



City of West Burlington 2045 Comprehensive Plan





VISION STATEMENT

West Burlington is a welcoming, forward-thinking, and united community that celebrates its distinct small-town character and big-city amenities while growing sustainably.

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The West Burlington 2045 Comprehensive Plan is organized into six chapters:

CHAPTER 1 - INTRODUCTION

Introduction describes the purpose and need for a comprehensive plan to help guide West Burlington through the economic, environmental, and social challenges of the 21st century.

CHAPTER 2 - EXISTING CONDITIONS

Existing Conditions is a theme, topic or element-based assessment report that summarizes where the community is today, what trends, challenges, and opportunities they face, resident input via different outreach activities, and what these existing circumstances signify considering where the city wants to be in the next 20 years.

CHAPTER 3 - PLANNING LEGACY

Planning Legacy describes previously adopted plans and studies and incorporates initiatives and recommendations into the comprehensive plan.

CHAPTER 4 - THE DREAM

The Dream describes the vision for West Burlington in 2045 and establishes the goals and objectives that create the roadmap for the future land use plan based on the elements established in Chapter 2. These elements provide an overview and an introduction to the comprehensive plan. The overarching vision for the city of West Burlington will be introduced in this element and set the tone for the plan. This element also includes much of the information gathered in earlier tasks, including history, demographics and data, assumptions, and the planning process.

CHAPTER 5 - FUTURE LAND USE

The Future Land Use chapter is theme/element-based and presents a 20-year vision for land use and development. It also specifies and classifies the land use categories utilized on the Future Land Use Map and identifies related policies.

CHAPTER 6 - IMPLEMENTATION

Implementation describes the key projects, programs, regulations, partnerships, organizational changes, other actions, and strategies needed to implement the goals and objectives of the plan. Various actions required to implement plan recommendations are presented in matrix format with identified responsibility, task, and time frame.



Chapter 1 - **Introduction**

CHAPTER 1 - INTRODUCTION

A comprehensive plan is a long-range document that collects data, analyzes current conditions, states the city's vision, and creates viable policy solutions to achieve it. The plan provides guidance on growth, development, and investment throughout the city of West Burlington. A comprehensive plan represents city residents, business operators, and stakeholder aspirations for the future and provides the framework to get there. The 2045 Comprehensive Plan replaces the city's adopted 2007 plan, "West Burlington Vision 2020". Since then, priorities have shifted, and what once was the distant future is now the present. The 2045 Comprehensive Plan includes goals and aspirations from the present (2024) through the year 2045.

Recommendations for the comprehensive plan are crafted with the input of a steering committee, community meetings, an online interactive map comment board, focus groups, and city staff. At these meetings, community members described the need for quality affordable housing for all ages and incomes, the importance of keeping the eclectic small-town charm and community character, the need for the expansion of infrastructure such as internet and roadway improvements in appropriate locations, and the desire for continued investment in local businesses. The overarching themes of the comprehensive plan were developed based on these comments and discussions. Within each section, the comprehensive plan provides clear and workable recommendations directed by residents and a roadmap of how to get there.

West Burlington is a small but growing community located in Des Moines County in the southeast corner of Iowa. It is bounded on the east and south by the City of Burlington, to the west and north by unincorporated Des Moines County and the Iowa Army Ammunition Plant (IAAP). During the past 15 years the physical size of West Burlington has expanded to a certain extent.

It was recognized that even the best long-range plan will grow stale and less relevant over time unless special effort is made to keep it current and fresh.

The plan therefore built into its policies a program for annual updates, as well as more significant reexaminations and updates on a five-year cycle. The

City of West Burlington is currently in the process of initiating the first such major update, and this report sets forth recommendations for how the plan should be updated.

These recommendations will be modified if needed after the first meeting with Comprehensive Plan Steering Committee (CPSC) and Kickoff Community Engagement to reflect the input of citizens and both internal and external stakeholders. Summarizing them in report form provides the opportunity for interested parties to review and comment on the recommendations prior to undertaking the detailed and lengthy task of making specific amendments to the plan text and maps.

Current growth patterns indicate the slow expansion will continue, calling for sound planning. Over the past decade, West Burlington has been a destination for families and professionals in the area. West Burlington's community character and core set of values stems from the attributes of the community which have been key in the decision-making process and actions taken to spur the growth of West Burlington and enhance the town's characteristics. These characteristics have begun to grow and change over the past few years; preparing for further changes requires further planning and updates to city guiding documents. West Burlington's Comprehensive Plan was last updated in 2007 and shaped growth over the last decade. This update is in line with the need to assess the community's growth over the past years and guide the community for the next decade with decisions pertaining to the city's investments and development.

The comprehensive plan provides the background of the current environment. It has information covering West Burlington population demographics, housing, economic development, hazards, public infrastructure, existing and future land use, and parks. The comprehensive plan includes an implementation matrix of goals, objectives and action items on a timeline that can be used to evaluate annual progress. As years go by, different pieces of the plan can, and should, be adjusted to fit the current needs of the city of West Burlington. We recommend a yearly review of the adopted goals and policy measures.

The comprehensive plan is not a standalone plan.

It is to be used in conjunction with other city plans, codes, and regulations. The plan should be used when discussing budgeting, infrastructure upgrades, and public service adjustments. The comprehensive plan should be the framework referenced when decision makers craft regulatory controls, financial tools, and other programs. The city of West Burlington comprehensive plan provides:

The foundation for the future development patterns, subdivisions, and other land use regulations.

Long-term and short-term city-wide goals and action steps to achieve those goals.

Ensures all goals incorporate professional and technical considerations regarding the future of the city.

1.1 BACKGROUND

The history of West Burlington, Iowa, is deeply intertwined with pivotal developments that have shaped its economic and social landscape. Among the most transformative was the opening of the US 34 freeway in the 1970s, which enhanced connectivity and accessibility, cementing West Burlington's role as a gateway to the greater Burlington area. The freeway not only streamlined transportation, but also facilitated the growth of businesses and residential areas, making the city more attractive to new residents and commerce alike.

Between the 1970s and early 2000s, several landmark openings further defined West Burlington's identity. Southeastern Community College (SCC) became a cornerstone of regional education, providing workforce development and career opportunities for residents. Westland Mall emerged during this period as a retail and social hub, drawing shoppers from across the region. However, like many malls across the country, its prominence has waned in recent decades. While the mall's vibrancy has diminished, West Burlington remains a robust retail hub with major national retailers like Walmart, Target, Menard's, and Kohl's, alongside car dealerships and other businesses that continue to attract consumers. Similarly, the Southeast Iowa Regional Medical Center has played a critical role in advancing healthcare access and making the city a center for medical services in the region.

The opening of the Burlington Regional RecPlex, part of which lies within West Burlington in the Flint Ridge Business Park, further diversified the city's appeal. This facility has bolstered recreational opportunities,

supporting regional tourism and enhancing the quality of life for local residents.

West Burlington's industrial and manufacturing history also holds significant weight. The closure of the Railroad Shops dealt a heavy economic blow to the area, marking the end of an era when railroads were central to local employment. Yet, the city adapted, benefiting from a range of manufacturing employers over time, including, Case New Holland, Borghi, Cobo, and AlphaGomma. These industries have sustained the community through economic shifts, providing jobs and contributing to regional growth.

Annexations in the 1970s significantly expanded West Burlington's boundaries, more than doubling its land area. These expansions laid the groundwork for future development, allowing the city to accommodate new residential neighborhoods, businesses, and industrial parks. Together, these historical milestones underscore West Burlington's evolution from a small railroad town into a dynamic, multifaceted community. The City of West Burlington originated due to its location along the main line of the Burlington Railroad during the 1880s. It was appropriate to maintain railroad shops in connection with the operation of the Burlington line at such point, and much of the early history of the city evolved around the growth of the rail industry. The town was incorporated in February of 1884.

During the years between incorporation and 1940 growth was moderate. West Burlington retained its identity with the railroad and there was little evidence of growth except for the development of a small commercial area along Federal Highway 34. As World War II began, the US Army Ordnance Department purchased about twenty sections of land just west of the city and established the Iowa Ordnance Plant (IOP), which later became the Iowa Army Ammunition Plant. Thousands of workers traveled to the area and depended on the plant for employment. This brought an urgent need for services, housing, and transportation to the front door of West Burlington. Still the city developed slowly, with most of the growth going to the larger, more aggressive city of Burlington to the east.

In 1940-41 Agency Street was widened and Iowa Highway 406 was built to accommodate IOP traffic. Into the 1950's, the Korean conflict kept the IOP active. Transportation systems improved with the widening of Highway 34 and re-routing Federal U.S. Highway 61 just to the east of the city limits.

Small and large industries began to develop in the area, along the highways and on rail spurs connecting development areas to the main line. West Burlington was slowly developing but still maintained the image of a bedroom town to Burlington.

The Vietnam War era brought rapid economic growth and then decline to the Iowa Army Ammunition Plant, as the huge demand for munitions was eliminated with the end of the war. A corresponding loss of jobs occurred with employment dropping from 6,000 to around 1,000. Active industrial recruiting, including the creation of industrial parks, helped compensate for the loss of jobs at the ammunition plant.

It was also during this time West Burlington's growth slowed and began to level off. Between 1980 and 1990 West Burlington's economy as well as its population was decreasing. However, this did not cause long-term damage to the city, and it has full recovered from that period.

West Burlington has seen substantial commercial growth in the past few years. A major home improvement center has opened, and a medical mall housing a family practice center, pharmacy, cancer unit, hospice, community health center, and physical therapy have greatly increased development activities. Development of a major medical center has been completed. The creation of the Flint Ridge Business Park that lies in both Burlington and West Burlington has resulted in some economic growth and offers additional development possibilities. More recently, West Burlington has had about a half dozen major retailers move to town and is now also experiencing housing growth. For the past twenty-plus years Westland Mall has provided a hub for commercial development in the city. A combination of current development trends and future improvements in the transportation system provide West Burlington with a very bright future.

West Burlington and Burlington, being connected by a main thoroughfare, share amenities such as work opportunities, a job force, commercial enterprises, and housing opportunities. Within West Burlington, there are several job opportunities with centers hosting different forms of employment and commercial businesses for shopping and entertainment. However, the lack of housing stock within West Burlington for those employees and shoppers requires them to live outside of the community. With the lack of housing opportunities, employees and shoppers reside in Burlington, which provides a more rounded

opportunity for housing, commercial options, and recreation with their land use planning.

GUIDING FUTURE INVESTMENT

The 2045 Comprehensive Plan establishes a clear vision of the city's future. It is a bold strategy for leveraging our strengths and opportunities to manage change and guide West Burlington into the future as a city that is thriving both economically and socially. The comprehensive plan establishes a guide for decision makers based on our citizens' core values and provides strategies to balance our social, economic, and environmental systems to create a more resilient city.

1.2 WHAT IS THE COMPREHENSIVE PLAN?

The comprehensive plan is the primary tool for guiding future investment in and development of the city. Frequently, the City of West Burlington is faced with tough choices regarding transportation, housing, economic development, neighborhood improvement, and service delivery investments. The 2045 Comprehensive Plan is the guide for making the decisions that will reinvigorate our city and address our needs. The plan establishes a clear vision of the city's future and integrates the aspirations of a diverse population. It is a bold strategy for leveraging our strengths and opportunities to manage change and guide West Burlington into the future as a city that is thriving both economically and socially. The comprehensive plan presents the "big picture" and establishes a guide for decision makers based on our citizens' core values. It provides strategies to balance our social, economic and environmental systems and create a more resilient city.

While the comprehensive plan is meant to provide a strong and constant vision for the future, it is also a living document designed to accommodate change. Progress and change will be captured yearly during the plan implementation phase of the comprehensive planning cycle, and the plan itself will be updated to account for changing trends, challenges, and opportunities as required.

The 2045 Comprehensive Plan will serve as the general guide for development in West Burlington for the next 20 plus years. The plan contains the City's official policies on land use, urban design, transportation, housing, public facilities and services, environment, and economic development.

It recommends changes to policy, defines priorities, and directs implementation actions to support the community DREAM (see Chapter 4, The Dream, the community vision for the future) and path forward. Its policies apply to both public and private properties. The 2045 Comprehensive Plan aligns with the City's Strategic Priorities, which guides the use of city resources to achieve desired outcomes that are measurable and promote accountability. Furthermore, this plan aligns internally with other City plans and policies, vertically with regional and state requirements, and horizontally with the comprehensive plans of neighboring jurisdictions. The 2045 Comprehensive Plan is used by the City Council and Planning & Zoning Commission to evaluate land use changes, and by the City Council and City Manager to make funding and budget decisions. The plan is used by city staff to regulate building and development and to make recommendations on projects and programs, many of which are captured in the Capital Improvement Plan (CIP). The CIP is the City's five-year plan for high-priority capital projects and equipment purchases. It is also used by citizens, businesses, and other stakeholders to understand the city's long-range plans for different areas of West Burlington.

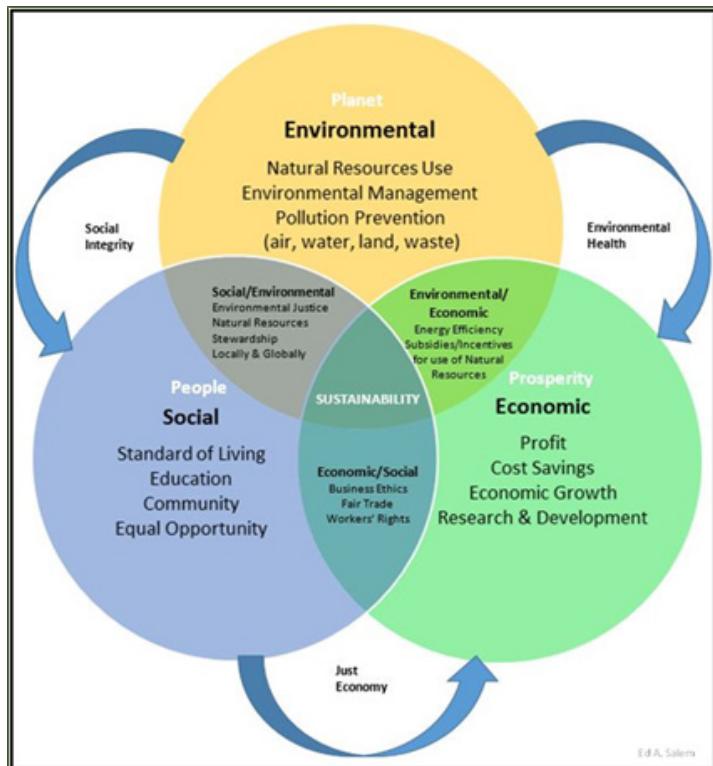


Figure 1. Comprehensive Planning Process Venn Diagram

1.3 WHY MUST WE HAVE A COMPREHENSIVE PLAN?

The comprehensive plan is a legal document that must meet specific requirements for content. The Code of Iowa (§Chapter 18B.2) encourages all localities to prepare and adopt a comprehensive plan for the physical development of land within its jurisdiction in accordance with the planning principles (Chapter 18B.1). The plan must include assessments of existing conditions, growth trends, and the future needs of the community. It must provide guidance to promote the health, safety, order, convenience, prosperity, and general welfare of a locality's residents. The Code of Iowa requires the plan to include affordable housing, transportation, and land use components. It does not, however, dictate the structure and format of the plan.

The Code of Iowa does specify the process for comprehensive plan adoption. The Planning & Zoning Commission must hold a public hearing prior to an official recommendation to the City Council for adoption of the comprehensive plan. After this public hearing, the Planning & Zoning Commission may recommend approval of the plan and forward it to the City Council for consideration. If the Planning & Zoning Commission recommends approval, it must adopt and forward a resolution to the City Council. In developing our comprehensive plan process, we added one additional layer of participation and oversight: the Comprehensive Plan Steering Committee (CPSC). The CPSC, appointed by city staff, guided the process based on citizen feedback gained through multiple outreach efforts. The figure below is a simplified illustration of the plan review and adoption process for the 2045 Comprehensive Plan.



Figure 2. Plan Review and Adoption Process

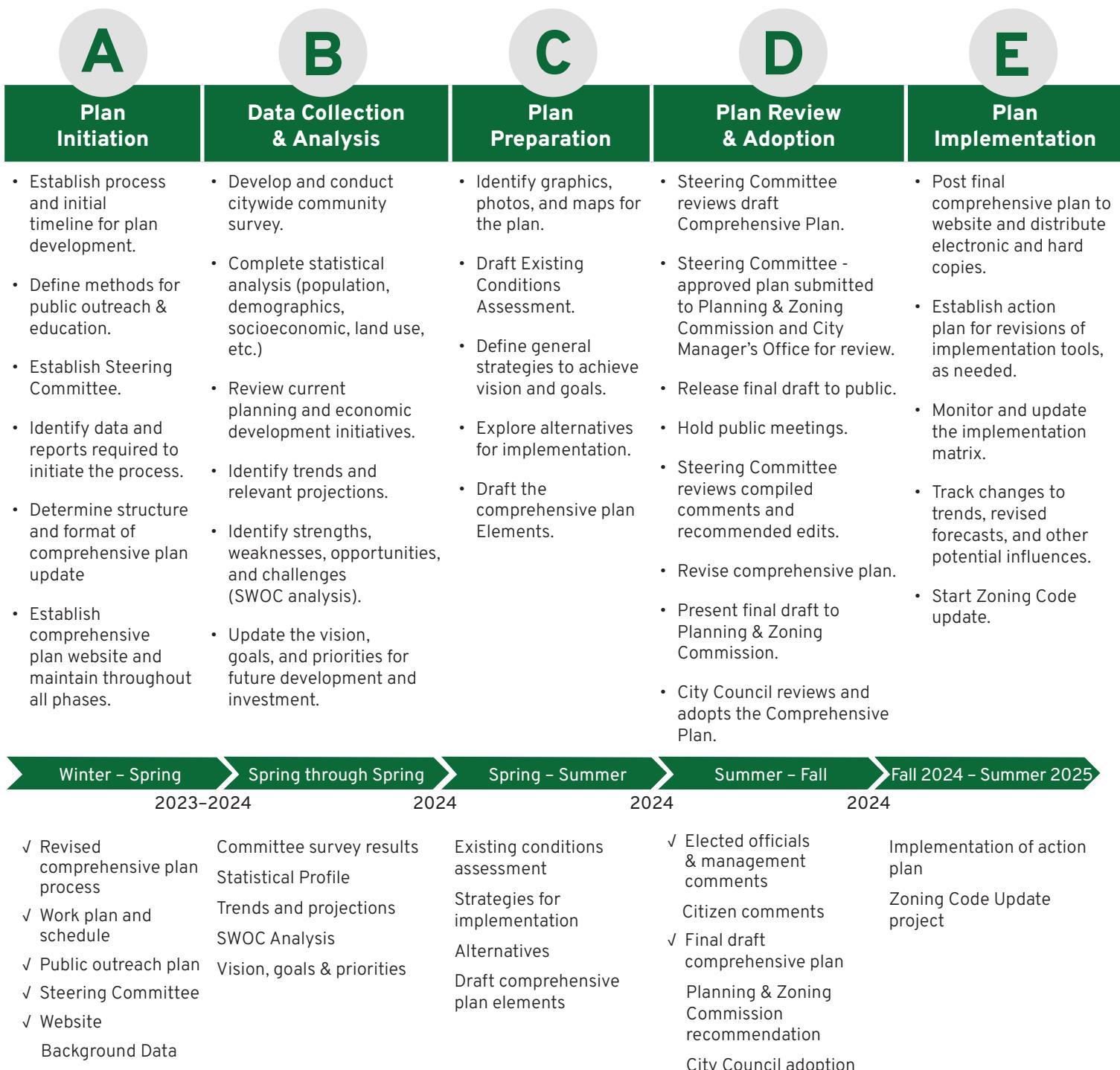


Figure 3. Comprehensive Plan Steps and Timeline

Once the comprehensive plan is adopted, the City Council may adopt amendments as needed. The process for comprehensive plan amendments is the same as the approval and adoption process required for the original plan, minus CPSC participation. The Code of Iowa encourages localities to review their comprehensive plan every 5 years to determine if changes are needed. Implementation, monitoring, and amendments for the 2045 Comprehensive Plan are discussed further in Chapter 6.

1.4 OUR PLANNING PROCESS

The planning process for the 2045 Comprehensive Plan began in January 2024 with the decision to update the adopted 2020 Comprehensive Plan to reflect changing trends and conditions. This was the first step in a continuous sequence of activities that took around 12 months to complete. The attached figure shows the planning phases with their associated schedules and outputs. Other tasks accomplished during the first phase included forming the steering committee, defining the public engagement plan, developing the comprehensive plan (StoryMap) update webpage, and launching the INPUTiD online public engagement and community survey.

To be relevant and implementable, the comprehensive plan must be based on a solid foundation derived from sound data and analysis. This allows for the formulation of land use alternatives to effectively address trends, challenges, and opportunities, providing a future in line with the long-range vision. Data collection and analysis were completed in Phase 2 of the process. Key tasks in this phase included establishing the statistical profile, identifying trends and projections that could affect the city's physical, social, or economic viability, and establishing the vision, goals, and priorities.

In Phase 3, the existing conditions report was prepared, strategies to achieve the vision and goals were defined, and alternatives for implementation were explored. This phase culminated with the draft comprehensive plan. Plan review and adoption were completed in Phase 4. Implementation and monitoring occur in Phase 5, which will continue through the next update of the 2045 Comprehensive Plan.

* Focus Groups: 6
Focus groups Interviews: Public Works Director, Building Official, Zoning Administrator, Councilman Andy Crowner

Figure 4. (right) Community Engagement Timeline

West Burlington 2045 Comprehensive Plan Community Engagement

JANUARY 2024

Community Survey Completed

City Staff meetings and coordination

INPUTiD online public engagement

1 Planning & Zoning Commission Workshop

City Staff Stakeholder Meetings

3 Steering Committee Visioning Workshops

6 Focus Group Interviews & discussion meetings*

1 Pop up Meeting

Project Website StoryMap

1 Community Open House

Planning & Zoning Commission Public Hearing, City Council Public Hearing

MARCH 2025

The engagement process continues with ongoing community meetings and presentations

1.5 HOW DID CITIZENS PARTICIPATE IN THE PLANNING PROCESS?

Effective citizen participation in the planning process ensures that diverse interests and perspectives are considered and incorporated into the comprehensive plan; it also helps gain more widespread public support for plan adoption and implementation. Citizen input informed and guided the planning process under the direction of the CPSC. The CPSC consists of a 10-member committee that assisted with the development of the comprehensive plan. The committee is comprised of appointed officials, citizens and other stakeholders representing a cross-section of our city's population.

The CPSC's purpose was to 1) review existing trends, opportunities, and socio-economic forecasts to assist in development of the vision and goals of the comprehensive plan; 2) review draft plan elements and provide feedback to staff; 3) host community meetings during the public review period; and 4) present the final draft comprehensive plan, in conjunction with planning staff, to the Planning & Zoning Commission for consideration.

A diverse mix of people, representing all walks of life in West Burlington, participated in our planning process (shown in the figure below). Feedback was gathered through a series of community engagement activities including the citywide survey, community workshop, CPSC meetings, focus groups, and roundtables. To ensure that as many stakeholders as possible had the opportunity to participate in the planning process, planning staff also accepted input through online engagement tools, the comprehensive plan update webpage, and the city's social media accounts. The public outreach process and a summary of input received for consideration are presented in Appendix B of this plan.

An update to a comprehensive plan does not change everything about the plan. It is not a start-from-scratch process. It rather provides an opportunity to set the course of the future in a positive direction. Preparing a comprehensive plan starts with setting a vision and goals for the city by engaging the public and stakeholders. This engagement identifies the community's values as well as issues and opportunities to be addressed in the comprehensive plan. This section summarizes the public process that is used to develop the city's vision and goals.



Figure 5. Steering Committee Meeting



Figure 6. Steering Committee Visioning Workshop Activity

The Public Engagement Plan Elements

The comprehensive planning process began in January 2024 and was completed in December / January of 2024-25. Engagement included:

- Establishing a steering committee
- Creating and updating a website
- Surveying people via online survey and INPUTiD online engagement tools
- Posting information on the social media page
- Interviewing key stakeholders in the community about housing, transportation, and economic growth
- In person workshops

Steering Committee

The city formed a Comprehensive Plan Steering Committee to represent the broader community and provide input and guidance on the development of the comprehensive plan. The Steering Committee met three times to discuss the Comprehensive Plan.



Figure 7. Steering Committee Visioning Workshop Activity

Workshop 1

At the first meeting, a “Visioning Workshop” was used to determine a direction for the Comprehensive Planning effort. We have reviewed the process, provide maps, data, and projections.

The steering committee has completed a:

- SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis exercise to identify the most critical community elements.
- The Steering Committee discussed Community characteristics, common values, issues that they wanted to address, and ways to improve West Burlington.

Workshop 2

At the second meeting, the Steering Committee recapped their first meeting and discussed:

- Vision statement
- Goals
 - Land Use Goals
 - Housing and Neighborhood Goals
 - Transportation Goals
 - Economic Development Goals
 - Natural Resources, Parks, Recreation, and Trails Goals
 - Utilities and Community Facilities Goals
- Objectives for the goals

The committee has conducted a strengths, weaknesses, opportunities, and threats (SWOT) analysis. The purpose of the SWOT analysis was to gain insight into aspects of the community that are working and shouldn't be changed as well as aspects that aren't working. What are the key themes and ideas that emerged from the SWOT? These key themes form the basis of the comprehensive plan, and the input was used to develop goals and establish priorities for each of the chapters within the comprehensive plan.

Workshop 3

The third Steering Committee meeting was held in October 2024 to review proposed goals and land use plan. The plan reflects their feedback. The team presented the steering committee with draft plan components and preview the land use and infrastructure elements prior to the open house.

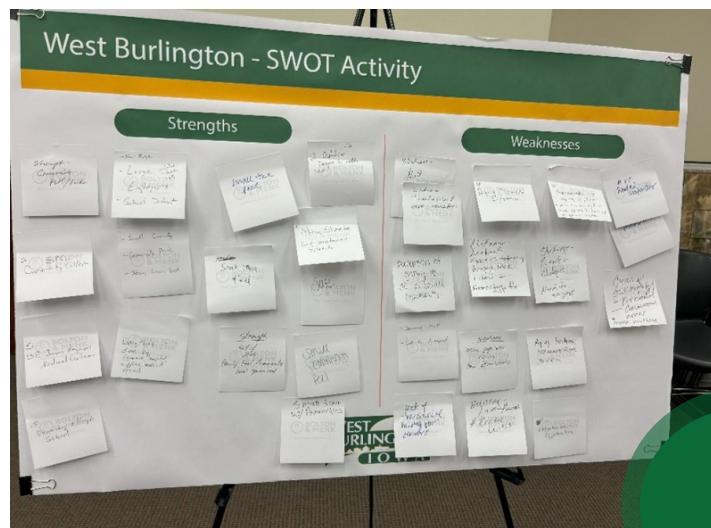


Figure 8. Steering Committee SWOT Activity

Project Website

The city hosted a project website that contained information about to the comprehensive planning process including the purpose and goals of a comprehensive plan a link to participate in the community survey, and displayed summaries about the project.

