

## HULL COMPREHENSIVE PLAN

Perspective Group Visioning Session – Verbatim Summary

Tuesday, April 12, 2016

Hull, Iowa

### HOUSING

#### Context Setting

- 1) How long have you been [living–working–involved] in or near Hull?
  - a) 12, 12, 21, 36, 37, 38, 39, 42, 44, 45, 50, 62, 60.
- 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. Work, family, close to family, ease of raising a family, good place to raise a family, quality of life, community good, place to raise a family, schools, athletics, and high quality programs.
- 3) In addition to these factors, what **OTHER FACTORS** would encourage **OTHERS** to move their home or business to Hull?
  - a) Affordability, work opportunity (Cheese Plant), central location, housing market cost is less than other areas, and number of quality schools is a high factor.

#### 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. Facilities, medical services, churches, cooperation/coordination among people and agencies, people are an asset, cooperation between the City and Development Corporation, positive community spirit and wellbeing, people helping other people, recreation, parks, Pool, and some services or restaurant may draw seniors.

#### Aspirations

- 1) Today, what would you say Hull is **KNOW FOR**? Why?
  - a) Birth place of Pizza Ranch, Foreign Candy Company, encourage new business, athletic teams, Cheese Plant, building construction contractors located in Industrial Park, schools are thriving, protestant schools, a growing community, doing things and doing them well, and available senior housing.
- 2) In the **FUTURE**, what would **YOU LIKE** Hull to be **KNOWN FOR**? Why?
  - a) Place for industry.
  - b) “Classy” sports bar restaurant.
  - c) Healthy living, quality education, aggressiveness, and previous list above.

- 3) **Based upon your experience, is there a comparable community elsewhere that represents a BUSINESS SUCCESS STORY that Hull should aspire to? Why?**
  - a) **Waverly, Iowa – Library, schools, and shopping (8,000 pop.)**
  - b) **Sioux Center – the icon of local growth.**
  - c) **Rock Valley – does Industry well.**
  
- 4) **If you could LIVE anywhere other than Hull, WHERE would it be? Why?**
  - a) **No other communities that we are not doing here.**
  - b) **Likes small towns less than 2,500 population. (not 8,000 pop.)**
  - c) **Likes bedroom community feel and culture.**
  - d) **Growing fast will change the culture. Need to grow gracefully with jobs and places to live and to maintain what we have.**
  - e) **Lots of local opportunities for youth to grow and stay here as adults.**

### 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. **Employees should be higher. Link employees with economic development.**
      2. **Is not Water taken care of for now?**
      3. **Housing is too low.**
      4. **Affordability is going away, homes costs are now similar to other communities, and cost of living is a challenge.**
      5. **The “Goldfinch” serves as a good rental housing option.**
      6. **Housing balance is an issue. Percentage of rental homes to ownership.**
  
- 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) **Doing many of these activities, but may be not as well as we could be.**
    - ii) **Agree with some of the goals.**
    - iii) **Not sure about “development of business leaders or training”. Some training at local schools is underway, but has a ways to go.**
    - iv) **Minimal office job opportunities exist today.**
    - v) **Need to build labor pool to tap from not and for the future. It’s now very limited. It’s hard to find good workers.**
    - vi) **What about future generations and technology?**
  
- 3) **What is the SINGLE most pressing ISSUE the community must ADDRESS OR CHANGE in the next 5 YEARS? Why?**
  - a) **Good locations for development and lot sizes to support market demands.**
  - b) **Buildings with more space.**

- c) **Building code modifications. Variances often needed for additions and sheds.**
- d) **Rentals without strings of stage subsidy.**
- e) **Housing maybe first.**
- f) **Workforce development and employees to hire.**
- g) **Need apartments, duplexes, and town housing.**
- h) **Need a solid land use plan.**

4) **What should NOT CHANGE in Hull?**

- a) **Small town feeling, but really want to grow.**
- b) **Morals.**
- c) **School quality and support.**
- d) **Helping each other out in a time of need**
- e) **Coordination and cooperation among the various organizations and agencies.**
- f) **Retail businesses that we have.**
- g) **Fire Department.**

**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. **Aren't all of these items linked together?**

ii. **Do you agree with the outcome?**

1. **Need to boost housing higher.**

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. **Dollar Stores can hurt other retailers.**
- 2. **Need to patronize stores we have.**

ii. **Do you agree with the outcome?**

1. **Boost grocery – can't afford to lose it!**

- 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
  - I. Do you agree with the outcome?
    - i. **Need youth and senior options - Duplex and apartments should be higher to provide housing for existing teachers and youth.**
    - ii. **\$160,000 is not the top priority – too low.**
    - iii. **Look at opportunities around \$200,000.**
  - 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
  - I. Do you agree with the outcome?
    - i. **Need youth and senior options.**
    - ii. **Many 100 year old houses need to maintain the housing stock we have... Have a few spot issues today.**
    - iii. **How do you enforce property maintenance of areas such as the trailer park? Is located at the entrance to the community and is part of the image presented. What are the options for relocation? Also an issue of safety for neighborhood children near highway.**
- 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 any of the results surprise you?
    1. **Boost "park maintenance" (for example, Kids Kingdom) needs regular maintenance.**
    2. **Move "park maintenance" to the top – Need to take care of what we have, instead of adding more.**
    3. **Move down "indoor rec facility" need to use the facility we have.**
    4. **More walking paths would be a good thing.**

ii. Do you believe there are adequate PARKS /RECREATION AND TRAILS in Hull?

1. Generally.
2. Good connectivity in new developments.

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 in safe & efficient traffic flow on Highway

- i) Street maintenance.
- ii) Hwy 18 access is not safe.
- iii) Existing blind spots and trucks with trailers.
- iv) Access at certain times of day is a problem.

**Attendees**

Arlyn Boon  
Gary Westra  
John Emerick  
Nathan Bakker  
Phillip De Koster  
Loren Van Otterloo  
Terry Boote  
Don Krommendyk  
Marty Millikan  
Cliff Koele  
Jackie Covey  
Eric Rankin