

Chapter	Initiative	Things to Do
Economic Development	Retain and grow small businesses	Mentor small business owners and assist them in making connections with other businesses that have a similar customer base
		Start a Buy Local Campaign
		Develop and make available a web presence for small businesses
		Work with local media for a regular feature of a local business
Economic Development	Expand and add green collar businesses	Grow professional and business organizations
		Support and encourage growth of the I-Green Education and Training Center.
		Encourage collaboration between DMACC and I-Green for education opportunities
Economic Development	Provide a positive environment for start-up companies	Work with green industries to assist them in overcoming hiring obstacles
		Focus on methods for assisting in the financing of start-up companies
		Utilize some of the available vacant commercial and industrial space as incubator locations for small start-up companies.
Economic Development	Fill existing industrial and commercial vacancies	Work with local organizations and businesses to provide mentoring opportunities to new business-persons.
		Work with existing businesses on expansion plans, freeing up smaller space for start-up companies
Economic Development	Build a strong, educated workforce	Directly approach specific retail existing businesses to come to Newton, such as a bakery or other niche retail shop
		Encourage the expansion of DMACC's presence in Newton
Economic Development	Grow tourism sector	Emphasize the presence of other secondary education opportunities through higher education providers such as Buena Vista
		Emphasize unique local products, such as Maytag Blue Cheese.
		Create a Downtown Historic District, establish a Main Street Program, and continue to promote store-front improvements.
Economic Development	Increase community interaction and draw visitors through festivals and cultural events	Focus on bringing a regional-draw retailer and entertainment businesses to the Prairie Fire District.
		Continue to promote and grow existing events, such as the Iowa Sculpture festival or 4th of July Parade, both within the community and to others outside of Newton
		Be supportive of creative ideas for new public events
		Utilize Downtown and Maytag Park as key event locations
Identity, Attitude, Marketing	Consistent Community Marketing	Work with marketing professionals who can create a Community Logo that symbolically captures the essence of Newton. The Community Logo should be simple, powerful, and appealing to be used by governments, businesses, organizations, etc.
		Build the "Newton Brand" through coordinated public and private marketing efforts. Any entity which promotes Newton, directly or indirectly, through their advertising should utilize similar visual cues that will further reinforce the "Newton Brand"
		Create a set of around a dozen personality statements to be used by individuals, organizations, or businesses.
		Address community issues and negative associations not just through positive marketing but through identifying the issue and improving and fixing it.
Identity Attitude, Marketing	Be the #1 Choice Community in Central Iowa	Encourage a variety of housing development styles that can accommodate one's whole life course
		Support and promote the healthcare industry in Newton.
		Encourage excellence in the Newton Community School District and explore creative ways the community can participate in the education of our children.
Housing	Improve neighborhood curb appeal	Support the portion of the population who commute to Des Moines metro area for employment and improve the coordination of carpooling and other transportation options to Des Moines.
		Develop a minimum property maintenance code
		Focus on the removal of unlivable housing units throughout neighborhoods
		Consider starting a Neighborhood Association Program to build social capital in the neighborhoods and provide neighborly accountability among homeowners
Housing	Improve housing options through addressing gaps in housing types and developing niche housing styles	Focus on the revitalization of the Near-Northeast/Emerson Hough area
		Use historic preservation as a means for revitalization of older neighborhoods and growing citizen interaction. For example, add historic markers in neighborhoods that tell Newton's story.
		Encourage the development of student housing and build a college campus atmosphere.
		Develop a plan for Downtown with housing as a key component.
		Enhance western housing options to support the portion of the Newton population that commutes to Des Moines.
Housing		Conduct a housing needs survey of large employers to determine what housing options are not provided for, seek developers to provide those housing options, and assist to over-come final hurdles for those projects.
		Attract young families through the provision of desired housing and neighborhood styles

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Education	Grow Newton K-12 Enrollment	Attract young families to the community through the provision of desired housing styles, recreational activities, and safe neighborhoods.	