Community Survey

The community survey was posted from late March to early June on the comprehensive plan's project website. The community survey included questions about community character, housing, land use, transportation, public utilities, parks and recreation, and priorities for the community.

The city promoted the survey online, on its social media pages. As a result, almost 48 surveys were submitted. This information was analyzed and incorporated into the existing conditions chapter 2 and the dream - goals and policies of chapter 4 of the comprehensive plan.

The details and summary results of the community survey are available in the Appendix.

1.6 WHAT IS THE PLAN STRUCTURE AND SCOPE?

This comprehensive plan is the key policy document that helps make West Burlington workable, livable, and prosperous. This 2045 Comprehensive Plan update provides the vision and strategies for West Burlington to prosper and grow as a modern, 21st century city.

The plan provides an integrated holistic approach to all aspects of West Burlington's physical development and related economic and social issues, with an emphasis on environmental, economic, and social sustainability; enhancing land use and transportation coordination; and developing attractive and prosperous neighborhoods for all. The comprehensive plan seeks to:

- Inspire with bold ideas to help shape development today and tomorrow.
- Provide the basis for orderly, consistent, and predictable land use decision-making.
- Facilitate quality development throughout West Burlington.
- Provide a “green print” for more sustainable development patterns.
- Build on the ideas and guidance from the many participants in the 2045 Comprehensive Plan update process.

An important part of the 2045 West Burlington Comprehensive Plan process involved the overhaul of the original document structure and organized it around discussion subjects such as land use, transportation, housing, and community services and facilities and parks and recreation as separate elements. The physical structure of the document has been updated to develop a more cohesive and comprehensive vision; facilitate greater coordination between the various elements; and align and prioritize actions to help us more effectively achieve our goals.

The plan is organized around six (6) chapters.

Chapters one – three (1-3) integrate the technical analysis and public input gathered during the planning process. This input was used to create informed recommendations around future land use and development in the city and within specific defined areas of the city.

Chapter four (4) describes their vision for what they want West Burlington to be in 2045 and establishes the goals and objectives that create the roadmap for the future land use plan based on the elements established in Chapter 2. The overarching vision for the city of West Burlington will be introduced in this chapter and set the tone for the plan. The elements also include much of the information gathered in earlier tasks, including history, demographics and data, assumptions, and the planning process. These elements provide an overview and an introduction to the comprehensive plan. The land use, housing, transportation, public infrastructure and utilities, parks, open space and natural resources, economic development elements provide an overview and an introduction to the comprehensive plan.

Chapter five (5) The Future Land Use chapter is element-based and presents a 20-year vision for land use and development. It also specifies and classifies the land use categories utilized on the Future Land Use Map and identifies related policies.

Chapter six (6) is the implementation strategy for the plan that is organized around three community-wide goals with related objectives and actions to achieve those goals. The recommendations for future land use, the focus areas, and the implementation strategy help ensure the plan is both far reaching and focused, creating clear direction as the community implements the plan.

COMPREHENSIVE PLANS SERVE THREE PRIMARY ROLES:

1. Shared Vision for the Future.

Comprehensive planning provides an opportunity for residents to create a shared vision for their community. Residents and city staff identified issues and opportunities for West Burlington land use, infrastructure, public facilities, natural resources, and more. These findings create a vision for West Burlington and set public priorities.

2. Guidance for Decision-Makers.

The plan serves as a guide for city staff, the Planning & Zoning Commission, City Council, and other city boards and commissions as they set policy, make public investments, and deliberate land use decisions.

3. Legal Basis for Land Use Regulations.

The Code of Iowa allows cities to adopt land use regulations, such as zoning and subdivision ordinances, to promote the “health, safety, morals or general welfare of the community.” These regulations govern how to develop land within the city and its extra-territorial jurisdiction. Land use regulations recognize that people live cooperatively and have certain responsibilities to coordinate and harmonize private property uses. The Comprehensive Plan provides a legal basis for these regulations.



Figure 9. Steering Committee Visioning Workshop Activity



Chapter 2 - Existing Conditions

CHAPTER 2 - EXISTING CONDITIONS

The existing conditions assessment is presented by the plan elements, as introduced in Chapter 1, in the plan structure and scope. Elements include the following topics:

1. Community Profile and Economic Development

Assesses demographics, social characteristics, economic vitality, education, and delivery of urban services and infrastructure for West Burlington. Where relevant, comparisons are made to other localities, regions, Iowa, and/or the nation. The roundtable discussions, and other information learned from engagement efforts will be important in developing an economic development assessment addressing the city's existing commercial and industrial areas.

2. Land Use and Quality of Life

Explores land use patterns and the character of our neighborhoods to understand how we balance respect for the old while making room for the new. This section also explores design, livability, and opportunities for revitalization and redevelopment. The chapter will evaluate existing land uses, the current zoning map, and the future land use plan map. A land use capacity analysis will be prepared to help direct growth and development within the community. The results of the scenario planning exercise will help to identify appropriate land use categories and location.

3. Housing and Neighborhoods

This element examines conditions for housing and transportation to establish how these systems are interconnected and what challenges we face in providing choice and accessibility. It will incorporate the findings of the housing study specific to the city of West Burlington into the comprehensive plan. The information collected from the housing roundtable, will be a critical piece of information as we develop the future land use categories and areas.

4. Transportation - Multimodal and Active Transportation

The transportation element will examine existing roadway conditions. The current street system, including functional classifications and jurisdiction will be evaluated. The plan identifies gaps and future connection needs based on long-term growth. Many areas of West Burlington are in need of improvements to better serve pedestrians.

5. Natural Resources - Parks, Recreation and Open Space

Explores land use, development, natural resources and the ecosystem to establish assets and challenges to our ongoing efforts to balance people, profit, and the environment. This element well assesses the health and safety of our physical environment to determine what we do well and what we need to work on when it comes to ensuring equitable access and promoting healthy choices. It discusses the community's natural resources including lakes, wetlands, and other areas of high importance. This section also reviews and evaluates the parks and recreational facilities within the city of West Burlington.

6. Utilities and Community Facilities

This element includes an inventory and map of existing public sanitary sewers, watermain, and storm sewer utilities. The plan takes a fresh look at the city's existing infrastructure and identify potential capacity issues with the existing utility systems related to their ability to accommodate growth.

The comprehensive plan is the single most important document for guiding a community's development. It examines the functional elements (e.g., housing, transportation, education, economic development, etc.) which affect future development; coordinates present and probable future needs and resources; documents goals and policies to promote the health, safety, and general welfare of citizens; and establishes actions and priorities for implementation. The comprehensive plan is the means by which a community assesses what it has in terms of physical and social conditions, what vision it has for the future, and how to implement that vision. For a comprehensive plan to be implementable, it must be based on a study of existing conditions from which the goals, policies and strategies can be developed to support the vision and implement the plan. Existing conditions is a topic or element-based assessment report that summarizes where the community is today, what trends, challenges, and opportunities they face, what the residents informed us via different outreach activities, and what these existing circumstances signify in light of where they want to be as a city next 20 years.

- Our community
- Community profile and Economic Development.
- Land Use and Quality of Life
- Housing and Neighborhoods
- Transportation- Multimodal and Active Transportation
- Natural Resources, Parks, Recreation and Open Space
- Utilities and Community Facilities

Information for each topic is presented in the following format:

Key Facts and Trends

Information is pulled from a variety of resources including the U.S. Census, existing reports and studies, and stakeholder interviews. Maps, photos, and other graphics are included to emphasize key data. Data was pulled from the best available resources as of January 1, 2024, unless otherwise noted.

What we Heard

This is a summary of what stakeholders shared with Planning staff and CPSC through surveys, questionnaires, community workshops, focus groups, and interviews. Input was grouped by themes and elements and does not include every comment received. Rather, this summary presents the

overarching challenges and opportunities provided by the stakeholders during the SWOT analysis. A more detailed summary is provided in Appendix B. For the purposes of this plan, the term "stakeholders" includes all people who, individually or as part of an organized group, participated in the comprehensive planning process by providing input on current conditions and direction for future land use management and development. The term "residents" is used specifically for stakeholders who are inhabitants of the city of West Burlington.

What it all Means

These are the critical points from the existing condition assessment that were considered when preparing goals, policies, strategies, and actions to implement the vision. This is not a bullet-by-bullet response to the stakeholder comments presented in "What We Heard." Rather, this section considers the comments in conjunction with the key facts and trends to provide focus for Chapter 4, The Dream and Chapter 5, Future Land Use.

2.1 COMMUNITY PROFILE AND ECONOMIC DEVELOPMENT

This section provides key facts and trends related to social characteristics, economic development, education, and delivery of urban services and infrastructure. It also incorporates stakeholder input gathered through various outreach efforts including the community survey.

Key Facts and Trends

Demographics

The future will be built on the foundation of West Burlington as it exists today. West Burlington has evolved over time, shaped by a variety of forces such as infrastructure priorities, socioeconomic standings, and others. These forces will continue to shape the community into the future and must be considered when planning for growth and maintenance.

This section of the comprehensive plan describes how West Burlington's population and demographics have changed over the past several decades. It examines a variety of forces and factors affecting current and future development in West Burlington.

A clear understanding of these influences provides the context for community planning decisions.

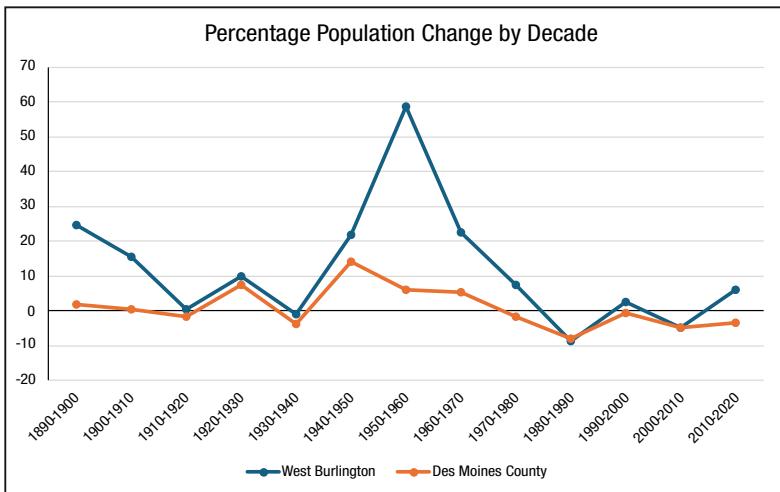


Figure 10. Percentage Population Change by Decade

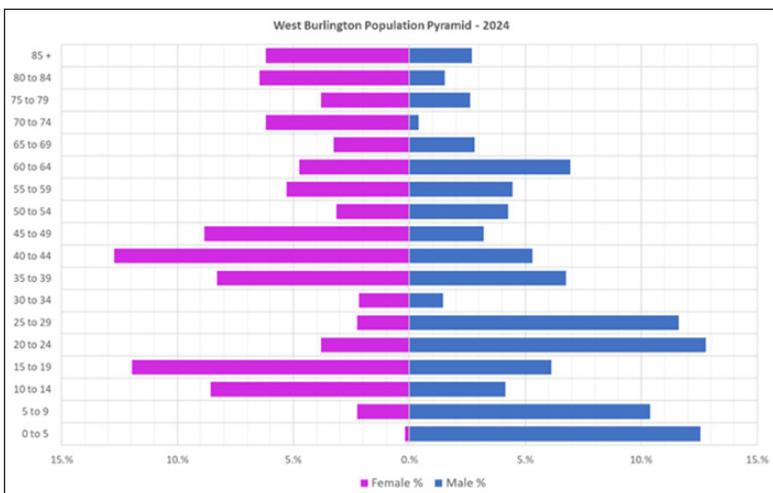


Figure 11. West Burlington Population Pyramid 2004

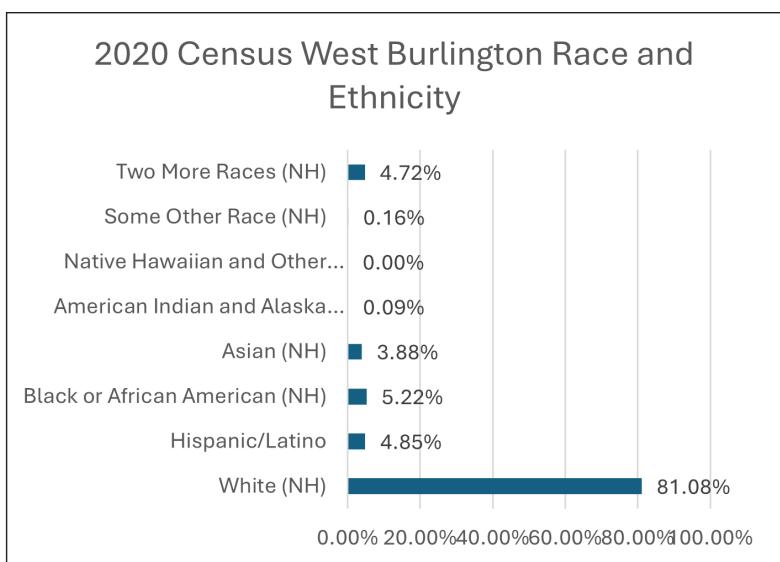


Figure 12. 2020 Census West Burlington Race and Ethnicity

Population and Growth

The identification of trends in population growth and other demographic data is a critical part of the comprehensive planning process. This information can provide potential future growth patterns and indicate what types of future needs the community may have regarding housing, public facilities, and more. The following information is useful in determining future land use needs. Growth forecasting predicts outcomes of when, where and how much population growth West Burlington can expect in the next 20 years.

- West Burlington has a 2023 population of 3,161.
- West Burlington has declined 1.1% in population since the most recent census in 2020 which recorded a population of 3,197.
- Although West Burlington has declined in population since 2020, the city has seen an overall increase in population over the last ten years. The 2013 population was 3,001
- The median age stands at 38.3, portraying a community with a significant representation across various age groups.
- Among the residents, 9.5% belong to the greatest generation (born in 1945 or earlier), 25.6% are baby boomers (born 1946-1964), 17.4% are Generation X (born 1965-1980), 20.2% are millennials (born 1981-1996), 20.3% are Generation Z (born 1997-2012), and 7% are classified as Alpha (born from 2013 onwards).

Racial and Ethnic Composition

- In terms of racial composition, 75.41% of residents are white.
- 16.43% are black.
- 8.17% identify as two or more races.
- Compared to the State of Iowa, West Burlington has a higher percentage of Black or African American residents and a lower percentage of two or more races residents. Overall, West Burlington offers a bit more racial diversity than the State of Iowa.

POPULATIONS KEY FINDINGS

- The population decline indicates a need for more jobs to suit all skill levels.
- Lack of jobs and attainable housing may contribute to the population decline.
- Restrictive development regulations may contribute to lack of population influx.
- Senior housing options should be considered for the high percentage of the aging population.

Households

- In 2021, the median household income of the 1,28k households in West Burlington, IA grew to \$42,721 from the previous year's value of \$41,538.
- 5-person families (45, 6.8%) account for the highest median family income in West Burlington with \$96,875 per family, while 3-person families (160, 24.2%) have a median income of \$31,548 per family."
- Difference: The correction clarifies that the \$31,548 is the median income per family, not per family member.
- The median household income in West Burlington is \$42,721, with the highest median household income of \$72,644 found in the 45 to 64 years age bracket for the primary householder. A total of 509 households (40.2%) fall into this category. Meanwhile, the 15 to 24 years age bracket for the primary householder has the lowest median household income of \$20,000, with 65 households (5.1%) in this group.
- With 275 households falling in the category, the \$35,000 to \$49,999 income range is the most frequent in West Burlington, accounting for 21.7% of all households. In contrast, only 46 households (3.6%) fall into the \$200,000+ income bracket, making it the least populous group.
- With 18.7% poverty level among the residents of West Burlington, females aged 45 to 54 years are the most vulnerable to poverty, with 42.6% in this age group living below the poverty level."
- Difference: The correction updates the overall poverty level from 20.3% for males and 17.0% for females to 18.7% overall, and specifies that females aged 45 to 54 years are the most vulnerable to poverty.
- According to the poverty data in West Burlington, 47.8% or 11 single-father households and 11.5% or 24 single-mother households are living below the poverty line.
- Among single-father households, those with no

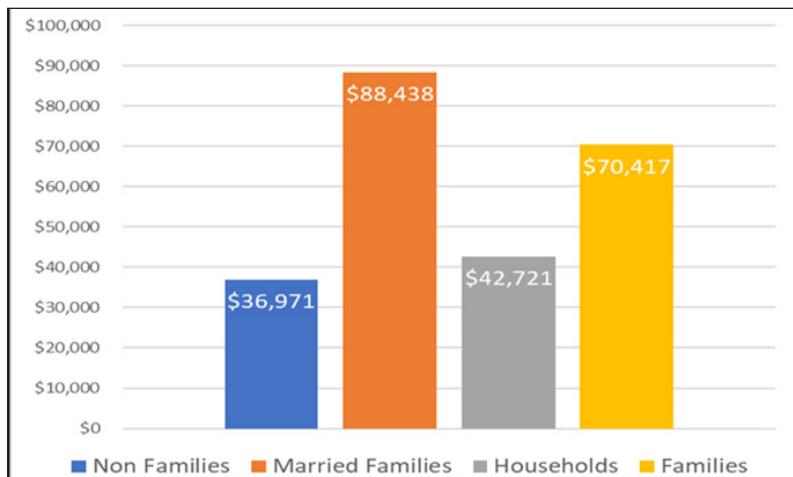


Figure 13. Chart showing Median Household Income by Type

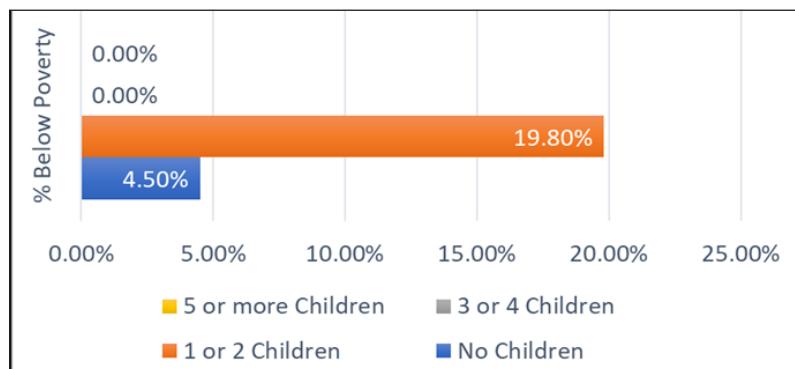


Figure 14. Income below Poverty Among Married-Couple Families in West Burlington

children have the highest poverty rate, with 11 households (47.8%) experiencing poverty.

- Likewise, among single-mother households, those with 1 or 2 children have the highest poverty rate, with 21 households (14.5%) falling below the poverty line.

Income and Cost of Living

- West Burlington has a median household income of \$42,721. Residents allocate an average of \$10,393 on mortgage and basic necessities.
- The median home value is \$136,600, which is lower than the Iowa state median of \$194,756..
- Homeownership is slightly predominant, with 51.8% owning their homes, while 48.2% rent.
- Major industries of employment include the health care and social assistance sector and the retail trade sector.

Poverty

- According to the poverty statistics in West Burlington, males aged under 5 years and females aged 5 years are the age groups that are most secure financially, with 100.0% of males and 100.0% of females in these age groups living

above the poverty line.

- The poverty statistics for married-couple families in West Burlington show that 9.8% or 42 of the total 429 families live below the poverty line.
- Families with 1 or 2 children have the highest poverty rate of 19.8%, comprising 32 families. On the other hand, families with 3 or 4 children have the lowest poverty rate of 0.0%.
- According to 2022 ACS estimates, approximately 18.7% of West Burlington residents are below the poverty level.
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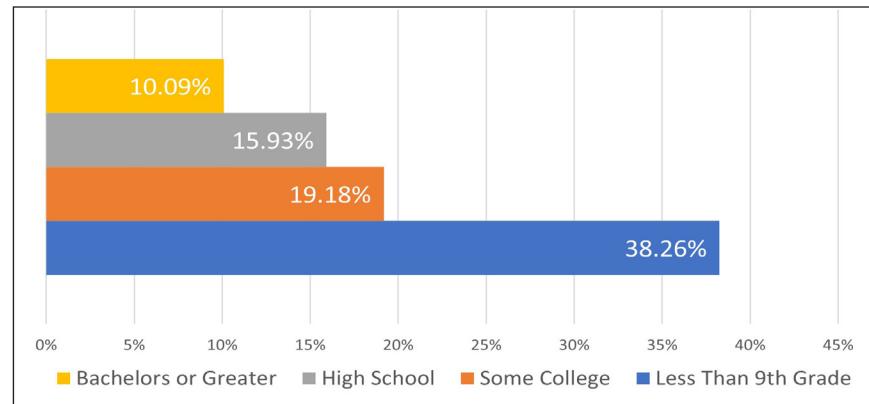


Figure 15. West Burlington Poverty Rate by Education

POVERTY KEY FINDINGS

- Married couples with no children are less likely to be below the poverty level in West Burlington
- West Burlington employers should provide competitive wages and benefit packages for employees to keep families out of poverty
- Attainable childcare can help boost the ability of parents to work in West Burlington

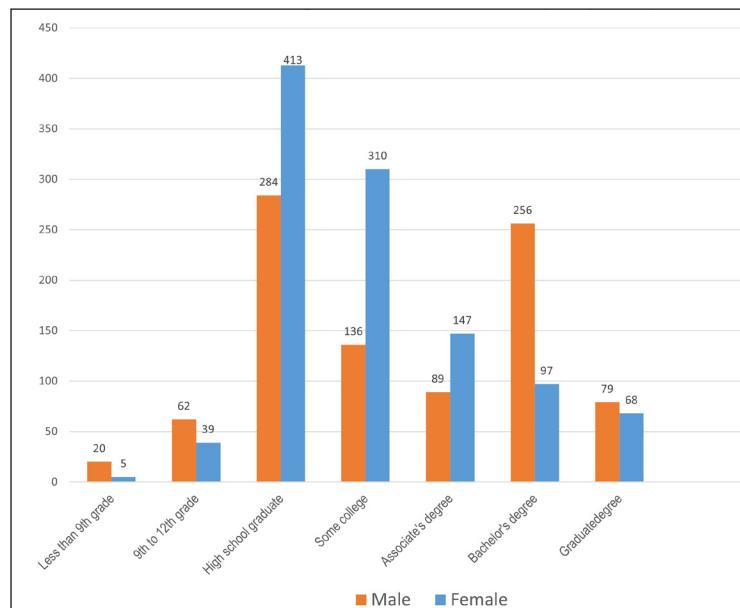


Figure 16. West Burlington Educational Attainment by Sex (Over 25)

Education and Training

- West Burlington exhibits a diverse range of educational attainment. 7% of residents have no high school diploma, 34.1% are high school graduates, 38.4% have some college or an associate degree, and 20.5% have a bachelor's or professional degree.
- Out of a total of 845 students who are enrolled in schools in West Burlington, 62 (7.3%) attend a private institution, while the remaining 783 (92.7%) are enrolled in public schools.
- In 2021, Southeastern Community College, IA awarded 767 degrees. The current overall student population of West Burlington, IA in 2021 is skewed towards women, with 926 female students and 1,395 male students.
- Most students graduating from universities in West Burlington, IA are White (255 and 37.6%), followed by Black or African American (30 and 4.42%), and Hispanic or Latino (30 and 4.42%).
- The largest university in West Burlington, IA by number of degrees awarded is

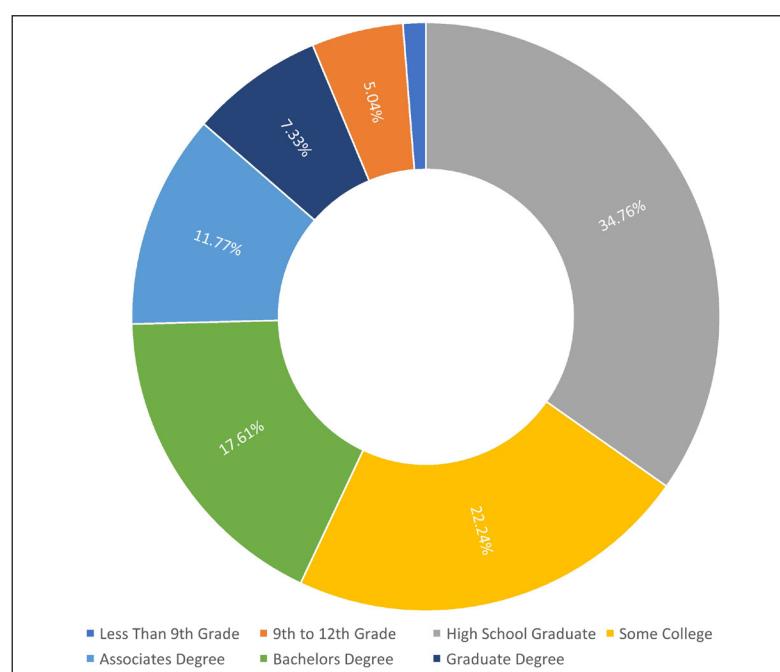


Figure 17. West Burlington Education Attained 25 years & Older

Southeastern Community College (767 and 100%).

- The most popular majors in West Burlington, IA are Liberal Arts & Sciences (217 and 28.3%), Nursing Assistant & Patient Care Assistant (92 and 12%), and Welding Technology (71 and 9.26%).

EDUCATION KEY FINDINGS

- West Burlington's K-12 independent school district provides excellent education for a range of students.
- Southeastern University is a fundamental institution for educating West Burlington residents as well as drawing new students to the area.

Economy

- The economy of West Burlington, IA employs 1.57k people.
- The largest industries in West Burlington, IA are Retail Trade (298 people), Manufacturing (255 people), and Health Care & Social Assistance (201 people)

- The highest paying industries are Public Administration (\$70,000), Real Estate & Rental & Leasing (\$61,800), and Finance & Insurance, & Real Estate & Rental & Leasing (\$60,850).

Employment

- According to the labor force statistics for West Burlington, out of the total population over 16 years of age (2,561), 58.2% or 1,491 individuals are in the labor force, with 1.5% or 22 of them unemployed.
- This chart illustrates the share breakdown of the primary jobs held by residents of West Burlington, IA.
- The age group with the highest labor force participation rate is 25 to 29 years, with 100.0% or 232 individuals in the labor force.

