

# Appendix 1



shape  
sioux falls  
2040

## Public Involvement Report

The Shape Sioux Falls 2025 Comprehensive Plan went through a minor update in 2016. This update consisted of the following public meetings:

### Public Open Houses:

Number of Community Meetings – 4

Total Number of Attendance at Meetings – 29 residents

A review and update was provided at the following open public meetings

Downtown Library	May 5, 2016
Downtown Library	May 12, 2016
Downtown Library	May 18, 2016
Downtown Library	May 26, 2016

### Other Group Presentations:

- Information Committee September 27, 2016
- Planning Commission October 5, 2016
- City Council
  - Public Hearing and Adoption October 11, 2016
- Joint Planning Commission Meetings
  - o Lincoln October 12, 2016
  - o Minnehaha October 24, 2016
- Joint Minnehaha/Lincoln/Sioux Falls Governing Bodies
  - Public Hearing and Adoption November 22, 2016



A significant public involvement process was completed as a part of the Shape Sioux Falls 2035 Comprehensive Plan. The public involvement had three phases

- Phase 1: Visual Listening Survey (February 2008 to April 2008)
- Phase 2: Land Use and Development Policies - Shape Places (May 2008 to June 2009)
- Phase 3: Document Review Process (August 2009 to December 2009)

### **Phase 1: Visual Listening Survey**

Number of Community Meetings - 13

Total Surveys Received from Meetings – 288

The visual listening survey was given at the following open public meetings

Orpheum Theater	February 20th (kick-off meeting)
Ronning Library	March 1st
Ronning Library	March 4th
East Side Lutheran	March 13th
Human Services Building	March 20th
Central Baptist Church	March 20th

The visual listening survey was given at the following other community meetings

Mayor's Young Professionals	Friday March 14th
Rotary North	Wednesday, March 19th
Lloyd Companies	March 13th
United Way Agencies Mtg.	March 11th
Morning Optimists	March 13th
Downtown Lions Club	March 4th
Youth Advisory Council	March 11th



Internet Surveys were completed on Survey Monkey and resulted in 1178 received surveys

TOTAL SURVEYS = 1466

**Stakeholder Meetings (interpretation of visual listening survey)  
Attendees – for report of stakeholder meeting see**

[http://www.sioxfalls.org/Planning/shape/land\\_use\\_policies/members/stakeholder\\_report.aspx](http://www.sioxfalls.org/Planning/shape/land_use_policies/members/stakeholder_report.aspx)

**Residential - 8:30 AM**

- |   |                   |                                  |
|---|-------------------|----------------------------------|
| 1 | Todd Anawski      | Sioux Empire Homebuilders        |
| 2 | Judy Winter       | Sanford                          |
| 3 | Patrick Gale      | Sioux Falls Community Foundation |
| 4 | Sue Olsen         | Habitat for Humanity             |
| 5 | Corey Hanson      | Viereck Real Estate              |
| 6 | Richard Schwanke  | JSA Consulting and Engineers     |
| 7 | Eric Willadsen    | Willadsen-Lund Engineering       |
| 8 | Steve Van Buskirk | Van Buskirk Development          |
| 9 | Stacey McMahan    | Architecture Inc.                |

**Commercial - 10:00 AM**

- |    |                 |                                    |
|----|-----------------|------------------------------------|
| 1  | Jon Hart        | Citizen                            |
| 2  | Monty Miller    | Sayre Engineering                  |
| 3  | Beth Jensen     | KELO TV                            |
| 4  | Dennis Gilliam  | Macerich Commercial                |
| 5  | Steve Metli     | First Bank and Trust               |
| 6  | Roger Mack      | Lloyd Commercial Real Estate       |
| 7  | Meredith Larson | Planning Commission                |
| 8  | David Erickson  | VandeWalle Architects              |
| 9  | Chad Kucker     | Brian Clarke Assoc.                |
| 10 | Mike Hauck      | Sioux Falls Commercial Real Estate |

**Economic Development/Business Parks - 11:30 AM**

- |    |                 |                          |
|----|-----------------|--------------------------|
| 1  | Matt Parker     | Parker Transfer          |
| 2  | Mark Vellinga   | Graham Corporation       |
| 3  | Dave Fleck      | Sioux Falls Construction |
| 4  | Jessie Schmidt  | Planning Commission      |
| 5  | Erik Helland    | Landscape Garden Center  |
| 6  | Dale Jans       | Jans Corporation         |
| 7  | Bob Jamisoin    | City Council             |
| 8  | Doug Brockhouse | Bender Commercial        |
| 9  | Spencer Ruff    | Spencer Ruff Assoc.      |
| 10 | Perry Kolb      | Wilsey & Assoc.          |

**Conserving and Revitalizing Communities - 2:00 PM**

- |   |               |                           |
|---|---------------|---------------------------|
| 1 | Jon Schmidt   | Civil Design Incorporated |
| 2 | Dick Dempster | Architecture Incorporated |



3	Paul Hegg	Hegg Companies
4	Matt Woodside	Board of Historic Preservation
5	Vicki Helwig	Whittier Neighborhood
6	April Schave	Whittier Neighborhood
7	Kent Metzger	Planning Commission
8	Lynette Olsen	Planning Commission

#### **Institutional - 3:30 PM**

1	Andrew Tople	Sioux Falls Tomorrow
2	Carl Tonjes	Citizen
3	Jeff Kreiter	Sioux Falls School District
4	Ross Winkels	The Winkels Group
5	Kurt Brost	Sanford
6	John Paulson	Sanford and Sioux Falls Tomorrow

#### **Transportation Corridors and Open Space**

1	Michael Christensen	Falls Area Bicyclists
2	Bill Brinker	HDR Engineering
3	Jennifer Sanderson	Sioux Falls Community Foundation
4	Cynthia Monnin	Friesen Construction
5	Mark Wiederrich	Goldsmith and Heck
6	Chuck Fjellin	Parker Transfer
7	Eric Berg	Mid-American Energy
8	Rick Foster	Foster Landscaping
9	Kermit Staggers	City Council

## **Phase 2: Land Use and Development Policies**

### **8 Review Committee Meetings – 20 member committee**

June 19th – Oak View Library

July 14th – Oak View Library

August 25th – Oak View Library

September 22nd – Human Services Center

October 15th – Human Services Center

October 28th – HDR Offices

November 12th – HDR Offices

December 9th – Cherapa Place



## December 17th – Land Use and Development Policy Open House

- 46 signed in
- Estimate another 20 to 25 did not sign in

## Other Public Comments

- From Visual Listening Survey – 5 written comments
- From Draft Land Use and Development Standard Open House – 11 written comments

## Review Committee

- Each participant voted with red, yellow, or green cards for each land use and development policy. For a record of each vote, see land use development policies draft on city website at link below (with pie chart detailing the resulting votes).

[http://www.siouxfalls.org/Planning/shape/land\\_use\\_policies/committee.aspx](http://www.siouxfalls.org/Planning/shape/land_use_policies/committee.aspx)

## Phase 3: Full Document Review

1. Open House unveiling Draft 1 – August 25, 2009 with 70 people attending open house
2. Chapter Review Meetings – all meetings at University Center

Chapter 1 and 2 – Shape Community and Growth - September 15th at 3:00 PM  
11 people attended

Chapter 3 and 4– Shape Neighborhoods and Transitions - September 17th at 3:00 PM, 8 people attended

Chapter 6 and 7 – Shape Corridors and Facilities - September 22nd 3:00 at PM  
14 people attended

Chapter 8 – Shape Foundations -September 29th - 3:00 PM  
10 people attended

Chapter 9 and 10 – Shape Resources and Implementation - October 1st - 3:00 PM  
8 people attended



### 3. Written Comments from Draft 1

Comments were made at Chapter meetings and sent or e-mailed. The following updates were made based upon the comments received after the release of Draft #1.

1. Consideration of estate type residential developments and narrower streets. Action: Narrower streets are discussed in Chapter 5 to slow traffic. Estate lots would be an option with diversity of private open space allowed in Chapter 5.
2. Limit amount of Dry-vit that a building can cover. Action: Chapter 5 does not required but does have options for incentives with building design and standards
3. Plant some trees along bike bath from 41st Street to Airport.
4. Further development of the public transit system including study of light rail.
5. More hotels on east side. Action: already included
6. More pedestrian-friendly development; encourage smaller residential lots; encourage geo-thermal, solar and wind energy development; discourage garage dominated architecture; light rail and other things to encourage people to leave their cars. Action: Added reference to Chapter 9.
7. Boulevards are a waste of resources. Landscaping in boulevards are a waste with watering in the streets. I would rather have bike lanes or wide sidewalks that allow for bikes. Action: City finds boulevards important to safety, but understands need for additional options for landscaping that do not required irrigation. Bicycle and pedestrian options included.
8. Need more theater and entertainment options especially for young people. Action: Included in plan already with additional commercial
9. Garage standards that ensure that there are not garage dominated homes. Action: Chapter 5 encourages and provides policies.

### Comments from Chapter Meetings

#### Chapter 2 comments

1. Sewer basin map does not show all sewer basins outside city-limits. Action: added to map
2. Water 41st west of Sertoma why green on street/water map? Action: Updated map
3. Red line from East 57th north to Madison on street/water map. Is that a road? East 57th Street does not show up as a project. Action: Updated map.
4. This chapter should not focus only on how to expand city limits it should also lay ground work to eliminate sprawl and improve quality of infrastructure and quality of life. Really like to see something in chapter 2 that spells out city's reluctance to annex. With this I'd like to see encouragement for infill development and renewal. Action: added



comment about importance to utilize current developed area considering that services are available already.

#### Chapter 3 comments

1. Confusion about how multi-family housing fits into this chapter. Action: significantly updated section to clarify intent of employment center and residential areas – updated from low-intensity areas.

#### Chapter 4 comments

1. Better definition of manufactured housing. Action: updated definition.

#### Chapter 6 comments

1. What is collector continuity? Action: clarified in text of document
2. Add trails as a corridor? Action: added text to that affect.

#### Chapter 7 comments

1. Consider shared facilities – Action: Added this to text of Chapter
  - a. Combine EEOC with another city facility
  - b. Is Satellite Street Shop needed?
2. How do we handle cemeteries? Action: part of natural conservation area land in Chapter 3 and 4
3. There should be incentives for non-irrigation landscaping – Action: Included in chapter 9
4. Mention airport – Action: included airport master plan reference
5. Public recycling, adding trees, alternative fuel, renewable energy, public composting, community gardens – Action: included in chapter 9 as a part of the conservation strategies.
6. High intensive development near schools needs to be discouraged. – Action: This would be covered in Chapter 4
7. LEED certification for all city-owned buildings. – Action: included in conservation strategies in chapter 9.
8. Pocket parks should be considered in the 1-5 acre category. Action: added more neighborhood parks to the facilities list and map.

#### Chapter 8 comments

1. How do you know there is adequate public participation? Action: added public participation section to chapter.
2. What is the conservation actions section – how is it different then other sections? Action: combined three sections into one and cut-out duplication.
3. What triggers a plan. Action: Clarified and included section of elements of plan and when necessary.
4. What is allowed for development and redevelopment? Action: added cross-references to other sections of plan that discuss that in detail.

#### Chapter 9 comments

1. More frequent and longer hours for transit. Action: added reference to study such in conservation strategies section
2. Need to allow wind and solar power with ordinances. Action: added reference to study and look at as part of zoning ordinance.
3. Add historic landfills and additional major electrical transmission lines. Action: added to man-made development constraints maps.





4. Land should be considered as a conservation resource. Action: added as a conservation strategy in chapter
  5. How can we reuse water? Action: added as potential conservation strategy.
  6. Greenways should be added as ecological links with continuity. Action: added reference to importance of greenways for ecological conservation.
  7. Added topsoil comments. Action: added comments in regard to importance of topsoil as a resource.
- 
4. Presentation to other groups –
    - MPO committees, Augie Green, Sioux Falls Beautiful, Minnehaha and Lincoln County Planning Commissions
  - 5: Release of Draft 2 – October 30, 2009
  - 6: Release of Executive Summary – October 30, 2009
  - 7: City Council Informational Meeting – November 2, 2009
  - 8: Planning Commission Meeting – November 4, 2009
  - 9: City Council Meeting - \_\_\_\_\_
  - 10: Joint Planning Commission meetings \_\_\_\_\_
  - 11: Joint Governing body meetings \_\_\_\_\_



## Shape Sioux Falls Initiative to be Announced with a Kick-off Meeting February 20th

**Sioux Falls, South Dakota:** As Sioux Falls continues to grow, change and evolve, the importance of planning for the future of Sioux Falls becomes more critical for all citizens. Shape Sioux Falls has been formed as a coalition of Sioux Falls Tomorrow II and the City of Sioux Falls. The goal of Shape Sioux Falls is to help foster development and redevelopment that creates lively, secure and distinctive places throughout the community. We believe that listening to the community is the best way to find out how to make great places

On Wednesday, February 20, from 5:30 – 6:30 p.m. at the Historic Orpheum Theatre, Sioux Falls Tomorrow II along with consultants RDG Planning and Design, will hold a kick-off meeting to fully announce this initiative. This kick-off meeting will include a visual listening survey where all citizens of Sioux Falls are invited to select their preferences among a series of images used to illustrate various options for development. Additional screenings will be held at other times and days to allow for more citizen participation. Later phases of Shape Sioux Falls will result with updated land use and development standards.



## Visual Listening Survey Results to be Presented May 15

**Sioux Falls, South Dakota:** During the month of March, almost 1,500 people completed a Visual Listening Survey. Come and find out the results of this survey and see how it will help “Shape Sioux Falls.” The public is invited to attend this meeting on Thursday, May 15, 2008, beginning at 5 p.m. at the Orpheum Theater Center (Anne Zabel Theater). Full results of the survey will also be posted at [www.siouxfalls.org](http://www.siouxfalls.org) after the public meeting.

Shape Sioux Falls is a community-wide visioning initiative to help determine the City’s land use development standards. The objective is to define the vision for the future development of the City as a part of the planned update of the comprehensive plan. These land use design standards will then be incorporated into the City’s planned update of the zoning ordinance.



## Shape Sioux Falls Open House December 17

**Sioux Falls, South Dakota:** The Shape Sioux Falls initiative will unveil draft land use and development policies that will help shape the community over the next 25 years at an open house scheduled from 4 to 6 p.m. Wednesday, December 17, 2008, at the Historic Orpheum Theater, 315 North Phillips Avenue.

Members of the Shape Sioux Falls Review Committee, City of Sioux Falls Planning staff, and consultants with RDG Planning and Design will be available to answer questions.

The draft land use and development policies are a result of eight months of work by a committee of 20 citizens with a goal to help update development and redevelopment policies, including methods that create lively, secure, and distinctive places throughout the community.

These development policies were guided by the results of a visual listening survey completed during the spring. The survey was completed by 1,500 Sioux Falls citizens who rated a series of images used to illustrate various options for development.

To review and comment on the full draft development policies go to the Shape Sioux Falls webpage at [www.siouxfalls.org](http://www.siouxfalls.org).





## Steps to the Open House; December 17, 2008

### Step #1: Visual Listening Survey; February 20 – March 28, 2008

Summary of Fifteen (15) of the highest rated images are included in a summary to help illustrate the citizen's development preferences as analyzed from the Sioux Falls Visual Listening Survey.

Step 1a – Focus Group Meetings – April 10, 2008

Seven groups of citizens were brought in to review the high and low images and give comments as we proceeded towards policies.

