

C Avenue Alburnett Road Growth Area Study



- in partnership with -

CONFLUENCE

Acknowledgements

With special thanks to:

The participants who provided feedback to help define the final recommendations of this document.

Prepared for:

City of Cedar Rapids, IA &
City of Marion, IA

Prepared by:

MSA Professional Services, Inc.
1555 SE Delaware Ave
Suite F
Ankeny, Iowa
50021

Confluence | Landscape Architecture,
Planning + Urban Design
525 17th Street
Des Moines, IA 50309

MSA Project Team

Chris Janson, AICP
Shannon Gapp, AICP
Joe Elsinger, PE
Amber Converse

Confluence Project Team

Chris Shires, AICP
Patrick Alvord, PLA, RA, LEED AP
Jane Reasoner, AICP

Mayor & City Council | Cedar Rapids

Tiffany O'Donnell | Mayor
Tyler Olson | At Large
Ann Poe | At Large
Patrick Loeffler | At Large
Marty Hoeger | District 1
Scott Overland | District 2
Dale Todd | District 3
Scott Olson | District 4
Ashley Vanorny | District 5

Mayor & City Council | Marion

Nicolas AbouAssaly | Mayor
Colette Atkins | Ward 1
Steve Jensen | Ward 2
Will Brandt | Ward 3
Sara Mentzer | Ward 4
Randy Strnad | At Large
Grant Harper | At Large

City Staff

Adam Lindenlaub | Cedar Rapids, IA
Kesha Billings | Marion, IA

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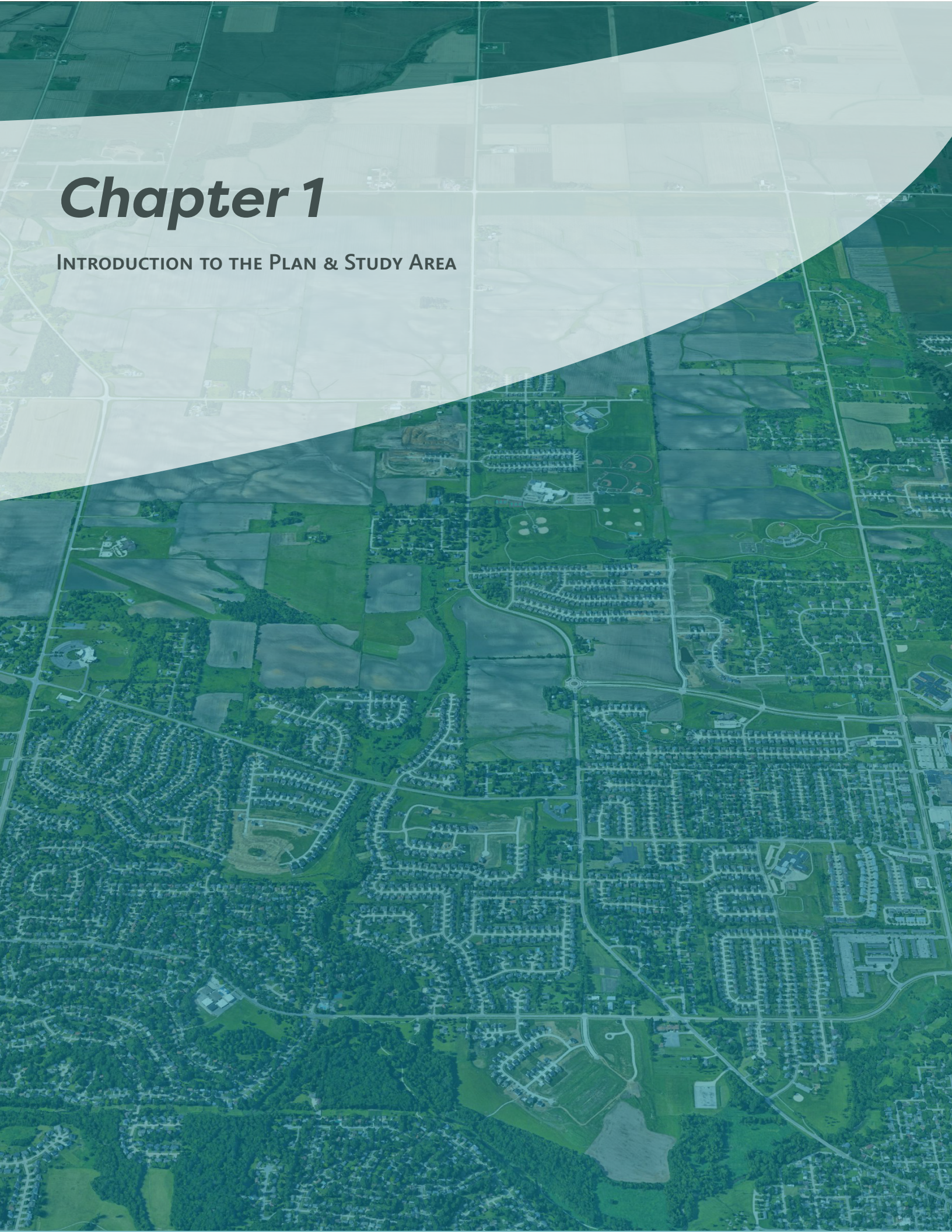
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Chapter 1

INTRODUCTION TO THE PLAN & STUDY AREA



Project Overview

The Cities of Cedar Rapids and Marion, Iowa are taking a proactive approach towards urban development by promoting smart growth in an area pivotal to the future growth of both communities. The goals are to preserve the character of both communities, identify and protect natural features that provide environmental and health benefits, while also accounting for the developmental impacts on their existing utility infrastructure and anticipating future costs to expand that infrastructure.

This joint Study dovetails with comprehensive planning efforts, while also providing priority recommendations and guidance to each City and developers to facilitate effecting planning and growth for the next several years. The Study will offer a concept-level land use map and street layout based around the development of complete neighborhoods with access to a variety of housing types, commercial opportunities, and public space.

The Study also includes connectivity considerations with a layout for arterial and collector roads to best serve both municipalities with an understanding of the anticipated future growth patterns of each community. Through working with both communities the project also identifies options for a north/south collector road between Alburnett Road and C Avenue NE, identify strategies for bicycle and pedestrian connectivity, and include connections to major trails identified by the Corridor MPO's regional transportation plan.

The area further represents an opportunity for each community to create valuable destinations for community members and visitors, promoting a mix of housing types and locations for new retail, office, and business park development. The area also contains a significant amount of valuable natural areas including unique wetlands that should be carefully preserved and managed.



Study Area

Map 1



The vision for the Study Area and its context is discussed in-depth throughout the next several pages, however the goals for the area are encapsulated by the following 5 characteristics:

PRESERVATION

WALKABILITY

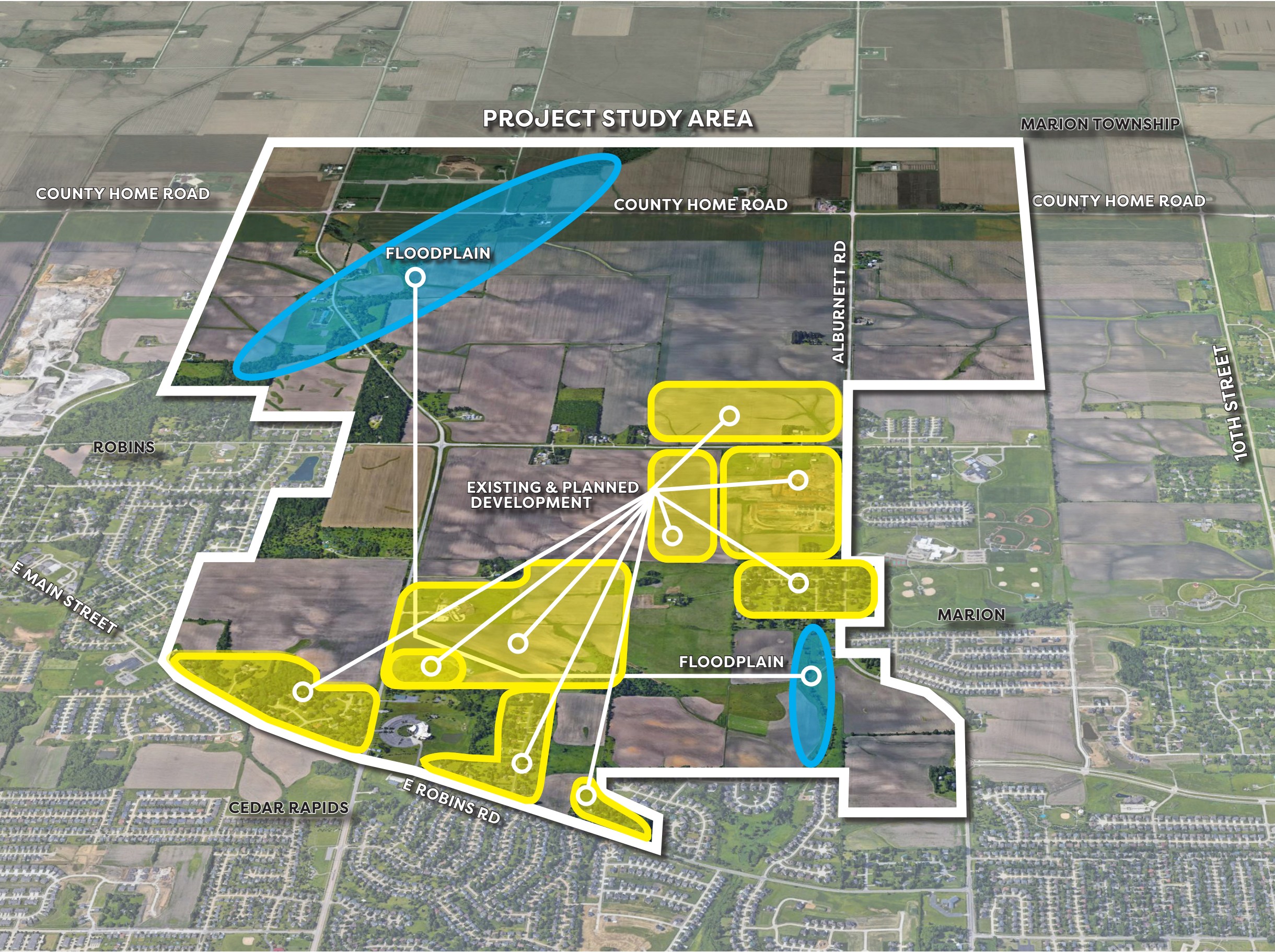
BIOPHILIC DESIGN

PARKS & RECREATION

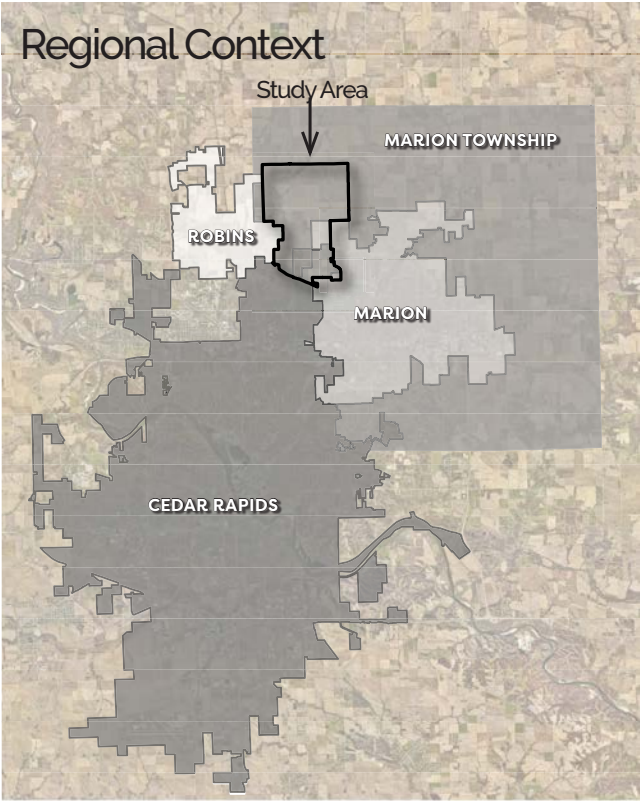
HOUSING & DEVELOPMENT OPPORTUNITY

Local Project Understanding

Map 2

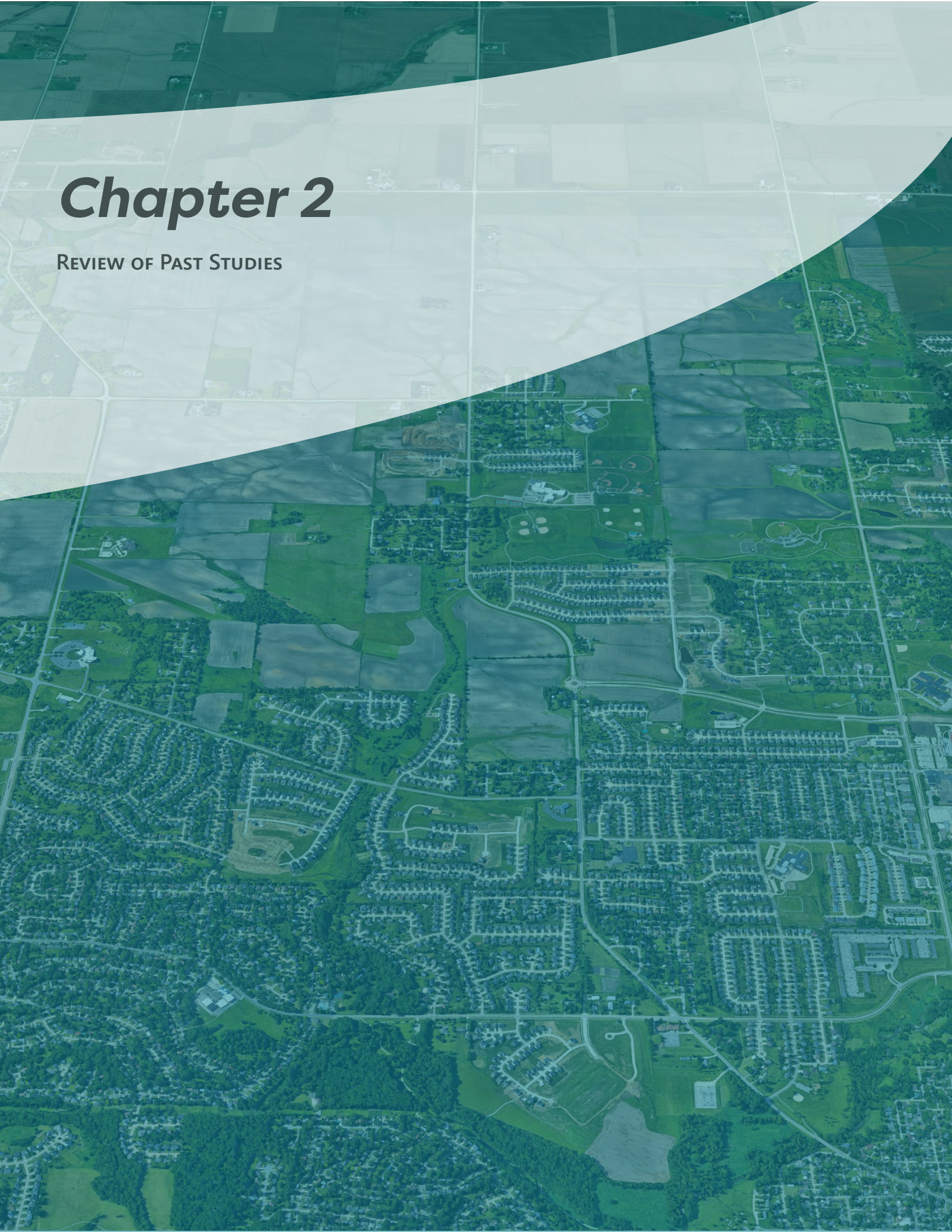


Map 3



Chapter 2

REVIEW OF PAST STUDIES

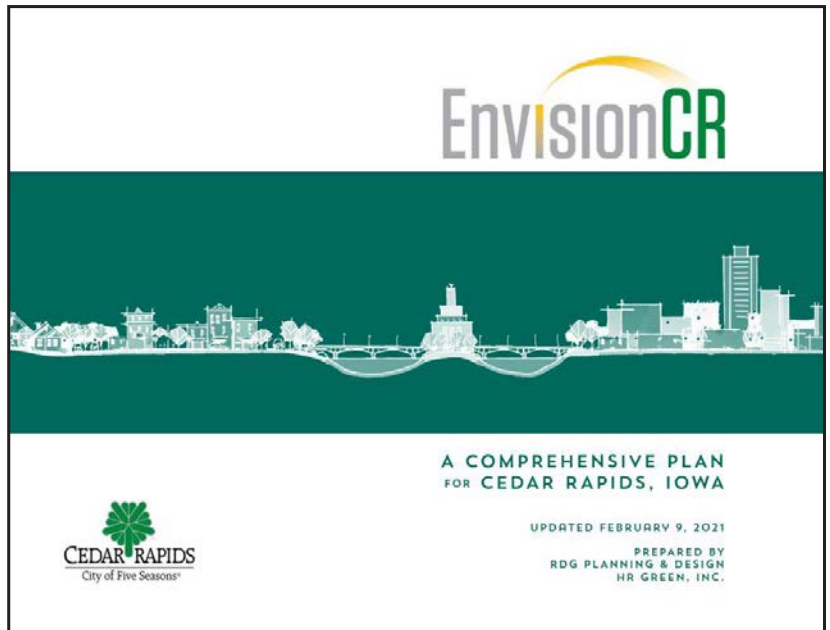


Review of Past Studies

The following past studies and inter-city agreements were reviewed for this study.

EnvisionCR (Cedar Rapids)

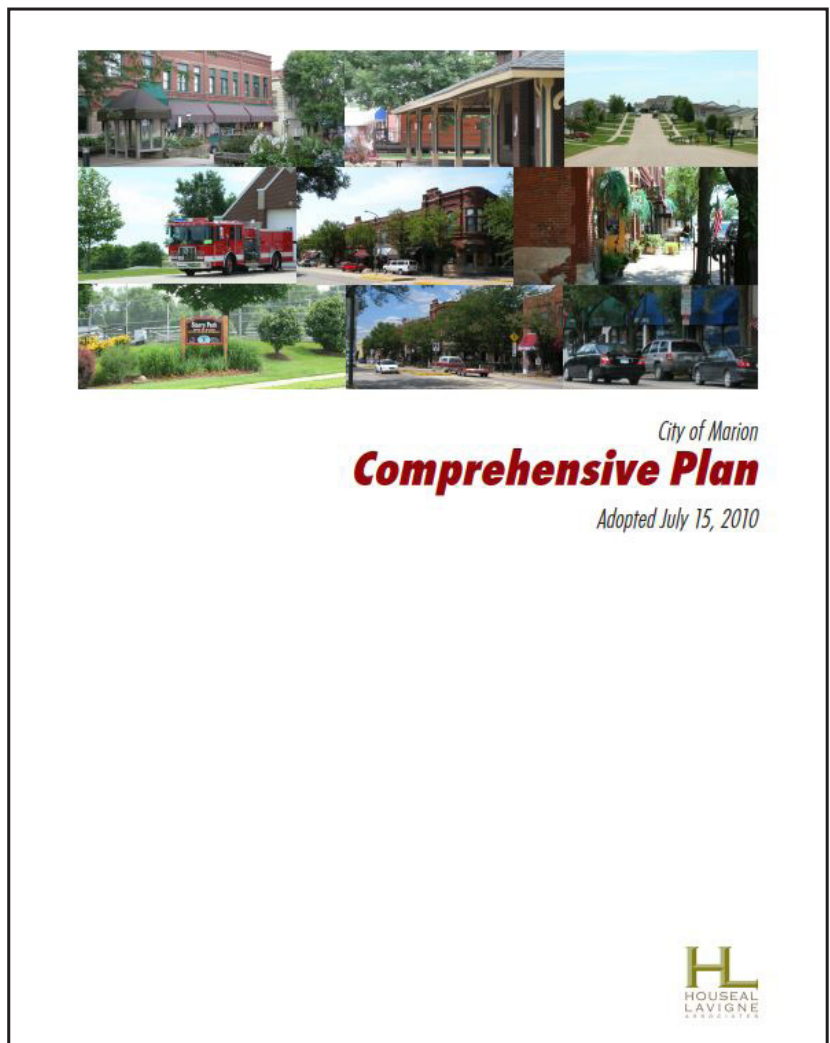
The Study Area for this project is identified in the EnvisionCR (Cedar Rapids' Comprehensive Plan) as a future growth area for the City of Cedar Rapids. This document sets the stage for future growth and development and includes sections relating to: Discovery, Guiding Principles, Elements, and Implementation. A key component of this plan to be reviewed was the Future Land Use Plan. Currently, the area lacks many public facilities: roads, sewer, parks, etc. yet is planned to have greater intensity of development along corridors. The information in this plan helped shape the decisions and recommendations later outlined in this study.



City of Marion Comprehensive Plan (Marion)

The City of Marion Comprehensive Plan was also reviewed as part of this study. The Future Land Use Map in the Comprehensive Plan also identifies the Study Area as a prime location for future growth. The plan predates the 28E agreement, explaining the overlap in area. Therefore, this study works to review and create consensus between the two plans regarding land use, connectivity, utilities, parks, and services.

Subsequent to this Study, other Marion, Cedar Rapids, and Robins plans and maps have been developed and were also reviewed as part of the process.

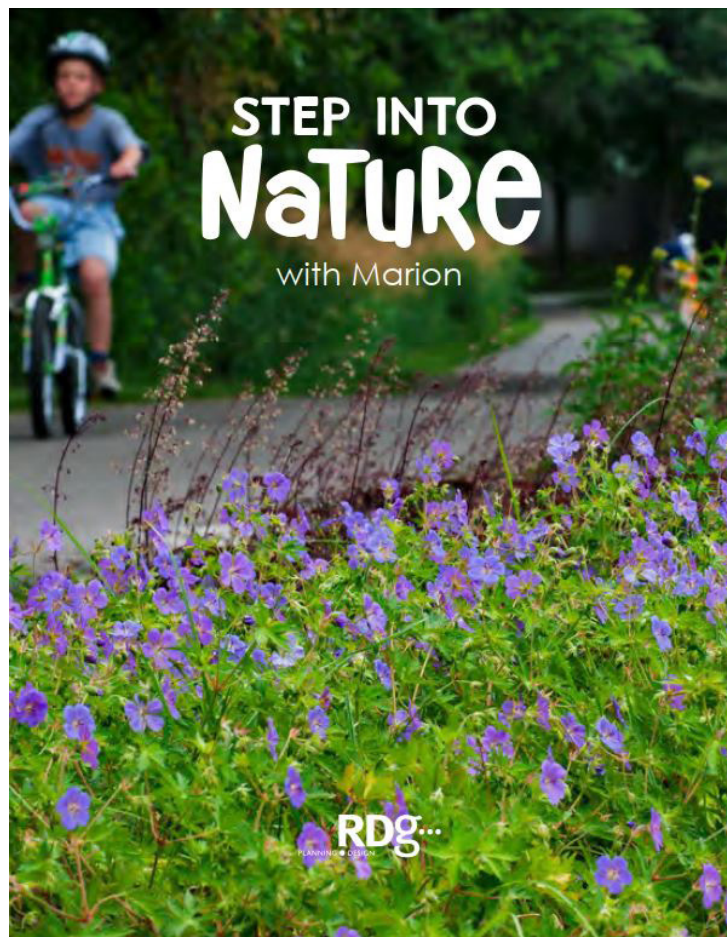




Marion 2021-2023 Strategic Plan (Marion)

The Marion 2021-2023 Strategic Plan focuses on creating a vibrant community, efficient and effective government, economic development, sustainable infrastructure, and a safe communities. Similar to the Marion Strategic plan this study also considers integrity, accountability, and collaboration.

The goals, objectives, and strategies of this plan have guided the overall recommendations identified for this Study Area.



Step Into Nature with Marion (Marion)

The “Step Into Nature with Marion” plan takes a four pronged approach to creating an active, healthy Marion. This includes: Biophilic Design, Active Living, Active Transportation, and Community.

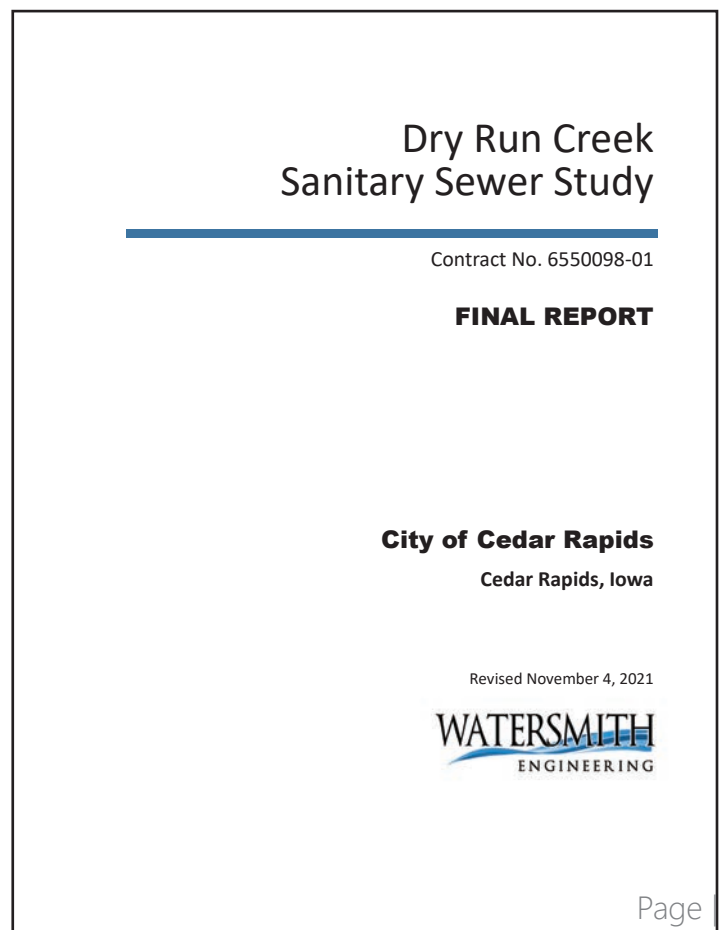
This guidebook addresses obesity and inactivity that is on the rise, interaction with nature, environment, blue zones, the Linn County Coalition, and the Iowa Healthiest State Initiative.

The Cedar Rapids and Marion Growth Study Area for this specific project similarly focuses on preserving a connected network of “Green” spaces, particularly in relation to the recommended parks and trails networks.

The Robins Future Land Use Map was also reviewed as the community is directly adjacent to the Study Area in question.

It was determined that the recommended uses should be cohesive and balanced in a manner that does not negatively impact either plan but rather work together.

The combination of Land Use Plans across Cedar Rapids, Marion, and Robins aided in the development of the Future Land Use map developed for this Study.



The 2021 Dry Run Creek Sanitary Sewer Study focused on developing a plan for new sanitary service to the City's North Growth Area. The study evaluated gravity sewer and lift station/force main options for connecting to the existing sanitary system.

Both options were based on a full-build out condition of the proposed land use taken from the EnvisionCR and City of Marion land use plans to estimate wastewater flows. A gravity drainage system was recommended due to the lower installation and life-cycle costs, a shorter implementation schedule, and lower public/environmental impacts. The gravity main system would extend from the existing City of Robins Trunk Sewer roughly paralleling Dry Run Creek.

Contract No. 6550098-01

FINAL REPORT

City of Cedar Rapids
Cedar Rapids, Iowa

Revised November 4, 2021





Technical Memorandum

Date: Monday, February 12, 2018

Project: Sanitary Sewer Master Plan Update

To: City of Cedar Rapids

From: David Haugen/HDR
David Dechant/HDR

Subject: TM 7.1 North Growth Area Service Plan

This Technical Memorandum presents information regarding the sanitary sewer service needs and associated sanitary sewer connection and extension fees for the north growth area. The study area for this report is contiguous with the North Growth area as identified in EnvisionCR and can be viewed in Figure 1.

The intent is to recognize needed improvements to the trunk sewer in the growth area, to provide sanitary sewer service, and to recognize the associated costs.

This Technical Memorandum is organized as follows.

- Objective
- Summary
- Background
- Service Area
- Future Conveyance Improvements
- Flow Development
- Capital Costs
- Financial Considerations and Capital Recovery
- Appendix A – Cedar Rapids Design Standards Manual
- Appendix B – Chapter 13 Wastewater Facilities

Objective

The objective of this TM 7.1, North Growth Area is to determine typical sanitary sewer flows for the future north growth area based upon the anticipated future development conditions presented in EnvisionCR.

Upon development of the flows a trunk service area plan will be developed with associated cost. The existing extension fees will be evaluated. Extension costs will be established to quantify cost of service for the growth areas.

Summary

The North Growth Areas will be serviced in large part by extension of the 30-inch Dry Creek Trunk Line from its current location in Robins, running along the Dry Creek Alignment to County

TM 7.1 North Growth Area Service Plan, Sanitary Sewer Master Plan Update (Cedar Rapids)

The 2018 Technical Memorandum focused on determining the sanitary sewer needs and trunk line extension to the North Growth Area as defined in EnvisionCR. Wastewater flows were estimated based on future development conditions from EnvisionCR.