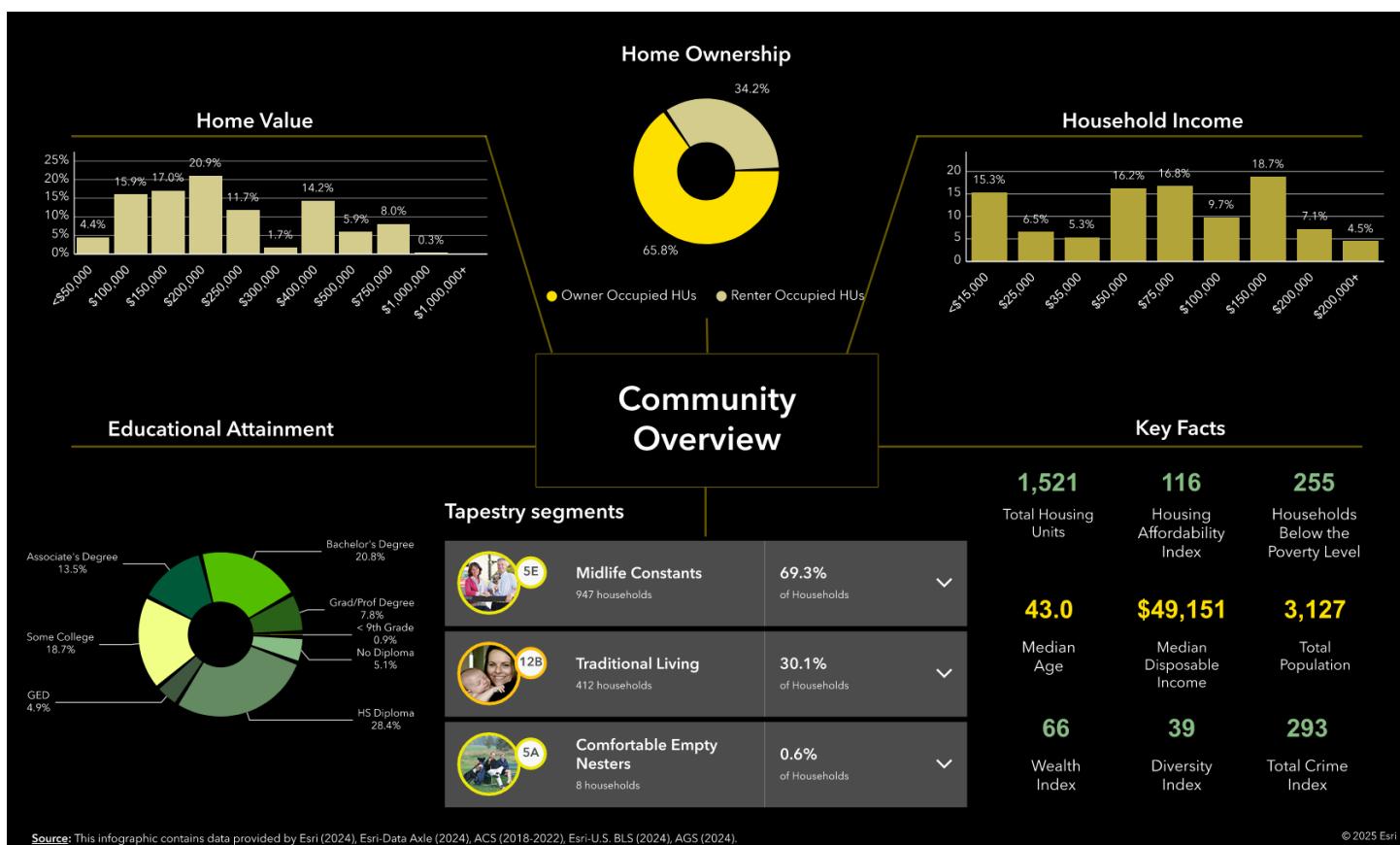


Figure 18. Community Overview Demographics

- Within the labor force, the 20 to 24 years age range has the highest percentage of unemployed individuals, with 7.6% or 13 of them being unemployed.
- From 2020 to 2021, employment in West Burlington, IA grew at a rate of 17.8%, from 1.34k employees to 1.57k employees.
- The major industries in West Burlington are educational services, health care and social assistance, and manufacturing jobs. The most common job groups, by number of people living in West Burlington, IA, are Sales & Related Occupations (244 people), Office & Administrative Support Occupations (216 people), and Production Occupations (210 people).

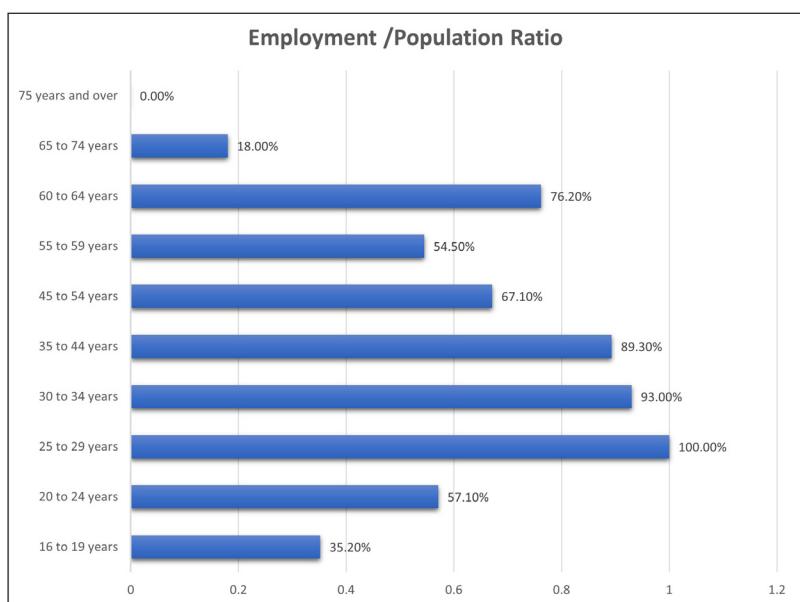


Figure 19. West Burlington Employment/Population Ratio

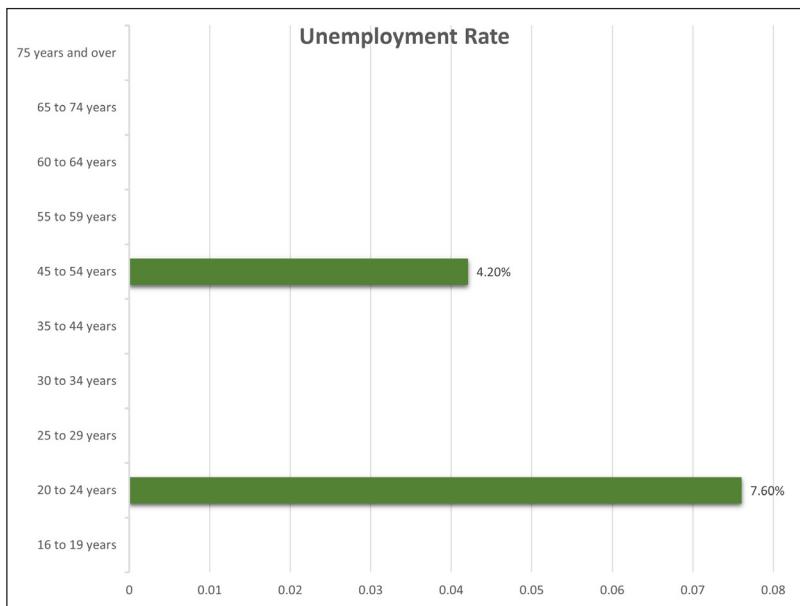


Figure 20. West Burlington Unemployment Rate

EMPLOYMENT KEY FINDINGS

- The difference in percentage of eligible labor force between ages 60-64 years and 55-59 years may result in employers having difficulty staffing positions when the 60-64 year cohort enter the retirement age.
- The school district and Southeastern College are vital employers for West Burlington.
- Economic development is going to be the leading driver of business stabilization, growth, and diversification of West Burlington after multiple years of population decrease and very slow growth in the housing market. The near term is going to be dominated by the impacts of inflation and supply chain recoveries on businesses, recovery of and the reconsideration of how to work with the newly empowered workforce (such as a remote work possibility), workplace renovations to make employees safer, online retail competition, community, and school resilience, focus on childcare initiatives, building affordable housing units (not just single-family homes), and cultural program recovery.
- If the city of West Burlington is going to grow, innovate and prosper, it must provide opportunities for its youth to grow, innovate and prosper. The same physical systems that need to accommodate an aging population need to accommodate a young population. This is especially important in the areas of education and employment.

Scenario Planning

Declining Population

Any indication of a sustained declining population, especially if it were to be coupled with inflation or market decline, would threaten the fiscal stability of the city as well as the state and country. Revenues will again need to be balanced with service cuts. Declining school enrollments may lead to more consolidations.

Slow Growth

Sustained slow growth will impact revenue gains while operating costs will continue to grow. The funding of services and improvements will be difficult. Schools will right-size accordingly.

Modest Growth

Modest growth often is not a straight-line increase but a period of ups and downs with an upward trend line. Revenues keep up with costs. Necessary repairs and replacements keep pace and growth remains within capacities. Some improvements and upgrades can be made.

Accelerating Growth

Sustained accelerating growth always presents its own challenges. Whether it is expansion or annexations, infrastructure or services, demands will grow at the same time. It is usually triggered by some major localized event like the arrival of a major new employer, or a significant technological development. The focus must shift to understanding and capturing the opportunity. In a boom period with high demands, often the private sector is willing to accelerate the capitalization of improvements.

Conclusion

The population may increase to a range of between 3,200 to just around 4,000 people by 2045. The most plausible figure would be about 3,320 or about 0.2% per year unless some major developments occur in the next 20 years.

Military (Iowa Army Ammunition Plant)

- The Iowa Army Plant is located in Des Moines County and has a rich history of providing arms and ammunition control for the Joint Forces. It resides in Southeast Iowa near the City of West Burlington. The army plant creates and delivers a large number of items for the Department of Defense. The modern production methods can support global operations.

- The depot is a capable facility that offers load, assembly, and packing for a full range of munitions and high explosive components. It also provides tank ammunition, high explosive artillery, large caliber mortars, smart munitions, scattered mines, missile assembly, rocket assisted projectiles, detonators, development, pressed and cast warheads and testing.
- The Iowa Army Ammunition Plant was first created in November 1940 and named the Iowa Ordnance Plant. It started production in 1941 in preparation for World War II. Production was stopped after the war ended, but in 1947, the US Atomic Energy Commission assumed responsibility. The plant began ammunition manufacturing once more in 1949. A year later, as the Korean War began, production increased again at the Iowa Army Ammunition Plant. These years, however, it was known as the Burlington Atomic Energy Commission Plant (BAECP). The Burlington AEC Plant finished its final assembly of a nuclear weapon in 1975. The responsibility of the facility went to the Army in 1975.
- The facilities at Iowa Army Ammunition Depot spanned across 19,011 acres with over 750 buildings, 282 igloos, and a storage capacity of 1,100,775 square feet. There are also 143 miles of roads and 102 miles of railroad tracks. The facilities for the plan are located near Danville, Flint River, Union, and Middletown. All of these communities are located in Des Moines County.
- To meet this shortfall and replenish the U.S. war reserves the U.S. is embarking on the largest expansion of the country's munitions production capabilities since the Korean War and the IAAP is slated to be a major component in that expansion.
- Site preparation has begun on a new load line on the IAAP's 19,100 acres and while the budgeted amount for this construction is classified information, it is estimated that when completed in 2027, the new melt-pour line will cost in excess of 1.5 billion dollars.
- The new production line will have the capacity of producing 85,000 rounds a month – a more than 500% increase over current production levels.
- In 2005, IAAP gained 105 mm and 155 mm artillery and multi-purpose assault weapons including missile warhead workload from the Kansas Army Ammunition Plant. There was also the family of scattered mines and detonator workload from the Lone Star Army Ammunition Plant. Both of these facilities were closed in 2005 due to base realignment and closure commission.

- The Iowa Army Ammunition Plant is a government-owned, contractor-operated facility. The site provides a variety of defense-related and government services including life support and base operations support. They are responsible for critical services like food, water, power, waste removal, housing, and HVAC. In addition, they supply:
 1. Demilitarization of specified families of ammunition.
 2. Government staff support.
 3. Supply depot operations.
 4. Tenant support.
 5. Armament retooling and manufacturing support.
 6. Property in possession of contractor.
 7. Safety, environment, fire and emergency services.
 8. Information technology services and support.
 9. Maintenance.
 10. Occupational health operations.
- The plant also works with several community organizations and partners in addition to veterans.
- However, communities adjacent to or in proximity of IAAAP are positively affected by natural resource management on the installation. IAAAP provides opportunities for general public hunting and fishing. There are no significant conflicts between natural resources management on IAAAP and surrounding communities.
- The \$1.5 billion estimated price tag will mark the new load line as one of the largest construction projects slated for the U.S. in the upcoming years. The army is also planning numerous modernization projects at the IAAP for the fiscal years 2023 through 2029. These include a new tool and die facility, roadway improvements and the design and construction of an energetics facility.
- There are opportunities for economic development cooperation between the ammunition plant and West Burlington, particularly in the areas surrounding the plant adjacent to the city. The IAAAP's support for infrastructure-related grants is crucial, given the proposed multi-million dollar investments in the facility. Additionally, West Burlington should collaborate with the plant to address the need for temporary housing solutions.

MILITARY KEY FINDINGS

- The ammunition plant is not in city limits, but has major impacts on the economy and land use of the region.
- The plant and the surrounding region can mutually benefit by allowing hunting and fishing for the general public while offering a local economic powerhouse.

What we Heard

- Stakeholders desire to develop workforce housing in order to support economic growth and bring an influx of employees
- The steering committee wants development and beautification for downtown and other corridors
- Others are seeking capitalization of the existing mall
- Most stakeholders value implementing financial incentives for development including residential and commercial activities
- Stakeholders believe that there should be efforts to attract highway-oriented commercial to the US Hwy 34 and Beaverdale Rd interchange, such as a travel plaza with diesel gas

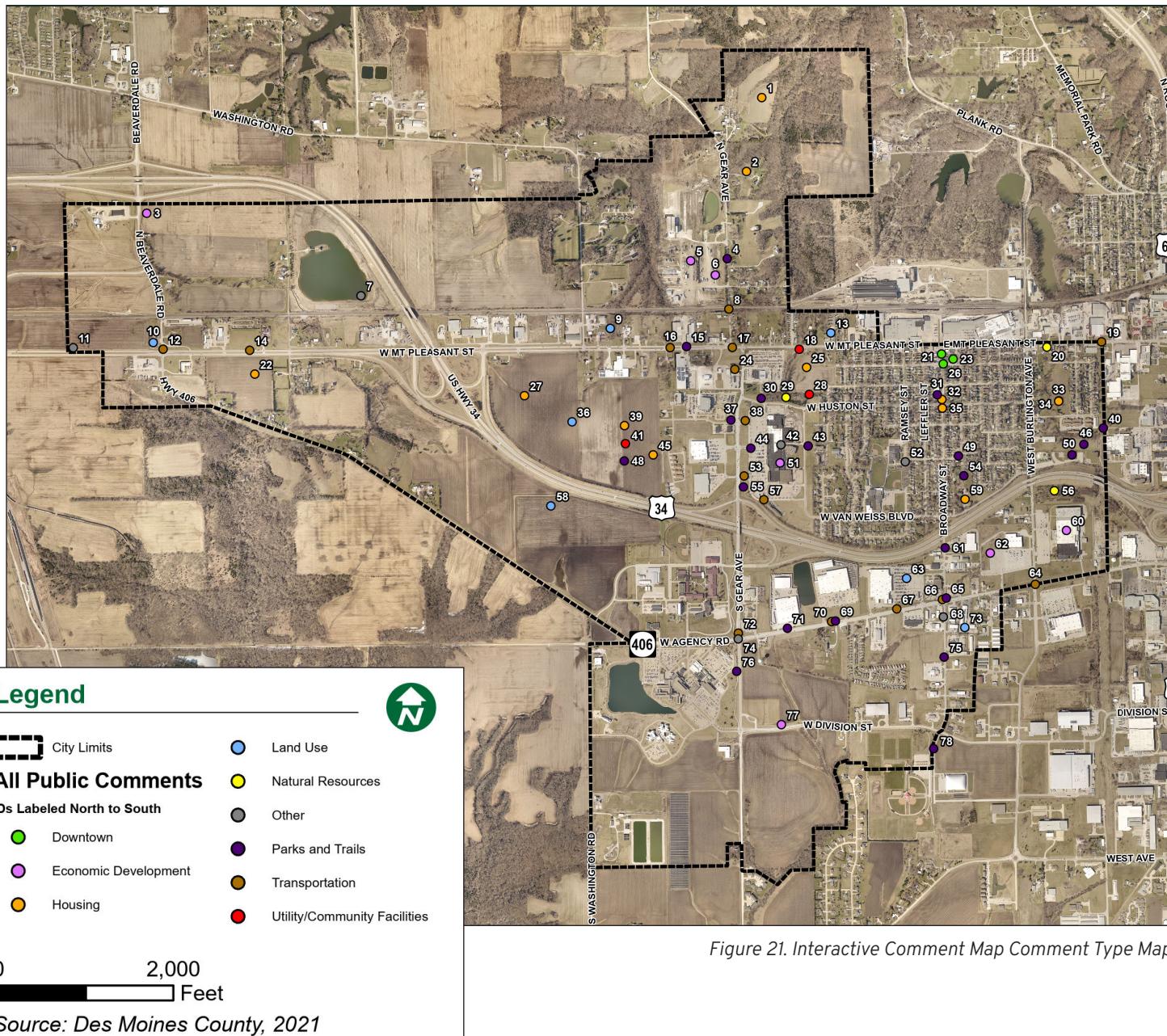
Results from the 2024 Community Survey Include:

- Survey respondents indicated a need to rehabilitate downtown and the mall
- There is a desire for more restaurants, small businesses, and neighborhood grocers
- 60% of respondents agreed that West Burlington should expand city limits
- Support for increasing population density varied with 37.5% of respondents supporting an increase of population density, 39.6% responding neutral, and 22.9% responding in disagreement
- Overall, respondents support increasing density within city limits with 56.2% in agreement, 29.2% neutral, and 14.6% in disagreement
- Respondents also feel the city should assist with the acquisition of property for development of businesses and industries
- A majority of respondents think the city should partner with organizations to assist with business workforce recruitment and retention in West Burlington, with 72.9% agreeing, 25% neutral, and 2.1% disagreeing.

What it all Means

- The city of West Burlington can do more to support the local economy. There is a desire for more partnerships between the city and local businesses and amongst businesses. This can mean supporting or creating a business association and identifying local business grants.
- The city can support economic growth by emphasizing aesthetics of commercial hubs and corridors in order to draw residents and visitors. Commercial areas should be utilized as frequent destinations.

- Improving aesthetics of commercial areas will go beyond beautification; West Burlington's community character will also be revealed in these areas
- West Burlington has the opportunity to densify commercial and residential uses. The increased density can be with mixed use development to create commercial and residential centers or slowly implementing more housing and commercial development into existing areas.



2.2 LAND USE AND QUALITY OF LIFE

KEY FACTS AND TRENDS

The first step in land use planning is to gain an understanding of the existing land use conditions present in West Burlington. These categorizations were found through publicly available parcel data from Des Moines County. Within West Burlington there are many different existing land use types at various densities. In determining future land use, two levels of analysis were performed: a general and a specific breakdown.

General Land Use

- The general land use breakdown in West Burlington was determined using the parcel's county tax assessor assigned property class value.
- These class designations were used to classify each parcel into one of the following categories:
 - Residential
 - Commercial
 - Industrial
 - Public / Institutional
 - Agriculture
 - Transportation
- This categorization served to provide a general view of the land breakdown in West Burlington.
- For a community like West Burlington, there are general trends one expects to find in the dividing of land between residential, commercial, and industrial uses.
- Using the more general categorizations, within its 2024 city limits West Burlington has the following breakdown:
 - Low Density Residential: 8%
 - Medium Density Residential: 9%
 - High Density Residential: 2%
 - Commercial: 19%
 - Industrial: 19%
 - Public / Institutional: 13%
 - Agriculture: 30%

Specific Land Use

- While the general land use breakdown was useful in terms of understanding the land use make up of West Burlington, a more specific analysis of each parcel provided a more in depth look at the style and density of land uses in West Burlington.
- The information on specific land uses was used for various analyses in this report.

- The second categorization is divided by more specific land use types and indicators reflecting the existing zoning map. For instance, many housing types make up the single-family and multi-family residential general land uses. Each housing type, whether it be a single-family home or a townhome, has different density and household implications.
- The specific land use information was put together to create the following land use categories:
 - Agricultural
 - Rural Estate Residential
 - Single Family Residential
 - Single and Two-family Residential

Existing Land Use Pattern

- Agriculture: The most expansive land use in West Burlington is agriculture spanning approximately 40% of the total area of the city.
- Residential: Accounts for 16% of the developed land in West Burlington.
- Commercial: With a total of 500 acres (16% of the city's designated land), this category includes uses such as office, restaurant and entertainment, retail, services, auto-oriented business, and commercial recreation.
- Industrial land uses constitute 2% of land area and is used for warehousing, general-industrial, manufacturing, or other industrial agriculture purposes.
- Industrial and commercial land uses line the essential arterial corridors of W Mt Pleasant Street and S Gear Avenue. These roads have the capacity to serve the surrounding uses.
- Public / Institutional: public facilities comprise 369 acres, 12% of total designated land. Included in this category are uses such as schools, public utilities, parks and recreation facilities, libraries, and government offices. The Southeastern Community College, medical facilities such as Southeast Iowa Regional Medical Center, public elementary, and middle/high schools are examples of uses that are included in this category.
- Right-of-way makes up 14% of land area in West Burlington
- Below is a brief description of each land use category with use characteristics and location criteria.

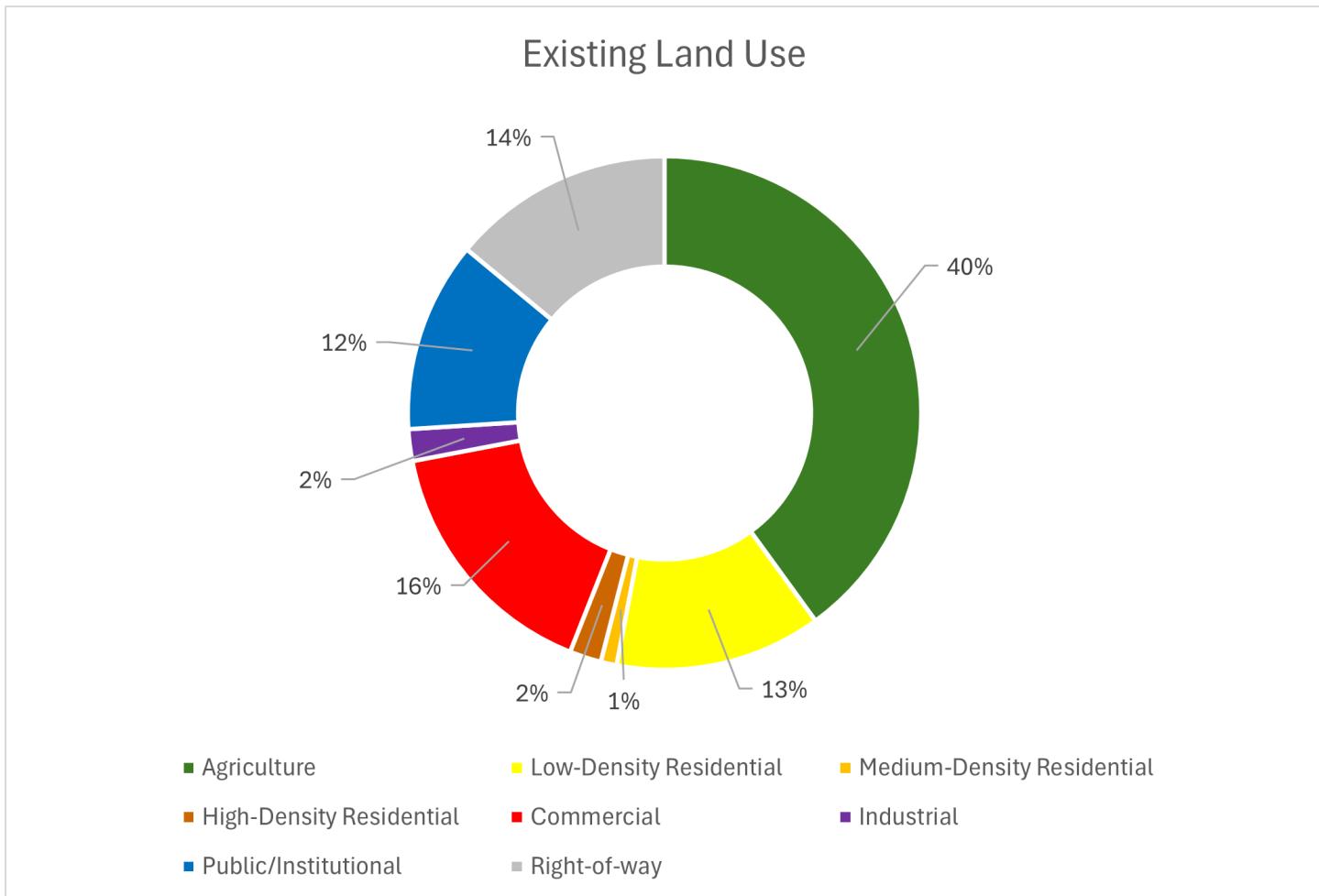


Figure 22. Existing Land Use Breakdown Chart

Key Land Use Features

There are some key features that define the existing land use pattern in West Burlington.

Existing Land Use Classification and Definition

Land Use Category	Use Characteristics	Features and Location Criteria
Agriculture	Agriculture or conservation will remain the principal use. These areas are intended to remain as agricultural uses but may transition over time to other uses as community growth, annexation and city infrastructure create change.	Many areas surrounding the community are used for agricultural purposes. These areas should be protected from extra-territorial development until such time as public infrastructure systems and annexation occur and development is ready to move forward.
Low-Density Residential	Single-family homes with one unit per structure are the primary use for this land use. These areas are meant to restrict business and industrial uses to cater to low density housing.	Low density residential should be properly served by city services including utilities and adequate road infrastructure. Low density residential can also be in rural areas at the fringe of the developed area of the city, where municipal sewer infrastructure is not yet in place. Future low density residential areas can be developed adjacent to existing housing on agricultural land.
Medium-Density Residential	The purpose of this land use is to provide moderate density housing options compared to low density residential. These areas are meant to restrict business and industrial uses to cater to low to moderate density housing options of single family and two family detached or semi-detached dwellings.	Medium density residential acts as a buffer between low density residential and commercial areas. Medium density residential can be walkable to commercial hubs such as the downtown. Existing low density residential can be guided for medium density residential to increase density and housing options.
High-Density Residential	High density residential consists of multiple family development while still restricting business and industry uses. This density facilitates up to four dwelling units per structure.	High density residential is best placed along commercial corridors and between low or medium density housing and commercial areas. Road infrastructure that adequately serves commercial areas can typically also serve higher density housing. Higher density housing near major roads also avoids excess traffic in lower residential areas.
Commercial	Commercial land uses are geared toward businesses, retail shops, personal services, and offices to serve local and regional markets. The scale and type of each use is determined by location and other market forces.	Commercial areas can be hubs acting as a neighborhood node or can be a commercial corridor along a moderately high trafficked road. Commercial areas should be served by adequate road infrastructure to reduce potential traffic.
Industrial	Industrial areas are utilized for manufacturing, warehousing, distribution, wholesale, and similar uses. Industrial structures can range from one to three stories in height.	Industrial uses should be separated from residential areas. Heavy industrial should be separated from residential and agricultural to protect the health of the community. Industrial uses are better suited on the east of a city perimeter due to wind typically blowing west to east. This can reduce air pollution brought to residential and agricultural areas.
Public/Institutional	These areas typically have uses to serve civic needs. Specifically for West Burlington, this land use has the Southeastern Community College and the Great River Health Southeast Iowa Regional Medical Center.	Public/Institutional land uses can be designed as a campus including multiple buildings and structures to serve the use. Since these uses favor campus style development, large parcels with room for outward expansion are favored.

