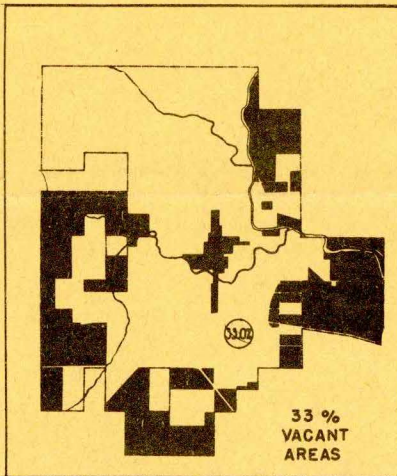
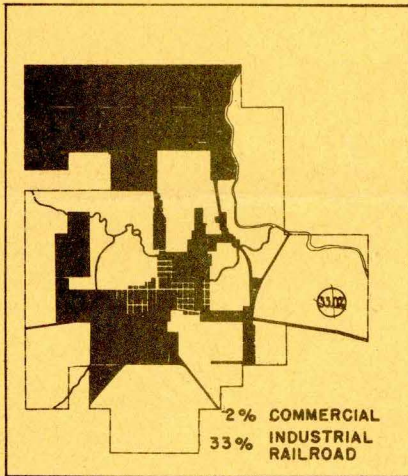
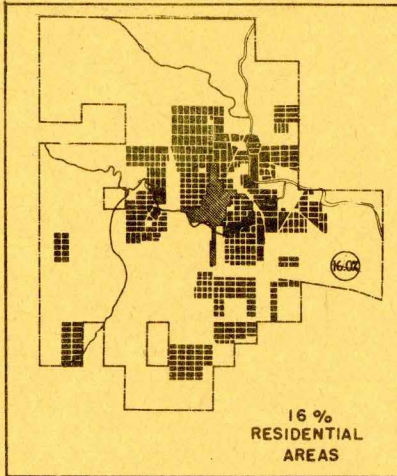
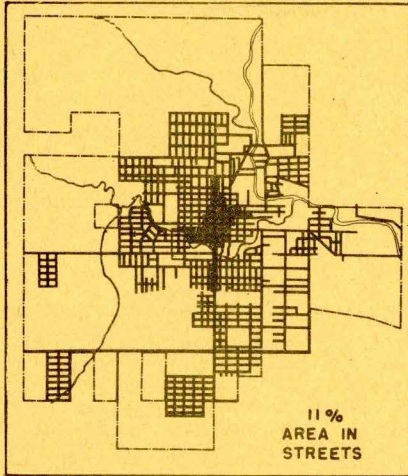


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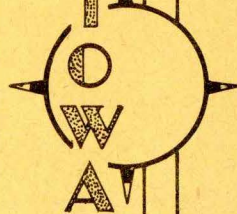
PLANNING NEWS

Vol 2 N° 3 March 1937

LAND USES



MASONRY CITY IOWA



Issued monthly by the Iowa State Planning Board Ames Iowa

TOWN PLANNING NUMBER



PLANNING NEWS

Vol. 2 - No. 3

Ames, Iowa

March 1937

" WHY TOWN AND CITY PLANNING "

By P. H. Elwood, Consultant
National Resources Committee.

Did the planners of early American towns and cities lay them out in regular squares for the same reasons cities were so planned in the days of Alexander and Caesar? Of course not. Ancient cities were often built on the sites of rectilinear military camps. However, they resembled very much the typical checkerboard plan of American municipalities, only our towns have usually used broken fragments of a chessboard as a pattern with no, or few, provisions for joining fragments.

New York is one exception. New York used a mason's sand screen for a street pattern to get the famous gridiron plan of that city. This one example is enough to illustrate the truth that most of the cities of America today have taken blindly the traditional or most common example or pattern, with little thought or consideration of probable future needs.

Thus have future generations been committed to unworkable, wasteful, dangerous and expensive street patterns which citizens of today are paying

dearly to correct. In other words, chance had the controlling hand in the game of civic growth before the era of what is now called the "art and science of Town Planning".

Though chance always will be a factor, since no prophet can span the years

ahead with certainty, the able planners of today are equipped with better tools for this great responsibility than those of any previous period. We are entering, we hope, an era of great things for the future of American towns and cities to be achieved through careful, intelligent planning.

