

## HULL COMPREHENSIVE PLAN

### Perspective Group Visioning Session – Verbatim Summary

Tuesday, April 12, 2016

Hull, Iowa

### CITY SERVICES

#### Context Setting

- 1) How long have you been [living–working–involved] in or near Hull?
  - a) 6, 8, 15, 18, 20, 20, 29, 35, 53.
- 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) Kids, small town, job opportunities, family, education.
- 3) In addition to these factors, what **OTHER FACTORS** would encourage **OTHERS** to move their home or business to Hull?
  - a) Schools, churches, weather, job, family, jobs, habits, neat, clean.

#### 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) Community support for family, etc..., coming together, parks, pool, faith-based, professional services.

#### Aspirations

- 1) Today, what would you say Hull is **KNOW FOR?** Why?
  - a) Athletics, Candy Co, farmland, Cheese Company, Pizza Ranch, a lot of schools and churches.
- 2) In the **FUTURE**, what would **YOU LIKE** Hull to be **KNOWN FOR?** Why?
  - a) Athletics, Candy Co, farmland, Cheese Company, Pizza Ranch, a lot of schools and churches, 9 am whistle, safety, small community, young people want to come back to Hull, they can see opportunity here with amenities.
- 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 – parks, recreation, trails
  - b) Rock Valley – industrial.
  - c) Sioux Falls – housing and businesses.
  - d) Orange City – culture and downtown.

- 4) If you could LIVE anywhere other than Hull, WHERE would it be? Why?
- a) Sioux Center – but some housing is too closely spaced.
  - b) Boulder - housing

### 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) 1 - 6 together combined.
      - (2) Finding skilled workers is difficult.
      - (3) Surprised water supply is number two, water may not be profitable, issue with Rock Valley
- 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) Rock Valley “Real Carpet Inn” example small business.
    - ii) Need training program in house and with area partners.
- 3) What is the SINGLE most pressing ISSUE the community must ADDRESS OR CHANGE in the next 5 YEARS? Why?
- a) Retaining our youth.
  - b) Water supply.
  - c) Overcome “lesser quality” than Sioux Center and Rock Valley (housing, business, and amenities).
  - d) Eating Choice
- 4) What should NOT CHANGE in Hull?
- a) Safety, community working together.
  - b) Commitment to church and school.
  - c) Keep grocery, physicians and pharmacy.

### 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. **Retain, retention, then growth.**
    - 2. **Housing, commercial, jobs equal retail.**
    - 3. **Image coming into town, look of some businesses, and trailer court.**
  
- 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. **#1 is restaurant – but challenging.**
    - 2. **Boost grocery up.**
    - 3. **No municipal utilities.**
  
- 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. **Boost apartment rental up.**
      - 2. **Single-family \$160,000 - \$200,000 - agree.**
      - 3. **Growth area must be retention of youth as a strategy to build base (starter – homes like Sioux Center at \$160-175)**
  
  - 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. **Boost up housing options, growth area must be retention of youth as a strategy to build base.**
      - 2. **Renovate, take care of itself.**
      - 3. **Implement regulations existing today.**

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. **Trails – okay.**
      2. **Indoor facilities – other communities have and Hull needs to provide.**
      3. **Take care of what you have.**
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) **18<sup>th</sup> Street and Division Road.**
    - ii) **Trucks on the highway in the morning.**
    - iii) **Stoplight at Main.**

**Attendees**

**Dave Van Otterloo**  
**Chris Van Meeteren**  
**Cory DeWit**  
**Greg Van Roekel**  
**Mike Rozeboom**  
**Ryan Beukelman**  
**Kim Wielinga**  
**Julie Van Schepen**  
**Julie Kruen**  
**Galen DeJong**