Residential - Single-Family Homes

- The existing land use pattern in West Burlington can be defined by the dominant role single family housing plays in the layout and feel of the community.
- West Burlington's housing stock includes a mixture of very old (1900 or older) and very new homes (2000 or newer).
- The older homes are generally located in the residential neighborhoods surrounding downtown along E Wheeler, Glasgow and E Huston Streets.

- The newer homes are mostly found in new subdivisions south of downtown / E Pennington Street and on both sides of Broadway Street south E Pennington Street.
- Single-family homes account for a large majority of West Burlington's residential existing land use composition.

Commercial - BUS 34 (W Mt Pleasant St) and Highway 34

- West Burlington is also influenced by the proximity of three major thoroughfares, BUS 34, Highway 34 and Highway 61.
- These three highways act as the main entryways into the community and the intersection of BUS 34 and Broadway Street marks the beginning of historic downtown West Burlington.
- BUS 34, also known as W Mt Pleasant Street, runs east-west through West Burlington and is a key commercial and industrial corridor for the city. It is the closest and main connection to Highway 61 and Highway 34 and much of the micro area.
- Highway 34 provides access to West Burlington's major retailers and schools. Highway 61 runs north and south as it runs near the east edge of the community.
- Highway 61 connects West Burlington to the nearby community of Muscatine north and Fort Madison south.
- BUS 34 has a mix of commercial, residential and large percentage industrial land uses along its stretch.
- BUS 34 also defines much of W Mt Pleasant Street, a popular connection street to the city of Burlington that is a major draw of visitors to and through West Burlington.

Gear Avenue

- West Burlington is a regional shopping hub in southeast Iowa, mostly due to the presence of Westland Mall and other nearby "big box" businesses, such as Target.
- Westland Mall is home to more than 20 businesses.
- Two prominent vehicle dealerships, Deery Brothers and Shottenkirk are also located along Gear Avenue.
- Importantly, the Great River Medical Center complex is located off Gear Avenue.
- In addition to West Burlington's most prominent and well-known commercial center, there are numerous commercial areas throughout the city.

Downtown Core

- West Burlington is fortunate to have the foundation of a beautiful historic downtown highlighted with north south Broadway Street as the major commercial activities street.
- Downtown West Burlington is a key cultural, civic and commercial hub in the community. With its charming brick buildings with historic façade and character, downtown West Burlington is a special amenity for West Burlington to utilize and highlight as it attracts residents and growth.
- While many feel downtown West Burlington could be improved, there was also near unanimous belief that the downtown was an important asset for West Burlington to enhance the quality of life in the community.

Mt. Pleasant Street (BUS 34)

- The Mt. Pleasant Street Commercial District extends the length of West Burlington's north side.
- Mixed land use is frequent in such strip developments.
- The conflicting land uses along Mt. Pleasant Street are not an issue for either residential or commercial landowners, and they are generally accepted as long-term uses.
- Mt. Pleasant Street is home to professional offices, a warehouse, churches, homes, a car dealership, mobile home courts, and a variety of industries.
- Sewer extensions west of Gear A venue along Beaverdale Road opens up a huge space for development.
- The blend appears to be working well, as businesses along this "strip" have stayed viable for a long time.

Agency Road Commercial Areas

- Remaining stable for some time, the commercial area at Agency Road has increased over the past few years.
- This area's businesses include mix retail and services ranging from insurance offices, a bicycle store, professional offices, a lounge, a construction firm, a hair salon, a rental shop, a bakery, a timber company, a tire center, car service facilities, a bike shop, to a distributorship.
- A Walmart store and other large box stores are added value to the neighborhood.
- The intersection of Agency Road/Highway 406 and Gear Avenue has been a vital location for development in West Burlington.
- There are a mix of land uses around this intersection.

- The area is home to educational institutions such as Southeastern Community College, which has been here for years, medical facilities such as Southeast Iowa Regional Medical Center, and a mix of large and small commercial enterprises.
- This area has potential for expansion and further development. This location is ideal for a variety of land uses, including commercial/office and high-density residential development which is vital for the growth and resiliency of West Burlington.

Industrial Land

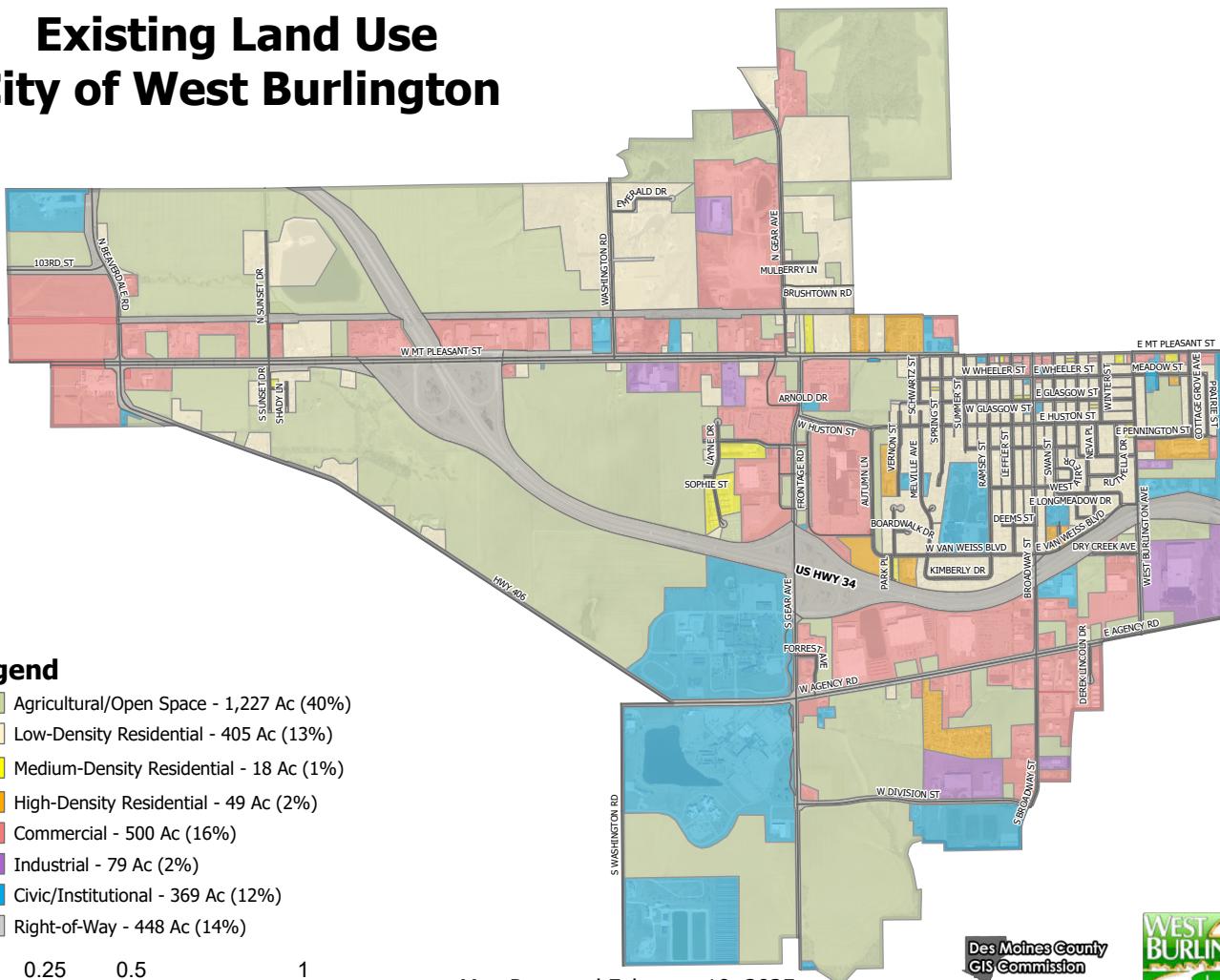
- Industrial areas in West Burlington include the area south of Highway 34 south and along the BUS 34 (Broadway Street).
- A growing industrial area of the community is on the Western edge of West Burlington along Highway 406.
- This industrial land provides an important employment and tax base for West Burlington.
- Industrial employers in West Burlington include Big River Resources LLC, an ethanol production company, KPI Concepts and Borghi USA Inc, both manufacturing companies, Case New Holland, Cobo, and AlphaGomma.

EXISTING LAND USE KEY FINDINGS

- A review of existing land use within the West Burlington city limits (as of 2023) shows a close percentage of allocation but an indication of balanced development among residential, commercial, industrial, and institutional uses. (See Figure Existing Land Use)
- Residential uses, separated as single-family and multi-family categories when combined are 581 acres, or 18.75% of West Burlington total land area.
- Large swaths of agricultural land, particularly in the north and eastern portion of West Burlington, total 945.5 acres. Many of these agricultural properties were the city intent of being developed for another use in the future.
- Both Commercial and industrial land uses are at the maximum level, and they can be considered over saturated for a community in the size of West Burlington.

“ Good zoning will allow for different kinds of land uses that are compatible with each other to coexist, for flexibility in building within parcels in the zone, and yet maintain the health, safety, and welfare of people living within the zone and outside. ”

Existing Land Use City of West Burlington

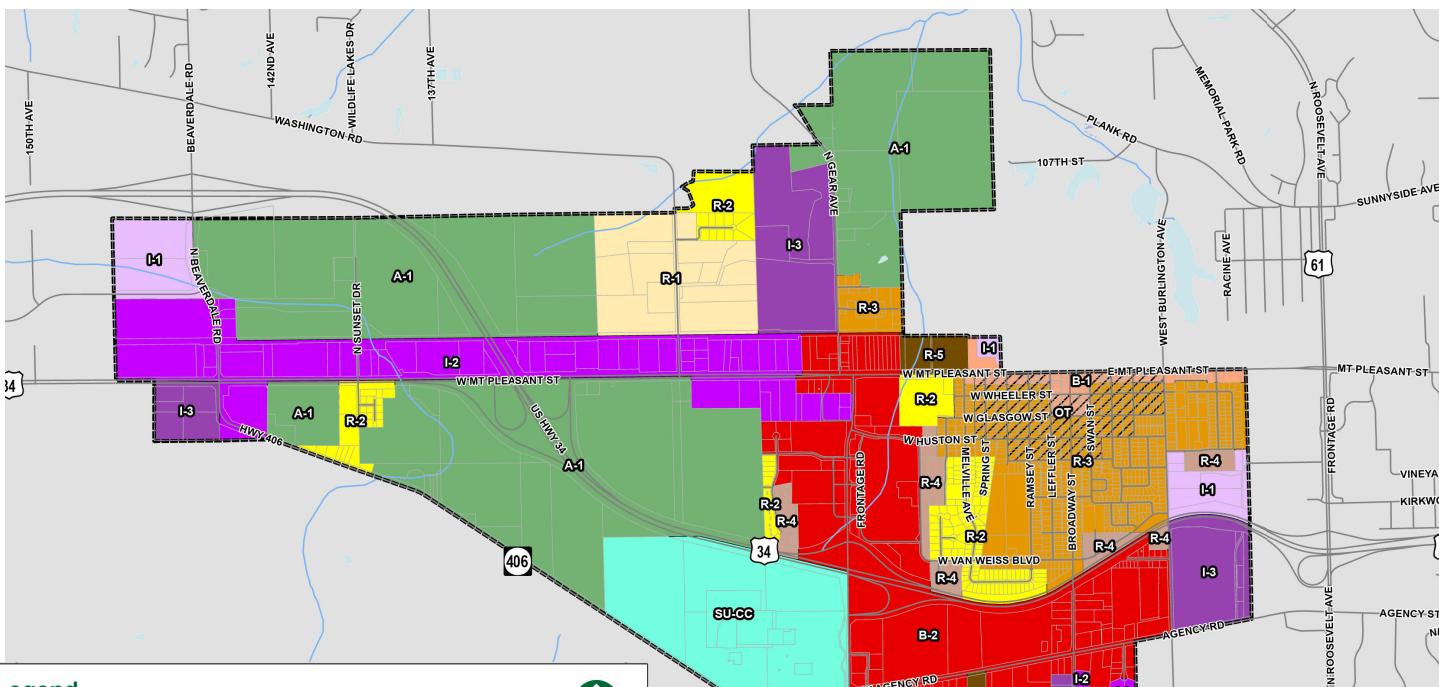


EXISTING ZONING KEY FINDINGS

- Using the same broad categories examined for existing land use, approximately 70% (2161 acres) of West Burlington's city limit 3099 acres are developed.
- The most prevalent zoning is 1058 acres (34%) of agriculture land.
- Residential zone is at 548.21 acres (17.7%) where 30.27 % is single-family residential (which includes the small amount of two-family residential).
- Nearly half of the residential land accounts for medium density residential at 267 acres (48.67%).
- The rest of the current zoning in West Burlington is divided among commercial with 344 acres (11%), public / institutional at 397.33 acres (13%), and industrial with 130.27 acres (4.20%).
- Transportation zoning encompasses only 514 acres (16.60%) and vacant urban land only 102 acres (3.30%).

“ Zoning Code does not just apply to new apartment buildings or new subdivisions that are being developed in the city. It impacts people who want to do a small addition on their property, or they want to rebuild a garage. ”

Existing Zoning Map



Legend

	B-1: Limited Retail Business District
	B-2: General Business District
	I-1: Limited Industrial District
	I-2: General Industrial District
	I-3: Heavy Industrial District
	SU-CC: Specific Use - Community College District
	SU-MC: Specific Use - Medical Center District
	OT: Old Town Overlay District
	Rivers and Streams

Source: Des Moines County

Zoning Acreage

Zoning Designation	Acres
Agriculture	941.50
Rural Estate Residence	111.45
Single-Family Residential	125.18
Single and Two-Family Residential	256.74
Multi-Family Residential	46.94
Mobile Home Residence	32.52
Limited Retail Business	31.85
General Business	555.35
Limited Industrial	72.19
General Industrial	264.75
Heavy Industrial	258.79
Specific Use - Community College	194.58
Specific Use - Medical Center	202.75
Old Town Overlay	80.56

Our Neighborhoods

- The east end of the city includes a range of residential typologies including single family homes, duplexes, and apartments. The span in housing types can help provide enough housing options for all West Burlington residents.
- The Old Town overlay indicates the extent of development in West Burlington as of 1930. This overlay district is intended to accommodate residential lot dimensions of a considerably higher density than elsewhere in the city. The district is also intended to ensure that infill development and redevelopment in this area are consistent with the established aesthetic character of the neighborhood.
- Planting trees in the front yard of every new residence in the Old Town overlay is strongly encouraged, whether within the terrace space or the area between the dwelling and the sidewalk.
- Rural estate and single-family properties are also near the large agricultural parcels, maintaining a rural residential atmosphere for those neighborhoods.
- The downtown area acts as a node for the major residential area of West Burlington. This area represents much of what small town Iowa main streets look and feel like. This area has the opportunity to become the heart of the community.
- The unique mix of uses and structures presents challenges; however, the West Burlington municipality is creating the energy needed to revitalize downtown and bring it to life as a specialty shop and experience center for the community. The goals are to:
 - preserve the charm of historic West Burlington.
 - create opportunities for small businesses to thrive.
 - create opportunities for people to access food and entertainment without leaving town.
 - build community through regular events and reasons to gather.
 - represent the best of what West Burlington has to offer.

Development and Revitalization Opportunities

- Since Old Town properties date back to before 1930, residential rehabilitation and façade improvements may suit the area. The Blight Area Map below shows areas of West Burlington identified as blight. The boundaries of this map are



Figure 23. Single Family Home

NEIGHBORHOODS KEY FINDINGS

- West Burlington neighborhoods offer a range of lifestyle options including being near downtown or opting for a large rural estate lot.
- Downtown has the opportunity to become the vibrant heart of the community.
- The Westland Mall area has the potential to transform into a vibrant Town Centre, serving as a focal point for community gathering, retail, and mixed-use development.

closely aligned with those of the Old Town Overlay district. The close relationship is likely due to the age of homes in the district and the development requirements of the Old Town district.

- Further development of the downtown area between Leffler Street, Swan Street, E Mt Pleasant Street, and Glasgow Street can better serve small commercial businesses and act as a neighborhood node to the surrounding residential properties. Many downtown buildings are one story. Developing up to 3 stories can create a unique mixed-use environment to cater to residents and businesses.
- Broadway Street has the potential for an upgraded streetscape with more plantings, benches, and trees to create a more walkable and aesthetic downtown.

Greenfield Development

- With agriculture being the largest land use in West Burlington, there is opportunity for greenfield development.
- Currently, there are three areas of residential that

can be expanded by absorbing agricultural land. One area is along Sunset Drive, another area is along N Gear Avenue, and the third area is along Layne Drive. Two areas have a single-family typology, and one area has single- and two-family housing options which can all be expanded to provide more housing.

- The agricultural land can also be strategically converted to nonresidential land uses including additional area for the college or additional land for commercial uses. Although agricultural land can also offer room for industrial expansion, additional industrial land may not be needed based on the high current percentage of industrial land uses.

DEVELOPMENT OPPORTUNITIES KEY FINDINGS

- Infill development fosters walkable destinations, increases housing availability, stimulates economic growth, enhances air and water quality, and preserves natural resources by preventing urban sprawl.
- Residential, commercial, and industrial land uses can all be selected for infill development, specifically downtown West Burlington
- Higher density development will conserve the use of land and promote walkable communities.

temporary reduction in property taxes for assessed value added by new construction, additions, or improvements. Eligibility criteria include being located within West Burlington city limits, applying for abatement before or concurrently with the building permit, and compliance with city codes.

Urban Design and Aesthetics

- Although West Burlington does not have a design manual, the city's design and aesthetics are guided by the zoning code which dictates some building materials, street design, and parcel development patterns.
- The Old Town overlay district requires that each dwelling unit include a space at the front entrance which can function as a porch. The porch must be a partially enclosed area with an overhang with a wooden or similar surface large enough to provide seating for one or more people. This requirement supports traditional architectural styles to create a uniform and community oriented residential area.
- The 2023 Transportation Behavior and Needs Survey indicated that additional streetlights are desired for those walking at night. Participants also indicated they wanted synchronized stoplights for better traffic flow, better pedestrian connections, specifically between Walmart and the college, and general cleaning of debris from the street to fully utilize bike lanes.
- The What's in My Community graphic below shows a breakdown of available services in West Burlington. The city has many healthcare and governmental facilities but is lacking library services.
- Infill and redevelopment in West Burlington are best suited for industrial lands, parking lots, and blighted or vacant properties.
- The industrial strip along W Mt Pleasant can be easily served by the street, the railroad running parallel to the street, and Highway 34. Infill and redevelopment of this strip will need to consider the close proximity to the residential and agricultural land uses.

Infill and Redevelopment Opportunities

- Parking lots in the commercial areas, specifically in the downtown area, can be assessed for utilization. With the rise of online shopping and home delivery, large parking lots may not be the best use of land for West Burlington.
- An inventory can be taken of the housing and sidewalk conditions for the residential areas of West Burlington. Vacant homes can be pursued for infill and redevelopment opportunities. Other homes can be pursued for façade improvements or an addition of an accessory dwelling unit.
- The Westland Mall area is prime for infill and redevelopment, offering significant opportunities to revitalize underutilized spaces and attract new commercial, residential, and mixed-use developments.

The city offers a tax abatement program, providing a



What's in My Community?

Places that make your life richer and community better

Polygon
Polygon



This infographic was inspired by the visionary [Plan Melbourne](#) and the hyper proximity 20-minute neighbourhoods concept. Points of interest are grouped into civic themes which contribute to livability and community engagement.

Points of interest are sourced from [Foursquare](#) and updated quarterly. Each category shows a max of 1250 locations.

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Figure 24. ESRI "What's in My Community" Breakdown Graphic

COMMUNITY DESIGN KEY FINDINGS

- Consistent development standards uphold historic community character.
- There is a need for additional lighting along streetscapes and better pedestrian connections to the college campus.
- The Great River Health care Center is integral to West Burlington's community identity.

What we Heard

- Stakeholders agree West Burlington offers a thriving community school district
- Some stakeholders feel West Burlington offers enough amenities with a small-town atmosphere
- Others would like to see an increase in community amenities
- Aging in place with downsizing and upsizing options within the community are desired
- There is more focus on infill and redevelopment rather than annexation
- Stakeholders feel West Burlington is a safe, welcoming, and family friendly community
- Some believe the downtown and Westland Mall area is a good place for developing community character
- West Burlington has the opportunity to differentiate itself from surrounding communities

Results from the 2024 Community Survey Include:

- Survey respondents agreed West Burlington offers a safe, family friendly, and small town atmosphere
- Respondents were split about West Burlington being able to be identified as its own place within the region, 54% agreed and 46% disagreed
- Those that agree West Burlington is readily identified as its own place within the region stated the city is known for their distinct schools and medical care
- Those that disagree West Burlington is readily identified as its own place within the region stated the city is rarely differentiated from Burlington by visitors and lacks unique destinations
- A majority of respondents (59.2%) agree West Burlington should have more affordable housing options
- Respondents also want more specialty shops and restaurants

- Most respondents (56.2%) would like to see an increase in density of development
- 72.9% of respondents agree they have access to all the basic goods and services (daily necessities, groceries, services) in West Burlington, but most respondents also shop outside of West Burlington weekly for goods and services.
- 71.4% of respondents feel safe in their community during all times of the day
- Responses were split when it comes to having access to healthy, locally grown foods, 40.8% agreed they have access, 30.6% were neutral, and 28.6% disagreed
- Most respondents (71.4%) are within a walking or biking distance to parks and open spaces
- 79.6% of respondents agree they have access to the healthcare providers that their household needs
- 75% of respondents agree they have access to great schools
- Responses to access to arts and cultural facilities were split with 23% of respondents agreeing they have access, 35.4% are neutral, and 41.6% disagreeing

What it all Means

- West Burlington is not differentiated enough from surrounding areas. Residents and visitors should be able to tell they are in West Burlington. This presents an opportunity for increasing city branding and marketing. Branded wayfinding signage should be implemented.
- The neighborhoods, health care facility, and school district contribute to West Burlington's character. Branding should reflect these vital positive attributes of West Burlington.
- West Burlington offers a family-friendly atmosphere. This reputation needs to be considered with any new development. West Burlington would benefit from implementing design standards and landscaping standards to ensure new development keeps up a positive aesthetic.
- Although respondents have access to basic goods, they are still shopping outside of West Burlington weekly. West Burlington has the opportunity to increase the commercial land use to be used for specialty shops and services. Community gardens will also keep West Burlington residents in town for produce and potentially draw visitors.
- West Burlington offers jobs, but not enough housing. Respondents support the densification of housing and commercial development. A

mixed-use land use category along corridors and at neighborhood corners can help guide development for more housing and commercial opportunities.

- The City of West Burlington should be working with local businesses and artists to support more access to cultural facilities.
- Parks and open space should be considered with any new development to support and improve the quality of life in West Burlington.

2.3 HOUSING AND NEIGHBORHOODS

Key Facts and Trends

The State of Housing

- Approximately 75% of homes in West Burlington were built prior to 1980, indicating an aging housing stock. Homeowners may be more likely to rehabilitate existing homes rather than buy new construction.
- Zoning allows a range in housing types including single family, two family, multifamily, and manufactured homes. Accessory dwelling units are not currently permitted under zoning regulations. Allowing ADUs can provide additional housing options as well as boost tourism and visitor frequency.
- Nearly 19% of West Burlington's land is utilized for residential uses, 8% is low density residential, 9% is medium density residential, and 2% is high density residential.

Housing Cost

- Median monthly housing costs are \$1,113, and the median home value is \$144,100. Approximately 65% of homes in West Burlington have a home value between \$100,000 and \$299,000. There are no homes in the city over \$1,000,000.
- West Burlington has a lower median home value compared to Des Moines County and the state of Iowa. Des Moines County's median home value is \$146,900 and Iowa's median home value is \$208,900.

Housing Affordability

- West Burlington appears to be maintaining its status as relatively more affordable when compared to regional localities, but that is of little consolation to households earning less than the \$42,141 median income who are getting priced out of the market.

- \$780 is the median rent price, 49% lower than national median monthly rent in 2021. 61% of renters pay more than 30% of their household income toward housing expenses.
- 53% of households make less than \$45,000 per year and are considered cost burdened in 2021. This range is below the Micro area (\$59,000), Iowa (\$70,571), and the United States (\$74,580).

Housing Choices

- The housing choices in West Burlington are driven by the rental market, the zoning code regulations, and jobs within the area.
- There are 1326 total housing units in West Burlington, 1272 = (96%) occupied. These numbers indicate a decline of 99 units or 7% from 2007, 1425 housing units.
- A slight majority, 52% (622) of occupied housing units are owner occupied. These numbers indicate a decline in owner occupied units by 344 units or 15% from 2007. In Des Moines County, approximately 70% of housing units are owner occupied.
- 48% (610) of units are owner renter occupied. The high rental occupancy is likely due to students at Southeastern Community College staying for a short duration. These numbers show an increase of 142 or 30% renter occupied units.
- In comparison to 2007, there were 1,425 total housing units in the city, an increase of 249 units from 1990, or 21% with 966, (67%) being owner-occupied. The remaining 468 units are rental units, making up 32.60% of the total.
- The high rates of rental housing within West Burlington are likely due to the college. Renters tend to pay over 30% of their income toward housing, indicating rental housing choices are likely too expensive for renters.
- Housing choices include apartments, single family, two families, and manufactured homes.

