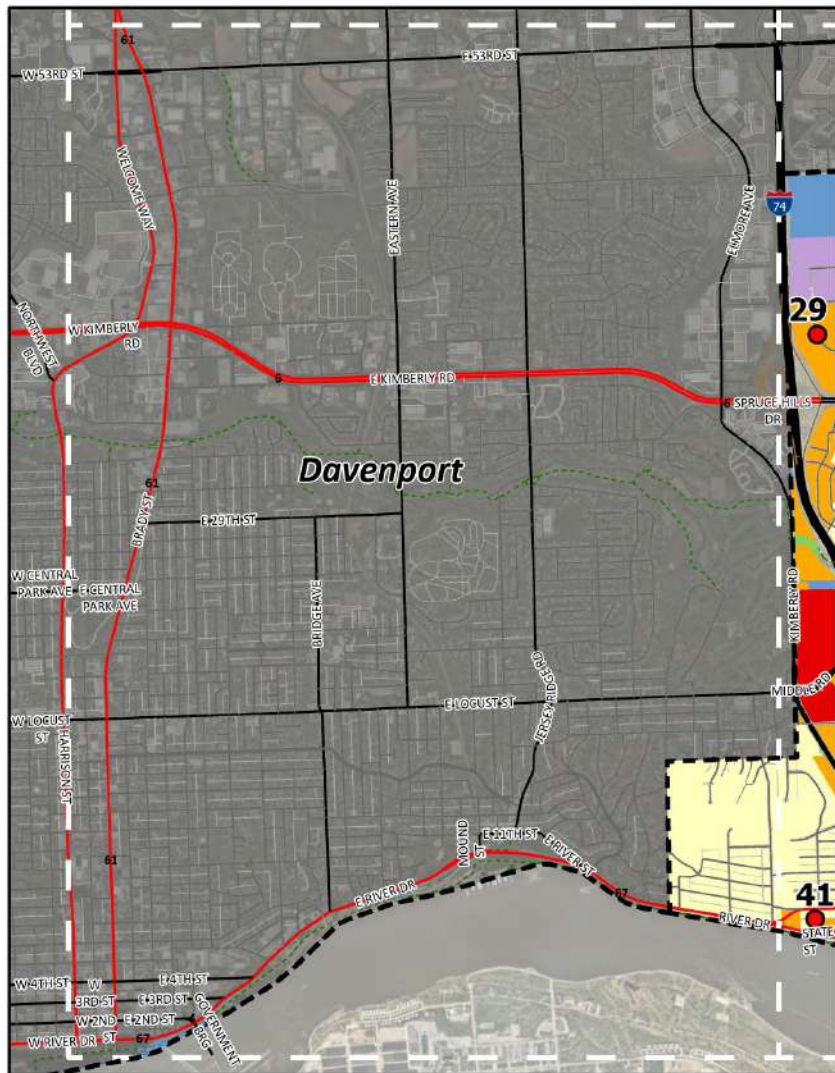
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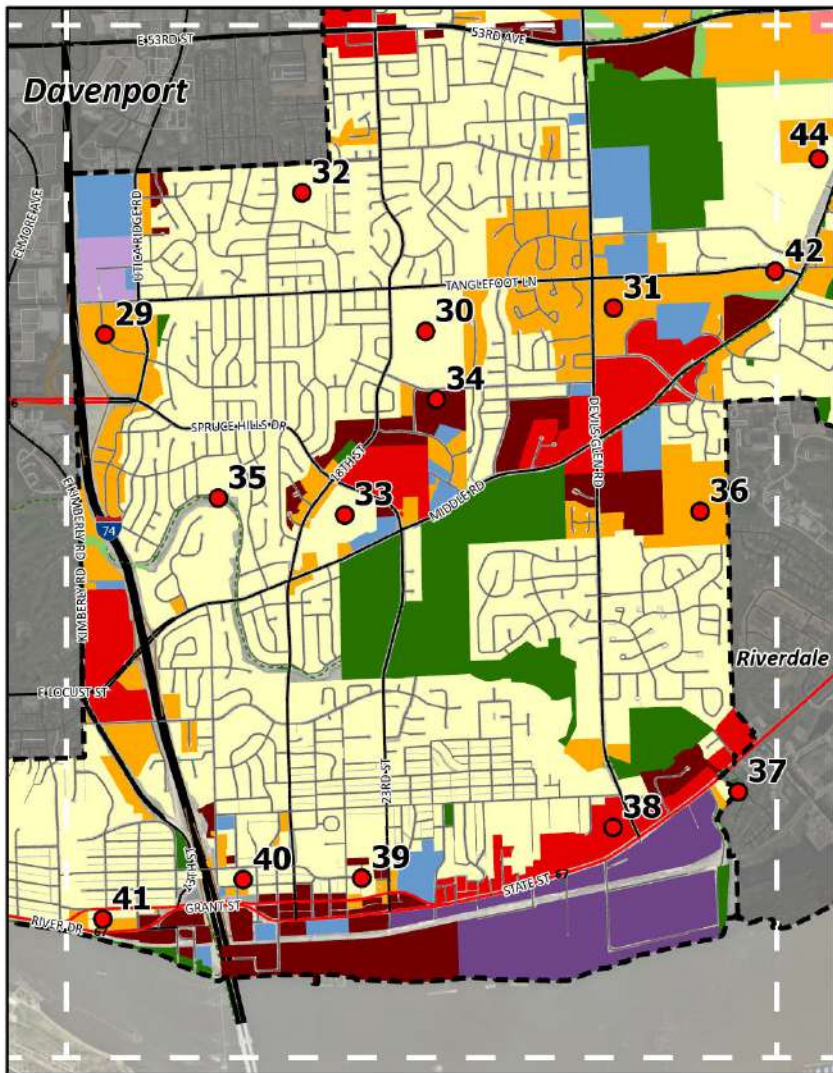


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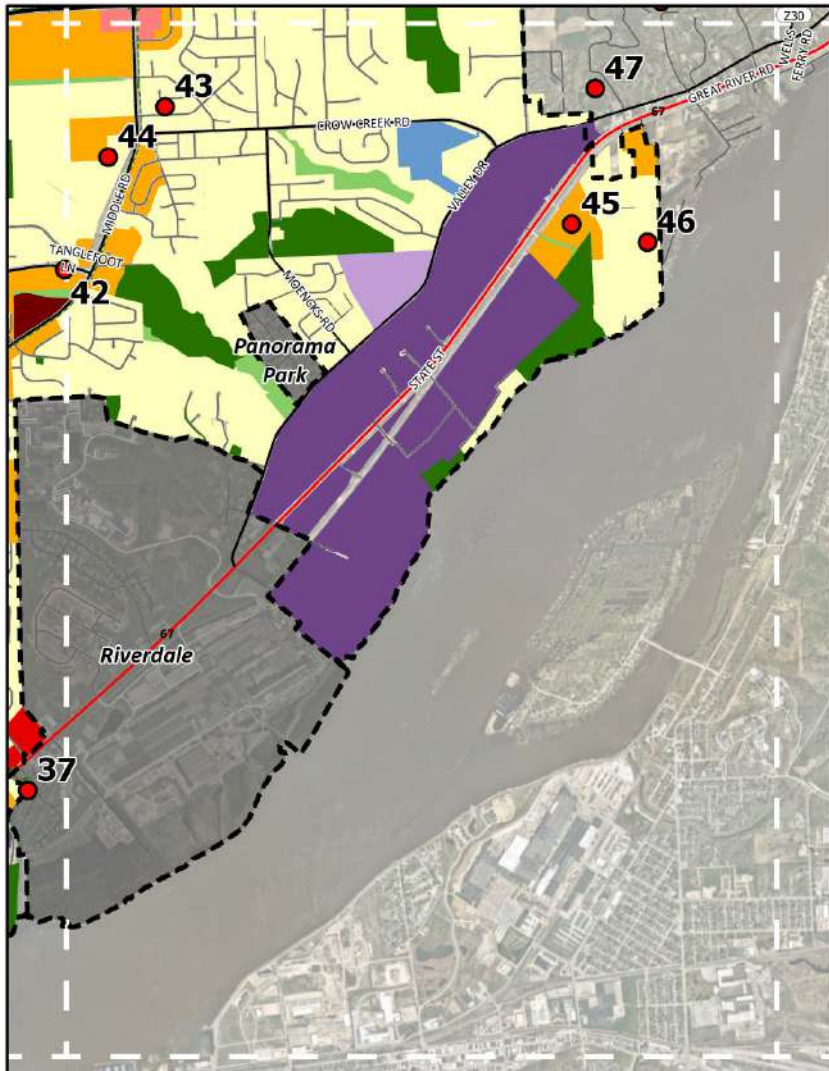
COMMENTS ON CHANGES 2017 TO 2024	
29	This area was changed from medium intensity (mixed-use) to business park. This reflects the development trends and the designation of this area as a business park overlay zoning district.
