

HULL COMPREHENSIVE PLAN

Perspective Group Visioning Session – Verbatim Summary

Tuesday, April 12, 2016

Hull, Iowa

ECONOMIC DEVELOPMENT

Context Setting

- 1) How long have you been [living–working–involved] in or near Hull?
 - a) 10, 16, 18, 20, 20, 21, 21, 38
- 2) In a recent survey, respondents described why they choose to live in Hull. Many cited safety and the feel of community as reasons they choose to live here. Other responses included having grown up here, or staying close to family.
 - i) What FACTORS influenced your decision to Live – or – Locate your business in or near Hull?
(1) Education, family, job, safety, family, Christian values, small town.
- 3) In addition to these factors, what OTHER FACTORS would encourage OTHERS to move their home or business to Hull?
 - a) Work ethic, low cost living, commitment in beliefs, progressive, jobs.

Strengths

- 1) You have identified a number of factors, which have influenced your decision to live and work in the Hull area. Many of these are strengths or opportunities to build upon.
 - i) What additional STRENGTHS or ASSETS does Hull offer??
(1) Fabulous pool, friendly people, library, recreational opportunities, three strong school systems, have a little bit of everything, strong employers, professional services, opportunities for new business, growing.

Aspirations

- 1) Today, what would you say Hull is KNOW FOR? Why?
 - a) Schools, athletics, main businesses like Pizza Ranch, Foreign Candy, Religious, Conservative.
- 2) In the FUTURE, what would YOU LIKE Hull to be KNOWN FOR? Why?
 - a) Schools, athletics, main businesses like Pizza Ranch, Foreign Candy, Religious, Conservative, academics, progressive as a town of 2,200.
- 3) Based upon your experience, is there a comparable community elsewhere that represents a BUSINESS SUCCESS STORY that Hull should aspire to? Why?
 - a) Hull
 - b) Rock Valley- industrial / residential / Main Street.
 - c) Sioux Center- Cooperative Partners and get big projects done.
 - d) Orange City

- 4) If you could LIVE anywhere other than Hull, WHERE would it be? Why?
 - a) Sioux City- golf course and northeast area starter homes.
 - b) Rock Valley- industrial / residential / Main Street.
 - c) Orange City

Key Issues

- 1) In a recent survey, respondents were asked to rank 7 issues facing Hull in the next 5 years. Economic Development and Job Creation was ranked #1.
 - a) Eco Devo/Jobs
 - b) Water Supply
 - c) Single-Family
 - d) Streets
 - e) Rental Housing
 - f) Employees
 - g) Education
 - i) Do you agree with the outcome?
 - (1) Why is water supply so high? Move to number 4/5.
 - (2) Boost rental / affordable housing to 2/3.
- 2) What SHOULD BE the focus of ECONOMIC DEVELOPMENT activities for Hull?
 - a) Creating more and better paying jobs
 - b) Helping small businesses open
 - c) Attracting larger businesses and industries
 - d) Training future workers
 - e) Developing business leaders
 - f) Promoting what your community has to offer
 - g) All of the above
 - i) Training future workers is linked to scale of business recruitment.
 - ii) Item number one “more and better jobs” is the result of goals 2 – 5.
 - iii) Add housing mix / choice – it’s linked to all.
 - iv) Helping local businesses expand.
- 3) What is the SINGLE most pressing ISSUE the community must ADDRESS OR CHANGE in the next 5 YEARS? Why?
 - a) Keep grocery store.
 - b) Build housing and provide site to build.
 - c) Involvement / awareness of what’s happening.
 - d) Number of job opportunities for youth.
 - e) Job mix, retain existing professionals and bring in new professionals.
 - f) Willingness to do hard things and make decisions.
 - g) Community-mindedness.
 - h) Get quality employees.
 - i) Agri- economic opportunities.
- 4) What should NOT CHANGE in Hull?
 - a) Culture, values, work ethic, safety.
 - b) Education emphasis.
 - c) Community-mindedness and supportive.
 - d) No Walmart.

Opportunities

1. In a recent community survey, respondents were asked to rank how important they felt each of 7 issues were to the future of Hull. “Continued retail growth” received the most votes.
 - a. Retail Growth
 - b. Quality Jobs
 - c. Commercial Growth
 - d. Ensure Housing Choices
 - e. Improve Image
 - f. Bicycle/Walking
 - g. Parks/Recreation
 - i. What surprised you the most?
 1. Boost image of Hwy 18, including buildings, some businesses to be relocated, repurpose ground.
 2. Flip items 1 – 4.
 3. Develop what you have to build base to support retail.
 4. Need Commercial not retail due to regional market competition and Amazon effect.
 5. Location does help and hurts with Sioux Center retail so close.
 6. Decide focus- Property tax or retail tax
2. Those surveyed were also asked to rank specific businesses in order of what they felt was most important to Hull for future growth. Restaurant was the winner.
 - a. Restaurant
 - b. Steakhouse
 - c. Grocery
 - d. Dollar Store
 - e. Clothing
 - f. Accountant
 - g. Hotel
 - i. What surprised you the most?
 1. No steakhouse.
 2. Number # should be grocery.
 3. Apply market realism.
3. Now let’s talk about Hull’s Neighborhoods. In the survey, respondents were asked what type of residential development they felt was most important for Hull’s future growth.
 - a. The highest ranked choices were Single-family under \$160,000 and Single-family between \$160,000 - \$200,000. Apartments were the next most popular.
 - i. Single-family under \$160,000
 - ii. Single-family \$160,000 - \$200,000
 - iii. Apartments
 - iv. Newer Home/Duplex Rentals
 - v. Senior Living
 - vi. Single-family Homes over \$200,000
 1. Need agricultural business and young people.
 2. Need more multi-family apartment / rentals.
 3. Make \$200,000 higher – (1 acre houses).
 - b. What should your goals for HOUSING be in Hull?
 - i. Create more owner-occupied housing
 - ii. Expand higher-end housing options



- iii. Revitalize housing in older neighborhoods
- iv. Ensure housing options for older residents and youth
- v. Other
 - 1. Desire Sioux Center golf course community.
 - 2. Loosing residents to other cities that offer price point with retail amenities.
 - 3. Revitalization balance.
 - 4. Maintain owner / renter balance.

4. Now let's talk about Hull's Parks and Open Space. A recent survey asked respondents to select the most important ways Hull should focus future investments in its parks and recreation services.

- a. Develop or expand bike/walkways
- b. Upgrade existing parks
- c. Add indoor rec facilities
- d. Improve park maintenance
- e. Provide more adult recreation
- f. More Children recreation
- g. Other & acquire land
 - i. Do you believe there are adequate PARKS /RECREATION AND TRAILS in Hull?
 - 1. Maintain existing parks.
 - 2. Trails should be #1.
 - 3. Use the existing downtown recreation facility.

5. Connectivity is also an important issue for the future. What types of transportation improvements are most important? Why?

- a. Investment in residential streets repairs & replacements
- b. Investment in walking & bicycle paths
- c. Investment is safe & efficient traffic flow on Highway
 - i) 18 Hwy crossing.
 - ii) Not sidewalks everywhere

Attendees

Jerry Boer
Julie Leusink
Eric Haveman
Eric Ribbens
John De Koster
Kevin Van Engen
Mike Broek
Mark Kreun
Les Van Roekel
Roy and Elizabeth Slice