

THE LAND USE BULLETIN

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2013 Best Development Awards

The Best Development Awards Program is designed to bring attention to cities, companies, non-profit organizations and individuals who demonstrate how responsible development and planning practices provide benefits to the community, the environment and the quality of future generations.

The very best projects show collaboration between public and private sectors to build, repurpose or preserve our infrastructure. These buildings and projects provide sustainability to our state by considering site placement, design, water efficiency, energy management, the materials and resources used, the indoor environmental quality, and public use and benefit.

The 2013 Best Development Recipients are:

- **New Commercial/Civic:** Central Iowa Shelter and Services, Des Moines
- **Renovated Commercial/Civic:** The Hotel Greenfield, Greenfield
- **Mixed Use:** Historic Packaging and Provision Building, Iowa City
- **Leadership:** Appanoose Rapids Microbrewery and Loft Apartments, Ottumwa

Recipients receive a plaque, publicity in 1000 Friends materials and on our website, and are recognized during an awards ceremony held by 1000 Friends, or in conjunction with a local event.

On January 27, 2014, Board members Doug Adamson and LaVon Griffieon traveled to Greenfield to present representatives of the Hotel Greenfield with the 2013 Best Renovated Commercial/Civic Award during the Chamber/Main Street Annual Meeting.



Above: Back row—Doug Adamson, LaVon Griffieon, Front row—Ellen Paullin, Gail Steward and Jay Howe

Learn more about each of this year's recipients by visiting www.1000friendsofiowa.org, and please join us in recognizing and congratulating the recipients of the 2013 Best Developments Awards, **featured on pages 4 and 5 of this issue**, for their accomplishments, hard work and dedication.

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Founded 1998

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1000 Friends of Iowa is a statewide non-profit organization founded in 1998 based in Des Moines, Iowa.

1000 Friends of Iowa promotes responsible development that

- Conserves and protects our agricultural and natural resources
- Revitalizes our neighborhoods, towns and cities, and
- Improves the quality of life for future generations

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Fond Farewell to Our “Mary Ellens”

Long-time board members Mary Ellen Miller and Mary Ellen Warren decide time is right to move on to new challenges

Our first quarter Board of Directors meeting brought resignations from two long-time board members, Mary Ellen Miller of Mason City/Corydon, and Mary Ellen Warren of Waterloo. When 22 years of combined service leave the board on the same day, it creates a void you feel.



Joining our board in 2001, **Mary Ellen Miller** brought a wealth of organizational experience to our three year old organization. Her astute observations, frankly delivered, often kept the board mindful of our mission.. She served as treasurer from 2002 to 2007 and most recently as President of the Board of Directors from 2009 to February 2014.

Mary Ellen was always happy to “person” a booth or serve where needed, never complaining of the travel it entailed. Since her retirement from our board, Mary Ellen has been named the Executive Director of 50-50 in 2020, and appointed by Governor Branstad to the State Board of Education. We are grateful for her guidance through our organizational childhood and adolescence, thank her for being such a willing and knowledgeable ambassador and wish her all the best in her new endeavors.

Mary Ellen Warren joined 1000 Friends of Iowa’s Board of Directors in 2005, serving as our Vice-President since 2007.

Mary Ellen often stated, “I think 1000 Friends most important function is educating the citizens of Iowa about how precious Iowa’s farmland is.” Mary Ellen brought to the board her knowledge and passion about historic preservation.

Mary Ellen served on the founding board of Main Street Waterloo and understands the concept of economic development through historic preservation of buildings, neighborhoods and business districts. She often reminded us “Most Main Streets in Iowa were built to last with quality craftsmanship and materials. Educating citizens about reviving, preserving and giving new life and purpose to the beautiful structures we already have, rather than building new on farmland, is essential to preserving our history and protecting our natural resources.” 1000 Friends of Iowa will miss Mary Ellen Warren’s big picture thinking.



Thank you both for the miles you have traveled, time you have donated and knowledge you have shared to help educate Iowans about responsible land use.



Letter from the President, John Morrissey

Dear Friends:

I was recently elected president of 1000 Friends of Iowa. A dozen years ago, I joined 1000 Friends of Iowa because the mission was important to things I cared about. At the time the office was located in my neighborhood – one that has suffered population and business losses to suburban and even rural development. Our rural friends are all too familiar with the phenomenon. To experience the trend in an established neighborhood of Des Moines was, and is, more than a little unsettling.

I grew up here in Iowa, and with the standard catechism – Iowa feeds the world, Iowa farmers cherish their land, Iowans respect their natural environment. But it's getting mighty hard to ignore the manifold examples where this just isn't true.