		Highlight benefits of the Newton Community School District in regional marketing efforts. Benefits could include, large enough to offer lots of opportunities, but small enough that students have opportunity to try various activities or school subjects.	
		Form partnerships between the school district and local businesses, organizations, and government entities for interesting learning opportunities such as field trips and guest speaking.	
Education	Grow post-secondary education opportunities	Encourage the development of new housing options that specifically target students. The college presence in Newton will grow if future students are able to have a living experience that can be found at other nearby college campuses.	
		Work with local education centers, such as DMACC and I-Green Learning Center to target known marketable job skills.	
		Provide opportunity for life-long, adult learning	
Community Aesthetics	Improve the aesthetic appearance of Newton's main thoroughfares.	Focus on improving curb appeal and filling vacancies along the main arterial streets- 1st Avenue, S 12th Avenue W, S 8th Avenue, N 4th Avenue W, E 4th Street S, etc.	
		Implement a way-finding signage program that is consistent in appearance, easy to read, and stylish.	
	Growing the presence of public and performance art to provide creative stimulation, encourage citizen interaction, and improve the appearance of the community	Consider the expansion of the development requirement trade-offs, already implemented in the Prairie Fire District, which includes public art.	
		Support events and festivals that highlight public art and performance art.	
		Encourage the placement of new public art and maintenance of the existing	
		Grow tourism through art	
	Revive the Newton Red Pride Concept to promote a positive community attitude and encourage property up-keep	Continue community wide support of the Newton High School "Red Pride Service Day"	
	Land Use	Improve and enhance Downtown Newton in its role as the heart of the City	Address dilapidated structures through requiring up-keep of property or demolition of buildings beyond repair.
			Review nuisance regulations to determine if they are adequate and prioritize enforcement of nuisance laws.
			Invest in the public realm. Including, but not limited to, streetscape, lighting, paving, seating, landscaping, boulevard plantings, pocket parks, plazas, public art and on-street parking.
Encourage infill development on vacant under-utilized parcels.			
Land Use	Focus on key corridors of opportunity to spark revitalization and improve the tax base.	Enhance connections to and within the Downtown for pedestrians and bicycles.	
		Provide space for enclosed parking to serve upper story dwelling units in the Downtown.	
		Use planning tools to promote redevelopment of properties along First Avenue West; First priority would be redevelopment of "Old Hy-Vee)	
Land Use	Provide for a range of land uses in growth areas. Respond quickly and remain flexible so that the community is able to respond to opportunities that cannot be predicted	Perform normal maintenance on a strategic schedule to ensure Newton's public infrastructure, such as streets, not only functions well, but is visually appealing along the focus corridors	
		Encourage compact, orderly development to make efficient use of infrastructure, save energy, and promote healthy living	
		Promote and encourage sustainable development that utilizes green infrastructure and sustainable materials, and integrates complete streets	
		Provide development "trade-offs" or "incentives" for projects that incorporate sustainable design	
Transportation	Promote pedestrian safety and neighborhood connections	Using priority area maps from the 2008 Sidewalk, Trails and Bikeways Plan, implement a micro-grant program to facilitate voluntary sidewalk repair or installation projects through partial public subsidies.	
		Limit the number of sidewalk waivers granted through the planning process. Waivers should only be considered for industrially zoned projects, and applicants need strong justifications. Planning and Zoning Commission should not grant sidewalk waivers for projects in residential or commercial zones, unless other pedestrian connections (such as a trail) in place of traditional sidewalk.	
Transportation	Focus on hazardous intersections with sight distance issues.	Continue to follow other recommendations for sidewalk and trail connectivity in the 2008 Sidewalk, Trails, and Bikeways Plan.	
Transportation	Improve cross-town through routes.	Identify the top eight hazardous intersections in Newton utilizing engineering and police data. Design fixes to these intersections and prioritize the implementation for future years.	
		Identify the top two gaps in both the north-south and east-west street network. Scope potential projects that would fix these issues.	







