



Chapter I: Sioux City Vision

Sioux City – My Home, Our Neighborhood, Everyone's Hometown

This phrase captures the spirit and vision of Sioux City as a place where people of many cultures have historically come to carve out a future for themselves, their families, and the neighborhoods and city in which they live. Whether Native American, European, African American, Hispanic, or Asian, residents of the past and present have found that Sioux City is a place where neighborhoods can be built with great pride and a city can be a hometown.

Sioux City -- a place of discovery, adventure, comfort, and prosperity!

Sioux City is a place where traveling people can come to rest, adventurous people can come to explore, and people can build neighborhoods and lives through industrious and innovative efforts.

Core Values for Achieving the Vision

These core values are the basis for achieving our vision – *Sioux City – My Home, Our Neighborhood, Everyone's Hometown*.

Celebrating Culture – We know that diversity is a strength of our community. From the first Native Americans who traversed the area, to the European explorers looking to a new future, to the immigrants that found jobs and made homes in Sioux City, the diversity of cultures has been the building blocks for our community. The future of Sioux City lives in its neighborhoods as unique places to live. Connecting these people and places will strengthen the City. We must nurture our cultural heritage, embrace the arrival of additional cultures, and maintain strong and healthy neighborhoods for all people that live in Sioux City.

Enhancing Collaboration – Working together we will all be able to say *Sioux City – My Home, Our Neighborhood, Everyone's Hometown*. Sioux City has developed a reputation for collaboration. Addressing the issues and desires of the future will require a new level of collaborative spirit. Systems, processes, and programs of the past and today will be evaluated and, when necessary, changed in order for Sioux City to achieve its full potential. Whether the issues revolve around physical development or social needs, there will be a cooperative spirit for attacking problems and issues proactively and productively. The future is ours and we can achieve great things through a collaborative posture. Collaboration is the way we do business.

Caring Community – If it is the right thing to do, then the community of Sioux City will find a way to do it. Each citizen is important in our community. Providing a variety of living environments, job opportunities, and support systems will differentiate Sioux City from any other place in the future. Sioux City expects citizens to be responsible and caring individuals. By caring about each other and our community, responsible actions and

quality standards will be the norm. Caring about our community is reflected by how we treat each other, take care of our property, and resolve problems that face us.

SIoux CITY STRENGTHS

It is important to assess the existing strengths that Sioux City possesses as a foundation for the desired vision. Sioux City has been and is known for many different things. Historically, Sioux City has been known for the industrial innovation that has originated from here; first with the beginning of the meat processing and packing industry and more recently as a central point of activity in the personal computer industry. In a larger sense, this innovation comes from the industriousness and ingenuity of the people of Sioux City; a trait that exists today.

The size and uniqueness of downtown Sioux City is an asset that has seen a recent recommitment. The investment in the downtown over this time is staggering. Developments such as the Events, Arts, and Cancer Centers, City Hall, Long Lines Family Recreation Center, Mercy Health Center, MLK Jr. Transportation Center, the Orpheum Theater, and the redevelopment of Historic 4th Street represent significant public and private investment in the downtown. Additionally, these types of development provide attractions or reasons for people to come to downtown and provide a base for the downtown to grow.

Most residents felt that the City and the metropolitan area were well connected in terms of transportation. The quote that was most often heard was “you can get anywhere in Sioux City in 15 minutes.” In addition to the local street network, the accessibility to Sioux City by the Interstate system is a benefit to Sioux City for travelers and transporting commercial goods and services. The accessibility to Sioux City by train and airplane is also an economic benefit. The accessibility to Sioux City by air, in particular, is an asset to not only the City but the region. Additionally, Sioux City is the hub of a regional transportation system. This hub includes I-29 north to

Sioux Falls and south to Omaha; Highway 20 west to O'Neill and east to Fort Dodge; Highway 60 north to Sheldon and Spencer; Highway 75 north to LeMars and Orange City; South Dakota 18 to Yankton; Nebraska 12 to Ponca; and Nebraska 35 to Norfolk.

