



Summary of Major Themes

The City of Orange City is partnering with ISG on an action-based Community Development Plan centered around the three primary facets of community growth: housing, quality of place, and commercial and industrial development.

The team recently finished Phase One: “Visioning + Goals,” which culminated with six, socially-distanced user group meetings held over two days and gathered feedback from business, City, and community leaders on their vision and priorities for Orange City in the three key areas. This interim report summarizes the major themes discussed during user group meetings and identifies focus areas for the next phases in the planning process.

Please continue to spread the word about this exciting Community Development Plan and be sure to provide input during the next rounds of community engagement planned for March 2021.

WHAT'S INSIDE?

Housing

Commercial + Industrial Development

Quality of Place

MOC/FV Elementary School Property

Housing

OVERALL IMPRESSIONS

- ✿ Many Orange City homeowners are staying in their homes instead of cycling up through the housing stock, this limits the supply of more affordable homes on the market for residents who are looking to purchase homes in the community
- ✿ To meet the City's growth goals and add the quantity and variety of housing types to the City's housing stock, the City of Orange City and the OCDC may need to continue to acquire property and serve as a developer, given the limited amount of private developer activity in the region
- ✿ Investigate opportunities to utilize relationships with other communities to meet Orange City's diverse housing requirements

SINGLE FAMILY HOUSING

- There is a need for all types and price ranges of housing; recognizing the City's goal is grow the area to 10,000+ residents, the highest need for housing will be for homes under \$150,000
- The City's existing housing stock is well maintained and has generally appreciated in value, there is a limited supply of single family homes under \$125,000
- The housing development near the new school provides the greatest opportunity for a high end housing development
 - » Considerations should also be given to include variability among lot sizes and home costs
 - » This development should include multiple high end lots that provide additional value with an amenity (no backyard neighbor, natural areas, water feature, etc.)
- Connect single family developments to amenities (trails, parks, walkable areas, etc.)

MULTI-FAMILY HOUSING

- High demand for a variety of multi-family/rental housing options including:
 - » Higher density developments (apartments)
 - » Higher density developments (townhomes/condos)
 - » Higher end rentals
 - » Interest in evaluating additional downtown upper-story residential opportunities, both rental and owner-occupied
- Incorporate amenities (i.e. water features, greenspace, playgrounds, etc.) into future multi-family developments
- The former MOC/FV elementary school property was identified as a potential location for a multi-unit housing development including amenities that would be ideal for a 55+ community or young professionals interested in living close to downtown

55+ HOUSING

- There is high demand for additional 55+ housing developments in the community
 - » This need includes the full spectrum of senior housing (55+ communities, independent living, assisted living)
 - » The housing development by the new elementary school has been identified as a potential location
- Developments should be low maintenance and include amenities like water features, natural areas, walking trails, community spaces, etc.

AFFORDABLE HOUSING

- The community's affordable housing needs should be addressed through a variety of housing types and developments including Planned Unit Developments (PUDs) with single family homes, apartments and other rental options, modular home developments, etc.
- Discussions recognized there was a need for affordable, safe housing for minorities and new Americans.
- Evaluate the potential for an affordable modular housing development that would incorporate design and landscaping standards and provide amenities for residents (i.e. greenspace and playgrounds)

FOCUS AREAS

- Modular Home Development
- 55+/Young Professional Housing Development with Amenities
- Planned Unit Development (PUD) Single-Family Development
- High-End Residential Development
- High Density Apartment Development

OVERALL IMPRESSIONS

- ✿ Workforce is both the community's biggest strength and largest opportunity—highly productive and reliable workforce and a diversity of job offerings, unemployment rates are also under 2% and all sectors of employment would benefit from additional employees
- ✿ Downtown is one of the community's biggest assets and should continue to be enhanced as a "destination experience," this includes balancing of retail and professional services storefronts
- ✿ Excitement for Northwestern College's new Center for Innovation and Leadership, can facilitate collaboration between the Center, City, and community businesses to mentor the next generation of local leaders who will create future businesses and jobs in Orange City
- ✿ Locally grown and managed businesses like Diamond Vogel and Sekisui continue to expand and reinvest in the community