You, our members, have noticed this too. You've challenged 1000 Friends to address these contradictions.

As the pace of life hastens, we've seen an accommodating stance by public officials to practically bribe large corporations to come into our state and pave over hundreds of acres of land in the name of a handful of jobs. The breathless boosterism accompanying some of these announcements has me worried about our collective sanity.

We say we care about future generations, but what will they think of us if we don't get a grip on what we're doing, what we're allowing and the condition of the land they'll inherit?

There are many important trends 1000 Friends of Iowa supports and actively promotes to positively affect this legacy.

I am proud the organization continues to recognize excellent rehabilitation and thoughtful new development projects across our state through our Best Development Awards program. We've recognized outstanding work in Mason City, Greenfield, Dubuque, Iowa City, and Marshalltown to name a few, where local residents dug in and transformed abandoned or underused properties into jewels. There is growing recognition by Iowans from every walk of life that Smart Growth Principles make our cities and towns more livable, more efficient, and more beautiful.

The local food movement provides a fabulous opportunity to refocus on the capabilities and potential of our land to provide an amazing bounty of table-ready food, along with the potential for a new generation of farmers and processors to bring these products to market.

I look forward to serving you and our organization by working to bring our mission to the forefront of Iowa's identity. The old saw goes 'life is hard, and then you die'. But nothing about that truth prevents us from doing meaningful work, cooperating with others, appreciating beauty and principle, or having fun on the journey. I hope you'll take encouragement from that, and help us move the mission of 1000 Friends of Iowa forward in the years to come.

John Morrissey , Board President

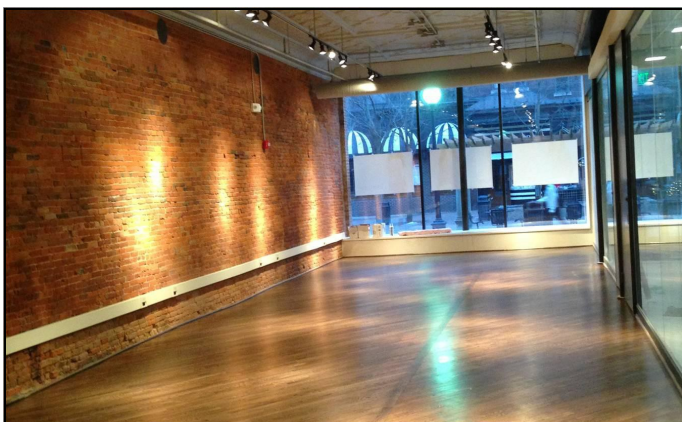
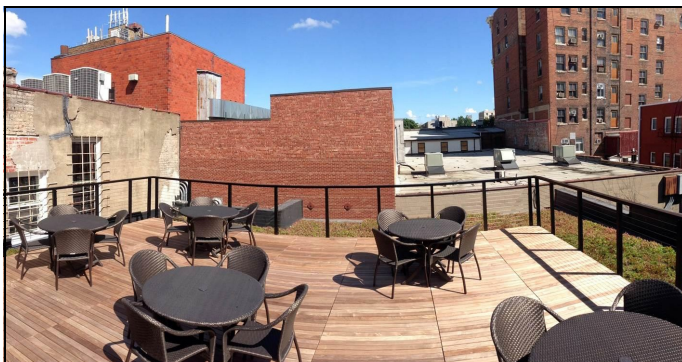
Presenting the 2013 Best Development Awards Recipients

Renovated Commercial/Civic: The Hotel Greenfield, Greenfield



The Hotel Greenfield received the 2013 Best Renovated Commercial/Civic award. Originally completed in 1920, the hotel has been restored to its original, historic beauty while integrating modern practices to reduce waste, and increase energy efficiency with state-of-the-art materials and cooling/heating systems. By renovating a historic hotel, Greenfield avoided fringe development often associated by locating lodging on the edge of town. The restoration and renovation project is a wonderful example of what can be accomplished through community and stakeholder collaboration. Visit www.hotel-greenfield.com to learn more about the history of this hotel and the community of Greenfield.

Mixed Use: Historic Packaging and Provision Building, Iowa City



The 2013 Best Development Award under the category of Best Mixed Use went to Marc Moen Development for the Historic Packaging and Provision Building in Iowa City.