The beauty of the Loess Hills provides a scenic backdrop for Sioux City. The hills provide a topography that adds character to development, the City, and the region.

The greatest strength of Sioux City is the people that call this City home. The people of Sioux City are innovative, industrious, and caring. The business and industry that have started in Sioux City and the region are an impressive list. Similarly, the work ethic of the people and the quality of life are what draws people and industry to Sioux City. However, one point that often goes overlooked is the generosity of the people in Sioux City. The services and assistance provided to those in need is a model to be emulated elsewhere.

Sioux City is home to several high scale athletic facilities, including: The Tyson Events Center, Long Lines Family Recreation Center, Lewis and Clark Stadium; Roberts Stadium, and the Riverside Youth Softball Complex, the recently completed adult softball complex at Chautauqua Park, and a quality trails network. Golf Digest recognizes Sioux City's golf courses as being of exceptional national value. More importantly, within the City there are people with experience and expertise in attracting regional and national athletic events to these venues.

Sioux City has a considerable stock of vacant and developable land. Often seen as a weakness, this inventory of land can be utilized for future growth and development possibilities.

GOALS

In support of the vision, and based on the strengths identified, a number of goals were developed using input from the participating groups and individuals in order to

address what they saw as critical issues. The goals in this plan have been organized by six general categories - **economic development, transportation, downtown viability, infrastructure and facilities, people, and development building blocks**. More specific objectives, strategies, and actions for accomplishing the goals are provided in Chapters II and III of the plan.

Economic Development

In recent years, the City has developed a progressive effort to enhance existing industries while recruiting new employers in the areas of biotech, advanced manufacturing, information systems, and logistics. In addition, Sioux City has worked hard to establish and maintain its leadership role in the commercial / retail market niche in the region. These activities have been the major focus of Sioux City economic development efforts.

The economic development goals are dominated by a desire for more jobs with a greater diversity of employment opportunities. Industries specifically mentioned were related to the future of the agricultural and animal science. Economic development goals also include expanding the recreation, tourism, and entertainment opportunities that are unique to Sioux City, such as the new Tyson Events Center. The Citywide trails system provides an additional amenity as well as connections to other attractions and venues throughout the City which interconnect to the region. Provision of a diverse housing stock is also a goal, including both urban, as well as suburban styles.

Future economic development in Sioux City is dependent on being competitive and diversified not only in the local and regional markets but in the world market. Sioux City has many assets that are positive forces within the current and future economy, but, taking advantage of these assets requires the development of a stronger job base. The economic development goals that are

discussed herein are targeted toward those strengths that Sioux City possesses currently.

- **Goal:** *Expand the tax base of Sioux City while enhancing employment opportunities.*
- **Goal:** *Assemble development-ready sites for future industrial development.*
- **Goal:** *Strengthen Sioux City's long tradition as a center of industrial development and production through retention, expansion, and attraction of targeted industrial business development.*
- **Goal:** *Enhance support of entrepreneurship and innovation as a cornerstone of business growth and development in Sioux City.*
- **Goal:** *Continue to develop Sioux City as commercial/retail center in this region.*
- **Goal:** *Strengthen the role of Sioux City as the Healthcare and Medical Center in the region.*
- **Goal:** *Enhance the marketing of Sioux City as a tourist destination by taking advantage of unique opportunities.*
- **Goal:** *Take advantage of improvements to I-29 to further market downtown as an attraction.*

Transportation

In today's automobile dominated society, most people think of the car as the only method of transportation. The transportation network in Sioux City is extensive and multi-faceted. Sioux City is home to an elaborate network of interstate, highway, arterial road, trail, public transit, rail, air, and barge systems. The interstate and arterial street network accommodate the automobile, but the City also has a trails system that accommodates pedestrians and bicycles, a transit system that includes

busses and vans, a rail system for freight movement, an airport used by general aviation and commercial aircraft and the military, and waterways that accommodate boats, barges, and other watercraft.