GAPS OR OPPORTUNITIES

- Evaluate opportunities for coworking and collaboration spaces for remote workers and creatives, including potentially repurposing spaces at existing facilities (i.e. the library)
- Opportunities for commercial development in the community will most likely be in the following locations:
 - » Downtown, with the potential to expand downtown's footprint to include the Central Avenue Corridor and the former MOC/FV Elementary School property
 - » Coordinate with Alton to develop the Highway 10 East corridor and Highway 10/Highway 60 interchange
 - » Commercial and industrial redevelopment opportunities at the Old Airport Property
- Residents are looking for informal, intergenerational spaces that provide opportunities for socializing, activities mentioned included: bowling, mini golf, axe throwing, arcade settings, wine tasting/breweries, curling, etc.
- Opportunities to assist current businesses to expand into online sales through support from local institutions like Northwestern's Center for Innovation and Leadership
- Enhance the entrepreneurial ecosystem by implementing a "clearinghouse" to connect entrepreneurs with sources of capital and local networks
- Leverage existing community assets (strong healthcare programming and system, agricultural region, etc.) to attract businesses and industries in the ag tech, medical technology, and alternative agriculture sectors, among others
- Need for the full spectrum of restaurants in the community, including:
 - » Fast food and fast casual (McDonald's, Culver's, Jimmy John's)
 - » Fine dining and other full service restaurants (Blue Mountain)
 - » Restaurants with extended hours (Downtown Grille, Perkins)
 - » Specialty/destination restaurants (rooftop dining, breweries)
- Additional retail and services desired in the community include a sporting goods store, shoe/apparel store, ag implement dealer, daycare providers, and additional grocery options (including organic and healthy food options, like an Aldi)

FOCUS AREAS

- Old Airport Property
- Highway 10 Corridor
- Downtown

Quality of Place

RECREATION, PARKS, AND TRAILS

- Residents (youth) seeking high-skill recreation development are leaving town to get training, explore opportunities to bring these skilled programs or coaches to Orange City and make the community a destination for these events
- Desire for additional intergenerational indoor recreational opportunities including play areas for kids, sport facilities, social gathering areas, fitness spaces, etc.
- Preserve the walkability of the community by maintaining sidewalks in the historic core
- Complete the planned trails and provide a variety of experiences along the trail network, by incorporating natural areas for example; additionally, explore opportunities to expand the trail network inside the community
- Regional scale trails (like Lanesboro, MN) to connect to Sioux Center
- Expand nature experiences in parks to include more physical and educational/programming opportunities
- Add an accessible playground to the city's park system
- Ensure greenspace and parks are included in new multi-family developments or other large scale housing developments

FOCUS AREAS

- Downtown Civic District
 - » Old Elementary Site
 - » Museum
 - » Central Avenue Corridor
 - » Northwestern College
- Regional and Local Trails
- Park Experience and Variety

FACILITIES

- Explore opportunities to modernize the library and expand programming, additions could include business support resources and coworking spaces, in addition to the family-oriented programming currently provided
- Revisit the idea of an indoor recreation space for all ages
- Orange City Arts Council needs a permanent, dedicated space to house a gallery and provide classes, a partnership with Northwestern College could possibly address this need

PROGRAMMING AND ENGAGEMENT

- Build on successful Arts and Chamber events such as Arts on Stage, Arts on Central, Festival Latino, Tulip Festival, Farmer's Market, etc.
- Engage new residents in the culture of community service, provide opportunities for engagement outside of traditional avenues typically found in local churches
- Explore partnership opportunities to enhance the social fabric of the community and utilize shared resources (55+ residents and college students, Orange City Library and Chamber of Commerce, Northwestern College and Arts Council, etc.)
- Create a new city position, Director of Place/Culture, or have a city representative on the Arts Council board to ensure goals are being met and resources are allocated to promote the arts and culture in the community
- Create a historic district that incorporates walkability as a key component—encompassing Northwestern Campus (Zwemer historical building), the Central Avenue Corridor, Windmill Park, Museum, and potentially a new development at the former MOC/FV elementary school
- Consider opportunities for adding more murals or public art downtown, such as painted/decorated statues of tulips or Dutch shoes downtown (Le Mars ice cream cone public art noted as precedent)

PRELIMINARY REDEVELOPMENT IDEAS

- Community Gathering or Recreation Space
 - » Building, or part of the building, could be converted into a Community Center in the heart of the community
 - » Space could include playgrounds for kids, areas for adults to socialize and share coffee, small gathering areas, walking tracks and fitness facilities, and an area to play games
 - » Reimagine the library and move the library services into the community center to provide access to technology and information for the community, provide intergenerational and programming spaces
 - ◊ The existing Library could then be repurposed into City Hall and the Police department
 - ◊ May be a better use of resources than building a new City hall and Police station
 - » This space could also incorporate many of the items included in the Aspire concept—fitness, gyms, turf, and education; while also including some outdoor recreation options with open greenspace, playground facilities, pickleball and basketball courts, and space for lawn games like bocci ball or lawn bowling
 - » Incorporate a daycare as part of the facility to complement the existing daycare center and provide on-site services for those using the facility
- Multi-Unit Housing
 - » Intergenerational housing that provides amenities like community gathering spaces, community gardens, proximity to downtown, etc.
 - » 55+ residential condo or townhome development with a HOA

FOCUS AREAS

- Provide MOC/FV Elementary School redevelopment concepts for Community Input