Two outstanding facts will make this possible. They are:

(1) The interests of the urban and rural people today are represented by thousands of officially recognized town, city, county and state planning boards and commissions. Intelligent citizens as a rule now realize the futility of constantly planning for bigger centers of population, and an awakened and informed public should be fully conscious of the true functions of town planning

COVER DESIGN

The cover design for this issue of Iowa Planning News presents four land use maps of Mason City, included in the Iowa State Planning Board's First Report of Progress. The first step in planning is determining present situations. A land use study is of prime importance to the city or town which is contemplating a better future through planning.

and its limitations.

(2) The trained town planners of today have the experiences of 2,000 years of civic history and up to date factual material of a wide range and scope on which to base wise plans and provisions for future development of our towns and cities.

With these two groups working together, what should be the principle accomplishments? Among the most important are:

(1) Economy. Losses will be avoided by planning streets to meet the needs of estimated ultimate population. This would substitute rational thinking for booster promotional methods. This also would make rebuilding of streets and improvements unnecessary before their proper time. Facts would, in part at least, be substituted for politics, thus saving the taxpayers' money. Doing would be exchanged for undoing as we have known much of Town Planning to be in the past and will know it to be in too great a measure for years to come.

(2) General Welfare. Our towns and cities would be planned for the general welfare particularly of those unable to help themselves to higher levels of prosperity, health, and happiness, not chiefly for monumental grandeur as in ancient times or for the enrichment of the powerful few as in recent times.

It isn't possible here to enumerate fully even the physical ways and means through which such goals can be achieved, but high in the minds of all should be better homes for all, better and more parks for all ages, better approaches to towns and cities, better waterways and waterfronts, better playgrounds and sports fields, better employment through a planned program of public works, better incomes through planned balance of industrial development, better protection of property and aesthetic values through zoning and outlawing ugliness and wasteful practices, especially at the outskirts of towns and cities where uncontrolled rural slums are spreading like a disease ready to overwhelm the whole country.

These are but a few of the evidences

which are to follow in the wake of this new public sense, or consciousness of responsibility to the future, through the planning of cities and towns today for the citizens of tomorrow.

* * * * *

NEW TRADE AREA STUDY

The popularity of the reports of retail trading area surveys made under direction of the Iowa State Planning Board has encouraged the board to go farther into the study of trading areas, approaching the subject from a different viewpoint.

Under a former arrangement with the Iowa Emergency Relief Administration, relief workers made house-to-house canvasses in rural areas seeking information as to trading habits of the farm population.

Reports covering the data gathered have been in the process of production during the past year, each report covering three or four counties. Additional areas are still to be reported on.

A new retail trade area survey has been approved and will start soon throughout the state through the cooperation of the Works Progress Administration. It will seek further information to be used in the determination of areas served by Iowa towns and villages.

Its results will provide information for use by state and local organizations in determining the place of the small town in the economic and social structure of the state.

* * * * *

Burlington Report Issued

A report of a survey of land uses in Burlington, made by the Iowa State Planning Board last year, has just been issued. Discussing some of the problems of planning and zoning which confront that city, the report recommends that Burlington begin now to set up a city planning program and to inform the public of its benefits and possibilities. Burlington may never overcome some of its past mistakes, but intelligent planning for the future will prevent repetition of them, the report states.

DES MOINES BENEFITS BY
ADVANCE PLANNING

By Mrs. Edyth Howard, Secretary
City Plan and Zoning Commission
Des Moines, Iowa

(From "News Letter" of the American Society of Planning Officials)

The City of Des Moines has had conclusive evidence in recent months of the value of city planning. Several years ago the City Council provided funds to the City Plan Commission to secure the help of planning engineers in the development of a city plan. Plans were made at that time for a civic center, treatment of the river front, design of storm and sanitary sewers for the entire municipal area, and planned provision for many radial and traffic thoroughfares. The river improvement extends throughout the business and industrial district.

At the time the plans for Des Moines were made, there existed an adverse sentiment among certain groups and on the part of individuals in the city which may have been reflected in a wave of economy during which the services of the city plan engineer were dispensed with.

In seeking constructive projects for employing WPA funds in ways useful to the city and as an aid to local unemployment, the director of the Iowa WPA discovered that plans had been prepared for highway and river improvements and other community needs, and with the assistance of the engineering department of Des Moines obtained approval for several million dollars expenditure on these planned civic projects.

Des Moines was ready with plans and received federal assistance in providing needed and useful municipal improvements which would not otherwise have been constructed for many years to come and perhaps not even then.

It was the belief of those who were instrumental in the preparation and adoption of the Comprehensive City Plan, that some of the proposed projects would be realized possibly within 25 years.

Little did they dream, because of the enormous expense involved, that so many of the more important ones would be accomplished within six years.