Sioux City and the metropolitan area have the core elements of a multi-modal transportation system that will serve all sectors of the population and the City. The transportation system of the future is one that can promote and efficiently use each different type of transportation in moving people and goods in, around, and to and from the City. Together the transportation system is a complete web of services for the City, the region, and the United States.

Like Sioux City, the region needs a comprehensive transportation system to serve the area. The Siouxland Interstate Metropolitan Planning Council (SIMPCO), the Metropolitan Planning Organization (MPO) for Sioux City and the region, has prepared the Long Range Transportation Plan (LRTP) that addresses the future of these systems. As Sioux City represents a large portion of the Siouxland region, both physically and in population, the goals and objectives that are defined by the LRTP are similar to those for Sioux City.

In general the public process resulted in a plan that proposed a closer balance between vehicular and other improvements, particularly transit. Transportation improvements are necessary that focus on alternative modes of transportation to better serve the people of Sioux City. The following transportation goals and objectives in the LRTP also support the vision and land use / development framework of Sioux City.

The transportation goals center on the general improvement of all transportation within the region including air, rail, auto, truck, bicycle, and transit. A goal of Sioux City as a transportation hub including automobile, truck, rail, and air was appealing to participants.

- **Goal:** Continue to work with state officials to ensure that Sioux City receives the greatest benefits from I-29 improvements.
- **Goal:** Encourage management, development, and enhancement for continued use of the Missouri River for barge and recreational uses.
- **Goal:** Develop a comprehensive and long-term transportation plan for the City that seeks to create a unified network. Consider the possibility of developing a belt and spoke system.
- **Goal:** Create a transportation hub near the present I-29 / Floyd Boulevard intersection to provide better access to Hoeven Valley, Gordon Drive, Dace Avenue, and Lewis Boulevard.
- **Goal:** Develop, maintain, and promote the most efficient and effective transportation system for the movement of people and goods.
- **Goal:** Promote and implement transportation system improvements for all modes that minimize the occurrence of and potential accidents that might result in the loss of health, life, and property.
- **Goal:** Preserve and enhance Sioux City Metropolitan Area's unique and natural environmental features by protecting the integrity of air, land, water, energy, cultural, and aesthetic resources.
- **Goal:** Promote the balanced and sustained economic growth of Sioux City and the region through the efficient movement of goods and people in a safe, energy efficient, and environmentally sensitive manner.
- **Goal:** Utilize available personnel and financial resources efficiently, ensuring that the transportation system meets the users' needs and remains financially stable.

- **Goal:** *Develop a transportation system that is reliable, accessible, and serves all potential users.*
- **Goal:** *Encourage and implement system improvements which promote the efficient and effective movement of people and goods by integrating and linking various modes of transportation and plans, enabling users' access to the entire metropolitan area.*
- **Goal:** *Establish Sioux City as a regional / national / international transportation hub for the movement of goods and products throughout the region, the United States, and North / South America.*
- **Goal:** *Enhance Sioux City's regional advantage in rail and air freight access.*
- **Goal:** *Address commercial freight shipping tax disadvantages for a state-wide solution to make Iowa cities, including Sioux City, competitive with surrounding states.*
- **Goal:** *Take advantage of Sioux City's location on the north / south transcontinental transportation lines, due to the North Atlantic Free Trade Agreement (NAFTA).*
- **Goal:** *Encourage the further enhancement and development of Highway 20 within and beyond the corporate boundaries of Sioux City.*

Downtown Viability

The goal for downtown was collectively summarized as the "creation of a place." A "place" was defined as an area that people live, work, and play; where they could feel comfortable, and an area that exemplifies the Sioux City culture. Specifically, two items were identified; the placement of a museum in downtown to add to the existing cultural facilities, and reconnection to and development of the riverfront.