### Step #2: Development Policies Stations; June 19 – Dec. 9, 2008

During the past 7 months, the Shape Sioux Falls Review Committee has worked on future development policies. Each policy will help shape future development including new zoning regulations for Sioux Falls. Some the major development areas are highlighted at each of the following development area stations.

- Station #A: Streetscape
- Station #B: Signage
- Station #C: Landscaping
- Station #D: Open Space
- Station #E: Multi-Modal
- Station #F: Land Use Transitions
- Station #G: Vertical Mixed-Use
- Station #H: Horizontal Mixed-Use

**What are Policies?** – a definite course of action adopted for the sake of expediency and facility  
A course of action adopted and pursued by government, ruler, etc; our nation's foreign policy

Dictionary.com Unabridged (v.11) Random House, Inc.  
(accessed December 16, 2008)

### Step #3: Put the pieces together – Shape Sioux Falls Site Plans

Marty Shukert from RDG Planning and Design is available to show example site plans and help explain how the Shape Sioux Falls design policies could be incorporated.

### Step #4: Shape Sioux Falls Next Steps

What will happen with Shape Sioux Falls next? Proposed future public meetings.

### Step #5: 2035 Growth Management Plan

Shape Sioux Falls will be incorporated into the proposed update of the Growth Management Plan. See additional information for the growth management plan.

### Step #5: Make Your Comments

Comment forms are available, please take one and give us comments or on-line at [www.siouxfalls.org](http://www.siouxfalls.org).

**Thank you for attending!**



## Post-it Note Comments from Shape Sioux Falls 2035 Open House Held August 25

<u>Board</u>	<u>Comment</u>
Shape Growth	How about a 500 K and a 1 million population plan so as to identify future crisis pinch points. Response – outside the 2035 timeframe
Shape Foundations	<p>I agree with Strategy</p> <p>We agree with conservation and revitalization policies but would like to our see city funding. Response – this would occur with budgeting.</p> <p>Community resource centers located at community centers in these neighborhoods like Housing Resource Center &amp; Bowden Youth Center. Response - This would occur as a result of a neighborhood plan.</p> <p>More support of downtown revitalization. Response - Downtown subarea plan would address</p>
Shape Places	<p>Front Porches on all houses. Response – This plan would look to encourage different housing styles</p> <p>Alleys and Parking behind houses. Response - this plan will allow this style.</p> <p>Yes (agreement) to first five policy section on board</p> <p>Perhaps add the sidewalks to the “multi-mode” lane making it 5 feet wider yet. Response - Sidewalk is not addressed in this plan</p>
Shape Corridors	<p>Bike Path under the airport runway – one glass tunnel so you can see fish. Response: This plan encourages biking as a mode of transportation. Airport plan would need to address this comment</p> <p>Bike Trails to Brandon, Dell Rapids, Hartford, and Crooks. Response: Bike trail linkages would be addressed in the MPO and Sioux Falls Bicycle Plan</p> <p>Keep light rail option open. Response – This option is unlikely in the plan timeframe although other options such as streetcars and expanded transit are considered in the plan.</p> <p>Pedestrian and bicycle orientation should include aligning collectors that draw onto arterials for ease of crossing and secondary non-arterial routes with good connectivity. Response – This comment should be addressed in the Sioux Falls Bicycle Plan</p> <p>More grid streets and less cul de sacs – Response - The Shape Corridors chapter addresses this comment and so does Shape Places.</p> <p>We need more urban street car commercial, urban core, and urban high density corridors. Response – With Shape Corridors chapter this is allowed.</p> <p>Suburban should be pedestrian and bicycle oriented too. Response – Shape corridors and Shape Places encourage and create incentives for this.</p>



**Shape Facilities**

What taxes or options are going to pay for all the schools and a recreation center? Response – All planned facilities would need to be budgeted during the plan horizon.

Limit mowing within open spaces. Response – Chapter 9 (Shape Resources) and Chapter 5 (Shape Places) encourages landscaping that is more easily maintained.

Plan new libraries where there is housing density. Response – This is planned within Shape Facilities.

Event center needs to go downtown if you want the city core to redevelop. Putting it at the existing location will do nothing to develop the city further (one other agreement to this was also included). Response – This plan does not plan for a specific location of the event center.

Water towers in the city are ugly. Maybe include a fun mural and park at the base. Response – This should be considered as a part of the water and parks master plans

We need more money for streets. Response – This should be considered as a part of the Long-Range Transportation Plan

What about cemeteries? Response – Cemeteries are planned as a part of Chapter 4.

**Shape Implementation**

Updated downtown design guidelines and accompanying ordinance.

Response – Consider with a new Downtown Plan

Updated Downtown Master Plan (Existing is for 2015) Response: This plan recommends that the Downtown plan should be updated

**Shape Neighborhoods**

Don't allow density of neighborhoods to get too low. Response – This plan encourages higher density development

I really like the possibility of mixed-use and villages.

**Shape Resources**

Trees – Clumps of trees should be protected as an environmental asset. Response – This plan encourages trees to be considered as an asset

Incorporate native/sustainable landscaping when developing parks, tree-lined street etc. Response – This plan has included in Chapter 5 and Chapter 9

A pattern language: Develop the poorer land and leave the good land alone. Response – The plan has identified critical open space and environmental assets to protect

**2035 Future Land Use Map**

location at 72nd and Cliff (Westside Light Industrial ID) This floodplain. Can this be built on? Response – Some of land can be built on East edge of SR at 57th and SD 11 – This should be identified as medical (MI?)

Response – An employment center can include an institutional or office area also.

**Multi-Modal Access**

Routes and hours of transportation needs to be expanded to encourage more use. Response – This should be considered as part of Transit Development Plan

I love retrofit concept of wide residential streets such as 6th Street in Cathedral neighborhood. That looks great. Response – This plan encourages a diversity of housing and development options.





Parking	<p>Trees within parking areas. Strip mall on S. Minnesota Avenue – Frontage buy-back program and borders to parking lots such as landscaping, walls, decorative fences, bollards, etc. Response – This plan requires landscaping in parking areas.</p> <p>Small numerous parking lots rather than few large lots. Response – This plan would focus on shared and reduced parking options and landscaping to break up lots.</p> <p>More parking structures downtown. Response – This has been included in Chapter 7.</p>
Streetcape	<p>More sidewalks wider for everyone – especially downtown (plus bumpouts). Response – This should be considered in Downtown Plan</p>
Signs	<p>Can we get away from changing copy signage + big t.v. screen billboards? Response – Signage is considered in Chapter 5 and has policies to mitigate concerns</p>
Vertical Mixed Use	<p>Make this required downtown and attractive and do-able elsewhere. Response – Section devoted in Chapter 5 to do just that</p>
Growth Tier Map	<p>Marion – from Madison to Maple (not on map and should be). Response – Now included on map</p>
Water and Roads	

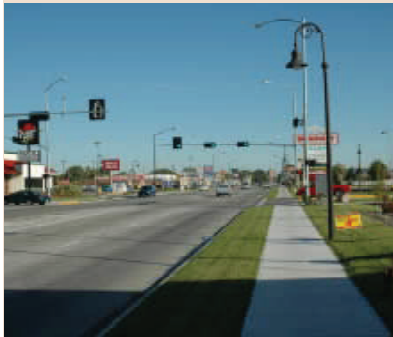






shape  
sioux falls

LAND USE AND DEVELOPMENT STANDARDS INITIATIVE



## Sioux Falls Stakeholder Meetings Report

Submitted By:  
RDG Planning and Design  
June, 2008



## Sioux Falls Stakeholder Meeting Report

On April 10, 2008, a series of stakeholder group meetings were held as a part of the public input process associated with the Shape Sioux Falls initiative. These sessions were facilitated by RDG Planning and Design's Marty Shukert and Gary Lozano. Sioux Falls Planner Sam Trebilcock was also in attendance. While each session included a range of participants, they were loosely organized around the indicated development issue area. The schedule, session issue area, and attendees are indicated below.

### 8:30 Session 1: Residential Land Uses and Development

#### Attendees:

Todd Anawski	Sioux Empire Homebuilders
Judy Winter	Sanford
Patrick Gale	Sioux Falls Community Foundation
Sue Olsen	Habitat for Humanity
Corey Hanson	Viereck Real Estate
Richard Schwanke	JSA Consulting and Engineers
Eric Willadsen	Willadsund-Lund Engineering
Steve Van Buskirk	Van Buskirk Development
Stacey McMahan	Architecture Inc.

### 10:00 Session 2: Commercial Land Uses and Development

#### Attendees:

Jon Hart	Citizen
Monty Miller	Sayre Engineering
Beth Jensen	KELO TV
Dennis Gilliam	Macerich Commercial
Steve Metli	First Bank and Trust
Roger Mack	Lloyd Commercial Real Estate
Meredith Larson	Planning Commission
David Erickson	VandeWalle Architects
Chad Kucker	Brian Clarke Assoc.
Mike Hauck	Sioux Falls Commercial Real Estate

### 11:30 Session 3: Economic Development

#### Attendees:

Matt Parker	Parker Transfer
Mark Vellinga	Graham Corporation
Dave Fleck	Sioux Falls Construction
Jessie Schmidt	Planning Commission
Erik Helland	Landscape Garden Center
Dale Jans	Jans Corporation



Bob Jamisoin	City Council
Doug Brockhouse	Bender Commercial
Spencer Ruff	Spencer Ruff Assoc.
Perry Kolb	Wilsey & Assoc.

**2:00 Session 4: Conserving and Revitalizing Neighborhoods**

**Attendees:**

Jon Schmidt	Civil Design Incorporated
Dick Dempster	Architecture Incorporated
Paul Hegg	Hegg Companies
Matt Woodside	Board of Historic Preservation
Vicki Helwig	Whittier Neighborhood
April Schave	Whittier Neighborhood
Kent Metzger	Planning Commission
Lynette Olsen	Planning Commission

**3:30 Session 5: Large Institutional Land Uses and Development**

**Attendees:**

Andrew Tople	Sioux Falls Tomorrow
Carl Tonjes	Citizen
Jeff Kreiter	Sioux Falls School District
Ross Winkels	The Winkels Group
Kurt Brost	Sanford
John Paulson	Sanford and Sioux Falls Tomorrow

**5:00 Session 6: Transportation Corridors and Open Space Development**

**Attendees:**

Michael Christensen	Falls Area Bicyclists
Bill Brinker	HDR Engineering
Jennifer Sanderson	Sioux Falls Community Foundation
Cynthia Monnin	Friesen Construction
Mark Wiederrich	Goldsmith and Heck
Chuck Fjellin	Parker Transfer
Eric Berg	Mid-American Energy
Rick Foster	Foster Landscaping
Kermit Staggers	City Council



---

Each session began with a summary of the results of the Visual Listening Survey and proceeded with discussion regarding the implications of the values and preferences expressed by the survey participants. All sessions were recorded and sessions notes indicating all significant comments were produced. These comments were then organized by development issue area and the summary of Stakeholder Group Session comments by issue area follows. The issue areas are presented in roughly the order of the number of comments made. These comments will be made public and taken into considered in discussions regarding development regulation revisions undertaken with the Shape Sioux Falls project.

## **I. Landscaping**

### **A. History**

1. Twelve years ago the move was made by the planning commission to improve aesthetics. There is a problem with what has been grandfathered in and what follows the new aesthetic standards.
2. We are doing better now with landscaping , but can do even better in future.
3. Whatever happened to landscape ordinance revisions proposed in the recent past?

### **B. Landscaping/Open Space Standards**

1. City should encourage cluster development, instead of having patches of green space in front of entrances to higher density development. It would be better to save up that green space and create one central space that really matters.
2. Much of the landscaping that we see today is voluntary.
3. There is the need for a better definition of what good landscaping practices are.
4. Pedestrian ways and islands of trees in parking lots tend to meet quite a bit of opposition.
5. Grouping of trees would be a good idea rather than strict requirement of one tree every so many feet. However, good landscape design is important, because clustering of trees to meet standards can sometimes overcrowds tree plantings on a piece of land too small to support them.
6. Living roofs and green roofs should be a option

### **C. Practical Issues**

1. People are trying to squeeze out landscaping to make use of all the land they have available for parking.
2. Every community talks about affordable housing, but when it comes to the development of it, very little thought is given to landscaping because of the costs involved.
3. There is a limit to how much can be done. Making developers follow landscaping standards will slow development. There needs to be some degree of flexibility with enforcement of such standards.
4. There needs to be balance in efforts to create a better environment. One cannot just go and bulldoze everything and make it beautiful. There has to be a level of practicality to any standards that are established. There needs to be a balance between economics and aesthetics.



5. There are areas where the streets have been widened to the point that most of the green space between the sidewalk and the street has been lost. Rather than using trees or grass for landscaping in these areas, perhaps it would be better to use decorative pavers or planters.

6. The basic issue is that we have laws requiring landscaping and people not wanting to spend money on landscaping. You can only have so many laws and so many exceptions to the laws. We just don't make exceptions to the laws.

7. Problems with utilities and city height and width limits on trees makes it difficult to have them in the right-away between the street and sidewalk.

8. Redevelopment areas are very difficult to provide landscaping because these are typically areas with small developed lots and where widened streets have taken street landscaped areas.

#### **D. Climate/Planting**

1. Standards need to be maintenance-sensitive.

2. Water supply is a major issue for Sioux Falls and the City should ensure that ordinances reinforce sustainable practices for landscaping. Sustainable landscaping – xeriscaping - needs to be an option. Only landscaping that needs irrigation is allowable now. This needs to change.

3. There is a need for good soil foundation to help reduce the need for watering maintenance.

4. Snow removal is an issue with landscaping.

#### **E. Implementation**

1. Existing ordinances still do not require much landscaping, except for trees and grass.

2. There is a high cost involved in maintaining landscaping. This requirement falls on neighborhood associations, and is a big barrier. Perennials and trees would be more of an option instead of just grass if maintenance was easier.

3. Are there organizations or partnerships that could be created as a way to get developers and property owners to green up a facility and make it more esthetically pleasing?

4. The City cannot dictate the types of plantings that can be installed (i.e. the planting of flowers).

5. Need to approach the problem through supporting innovative design, rather than just creating further landscaping requirements.

6. Should give the choice to developers either to follow a set of guidelines in developing a site, or with the help of a landscape architect, create a landscape site plan that may not follow the regulations to the letter, but that you then work to get approved based on its design. Should stop landscaping from just being “an equation” to developers.

## **II. Signage**

### **A. Sign Size**



1. Major problem with commercial development is that there is an insistence on the part of businesses that they need to have a sign up along the road in order to attract people into the commercial zone, and street trees get in the way of that. Need for the use of trees that do not have dense canopies.
2. If big signs are allowed in the code people will demand it from developers as a part of their lease in strip mall or office.
3. Many scattered signs worse than one big sign.

#### **B. Monument/Pole/Building Signs**

1. Monument signs don't work very well with tree requirements
2. Islands of landscaping placed so as to not block signage should be allowed. That would allow for businesses to have their signs located prominently along the road, but also allow for the landscaping to mature and not constantly be replaced.
3. People here in Sioux Falls don't like monument signs, they want to know where an individual business is located, and that's why there is so much competition between businesses to have the largest sign.
4. Building signage is more important than monument signage, but the perception of monument signage is just the opposite.
5. Could the Skyway Liquor sign (double-pole) be allowed today? Some thought is was bad others actually liked the sign (that is not the only thing bad with the picture).

