

HULL COMPREHENSIVE PLAN

Perspective Group Visioning Session – Verbatim Summary

Tuesday, April 12, 2016

Hull, Iowa

RECREATION

Context Setting

- 1) How long have you been [living–working–involved] in or near Hull?
 - a) 2, 3, 3, 21, 33, 40, 42, 42, 48, 52, 62.
- 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) Churches, schools, job opportunity, business opportunity, to raise a family, grand children, adult family, comfortable, community, great people, and enjoyable.
- 3) In addition to these factors, what **OTHER FACTORS** would encourage **OTHERS** to move their home or business to Hull?
 - a) Growing, people working together, work ethic, education system, everything you need, family focus, nice, clean, well maintained, pharmacy, successful area, religion, opportunity for involvement, emphasis on agriculture, community supports agri-business, strives for excellence, lot of good businesses, great city council, HIDC, and Community Betterment Council.

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) Location, highway access, clean air, good utilities, good recreation, Library, and strong volunteer program.

Aspirations

- 1) Today, what would you say Hull is **KNOW FOR?** Why?
 - a) Basketball, volleyball, athletics, schools, Cheese Plant, Pizza Ranch, good place to grow businesses, tight-knit community, construction crews, and house movers.
- 2) In the **FUTURE**, what would **YOU LIKE** Hull to be **KNOWN FOR?** Why?
 - a) Basketball, volleyball, athletics, schools, Cheese Plant, Pizza Ranch, good place to grow businesses, tight-knit community, construction crews, and house movers.

- b) **Land of opportunity, growing, take risk, healthy good food “hamburger” location, retirement friendly, young family friendly town, good economy, encourage businesses, and Implement Dealership.**
- 3) **Based upon your experience, is there a comparable community elsewhere that represents a BUSINESS SUCCESS STORY that Hull should aspire to? Why?**
 - a) **Sioux Center – Growth, aggressive, recreation (7,000 pop.).**
 - b) **Orange City – Sense of community (5,000 pop.).**
 - c) **Rock Valley – Industrial and Assets.**
- 4) **If you could LIVE anywhere other than Hull, WHERE would it be? Why?**
 - a) **Sioux Center.**
 - b) **Rock Valley.**

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.**
 - (2) **Rental should be higher.**
 - (3) **Need a community center.**
- 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 and development of leaders should be higher. Schools are doing some training now.**
 - ii) **Coordinate with NCC.**
 - iii) **Need better wages locally with more opportunities. Diversify opportunities, but take care of what you have.**
 - iv) **How many students graduate locally and then, how many stay in Hull? Need to identify goals and targets to retain youth.**
 - v) **Proactively develop business leaders.**
 - vi) **Need mentoring.**
 - vii) **Need partnerships for training and promotion.**
 - viii) **Increase attraction from outside of community.**
 - ix) **Is there a perception of too – tight – knit community?**
 - x) **Church is our cultural hub.**

- 3) What is the **SINGLE** most pressing **ISSUE** the community must **ADDRESS OR CHANGE** in the next **5 YEARS? Why?**
 - a) **Single-family housing and lots for building it.**
 - b) **Regular sized industrial for small businesses.**
 - c) **Restaurant.**
 - d) **Event or community center.**
 - e) **Boiden Center.**
 - f) **Volunteer cultural.**
 - g) **Open-minded city government, not negative.**
 - h) **Need a variety of business and people to attract.**
 - i) **Bike trails and greenways.**

- 4) What should **NOT CHANGE** in Hull?
 - a) **Level of cooperation among all groups.**
 - b) **Safety, community, family, and schools.**
 - c) **Don't want Wal-mart.**
 - d) **Keep grocery store and businesses we have.**

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. **Do you agree with the outcome?**
 1. **Agree with top three: retail, quality jobs and commercial growth.**
 2. **What is image? Trailer park at community gateway is an issue, façades were updated in Downtown, and Highway 18.**

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. **Do you agree with the outcome?**
 1. **Accounting should be higher.**
 2. **Dollar Store should be lower.**
 3. **Clothing store is not realistic.**
 4. **Past variation of items 1 – 3, but no strong local support for them.**
 5. **Need quality destination.**

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. **\$160,000 is not realistic.**
 2. **Single-family \$160,000 - \$200,000 – moderate.**
 3. **Move up Apartment/Rental (20 units).**
 4. **Move up seniors.**
 - 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. **Need moderate housing – not – higher-end.**
 2. **Need more housing choice.**
 3. **Need to also reinvest in housing we have.**
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. **Items “a – d” above are ok.**
 2. **Need different types of recreation for kids.**
 3. **Need to identify right-of-way for future trails/pathways.**
 4. **Look at site north of City Hall.**
 5. **Bowling Alley or other sites in the core.**
 6. **Also for new growth areas.**
 7. **Maintain and keep golf course.**
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) **18th Street is really busy.**
 - ii) **Division Street is also busy with truck traffic.**

- iii) Trails and bike paths should be a higher priority for the future and for healthy life styles.
- iv) Great for families.
- v) Groups now go to Sioux Falls to experience trails, streams, lakes, etc...
- vi) Need to establish a perimeter network now.
- vii) Location of local historical society.

Attendees

Denny Wright
Eric Rankin
Jeanne Visser
Phil Landman
Stan Moeller
Kevin Yurk
Richard Dykstra
Arlan Moss
La Donna Van Den Top
Marcia Hoekstra
Shelly Van Otterloo
Jackie Covey