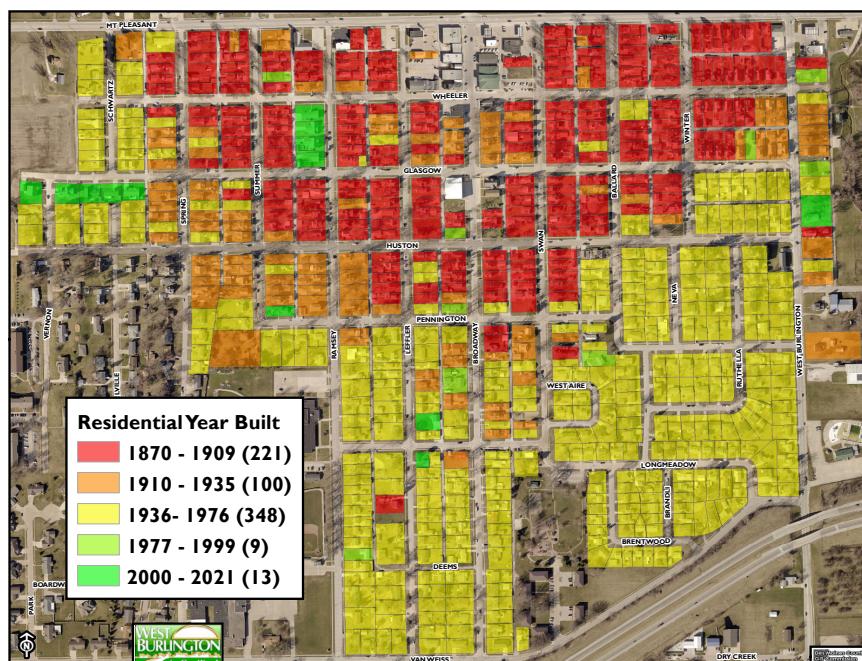


Figure 25. Residential Zoning Build Years

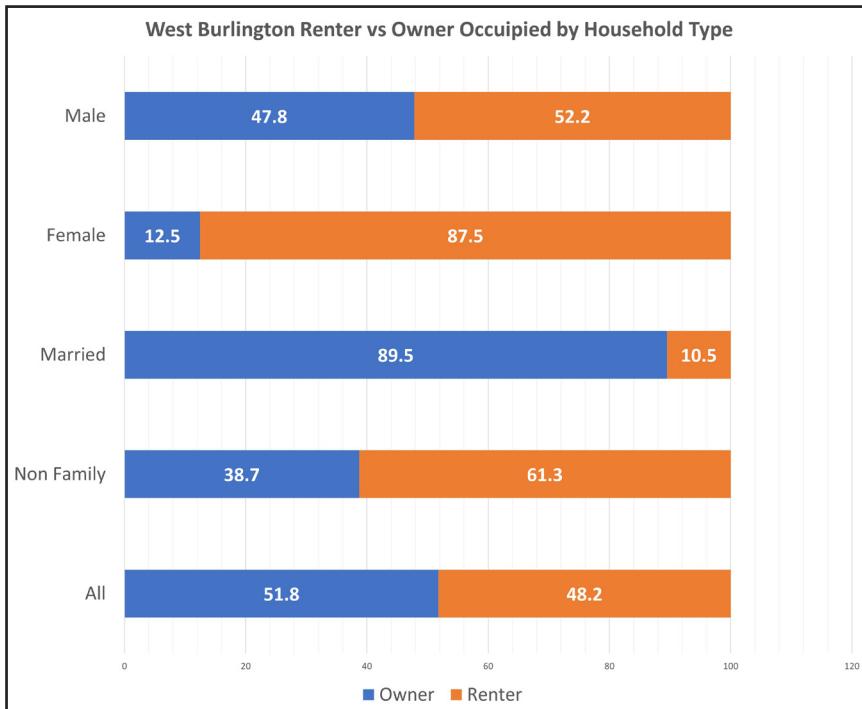


Figure 26. West Burlington Renter vs Owner Occupied by Household Type

- There is a need for 6 to 352 units of new residential units, and a need for 12 to 704 acres of developable land. The range of required housing is based on the various projected growth rates. In the modest growth projection, 4 dwelling units per year would be the average.

Based on the population forecast, we have developed a forecast of new housing units and land requirements.

Range of demand for new housing, in dwelling units

Year	0.02% Growth	0.2% Growth	1% Growth
2035	3	34	175
2045	3	31	177
Increase Units	6	65	352

Land needed to support new housing, in gross acres

Year	0.02% Growth	0.2% Growth	1% Growth
2035	6	68	350
2045	6	62	354
Increase Units	12	130	704

HOUSING KEY FINDINGS

- There is a need for 6 to 352 units of new residential units, and a need for 12 to 704 acres of developable land. Partnerships with developers are essential for establishing enough housing units.
- West Burlington does not have regulations for accessory dwelling units. ADUs can boost housing value and contribute to tourism.
- Renters are more likely to struggle with attaining housing based on renting costs and income.
- Development regulations can limit or promote more attainable housing options.
- West Burlington should maintain adequate housing choices.
- Restoration of the single-family residential areas around the downtown through state and federal funding for restoration and improvement will improve the housing stock's quality and attract more families to relocate into the school district.
- The increase of rental occupied units is an indication of a strong demand and market for multifamily and mixed-use housing.
- Increasing housing choices will increase the opportunity for housing affordability.
- The road to population growth and healthy economic development is the availability of diverse housing choices.



Figure 27. Single Family Home



Figure 28. Single Family Home

What we Heard

- Stakeholders expressed there is a low stock in housing that cannot serve an increase in residents
- Additional housing can serve new residents while also increasing the tax base for West Burlington
- Stakeholders see the need for more senior living facilities, more mixed-use dwellings, and high-end housing
- Others felt the need to rehabilitate the existing housing stock
- Lack of new housing is hindering the growth of West Burlington
- Stakeholders feel new housing should be adequately served by parks and trails including existing and new parks
- Stakeholders enjoy the friendliness of West Burlington neighborhoods and the lively community
- Stakeholders support tax abatement programs to improve residential facades

Results from the 2024 Community Survey Include:

- 50% of respondents believe there is not an adequate supply of quality housing choices for people of all ages and incomes
- Most respondents (59.2%) feel more affordable housing options are needed
- Similarly, 58% of respondents want to see more single-family homes
- Respondents did not overwhelmingly feel the need for townhomes. 36.7% of respondents agreed more townhomes are needed, 36.75 were neutral, and 26.5% disagreed
- 58% of respondents did not believe more apartments are needed and similarly, 56% did not believe more rental properties are needed
- Respondents support senior housing as 45.1% agree more senior housing is needed
- Respondents overwhelmingly agree (72%) that there need to be more incentives to maintain existing housing
- The survey indicates new housing is desired in the northwest side of West Burlington

What it all Means

- An overall improvement is needed for West Burlington's housing stock. Older homes need to be rehabilitated and additional housing units are needed. Dilapidated homes can be incentivized to be improved with tax increment financing for homeowners.
- All housing types are needed. This is an opportunity to increase the density of housing units in West Burlington while also serving the

needs of employees in the area.

- All new housing should have access to parks and trails. Subdivision regulations should be revisited to ensure new homes are adequately served by parks and trails.
- Residential design standards should be enforced. Certain types of residential design can aid in creating a neighborly community. Garage frontages should be limited, sidewalks should be installed, planting minimums should be enforced, and front yard setbacks can be reduced to bring residents closer together.
- West Burlington should establish partnerships with developers for all types of housing. The Future Land Use Map should identify areas suitable for development.

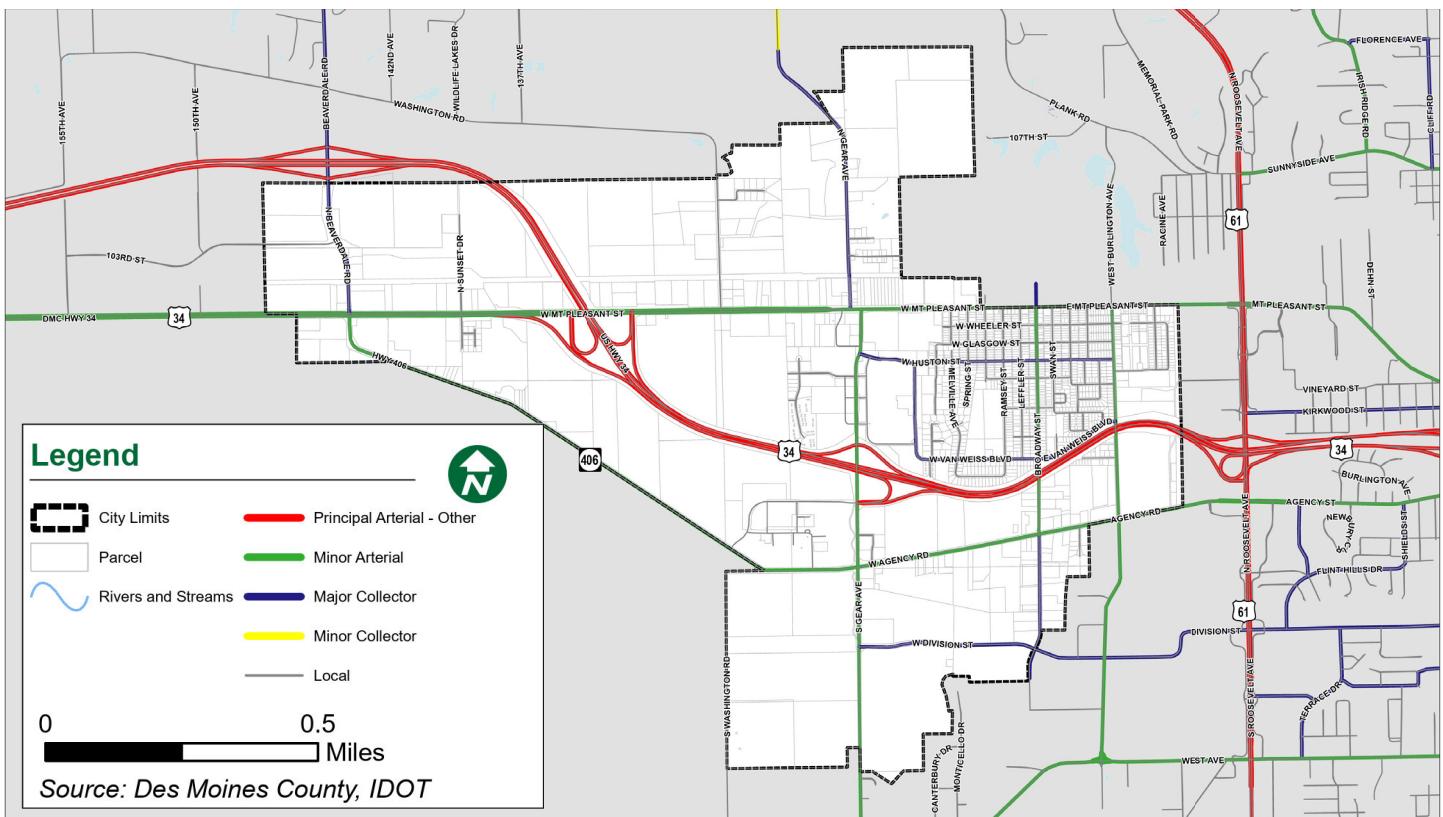
2.4 TRANSPORTATION SYSTEM- MULTIMODAL AND ACTIVE TRANSPORTATION

Key Facts and Trends

Transportation System

- The major transportation routes in West Burlington include Highway 34 running through the city, plus Agency Road in the south, Gear Avenue in the west, Mt. Pleasant Street in the north, and West Burlington Avenue in the east. Broadway is the main street running through the center of town.
- The increasing commercial traffic on Agency Road, as well as the increase in institutional, commercial, and industrial activities at the intersection of Agency Road and Gear Avenue, and subsequent rapid development along Agency, are major concerns for the city's public works department in terms of frequent maintenance, traffic control, and road safety.
- Analyzing the circulation patterns that emerge from biking, walking, and commuting routes reveals opportunities for transportation enhancements. These improvements might involve enhancing visibility at intersections where pedestrian and vehicular traffic intersect, delineating crossing points, or upgrading signage. Residents prioritize time to destination as the foremost factor influencing their choice of commuting routes.
- The Roadway Jurisdiction map below shows each individual jurisdiction that is responsible for maintenance and repair of their roads. The jurisdictions may collaborate for repairs and maintenance.

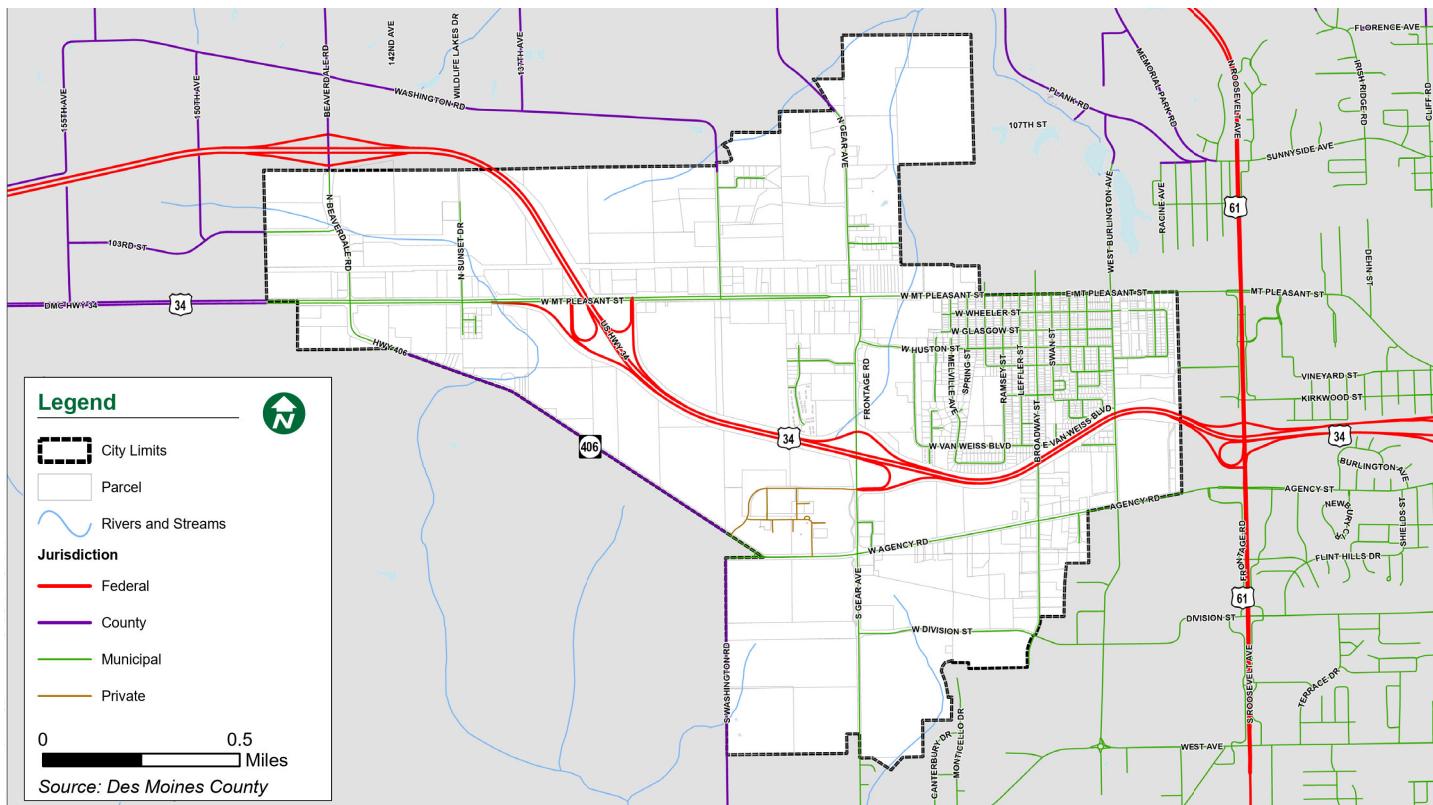
Federal Function Class Map



EXISTING LAND USE KEY FINDINGS

- West Burlington has significant room to develop housing with the large percentage of agricultural land.
- The land use proportion between the five categories is unbalanced and needs careful adjustment.
- Residential land use designations need to be expanded to include new residential land use types.
- Better land use organization and designation will promote stronger and healthier economic development and population growth.

Roadway Jurisdiction Map



Roadways and Structures

- West Burlington's business, retail, and service districts have continued to flourish. Traffic will expand even more in the coming years as more retail, service, and health care establishments are built. To keep up with and accommodate the increased traffic flow caused by this growth, the existing street network must be reviewed and updated on a regular basis.
- West Burlington's four key growth routes are Agency Street & Road, Gear Avenue, Mt. Pleasant Street, and Division Street. All of these corridors provide opportunities for continued commercial and/or industrial growth. The extension of four-lane traffic to Mount Pleasant and Des Moines, as well as the direct connection to the Avenue of the Saints, provides the city of West Burlington with excellent visibility and a highly effective gateway.
- Main corridor streets like Mt Pleasant Street, S Gear Avenue, W Agency Avenue, Broadway Street, and W Burlington Avenue facilitate movement within West Burlington.
- Mobility is key to a growing rural community. This plan will focus on the movement in motor vehicles and active transportation modes and does not intend to go into detail regarding air travel, trucking, freight or rail.

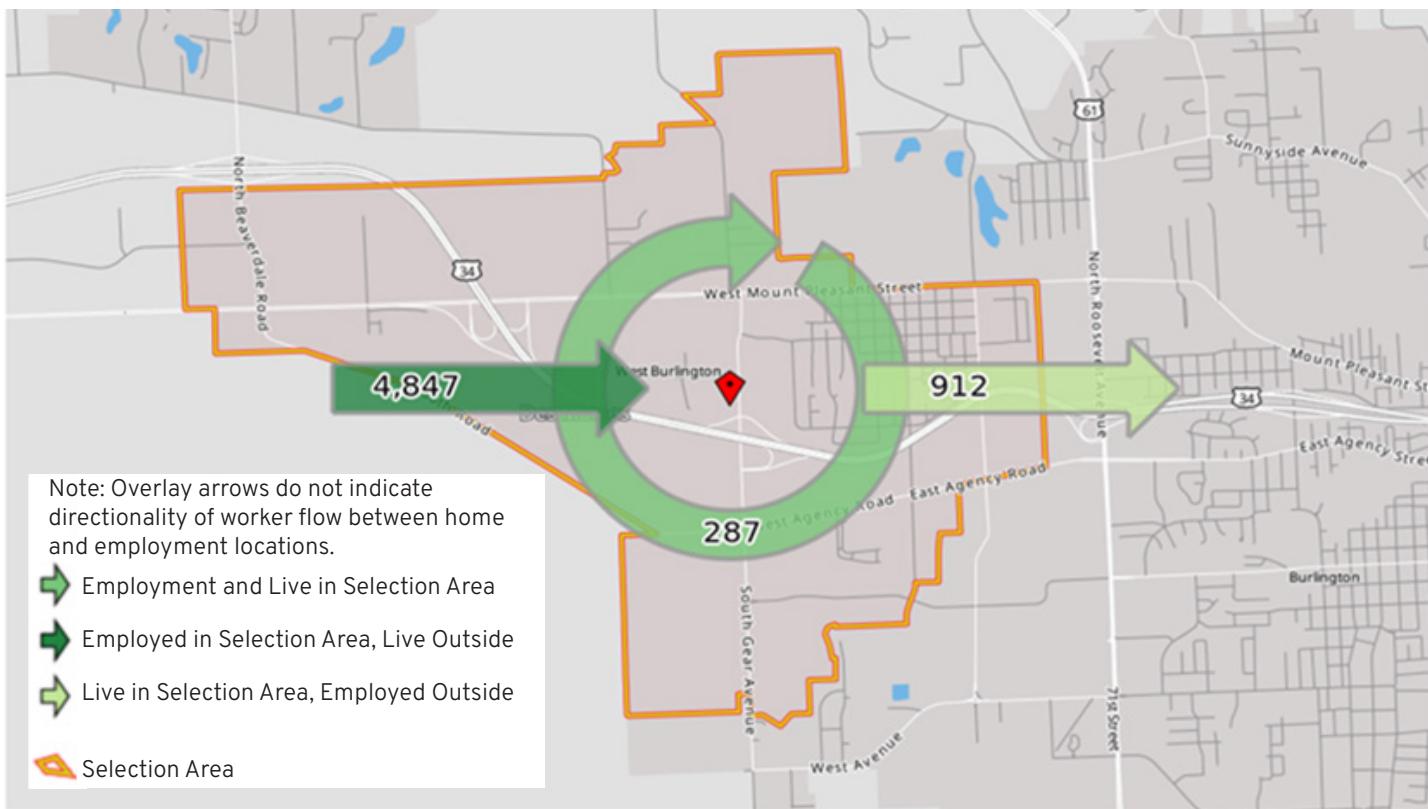
Commuting Behaviors

- West Burlington's transportation network supports efficient connectivity and accessibility across various sectors of the community.
- Commuting Behaviors above shows an inflow and outflow analysis of employees traveling to and from West Burlington. Many employees are likely to travel to and work in West Burlington either for the college, the healthcare center, or the ammunition plant. The high net import of employees traveling into the city indicates a need for more workforce housing.



Figure 29. Trailways Bus

Commuting Behaviors Map



Active Transportation

- The city demonstrates a commitment to walkability with numerous sidewalks in residential areas, enhancing accessibility and promoting a pedestrian-friendly community.
- Iowa's Living Roadways Community Visioning Program analysis indicates that additional active transportation options are needed near Southeastern College. Additional active infrastructure could include sidewalks or safer bike lane designs. There is also a desire for better connectivity to amenities such as commercial areas.
- West Burlington has expressed a desire for a thriving and secure community, aiming to become an engaged and healthy community as part of their 2023 Community Visioning project. The city adopted a Greater Burlington Bicycle & Pedestrian Plan in 2022, which advocates for infrastructure design along mobility corridors. The goal is to shape the infrastructure design and construction process, ensuring the creation of safe and accommodating spaces for all users, including pedestrians, cyclists, and motor vehicles.

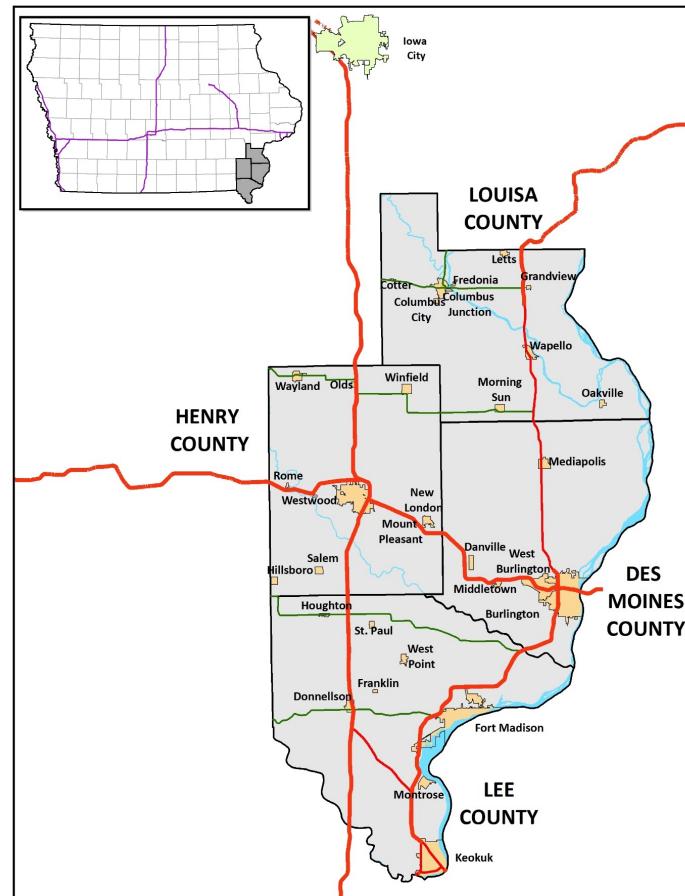


Figure 30. Mobility Hub Visioning Map

Transit

- Southeast Iowa BUS (SEIBUS) serves as the regional transit provider for Southeast Iowa, covering Des Moines, Henry, Lee, and Louisa Counties.
- SEIBUS offers on-demand rides to medical appointments in Iowa City, with fares including one-way, round-trip, and monthly passes within individual counties.
- Buses are equipped with wheelchair lifts, ensuring a safe and comfortable transportation option.

Universal Design

- Universal design involves the development of a built environment that is accessible to individuals with diverse abilities and characteristics, ensuring inclusivity and usability for all.
- Beyond ADA compliance of the streetscape, there is an opportunity for further implementation of universal design principles to create a more inclusive and accessible environment.
- West Burlington has the opportunity to ensure all streetscapes are universally designed and offers stable and debris free options of transit to suit all abilities.

Complete Streets

- Embracing and implementing a “complete streets” and Blue Zone strategy throughout the planning, design, construction, operation, and upkeep of streets ensures safe access for pedestrians, bicyclists, and motorists of all ages and abilities.
- Improvements to Gear Avenue were shaped by complete streets policies. The street improvements included implementation of street trees, widened and ADA-compliant sidewalks with designated crosswalks, decorative crosswalks, and raised roadway medians to enhance streetscape aesthetics, provide shade, improve pedestrian accessibility and safety, and strengthen connectivity to commercial businesses. Improvements also assist with traffic calming while minimizing pedestrian and motorist interactions, thereby increasing safety and user comfort.
- Traffic calming plays a crucial role in complete streets, enhancing safety and quality of life while fostering a distinct sense of community. Various design tools are accessible for calming traffic in urban settings such as West Burlington, whether it's along major thoroughfares like Gear Avenue or residential streets.

What we Heard

- Stakeholders feel the roadways in West Burlington are not suitable for biking or walking
- Stakeholders support the improvement of trails and sidewalks to strengthen and promote a multimodal network
- Others would like to see more focus on improving the existing transportation infrastructure specifically fixing dilapidated roads and sidewalks
- An issue of traffic circulation for school pickup has been identified.
- The intersection of Gear Avenue and W Agency Road has been identified as needing interchange and signal improvements
- The intersection of Gear Avenue and Mt Pleasant Street can also benefit from intersection improvements
- There is a focus on making intersections and pedestrian crossings safer
- Stakeholders expressed a desire to improve the aesthetics of major corridors and include welcoming wayfinding for visitors
- Existing sidewalks are underutilized as residents prefer to walk in the road rather than on the sidewalk

Results from the 2024 Community Survey Include:

- Multiple survey respondents expressed West Burlington provides easy access to destinations and shopping
- Most respondents (93.9%) drive alone as their most used method of transportation
- Respondents also support improvement of sidewalks. 70.8% agreed the sidewalks should be improved and extended, 20.8% were neutral, and 8.3% disagreed
- Many respondents walk or bike almost every day (40.8%)
- Survey responses also indicated the roadways and sidewalks in West Burlington are dilapidated
- Respondents want to see better trail and sidewalk connections to frequented destinations

What it all Means

- A road inventory in West Burlington should be established. The inventory can help guide when to repair roads and calculate the longevity of roads. The inventory can also help prioritize road repairs. Grant funding can help ease the cost of repairing roads.
- Existing sidewalks may be too narrow for comfort and influences residents to walk in the street. Sidewalk widths should be assessed also with an inventory.

- Busy intersections are an opportunity for safety improvements. Gear Avenue intersections may need to be redesigned.
- The transportation system in West Burlington is well connected for vehicles, but not necessarily for other modes of transportation. Trails should be expanded to connect major destinations with residential areas.
- Driving alone is the most used form of transportation, but many respondents also walk or bike every day. This indicates that residents are walking for leisure rather than as a transportation method. Residents are willing to walk or bike every day; employers and residential areas should be close to one another.