The study recommended a 30-inch sanitary trunk line extending from a connection point in the City of Robins, paralleling Dry Run Creek. The memo outlined approximate costs for the complete construction of the trunk-line, which connected to the existing sewer just south of W Main Street in Robins and extends northeast to County Home Rd. An additional trunk-line was also considered, connecting to a proposed trunk-line along C Ave NE.

Page 1



2020 Sanitary Sewer Capacity Study

Final Report
Version 2

City of Marion, Iowa
February 5, 2021

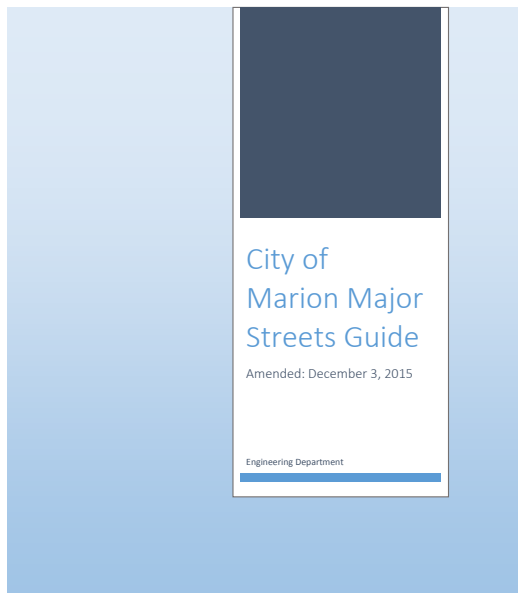
2020 Sanitary Sewer Capacity Study (Marion)

The 2020 Sanitary Sewer Capacity Study for the City of Marion evaluated the existing sanitary system and proposed additions/system upgrades to support the 2040 population growth. Both dry weather and wet weather flows were considered to determine capacity limitations within the sanitary system and were recommended to guide future growth decisions.

Dry weather flows could be supported under some conditions, except for the proposed conditions with full build out. Wet weather flows could not be supported for either the 2-yr or the 5-yr flows. More sanitary flow from the growth areas cannot be supported without increasing the likelihood of overflows and basement backups. The report highlighted some improvements for known capacity limitations and discouraged planning for new sanitary connections without upgrading the existing infrastructure first.

Corridor MPO 2045 Long Range Transportation Plan (Corridor MPO) and City of Marion Major Streets Guide

The Corridor Metropolitan Planning Organization's Long Range Plan identified road and other mobility projects to receive funding for the area. The Tower Terrace Connections, included in the Study Area, are also included in this plan. Furthermore, the City of Marion Major Streets Guide helped shape the transportation networks.



CORRIDOR MPO 2045 LONG RANGE TRANSPORTATION PLAN

CORRIDOR METROPOLITAN PLANNING ORGANIZATION
CEDAR RAPIDS • ELY • FAIRFAX • HIAWATHA • LINN COUNTY • MARION • PALO • ROBINS

ADOPTED JULY 16, 2020

Technical Memorandum 8.1 North Growth Area Service Plan, Revision 8 (Cedar Rapids)

The 2018 Technical Memorandum summarized the stormwater needs for the North Growth Area as identified in EnvisionCR. The study developed concepts for regional stormwater facilities within the area and estimated capital costs for both the detention pond and associated storm sewer for each location.

Regional detention facilities are often more cost effective for new development, and the study identified 15 locations for such facilities. Each location was reviewed and ranked based on construction costs, likelihood of the facility requiring a dam permit, dam hazard classification (if appropriate), and the number of landowners that would be involved in the project. Potential facilities were ranked into three tiers, with the recommendation to pursue Tier 1 locations first.

Note that since the publication of this study, some new subdivisions have been approved in some of the identified locations for regional detention which would impact ranking criteria.



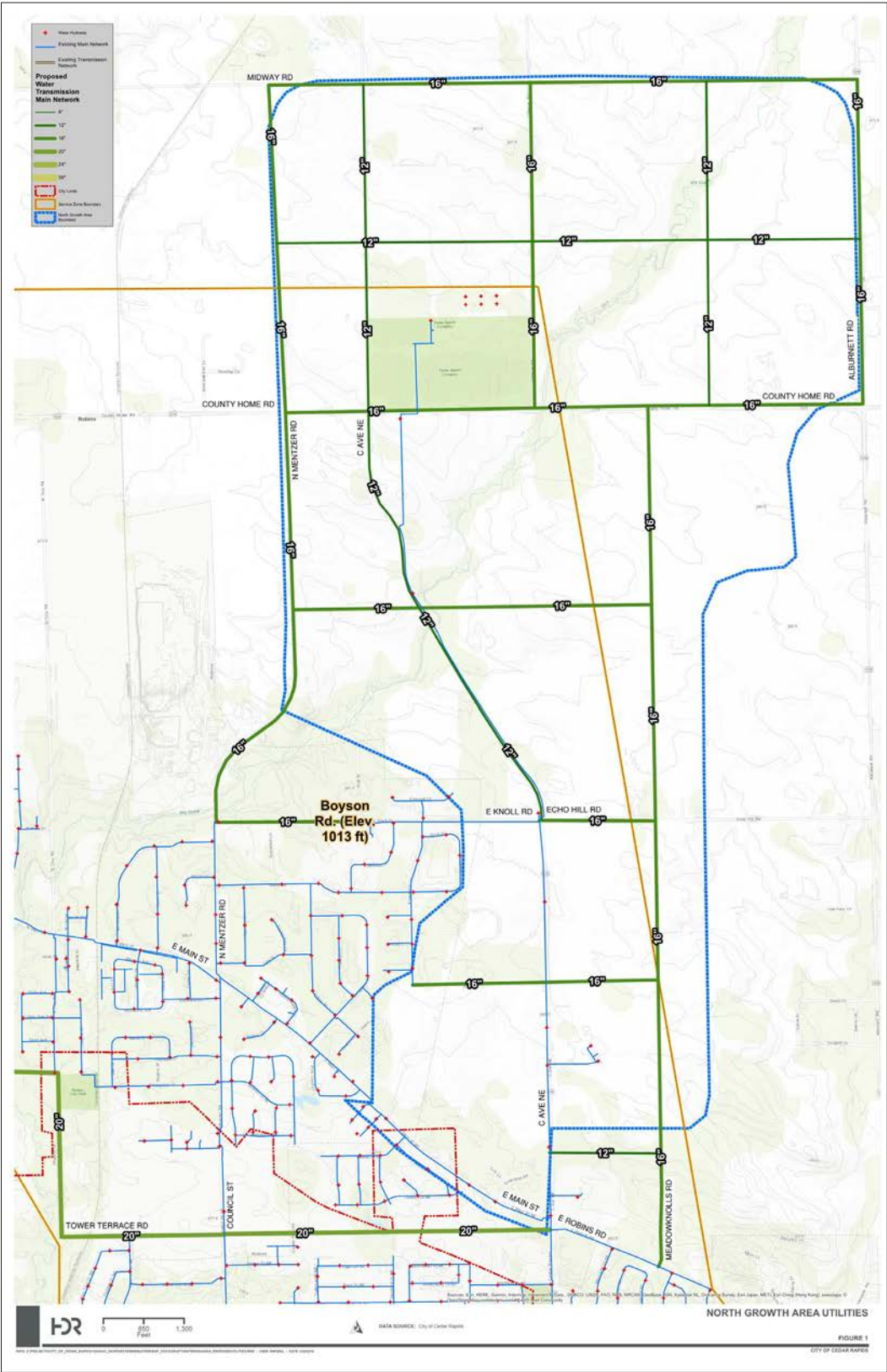
Technical Memorandum 8.1

North Growth Area Service Plan, Revision 0

City of Cedar Rapids, Iowa
April 27, 2018

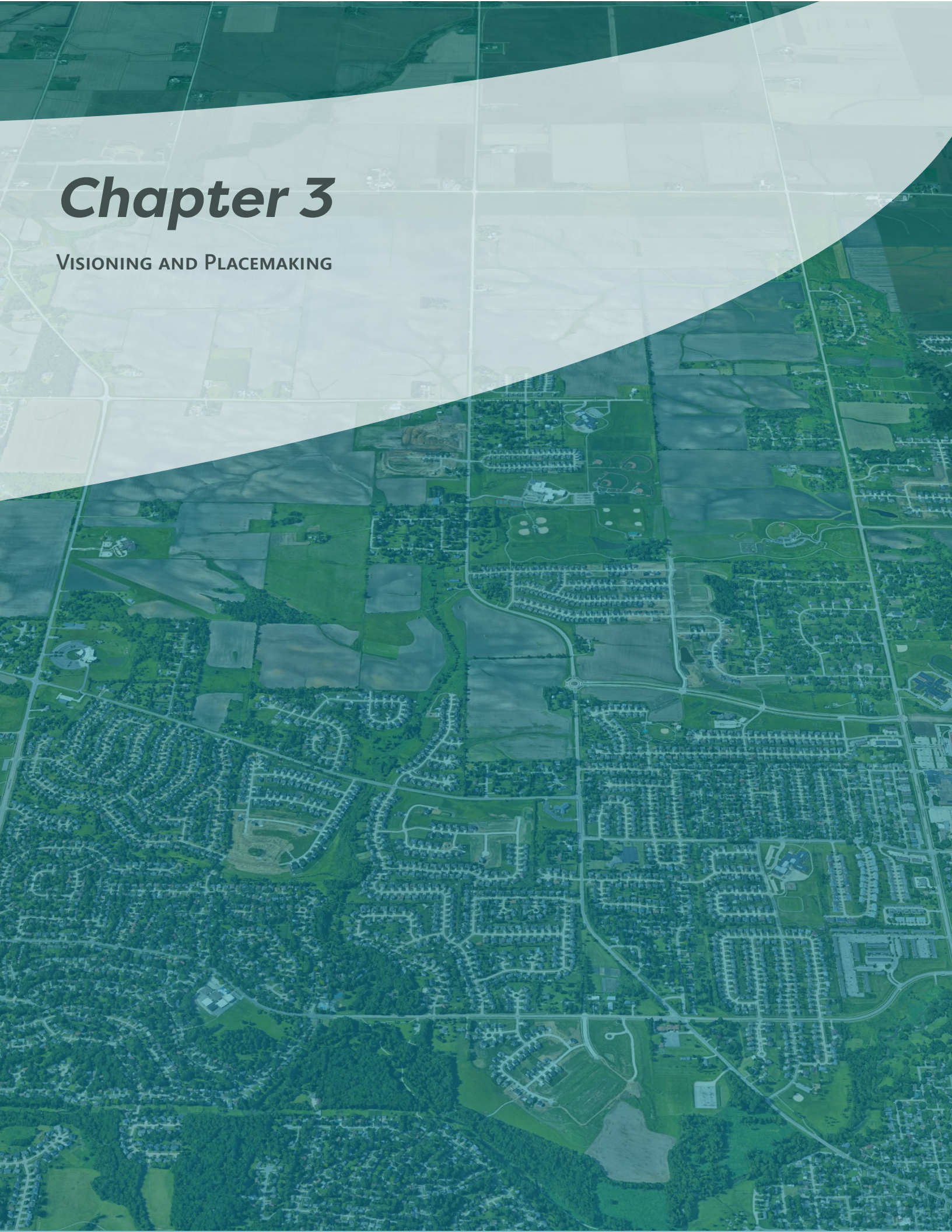
Technical Memorandum - North Growth Area Water Service Plan, (Cedar Rapids)

This Technical Memorandum presents information regarding the potable water system needs and associated user connection and extension fees for the North Growth Area. Currently, a 16-inch water main along C Avenue NE and a 16-inch water main along N Mentzer Road extend to the south boundary of the growth area at E Knoll Drive. A 16-inch main along E Knoll Drive extends from C Avenue to Vogt Street. From C Avenue NE and E Knoll Drive, an 8-inch main continues north to serve the Tuma Sports Complex. It is proposed that the 8-inch main will be replaced by a 16-inch pipe as development takes place. A 16-inch main also runs along the south boundary of the growth area along E Main Street.



Chapter 3

VISIONING AND PLACEMAKING



Visioning and Placemaking

What is Placemaking?

According to Project for Public Spaces, Placemaking is both an idea and an approach to improving a community. Placemaking focuses on creating places that people want to live, work and play in. The core elements of what defines a place include sociability, uses and activities, access and linkages, and comfort and image (see graphic below). Placemaking is about looking at a place as a whole, rather than components in isolation.

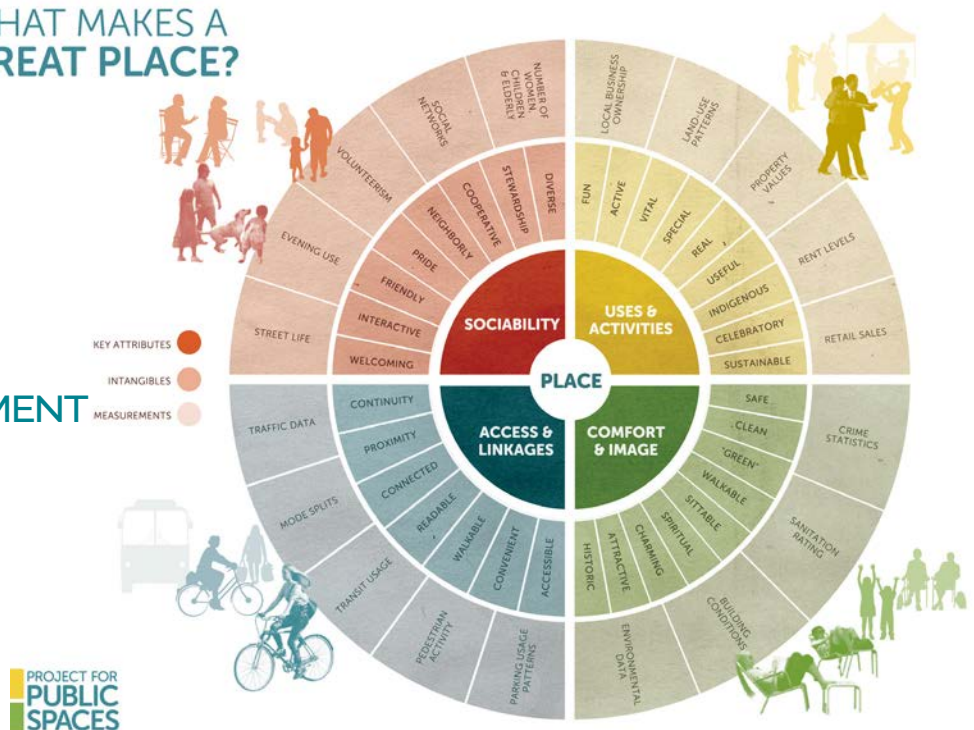
Within the Study Area, Placemaking is used to further enhance and create places that positively contribute to people's health, happiness and well being. This is established through the following categories listed below and throughout the subsequent pages:

CONNECTIVITY

STORMWATER MANAGEMENT

PARKS

WHAT MAKES A GREAT PLACE?



Placemaking Strategies

CONNECTIVITY

INTENT: To incorporate multi-modal trails for active transportation.

Planning and future development in the Study Area should prioritize pedestrian and non-motorized vehicle movement throughout the development area in order to capitalize on the significant health and social benefits of walkable neighborhoods and communities.

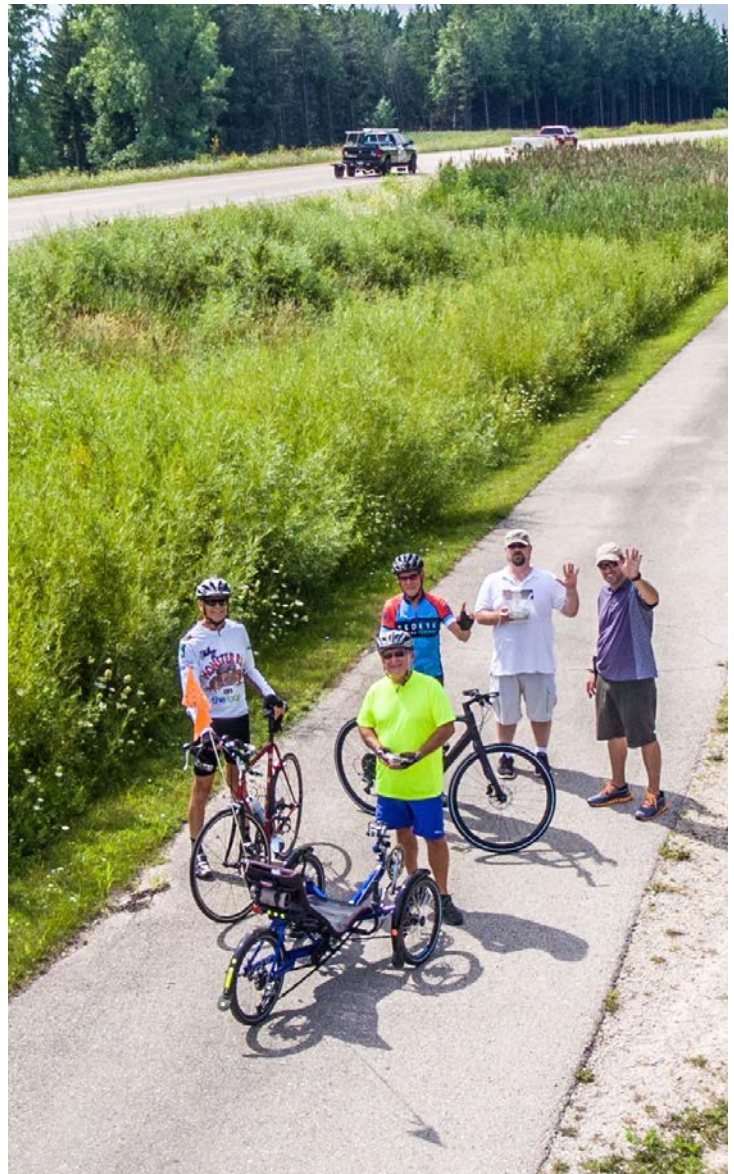
All hard surface trails shall be located and indicated as illustrated on the trails diagram on the following page. Sidewalks are required to be installed within the public right-of-way adjacent to all new development.

All multi-family residential, commercial, and office developments should include an internal sidewalk circulation network around buildings and parking lots as well as connections to the adjoining public sidewalks.

Strategies for bicycle and pedestrian connectivity include opportunities for on-street, off-street, or separated path routes to service neighborhoods, parks, schools, commercial and mixed-use areas, and connections to other trails in the community.

This includes connections to major trails identified by the MPO's regional transportation plan, as well as expectations for neighborhood-level connectivity.

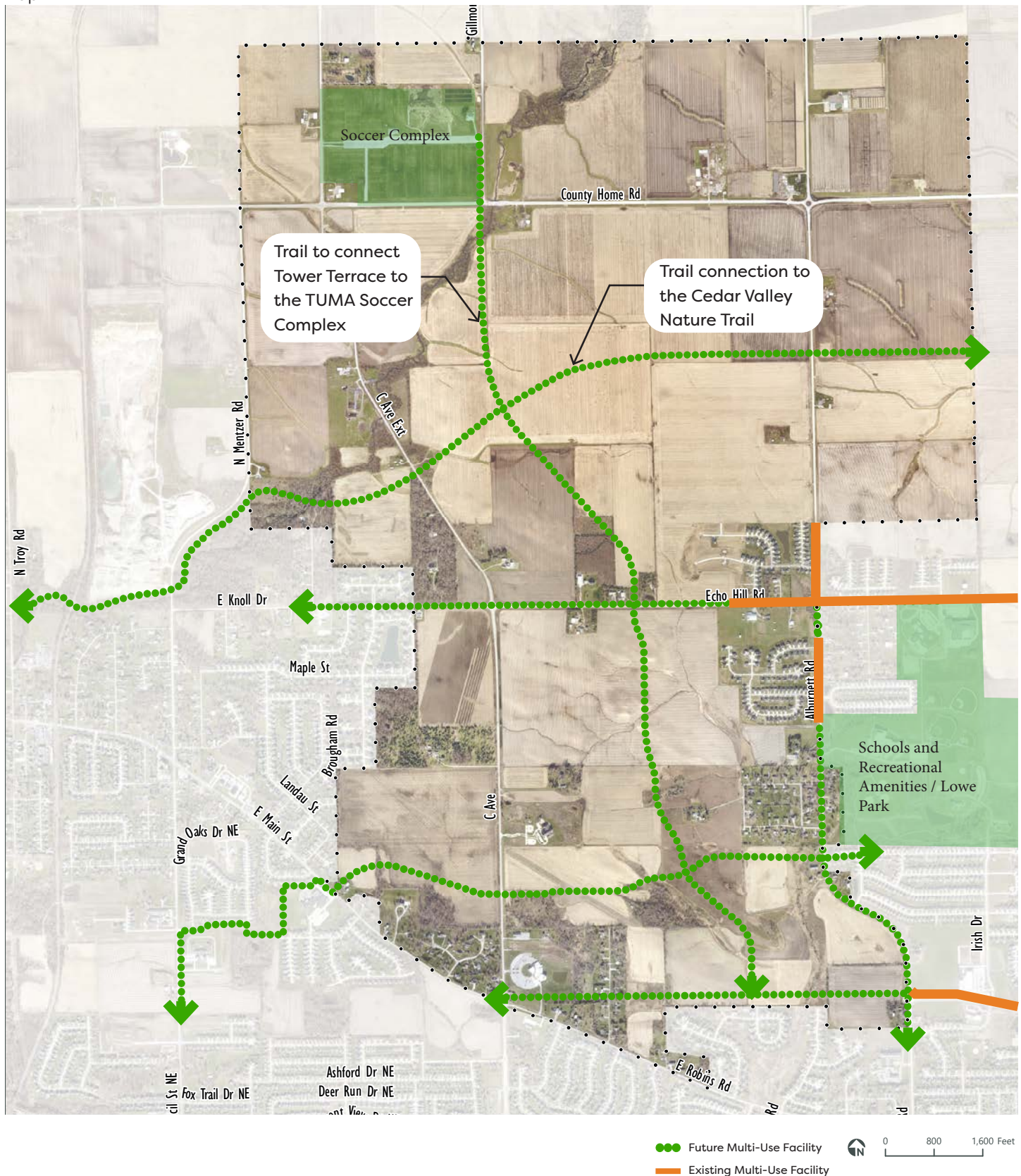
NOTE: Refer to each cities code for additional details.



Multi-Use Facilities

The proposed multi-use facilities for the Study Area are designed to make key community connections including a trail connection to the Cedar Valley Nature Trail as indicated on the map below. Other primary connections include connecting Tower Terrace to the Tuma Soccer Complex as well as Tower Terrace to Lowe Park. This network works directly with the transportation network which is described further in the next chapter.

Map 4



Stormwater Management

INTENT: To integrate green infrastructure, biophilic design, flood control, water quality improvements, and interactions with nature into the community.

Uncontrolled urban stormwater runoff has a significant impact upon water resources and the health, safety and general welfare of the community and diminishes the public enjoyment and use of natural resources. Stormwater best management practices shall be incorporated to mitigate these impacts.

Regional stormwater management practices are the preferred method for achieving stormwater management due to cost efficiencies, generally reduced physical spaces required for construction of the practices themselves. Additionally, there are often complimentary public recreational uses that can be incorporated in adjacent areas. However, it is not always feasibly to construct regional practices due to such concerns as geography or the inability to construct drainage infrastructure to collect and convey stormwater runoff to regional management practices.

Where regional stormwater management practices are not available, the use of on-site practices shall be required. These may include traditional practices such as stormwater detention ponds or green infrastructure alternatives such as bioretention/infiltration cells, rain gardens, vegetated swales and buffer/filter strips, rain barrels, and other small scale stormwater treatment techniques. These types of practices offer the local results because they are distributed across the watershed, each practice serving a relatively small drainage area.

It has been shown that even with on-site stormwater management practices there can still be negative regional effects resulting from the cumulative effects of individual development. Typically, this is due to increases in large-rainfall event runoff volumes due to the construction of new impervious areas. Even though on-site stormwater practices may control peak runoff rates to pre-development levels, the increase in runoff volume accumulates in downstream areas resulting in increases in regional peak flow rates and flood elevations in areas where there is restrictive drainage capacity. For this reason, communities should evaluate and revise required performance standards for on-site practices with specific attention given to maintaining regional stormwater management.

Regional stormwater management practices are typically owned and maintained by the municipality whereas on-site practices tend to be owned and maintained by the landowner. To ensure continuous function of stormwater practices, policies requiring routine inspection, maintenance, and repair should be developed for both municipal and privately owned facilities. Policies for private facilities should include provisions allowing the municipality to conduct required inspections and maintenance and charge the costs back to the property owner, should the owner be found to not be conducting these activities on their own.

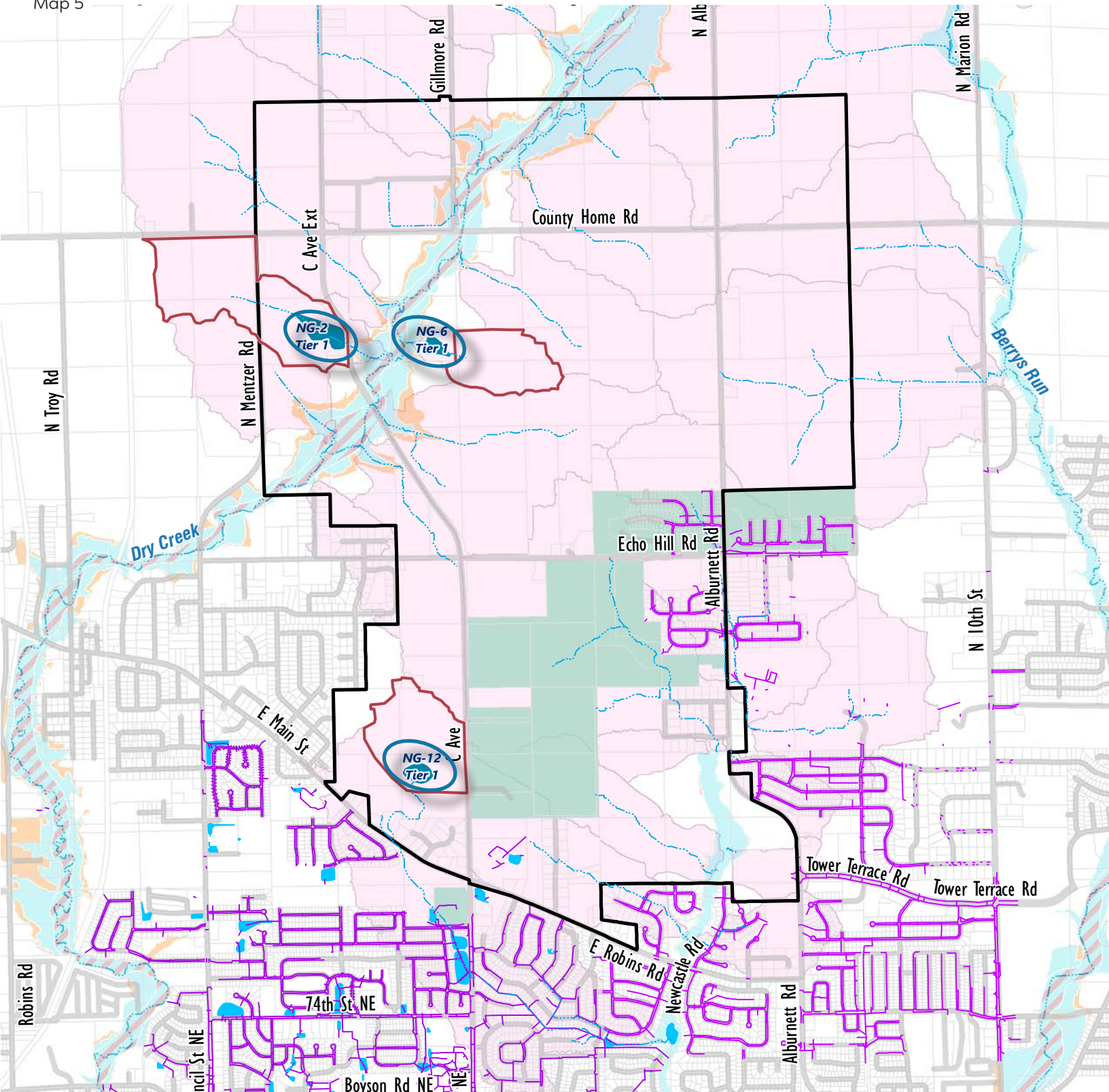
Regional detention for this area was considered in TM 8.1, North Growth Area Service Plan (04/27/2018). However, the community prefers that local developers undertake site-specific stormwater management, slowly expanding the stormwater infrastructure as development occurs. If a large regional facility is viable, the community will review the size of the upstream watershed areas, the proposed land use and desired flood reduction goals. Regional watersheds and the three highest recommended locations for regional stormwater (from the 2018 study) are shown on the subsequent page.

NOTE: Refer to each cities code for additional details.



Stormwater Management Areas

Map 5



- Study Area
- Approved/In Process Plats
- 100-Yr Floodplain
- 100-Yr Floodway
- 500-Yr Floodplain
- Storm Pipes
- Existing Storm Basin
- Overland Flowpath
- Subwatersheds
- Tier 1 Proposed Stormwater BMPs*
- Tier 1 Proposed BMP Watershed*



0 0.25 0.5 Miles

Sewer Capacity Analysis

Sanitary sewer infrastructure provides a mechanism to treat wastewater, which is vital for a community's health and clean water. The majority of the Study Area is not currently served by sanitary system pipes, but it could be connected to the existing system within Cedar Rapids/Robins.