#### **C. Sign Regulations**

1. Ordinances need to have some degree of site specific standards, rather than just a one size fits all approach. There also needs to be some level of design standards for buildings, incorporating their setbacks.
2. There should be an overall sign master plan for a development, so that all signs are similar in size and style and do not overpower the streetscape. Standards need to be comprehensive and cover every development equally.
3. More office developments want signage in order to attract customers and develop brand.
4. Regulations should place more emphasis on controlling temporary/promotional signage. Does the city have the resources and the rights to forcibly remove such signs?
5. There needs to be flexibility in frontage/signage allowances. If you have a business that orients its narrowest façade to the street, this will in turn translate into less square footage for signage.
6. Different sign allowance should be created based on the type of street that is being dealt with. ("Main Street" v. Interstate Corridor)
7. Signage rules on interstate where frontage is on internal road needs to be changed to provide some allowance to use Interstate exposure. Otherwise, the sign size seems out of place and much too small.
8. Signage standards should encourage signs that are more aesthetically pleasing in design.
9. Has thought been given regarding regulation of digital signs?



10. Can regulation be established to control traveling billboards (panel trucks)?

### **III. Corridors**

1. Streets are too wide and over-designed and it allows people to go faster than they should.
2. Traffic engineers tend to always want to get traffic through an area as quickly as possible (need to change that line of thinking/find ways to slow traffic).
3. Design speed are often 10 mph greater than desired speed limit which creates problems – it would be better to design what you need and then the road won't need to be expanded later or need other engineering improvements – it will also be a much nicer facility to live near.
4. Should turn the one-way streets in town back to two-way traffic.
5. Street widths: newer developments tend to have far wider streets than older neighborhoods, which is not needed with larger garages. The narrowing of roads could potentially lead to reduction in the speed of traffic.
6. Need to develop communities where people know their neighbors. More pedestrian-friendly corridors would encourage more walking and social interaction.
7. Arterial street standards are so strict that no one will walk along them. This leads to the conclusion that arterial streets shouldn't have sidewalks.
8. The City should hold itself to minimum standards when widening streets. They should not be allowed to leave the sidewalk up next to the curb when they widen streets. There needs to be a requirement that the city buy the additional right-away for new grass and tree landscaping.
9. Bicycle linkages are important. Maybe the City should put bike paths along major streets.
10. Low maintenance landscaping should be required along corridors.
11. Clustering trees is an option in boulevards and parking lots.
12. Adequate top soil is the most important component to making sure a tree lives – not watering. In fact, overwatering has destroyed Louise Avenue landscaping.
13. Community has trouble planting any trees along roadways except Phillips Ave, because state road engineers have told the community that the area between the sidewalk and the curb are for utilities only.
14. Fence off-set in picture – this is required by ordinance. A 4 foot high fence can be 10 feet closer to ROW line than 6 foot high fence.

### **IV. Pedestrian Amenities v. Auto Oriented**

1. Issue of climate: Need to find a way to limit the amount of foot time between retailers in pedestrian-oriented developments. Weather is a consideration for pedestrian amenities and you have to do it differently because





---

of it.

2. Need to “level the scale” between the car and the pedestrian (lower the domination of the car).
3. Strip Malls need better regulations, need to change perceptions regarding new development patterns.
4. Should ask larger developments to establish a theme with their developments.
5. Pedestrian oriented locations are not easy to drive through, but are still worthwhile places to have within the community. We need buffers for bikes and pedestrians.
6. When developing pedestrian connections they should not be pedestrian-only connections. Car connections need to be considered and are a part of the pedestrian equation. For instance, the downtown pedestrian mall didn't work because the auto was not considered too.
7. Need to create bike paths with the sidewalks so that bikes are kept off the streets. Separation would make bicycle travel safer and reduce the need of the automobile, in turn reducing the width and size of new city streets.
8. Parking ratio regulations could cause some issue with creating richer pedestrian environments. The City should create overlay zones with different parking requirements.
9. Sidewalks should probably be eliminated from arterial streets because of the way business developments limit access. Sidewalks should be placed along interior streets within a development and then only travel out of the development at set points for access across the arterial.

## V. Density

1. With the cost of land going up there is a need to realize that density needs to be increased. Will allow also for more creative developments and better quality structures.
2. People tend to object to having three-story apartment buildings next to their homes because the size is out of context and because of the increased traffic they also bring.
3. With density, the quality of the development is important to people's overall perception, if it is not well done people will not want it. Quality in development is more important than density.
4. Density is our future, but beware of perceptions of neighbors (must find a way to make the case there with pictures). One developer relayed a recent fight that single-family neighbors had with his multi-family development.
5. Density bonuses can help developers, but doesn't guarantee a well-designed project for the public and city.
6. Parking requirements can be a barrier to additional density – shared parking a remedy?
7. Can't have maximum density landscaping and required parking at the same time.
8. When you drive into neighborhoods where you see nothing but garages there is no feeling of community or place, it is completely oriented around the car.



## VI. Mixed Use Development

1. Needed with the rise of gas prices. The concept of neighborhood commercial space located no more than a half-mile from residential was prominent during the fuel crisis.
2. There is no place where you can live, work and shop all within a short distance of each other in the community.
3. There seems to be support for mixed-use, but I am still not sure people know exactly what that truly means. It would help to show images from other cities that have successful mixed-use developments.
4. VLS Images can help sell this new type of development.
5. Neighbors' perception of loss of property values is important to consider with mixed-use proposals.
6. City ordinances do not work well with the development of mix-use projects. It is nearly impossible to create the kind of vibrant built environments that people like.
7. Regulation doesn't allow for townhouse/mix use development, or for small lots with minimal setbacks.
8. There are problems with too many hoops to jump through in order to get a mix use development passed by the commission. There is very little flexibility when it comes to transitioning uses in a development.
9. Use of PUD's for the creation of Mix Use development: Maybe the city needs a quick fix on the PD section of zoning ordinance to allow mixed-use to begin.

## VII. Storm Water Management

1. BMP requirements create big muddy ponds – in some situations. Seems like many of the ponds could be much nicer looking if there was a requirement for additional area and they were not so steep-sided.
2. Should work to make BMPs and detention ponds potential green spaces and amenities that developers want to focus development around. They should be used to create common areas and green spaces in neighborhoods.
3. Need to ensure that storm water facilities are well-maintained.
4. Curb-less streets with swales for storm water management: would help to reduce the reliance that new developments have on detention ponds.
5. Is a grassy swale in front yard an option for development? This feature would remind people of rural development
6. BMPs are an issue and city development fees are a major issue that may push development to surrounding communities. This fact may make new development standards more difficult to sell.

## VIII. Site Development



---

that can be created which people like.

2. Make it easier for setback changes to be worked through, so that development plans don't end up being stalled easily.
3. Alternate vehicle storage. (side lots – garage structures)
4. Need freight service areas for businesses. If front area is going to be public gathering then back access (alley) for loading needs to be accommodated. Need to consider other development considerations for the truck.
5. Need to consider lighting quality not just quantity.

## **IX. Architectural Scale/Design Standards**

1. Detail and architecture make a big difference in people's impression of positive or negative
2. Black and white requirements are good for predictability, but can be very bad for good design.
3. There are no historic district design standards, any standards that do exist are purely voluntary.
4. Maybe it's not historical that matters as much as quality architecture.
5. Need to protect and reinforce good architectural design, not just in older buildings but also in new construction.
6. Create setbacks in building height to create terrace level green space.

## **X. Administration of codes**

1. There is a need for public education on these new forms of development and design aesthetics.
2. Attitude changes are necessary for different types of neighborhoods (development patterns).
3. Planning commission looks at some of design issues now. Planning Commission needs more control over specific design issues.
4. No design review for historic properties - currently only advisory. There needs to be more consideration here.
5. P&Z site plan review needs to allow options. One size fits all does not work very well.
6. Developers stick can stick to minimum standards and guidelines or we should allow site plan process with planning commission that can be approved with innovative ideas.
7. Good design does not have to cost a lot.
8. Current standards work okay when using the PD option.
9. PD's – final development plan regulations don't make sense for everything. A PUD is a more holistic regulation environment with more flexibility for design and ability to develop new rules rather than just use underlying district regulations.



10. Predictability vs. flexibility – is planning office geared for additional flexibility?
11. Problem with the city engineers and planning departments talking with each other. Engineering and planning talk different languages and send conflicting messages.
12. City should enforce regulations equally and follow regulations that apply to themselves (the city) too. “What regulations are forced on developer should be forced on the city too.”

### **XI. Survey Methodology**

1. Existing development/ Old ordinance requirements – many of worst pictures would not be allowed with current ordinances
2. Many of the “best” pictures in VLS seemed to be more civic or public projects. There should be distinction between private and public.
3. Top images were green, but this is difficult to control much of the time because of weather. So, Is there a weather bias in this survey? This was quite a long discussion and has some merit. Perhaps, this means that green is important, but because we only have 6 months of green we should also determine what can make a difference in non-green months such as architecture style, colored or stamped concrete, non-deciduous trees or other landscaping, other ornamental or decorative features that add aesthetic values. The VLS should control for this “green bias” and look at what comes out of development issues instead.





shape  
sioux falls

LAND USE AND DEVELOPMENT STANDARDS INITIATIVE



# Sioux Falls Visual Listening Survey Technical Report

Submitted By:  
RDG Planning and Design  
May, 2008



# Table of Contents

Executive Summary . . . . . 1

*Section 1: Introduction* . . . . . 3

*Section 2: Methodology* . . . . . 3

    The Land Use Issues . . . . . 3

    The Images . . . . . 4

    The Visual Listening Survey . . . . . 4

    Analysis of the Survey Results . . . . . 5

*Section 3: The Highest/Lowest Rated Images*. . . . . 7

*Section 4: Rated Images by Land Use Issue*. . . . . 17

*Section 5: Implications for Sioux Falls Development Regulations* . . . . . 18



## Sioux Falls Visual Listening Technical Report

### Executive Summary

The Sioux Falls Visual Listening Survey was undertaken as a public input component of the Shape Sioux Falls initiative. The objective of this effort is to encourage community-wide participation in defining a vision for the future development of the City as part of the comprehensive plan update. RDG was engaged to solicit public input with the Visual Listening Survey technique, which uses images to determine community values and preferences with respect to development patterns and characteristics.

Working with City staff, RDG assembled 167 images focused on ten community-defined land use issues. Positive and negative images were included in the survey. The survey was administered through a web-based internet site as well as through thirteen community survey meetings held throughout the community. A total of 1466 survey responses were collected, reflecting a good public information effort and strong community interest.

The main conclusions drawn from the results of the Visual Listening Survey point to the need to review development regulations for appropriate conformance with the following expressed values or preferences:

1. Incorporation of quality open space and landscaping.
2. Pedestrian-oriented site amenities.
3. Pedestrian architectural scale, traditional building materials and design
4. Commercial districts that encourage tight building setbacks from public sidewalks
5. Incorporation of "Complete Street" standards
6. Encouragement of active public open spaces
7. Public and private property maintenance standards
8. Encouragement of mixed-use development
9. Sign standards to reduce clutter and encourage

- more aesthetically pleasing signs
10. Sensitivity to historical design character
11. Residential development with reduced design emphasis on garages

As the next step in the Shape Sioux Falls project, a series of focus group meetings were held with identified stakeholders. These participants were presented the results of the Visual Listening Survey and asked to comment on issues with the incorporation of these values or preferences in Sioux Falls development regulations. The input from those focus group meetings is summarized under separate cover. A Steering Committee will be formed to review the Survey results and the focus group input and work with staff and the consultant on identifying specific development regulation revisions.





## Introduction

The Sioux Falls Visual Listening Survey is one of the public input components of the Shape Sioux Falls project. Shape Sioux Falls is a community-wide visioning initiative to help determine the City's land use development standards. The objective is to define the vision for the future development of the City as a part of the planned update of the comprehensive plan. These land use design standards will then be incorporated into the City's planned update of the Zoning Ordinance.

The Visual Listening technique is based on the concept that citizens know what they like and don't like about community development and the best way to determine those preferences is by asking them to rate images of various components of the physical development of the community. Working with the community, we first identified the community land use issues for which we would like input, and then selected images that convey the range of development patterns possible and asked citizens to rate those images. The results of the survey begin to convey community opinions on the type of development patterns that are most desirable.

The results of this exercise are a valid representation of community-wide values to the extent that the survey participants are typical of the overall community population. This effort was not intended to be a statistically valid, randomly drawn sample survey. Rather, extensive public participation was encouraged through both a series of community meetings and a web-based survey. This resulted in participation in the survey by almost 1,500 Sioux Falls residents and stakeholders. The results of the survey constitute a representation of the preferences of those who participated and should be considered by the City as a public input exercise that generated supporting information relative to design standard alternatives.

## Methodology

### The Land Use Issues

Like all communities, Sioux Falls has been dealing with numerous land use issues continuously over the years. Recent Planning Commission focus on design standards and community visual quality generated staff presentations on signage and also landscaping. The concept of a Minnesota Avenue Overlay District, intended to improve the quality of development along that corridor, has been discussed. A presentation of "the good, the bad, and the ugly" development examples along that corridor was prepared, identifying areas of needed design standard improvement. Finally, Planning Commissioners and Planning and Zoning staff were polled as to their list of land use issues that should be reviewed.

All of these recent public discussions generated a list of key land use issues that are central to identifying a preferred vision for the future development of the City. Working with staff, RDG consolidated these issues into an overall master land use issue list to guide the Visual Listening Survey preparation.

A detailed listing of identified land use issues is included in the Appendix. The ten general issue categories are listed below.

1. Single-Family Development
2. Multi-Family Development
3. Commercial Development, including Downtown
4. Office/Industrial Development
5. Institutional Development
6. Mixed-Use Development
7. Open Space
8. Street Corridors
9. Signage
10. Landscaping

For each issue land use issue category, development issues such as density, building design and materials, site development standards, and the character of



the public realm were identified. These issues then guided the collection of images depicting a range of examples of how these issues are dealt with.

### The Images

Images were sought depicting what might be thought of as good and bad examples of these land uses issues. The staff photo library of Sioux Falls images was heavily used, as it is generally desirable to use local images where possible. However, not all land use issues have many local examples to depict. Non-downtown mixed-use development, for example, is not common in Sioux Falls and images from other communities were sought to describe that issue.

A word about image rating bias is necessary. There is sufficient experience with these types of surveys to identify biases inherent in the methodology. It is known that a subject photographed on a nice sunny summer day will be rated higher than the same subject photographed on a gloomy winter day. Also, adding green plant life to a photo automatically raises its rating. People in the image also generally increase the rating. The images were reviewed to minimize these biases to the extent possible. For example, most of the images were taken under sunny, non-winter conditions.

All land use issues were not easily represented in available photographs. For example, the “institutional” land use category was difficult to express in photos. However, there was an attempt to select photographs that focused upon all the identified land use issues. The saying “a picture portrays a thousand words” is literally true and isolating a specific single land use issue in a photograph is virtually impossible. The effort was made, however, to select images that most clearly illustrated desired land use issues. Also, multiple images reflecting the same land use issue were included to aid in survey results analysis.

In the end, 167 images were selected to represent “good” and “bad” examples of the land use issues. It is important to emphasize the need to include bad

as well as good examples, as one can learn as much from what is not desired as from what is viewed positively. The selected images reflect development from both Sioux Falls and other localities. Where pictures from other places were used, they were limited to locations within the same general climatic region – no “palm tree” images that do not reflect the upper-midwest seasonal changes. Each image was labeled with the land use issue or issues that it depicts. However, for the actual survey, the slides were randomized and only slide numbers were visible to survey participants.