41	Area showed a mix of medium and low intensity future land uses in previous plan. New plan shows area as all Mixed Transitional (MT) due to adjacency to major corridors and the Downtown area.



COMMENTS ON CHANGES 2017 TO 2024	
29	This area was changed from medium intensity (mixed-use) to business park. This reflects the development trends and the designation of this area as a business park overlay zoning district.
30	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future.
31	Area was entirely shown as medium intensity (mixed-use) in previous plan. New plan shows finer delineations of future land use designations to reflect the trends of development. Greenway has been added and one property which has an EPA issue onsite is DR.
32	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future. Part of this area is a city park.
33	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future. Part of this area is a city park.
34	Area was shown as entirely urban medium (mixed-use) in previous plan. Due to trend in development and based on public input, the area has been changed to Urban Activity Area.
35	Entire Duck Creek waterway was not shown in previous plan. This area is composed of bike trail and stream buffer areas and is shown as Greenway to reflect floodplain and natural amenities.
36	Area was shown as urban medium (mixed-use) on previous plan. This is the site of communication towers and there is no known plan for redevelopment at this time. Due to this, the map has changed the area to Civic/Public designation.
37	Area was shown as medium/low intensity (mixed-use) residential on previous plan. New map shows area as Greenway due to the area not being protected by the flood levee and its location in the floodplain.
38	Area was shown as medium intensity (mixed-use) in previous plan. New map shows area as commercial due to public input and trends in development.
39	Area was shown as low intensity residential on previous plan. New map shows area as medium intensity (mixed-use) (Mixed Transitional) due to the trend of development near the Downtown.
40	Area contained former ROW and low intensity in previous plan. New plan designates the area has higher intensity future land uses due to trends of development near the Downtown area.
41	Area showed a mix of medium and low intensity future land uses in previous plan. New plan shows area as all Mixed Transitional (MT) due to adjacency to major corridors and the Downtown area.
42	Area near Tanglefoot Lane was shown as medium/low intensity residential in previous plan. New map designates this area for potential Neighborhood Commercial (NC), the least intense commercial use due to adjacency to Middle Road intersection.
43	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future.
44	Shown as medium/low intensity residential in previous plan. New map designates this area for potential Neighborhood Commercial (NC), the least intense commercial use due to adjacency to Middle Road intersection.

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37	Area was shown as medium/low intensity (mixed-use) residential on previous plan. New map shows area as Greenway due to the area not being protected by the flood levee and its location in the floodplain.
42	Area near Tanglefoot Lane was shown as medium/low intensity residential in previous plan. New map designates this area for potential Neighborhood Commercial (NC), the least intense commercial use due to adjacency to Middle Road intersection.
43	An example of a Civic use area which was not identified on previous map. Other areas have been designated Civic/Public if there are no plans for redevelopment in the future.
44	Shown as medium/low intensity residential in previous plan. New map designates this area for potential Neighborhood Commercial (NC), the least intense commercial use due to adjacency to Middle Road intersection.
45	Area shown as medium intensity in previous plan. New map shows area as potential Industrial (I) due to trend in development and adjacency to railroad, highway, and other similar future land uses.
46	Area was shown as light intensity residential in previous plan. New map shows a section as Greenway due to its low elevation and presence of floodplain.
47	Not shown on previous map, and not shown on updated Annexation Map. Future Land Use in new map reflects the current developed uses and does not require annexation for surrounding undeveloped areas.