A new gravity main along Dry Run Creek has been reviewed in two prior studies (Dry Run Creek Sanitary Sewer Study and TM 7.1 North Growth Area Service Plan, Sanitary Sewer Master Plan Update). Wastewater would flow downstream via a gravity pipe to the southwest, ultimately to be treated at the Cedar Rapids Water Pollution Control Facility. This solution was recommended over alternative designs due to lower installation cost, lower operational and maintenance cost, a shorter implementation schedule and lower overall public and environmental impacts. This project requires coordination with the City of Robins, where the new sanitary system would connect. All proposed development should account for the downstream infrastructure capacity (currently a 30" pipe in the City of Robins), to ensure the system operates effectively.

In 2020, the City of Cedar Rapids extended sanitary sewer to serve future development south of Echo Hill Road and east of C Avenue. The City also created an extension fee district to recover the costs of this extension as new development occurs.

The City of Marion has also studied their sanitary system (2020 Sanitary Sewer Capacity Study), and noted that it was already at system capacity due to concerns with inflow and infiltration (I&I), when stormwater and groundwater enter the wastewater system. Adding in additional wastewater flows could cause further issues downstream, since the system is already at capacity. Therefore, direct connections to the west into Marion's system is not recommended without upgrading the downstream infrastructure first.

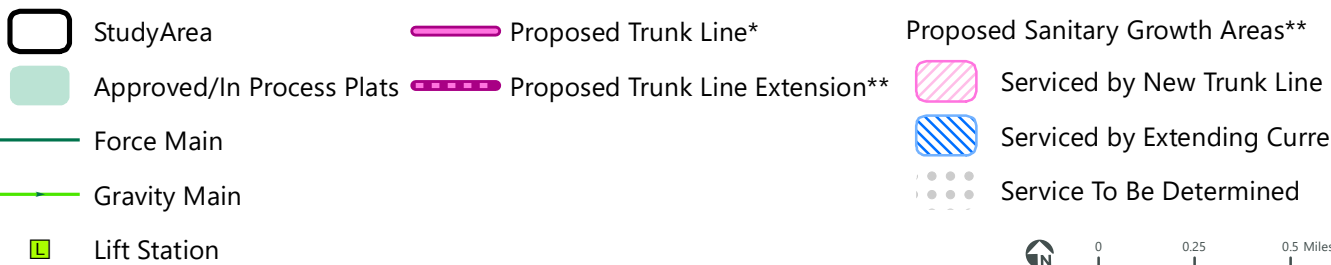
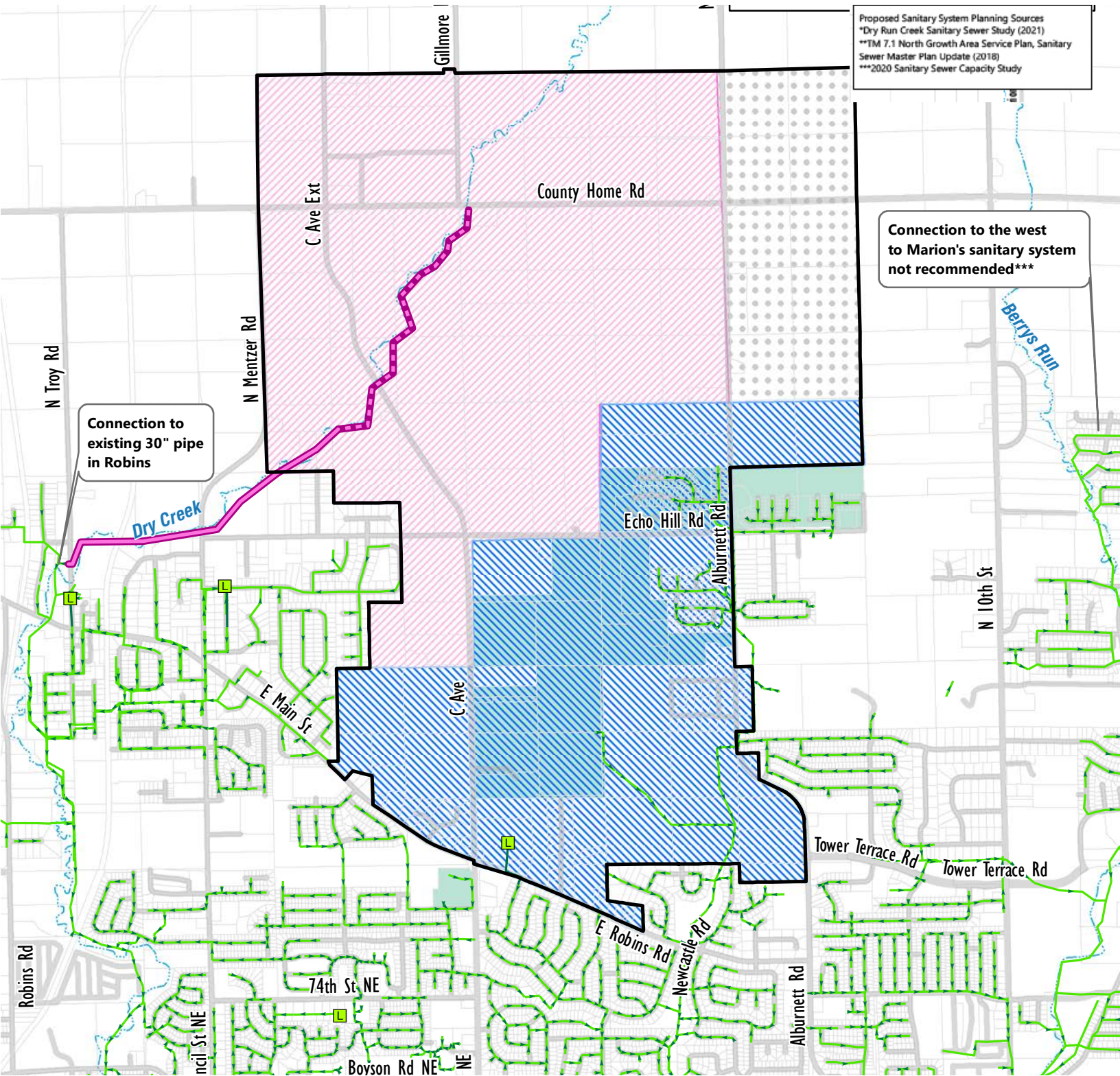
The existing sanitary system and planned gravity main extension are shown on the subsequent page.

NOTE: Refer to each cities code for additional details.



Sanitary System Planning

Map 6



Placemaking Strategies

PARKS

INTENT: To promote places for healthy lifestyles through active and passive recreation.

Parks are important and highly prized components of any community and good planning is essential to a community's park system as it provides a means to meet the recreational needs and wants of the community.

The parks component of this Study identifies locations to develop greenway/ green corridors as part of development for future parks.

In terms of parks and recreation, the primary goal is to preserve natural resources and establish a premier system for parks and recreational activities for both Cedar Rapids and Marion.

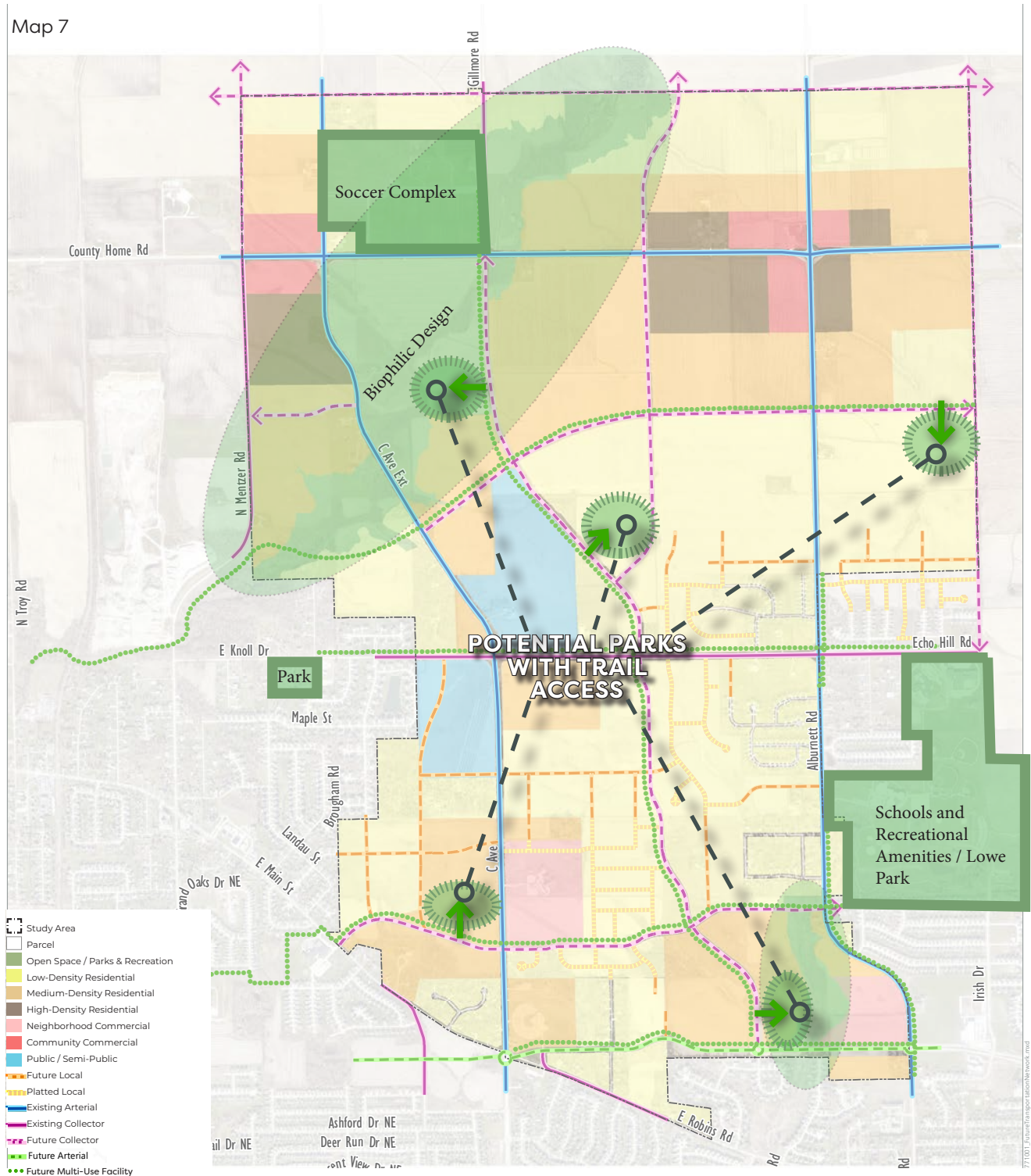
The Study Area will offer a number of "gateways to nature" as described in Marion's "Step into Nature" document.

NOTE: Refer to each cities code for additional details.



Parks/Greenspace

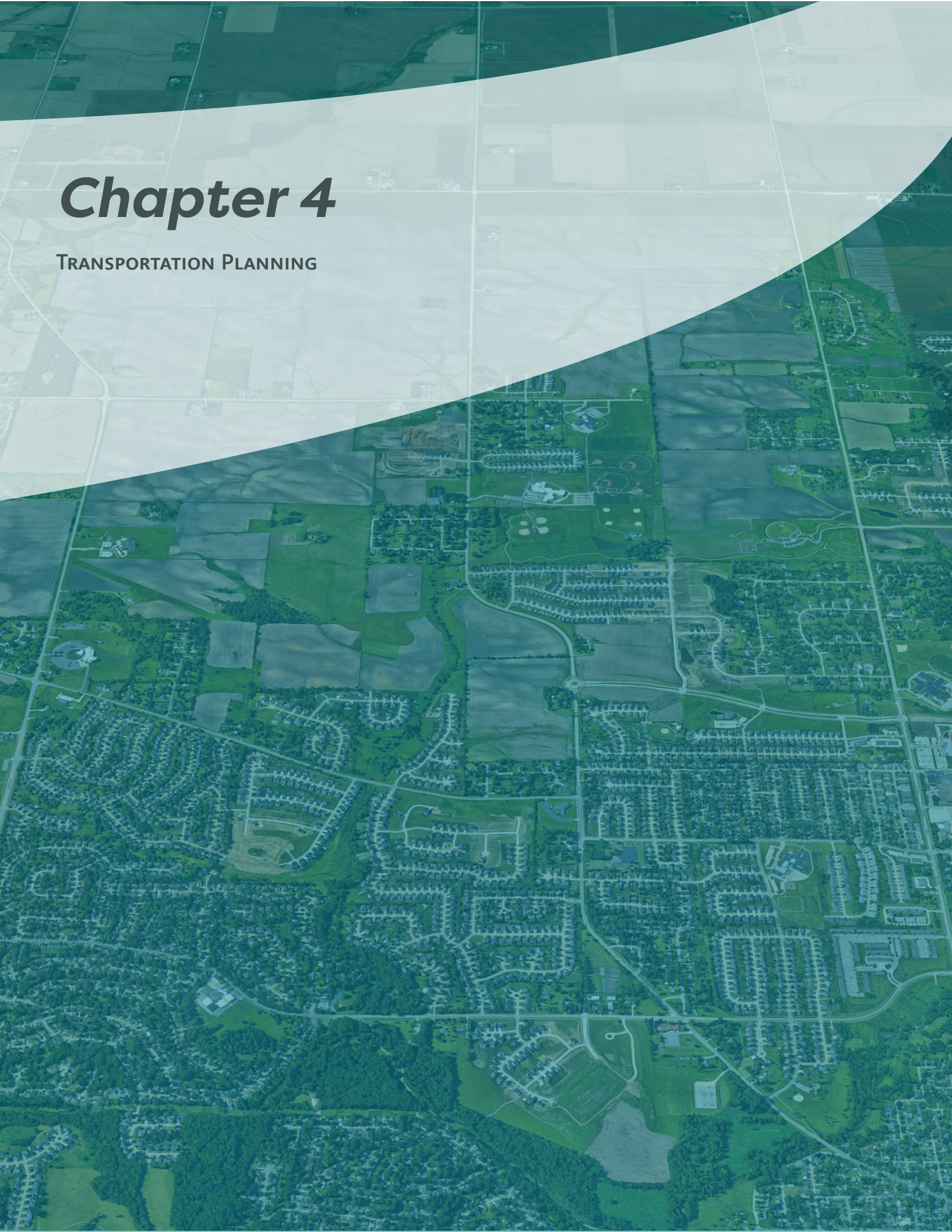
Map 7



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Chapter 4

TRANSPORTATION PLANNING

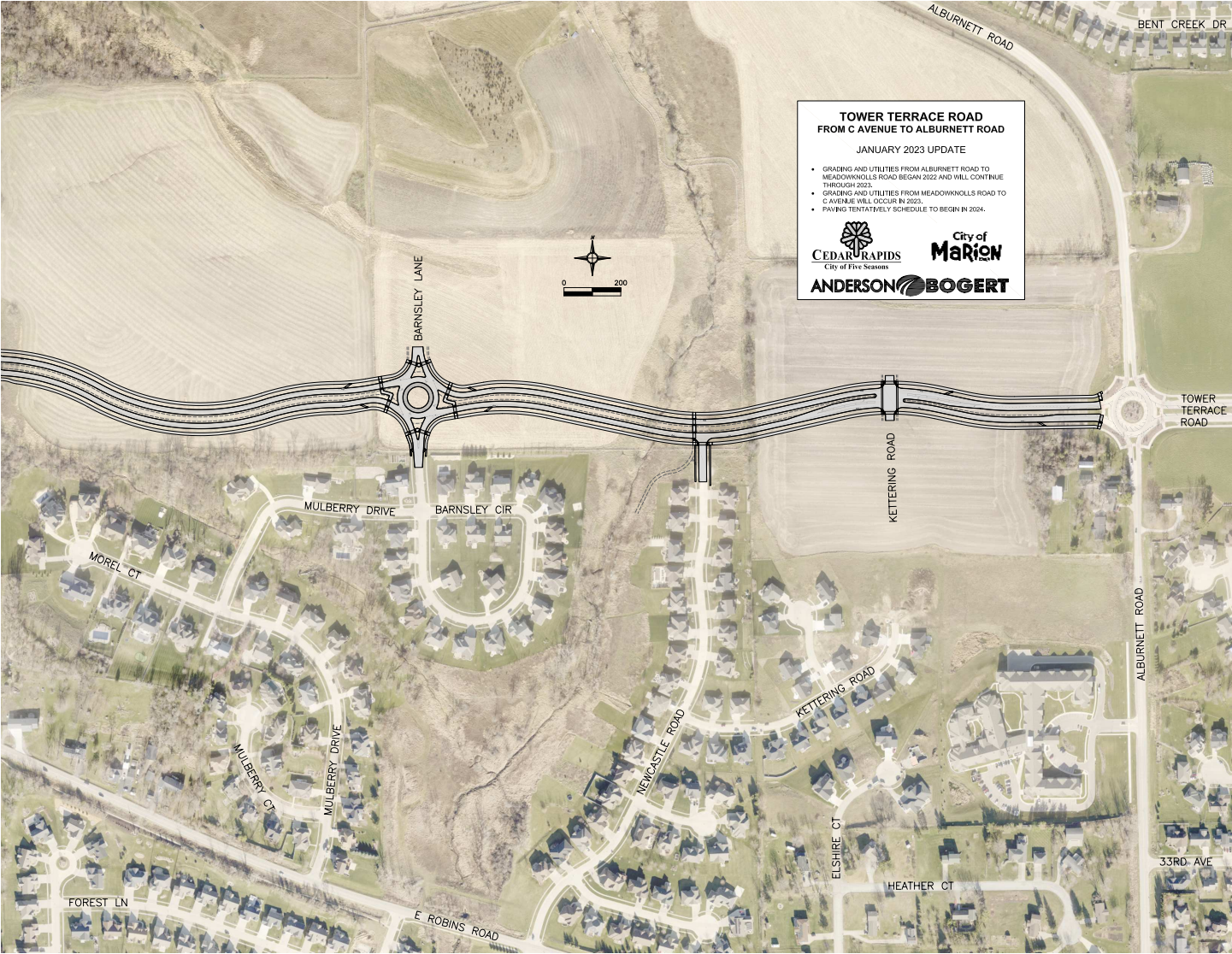


Transportation planning for the Study Area took into consideration the Tower Terrace Plans provided below as well as the 2015 Major Streets Plan for Marion, and transportation plans included in the previous future land use plans for both Cedar Rapids and Marion on the subsequent pages.

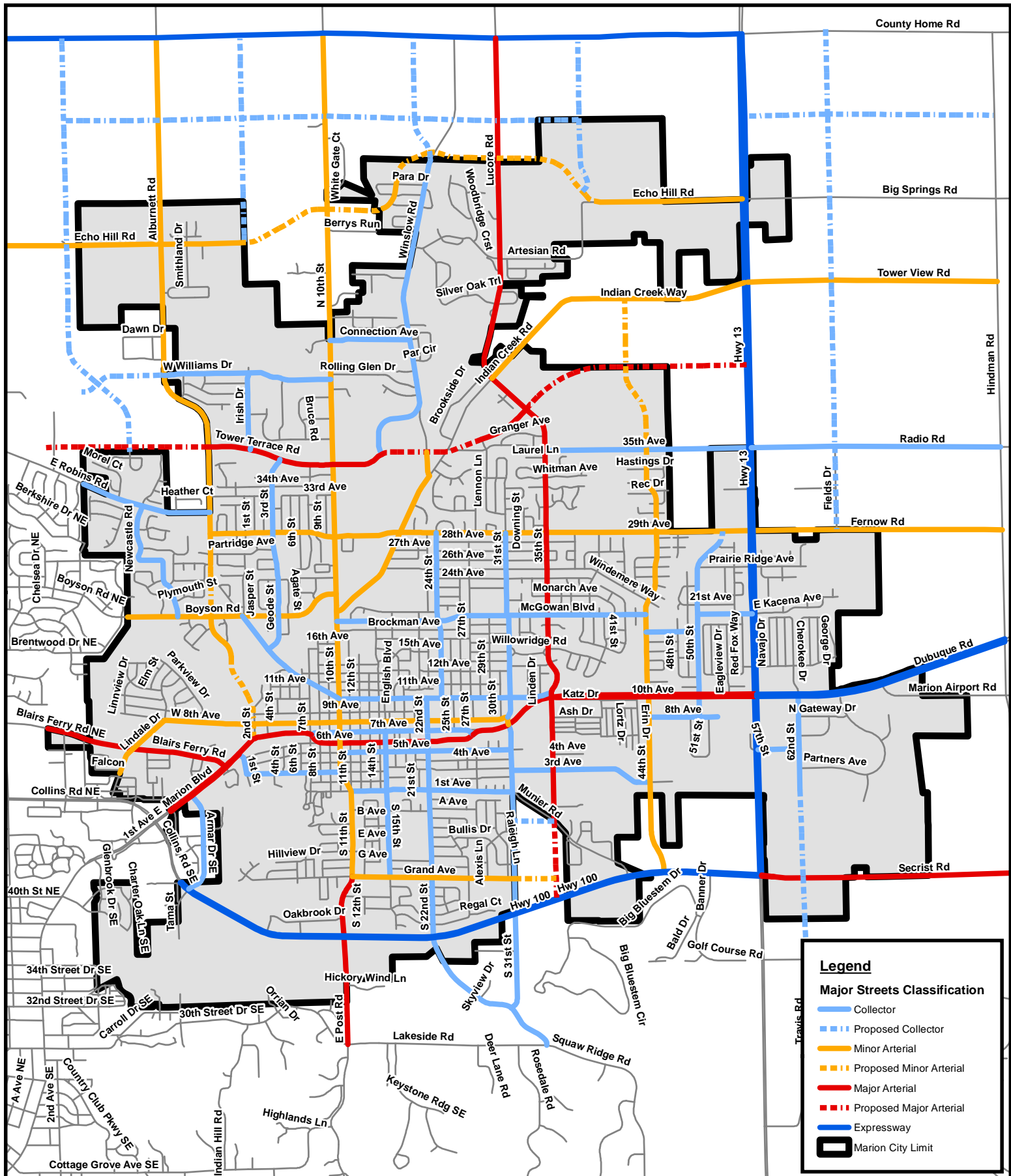


Enlargement A



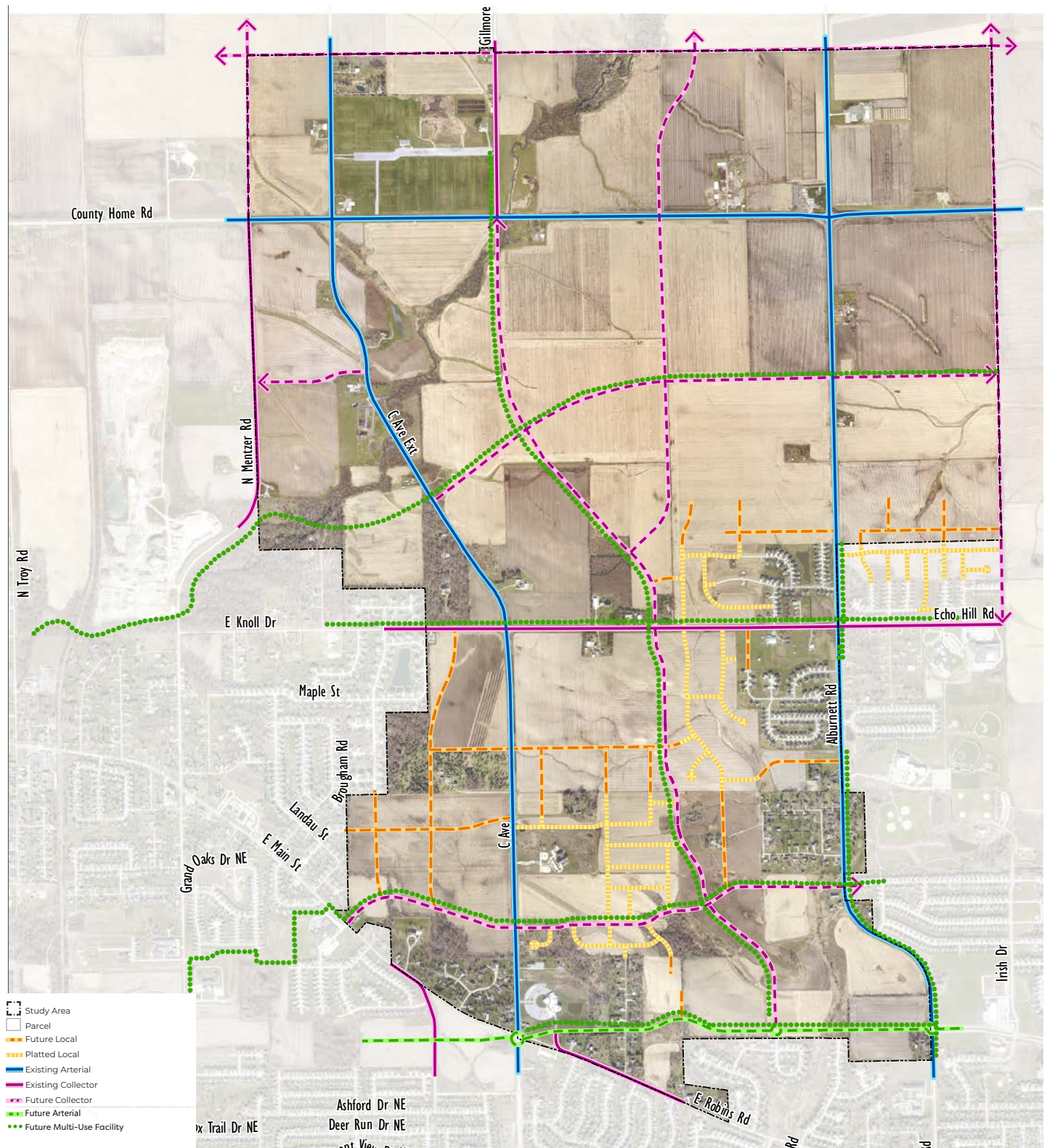


Marion Major Streets (2015)