### The Visual Listening Survey

The survey methodology is to have the participant rate an image from negative to positive in response to the basic questions: “Do you like this image? Do you think it is appropriate for Sioux Falls?” A rating scale of from -5 for highly negative image responses to +5 for highly positive ones was provided.

Two types of survey formats were available to Sioux Falls participants: community meeting survey sessions and a web-based survey. For the community meetings, a Powerpoint presentation providing seven seconds of exposure to each image was used. The total survey took approximately twenty minutes to complete, with participants manually indicating their image ratings on a tally sheet. The web-based survey allowed participants to take the survey at their own determined speed, with the image changing when the on-screen rating was selected. It is typical that individual response times for image rating vary from about four to seven seconds.

The first community meeting was held on February 20th, with forty-four participants. Twelve additional community survey meetings held in the subsequent 30 days. A total of 288 survey responses were received through community meetings, with individual meeting size varying from 6 to 62 participants.

The web-based survey was “open” to participants for



three weeks and generated 1,178 responses, which reflects successful public information efforts and interest in the community. The total number of responses from both survey formats was therefore 1,466. The typical random sample size for a community the size of Sioux Falls is between 300 to 400 responses. The total community response of 1,466, while not a randomly selected sample, certainly reflects a high community participation rate and lends credibility to this public input exercise.

The thirteen community survey meetings were aggregated and the results of those sessions compared with the much larger web-based survey results. While there may have been some variance between individual community meeting results and web-based totals, the combined results of the community meeting surveys was very consistent with the web-

based results.

### Analysis of Survey Results

Chart 1 below shows the overall distribution of average image ratings along the -5 to +5 axis. As can be seen, the distribution is skewed to the positive, with the median score about +1.5. This means that, overall, more positive than negative images were reviewed. Also, the distribution is, as to be expected, normally distributed with the majority of images rated between “0” and “3.0”. Nonetheless, there is a significant negative “tail” to the distribution including all those images that were rated less than “0”.

There were two approaches taken to reviewing the results of the survey. The first was to review those images that were rated the highest and the lowest. Land use patterns reflected in these images at the

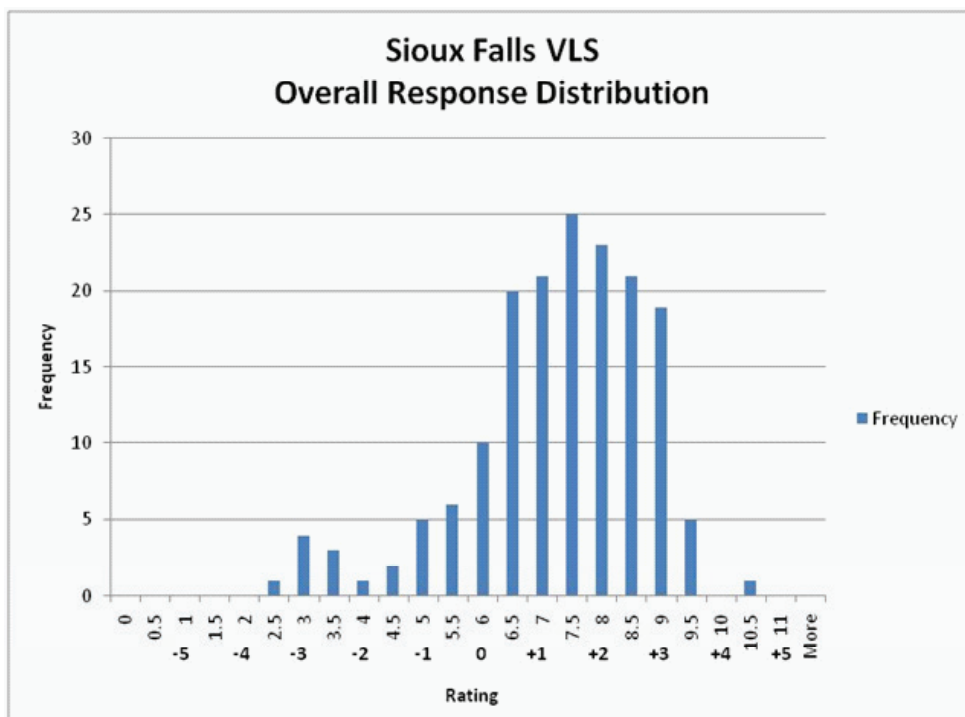


Chart 1



“ends” of the total distribution of images can convey the most regarding Sioux Falls respondents’ preferences. To define those “highest and lowest-rated” images, the distribution was analyzed and it is clear that on the negative side, those images rated less than “0” represent a good definition of the “lowest-ranked” images. Those images total 22 in number, or about the bottom 15% of all images. If one takes the top 15% of all images, those that received an average score of 3.0 fall into that category. This defined “Highest and Lowest-ranked” image class is depicted in Chart 2 below.

The second approach to analyzing the survey results was to put the rated images back into their “land use issue” categories and to review the results for additional implications. Both approaches are documented below.

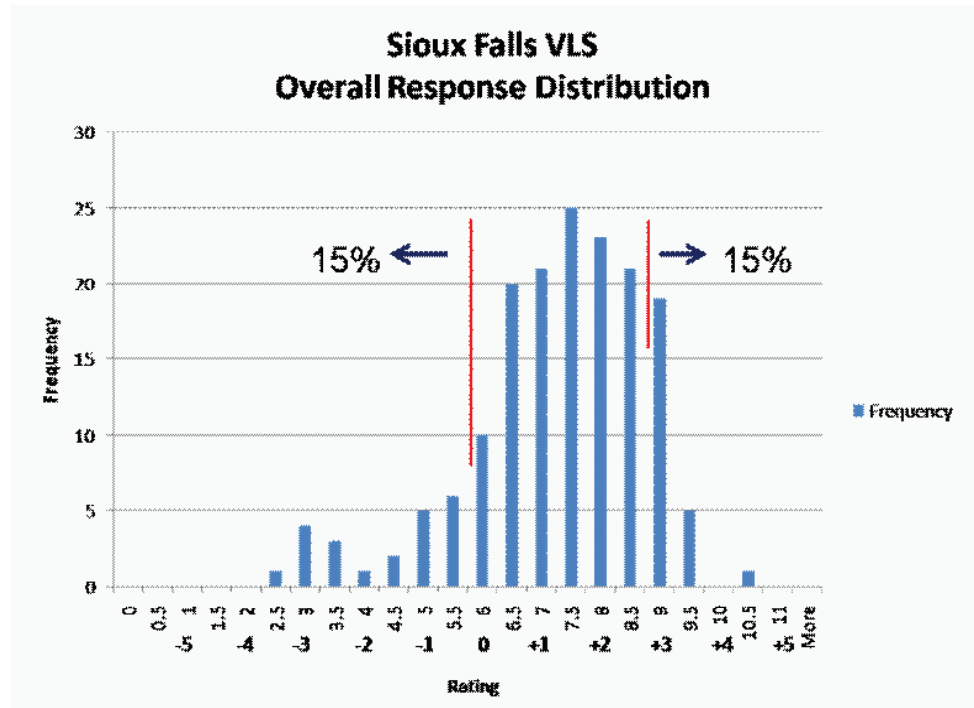


Chart 2



## The Highest/Lowest-Rated Images

### Top 15% of Rated Images

Reviewing Chart 2, a single image lies to the far right of the distribution, all by itself at a score of 4.3. Not only was this the highest rated image, a review of the scores for that image reveals a tight distribution of scores at the high end of positive ratings. That image is No. 52, Falls Park.

It is very typical of these visual surveys that a quality local park facility would be the highest-rated image. We have evaluated each of the top and bottom 15% of images and identified the values and/or preferences that are reflected in the image. For example, the top-rated Falls Park image reflects the values/preferences (V/P) of Nature, Recreation, Water/River, Walking/

exercise, and Historical Sensitivity. Each of the top and bottom-rated images was similarly analyzed as the first step in interpreting the implications of these rated images on development standards in Sioux Falls. These top and bottom-rated images with their associated values/preferences are listed below, starting with the top-rated images.





V/P: Park, Nature, Landscaping, Passive/Active Recreation, Clean-edges, Well-maintained



V/P: Road Diet (only 2 lanes), Bike/parking lane, Sidewalks, Separation of sidewalk from roadway, Trees in shoulder area, Green



V/P: People, Activity, Open space, Pedestrian, Outdoor dining, Mixed-use, Pedestrian-scaled architecture, Shopping



V/P: Pedestrian amenities (traditional r.o.w. section), Brick, Trees/green, Tight building setback, Picket fence defining private area, Separation/protection from moving traffic (shoulder area/parked cars), Well-maintained



V/P: Pedestrian amenities, Outdoor activity, Mixed-use, Landscaping, Banners, Traditional "main street" building scale/materials, Historical: awnings/signage



V/P: Water, Trees, Green, Trail, Apartments



V/P: Plaza, Water/fountain (interactive), Public Art, High-density housing



V/P: Traffic calming, Well-landscaped, Well-maintained, Green/trees, Historical (lights)



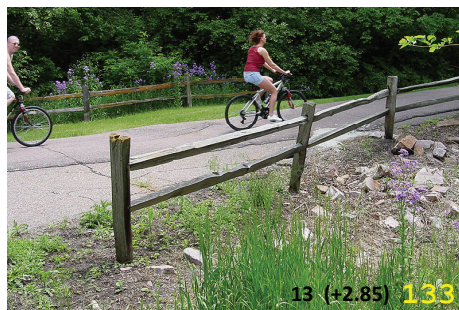
V/P: Park, Playground, Green/trees, Recreation, Well-maintained



V/P: Traditional "main street" building scale/materials, Pedestrian amenities, Green/trees, Brick, Banners, Historical signage, Well-maintained

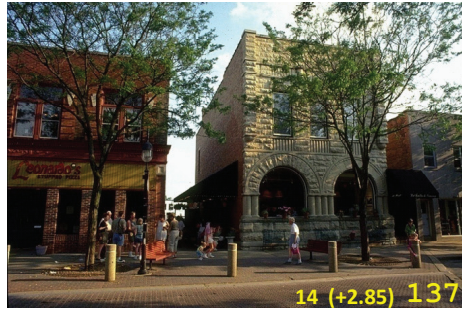


V/P: Pedestrian amenities, Outdoor dining, Green/trees, Pedestrian-scale building, Brick, Bikes



V/P: Water, Trees, Green, Trail, Apartments





V/P: Downtown, Historical, Pedestrian-orientation, Traditional Architecture, Trees



V/P: Outdoor Dining, Pedestrian Amenities, Pedestrian-scale Buildings, Trees



V/P: Water, Large Homes



V/P: Residential density, Green/trees, tight front yard setback, Nice fence defining private space, Trees in shoulder area, Traditional architecture, Historical lighting

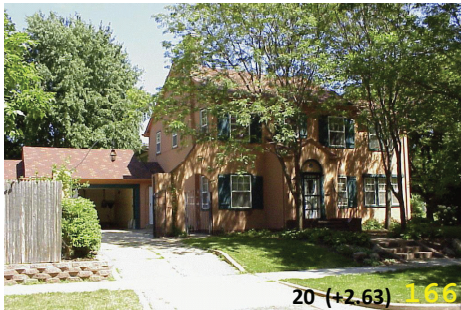


V/P: Downtown, Historical, Pedestrian-orientation, Public art, Traditional architecture/signage, Brick, Trees



V/P: Traditional building scale/materials/signage, Pedestrian-orientation





V/P: Traditional 1920's residential building, Green/trees, Tight front-yard setback, Recessed garage (not dominant), Well-maintained.



V/P: Well-maintained, Green/trees, Brick, Picket fence, Flush garage, Sidewalk, Traditional ranch



V/P: Public Open Space, Public Art, Green/trees, High-Density Residential



V/P: Public Space, Public Art, Green/trees



V/P: Public Space, Public Art/Fountain, Brick, Pedestrian Amenities, Traditional Architecture



V/P: Single-family traditional architecture, Front porches, No visible garages, Green/trees



**Bottom 15% of Rated Images**

The lowest-rated 15% of all images, listed from lowest-score to highest, are shown below. As with the highest-rated images, values and/or preferences (V/P) reflected in each image are identified.



V/P: Cluttered signage/pole signs/banner signs, No green, Auto-oriented (not pedestrian), Poor architectural quality



V/P: Low quality building materials, Blank facades, No green, Utility pole/wires



V/P: Billboard, Land Use Conflict (single family/commercial), Utility poles/wires, No sidewalk



V/P: No green, no sidewalk setback from street, Auto use, Sign Clutter



V/P: Land use conflict (residential/commercial/parking), No green, No buffer.



V/P: Bland architecture, No green, No parking setbacks (no green), Auto-oriented



V/P: Cluttered, Auto-oriented, No green



V/P: No green, No sidewalk setback from street, Auto use, Sign clutter



V/P: Cluttered Signage, Portable Signs



V/P: Pavement





V/P: Cluttered Signage, Banner Signage, Pole Sign, Metal/Plastic sign materials



V/P: High-density residential, No green, No pedestrian amenities, No green, Cold concrete first floor



V/P: No green, Low-quality Architectural materials, Sign clutter



V/P: Wide pavement (5 lanes), Minimal pedestrian accommodations, No green, No separation of sidewalk from street.



V/P: Bland Architecture, No green



V/P: Pole sign, Sign clutter, No green



V/P: Cold concrete architecture, No green



V/P: Sign clutter, Sign size, Sign materials



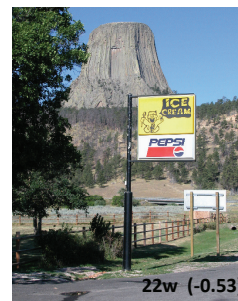
V/P: Snout houses (garage dominant), No sidewalk, Multi-family, Bland color



V/P: No green, Auto-oriented, No pedestrian amenities



V/P: Bland Architecture, Multi-Family, No trees/plants-just grass



V/P: Inappropriate sign location, Cheap pole sign, Sign clutter





V/P: Cluttered Street, Poor Landscaping, Not a good place to bike?



V/P: Cluttered street, Sign clutter, No trees



V/P: Pedestrian isolation, No trees



## Rated Images by Land Use Issue

We then reviewed all the rated images from the survey, with the images placed in their original land use categories. The following are additional or clarifying conclusions drawn from review of the slides as rated in these categories.

### 1. Single-Family Residential Images:

- Traditional street pattern (grassed setback between sidewalk and street, street trees) seemed preferred.
- Traditional pattern and well-maintained appearance more important than housing style.
- Favor green, landscaped buffers over fences of any type.
- Support SF attached (townhomes) density with traditional architectural look and street pattern.
- Quality architecture more important than particular style of housing

### 2. Multi-Family Residential Images:

- Improved open space and landscape features more important than architectural style
- Favor traditional architecture over modern
- Favor hiding of automobile parking facilities
- Favor tight street yard patterns, with clear definition/delineation of public/private space with quality low fencing.
- Density less important than quality of site improvements and street pattern

### 3. Commercial

- Favor traditional, “Main Street” architectural character over more modern commercial building styles
- Favor enhanced pedestrian amenities within commercial developments, especially in large parking lots
- Favor outside “people activity areas” in commercial districts, including outdoor dining
- Favor incorporation of significant landscape ele-

ments in commercial developments, including green areas in large parking lots

- Favor “downtown-type” pedestrian-oriented commercial developments over “strip” auto-oriented developments
- Favor accommodation of bicycles in commercial areas

### 4. Office-Industrial

- Quality of architecture and building materials more important than architectural style. Plain concrete or metal clad buildings not desired.