TRANSPORTATION KEY FINDINGS

- West Burlington should focus on promoting diverse modes of transportation, including motor vehicles and active transportation (walking, biking, etc.), to cater to all age and ability ranges.
- The community wants to prioritize creating safe, convenient, and accessible movement options to foster a healthy and safe community.
- West Burlington will need to implement infrastructure improvements outlined in the Greater Burlington Bicycle & Pedestrian Plan 2020 to enhance mobility corridors, incorporating sidewalks, trails, bike lanes, and varied roadway cross-sections.
- Improving, expanding, and maintaining the roadway network in West Burlington is a major priority to support businesses and residents.
- Reconsidering the land use plan around Broadway Street from East Pleasant Street to East Agency Road requires careful consideration and planning. West Burlington should encourage infill mixed-use development along Broadway Street major intersections and along South Gear Ave, while directing residential development along paved collector roads north of East Pleasant Street. These areas will need a deeper review for development potential, especially where public utilities are available.

2.5 NATURAL RESOURCES, PARKS, RECREATION AND TRAILS

Key Facts and Trends

Parks and recreation offerings have a profound impact on the actual and perceived quality of life in a community. As cities compete for residents and business, high-quality parks and recreation systems can be an attractive amenity and can provide an edge over similar communities. Parks and recreation planning requires significant foresight because once land has been converted to buildings and other development, it is difficult and expensive, if not impossible, to revert land back to open space.

A well-developed park system can provide numerous benefits to a community. Open space and some parkland can provide a permeable surface where stormwater can be absorbed, reducing the cost and negative impacts of stormwater runoff. Trees and foliage can help improve air quality and reduce the heat-island effect caused by buildings and paving during the summer months. By preserving elements of the natural environment within the built environment, a community can not only improve the quality of life for its residents, but also save money in the long term.

NATURAL RESOURCES, PARKS, RECREATION AND TRAILS KEY FINDINGS

- Recreational parks like Community Park, Pat Klein Park, and Luers Park contribute to open space and urban forest areas
- West Burlington's lack of floodplains promotes development without sacrificing environmental stewardship.
- West Burlington's sanitary sewer system is well connected to advance development connections.
- Natural resource monitoring should be in place to ensure a clean environment for all residents.
- West Burlington should promote biodiversity and enhancing community well-being.
- Parks also serve as green infrastructure, mitigating urban heat island effects and supporting ecological balance.
- The city is in need of a comprehensive and effective surface drainage system for the community, including potential areas that might be brought into the corporation limits within the span of this plan.
- Create plans to protect existing woodland and land with critical slopes.
- Improve control of air pollution hazards and plan to prevent such pollution in the future.

2007 Comprehensive Plan Goals for Parks and Facilities

The recreational development and park needs in West Burlington can be somewhat mitigated by its proximity to the larger city of Burlington. Burlington offers several facilities accessible to West Burlington residents, including major parks, athletic facilities, riverfront amenities, auditorium activities, riverboat access, the YM-YWCA, golf courses, a library, and the Rec Plex multi-sports complex.

However, the primary need in West Burlington is to provide neighborhood or mini-parks and playgrounds, along with the expansion and improvement of existing recreational facilities.

The 2007 West Burlington Comprehensive Plan established a set of goals and objectives to enhance the quality of life. These parks and recreation-based goals include:

- Continue to upgrade and improve existing parks and public play areas.
- Add recreation sites in areas poorly served by existing parks.
- Expand funding for parks and recreation.
- Enhance the community swimming pool facilities with a new recreation area or splashpad.
- Designate new park sites in the PUD area south of Agency, west of Target, in swampy land east of Sunset Subdivision, and in anticipated residential areas north of the BNSF tracks as the area develops.
- Develop parks that provide greater flexible open spaces.
- Balance active and passive recreation opportunities.
- Use parks and open spaces to encourage neighborhood investment and reinforce West Burlington's urban form.
- Develop a park system that promotes and supports a live, work, and play lifestyle.



Figure 31. West Burlington Public Pool

- Connect West Burlington to the regional trail system.

West Burlington offers various recreational facilities like Community Park, Pat Klein Park, and Luers Park, catering to leisure needs and enhancing community development.

West Burlington has implemented micro prairie plantings throughout its park system to enhance biodiversity, improve stormwater management, and create sustainable green spaces.

West Burlington has adopted the Trees Forever program, which aims to improve water quality, enhance roadside landscaping, support community forestry initiatives, and provide advocacy and education on the benefits of trees.

Environmental Stewardship - Natural and Cultural Resources

Community development presents several challenges in maintaining a safe and healthy environment for its citizens. Construction activities, whether for residential, business, or industrial purposes, can cause soil erosion, drainage issues, air pollution, and disruption of natural settings.

It is crucial for future generations that the city protects and preserves the natural environment. In the past, this regard for natural resources has sometimes been neglected, leading to land use planning that did not consider the degradation of resources or the needs of future generations.

The 2007 Comprehensive Plan identified potential problem areas, including:

Historically, there has been inadequate planning for surface drainage control. Storm sewers are not at their desired capacity and do not account for runoff control across large potential development areas. The city adopted a stormwater master plan in 2001 to address major sewage treatment and wastewater issues and has begun to correct these with new construction.

Wooded areas, which help maintain a balance of natural forces (such as wildlife and air filtration), should be protected. This protection could be integrated with recreational uses.

Industrial areas can pose air pollution threats through the spread of harmful dust particles and offensive odors.



Figure 32. Pat Klein Park

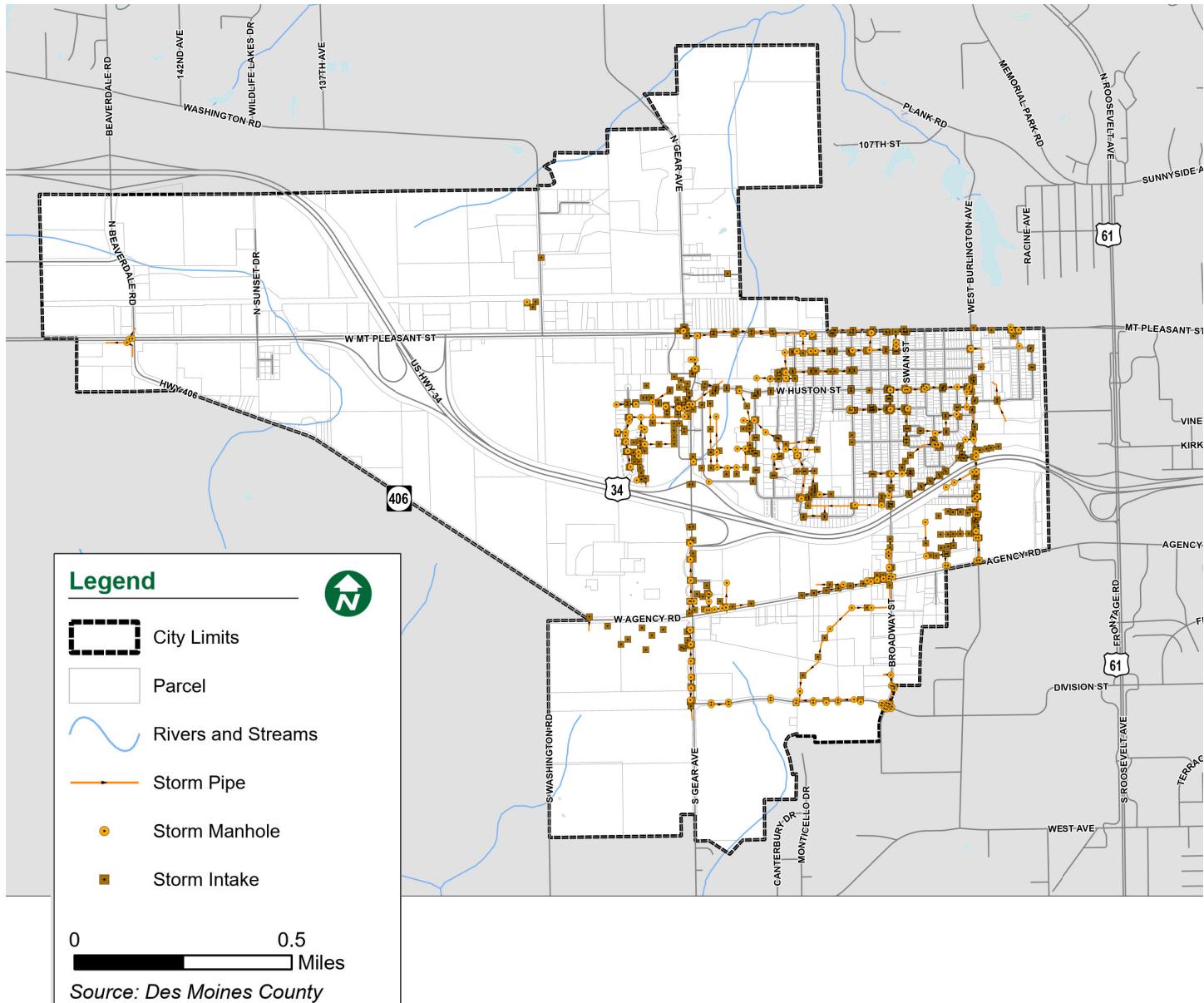
Water Quality, Local Soils & Erosion and Sediment Control

- Zoning code and building permit review policies in West Burlington safeguard local soils and implement effective erosion and sediment control measures.
- Stringent regulations ensure development adheres to environmentally sustainable practices, preserving local soils.

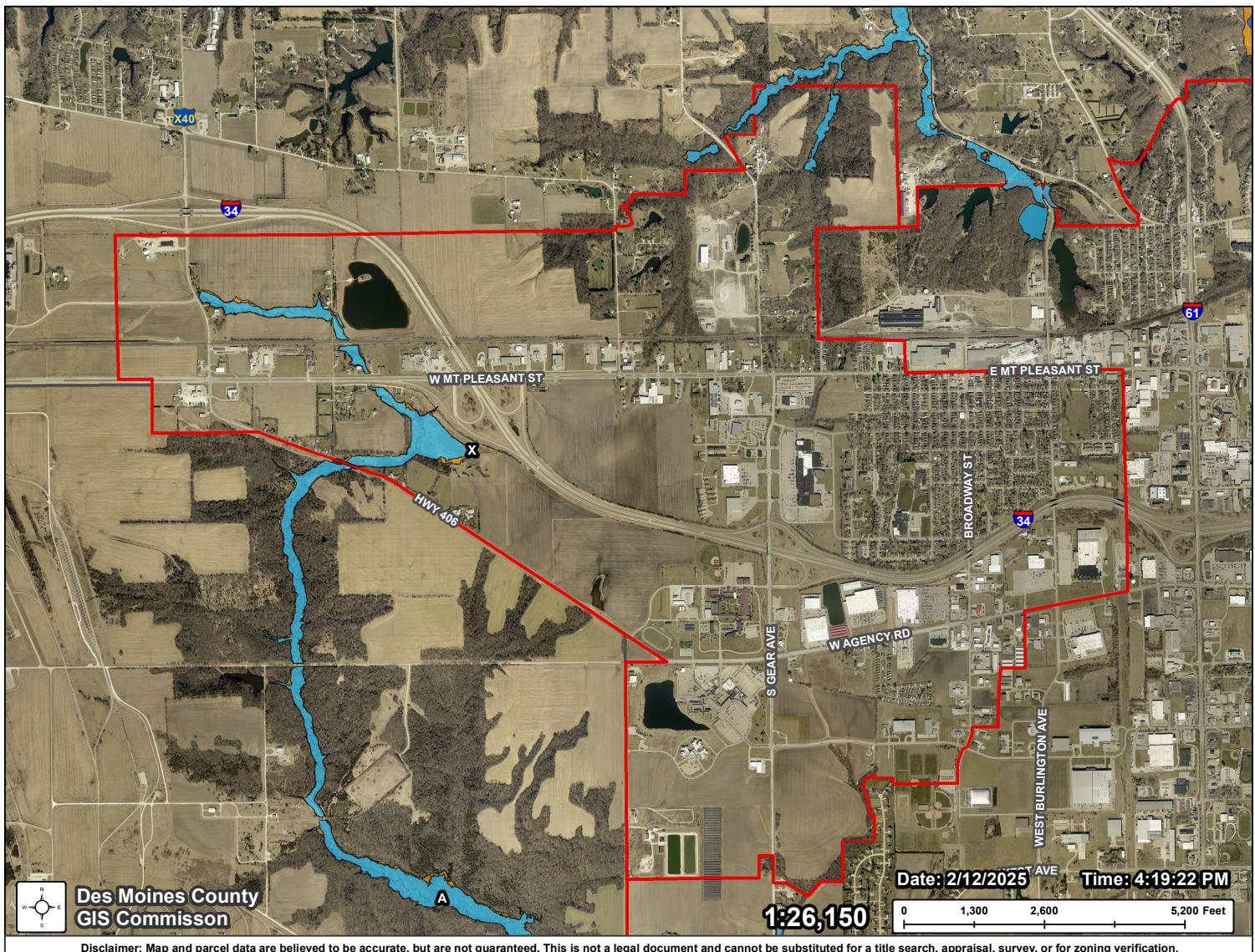
Drinking Water Supply

- West Burlington's water is provided by Burlington Municipal Water Works, which maintains high standards of water quality with no contaminant violations recorded in 2022.

Stormwater System Map



Floodwater Plains Map



Flooding

- Portions of West Burlington are within the 100-year and 500-year floodplain. Residential areas are not within the floodplain in order to protect and preserve the homes of the community.
- A FEMA FIRM map (Flood Insurance Rate Map) is an official map created by the Federal Emergency Management Agency (FEMA) that shows areas at risk of flooding. These maps are used for floodplain management, insurance requirements, and building regulations. West Burlington has A and X flood zone classifications on the FEMA FIRM map. The X flood zone is classified as low-to-moderate risk of flooding (500-year floodplain). The A floodzone is classified as high-risk of flooding (100-year floodplain).

Stormwater Management

- West Burlington has a stormwater management system consisting of storm pipes, storm manholes, and storm intakes. Stormwater management aims to reduce runoff and runoff pollution to protect water quality.
- West Burlington's stormwater infrastructure is centralized in the residential and commercial areas where there is a high amount of impervious surface compared to the agricultural areas.
- Currently, West Burlington has issues with stormwater drainage.
- Additional stormwater infrastructure is currently needed to meet commercial and residential demand of the city.

Natural Resource Heritage

- The Flint River Trail preserves natural heritage resources while providing recreational opportunities.
- Ongoing efforts, such as trail extensions and underpasses, demonstrate a commitment to enhancing safety and accessibility along the trail, promoting the conservation of natural heritage resources.

Air Quality

- Poor air quality stems from vehicle emissions, industrial activities, fossil fuel combustion, agricultural practices, construction, residential heating and cooking, and natural sources like wildfires and dust storms. Land use patterns in West Burlington should consider the proximity of agricultural and industrial uses to residential areas for future development and mitigation techniques should be taken into account.
- Preserving the air quality in Iowa is a collective responsibility for all residents. Substandard air quality poses health risks for everyone, particularly children, the elderly, and individuals with respiratory ailments like asthma. Improving air cleanliness not only reduces emergency room visits and respiratory illnesses but also promotes Iowa's ecosystems and biodiversity.
- Ensuring cleaner and healthier air demands collaborative action at both local and regional levels. The Department of Natural Resources (DNR) takes the lead in guiding Iowans to safeguard the state's air quality. Through partnerships with communities, businesses, industries, organizations, and private citizens, the DNR empowers individuals with the knowledge

and resources needed to devise effective strategies for addressing air quality concerns.

Energy Resources

- West Burlington does not currently have zoning code language to support renewable energy sources including solar, wind, or geothermal. Residents in West Burlington can benefit from renewable energy sources such as solar by reducing their energy costs and increasing the value of their homes.
- The electric and gas provider for West Burlington is Alliant Energy's public utility company of Interstate Power and Light. Eastern Iowa REC also serves some residences in West Burlington
- Alliant Energy provides energy service to customers across Iowa and Wisconsin.



Figure 33. Stormwater Flooding



Figure 34. Trees Forever Planting Event

Solid Waste

- Waste management in West Burlington is managed by LaVeine Sanitation Services, ensuring efficient garbage collection within the city limits.
- Recycling collection, overseen by Des Moines County Regional Waste – Area Recyclers, encourages sustainable waste management practices among residents through bi-weekly collections and specific guidelines for effective recycling.

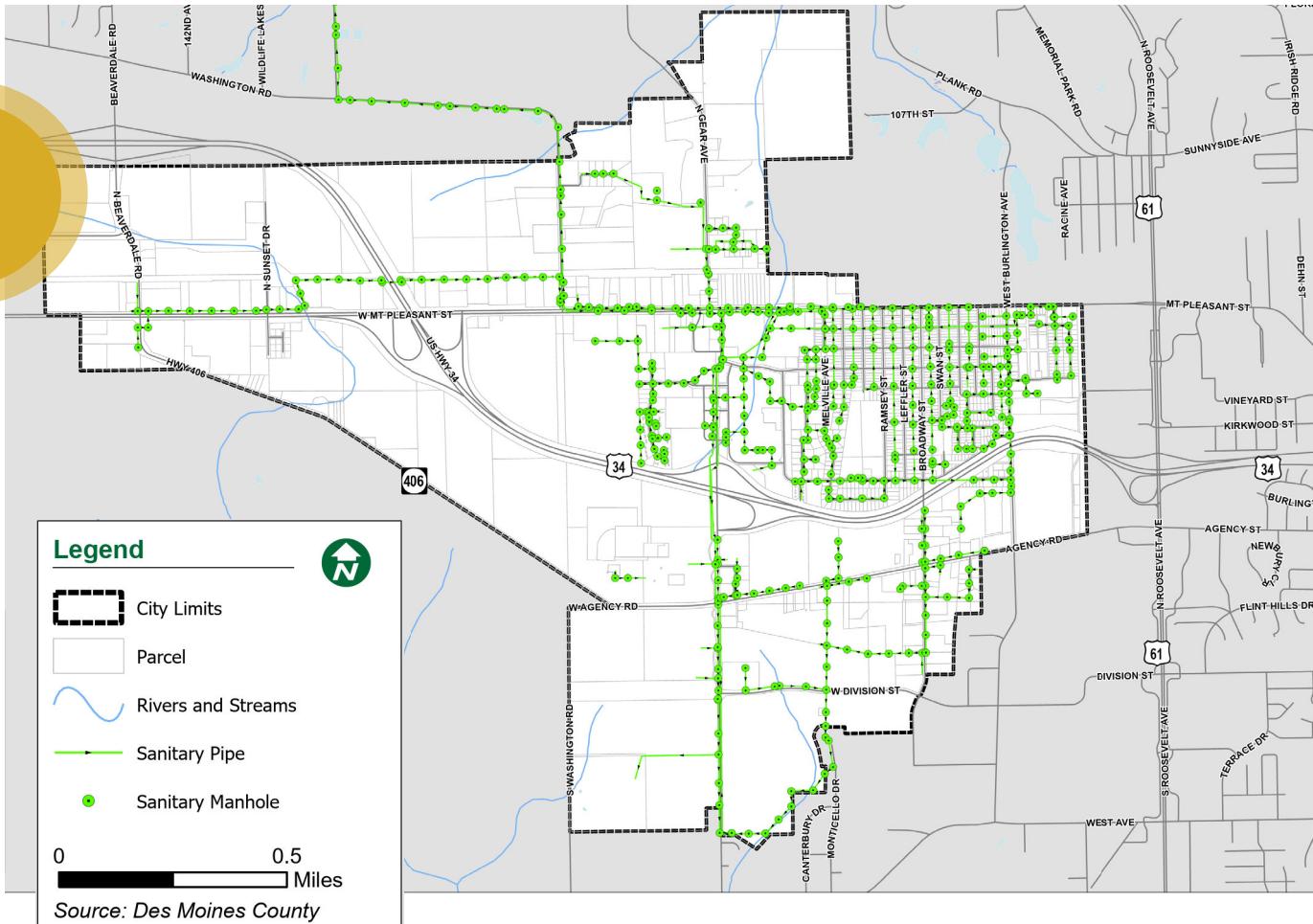
Sanitary Sewer System

- The sanitary sewer system serves most of West Burlington.
- All subdivision development must provide adequate sanitary sewer system measures.
- Future residential development will likely have to connect to the sanitary sewer system. The northernmost portion of West Burlington right off of Gear Avenue may be best suited for additional residential development due to easy access to the sanitary sewer system along Gear Avenue as shown in Sanitary System map below.



Figure 35. Homestead 1839

Sanitary System Map



What we Heard

- Stakeholders feel that West Burlington could benefit from more open and green space specifically near any new housing
- Pocket parks are a desirable option for including more green space in small areas
- Stakeholders agree parks and trails are a strength of West Burlington and should be capitalized on
- Stakeholders believe existing parks are well maintained
- Stakeholders would like to see trail connections from town to the RecPlex
- Beyond maintaining existing parks, West Burlington stakeholders want additional park amenities like frisbee golf and pickleball courts
- Results from the 2024 Community Survey Include:
- 71.4% of respondents are within walking or biking distance to parks and open spaces
- Responses were split regarding city parks meeting daily household recreational needs. 40.8% agree city parks meet household needs, 30.6% are neutral, and 28.6% disagree
- 47% of respondents agree that West Burlington's parks are easily accessible for people of all abilities while 30.6% are neutral, and 22.5% disagree
- Most respondents (79.6%) want to see more community trails for resident and visitor use. 14.2% responded neutral and 6.1% disagreed
- Respondents answered how often they visit a public park. The most frequent answer was "a couple times a year" with 57.1% of the responses. 16.3% answered "every few weeks," 10.2% answered "never," 8.16% answered "less than once a year" and "almost every day." No respondents visit a park every day.
- Some respondents love the current bike trails, but want to see more rest areas and drinking fountains
- Respondents want to see more trail connections to major destinations in West Burlington
- Respondents also desire beautification efforts along trails and in the parks

What it all Means

- West Burlington residents value public parks and natural resources. Efforts should be made to maintain existing parks and develop new parks where available.
- West Burlington should work with the county and nearby jurisdictions to ensure the best connectivity possible within the region
- Park design needs to be considered for any new park development. Parks should serve residential areas, be connected to trails, be accessible to all people, and be well lit for safety

- An analysis should be conducted to determine the best locations for rest areas, drinking fountains, and benches within the parks and trails system. The city's budget should be evaluated to account for new recreational improvements

2.6 UTILITIES AND COMMUNITY FACILITIES

Key Facts and Trends

The West Burlington City Hall, opened in the summer of 2004, is a full-service building located on Broadway Street in the downtown area. The ADA accessible city hall houses city staff offices, the mayor's office, the Planning and Zoning Commission Meeting Room, Police Department, and Council Chambers. City Council meetings are shown on local public access TV on a tape delay basis. In addition to meeting the needs of the Council and Planning and Zoning Commission, the meeting rooms are available for other uses such as the Board of Adjustment and the Park Board. It is felt that adequate room for the current and foreseeable future needs of the city is available.

Public Health

- Medical care is provided for West Burlington by the Great River Regional Medical Center opened in the year 2000 at the intersection of Gear A venue and Agency Road. The facility and surrounding office complex are a large, modern medical complex serving the regions of southeast Iowa, western Illinois and northeast Missouri.
- The completion of the Great River Medical Center at the Healthwest Campus represents a significant advancement in healthcare services, providing state-of-the-art facilities and patient-friendly care.
- The Healthwest Campus accommodates various outpatient services and medical institutions, ensuring comprehensive healthcare access for residents.

Human Services

- West Burlington Independent School District offers education for Grades K-12, emphasizing science education with well-equipped laboratories and computer labs.
- The city employs full-time personnel across various departments, including a police department and a volunteer fire department, ensuring public safety and emergency response.

Urban Services

- Urban services provided by the city include water, sewer, garbage, and recycling services, delivering essential amenities to residents for a high quality of life.
- Operating under a mayor/council form of government, West Burlington is committed to providing responsive and quality services to meet community needs.
- While there is no actual senior citizen's center or civic hall in West Burlington, the community has meeting places available at City Hall, West Burlington Arnold High School, at Southeastern Community College and at the Great River Medical Center. The RSVP program operates out of Burlington City Hall.
- The post office is conveniently located in West Burlington's downtown area. This office serves many businesses and individuals in the surrounding area.



Figure 36. West Burlington City Hall

Parks and Recreation

- West Burlington offers a variety of parks and recreational facilities for residents and visitors including sports fields, a basketball court, and monarch butterfly gardens. Community Park features a public swimming pool and is a hub for softball and baseball activities during the summer. Pat Klein Park offers playground equipment suitable for all ages, including handicapped-accessible pieces, and has a 4' lighted walking path surrounding the park. Luers Park features recent improvements such as a popular space net and a

walking path around the perimeter. Additionally, the Burlington Regional Rec Plex provides tournament-class facilities for soccer, softball, sand volleyball, and hosts various leagues, tournaments, and special events throughout the year.

- The city's infrastructure supports recreational activities and community engagement, contributing to residents' overall well-being and quality of life.

Library Services

- Yohe Library, located within Southeastern Community College, offers library services to West Burlington residents, providing access to educational resources and cultural enrichment opportunities.
- West Burlington also contracts with the City of Burlington for library services.
- Library services contribute to community development by promoting literacy, lifelong learning, and intellectual engagement among residents.

Public Safety

- The West Burlington Police Department operates as a comprehensive law enforcement agency with full-time and reserve members, ensuring round-the-clock coverage and response to major crimes, service calls, and emergencies.
- Police officers undergo professional training and are equipped to provide public service, enhancing public safety and security within the community.
- The police department is also housed in the new offices in City Hall. The present facility is at a prime location for the jurisdiction it serves.
- The volunteer fire department is located in a separate building in the downtown area of West Burlington. The building meets the current and future needs of the department regarding office, training, and equipment storage space. The City of West Burlington is also in a 28E Mutual Aid agreement with the City of Burlington, established in 2014.



Figure 37. West Burlington City Council Chambers

What we Heard

- West Burlington is faced with reoccurring flooding and stormwater issues
- West Burlington has established good relationships with the surrounding municipalities and county
- The levy that was redone in 2008 currently does not support West Burlington's needs
- The current sewer plant was completed in 2022, but the need has already exceeded the capacity of the plant
- There is a constant need to upgrade roads and stormwater infrastructure
- Stakeholders view the current infrastructure system as a weakness for the city of West Burlington overall. The infrastructure system cannot keep up with the demand of the city.
- Stakeholders feel West Burlington offers great city services including their strong local government and good school district
- Results from the 2024 Community Survey Include:
- Respondents like West Burlington for its city services including public works, schools, and access to health care
- 47.1% of respondents agree there needs to be more regulations requiring owners to maintain their property, 39.2% are neutral, and 13.7% disagree
- A majority (67%) of respondents agree that West Burlington should assist businesses in extending or upgrading utilities
- 73% of respondents agree they have access to all the basic good and services they need in West Burlington, 22.9% were neutral, and 4.2% disagreed

- 75% of respondents agree they have access to great schools, 18.75% responded neutral, and 6.25% disagreed
- Respondents have an overall positive view of West Burlington's public services. 36.7% rated public services as "excellent," 46.9% responded "good," 8.2% responded "fair," and 4.1% responded "poor" or "other."