Numerous plats of new subdivisions have been presented for approval during the past year to the City Plan Commission. These new subdivisions are not provided with sewers, water, sidewalks and other facilities needed. The Des Moines Commission has been wondering how other cities have met the problem and to what extent they require the installation of utilities and what their minimum requirements are.

The Commission is also occupied at present with finding the answer to the question of "spot zoning". In several instances the Zoning Commission has recommended that a petition requesting a change from residence to commercial of the four corners of an intersection be denied. The zoning committee (Board of Zoning Appeals) gave as its reason for a denial - after careful study, inspection of the premises, audience given to affected property owners - that there was not a demand for more commercial area as considerable undeveloped commercial property existed in the vicinity.

* * * * *

PERMANENT PLANNING AGENCY

The American City magazine for February reports that among the important recommendations on "Administrative Management in the Government of the United States" contained in a report under that title submitted to President Roosevelt by the President's Committee on Administrative Management, was the creation of a permanent National Resources Board to serve as a central planning agency under the President and to take over and enlarge the work now being carried on by the National Resources Committee.

The Board would consist of five members appointed by the President, without salary and with indefinite terms, and with ample provision for the maintenance of a staff equal to the performance of the heavy task imposed upon it.

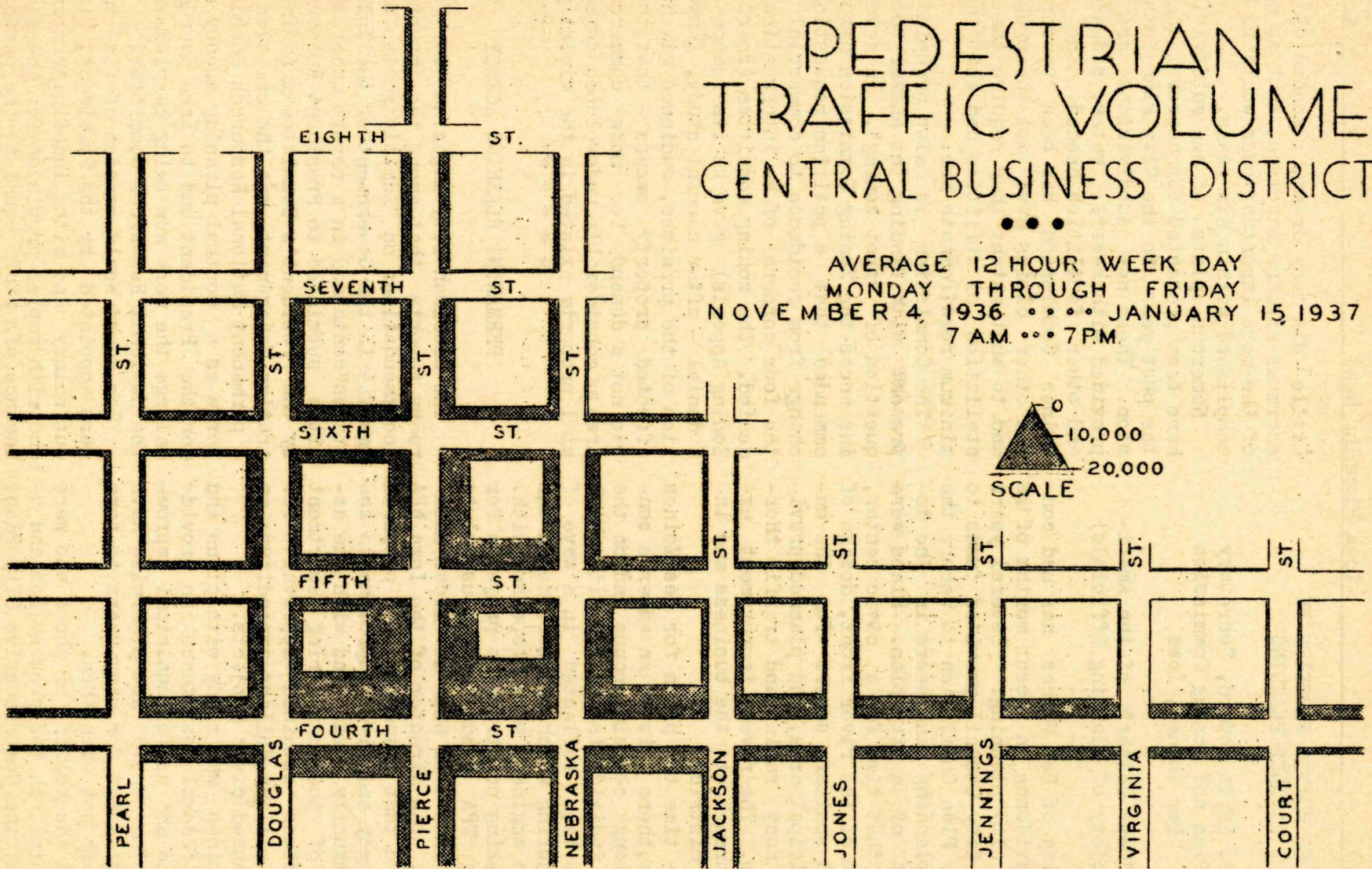
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SIOUX CITY IOWA