### 5. Institutional (inadequate info)

### 6. Mixed-use

- Mixed-use images rated very high as a group
- Favor public space incorporation into mixed-use environments (highest rated mixed-use images included public space and activity)
- Favor downtown character, pedestrian-oriented mixed-use developments

### 7. Open Space

- Category included the highest-rated images
- Favor improved mixed-use open spaces with combination of hard and soft surfaces
- Incorporation of water is important
- Public art important as well

### 8. Street Corridors

- Fences along street right of way not highly rated. Review fencing requirements/provisions.

### 9. Signage

- Favor well-designed monument-type signs, natural materials, in a landscaped base area
- Do not favor large, pole signs, of metal and plastic, with multiple messages
- Favor traditional downtown-like wall signage.
- Favor signage designed as an element of the development or façade, rather than haphazard



placement

- Favor gateway and wayfinding public signage (do we have enough information here to say that?)
- Do not favor temporary, portable, banner, or gimmicky signage
- Do not favor billboards

### 10. Landscaping

- Quality landscaping is an important component of downtown streetscape improvements. Review downtown streetscape plans.
- Trees are an important component of landscaped areas

## Implications for Sioux Falls Development Regulations

The following are general conclusions drawn from the above Values/Preferences as expressed in the Visual Listening Survey regarding implications for current development regulations or public policies. These general conclusions are described as “themes” and are listed roughly in relation to the dominance of the issue seen in the survey responses.

### 1. Green vs No Green:

21 of the top 25 rated images had good quality landscaping in them. Trees were an important element in most of the highest-rated images. 20 of the bottom 25 rated images had “no green” or poor landscaping. The consensus top-rated image was of parkland. Clearly, landscaping is a top value of survey participants. The following development regulations should be reviewed to consider their adequacy in meeting this community value/preference:

- Street tree planting requirements for new development
- Parking lot landscaping requirements
- Tree preservation ordinance
- Buffer/setback landscaping requirements (setback wasn't as obvious as trees)
- Development open space requirements
- Open space landscaping requirements
- Residential subdivision street tree requirements

### 2. Pedestrian Amenities vs Auto-oriented

Most of the highest-rated images featured high quality pedestrian amenities, while most of the lowest ranking had minimal or no pedestrian amenities and were exclusively auto-oriented. Traditional street pedestrian patterns were preferred. This points to the need to review development regulations for their pedestrian-friendly components, including:

- New development public sidewalk requirements (size and spacing)
- Pedestrian amenities requirements, in addition to sidewalks (connectivity)
- Subdivision sidewalk requirements
- Trail linkage requirements
- Pedestrian amenities interior to new development projects

### 3. Architectural Scale, Materials, Design

Virtually all of the highly rated images with buildings reflected a pedestrian-scale and traditional, “main street” character, with storefront-like windows, awnings, and orientation to the street. Most negatively rated images included non-descript or basic architecture with no relationship to pedestrian-orientation. Applicable regulations to review this community value include:

- Downtown design review procedures and design guidelines
- General overlay district guidelines for pedestrian-oriented commercial and all other districts outside of downtown
- Historic District design review

### 4. Site Development: Setbacks, Building Orientation

Most of the highly rated images, commercial and residential, reflect tight yard setbacks, with buildings, not parking lots, framing the street and creating a strong pedestrian enclosure. Most of the negative images have parking lots along the streets, with buildings set back from the right-of-way. Develop-





ment regulations to consider:

- Commercial/Residential zoning district front yard setback requirements. Establish “build-to” lines in pedestrian-oriented districts.
- Building location on lot requirements. Also, parking lot/garage locational requirements.
- Encouragement of quality low fences to define private front yard areas

### **5. Street Corridors: Complete Streets vs. Auto Corridors**

Highly-rated corridor images reflect a “complete street” character, while poorly-rated corridors were almost entirely dedicated to auto lanes, with only minimal pedestrian improvements and no alternative mode provisions. An important element of highly-rated corridors seems to be a landscaped setback between the sidewalk and the street pavement, with added value placed on corridors with on-street parking (did this show up in the survey?). Corridor landscaping with trees is a vital component of highly rated streets. Most of the impact of these values is on public policies regarding the improvement of corridors and calls for:

- Review of street design standards and requirements for street trees
- Review city sidewalk requirements. Sidewalk master plan?
- Traffic Calming provisions/opportunities
- Reconsideration of standard street cross sections for public improvements
- Evaluation of whether any corridors can be converted from 4-lane to 3-lane, with center turning lane, to provide space for bike lanes/parking and pedestrian/trail amenities (may want to be sensitive to engineering ideas here)
- Review of site plan requirements for installment of street trees with new development or redevelopment
- Review fencing provisions along corridors

### **6. Active public open spaces**

Many of the highly-rated images involved high activity public open space, plazas, or outdoor dining activity on sidewalks. Public art is an important component of these highly-rated images as is incorporation of water features. High-density residential projects were rated highly if they included improved open space and public plazas. The following areas of regulation should be reviewed:

- General open space requirements
- Improved public open space requirements for master-planned commercial development
- Improved public open space requirements for high-density residential projects
- Parkland dedication requirements for residential subdivisions
- Incorporation of stormwater management facilities as site amenities and in parkland dedications
- Downtown sidewalk café regulations (row lease). Include liquor license requirements review.

### **7. Maintenance**

Highly-rated images were all characterized by well-maintained landscaping, public areas and buildings. Problems in these areas were evident in some of the poorly-rated images. City regulations impacting this area include:

- Property maintenance codes
- After construction checks on maintenance of required landscaping improvements
- Building maintenance codes and procedures
- Public land maintenance policies

### **8. Mixed Use**

Many of the quality images reflected mixed-use developments, characteristic of vital downtown areas and new areas of the city. Areas to review include:

- Review of all commercial district use provisions to insure allowance of mixed use.
- Review of residential regulations in downtown area.



- Review of parking requirements to insure inclusion of shared parking provisions
- Review of mixed-use accommodation and general user-friendliness of Planned Unit Development (PUD) district regulations

### **9. Signage**

Highly-rated images reflect traditional “main-street”-type signage, while negatively-rated images included those with sign clutter or portable and temporary banner-type signage. Ratings favored well designed monument-type signs, of natural materials, in a landscaped base area. Areas to review include:

- Overall sign allowances (square footage/number of signs) for reasonableness
- Consideration of monument-type signs only in specific zones
- Commercial district sign design guidelines
- Pedestrian-oriented commercial district signage requirements

### **10. Historical Sensitivity**

Highly-rated images tended to have features like street lights designed with a “historical” as opposed to a “modern” character. This is primarily applicable to public improvement projects like streetscape and parks improvements. City standards for these features should be reviewed in light of this preference, as well as downtown design standards.

### **11. Residential Garages**

Image preferences indicate a preference for hidden, or at least recessed or non-dominant garage doors as an element of building facades. While most of the developments that impact this issue are private and likely considered beyond the scope of this consideration, any special “pedestrian-oriented” residential development should be reviewed for compliance with this preference. Also, any development in which the city is involved through provision of incentives should be reviewed for compliance.

# Appendix 2



**Those who funded SFT II**

Sioux Falls Area Community Foundation Minnehaha County  
Sioux Falls Area Chamber of Commerce  
Sioux Falls Development Foundation  
Sioux Empire United Way

**Those who provided SFT II staff support**

Sioux Falls Area Chamber of Commerce  
City of Sioux Falls  
Multi-Cultural Center of Sioux Falls

**SFT II meeting space**

Multi-Cultural Center of Sioux Falls

**Those who donated food service**

Qadir and Kezhal Aware Family  
Julio Espino, Inca's Mexican Restaurant  
Fannie Mae Partnership Office  
Forward Sioux Falls  
Shane Sejnoha, CBM Correctional Food Service  
Southeast Technical Institute  
Xcel Energy

*Thanks for making SFT II happen!  
We couldn't have done it without you.*

*-- Jerry Walton, Chair, SFT II*





SIOUX FALLS  
TOMORROW  
A VISION FOR THE FUTURE 2014

*Stakeholders' Report to the Sioux Falls Area  
June 2014*

## Foreword

What makes a vibrant community? Why do some communities prosper even in hard times? While one could offer many theories, in my mind, one reason stands out — citizens who care enough to become involved in their community make the difference. And that’s what Sioux Falls Tomorrow 2014 is all about.

For the third time, first in 1994, again in 2004, and now in 2014, volunteers from the Sioux Falls area — Lincoln, Minnehaha, Turner, and McCook counties — gave their time and energy to Sioux Falls Tomorrow, a community-based planning project that created a new vision for metro Sioux Falls. Their ten-year vision — that the Sioux Falls community is safe, caring, progressive and beautiful, providing opportunities and resources for each person's well-being — is further articulated by seven descriptors of our vibrant community, and by goals and action items.

Out of 143 initial volunteers, 117 stakeholders met regularly over the course of five months to define and refine that vision and goals. The stakeholders addressed five areas of community performance — economic vitality, education, local government services, quality of life, and social services. Their work reflects information from local experts regarding trends, situations, and events affecting our way of life, input from a public survey to which more than 2600 people responded, and lively discussions with those who attended a public input session. Stakeholders made decisions by consensus, a model that ensured all voices were heard and differences of opinion were resolved before the final report was adopted.

Previous Sioux Falls Tomorrow reports provided a blueprint for progress used by local government and civic leaders, caring citizens, businesses, and organizations. Likewise, Sioux Falls Tomorrow 2014 lays out a course of action for the next decade. As in the past, we are confident that many will step forward to assist in implementing its goals. At its best, this report is a reflection of the voice of the people and their dreams for our community.

Thanks go to the stakeholders for their commitment to this project and, especially, to the five moderators who led working group activities. Community Foundation staff were “spot on” in organizing and orchestrating the process. Of course, none of this would have been possible without the support of the seven organizations that sponsored the project — the City of Sioux Falls, Forward Sioux Falls (a joint venture of the Sioux Falls Area Chamber of Commerce and the Sioux Falls Development Foundation), Lincoln and Minnehaha counties, the Sioux Empire United Way, the Sioux Falls School District, and the Sioux Falls Area Community Foundation.

It’s been a privilege to serve as the project chair. I’m grateful for the opportunity to see the boundless Sioux Falls spirit at work. It’s exciting to think what the next ten years will bring!

A handwritten signature in blue ink that reads 'Mary Tidwell'.

Mary Tidwell  
Chair, Sioux Falls Tomorrow 2014 Steering Committee



# Contents

	Page
Vision	2
Key Performance Area Goals and Action Items	
Economic Vitality	3
Education	5
Local Government Services	7
Quality of Life	10
Social Services	13
Sioux Falls Cultural Plan	16
About the Process	17
Sioux Falls Tomorrow 2014 Participants	22
Sioux Falls Tomorrow 2014 Public Survey	24



## Vision

The Sioux Falls community is safe, caring, progressive and beautiful, providing opportunities and resources for each person's well-being.

- Comprehensive, state-of-the-art educational opportunities will provide knowledge, understanding, and skill development for people of all ages.
- The community will provide effective, collaborative, and accessible local government services.
- The community will promote active, universal participation and leadership in local government and civic affairs.
- The community will embrace changing demographics, recognizing that there is strength in diversity, promoting engagement and involvement of all, and respecting the right of individuals and groups to be unique.
- The community will provide a business environment that allows world-class employment opportunities for all members so that they can have stimulating careers and earn more than a living wage.
- Fundamental life and safety needs will be met by ensuring access to affordable housing, quality health care — including mental health services and addiction and treatment programs — and social services programs that are results-oriented and evidence-based.
- The community will provide abundant cultural, leisure, and recreational opportunities for the enrichment of life for people of all ages, and responsible stewardship for historical, cultural, and natural environments.





## Economic Vitality

In response to the Sioux Falls Tomorrow 2014 public survey, when asked to identify the “most important local issue facing cities and towns in the Sioux Falls area”, 14% of the responses focused on two economic concerns.

- Low wages. “We will not improve our quality of life if we cannot assure people of a decent income.”
- Economic development. “We need to continue to bring new businesses to town and they need to be diverse in the industries and sectors they serve.”

Economic vitality working group members shared these concerns. While citing the area’s work ethic and quality workforce, its favorable regulatory and tax friendly business environment, and its diverse economic base, members also acknowledged workforce development issues related to 1) the loss of talent due to a lack of opportunity for upward job mobility and 2) the need to continue to develop opportunities for higher education.

Ultimately, the working group took a “rising tide lifts all boats” approach to wage disparity, which is reflected in their goals.

Their strategy begins with focusing on creating a world-class business environment, one that expands the economy beyond core sectors such as agriculture, banking, healthcare, and medical research, and is designed to attract industries and businesses that require educated, skilled workers whose compensation will set a standard for other area employers.

From a supply perspective, the group advocates improving public access to higher education with financial assistance from the private sector and innovative, proactive partnerships designed to tap the skills of the existing workforce.



## **Economic Vitality – Goals and Action Items**

Goal 1 - Focus and attract resources to create an innovative and world-class environment for growth in businesses and jobs.

- a. Establish a vibrant research environment to foster current and emerging businesses in Sioux Falls by promoting and growing the USD Research Park.
- b. Support entrepreneurship, collaboration, and non-traditional partnerships.
- c. Support quality of life efforts and improve and beautify key areas to attract and retain businesses and employees.

Goal 2 - Pursue a world-class educational ecosystem to foster innovation.

- a. Support and grow Southeast Technical Institute and The University Center as significant community resources.
- b. Explore funding and governance structure alternatives for University Center that would permit local funding and input.
- c. Increase access to higher education in Sioux Falls through lower costs via private funding models; e.g. create an endowment.
- d. Establish master and doctoral degree programs at The University Center to drive innovation that aligns with industry-led opportunities.

Goal 3 - Raise the value of the workforce to achieve higher personal income and greater earning potential by being the number-one city in this metric compared to like-sized cities.

- a. Develop and foster a process to fast-track educated immigrants and other individuals with underutilized talents or skills.
- b. Develop multiple, innovative avenues and partnerships to train individuals for industry-specific needs.
- c. Establish programs to identify underemployed and underutilized human resources in Sioux Falls and match them with unmet needs.
- d. Continue Sioux Falls' tradition of embracing competition rather than protecting existing businesses to assist in raising overall wages.



## Education

Education was one of the broadest issues addressed by Sioux Falls Tomorrow stakeholders. Public survey responses focused on low teacher pay, access to pre-school, post-secondary, and life-long learning and concern over how family life affects student achievement. As one survey respondent put it, “Education —this needs to be the top concern of all cities.”

In analyzing the area’s educational strengths, weaknesses, opportunities, and threats, this working group found that educational opportunities are good at most levels. The Sioux Falls area benefits from a tradition of educational excellence and a history of good leadership and community support. This is reflected in the public-private partnerships that are enhancing opportunities at all levels of education, district-to-district cooperation, and a determination to provide educational programs that meet the needs of a diversified job market and promote continued economic growth.

Despite these strengths, the community suffers from a lack of affordable Pre-K educational opportunities, an inadequacy of funding for post-secondary education and of appropriate post-secondary alternatives for those who are not prepared or interested in pursuing further education immediately after high school graduation.

Strategically, this working group believes that to create and sustain a superior educational system, the community needs to “Begin earlier and have higher expectations.”

“Beginning earlier” means being able to confront growing poverty — children deserve to live in environments that promote mental and physical well-being. As income disparity grows, pressures on families increase, making it hard to engage them in their children’s education and negatively impacting student success.