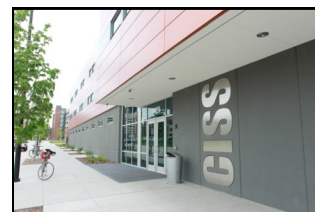
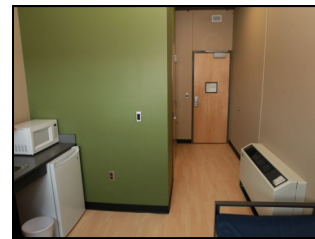
The preservation and rehabilitation of the Historic Packaging and Provision Building saved the historic building, a part of the downtown urban fabric, from demolition. The project also filled a need for a mixed use art, business, retail and entertainment space in downtown Iowa City, improving quality of life for downtown residents and employees.

The building is walkable from a number of residential neighborhoods and the Iowa City employment center, and is easily accessible by bicycle or public transit. The collaborative effort to reinvest in an existing community, use tax dollars wisely, and restore a sense of place for the downtown community is impressive and worthy of praise.

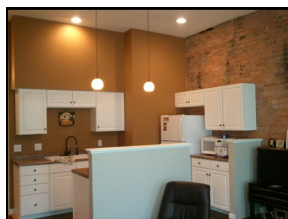
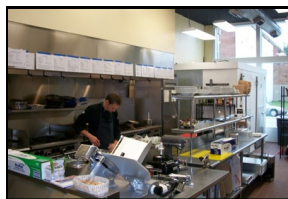
New Commercial/Civic: Central Iowa Shelter and Services, Des Moines



The Central Iowa Shelter and Services (CISS) building, completed in September 2012, received the 2013 Best Development Award under the category for New Commercial/Civic. Built on a vacant piece of land located near public transportation and within easy reach of those CISS serves, planning for this project included infill development, Green building practices, supporting local companies, and providing clients with emergency housing, valuable life skills, education, affordable housing, and a sense of community. Visit www.centraliowashelter.org to learn more about the project and services.



Leadership: Appanoose Rapids Microbrewery and Loft Apartments, Ottumwa



The Appanoose Rapids Microbrewery and Loft Apartments is a shining example of what reinvestment in the community by a few can lead to. A domino effect of preservation, revitalization and new life to a block once slated for demolition led our judges to award this project with the 2013 Best Development Award under the category of Leadership. Owners Tim Schwartz & Fred Zesiger began the project in 2009. The last phase, four loft apartments, was completed in 2013. By combining residential with commercial use, the project adds to the quality of life in Ottumwa through preservation of an entire city block, and a mixed use neighborhood and business district. Visit www.appanooserapidsbrewingcompany.com to learn more about the Microbrewery.

NEWS from Around the State

Muscatine, Waterloo and Cedar Falls Place High Nationally in “*The Best Complete Streets Policies of 2013*”

Iowa held its own in a national review of more than 80 cities across the United States which adopted Complete Streets policies in 2013. Muscatine, Waterloo and Cedar Falls have been recognized as national leaders in making streets safer and more convenient for everyone who uses them, according to the National Complete Streets Coalition, a program of national non-profit Smart Growth America.

The National Complete Streets Coalition reviewed every policy passed in the United States in 2013 and scored each according to 10 elements of an ideal Complete Streets policy. Muscatine’s Complete Streets policy, passed last year, encourages planners and engineers to design and build streets that are safe and convenient for everyone, regardless of age, ability, income or ethnicity, and no matter how they travel. The policy ranked eighth in the nation, scoring a total of 83.2 points out of 100.

The cities of Waterloo and Cedar Falls have also been recognized as national leaders in making streets safer and more convenient. The Waterloo and Cedar Falls policies tied for a rank of 14th nationwide, each scoring a total of 80 points out of 100. The town of Littleton, Mass., is home to 2013’s top policy, with a total of 94.4 points.

All three Iowa cities embraced Complete Streets as part of efforts to become a Blue Zones Certified Community—a statewide community wellness and health program in the state of Iowa. Waterloo City Planner Aric Schroeder said Waterloo “welcomed the expert assistance we have received as a Blue Zones Project demonstration site.”

Cedar Falls Mayor Jon Crews said that in the last two years the city has spent more than \$1.2 million on constructing bridges, trails, bike lanes, and sidewalks to improve walking and biking with special emphasis on elementary school children.

Nationwide, a total of 610 jurisdictions in 48 states have Complete Streets policies in place.

Visit <http://www.smartgrowthamerica.org/complete-streets-2013-analysis> to learn more about Complete Streets Policies, the fifteen communities who led the nation in creating comprehensive Complete Streets policies, and to read the full report.