PEDESTRIAN TRAFFIC VOLUME CENTRAL BUSINESS DISTRICT

•••

AVERAGE 12 HOUR WEEK DAY
MONDAY THROUGH FRIDAY
NOVEMBER 4, 1936 •••• JANUARY 15, 1937
7 A.M. ••• 7 P.M.



I O W A S T A T E P L A N N I N G B O A R D

W. P. A.
PROJECT
1 5 3 1

CENTRAL SHOPPING DISTRICT PEDESTRIAN VOLUME STUDIED

- - -
 State Planning Board Preparing Report
 on Sioux City Business Area
 - - -

The active markets of many retail stores in any city lie largely within the stream of pedestrians who pass by their front doors and frequently pause to inspect show window displays, or for reasons of convenience stop into the nearest shops to make purchases.

Determination of retail store location by means of pedestrian traffic counts has long been an accepted practice in the business world.

However, determination of pedestrian activity over any considerable area, for example an entire business district, is new and presents several practical uses.

The Iowa State Planning Board has recently completed such a pedestrian study in Sioux City. The report is in the process of preparation, and will include maps and charts to show where people travel afoot throughout the downtown business section.

Shows Pedestrian Market

The report will give the retail merchants of Sioux City a reasonably accurate picture of their potential pedestrian market as indicated by the actual volume of pedestrian movement.

While it is true that personal habit and location of one's employment exert tremendous influence upon the individual's movements afoot, independent of any thought of shopping, it is just as true that the retail establishment located along the more traveled pathway enjoys the greater advantage in the potential pedestrian market.

Hence, it is valuable to the retailer to know the relative importance of his present location compared to other possible locations, especially if he anticipates that at some future time he will better his location.

Accurate information on pedestrian movements constitutes also a reliable barometer of the changing complexion of

retail districts, which may fluctuate with the erection of a new theater, a new office building, etc.

On the opposite page is a map showing the average daily pedestrian flow in downtown Sioux City. The width of the shaded bands in each block represents the relative number of pedestrians passing the middle of the block on an average business day from 7 a. m. until 7 p. m.

The counts were taken over a period of about 10 weeks, covering the Christmas shopping season, but also including the sharp tapering off of the early January slump period. The average of these opposite conditions, it is believed represents a normal shopping day.

16,000 In One Block

The Sioux City survey showed an average of more than 16,000 pedestrians passing the middle of one block on one side of the street in the busiest block of the district, within a single 12-hour period.