“Having higher expectations” for educational systems is as important as having higher expectations for student success. Systems must be inclusive and responsive to diverse groups, including, but not limited to, those from different socio-economic, racial, ethnic, or cultural backgrounds. And, in the best of worlds, systems must also respond to individuals’ life-long needs for career development and personal growth.



## Education – Goals and Action Items

The education KPA presents these goals with the following understandings:

- The need for adequate funding is implicit in each goal.
- As a community, we will always work to provide equal opportunities and to include all diverse groups within our population, including, but not limited to, those from different socio-economic, racial, ethnic, or cultural backgrounds.
- In an effort to be preemptive as opposed to reactive, we will strive to “Begin earlier and have higher expectations.”

Goal 1 – Create an environment that promotes the physical, mental, and emotional well-being of all children.

- a. Identify the needs of students to ensure, to the best of our ability, that each child is being served in an environment that promotes mental and physical wellness.
- b. Leverage partnerships within the community to provide mental health services.
- c. Understand and address the impact of family stressors on the education system.

Goal 2 - Give all children in the Sioux Falls area access to high-quality learning opportunities from the Pre-K through post-secondary level.

- a. Provide affordable and accessible Pre-K education for all students within the Sioux Falls area.
- b. Recruit and retain highly qualified educators within the Sioux Falls area.
- c. Provide affordable and accessible K-12 education for all students within the Sioux Falls area.
- d. Provide affordable and accessible post-secondary education for all students within the Sioux Falls area.
  - i. Provide each student who exits K-12 in the Sioux Falls area with an appropriate alternative for post-secondary training or education.
  - ii. Leverage partnerships within the community to guide this process.

Goal 3 - Increase the availability and visibility of educational opportunities for adult learners.

- a. Assist individuals with degrees from other countries in transferring those credits and knowledge to equivalent U.S. careers.
- b. Explore developing a regional community college system.
- c. Increase awareness of graduate programs within the Sioux Falls area.
- d. Expand educational opportunities for life-long learners.
- e. Identify and remove barriers to participation in educational programming.
- f. Leverage partnerships within the community to provide innovative professional development opportunities for adults within our community.
- g. Create a task force to explore a privately endowed or sponsored post-secondary education opportunity for students of all ages.



## Local Government Services

Fully 47% of the comments received from those who responded to the Sioux Falls Tomorrow public survey dealt with local government issues. When categorized, their observations addressed crime and safety, traffic flow, infrastructure, planning, public transportation, and a variety of miscellaneous public services. Central to all of these was a shared concern that local government respond effectively to the needs of a growing population.

The local government services working group identified economic diversity and a strong business climate as important community assets, but noted that the area's most significant strength is the level of collaboration and cooperation among governmental entities — area counties, cities and towns, and school districts come together proactively to address the community's needs. As one group member put it, "We are practical instead of political."

When it came to identifying service challenges, the working group's thoughts closely tracked public opinion. Members noted insufficient availability of affordable housing, and acknowledged perceived public transportation needs and the demands a growing population will continue to place on infrastructure and essential services. All of these are affected by local government funding mechanisms, which are inadequate at several levels.

To meet these challenges, the group believes that local governmental entities must avoid potential jurisdictional conflict and capitalize on their capacity for collaboration. Funding, planning, conservation, infrastructure, water resource development, affordable housing, public transportation, and neighborhood safety all benefit from the synergy of a shared, regional approach to problem-solving and opportunity development.

Tactically, the group believes that greater use of shared technology systems, infrastructure, and communication media will not only further local government effectiveness and efficiency, but promote transparency and citizen engagement.



## Local Government Services – Goals and Action Items

Goal 1 - Increase local and regional governmental cooperation and encourage formal associations that improve efficiency and effectiveness of government and promote citizen participation.

- a. Collectively engage in a multi-year, comprehensive, consolidated plan, to identify and analyze options for governmental synergy that would improve efficiency and reduce costs.
- b. Work with available in-state resources — USD Business Research Bureau, SD Department of Revenue, and others — to establish baseline levels of governmental efficiency and effectiveness that will provide data for decision-making in the future and be a possible catalyst for improvement.
- c. Work with our local state legislators on a continuing basis to ensure fair and adequate funding mechanisms for local government — particularly in the areas of law enforcement and education. Focus on connecting our state legislators to local city, county, and school district issues. There is a perception that our state legislators from this region do not adequately collaborate on local issues.
- d. Continue to utilize existing governmental cooperative mechanisms and tools as models to address key deficiencies relative to efficiency, funding, and overall performance.
- e. Identify and pursue opportunities to greater use shared technology systems, infrastructure, and communication media to promote citizen engagement and transparency and to further governmental efficiency and effectiveness.

Goal 2 - Provide needed affordable housing development and neighborhood enhancement measures through local government administrative systems and public financing mechanisms that encourage private investment and partnerships.

- a. Organize and develop a comprehensive regional plan that identifies gaps and deficiencies as well as solutions — including financing — related to the impact of affordable housing and neighborhood quality (adequacy) on future community development.
- b. For those factors that affect the availability of quality, affordable housing stock, analyze and set benchmarks for improvement. For example, code enforcement, identification and removal of sub-standard housing, neighborhood amenities, etc.
- c. Encourage local governments to develop an incentive program with various public-private partnership funding mechanisms to encourage development in support of affordable housing.
- d. With leadership from the city community development department, foster neighborhood support networks and organizations for the purpose of public safety, information sharing, community gardens, community centers, youth centers, neighborhood enhancement and neighborhood watch programs.



Goal 3 - Work to achieve long-range planning, partnerships, and funding for key programs and projects including regional water development, public mass transportation, and identified infrastructure needs.

- a. Improve the quality of natural water bodies in the metro area, inclusive of local lakes, ponds, the Big Sioux River, and tributaries upstream of the metro area such as Skunk Creek, Split Rock Creek, and streams originating in the metro area affecting downstream communities, such as Nine-Mile Creek and Beaver Creek.
  - i. Form a consortium of governmental bodies within the area to identify sources of contamination.
  - ii. Create a set of policies to begin mitigation efforts to address those sources.
  - iii. Develop a set of policies to guide future development along streams and around lakes and ponds to minimize impact on water quality, including actions such as identifying and setting aside public access and recreation areas.
- b. Plan and prepare for an efficient and financially sound model for public transportation.
  - i. Expand Sioux Area Metro services by reducing the cost of the paratransit system and increasing funding for the fixed-route system to provide a more vibrant public transit system for the Sioux Falls area.
  - ii. Increase capacity and foster a more efficient nonprofit community transportation system that provides essential transportation services for persons in need.
  - iii. Expand a coordinated community transportation system throughout the Sioux Falls metro area to provide a connection between all communities for employment, medical, and other transportation needs.
- c. Plan and prepare for an efficient and financially sound model for development of public infrastructure.
  - i. Expand efforts to develop new funding strategies for ongoing maintenance and expansion of the roadways, corridors, and structures (e.g., bridges, reinforced concrete box culverts, and storm sewer systems) within the Sioux Falls metro area.
  - ii. Collaborate with organizations and local officials to determine future needs and expansion opportunities as they relate to the Lewis and Clark Regional Water System. In addition, determine the viability of new and improved regional systems to include sanitary sewer plants, natural gas, electricity, telecommunications, and alternative energy options to support our growing region.
  - iii. Provide and maintain public facilities at a uniformly high standard in all neighborhoods and areas of the metro area.



## Quality of Life

Quality of life proved to be the broadest topic a Sioux Falls Tomorrow working group addressed. From traffic flow to wage disparity, virtually every comment made by those who responded to the public survey was related to quality of life. When categorized, however, there were 183 comments tied directly to things that promote health and safety and enhance individuals' and families' access to amenities such as parks, recreation, and entertainment.

As they discussed existing and emerging community strengths, weaknesses, opportunities, and threats, working group members acknowledged several overlaps with other key performance areas — “quality of life” meant something different to everyone.

Much of their discussion centered on recognizing how amenities such as parks, bike trails, and the greenway contribute to a welcoming physical environment for residents and visitors alike. Recreational and leisure opportunities and access to quality healthcare were all given high marks. In the view of the working group, these attributes are a reflection of what is perhaps the area's most significant strength — a “sense of community” that promotes giving back, expects responsive government, and values strong leadership. With this sense of community as a foundation, the group believes that there are ample opportunities for expanding amenities and access to them.

Identified weaknesses and threats paralleled findings from the public survey and other Sioux Falls Tomorrow working groups — low wages, growing income disparity, and public transportation, for example.

Because the Sioux Falls Cultural Plan was under development, the working group did not address arts and cultural issues. Ultimately, as members focused on what they would like the community to achieve in the next ten years, two overarching themes emerged — the desire to create and maintain safe, healthy neighborhoods and the need to celebrate and encourage respect of growing diversity in terms of lifestyle, age, race, ethnic, and cultural differences. Strategically, the Sioux Falls area's biggest challenge will be guiding the community's transition from a small town to a metropolitan area.





## Quality of Life – Goals and Action Items

Goal 1 - Ensure residents feel safe, secure, and healthy.

- a. Create a more prominent police presence in neighborhoods. Increase on-foot and/or bicycle police.
- b. Provide police and community service personnel with the cross-cultural training necessary to appropriately serve a diversifying community.
- c. Educate, encourage, and promote neighborhood watch programs and neighborhood associations.
- d. Educate the public on how to recognize signs of trouble and what to do when there is trouble.
- e. Hold emergency response services — police, fire, ambulance, etc. — to the highest standard and ensure adequate funding to these services so they can reach and maintain these standards.
- f. Maintain the infrastructure of lighting and streets to the highest level.

Goal 2 - Enrich residents' experience of the city through affordable and accessible arts and leisure options as well as indoor and outdoor recreation activities.

- a. Construct an affordable, public, indoor aquatic facility.
- b. Enhance the bike path and trail way system to make it conducive not only to recreation, but a means of year-round commuting. Enhancements such as addition of a bike lane and/or widening the current pathways should be considered.
- c. Implement a bike-share system and educate the public on how to use it. Include an educational aspect for the driving community.
- d. Increase the number of common-use outdoor ponds and trails.
- e. Provide affordable youth programs and events to ensure accessibility to children of all socio-economic levels.
- f. Develop a clearinghouse or centralized website to gather and promote all public activities.
- g. Develop partnerships with businesses and individuals to provide reduced-cost access to community events.

Goal 3 - Enhance neighborhoods to cater to the needs of all residents and provide a variety of housing and retail options for different lifestyles.

- a. Provide incentives to neighborhoods that incorporate different varieties of development through the city, both up and out — “up” being development at the core that aims for more concentrated density and “out” being development at the edges of the city.
- b. Promote movement in neighborhoods through trails, parks, and other outdoor recreation.
- c. Deliberately plan neighborhoods that include services and retail, including food options.



- d. Maintain the core of the city and beyond, through thoughtfully planned redevelopment that accurately assesses and addresses the needs of each area.

Goal 4 - Encourage an attitude of respect and acceptance in all residents.

- a. Develop and promote a sense of “one community” that respects and embraces our growing diversity through education, awareness, and mentorship.
- b. Define and develop opportunities through school programs, churches, businesses, events, and community mixers enabling all socio-economic groups to cross-connect.
- c. Establish a “Parade of Neighborhoods” to showcase neighborhoods and foster a sense of neighborhood pride.
- d. Establish an ethnic restaurant incubator that would help launch small businesses and bring residents together to learn more about different cultures through food.
- e. Foster religious alliances that enhance interfaith openness and increased understanding.
- f. Support ongoing programming in the Sioux Falls area that helps integrate new residents to the community.
- g. Engage diverse populations in community planning and collaborative efforts.



## Social Services

Sioux Falls Tomorrow public survey respondents offered 255 comments related to social services provided in the metro area. When responses were categorized, the need for affordable housing and dealing with changing cultural diversity drew the most attention.

On the other hand, half of the comments addressed a wide range of social issues, most notably, access to mental health and drug and substance abuse services. One respondent put the challenge of meeting human needs this way, “It is vital to keep updating the city and adding more amenities for the public. It is also vital we continue to help the poor, the homeless, the disabled.”

The social services working group believes that the social services delivery system, which includes nonprofit organizations and public entities, collaborates well to address community needs. Members credit Sioux Empire United Way for its fundraising effectiveness and for mobilizing the business community to support programs that address human needs. In comparison to the rest of the state, Sioux Falls has a wealth of social services to offer. Building on collaboration to improve problem-solving efforts, further engaging the faith-based community in responding to social service needs, and buttressing prevention and intervention programs are opportunities the system should capitalize upon.

The results of the working group’s discussion of systemic problems correspond with public opinion. Affordable housing, response to changing cultural diversity, and access to behavioral health services and public transportation were all cited as weaknesses. Underlying the inadequacies of service delivery is a lack of funding. Spending priorities set by state and federal governments — grant money on which many service providers are dependent — do not necessarily reflect the needs of the local community. And, county welfare departments — the insurers of last resort for those who stand in need — are challenged by insufficient tax revenue.

Looking toward the future, the group believes that revitalizing civic engagement and a sense of connectedness to one another are essential to increasing capacity to respond to social issues. This is especially important in achieving inclusiveness with respect to ethnic, cultural, racial, income-based, ability, age, language, and sexual diversity.

Tactically, the group sees systemic improvement potential in pursuing a coordinated effort to use technology to identify community-based service metrics and to measure change and track service outcomes.



## Social Services - Goals and Action Items

Goal 1 - Strengthen the continuum of behavioral health services, including both mental health and substance abuse services.

- a. Improve education to the community on available services and resources and how they can be accessed.
- b. Engage the faith-based community in responding to behavioral health needs/support, including support for existing programs.
- c. Develop or enhance programming that offers a sliding fee to make services more accessible to those with limited incomes.
- d. Expand availability of evidence-based interventions, including prevention and early intervention programs, trauma-informed care, case management, and recovery support.
- e. Work with behavioral health providers to develop a mental health collaborative that will support partnerships among organizations and outreach to local philanthropic organizations and individuals with the capacity to sustain efforts.

Goal 2 - Improve availability of affordable housing by increasing the number and types of available units.

- a. Develop a public fund with an ongoing, dedicated revenue source and private funding to support affordable housing efforts.
- b. Advocate for the development of incentives for private developers who develop affordable housing.
- c. Develop supportive services to help preserve housing for people in crisis.
- d. Engage the faith-based community in responding to affordable housing needs.
- e. Develop an affordable housing collaborative that will support partnerships among organizations involved in addressing affordable housing needs.

Goal 3 - Strengthen the collection of outcome measurements and performance metrics among social service organizations to assist the community in better understanding emerging needs and the effectiveness of existing programs.

- a. Improve communication among nonprofit organizations through a collaborative effort that identifies gaps in available data and establishes community-wide metrics and outcome measurements in critical areas.
- b. Research and seek funding for a system that will store critical data from organizations.
- c. Work with local funding organizations to encourage participation in data collection and aggregation efforts.
- d. Engage the faith-based and philanthropic community using the data collected through these efforts.

Goal 4 - Engage, empower, and involve community members from diverse groups in strengthening social service delivery.

- a. Improve access to translated forms in key languages and access to interpreters in social service organizations.



- b. Expand education provided to the social service community on the needs of diverse populations, including those who may have experienced significant trauma, and expand diversity training among service providers.
- c. Expand education provided to diverse populations on available services to raise awareness of resources.
- d. Involve people from diverse populations in community planning and nonprofit leadership.



## Sioux Falls Cultural Plan

In 2013, the mayor of the City of Sioux Falls appointed a 26-member steering committee charged with undertaking an update of the city's 1999 Cultural Plan. Subsequently, that steering committee created task forces to address seven aspects of cultural activity and endeavor. In all, 73 volunteers met over the course of six months to complete the plan.

