

## HULL COMPREHENSIVE PLAN

### Perspective Group Visioning Session – Verbatim Summary

Tuesday, April 12, 2016

Hull, Iowa

## EDUCATION/RELIGIOUS

### Context Setting

- 1) How long have you been [living–working–involved] in or near Hull?
  - a) 7, 10, 24, 25, 34, 45, and 46.
- 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) Good place to raise a family, schools, employment, quality of life, Christian values, small town atmosphere, and good place to for children.
- 3) In addition to these factors, what **OTHER FACTORS** would encourage **OTHERS** to move their home or business to Hull?
  - a) Housing cost is cheaper than Sioux Center, schools, work ethic for business recruitment, cleanliness as a community, community pride, we take care of our community, have a growth mindset, positive thinking, and local employment opportunities.

### 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) Schools, churches, Library, Pool, Grocery, Ball Field, parks, people, health services, service minded community and volunteers, good business, chamber and civic groups which contribute to community betterment, community involvement, great working relationships, Hull Industrial Corporation is significant, and has lots of amenities.

### Aspirations

- 1) Today, what would you say Hull is **KNOW FOR?** Why?
  - a) Birth place of Pizza Ranch, The Foreign Candy Company, better community, family values to raise a family and work elsewhere.
  - b) Perception is moving away from a “bedroom community” – due to growth of the development of the Industrial Park.
- 2) In the **FUTURE**, what would **YOU LIKE** Hull to be **KNOWN FOR?** Why?
  - a) Quality of life is wonderful, education, faith, safety, aggressiveness, a community looking for continued growth without losing the foundation of what we value, where you know your neighbors.

- 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 - is coordinated among schools, business and government, a head of their time with aggressiveness, seek grants, researches BMP's (toured Des Moines), goes after businesses, and won Dordt College.**
  - b) **Rock Valley – Big industrial development and machine shops.**
  - c) **Orange City**
  
- 4) **If you could LIVE anywhere other than Hull, WHERE would it be? Why?**
  - a) **Sioux Center**
  - b) **Rock Valley –housing growth, but with consequences for schools and other challenges. Proportion of renters has increased vs. homeownership with implications to community values.**
  - c) **Orange City – has an established low-to-moderate income rental housing model.**

### 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) **Rental housing and real estate should be higher.**
  
- 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) **Generally doing all of these activities now.**
    - ii) **Don't see a need for change.**
    - iii) **Would like to see more professional office services.**
    - iv) **Doing more job training with local school partners.**
  
- 3) **What is the SINGLE most pressing ISSUE the community must ADDRESS OR CHANGE in the next 5 YEARS? Why?**
  - a) **Street maintenance.**
  - b) **Stop light/signage at Hwy 18 and Main Street.**
  - c) **75 Hwy access in general.**
  - d) **Need to explore potential for a motel, family restaurant, updated Casey's Station.**
  - e) **Roads are needed north (Maple Street) better east by Western.**
  - f) **Division Street and 5<sup>th</sup> is problematic.**
  - g) **Must continue to accomplish goals and maintain momentum.**

h) **Recreation, bike path to Sioux Center, camp sites with creek, fishing with golf course to keep people in town.**

- 4) **What should NOT CHANGE in Hull?**
- a) **Keep locally owned businesses.**
  - b) **Attract other businesses – establish roots.**
  - c) **Community must support businesses.**
  - d) **Safety.**

### **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. **Water is a significant issue, why is it not on the list?**
    - ii. **Do you agree with the outcome?**
      - 1. **Generally.**
      - 2. **Continued retail growth.**
- 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. **Nothing.**
    - ii. **Do you agree with the outcome?**
      - 1. **Strike out Steakhouse.**
- 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. **No \$160,000 price point needed. Too much of this type of “cookie-cutter” housing is not a good thing.**
      - 2. **Add apartment/rental to the housing equation.**

- 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 something for young singles and teachers. These individuals often must live elsewhere.**
    2. **Balance owner/rental percentage as a whole should be healthy for a town of our size.**
    3. **The key – rental property owners taking interest in their properties.**
- 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 up above indoor rec facilities.**
      2. **Boost recreation for kids programs up above adult recreation.**
    - ii. **Do you believe there are adequate PARKS /RECREATION AND TRAILS in Hull?**
      1. **Generally.**
- 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) **Division Street traffic has increased, resulting in safety concerns.**
    - ii) **Need stop signs with crossings.**
    - iii) **Invest in safety.**
    - iv) **Address uncontrolled intersections.**
- 6) **Final Comments:**
  - a. **How do seniors use "Rides" program today?**
  - b. **Is there a need for assisted living?**
  - c. **Have community gatherings more often.**
  - d. **Volunteerism and coordination is key.**

**Attendees**

**Dan Barkel**

**Dan Pottebaum**

**Marion Van Solen**

**Randy Ten Pas**

**Roger Vis**

**Stephanie Baccam**

**Phyllis Uittenbogard**