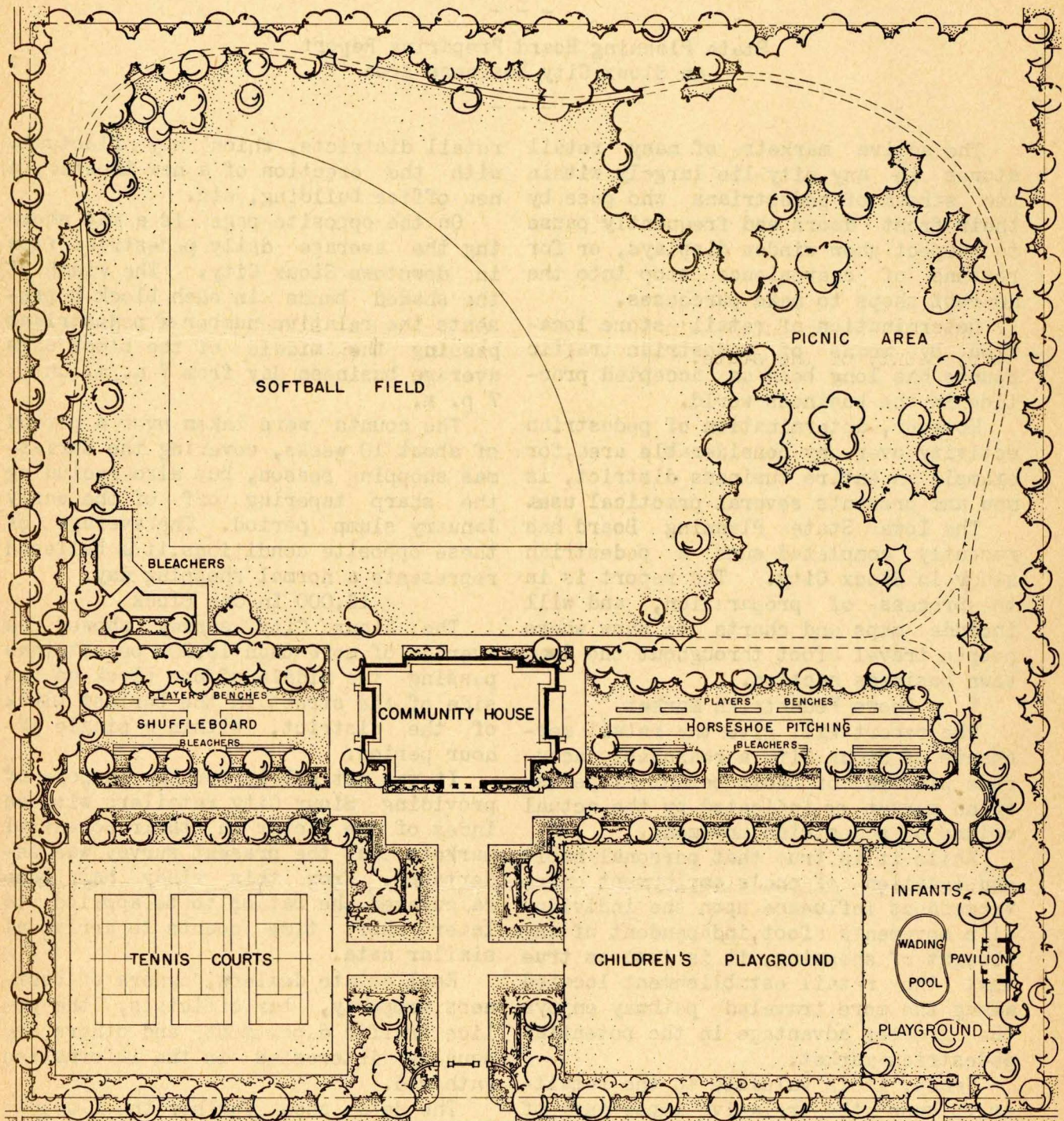
It was not solely for the purpose of providing Sioux City retailers with an index of one factor in their potential markets that the present survey was undertaken. From this study has been calculated the ratios to be applied to later short time counts to arrive at similar data.

Real estate dealers, owners of business property, tax officials, the police traffic department and others are equally interested in the information gathered.

The data show further the fluctuations of pedestrian movement at different periods of the day and coupled with other information obtained at street intersections, will assist traffic officials to determine and regulate the hazards of motor vehicle traffic at busy

(Cont'd on Page 8)

RECREATION PARK PLAN VALLEY JUNCTION IOWA



THE ABOVE PLAN WAS PREPARED BY THE IOWA STATE PLANNING BOARD FOR THE CITY OF VALLEY JUNCTION AS A RECREATION PLANNING DEMONSTRATION. THE PLAN HAS BEEN OFFICIALLY ADOPTED BY THE CITY AND THE PARK IS BEING CONSTRUCTED AS RESOURCES BECOME AVAILABLE. LABOR IS BEING OBTAINED THROUGH THE WORKS PROGRESS ADMINISTRATION.

LEISURE TIME ACTIVITIES OF 20,000 IOWANS TO BE STUDIED

Inventory of Iowa's Recreational Facilities
Undertaken by State Planning Board

An effort to obtain a cross-section view of what Iowans do with their leisure time and what recreations they enjoy most is being made by the Iowa State Planning Board in cooperation with the Agricultural Extension Service of Iowa State College. This information is being sought through the medium of 20,000 questionnaires distributed in every county of the state.

The project is part of a two-fold survey of recreational needs and existing facilities being made by the above agencies under direction of Prof. J. R. Fitzsimmons of the Landscape Extension Service of Iowa State College.

"The wholesome use of leisure time for the health and welfare of the individual and the public in general is one of the objectives of recreational planning," Prof. Fitzsimmons stated.

"Such plans and programs to be effective must be based upon adequate data of existing facilities, potential physical elements available, and the probable demand for the various phases of leisure time activities."