What it all Means

- West Burlington residents have an overall positive view of the services in the area. Strong city services are a good foundation to draw more residents and employers. Branding and marketing of the city should capitalize on this positive attribute of West Burlington.
- Water utilities need to be expanded in order to support the housing demand in the near future.
- Expansions to city sewer and water is best suited for new housing and then new commercial areas. The expansion needs to be included in West Burlington's budget.
- West Burlington's school system is a draw for families with children. The city and school system should continue to value local public education.
- The medical centers in West Burlington provide jobs and good health care. New policies should support housing for health care employees and multimodal transportation connections to and from the medical centers.

KEY FINDINGS

- West Burlington emphasizes community development through parks like Community Park and implementation of key sustainable practices to help preserve community facilities.
- West Burlington's healthcare, schools, and city services create a holistic municipal organization.
- New residential development should be partnered with additional parks and city services.



Chapter 3 - **Planning Legacy**

CHAPTER 3 - PLANNING LEGACY

The city of West Burlington has a long history with comprehensive planning, including smaller area and neighborhood plans. These smaller plans are intended to provide more detailed analysis of existing conditions than the citywide comprehensive plan and propose specific actions for areas that have the potential to experience significant change. Each plan reflects and responds to the unique characteristics and planning context of the specific area for which it is prepared. Area and neighborhood plans are an effective way for West Burlington to directly engage stakeholders in developing a framework to guide change in their own neighborhoods, which are the building blocks of civic life.

In response to emerging opportunities and challenges, different plans were prepared to give stakeholders the opportunity to develop a shared vision for their local area and help shape the future of their neighborhoods. These plans guide public and private actions that may physically or socially change an area of the city and make them better places to live, work, learn, and play. The flexibility of the planning process enables each plan to address a range of development concerns, with emphasis placed where it is most needed. Some plans provide a comprehensive look at a geographic area, while others are more focused on a particular issue or opportunity. Nevertheless, all are land use based and focus on managing growth and development long term.

As with the comprehensive plan, citizen participation is important to the success of the small area and neighborhood planning process. The planning process brings together diverse interests to develop a shared vision that drives the goals and strategies for each plan. It is a collaborative process of citizens and government working together to identify strategies

and solutions to strengthen neighborhoods for the foreseeable future. The outcome of the process—the plan itself—is a tool for building, rebuilding, maintaining, and changing an area to address specific challenges and opportunities.

The comprehensive plan serves as the umbrella planning policy and incorporates the smaller plans as appendices that contribute to the overall vision and goals for the city. Some have been formally adopted as amendments to the comprehensive plan, while others have not. Regardless, all provide guidance for public and private actions in specific areas of West Burlington. Similar to the comprehensive plan, area and neighborhood plans should be reviewed on a regular basis and updated in response to new policy initiatives, unanticipated development opportunities, or changed community objectives or conditions. Area plans for West Burlington are summarized in this section to document investments to date and identify next steps in implementation.



Figure 38. West Burlington Water Tower

3.1 RELATIONSHIP TO EXISTING PLANS

Comprehensive planning is not new to the city. The first citizen driven comprehensive plan was adopted in 1970. The earlier comprehensive plan was an in-depth look at the past, present and future of West Burlington. A lot of hard work went into developing the earlier comprehensive plan and its subsequent updates; its innovative solutions led to many significant investments – both public and private. Many of the public participated and worked tirelessly with city staff over the course of several years to produce the document that covered the most important issues to the community. The early comprehensive plans served as a model comprehensive plan for decades. In recent years, however, best practices in the planning profession have pushed localities to develop more strategic, cohesive and less voluminous comprehensive plans. The structure and length of the comprehensive plan sometimes made extracting information difficult and challenging to understand how the chapters (also known as elements or topic areas) were linked.



Figure 39. Former West Burlington City Hall

To many readers, the chapters appeared to be independent of one other, with no clear connection or means to establish priorities for implementation. And the plan lacked a separate implementation component with established priorities and a monitoring process. So, in 2024 the city decided it is time for a new approach and look to the comprehensive plan to reflect current best practices in planning and changes in technology and how people receive and process information. The 2045 Comprehensive Plan did not start in a vacuum. Rather, it built on the success of the earlier comprehensive planning efforts outlined in this chapter.

3.2 ADOPTED LOCAL AND REGIONAL PLANS

Planning Legacy describes previously adopted plans and studies and incorporates initiatives and recommendations into the comprehensive plan.

Plans Overview

- 2022 Urban Revitalization Plan
- City of West Burlington Goals and Agenda for City Council and Management
- 2023 Iowa's Living Roadways Community Visioning Program
- 2020 Greater Burlington Bicycle and Pedestrian Plan
- 2023 Housing Needs Assessment
- 2022 System Inventory and Performance
- 2007 West Burlington Comprehensive Plan
- 2004 Des Moines County Comprehensive Plan
- 2022 Des Moines County, Iowa Multi-Jurisdictional Pre-Disaster Mitigation Plan
- The Southeast Iowa Region Transportation and Development 2055 Plan
- City of West Burlington Capital Improvement Plan, 2023

Urban Revitalization Plan, 2022

The Urban Revitalization Plan is a strategic and comprehensive initiative aimed at rejuvenating and enhancing the economic, social, and physical aspects of West Burlington. Tax abatement is available for both residential and commercial properties.



**City of West Burlington
Goals and Agenda for
City Council and Management**
Adopted August 17, 2022

City of West Burlington Goals and Agenda for City Council and Management, 2022

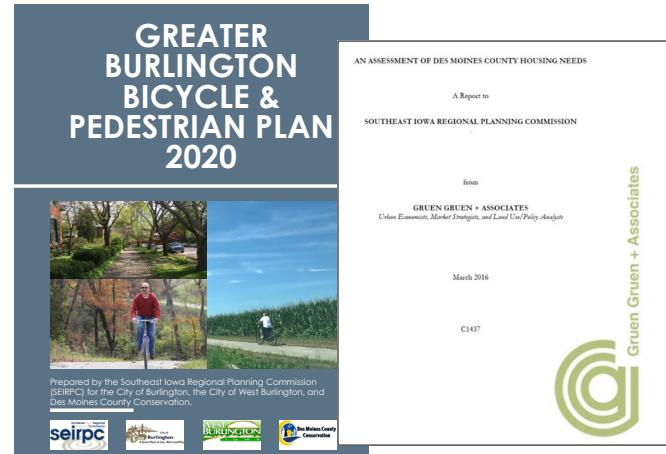
The City Council established city goals in 2022. The goals include the following:

- Economic Development: Create a positive environment to attract and retain business.
- Housing: Construct new housing developments and rehabilitate existing housing stock.
- Quality of Life: Create an attractive and inviting community that then helps to create a sense of place.
- Communications, Marketing, and Engagement: Improve resident knowledge, awareness and engagement.
- Organizational Goals and Key Projects or Programs: Capital Improvement Plan, Comprehensive Plan, Cooperation with the School District, City of Burlington, and County (or other potential partners), Sewer Force Main Study, Agency and Broadway Sidewalks/Trails, and a Stormwater Master Plan



Iowa's Living Roadways Community Visioning Program, 2023

The proposed implementation strategies involve feasibility studies, selecting a small-scale project for initial implementation, securing funding, developing a project plan, and executing contracts. Emerging concerns include incomplete and narrow sidewalks, accessibility issues at certain intersections, and challenges related to pedestrian circulation and connectivity along specific roadways in West Burlington, such as Gear Avenue from the north side of Highway 34 to Mt. Pleasant St.

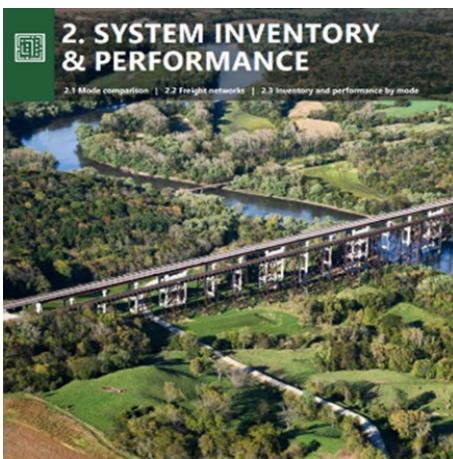


Greater Burlington Bicycle and Pedestrian Plan, 2020

The priorities for West Burlington include implementing wide sidewalks in specific areas including on Agency Road between S. Gear Avenue and West Burlington Avenue, S. Broadway Street between Agency Road and the Rec Plex, and S. Gear Avenue with a wide sidewalk from Highway 34 to Huston Street. Completed segments, outside of City of West Burlington city limits, include downtown to Case, Starr's Cave Park (2019), and Flint Bottom Road to Big Hollow (2013). Ongoing work involves a trail underpass under U.S. Hwy. 61 and an extension from Starr's Cave Park to Flint Bottom Road, overseen by the Iowa Department of Transportation for safety.

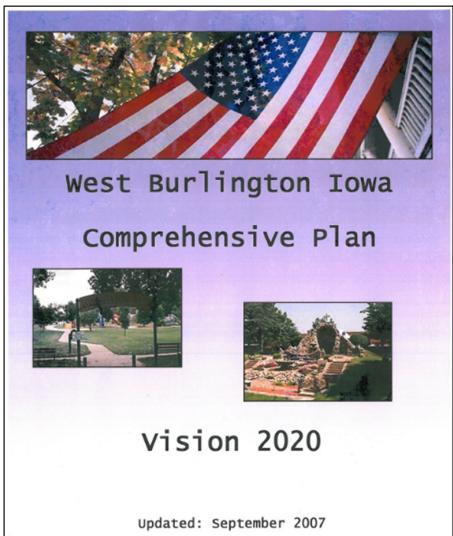
Housing Needs Assessment, 2023

The County-Wide Housing Needs Assessment identifies a projected demand for 561 new housing units (258 owner, 303 rental) in Des Moines County by 2028 and 821 units (393 owner, 428 rental) by 2033. Additional units for low to moderate-income individuals (61-125% AMI) are needed, addressing the demand for “missing middle” housing among young professionals and the workforce.



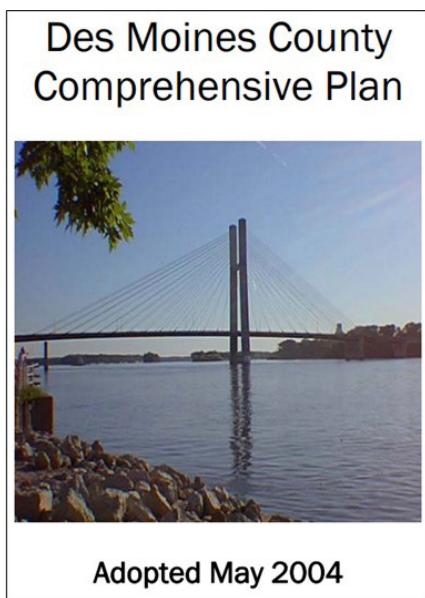
System Inventory and Performance, 2022

The state is a significant consumer of liquefied gas, particularly propane, for activities like corn drying and household heating. Pipelines are considered safe as they are often underground and away from the general public. Additionally, Iowa's freight transportation system involves various modes, with trucking being the primary mode for freight tonnage. The highway system, encompassing over 115,000 miles with 25,000 bridges, is crucial for supply chain efficiency, and monitoring its condition is vital. Rail transportation is extensive, with Class I carriers like Union Pacific Railroad and BNSF Railway dominating, and Class II and III railroads providing feeder services. Trucking remains versatile, while waterway transport is slow but fuel-efficient and cost-effective for handling large volumes.



West Burlington 2007 Comprehensive Plan, 2007

The plan proposes optimizing land allocation by creating larger contiguous zoning districts for development while considering hazardous areas. The focus includes improving existing housing, controlling rental properties, and senior living facilities near medical centers. Public safety measures involve maintaining and expanding the police and fire departments, enhancing sanitary sewer services, and addressing stormwater and surface drainage issues. Transportation upgrades encompass road improvements, safe walkways, rail service expansion, and support for barge shipping and public transportation. Business attraction strategies involve zoning plans, ordinance enhancements, and considerations for annexation. Parks and recreation enhancements include upgrading existing parks, expanding funding, protecting woodlands, and promoting green space in future developments. The plan also addresses air pollution hazards and aims to improve visual environments.



Des Moines County Comprehensive Plan, 2004

Goals include protecting natural resources, ensuring affordable housing, fostering economic diversification, promoting cooperation among local entities, and planning a comprehensive transportation system. Specific objectives and policies address growth patterns, agricultural land preservation, environmental conservation, affordable housing provision, economic diversification, intergovernmental cooperation, and the development of a recreational trail system for enhanced connectivity. The plan emphasizes the importance of balanced development while preserving the county's rural character, and it advocates for a coordinated approach to growth and infrastructure planning.

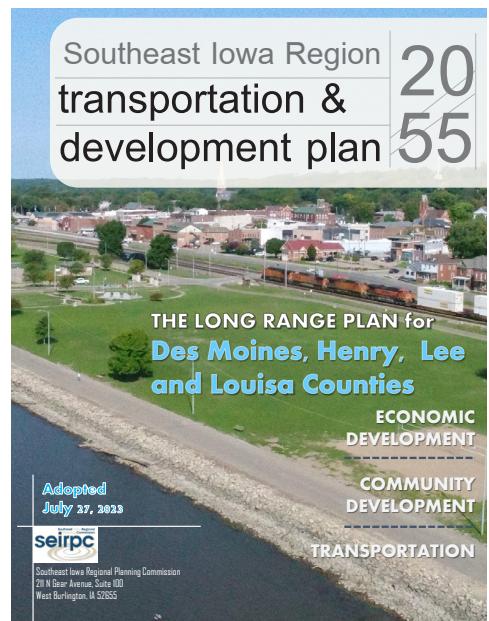
Des Moines County, Iowa Multi-Jurisdictional Pre-Disaster Mitigation Plan

Hazard mitigation is the effort to reduce loss of life and property by lessening the impact of disasters. This can be achieved through risk analysis, which results in information that provides a foundation for mitigation measures that reduce risk and protect financial investment. This plan represents Des Moines County's and municipalities within the county commitment to reducing risks from disasters and serves as a guide for local officials, decision makers, and the entire Des Moines County community in their efforts to reduce the negative effects of natural and man-made hazards. The Des Moines County Pre-Disaster Mitigation Plan brings existing planning documents into accordance with the Federal Emergency Management Agency (FEMA) requirements. To remain eligible for hazard mitigation grant assistance through FEMA's Hazard Mitigation Grant Program (HMGP), the plan must be maintained, reviewed, updated, and submitted for approval every 5 years.



The Southeast Iowa Region Transportation and Development 2055 Plan

The Southeast Iowa Region Transportation and Development 2055 Plan is a long-range planning document that expresses the community vision, goals, objectives, policies, and strategies for the future. SEIRPC is required by the Economic Development Administration (EDA) to create a Comprehensive Economic Development Strategy (CEDS) for Southeast Iowa every five years. The regional Long Range Transportation Plan (LRTP) is also required to be updated every 5 years, by the Iowa Department of Transportation (DOT). Both plans are regional efforts to identify strengths, weaknesses and trends; both require the development of community-based priorities and preferred outcomes for the Southeast Iowa Region. The 2055 Plan represents the integration of those plans and other regular assessments in Southeast Iowa. It includes recommended strategies and specific action items to pursue, as well as a series of performance measures to track progress over time. This comprehensive approach has proven to be an effective way to document the overall goals and objectives of the community.



City of West Burlington Capital Improvement Plan, 2023

Capital Improvement Planning (CIP) is a structured approach to planning, coordinating, and scheduling public infrastructure projects over a five-year period, ensuring they align with community needs and financial resources. Required by Iowa state law, the CIP serves as a legislative and management tool that helps prioritize projects based on necessity and available funding. A well-implemented CIP provides numerous benefits, including efficient use of taxpayer dollars, improved coordination of projects, and better long-term financial planning. It also fosters transparency by presenting a clear overview of upcoming capital projects and encourages regional cooperation to enhance efficiency and reduce costs.





Chapter 4 - **The Dream**

CHAPTER 4 - THE DREAM

VISION STATEMENT

“ West Burlington is a welcoming, forward-thinking, and united community that celebrates its distinct small-town character and big-city amenities while growing sustainably. ”

4.1 LAND USE GOALS AND OBJECTIVES

Goal 1: Strengthen Community Identity

- **Objective 1:** Improve connections between neighborhoods and community hubs such as the Westland Mall area and downtown by expanding sidewalks, trails, and bike lanes, ensuring safe and easy movement throughout the community.
- **Objective 2:** Enhance placemaking to create vibrant, engaging public spaces that reflect the community's identity and foster community values.
- **Objective 3:** Develop the community identity with a focus on Southeastern Community College, Southeast Iowa Regional Medical Center, the Westland Mall area, Downtown, southeastern area of the city, diverse housing options, and a strong marketing strategy featuring a cohesive brand and logo.
- **Objective 4:** Implement wayfinding at community gateways along W Mt Pleasant Street, Agency Road, and throughout the community to distinguish West Burlington.

Goal 2: Enhance City Assets and Places

- **Objective 1:** Improve accessibility to key destinations by enhancing infrastructure, implementing traffic calming measures, expanding bike lanes, and increased public transit options.
- **Objective 2:** Integrate sustainable practices into key community destinations to create inviting and eco-friendly environments.
- **Objective 3:** Maintain and update unique destinations, like the Westland Mall area and parks, to ensure they remain attractive, functional, and a source of pride for the community.

Goal 3: Balance Land Uses

- **Objective 1:** Promote the integration of bike lanes, sidewalks, and public transportation within land use planning to ensure seamless connectivity between residential, industrial, commercial, and recreational areas.
- **Objective 2:** Encourage new developments to incorporate green spaces and native, low-maintenance landscaping, supporting both human activity and local ecosystems.
- **Objective 3:** Design transition areas between different land uses with well-planned green spaces, suitable buffers, and graduated building scales.



Figure 40. West Burlington Water Tower

Goal 4: Improve the City's Stormwater Infrastructure

- **Objective 1:** Upgrade existing stormwater drainage systems and install additional infrastructure, including permeable pavements and additional greenspace to increase the city's ability to handle heavy rainfall events.
- **Objective 2:** Identify and address flood-prone areas by implementing retention and detention ponds, as well as upgrading pipe networks to



Figure 41. Duplex Units

manage stormwater surges more effectively.

- **Objective 3:** Establish a monitoring program to regularly assess the performance of stormwater systems and adapt infrastructure designs based on real-time data and climate projections.

4.2 HOUSING GOALS AND OBJECTIVES

Goal 1: Develop Stable Neighborhoods

- **Objective 1:** Encourage housing development that appeals to potential homeowners, especially families within the West Burlington School District, using incentives like grant money.
- **Objective 2:** Implement programs to rehabilitate older housing stock, especially in the Old Town Overlay District, to preserve exterior aesthetics while upgrading interiors and overall quality of housing stock.
- **Objective 3:** Support initiatives that foster neighborhood stability and reduce out-migration through community engagement programs and incentives for long-term residency.

- **Objective 4:** Utilize incentive programs to build new housing and rehabilitate existing housing stock.

Goal 2: Promote Diverse Housing Options

- **Objective 1:** Promote the development of diverse housing types with features and price points that align with the city's demographics and income levels.
- **Objective 2:** Focus on developing quality residential properties in infill areas, and policies that balance between rental and owner-occupied properties.
- **Objective 3:** Encourage flexible zoning regulations that support the development of mixed-use spaces, integrating residential, commercial, and recreational areas.

Goal 3: Enhance Housing Options in the West Burlington School District

- **Objective 1:** Prioritize the redevelopment and rehabilitation of older housing within the West Burlington School District.
- **Objective 2:** Develop programs and housing types to encourage residents to transition to more suitable housing based on their age, abilities, life stage, or circumstances.
- **Objective 3:** Utilize grant money and other funding sources to upgrade existing housing and infrastructure.
- **Objective 4:** Target greenfield development for new housing.

4.3 TRANSPORTATION GOALS AND OBJECTIVES

Goal 1: Ensure Regional Connectivity

- **Objective 1:** Develop and extend trails and sidewalks that connect neighborhoods across town and to Burlington.
- **Objective 2:** Coordinate with Burlington and Des Moines County to align multi-modal transportation systems.
- **Objective 3:** Identify and develop strategic connection points, such as transportation hubs or trailheads.

Goal 2: Improve Transportation Identity with Wayfinding

- **Objective 1:** Implement clear, aesthetically stylized wayfinding signs that improve navigation and reflect the community's branding.
- **Objective 2:** Ensure transportation infrastructure improvements complement and enhance the existing character of the community.

Goal 3: Enhance Multi-Modal Transit Within Neighborhoods

- **Objective 1:** Introduce traffic design options to optimize traffic flow and improve safety especially along W Mt Pleasant Street, Agency Road, and Gear Avenue.
- **Objective 2:** Invest in bike lanes, pathways and sidewalks to provide safe, convenient transportation alternatives to automobiles.
- **Objective 3:** Improve pedestrian safety and connectivity by installing well-marked, accessible crosswalks at the intersections of Broadway and Agency Road and West Burlington Avenue and Agency Road.
- **Objective 4:** Extend and upgrade sidewalks along Agency Street to Southeast Iowa Regional Medical Center and Southeastern Community College.



Figure 42. Bicyclists

4.4. ECONOMIC GOALS AND OBJECTIVES

Goal 1: Create an Environment to Attract and Retain Businesses

- **Objective 1:** Develop family-friendly attractions and entertainment venues that are in demand and accessible.
- **Objective 2:** Implement marketing and branding strategies to highlight city destinations and events.
- **Objective 3:** Foster a diverse local economy and offer incentives to draw businesses of all types.

Goal 2: Redevelop Existing Facilities

- **Objective 1:** Convert the Westland Mall area into a vibrant mixed-use space with retail, entertainment, and residential areas.
- **Objective 2:** Partner with local and regional businesses to redevelop existing structures and sites, offering incentives for small businesses.
- **Objective 3:** Transform the downtown area into a year-round community hub through mixed-use redevelopment prioritizing adaptive reuse of existing structures.
- **Objective 4:** Provide workforce housing near downtown through redevelopment or rehabilitation of existing homes.

Goal 3: Identify and Create Partnerships with Local Business Stakeholders

- **Objective 1:** Conduct a stakeholder analysis to identify local businesses and organizations that align with city improvement goals.
- **Objective 2:** Develop a targeted communication plan to engage identified business stakeholders, emphasizing shared benefits and alignment with community goals.
- **Objective 3:** Partner with local businesses, Southeastern Community College, Southeast Iowa Regional Medical Center, and major manufacturing employers on pilot projects, such as sponsoring community beautification efforts, public art installations, or public education programs related to city improvements.

- **Objective 4:** Collaborate on public awareness campaigns that highlight the role of local businesses in supporting city improvement efforts, promoting a positive image of engaged stakeholders.

4.5 PARKS AND RECREATION GOALS AND OBJECTIVES

Goal 1: Maintain and Improve Trails and Parks

- **Objective 1:** Develop pocket parks and strategically place new parks that are green, inviting, and accessible.
- **Objective 2:** Ensure regular maintenance and improvements to existing parks and trails.
- **Objective 3:** Work with Burlington and Des Moines County to create more trail connections between jurisdictions.



Figure 43. 4th of July Celebration



Figure 44. Community Park Playground



Chapter 5 - **Future Land Use**

CHAPTER 5 - FUTURE LAND USE

5.1 FUTURE LAND USE

Land Use Descriptions

Agriculture and Open Space

This designation is intended to preserve land for agricultural activities, natural habitats, and recreational open spaces. These areas may include active farmland, pastures, orchards, and protected green spaces such as parks, nature preserves, and wetlands. Development is limited to structures necessary for agricultural or recreational purposes, ensuring the protection of environmental resources and rural character.

Low-Density Residential (≤ 4 du/acre)

Low-density residential areas are characterized by single-family homes on larger lots, with a density of up to four dwelling units per acre. These neighborhoods provide a quiet, suburban atmosphere and often include open spaces, yards, and streets designed for minimal traffic. Supporting uses, such as schools, parks, and community facilities, may also be located within or adjacent to these areas.

Medium-Density Residential (4.01 – 8 du/acre)

Medium-density residential areas support a mix of housing types, including smaller-lot single-family homes, duplexes, townhomes, and small-scale apartment complexes. The density allows for 4.01 to 8 dwelling units per acre, balancing compact living with neighborhood amenities. These areas are typically close to transportation corridors, commercial hubs, and community services, providing residents with convenient access to daily needs.

High-Density Residential (8.01 – 12 du/acre)

High-density residential areas are designed for more intensive residential development, such as multi-story apartment buildings, condominiums, and clustered housing. With a density range of 8.01 to 12 dwelling units per acre, these neighborhoods accommodate efficient land use and a greater population. Proximity to public transit, employment centers, and commercial services makes these areas ideal for workforce housing or urban living.

Commercial

Commercial land use is designated for businesses that provide goods and services to the community, including retail, dining, office, and entertainment uses. These areas often include shopping centers, standalone businesses, and professional offices. Commercial zones are strategically located along major roads or in downtown areas to maximize visibility and accessibility.

Industrial

Industrial land use supports a wide range of activities, including manufacturing, warehousing, logistics, and other industrial operations. These areas are designed to accommodate large structures, outdoor storage, and heavy vehicle traffic. Industrial zones are typically located near major transportation infrastructure, such as highways or railways, to support efficient goods movement while minimizing impacts on residential areas.

Civic and Institutional

Civic and institutional land use includes properties dedicated to public and semi-public functions. These areas may feature schools, libraries, government buildings, places of worship, hospitals, and community centers. Such uses serve as anchors for the community, providing essential services, educational opportunities, and cultural enrichment. These facilities are often centrally located to ensure accessibility for all residents.



Figure 45. 2011 Mall Road Project

Existing Land Use vs Future Land Use

Existing land use shows how land is currently being used, such as for homes, businesses, farms, or industrial purposes. It provides a clear picture of present conditions and serves as a baseline for planning decisions. This is based on observable activities, like active farming or occupied buildings, and helps identify current development patterns and community needs.

Future land use, on the other hand, is a plan for how land should be used in the future to meet community

goals. It is typically outlined in comprehensive plans and guides growth over the next 10 to 20 years. Future land use maps show the desired locations for different types of development, such as transitioning farmland to housing or expanding commercial areas. It focuses on planning for change and setting priorities for zoning and infrastructure.

In short, existing land use shows “what is,” while future land use plans for “what should be.” Both are key tools in land use planning, helping communities balance current realities with long-term goals.

Key Differences

Aspect	Existing Land Use	Future Land Use
Focus	Current land use patterns and activities.	Planned or intended land uses for the future.
Timeframe	Snapshot of present conditions.	Long-term vision for growth and development.
Purpose	Documentation and analysis of current development.	Strategic guide for zoning and community planning.
Flexibility	Fixed and based on current observations.	Flexible and aspirational, guiding future changes.
Example	A plot currently used as farmland.	Same plot planned for residential development.