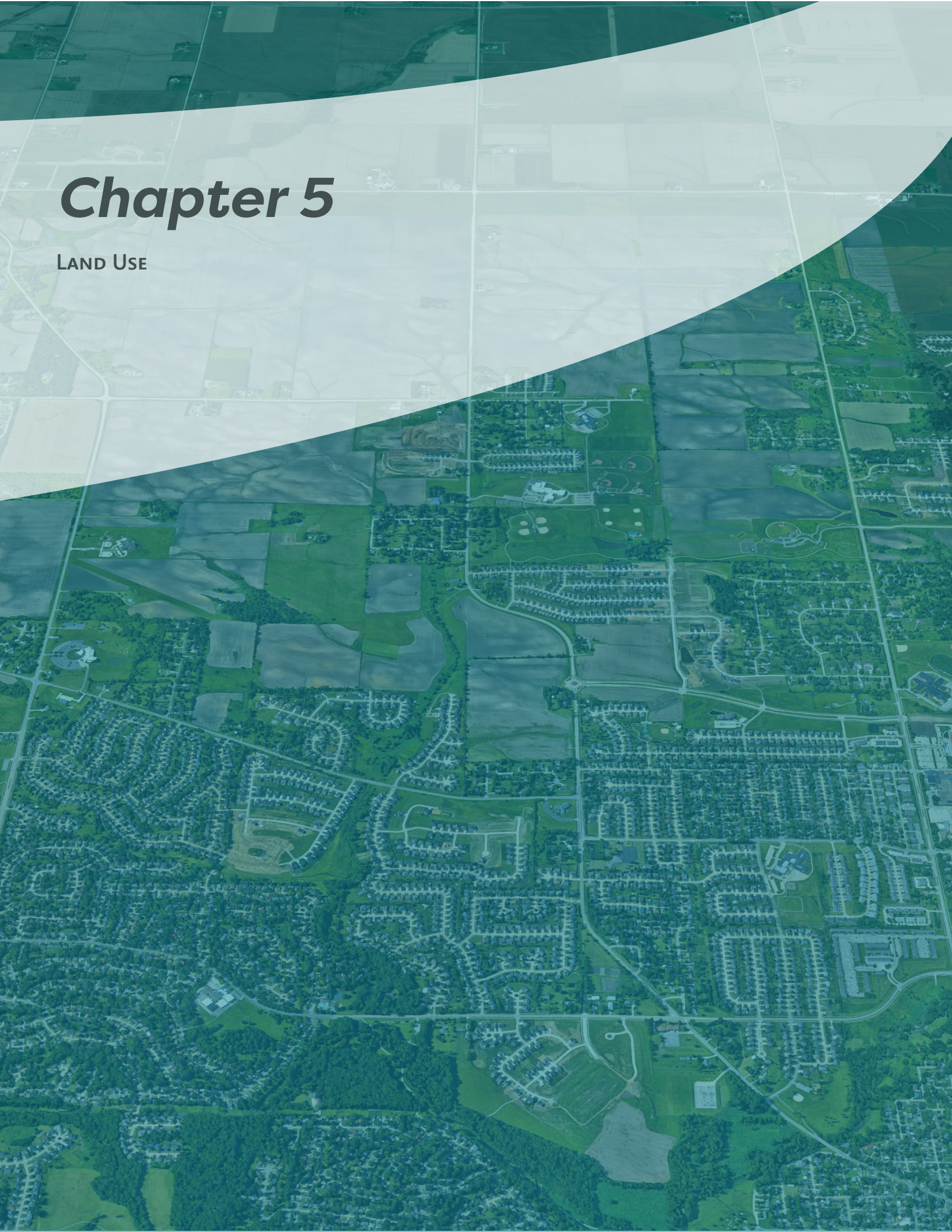
Study Area Transportation Plan

Map 8



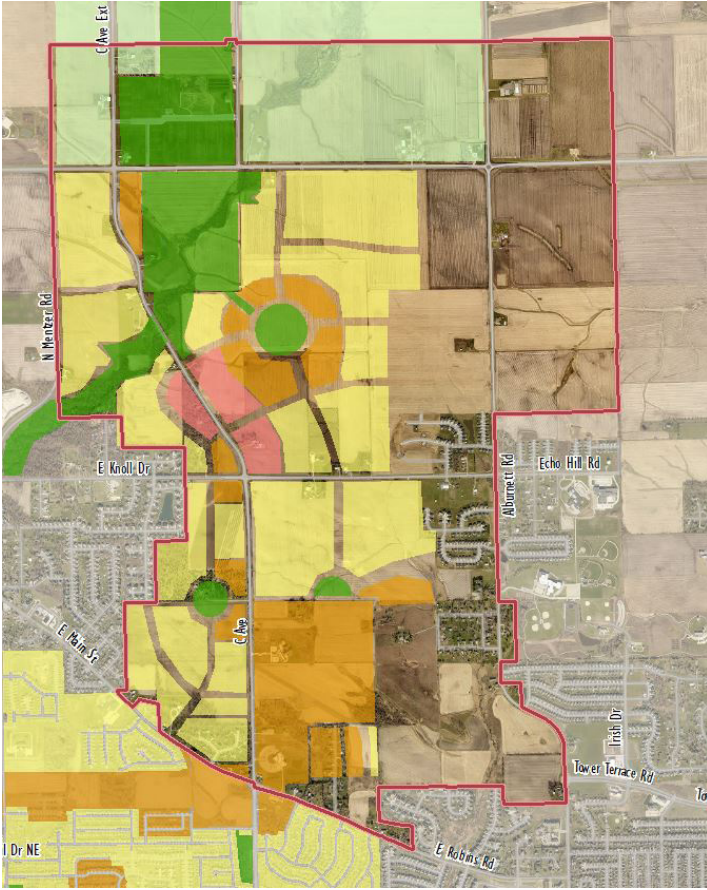
Chapter 5

LAND USE

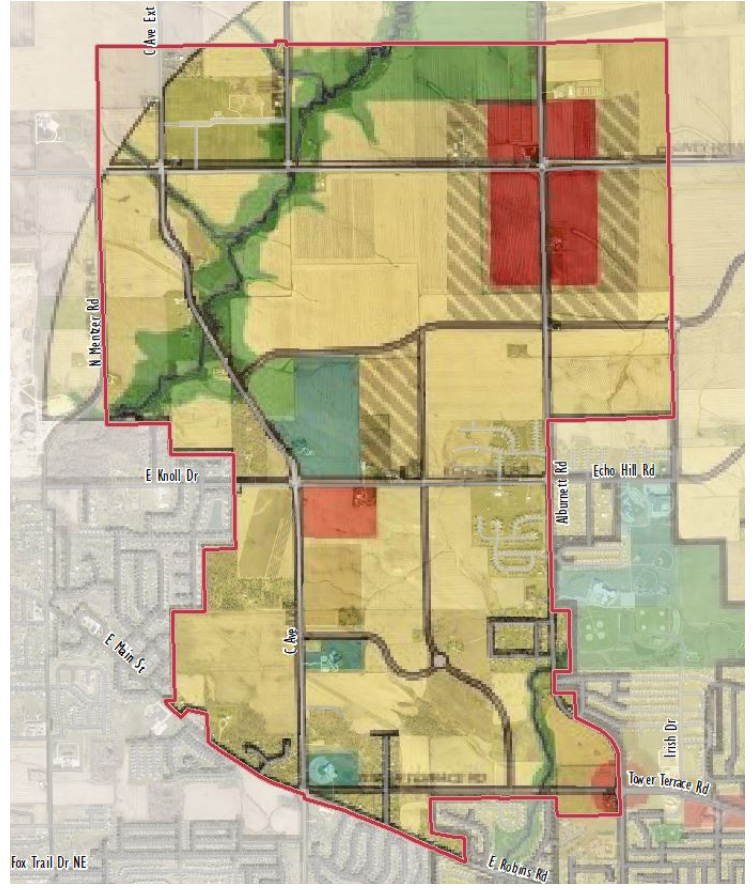


Land Use

Map 9 EnvisionCR Study Area Future Land Uses



Map 10 Marion Study Area Future Land Uses



Initial Land Use Considerations

Map 9 shown above illustrates how the future land use plan of EnvisionCR relates to the Study Area. As can be seen, not all of the Study Area has future land uses designating what type of use should be employed in the future. Map 10 on the other hand illustrates how the future land use plan from the City of Marion relates to the Study Area. Although there are uses applied to the entire area, there are inconsistencies between the two plans.

A key purpose of this Study is to develop a consistent and cohesive future land use plan that serves both communities. The following pages study the existing land uses of the Study Area, followed by the proposed future land use plan.

Based upon discussions with both communities, initial thought on future land use were as follows:

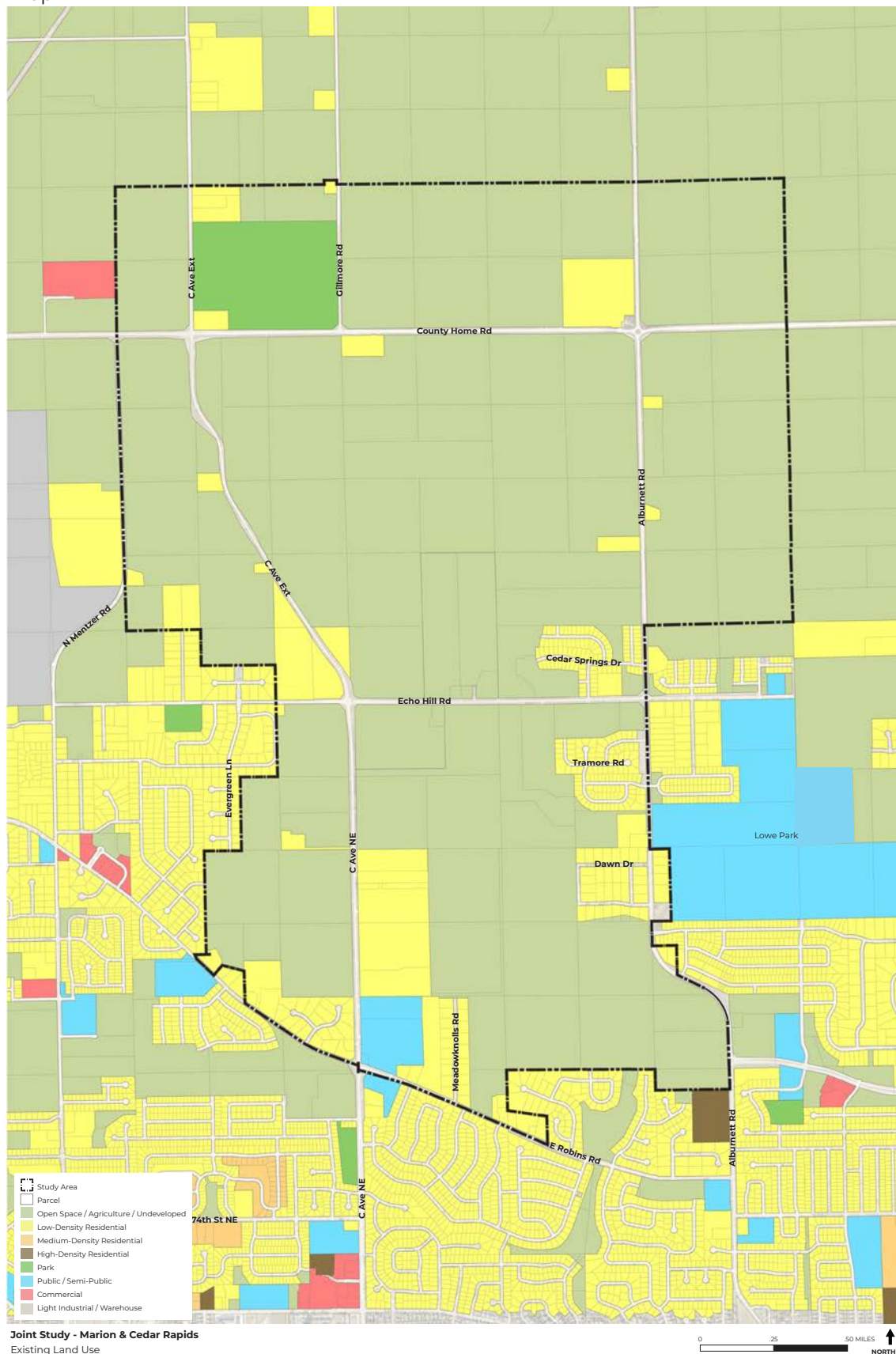
- Must apply strong stormwater best management practices
- Have a heavy focus on the benefits of wet vs dry basins and that wet areas can serve as attractions and destinations
- Offer a variety of housing opportunities at varying price points including row homes and multi-family
- Provide additional sewer and water system connectivity
- Offer retail and an appropriate scale similar to C Avenue and Boyson Road

Study Area Existing Land Use

Existing Land Use

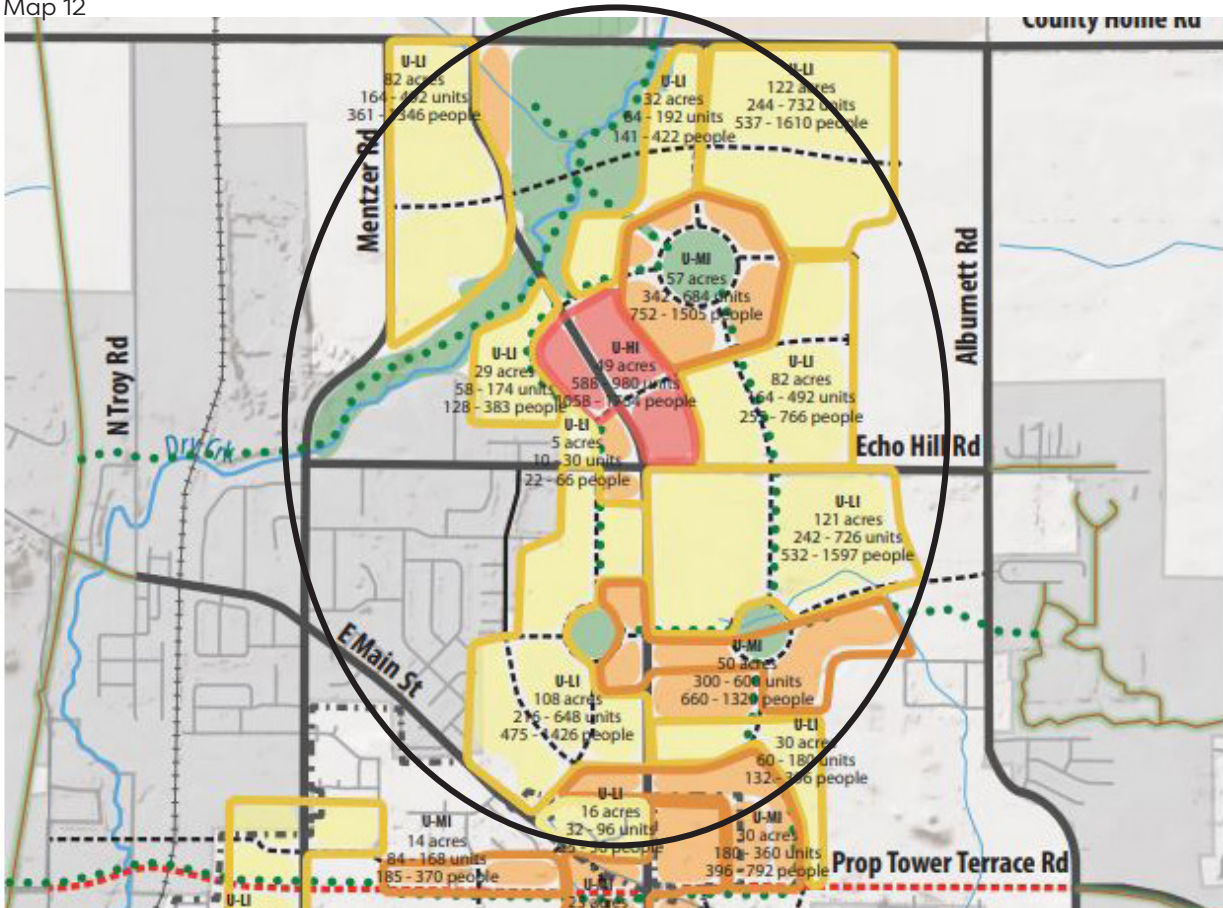
Map 11 shows the existing land use for the Joint Marion-Cedar Rapids Study Area. It is important to consider existing land uses when creating a Future Land Use Plan and its impact on current residents and property owners.

Map 11



EnvisionCR Future Land Use

Map 12



Marion Future Land Use

Map 13

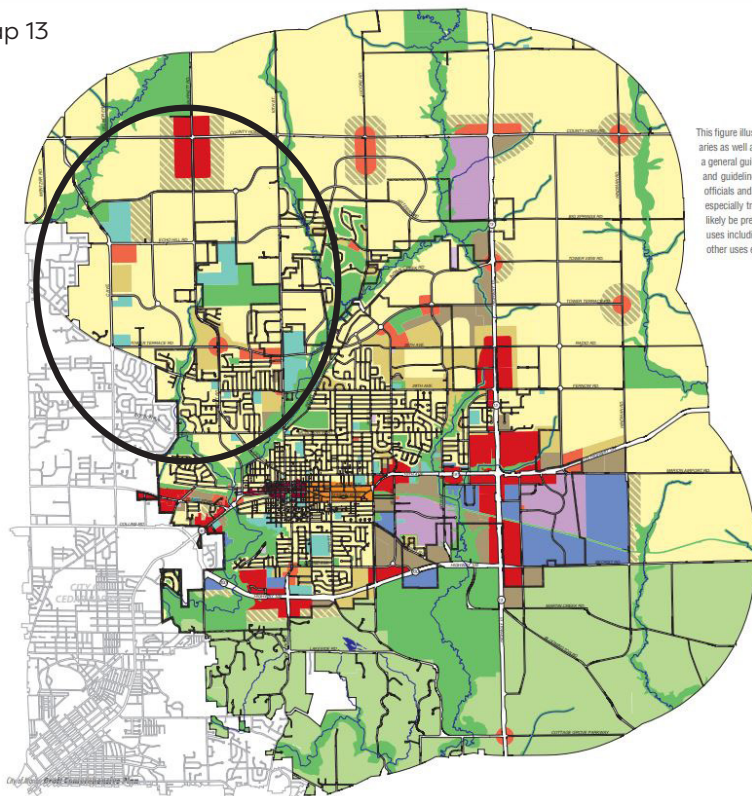


Figure 2
City of Marion Land Use Plan

This figure illustrates the Land Use Plan which identifies desired land uses within the City's current municipal boundaries as well as for parcels within the City's 2-mile extrajurisdictional jurisdiction. The Land Use Plan is intended to be a general guide to growth and development within Marion and is the physical expression of the long term policies and guidelines included in the Comprehensive Plan. As development occurs, it is important that residents, City officials and staff remain flexible with regard to what land uses are deemed appropriate for a given area. This is especially true of the City's growth areas where the majority of development will occur. While these areas will likely be predominantly comprised of single-family residential uses, they should also contain other types of land uses including multi-family development, commercial centers, schools, park, office development, churches, and other uses essential to meeting the needs of future residents.

- Single-Family Detached Residential** consists of traditional single-family homes.
- Single-Family Attached Residential** includes multi-unit structures such as townhomes, duplexes, and some types of condominiums.
- Multi-Family Residential** includes multi-unit structures such as condominium and apartment buildings, and senior housing.
- Transition Residential** consists of residential development of higher density that serves as a buffer between single family residential uses and areas of intense use such as corridor commercial nodes.
- Conservation Residential** consists of low intensity residential development in areas with varied terrain, sensitive natural areas, or a high cost of providing city services.
- Neighborhood Commercial** consists of small scale commercial centers serving daily needs.
- Corridor Commercial** includes large scale commercial centers and big box retailers serving a community-wide consumer base.
- Uptown District** consists of a mix of residential uses and mixed-use commercial uses.
- Central Corridor District** consists of the area within the Central Corridor Master Plan.
- Light Industrial** consists of low intensity, clean industrial uses with minimal impact on adjacent uses.
- Business Parks/Office** consists of business park development compatible with commercial areas with minimal impact on adjacent uses.
- Public Utilities** include areas owned by community service and utility providers sites such as well sites, pump stations, and utility right-of-way.
- Public/ Semi-Public** includes areas open to the public such as schools, civic buildings, churches, and cemeteries.
- Parks and Open Space** includes neighborhood and community parks, Squaw Creek Park, trailways, wetlands, and floodplains.
- Creek/Watercourse**
- Municipal Boundary**

Future Land Use Summary

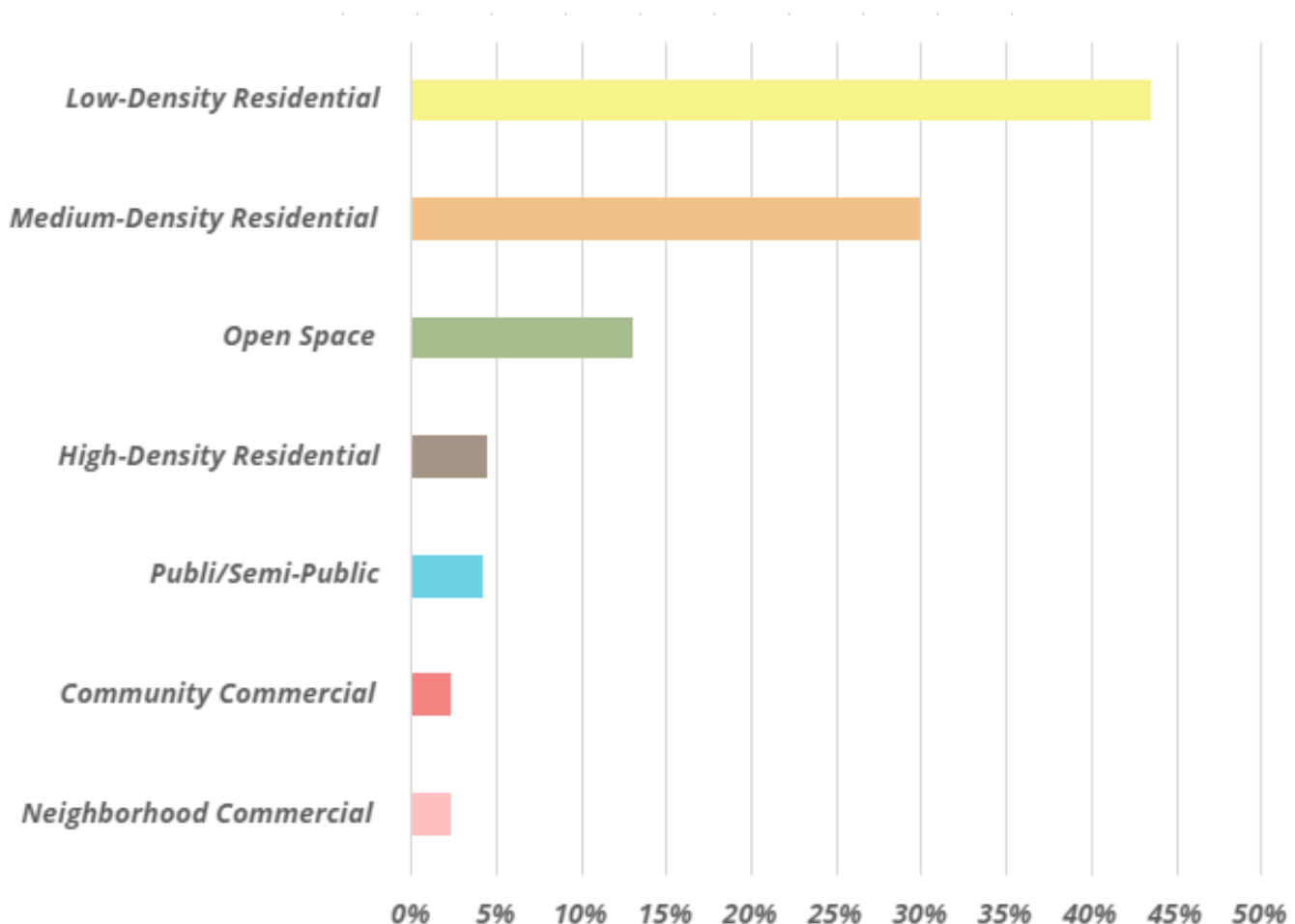
Future Land Use Summary

Figure 5.1 summarizes the total acres by future land use category for the Study Area's proposed Future Land Use Plan. Low-density residential is the dominant future land use, which accounts for over 40% of the area. Medium-density residential, which is intended for a mix of attached and detached single-family homes, accounts for an additional 32.3%. Just over 13% of the Study Area is slated to remain open space mainly due to existing parks, floodplain, and land protected by a conservation easement. Around 4% of the land use is either public / semi-public or high-density residential. The smallest categories are for the commercial uses, neighborhood and community, which account for a combined total of around 4%.

This proposed future land use breakdown is appropriate based on the surrounding land uses. It continues the residential nature of the area, while also providing and preserving strategic areas for multi-family residential and commercial uses.

Also shown on the proposed Future Land Use Plan are proposed and planned future streets to provide connectivity and service to these yet to be developed areas. The proposed streets work to enhance the Future Land Use Plan and create additional routes through the Study Area.

Figure 5.1 / Study Area Future Land Use Plan Development Potential



Future Land Use Definitions

The Future Land Use Plan was created using seven future land use categories:

- Low-Density Residential (LDR)
- Medium-Density Residential (MDR)
- High-Density Residential (HDR)
- Neighborhood Commercial (NC)
- Community Commercial (CC)
- Open Space (OS)
- Public / Semi-Public (PUB)

Definitions and proposed density levels are described below alongside representative imagery. Table 5.2 compares the proposed Future Land Use categories to the equivalent Land Use Typology Areas (LUTAS) for Cedar Rapids and Future Land Use Categories for Marion.

Low-Density Residential

The Low-Density Residential land use category is designed for areas with traditional low-density, single-family with typical lot sizes ranging from 7,500 to 40,000 square feet. This land use will be predominantly single-family detached homes with some duplexes. Developments within this category may also include religious, educational, institutional uses, child daycare centers, and public and private recreational areas.

For the purposes of this analysis, the gross density is estimated at 3 dwelling units per acre with an overall net density of 5 dwelling units per acre.

Medium-Density Residential

The Medium-Density Residential land use category includes townhomes, rowhouses, and cottage home developments. Up to half of this land use category may include detached single-family homes. Medium-Density Residential experiences a variety of densities from 8 to 12 dwelling units per acre. Development within this category may also include religious, educational, institutional uses, child daycare centers, and public and private recreational areas.

For the purposes of this analysis, the gross density is estimated at 6 dwelling units per acre with an overall net density of 8 dwelling units per acre.

High-Density Residential

The High-Density Residential land use category is set aside for areas with densities of 12 or more dwelling units per acre. The category will likely see apartments and condominiums as the primary development, with some townhomes or rowhouses where appropriate. Development within the category may also include religious, educational, institutional uses, child daycare centers, and public and private recreational areas.

For the purposes of this analysis, the gross density is estimated at 16 dwelling units per acre with an overall net density of 20 dwelling units per acre.

Table 5.1 / Equivalent LUTAS and Future Land Use Categories

Future Land Use	Equivalent Cedar Rapids Land Use Typology Areas	Equivalent Marion Future Land Use
LDR	Urban-Large Lot, Urban-Low Intensity	Single-Family Detached Residential
MDR	Urban-Medium Intensity	Single-Family Attached Residential
HDR	Urban-High-Intensity	Multi-Family Residential
NC	Commercial, Urban-High-Intensity	Neighborhood Commercial
CC	Commercial, Urban-High-Intensity	Corridor Commercial
OS	Open Space, Environmental Conservation Overlay	Parks and Open Space
PUB	Public, Semi-Public	Public / Semi-Public



Future Land Use Definitions

Neighborhood Commercial

The Neighborhood Commercial land use category includes combination of small retail, office spaces, and medical uses intended to serve local residents. This category is located at major and minor nodes throughout the Study Area. Typical land uses include daycares, assisted living facilities, small office, convenience stores, small grocery and hardware stores, and other neighborhood-serving uses. Sites are generally 1 to 10 acres.

The gross building to land floor area ratio (FAR) density is estimated to be 0.20 with an overall net density of 0.25 FAR.



Community Commercial

The Community Commercial land use category is designed for community-serving retail, entertainment and commercial areas along or near major arterial roadways to serve both local residents and the traveling public. Typical uses include strip malls, office parks, shopping centers, fast food and sit-down restaurants, convenience stores, hotels, banks, and auto repairs stores.

The gross building to land floor area ratio (FAR) density is estimated to be 0.20 with an overall net density of 0.25 FAR.



Open Space

The Open Space land use category is designed for areas that are within the floodplain or contain important sensitive natural features such as wetlands or tree cover, parks or greenways, and ongoing agricultural land. This also includes land that is protected under a conservation easement



Public / Semi-Public

The Public and Semi-Public land use category includes land owned or operated by a public or semi-public entity. This could include city-owned properties such as city hall, library, or public works. It also includes similarly held land from the county. This land use category also covers any land owned by the school district. Lastly, the land uses include colleges/ universities, schools, communication and utility facilities, transit centers, cemeteries, post offices, hospitals, and civic centers.



Future Land Use Plan Development Potential

To calculate the development potential of the proposed Future Land Use Plan, the total acres per category were tabulated. Gross densities, as identified in the Future Land Use definitions, were used to determine the number of housing units or the square footage of commercial space available within each category.

Low-Density Residential

Low-Density Residential (LDR) used a gross density of 3 dwelling units / acre. Within the roughly 1,372 acres of LDR, approximately 4,118 housing units can be accommodated. All of these units were identified as detached single-family.

Medium-Density Residential

Medium-Density Residential used a gross density of 6 dwelling units / acre to account for the mix of detached and attached single-family properties

likely to develop within this category. This calculation identified 6,359 housing units, which were then evenly divided between attached and detached single-family units.

High-Density Residential

High-Density Residential (HDR) used a gross density of 16 dwelling units per acre. The roughly 150 acres of HDR could accommodate approximately 2,395 dwelling units, all of which were identified as multi-family units.

Gross density floor-to-area ratios (FARs) of .20 were used for both Neighborhood and Community Commercial uses. In total, the combined acres could accommodate 1,137,874 square feet of commercial space.

Table 5.2 summarizes the development potential.

Table 5.2 / Study Area Future Land Use Plan Development Potential

Future Land Use	Acres	Share	Gross Density	Development Potential	Detached Single-Family	Attached Single-Family	Multi-Family Units
Low-Density Residential	1,372.6	41.8%	3 du / acre	4,118 units	4,137 units	-	-
Medium-Density Residential	1,059.8	32.3%	6 du / acre	6,359 units	3,179 units	3,179 units	-
High-Density Residential	149.7	4.6%	16 du / acre	2,395 units	-	-	2,395 units
Neighborhood Commercial	52.3	1.6%	.20 FAR	455,899 SF	-	-	-
Community Commercial	78.3	2.4%	.20 FAR	681,975 SF	-	-	-
Open Space	430.9	13.1%	-	-	-	-	-
Public/Semi-Public	139.2	4.2%	-	-	-	-	-
TOTAL	3,282.8	100.0%	-	-	7,297 units	3,179 units	2,395 units

Justifying Population Growth

Population projections were assessed to determine what percentage of population growth for each community would likely be captured within the Study Area. Table 5.3 shows the average population projection for each community as well as the combined total by decade through 2050.

Table 5.4 shows added population by 2050 for Marion and Cedar Rapids. The table included total added population as well as added population at increments of 5%.

Given the location and current size of Marion and historic growth trends, it was assumed that a higher percentage of Marion's projected growth would occur within the Study Area. Several variations of population growth by city were evaluated, with an ultimate capture rate estimate of 30% of Cedar Rapids growth and 40% of Marion growth through 2050 being predicted for the Study Area. This amount of growth would add a combined 23,416 residents to the Study Area. Table 5.5 summarizes this population growth.

Based on the projected population growth, the number of total housing units needed was calculated based on the total average household size for each community. Table 5.5 summarizes the population and housing unit growth demand estimates. In total, approximately 9,572 households are needed to accommodate this level of population growth. When compared to the Future Land Use Plan, which provides enough development potential for significantly more housing units - the analysis confirms the suitability of the Future Land Use Plan to meet growth demands.

Although the proposed Future Land Use Plan appears to exceed the demand for residential land estimated by 2050, a certain amount of cushion must be provided when land use planning to allow for market flexibility and competition between land sellers. Not everyone within the planning area will be interested in selling or developing their property. Furthermore, it is important to strike a balance between highest and best use versus near-term market demand.