It is in an effort to obtain these basic data that the present survey has been undertaken.

One phase consists of a physical inspection and inventory of every public and semi-public area or place in which leisure time is spent. This phase also seeks to learn the exact location of potential areas and places of primary importance in future leisure time programs.

These observations and records are being made and summarized by townships in each county. Such data as description of area, maintenance condition, present facilities and equipment, activities undertaken, attendance, etc., are included in the inventory.

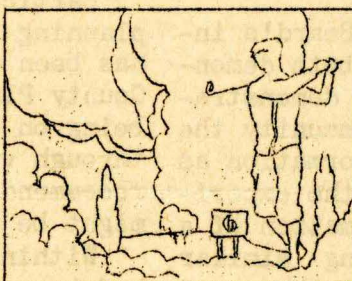
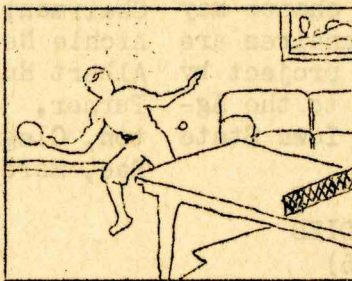
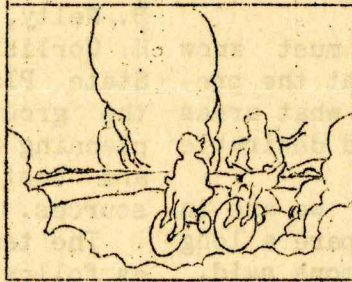
Special attendance records were made last summer at state parks to determine the volume, origin and distribution of attendance.

The individual questionnaires constitute the second phase of the recreation survey. These are being distributed now to a representative cross-section of the Iowa population through the assistance of public and semi-public groups such as county agents, school organizations, etc. They will reach an equitable representation of people of all ages and many occupations.

Under two general classifications, "activities in or around the home", and "activities away from the home", the individual is given an opportunity to indicate his leisure time activities, and the frequency with which he engages in them.

Every type of indoor and outdoor sport, game, social activity, hobby and craft are listed. They include music, dramatics, card playing, handicrafts, physical sports of every sort, and other interests and avocations in which the individual engages outside his hours of gainful occupation, to a total of 134 listed activities, with ample space for additional notations by the individual.

"With the trend toward shorter work-



ing hours, leisure time will be increased, making it necessary for public agencies to make additions to present recreational areas and facilities already proving inadequate," according to Prof. Fitzsimmons.

Facilities vs. Need

"We must have more definite data on what people do during leisure time, how many of different ages, sexes, etc., enjoy various forms of leisure time activities, how far they will normally travel to enjoy them and how often they take part in them.

"Coupled with this, we must know definitely what is available at the present to meet these needs and what areas are potentially available and desirable for such uses.

"With these data in hand, we are in a far better position to prepare a long time program," Prof. Fitzsimmons said.

Individuals who through chance may receive one of the questionnaires are urged to cooperate with the project by returning the completed form to the Agriculture Extension Service, Iowa State College, Ames.

PEDESTRIAN VOLUME STUDIED
(Cont'd from Page 5)

pedestrian intersections.

The Iowa State Planning Board's interest in the study lies in both demonstration and experiment. The demonstration will show any urban community the possibilities from such information as was gained in Sioux City; the experiment will help in the formation of a general plan for conducting similar studies which may be used by other communities desiring local information.

The survey was conducted under the supervision of Clair C. Weintz of Sioux City, who also was in charge of the recent land use survey in that city, and now is directing further traffic studies there. All these projects are sponsored by the Iowa State Planning Board, and are operated through the cooperation of the Works Progress Administration which has provided the necessary field personnel.

CHEROKEE COUNTY ORGANIZING

A group of citizens representing several civic organizations and governmental agencies in Cherokee County, met in the Cherokee Chamber of Commerce offices, March 11, and after discussing the possibilities of a county planning program, named a committee to make further study of the matter and to nominate permanent officers.

W. W. White of Spirit Lake, Chairman of the Iowa Conference on Planning; K. B. Welty, Spirit Lake Attorney, and F. H. Corliss, Field Secretary of the Iowa State Planning Board, outlined before the group the advantages of county planning as a means toward preservation and best use of natural and human resources.

The temporary committee selected was as follows: Alfred Schmillen, Marcus, Chairman; C. H. Diehl, County Attorney Archie Nelson, Charles Headley and Mrs. Albert Hughes, all of Cherokee; George Turner, Cherokee township; Leslie Patton, Cleghorn; Ray Marsh, Washta; James Rae, Marcus.