Knowing that the schedules for the Cultural Plan and for Sioux Falls Tomorrow would overlap, the two steering committees agreed that arts and culture could be viewed as an adjunct KPA for Sioux Falls Tomorrow.

At its final meeting, Sioux Falls Tomorrow stakeholders agreed by consensus to endorse the seven long-range goals of the Sioux Falls Cultural Plan and to include them in the Sioux Falls Tomorrow 2014 report.

### **Sioux Falls Cultural Plan Goals**

- **Arts Education and Youth Development**  
Provide lifelong school and community-based access to quality arts education opportunities in Sioux Falls.
- **Arts Funding and Support**  
Develop a broad base of sustainable funding to support Sioux Falls' nonprofit arts and cultural organizations.
- **Economic, Community Development and Cultural Tourism**  
Create an environment of culture and creativity that supports robust economic growth in the greater Sioux Falls area and helps develop and attract skilled, talented, and educated workers and businesses employing them.
- **Audience Development, Access, and Diversity**  
Welcome all people to cultural programs in a city that is recognized for and appreciative of culture's power to build community.
- **Artists and Creative Workers**  
Create an environment in Sioux Falls where artists and creative workers may thrive.
- **Cultural Facilities and Public Art**  
Enhance Sioux Falls public art and cultural facilities.
- **Arts Leadership and Coordination**  
Represent the cultural sector and coordinate implementation of the cultural plan.



## About the Process

Sioux Falls Tomorrow is a community-based planning process designed to produce a vision and goals for the Sioux Falls area. The project brings together a cross-section of people who live in the four-county metro area, informs them of trends, situations, and events affecting the community, and asks them to reach consensus on what they would like to see changed or achieved in the next ten years.

Sioux Falls Tomorrow 2014 was the third iteration of this process, which was sponsored by the City of Sioux Falls, Forward Sioux Falls (a joint venture of the Sioux Falls Area Chamber of Commerce and the Sioux Falls Development Foundation), Lincoln County, Minnehaha County, Sioux Empire United Way, the Sioux Falls School District, and the Sioux Falls Area Community Foundation, which coordinated planning activities and the production of this report.

### Getting Ready

In November 2013, representatives of the Sioux Falls Tomorrow sponsoring organizations formed a steering committee and met to define the scope of the project.

After reviewing the process and outcomes of the 2004 Sioux Falls Tomorrow II report, the group agreed to follow a similar course of action. Volunteers — known as stakeholders — would meet six times in general sessions to be led by a consulting facilitator. Stakeholders would also be expected to join one of five key performance area (KPA) working groups — economic vitality, education, local government services, quality of life, or social services.

The steering committee identified and invited five civic leaders, each with a background or special interest in one of the KPAs, to join the committee and to serve as neutral moderators for the small working groups.

In subsequent meetings, the steering committee agreed to gather public opinion by publishing a survey online and in the *Sioux Falls Argus Leader*. KPA moderators were charged with recruiting 20 stakeholders, representative of a cross-section of the community, to be members of their working group. An additional 50 stakeholders would be able to volunteer to participate after completing the public survey. Ultimately, 143 volunteers agreed to serve as stakeholders, and 117 completed the process.

The Sioux Falls Tomorrow 2014 survey went online between January 14 and 31 and was published in the *Argus Leader*. (See page 26 of this report.)



### **Stakeholder Session I**

The first stakeholder session was held January 21. Mary Tidwell, chair of the project, described the scope of the planning process and presented a brief history of Sioux Falls Tomorrow, which began in 1994.

Project facilitator Maggie Arzdorf-Schubbe, Afton Consulting, Afton, Minn., reviewed stakeholder expectations and described the consensus decision-making model to be used to reach agreement on vision and goals.

Stakeholders reviewed the Sioux Falls Tomorrow II vision in their respective KPA working groups, rejoining the large group to reach consensus on accepting the 2004 statement as a working definition of its vision.

The statement was accepted with reservations and the understanding that it would be revisited at the conclusion of the project. Community Foundation staff collected and later transcribed comment cards on which stakeholders had noted what they liked about the statement and what they believed needed to be changed.

Mike Cooper, Director of Planning and Building Services for the City of Sioux Falls, presented “Sioux Falls Tomorrow II: A Review of What We Accomplished”, which highlighted goals that were met, partially met, or unmet over the previous 10 years.

### **Stakeholder Session II**

Presenters at the second stakeholder session gave participants a comprehensive snapshot of the trends, situations, and events affecting the Sioux Falls area.

Stakeholders also received the results of the Sioux Falls Tomorrow 2014 public survey. (*See page 26 of this report.*) Of the 2611 responses, 398 came from the newspaper insert. While the sample was large, it was not random, and a confidence interval was not calculated.

Between this and the next stakeholder session, KPA working groups convened separately to identify the community strengths, weaknesses, opportunities, and threats (SWOTs) that would affect their respective areas of study.

### **Stakeholder Session III**

KPA moderators presented the findings from their working groups’ SWOTs analyses to the stakeholders.

At the conclusion of the presentations, and with an eye toward avoiding duplication of effort among the KPAs, the facilitator asked stakeholders to discuss areas of potential overlap among the five KPAs — an overlap being defined as a strength, weakness, opportunity, or threat targeted as significant by more than one working group.





After considering potential overlaps, stakeholders' consensus was that because each KPA has a unique perspective

- “partnerships and collaboration”, “strong healthcare services”, “funding”, and “technology” could be addressed by any or all of the KPAs.
- “affordable housing” and “public transportation” could be addressed by local government services and social services KPAs.
- “income inequality” could be addressed by economic vitality, education, quality of life, and social services KPAs.
- “diversity”, which in the past has been broadly interpreted to include cultural, ethnic, economic, inter-faith, and racial diversity, should be addressed by all KPAs.

Stakeholders dispersed to their working groups tasked with reviewing their SWOTs analyses and brainstorming what they would like to see changed or achieved in the community over the next 10 years.

#### **Stakeholder Session IV**

Using print and electronic media, Sioux Falls Tomorrow invited the public to attend the fourth stakeholder session where KPAs would brief interested members of the community on their work to date.

When guests arrived, they were asked to join the KPA in which they were most interested. Once convened, each KPA moderator walked the group through the SWOTs analysis and a brainstormed list of things that that KPA wished to change or achieve over the next ten years. Briefing concluded, the moderator asked guests to comment and/or ask questions about the work to date. Another KPA member kept a record of the discussion and suggestions made by guests. While the number of guests who attended was low, discussion in each group was lively and thoughtful.

Between this session and the next, KPAs met separately to review their work, taking into consideration what they had learned from guests, and to develop goals and action items designed to address the working group's most significant findings.

#### **Stakeholder Session V**

KPA moderators presented their respective group's draft goals and action items to stakeholders, who provided feedback and/or asked questions about the presentation. After each presentation, the facilitator called for consensus, and stakeholders approved the draft.

With approvals to proceed in place, stakeholders returned to their KPA working groups, further modifying their goals and action items, and, for groups that so chose, identifying organizations and government entities that are likely to have an interest in and resources to pursue the goals.



Between this session and the next, the Community Foundation surveyed stakeholders, collecting data on the demographic makeup of the large group and asking for feedback on elements of the working definition of the Sioux Falls Tomorrow vision and for volunteers to serve on a Vision Draft Team.

### **Vision Draft Team**

Six stakeholders, none of whom was a KPA moderator, met to review the working definition of the Sioux Falls Tomorrow vision.

The vision draft team took into consideration the results of the recent stakeholder survey and reservations expressed at the first stakeholder session. The group also had the comment cards from that session.

Because the stakeholder survey results indicated that the form — a vision statement short enough to print on a tee-shirt, followed by a series of descriptors — and tone of the 2004 version were generally agreeable, the group focused on restating it. They combined two social service descriptors so that the statement became more explicit regarding access to services and reflected a desire that programs be undertaken based on empirical data. Two quality of life descriptors were also combined, and the economic vitality descriptor became more aspirational in terms of business development and the effect on individuals' potential for career and income advancement.

The team also modified the diversity descriptor, and decided not to explicitly address racial, cultural, and ethnic diversity. In contemplating adding those modifiers, members concluded that if they did so, they would also need to include references to diversity due to ageism, sexism, wage disparity, sexual preference, disability, etc.

Following this meeting, the Community Foundation sent the restated vision statement and the final drafts of KPA goals and action items to stakeholders for their review. Their questions and comments were distributed to the KPA moderators at Session VI.

### **Stakeholder Session VI**

At this meeting, stakeholders considered endorsement of the Sioux Falls Cultural Plan, the adoption of a restated vision, and the adoption of final reports from KPA working groups.

Mike Cooper, member of the Sioux Falls Tomorrow Steering Committee, and Randell Beck, member of the education KPA, presented an overview of the Sioux Falls Cultural Plan, a process in which they also participated.

The mayor of Sioux Falls appointed the steering committee in the spring of 2013. Seventy-three cultural and community leaders participated in the task force. Working groups included Economic/Community Development and Cultural Tourism, Arts Education and Youth Development, Audience Development, Access and Diversity,



Cultural Facilities and Public Art, Artist Services and Creative Workers, Arts Leadership and Coordination, Funding and Support for Arts. The plan had been endorsed by the cultural plan's steering committee, the Sioux Falls Arts Council, and the Visual Arts Commission. There are seven long-range goals with associated action items.

At the conclusion of the presentation, Cooper proposed that stakeholders endorse the seven long-range goals of the Sioux Falls Cultural Plan and include them in the Sioux Falls Tomorrow 2014 report. Stakeholders accepted the proposal by consensus.

Stakeholders broke into their KPA working groups to consider comments and suggestions made by their colleagues regarding draft goals and action items.

Amendments completed, the KPA moderators presented and proposed endorsement of their final goals and action items to the full body. Following each proposal, the facilitator called for adoption. The proposals for all five KPA working groups were adopted by consensus.

Andy Patterson, the project director, introduced members of the vision draft team and presented their proposed restatement of the 2004 Sioux Falls Tomorrow II vision. Stakeholders accepted the proposed Sioux Falls Tomorrow Vision Statement by consensus.

### **Wrapping Up**

Sioux Falls Area Community Foundation staff compiled the reports from each KPA working group, wrote a narrative for each section, and sent draft documents to the KPA moderators for their review. With moderators' approval, the drafts were then forwarded to KPA working group members for comment.

The final report was approved by the Sioux Falls Tomorrow 2014 Steering Committee prior to publication.

### **Process Team**

Andy Patterson, Project Director  
Maggie Arzdorf-Schubbe, Consulting Facilitator  
Rika Peterson, Project Intern  
Grace Holsen, Interactive Specialist  
Katy Nelson, Communications  
Candy Hanson, Editor



## Sioux Falls Tomorrow 2014 Participants

### Stakeholders

Patti Abdallah	Brian Jans	Katie Reardon
Fred Aderhold	Sarah Dahlin Jennings	Gayleen Riedemann
Erin Arends	Darcy Jensen	Elaine Roberts
Robert Baker	Dennis A. Johnson	Sue Roust
Randell Beck	Anthony Johnson	Mark Sanderson
Jean H. Bender	Dick Kelly	Allison Sanderson
Paul Bennett	Rebecca Kiesow Knudsen	Jim Schmidt
Raquel Blount	Ric King	Jessie Schmidt
Erin Bofenkamp	Janet Kittams-Lalley	Richard Schriever
Scott Boyens	Laurie Knutson	Lois Schuller
Vernon Brown	Brandi Kowalczyk	Elizabeth Schulze
Matt Burkhart	Kristi Kranz	Tim Schut
Tiffany Butler	Reggie Kuipers	Terri Schuver
Scott Christensen	Troy Larson	Tom Slattery
Jeanette Clark	Dan Letellier	Curt Soehl
Mike Cooper	Pat Lloyd	Cate Sommervold
Michael A. Crane	Michelle McMurrey	Erin Srstka
Trey Daum	Steve Metli	Nathan Stallinga
Carey Deaver	Kristi Metzger	Trent A. Swanson
Kerri DeGraff	Mark Millage	Courtney Tielke
Joel Dykstra	Doug Morrison	Stacey Tiezen
Natalie Eisenberg	Pamela Naessig	Sam Trebilcock
Dan Engebretson	Rich Naser	Carol Twedt
Jessica Evans	Jennifer Nebelsick Lowery	Celeste Uthe-Burow
Derek Ferley	Joan Neilan	Shannon Van Buskirk
Nick Fosheim	Ron Nelson	Suzanne Veenis
Jill Franken	Christy Nicolaisen	Elizabeth Venrick
Marie Fredrickson	Tracy Noldner	Monte Watembach
Dale Froehlich	Evan Nolte	Dennis Weeldreyer
Jenina Gatnoor	Nicole Osmundson	Anita Wetsch
Kris Graham	Dan Pansch	Brooke White
Gary Helder	Susie Patrick	Anne Williams
John Henkhaus	John Paulson	Steve Williamson
Lt. James Hoekman	Stephanie Perry	Robert Wilson
Dennis Hoffman	Scott Petersen	Aaron Wimmer
Jason Holbeck	Cindy Peterson	Ross Wright
Thomas R. Holmes	Ryan Pidde	Carl Zylstra
Grace Holsen	Jay Powell	
Pam Homan	Susan M. Randall	
Jon Jacobson	Shireen Ranschau	



### **Sioux Falls Tomorrow Sponsors**

City of Sioux Falls

Forward Sioux Falls *a joint venture of the Sioux Falls Area Chamber of Commerce and the Sioux Falls Development Foundation*

Lincoln County

Minnehaha County

Sioux Empire United Way

Sioux Falls Area Community Foundation

Sioux Falls School District

### **Steering Committee Members**

Mary Tidwell, Chair, Steering Committee

Mike Cooper

Michael Crane, Moderator, Education KPA

Candy Hanson

John Henkhaus, Moderator, Economic Vitality KPA

Pam Homan

Dick Kelly

Rebecca Kiesow Knudsen, Moderator, Social Services KPA

Doug Morrison

Evan Nolte

Susie Patrick, Moderator, Quality of Life KPA

Andy Patterson

Jay Powell

Jim Schmidt

Anita Wetsch, Moderator, Local Government Services KPA

### **Vision Draft Team**

Economic Vitality KPA – Gayleen Riedemann

Education KPA – Anne Williams

Local Government Services KPA – Dale Froehlich and John Paulson

Quality of Life KPA – Paul Bennett

Social Services KPA – Stacey Tiezen

### **Presenters — Trends, Situations, and Events**

“The Sioux Falls MSA”, Mike Cooper, Director of Planning and Building Services, Sioux Falls

“Preschool through Twelfth Grade Public Education”, Sharon Schueler, Curriculum Director,

Sioux Falls School District and David Pappone, Superintendent, Brandon Valley School District

“Economic Vitality”, Slater Barr, President, Sioux Falls Development Foundation

“Meeting Community Needs”, Janet Kittams-Lalley, Executive Director, Helpline Center and Amy

Olson, Director of Corporate Health, Avera McKennan Hospital

“Public Safety”, Doug Barthel, Police Chief, Sioux Falls and Aaron McGowan, States Attorney,

Minnehaha County

“Minnehaha and Lincoln Counties”, Ken McFarland, Administrator, Minnehaha County and