Downtown represents a unique asset within Sioux City and the region. Nowhere else in this region is there an area similar to downtown Sioux City. The area has been the focus of past improvements within the City, specifically public improvements. Downtown has been the beneficiary of recent reinvestment and redevelopment in Sioux City with the construction of the Tyson Events Center, a reconstructed City Hall, the Art Center, Long Lines Family Recreation Center, and the Orpheum Theater. Downtown should remain a priority for Sioux City in the future development of the City and an asset that should be promoted to benefit the City. The proximity of the riverfront provides additional benefits and opportunities for downtown. The relationship of downtown to the riverfront is an opportunity that needs to be enhanced and emphasized. However, in light of the planned improvements of I-29, access to the riverfront and related trail systems could be in jeopardy or enhanced, depending upon the final design.

- **Goal:** *Create a 24-hour downtown that is a unique place to live, work, shop, and play.*
- **Goal:** *Strengthen and enhance downtown Sioux City's identity as the premier urban mixed-use environment in the region through branding and theme building.*
- **Goal:** *Encourage private investment and development to build on recent public investments made in downtown.*
- **Goal:** *Enhance the appearance of downtown, making it more marketable.*
- **Goal:** *Create and maintain a seamless functional and visual connection between downtown and the riverfront.*

- **Goal:** Encourage the adaptive reuse of existing vacant and underutilized structures for housing, commercial, and retail uses.
- **Goal:** Encourage investment in and revitalization of the neighborhoods surrounding downtown.
- **Goal:** Connect the various portions of downtown (i.e. the Events Center, the Convention Center, Historic 4th Street, etc.) in an efficient manner that supports pedestrian, transit, and vehicular mobility to various events, activities, and destinations within downtown.
- **Goal:** Evaluate parking to address existing and future development needs.

Infrastructure and Facilities

Infrastructure is the term used to describe the basic facilities, equipment, services, and installations needed to provide services to a community. As the population and physical size of the City grow, the need for infrastructure and facilities will increase. To assist the private sector in developing the City in an appropriate manner, infrastructure and community facilities must be planned appropriately.

The Urban Services Area Plan (USAP) has been created by the City of Sioux City and Woodbury County with three objectives. The USAP provides:

1. the long-term (20+ years) limits of urban development;
2. the means of efficient service provision to those areas; and
3. the means of orderly, acceptable transfer of jurisdiction, of those areas, from the County to the City.

The preparation of the USAP is the result of analysis of several different factors that impact development within the region. The factors include topography, existing services, population growth, housing demand and growth, zoning and subdivision regulations, and several

other factors. The USAP should be used as a framework to plan for service extension in response to growth and development advocated in this comprehensive plan.

An integral piece in the provision of infrastructure and facilities is the Capital Improvements Program that provides the public budget and schedule for public improvements. The public money that is gathered through taxes and other fees is limited and should be managed to provide the best use of funds. As such public improvements must be prioritized based on the policies of the City found in the Comprehensive Plan, the CIP, and the Urban Services Area plan. The Urban Services Area Plan provides direction on the physical growth of the City boundaries and associated public improvements, infrastructure, and facilities. These three tools must be coordinated and work together in order to achieve the physical vision of Sioux City in the future.

- **Goal:** *Create an infrastructure network that efficiently serves the population of Sioux City and that promotes the development and growth of Sioux City and the surrounding growth corridor.*
- **Goal:** *Continue to develop a comprehensive school facilities plan to upgrade or replace functionally obsolete facilities in an effort to better serve the community.*
- **Goal:** *Continue to develop easily accessible community facilities that provide educational and recreational opportunities and serve the citizens of Sioux City.*
- **Goal:** *Become an active partner with the private sector developers through the creation of programs to extend needed infrastructure to support new housing opportunities.*

People

The growth of people and the community of Sioux City identified as a goal. Growth is defined by the continued improvement of the people and community through tolerance, collaboration, and youth mentoring that will benefit Sioux City and Siouxland.