Iowans Gather to Support Healthy Environment and Conservation

1000 Friends of Iowa was one of more than three dozen organizations who gathered at the State Capitol on March 18, 2014 for Environmental Lobby Day, the annual event co-sponsored by the Iowa Environmental Council and the Iowa REAP Alliance.

Supporters called on lawmakers to do more to protect clean water and a healthy environment. If lawmakers would fully fund Iowa's Resource Enhancement and Protection program (REAP), which celebrates its 25th anniversary this year, the program would receive \$20 million per year until 2021. But the state legislature has never fully funded REAP to the authorized level. Among the most successful conservation initiatives in Iowa history, REAP has cumulatively distributed about \$300 million to thousands of projects across the state.



Above: LaVon Griffieon talks with Tom Mathews
photo courtesy of IEC intern Will Fandel

DON'T FOUL YOUR OWN NEST

Guest Column by Mark S. Edwards

We are struggling to understand how environmental issues such as water quality, ethanol, and farming relate to our lives.

I retired as Trails Coordinator at the Iowa Department of Natural Resources after 30 years of traveling the state extensively and seriously studying our relationships to where we live. This study is called ecology.

The basic foundation of ecology is that all life is directly related and mutually dependent. This means the more species diversity, the healthier the ecosystem and the healthier the individual. Our health and happiness is directly dependent on the health of the place we live. Simply said, we are all in this together. Don't foul your own nest.

One way to illustrate this is by using a Department of Transportation map of Iowa. Lay the map flat on a table. It represents 36 million acres.

Rip off two-thirds of the map and put it behind you.

This is the amount of acres planted each year in just two annual species – corn and soybeans – requiring petroleum, fertilizer, pesticides, herbicides, and washing away soil to the sea.

Now remove three-fourths of what's left of your map.

This represents the 26 percent of Iowa used for other agricultural purposes such as hay, pasture, ponds and farmsteads. In a matter of a few generations, 93 percent of our state has been transformed for agricultural purposes. The loss of species diversity is incomprehensible to us today.

From the portion left on the table remove a piece the size of a CD case.

This represents 6 percent of Iowa or around 2 million acres which are covered in cities and roads.

The size of the piece left on the table is smaller than

the size of a check. It represents all public land – city parks, county, state and federal – or less than 3 percent of Iowa.

Looking closer at the remaining piece, we find it covered in thousands of parking lots, hundreds of miles of interior roads, artificial lakes, campgrounds, ball fields, toilets, playgrounds, sewage lagoons, golf courses and picnic areas. Hundreds of thousands of acres contain non-native species. A majority of our public land was also clear-cut, plowed, mined and heavily grazed before being protected and allowed to heal.

Easily, less than half of the public land, the size of a credit card, has little original biological integrity left.

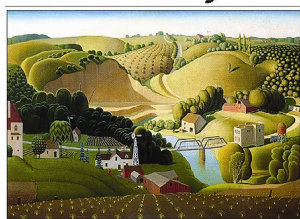
Cut the credit card into hundreds of small pieces and scatter them over the area of the original, uncut map. Not one of these pieces of public land can maintain their existing species as they are isolated and disconnected from the whole, much like we are.

In relationship to the health of our homeland it matters little whether the land is private or public. It does matter how it is used.

It is often said that we don't value things until they are rare. We now live in the rarest state in North America - the most biologically altered. Our economic health is not measured by the price of corn but by the company we keep. We are all stockholders in the corporation of creation and evolution.

As the American author, Henry David Thoreau said, "In wildness is the preservation of the world."

We must carefully consider the conversations of soil loss, ethanol, water quality, and voluntary conservation practices within a richer, wilder story of ecology and hope for improving all our lives, including more than just us humans. We cannot survive by dividing into two sides with different realities of where we live. We cannot lose sight of the one world we live in and are directly dependent upon.



Stone City, Iowa 1930 Grant Wood, 1891-1942
Citizens United for Responsible Land Use

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Farma-Save Signs Getting a Makeover

We want YOUR Slogan Ideas

Our Farma-Save Signs are a popular way to raise awareness of land use issues for Iowans and visitors to the state of Iowa. Designed after the Burma Shave signs that ran from 1927 to 1963, they are a creative and catchy way to get people thinking about one or more aspects of land use.

1000 Friends has been using the same slogans on our signs since they were first created. We've decided it's time to update the slogans and we want YOUR help. Visit our website to view each of the six sets of signs, then send your catchy slogan ideas to: crystal.r.letto@gmail.com by May 15, 2014. The winning submissions will be announced at our Annual Meeting, tentatively planned for July, 2014.