Table 5.3 / Cedar Rapids + Marion Average 2020-2050 Projections

Year	Cedar Rapids Average	Marion Average	Combined Average
2020	137,710	41,535	179,245
2030	147,090	51,430	198,520
2040	157,665	62,932	220,597
2050	168,784	76,770	245,554

Table 5.4 / Cedar Rapids + Marion Average 2020-2050 Added Population

2050 Added Population	Cedar Rapids	Marion	Combined
Total Added	31,074	35,235	66,309
5%	1,554	1,762	3,315
10%	3,107	3,524	6,631
15%	4,661	5,285	9,946
20%	6,215	7,047	13,262
25%	7,768	8,809	16,577
30%	9,322	10,571	19,893
35%	10,876	12,332	23,208
40%	12,430	14,094	26,524
45%	13,983	15,856	29,839
50%	15,537	17,618	33,154

Table 5.5 / Selected Growth Scenario Population + Housing Unit Demand Estimates, 2050

Growth Scenario	Population	Avg HH Size	Housing Units
Cedar Rapids 30% Growth	9,332	2.33	4,001 units
Marion 40% Growth	14,094	2.53	5,571 units
Total	24,970	-	9,572 units

Target Housing Mix

Based on the total number of housing units needed to accommodate projected population growth and carrying capacity for the Study Area, various target housing mixes were evaluated to identify how much of different housing typologies could meet the needs of this population growth. Three possible target mixes were evaluated as summarized in Table 5.6. Mix 1 is the lowest density housing mix with a strong emphasis put on detached single-family housing units. Mix 3 is the highest density, while still maintaining a dominance of detached single-family homes. Mix 2 is the middle ground.

Tables 5.7 show how the target population growth could be divided amongst housing typologies based on mix 1, mix 2, and mix 3.

Table 5.8 shows how the actual mix shown on the Future Land Use Plan compares to mixes 1-3.

The Future Land Use Plan is closest to Target Mix 3. Target mix 3 provides for additional opportunities for medium and higher-density residential in key areas.

Table 5.6 / Housing Mix 1-3 Summary

Housing Mix	Mix 1	Mix 2	Mix 3
Detached Single-Family	84%	75%	60%
Attached Single-Family	9%	15%	25%
Multi-Family Units	7%	10%	15%

Table 5.7 / Housing Mix 1-3 Applied to Study Area Growth Scenario

Mix 1 (CR 30% / MR 40%)	CR	MR	Combined
Detached Single-Family	3,361	4,679	8,040
Attached Single-Family	360	501	861
Multi-Family Units	280	390	670
TOTAL HOUSING UNITS	4,001	5,571	9,572

Mix 2 (CR 30% / MR 40%)	CR	MR	Combined
Detached Single-Family	3,001	4,178	7,179
Attached Single-Family	600	836	1,436
Multi-Family Units	400	557	957
TOTAL HOUSING UNITS	4,001	5,571	9,572

Mix 3 (CR 30% / MR 40%)	CR	MR	Combined
Detached Single-Family	2,401	3,342	5,743
Attached Single-Family	1,000	1,393	2,393
Multi-Family Units	600	836	1,436
TOTAL HOUSING UNITS	4,001	5,571	9,572

Table 5.8 / Housing Mix 1-3 Compared to Actual Mix on Future Land Use Plan

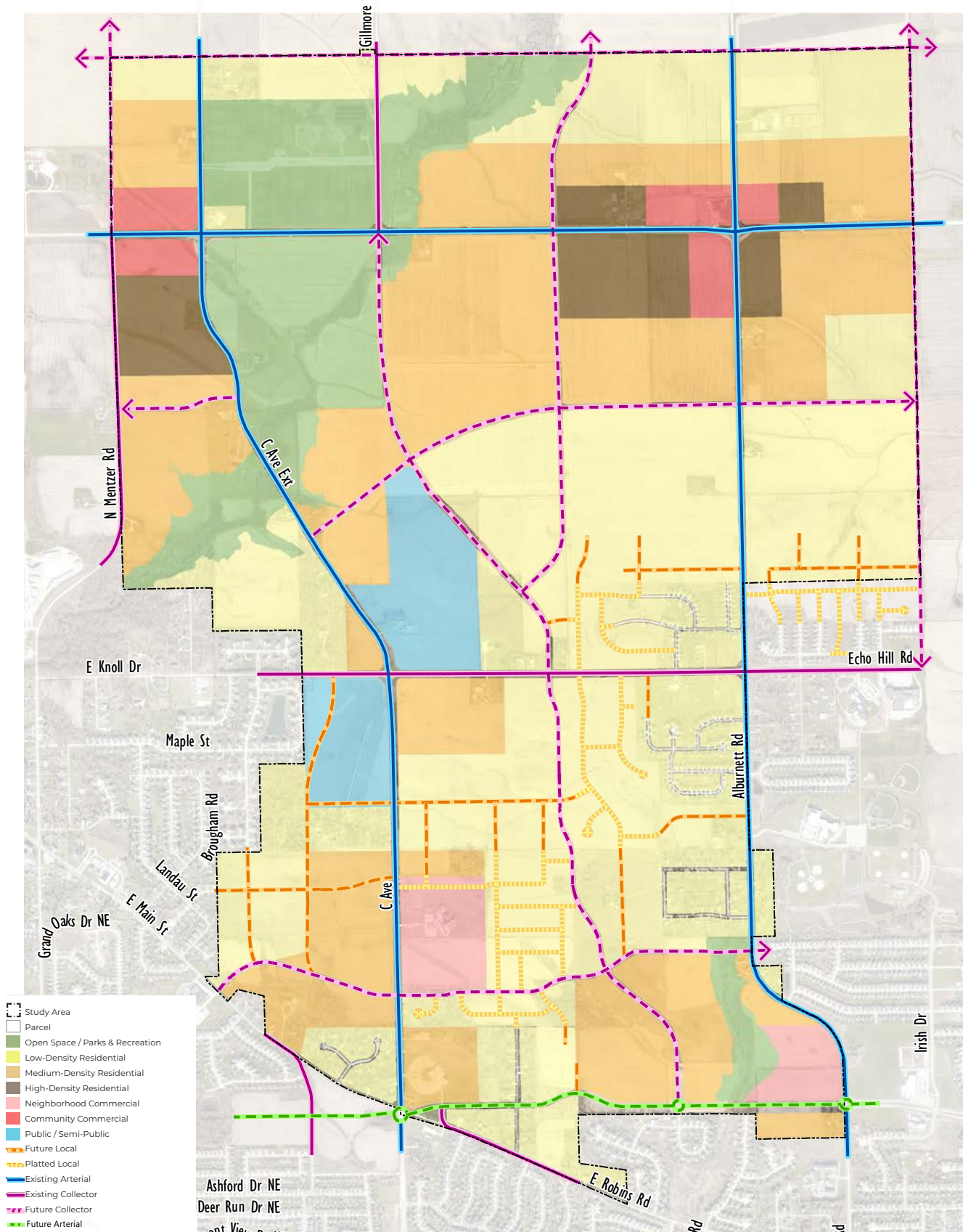
Housing Mix	Mix 1	Mix 2	Mix 3	Actual Mix
Detached Single-Family	84%	75%	60%	57%
Attached Single-Family	9%	15%	25%	25%
Multi-Family Units	7%	10%	15%	18%

Study Area Future Land Use

Future Land Use Plan

Map 14 shows the Future Land Use Plan proposed for the Marion-Cedar Rapids Joint Study Area.

Map 14



Key Stakeholder Input

Engagement is essential to creating a Study such as this, and gathering support for successful projects in the future. Therefore, as part of the planning process residents and key stakeholders were engaged to gather their thoughts on the below topics. This included 11 individuals with ties to the Study Area, 8 of whom responded. This information helped guide the Study and recommendations outlined in this document. Below is a summary of what we heard:

1. Please list a few reasons why are you located where you are, and what do you like about this part of Iowa?

- Change in seasons
- Outdoor recreation opportunities
- Pace of life

2. What are some current successes in the area?

- New growth
- New restaurants
- New trail development
- Region attracts quality events and activities

3. How would you consider the location of the Study Area an advantage or disadvantage?

- Advantage to be near great schools
- Major roads easy to travel to and from work/events

4. This area will be changing. What needs to be preserved through this period of change?

- Green corridors
- New trail connectivity
- Open space

5. Please describe 3 things that you would like to change about the area, especially things that would make business more successful.

- Wet “fishable” detention basins
- Trail connections
- Low-impact design standards with open space and scenic roads

6. What role could you or a local business have in the betterment of the area? Could your skills or services be applied within the Study Area to foster positive changes here?

- Think outside the box
- Be practical in design/layout and construction but do something unique for the area

7. Do you own any vacant land or buildings in the area – if so (or if you know someone who does), what have been the impediments to sale/lease/reuse/redevelopment?

- Impediments: Stretching services to the area
- Should support itself financially
- Needs additional police and fire protection as well as garbage and snowplow trucks

8. Is there anything else you would like me to know about – information or ideas for the Study Area?

- Needs smart and controlled/logical development.

9. How do you describe the Cedar Rapids/Marion communities to anyone from outside the area?

- Great place to live, work and raise a family.

10. If given \$1M for the betterment of the area, how would you spend it?

- Recreational amenities – trails, green spaces, fishing ponds, parks

11. If given \$5,000 for the betterment of the area, how would you spend it?

- Host an event? Band/music event, balloon glow, fireworks for one evening. \$5,000 does not go very far for such a large area.

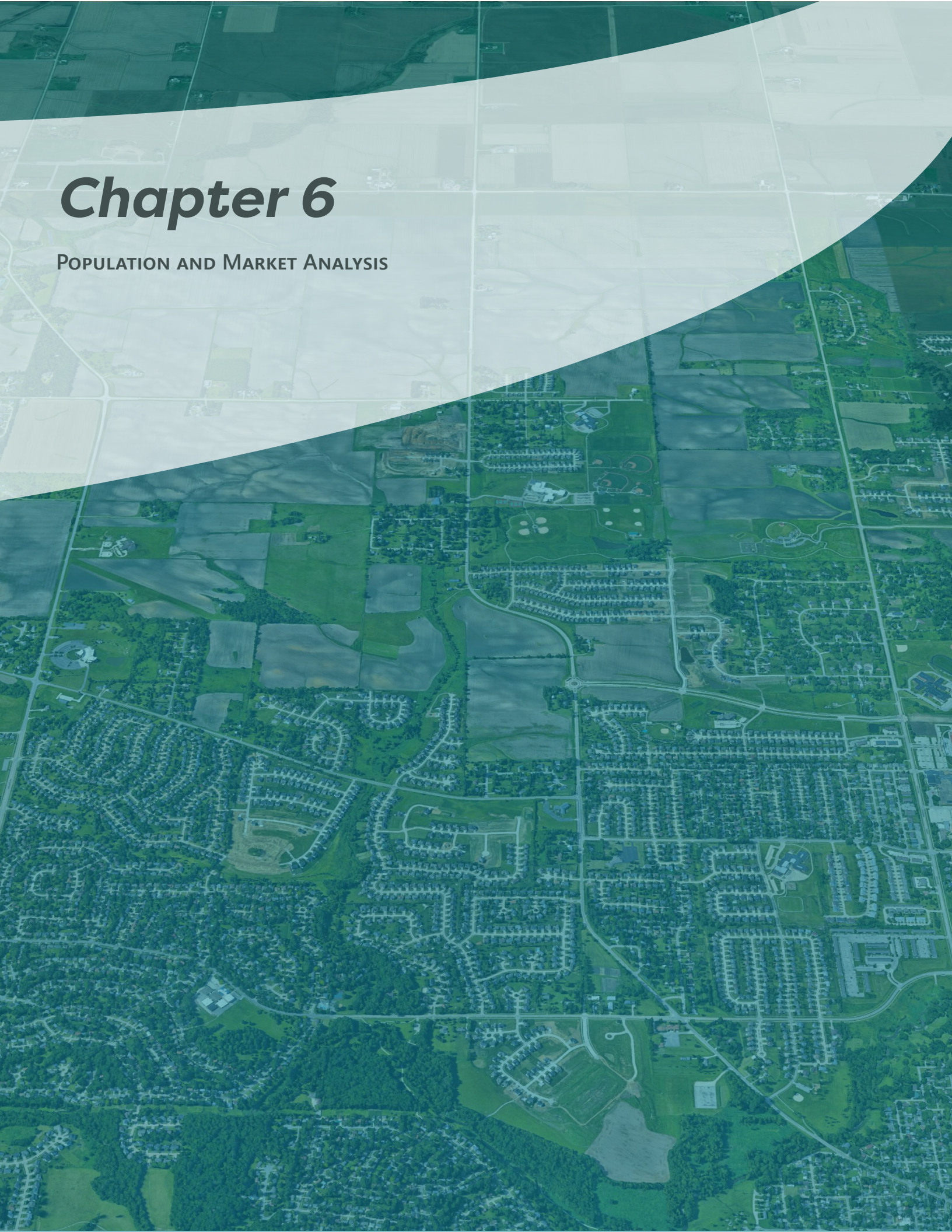
12. Are there any considerations (utilities, roadways, etc.) that you see as either a major liability or a major opportunity?

- Downstream sanitary sewer trunk line capacity
- Regional wet stormwater basins that are fishable would be a major opportunity for the area

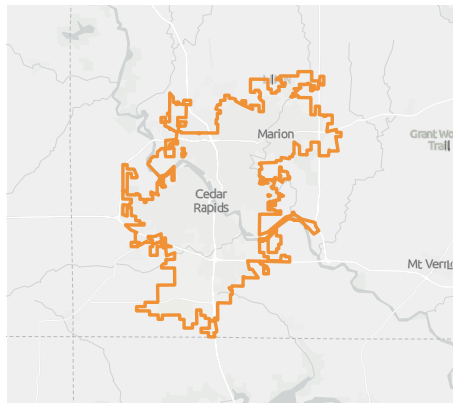
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Chapter 6

POPULATION AND MARKET ANALYSIS



Population & Demographics



POPULATION TRENDS AND KEY INDICATORS

2 Places

175,113	73,283	2.34	38.0	\$59,608	\$175,517	78	167	35
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



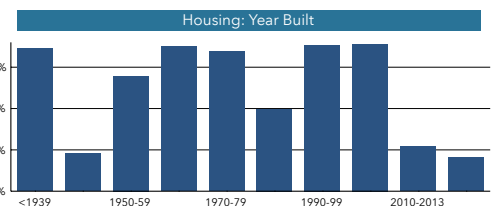
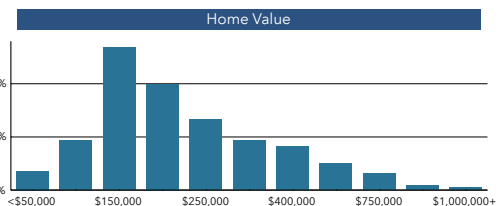
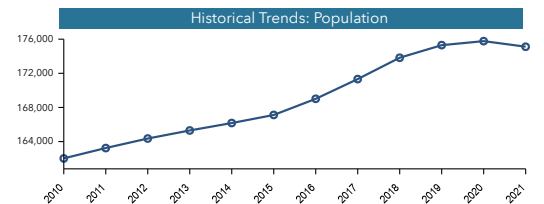
\$8,705

Avg Spent on Mortgage & Basics

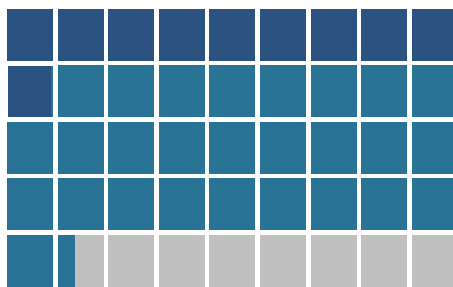


12.4%

Percent of Income for Mortgage



POPULATION BY AGE



Under 18 (22%) Ages 18 to 64 (61%) Aged 65+ (17%)

POPULATION BY GENERATION



6.7%

Greatest Gen:
Born 1945/Earlier



20.0%

Baby Boomer:
Born 1946 to 1964



19.1%

Generation X:
Born 1965 to 1980



24.5%

Millennial:
Born 1981 to 1998



23.6%

Generation Z:
Born 1999 to 2016



6.1%

Alpha: Born
2017 to Present



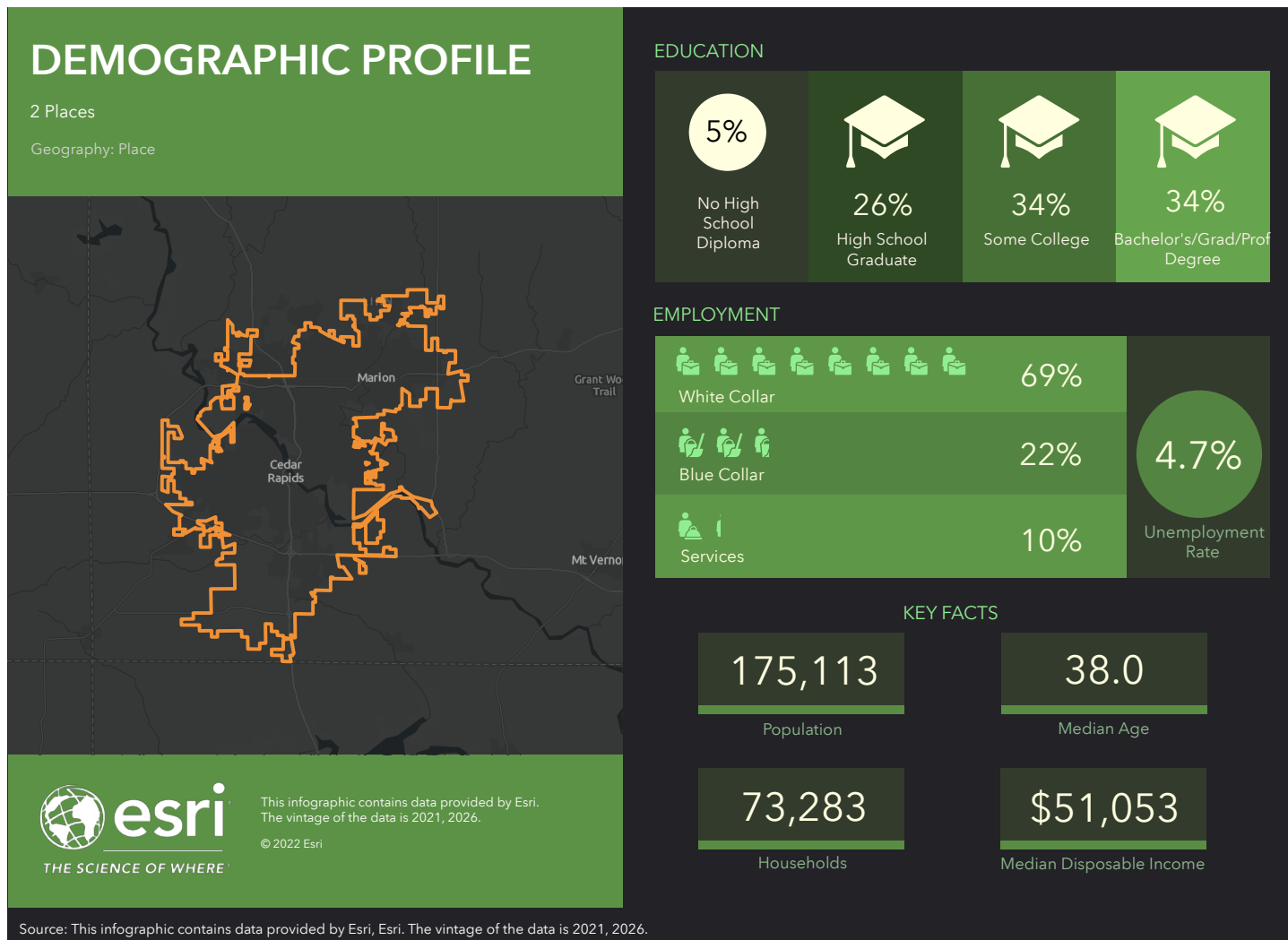
This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2015-2019, 2021, 2026.
© 2022 Esri

Source: This infographic contains data provided by Esri, Esri, Esri and Bureau of Labor Statistics, American Community Survey (ACS). The vintage of the data is 2021, 2026, 2021, 2015-2019.

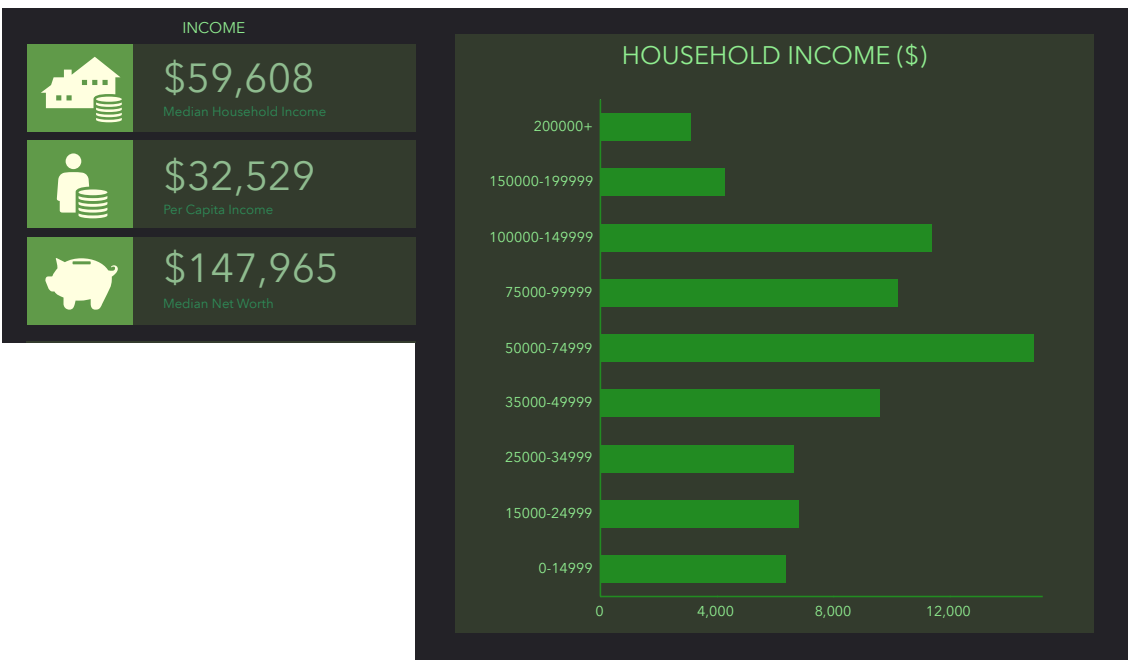
DEMOGRAPHICS AND GROWTH

The future will be built on the foundation of Cedar Rapids and Marion as they exist today. The communities have evolved over time, shaped by a variety of forces such as infrastructure priorities, socioeconomic standings, and others. These forces will continue to shape the communities into the future and must be considered when planning for growth and maintenance.

Demographic Profile



This section of the planning study examines a variety of forces and factors affecting current and future development in Cedar Rapids and Marion. A clear understanding of these influences provides the context for community planning decisions.



Historic Population Trends

Figures 6.1 - 6.2 show population growth between 1990 to 2020 for the Cities of Cedar Rapids and Marion, Iowa. While both communities have experienced population growth, Marion's overall rate of growth exceeds the City of Cedar Rapids. Cedar Rapids grew by approximately 26.6% between 1990 and 2020. By comparison, Marion experienced a net growth rate of 103.6% in the same time period. While Cedar Rapids remains a much larger city than Marion with a total population of 137,710 compared to Marion's 41,535, Marion serves as a fast-growing edge city in the Cedar Rapids region.

Figure 6.1 / Cedar Rapids, Iowa Population Growth 1990-2020, US Census Bureau

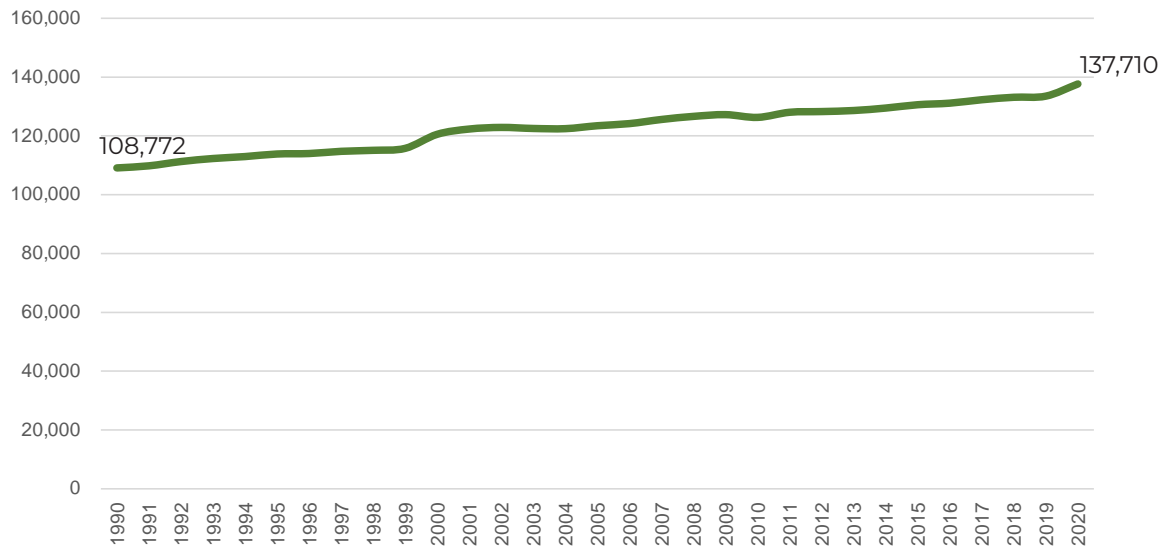
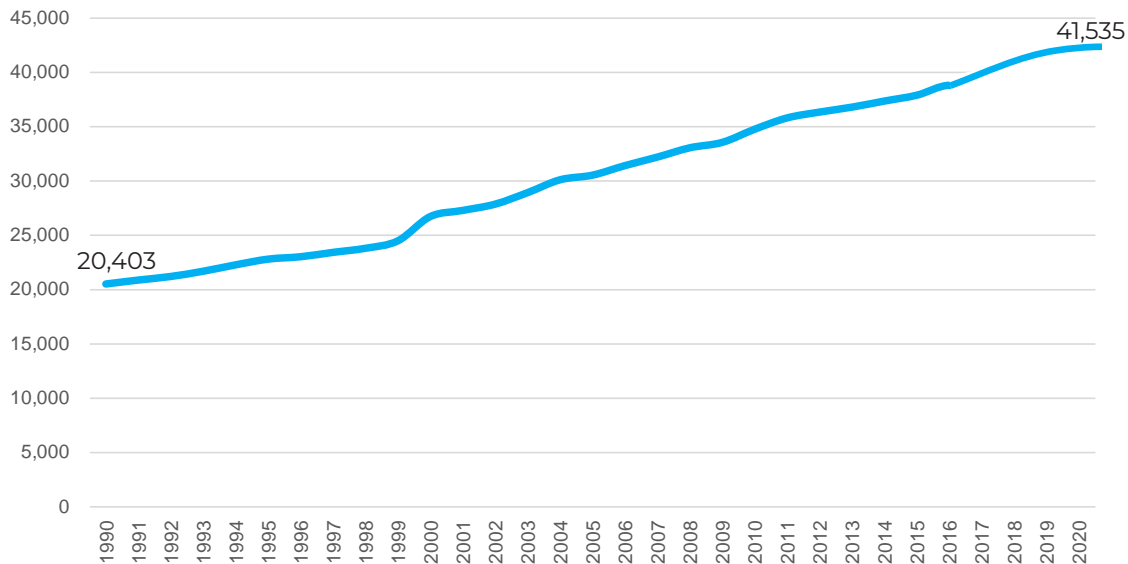


Figure 6.2 / Marion, Iowa Population Growth 1990-2020, US Census Bureau



Population Projections

A set of population projections were calculated for both Cedar Rapids and Marion using 2020 as the launch year and ten, twenty and thirty-year growth periods. A combination of simple linear and geometric and standard linear or geometric projection methods were utilized. Figure 6.3 shows the output for Cedar Rapids and Figure 6.4 shows the output for Marion.

The average projection for 2050 for Cedar Rapids was 168,784 and 76,770 for Marion.