The people of Sioux City are the most important asset for the future. Sioux City attracts innovative, industrious, caring people who are looking for a better life to create a new home. This is a legacy to be remembered and celebrated and one that must endure.

It is for this reason that the people of Sioux City should be a primary focus of the City's future. Investment in the people of Sioux City is essential to ensure the future success of the City. The continued caring and generosity of the people is what will continue to define Sioux City. Investments in educational, social, and economic resources can provide benefits to people, in turn benefiting the City.

The people that have come to Sioux City are innovative and resourceful. There is a true spirit of entrepreneurship in Sioux City which is a source of community pride. However, the typical entrepreneur does not have the resources to make the transition from a start-up company to successful business. Sioux City has a number of successful businesses and a history that it can use to provide guidance and resources to assist in the development of new innovations and ideas. This spirit remains within individuals in Sioux City today. By fostering entrepreneurship within those individuals, Sioux City can continue to grow as a center for innovation and business. Investment in the people of Sioux City will provide immeasurable benefits for a lifetime.

In particular, the youth of Sioux City are important to the future. The youth of today represent the leaders of tomorrow. It is important that opportunities and experiences are available to them to create the best

future possible. In Sioux City today many of the youth feel disenfranchised or “outside” the workings of the City. The inclusion of the youth of Sioux City will prepare them to lead the City in the future.

People in Sioux City make taking care of people, including strangers, a priority. The human service provider network is a model for the rest of the world. There are over 100 organizations that can assist people in need. Aid ranging from meals to education to living assistance is available to all that come to Sioux City. Even in tough economic times people can count on the generosity and assistance of others in Sioux City. It is the resourcefulness and hard work that earns respect from other communities around the country.

The continued support and investment in people should include the following initiatives:

- **Goal:** *Identify opportunities for the citizens of Sioux City to further participate in and contribute to the future of Sioux City.*
- **Goal:** *Encourage and promote entrepreneurship and innovation in the people of Sioux City.*
- **Goal:** *Prepare the youth of Sioux City to be the leaders of tomorrow by creating opportunities that encourage high school and college graduates to choose Sioux City as their home.*
- **Goal:** *Continue to support human service agencies that provide services and enhance the quality of life for all Sioux Cityans.*
- **Goal:** *Create a leadership academy made up of Leadership Siouxland, The Mayor’s Youth Commission, and the Sioux City Growth Organization.*

Development Building Blocks

Development within Sioux City has always been shaped by the Loess Hills and the scenic setting that they provide. In the future development will continue to be influenced by the Loess Hills and should continue to use their presence as a development amenity. It is important that the heritage of the prairie lands and the Loess Hills be embraced in future development.

The basic development building blocks for Sioux City include neighborhoods, centers, corridors, and districts. Each of the areas discussed requires greater study in order to develop more specific strategies and approaches for future land use and development.

Sioux City has traditionally developed in a series of neighborhoods, centers, and districts. Neighborhoods like Morningside and Leeds, commercial centers such as downtown and the Singing Hills area, and industrial districts such as Hoeven Valley and Bridgeport are good examples of this development pattern. The following discussion is intended to provide general guidance related to maintaining the integrity of the neighborhoods, centers, corridors, and districts in Sioux City.

Neighborhoods

Neighborhoods today and historically have defined Sioux City and they will remain the organizational element of the City. The neighborhoods of Sioux City are unique and provide differing environments for people to live. The automobile has had an impact on the development of Sioux City and its neighborhoods, similar to many other cities in the United States. The accessibility of jobs and goods and services allows people to live at greater distances, thus the "suburbs" continue to thrive with development. The importance of neighborhoods to the future of Sioux City is immeasurable. Therefore the continued investment and improvement of neighborhoods should be a focus for the City as well as residents.