APPANOOSE PLANNERS BUSY

Particularly noteworthy in the county planning field during the past month has been the activity of the Appanoose County Planning Council, which came into being on February 2 and began at once through various committees to prepare recommendations for projects which might be undertaken in that county.

Within three weeks, a written report had been prepared and a copy presented to the Iowa State Planning Board. In it were listed several timely projects recommended for immediate action, with further study suggested for other subjects.

Since that time, Appanoose County has enlisted the interest and support of five other counties in preparing and presenting a joint request for a coordinated demonstration project which may be located in the Chariton river drainage basin in Iowa.

PLANNING-CONSCIOUS CITY REAPS BENEFITS OF LONG RANGE VISION

By Mrs. Kate Terry Loomis
Secretary
Cedar Rapids City Plan Commission

Cedar Rapids is unique among Iowa cities in that there has never been a time when there has not been a city plan of sorts. More wisely, perhaps, than they realized, the settlers established a network of 100-foot streets and planted trees in orderly direction on the gently rolling banks of the Cedar River in which nature had provided a natural setting for a civic center.

The first directed effort at a comprehensive city plan came in 1903 when the first council under the commission plan of government engaged Charles Mulford Robinson to outline a plan.

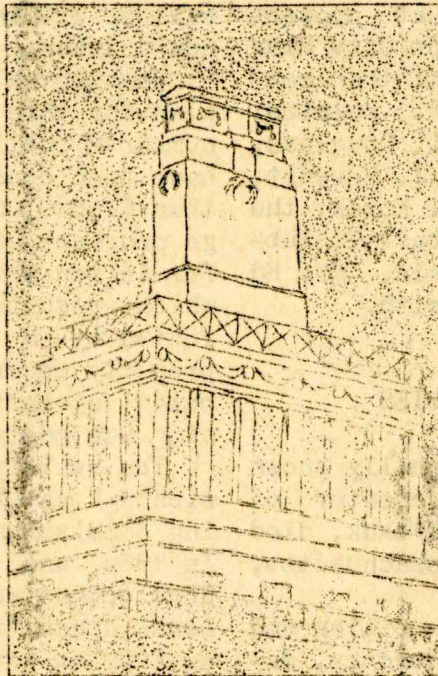
From this plan came the purchase of the island on which today is built a civic center, the major street plan, the River Front Commission with its subsequent valuable service, and other civic improvements, as well as enlightened public interest in planning and its benefits.

In 1922, the Cedar Rapids Chamber of Commerce appointed a committee to draft a plan for Cedar Rapids. The committee found that Iowa lacked the necessary law to enable it to proceed along effective lines or to make constructive, worth-while proposals.

Soon after, however, the State Legislature passed enabling legislation for municipal zoning, and in 1923 Mayor Charles D. Huston appointed a City Zoning Commission which was commissioned

by the City Council to make a comprehensive plan for the city.

The following year a contract was signed with Harland Bartholomew and Associates of St. Louis to make the necessary studies and to prepare a city plan. In 1931, after seven years of investigation and study, a second comprehensive plan for Cedar Rapids was presented by the City Plan Commission, which by this time had replaced the Zoning Commission under authority of the state city planning enabling act.



In presenting this plan to the public, Mr. Robert S. Sinclair, Chairman of the City Plan Commission at the time, stated:

"It must be looked upon as a definite plan, yet flexible, -- rather to be worked toward than accomplished immediately. It is a mixture of the practical and the ideal,

of the useful and the beautiful, and as such should be beneficial to the life and also the happiness of those who live in Cedar Rapids."

As a result of these years of planning and looking forward, Cedar Rapids already is far in advance of the conditions which would have prevailed had there been no planning. The city may point with pride to its wide streets, continuously developing system of arterial thoroughfares and parkways, beautiful civic center, well-placed parks and general balanced develop-

ment.

The present plans are calculated to be an adequate foundation for a city of 150,000 population. Since its first plan was made in 1908, the city grew from 32,000 to 56,000 population in 1930.

Whatever the future growth of Cedar Rapids, its citizens may be confident that this growth will be well-balanced, that there will be no costly mistakes to rectify and no encroachment of undesirable land use into residential areas, and that they may enjoy a maximum of utility, security and beauty.

Mr. T. R. Warriner is at present Chairman of the Cedar Rapids City Plan Commission, other members of the commission including Mr. E. P. Boynton, Mrs. C.R. Chandler, Mrs. C.L. Douglass, Mr. Henry S. Ely, Mrs. J. J. Hervert, Mrs. I.E. Jackson, Mr. C. J. Kosek, the Rev. Harry Kremers, Mrs. Robert T. Lubbock, Mrs. W. Clyde MacLain, Mr. Ed Sheftic and Mr. Warren S. Smith.