Figure 6.3 / Cedar Rapids, Iowa Population Projections 2020-2050

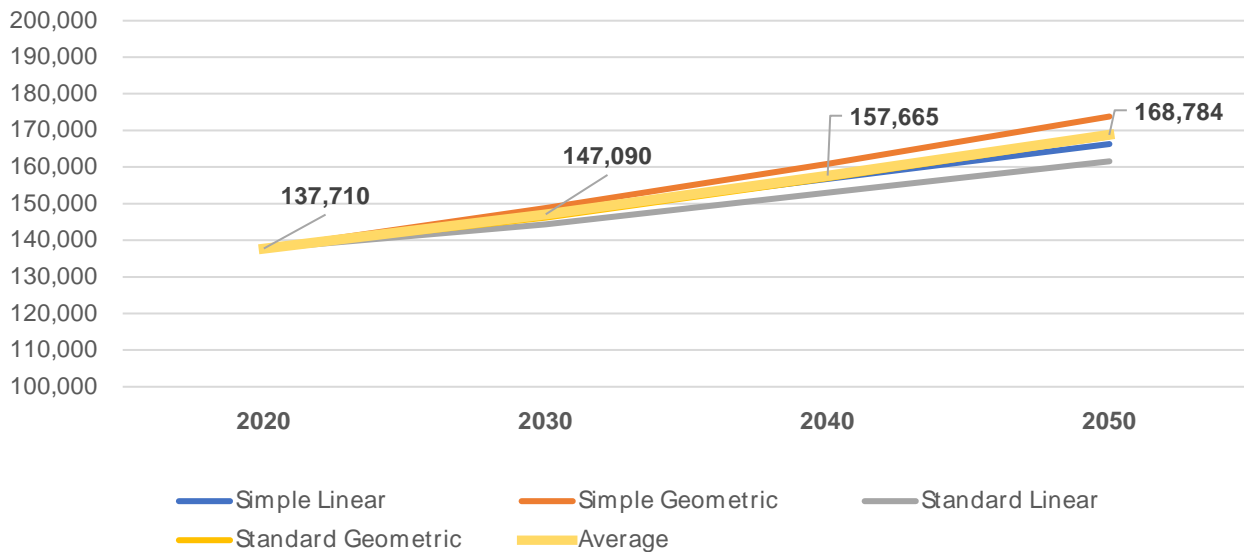
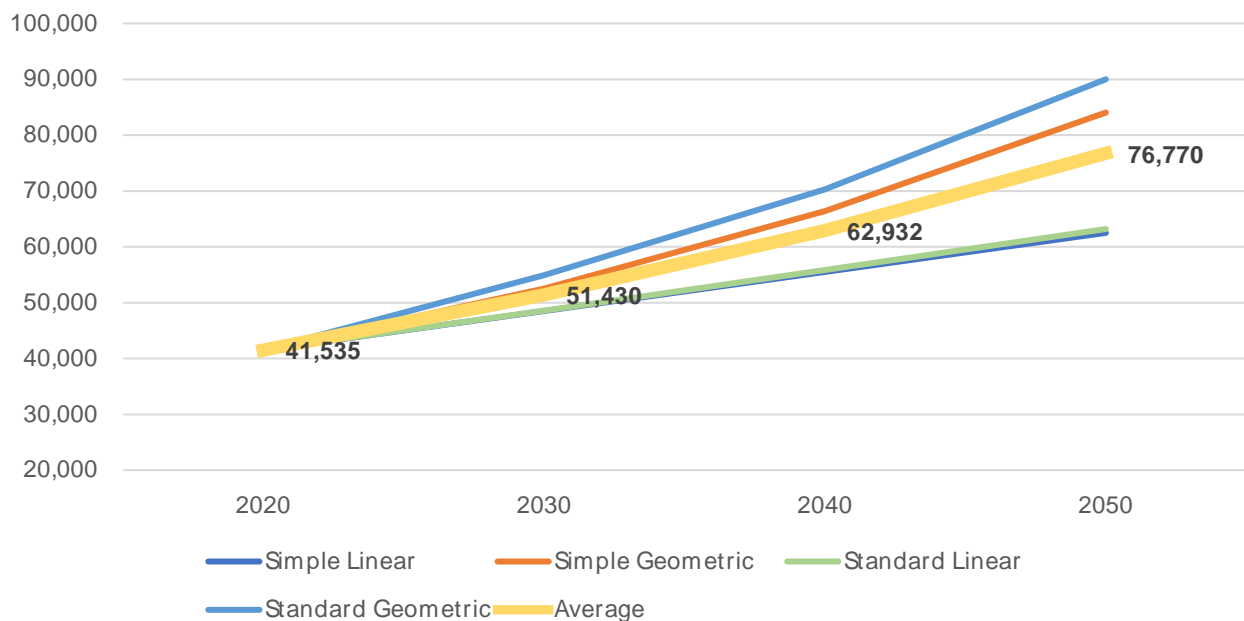


Figure 6.4 / Marion, Iowa Population Projections 2020-2050



MARKET ANALYSIS

Community Profile for Cedar Rapids, Marion, and the Reference Area

Community Profile data was pulled from Esri's Community Analyst tool for the entire Cities of Marion and Cedar Rapids.

To better understand the area immediately surrounding the Study Area, a Community Profile from Esri was created for the area shown in Figure 6.5. This Reference Area was used to evaluate the type of resident and housing profile near the Study Area as it may be quite different from the cities as a whole.

Table 6.1 compares median income, median home value, per capita income, and median age for Cedar Rapids, Marion, and the Reference Area. The Reference Area has higher median incomes and median home values all while being younger than the cities overall.

Figure 6.6 shows the household income breakdown for Cedar Rapids (green line), Marion (blue line), and the Reference Area (dotted orange). The reference area exceeds both cities in terms of the higher (\$100k+) income ranges. Collectively, nearly 44% of households near the Study Area earn more than \$100,000 per year.

Figure 6.7 compares owner-occupied home values between Cedar Rapids (green line), Marion (blue line), and the Reference Area (dotted orange). Both cities have a higher percentage of homes that fall in the range between \$50k - \$149.9k than the reference area. The reference area has more homes in the \$150k - \$249.9k range. There is similar representation among the higher end homes (those \$400k or more).

Key Takeaway

Residents living near the Study Area are on average more well off than those of Cedar Rapids or Marion as a whole. These residents earn more and live in higher value homes. These trends may suggest demand for more higher value of home values to be present in the Study Area housing typology.

Figure 6.5 / Community Analyst Reference Area

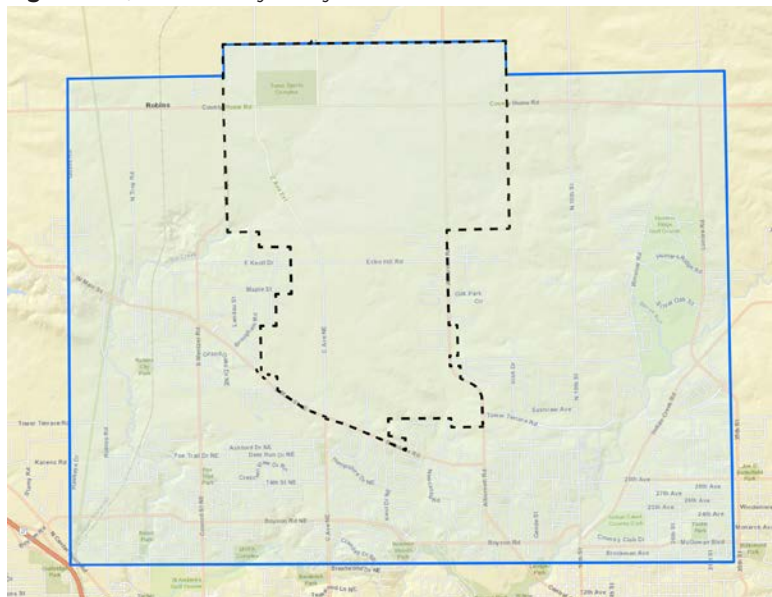


Table 6.1 / Comparison of Cedar Rapids, Marion, and Reference Area, Esri

Median Income, Home Value, and Age	Cedar Rapids	Marion	Reference Area
Median Income (2021)	\$57,340	\$70,964	\$88,478
Median Home Value (2021)	\$166,472	\$208,140	\$226,657
Per Capita Income (2021)	\$31,597	\$35,747	\$40,228
Median Age (2021)	37.8	38.5	37.1

Figure 6.6 / Household Income, Cedar Rapids, Marion + Reference Area, Esri 2021

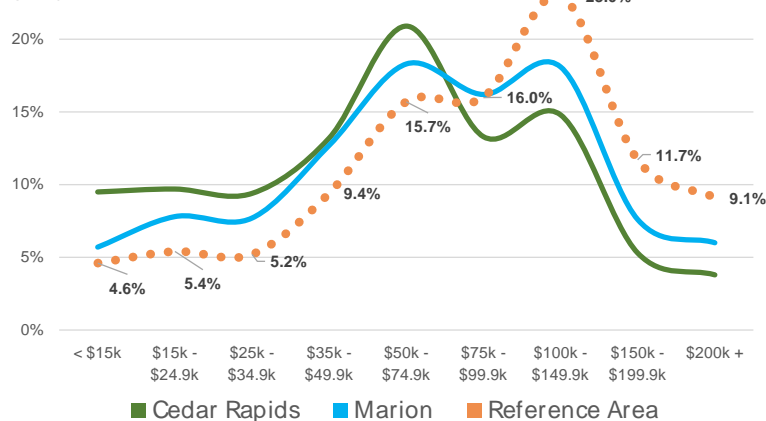
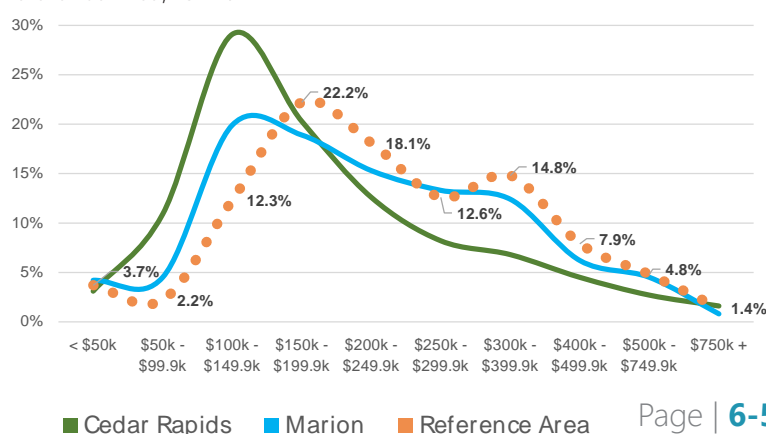


Figure 6.7/ Owned-Occupied Home Values, Cedar Rapids, Marion + Reference Area, Esri 2021



MARKET ANALYSIS

Employment Profile for Cedar Rapids, Marion, and the Reference Area

Figure 6.8 shows the estimated employed population age 16+ by industry for Cedar Rapids, Marion, and the Reference Area. While the three areas are not radically different in terms of industry profiles, there are some notable differences. All three factors may help explain the higher incomes of residents:

- The Reference Area has less representation in the Services industry compared to both cities
- Manufacturing is more represented in the Reference Area
- Finance / Insurance / Real Estate is also slightly more represented in the Reference Area.

Figure 6.9 shows employed population age 16+ by occupation, which essentially breaks down residents into White Collar and Blue Collar occupation groups. White Collar occupations are those who perform professional, desk, managerial, or administrative work. Blue Collar occupations are most often working class jobs with roles that perform manual and skilled or unskilled labor.

The Reference Area is made up of nearly 80% White Collar employees. White Collar occupations tend to pay higher wages than Blue Collar occupations, however this is not always the case. This possible wage difference may also explain the higher incomes of Reference Area residents. Table 6.2 summarizes industries and occupations for each category.

Key Takeaway

Residents living near the Study Area tend to work in industries associated with higher wages. This further supports the need for a range of housing choice that includes higher-value homes.

Figure 6.8 / Employed Population Age 16+ by Industry, Cedar Rapids, Marion + Reference Area, Esri 2021

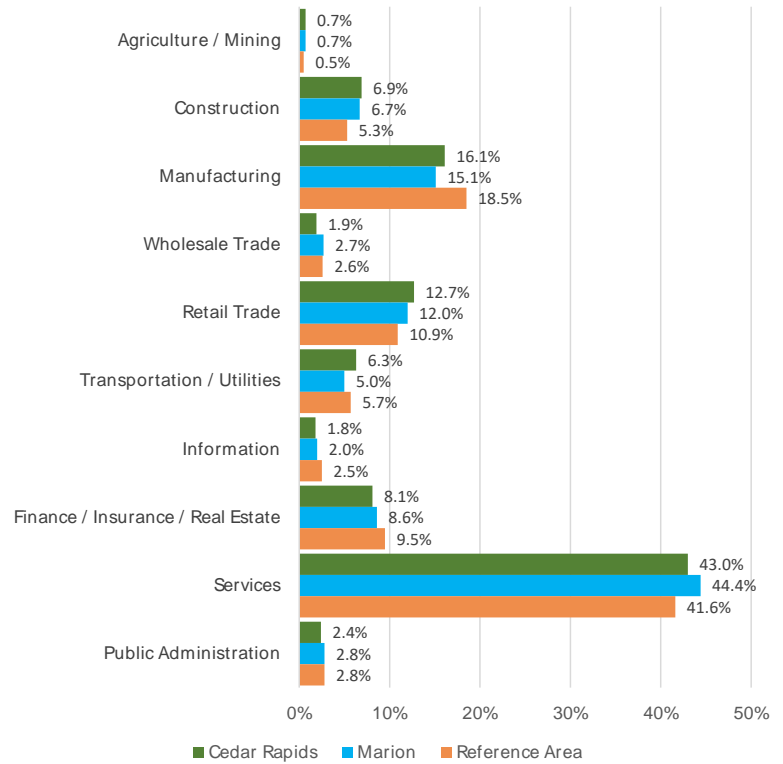


Figure 6.9 / Employed Population Age 16+ by Occupation, Cedar Rapids, Marion + Reference Area, Esri 2021

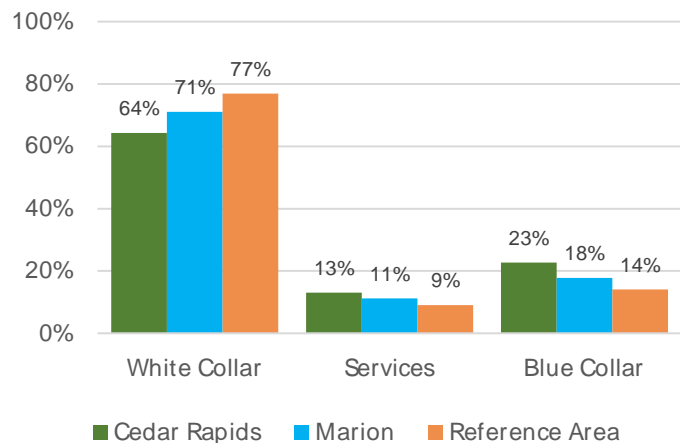


Table 6.2 / White Collar, Services, and Blue Collar Industries and Occupations, Esri 2021

White Collar Occupations
Management / Business / Financial Professional - Computer, math, architecture, engineering, sciences, legal, education, library, design, media, healthcare practitioners Sales - sales and related occupations Administrative Support - office & administrative services
Services Occupations
Healthcare Support, Food Preparation and Serving, Building and Grounds Cleaning and Maintenance, Personal Care and Service
Blue Collar Occupations
Farming / Forestry / Fishing Construction / Extraction Installation / Maintenance / Repair Transportation / Material Moving

MARKET ANALYSIS

Retail Leakage / Surplus in the Reference Area

The retail leakage / surplus factors for the Reference Area was pulled from Esri's Community Analyst. This analysis calculates supply (retail sales) estimates to consumers by establishments within the Reference Area. Demand (retail potential) for the Reference Area is also estimated, which is the expected amount spent by consumers at retail establishments with the area.

Per Esri, the Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

Figure 6.10 shows the Leakage / Surplus Factor by

Industry Sectors for the Reference Area. Table 6.3 summarizes the data by major industry groups.

- The Reference Area is predominantly residential, which explains the positive "leakage" numbers present within each retail industry group. Most residents leave the area to meet the retail needs of their households
- The combined Total Retail Trade and Food and Drink retail gap for the Reference Area as of 2017 was an estimated \$436,717,040. This represents the estimated amount of money being spent outside the area by residents on retail, food, and drink.

Key Takeaway

While leakage does not exactly represent demand for additional retail, it does suggest that while some retail needs are being met locally, a bulk of resident needs are not. With the added population proposed within the Future Land Use Plan, it is realistic to assume additional commercial space will be necessary to provide for the retail, office, and service needs of existing and future residents.

Figure 6.10 / Reference Area Leakage / Surplus Factor by Industry, 2017

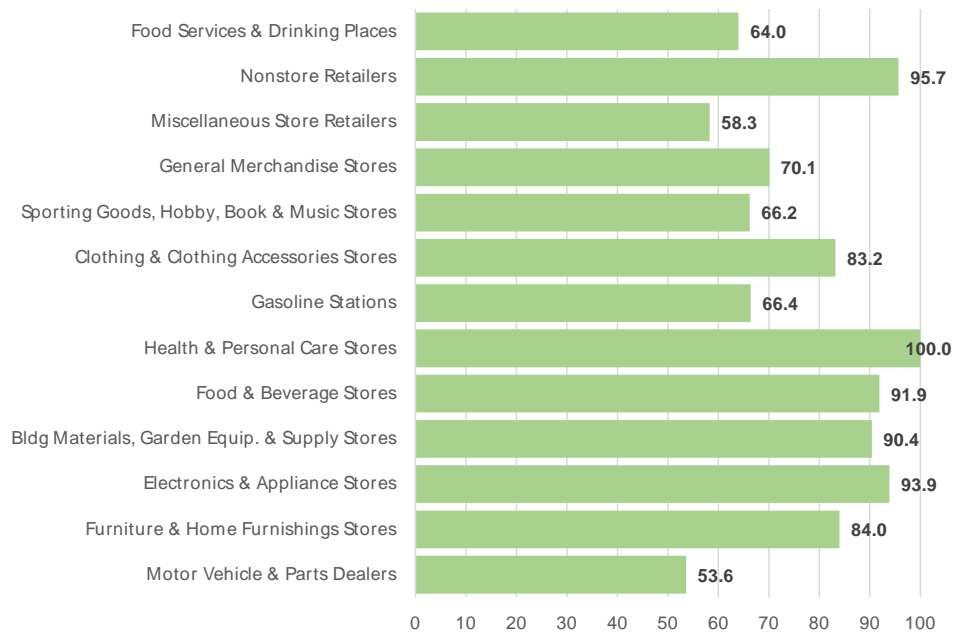


Table 6.3 / 2017 Industry Summary

2017 Industry	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor
Total Retail Trade and Food & Drink	\$521,360,693	\$84,643,653	\$436,717,040	72.1
Total Retail Trade	\$472,509,200	\$73,906,891	\$398,602,309	72.9
Total Food & Drink	\$48,851,493	\$10,736,762	\$38,114,731	64.0

MARKET ANALYSIS

Retail and Office Demand

As noted in Table 6.4, the proposed Future Land Use Plan identifies approximately 131 acres for commercial development, potentially accommodating over 1.1 million square feet of building gross floor area for retail and office uses. Assuming half of this gross floor area will potentially be occupied by office uses, this leaves approximately 550,000 square feet for retail uses. Dividing this potential retail floor area by the projected population growth results in a retail space per capita estimate of 22 square feet. Nationally, the retail space per capita ranges from 10 to 50 square feet per capita putting the Study Area's estimate solidly in the middle of meeting projected retail demand.

Office demand is much trickier to estimate and typically is driven by overall job growth. However, given the metro area's projected population growth and its role as a regional employment center, job growth should be expected, resulting in a demand for new office space as the area continues to expand. The expectation for new retail and office development in the near term should be tempered as retail development typically lags behind residential growth and office development has historically been volatile, subject to fluctuations in the local and national economy.

Table 6.4 / Study Area Future Land Use Plan Development Potential

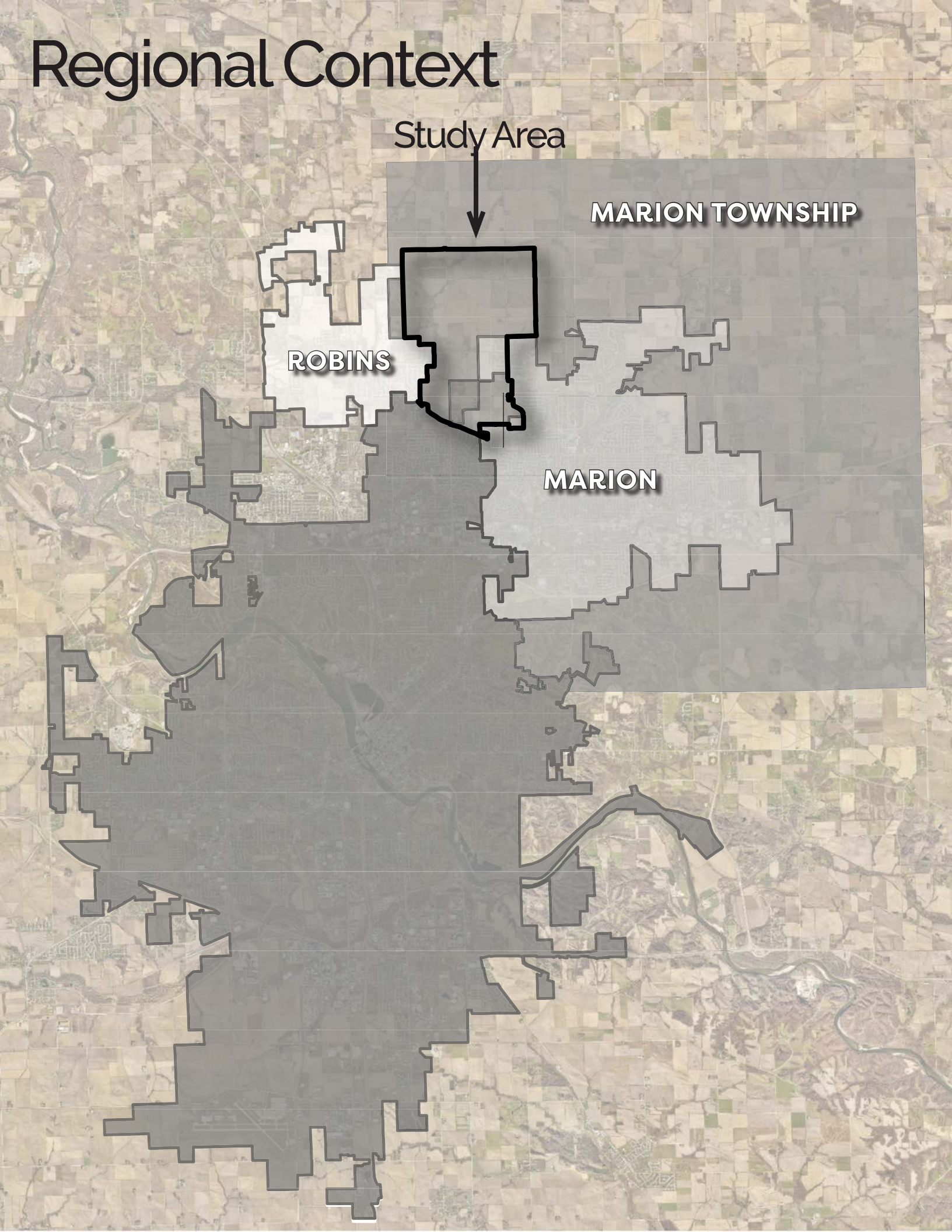
Future Land Use	Acres	Share	Gross Density	Development Potential	Detached Single-Family	Attached Single-Family	Multi-Family Units
Low-Density Residential	1,372.6	41.8%	3 du / acre	4,118 units	4,137 units	-	-
Medium-Density Residential	1,059.8	32.3%	6 du / acre	6,359 units	3,179 units	3,179 units	-
High-Density Residential	149.7	4.6%	16 du / acre	2,395 units	-	-	2,395 units
Neighborhood Commercial	52.3	1.6%	.20 FAR	455,899 SF	-	-	-
Community Commercial	78.3	2.4%	.20 FAR	681,975 SF	-	-	-
Open Space	430.9	13.1%	-	-	-	-	-
Public/Semi-Public	139.2	4.2%	-	-	-	-	-
TOTAL	3,282.8	100.0%	-	-	7,297 units	3,179 units	2,395 units

Appendix A

ADDITIONAL MAPS AND PLANS



Regional Context



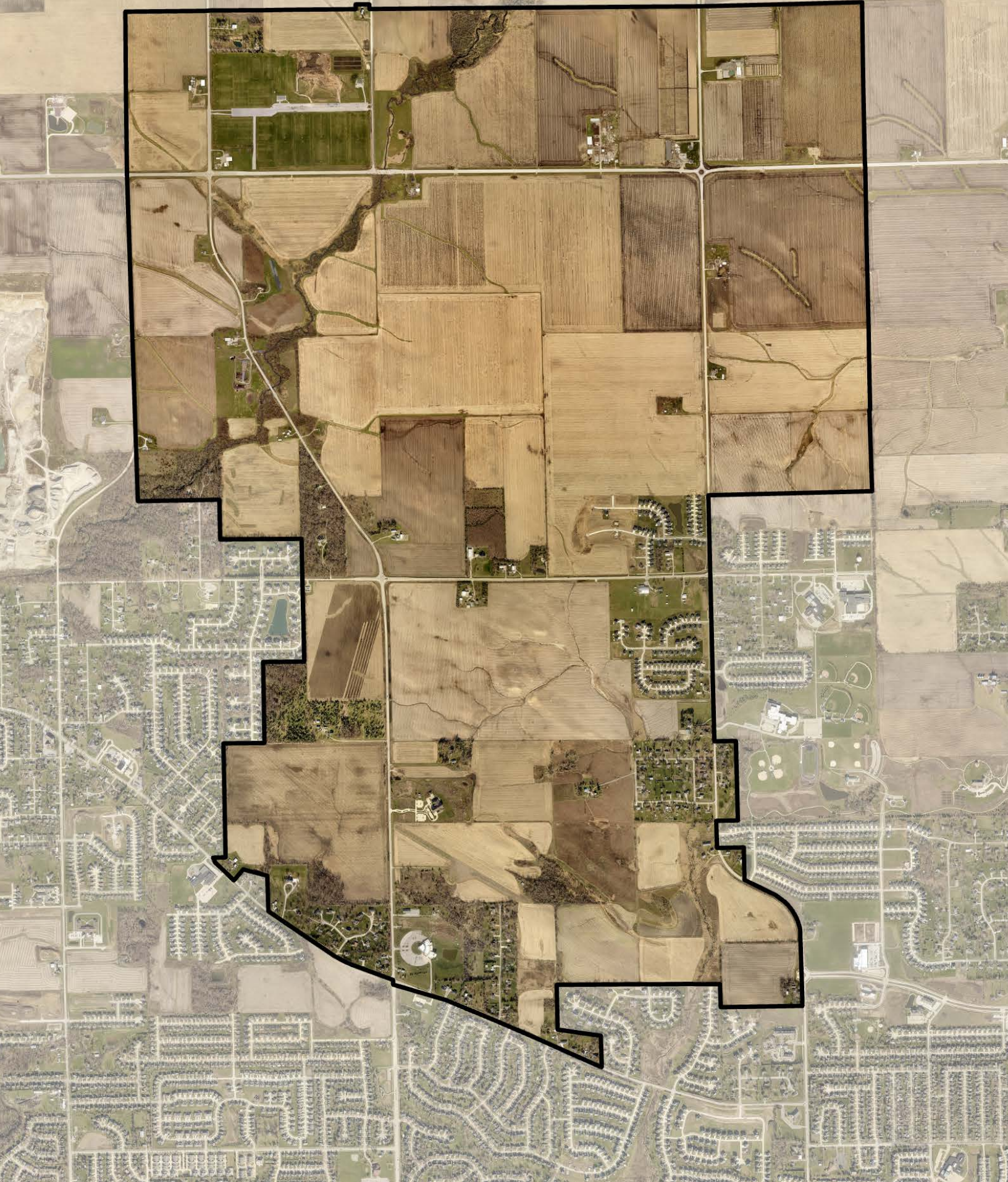
Study Area

MARION TOWNSHIP

ROBINS

MARION

Project Site / Study Area

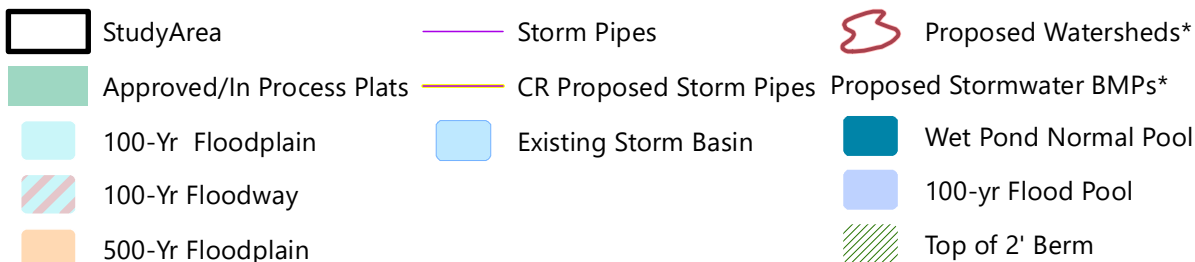
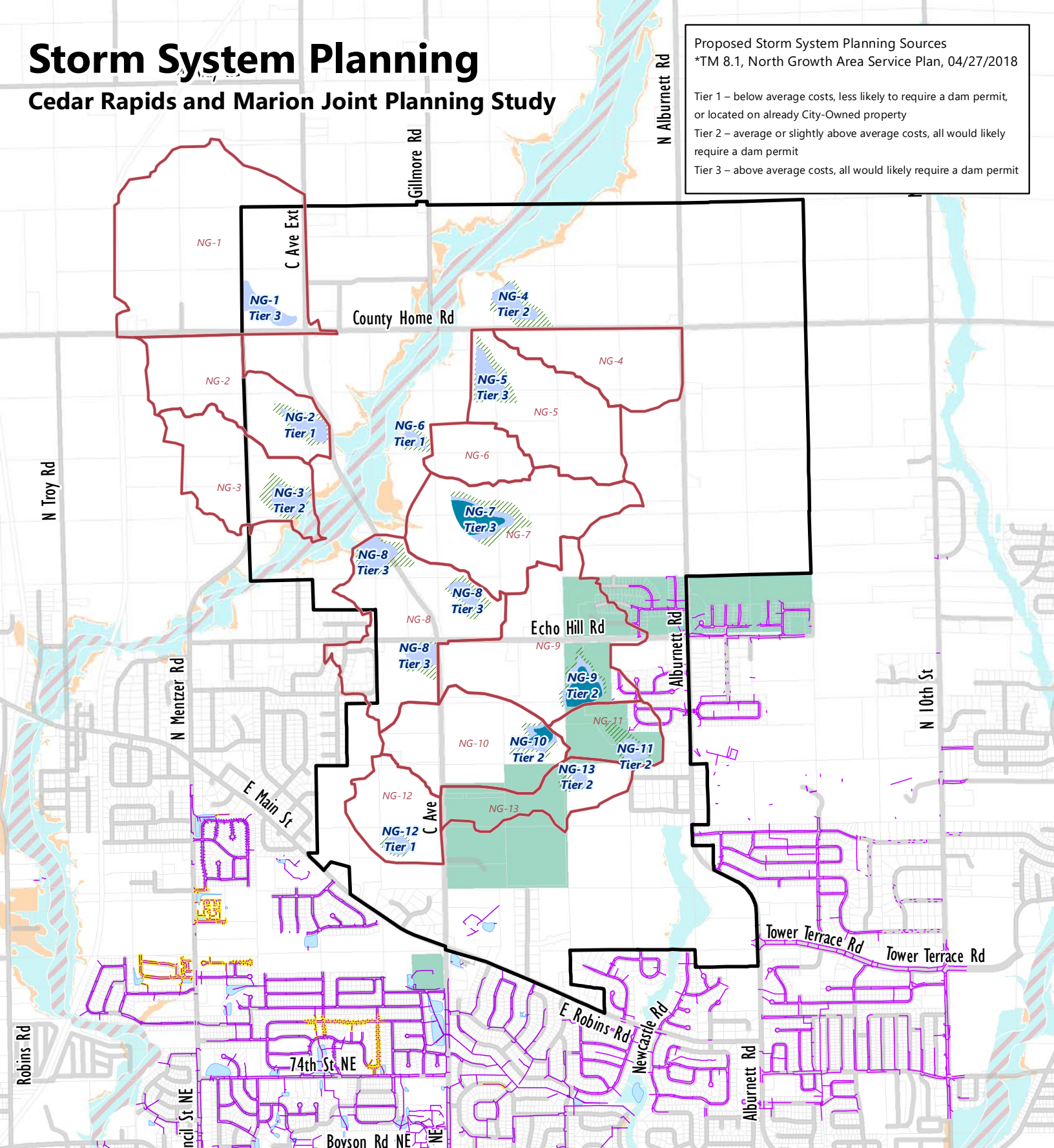