Jim Schmidt, Commissioner, Lincoln County



# SIOUX FALLS TOMORROW

A VISION FOR THE FUTURE **2014**

1. Rate the Sioux Falls area in terms of the condition of	Scale = excellent, good, fair, poor, DK/NR	
Parks and pathways	90% excellent or good	(n=2548)
Water treatment facilities	76% excellent or good	(n=2544)
Sewage treatment facilities	72% excellent or good	(n=2539)
Arts and cultural facilities	71% excellent or good	(n=2543)
Local public transit systems	39% excellent or good	(n=2541)
Recreational facilities	73% excellent or good	(n=2527)
Waste and recycling facilities	72% excellent or good	(n=2547)
Roads	51% excellent or good	(n=2533)

2. What is the most important local issue facing cities and towns in the Sioux Falls area? Why does this concern you?

*There were 1823 responses to this item. A cross-count of responses that referenced more than one issue brought the total to 2227 comments. Please see the Appendix on page 3 for a representative sample of these comments.*

3. What are your two main sources of community information?	(n=2547)	
<b>59.2% Television</b>	20.3%	Radio
48.9% Internet Websites	16.8%	Word of mouth
43.7% Newspaper	1.6%	Other
22.2% Social media	<1%	DK/NR

To what degree do you agree or disagree with the following statements?  
Scale = strongly agree, agree, disagree somewhat disagree, DK/NR

7. The Sioux Falls area is a community with a bright future.	89%	strongly agree or agree (n=2524)
8. The Sioux Falls area is managing growth effectively.	66%	strongly agree or agree (n=2519)
9. If I wanted to talk to a local government official I would feel comfortable doing so.	61%	strongly agree or agree (n=2519)
10. I feel safe living in the Sioux Falls area.	79%	strongly agree or agree (n=2508)
11. People in the Sioux Falls area are respectful of ethnic and cultural diversity.	56%	strongly agree or agree (n=2521)
12. It is easy to access quality health care services in the Sioux Falls area.	87%	strongly agree or agree (n=2514)

13. How long have you lived in the Sioux Falls area? (n=2611)		
4.2% <2 years	19.6%	10-19 years
6.7% 3-5 years	<b>56.2%</b>	<b>20+ years</b>
8.9% 6-9 years	4.1%	NR



14. Range of zip codes (n=2441)	15. Range of school-aged children living in home (n=2611)	16. Range of ages (n=2611)
<b>17.6%</b> 57103	<b>67.1%</b> None	1.0% 17 and under
9.5% 57104	23.0% 1-2	4.8% 18-24
15.9% 57105	5.2% 3-5	<b>19.2%</b> 25-34
16.7% 57106	<1% 6 or more	17.3% 35-44
3.5% 57107	4.2% NR	18.3% 45-54
13.1% 57108		17.0% 55-64
8.0% 57110		11.0% 65-74
3.4% Brandon area		7.2% 75 or older
4.5% Tea, Harrisburg area		3.8% NR
2.4% SE South Dakota		
1.0% SW Minnesota		
1.0% NW Iowa		
0.8% Other		
2.6%....NR		

\*DK/NR=Don't know/No response



Appendix  
Sioux Falls Tomorrow 2014 Survey  
Item #5

Item #5 of the Sioux Falls Tomorrow survey asked respondents to reply to the following question:

*"In your view, what is the most important local issue facing cities and towns in the Sioux Falls area? Why does this concern you?"*

SFACF received 2611 surveys — 1823 included responses to Item #5. Of these, 48 comments were some version of "no response", were unclear, or were not able to be categorized.

Responses to Item #5 that referenced more than one issue were cross-counted, resulting in a total count of 2227 comments.

This is a representative sample of unedited responses to Item #5.

### Economic Vitality – 360 Comments

#### Re Jobs and Wages (237)

- Low wages. We will not improve our quality of life if we cannot assure people of a decent income.
- Employers expecting too much to find an employee. There are lots of people without jobs who can't get one, because they don't meet the requirements. The requirements for most jobs is absurd.
- Low wages. People are leaving due to this problem. Same issue in many different fields.
- Wages. Jobs that do not require college, for the most part, have incredibly low wages. Trying to live off of these wages, even for just a one person household, is ridiculous. I have no idea how folks with children do it.
- The pay. Many people in South Dakota do not make a living wage. We are having trouble recruiting people to fill jobs in our State because of poor pay and benefits. You can't raise a family on \$10-12 an hour with poor or no health insurance. Until the decision makers in this state figure that out we will struggle to attract and keep workers.

#### Re Economic Development (123)

- Workforce Development, because unemployment is below 3% and the economy and business can't grow and develop without a good pool of employees.
- We need to continue to bring new businesses to town and they need to be diverse in the industries and sectors they serve. Our unemployment is low - almost too low. Employers are having difficulty finding good employees. We also need to find more ways to attract and retain young adults to work and raise families in our city.
- Keeping our college graduates and young people here to build the foundation of our communities. Drawing top talent to the area to improve the quality of businesses, entertainment, and overall offerings to make this a major metro area with a small town atmosphere.
- Keeping the local businesses going. Most of the rural towns are losing a lot of their local businesses and everything is becoming big box stores. We try to support downtown Sioux Falls as much as possible.
- Sustainable economic growth. The cities and towns in the area need solid manufacturing and industrial jobs more than jobs related to construction and real estate. If construction and real estate jobs account for too high of a percentage of the overall jobs, a small slow-down in development can result in a large effect to the overall economy.

#### Education – 115 Comments

- The low pay our teachers receive. They do more than many could ever imagine for our children and I feel the pay they receive does not reflect their impact and worth to our communities. I feel many young people that would be outstanding teachers in our area shy away from teaching because of the poor pay they would receive.



- Education, this needs to be the top concern for all cities I think making sure they get the funding they need to support all the schools city wide. Teachers should not have to worry about supplies and resources to get each child the education they need.
- Affordable higher education opportunities available. There are two amazing universities in town to accommodate students that can afford high tuition. There is the university center, but that doesn't offer the full college experience. A state school in town would be nice.
- Quality, equitable, affordable free preschool experiences for all 3-5 year olds. Every Child deserves this! It is time to make it happen.
- Schools becoming separated from family life. Parents struggle with being able to help their children learn and study. Common core does not belong in our schools.

#### Local Government – 1239 Comments

##### Re Crime and Safety (341)

- Most recently, crime seems to be more prevalent. This needs to be responded to quickly and swiftly so that we can continue to enjoy low crime rates. We always have had low crime and do not want to be complacent or apathetic. As we grow we need this can become an issue.
- I think Sioux Falls is growing a little fast. I don't think we have enough law enforcement to keep up. Seems crime is rising.
- Keeping the city safe as it grows into a larger city. It seems as cities grow, crime rate grows along with it. I hope Sioux Falls can remain a very safe place to live.
- Crime. More population brings more criminal activity.
- It's been a challenge to think of an issue — which is great news that the city is doing so many things so well!! I do have concerns with the numbers of drug and alcohol-related crimes and situations, yet know that is not specific to cities the size of Sioux Falls and the surrounding areas.

##### Re Roads and Traffic (294)

- I feel traffic flow is one of the biggest issues Sioux Falls has faced will continue to face as the area gains more in population. During high events population events such as the Fair or Jazz Fest, it takes twice as long for local traffic to get to where they need to go.
- Traffic in and across Sioux Falls--too few of main access roads for the number of cars. Traffic is backed up at all major intersections and off ramps every work day during travel to and from resident's work.
- Traffic control. It appears that there needs to be better timing of the stop lights at different times of the day.
- The only thing I have to complain about is the roads, which I know can't be fixed all at once. Many roads are terrible with potholes. Also when it's icy and snowy I have a hard time getting around and slide everywhere. There should be ice melt out sooner.
- Very poor roads and increasing traffic congestion.

##### Re Infrastructure (116)

- Managing infrastructure to keep up with growth.
- The infrastructure of the smaller towns in the area in poor condition and will need major upgrades in the next few years. Most of these communities do not have the tax base to support such large expenses and the citizens cannot afford to cover the expense on their own.
- Managing infrastructure with the growth so that nothing suffers in the growth. Concerns me because cities tend to let maintenance/upkeep slide in times of heavy growth.
- Continuing to keep a viable infrastructure at an affordable cost to tax payers. As a home owner on a fixed income it is vitally important to me. First that our infrastructure does not deteriorate and second that I will continue to be able to live in my home until the forces of aging require me to move.
- Infrastructure. If people are going to continue to move here, we need updated waterways, sewers, roadways, and enough water to sustain all the people. We also need to stop building houses where farmland should be. The City is spread out enough. Everybody that moves here does not need a brand new house where food should be growing.

#### Re Planning (110)

- Sprawl - as Sioux Falls grows and smaller towns lose their identity.
- Urban sprawl. Sioux Falls growing too fast into the few rural properties left around it. Some of us do not want to be part of the city.
- Urban sprawl and maintaining and improving the balance of residential neighborhoods with the growth of commercial development.
- Planning to allow for growth...we could use a better process that is inclusive and moves forward. It seems we spend too much time arguing about what goes where, instead of answering the why for people. If the "why" was answered, there would be less resistance to change.
- As the Sioux Falls area grows in population and commercial business, I would like to see that the road infrastructure is planned and implemented well in advance. I think that Sioux Falls has done an excellent job of this--Highway 11 and Dawley Farms is an example of this. Keep up the great work!

#### Re Transportation (80)

- You need more bus routes, later hours bus to run until 1:00 am and on Sundays and holidays so people who only ride buses and do not have people who have cars or can't pay for taxi can go church, meetings. Can work Sundays and nights or go to holiday events like July 4 picnic and fireworks, music and movies.
- Lack of facilities for alternative modes of transportation, including bicycling, walking, and transit. Citizens' health is declining and obesity is rising. Making alternative modes of transportation convenient and safe will lead to an improvement in our citizens' health.
- I think public transit is a huge issue. If the city busses could run at least until the mall closes it would be very helpful. When I was without a car & working at the mall a few years ago, I would have loved not having to either walk or bother friends to come pick me up in a blizzard.
- The SAM needs to expand it hours of operation, it needs to start earlier in the morning & end at midnight - 1 a.m., so people can get places (like work or home from work). SAM also needs to run 7 days a week. Doing these things would increase ridership. SAM also needs to expand areas of service & paratransit needs to be expanded as well.
- Flights out of Sioux Falls are not competitive with other cities such as Sioux City, Mpls, Omaha. More travelers would fly out of Sioux Falls if flight prices were more competitive. We tend to fly out of Sioux Falls because of convenience, but we know others will travel to Mpls or Omaha to save some money.

#### Re Government Miscellaneous (298)

- Preservation and enhancement of the "core" of Sioux Falls including downtown and surrounding neighborhoods as a complete community center and attractive location for business, education, entertainment, etc. The metro area needs to be balanced and blended as to economic conditions, housing, schools and address "free/reduced lunch" type disparities.
- Increasing the police force size to be adequately staffed for a city of this size. Sioux Falls police are understaffed when compared with other cities of this size. Proper pay and compensation would draw more officers to apply here.
- Creating growth and managing growth. Without growth we die but there will be resistance to change from established residents and unmanaged growth can kill the quality of life that attract new investment and more growth.
- The most important issue facing cities and towns in the Sioux Falls area right now is property taxes. The areas that are seeing growth are seeing increasing taxes and that hurts the economy instead of helping it. It would help if there was greater property tax relief.
- Keeping a smart budget. This concerns me because I want a secure economic future for the city.
- Leadership. We need leaders who want to do what's best for the entire community.
- Transparency between government and citizens.
- Consolidation of surrounding community's public services to improve continuity of quality while controlling costs through more efficient utilization of existing assets.

- I believe that one major issue is allowing a city to thrive economically and yet maintain the small town feel. I grew up in a small town nearby and now live within the city limits.
- Towns surrounding Sioux Falls, such as Tea, Harrisburg and Brandon, will soon be connected to SF. In other words, as Sioux Falls and each of the connecting suburbs spread out, there won't be a "gap" between them. Leadership in each location needs to be prepared to work together as we merge into one metropolis.

#### Quality of Life – 187 Comments

- South Dakotans have a strong bias toward maintaining the status quo. This often prevents us from bringing needed change to the community that will enhance quality of life such as building the Pavilion, the Events Center and an indoor aquatics facility. These projects take forever to get approved and the community suffers for it.
- Providing safe and affordable activities for families. Active activities. When we do not provide safe activities for the young they sometimes drift and find the wrong group and get into trouble. It is nice if they have activities and accountability to show their worth. We do have a great young community in SF keep it going.
- Opportunities for recreation & events for people of all ages, especially for young singles and empty nesters! There are lots of family events & happenings but not so much for others.
- As Sioux Falls grows, we need to consider that all areas need parks, access to bike trails; people need to be able to afford new facilities like the new arena, tennis courts, etc.
- Need to make sure that our library facilities keep up with the city's growth. The library is a jewel for all ages. With the growth of the internet, it seems outmoded but, I believe it is more important than ever if only to get people out of their homes. I have all of the electronic things but still get down there a couple times a month.

#### Social Welfare – 255 Comments

##### Re Various Needs (130)

- I think that a big problem is the homeless population in the area who have nowhere to go! The Gospel Mission & Banquet & other services are GREAT but we should consider how to do MORE to help these families. I love the direction that SF is going to help out people who need it. I'm always surprised by the generosity in this city!
- Finding a balance between serving the underprivileged and spending money to keep improving the city. It is vital to keep updating the city and adding more amenities for the public; it is also vital we continue to help the poor, the homeless, the disabled, etc.
- Mental health issues: More and more we turn people out on the streets with insufficient support to maintain a normal functioning life style. I have on both a professional and volunteer basis worked with many of these citizens. They are ostracized because they can't hold a job but appear physically normal.
- Drug and alcohol addiction. It's our biggest public health and societal issue, costing our communities almost \$200 Million per year.
- Too many handouts and not enough help in teaching people how to help themselves.

##### Re Housing (125)

- Affordable housing - not necessarily low income, but decent middle-of-the road apartments. I work with a lot of families that have trouble finding affordable housing, and I myself have had a really hard time finding an "average" apartment.
- The shortage of affordable housing. My understanding is that there is a 3-year waiting list for Section 8 housing assistance, and if you don't have children or a disability, you might as well not even try. When people need two jobs to be able to afford a place to live, that's not good for a city.
- The biggest issue is affordable housing. The cost of rent is only going higher and people are unable to afford a place for shelter. This puts them in a bad position and puts the city in a bad position if the homeless rate continues to increase as it currently is right now.
- I think a continued effort needs to be made to ensure that there will be adequate affordable housing. The city has a very diverse population that requires housing that can accommodate all the different income levels.
- Need more low income housing!!!! To many people work min wage and can't afford rent!!!!



#### Diversity – 71 Comments

- Cultural diversity and how to deal with the changes associated with that. We say we want diversity, and we say we accept diversity, but I am not so sure we embrace the idea wholeheartedly.
- Diversity. Embrace our population and welcome those who aren't from here.
- I see a lot of prejudice against Native Americans and people from other countries. I wish they could be more fully included in our community. If they are excluded, it leads to more social services needed and more incarceration.
- The influx of immigrants - legal or illegal. The industries enticing/luring these people here need to be responsible for assimilation, education, and general welfare of these 'workers'.
- Managing the continuing influx of immigrants and refugees. It continues to put a severe burden on schools and social services needs.

## Sioux Falls Tomorrow 2014

### Vision

The Sioux Falls community is safe, caring, progressive and beautiful, providing opportunities and resources for each person's well-being.



City of Sioux Falls  
SOUTH DAKOTA

**FORWARD**  
SIOUX FALLS  
2011-2016



LINCOLN COUNTY  
South Dakota