* * * * *

NOTED CITY PLANNER DIES

John Nolen, 67, internationally known city planning expert and creator of city plans for Dubuque and Keokuk, died at his home in Cambridge, Massachusetts, February 18.

He laid out plans for cities and towns in all parts of the country, designed park systems and served as planning consultant on special problems in many cities. His work included many projects in Europe as well as in this country.

Mr. Nolen was a consultant for the National Resources Committee, for the Housing Division of the Public Works Administration, and for the Resettlement Administration, serving also as adviser to the National Park Service. His leadership and affiliation with a score of engineering and planning organizations and movements throughout America and Europe are a matter of record.

America has lost in the passing of John Nolen one of its greatest pioneer planners.

* * * * *

"ECONOMY" CAMPAIGN COSTS CITY NEARLY \$200,000

Does Town Planning Pay?

The November issue of "Montclair Matters", published by the Montclair Association in New Jersey, deals with the planning of that community. The present population of Montclair is 47,000 and it is estimated that in 30 years the population will have increased to 90,000. When the new Midtown Hudson River tunnel is completed Montclair will be within 25 minutes of Fifth Avenue and Forty-Second Street.

Some years ago John Nolen prepared a plan for this city which contemplated a number of public improvements that could have been constructed at a cost of less than \$1,500,000, and under a pay-as-you-go program could have been fully paid for in ten years. "The recommendation which resulted from that study was defeated by a narrow margin by certain property owners who led an 'economy campaign' against the plan and town planning was postponed for nearly 20 years!"

The municipal Plan and Art Commission was established in 1915 and a zoning commission was appointed in 1921. In 1930 and 1931 plans for community development were prepared by Harold M. Lewis, consulting engineer, with Bernard B. Eddy as assistant planning engineer.

The extension of Park Street to Church Street, a specific recommendation in the Nolen plan, would have cost a comparatively few thousand dollars in 1909. Fifteen years later it might have been done for around \$100,000.

"But the Nolen plan was rejected for reasons of 'economy'." The town eventually paid \$296,500 for the improvement. A Mr. Perry a few years ago offered to sell his wooded area for a park at a price of \$25,000. When recently purchased this land cost the town \$78,000. Does planning pay?

(From February News Letter, American Society of Planning Officials.)

* * * * *

I O W A S T A T E P L A N N I N G B O A R D

H. H. Kildee, Chairman Dean of Agriculture, Iowa State College
T. R. Agg Dean of Engineering, Iowa State College
Walter L. Bierring, M.D. State Health Commissioner
J. N. Darling President, General Wildlife Federation
Mrs. Henry Frankel Iowa State Conservation Commission
P. F. Hopkins Director, Iowa Public Works Administration
George Keller . . . Administrator, Iowa Works Progress Administration
Chester A. PhillipsDean of Commerce, State University of Iowa
Agnes SamuelsonState Superintendent of Public Instruction
A. C. Trowbridge State Geologist
Fred White Chief Engineer, Iowa Highway Commission

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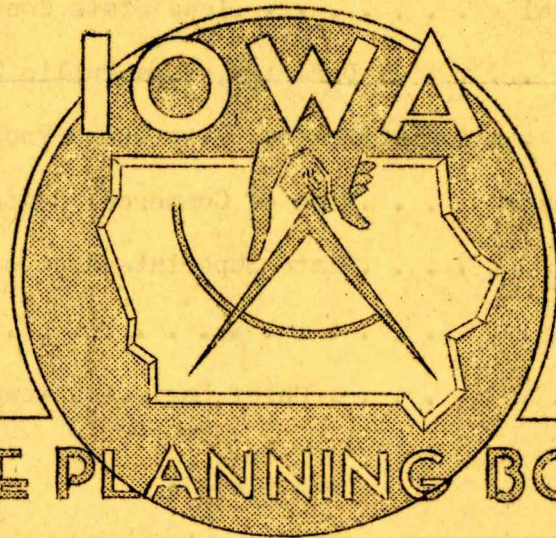
R. H. Matson Director
A. H. Wieters Secretary

* * * * *

C. M. Moderwell, District Chairman National Resources Committee
P. H. Elwood, Jr., Consultant National Resources Committee

News items, suggestions or new addresses for mailing will be welcome.

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STATE PLANNING BOARD