Storm System Planning

Cedar Rapids and Marion Joint Planning Study

Proposed Storm System Planning Sources
*TM 8.1, North Growth Area Service Plan, 04/27/2018

Tier 1 – below average costs, less likely to require a dam permit, or located on already City-Owned property
Tier 2 – average or slightly above average costs, all would likely require a dam permit
Tier 3 – above average costs, all would likely require a dam permit

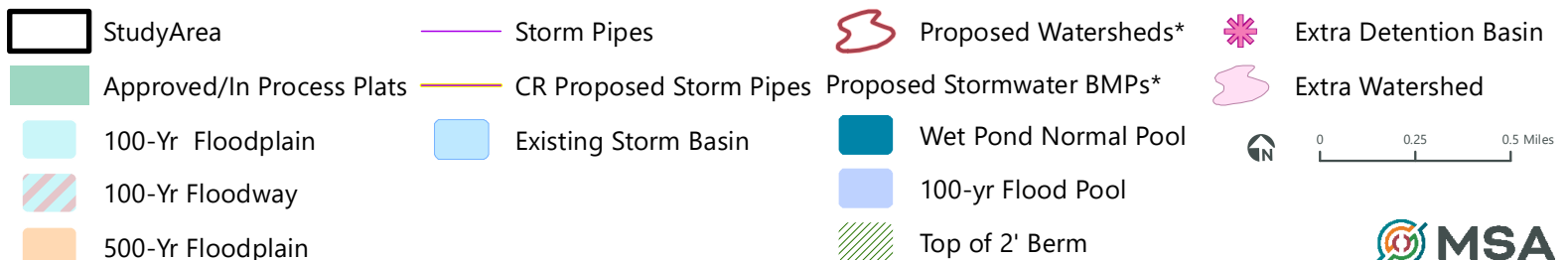
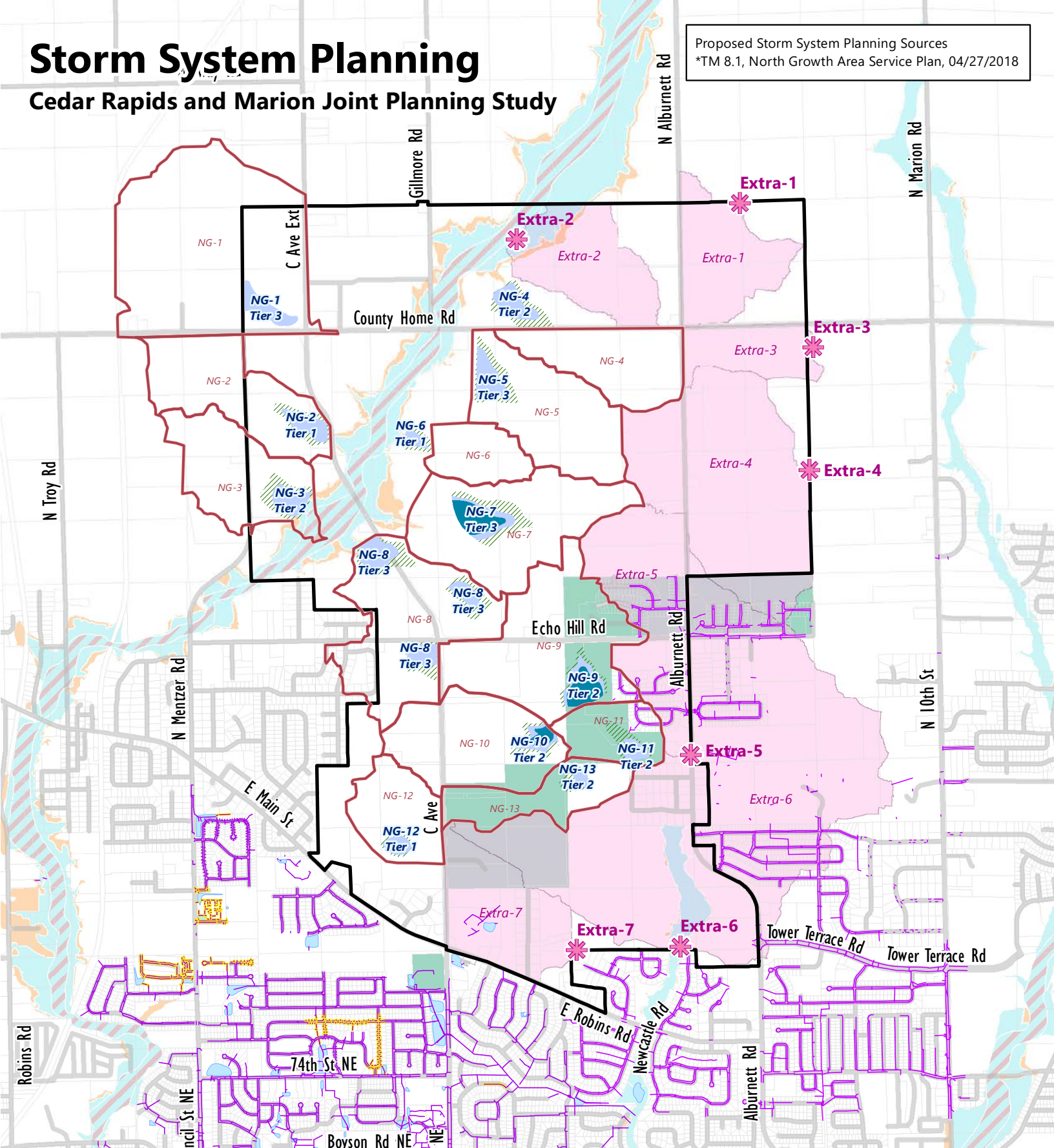


0 0.25 0.5 Miles

Storm System Planning

Cedar Rapids and Marion Joint Planning Study

Proposed Storm System Planning Sources
*TM 8.1, North Growth Area Service Plan, 04/27/2018

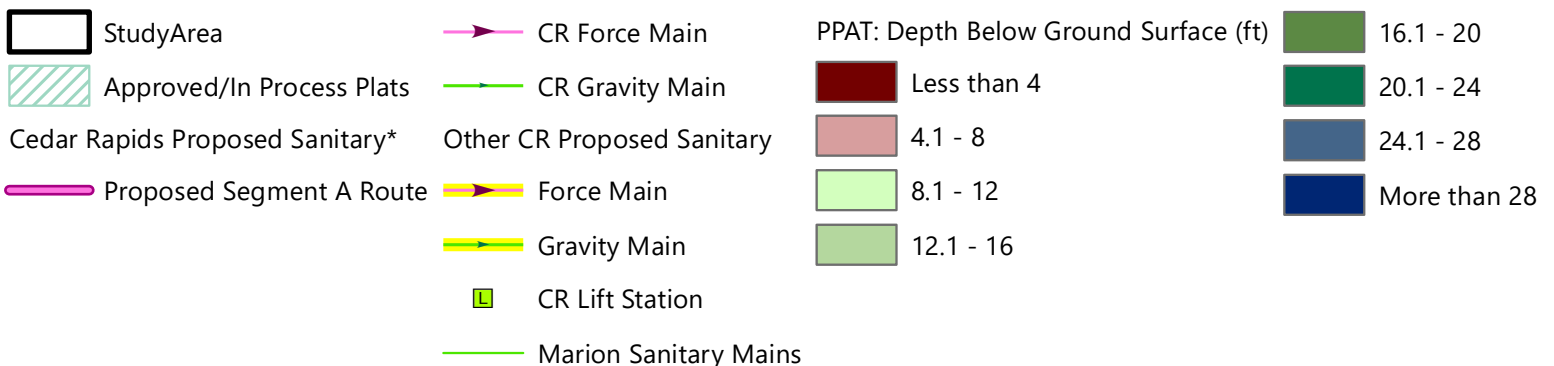
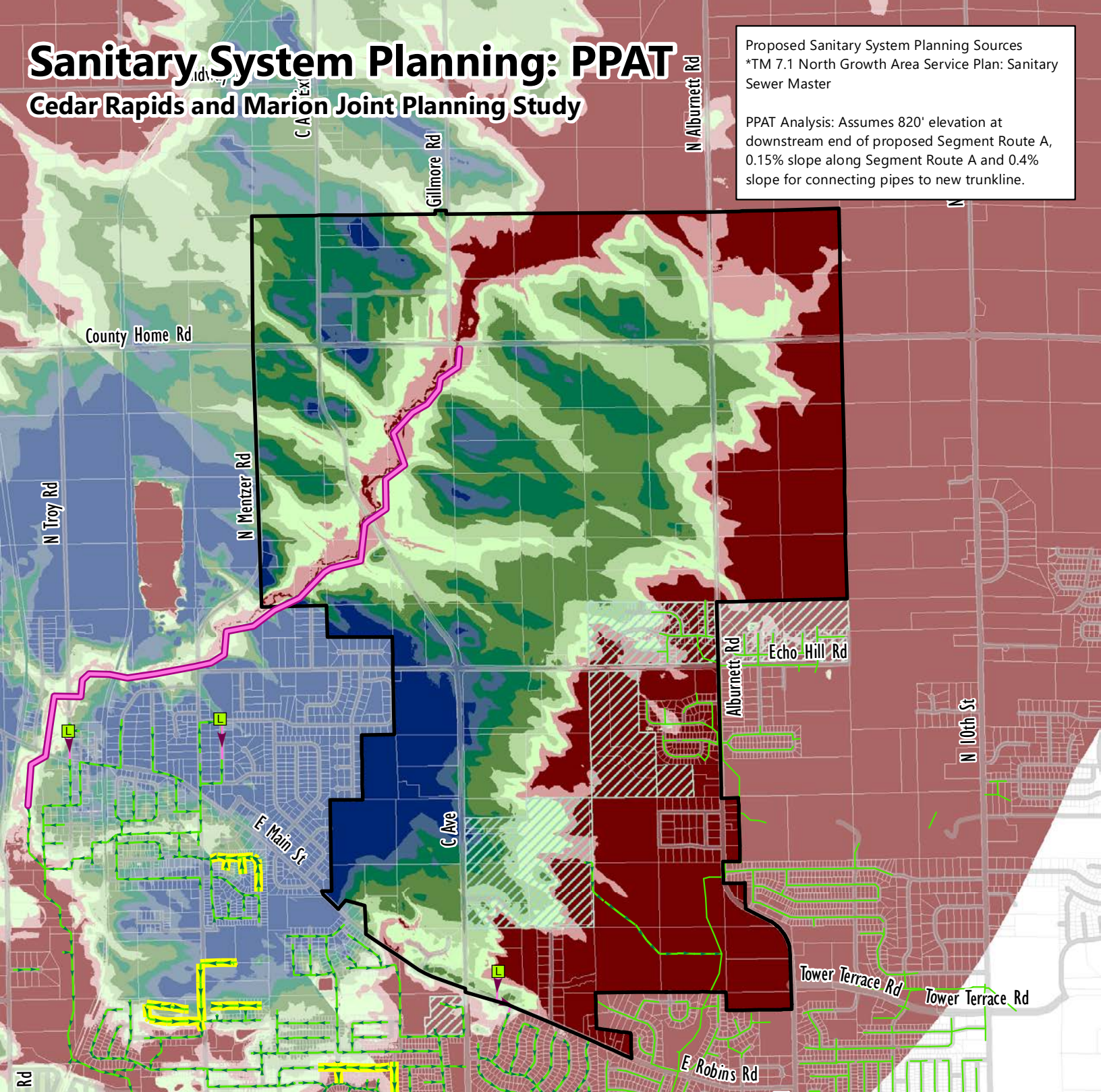


Sanitary System Planning: PPAT

Cedar Rapids and Marion Joint Planning Study

Proposed Sanitary System Planning Sources
*TM 7.1 North Growth Area Service Plan: Sanitary Sewer Master

PPAT Analysis: Assumes 820' elevation at downstream end of proposed Segment Route A, 0.15% slope along Segment Route A and 0.4% slope for connecting pipes to new trunkline.



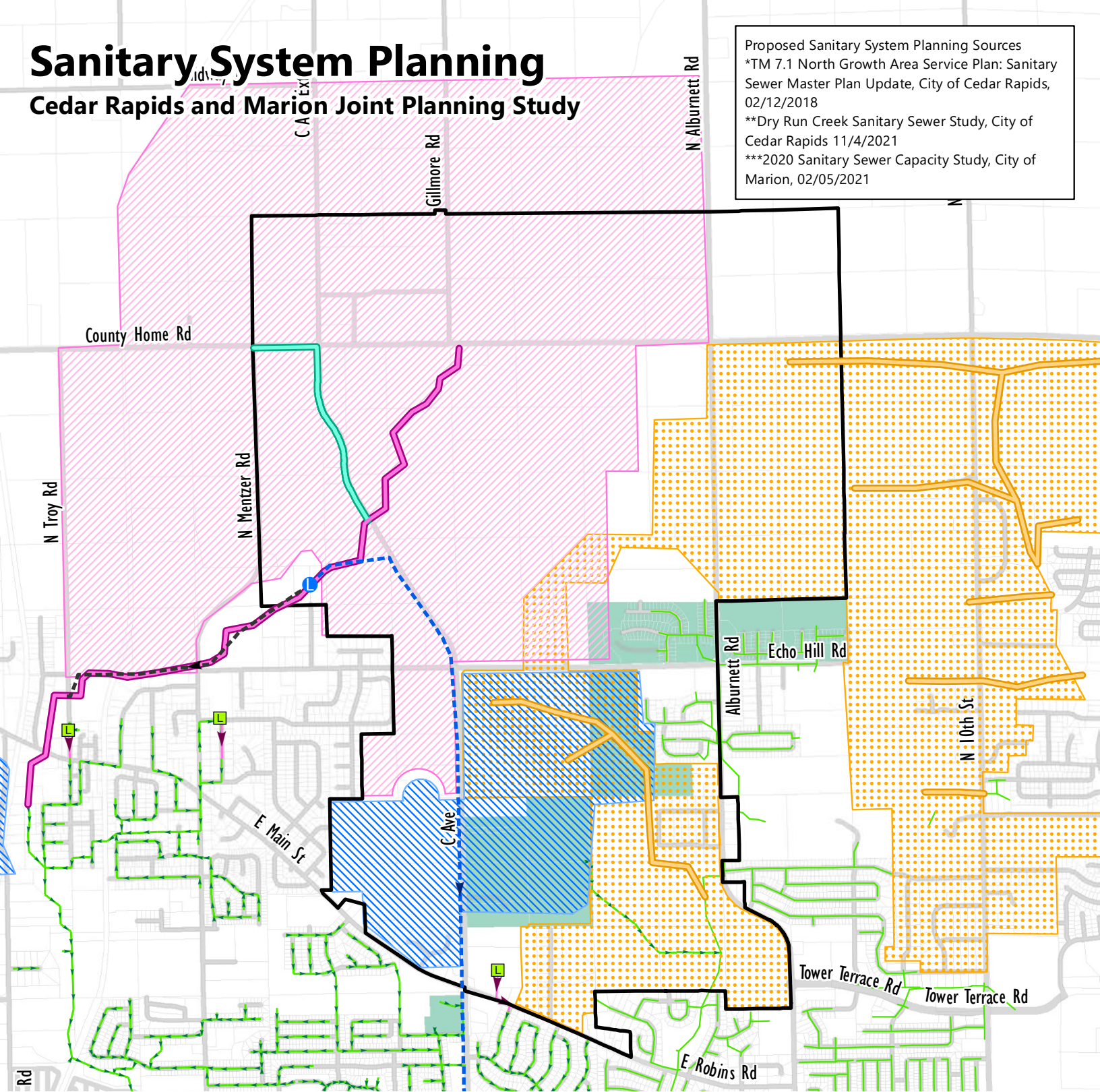
0 0.25 0.5 Miles



Sanitary System Planning

Cedar Rapids and Marion Joint Planning Study

Proposed Sanitary System Planning Sources
 *TM 7.1 North Growth Area Service Plan: Sanitary
 Sewer Master Plan Update, City of Cedar Rapids,
 02/12/2018
 **Dry Run Creek Sanitary Sewer Study, City of
 Cedar Rapids 11/4/2021
 ***2020 Sanitary Sewer Capacity Study, City of
 Marion, 02/05/2021



Study Area

Approved/In Process Plats

Cedar Rapids Proposed Growth Areas*

Served by New Trunk Line

Served by Extending Current Infrastructure

2018 Cedar Rapids Proposed Sanitary*

Proposed Segment A Route

Proposed Segment B Route

2021 Cedar Rapids Proposed Sanitary**

Proposed Force Main Option

Proposed Gravity Sewer Option

2021 Proposed LS**

CR Force Main

CR Gravity Main

CR Lift Station

Marion Proposed Growth Areas***

Marion Proposed Sanitary***

Marion Sanitary Mains



0 0.25 0.5 Miles



Appendix B

COMMUNITY PROFILE DATA



	Cedar Rapids ...
Population Summary	
2000 Total Population	121,649
2010 Total Population	126,087
2021 Total Population	135,810
2021 Group Quarters	3,554
2026 Total Population	141,169
2021-2026 Annual Rate	0.78%
2021 Total Daytime Population	157,129
Workers	91,170
Residents	65,959
Household Summary	
2000 Households	50,193
2000 Average Household Size	2.36
2010 Households	53,186
2010 Average Household Size	2.30
2021 Households	57,454
2021 Average Household Size	2.30
2026 Households	59,825
2026 Average Household Size	2.30
2021-2026 Annual Rate	0.81%
2010 Families	30,877
2010 Average Family Size	2.95
2021 Families	32,772
2021 Average Family Size	2.95
2026 Families	33,868
2026 Average Family Size	2.95
2021-2026 Annual Rate	0.66%
Housing Unit Summary	
2000 Housing Units	52,568
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	4.5%
2010 Housing Units	57,169
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	7.0%
2021 Housing Units	62,425
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	8.0%
2026 Housing Units	64,882
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	7.8%
Median Household Income	
2021	\$57,340
2026	\$60,935
Median Home Value	
2021	\$166,472
2026	\$186,721
Per Capita Income	
2021	\$31,597
2026	\$34,608
Median Age	
2010	35.4
2021	37.8
2026	38.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

Cedar Rapids City, IA
Cedar Rapids City, IA (1912000)
Geography: Place

Prepared by Esri

Cedar Rapids ...

2021 Households by Income

Household Income Base	57,454
<\$15,000	9.5%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	5.3%
\$200,000+	3.8%
Average Household Income	\$74,804

2026 Households by Income

Household Income Base	59,825
<\$15,000	8.7%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	6.0%
\$200,000+	4.1%
Average Household Income	\$81,812

2021 Owner Occupied Housing Units by Value

Total	39,716
<\$50,000	3.4%
\$50,000 - \$99,999	10.9%
\$100,000 - \$149,999	29.1%
\$150,000 - \$199,999	20.3%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$211,752

2026 Owner Occupied Housing Units by Value

Total	42,025
<\$50,000	2.5%
\$50,000 - \$99,999	8.5%
\$100,000 - \$149,999	24.9%
\$150,000 - \$199,999	19.3%
\$200,000 - \$249,999	12.9%
\$250,000 - \$299,999	9.6%
\$300,000 - \$399,999	9.3%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.4%
Average Home Value	\$241,234

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

April 08, 2022

	Cedar Rapids ...
2010 Population by Age	
Total	126,087
0 - 4	6.7%
5 - 9	6.6%
10 - 14	6.3%
15 - 24	15.0%
25 - 34	14.9%
35 - 44	12.5%
45 - 54	13.6%
55 - 64	11.1%
65 - 74	6.4%
75 - 84	4.5%
85 +	2.3%
18 +	76.6%
2021 Population by Age	
Total	135,810
0 - 4	6.0%
5 - 9	5.9%
10 - 14	6.0%
15 - 24	14.4%
25 - 34	13.8%
35 - 44	13.1%
45 - 54	11.3%
55 - 64	12.3%
65 - 74	9.6%
75 - 84	5.0%
85 +	2.5%
18 +	78.6%
2026 Population by Age	
Total	141,168
0 - 4	6.0%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	14.2%
25 - 34	13.8%
35 - 44	12.8%
45 - 54	11.3%
55 - 64	11.1%
65 - 74	10.3%
75 - 84	6.2%
85 +	2.5%
18 +	78.9%
2010 Population by Sex	
Males	61,944
Females	64,143
2021 Population by Sex	
Males	66,949
Females	68,861
2026 Population by Sex	
Males	69,615
Females	71,553



Community Profile

Cedar Rapids City, IA
Cedar Rapids City, IA (1912000)
Geography: Place

Prepared by Esri

		Cedar Rapids ...
2010 Population by Race/Ethnicity		
Total		126,087
White Alone		88.0%
Black Alone		5.6%
American Indian Alone		0.3%
Asian Alone		2.2%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.9%
Two or More Races		2.9%
Hispanic Origin		3.3%
Diversity Index		27.2
2021 Population by Race/Ethnicity		
Total		135,811
White Alone		81.7%
Black Alone		9.4%
American Indian Alone		0.3%
Asian Alone		3.4%
Pacific Islander Alone		0.3%
Some Other Race Alone		1.2%
Two or More Races		3.7%
Hispanic Origin		4.4%
Diversity Index		37.9
2026 Population by Race/Ethnicity		
Total		141,169
White Alone		78.1%
Black Alone		11.6%
American Indian Alone		0.3%
Asian Alone		4.0%
Pacific Islander Alone		0.4%
Some Other Race Alone		1.3%
Two or More Races		4.2%
Hispanic Origin		5.1%
Diversity Index		43.4
2010 Population by Relationship and Household Type		
Total		126,087
In Households		97.2%
In Family Households		74.5%
Householder		24.5%
Spouse		18.0%
Child		27.5%
Other relative		2.1%
Nonrelative		2.4%
In Nonfamily Households		22.7%
In Group Quarters		2.8%
Institutionalized Population		1.2%
Noninstitutionalized Population		1.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Cedar Rapids City, IA
Cedar Rapids City, IA (1912000)
Geography: Place

Prepared by Esri

	Cedar Rapids ...
2021 Population 25+ by Educational Attainment	
Total	91,865
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	22.6%
GED/Alternative Credential	4.0%
Some College, No Degree	21.6%
Associate Degree	12.6%
Bachelor's Degree	23.7%
Graduate/Professional Degree	9.4%
2021 Population 15+ by Marital Status	
Total	111,442
Never Married	36.1%
Married	46.3%
Widowed	5.5%
Divorced	12.1%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	73,950
Population 16+ Employed	95.2%
Population 16+ Unemployment rate	4.8%
Population 16-24 Employed	16.5%
Population 16-24 Unemployment rate	5.1%
Population 25-54 Employed	60.6%
Population 25-54 Unemployment rate	5.8%
Population 55-64 Employed	17.3%
Population 55-64 Unemployment rate	1.6%
Population 65+ Employed	5.7%
Population 65+ Unemployment rate	3.4%
2021 Employed Population 16+ by Industry	
Total	70,379
Agriculture/Mining	0.7%
Construction	6.9%
Manufacturing	16.1%
Wholesale Trade	1.9%
Retail Trade	12.7%
Transportation/Utilities	6.3%
Information	1.8%
Finance/Insurance/Real Estate	8.1%
Services	43.0%
Public Administration	2.4%
2021 Employed Population 16+ by Occupation	
Total	70,381
White Collar	64.3%
Management/Business/Financial	17.5%
Professional	24.7%
Sales	9.8%
Administrative Support	12.2%
Services	13.1%
Blue Collar	22.7%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	2.7%
Production	6.6%
Transportation/Material Moving	8.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

April 08, 2022

	Cedar Rapids ...
2010 Households by Type	
Total	53,186
Households with 1 Person	32.6%
Households with 2+ People	67.4%
Family Households	58.1%
Husband-wife Families	42.8%
With Related Children	18.2%
Other Family (No Spouse Present)	15.3%
Other Family with Male Householder	4.3%
With Related Children	2.7%
Other Family with Female Householder	11.0%
With Related Children	7.9%
Nonfamily Households	9.4%
All Households with Children	29.4%
Multigenerational Households	2.0%
Unmarried Partner Households	8.1%
Male-female	7.4%
Same-sex	0.7%
2010 Households by Size	
Total	53,186
1 Person Household	32.6%
2 Person Household	34.4%
3 Person Household	14.4%
4 Person Household	11.3%
5 Person Household	4.7%
6 Person Household	1.7%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	53,186
Owner Occupied	68.2%
Owned with a Mortgage/Loan	48.7%
Owned Free and Clear	19.4%
Renter Occupied	31.8%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	168
Percent of Income for Mortgage	12.2%
Wealth Index	74
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	57,169
Housing Units Inside Urbanized Area	99.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.7%
2010 Population By Urban/ Rural Status	
Total Population	126,087
Population Inside Urbanized Area	99.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

Cedar Rapids City, IA
Cedar Rapids City, IA (1912000)
Geography: Place

Prepared by Esri

		Cedar Rapids ...
Top 3 Tapestry Segments		
1.		Old and Newcomers (8F)
2.		Rustbelt Traditions (5D)
3.		Set to Impress (11D)
2021 Consumer Spending		
Apparel & Services: Total \$		\$100,981,892
Average Spent		\$1,757.61
Spending Potential Index		83
Education: Total \$		\$78,952,887
Average Spent		\$1,374.19
Spending Potential Index		80
Entertainment/Recreation: Total \$		\$151,755,891
Average Spent		\$2,641.35
Spending Potential Index		82
Food at Home: Total \$		\$255,241,452
Average Spent		\$4,442.54
Spending Potential Index		82
Food Away from Home: Total \$		\$178,626,817
Average Spent		\$3,109.04
Spending Potential Index		82
Health Care: Total \$		\$295,019,994
Average Spent		\$5,134.89
Spending Potential Index		82
HH Furnishings & Equipment: Total \$		\$105,922,915
Average Spent		\$1,843.61
Spending Potential Index		82
Personal Care Products & Services: Total \$		\$42,691,089
Average Spent		\$743.05
Spending Potential Index		83
Shelter: Total \$		\$938,187,991
Average Spent		\$16,329.38
Spending Potential Index		81
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$111,353,134
Average Spent		\$1,938.13
Spending Potential Index		81
Travel: Total \$		\$116,237,960
Average Spent		\$2,023.15
Spending Potential Index		80
Vehicle Maintenance & Repairs: Total \$		\$53,462,883
Average Spent		\$930.53
Spending Potential Index		84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

April 08, 2022

Population Summary

2000 Total Population	20,389
2010 Total Population	26,691
2021 Total Population	30,863
2021 Group Quarters	113
2026 Total Population	32,967
2021-2026 Annual Rate	1.33%
2021 Total Daytime Population	24,111
Workers	9,081
Residents	15,030

Household Summary

2000 Households	7,224
2000 Average Household Size	2.81
2010 Households	9,970
2010 Average Household Size	2.67
2021 Households	11,476
2021 Average Household Size	2.68
2026 Households	12,246
2026 Average Household Size	2.68
2021-2026 Annual Rate	1.31%
2010 Families	7,224
2010 Average Family Size	3.15
2021 Families	8,221
2021 Average Family Size	3.18
2026 Families	8,746
2026 Average Family Size	3.18
2021-2026 Annual Rate	1.25%