Current Land Use Map

The current land use map highlights several important patterns that influence future development opportunities. A significant portion of the area remains in agricultural use, reflecting a rural or semi-rural character. This provides opportunities to preserve farmland where appropriate while also identifying parcels that could transition to other uses, such as residential or commercial developments, to accommodate community growth.

The commercial areas are fragmented and lack continuity, with businesses scattered rather than forming cohesive corridors. This limits economic activity and reduces the accessibility of businesses. There is an opportunity to create more connected and walkable commercial corridors, particularly along key streets like Mount Pleasant Street, by focusing on infill development and strategic redevelopment.

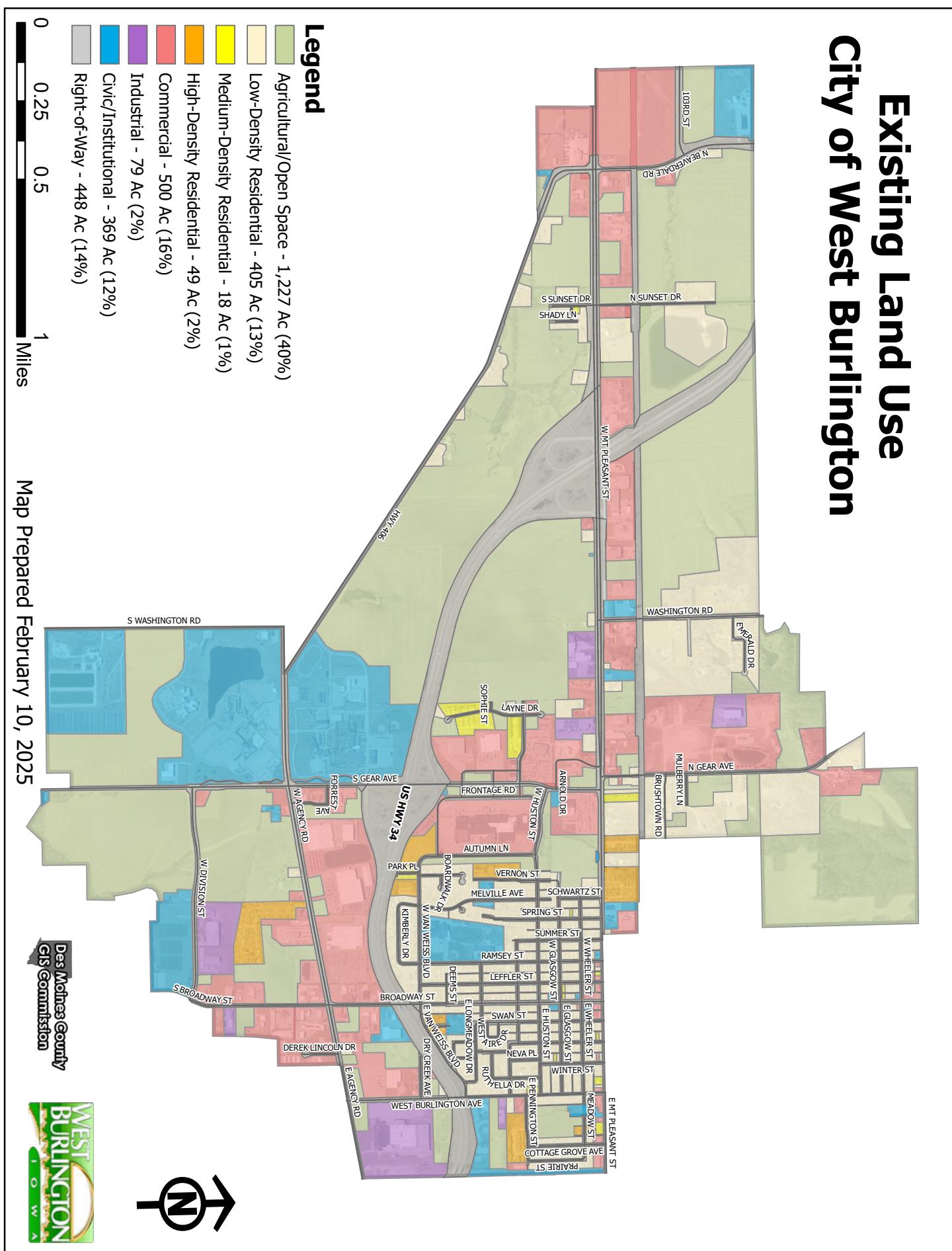
Residential development is centralized just south of Mount Pleasant Street, creating a compact housing area. While this helps define the community's core,

it also suggests a lack of diverse housing options in other parts of the area. Expanding residential development into nearby agricultural or underutilized land can meet growing demand, particularly for workforce housing to support major employers.

Opportunities for improvement include introducing mixed-uses along key corridors to integrate residential, commercial, and civic uses, fostering vibrant, walkable hubs. Transitioning some agricultural land near existing residential zones into low-, medium- or high-density housing can help address housing needs while maintaining proximity to downtown and employment centers. Enhancing commercial corridors with streetscape improvements and infill development can create a more cohesive and attractive business environment. At the same time, preserving select agricultural land or open space can maintain the community's character and provide natural buffers between development zones. By leveraging these opportunities, the area can develop a balanced land use pattern that supports economic growth, housing diversity, and a more vibrant community cor

City of West Burlington

Existing Land Use



Future Land Use Map

The future land use map builds on opportunities identified in the current land use analysis, creating a framework for balanced and sustainable growth. Agricultural land near existing development is designated for future residential or commercial purposes, with low-, medium- and high-density residential zones prioritized to address housing needs, especially for the local workforce. Agricultural areas farther from the urban core are preserved to maintain the community's rural character and provide natural buffers between different land uses.

Key commercial corridors, such as Mount Pleasant Street and Broadway, are strengthened through the consolidation and expansion of commercial development. Commercial mixed-use is introduced along these corridors to combine retail, office, and residential uses, fostering vibrant, walkable environments that attract activity throughout the day.

Residential development is expanded and diversified across the map. Low-density housing is planned for providing quieter, larger-lot options, while medium- and high-density housing is concentrated near downtown and transportation corridors. This ensures efficient land use and creates diverse housing opportunities to meet the needs of a growing population.

Additionally, open spaces and agricultural areas are preserved to maintain the community's character and provide recreational and ecological benefits. These preserved spaces also serve as natural transitions between different development zones. Industrial areas are consolidated and expanded near transportation infrastructure to support economic development, providing new business and job opportunities while minimizing conflicts with residential uses.

Overall, the future land use map envisions a well-connected and vibrant community that balances residential, commercial, and industrial growth with environmental preservation and sustainability. By diversifying housing options, strengthening commercial corridors, and preserving agricultural land, the plan supports economic vitality and an enhanced quality of life for residents.

City of West Burlington

Future Land Use

Legend

- Agricultural/Open Space - 342 Ac (11%)
- Low-Density Residential - 667 Ac (22%)
- Medium-Density Residential - 226 Ac (7%)
- High-Density Residential - 129 Ac (5%)
- Commercial - 618 Ac (20%)
- Industrial - 213 Ac (7%)
- Civic/Institutional - 430 Ac (14%)
- Right-of-Way - 441 Ac (14%)

0 0.25 0.5 1 Miles

Map Prepared February 10, 2025

Des Moines County
GIS Commission





Chapter 6 -
Implementation

CHAPTER 6 - IMPLEMENTATION

The implementation chapter of the West Burlington Comprehensive Plan provides a structured framework to achieve the city's objectives. The implementation matrix outlines specific actions, timelines, and potential funding sources to address priorities such as infrastructure improvements, housing development, and economic growth. This chapter is intended to guide decision-making and resource allocation, ensuring coordinated efforts among stakeholders to support the city's long-term goals.

Goals serve as the foundation of the Comprehensive Plan, reflecting West Burlington's long-term aspirations and guiding the overall direction of planning efforts. They establish priorities for city development and improvement while ensuring alignment with the community's values and vision for the future.

Objectives are more specific and measurable steps that break down the broader goals into actionable and focused areas. Each objective is designed to provide clarity and direction for achieving the stated goals. They help translate the community's aspirations into tangible initiatives that address critical needs, opportunities, and challenges across various sectors of the city's development.

Action steps are detailed activities or initiatives that outline the specific efforts required to accomplish each objective. These steps may include particular projects, programs, or policy changes that the city and its partners will undertake. Action steps are practical and actionable, providing a clear roadmap for how objectives will be met and ensuring that progress is both achievable and trackable.

Potential funding sources identify the financial resources available to support the implementation of the action steps. These may include grants, public-private partnerships, municipal budgets, state and federal programs, or private investments. Highlighting funding sources ensures that each action step has a feasible financial foundation and helps align the city's plans with realistic economic strategies.

The timeline establishes the prioritization and sequencing of action steps, dividing them into short-term, medium-term, and long-term action steps. Short-term action steps typically focus on immediate priorities and foundational actions, medium-term action steps address more complex initiatives requiring sustained effort, and long-term action steps align with the broader vision for the future. The timeline ensures the efficient and strategic implementation of the Comprehensive Plan while accommodating evolving needs and resources over time.

6.1 LAND USE GOALS

Goal 1: Strengthen Community Identity

Objective	Action Step	Funding	Timeline
Objective 1: Improve connections between neighborhoods and community hubs such as the Westland Mall area and downtown by expanding sidewalks, trails, and bike lanes, ensuring safe and easy movement throughout the community.	Create an inventory of sidewalk, trail, and bike lane networks to identify gaps and prioritize routes linking neighborhoods to key hubs like the Westland Mall area and downtown.	IA DNR Land and Water Conservation Fund (LWCF) AARP Community Challenge	Short-term
Objective 2: Enhance placemaking to create vibrant, engaging public spaces that reflect the community's identity and foster community values.	Host workshops and surveys to gather input on creating vibrant public spaces that reflect local culture and values.		Medium-term
	Add inviting features like seating, public art, and landscaping to underutilized areas, and integrate seasonal programming.	Keep America Beautiful Great American Cleanup Grants	Short-term

Objective 3: Develop the community identity with a focus on Southeastern Community College, Southeast Iowa Regional Medical Center, the Westland Mall area, downtown, southeastern area of the city, diverse housing options, and a strong marketing strategy featuring a cohesive brand and logo.	Design a logo, tagline, and marketing materials.		Short-term
	Promote the new identity through social media, events, and partnerships with local organizations and businesses.		Medium-term
Objective 4: Implement wayfinding at community gateways along W Mt Pleasant Street, Agency Road, and throughout the community to distinguish West Burlington.	Identify key entrances to the city.		Short-term

Goal 2: Enhance City Assets and Places

Objective	Action Step	Funding	Timeline
Objective 1: Improve accessibility to key destinations by enhancing infrastructure, implementing traffic calming measures, expanding bike lanes, and increased public transit options.	Expand bike lanes, sidewalks, and pedestrian crossings near high-traffic areas and key destinations.	Recreational Trails Program (RTP) IA	Long-term
	Introduce designs with speed bumps, roundabouts, or other traffic calming measures while increasing public transit routes and frequency.		Long-term
Objective 2: Integrate sustainable practices into key community destinations to create inviting and eco-friendly environments.	Retrofit or build key facilities using eco-friendly materials and energy-efficient systems.		Medium-term
	Add features like rain gardens, permeable pavements, and solar lighting to parks and public spaces.	IA Water Quality Initiative (WQI) - Urban Conservation Projects	Medium-term
Objective 3: Maintain and update unique destinations, like the Westland Mall area and parks, to ensure they remain attractive, functional, and a source of pride for the community.	Establish a schedule for upkeep of key destinations like the Westland Mall area and parks to address repairs and enhancements.	Recreation Economy for Rural Communities	Short-term
	Upgrade facilities with updated seating, playgrounds, or Wi-Fi to improve functionality and appeal.		Medium-term

Goal 3: Balance Land Uses

Objective	Action Step	Funding	Timeline
Objective 1: Promote the integration of bike lanes, sidewalks, and public transportation within land use planning to ensure seamless connectivity between residential, industrial, commercial, and recreational areas.	Update the city's zoning and subdivision ordinances, requiring new developments to include bike lanes, sidewalks, and public transit stops	AARP Community Challenge Prairie Meadows Grant Programs IA	Short-term
	Review new developments for transit stops and bike paths directly linked to residential, industrial, commercial, and recreational areas.		Long-term

Objective 2: Encourage new developments to incorporate green spaces and native, low maintenance landscaping, supporting both human activity and local ecosystems	Connect developers with grants to incorporate green spaces and native landscaping into their designs.	Green and Resilient Retrofit Program (GRRP) Leading Edge	Short-term
	Adopt policies requiring low-maintenance landscaping and designated public green areas in all new developments.		Short-term
Objective 3: Design transition areas between different land uses with well-planned green spaces, suitable buffers, and graduated building scales to create harmonious and functional environments that prioritize human-scale design.	Use trees, shrubs, and open green spaces to separate industrial, commercial, and residential zones.		Short-term
	Plan building heights and designs to transition smoothly from higher-density to lower-density areas, emphasizing human-scale design.		Short-term

Goal 4: Improve the City's Stormwater Infrastructure

Objective	Action Step	Funding	Timeline
Objective 1: Upgrade existing stormwater drainage systems and install additional infrastructure, including permeable pavements and additional greenspace to increase the city's ability to handle heavy rainfall events.	Retrofit current systems with permeable pavements and bioswales to improve water absorption and reduce runoff.	IA Water Quality Initiative (WQI) - Urban Conservation Projects	Medium-term
	Create additional parks and green corridors to act as natural stormwater retention areas.		Medium-term
Objective 2: Identify and address flood-prone areas by implementing retention and detention ponds, as well as upgrading pipe networks to manage stormwater surges more effectively.	Construct strategically located ponds to capture and slowly release stormwater.	IA Water Quality Initiative (WQI) - Urban Conservation Projects	Medium-term
	Increase the capacity of existing stormwater pipes to handle surges during heavy rainfall events.		Long-term
Objective 3: Establish a monitoring program to regularly assess the performance of stormwater systems and adapt infrastructure designs based on real-time data and climate projections.	Use sensors and software to track stormwater system performance during rainfall events.		Short-term
	Regularly update designs and maintenance schedules based on monitoring data and future climate projections.		Medium-term

6.2 HOUSING GOALS

Goal 1: Develop Stable Neighborhoods

Objective	Action Step	Funding	Timeline
Objective 1: Encourage housing development that appeals to potential homeowners, especially families within the West Burlington School District, using incentives like grant money.	Identify downpayment assistance grants.	Iowa Finance Authority Home Loan Assistance	Short-term
	Work with builders to create family-friendly housing options, such as three-bedroom homes with yards, by offering tax abatements or reduced permit fees.	Choice Neighborhoods Implementation Grant Program	Short-term
Objective 2: Implement programs to rehabilitate older housing stock, especially in the Old Town Overlay District, to preserve exterior aesthetics while upgrading interiors and overall quality of housing stock.	Launch a façade improvement grant program.	Community Development Block Grant (CDBG)	Short-term
	Identify low-interest loans or matching grants for essential improvements, such as plumbing, HVAC, and energy-efficient insulation.		Short-term
Objective 3: Support initiatives that foster neighborhood stability and reduce out-migration through community engagement programs and incentives for long-term residency.	Organize block parties, clean-up days, or neighborhood watch programs to foster a sense of belonging.		Medium-term
	Provide property tax abatement for property improvements for 10 years or more.		Medium-term
Objective 4: Utilize incentive programs to build new housing and rehabilitate existing housing stock.	Collaborate with developers to share costs for infrastructure upgrades tied to housing projects.	Community Development Block Grant (CDBG)	Medium-term
	Use grants and tax credits to support new housing construction and large-scale renovation projects.	Choice Neighborhoods Implementation Grant Program	Short-term

Goal 2: Promote Diverse Housing Options

Objective	Action Step	Funding	Timeline
Objective 1: Promote the development of diverse housing types with features and price points that align with the city's demographics and income levels.	Analyze income levels and family sizes to guide the development of housing types like duplexes, townhomes, and affordable single-family homes.	Choice Neighborhoods Implementation Grant Program	Short-term
	Offer zoning flexibility and subsidies for the construction of apartments with income-adjusted rent.		Short-term
Objective 2: Focus on developing quality residential properties in infill areas, and policies that balance between rental and owner-occupied properties.	Identify underutilized lots for residential development and offer financial incentives for infill projects.		Short-term
	Establish zoning and tax incentives that encourage a mix of rental and owner-occupied properties in infill areas.		Short-term

Objective 3: Encourage flexible zoning regulations that support the development of mixed-use spaces, integrating residential, commercial, and recreational areas.	Allow higher-density housing and commercial spaces in the same development, prioritizing areas near downtown and transit hubs.		Short-term
	Fund a demonstration project that integrates apartments, retail, and green spaces in one location.		Short-term

Goal 3: Enhance Housing Options in the West Burlington School District

Objective	Action Step	Funding	Timeline
Objective 1: Prioritize the redevelopment and rehabilitation of older housing within the West Burlington School District.	Identify funding and grants to rehabilitate older homes, targeting families with children attending local schools.	Community Development Block Grant (CDBG)	Short-term
	Assist older residents in upgrading their homes for safety and accessibility, encouraging aging in place.	Great River Housing Trust Fund	Medium-term
Objective 2: Develop programs and housing types to encourage residents to transition to more suitable housing based on their age, abilities, life stage, or circumstances.	Work with developers to create accessible housing options like single-story units or independent living facilities.		Medium-term
	Incentivize the construction of affordable homes designed for first-time buyers or young professionals.		Short-term
Objective 3: Utilize grant money and other funding sources to upgrade existing housing and infrastructure.	Apply for Federal HOME and CDBG Grants	Home Rehabilitation Block Grant IA	Medium-term
	Implement a Matching Grant Program		Medium-term
Objective 4: Target greenfield development for new housing.	Identify Suitable Greenfield Sites		Short-term
	Invest in water, sewer, and electricity extensions to make greenfield sites ready for residential construction.		Long-term

6.3 TRANSPORTATION GOALS

Goal 1: Ensure Regional Connectivity

Objective	Action Step	Funding	Timeline
Objective 1: Develop and extend trails and sidewalks that connect neighborhoods across town and to Burlington.	Secure funding through programs like TAP (Transportation Alternatives Program) for trail and sidewalk projects.	IA Transportation Alternatives Program (TAP)	Medium-term
Objective 2: Coordinate with Burlington and Des Moines County to align multi-modal transportation systems.	Establish a Regional Transportation Task Force	DOT Regional Infrastructure Accelerator Program	Medium-term
	Develop shared transportation maps highlighting trail systems, bike lanes, and public transit routes across jurisdictions.	PeopleForBikes Community Grant Program	Medium-term

Objective 3: Identify and develop strategic connection points, such as transportation hubs or trailheads.	Designate areas such as park-and-ride lots or downtown trailheads as connection points for various transit modes.	DOT Regional Infrastructure Accelerator Program	Short-term
	Add parking, signage, and seating at trailheads to improve user experience and accessibility.		Short-term

Goal 2: Improve Transportation Identity with Wayfinding

Objective	Action Step	Funding	Timeline
Objective 1: Implement clear, aesthetically stylized wayfinding signs that improve navigation and reflect the community's branding.	Place wayfinding signs at gateways, major intersections, and community landmarks to guide residents and visitors.	Alliant Energy Foundation - Giving for Good	Short-term
Objective 2: Ensure transportation infrastructure improvements complement and enhance the existing character of the community.	Incorporate landscaping, tree-lined streets, and eco-friendly materials into infrastructure upgrades.		Medium-term

Goal 3: Enhance Multi-Modal Transit Within Neighborhoods

Objective	Action Step	Funding	Timeline
Objective 1: Introduce traffic design options to optimize traffic flow and improve safety especially along W Mt Pleasant Street, Agency Road, and Gear Avenue.	Use roundabouts and dedicated turn lanes to improve safety and reduce congestion at key intersections like W Mt Pleasant Street and Gear Avenue and Agency Road and Gear Avenue.	Safe Streets and Roads for All (SS4A)	Medium-term
Objective 2: Invest in bike lanes, pathways and sidewalks to provide safe, convenient transportation alternatives to automobiles.	Add bike lanes on W Mt Pleasant Street and Gear Avenue to provide safe alternatives for cyclists.	IA Transportation Alternatives Program (TAP)	Medium-term
	Identify pathways leading to schools, parks, and employment centers for pedestrian convenience and school traffic efficiency.		Short-term
Objective 3: Improve pedestrian safety and connectivity by installing well-marked, accessible crosswalks at the intersections of Broadway and Agency Road and West Burlington Avenue and Agency Road.	Add ADA-compliant crosswalks with high-visibility markings and pedestrian-activated signals at Broadway/Agency and West Burlington Avenue/Agency.	Safe Streets and Roads for All (SS4A)	Medium-term
	Implement better lighting and advanced warning signs at busy intersections.		Medium-term
Objective 4: Extend and upgrade sidewalks along Agency Street to Southeast Iowa Regional Medical Center and Southeastern Community College.	Establish sidewalk upgrades in the yearly budget	IA Transportation Alternatives Program (TAP)	Short-term
	Establish and update a sidewalk inventory		Short-term

6.4 ECONOMY GOALS

Goal 1: Create an Environment to Attract and Retain Businesses

Objective	Action Step	Funding	Timeline
Objective 1: Develop family-friendly attractions and entertainment venues that are in demand and accessible.	Identify high-demand attractions	Revitalize Iowa's Sound Economy (RISE) - Local Development Projects Funding	Short-term
	Collaborate with businesses to develop accessible venues through public-private partnerships.	Choice Neighborhoods Implementation Grant Program	Medium-term
Objective 2: Implement marketing and branding strategies to highlight city destinations and events.	Launch a destination marketing campaign		Medium-term
	Create a city events calendar		Short-term
Objective 3: Foster a diverse local economy and offer incentives to draw businesses of all types.	Provide tax abatements or grants for entrepreneurs opening businesses	Choice Neighborhoods Implementation Grant Program	Short-term
	Host industry specific job fairs		Short-term

Goal 2: Redevelop Existing Facilities

Objective	Action Step	Funding	Timeline
Objective 1: Convert the Westland Mall area into a vibrant mixed-use space with retail, entertainment, and residential areas.	Create a redevelopment plan for the Westland Mall area	IA Community Catalyst Building Remediation	Medium-term
Objective 2: Partner with local and regional businesses to redevelop existing structures and sites, offering incentives for small businesses.	Create a small business development grant	Main Street America Inclusive Backing Grant	Short-term
	Establish a redevelopment task force		Short-term
Objective 3: Transform the downtown area into a year-round community hub through mixed use redevelopment prioritizing adaptive reuse of existing structures.	Repurpose existing downtown structures for mixed-use purposes, such as combining retail, office, and residential spaces.	Main Street America Inclusive Backing Grant	Long-term
	Host recurring events, like farmers' markets and winter festivals, to maintain consistent downtown activity.		Medium-term
Objective 4: Provide workforce housing near downtown through redevelopment or rehabilitation of existing homes.	Launch programs offering low-interest loans for property owners to renovate homes into affordable workforce housing.		Medium-term
	Partner with developers to add residential units above ground-floor commercial spaces.		Medium-term

Goal 3: Identify and Create Partnerships with Local Business Stakeholders

Objective	Action Step	Funding	Timeline
Objective 1: Conduct a stakeholder analysis to identify local businesses and organizations that align with city improvement goals.	Identify businesses, nonprofits, and organizations aligned with city objectives, focusing on diverse sectors.		Short-term
Objective 2: Develop a targeted communication plan to engage identified business stakeholders, emphasizing shared benefits and alignment with community goals.	Develop brochures, presentations, and digital campaigns to highlight how city goals align with stakeholder benefits.		Short-term
	Utilize email, social media, and in-person meetings to engage stakeholders effectively.		Short-term
Objective 3: Partner with local businesses, Southeastern Community College, Southeast Iowa Regional Medical Center, and major manufacturing employers on pilot projects, such as sponsoring community beautification efforts, public art installations, or public education programs related to city improvements.	Identity and establish connections with businesses to fund public art or landscaping projects in high-visibility areas.	Prairie Meadows Grant Programs IA	Medium-term
	Establish rotating art displays at city hall, install public art along trails, and host regular “music in the park” events.		
Objective 4: Collaborate on public awareness campaigns that highlight the role of local businesses in supporting city improvement efforts, promoting a positive image of engaged stakeholders.	Organize events, such as awards ceremonies or open houses, to celebrate businesses actively supporting city projects and initiatives.		Medium-term

6.5 PARKS & RECREATION GOALS

Goal 1: Maintain and Improve Trails and Parks

Objective	Action Step	Funding	Timeline
Objective 1: Develop pocket parks and strategically place new parks that are green, inviting, and accessible.	Use a geographic analysis to locate neighborhoods lacking accessible green spaces for new pocket parks.	Prairie Meadows Grant Programs IA	Short-term
	Apply for grants and partner with property owners to acquire and develop small, green parks.		Medium-term
Objective 2: Ensure regular maintenance and improvements to existing parks and trails.	Develop a detailed plan for routine park upkeep, including landscaping, equipment checks, and cleaning.		Medium-term
	Replace aging infrastructure like benches, playgrounds, and trail markers to enhance usability.		Medium-term
Objective 3: Work with Burlington and Des Moines County to create more trail connections between jurisdictions.	Apply for state and federal grants as a joint effort to fund trail connections.	PeopleForBikes Community Grant Program	Medium-term

ACKNOWLEDGMENTS

With special thanks to the citizens of West Burlington and other contributors who participated in public events for the Comprehensive Plan and who submitted their ideas and comments via the online portal.

Prepared for the City of West Burlington
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Real People. Real Solutions.

WEST BURLINGTON CITY COUNCIL

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Ringo Covert, Council Member
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Sandy Lee, Planning and Zoning Commission Member

WEST BURLINGTON CITY STAFF

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Mark Crooks, Building Inspector

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Jeremy Alexander	Jarred Lassiter
Taylor Atwater	Gregg Mandsager
Andy Crowner	Kathy Newberry
Mike Davis	Mary Storch
Kelly Fry	Ken Sutton
Anthony Furniss	Steve Young
Zach James	Melanie Young

Keeping the Comprehensive Plan up to date

Keeping a comprehensive plan up to date guarantees that development aligns with current community needs, economic conditions, and infrastructure capacity. It helps guide zoning, land use, and investment decisions to support sustainable growth and economic vitality. Regular updates also ensure the plan reflects demographic shifts, market trends, and emerging challenges like housing demand or transportation needs.

How to keep the Comprehensive Plan up to date

Following its adoption, a comprehensive plan may be amended at any time. The Planning and Zoning Commission shall consider Comprehensive Plan amendments and make recommendations to the City Council. The Planning and Zoning Commission shall hold a public hearing on the proposed amendment, supplement or change. It shall provide a notice of the time and place of such hearing, no less than seven (7), and no more than thirty (30) days prior to the hearing, by publication in a newspaper of general circulation in the community. When changes are proposed to the Future Land Use Map, the Planning and Zoning Commission shall also mail notices to all property owners directly involved, or within 300 feet of the area affected by the amendment.