



Corridor

JANUARY 2023

THE NORTH IOWA JOINT COMPREHENSIVE PLAN

THE NORTH IOWA CORRIDOR strives to create a collaborative approach to the growth and prosperity of North Iowa. One of the best ways to do that is through coordinated strategic planning with our partner communities and stakeholders. With that in mind, we have teamed up with the Cities of Mason City and Clear Lake, and Cerro Gordo County to develop a Joint Comprehensive Plan to guide the long-term planning for the region's future growth and prosperity.

This cooperative planning approach will best serve the entire region, as each local body will create its own specific plan, but work together with the bigger picture in mind, recognizing that growth or decline within one jurisdiction influences development in the others. Our consultants, RDG Planning & Design, are guiding the process and developing the plan with the support of our Joint Planning Committee, made up of representatives of all 3 jurisdictions.

A comprehensive plan focuses on creating a shared vision of the future, finding solutions to current problems, and providing a guide to realize the vision. It has been over 10 years since any of the partners have completed their individual plans. During the Vision North Iowa Economic Development Strategic Planning effort in 2017, a key goal identified was to develop a joint comprehensive plan with each partner to better unite the local government strategies for long-term, sustainable success.

Key Plan Elements:

- Land use plans for the unincorporated areas of the county, Clear Lake, and Mason City
- Transportation and mobility choices
- Park, trail, natural area, and greenway locations and enhancements
- Housing and neighborhood conservation policy
- Community facilities and public infrastructure needs
- Community character enhancements



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One of the primary goals of this effort is to provide frequent opportunities for citizens and businesses of our communities to be involved and help us to create this long-range plan and the community's goals for development, growth, services, and preservation. So far there have been numerous focus group meetings, and two public workshops were held in December to gather feedback and input from the community. There will be several more public sessions in January, February, and March.

Several common themes have been identified throughout the input sessions, including such priorities as the appearance of important community corridors (Hwy 18, Hwy 122 4th Ave/255th St), growth and development, housing, recreation and amenities, population/workforce, and more.

In addition to the public meetings, residents can learn more about the planning process, and provide input via an online survey and interactive map that can be found at <https://rdgusa.mysocialpinpoint.com/north-iowa-corridor-plan> (or scan the QR code above). The map offers the ability to note specific areas in the communities or county to make suggestions or identify concerns. Please check it out, and encourage your friends and neighbors to participate as well.

Following the public input sessions, the planning team will be compiling all the information and develop a draft plan. Further opportunities for public review and input will then be offered early this summer, with a target of July for final approvals from each jurisdiction.

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CHAD SCHRECK
PRESIDENT & CEO
cschreck@northiowacorridor.com

SHAUN ARNESON
VP, EXISTING BUSINESS & PROJECT MANAGEMENT
sarneson@northiowacorridor.com

JOYCE MARTIN
MARKETING & COMMUNICATIONS COORDINATOR
jmartin@northiowacorridor.com