Housing Unit Summary

2000 Housing Units	7,472
Owner Occupied Housing Units	80.4%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	3.3%
2010 Housing Units	10,410
Owner Occupied Housing Units	79.2%
Renter Occupied Housing Units	16.6%
Vacant Housing Units	4.2%
2021 Housing Units	12,064
Owner Occupied Housing Units	79.5%
Renter Occupied Housing Units	15.6%
Vacant Housing Units	4.9%
2026 Housing Units	12,838
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	14.8%
Vacant Housing Units	4.6%

Median Household Income

2021	\$88,478
2026	\$96,309

Median Home Value

2021	\$226,657
2026	\$257,625

Per Capita Income

2021	\$40,228
2026	\$44,297

Median Age

2010	35.9
2021	37.1
2026	36.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

2021 Households by Income

Household Income Base	11,476
<\$15,000	4.6%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	11.7%
\$200,000+	9.1%
Average Household Income	\$106,631

2026 Households by Income

Household Income Base	12,246
<\$15,000	4.2%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	13.1%
\$200,000+	10.4%
Average Household Income	\$117,501

2021 Owner Occupied Housing Units by Value

Total	9,596
<\$50,000	3.7%
\$50,000 - \$99,999	2.2%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	18.1%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	14.8%
\$400,000 - \$499,999	7.9%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$263,553

2026 Owner Occupied Housing Units by Value

Total	10,349
<\$50,000	3.2%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	16.6%
\$250,000 - \$299,999	13.0%
\$300,000 - \$399,999	18.3%
\$400,000 - \$499,999	11.8%
\$500,000 - \$749,999	7.2%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$296,867

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age

Total	26,689
0 - 4	7.3%
5 - 9	8.3%
10 - 14	8.4%
15 - 24	11.1%
25 - 34	13.5%
35 - 44	15.3%
45 - 54	15.0%
55 - 64	10.9%
65 - 74	5.9%
75 - 84	3.0%
85 +	1.2%
18 +	71.1%

2021 Population by Age

Total	30,862
0 - 4	6.7%
5 - 9	7.1%
10 - 14	7.4%
15 - 24	12.7%
25 - 34	13.0%
35 - 44	14.2%
45 - 54	13.1%
55 - 64	12.2%
65 - 74	8.4%
75 - 84	3.8%
85 +	1.4%
18 +	74.2%

2026 Population by Age

Total	32,967
0 - 4	6.8%
5 - 9	7.0%
10 - 14	7.2%
15 - 24	11.5%
25 - 34	15.1%
35 - 44	13.2%
45 - 54	12.3%
55 - 64	11.5%
65 - 74	9.0%
75 - 84	4.7%
85 +	1.6%
18 +	74.8%

2010 Population by Sex

Males	13,137
Females	13,554

2021 Population by Sex

Males	15,053
Females	15,811

2026 Population by Sex

Males	16,004
Females	16,963

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity

Total	26,690
White Alone	91.6%
Black Alone	2.2%
American Indian Alone	0.2%
Asian Alone	3.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	1.8%
Hispanic Origin	2.1%
Diversity Index	19.4

2021 Population by Race/Ethnicity

Total	30,863
White Alone	86.5%
Black Alone	4.0%
American Indian Alone	0.2%
Asian Alone	6.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.8%
Two or More Races	2.4%
Hispanic Origin	2.9%
Diversity Index	29.0

2026 Population by Race/Ethnicity

Total	32,967
White Alone	83.6%
Black Alone	5.1%
American Indian Alone	0.2%
Asian Alone	7.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.9%
Two or More Races	2.8%
Hispanic Origin	3.5%
Diversity Index	34.1

2010 Population by Relationship and Household Type

Total	26,691
In Households	99.6%
In Family Households	86.7%
Householder	27.3%
Spouse	23.4%
Child	33.1%
Other relative	1.4%
Nonrelative	1.4%
In Nonfamily Households	12.9%
In Group Quarters	0.4%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment

Total	20,382
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	1.6%
High School Graduate	17.2%
GED/Alternative Credential	1.9%
Some College, No Degree	18.9%
Associate Degree	12.5%
Bachelor's Degree	31.5%
Graduate/Professional Degree	15.4%

2021 Population 15+ by Marital Status

Total	24,297
Never Married	26.0%
Married	60.2%
Widowed	4.1%
Divorced	9.7%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	16,514
Population 16+ Employed	96.4%
Population 16+ Unemployment rate	3.6%
Population 16-24 Employed	11.9%
Population 16-24 Unemployment rate	4.8%
Population 25-54 Employed	66.5%
Population 25-54 Unemployment rate	4.5%
Population 55-64 Employed	18.2%
Population 55-64 Unemployment rate	0.3%
Population 65+ Employed	3.4%
Population 65+ Unemployment rate	0.0%

2021 Employed Population 16+ by Industry

Total	15,916
Agriculture/Mining	0.5%
Construction	5.3%
Manufacturing	18.5%
Wholesale Trade	2.6%
Retail Trade	10.9%
Transportation/Utilities	5.7%
Information	2.5%
Finance/Insurance/Real Estate	9.5%
Services	41.6%
Public Administration	2.8%

2021 Employed Population 16+ by Occupation

Total	15,919
White Collar	76.9%
Management/Business/Financial	21.3%
Professional	36.4%
Sales	9.9%
Administrative Support	9.2%
Services	9.1%
Blue Collar	14.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.7%
Production	3.0%
Transportation/Material Moving	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	9,970
Households with 1 Person	22.4%
Households with 2+ People	77.6%
Family Households	72.5%
Husband-wife Families	62.1%
With Related Children	31.8%
Other Family (No Spouse Present)	10.4%
Other Family with Male Householder	3.2%
With Related Children	2.1%
Other Family with Female Householder	7.2%
With Related Children	5.3%
Nonfamily Households	5.1%
All Households with Children	39.6%
Multigenerational Households	1.5%
Unmarried Partner Households	5.2%
Male-female	4.8%
Same-sex	0.4%

2010 Households by Size

Total	9,972
1 Person Household	22.4%
2 Person Household	33.8%
3 Person Household	15.9%
4 Person Household	17.5%
5 Person Household	7.2%
6 Person Household	2.2%
7 + Person Household	0.8%

2010 Households by Tenure and Mortgage Status

Total	9,970
Owner Occupied	82.7%
Owned with a Mortgage/Loan	63.9%
Owned Free and Clear	18.8%
Renter Occupied	17.3%

2021 Affordability, Mortgage and Wealth

Housing Affordability Index	182
Percent of Income for Mortgage	10.7%
Wealth Index	123

2010 Housing Units By Urban/ Rural Status

Total Housing Units	10,410
Housing Units Inside Urbanized Area	97.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.9%

2010 Population By Urban/ Rural Status

Total Population	26,691
Population Inside Urbanized Area	97.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1.	Workday Drive (4A)
2.	Boomburbs (1C)
3.	Professional Pride (1B)

2021 Consumer Spending

Apparel & Services: Total \$	\$27,924,198
Average Spent	\$2,433.27
Spending Potential Index	115
Education: Total \$	\$22,102,441
Average Spent	\$1,925.97
Spending Potential Index	112
Entertainment/Recreation: Total \$	\$42,347,528
Average Spent	\$3,690.09
Spending Potential Index	114
Food at Home: Total \$	\$69,540,881
Average Spent	\$6,059.68
Spending Potential Index	111
Food Away from Home: Total \$	\$49,918,707
Average Spent	\$4,349.84
Spending Potential Index	115
Health Care: Total \$	\$80,857,468
Average Spent	\$7,045.79
Spending Potential Index	113
HH Furnishings & Equipment: Total \$	\$30,432,020
Average Spent	\$2,651.80
Spending Potential Index	118
Personal Care Products & Services: Total \$	\$11,868,268
Average Spent	\$1,034.18
Spending Potential Index	115
Shelter: Total \$	\$260,564,195
Average Spent	\$22,705.14
Spending Potential Index	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,985,849
Average Spent	\$2,874.33
Spending Potential Index	120
Travel: Total \$	\$34,372,447
Average Spent	\$2,995.16
Spending Potential Index	118
Vehicle Maintenance & Repairs: Total \$	\$14,611,729
Average Spent	\$1,273.24
Spending Potential Index	115

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

	Marion city, ...
Population Summary	
2000 Total Population	27,347
2010 Total Population	35,147
2021 Total Population	39,303
2021 Group Quarters	361
2026 Total Population	41,377
2021-2026 Annual Rate	1.03%
2021 Total Daytime Population	33,674
Workers	14,322
Residents	19,352
Household Summary	
2000 Households	10,770
2000 Average Household Size	2.49
2010 Households	14,252
2010 Average Household Size	2.45
2021 Households	15,829
2021 Average Household Size	2.46
2026 Households	16,647
2026 Average Household Size	2.46
2021-2026 Annual Rate	1.01%
2010 Families	9,426
2010 Average Family Size	3.01
2021 Families	10,338
2021 Average Family Size	3.04
2026 Families	10,826
2026 Average Family Size	3.05
2021-2026 Annual Rate	0.93%
Housing Unit Summary	
2000 Housing Units	11,307
Owner Occupied Housing Units	75.4%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	4.7%
2010 Housing Units	15,211
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	6.3%
2021 Housing Units	17,003
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	6.9%
2026 Housing Units	17,830
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	6.6%
Median Household Income	
2021	\$70,964
2026	\$77,607
Median Home Value	
2021	\$208,140
2026	\$244,573
Per Capita Income	
2021	\$35,747
2026	\$39,732
Median Age	
2010	36.2
2021	38.5
2026	39.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

Marion City, IA
Marion City, IA (1949485)
Geography: Place

Prepared by Esri

Marion city, ...

2021 Households by Income

Household Income Base	15,829
<\$15,000	5.7%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	7.6%
\$200,000+	6.0%
Average Household Income	\$88,675

2026 Households by Income

Household Income Base	16,648
<\$15,000	5.0%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	9.0%
\$200,000+	6.9%
Average Household Income	\$98,687

2021 Owner Occupied Housing Units by Value

Total	12,405
<\$50,000	4.2%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	18.9%
\$200,000 - \$249,999	15.3%
\$250,000 - \$299,999	13.3%
\$300,000 - \$399,999	12.4%
\$400,000 - \$499,999	6.2%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$241,459

2026 Owner Occupied Housing Units by Value

Total	13,288
<\$50,000	2.8%
\$50,000 - \$99,999	3.0%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	16.0%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	14.4%
\$300,000 - \$399,999	16.6%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	7.0%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$277,301

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Population Summary		
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2026 Total Population		41,377
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2021 Families		10,338
2021 Average Family Size		3.04
2026 Families		10,826
2026 Average Family Size		3.05
2021-2026 Annual Rate		0.93%
Housing Unit Summary		
2000 Housing Units		11,307
Owner Occupied Housing Units		75.4%
Renter Occupied Housing Units		19.9%
Vacant Housing Units		4.7%
2010 Housing Units		15,211
Owner Occupied Housing Units		71.2%
Renter Occupied Housing Units		22.5%
Vacant Housing Units		6.3%
2021 Housing Units		17,003
Owner Occupied Housing Units		73.0%
Renter Occupied Housing Units		20.1%
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Median Home Value		
2021		\$208,140
2026		\$244,573
Per Capita Income		
2021		\$35,747
2026		\$39,732
Median Age		
2010		36.2
2021		38.5
2026		39.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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Marion city, ...

2021 Households by Income

Household Income Base	15,829
<\$15,000	5.7%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	7.6%
\$200,000+	6.0%
Average Household Income	\$88,675

2026 Households by Income

Household Income Base	16,648
<\$15,000	5.0%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	9.0%
\$200,000+	6.9%
Average Household Income	\$98,687

2021 Owner Occupied Housing Units by Value

Total	12,405
<\$50,000	4.2%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	18.9%
\$200,000 - \$249,999	15.3%
\$250,000 - \$299,999	13.3%
\$300,000 - \$399,999	12.4%
\$400,000 - \$499,999	6.2%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$241,459

2026 Owner Occupied Housing Units by Value

Total	13,288
<\$50,000	2.8%
\$50,000 - \$99,999	3.0%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	16.0%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	14.4%
\$300,000 - \$399,999	16.6%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	7.0%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$277,301

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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		Marion city, ...
2010 Population by Age		
Total		35,147
0 - 4		7.5%
5 - 9		7.6%
10 - 14		7.2%
15 - 24		11.2%
25 - 34		14.8%
35 - 44		14.3%
45 - 54		13.7%
55 - 64		10.7%
65 - 74		7.0%
75 - 84		4.3%
85 +		1.8%
18 +		73.6%
2021 Population by Age		
Total		39,303
0 - 4		6.6%
5 - 9		7.0%
10 - 14		7.1%
15 - 24		11.4%
25 - 34		12.7%
35 - 44		14.7%
45 - 54		12.5%
55 - 64		12.0%
65 - 74		9.1%
75 - 84		4.9%
85 +		2.0%
18 +		75.4%
2026 Population by Age		
Total		41,378
0 - 4		6.5%
5 - 9		6.8%
10 - 14		7.1%
15 - 24		11.3%
25 - 34		12.9%
35 - 44		13.7%
45 - 54		12.9%
55 - 64		11.3%
65 - 74		9.6%
75 - 84		5.8%
85 +		2.2%
18 +		75.4%
2010 Population by Sex		
Males		16,989
Females		18,158
2021 Population by Sex		
Males		19,038
Females		20,265
2026 Population by Sex		
Males		20,037
Females		21,341

		Marion city, ...
2010 Population by Race/Ethnicity		
Total		35,147
White Alone		93.8%
Black Alone		2.0%
American Indian Alone		0.2%
Asian Alone		1.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.5%
Two or More Races		1.9%
Hispanic Origin		2.0%
Diversity Index		15.4
2021 Population by Race/Ethnicity		
Total		39,304
White Alone		90.1%
Black Alone		3.6%
American Indian Alone		0.2%
Asian Alone		2.7%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.6%
Two or More Races		2.6%
Hispanic Origin		2.9%
Diversity Index		23.2
2026 Population by Race/Ethnicity		
Total		41,377
White Alone		87.8%
Black Alone		4.6%
American Indian Alone		0.2%
Asian Alone		3.3%
Pacific Islander Alone		0.2%
Some Other Race Alone		0.7%
Two or More Races		3.1%
Hispanic Origin		3.4%
Diversity Index		27.6
2010 Population by Relationship and Household Type		
Total		35,147
In Households		99.2%
In Family Households		82.7%
Householder		26.8%
Spouse		21.4%
Child		31.0%
Other relative		1.6%
Nonrelative		1.9%
In Nonfamily Households		16.5%
In Group Quarters		0.8%
Institutionalized Population		0.6%
Noninstitutionalized Population		0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

		Marion city, ...
2021 Population 25+ by Educational Attainment		
Total		26,717
Less than 9th Grade		0.6%
9th - 12th Grade, No Diploma		2.1%
High School Graduate		22.4%
GED/Alternative Credential		3.3%
Some College, No Degree		19.9%
Associate Degree		13.5%
Bachelor's Degree		25.9%
Graduate/Professional Degree		12.3%
2021 Population 15+ by Marital Status		
Total		31,207
Never Married		26.5%
Married		55.4%
Widowed		5.8%
Divorced		12.3%
2021 Civilian Population 16+ in Labor Force		
Civilian Population 16+		20,958
Population 16+ Employed		95.8%
Population 16+ Unemployment rate		4.2%
Population 16-24 Employed		12.8%
Population 16-24 Unemployment rate		6.0%
Population 25-54 Employed		66.0%
Population 25-54 Unemployment rate		4.7%
Population 55-64 Employed		16.5%
Population 55-64 Unemployment rate		1.1%
Population 65+ Employed		4.7%
Population 65+ Unemployment rate		2.3%
2021 Employed Population 16+ by Industry		
Total		20,073
Agriculture/Mining		0.7%
Construction		6.7%
Manufacturing		15.1%
Wholesale Trade		2.7%
Retail Trade		12.0%
Transportation/Utilities		5.0%
Information		2.0%
Finance/Insurance/Real Estate		8.6%
Services		44.4%
Public Administration		2.8%
2021 Employed Population 16+ by Occupation		
Total		20,075
White Collar		71.0%
Management/Business/Financial		21.6%
Professional		29.4%
Sales		9.4%
Administrative Support		10.6%
Services		11.2%
Blue Collar		17.8%
Farming/Forestry/Fishing		0.4%
Construction/Extraction		4.0%
Installation/Maintenance/Repair		4.0%
Production		4.1%
Transportation/Material Moving		5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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	Marion city, ...
2010 Households by Type	
Total	14,252
Households with 1 Person	28.2%
Households with 2+ People	71.8%
Family Households	66.1%
Husband-wife Families	52.7%
With Related Children	24.8%
Other Family (No Spouse Present)	13.4%
Other Family with Male Householder	3.6%
With Related Children	2.6%
Other Family with Female Householder	9.8%
With Related Children	6.9%
Nonfamily Households	5.6%
All Households with Children	34.7%
Multigenerational Households	1.7%
Unmarried Partner Households	5.9%
Male-female	5.4%
Same-sex	0.5%
2010 Households by Size	
Total	14,252
1 Person Household	28.2%
2 Person Household	33.6%
3 Person Household	15.5%
4 Person Household	14.3%
5 Person Household	5.8%
6 Person Household	1.8%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	14,252
Owner Occupied	76.0%
Owned with a Mortgage/Loan	56.7%
Owned Free and Clear	19.3%
Renter Occupied	24.0%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	171
Percent of Income for Mortgage	12.3%
Wealth Index	93
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	15,211
Housing Units Inside Urbanized Area	99.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.1%
2010 Population By Urban/ Rural Status	
Total Population	35,147
Population Inside Urbanized Area	99.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

Marion City, IA
Marion City, IA (1949485)
Geography: Place

Prepared by Esri

Marion city, ...

Top 3 Tapestry Segments

1. Workday Drive (4A)
2. Middleburg (4C)
3. Rustbelt Traditions (5D)

2021 Consumer Spending

Apparel & Services: Total \$	\$32,197,522
Average Spent	\$2,034.08
Spending Potential Index	96
Education: Total \$	\$24,027,293
Average Spent	\$1,517.93
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$49,733,044
Average Spent	\$3,141.89
Spending Potential Index	97
Food at Home: Total \$	\$81,945,277
Average Spent	\$5,176.91
Spending Potential Index	95
Food Away from Home: Total \$	\$57,324,596
Average Spent	\$3,621.49
Spending Potential Index	95
Health Care: Total \$	\$97,847,436
Average Spent	\$6,181.53
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$35,149,265
Average Spent	\$2,220.56
Spending Potential Index	98
Personal Care Products & Services: Total \$	\$13,756,665
Average Spent	\$869.08
Spending Potential Index	97
Shelter: Total \$	\$295,710,061
Average Spent	\$18,681.54
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$37,649,798
Average Spent	\$2,378.53
Spending Potential Index	99
Travel: Total \$	\$38,841,191
Average Spent	\$2,453.80
Spending Potential Index	97
Vehicle Maintenance & Repairs: Total \$	\$17,297,586
Average Spent	\$1,092.78
Spending Potential Index	99

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Summary Demographics

2021 Population	30,863
2021 Households	11,476
2021 Median Disposable Income	\$70,798
2021 Per Capita Income	\$40,228

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

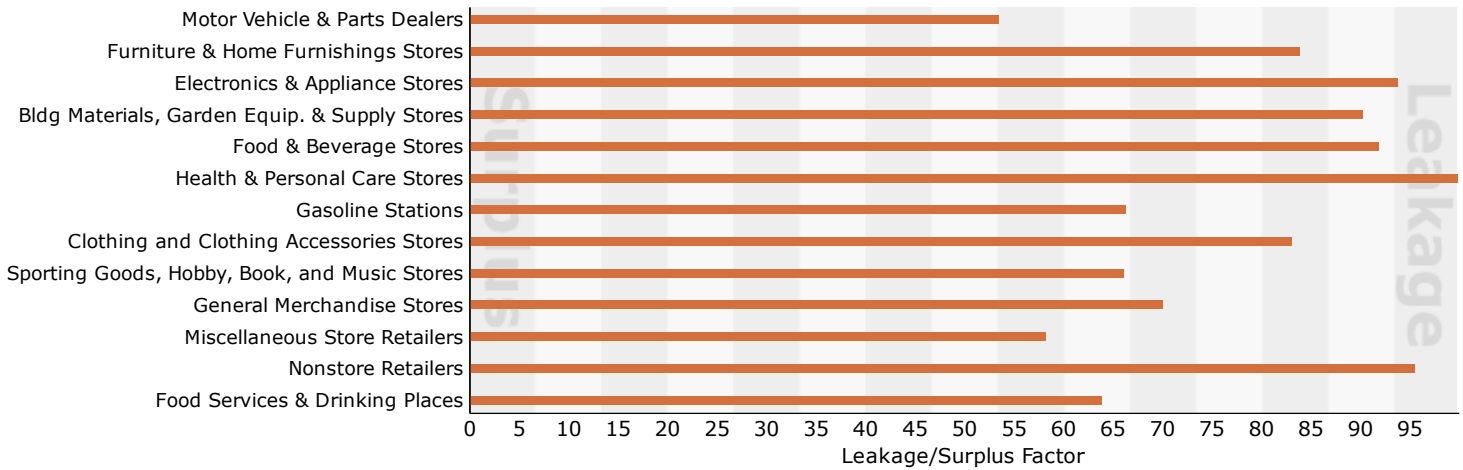
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$521,360,693	\$84,643,653	\$436,717,040	72.1	48
Total Retail Trade	44-45	\$472,509,200	\$73,906,891	\$398,602,309	72.9	30
Total Food & Drink	722	\$48,851,493	\$10,736,762	\$38,114,731	64.0	18
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$102,105,622	\$30,885,519	\$71,220,103	53.6	4
Automobile Dealers	4411	\$79,927,243	\$30,364,220	\$49,563,023	44.9	3
Other Motor Vehicle Dealers	4412	\$11,843,323	\$0	\$11,843,323	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$10,335,057	\$0	\$10,335,057	100.0	0
Furniture & Home Furnishings Stores	442	\$14,219,533	\$1,236,136	\$12,983,397	84.0	2
Furniture Stores	4421	\$8,987,249	\$0	\$8,987,249	100.0	0
Home Furnishings Stores	4422	\$5,232,283	\$630,286	\$4,601,997	78.5	2
Electronics & Appliance Stores	443	\$16,674,642	\$522,769	\$16,151,873	93.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,280,131	\$1,473,525	\$27,806,606	90.4	2
Bldg Material & Supplies Dealers	4441	\$26,515,267	\$1,298,679	\$25,216,588	90.7	2
Lawn & Garden Equip & Supply Stores	4442	\$2,764,863	\$0	\$2,764,863	100.0	0
Food & Beverage Stores	445	\$89,470,556	\$3,753,049	\$85,717,507	91.9	3
Grocery Stores	4451	\$82,911,552	\$2,807,848	\$80,103,704	93.4	1
Specialty Food Stores	4452	\$3,912,913	\$945,202	\$2,967,711	61.1	2
Beer, Wine & Liquor Stores	4453	\$2,646,091	\$0	\$2,646,091	100.0	0
Health & Personal Care Stores	446,4461	\$27,351,224	\$0	\$27,351,224	100.0	0
Gasoline Stations	447,4471	\$48,143,420	\$9,722,624	\$38,420,796	66.4	2
Clothing & Clothing Accessories Stores	448	\$17,815,846	\$1,636,968	\$16,178,878	83.2	5
Clothing Stores	4481	\$11,276,546	\$1,492,341	\$9,784,205	76.6	4
Shoe Stores	4482	\$2,346,939	\$0	\$2,346,939	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,192,360	\$0	\$4,192,360	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$12,320,211	\$2,507,582	\$9,812,629	66.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,257,544	\$2,507,582	\$7,749,962	60.7	2
Book, Periodical & Music Stores	4512	\$2,062,668	\$0	\$2,062,668	100.0	0
General Merchandise Stores	452	\$84,264,473	\$14,814,837	\$69,449,636	70.1	1
Department Stores Excluding Leased Depts.	4521	\$69,351,913	\$0	\$69,351,913	100.0	0
Other General Merchandise Stores	4529	\$14,912,561	\$0	\$14,912,561	100.0	0
Miscellaneous Store Retailers	453	\$21,287,769	\$5,604,798	\$15,682,971	58.3	7
Florists	4531	\$1,254,123	\$0	\$1,254,123	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$5,923,729	\$539,640	\$5,384,089	83.3	2
Used Merchandise Stores	4533	\$3,359,771	\$57,254	\$3,302,517	96.6	1
Other Miscellaneous Store Retailers	4539	\$10,750,146	\$4,955,092	\$5,795,054	36.9	4
Nonstore Retailers	454	\$9,575,773	\$212,824	\$9,362,949	95.7	1
Electronic Shopping & Mail-Order Houses	4541	\$6,549,380	\$0	\$6,549,380	100.0	0
Vending Machine Operators	4542	\$1,506,348	\$0	\$1,506,348	100.0	0
Direct Selling Establishments	4543	\$1,520,045	\$0	\$1,520,045	100.0	0
Food Services & Drinking Places	722	\$48,851,493	\$10,736,762	\$38,114,731	64.0	18
Special Food Services	7223	\$971,308	\$0	\$971,308	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$3,771,397	\$903,003	\$2,868,394	61.4	1
Restaurants/Other Eating Places	7225	\$44,108,787	\$9,833,759	\$34,275,028	63.5	17

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

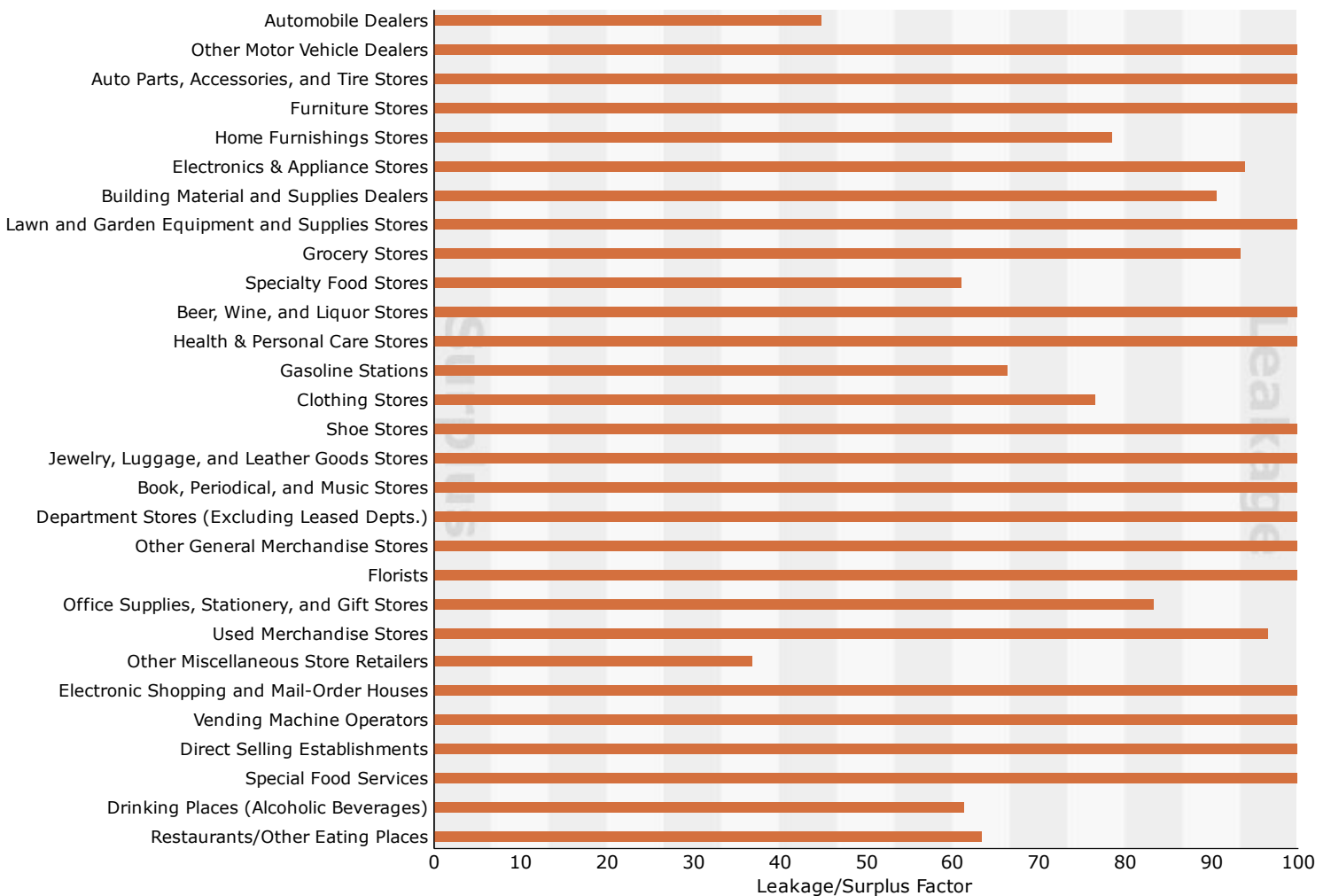
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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C Avenue Alburnett Road Growth Area Study



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