- **Goal:** *Sustain and create strong identifiable neighborhoods that provide a variety of high quality urban, suburban, and rural living opportunities.*
- **Goal:** *Promote the creation of new housing starts in all areas of the City.*

Centers

Centers are traditionally the location of activity in any city. Goods and services as well as entertainment and institutional uses are provided within centers. The first center in Sioux City was downtown. Downtown was not only a commercial and financial center but home to most of the residents of early Sioux City. As the City has grown the necessity for additional centers to provide goods and services was apparent. Thus, the numerous centers that exist today, including the Singing Hills area, Greenville and Leeds to name a few, were created to serve the growing population of Sioux City.

Centers will remain the activity and goods and services locations in Sioux City. The ideal situation is to have centers at different scales that provide different services to the population. This helps to ensure that each of the centers within Sioux City remains economically viable and responsive to the population. A variety of strong healthy centers will allow goods and services to be delivered to, as well as activities to be used by, the current and future populations of Sioux City.

- **Goal:** *The commercial development pattern in Sioux City should be based on stabilizing, preserving, and strengthening strong commercial centers as well as the market trade areas associated with these strong centers that exist today, creating new centers as growth requires and redeveloping weaker centers for other uses.*

Corridors

Corridors are important to Sioux City for the connections and accessibility that they can offer. A well designed street network can facilitate the movement of people and goods to

and through a community. Sioux City has a strong arterial street network that provides connection with the City and to the region. A few improvements proposed by the Long-Range Transportation Plan are necessary to enhance the system. For Sioux City the importance of corridors lies in the accessibility to the centers and the opportunities and goods and services that they offer. In turn, the accessibility to centers provides economic stability for the businesses and functions located within. To support the future connections throughout Sioux City and the centers, corridors are an important piece of the growth and development of Sioux City.

- **Goal:** *The main travel corridors in Sioux City should be effective and efficient for moving goods and/or people through the community and to destination locations within the community.*

Districts

Districts are defined by a unique area / location or by a grouping of similar businesses or uses. One of the largest districts in Sioux City would be the Hoeven Valley. The industrial development that is present in the valley is the identifiable and defining feature of the district. Districts are very similar to neighborhoods in that they primarily contain a single type of use, such as residential for neighborhoods. As such they should be treated in a manner similar to neighborhoods. Individual districts should be unique and the development within should contribute positively to the district as a whole and the City.

The riverfront represents a district that is unique because of its location on the Missouri River. Although the types of uses vary, the amenities that the river offers to development are incomparable to any other location in the City. Thus, the uniqueness and development opportunities should be maintained and enhanced.

Industrial Districts

- **Goal:** *Focus and enhance the transportation network, development patterns, and aesthetics of*

the two primary industrial development areas that exist in Sioux City – Hoeven Valley and Bridgeport.

- **Goal:** *Develop a corporate business park with high-end amenities such as golf courses and access to support services that complement a Class "A" business park environment.*
- **Goal:** *Continue the development of Expedition Business Park as an accessible Class "A" business environment.*
- **Goal:** *Expand industrial opportunities by creating additional large track development-ready sites.*

Riverfront

- **Goal:** *Maintain the riverfront as a community destination, activity and public use area by providing a mixture of public facilities that are unique to the waterfront and the recreational, cultural, and entertainment diversity of Sioux City.*
- **Goal:** *Preserve and enhance recreational opportunities within the premier open space adjacent to I-29.*

SUMMARY

The goals outlined here are intended to provide a basis for pursuing the vision and guiding future decisions regarding the people of Sioux City. The people of Sioux City should be recognized and honored for their accomplishments on a regular basis. To further define the goals, the following two chapters of the plan focus on more specific objectives, actions, and strategies that Sioux City should begin to implement in order to accomplish the vision.

My Home, Our Neighborhood, Everybody's Hometown

The people of Sioux City make it a special place. Ideas such as reconnecting to the riverfront, embracing the prairie heritage, and honoring the area's Native

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American history reflect the unique aspects of the community. Ideas that respect and incorporate these unique qualities hold the key to being a successful and sustainable community in the future.

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